

by Charlie Reed

- Averaged **44** vendors/market
- **307** customers/market
- Total sales per market: **\$22,922**
- Average per vendor: **\$525**

- Instagram followers: 6,177 (+119)
- Facebook followers: 8,360 (+23)
- Newsletter subscribers: 2,342 (+4)

- Market set new all-time high on 12/17 with \$28,818 in sales. Previous high was 5/28/25 at Nong's final market, and the high before that was also last December before the two-week break.
- The snowball fight on 12/17 was a memorable time. Unfortunately, Alice Langdon, who sold the snowballs, got tendinitis from making too many and will be out until February.
- January 21st market will be held at the Triangle due to Livestock Show at DSRP.

GL Code/Desc	Dec. 2025	FY2026
201-403-43005: FARMERSMARKET - Vendor Booths*	\$4,078.00	\$15,541.00
201-403-43006: FARMERSMARKET - Vendor Application	\$240.00	\$390.00
201-403-44000: FARMERSMARKET - Sponsorships	\$0.00	\$175.00
201-403-46005: FARMERSMARKET - Merchandise	\$140.00	\$175.00
Totals for GL Codes	\$4,458.00	\$16,281.00

[illegible]

DSFM Sales Data								
Market Date	12.03	12.10	12.17	12.24	12.31	Y-Total	Y-Avg	Share
Market	1	1	1			12		
Market Counted	1	1	1			12		
Vendors	39	46	47			527	44	
Vendors Reporting	39	45	47			507	42	100%
Total Sales	18,193.00	21,876.00	28,818.00	0.00	0.00	241,431	20,119	100%
Average per Vendor	466.49	486.13	613.15	#DIV/0!	#DIV/0!	476.20		
Farmers	2,635.00	3,047.00	1,900.00			27,615	2,301	11.44%
#V	4.0	5.0	2.0			53.0	4.4	10.45%
Sales/V	658.75	609.40	950.00	#DIV/0!	#DIV/0!	521		
Ranchers	4,729.00	6,250.00	9,317.00			65,237	5,436	27.02%
#V	6.0	6.0	9.0			81.0	6.8	15.98%
Sales/V	788.17	1,041.67	1,035.22	#DIV/0!	#DIV/0!	805		
Crafts	634.00	1,831.00	3,331.00			17,775	1,481	7.36%
#V	5.0	10.0	10.0			88.0	7.3	17.36%
Sales/V	126.80	183.10	333.10	#DIV/0!	#DIV/0!	202		
Foods - Bake/Bev/VA/Pet	10,195	10,748	14,270	0	0	130,804	10,900	54.18%
#V	24.0	24.0	26.0	0.0	0.0	287.0	23.9	56.61%
Sales/V	424.79	447.83	548.85	#DIV/0!	#DIV/0!	456		
Baker	1,912.00	2,554.00	3,462.00			32,246	2,687	13.36%
#V	5.0	7.0	7.0			81.0	6.8	15.98%
Sales/V	382.40	364.86	494.57	#DIV/0!	#DIV/0!	398		
Beverage	1,691.00	1,800.00	1,770.00			21,381	1,782	8.86%
#V	5	5	4			60	5	11.83%
Sales/V	338.20	360.00	442.50	#DIV/0!	#DIV/0!	356		
Value Add	4,692.00	3,694.00	6,138.00			53,077	4,423	21.98%
#V	13.0	11.0	14.0			134.0	11.2	26.43%
Sales/V	360.92	335.82	438.43	#DIV/0!	#DIV/0!	396		
Pet	1,900.00	2,700.00	2,900.00			24,100	2,008	9.98%
#V	1	1	1			12	1	2.37%
Sales/V	1,900.00	2,700.00	2,900.00	#DIV/0!	#DIV/0!	2,008		
Visitors	270	325	325			3,585	299	
Sales per Capita	\$67.38	\$67.31	\$88.67	#DIV/0!	#DIV/0!	\$67.34		
Temperature	64	74	64			946	78.83	
Skies	Cloudy	Sunny	Misty					