

GROSS SALES AT YOUR FARMERS' MARKET

On an annual basis the Kentucky Department of Agriculture provides the USDA and Kentucky agricultural agencies with data on Kentucky Farmers' Markets.

In order to provide accurate information and to properly represent the industry, our office asks a few questions on the registration form to gather data. One important question is the gross sales for the markets. This figure may be hard to obtain from growers but many markets collect this information by having vendors anonymously submit their sales either by the week or for the whole market season. The data supplied on the registration forms can be valuable information for additional funding opportunities or benefits that can be offered in the future.

By tracking sales at your market, you can better understand how your efforts and other factors may affect your market's success and will only assist you for future planning and improvements for your market. For example, advertising campaigns, special events, holidays and weather.

Without knowing your gross sales, especially over time, the market does not have any way to show its importance to the economic impact of their community.

Here's a sample that other markets have used that could come in useful for tracking your market sales.

Table for Recording Market Information:

Date	Agriculture Sales	Food Sales	Crafts Sales	Total Gross Sales	Number of Ag Vendors	Number of Food Vendors	Number of Craft Vendors	Total Number of Vendors	Weather Conditions	Attendance

Keeping this information can assist you with planning for the next market season especially if you are looking at expanding you market.

On the back of this sheet, you will find a sample vendor gross sales tracking slip for your vendors to complete after each market day or you can request vendors to report at the end of the year. As you will notice, no names are required on this form. Information can and should be submitted anonymously.

VENDOR GROSS SALES
TRACKING SLIP

DATE: _____ GROSS SALES: _____

BREAKDOWN OF TOTAL GROSS SALES:

AGRICULTURAL: _____

PREPARED FOODS: _____

CRAFTS: _____

VENDOR GROSS SALES
TRACKING SLIP

DATE: _____ GROSS SALES: _____

BREAKDOWN OF TOTAL GROSS SALES:

AGRICULTURAL: _____

PREPARED FOODS: _____

CRAFTS: _____

VENDOR GROSS SALES
TRACKING SLIP

DATE: _____ GROSS SALES: _____

BREAKDOWN OF TOTAL GROSS SALES:

AGRICULTURAL: _____

PREPARED FOODS: _____

CRAFTS: _____

