



# **Pricing with Purpose:** **Navigating the World of Vendor Fees**

**Case Study: Vancouver Farmers Market**



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# About Vancouver Farmers Market

Vancouver Farmers Market (VFM) believes in the power of healthy communities! Since 1990, our non-profit organization has been dedicated to supporting local small businesses, providing food access programming, and creating vibrant community gathering spaces.

## Our Markets:

Downtown Vancouver Farmers Market

East Vancouver Farmers Market

Vancouver Holiday Market



**270**  
Unique Businesses



**Over 516,000**  
Shoppers Attended



**Over \$10,000,000**  
Small Business Revenue





# The 'Why' Behind VFM Vendor Fees

We strive to create intentional fee structures that align with our mission and support long term success of our farmers markets, vendors, and community.

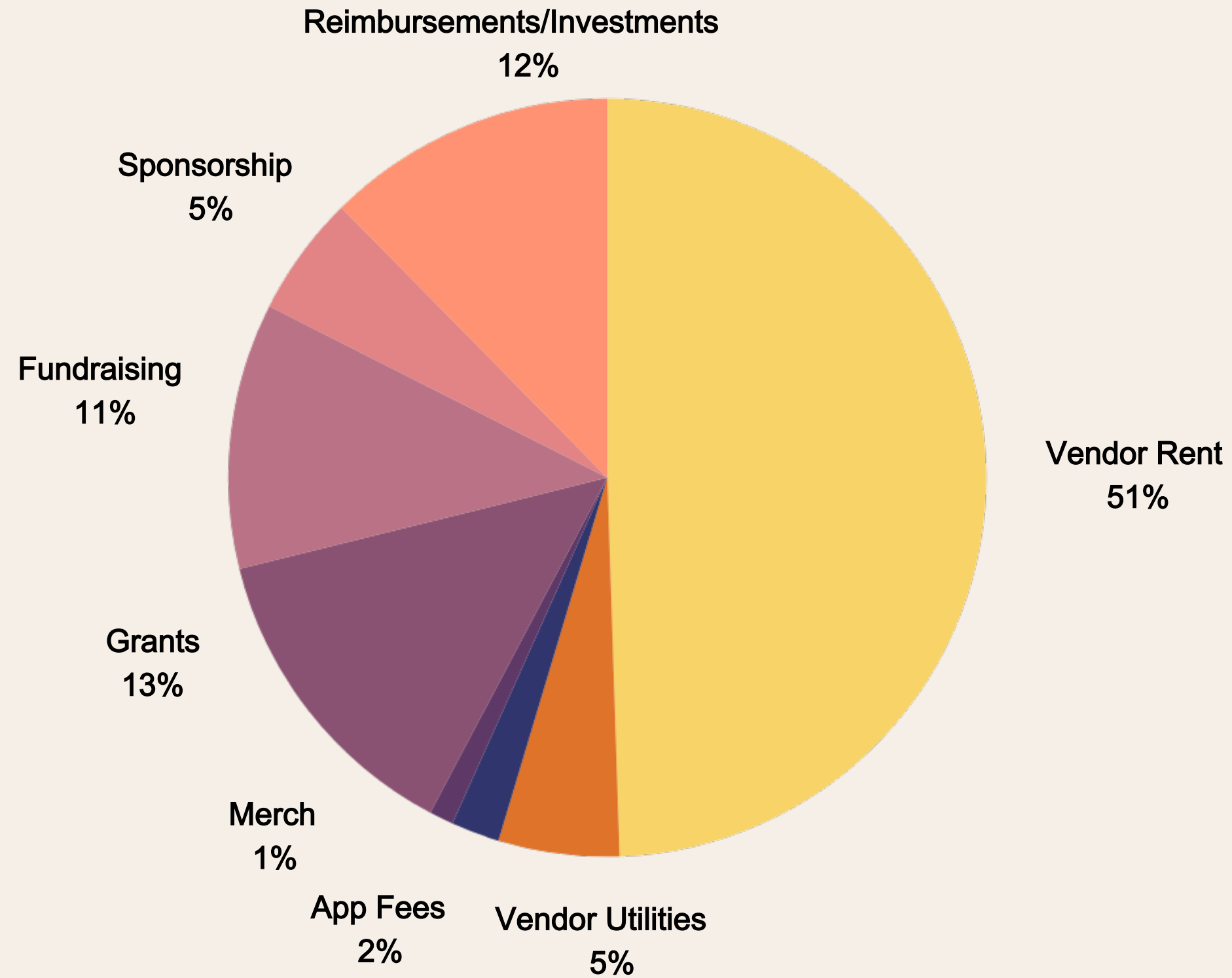
## We Are Committed to:

