

Farmers Market Manager Report for 9/15/2022 Meeting

by Charlie Reed

Market News:

Summer is almost over, with some farmers calling it the worst we've ever had. We're off the Pound House grounds until November – Pumpkin Fest will take over 9/21 and begin 9/24. Vendors are excited about increased audience potential. Vendors have also responded well to location in field, though new logistical problems have arisen. Sun will be an issue, and limited electricity at Pool Pavilion caused two brief outages at 8/31 market. Johnna created handicapped signs for new entrance and was immediately thanked by customers in need.

To meet the electrical need, Roman with CODS Emergency Response has kindly offered use of a generator, which we'll take up if no alternative can be found. This will add approx. 45 minutes to market set-up and breakdown time.

August 24 market was held at DSRP in advance of forecast storms. With increased communication, 255 customers arrived – much better than historic visitation. Vendors polled supported DSRP as weather alternate location 14-12.

The FMC Celebration (vote) ends 9/19. We are back to within 200 votes of #1 in Texas – the current leader has only received 10 votes in the month, and only seems to get large boosts when we get close. A sustained late push may get us back to #1.

Upcoming:

9/21 – Return to afternoon hours

10/12 – HCMG Plant Sale; Elizabeth McReevy author event

10/26 – Halloween Market (ghost hunt, face painting by Sophie Cardineau)

Vendor & Customer Attendance, Total Sales, and Avg Sales (data below):

Average customer attendance remains down, with the market averaging 294 customers in August. Vendor participation has followed, dipping below 40 per market for the month – for the first time since I began tracking. Average vendor sales per market rebounding from July's year low.

Survey Results:

Vendor Survey showed:

1. Maintain 3-6 hours on Wednesdays during Pumpkin Fest.
2. 10 vendors would definitely come to a Saturday morning FM in DS.

Switch from ActiveNet to CivicRec (on-line registration system)

Lingering issues for certain vendors not registering for correct markets, though most are not having this problem. All financial records have been downloaded and saved for future reference after ActiveNet access goes away in mid-September.

Social Media:

- Instagram followers up to 2,633 (+57 over last month).
 - A post after 8/31 market was first to receive 100+ likes
- Facebook followers at 6,538 (+71); likes +67

- Newsletter subscribers: 1,689 (+42)

Market Bag Sales

Overall sales at \$749 (+\$120)

DSFM Sales Data				
Market Date	8.17	8.24	8.31	9.07
Vendors	38	30	37	39
Vendors Reporting	38	29	36	37
Total Sales	17,378.00	10,531.00	15,759.00	16,070.00
Average per Vendor	457.32	363.14	437.75	434.32
Farmers	3,268.00	1,706.00	2,790.00	2,635.00
Ranchers	5,478.00	2,854.00	5,435.00	5,116.00
Crafts	435.00	356.00	125.00	100.00
Foods	8,197.00	5,615.00	7,409.00	8,219.00
Baker	1,283.00	540.00	1,331.00	1,370.00
Beverage	1,718.00	1,517.00	1,265.00	1,456.00
Value Add	4,396.00	2,858.00	4,190.00	4,693.00
Pet	800.00	700.00	623.00	700.00
Visitors	350	255	325	325
Sales per Capita	\$49.65	\$41.30	\$48.49	\$49.45

Totals and Averages by Month (FY'22)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY 2022
# Markets	4	4	5	4	4	5	4	4	5	4	5	1	49
# Markets Counted	4	3	4	3	3	4	4	2	5	4	4	1	41
Vendors	165	134	183	154	113	220	182	185	230	161	177	39	2252
Vendors Reporting	165	124	179	117	92	172	178	93	227	131	134	37	1649
Total Sales	\$76,769	\$59,596	\$78,920	\$47,366	\$41,824	\$92,611	\$88,941	\$39,354	\$103,695	\$52,552	\$56,024	\$16,070	\$753,722
Avg. per Market	\$19,192	\$19,865	\$19,730	\$15,789	\$13,941	\$23,153	\$22,235	\$19,677	\$20,739	\$13,138	\$14,006	\$16,070	\$18,383
Average per Vendor	\$465.27	\$480.61	\$440.89	\$404.84	\$454.61	\$538.44	\$499.67	\$423.16	\$456.81	\$401.16	\$418.09	\$434.32	\$457.08
Customers	2250	1425	1750	1375	970	2257	1987	1848	2153	1327	1470	325	19137
Per Market	563	475	438	344	323	564	497	462	431	332	294	325	547
Sales per Customer	\$34.12	\$41.82	\$45.10	\$43.06	\$43.06	\$41.03	\$44.76	\$43.62	\$48.16	\$39.60	\$45.71	\$49.45	n/a