

Farmers Market Manager Report for 7/18/2024 Meeting

by Charlie Reed

Last Month's Market News:

- Averaged **39** vendors/market
- **405** customers/market
- Total sales per market: **\$18,656**
- Average per vendor: **\$504**

Vendor Issues:

All is going well.

Alternate Locations:

Pound House will not be an option. North lot at Founders has reduced space to due addition of parking space blocks in center, but should still be an option, though without electricity or restrooms. However, given recent successes at DSRP, there is increased vendor chatter to having market remain there full-time. Even Laurel was impressed at 7/3 market.

Customer Feedback:

No feedback recently. Increased chatter on socials about having a Saturday market, but not enough to justify another attempt. The Henly Friday evening/Saturday morning market appears to be growing.

Sales

The 6/5, 6/19, and 7/3 markets each set records for morning markets in terms of total sales or average sales per vendor. 6/19 and 7/3 both fell on holidays. The 6/19 market set the **all-time** high for average vendor sales. Farmers had their best ever day on 7/3. At \$22,000, the 7/3 market was as strong as any afternoon market in the busiest seasons.

Social Media:

- Instagram followers: 4,190 (+92)
- Facebook followers: 7,673 (+33)
- Newsletter subscribers: 2,164 (-9... I purged about 30 inactive accounts)

DSFM Sales Data								
Market Date	6.05	6.12	6.19	6.26	7.03	Y-Total	Y-Avg	Share
Market	1	1	1	1	1	40		
Market Counted	1	1	1	1	1	39		
Vendors	41	35	35	44	41	1,600	40	
Vendors Reporting	40	34	33	41	40	1,516	38	100%
Total Sales	21,291.00	15,161.00	19,684.00	18,488.00	21,992.00	661,481	16,961	100%
Average per Vendor	532.28	445.91	596.48	450.93	549.80	436.33		
Farmers	4,590.00	4,003.00	4,668.00	3,377.00	5,408.00	86,614	2,221	
#V	8.0	8.0	7.0	5.0	6.0	223.0	5.7	14.71%
Sales/V	573.75	500.38	666.86	675.40	901.33	388		13.09%
Ranchers	5,432.00	3,275.00	4,560.00	4,965.00	4,881.00	175,434	4,498	
#V	9.0	6.0	6.0	8.0	8.0	304.0	7.8	20.05%
Sales/V	603.56	545.83	760.00	620.63	610.13	577		26.52%
Crafts	967.00	635.00	819.00	881.00	1,676.00	37,241	955	
#V	3.0	3.0	4.0	5.0	6.0	164.0	4.2	10.82%
Sales/V	322.33	211.67	204.75	176.20	279.33	227		5.63%
Foods - Ttl Bake/Bev/VA/Pet	10,302.00	7,248.00	9,637.00	9,265.00	10,027.00	362,192	9,287	
#V	20.0	17.0	16.0	23.0	20.0	825.0	21.2	54.42%
Sales/V	515.10	426.35	602.31	402.83	501.35	439		54.75%
Baker	2,479.00	1,527.00	2,494.00	2,526.00	1,628.00	71,167	1,825	
#V	5.0	4.0	4.0	5.0	5.0	152.0	3.9	10.03%
Sales/V	495.80	381.75	623.50	505.20	325.60	468		10.76%
Beverage	1,978.00	1,166.00	403.00	1,138.00	1,394.00	52,269	1,340	
#V	3	3	2	4	5	143	4	9.40%
Sales/V	659.33	388.67	201.50	284.50	278.80	367		7.90%
Value Add	3,845.00	3,695.00	4,740.00	4,200.00	5,205.00	176,036	4,514	
#V	11.0	8.0	9.0	12.0	9.0	467.5	12.0	30.84%
Sales/V	349.55	461.88	526.67	350.00	578.33	377		26.61%
Pet	2,000.00	860.00	2,000.00	1,401.00	1,800.00	62,720	1,608	
#V	1	2	1	2	1	63	2	4.16%
Sales/V	2,000.00	430.00	2,000.00	18.00	1,800.00	996		9.48%
Visitors	450	350	425	395	425	15,545	399	
Sales per Capita	\$47.31	\$43.32	\$46.32	\$46.81	\$51.75	\$42.55		
Temperature	92	87	83	92	91	2997	74.93	

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	1			40
# Markets Counted	4	5	4	5	4	4	3	5	4	1			39
Vendors	146	205	141	158	174	187	169	223	155	41			1599
Vendors Reporting	143	203	140	157	169	182	121	212	148	40			1515
Total Sales	\$55,827	\$75,627	\$48,239	\$70,428	\$77,978	\$83,512	\$60,126	\$93,128	\$74,624	\$21,542			\$661,031
Avg. per Market	\$13,957	\$15,125	\$12,060	\$14,086	\$19,495	\$20,878	\$20,042	\$18,626	\$18,656	\$21,542	#DIV/0!	#DIV/0!	\$16,950
Average per Vendor	\$390.40	\$372.55	\$344.56	\$448.59	\$461.41	\$458.86	\$496.91	\$439.28	\$504.22	\$538.55	#DIV/0!	#DIV/0!	\$436.32
Vendors per Market	37	41	35	32	44	47	42	45	39	41	#DIV/0!	#DIV/0!	40
Customers	1350	1725	1225	1615	1860	1845	1795	1685	1620	425			15,145
Per Market	338	345	306	323	465	461	449	337	405	425	#DIV/0!	#DIV/0!	388
Sales per Customer	\$41.35	\$43.84	\$39.38	\$43.61	\$41.92	\$45.26	\$33.50	\$55.27	\$46.06	\$50.69	#DIV/0!	#DIV/0!	\$43.65