- Providing long -term, consistent services to our small businesses and community
- Offering low -barrier, equitable access to retail space
- Operating self -sustaining farmers markets
- Maintaining clear and transparent fee structures
- Re-investing into our farmers markets and community



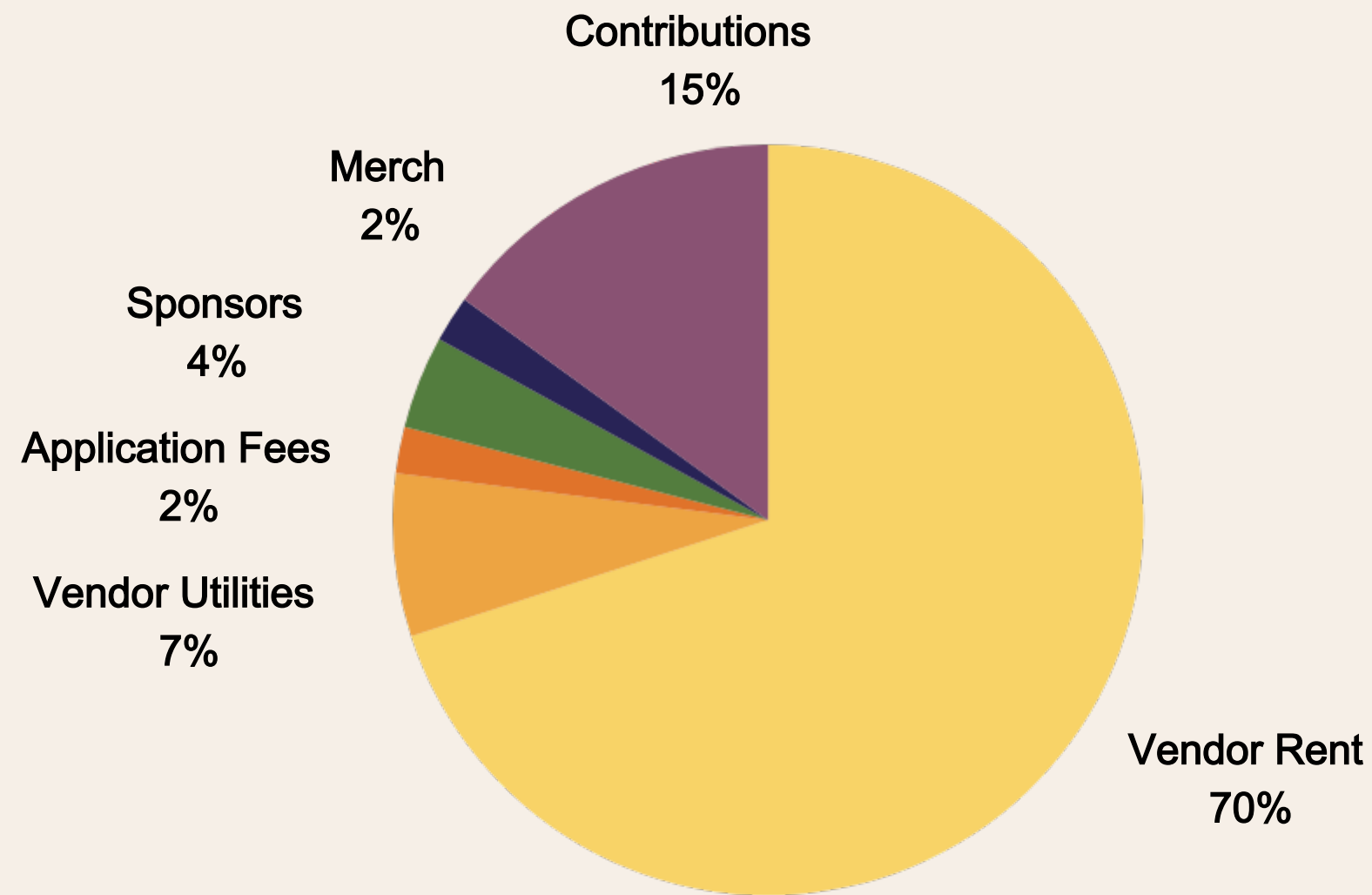
# Where Our Revenue Comes From

## 2024 VFM Income

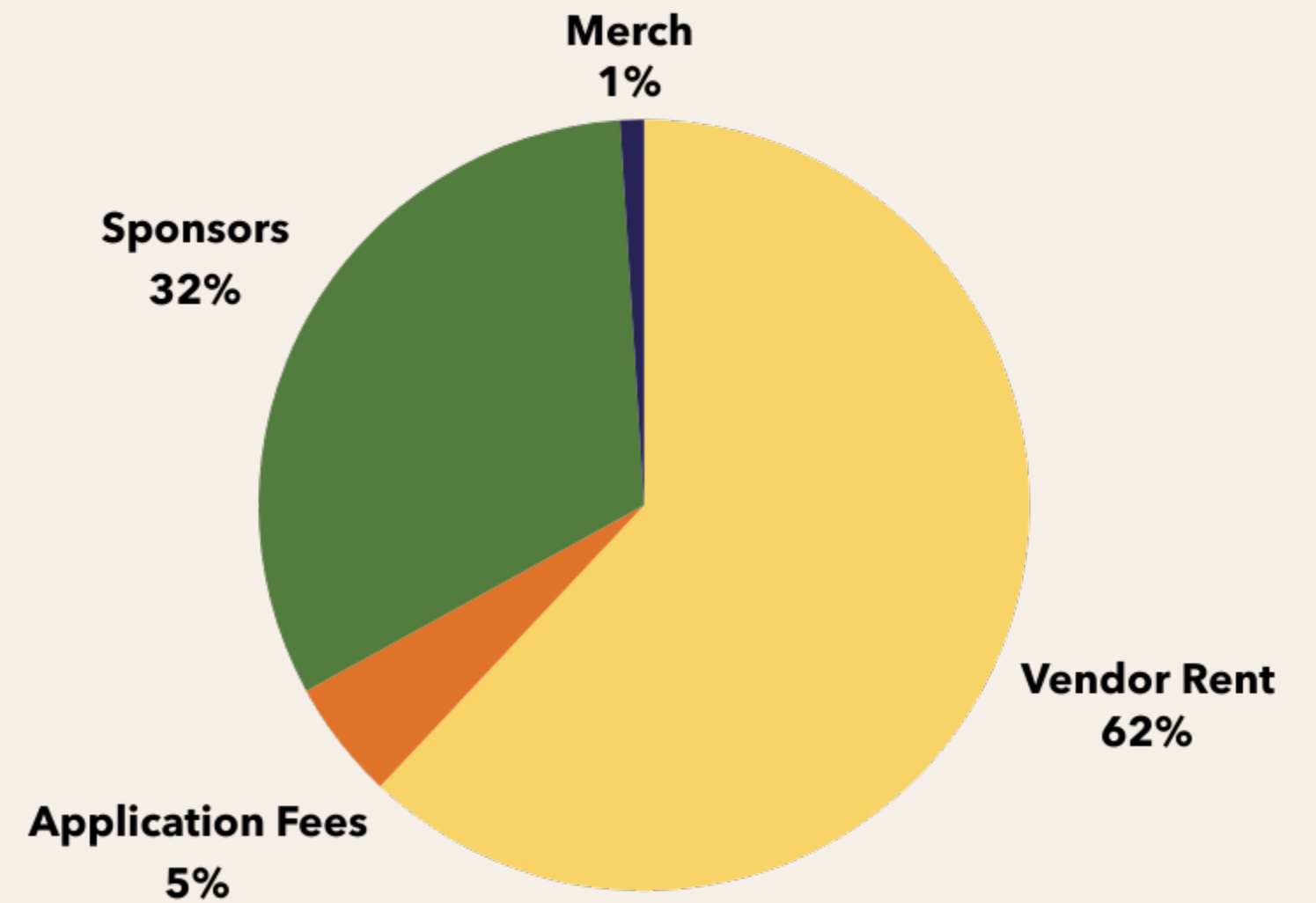


# Where Our Revenue Comes From

## Downtown Farmers Market



## East Vancouver Farmers Market



# Why We Use Flat -Rate Fees



VFM charges flat-rate daily booth fees across all of our farmers markets and special events. Vendor fees vary by market to meet its unique needs.



## Planning & Predictability

Vendors always know their fixed costs

Allows businesses to pre-pay

Helps estimate revenue and manage expenses

## Simplicity & Transparency

Easy to explain and easily understood

Makes rent collection and payment systems simpler to manage

## Equitable Access & Opportunity

Encourages Diverse Participation

Supports market curation over seniority

Reinforces the idea of a shared community space

2025 VFM Vendor Fees





# Working Backwards to Determine Vendor Fees

Farmers Markets offer a service, just like vendors offer a product!

**Identify and list out all operating expenses**

**Calculate booth fees based on costs**

(example: total operating costs / number of market days / number of vendors = booth fee)

