

# Gross Sales Data

## Gathering & Using Sales Data at Your Market

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# Rapid Intro Round!

- Your Name, Market & Role at Market
- Do you collect gross sales data?
- Can you make better use of your data?

How are markets across the  
nation working with gross  
sales data?

# NOFA-VT FMPP Project

- **Helping FMs develop systems to collect data, part of 2016 grant**
- **Gross sales data is a critical indicator of your market's health**
- **Create resources to share that markets can use to implement data collection**
- **Work with existing formats when possible**

Data for  
each week  
of a  
month...

Aug-6			Aug-13		
	<b>Vendor Sales</b>			<b>Vendor Sales</b>	
	Produce, flowers, plants	\$1,662.00		Produce, flowers, plants	\$2,434.00
	Other Ag. (meat, cheese, etc)	\$606.00		Other Ag. (meat, cheese, etc)	\$1,014.00
	Prepared foods	\$160.00		Prepared foods	\$0.00
	Baked goods	\$149.00		Baked goods	\$322.00
	CSA voucher value	\$148.00		CSA voucher value	\$310.00
	Art & Craft items	\$65.00		Art & Craft items	\$4.00
	<b>Gross Sales:</b>	<b>\$2790</b>		<b>Gross Sales:</b>	<b>\$4,084.00</b>
	EBT tokens redeemed	\$62.00		EBT tokens redeemed	\$161.00
	Debit tokens redeemed	\$15.00		Debit tokens redeemed	\$10.00
	F2F Coupons redeemed	\$492.00		F2F Coupons redeemed	\$150.00
Aug-6	<b>Money Deposited</b>		Aug-13	<b>Money Deposited</b>	
	Stall Fees	160.00		Stall Fees	140.00
	Full Season: Name	Amount		Full Season: Name	Amount

## ...become monthly totals within a seasons summary

SATURDAY Vendor Sales:	May 2015	June 2015	July 2015	Aug 2015	Sept 2015	Oct 2015	Season Tot
Produce, flowers, plants	5,681.00	4,094.00	8,630.00	8,985.00	12,484.00	8,497.00	\$48,371
Other Ag. (meat, cheese, etc)	4,890.00	5,494.00	3,518.00	3,351.00	4,712.00	4,953.00	\$26,918
Prepared foods	2,012.00	338.00	1,434.00	160.00	1,493.00	1,423.00	\$6,860
Baked goods	1,226.00	1,168.00	808.00	599.00	1,588.00	2,143.00	\$7,532
CSA voucher value	1,221.00	893.00	1,305.00	1,305.00	1,887.00	1,595.00	\$8,206
Art and Craft items	1,186.00	451.00	489.00	372.00	498.00	206.00	\$3,202
Gross Sales:	\$16,216.00	\$12,438.00	\$16,184.00	\$14,772.00	\$22,662.00	\$18,817.00	\$101,089

# Waitsfield Market Experience

**How & why did you begin gathering sales data?**

**What data points do you collect?**

**How much time is needed outside of market?**

**What systems do you use?**

**How has having the data helped your market?**

**Were there any surprises in the sales data?**

# 2017 & 2018 S.E.E.D. Survey

## Market Statistics at a Glance

	2017	2018
<b>Saturdays open for business in Summer</b>	22	22
<b>Total number of shoppers surveyed</b>	172	200
<b>Average number of shoppers per market</b>	1,842	1524
<b>Estimated summer Saturday market shoppers</b>	40,524	33,528
<b>Gender ratio</b>	F – 64%; M – 36%	F - 61%; M - 39%



# Who's coming to market?

<b>Zip code</b>	<b>Average shoppers per market %</b>	<b>Average \$ spent per shopper per market</b>	<b>Average shoppers per market %</b>	<b>Average \$ spent per shopper per market</b>
	<b>2017</b>		<b>2018</b>	
05673 (Waitsfield/Fayston)	19.19%	\$29.21	18.5%	30.81
05674 (Warren)	15.7%	\$38.41	16%	33.88
05660 (Moretown)	7.56%	\$50.38	4.5%	43.33

# More about the WFM...

## Number of individuals per party

One person	24.5%
Two people	39%
Three or more	36.5%

## Age?

Age	2018
Under 18	2%
18-24	2.5%
25-34	13.1%
35-44	10.1%
45-54	16.6%
55-64	23.6%
<b>65 and older</b>	<b>32.2%</b>



**23 miles**

average distance food travels  
from farm to our market

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That's fresh! Most food eaten in the  
U.S. has travelled nearly 1,200 miles.



**24 of our vendors**

are women-owned businesses.

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Our market offers economic  
opportunity to all members of our  
community.



