



Oregon
Farmers
Markets
Association

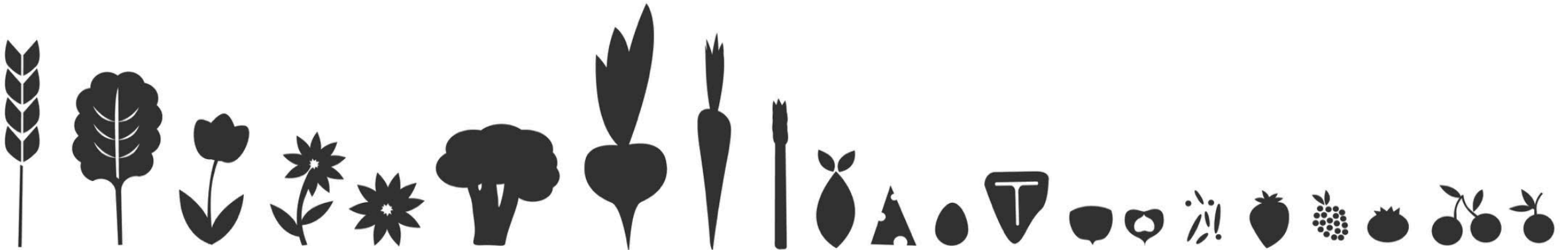
Beginning Vendor Support Network
Year 3 Annual Data Report
March 2022



Analysis funded by USDA Farmers Market
Promotion Program Grant #AM180100XXXXG088

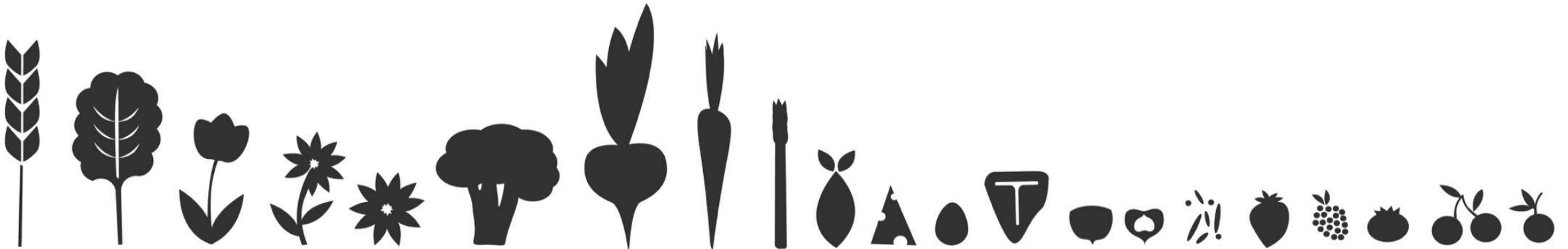
Overview

- Summary of Trends
- Year over Year Change for BVSN Markets
- Sales by Vendor Type
- New and Beginning Vendors
- Vendor Retention



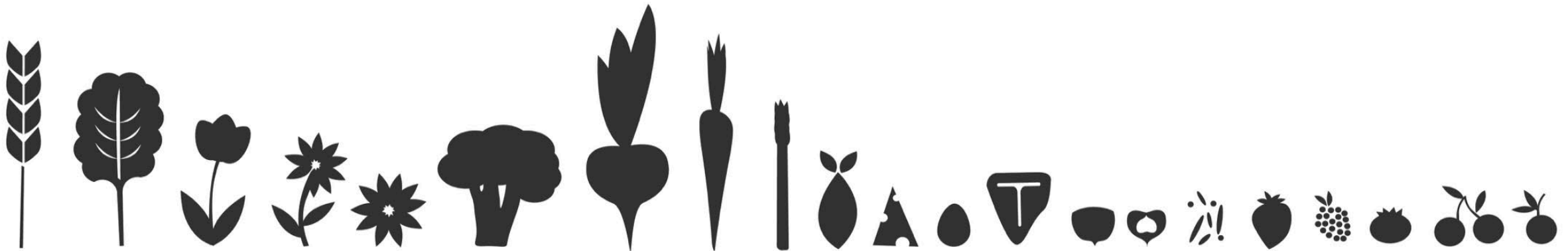
Market Trends

- BVSN markets have continued to rebound, but still have fewer vendors and customers
- Sales were higher in 2021 than ever before, despite fewer vendors and sales days
- Avg. daily and avg. season sales were higher this year for most markets
- Vendors who attend 75% or more of all available market days had higher sales in all 3 years



