



The Neighborhood Farmers Markets is a 501c3 non-profit supporting Washington State Farmers and serving Seattle neighborhoods since 1993.

Our Farmers Markets

1993	University District
1998	Columbia City
1999	West Seattle
2002	Lake City
2003	Magnolia
2005	Capitol Hill
2007	Phinney



University District Farmers Market

1990's



2000's



2016



Our Market System Stats



- 200+ Vendors
- 110+ Farmers
- 10,000+ Vendor Booths
- 10,000 Acres Cultivated
- \$10 million+ in Sales
- \$200,000+ in Food Access



Vendor Application Data Collection

- Average number of miles you drive ONE WAY from your Farm to a NFM Farmers Market?
- Number of owners/operators/full-time employees including yourself that are in your business:
- Total Acres you own: _____ rent: _____
(orchards, pasture, row crops, forest, fallow)
- Number of seasonal or part-time employees that will work for your farm business in 2017:
- Average daily sales minimum to make a market worthwhile for your business:

Market Day Data Collection

LAKE CITY FARMERS MARKET WEEKLY REPORT 2017

Date:

Weather:

Vendors:

Customers:

Volunteers:

Volunteer Hrs:

EBT Sales: \$

Merchandise Sales: \$

Vendor Fees: \$

Market Vendor Sales: \$

Market Staff: In: Out:

Market Staff: In: Out:

Market Staff: In: Out:

Non-profits:

1.

2.

3.

CUSTOMER COUNTS:

3:00

3:30

4:00

4:30

5:00

5:30

6:00

6:30

7:00

Market Day Data by Season

XYZ Farmers Market 2016							
		# Shoppers	Sales	# vendors	Weather	EBT Redeemed	Fresh Bucks Redeemed
1	6/10	1,608	\$19,300	29	sun, clouds	\$347	\$248
2	6/17	1,670	\$20,044	27	sunny, breezy, 60's	\$361	\$260
3	6/24	1,907	\$22,884	29	60's, breezy,	\$412	\$286
4	7/1	2,255	\$27,060	29	sun, 70's	\$487	\$392

Year to Year Comparison

XYZ Farmers Market 2016												
										<u>Cumulative Change</u>		
		#		#		2015	#		#	2016	2015	
		Shoppers	Sales	vendors	Weather		Shoppers	Sales	vendors	Sales	Sales	Change
1	6/10	1,608	\$19,300	29	sun, clouds	6/11	1508	\$18,096	30	\$19,300	\$18,096	7%
2	6/17	1,670	\$20,044	27	sunny, breezy, 60's	6/18	1452	\$17,424	31	\$39,344	\$35,520	11%
3	6/24	1,907	\$22,884	29	60's, breezy,	6/25	1704	\$20,448	23	\$62,227	\$55,968	11%
4	7/1	2,255	\$27,060	29	sun, 70's	7/2	2002	\$24,024	34	\$89,287	\$79,992	12%

Vendor Sales Reporting

Daily Market Sales Sheet

Instructions: Please complete the top, Gross Sales and Inventory Notes portions of this form. Sign it at the end of the day, then place it with your payment(s) in the envelope (do not separate white/yellow copies). Turn the envelope in to NFM staff. NFM staff will verify, then give you the yellow copy.

Farm/Business Name: _____

CIRCLE ONE: CHFM CCFM LCFM MFM PFM UDFM WSFM



Today's Date: _____

Vendors: Detail Your Gross Sales Here	Gray Section to be Completed By Market Staff:				
Cash Sales \$ _____	5%	6%	7%	8%	9%
Credit Card Sales \$ _____	Total Stall Fee				\$ _____
Tokens \$ _____	User Fee if applicable				+ \$ _____
Fresh Bucks, Market Bucks, etc. \$ _____	Additional Fees if applicable				+ \$ _____
WIC & Senior Vouchers \$ _____	<i>(e.g., parking, electrical, equipment rental, fines)</i>				+ \$ _____
TOTAL GROSS SALES \$ _____	AMOUNT OWED				\$ _____
<i>Of your total sales reported above, please tell us how much of it was:</i>	Less EBT Tokens (red 'X')				- \$ _____
Wholesale & Restaurant Sales \$ _____	Less Tokens (no 'X')				- \$ _____
CSAs sold today \$ _____	Less Fresh Bucks, Market Bucks				- \$ _____
Other (explain): _____ \$ _____	Less Other				- \$ _____
	TOTAL CASH/CHECK PAID				\$ _____

Inventory Notes (e.g., sell-out time; sales on particular products like eggs, cider; meat vs.cheese; flowers vs. produce, etc.)