**269 employees**

are supported by our vendors'  
businesses

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Small businesses create new  
meaningful employment opportunities



**447 acres**

of diversified farmland in  
production by vendors.

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America loses an acre of farmland  
every hour to development.

# Brattleboro Winter Market

- **Collecting sales data since beginning in 2006**
- **Each season tweaking system to facilitate access**
- **Trialing the project workbook this season**
- **Good basic foundation that you can build on**

# Sample from Weekly Market Record Sheet

TOTALS	AG	Val Added	Meat	Prepared	Craft	Other	GROSS
1/31/2019	\$1,608.00	\$1,389.00	\$518.44	\$1,508.65	\$635.11	\$0.00	\$5,659.20
V#	AG	Val Added	Meat	Prepared	Craft	Other	Total Gross
1							\$0.00
2		\$205.00					\$205.00
3							\$0.00
4	\$457.00		\$103.00				\$560.00
5	\$961.00						\$961.00



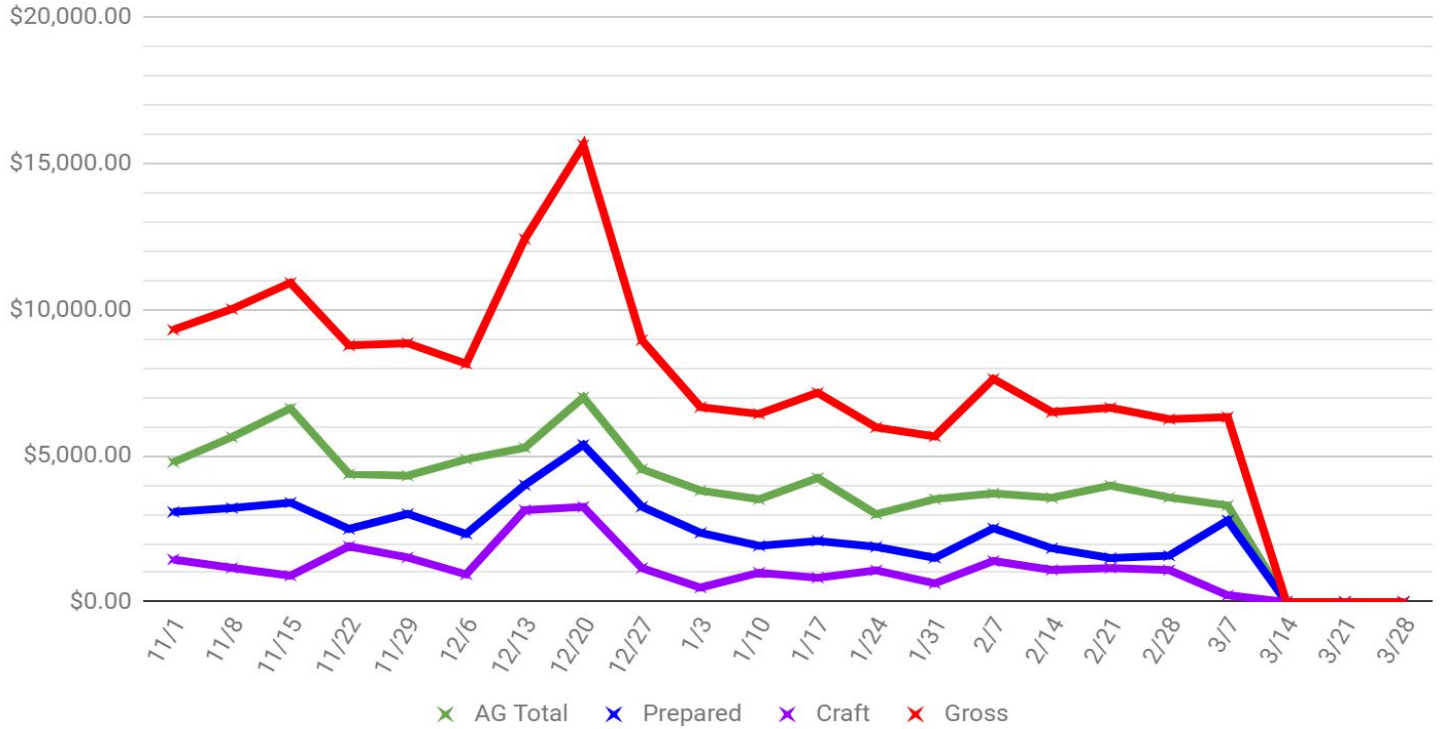
# Weekly totals are fed into a summary sheet

