

Farmers Market Manager Report for 6/20/2024 Meeting

by Charlie Reed

Last Month's Market News:

- Averaged **45** vendors/market
- **337** customers/market (large decrease due to heat)
- Total sales per market: **\$18,626**
- Average per vendor: **\$439**

Vendor Issues:

TXDSHS called regarding Southwest Farms's beef labels and asked for information. I informed him that we'd had issues with their other labels, and he asked if I could share photos included with the new application. He informed me that the packer had reached out regarding TX labels being fraudulent. Upon reviewing the photos I sent, he told me the TX label was correct, but that the USDA was likely fraudulent. Inspectors visited the 5/29 market and declared SWF compliant and legal. They were also continuing their investigation of Shipps Lake Ranch (broth, sausage links), but SLR had discontinued production and sales of both prior to that market. So, a dust-up over nothing.

City Health Inspector

The City hired a full-time health inspector, Danny Gonzalez. He is implementing a permitting process for mobile food vendors at all temporary events, and we are meeting to discuss adding a Farmers Market permit. I will invite him to introduce this at an upcoming FM meeting.

Alternate Locations:

Chris Durst is the new Pound House Board President. I will be speaking with him and potentially inviting him to an upcoming FMC meeting.

Customer Feedback on DSRP:

Mainly positive.

Customer Feedback on Morning Hours:

Mainly positive.

Perspective: the first morning market was, in comparison to past morning markets, very successful. In 2023, when I sat at the market location from 2:45-4:30, I spoke with more than 100 customers who weren't aware of the time change (75 before 3:30). In 2024, I spoke with only 10 by 3:30.

First morning market, average vendor sales:

2024: \$446 (-\$12 ytd avg)

2023: \$346 (-\$60)

2022: \$386 (-\$68)

Social Media:

- Instagram followers: 4,098 (+98)
- Facebook followers: 7,640 (+52)
- Newsletter subscribers: 2,173 (+57)

