



Village of Manchester



2015
Manchester Farmers Market
Year End Report
23 Market Days

NOVEMBER 24, 2015

Why people come to the Manchester Farmers Market!



Two of the questions in our customer survey

1. What was your reason for visiting the Market?

- 90%- Purchase Fruit and Vegetables
- 78%-Support Local Vendors
- 67%- Socialize and look around
- 54%- Connect with the community
- 46% Pick up CSA
- 34%- Purchase Baked Goods
- 14%- Purchase meat/dairy/eggs

2. How often do you visit this Market?

- 56%- Every week
- 23%- 1-2 times per month
- 12%- less than 5 times per year
- 9% This was my first time

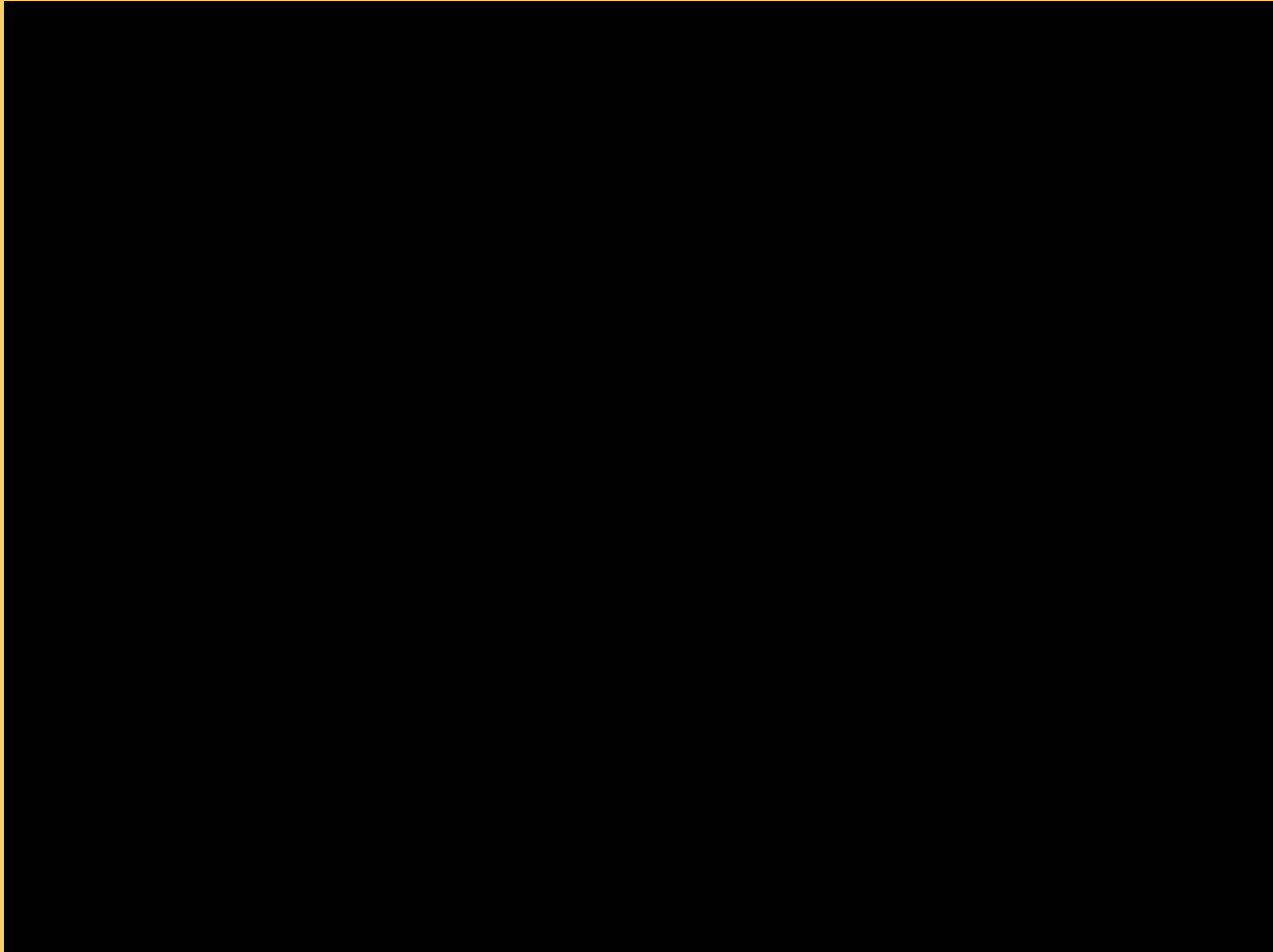