1/10	\$1,202.00	\$1,524.50	\$782.07	\$1,919.85	\$1,000.34	\$0.00	\$6,428.76
1/17	\$2,014.00	\$1,322.00	\$899.67	\$2,085.25	\$828.00	\$0.00	\$7,148.92
1/24	\$1,822.50	\$874.00	\$304.75	\$1,884.45	\$1,079.04	\$0.00	\$5,964.74
1/31	\$1,608.00	\$1,389.00	\$518.44	\$1,508.65	\$635.11	\$0.00	\$5,659.20
2/7	\$1,724.30	\$1,103.50	\$881.80	\$2,515.20	\$1,401.11	\$0.00	\$7,625.91
2/14	\$1,594.75	\$1,307.00	\$658.25	\$1,835.00	\$1,095.00	\$0.00	\$6,490.00

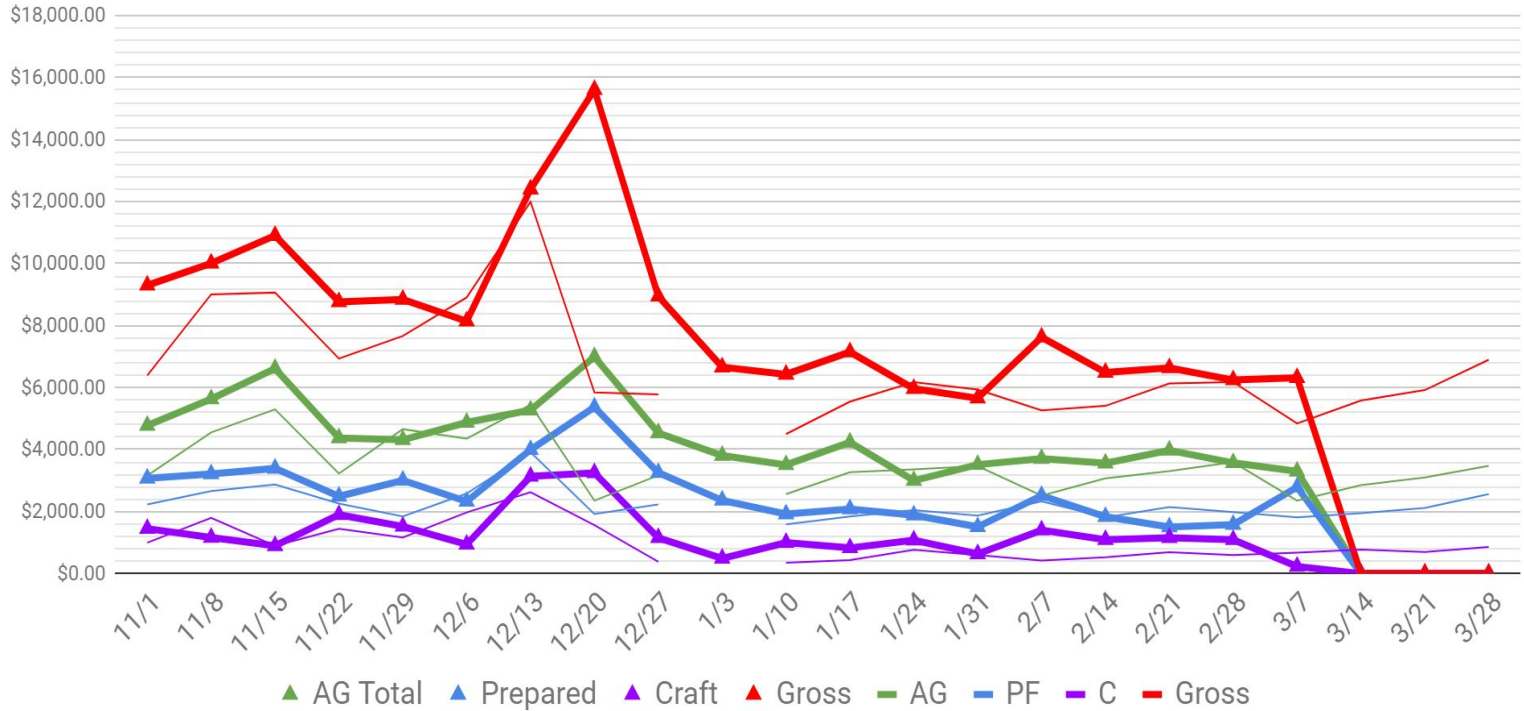
# Which feeds the totals to a Dashboard

<b>MARKET NAME:</b>		My Market		<b>SEASON:</b>	2018/19	<b>Day of Week:</b>	Saturday
<b>Start Date:</b>	11/1/18	<b># Vendors By Category</b>	<b>AG</b>	<b>PF</b>	<b>CR</b>	<b>Total # Vendors</b>	36
<b># Markets</b>	22		15	11	10		
