

Farmers Market Manager Report for 11/21/2024 Meeting

by Charlie Reed

Last Month's Market News:

- Averaged **44** vendors/market
- **505** customers/market
- Total sales per market: **\$21,964**
- Average per vendor: **\$513**

Sales

With five markets in October, the month set the highest total sales since I've been counting.

Vendor Issues:

Apache Spirit Bison left the market on 10/31. He was selling processed pecans 10/17. I asked him to remove them from his booth and update his application if he wanted to continue. He waved me off. I followed it up with an email and at the next market he let me know he would not be returning, as he preferred less regulated markets.

November 6th Market: There was another event starting at DSRP as market closed. This caused a large traffic block that required us to sort out. Combined with the first day of early sunset, it was difficult to see and very crowded. (we had put our lights out in pedestrian areas but it was still dark.) Anna Moore was at her second market with her booth, Oma's Furry Friends. Her husband drives her, and he lost patience in line to enter, gesturing and yelling. When the entrance cleared enough for him to enter, he sped into the building, ignoring a shouting Johnna, who was directing traffic at the entrance, and came three inches from hitting a woman who was walking out from the other event. (We talked her out of submitting a complaint afterward.) I had to pull Johnna away from Anna's husband and told Anna it was their last market, as that was a blatant disregard for safety and instructions. Subsequent emails with Anna found an agreement that he would no longer be allowed in the building, but she could set up outside. She will likely not return, as there are existing family issues.

Merch

Hats and bags for October totaled \$90.

Social Media:

- Instagram followers: 4,679 (+179)
- Facebook followers: 7,829 (+36)
- Newsletter subscribers: 2,263 (+13)

DSFM Sales Data					
Market Date	10.02	10.09	10.16	10.23	10.30
Market	1	1	1	1	1
Market Counted	1	1	1	1	1
Vendors	43	47	43	46	43
Vendors Reporting	41	45	42	44	42
Total Sales	22,361	21,921.00	22,725.00	21,182.00	21,630.00
Average per Vendor	545.39	487.13	541.07	481.41	515.00
Farmers	2,781	2,899.00	2,453.00	2,420.00	3,025.00
#V	6.0	6.0	4.0	4.0	5.0
Sales/V	463.50	483.17	613.25	605.00	605.00
Ranchers	4,655	6,507.00	6,912.00	5,001.00	5,530.00
#V	7.0	8.0	9.0	7.0	9.0
Sales/V	665.00	813.38	768.00	714.43	614.44
Crafts	1,317	845.00	1,009.00	678.00	725.00
#V	6.0	5.0	6.0	4.0	4.0
Sales/V	219.50	169.00	168.17	169.50	181.25
Foods - Ttl Bake/Bev/VA/Pet	13,608	11,670	12,351	13,083	12,350
#V	22.0	26.0	23.0	29.0	24.0
Sales/V	618.55	448.85	537.00	451.14	514.58
Baker	2,349	2,813.00	3,613.00	3,356.00	1,840.00
#V	3.0	5.0	5.0	6.0	4.0
Sales/V	783.00	562.60	722.60	559.33	460.00
Beverage	2,503	2,644.00	2,109.00	2,126.00	2,530.00
#V	6	7	6	6	6
Sales/V	417.17	377.71	351.50	354.33	421.67
Value Add	6,296	4,443.00	4,929.00	6,509.00	5,380.00
#V	12.0	12.0	11.0	15.0	13.0
Sales/V	524.67	370.25	448.09	433.93	413.85
Pet	2,460	1,770.00	1,700.00	1,092.00	2,600.00
#V	1	2	1	2	1
Sales/V	2,460.00	885.00	1,700.00	546.00	2,600.00
Visitors	550	525	550	450	450
Sales per Capita	\$40.66	\$41.75	\$41.32	\$47.07	\$48.07

Totals and Averages by Month (FY'25)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '25
# Markets	5	2											7
# Markets Counted	5	2											7
Vendors	222	92											314
Vendors Reporting	214	89											303
Total Sales	\$109,819	\$41,584											\$151,403
Avg. per Market	\$21,964	\$20,792	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$21,629
Average per Vendor	\$513.17	\$467.24	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$499.68
Vendors per Market	44	46	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	45
Customers	2525	925											3,450
Per Market	505	463	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	493
Sales per Customer	\$43.49	\$44.96	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$43.88

GL October 2024 (FY2025)	
GL Code/Desc	GL Net
201-403-43005: FARMERSMARKET- Vendor Booths	5,351
201-403-43006: FARMERSMARKET- Vendor Application	120
201-403-43035: FARMERSMARKET- 2023 Membership Fee	400
201-403-44000: FARMERSMARKET- Sponsorships	50
201-403-46005: FARMERSMARKET- Merchandise	90
Totals for GL Codes	6,011