

Farmers Market Manager Report for 10/19/2023 Meeting

by Charlie Reed

Market News:

- Averaged **33** vendors/market (+2 from August) (-8 from September 2022)
- **278** customers/market (-2 from August) (-107 from September 2022)
 - Lowest number of the year.
- Total sales per market: **\$12,250** (-1,00 from August) (-5,000 from September 2022)
 - Lowest number of the year.
- Average per vendor: **\$392** (-50 from August) (-73 from September 2022)

Timely September rain has brought farmers back to market, though prepared foods and crafts continue to remain scarce. Data increasingly supports that attendance and sales are directly impacted by temperature, and to a lesser extent, the threat of rain. If temperature is above 93 – as it has been since June – customers don't come out (average 150-250). Other markets report similar impact, and an article in [Texas Monthly](#) even suggests the BBQ industry as a whole is threatened (the [Pecan industry too](#)), with heat as a contributor.

To help with that, April and her Master Gardeners team put together a plan for adding trees to the field in areas that would not impact mixed-use (such as movie night, planned splash pad addition). This project will need to wait until the drought is over, as well as some renovations to the area expected in the next year, and will likely not pay off for several years, but in the end, will provide shade and increased topsoil retention.

In the meantime, we may want to work with PCS to look into providing misting fixtures at the pavilion.

Vendor Issues:

Only issuing one late fee per market with no turn-aways. Negative chatter seems diminished since temperatures dipped.

Social Media:

- Instagram followers: 3,417 (+42 over last month).
- Facebook followers: 7,123 (+25)
- Newsletter subscribers: 1,980 (+18)
 - I've been culling the distribution list to remove inactive emails.
 - Much positive response to increased recipes in the newsletter – from customers and vendors. If you make something from market items, please consider writing a recipe and taking some photos of ingredients and finished piece.

Empty Bowls is November 5

Seeking contributions/donations from customers to reduce market spend on ingredients while still supporting vendors. We'll need to set some dates and roles for cooking, storage, and any other logistics.

Holidays

Wednesdays in December fall on 12/24 and 12/31. Can we look into changing hours or moving to Tuesdays those weeks?

Sales Data

For FY 2024, I'm building in more detail to ascertain health of categories verse whole market, so this section will look a little different going forward.

September					Totals
Market Date	9.06	9.13	9.20	9.27	4
Vendors	32	30	34	35	131
Vendors Reporting	31	29	33	32	125
Total Sales	11,551.00	11,145.00	11,435.00	14,863.00	\$48,994.00
Average per Vendor	\$372.61	\$384.31	\$346.52	\$464.47	\$391.95
Population	225	200	285	400	1110
Sales per Capita	\$51.34	\$55.73	\$40.12	\$37.16	\$44.14

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	5	4	4	5	4	51
# Markets Counted	4	5	4	4	3	5	4	5	4	4	5	4	51
Vendors	192	205	157	153	122	234	179	224	173	156	153	131	2079
Vendors Reporting	184	194	153	146	118	222	170	212	166	147	150	125	1987
Total Sales	\$79,587	\$71,620	\$52,763	\$57,501	\$42,118	\$93,287	\$70,193	\$100,572	\$66,767	\$56,596	\$66,251	\$48,994	\$806,249
Avg. per Market	\$19,897	\$14,324	\$13,191	\$14,375	\$14,039	\$18,657	\$17,548	\$20,114	\$16,692	\$14,149	\$13,250	\$12,249	\$15,809
Average per Vendor	\$432.54	\$369.18	\$344.86	\$393.84	\$356.93	\$420.21	\$412.90	\$474.40	\$402.21	\$385.01	\$441.67	\$391.95	\$405.76
Vendors per Market	48	41	39	38	41	47	45	45	43	39	31	33	41
Customers	2000	1615	1250	1390	915	2265	1735	2310	1425	1285	1400	1110	18,700
Per Market	500	323	313	348	305	453	434	462	356	321	280	278	367
Sales per Customer	\$39.79	\$44.35	\$42.21	\$41.37	\$46.03	\$41.19	\$40.46	\$43.54	\$46.85	\$44.04	\$47.32	\$44.14	\$43.11

Final Market #'s for Fiscal '23:

Markets: 51

Total customers: 18,700 (2022: 20,352) **-8%**

Total sales: \$806,249 (2022: \$807,908 in 7 fewer markets counted)

Total sales per market: \$15,809 (2022: \$18,362) **-14%**

Vendors per market: 41 (2022: 40)

Vendor sales per market: \$406 (2022: \$458) **-11%**