<b>Sales Breakdown - Season Totals to Date</b>							
<b>Total Gross</b>	<b>Produce</b>	<b>Value Added</b>	<b>Meat &amp; Eggs</b>	<b>Prepared Food</b>	<b>Craft</b>	<b>Other</b>	<b>Avg Wk Gross</b>
\$158,124.35	\$43,118.29	\$25,577.00	\$14,891.26	\$50,117.25	\$24,420.55	\$0.00	\$8,322.33
<b>Avg # Weekly Vendors</b>	25	<b>Avg # By Category</b>	<b>AG</b>	<b>PR</b>	<b>CR</b>	<b>Avg Weekly Vendor Sales</b>	
			12	7	6	\$329	

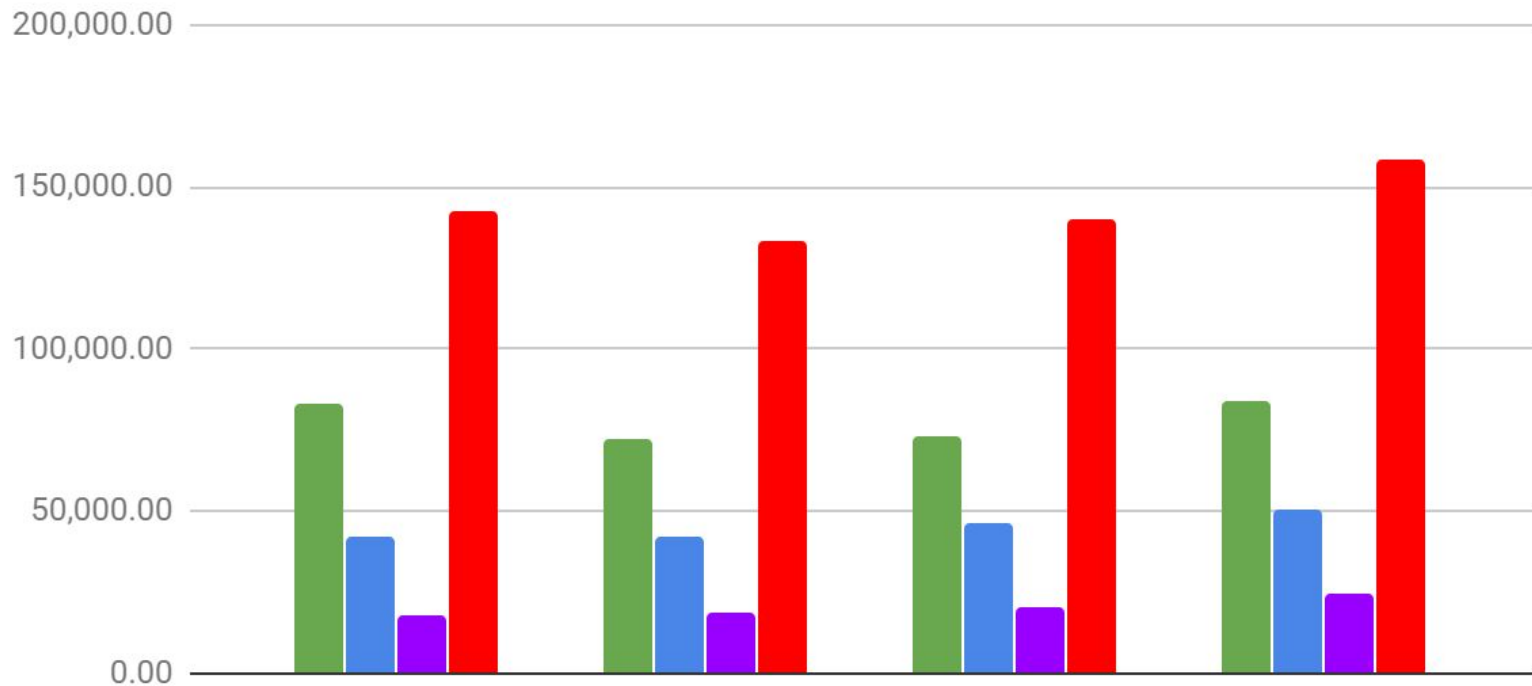
## Weekly Sales by Category Current



## Weekly Sales by Category - Current (bold line) vs. Prior (fine line)



# Comparison Across Seasons by Category



# Q & A

## Collecting & Using Sales Data

**Successes**

**Challenges**

**Using Your Data**

**Lessons Learned**

**What would help you . . .**