

by Charlie Reed

- Averaged **40** vendors/market (down 4 from October, down 4 from November 2024)
- **294** customers/market
- Total sales per market: **\$18,390** (-\$2,000 from 2024)
- Average per vendor: **\$475** (+27 from October, -\$5 from Nov. 2024)

- Instagram followers: 6,058 (+44)
- Facebook followers: 8,337 (+20)
- Newsletter subscribers: 2,338 (-2)
 - Only 2 unsubscribes the last month with 20 or so adds, so I'm not sure why this is down.

- Mostly smooth sailing the last month.
- Art market on 11/8 was successful, with 21 vendors and consistent customer flow.
- 12/3 market held outdoors due to several events at Ranch Park.

GL Code/Desc	Nov.	FY2026
201-403-43005: FARMERSMARKET- Vendor Booths	\$5,507	\$11,366
201-403-43006: FARMERSMARKET- Vendor Application	\$120	\$150
201-403-44000: FARMERSMARKET- Sponsorships	\$100	\$175
201-403-46005: FARMERSMARKET- Merchandise	\$25	\$35
Totals for GL Codes	\$5,752	\$11,726

[illegible]

DSFM Sales Data							
Market Date	11.05	11.12	11.19	11.26	Y-Total	Y-Avg	Share
Market	1	1	1	1	9		
Market Counted	1	1	1	1	9		
Vendors	44	42	46	29	395	44	
Vendors Reporting	42	41	43	29	376	42	101%
Total Sales	16,759.00	23,096.00	22,995.00	10,709.00	172,544	19,172	100%
Average per Vendor	399.02	563.32	534.77	369.28	458.89		
Farmers	1,809.00	2,869.00	2,417.00	1,760.00	20,033	2,226	11.61%
#V	3.0	6.0	6.0	3.0	42.0	4.7	11.17%
Sales/V	603.00	478.17	402.83	586.67	477		
Ranchers	5,233.00	5,296.00	6,918.00	667.00	44,941	4,993	26.05%
#V	8.0	5.0	6.0	3.0	60.0	6.7	15.96%
Sales/V	654.13	1,059.20	1,153.00	222.33	749		
Crafts	544.00	1,920.00	1,495.00	637.00	11,979	1,331	6.94%
#V	5.0	6.0	7.0	6.0	63.0	7.0	16.76%
Sales/V	108.80	320.00	213.57	106.17	190		
Foods - Bake/Bev/VA/Pet	9,173	13,011	12,165	7,645	95,591	10,621	55.40%
#V	26.0	24.0	24.0	17.0	213.0	23.7	56.65%
Sales/V	352.81	542.13	506.88	449.71	449		
Baker	2,489.00	2,997.00	2,505.00	2,190.00	24,318	2,702	14.09%
#V	7.0	7.0	7.0	5.0	62.0	6.9	16.49%
Sales/V	355.57	428.14	357.86	438.00	392		
Beverage	1,431.00	2,428.00	1,895.00	743.00	16,120	1,791	9.34%
#V	5	5	5	3	46	5	12.23%
Sales/V	286.20	485.60	379.00	247.67	350		
Value Add	3,653.00	5,286.00	5,365.00	2,812.00	38,553	4,284	22.34%
#V	13.0	11.0	11.0	8.0	96.0	10.7	25.53%
Sales/V	281.00	480.55	487.73	351.50	402		
Pet	1,600.00	2,300.00	2,400.00	1,900.00	16,600	1,844	9.62%
#V	1	1	1	1	9	1	2.39%
Sales/V	1,600.00	2,300.00	2,400.00	1,900.00	1,844		
Visitors	250	375	350	200	2,665	296	
Sales per Capita	\$67.04	\$61.59	\$65.70	\$53.55	\$64.74		
Temperature	82	82	82	62	744	82.67	
Skies	Sunny	Sunny	Cloudy	Sunny			
Humidity (low=1,med=2,high=3)	1	1	2	1			