Events at the market



- May - Garden Exchange & Make a salad/herb garden – salad garden was very popular with 50 gardens made
- June – business expo – always the highest customer count and started the Fairy House that continued through the end of the market. Manchester Wellness Coalition and Manchester Wellness Center held Yoga in the Park all weeks in June at the park which was free to all.
- July - Fairy Festival and Food Demo
- August - 2 musicians, Food Demo , and demo of harvesting honey.
- September - Black Sheep Festival- goats



Black Sheep Festival

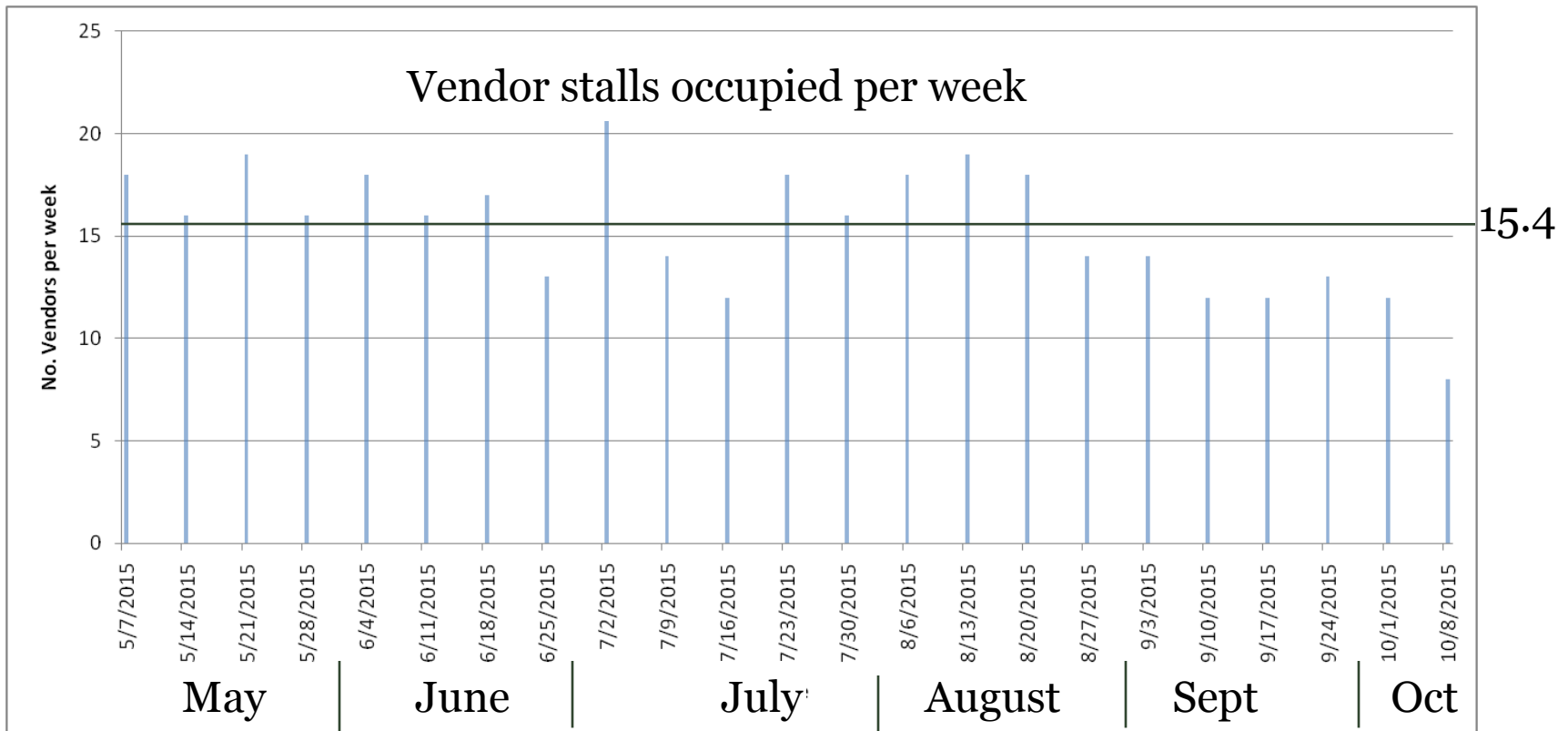


How did the market do?



