

Farmers Market Manager Report for 7/23/2026 Meeting

by Charlie Reed

Last Month's Market News:

- Averaged **46** vendors/market
- **398** customers/market
- Total sales per market: **\$21,789**
- Average per vendor: **\$492**

June 2025:

- Averaged **46** vendors/market
- **406** customers/market
- Total sales per market: **\$23,809**
- Average per vendor: **\$544**

Social Media:

- Instagram followers: 6,631 (+59)
- Facebook followers: 8,725 (+27)
- Newsletter subscribers: 2,394 (+7)

Market Happenings:

- Johnna ran a Pollinator event 6/24/26.
- Because Wild Candy Farm can't fit into AC, other farmers have asked to move into Vendor Hall.
- The move to the Main Event Room comes with an added fee, totalling \$5,000 for the summer, which is paid by vendors through a Facility Fee add-on. Last year it started at \$10 per market and reduced throughout the summer as we neared the 5k goal, but this year I lowered it to \$8 to start out. As of 6/29/2026, we are at \$1,342.
- Only one vendor protested the fee, insisting he could stay in the vendor hall and not pay it, but all vendors pay it since all share in the visitor stability. He has not returned.

Numbers...

GL Codes			
GL Code/ Desc	June	FY2026 (CivicRec)	FY26 Budgeted
Vendor Booths	\$6,274	\$50,870	\$63,000
Vendor Application	\$260	\$1,330	\$1,400
Sponsorships	\$50	\$425	\$1,000
Merch	\$0	\$195	\$500
Totals for GL Codes	\$6,584	\$52,819	\$65,900

Totals and Averages by Month (FY'26)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '25
# Markets	5	4	3	4	4	4	5	4	4				37
# Markets Counted	5	4	3	4	4	4	5	4	4				37
Vendors	234	161	132	133	163	175	198	175	183				1554
Vendors Reporting	221	155	131	133	154	169	191	169	177				1500
Total Sales	\$98,985	\$73,559	\$68,767	\$69,204	\$79,588	\$80,719	\$90,762	\$86,664	\$87,156				\$735,404
Avg. per Market	\$19,797	\$18,390	\$22,922	\$17,301	\$19,897	\$20,180	\$18,152	\$21,666	\$21,789	#DIV/0!	#DIV/0!	#DIV/0!	\$19,876
Average per Vendor	\$448	\$475	\$525	\$520	\$517	\$478	\$475	\$513	\$492	#DIV/0!	#DIV/0!	#DIV/0!	\$490
Vendors per Market	47	40	44	33	41	44	40	44	46	#DIV/0!	#DIV/0!	#DIV/0!	42
Customers	1490	1175	920	990	1200	1170	1450	1700	1590				11,685
Per Market	298	294	307	248	300	293	290	425	398	#DIV/0!	#DIV/0!	#DIV/0!	316
Sales per Customer	\$66.43	\$62.60	\$74.75	\$69.90	\$66.32	\$68.99	\$62.59	\$50.98	\$54.82	#DIV/0!	#DIV/0!	#DIV/0!	\$62.94

DSFM Sales Data							
Market Date	6.03	6.10	6.17	6.24	Y-Total	Y-Avg	Share
Market	1	1	1	1	37		74%
Market Counted	1	1	1	1	37		74%
Vendors	44	48	41	50	1,551	42	
Vendors Reporting	41	47	39	48	1,497	40	100%
Total Sales	\$21,917	\$22,479	\$18,627	\$24,218	\$735,609	\$19,881	\$1
Average per Vendor	\$535	\$478	\$478	\$505	\$491		
Farmers	5,027.00	4,546.00	3,746.00	4,350.00	79,422	2,147	10.80%
#V	8.0	9.0	7.0	6.0	153.0	4.1	10.22%
Sales/V	628.38	505.11	535.14	725.00	519		
Ranchers	5,744.00	5,039.00	4,762.00	6,414.00	214,595	5,800	29.17%
#V	7.0	6.0	6.0	7.0	258.0	7.0	17.23%
Sales/V	820.57	839.83	793.67	916.29	832		
Crafts	2,220.00	1,187.00	804.00	1,455.00	47,243	1,277	6.42%
#V	9.0	8.0	6.0	11.0	233.0	6.3	15.56%
Sales/V	246.67	148.38	134.00	132.27	203		
Foods - Bake/Bev/VA/Pet	8,926	11,707	9,315	11,999	394,349	10,658	53.61%
#V	17.0	24.0	20.0	24.0	856.0	23.1	57.18%
Sales/V	525.06	487.79	465.75	499.96	461		
Baker	2,958.00	3,024.00	2,375.00	3,010.00	102,100	2,759	13.88%
#V	7.0	8.0	5.0	7.0	254.0	6.9	16.97%
Sales/V	422.57	378.00	475.00	430.00	402		
Beverage	700.00	1,376.00	1,501.00	1,756.00	52,900	1,430	7.19%
#V	1	3	4	4	137	4	9.15%
Sales/V	700.00	458.67	375.25	439.00	386		
Value Add	3,918.00	5,507.00	4,239.00	5,733.00	172,629	4,666	23.47%
#V	8.0	12.0	10.0	12.0	428.0	11.6	28.59%
Sales/V	489.75	458.92	423.90	477.75	403		
Pet	1,350.00	1,800.00	1,200.00	1,500.00	66,720	1,803	9.07%
#V	1	1	1	1	37	1	2.47%
Sales/V	1,350.00	1,800.00	1,200.00	1,500.00	1,803		
Visitors	400	415	350	425	11,685	316	
Sales per Capita	\$54.79	\$54.17	\$53.22	\$56.98	\$62.95		