

Farmers Market Manager Report for 4/17/2025 Meeting

by Charlie Reed

Last Month's Market News:

- Averaged **44** vendors/market
- **488** customers/market
- Total sales per market: **\$20,293**
- Average per vendor: **\$483**

Customer Counts:

Not sure if related to yard signs, but the 4:30 market desertion has not occurred the last two weeks.

March 19 Dog Bite Incident

Two leashed dogs had a brief altercation, with one of them biting the other and delivering a minor injury. Two customers yelled at each other and I had to separate them. No complaints were filed.

Social Media:

- Instagram followers: 5,286 (+170)
- Facebook followers: 7,937 (+16)
- Newsletter subscribers: 2,343 (-16; purged inactives)

March Revenues	
GL Code/Desc	GL Net
201-403-43005: FARMERSMARKET- Vendor Booths	5982
201-403-43006: FARMERSMARKET- Vendor Application	90
201-403-43035: FARMERSMARKET- 2023 Membership Fee	120
Totals for GL Codes	6192
FY2025 Revenues YTD	
GL Code/Desc	GL Net
201-403-43005: FARMERSMARKET- Vendor Booths	29336
201-403-43006: FARMERSMARKET- Vendor Application	540
201-403-43035: FARMERSMARKET- 2023 Membership Fee	1540
201-403-44000: FARMERSMARKET- Sponsorships	400
201-403-46005: FARMERSMARKET- Merchandise	233
Totals for GL Codes	32049

DSFM Sales Data									
Market Date	3.05	3.12	3.19	3.26	4.02	4.09	Y-Total	Y-Avg	Share
Market	1	1	1	1	1	1	26		
Market Counted	1	1	1	1	1	1	26		
Vendors	44	49	42	39	48	46	1,044	40	
Vendors Reporting	42	48	40	38	47	45	1,014	39	100%
Total Sales	18,178.00	20,539.00	21,421.00	21,032.00	21,280.00	25,699.00	498,096	19,158	100%
Average per Vendor	432.81	427.90	535.53	553.47	452.77	571.09	491.22		
Farmers	2,065.00	1,859.00	1,944.00	1,748.00	3,248.00	2,780.00	54,718	2,105	
#V	5.0	5.0	3.0	3.0	6.0	5.0	107.0	4.1	10.55%
Sales/V	413.00	371.80	648.00	582.67	541.33	556.00	511		10.99%
Ranchers	5,174.00	5,419.00	6,082.00	5,910.00	6,090.00	8,540.00	139,693	5,373	
#V	9.0	9.0	8.0	8.0	9.0	9.0	194.0	7.5	19.13%
Sales/V	574.89	602.11	760.25	738.75	676.67	948.89	720		28.05%
Crafts	478.00	1,386.00	1,555.00	838.00	1,148.00	1,256.00	25,359	975	
#V	4.0	7.0	6.0	4.0	7.0	4.0	120.0	4.6	11.83%
Sales/V	119.50	198.00	259.17	209.50	164.00	314.00	211		5.09%
Foods - Bake/Bev/VA/Pet	10,461	11,875	11,840	12,536	10,794	13,123	278,326	10,705	
#V	24.0	27.0	23.0	23.0	25.0	27.0	593.0	22.8	58.48%
Sales/V	435.88	439.81	514.78	545.04	431.76	486.04	469		55.88%
Baker	1,818.00	2,394.00	1,992.00	2,541.00	2,121.00	2,970.00	52,275	2,011	
#V	6.0	7.0	6.0	6.0	7.0	8.0	123.0	4.7	12.13%
Sales/V	303.00	342.00	332.00	423.50	303.00	371.25	425		10.49%
Beverage	1,090.00	1,876.00	1,960.00	2,100.00	2,675.00	2,825.00	46,012	1,770	
#V	3	4	4	4	6	6	118	5	11.64%
Sales/V	363.33	469.00	490.00	525.00	445.83	470.83	390		9.24%
Value Add	5,953.00	5,835.00	6,588.00	5,565.00	3,998.00	5,528.00	135,046	5,194	
#V	14.0	14.0	12.0	11.0	11.0	11.0	313.0	12.0	30.87%
Sales/V	425.21	416.79	549.00	505.91	363.45	502.55	431		27.11%
Pet	1,600.00	1,770.00	1,300.00	2,330.00	2,000.00	1,800.00	44,993	1,731	
#V	1	2	1	2	1	2	39	2	3.85%
Sales/V	1,600.00	885.00	1,300.00	1,165.00	2,000.00	900.00	1,154		9.03%
Visitors	425	525	525	475	525	525	11,135	428	
Sales per Capita	\$42.77	\$39.12	\$40.80	\$44.28	\$40.53	\$48.95	\$44.73		
Temperature	75	91	80	80	88	86	1871	71.96	

Totals and Averages by Month (FY'25)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '25
# Markets	5	4	3	4	4	4	2						26
# Markets Counted	5	4	3	4	4	4	2						26
Vendors	222	174	137	103	140	174	95						1045
Vendors Reporting	214	167	134	103	136	168	93						1015
Total Sales	\$109,819	\$80,119	\$64,640	\$53,697	\$61,672	\$81,170	\$46,979						\$498,096
Avg. per Market	\$21,964	\$20,030	\$21,547	\$13,424	\$15,418	\$20,293	\$23,490	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$19,158
Average per Vendor	\$513.17	\$479.75	\$482.39	\$521.33	\$453.47	\$483.15	\$505.15	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$490.73
Vendors per Market	44	44	46	26	35	44	48	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	40
Customers	2525	1875	1150	1225	1360	1950	1050						11,135
Per Market	505	469	383	306	340	488	525	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	428
Sales per Customer	\$43.49	\$42.73	\$56.21	\$43.83	\$45.35	\$41.63	\$44.74	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$44.73