

Farmers Market Manager Report for 07/13/2023 Meeting

by Charlie Reed

Market News (Wednesdays):

- Averaged 43 vendors/market (-2 from May) (-3 from June 2022)
- 356 customers/market (-106 from May) (-75 from June 2022)
- Total sales per market: \$16,692 (-3,500 from May) (-4,000 from June 2022)
- Average per vendor: \$402 (-72 from May) (-54 from June 2022)

- Moved to mornings June 14th. Customers have been appreciative.
- Charlie and Johnna stayed at Founders Park during afternoon hours on June 14th – counted 70 visitors who hadn't heard market moved to morning. All but one understood, and most were appreciative (it was 123-degree heat index that day).
- Subsequently, the 2nd morning market saw better total market sales than all but one morning market last year.

Market News (Saturdays)

- Not counting customers at Saturday market. June sales, with an average of 9 vendors per market, have been \$1,800 / \$1,854 / \$2,010 / \$1,652, leading to an average of \$198 per vendor per market.
- *July 1st market saw a sharp increase to more than \$3,400.*

Vendor Issues:

For the most part, vendors have adapted to morning markets well – and all have come around to the philosophy of the move. There are a few habitual late arrivals (Goatilicious, Hamilton Pool Vineyard).

Hamilton Pool has two vendors currently – one sells wine (Vernique) and the other sells on behalf of their farm (Ryan). Ryan has issues showing up on time and is also dramatically loud during set up and sometimes during market. They both showed up late for 6/21 market (after 9 a.m.). While Vernique was apologetic, Ryan was visibly and audibly angry. After I told him he could turn around and go home, he apologized, but continued to display agitation when entering and through set-up. Johnna walked his vehicle through market to ensure he drove carefully while I called Sean and told him I would not tolerate that behavior. While Johnna walked him through, she said that he had to drive slow as customers and children were in the park, to which he yelled/waved, "I have kids at home. I know how to drive!"

Ryan did not attend 6/28 market, but he was again late for 7/5 market. As Hamilton Pool is a hyper-local vendor, with long ties to the market and the community, I am hesitant to suspend or let go, but this behavior and energy has a negative impact on other vendors and the market as a whole, and I would appreciate the FMC's feedback on how to manage. For the time being, given the tardiness issue, I will not let them have a desired spot facing away from the sun (which requires driving across market), and have begun assigning late fees.

Social Media:

- Instagram followers up to 3,259 (+58 over last month).
- Facebook followers at 6,992 (+48)
- Newsletter subscribers: 1,911 (+29)

FM Celebration 2023

Rankings posted July 6th; Currently 1st in Texas/SW and 2nd in US. We're giving away bags and stickers at market in exchange for votes (and newsletter sign-ups). Could use some help on that front to keep momentum going!

Market Bag Sales/Merchandise

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

FY 2023 (through 5/10): 39 bags @ \$385

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	6.03	6.07	6.10	6.14	6.17	6.21	6.24	6.28
Vendors	9	45	9	43	10	43	9	42
Vendors Reporting	9	44	9	42	10	40	9	40
Total Sales	1,800.00	20,575.00	1,854.00	14,514.00	2,010.00	16,323.00	1,652.00	15,355.00
Average per Vendor	200.00	467.61	206.00	345.57	201.00	408.08	183.56	383.88
Farmers		4,054.00		3,972.00		3,941.00		3,750.00
Ranchers		5,435.00		2,654.00		4,095.00		3,168.00
Crafts		926.00		982.00		932.00		140.00
Foods		10,160.00		6,906.00		7,355.00		8,297.00
Baker		1,666.00		1,462.00		873.00		1,778.00
Beverage		2,188.00		1,610.00		2,080.00		1,634.00
Value Add		5,306.00		2,766.00		3,242.00		3,718.00
Pet		1,000.00		1,068.00		1,160.00		1,167.00
Visitors		415		300		375		335
Sales per Capita		\$49.58		\$48.38		\$43.53		\$45.84
Temperature		90		85	85	95	95	92
Skies		PC		PC	Cloudy	Sunny	Sunny	Sunny
Humidity <small>(low=1,med=2,high=3)</small>		3		3	3	3	2	1
Winds (15 mph+)								
Music	J. Kirk	B. Slaughter	J. Kirk	A. Dormont	J. Kirk	J. Rivers	J.Kirk	J.Kirk
Time/Venue Note				Morning		Morning		Morning

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	1			39
# Markets Counted	4	5	4	4	3	5	4	5	4	1			39
Vendors	192	205	157	153	122	234	179	224	173	37			1676
Vendors Reporting	184	194	153	146	118	222	170	212	166	33			1598
Total Sales	\$79,587	\$71,620	\$52,763	\$57,501	\$42,118	\$93,287	\$70,193	\$100,572	\$66,767	\$13,752			\$648,160
Avg. per Market	\$19,897	\$14,324	\$13,191	\$14,375	\$14,039	\$18,657	\$17,548	\$20,114	\$16,692	\$13,752	#DIV/0!	#DIV/0!	\$16,619
Average per Vendor	\$432.54	\$369.18	\$344.86	\$393.84	\$356.93	\$420.21	\$412.90	\$474.40	\$402.21	\$416.73	#DIV/0!	#DIV/0!	\$405.61
Vendors per Market	48	41	39	38	41	47	45	45	43	37	#DIV/0!	#DIV/0!	43
Customers	2000	1615	1250	1390	915	2265	1735	2310	1425	350			15,255
Per Market	500	323	313	348	305	453	434	462	356	350	#DIV/0!	#DIV/0!	391
Sales per Customer	\$39.79	\$44.35	\$42.21	\$41.37	\$46.03	\$41.19	\$40.46	\$43.54	\$46.85	\$39.29	#DIV/0!	#DIV/0!	n/a

Totals and Averages by Month (FY'23)													
Saturdays	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '23	
# Markets	3	1			2	5	4	4	1			20	
# Markets Counted	1	0			0	0	2	4	1			8	
Vendors	39	5					17	37	10			108	
Vendors Reporting	16	0			0	0	17	37	10			80	
Total Sales	\$6,353	\$0					\$2,400	\$7,316	\$3,428			\$19,497	
Avg. per Market	\$6,353	#DIV/0!					\$1,200	\$1,829	\$3,428	#DIV/0!	#DIV/0!	\$2,437	
Average per Vendor	\$397.06	#DIV/0!					\$141.18	\$197.73	\$342.80	#DIV/0!	#DIV/0!	\$243.71	
Vendors per Market	13	5			0	0	4	9	10	#DIV/0!	#DIV/0!	5	
Customers	379	30										409	
Per Market	126	30	#DIV/0!	#DIV/0!	0	0	0	0	0	#DIV/0!	#DIV/0!	20	
Sales per Customer	\$16.76									#DIV/0!	#DIV/0!	n/a	