

Aug 23, 2026

New Study: White Rock Farmers' Market Generates Up to \$7.6 Million in Annual Economic Activity

The White Rock Farmers' Market contributes between **\$7.2 million and \$7.6 million annually** to the local economy and is expected to attract approximately **200,000 visits in 2026**, according to an independent economic impact study conducted by Dr. David Connell of the University of Northern British Columbia.

Key Findings

- Economic impact of \$7.2 million to \$7.6 million annually.
- Approximately 200,000 visits expected in 2026.
- More than 337 vendors participate in the market annually.
- Shopper spending, attendance, and average spending per visitor have all increased significantly since 2023.
- 860 visitors participated in the survey conducted on August 9, 2026.

"This study confirms what our vendors and shoppers have known for years," said Elaine Cheung, President of the White Rock Farmers' Market. "The White Rock Farmers' Market is more than a place to buy local food. It is a significant economic driver that supports local farmers, small businesses, community organizations, and the broader White Rock economy."

On the day of the study, August 9, approximately 8,250 people visited the market, and 860 visitors participated in the survey. Almost half of all shoppers reported visiting the market regularly (nearly every week) or frequently (two to three times per month).

The study found significant growth in the White Rock Farmers' Market over the past three years. Since the previous study in 2023, total shopper spending is expected to double, visitor numbers are projected to double, and average spending per shopper has increased substantially.

Dr. David Connell, who led the study, said, "Farmers' markets continue to serve as the face of farming in BC. The White Rock Farmers' Market has experienced significant growth and vitality, making it important to understand both its community value and its economic contribution to local neighbourhoods, cities, and towns."

The White Rock Farmers' Market is a vibrant community gathering place featuring vendor-produced goods, including locally grown fruits and vegetables, baked goods, preserves, specialty foods, seafood, artisan products, and handcrafted items. Visitors not only support market vendors

but also spend money at nearby restaurants, cafés, and retailers, generating economic benefits throughout the community.

The market provides affordable space for local non-profit organizations and hosts monthly special events throughout the season. With more than 337 vendors operating under a strict "make, bake, or grow" policy, the White Rock Farmers' Market has become one of the region's largest and most established farmers' markets. The market runs for 26 weeks each year, from April through October, and is operated by the non-profit White Rock Farmers' Market Society, a proud member of the BC Association of Farmers' Markets.

- 30 -

CONTACT

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Images

1. Shoppers participating in the dot survey on August 9, 2026.



3. Dot survey flip charts filled with sticky dots.



4. From left to right: Dr. David Connell, University of Northern British Columbia; Elaine Cheung, Councillor, City of White Rock and President of the White Rock Farmers' Market; Megan Knight, Mayor, City of White Rock.

