



# Manchester Farmers Market

## 2013 Goals

1. Increase the number and diversity of vendors (2012 = 7)
2. Increase the number of customers (2012 – no records)

## Specific Objectives:

1. Hire a market manager
2. Ensure sales of produce with grant funds
3. Offer coupons to customer

## Data collection

1. Number of vendors
2. Gross Sales of vendors

# Did we meet our goals?

Yes:

- Increased the number & diversity of vendors
- Increased the number of customers
  - little historical data, so used feedback from vendors and local business
- Hired a market manager
- Purchased ~ \$1100 of produce for food pantry
- Distributed 1250 customer coupons ~ 1100 redeemed

# Historical Data

## 2010 Data

Foot traffic	Vendors	Date
55	11	6-May
13	3	13-May
216	13	20-May
189	9	27-May
189		3-Jun
		10-Jun
		17-Jun
240	11	24-Jun
		8-Jul
129	10	15-Jul
148	12	22-Jul
214	11	29-Jul
410	11	5-Aug
120	17	12-Aug
193	15	19-Aug
170	12	26-Aug
107	7	2-Sep
121	11	9-Sep
		16-Sep
		23-Sep
		7-Oct
	6	14-Oct

## 2010

Average vendors : 11

Range: 3-17

Foot Traffic ave.: 167

## 2012

Average vendors : 7

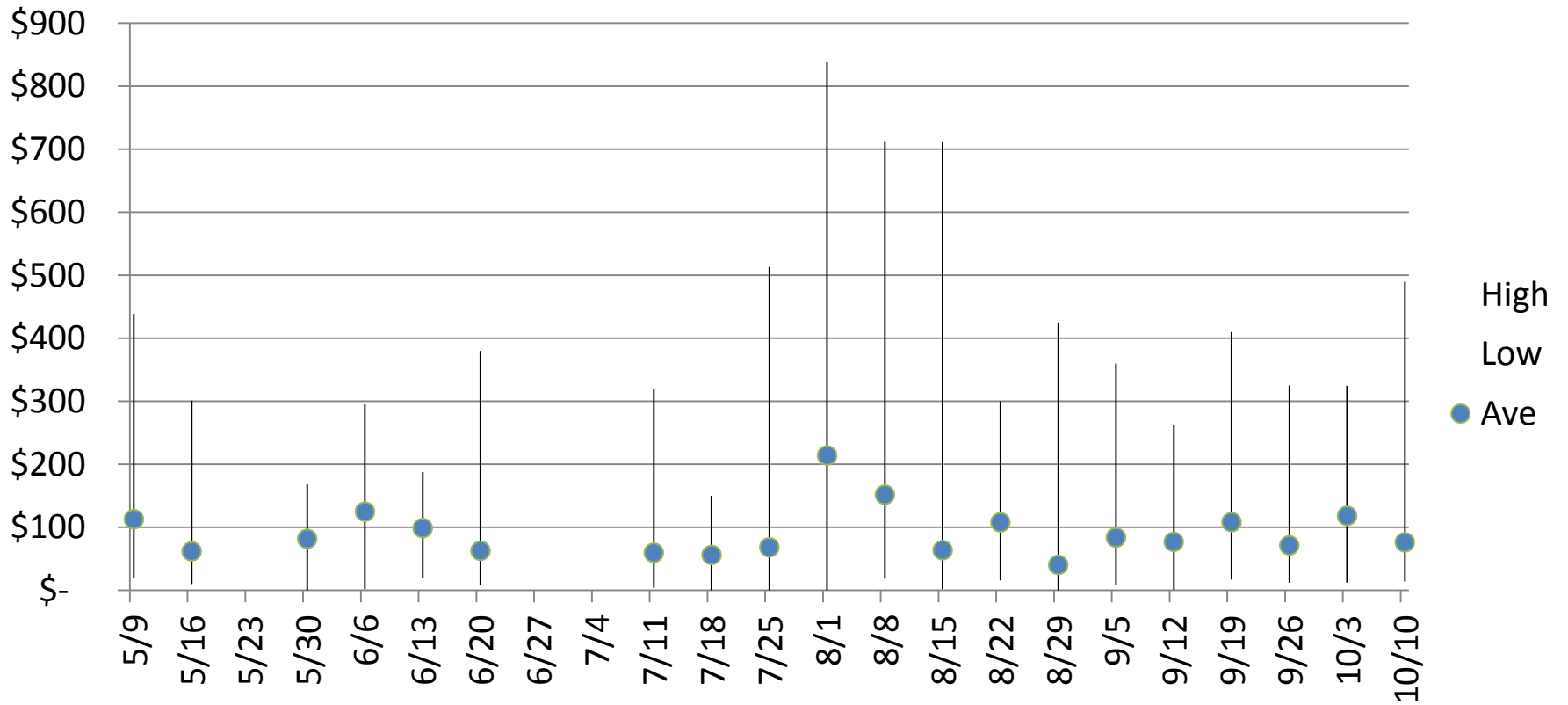
Range: 5-11

(M-52 Road Construction

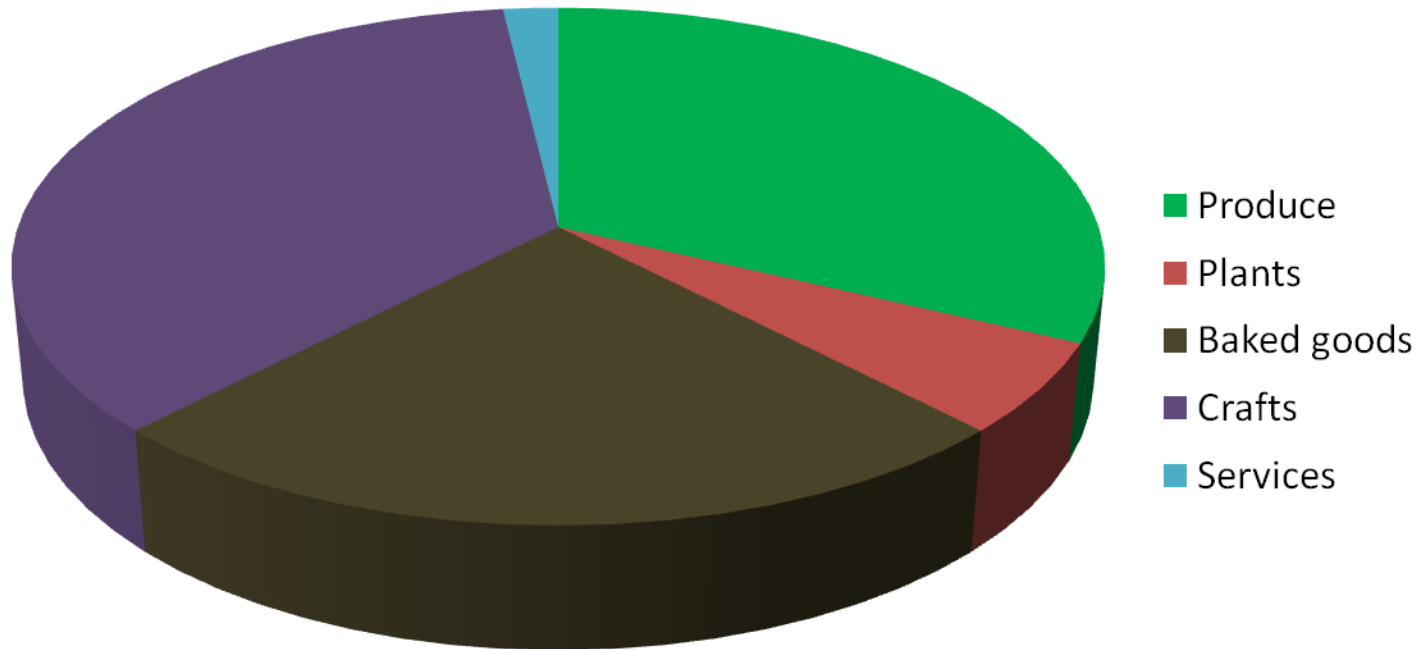
# 2013 Data

- 22 Market Days, 3 were rain outs
- Vendors: ave 18 per week, range 14-25
- Gross sales reported by vendors = \$37,853.70
  - Average of \$1,992.25 per week
  - \$110.68 per vendor per week
  - Lowest week Chicken Broil
  - Highest week August 1

