

# Farmers Market Manager Report for 06/15/2023 Meeting

by Charlie Reed

## Market News:

- Averaged 45 vendors/market (same as April) (-1 from May 2022)
- 462 customers/market (+30 from Apr.) (Same as May 2022)
- Total sales per market: \$20,114 (+2,600 from Apr.) (+500 from May 2022)
- Average per vendor: \$474 (+60 from Apr.) (+51 from May 2022)
- Average vendor sales at May 24<sup>th</sup> market was \$542 – the highest week since I began tracking.

Vendor sales numbers are up significantly despite relatively steady customer visitation – average spend has gone up from \$40 to around \$50. The farmer category has seen strong growth, both in the number of farmers attending and in total sales. Rancher total sales has stayed steady, but with fewer average ranchers, individual vendor sales have gone up.

## Vendor Issues:

Lots of grumbles from a few vendors regarding change to morning hours, placement within market, and sun on booths. Held a meeting after 5/31 market to address concerns. I would like to do more of this to get vendors to share best practices and become more involved in cross-marketing.

## Social Media:

- Instagram followers up to 3,201 (+67 over last month).
- Facebook followers at 6,944 (+63)
- Newsletter subscribers: 1,882 (+29)

## Market Bag Sales/Merchandise

FY 2022 Final Sales Totals: 70 bags @ \$789

FY 2023 (through 5/10): 37 bags @ \$370

*Let's discuss offering other items... Johnna and Stephanie designing stickers as hand-outs at events, and we'll follow with designs for sale.*

## Bill to Update Cottage Law

SB 829 went to vote May 23rd but "died on the calendar."

<b>DSFM Sales Data</b>					
<b>Market Date</b>	<b>5.03</b>	<b>5.10</b>	<b>5.17</b>	<b>5.24</b>	<b>5.31</b>
Vendors	44	47	47	41	45
Vendors Reporting	43	45	44	36	44
<b>Total Sales</b>	<b>18,902.00</b>	<b>21,299.00</b>	<b>18,209.00</b>	<b>19,496.00</b>	<b>22,666.00</b>
Average per Vendor	439.58	473.31	413.84	541.56	515.14
Farmers	2,802.00	3,406.00	3,187.00	2,908.00	4,655.00
Ranchers	4,411.00	4,942.00	3,716.00	6,998.00	4,875.00
Crafts	730.00	655.00	169.00	913.00	985.00
Foods	10,959.00	12,296.00	11,137.00	8,677.00	12,151.00
Baker	1,055.00	1,731.00	1,444.00	1,470.00	1,743.00
Beverage	2,190.00	2,337.00	2,329.00	1,850.00	2,488.00
Value Add	6,208.00	7,228.00	6,164.00	4,257.00	5,620.00
Pet	1,506.00	1,000.00	1,200.00	1,100.00	2,300.00
<b>Visitors</b>	<b>500</b>	<b>525</b>	<b>425</b>	<b>410</b>	<b>450</b>
Sales per Capita	\$37.80	\$40.57	\$42.84	\$47.55	\$50.37
Temperature	90	82	90	80	90
Skies	PC	Cloudy	Sunny	Rain/Sun	Sunny
Humidity (low=1,med=2,high=3)	2	3	1	2	2
Winds (15 mph+)					
Music	B. Slaughter	A. Dormont	J. Rivers	n/a	A. Dormont

<b>Totals and Averages by Month (FY'23)</b>													
	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>FY '23</b>
# Markets	4	5	4	4	3	5	4	5	1				35
# Markets Counted	4	5	4	4	3	5	4	5	1				35
Vendors	192	205	157	153	122	234	179	224	45				1511
Vendors Reporting	184	194	153	146	118	222	170	212	44				1443
Total Sales	\$79,587	\$71,620	\$52,763	\$57,501	\$42,118	\$93,287	\$70,193	\$100,572	\$20,575				\$588,216
Avg. per Market	\$19,897	\$14,324	\$13,191	\$14,375	\$14,039	\$18,657	\$17,548	\$20,114	\$20,575	#DIV/0!	#DIV/0!	#DIV/0!	\$16,806
<b>Average per Vendor</b>	<b>\$432.54</b>	<b>\$369.18</b>	<b>\$344.86</b>	<b>\$393.84</b>	<b>\$356.93</b>	<b>\$420.21</b>	<b>\$412.90</b>	<b>\$474.40</b>	<b>\$467.61</b>	<b>#DIV/0!</b>	<b>#DIV/0!</b>	<b>#DIV/0!</b>	<b>\$407.63</b>
Vendors per Market	48	41	39	38	41	47	45	45	45	#DIV/0!	#DIV/0!	#DIV/0!	43
Customers	2000	1615	1250	1390	915	2265	1735	2310	415				13,895
Per Market	500	323	313	348	305	453	434	462	415	#DIV/0!	#DIV/0!	#DIV/0!	397
Sales per Customer	\$39.79	\$44.35	\$42.21	\$41.37	\$46.03	\$41.19	\$40.46	\$43.54	\$49.58	#DIV/0!	#DIV/0!	#DIV/0!	n/a