Farmers Market Manager Report for 2/20/2025 Meeting

by Charlie Reed

Last Month's Market News:

• One week cancelled (1/1)

• Averaged **26** vendors/market

• 306 customers/market

Total sales per market: \$13,424Average per vendor: \$521.33

Sales

Weather and a relocation (1/22) directly impacted both vendor and customer attendance (see table in vendor issues).

Vendor Issues:

Everyone seems happy. Maybe it has to do with a sharp increase in average vendor sales.

			January		Year						
	Vendor	Avg.	Avg. Sales	Vend.	Cust	Vendor	Avg.	Avg. Sales	Vend.	Cust	
	Avg	Temp	/Mkt	/Mkt	/Mkt	Avg	Temp	/Mkt	/Mkt	/Mkt	
2022	\$405	68	\$15,789	39	344	\$458	81	\$18,362	40	391	
2023	\$394	70	\$14,375	38	348	\$406	80	\$15,809	41	367	
2024	\$449	56	\$14,086	32	323	\$449	78	\$17,219	40	392	
2025	\$521	53	\$13,424	26	306	\$497*	72*	\$19,152*	40*	424*	

January Location: 2022 Triangle, 2023-24 Founders, 2025 DSRP

*=through January

Despite that increase, there is a stark difference in attendance during market. There is a bubbly crowd from 3:00 to 4:30, when there is a stark drop-off, with the number of customers in the market dropping to fewer than 10, with a mini-rush coming from 5:15-5:45. This pattern has been steady for the last two months, at least. I don't have any theories and would welcome ideas for gaining a steadier flow after 4:30. Johnna and I both agree that the formula we use to calculate customers might need an updating, so we're looking for volunteers to help us get an accurate count.

Social Media:

• Instagram followers: 5,005 (+134)

Passed 5k on 2/6 – giving \$25 market bucks to that follower

Facebook followers: 7,908 (+39)Newsletter subscribers: 2,316 (+19)

Revenues, January, 2025

GLCodes							
GL Code/Desc	GLNet						
201-403-43005: FARMERSMARKET- Vendor Booths	\$3,622						
201-403-43006: FARMERSMARKET- Vendor Application	\$60						
201-403-43035: FARMERSMARKET-2023 Membership Fee	\$80						
201-403-46005: FARMERSMARKET- Merchandise	\$25						
Totals for GL Codes	\$3,787						

Revenues, 2024 YTD

GL Code/Desc	GLNet
201-403-43005: FARMERSMARKET - Vendor Booths	\$18,879
201-403-43006: FARMERSMARKET - Vendor Application	\$300
201-403-43035: FARMERSMARKET-2023 Membership Fee	\$600
201-403-44000: FARMERSMARKET- Sponsorships	\$400
201-403-46005: FARMERSMARKET- Merchandise	\$233
Totals for GL Codes	\$20,412

DSFM Sales Data								
Market Date	1.08	1.15	1.22	1.29	2.05	Y-Total	Y-Avg	Share
Market	1	1	1	1	1	17		
Market Counted	1	1	1	1	1	17		
Vendors	22	31	15	35	38	674	40	
Vendors Reporting	22	31	15	35	37	655	39	100%
Total Sales	12,311.00	19,077.00	7,486.00	14,823.00	17,313.00	325,588	19,152	100%
Average per Vendor	559.59	615.39	499.07	423.51	467.92	497.08		
Farmers	490.00	1,860.00	0.00	1,857.00	1,813.00	36,249	2,132	
#V	1.0	3.0	0.0	2.0	3.0	69.0	4.1	10.53%
Sales/V	490.00	620.00	#DIV/0!	928.50	604.33	52	5	11.13%
Ranchers	3,568.00	7,001.00	2,850.00	4,419.00	5,296.00	87,133	5,125	
#V	5.0	7.0	4.0	7.0	9.0	122.0	7.2	18.63%
Sales/V	713.60	1,000.14	712.50	631.29	588.44	71	4	26.76%
Crafts	605.00	465.00	200.00	930.00	693.00	16,116	948	
#V	3.0	3.0	1.0	4.0	5.0	77.0	4.5	11.76%
Sales/V	201.67	155.00	200.00	232.50	138.60	209		4.95%
Foods - Bake/Bev/VA/Pet	7,648	9,751	4,436	7,617	9,511	186,090	10,946	
#V	13.0	18.0	10.0	22.0	20.0	387.0	22.8	59.08%
Sales/V	588.31	541.72	443.60	346.23	475.55	48	1	57.16%
Baker	525.00	1,894.00	307.00	1,655.00	1,120.00	35,259	2,074	
#V	2.0	4.0	1.0	5.0	4.0	71.0	4.2	10.84%
Sales/V	262.50	473.50	307.00	331.00	280.00	49	7	10.83%
Beverage	823.00	1,075.00	700.00	1,385.00	1,497.00	30,150	1,774	
#V	3	2	2	4	4	81 5		12.37%
Sales/V	274.33	537.50	350.00	346.25	374.25	372		9.26%
Value Add	3,700.00	4,842.00	2,429.00	3,277.00	4,794.00	90,423	5,319	
#V	7.0	10.0	6.0	11.0	11.0	210.0	12.4	32.06%
Sales/V	528.57	484.20	404.83	297.91	435.82	43	1	27.77%
Pet	2,600.00	1,940.00	1,000.00	1,300.00	2,100.00	30,258	1,780	
#V	1	2	1	2	1	25	1	3.82%
Sales/V	2,600.00	970.00	1,000.00	650.00	2,100.00	1,210		9.29%
Visitors	275	425	175	350	435	7,210	424	
Sales per Capita	\$44.77	\$44.89	\$42.78	\$42.35	\$39.80	\$45.	16	
Temperature	38	63	51	60	75	1216	71.53	
Skies	Cloudy	Sunny	Sunny	Drizzle	PC			
Humidity (low=1,med=2,high=3)	2	1	1	3	2			

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	1								17
# Markets Counted	5	4	3	4	1								17
Vendors	222	174	137	103	38								674
Vendors Reporting	214	167	134	103	37								655
Total Sales	\$109,819	\$80,119	\$64,640	\$53,697	\$17,313								\$325,588
Avg. per Market	\$21,964	\$20,030	\$21,547	\$13,424	\$17,313	#DIV/0!	\$19,152						
Average per Vendor	\$513.17	\$479.75	\$482.39	\$521.33	\$467.92	#DIV/0!	\$497.08						
Vendors per Market	44	44	46	26	38	#DIV/0!	40						
Customers	2525	1875	1150	1225	435								7,210
Per Market	505	469	383	306	435	#DIV/0!	424						
Sales per Customer	\$43.49	\$42.73	\$56.21	\$43.83	\$39.80	#DIV/0!	\$45.16						