

# Farmers Market Manager Report for 01/19/2023 Meeting

by Charlie Reed

## December 2022 Market News:

- Averaged 39 vendors/market, first time under 40 since August '22.
- 313 customers/market (lowest since August)
- Total sales per market: \$13,191 (lowest since July)
- Average per vendor: \$344 (down \$100 over 12/2021; lowest since 07/2021)

Big event this month was giveaways at 12/21 market in which vendors contributed items for market bag giveaways. Three drawings. All customers received one free ticket, while folks who bought market bags received ten more. Event resulted in sales of 7 bags.

## Competitive Markets

A new FM has popped up in Circle C on Friday afternoons, run by the same owner of a Lago Vista FM. This is not Savory market, which had withdrawn from Headwaters and Belterra, but which has just restarted in Belterra on Fridays. Circle C market is smaller and limited in size, but many of our vendors are present, including a few who've withdrawn or reduced attendance at DSFM (Crescent City Flavor, notably). Customer attendance on the day I visited (January 6) was heavy.

## Saturday Market:

Getting sporadic calls from customers and prospective vendors about Saturdays.

## Marketing:

CODS has added to their communications/marketing team. Meeting 1/13 and will follow up with a plan for developing content discussed by FMC Marketing Subcommittee 1/4.

## Sponsors:

Dana and Dee (Mihaly & Marsh Marketing) have once again inquired about sponsorships, responding to our newsletter call for musician sponsors. Trying to make a connection, but schedules are difficult to sync.

## Social Media:

- Instagram followers up to 2,858 (+40 over last month).
- Facebook followers at 6,686 (+22)
- Newsletter subscribers: 1,779 (+27)

## Market Bag Sales

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

FY 2023: 26 bags @ \$260

*Let's discuss offering other items.*

<b>DSFM Sales Data</b>				
<b>Market Date</b>	<b>12.07</b>	<b>12.14</b>	<b>12.21</b>	<b>12.28</b>
Vendors	43	46	38	30
Vendors Reporting	42	46	36	29
Total Sales	15,242.00	14,488.00	12,781.00	10,252.00
Average per Vendor	362.90	314.96	355.03	353.52
Farmers	977.00	1,686.00	1,776.00	240.00
Ranchers	3,236.00	2,494.00	1,799.00	2,042.00
Crafts	1,395.00	1,225.00	840.00	110.00
Foods	9,634.00	9,083.00	8,366.00	7,860.00
Baker	1,920.00	1,855.00	2,240.00	1,460.00
Beverage	1,847.00	1,557.00	2,092.00	1,820.00
Value Add	5,067.00	4,671.00	3,334.00	3,680.00
Pet	800.00	1,000.00	700.00	900.00
<b>Visitors</b>	<b>325</b>	<b>350</b>	<b>300</b>	<b>275</b>
Sales per Capita	\$46.90	\$41.39	\$42.60	\$37.28
Temperature	80	65	48	70
Skies	PC	Clear	Cloudy	Cloudy
Humidity (low=1,med=2,high=3)	2	1	2	2
Winds (15 mph+)		20		15
Music	B. Slaughter	A. Dormont	J. Rivers	J. Kirk
Time/Venue Note	Closed at 5:30	Closed at 5:30	Closed at 5:30	Closed at 5:30
<b>Income</b>				
<b>Market Date</b>	<b>12.07</b>	<b>12.14</b>	<b>12.21</b>	<b>12.28</b>
Market Bags Sold	0	0	7	3
Market Bags Cost	10	10	10	10
Market Bags Sales	0	0	70	30

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