Farmers Market Manager Report for 02/16/2023 Meeting

by Charlie Reed

January 2023 Market News:

- Averaged 38 vendors/market.
- 348 customers/market (slight rebound over December)
- Total sales per market: \$14,375 (up slightly from January)
- Average per vendor: \$394 (down slightly from January '22)

Saturday Market:

Getting sporadic calls from customers and prospective vendors about Saturdays with increasing frequency. Produce vendors excited for a more local weekend market. Coffee vendors inquiring en masse.

Sponsors:

Gouri spoke with local Real Estate Group (Beem Team) about sponsorship arrangement and will update during meeting.

Vendor Incidents:

- January 25th: Harin drove into Derek's (Rogues) generator, damaging his car's passenger door. The damage was cosmetic and neither wanted to report it.
- January 25th: Jessica (Sky Roasters) mentioned that a customer was creepily inappropriate at the end
 of market, asking how much she charged for a kiss. He lingered and went to his vehicle (red pick-up)
 for 20 minutes as she broke down her booth. She mentioned on 2/6 and we will monitor should he
 return.
- January 25th: Due to chronic lateness, with increase in showing up after market starts, I informed Anat (Bread & Zest) that she will no longer be allowed to set-up when arriving after 2:45.
- At February 8th market, I asked 7R to remove bone broth from display, as that is prohibited under cottage law.

Social Media:

- Instagram followers up to 2,911 (+53 over last month).
- Facebook followers at 6,720 (+34)
- Newsletter subscribers: 1,804 (+25)

Marketing/Community Outreach

I donated a \$50 gift certificate to DS Community Library on-line auction as part of fund-raising event February 12th. When asked if I knew any vendors who might be interested in catering the event, I said that they're all busy with weekend markets, then volunteered our services in order to showcase market vendors. The following vendors donated items or sold at discount: Jinx Bread, Brenham Kitchens, Fran's Pies, EIEIO. Wow Honey donated a 1-oz jar of honey for the charcuterie board. That was nice.

Market Bag Sales

FY 2022 Final Sales Totals: 70 bags @ \$789 FY 2023: 28 bags @ \$280 Let's discuss offering other items.

DSFM Sales						
Data						
Market Date	1.04	1.11	1.18	1.25		
Vendors	36	37	42	38		
Vendors Reporting	34	36	39	37		
Total Sales	13,049.00	14,826.00	16,018.00	13,628.00		
Average per Vendor	383.79	411.83	410.72	368.32		
Farmers	2,178.00	1,350.00	1,733.00	810.00		
Ranchers	2,976.00	2,261.00	3,455.00	4,006.00		
Crafts	535.00	1,235.00	1,374.00	626.00		
Foods	7,360.00	9,980.00	9,456.00	8,186.00		
Baker	1,881.00	1,719.00	1,934.00	1,629.00		
Beverage	1,994.00	2,142.00	2,037.00	1,577.00		
Value Add	2,735.00	4,819.00	4,449.00	4,124.00		
Pet	750.00	1,300.00	1,036.00	856.00		
Visitors	325	365	385	315		
Sales per Capita	\$40.15	\$40.62	\$41.61	\$43.26		
Temperature	72	80	77	50		
Skies	Sunny	PC	Clear	Clear		
Humidity (low=1,med=2,high=3)	1	1	1	1		
Winds (15 mph+)	15	20	15	15		
Music	B. Slaughter	A. Dormont	J. Rivers	J. Kirk		
Time/Venue Note	Closed at 5:45	Closed at 5:45	Closed at 5:45	Closed at 5:45		

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	1								18
# Markets Counted	4	5	4	4	1								18
Vendors	192	205	157	153	35								742
Vendors Reporting	184	194	153	146	34								711
Total Sales	\$79,587	\$71,620	\$52,763	\$57,501	\$12,586								\$274,057
Avg. per Market	\$19,897	\$14,324	\$13,191	\$14,375	\$12,586	#DIV/0!	\$15,225						
Average per Vendor	\$432.54	\$369.18	\$344.86	\$393.84	\$370.18	#DIV/0!	\$385.45						
Vendors per Market	48	41	39	38	35	#DIV/0!	41						
Customers	2000	1615	1250	1390	265								6,520
Per Market	500	323	313	348	265	#DIV/0!	362						
Sales per Customer	\$39.79	\$44.35	\$42.21	\$41.37	\$47.49	#DIV/0!	n/a						