- Gross Sales = \$36,444
- Vendors/Stalls rented = 354 (\$2,214)
- Customer counts 7,216

2015 Total Vendor Stalls Occupied = 354
 Total number of vendors = 43
 Average stalls occupied per week = 15.39
 11 stalls annual purchase, rest weekly

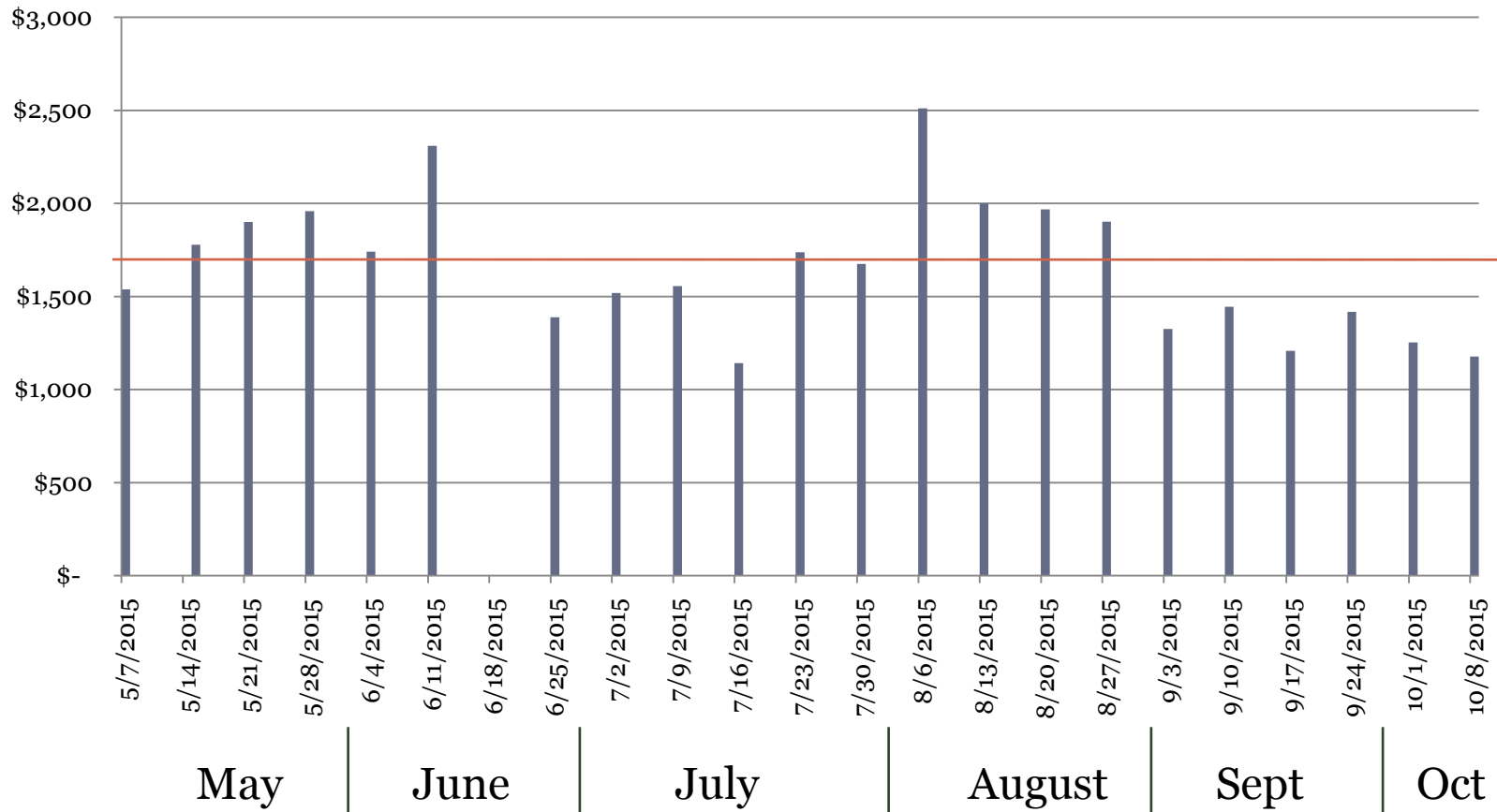