OFMA Statewide Sales Rebound to Near 2019 Levels

Market size by # of peak season vendors	2019 Total Sales	2020 Total Sales	2021 total sales
Extra-Large (100+)	\$27,000,000	\$11,000,000	\$31,000,000
Large (50-99)	\$18,000,000	\$10,000,000	\$19,000,000
Medium (25-49)	\$12,000,000	\$6,900,000	\$7,000,000
Small (10-24)	\$4,400,000	\$4,900,000	\$3,800,000
Micro (5-9)	\$470,000	\$300,000	\$460,000
TOTAL	\$63M	\$33M	\$62M



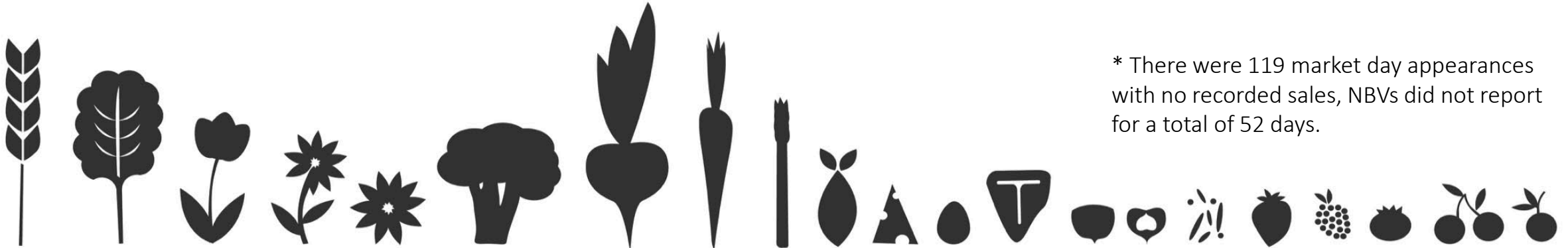
BVSN Program Comparison April-October 2021 to 2019

223 Total Vendors
-18% from 2019

2,695 Market Days
-17% from 2019

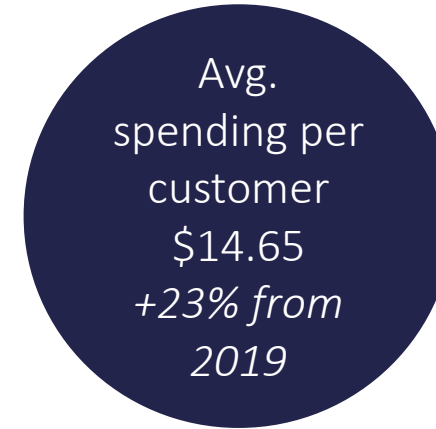
\$1.34M Total Sales*
+17% from 2019

NBV recovery: 119 NBVs with \$452,000 in total sales.
(*<1% change from 2019*)



* There were 119 market day appearances with no recorded sales, NBVs did not report for a total of 52 days.

Customer counts double compared to 2020 while average spending declines but remains higher than in 2019



