

Farmers Market Manager Report for 10/16/2025 Meeting

by Charlie Reed

Last Month's Market News:

- Averaged **50** vendors/market (previous high was 48 in October, 2022)
- **331** customers/market (2nd-lowest month of 2025)
- Total sales per market: **\$22,202** (above average for year)
- Average per vendor: **\$460** (2nd-lowest of 2025)

Social Media:

- Instagram followers: 5,941 (+69)
- Facebook followers: 8,294 (+37)
- Newsletter subscribers: 2,335 (-19)
 - Not sure why it went down, as I added even more than usual last month and weekly unsubscribes went down. The number of bounces was up (21 from +/-10) last week, but that still doesn't explain the drop.

Market Happenings:

- Upcoming events include Master Gardeners plant sale (10/22) and Ghost Hunt (10/29).
- Certain cook vendors very unhappy about outside placement. With 40+ vendors and the vendor hall limited to 40, spillover goes out front, including cooks who add heat and smoke to the vendor hall. With it being hot, they're not happy, but two of them got together and decided it was going to be a big issue, going as far as complaining that they paid additional facility fees over the summer. I let them know they didn't have to come to market.

Numbers...

Sept. 2025	
GL Code/Desc	GL Net
201-403-43005: FARMERSMARKET- Vendor Booths	\$7,584
201-403-43006: FARMERSMARKET- Vendor Application	\$90
201-403-44000: FARMERSMARKET- Sponsorships	\$10
Totals for GL Codes	\$7,684
FY2025	
GL Code/Desc	GL Net
201-403-43005: FARMERSMARKET- Vendor Booths	\$67,318
201-403-43006: FARMERSMARKET- Vendor Application	\$1,140
201-403-43035: FARMERSMARKET- 2023 Membership Fee	\$1,580
201-403-44000: FARMERSMARKET- Sponsorships	\$835
201-403-46005: FARMERSMARKET- Merchandise	\$293
Totals for GL Codes	\$71,166

Totals and Averages by Month (FY'25)													
	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	4	4	50
# Markets Counted	5	4	3	4	4	4	5	4	4	5	4	4	50
Vendors	222	174	137	103	140	174	232	177	182	213	173	200	2127
Vendors Reporting	214	167	134	103	136	168	226	165	175	202	168	193	2051
Total Sales	\$109,819	\$80,119	\$64,640	\$53,697	\$61,672	\$81,170	\$120,549	\$96,230	\$95,234	\$114,257	\$95,864	\$88,809	\$1,062,060
Avg. per Market	\$21,964	\$20,030	\$21,547	\$13,424	\$15,418	\$20,293	\$24,110	\$24,058	\$23,809	\$22,851	\$23,966	\$22,202	\$21,241
Average per Vendor	\$513.17	\$479.75	\$482.39	\$521.33	\$453.47	\$483.15	\$533.40	\$583.21	\$544.19	\$565.63	\$570.62	\$460.15	\$517.83
Vendors per Market	44	44	46	26	35	44	46	44	46	43	43	50	43
Customers	2525	1875	1150	1225	1360	1950	2775	2200	1625	1705	1475	1325	21,190
Per Market	505	469	383	306	340	488	555	550	406	341	369	331	424
Sales per Customer	\$43.49	\$42.73	\$56.21	\$43.83	\$45.35	\$41.63	\$43.44	\$43.74	\$58.61	\$67.01	\$64.99	\$67.03	\$50.12

DSFM Sales Data							
Market Date	9.03	9.10	9.17	9.24	Y-Total	Y-Avg	Share
Market	1	1	1	1	50		
Market Counted	1	1	1	1	50		
Vendors	50	51	46	53	2,127	43	
Vendors Reporting	47	50	45	51	2,051	41	100%
Total Sales	23,106.00	22,476.00	23,433.00	19,794.00	1,062,060	21,241	100%
Average per Vendor	491.62	449.52	520.73	388.12	517.83		
Farmers	3,158.00	2,745.00	2,988.00	1,846.00	137,762	2,755	12.97%
#V	4.0	5.0	5.0	6.0	217.0	4.3	10.58%
Sales/V	789.50	549.00	597.60	307.67	635		
Ranchers	5,827.00	5,074.00	6,908.00	5,443.00	292,867	5,857	27.58%
#V	9.0	8.0	9.0	8.0	389.0	7.8	18.97%
Sales/V	647.44	634.25	767.56	680.38	753		
Crafts	739.00	1,751.00	1,346.00	1,565.00	60,574	1,211	5.70%
#V	5.0	7.0	5.0	11.0	253.0	5.1	12.34%
Sales/V	147.80	250.14	269.20	142.27	239		
Foods - Bake/Bev/VA/Pet	13,382	12,906	12,191	10,940	570,857	11,417	53.75%
#V	29.0	30.0	26.0	26.0	1193.0	23.9	58.17%
Sales/V	461.45	430.20	468.88	420.77	479		
Baker	3,018.00	2,839.00	2,256.00	2,453.00	111,633	2,233	10.51%
#V	7.0	6.0	6.0	7.0	268.0	5.4	13.07%
Sales/V	431.14	473.17	376.00	350.43	417		
Beverage	1,832.00	1,601.00	1,670.00	1,240.00	90,067	1,801	8.48%
#V	5	5	4	4	232	5	11.31%
Sales/V	366.40	320.20	417.50	310.00	388		
Value Add	6,632.00	7,072.00	5,665.00	4,747.00	269,499	5,390	25.38%
#V	16.0	17.0	15.0	14.0	622.0	12.4	30.33%
Sales/V	414.50	416.00	377.67	339.07	433		
Pet	1,900.00	1,394.00	2,600.00	2,500.00	99,658	1,993	9.38%
#V	1	2	1	1	71	1	3.46%
Sales/V	1,900.00	697.00	2,600.00	2,500.00	1,404		
Visitors	350	325	350	300	21,190	424	
Sales per Capita	\$66.02	\$69.16	\$66.95	\$65.98	\$50.12		
Temperature	95	94	93	87	4095	81.90	
Skies	PC	Sunny	Sunny	PC			