

Farmers Market Manager Report for 8/15/2024 Meeting

by Charlie Reed

Last Month's Market News:

- Averaged **38** vendors/market
- **355** customers/market
- Total sales per market: **\$17,598**
- Average per vendor: **\$486**

Vendor Issues:

All is going well.

Other Markets Making Weekend Attempts:

In addition to the new Henly market on Friday-Saturday, Lonestar FM will be running pop-up markets at venues along Fitzhugh on the weekends. Pedernales FM in Spicewood is also starting a Thursday market in September, with several of our vendors taking part.

Sales

Temperature is clearly the largest impact on market attendance. And while we're seeing a dip in customer count, it's nowhere near as low as August of July '22 and '23, as both vendor averages and total sales remain much higher than preceding years. Customers who are coming are spending more, primarily on groceries. Value Add and Crafts are being hit hard, though, again, not as hard as years past.

Social Media:

- Instagram followers: 4,276 (+86)
- Facebook followers: 7,711 (+38)
- Newsletter subscribers: 2,199 (+35)

DSFM Sales Data									
Market Date	7.03	7.10	7.17	7.24	7.31	8.07	Y-Total	Y-Avg	Share
Market	1	1	1	1	1	1	45		
Market Counted	1	1	1	1	1	1	44		
Vendors	41	42	38	32	39	36	1,787	40	
Vendors Reporting	40	39	36	31	35	34	1,691	38	100%
Total Sales	21,992.00	17,470.00	17,051.00	15,465.00	16,012.00	14,396.00	741,875	16,861	100%
Average per Vendor	549.80	447.95	473.64	498.87	457.49	423.41	438.72		
Farmers	5,408.00	3,575.00	4,362.00	2,927.00	3,160.00	2,755.00	103,393	2,350	
#V	6.0	6.0	6.0	4.0	5.0	4.0	248.0	5.6	14.67%
Sales/V	901.33	595.83	727.00	731.75	632.00	688.75	417		13.94%
Ranchers	4,881.00	4,491.00	3,737.00	4,581.00	5,494.00	4,758.00	198,495	4,511	
#V	8.0	7.0	7.0	7.0	11.0	9.0	345.0	7.8	20.40%
Sales/V	610.13	641.57	533.86	654.43	499.45	528.67	575		26.76%
Crafts	1,676.00	852.00	687.00	306.00	245.00	210.00	39,541	899	
#V	6.0	5.0	4.0	4.0	3.0	2.0	182.0	4.1	10.76%
Sales/V	279.33	170.40	171.75	76.50	81.67	105.00	217		5.33%
Foods - Ttl Bake/Bev/VA/Pet	10,027.00	8,552.00	8,265.00	7,651.00	7,113.00	6,673.00	400,446	9,101	
#V	20.0	21.0	18.0	16.0	17.0	19.0	916.0	20.8	54.17%
Sales/V	501.35	407.24	459.17	478.19	418.41	351.21	437		53.98%
Baker	1,628.00	1,293.00	1,030.00	1,690.00	1,006.00	1,263.00	77,449	1,760	
#V	5.0	4.0	3.0	3.0	3.0	4.0	169.0	3.8	9.99%
Sales/V	325.60	323.25	343.33	563.33	335.33	315.75	458		10.44%
Beverage	1,394.00	865.00	1,093.00	577.00	1,010.00	1,629.00	57,443	1,306	
#V	5	4	4	2	3	6	162	4	9.55%
Sales/V	278.80	216.25	273.25	288.50	336.67	271.50	356		7.74%
Value Add	5,205.00	4,731.00	3,942.00	4,154.00	3,597.00	2,605.00	195,065	4,433	
#V	9.0	11.0	10.0	9.0	10.0	7.0	514.5	11.7	30.43%
Sales/V	578.33	430.09	394.20	461.56	359.70	372.14	379		26.29%
Pet	1,800.00	1,663.00	2,200.00	1,230.00	1,500.00	1,176.00	70,489	1,602	
#V	1	2	1	2	1	2	71	2	4.20%
Sales/V	1,800.00	831.50	2,200.00	615.00	1,500.00	588.00	993		9.50%
Visitors	425	375	325	350	300	275	17,170	390	
Sales per Capita	\$51.75	\$46.59	\$52.46	\$44.19	\$53.37	\$52.35	\$43.21		
Temperature	91	93	95	85	91	97	3458	76.84	
Skies	Sunny	Sunny	Sunny	M Cloudy	Sunny	Sunny			
Humidity (low=1,med=2,high=3)	1	3	2	3	2	2			

Totals and Averages by Month (FY'24)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '24
# Markets	4	5	4	5	4	4	4	5	4	5	1		45
# Markets Counted	4	5	4	5	4	4	3	5	4	5	1		44
Vendors	146	205	141	158	174	187	169	223	155	192	36		1786
Vendors Reporting	143	203	140	157	169	182	121	212	148	181	34		1690
Total Sales	\$55,827	\$75,627	\$48,239	\$70,428	\$77,978	\$83,512	\$60,126	\$93,128	\$74,624	\$87,990	\$14,396		\$741,875
Avg. per Market	\$13,957	\$15,125	\$12,060	\$14,086	\$19,495	\$20,878	\$20,042	\$18,626	\$18,656	\$17,598	\$14,396	#DIV/0!	\$16,861
Average per Vendor	\$390.40	\$372.55	\$344.56	\$448.59	\$461.41	\$458.86	\$496.91	\$439.28	\$504.22	\$486.13	\$423.41	#DIV/0!	\$438.98
Vendors per Market	37	41	35	32	44	47	42	45	39	38	36	#DIV/0!	40
Customers	1350	1725	1225	1615	1860	1845	1795	1685	1620	1775	275		16,770
Per Market	338	345	306	323	465	461	449	337	405	355	275	#DIV/0!	381
Sales per Customer	\$41.35	\$43.84	\$39.38	\$43.61	\$41.92	\$45.26	\$33.50	\$55.27	\$46.06	\$49.57	\$52.35	#DIV/0!	\$44.24