**8 vendors attended 80% or more of the markets: 9 attended only once*

2015 Total Reported Gross Sales = \$36,444

Average per week = \$1,657

Average per vendor per week = \$103



Gross Sales – Affect of Bridge Construction

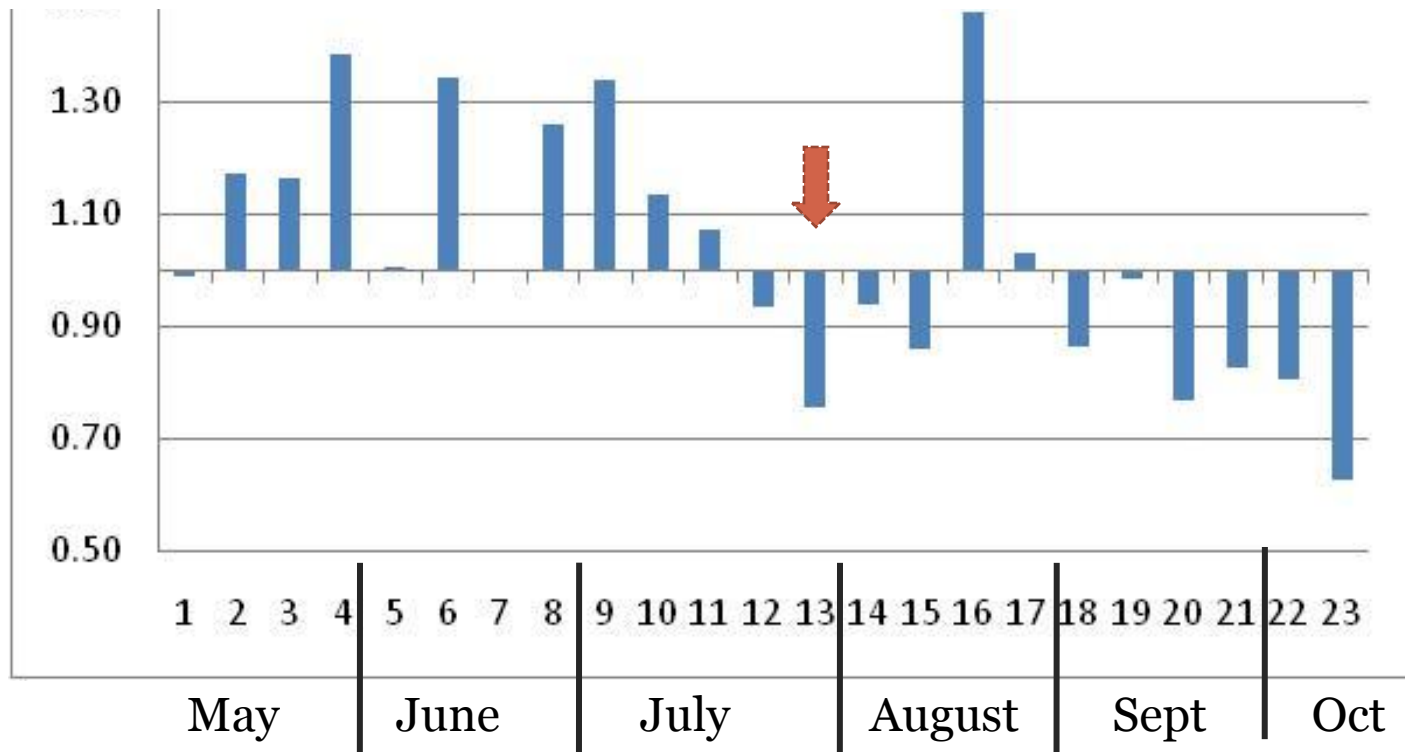


1.00 is the average gross sales.