DSFM Sales Data												
Market Date	5.01	5.08	5.15	5.22	5.29	6.05	6.12	6.19	6.26	Y-Total	Y-Avg	Share
Market	1	1	1	1	1	1	1			37		
Market Counted	1	1	1	1	1	1	1			36		
Vendors	42	49	48	43	41	41	35			1,480	40	
Vendors Reporting	40	45	45	42	40	40	34			1,402	38	100%
Total Sales	17,431.00	18,768.00	20,130.00	18,912.00	17,887.00	21,291.00	15,161.00	0.00	0.00	601,317	16,703	100%
Average per Vendor	435.78	417.07	447.33	450.29	447.18	532.28	445.91	#DIV/0!	#DIV/0!	428.90		
Farmers	2,292.00	3,634.00	3,203.00	3,845.00	3,527.00	4,590.00	4,003.00			73,161	2,032	
#V	5.0	8.0	6.0	8.0	8.0	8.0	8.0			205.0	5.7	14.62%
Sales/V	458.40	454.25	533.83	480.63	440.88	573.75	500.38	#DIV/0!	#DIV/0!	357		12.17%
Ranchers	3,580.00	4,554.00	4,222.00	5,006.00	4,112.00	5,432.00	3,275.00			161,028	4,473	
#V	6.0	8.0	7.0	8.0	7.0	9.0	6.0			282.0	7.8	20.11%
Sales/V	596.67	569.25	603.14	625.75	587.43	603.56	545.83	#DIV/0!	#DIV/0!	571		26.78%
Crafts	1,898.00	724.00	447.00	955.00	900.00	967.00	635.00			33,865	941	
#V	6.0	4.0	4.0	4.0	5.0	3.0	3.0			149.0	4.1	10.63%
Sales/V	316.33	181.00	111.75	238.75	180.00	322.33	211.67	#DIV/0!	#DIV/0!	227		5.63%
Foods - Trl Bake/Bev/VA/Pet	9,661.00	9,856.00	12,258.00	9,106.00	9,348.00	10,302.00	7,248.00	0.00	0.00	333,263	9,257	
#V	23.0	25.0	28.0	22.0	20.0	20.0	17.0	0.0	0.0	766.0	21.3	54.64%
Sales/V	420.04	394.24	437.79	413.91	467.40	515.10	426.35	#DIV/0!	#DIV/0!	435		55.42%
Baker	1,940.00	2,381.00	2,176.00	2,217.00	2,200.00	2,479.00	1,527.00			64,519	1,792	
#V	4.0	5.0	5.0	6.0	4.0	5.0	4.0			138.0	3.8	9.84%
Sales/V	485.00	476.20	435.20	369.50	550.00	495.80	381.75	#DIV/0!	#DIV/0!	468		10.73%
Beverage	1,337.00	1,375.00	1,823.00	1,147.00	1,512.00	1,978.00	1,166.00			49,334	1,370	
#V	4	5	5	3	4	3	3			132	4	9.38%
Sales/V	334.25	275.00	364.60	382.33	378.00	659.33	388.67	#DIV/0!	#DIV/0!	375		8.20%
Value Add	4,814.00	4,490.00	5,837.00	4,442.00	3,361.00	3,845.00	3,695.00			161,891	4,497	
#V	13.0	13.0	16.0	12.0	10.0	11.0	8.0			437.5	12.2	31.21%
Sales/V	370.31	345.38	364.81	370.17	336.10	349.55	461.88	#DIV/0!	#DIV/0!	370		26.92%
Pet	1,570.00	1,610.00	2,422.00	1,300.00	2,275.00	2,000.00	860.00			57,519	1,598	
#V	2	2	2	1	2	1	2			59	2	4.21%
Sales/V	785.00	805.00	1,211.00	1,300.00	1,137.50	2,000.00	430.00	#DIV/0!	#DIV/0!	975		9.57%
Visitors	390	435	435	425	395	450	350			14,300	397	
Sales per Capita	\$44.69	\$43.14	\$46.28	\$44.50	\$45.28	\$47.31	\$43.32	#DIV/0!	#DIV/0!	\$42.05		
Temperature	80	90	92	91	94	92	87			2731	73.81	
Skies	Rain	Sunny	Sunny	Hazy	Hazy	Sunny	Cloudy					
Humidity (low=1,med=2,high=3)	3	10	1	3	2	2	3					
Winds (15 mph+)												
Music	B. Slaughter	J. Kirk	S. Bourbonnais	L. Torres	n/a	B. Slaughter	A. Dormont					

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	2				36
Vendors	146	205	141	158	174	187	169	223	76				1479
Vendors Reporting	143	203	140	157	169	182	121	212	74				1401
Total Sales	\$55,827	\$75,627	\$48,239	\$70,428	\$77,978	\$83,512	\$60,126	\$93,128	\$36,452				\$601,317
Avg. per Market	\$13,957	\$15,125	\$12,060	\$14,086	\$19,495	\$20,878	\$20,042	\$18,626	\$18,226	#DIV/0!	#DIV/0!	#DIV/0!	\$16,703
Average per Vendor	\$390.40	\$372.55	\$344.56	\$448.59	\$461.41	\$458.86	\$496.91	\$439.28	\$492.59	#DIV/0!	#DIV/0!	#DIV/0!	\$429.21
Vendors per Market	37	41	35	32	44	47	42	45	38	#DIV/0!	#DIV/0!	#DIV/0!	28
Customers	1350	1725	1225	1615	1860	1845	1795	1685	800				13,900
Per Market	338	345	306	323	465	461	449	337	400	#DIV/0!	#DIV/0!	#DIV/0!	386
Sales per Customer	\$41.35	\$43.84	\$39.38	\$43.61	\$41.92	\$45.26	\$33.50	\$55.27	\$45.57	#DIV/0!	#DIV/0!	#DIV/0!	\$43.26