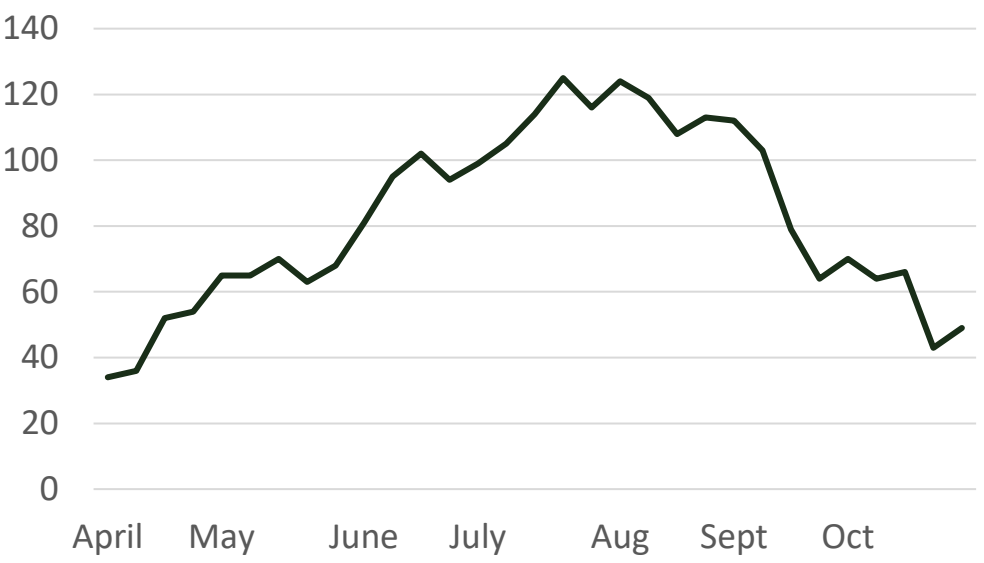
April- October	2019	2020	2019-2020 % CHANGE	2021	2020-2021 % CHANGE	2019-2021 % CHANGE
Annual market season total sales	\$1,153,698	\$1,045,318	-9%	\$1,348,093	29%	17%
Average annual market sales per vendor	\$10,394	\$9,417	-9%	\$6,045	-36%	-42%
Average daily sales per vendor	\$371	\$495	33%	\$464	-6%	25%
Average daily spending per customer	\$11.90	\$17.68	49%	\$14.65	-17%	23%
