





**Market Name:** \_\_\_\_\_

### **3. Gross Sales**

Season Total Estimated Gross Sales of Vendors at your market = \_\_\_\_\_  
(All vendors, including crafts, coffee, bakeries, etc)

Season Total Estimated Gross Sales of Farmers at your market = \_\_\_\_\_  
(Sales of farmer & rancher vendors – this may include processed foods and non-agricultural products sold by farmers, but not products sold by non-farmer vendors)

Please explain how you estimated this:

How accurate would you say this estimate is?

Can you think of a better way to get these figures next time?

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***Ideas to estimate gross sales:***

- The Silver City market collects 4% of each grower's gross sales as their daily fee – this gives them a good idea of each grower's sales on each market day.
- Ask vendors to tell you their weekly sales, monthly sales, or season's sales. You can ask this each week, each month, or at the end of the season, and the answers can be anonymous. Vendors can write their day's sales (or their month's sales) on a piece of paper, and put it in a basket that the market manager takes around.
- Ask vendors to give an estimate of a good day and a bad day at the market; average to find an amount per day, multiply by the number of market days.
- Ask vendors what proportion of their sales were in WIC checks, and then estimate total sales from this.
- Visually assess the amount of produce brought by vendors each market day, to estimate each vendor's sales that day.
- Survey customers to find out on average how much they spent on each market visit – then multiply by the numbers of customers and the number of market days.

## Additional Questions

In order to help us assess the effectiveness of these grants in improving markets' organizational capacity, please answer the following questions. Thanks!

1. a) Have you raised any money from other sources during the season?  Yes  No  
If yes, approximately how much did you raise, and from what sources?

b) Have you received any in-kind support over the last year (free or discounted ads, other free services, etc)?  Yes  No  
If yes, what kinds of support have you received?

2. How have you involved your community with your market this year? Please describe.

3. Did your market manager receive any pay during the season?  Yes  No  
 less than \$1,000;  \$1,000 to \$1,999;  \$2,000 to \$4,999;  \$5,000 to \$9,999;  
 \$10,000 to \$19,999;  \$20,000 or more.

4. Did you use volunteers at your market during the season?  Yes  No  
If yes, how many volunteers did you have altogether? \_\_\_\_\_

5. What are the fees for selling at your market?  
\_\_\_\_\_ per market day; \_\_\_\_\_ per season.

If you have different fees for different kinds of vendors, or additional membership fees, please explain: