



DSFM Sales Data								
Market Date	1.07	1.14	1.21	1.28	2.04	Y-Total	Y-Avg	Share
Market	1	1	1	1	1	17		
Market Counted	1	1	1	1	1	17		
Vendors	38	36	26	33	38	698	41	
Vendors Reporting	38	36	26	33	37	677	40	100%
Total Sales	19,785.00	15,607.00	18,585.00	15,227.00	19,763.00	330,398	19,435	100%
Average per Vendor	520.66	433.53	<b>714.81</b>	461.42	534.14	488.03		
<b>Farmers</b>	700.00	1,676.00	250.00	0.00	0.00	30,241	1,779	<b>9.15%</b>
#V	1.0	2.0	1.0	0.0	0.0	57.0	3.4	<b>8.42%</b>
Sales/V	700.00	838.00	250.00	#DIV/0!	#DIV/0!	531		
<b>Ranchers</b>	4,838.00	4,810.00	6,699.00	5,812.00	6,219.00	93,615	5,507	<b>28.33%</b>
#V	8.0	6.0	4.0	6.0	7.0	112.0	6.6	<b>16.54%</b>
Sales/V	604.75	801.67	1,674.75	968.67	888.43	836		
<b>Crafts</b>	1,496.00	1,490.00	900.00	815.00	1,082.00	23,558	1,386	<b>7.13%</b>
#V	3.0	5.0	2.0	3.0	6.0	107.0	6.3	<b>15.81%</b>
Sales/V	498.67	298.00	450.00	271.67	180.33	220		
<b>Foods - Bake/Bev/VA/Pet</b>	12,751	7,631	10,736	8,600	12,462	182,984	10,764	<b>55.38%</b>
#V	26.0	23.0	19.0	24.0	25.0	404.0	23.8	<b>59.68%</b>
Sales/V	490.42	331.78	565.05	358.33	498.48	453		
<b>Baker</b>	3,851.00	2,094.00	2,654.00	2,643.00	3,419.00	46,907	2,759	<b>14.20%</b>
#V	10.0	6.0	5.0	7.0	8.0	117.0	6.9	<b>17.28%</b>
Sales/V	385.10	349.00	530.80	377.57	427.38	401		
<b>Beverage</b>	1,375.00	1,079.00	688.00	770.00	1,344.00	26,637	1,567	<b>8.06%</b>
#V	4	4	2	3	3	76	4	<b>11.23%</b>
Sales/V	343.75	269.75	344.00	256.67	448.00	350		
<b>Value Add</b>	4,525.00	3,758.00	5,094.00	4,337.00	4,699.00	75,490	4,441	<b>22.85%</b>
#V	11.0	12.0	11.0	13.0	13.0	194.0	11.4	<b>28.66%</b>
Sales/V	411.36	313.17	463.09	333.62	361.46	389		
<b>Pet</b>	3,000.00	700.00	2,300.00	850.00	3,000.00	33,950	1,997	<b>10.28%</b>
#V	1	1	1	1	1	17	1	<b>2.51%</b>
Sales/V	3,000.00	700.00	2,300.00	850.00	3,000.00	1,997		
<b>Visitors</b>	<b>265</b>	<b>225</b>	<b>275</b>	<b>225</b>	<b>325</b>	<b>4,900</b>	<b>288</b>	
Sales per Capita	\$74.66	\$69.36	\$67.58	\$67.68	\$60.81	<b>\$67.43</b>		
Temperature	80	68	70	56	65	<b>1285</b>	<b>75.59</b>	
Skies	PC	Sunny	Sunny	Sunny	Sunny			

### FIVE YEAR SALES by Location, Time, Temperature, Year

LOCATIONS	# Mkts	Year	Total Sales per Mkt	Average per Vendor
Triangle	34	2021-2022, 2026	\$17,308	\$437
Pound House	19	2022	\$18,705	\$445
Founders Park	78	2022-2024	\$15,906	\$411
DSRP	97	2022-2026	\$19,807	\$495

<b>TIMES</b>	<b># Mkts</b>		<b>Total Sales per Mkt</b>	<b>Average per Vendor</b>
9:00 AM	40		\$15,882	\$446
3 PM (no AC)	170		\$17,922	\$445
3 PM (w/AC)	18		\$23,030	\$545

<b>TEMPERATURES</b>	<b># Mkts</b>		<b>Total Sales per Mkt</b>	<b>Average per Vendor</b>
94+	18		\$16,508	\$409
86-93	36		\$19,837	\$465
76-85	46		\$19,290	\$457
66-75	34		\$18,301	\$457
56-65	21		\$16,598	\$434
<55	15		\$11,825	\$397

<b>FISCAL YEAR</b>	<b># Mkts</b>		<b>Total Sales per Mkt</b>	<b>Average per Vendor</b>
2021	15		\$14,830	\$392
2022	44		\$18,120	\$448
2023	51		\$15,809	\$405
2024	51		\$17,219	\$447
2025	50		\$21,241	\$520
2026	18		\$19,455	\$485