

Farmers Market Manager Report for 5/21/2026 Meeting

by Charlie Reed

Last Month's Market News:

- Averaged **40** vendors/market
- **290** customers/market
- Total sales per market: **\$18,152**
- Average per vendor: **\$475**
- *The May Consumer Confidence Index is the lowest on record, going back to 1967.*

April 2025:

- Averaged **47** vendors/market
- **555** customers/market (highest since March '22) *(555 was estimate before correction made to formula; with updated formula, that number would be 375)*
- Total sales per market: **\$24,110** (highest ever)
- Average per vendor: **\$531** (highest since March '22)

Social Media:

- Instagram followers: 6,471 (+88)
- Facebook followers: 8,587 (+97)
- Newsletter subscribers: 2,359 (+15)

Market Happenings:

- All metrics down slightly from March and significantly from April 2025.
- Decreased vendor counts now put us on course to drop below budget projection (still slightly above). Several vendors have indicated that higher gas prices are keeping them from driving from Austin, where there are now more mid-week market options as well.
- Verbal altercation between two ranchers at close of 4/29 market. Warnings issued to both parties.
- 5/9 art market saw a good turnout. Vendor count was above 20, which is the threshold for whether passersby will turn in. Below 19 and customers don't come. If vendor count continues to drop, Triangle should be looked at as market location this fall.
- If gas prices remain high, a Saturday market should be again considered. The busiest hours at Art Markets have been between 11 am and 3 pm.

Numbers...

GL Code/Desc	April	FY2026
Vendor Booths	\$5,257	\$38,757
Vendor Application	\$80	\$870
Sponsorships	\$0	\$325
Merch	\$0	\$195
Totals	\$5,337	\$40,146

Totals and Averages by Month (FY'26)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '25
# Markets	5	4	3	4	4	4	5	1					30
# Markets Counted	5	4	3	4	4	4	5	1					30
Vendors	234	161	132	133	163	175	198	40					1236
Vendors Reporting	221	155	131	133	154	169	191	39					1193
Total Sales	\$98,985	\$73,559	\$68,767	\$69,204	\$79,588	\$80,719	\$90,762	\$18,327					\$579,911
Avg. per Market	\$19,797	\$18,390	\$22,922	\$17,301	\$19,897	\$20,180	\$18,152	\$18,327	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$19,330
Average per Vendor	\$448	\$475	\$525	\$520	\$517	\$478	\$475	\$470	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$486
Vendors per Market	47	40	44	33	41	44	40	40	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	41
Customers	1490	1175	920	990	1200	1170	1450	350					8,745
Per Market	298	294	307	248	300	293	290	350	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	292
Sales per Customer	\$66.43	\$62.60	\$74.75	\$69.90	\$66.32	\$68.99	\$62.59	\$52.36	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$66.31

DSFM Sales Data											
Market Date	4.01	4.08	4.15	4.22	4.29	5.06	Y-Total	Y-Avg	Share		
Market	1	1	1	1	1	1	30				
Market Counted	1	1	1	1	1	1	30				
Vendors	46	39	32	39	42	40	1,233	41			
Vendors Reporting	45	38	30	37	41	39	1,192	40	100%		
Total Sales	20,123.00	19,331.00	17,453.00	18,739.00	15,116.00	18,327.00	580,031	19,334	100%		
Average per Vendor	447.18	508.71	581.77	506.46	368.68	469.92	486.60				
Farmers	1,495.00	1,598.00	1,732.00	2,194.00	2,022.00	2,261.00	48,446	1,615	8.35%		
#V	3.0	3.0	3.0	6.0	6.0	4.0	100.0	3.3	8.39%		
Sales/V	498.33	532.67	577.33	365.67	337.00	565.25	484				
Ranchers	6,085.00	5,338.00	6,039.00	6,756.00	3,686.00	5,290.00	174,709	5,824	30.12%		
#V	8.0	6.0	6.0	8.0	7.0	8.0	209.0	7.0	17.53%		
Sales/V	760.63	889.67	1,006.50	844.50	526.57	661.25	836				
Crafts	1,098.00	958.00	453.00	1,188.00	1,111.00	1,535.00	39,085	1,303	6.74%		
#V	8.0	4.0	2.0	4.0	7.0	7.0	184.0	6.1	15.44%		
Sales/V	137.25	239.50	226.50	297.00	158.71	219.29	212				
Foods - Bake/Bev/VA/Pet	11,445	11,437	9,229	8,601	8,297	9,241	317,791	10,593	54.79%		
#V	26.0	25.0	19.0	19.0	21.0	20.0	702.0	23.4	58.89%		
Sales/V	440.19	457.48	485.74	452.68	395.10	462.05	453				
Baker	2,913.00	3,141.00	2,741.00	2,673.00	2,481.00	2,274.00	82,274	2,742	14.18%		
#V	7.0	8.0	7.0	6.0	5.0	4.0	206.0	6.9	17.28%		
Sales/V	416.14	392.63	391.57	445.50	496.20	568.50	399				
Beverage	2,124.00	1,536.00	680.00	1,019.00	924.00	1,121.00	42,502	1,417	7.33%		
#V	4	4	2	2	3	3	115	4	9.65%		
Sales/V	531.00	384.00	340.00	509.50	308.00	373.67	370				
Value Add	4,708.00	5,160.00	4,108.00	3,609.00	3,592.00	4,546.00	136,765	4,559	23.58%		
#V	14.0	12.0	9.0	10.0	12.0	12.0	351.0	11.7	29.45%		
Sales/V	336.29	430.00	456.44	360.90	299.33	378.83	390				
Pet	1,700.00	1,600.00	1,700.00	1,300.00	1,300.00	1,300.00	56,250	1,875	9.70%		
#V	1	1	1	1	1	1	30	1	2.52%		
Sales/V	1,700.00	1,600.00	1,700.00	1,300.00	1,300.00	1,300.00	1,875				
Visitors	310	300	325	290	225	350	8,745	292			
Sales per Capita	\$64.91	\$64.44	\$53.70	\$64.62	\$67.18	\$52.36	\$66.33				
Temperature	90	80	82	84	77	75	2335	77.83			
Skies	PC	Sunny	PC	PC	Rain	Cloudy					
Humidity (low=1,med=2,high=3)	2	2	2	3	3	2					
Winds (15 mph+)	20										
Music	L. Torres	S. Bourbonnais	A. Dormont	J. Jirk	n/a	n/a					
Event(s)											
Time/Venue Note						T-storm and rain					