**Understand demand and competitive pricing**

**Evaluate expenses or explore additional income streams if needed**

(e.g., application fees, sponsors, parking donations, grants, fundraisers, etc.)



# Farmers Markets Have Big Impact!

We believe a well -resourced, well -run farmers market has lasting impact.



# Navigating Booth Fee Increases

Strategic fee increases can be an important part of sustaining a farmers market long-term and we believe in experiencing success together.

## Setting Strategic Rent Increases

**Develop a strategy to ensure revenue keeps up with rising expenses**

Example: \$5 increase every 5 years (\$1/year increase)

**Clearly and proactively communicate fee increases**

Example: VFM board adopted 2 year plan.  
Year 1: increased fee for deep spaces  
Year 2: \$5 increase across the board

**Be flexible and evaluate annually**

## Return on Investment

**Fee increases fund market improvements and growth**

Example: marketing, clear signage, skilled staff, etc.

**A small fee increase can result in higher sales and support long-term vendor success!**



# Methods for Collecting Vendor Rent

There are many ways to collect vendor fees. No matter how you gather those 'greens', the key is finding a system what works for your market.

## Payment at VFM

Vendors are invoiced monthly for the previous months rent. Payment is due within 15 days of the invoice date.

## Payment Methods:

- Automated Electronic Funds Transfer (ACH Withdrawal), Preferred Method
- Check
- Credit/Debit, Via PayPal
- Cash (on case-by-case basis)

ACH Form



# Providing Value through Services



No matter the fee structure, your farmers market provides important services and significant value to its vendors!

## What do vendors receive in return for what they pay?

- A year-round retail space
- Access to local shoppers and visitors
- Business coaching, mentorship, and networking events
- Access to scholarship funds
- Access to sales from federal nutrition benefit programs and other unique market currencies (e.g., SNAP, WIC, produce pals & kids bucks)
- Marketing and visibility for their business

## How does VFM communicate this to our Vendors?

- New Vendor Orientation
- Annual Celebration and Impact Reports
- One-pager hand outs at market
- Regular emails outlining resources
- Sharing vendor success stories in newsletters and on social media
- Conversations with vendors at market
- Vendor resources page on website



**Questions?**



## Small Group Conversations

Take a minute to think about the questions on your worksheet and write what you know. We'll ring a bell, find a neighbor to discuss what you wrote.