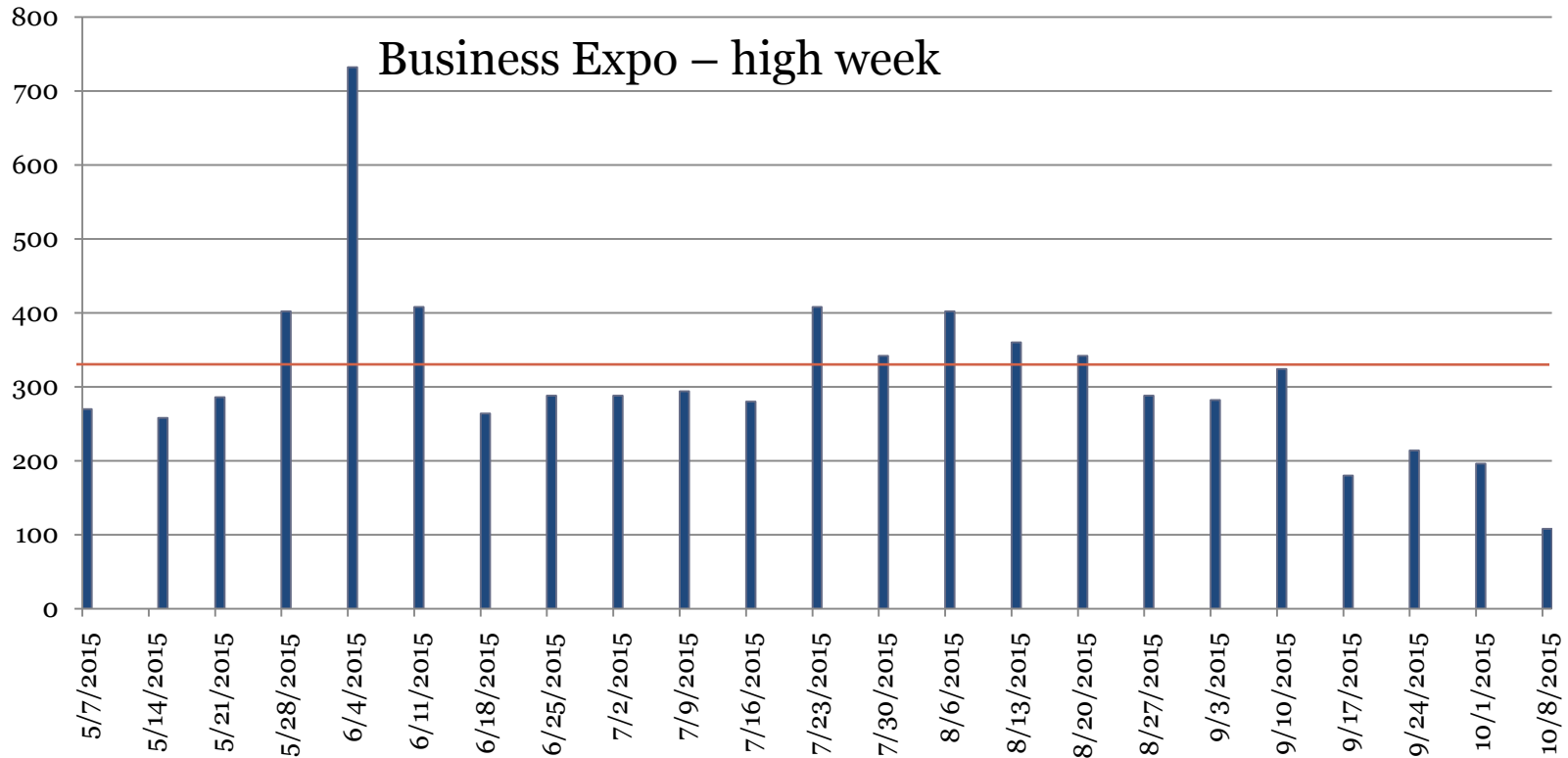
Bar above 1 indicates 2015 gross sales higher than average – positive trend for 2015

Bar below 1 indicates gross sales lower than average – negative trend for 2015

Note – when barricades for construction went up in late July, the positive trend reversed to a negative trend.



