

Farmers Market Manager Report for 8/20/2026 Meeting

by Charlie Reed

Last Month's Market News:

- Averaged **42** vendors/market
- **360** customers/market
- Total sales per market: **\$20,081**
- Average per vendor: **\$507**

July 2025:

- Averaged **43** vendors/market
- **341** customers/market
- Total sales per market: **\$22,851**
- Average per vendor: **\$566**

Social Media:

- Instagram followers: 6,736 (+105)
- Facebook followers: 8,805 (+80)
- Newsletter subscribers: 2,406 (+12)

Newsletter Surveys:

With 2,400 subscribers but only 300-400 weekly visitors, I did a few surveys to better understand the newsletter's effectiveness or lack thereof. So far, the main survey is confirming my assumptions to focus on vendor and produce lists as the entrée, with enough comments saying the Q&A's, Recipes, and Essays are vital as side dishes that give a sense of community. The survey on when to reunite market in the vendor hall is overwhelmingly in favor of an October return (when temps go below 85), but enough respondents prefer year-round in climate control to give us something to think about. I'll have a full report on surveys next month, as they are open until the end of August.

Market Happenings:

- One vendor heat exhaustion issue at the 7/29 market. He was fine after Johnna attended to him with electrolytes in the AC.
- Thanks again to Nikki, Melanie, and other DSRP staff for covering while Johnna and I were away. Amazing work all around.

Numbers...

GL Codes			
GL Code/Desc	July	FY2026 (CivicRec)	FY26 Budgeted
Vendor Booths	\$4,984	\$56,672	\$63,000
Vendor Application	\$160	\$1,490	\$1,400
Sponsorships	\$0	\$425	\$1,000
Merch	\$0	\$195	\$500
Totals for GL Codes	\$5,144	\$58,782	\$65,900
Facility Fee:		\$2,557	\$5,000

Totals and Averages by Month (FY'26)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '25
# Markets	5	4	3	4	4	4	5	4	4	5	1		43
# Markets Counted	5	4	3	4	4	4	5	4	4	5	1		43
Vendors	234	161	132	133	163	175	198	175	183	209	47		1810
Vendors Reporting	221	155	131	133	154	169	191	169	177	198	43		1741
Total Sales	\$98,985	\$73,559	\$68,767	\$69,204	\$79,588	\$80,719	\$90,762	\$86,664	\$87,156	\$100,405	\$21,973		\$857,782
Avg. per Market	\$19,797	\$18,390	\$22,922	\$17,301	\$19,897	\$20,180	\$18,152	\$21,666	\$21,789	\$20,081	\$21,973	#DIV/0!	\$19,948
Average per Vendor	\$448	\$475	\$525	\$520	\$517	\$478	\$475	\$513	\$492	\$507	\$511	#DIV/0!	\$493
Vendors per Market	44	39	44	33	39	42	38	42	44	40	43	#DIV/0!	42
Customers	1490	1175	920	990	1200	1170	1450	1700	1590	1800	375		13,860
Per Market	298	294	307	248	300	293	290	425	398	360	375	#DIV/0!	322
Sales per Customer	\$66.43	\$62.60	\$74.75	\$69.90	\$66.32	\$68.99	\$62.59	\$50.98	\$54.82	\$55.78	\$58.59	#DIV/0!	\$61.89

DSFM Sales Data								
Market Date	7.01	7.08	7.15	7.22	7.29	Y-Total	Y-Avg	Share
Market	1	1	1	1	1	42		84%
Market Counted	1	1	1	1	1	42		84%
Vendors	47	46	32	43	41	1,760	42	
Vendors Reporting	44	42	32	42	38	1,695	40	100%
Total Sales	\$21,580	\$22,252	\$14,540	\$19,502	\$22,531	\$836,014	\$19,905	\$1
Average per Vendor	\$490	\$530	\$454	\$464	\$593	\$493		
Farmers	4,789.00	3,851.00	2,571.00	4,191.00	3,699.00	98,523	2,346	11.78%
#V	6.0	5.0	7.0	6.0	5.0	182.0	4.3	10.74%
Sales/V	798.17	770.20	367.29	698.50	739.80	541		
Ranchers	5,267.00	6,085.00	4,751.00	4,920.00	6,548.00	242,166	5,766	28.97%
#V	7.0	6.0	5.0	7.0	6.0	289.0	6.9	17.05%
Sales/V	752.43	1,014.17	950.20	702.86	1,091.33	838		
Crafts	565.00	643.00	804.00	2,223.00	1,439.00	52,917	1,260	6.33%
#V	7.0	7.0	4.0	8.0	4.0	263.0	6.3	15.52%
Sales/V	80.71	91.86	201.00	277.88	359.75	201		
Foods - Bake/Bev/VA/Pet	10,959	11,673	6,414	8,168	10,845	442,408	10,534	52.92%
#V	24.0	24.0	16.0	21.0	23.0	964.0	23.0	56.87%
Sales/V	456.63	486.38	400.88	388.95	471.52	459		
Baker	1,497.00	3,309.00	2,160.00	2,570.00	2,876.00	114,512	2,726	13.70%
#V	4.0	8.0	6.0	7.0	7.0	286.0	6.8	16.87%
Sales/V	374.25	413.63	360.00	367.14	410.86	400		
Beverage	1,784.00	1,277.00	1,018.00	939.00	1,642.00	59,560	1,418	7.12%
#V	4	3	3	3	4	154	4	9.09%
Sales/V	446.00	425.67	339.33	313.00	410.50	387		
Value Add	5,678.00	5,127.00	1,536.00	3,359.00	5,027.00	193,356	4,604	23.13%
#V	15.0	12.0	6.0	10.0	11.0	482.0	11.5	28.44%
Sales/V	378.53	427.25	256.00	335.90	457.00	401		
Pet	2,000.00	1,960.00	1,700.00	1,300.00	1,300.00	74,980	1,785	8.97%
#V	1	1	1	1	1	42	1	2.48%
Sales/V	2,000.00	1,960.00	1,700.00	1,300.00	1,300.00	1,785		
Visitors	375	400	225	375	425	13,485	321	
Sales per Capita	\$57.55	\$55.63	\$64.62	\$52.01	\$53.01	\$62.00		
Temperature	94	98	73	102	98	3427	81.60	
Skies	Sunny	Sunny	Floods	Sunny	Sunny			