

2011 Mountainair Farm and Garden Market Manager Daily Report

Manager _____

Date: _____ **Weather** _____

Estimate # of Customers _____

Total Number of Vendors _____

_____ **Produce**

_____ **Arts and Crafts**

_____ **Home-Based Processed Foods** (jams, tortillas, fruit pies, breads)

_____ **Community/Information Group**

_____ **Speciality Items** (should be related to market mission such as rain barrels, mulch or compost, tool and knife sharpening, processed meat, eggs or dairy, flowers, honey, coffee beans etc)

_____ **Total Cash Received**

Estimate of Gross Sales for Date of Market _____

Explain how you estimated _____

✂ 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.

✂ Visually assess the amount of produce brought by vendors each market day, to estimate each vendor's sales that day.