2014 Total Customer Count = 7216
Average per week = 314
Average spend = \$5.28



- *Method for counting customers adapted from Chelsea Farmers Markets*
- *Count customers for 10 minutes each hour multiply by 6*

Comparison to 2013 & 2014 Seasons



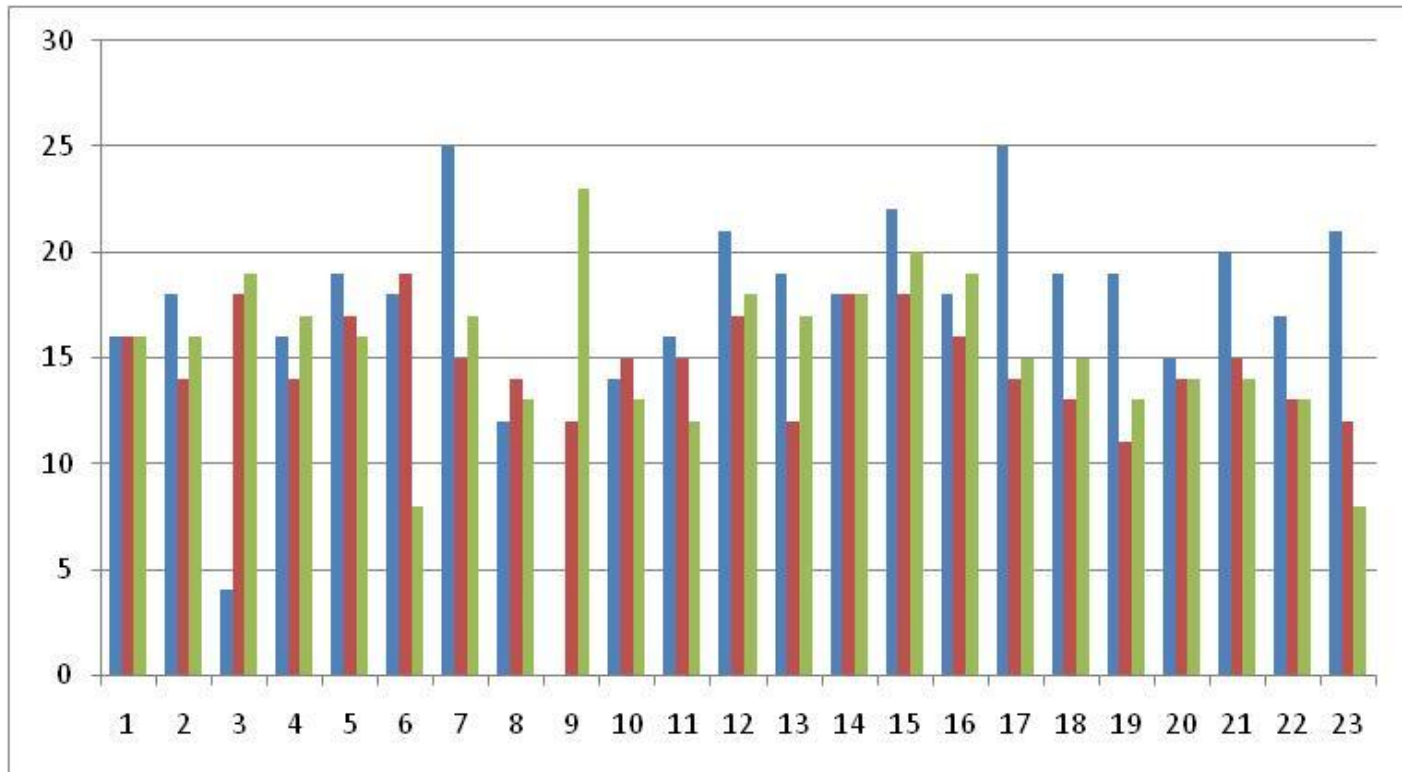
Vendors per week



Blue = 2013 Average = 17.82 per week

Red = 2014 Average = 14.65 per week

Green = 2015 Average = 15.39 per week



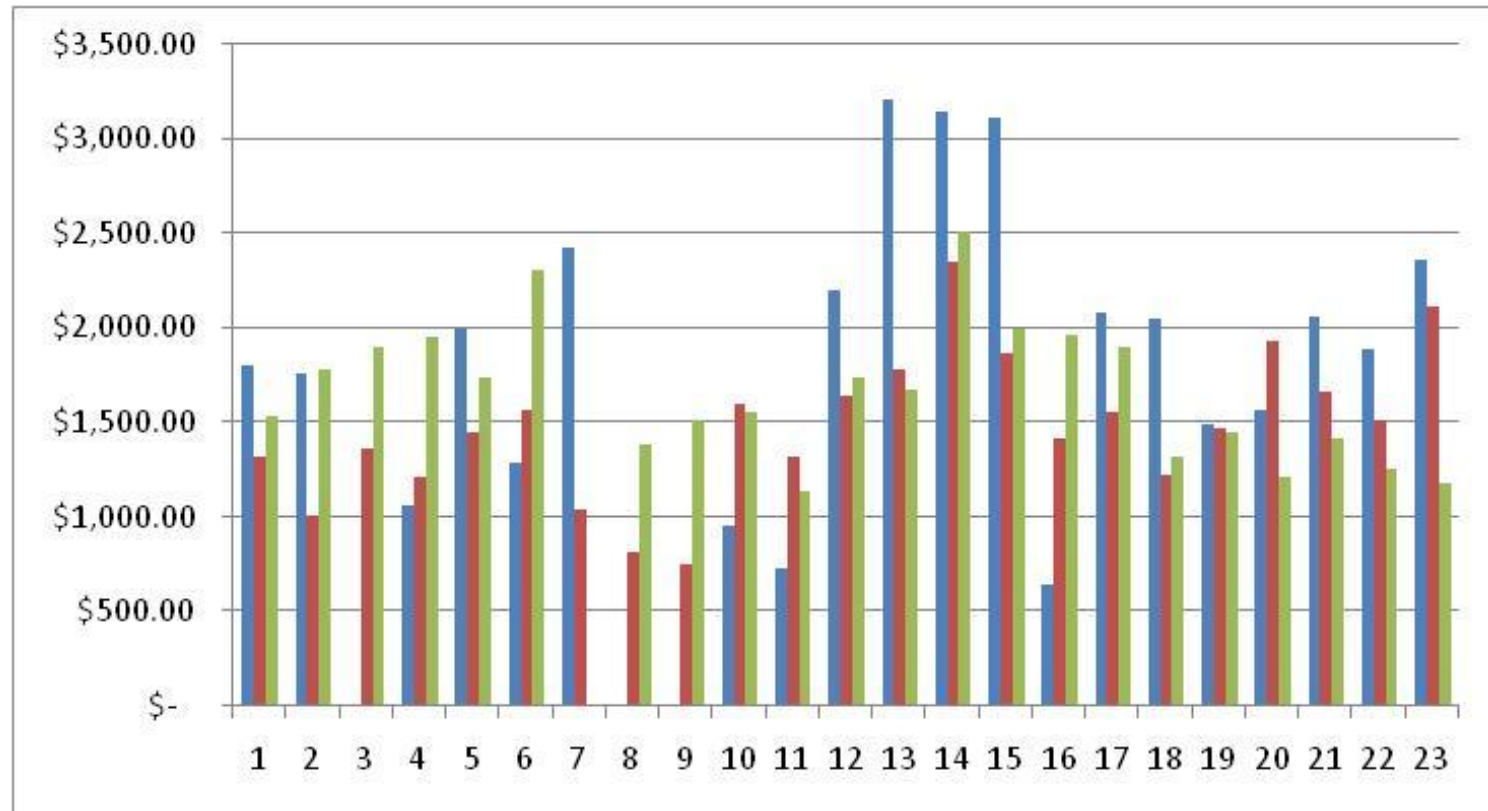
Gross Sales



Blue = 2013 Average = \$1,893/week; total = \$37,853

Red = 2014 Average = \$1,473/week; total = \$33,868

