

Farmers Market Manager Report for 08/17/2023 Meeting

by Charlie Reed

Market News:

- Averaged 39 vendors/market (-4 from June) (-1 from July 2022)
- 321 customers/market (-35 from June) (-11 from July 2022)
- Total sales per market: \$14,149 (-2,500 from June) (+1,000 from July 2022)
- Average per vendor: \$385 (-17 from June) (-16 from July 2022)

- Year two of drought has farmers dropping, with expectation of little to no produce for remainder of August.
- Despite slow-but-steady growth through June, July Saturday markets took a sharp drop with the departure of produce vendors, with none showing at last two markets. Average vendor sales per market ended up at: May \$141, June \$197, July \$209.

Vendor Issues:

Following up on last month's report on Hamilton Pool: After warning their vendor (Ryan) at the 7/5 market, he was again tardy at 7/26 market and I informed him he was no longer welcome. Though we talked after market, he had told his dairy customers that HP would not be bringing dairy anymore. Owner Sean Kattner called me and we met the next week to discuss his vendor and to walk through the application update for dairy, which he had not submitted after months of reminders. Sean said he'd released Ryan – though I did see a photo of Ryan at another market a week later. Hamilton Pool's updated application is in this month's packet and will be a point of discussion for their Dairy Farmer (also Terra Purezza's Dairy Farmer).

Social Media:

- Instagram followers up to 3,341 (+82 over last month).
- Facebook followers at 7,058 (+66)
- Newsletter subscribers: 1,933 (+22)

FM Celebration 2023

- Rankings posted July 6th; Currently 1st in Texas/SW and 6th in US. We're giving away stickers at market in exchange for votes (and newsletter sign-ups). Could use some help on that front to keep momentum going!
- Stephanie designed four social posts for Farmers Market Week (8/2-8/9).
- Andrew and Johnna pushed for Farmers Market Week Proclamation from Sherrie Parks, Mayor Foulds, and City Council at their 8/8 meeting.

Market Bag Sales/Merchandise

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

FY 2023 (through 5/10): 44 bags @ \$435

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

DSFM Sales Data		Sat		Sat		Sat		Sat
Market Date	7.05	7.08	7.12	7.15	7.19	7.22	7.26	7.29
Vendors	37	12	40	9	39	8	40	7
Vendors Reporting	33	12	38	9	37	8	39	7
Total Sales	13,752.00	2,138.00	15,202.00	1,878.00	14,447.00	1,196.00	13,195.00	971.00
Average per Vendor	416.73	178.17	400.05	208.67	390.46	149.50	338.33	138.71
Farmers	3,975.00	480.00	3,465.00	310.00	3,267.00		3,035.00	0.00
Ranchers	3,485.00	490.00	3,534.00	575.00	2,744.00	326.00	2,626.00	433.00
Crafts	360.00	250.00	605.00		377.00	200.00	350.00	100.00
Foods	5,932.00	918.00	7,598.00	993.00	8,059.00	670.00	7,184.00	438.00
Baker	920.00	320.00	1,455.00	302.00	1,401.00	130.00	1,632.00	155.00
Beverage	1,745.00	290.00	1,685.00	180.00	1,578.00	200.00	1,330.00	0.00
Value Add	2,267.00	308.00	3,185.00	511.00	4,124.00	340.00	3,086.00	273.00
Pet	1,000.00		1,273.00		956.00		1,136.00	
Visitors	350		280		340		315	
Sales per Capita	\$39.29		\$54.29		\$42.49		\$41.89	
Temperature	91	93	94	94	88	95	95	95
Skies	PC		Sunny		Sunny	Sunny	Sunny	Sunny
Humidity (low=1,med=2,high=3)	1		1		1	1	1	1
Winds (15 mph+)			15		12			
Music	B. Slaughter	J.Kirk	A. Dormont	J.Kirk	J. Rivers	J.Kirk	J.Kirk	n/a

July					Totals
Market Date	7.05	7.12	7.19	7.26	4
Vendors	37	40	39	40	156
Vendors Reporting	33	38	37	39	147
Total Sales	13,752.00	15,202.00	14,447.00	13,195.00	\$56,596.00
Average per Vendor	\$416.73	\$400.05	\$390.46	\$338.33	\$385.01
Population	350	280	340	315	1285
Sales per Capita	\$39.29	\$54.29	\$42.49	\$41.89	\$44.04

Totals and Averages by Month (FY'23)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '23
# Markets	4	5	4	4	3	5	4	5	4	4	2		44
# Markets Counted	4	5	4	4	3	5	4	5	4	4	2		44
Vendors	192	205	157	153	122	234	179	224	173	156	69		1864
Vendors Reporting	184	194	153	146	118	222	170	212	166	147	69		1781
Total Sales	\$79,587	\$71,620	\$52,763	\$57,501	\$42,118	\$93,287	\$70,193	\$100,572	\$66,767	\$56,596	\$30,841		\$721,845
Avg. per Market	\$19,897	\$14,324	\$13,191	\$14,375	\$14,039	\$18,657	\$17,548	\$20,114	\$16,692	\$14,149	\$15,421	#DIV/0!	\$16,406
Average per Vendor	\$432.54	\$369.18	\$344.86	\$393.84	\$356.93	\$420.21	\$412.90	\$474.40	\$402.21	\$385.01	\$446.97	#DIV/0!	\$405.30
Vendors per Market	48	41	39	38	41	47	45	45	43	39	35	#DIV/0!	42
Customers	2000	1615	1250	1390	915	2265	1735	2310	1425	1285	600		16,790
Per Market	500	323	313	348	305	453	434	462	356	321	300	#DIV/0!	382
Sales per Customer	\$39.79	\$44.35	\$42.21	\$41.37	\$46.03	\$41.19	\$40.46	\$43.54	\$46.85	\$44.04	\$51.40	#DIV/0!	\$42.99