# Gross Sale per week



# Distribution of Vendors



# Learning's

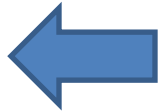
1. Manchester Farmers Market serves as a Connect with Others activity for not just customers but also vendors!
2. Vendors appreciated that the mission was to provide a venue for local farmers and artisans – based on information Chelsea Farmers Market Manager provided to us
3. Manchester residents like and use coupons  
*Stockbridge distributed 2000 coupons got back ~ 300*

# Connections/Collaborations

- Community Resource Center



Farmer Market provided produce



CRC gave out customer coupons (gift they rec'd)

- Businesses

- State Farm gave out customer coupons
- Frank's did cooking demo
- Ollie's sold pizzas
- Kids Fashion Jungle – vendor & coupons
- Stockwell's Dinners & Kelly's – vendor used their restrooms
- Premier Contracting – space to store items

- Village

- Fiscal agent, Adrian Street use, liability insurance

- Manchester Community Ed - Kid's Summer Camp customers



# Feedback

- Customers – appreciated large selection of produce including organic produce, music, social event each week, weekly email blasts
- Vendors – appreciated opportunity, customer coupons, produce purchases, overall focus on them, friendly atmosphere among vendors, wonderfully friendly customers. Vendors brought in new vendors
- Other market managers - their vendors were talking about Manchester's market and, really like tracking gross sales, thought we did an amazing job improving the market in one year.