Green = 2015 Average = \$1,657/week; total = \$36,444



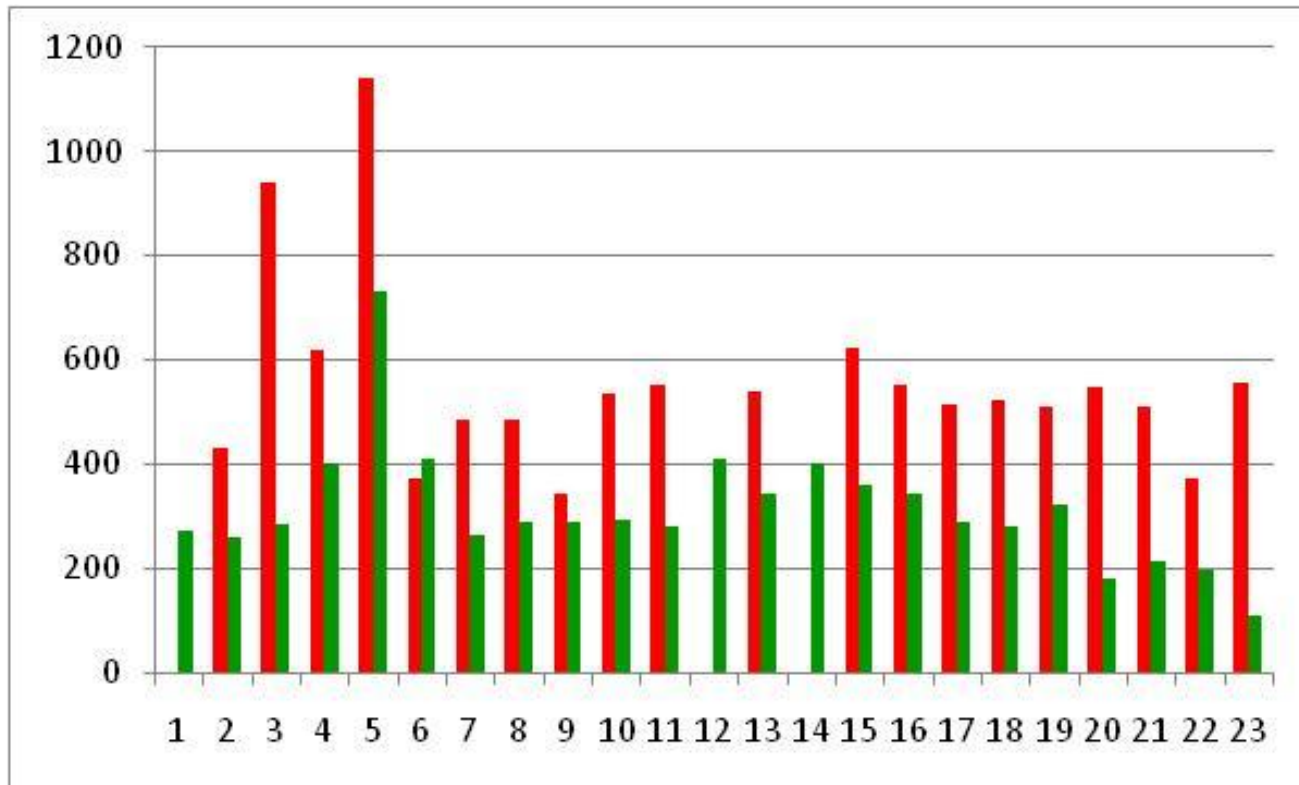
Customer Counts



2013 no count done

Red = 2014; Total = 11,156

Green = 2015; Total = 7216 (36% less than 2014)



Gross Sales by Month



In 2013 – 3 rainout dates with \$0 sales (1 in May, 1 in June, 1 in July)

In 2014, the cold spring meant limited produce in May

In 2015 – no gross sales reported 1 week in June, bridge construction started in late August

Gross sales by month

	May	June	July	August	September	October
2013	\$ 4,629	\$ 5,712	\$ 7,096	\$ 8,986	\$ 7,174	\$ 4,257
2014	\$ 4,911	\$ 4,873	\$ 7,089	\$ 7,198	\$ 6,292	\$ 3,505
2015	\$ 7,173	\$ 5,439	\$ 7,627	\$ 8,380	\$ 5,396	\$ 2,430

Average per vendor was:

2013 = \$100

2014 = \$102

2015 = \$103

Improvements



1. May add a winter market starting Dec 5th. Indoor location identified, free rent for this winter. Decision – Nov 30 by committee.
2. Brainstorming meeting Nov 30 to focus on sustainability and increasing focus on Eat Better

Overall – the committee has concluded:

- We have hit the right size market for Manchester
- Events don't increase data for the market, but good Connect with Others activities