

Farmers Market Manager Report for 9/17/2026 Meeting

by Charlie Reed, prepared 8/31

Last Month's Market News:

- Averaged **39** vendors/market
- **359** customers/market
- Total sales per market: **\$20,625**
- Average per vendor: **\$529**

August 2025:

- Averaged **43** vendors/market
- **369** customers/market
- Total sales per market: **\$23,966**
- Average per vendor: **\$571**

Social Media:

- Instagram followers: 6,804 (+68)
- Facebook followers: 8,903 (+98)
- Newsletter subscribers: 2,413 (+7)

Market Happenings:

- Quiet. A little too quiet.
- Due to other engagements, the 10/21 market will need to move to DSRP's north side. This coincides with the Master Gardeners plant sale and "Unplug Texas" events, which the Parks Department will be joining market for activities.
- With September as the last month of FY, the market should pass \$1 million in sales for the 2nd straight year.
- A recession indicator: pet food sales have decreased 30% since April.
- *Are there any additional categories or data points you'd like to see tracked next year?*

Numbers...

GL Codes			
GL Code/Desc	August	FY2026 (CivicRec)	FY26 Budgeted
Vendor Booths	\$5,359	\$62,031	\$63,000
Vendor Application	\$200	\$1,690	\$1,400
Sponsorships	\$75	\$500	\$1,000
Merch	\$0	\$195	\$500
Totals for GL Codes	\$5,144	\$64,416	\$65,900
Facility Fee:		\$3,534	\$5,000

Totals and Averages by Month (FY'26)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '26
# Markets	5	4	3	4	4	4	5	4	4	5	4	5	51
# Markets Counted	5	4	3	4	4	4	5	4	4	5	4		46
Vendors	234	161	132	133	163	175	198	175	183	209	168		1931
Vendors Reporting	221	155	131	133	154	169	191	169	177	198	156		1854
Total Sales	\$98,985	\$73,559	\$68,767	\$69,204	\$79,588	\$80,719	\$90,762	\$86,664	\$87,156	\$100,405	\$82,498		\$918,307
Avg. per Market	\$19,797	\$18,390	\$22,922	\$17,301	\$19,897	\$20,180	\$18,152	\$21,666	\$21,789	\$20,081	\$20,625	#DIV/0!	\$19,963
Average per Vendor	\$448	\$475	\$525	\$520	\$517	\$478	\$475	\$513	\$492	\$507	\$529	#DIV/0!	\$495
Vendors per Market	44	39	44	33	39	42	38	42	44	40	39	#DIV/0!	38
Customers	1490	1175	920	990	1200	1170	1450	1700	1590	1800	1435		14,920
Per Market	298	294	307	248	300	293	290	425	398	360	359	#DIV/0!	324
Sales per Customer	\$66.43	\$62.60	\$74.75	\$69.90	\$66.32	\$68.99	\$62.59	\$50.98	\$54.82	\$55.78	\$57.49	#DIV/0!	\$61.55

DSFM Sales Data							
Market Date	8.05	8.12	8.19	8.26	Y-Total	Y-Avg	Share
Market	1	1	1	1	46		92%
Market Counted	1	1	1	1	46		92%
Vendors	47	41	41	39	1,928	42	
Vendors Reporting	43	39	38	36	1,851	40	100%
Total Sales	\$21,973	\$18,377	\$22,507	\$19,641	\$918,512	\$19,968	\$1
Average per Vendor	\$511	\$471	\$592	\$546	\$496		
Farmers	4,300.00	3,191.00	3,513.00	3,906.00	113,433	2,466	12.35%
#V	4.0	4.0	4.0	5.0	199.0	4.3	10.75%
Sales/V	1,075.00	797.75	878.25	781.20	570		
Ranchers	5,269.00	4,630.00	7,241.00	5,918.00	265,224	5,766	28.88%
#V	7.0	8.0	8.0	7.0	319.0	6.9	17.23%
Sales/V	752.71	578.75	905.13	845.43	831		
Crafts	1,342.00	571.00	939.00	132.00	55,901	1,215	6.09%
#V	5.0	4.0	5.0	2.0	279.0	6.1	15.07%
Sales/V	268.40	142.75	187.80	66.00	200		
Foods - Bake/Bev/VA/Pet	11,062	9,985	10,814	9,685	483,954	10,521	52.69%
#V	27.0	23.0	21.0	22.0	1057.0	23.0	57.10%
Sales/V	409.70	434.13	514.95	440.23	458		
Baker	3,507.00	2,835.00	3,163.00	3,194.00	127,211	2,765	13.85%
#V	10.0	6.0	6.0	7.0	315.0	6.8	17.02%
Sales/V	350.70	472.50	527.17	456.29	404		
Beverage	1,734.00	1,832.00	2,071.00	2,072.00	67,269	1,462	7.32%
#V	5	5	4	4	172	4	9.29%
Sales/V	346.80	366.40	517.75	518.00	391		
Value Add	4,621.00	4,318.00	4,180.00	3,119.00	209,594	4,556	22.82%
#V	11.0	11.0	10.0	10.0	524.0	11.4	28.31%
Sales/V	420.09	392.55	418.00	311.90	400		
Pet	1,200.00	1,000.00	1,400.00	1,300.00	79,880	1,737	8.70%
#V	1	1	1	1	46	1	2.49%
Sales/V	1,200.00	1,000.00	1,400.00	1,300.00	1,737		
Visitors	375	335	375	350	14,920	324	
Sales per Capita	\$58.59	\$54.86	\$60.02	\$56.12	\$61.56		
Temperature	100	101	101	100	3829	83.24	
Skies	Sunny	Sunny	Sunny	Sunny			