

# Farmers Market Manager Report for 09/21/2023 Meeting

by Charlie Reed

## Market News:

- Averaged **31** vendors/market (-8 from July) (-4 from August 2022)
  - Lowest month of year, by far. Aside from Songland, no farmers attended and crafts category is at rock bottom.
- **280** customers/market (-41 from July) (-14 from August 2022)
  - Lowest number of the year.
- Total sales per market: **\$13,250** (-900 from July) (-750 from August 2022)
  - Lowest number of the year.
- Average per vendor: **\$442** (+57 from July) (+24 from August 2022)
  - This was the highest month of the year by far.

Fewer customers are coming, but those that do are spending more, with the bulk of sales going to farm/ranch/bread/dog food. Of 31 vendors per market, 40-50% of sales go primarily to five vendors (Terra Purezza, 7R, Stoke Juice, Engel Farm, and Jake & Blues combine for 40-45% of total market sales; Jinx, Hello, and Fran's Pies combine for 10-15%). Prepared foods and crafts continue to struggle.

Year two of drought has farmers dropping, with expectation of little to no produce for remainder of August. Timely September rain has given them hope, with expectations from a few to return this month.

## Vendor Issues:

After meeting to discuss corrective actions for late vendors, there were no late vendors at 9/6 market and late fees (\$10) were given to Goatilicious and EIEIO at 9/13 market.

## Social Media:

- Instagram followers: 3,375 (+34 over last month).
- Facebook followers: 7,098 (+40)
- Newsletter subscribers: 1,962 (+29)

## FM Celebration 2023

- Went into final week with large lead in Texas. 2<sup>nd</sup>-place market (McKinney) received 1000 votes in final week, including 400 in one day, to take lead and win.
- Per committee's recommendation, we will not be taking part in this event going forward.

## Market Bag Sales/Merchandise

No sales this month. Too busy policing market.