Total annual vendor sales days	3,234	2,374	-27%	2,695	14%	-17%
# of vendors who attended at least once	271	196	-28%	223	14%	-18%
Total crowd count	102,547	58,243	-43%	91,990	58%	-10%
Avg. Daily crowd count	924	520	-44%	829	59%	-10%

BVSN market activity peaked the 3rd week of July

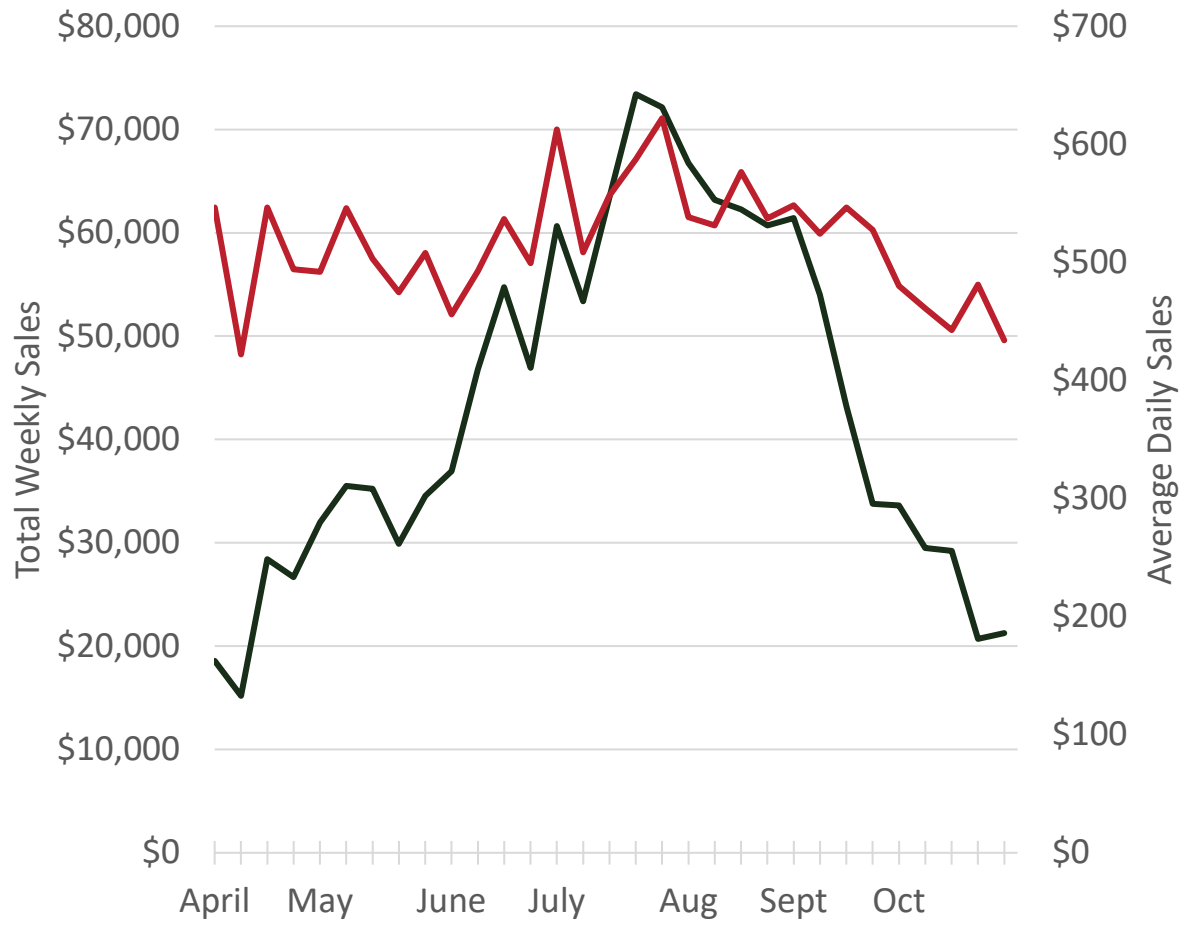
Average daily sales were largely consistent across the market season and highest during July.