I hereby declare that this produce and/or food product is grown and/or produced by the seller and is brought to this market in accordance with the rules of this market, and all other pertinent regulations. I also declare that all information and gross sales written here accurately reflect my sales for this market day.

Signature _____ Print Name _____

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Summary of Vendor Sales

XYZ Farmers Market 2016					
Tuesdays 10am-2pm	6/10	6/17	6/24	7/1	Total
Berries	\$ 986	\$ 1,173	\$ 1,664	\$ 2,126	\$ 5,949
Row Crops	\$ 958	\$ 1,375	\$ 1,981	\$ 2,038	\$ 6,352
Row Crops	\$ 1,022	\$ 1,080	\$ 1,239	\$ 1,957	\$ 5,298
Berries	\$ 848	\$ 1,114	\$ 1,278	\$ 1,924	\$ 5,164
Orchard	\$ 552	\$ 389	\$ 1,397	\$ 1,575	\$ 3,913
Specialty Farm	\$ 891	\$ 961	\$ 1,139	\$ 1,556	\$ 4,547
Orchard	\$ 1,517	\$ 999	\$ 915	\$ 1,134	\$ 4,565
East Side Farm	\$ 871	\$ 921	\$ 851	\$ 1,316	\$ 3,959
Flowers	\$ 1,100	\$ 1,002	\$ 880	\$ 1,080	\$ 4,062
East Side Farm	\$ 450	\$ 1,079	\$ 475	\$ 601	\$ 2,605
Rancher	\$ 890	\$ 673	\$ 884	\$ 1,045	\$ 3,492
Prepared Food	\$ 825	\$ 990	\$ 858	\$ 677	\$ 3,350
Eggs and Poultry	\$ 646	\$ 764	\$ 892		\$ 2,302

Data Crunching from Vendor Sales

XYZ Farmers Market 2016	6/10	6/17	6/24	7/1	Total	Average	Highest Sales	Lowest Sale
Berries	\$ 986	\$ 1,173	\$ 1,664	\$ 2,126	\$ 5,949	\$ 1,487	\$ 2,126	\$ 986
Row Crops	\$ 958	\$ 1,375	\$ 1,981	\$ 2,038	\$ 6,352	\$ 1,588	\$ 2,038	\$ 958
Row Crops	\$ 1,022	\$ 1,080	\$ 1,239	\$ 1,957	\$ 5,298	\$ 1,325	\$ 1,957	\$ 1,022
Berries	\$ 848	\$ 1,114	\$ 1,278	\$ 1,924	\$ 5,164	\$ 1,291	\$ 1,924	\$ 848
Orchard	\$ 552	\$ 389	\$ 1,397	\$ 1,575	\$ 3,913	\$ 978	\$ 1,575	\$ 389

Daily Total	\$ 19,300	\$ 20,044	\$ 22,884	\$ 27,060
Number of Vendors	29	27	29	29
Average per Vendor	\$ 666	\$ 742	\$ 789	\$ 933
Average per Farmer	\$ 770	\$ 794	\$ 888	\$ 1,134
Total Specialty Crop Sales				
Average Berries				
Total Prepared Food				
etc.				

Uses of Market Data

- Compare similar vendors
- Track effect of a market special event
- Make decisions about vendor schedules
- Measure impact of new vendor, competition
- Help vendors separate perception from reality
- Track specialty sales (example, Mother's Day flowers)
- Measure success of marketing or grant-funded projects
- Recruit new vendors by predicting potential sales (average by vendor or average of certain type of vendor)

