

Farmers Market Manager Report for 9/16/2021 Board Meeting

by Charlie Reed

Vendor News:

New: TX Black Gold Garlic Co.

Returning: Hello Bread

Provisional: n/a

Departed: Three-Six General (*sales insufficient for distance*)

Vendor Market Attendance, Total Sales, and Avg Sales:

Vendor participation was remarkably consistent from mid-August through mid-September, with 36-38 vendors per market. Total sales ranged from \$14k to \$17k for an average \$421 per vendor. See table below for detail.

Vendor Applications

With vendor attendance dropping in late summer, I sent an e-mail to all active vendors asking if they would like to be removed from my registration reminders. I did not receive a single “yes” response but did hear back from a few who indicated they would be returning with cooler temperatures.

We currently have 63 vendors who are active (see full list at end of report):

- Farmer/Rancher – 17
- Foods – 33
- Services/Crafts - 13

We currently have a maximum of 49 booth spots in the marketplace at the triangle. I would recommend at this time placing a hold on new applications from all categories, with the exception of produce vendors.

Customer Attendance and Sales:

Vendors warned that late-summer attendance would plummet. Average visitors indeed dropped from 500+ to an average of 369. Strangely, customer spending increased from an average just below \$30 to \$43, resulting in higher than average total market sales during this time.

Market News:

With Johnna out one week, Nikki helped fill in with prepping the market; she also stayed and helped drive a record 20 enlistees to the Newsletter, as well as dozens of voters. Thank you, Nikki! Other than that, the slow month means not much news.

Music:

Bob Slaughter has agreed to sign on as a regular for the first week each month, a spot previously occupied by Jon Parmantier. I'm extremely happy to have Mr. Slaughter aboard. Next, I hope that we can push for and secure additional funding for our musicians. From what I've heard from other market managers, the going rate is \$100 per market, significantly higher than the \$25 we offer.

Speaking of the vote...

DSFM is 9th in the nation and remains in 1st in SW/TX, with the lead expanding to 200. Voting ends 9/19. Should we hold the lead, Charlie will be drafting a press release and will be seeking quotes from Board

Members. Lisa Sullivan (CODS Communications) was instrumental in driving a late push by creating fun graphics for the newsletter and donating extra giveaway items to increase participation at the market. Thank you, Lisa!

Social Media:

Instagram followers up to 1,736. Notable check-ins included accounts with 81k and 121k followers. Vendors increasingly collaborating with DSFM. Facebook will be a focus this month as we work toward the Master Gardeners Plant Sale Event. Accessing the page has been a point of difficulty for both Johnna and me, and we'll work to rectify that as we focus on the event. Facebook remains active with vendors and visitors, though not with the engagement that we see on Instagram.

Newsletter:

1. Subscribers: 1,207 (+61)
2. Open Rate 31-42% (industry avg. 20%); Click Rate 10% (industry average 2.5%).
3. Vendors featured in newsletter are reporting sales increases. John with Engle Farm says a number of people have forwarded him the newsletter in which their farm was featured.

DSFM Sales Data				
Market Date	8.18	8.25	9.01	9.08
Vendors	38	36	38	38
Vendors Reporting	38	36	38	37
Total Sales	16,999.00	14,251.00	16,668.00	15,274.00
Average per Vendor	447.34	395.86	438.63	412.81
Ranchers	4263.00	3627.00	4446.00	4250.00
Farmers	2085.00	1855.00	2551.00	1147.00
Crafts	900.00	735.00	646.00	565.00
Foods	9751.00	8034.00	9025.00	9312.00
Baker	1401.00	1277.00	580.00	1349.00
Beverage	2625.00	1930.00	2470.00	2337.00
Value Add	5125.00	4377.00	5475.00	5166.00
Pet	600.00	450.00	500.00	460.00
Population	372	334	376	392
Sales per Capita	\$45.70	\$42.67	\$44.33	\$38.96
Temperature	90	95	95	93
	MC	PC	PC	S
Humidity (low=1,med=2,high=3)	3	1	3	1
Music	J.Rivers	J.Kirk	J.Kirk	B.Slaughter

List of current vendors:

Farmer & Rancher
7R Grass-Fed Beef
BioSync Farms
Brangus Best Beef
Engel Farms
Feathers of Faith Farm
Goatilicious
Hifi Mycology
Kim's Farmacy
Mick Family Farms
Millwood Farm
Onion Creek Farms
Peeler Farms
Pure Luck Farm And Dairy
Shipps Lake Ranch
Terra Purezza
Westfold Farm
WOW Texas Honey
Misc Food
Blanco Cowboy Kettle Corn
Brenham Kitchens
Bubb's Seltzer / Barrett's Coffee
Chow Hound Raw
Crescent City Flavor
EDG Coffee
EIEIO
Fran's Pies
Great Harvest Bread
Hamilton Pool Vineyards
Happy Hollow Native
Harin's Specialty Teas
Hello Bread
Jake & Blues Raw Dog
Jake & Jubi's
Krazy Good Keto
Lamba's Royal Indian
Lindsay's Apothecary
Lonesome Chocolates
Lua Brazil
Mama B's Sweets
Metcalf BBQ
Native Roots Salsa
Pair Foods
SoCo Ginger Beer
Stoke Juice
Tamale Addiction
Thai Gourmet by Nong
Texas Black Gold Garlic
Touta Biscotti
Two And A Half Hearts Bakery

Vista Brewery
Yallatizers
Services & Crafts
4 Beans
Lisa and Bill Bailey
Bottles & Birds
Dripping In Petals
Herbal Root Collective
Master Gardener
Mother Shipton Candles
Rishikesh Bliss by Liz
Rose Burkhardt Jewelry
Shawls by Veronika
Smokin' Wick Candles
Tejas Hemp