

# Farmers Market Manager Report for 12/19/2024 Meeting

by Charlie Reed

## **Last Month's Market News:**

- Averaged **44** vendors/market
- **469** customers/market
- Total sales per market: **\$20,030**
- Average per vendor: **\$480**

## **Sales**

The strong fall trend continued to the day before Thanksgiving. That market had nice weather, as opposed to previous years, but as with previous years, sales dropped 25% from preceding weeks. The Wednesday before Thanksgiving is the busiest day of the year at HEB, and it seems we could capitalize on that somehow next year to avoid the drop.

## **Vendor Issues:**

All is good.

## **Merch**

Hats and bags for November totaled \$0.

## **Social Media:**

- Instagram followers: 4,800 (+121)
- Facebook followers: 7,847 (+18)
- Newsletter subscribers: 2,274 (+11)



<b>GL Code/Desc</b>	<b>GLNet</b>
201-403-43005: FARMERSMARKET- Vendor Booths	\$5,532
201-403-43006: FARMERSMARKET- Vendor Application	\$90
201-403-43035: FARMERSMARKET- 2023 Membership Fee	\$120
201-403-44000: FARMERSMARKET- Sponsorships	\$250
Totals for GL Codes	\$5,992