Farmers Market Manager Report for 2/15/2024 Meeting

by Charlie Reed

January Market News:

- Averaged 32 vendors/market (-3 from December) (-6 from January 2023)
 - Lowest since February 2022
- 323 customers/market (+17 from December) (-25 from January 2023)
- Total sales per market: \$14,086 (+2,026 from December) (-290 from January 2023)
- Average per vendor: \$449 (+105 from December) (+56 from January 2023)

Vendor Issues:

Everyone seems happy.

Spring Venue Change:

In discussions to return to Pound House. Betty would like for us to return sooner rather than later, but I want to ensure we are aligned with their needs and expectations, and have asked her to invite me to one of her board meetings to discuss the opportunity in detail. For now, we will be indoors at DSRP through what looks like April, with a return to Founders entirely hinging on Skate Park time frame.

The rain-day parking lot market was a successful experiment, with positive response from vendors and customers. It wasn't 98 degrees, and we'll need electricity and bathrooms available to make it work. Betty noticed and would like to incorporate that site into theirs, with them providing electricity and restrooms, though with a bit of a walk. As a reminder, there are no afternoon parking lot farmers markets in Central Texas...for good reason.

Social Media:

• Instagram followers: 3,661 (+104 over October 2023).

Facebook followers: 7,345 (+148)Newsletter subscribers: 2,061 (+28)

DSFM Sales Data				-					
Market Date	1.03	1.10	1.17	1.24	1.31	2.07	Y-Total	Y-Avg	Share
Market	1	1	1	1	1	1	19		
Vendors	28	32	24	31	43	47	698	37	
Vendors Reporting	28	32	24	30	43	46	690	36	100%
Total Sales	9,349.00	16,332.00	9,930.00	12,195.00	22,622.00	21,794.00	271,915 14,311		100%
Average per Vendor	333.89	510.38	413.75	406.50	526.09	473.78	394.08		
Farmers	1,339.00	2,103.00	535.00	827.00	1,821.00	1,686.00	28,484	1,499	
#V	4.0	6.0	2.0	3.0	4.0	4.5	100.0	5.3	14.49%
Sales/V	334.75	350.50	267.50	275.67	455.25	374.67	285		10.48%
Ranchers	2,767.00	6,099.00	3,123.00	3,876.00	6,000.00	6,137.00	77,468	4,077	
#V	7.0	8.0	6.0	7.0	11.0	11.0	145.0	7.6	21.01%
Sales/V	395.29	762.38	520.50	553.71	545.45	557.91	534		28.49%
Crafts	110.00	1,020.00	250.00	415.00	2,118.00	1,567.00	15,977	841	
#V	2.0	3.0	1.0	3.0	5.0	6.0	74.0	3.9	10.72%
Sales/V	55.00	340.00	250.00	138.33	423.60	261.17	216		5.88%
Foods - Ttl Bake/Bev/VA/Pet	5,133.00	7,110.00	6,022.00	7,077.00	12,683.00	12,404.00	149,986	7,894	
#V	15.0	15.0	15.0	17.0	23.0	24.5	371.0	19.5	53.77%
Sales/V	342.20	474.00	401.47	416.29	551.43	506.29	404		55.16%
Baker	890.00	1,132.00	363.00	2,006.00	3,095.00	2,731.00	23,836	1,255	
#V	2.0	2.0	1.0	5.0	8.0	5.5	55.5	2.9	8.04%
Sales/V	445.00	566.00	363.00	401.20	386.88	496.55	429		8.77%
Beverage	520.00	1,568.00	651.00	632.00	1,586.00	2,123.00	23,437	1,234	
#V	3	4	3	3	3	4	66	3	9.57%
Sales/V	173.33	392.00	217.00	210.67	528.67	530.75	355		8.62%
Value Add	2,623.00	3,056.00	3,008.00	2,336.00	5,664.00	5,452.00	74,557	3,924	
#V	9.0	7.0	10.0	7.0	10.0	13.0	217.5	11.4	31.52%
Sales/V	291.44	436.57	300.80	333.71	566.40	419.38	343		27.42%
Pet	1,100.00	1,354.00	2,000.00	2,103.00	2,338.00	2,098.00	28,156 1,482		
#V	1	2	1	2	2	2	32	2	4.64%
Sales/V	1,100.00	677.00	2,000.00	1,051.50	1,169.00	1,049.00	880		10.35%
Visitors	215	325	250	275	550	500	6,415	338	

Totals and Averages by Month (FY'24)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '23
# Markets	4	5	4	5	1								19
# Markets Counted	4	5	4	5	1								19
Vendors	146	205	141	158	47								697
Vendors Reporting	143	203	140	157	46								689
Total Sales	\$55,827	\$75,627	\$48,239	\$70,428	\$21,794								\$271,915
Avg. per Market	\$13,957	\$15,125	\$12,060	\$14,086	\$21,794	#DIV/0!	\$14,311						
Average per Vendor	\$390.40	\$372.55	\$344.56	\$448.59	\$473.78	#DIV/0!	\$394.65						
Vendors per Market	37	41	35	32	47	#DIV/0!	37						
Customers	1350	1725	1225	1615	500								6,415
Per Market	338	345	306	323	500	#DIV/0!	338						
Sales per Customer	\$41.35	\$43.84	\$39.38	\$43.61	\$43.59	#DIV/0!	\$42.39						