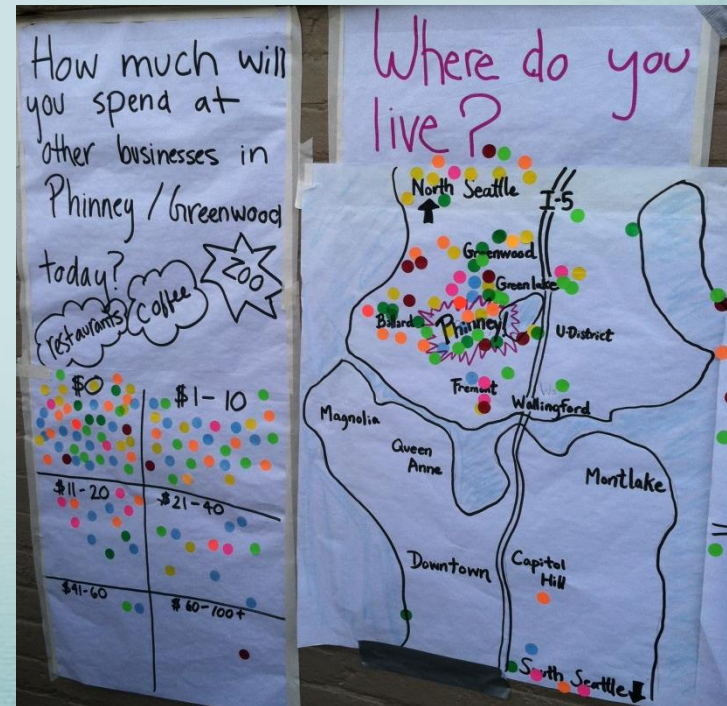
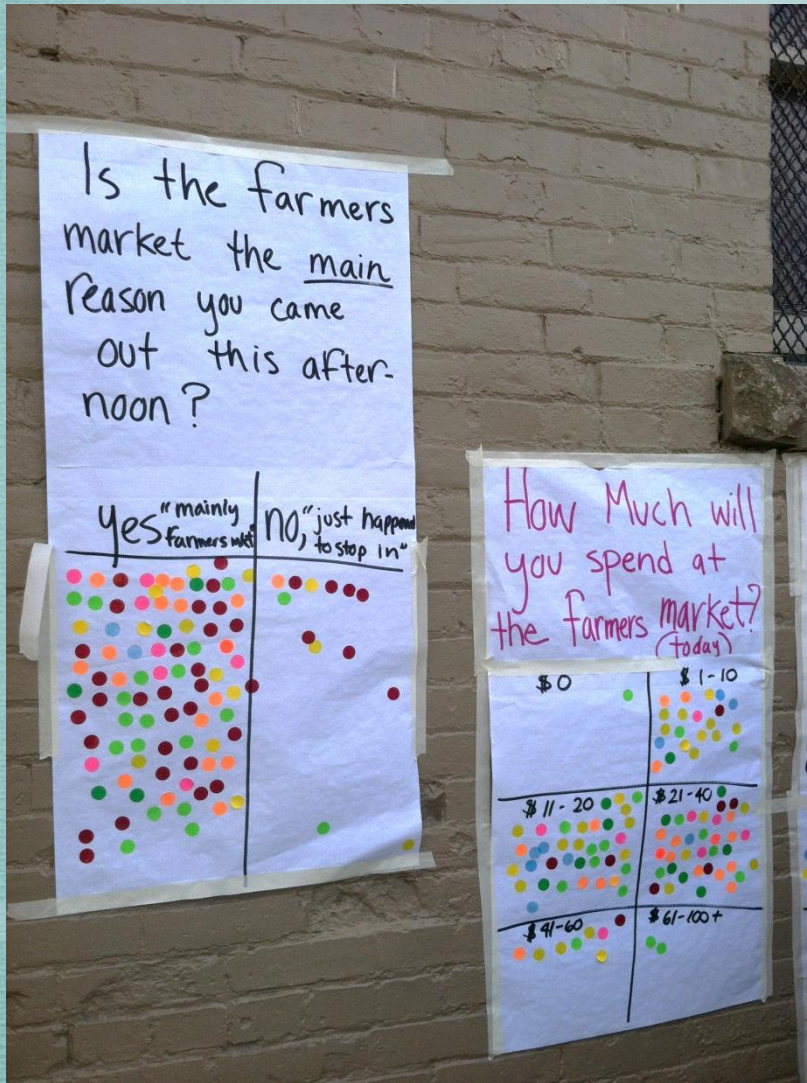


How well do you know your shoppers?



Data Collection – Shopper Surveys

- How often do you shop?
- How much will you spend?
- Measure the “multiplier”
- Where do you live? (targeted advertising)
- What do you come to the market for?
- How do you get to the market?



What other data do you collect?



Thank you! Questions?

More Information:

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