Vendor appearances peaked in late July this year slightly earlier than last year. Fewer market openings in September and October contribute to a more significant decline in participation at the end of the season.

Weekly Total Vendor Sales Days

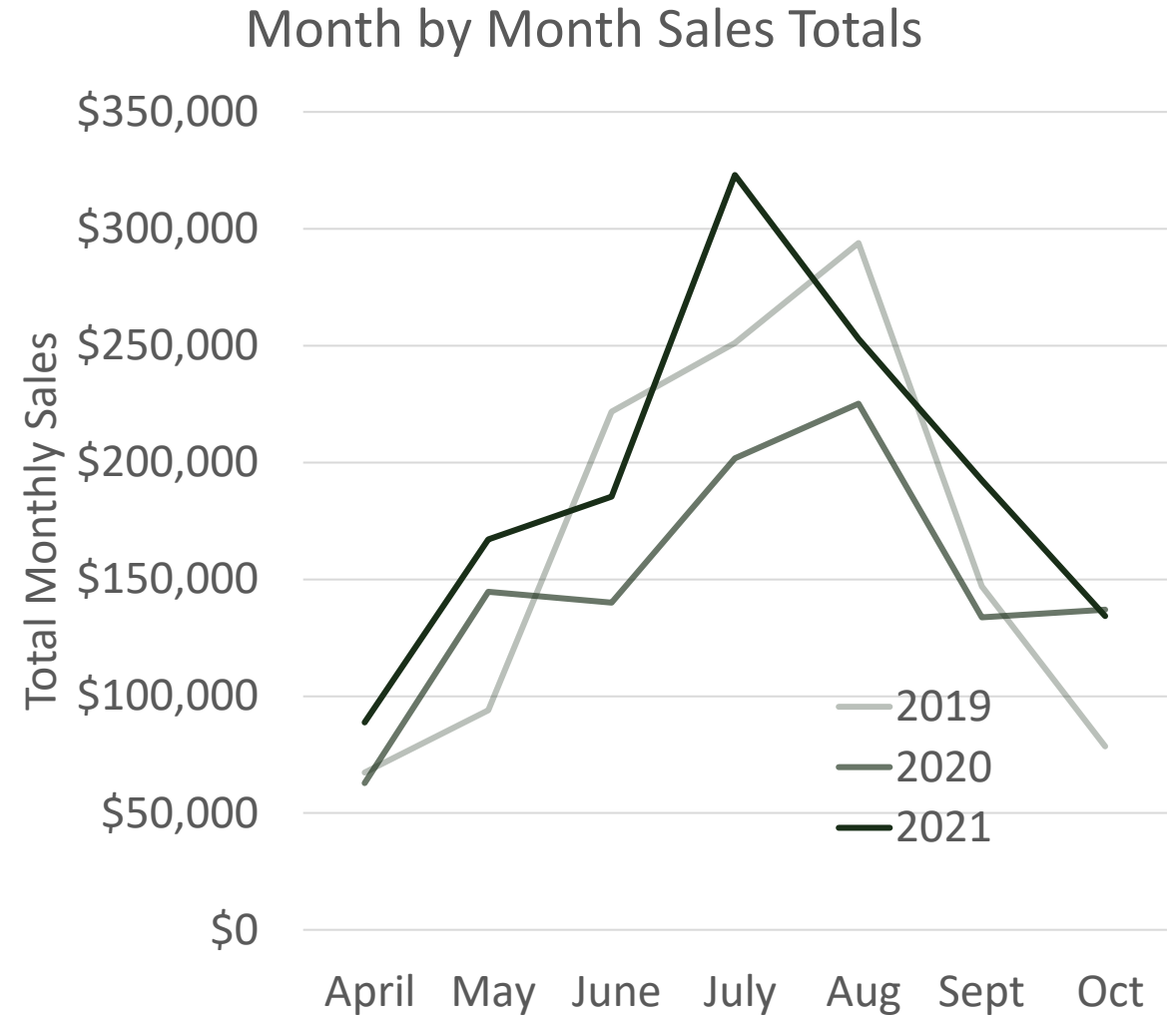
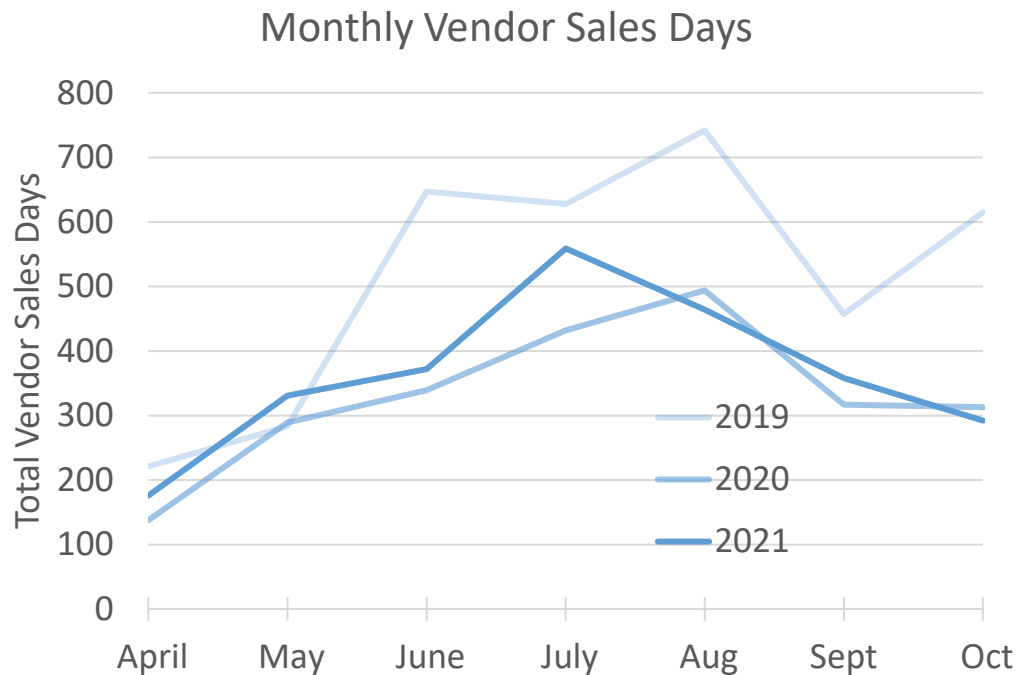


