

# Farmers Market Manager Report for 6/18/2026 Meeting

by Charlie Reed

## Last Month's Market News:

- Averaged **44** vendors/market
- **425** customers/market
- Total sales per market: **\$21,666**
- Average per vendor: **\$513**

## May 2025:

- Averaged **44** vendors/market
- **550** customers/market (highest since March '22) *(555 was estimate before correction made to formula; with updated formula, that number would be 375)*
- Total sales per market: **\$24,058** (highest ever)
- Average per vendor: **\$544** (highest since March '22)

## Social Media:

- Instagram followers: 6,572 (+101)
- Facebook followers: 8,698 (+111)
- Newsletter subscribers: 2,387 (+28)

## Market Happenings:

- 5/20 market was #4 all-time in total sales, and very much felt like our most visited market at Ranch Park.
- Two subsequent markets have held up, though still down from last year. But not as much.

## Numbers...

GL Codes			
GL Code/Desc	May	FY2026 (CivicRec)	FY26 Budgeted
Vendor Booths	\$5,839	<b>\$44,596</b>	\$63,000
Vendor Application	\$200	<b>\$1,070</b>	\$1,400
Sponsorships	\$50	<b>\$375</b>	\$1,000
Merch	\$0	<b>\$195</b>	\$500
Totals for GL Codes	\$6,089	<b>\$46,236</b>	\$65,900

Totals and Averages by Month (FY'26)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '25
# Markets	5	4	3	4	4	4	5	4	1				34
# Markets Counted	5	4	3	4	4	4	5	4	1				34
Vendors	234	161	132	133	163	175	198	175	44				1415
Vendors Reporting	221	155	131	133	154	169	191	169	41				1364
Total Sales	\$98,985	\$73,559	\$68,767	\$69,204	\$79,588	\$80,719	\$90,762	\$86,664	\$21,917				\$670,165
Avg. per Market	\$19,797	\$18,390	\$22,922	\$17,301	\$19,897	\$20,180	\$18,152	\$21,666	\$21,917	#DIV/0!	#DIV/0!	#DIV/0!	\$19,711
Average per Vendor	\$448	\$475	\$525	\$520	\$517	\$478	\$475	\$513	\$535	#DIV/0!	#DIV/0!	#DIV/0!	\$491
Vendors per Market	47	40	44	33	41	44	40	44	44	#DIV/0!	#DIV/0!	#DIV/0!	42
Customers	1490	1175	920	990	1200	1170	1450	1700	400				10,495
Per Market	298	294	307	248	300	293	290	425	400	#DIV/0!	#DIV/0!	#DIV/0!	309
Sales per Customer	\$66.43	\$62.60	\$74.75	\$69.90	\$66.32	\$68.99	\$62.59	\$50.98	\$54.79	#DIV/0!	#DIV/0!	#DIV/0!	\$63.86

DSFM Sales Data								
Market Date	5.06	5.13	5.20	5.27	6.03	Y-Total	Y-Avg	Share
Market	1	1	1	1	1	34		68%
Market Counted	1	1	1	1	1	34		68%
Vendors	40	43	49	43	44	1,412	42	
Vendors Reporting	39	41	47	42	41	1,363	40	100%
Total Sales	18,327.00	20,022.00	26,405.00	21,910.00	21,917.00	670,285	19,714	100%
Average per Vendor	469.92	488.34	561.81	521.67	534.56	491.77		
<b>Farmers</b>	2,261.00	3,140.00	<b>5,255.00</b>	4,912.00	5,027.00	66,780	1,964	<b>9.96%</b>
#V	4.0	6.0	9.0	8.0	8.0	131.0	3.9	<b>9.61%</b>
Sales/V	565.25	523.33	583.89	614.00	<b>628.38</b>	510		
<b>Ranchers</b>	5,290.00	5,330.00	6,004.00	6,593.00	5,744.00	198,380	5,835	<b>29.60%</b>
#V	8.0	8.0	8.0	7.0	7.0	239.0	7.0	<b>17.53%</b>
Sales/V	661.25	666.25	750.50	941.86	820.57	830		
<b>Crafts</b>	1,535.00	519.00	1,307.00	666.00	2,220.00	43,797	1,288	<b>6.53%</b>
#V	7.0	4.0	7.0	4.0	9.0	208.0	6.1	<b>15.26%</b>
Sales/V	219.29	129.75	186.71	166.50	246.67	211		
<b>Foods - Bake/Bev/VA/Pet</b>	9,241	11,033	13,839	9,739	8,926	361,328	10,627	<b>53.91%</b>
#V	20.0	23.0	23.0	23.0	17.0	788.0	23.2	<b>57.81%</b>
Sales/V	462.05	479.70	<b>601.70</b>	423.43	525.06	459		
<b>Baker</b>	2,274.00	2,723.00	2,624.00	3,112.00	2,958.00	93,691	2,756	<b>13.98%</b>
#V	4.0	7.0	5.0	9.0	7.0	234.0	6.9	<b>17.17%</b>
Sales/V	<b>568.50</b>	389.00	524.80	345.78	422.57	400		
<b>Beverage</b>	1,121.00	1,477.00	<b>2,445.00</b>	1,143.00	700.00	48,267	1,420	<b>7.20%</b>
#V	3	3	4	3	1	126	4	<b>9.24%</b>
Sales/V	373.67	492.33	<b>611.25</b>	381.00	700.00	383		
<b>Value Add</b>	4,546.00	5,133.00	<b>7,250.00</b>	4,084.00	3,918.00	157,150	4,622	<b>23.45%</b>
#V	12.0	12.0	13.0	10.0	8.0	394.0	11.6	<b>28.91%</b>
Sales/V	378.83	427.75	557.69	408.40	489.75	399		
<b>Pet</b>	1,300.00	1,700.00	1,520.00	1,400.00	1,350.00	62,220	1,830	<b>9.28%</b>
#V	1	1	1	1	1	34	1	<b>2.49%</b>
Sales/V	1,300.00	1,700.00	1,520.00	1,400.00	1,350.00	1,830		
<b>Visitors</b>	<b>350</b>	<b>350</b>	<b>600</b>	<b>400</b>	<b>400</b>	<b>10,495</b>	<b>309</b>	
Sales per Capita	\$52.36	\$57.21	\$44.01	\$54.78	\$54.79	<b>\$63.87</b>		
Temperature	75	88	84	84	88	<b>2679</b>	<b>78.79</b>	
Skies	Cloudy	Sunny	PC	Sunny	PC			
Humidity (low=1,med=2,high=3)	2	1	1	2	3			
Winds (15 mph+)								
Music	n/a	A. Dormont	S. Bourbonnais	J. Kirk	n/a			
Event(s)			Celebration					