

Farmers Market Manager Report for 10/17/2024 Meeting

by Charlie Reed

Last Month's Market News:

- Averaged **40** vendors/market
- **448** customers/market
- Total sales per market: **\$20,063**
- Average per vendor: **\$525**

Sales

September was one of only three months in 2024 with sales per market above \$20k, astonishing, considering all markets were morning.

Vendor Issues:

Given sales and market turnouts, vendors are pretty happy.

October Events

Master Gardeners Plant Sale is 10/23. This will be an outdoor market, as there is an equestrian event inside that requires silence.

We'll have our annual Ghost Hunt for kids at the 10/30 market.

We'll need volunteers for prepping soup for Empty Bowls on 11/3.

9/18 Market

Big thanks to Nikki and Gouri for helping at the market Johnna and I missed.

Merch

Hats, bags, and recipe donations for September totaled \$250. Thinking about doing a price drop on hats for the holidays (\$30 isn't getting too many sales).

Social Media:

- Instagram followers: 4,500 (+140)
- Facebook followers: 7,793 (+44)
- Newsletter subscribers: 2,250 (+1)

DSFM Sales Data							
Market Date	9.04	9.11	9.18	9.25	Y-Total	Y-Avg	Share
Market	1	1	1	1	52		
Market Counted	1	1	1	1	51		
Vendors	36	43	41	41	2,067	40	
Vendors Reporting	34	41	39	39	1,956	38	445%
Total Sales	18,397.00	20,621.00	20,332.00	20,903.00	878,170	17,219	100%
Average per Vendor	541.09	502.95	521.33	535.97	448.96		
Farmers	2,079.00	2,474.00	1,853.00	1,871.00	121,202	2,377	
#V	4.0	5.0	3.0	3.0	277.0	5.4	14.16%
Sales/V	519.75	494.80	617.67	623.67	438		13.80%
Ranchers	6,317.00	6,904.00	6,291.00	5,561.00	239,863	4,703	
#V	8.0	9.0	9.0	9.0	407.0	8.0	20.81%
Sales/V	789.63	767.11	699.00	617.89	589		27.31%
Crafts	182.00	530.00	539.00	1,121.00	43,244	848	
#V	2.0	4.0	3.0	5.0	205.0	4.0	10.48%
Sales/V	91.00	132.50	179.67	224.20	211		4.92%
Foods - Ttl Bake/Bev/VA/Pet	9,819.00	10,713.00	11,649.00	12,350.00	473,861	9,291	
#V	20.0	23.0	24.0	22.0	7808.0	153.1	399.18%
Sales/V	490.95	465.78	485.38	561.36	61		53.96%
Baker	2,761.00	3,753.00	3,761.00	2,900.00	97,516	1,912	
#V	5.0	7.0	7.0	5.0	207.0	4.1	10.58%
Sales/V	552.20	536.14	537.29	580.00	471		11.10%
Beverage	1,333.00	1,787.00	1,358.00	1,973.00	68,465	1,342	
#V	4	4	4	4	195	4	9.94%
Sales/V	333.25	446.75	339.50	493.25	352		7.80%
Value Add	4,200.00	3,673.00	4,830.00	5,450.00	224,659	4,405	
#V	9.0	11.0	12.0	11.0	584.5	11.5	29.88%
Sales/V	466.67	333.91	402.50	495.45	384		25.58%
Pet	1,525.00	1,500.00	1,700.00	2,027.00	83,221	1,632	
#V	2	1	1	2	81	2	4.14%
Sales/V	762.50	1,500.00	1,700.00	1,013.50	1,027		9.48%
Visitors	415	450	450	475	20,000	392	
Sales per Capita	\$44.33	\$45.82	\$45.18	\$44.01	\$43.91		
Temperature	83	85	85	87	4075	78.37	

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	5	4	4	52
# Markets Counted	4	5	4	5	4	4	3	5	4	5	4	4	51
Vendors	146	205	141	158	174	187	169	223	155	192	155	161	2066
Vendors Reporting	143	203	140	157	169	182	121	212	148	181	146	153	1955
Total Sales	\$55,827	\$75,627	\$48,239	\$70,428	\$77,978	\$83,512	\$60,126	\$93,128	\$74,624	\$87,990	\$70,438	\$80,253	\$878,170
Avg. per Market	\$13,957	\$15,125	\$12,060	\$14,086	\$19,495	\$20,878	\$20,042	\$18,626	\$18,656	\$17,598	\$17,610	\$20,063	\$17,219
Average per Vendor	\$390.40	\$372.55	\$344.56	\$448.59	\$461.41	\$458.86	\$496.91	\$439.28	\$504.22	\$486.13	\$482.45	\$524.53	\$449.19
Vendors per Market	37	41	35	32	44	47	42	45	39	38	39	40	40
Customers	1350	1725	1225	1615	1860	1845	1795	2080	1620	1775	1315	1790	19,995
Per Market	338	345	306	323	465	461	449	416	405	355	329	448	392
Sales per Customer	\$41.35	\$43.84	\$39.38	\$43.61	\$41.92	\$45.26	\$33.50	\$44.77	\$46.06	\$49.57	\$53.57	\$44.83	\$43.92

GL Codes September 2024	
GL Code/Desc	GL Credit
201-403-43005: FARMERSMARKET - Vendor Booths	\$6,001
201-403-43006: FARMERSMARKET - Vendor Application	\$240
201-403-44000: FARMERSMARKET - Sponsorships	\$50
201-403-46005: FARMERSMARKET - Merchandise	\$250
Totals for GL Codes	\$6,541

2024 YTD	
GL Code/Desc	GL Credit
201-403-43005: FARMERSMARKET - Vendor Booths	\$59,693
201-403-43006: FARMERSMARKET - Vendor Application	\$1,470
201-403-43035: FARMERSMARKET - 2023 Membership Fee	\$2,280
201-403-44000: FARMERSMARKET - Sponsorships	\$200
201-403-46005: FARMERSMARKET - Merchandise	\$943
Totals for GL Codes	\$64,586