Evolution of the 2021 FM Season



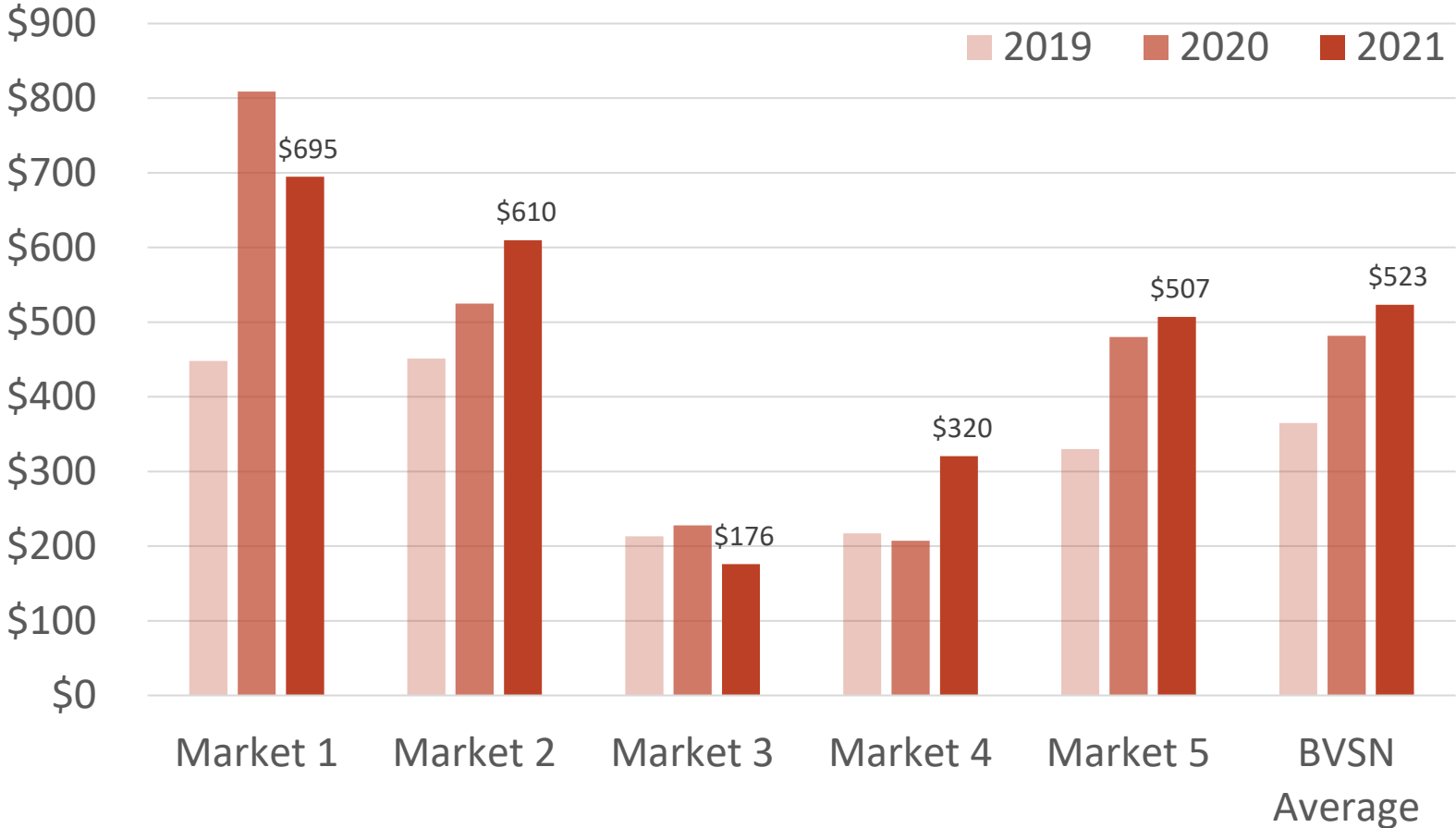
2021 saw sales rebound more than vendor sales days

- Vendor days are still well below 2019 totals, after peaking earlier in July, vendor sales days steadily declined.
- Total sales were strong again in May of 2021, but declined steadily after peaking in July.



