

Farmers Market Manager Report for 05/18/2023 Meeting

by Charlie Reed

Market News:

- Averaged 45 vendors/market (-2 from March) (-1 from April 2022)
- 434 customers/market (-20 from Mar.) (-60 from Apr. 2022)
- Total sales per market: \$17,548 (-1,100 from Mar.) (-\$5,000 from Apr. 2022)
- Average per vendor: \$413 (-7 from Mar.) (-\$87 from Apr. 2022)

Some of these numbers are down due to a vendor wi-fi outage 4/12, which prevented them from taking Square payments for last hour of market. Move to DSRP for expected heavy storms 4/26 also saw decrease in customers. After initial complaints, as well as a very energetic indoor market, several vendors asked why we don't have the market at DSRP full-time – which was very encouraging.

Vendor Issues:

At 4/26 market at DSRP, Jesse (NumNums) took video of a long snake moving from his vehicle to Justin's (Brenham Kitchens) at the end of market. The snake was likely a rat snake, 3-4 feet in length, which crawled into Justin's car's engine block. As it turns out, Justin has a paralyzing fear of snakes, so we had to thoroughly search his vehicle. I told him that it certainly could not get into the interior, but he should keep his eyes out for a little tongue flickering out of the AC vents. He was not appreciative of this, and we should take every opportunity to remind him that he never saw the snake exit his vehicle and that it is probably still in there.

Social Media:

- Instagram followers up to 3,134 (+35 over last month).
- Facebook followers at 6,881 (+33)
- Newsletter subscribers: 1,853 (+12)

Marketing/Community Outreach

Committee ok'd Community Impact spend of \$700. Johnna and Charlie to produce ad for May (June) issue.

Market Bag Sales/Merchandise

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

FY 2023 (through 5/10): 35 bags @ \$350

Let's discuss offering other items... Johnna and Stephanie designing stickers as hand-outs at events, and we'll follow with designs for sale.

Bill to Update Cottage Law

The Texas House Committee on Public Health will hear SB 829 on Monday, May 15 at 10:00 a.m.

| DSFM Sales Data | | | | |
|----------------------------------|-------------|--|--------------|-------------|
| Market Date | 4.05 | 4.12 | 4.19 | 4.26 |
| Vendors | 48 | 51 | 44 | 36 |
| Vendors Reporting | 46 | 48 | 41 | 35 |
| Total Sales | 18,633.00 | 18,160.00 | 18,053.00 | 15,347.00 |
| Average per Vendor | 405.07 | 378.33 | 440.32 | 438.49 |
| Farmers | 1,656.00 | 2,827.00 | 2,611.00 | 1,662.00 |
| Ranchers | 3,219.00 | 3,510.00 | 3,537.00 | 3,305.00 |
| Crafts | 1,050.00 | 700.00 | 680.00 | 243.00 |
| Foods | 12,708.00 | 11,123.00 | 11,225.00 | 10,137.00 |
| Baker | 1,731.00 | 1,246.00 | 1,150.00 | 552.00 |
| Beverage | 2,536.00 | 2,212.00 | 2,024.00 | 2,188.00 |
| Value Add | 7,270.00 | 5,723.00 | 6,643.00 | 6,050.00 |
| Pet | 1,171.00 | 1,942.00 | 1,408.00 | 1,347.00 |
| Visitors | 425 | 500 | 435 | 375 |
| Sales per Capita | \$43.84 | \$36.32 | \$41.50 | \$40.93 |
| Temperature | 65 | 80 | 80 | 80 |
| Skies | Cloudy | Sunny | Cloudy | Cloudy |
| Humidity (low=1,med=2,high=3) | 1 | 1 | 2 | 3 |
| Winds (15 mph+) | 15 | | 15 | |
| Music | J. Rivers | A. Dormont | B. Slaughter | J. Kirk |
| Time/Venue Note | | Vendors lost cell data and couldn't work Square. | | DSRP |

| 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 | 2 | | | | | 31 |
| # Markets Counted | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 2 | | | | | 31 |
| Vendors | 192 | 205 | 157 | 153 | 122 | 234 | 179 | 91 | | | | | 1333 |
| Vendors Reporting | 184 | 194 | 153 | 146 | 118 | 222 | 170 | 88 | | | | | 1275 |
| Total Sales | \$79,587 | \$71,620 | \$52,763 | \$57,501 | \$42,118 | \$93,287 | \$70,193 | \$40,201 | | | | | \$507,270 |
| Avg. per Market | \$19,897 | \$14,324 | \$13,191 | \$14,375 | \$14,039 | \$18,657 | \$17,548 | \$20,101 | #DIV/0! | #DIV/0! | #DIV/0! | #DIV/0! | \$16,364 |
| Average per Vendor | \$432.54 | \$369.18 | \$344.86 | \$393.84 | \$356.93 | \$420.21 | \$412.90 | \$456.83 | #DIV/0! | #DIV/0! | #DIV/0! | #DIV/0! | \$397.86 |
| Vendors per Market | 48 | 41 | 39 | 38 | 41 | 47 | 45 | 46 | #DIV/0! | #DIV/0! | #DIV/0! | #DIV/0! | 43 |
| Customers | 2000 | 1615 | 1250 | 1390 | 915 | 2265 | 1735 | 1025 | | | | | 12,195 |
| Per Market | 500 | 323 | 313 | 348 | 305 | 453 | 434 | 513 | #DIV/0! | #DIV/0! | #DIV/0! | #DIV/0! | 393 |
| Sales per Customer | \$39.79 | \$44.35 | \$42.21 | \$41.37 | \$46.03 | \$41.19 | \$40.46 | \$39.22 | #DIV/0! | #DIV/0! | #DIV/0! | #DIV/0! | n/a |