

Farmers Market Manager Report for 12/15/2022 Meeting

by Charlie Reed

Market News:

We're still +/- 40 vendors per market, but the visitors are down significantly. While weather hasn't been ideal, we can only justify so many times, as the trend downward goes back to June in the weeks before the shift to mornings. While regular visitors are keeping farmers, ranchers, and grocery-type foods strong, crafts and "impulse" foods have seen significant, sustained drops in sales. Vendors who've said they can't continue include Golden Pineapple, Beba's Salsa, Rogue's Pierogies. Others who hinted, but did not state explicitly, include Peeler Farm, Buckner Creek Ranch, Brenham Kitchens, Orobianco, Salumeria, and the majority of crafts vendors.

For the last two months, average vendor sales per market are down more than \$100 from last year. November 2021: \$480. November 2022: \$369. Total market sales were down from \$19,000 in 2021 to \$14,000 this year.

Location:

I've stopped charging electricity fees, as the breakers continue to trip during markets. If I can't guarantee, I can't charge.

Saturday Market:

Final experimental Saturday market will be 12/17. Aside from the first market, which had a fantastic turnout, weather has impacted each one. The November 26 market had 39 visitors turn out. The Instagram post I did at the start of market had 45 likes by the close.

Sponsors:

Dana and Dee (Mihaly & Marsh Marketing) have once again inquired about sponsorships, responding to our newsletter call for musician sponsors. I'll meet with Dee in January to discuss further.

Social Media:

- Instagram followers up to 2,812 (+50 over last month).
- Facebook followers at 6,664 (+64)
- Newsletter subscribers: 1,752 (+22)

Market Bag Sales

FY 2022 Final Sales Totals: 70 bags @ \$789

FY 2023: 13 bags @ \$130

Let's discuss offering other items.

DSFM Sales Data									
Market Date	11.02	11.05	11.09	11.12	11.16	11.19	11.23	11.26	11.30
Vendors	47	17	43	11	42	0	35	11	38
Vendors Reporting	46	16	41	0	39	0	31	0	37
Total Sales	18,427.00	6,353.00	16,840.00	0.00	13,628.00	0.00	10,675.00	0.00	12,050.00
Average per Vendor	400.59	397.06	410.73	#DIV/0!	349.44	0.00	344.35	#DIV/0!	325.68
Farmers	2,853.00	1,247.00	3,006.00	0.00	1,862.00	0.00	1,710.00	0.00	1,282.00
Ranchers	4,265.00	1,140.00	4,753.00	0.00	2,633.00	0.00	1,768.00	0.00	3,398.00
Crafts	460.00	1,553.00	491.00	0.00	1,161.00	0.00	182.00	0.00	410.00
Foods	10,849.00	2,413.00	8,590.00	0.00	7,972.00	0.00	7,015.00	0.00	6,960.00
Baker	2,402.00	616.00	1,562.00	0.00	1,024.00	0.00	1,134.00	0.00	925.00
Beverage	1,904.00	1,182.00	1,457.00	0.00	1,583.00	0.00	1,568.00	0.00	1,819.00
Value Add	5,143.00	615.00	4,271.00	0.00	3,865.00	0.00	3,295.00	0.00	3,816.00
Pet	1,400.00	0.00	1,300.00	0.00	1,500.00	0.00	1,018.00	0.00	400.00
Visitors	450	255	400	79	300	0	225	39	240
Sales per Capita	\$40.95	\$24.91	\$42.10	\$0.00	\$45.43	\$0.00	\$47.44	\$0.00	\$50.21
Temperature	77	60-75	77	48	52	42	58	50	50
Skies	Partly Cloudy	Sunny	Partly Cloudy	PC	PC	Rainy	Drizzle	Sunny	Clear
Humidity (low=1,med=2,high=3)	3	2	2	1	1	3	3	1	1
Winds (15 mph+)				15				20	15
Music	B. Slaughter	A. Dormont	A. Dormont	S. Bourbonnaise	J. Rivers		J. Kirk	none	S. Bourbonnaise
Time/Venue Note		Saturday	290 Accident blocked traffic after 5pm	Saturday	Closed at 5:30	Cancelled	Closed at 5:30	Saturday	Closed at 5:30