

Farmers Market Manager Report for 7/28/2022 Meeting

by Charlie Reed

Vendor News:

New Vendors (Approved in June):

- Freshly Made
- Golden Pineapple (very positive)
- Rogue Pierogies (seems satisfied)
- Mill and Refill (2 markets; did not do well; may return)
- Milltown Woodworks (1 market, did not do well)
- Corgi Designs (1 market)
- Ranch Brand Wines (after delay in TABC letters and hours switch, may not come until fall)

Provisional Vendors:

- Orobianco remains provisional – promises to return application.

Market News:

Obviously the weather is the story. Both customer and vendor counts have dropped due to sustained heat, and even in the tree-shaded areas, temperatures have been high enough to impact products – with cheese samples melting, wood crafts warping, and low customer counts causing one vendor to throw away \$1000 in product after a market. Vendors began warning that they would not be able to attend; customers gave their feedback by not showing up, with the market reaching the lowest (non-rain event) turnout of my time here: 321 at the 7/6 market.

The 105F/112HI forecast for the 7/13 market gave me cause to make a change, explained in the report sent to FMC on 7/14.

Incidents:

Vendor confrontation between Juan with Wow Honey (2nd in two months) and Christelle with Golden Pineapple over non-DSFM incident (she hired his former vendor and a pay dispute occurred). I said this was not our concern and that they'd have to fight over it elsewhere. I had to warn him not to approach her again. He has so far complied in three markets following the incident.

Vendor & Customer Attendance, Total Sales, and Avg Sales (data below):

Average customer attendance has dropped significantly. Last July's sparkling weather averaged 500+. This June/July has seen an average of 347 customers per market (-30%). With the exception of the 7/13 market, we've maintained 40+ vendors/market. Customer spend has varied wildly week-over-week, and prediction remains elusive.

AFT/FMC FM Celebration (Contest)

We briefly took over #1 in Texas on 7/21 until a [Houston Market](#) ran away with it. They discovered the contest on Tuesday and over the next two days earned more votes than we did in a month, getting 400 of their almost 600 votes in a four-hour window. They're clearly entering fake email addresses (see facebook comments on their page).

Social Media:

- Instagram followers up to 2,535 (+109 over last month).
- Facebook Likes up to 5,556 (+124)
- Newsletter subscribers: 1,589 (+68)

Market Bag Sales

Overall sales are \$509. I am working to get a DSFM Venmo account; many potential customers aren't carrying cash. Have not heard back from colleagues in CH on whether this is available or allowable, likely due to COVID outbreak closing their offices.

DSFM Sales Data						
Market Date	6.15	6.22	6.29	7.06	7.13	7.20
Vendors	43	46	46	47	36	43
Vendors Reporting	43	46	46	25	30	35
Total Sales	21,249.00	20,318.00	22,141.00	9,215.00	11,572.00	14,803.00
Average per Vendor	494.16	441.70	481.33	368.60	385.73	422.94
Farmers	3,895.00	2,720.00	2,784.00	1,030.00	665.00	2,195.00
Ranchers	5,712.00	4,825.00	5,214.00	3,204.00	4,476.00	3,566.00
Crafts	925.00	2,025.00	1,510.00	718.00	750.00	577.00
Foods	10,717.00	10,748.00	12,633.00	4,263.00	5,681.00	8,465.00
Baker	1,874.00	2,109.00	1,870.00	1,290.00	550.00	1,475.00
Beverage	2,501.00	2,379.00	3,388.00	840.00	666.00	1,710.00
Value Add	5,492.00	5,560.00	6,525.00	1,333.00	4,115.00	4,780.00
Pet	850.00	700.00	850.00	800.00	350.00	500.00
Visitors	535	360	435	321	286	335
Sales per Capita	\$39.72	\$56.44	\$50.90	\$28.71	\$40.46	\$44.19
Temperature	90	99	94	100	85-105	90-101
Skies	Cloudy	Sunny	PC	Sunny	Sunny	Sunny
Humidity (low=1,med=2,high=3)	2	2	1	1	2	1
Winds (15 mph+)						
Music	J. Rivers	J. Kirk	S. Bourbonnaise	B. Slaughter	A. Dormont	J. Rivers
Income						
Market Date	6.15	6.22	6.29	7.06	7.13	7.20
Market Bags Sold	1	1	5	3	3	1
Market Bags Cost	10	10	10	10	10	10
Market Bags Sales	10	10	50	30	30	30

Totals and Averages by Month (FY'22)											
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	FY 2022
# Markets	4	4 (3)	5 (4)	4 (3)	4 (3)	5 (4)	4	4 (2)	5	3	42 (35)
Vendors	165	134	183	154	113	220	182	185	230	122	1688
Vendors Reporting	165	124	179	117	92	172	178	93	227	90	1437
Total Sales	\$76,769	\$59,596	\$78,920	\$47,366	\$41,824	\$92,611	\$88,941	\$39,354	\$103,695	\$36,390	\$665,466
Avg. per Market	\$19,192	\$19,865	\$19,730	\$15,789	\$13,941	\$23,153	\$22,235	\$19,677	\$20,739	\$12,130	\$19,013
Average per Vendor	\$465.27	\$480.61	\$440.89	\$404.84	\$454.61	\$538.44	\$499.67	\$423.16	\$456.81	\$404.33	\$463.09
Customers	2250	1425	1750	1375	970	2257	1987	1848	2153	942	16957
Per Market	563	475	438	344	323	564	497	462	431	314	484
Sales per Customer	\$34.12	\$41.82	\$45.10	\$43.06	\$43.06	\$41.03	\$44.76	\$43.62	\$48.16	\$38.63	\$39.24