Avg daily sales ended higher in 2021 than 2019 for most markets

Average Daily Sales per Vendor by Market



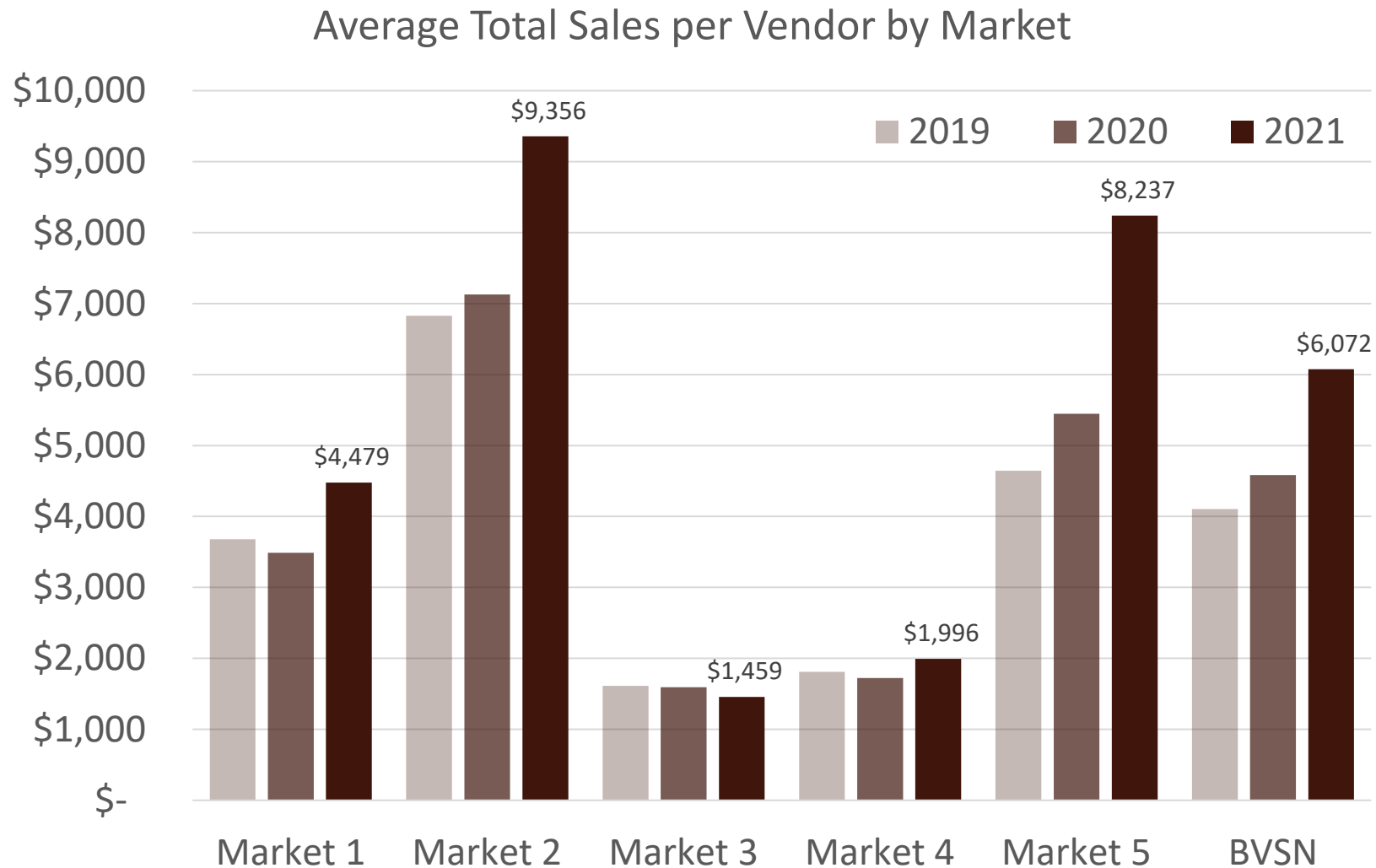
Vendor attendance rates are still below 2019 levels at most markets

Attendance Rate as a Percent of all Farmers Market Days

	2019	2020	2021
Market 1	54%	36%	53%
Market 2	55%	56%	54%
Market 3	38%	43%	47%
Market 4	45%	53%	39%
Market 5	55%	52%	52%
BVSN Average	52%	48%	51%

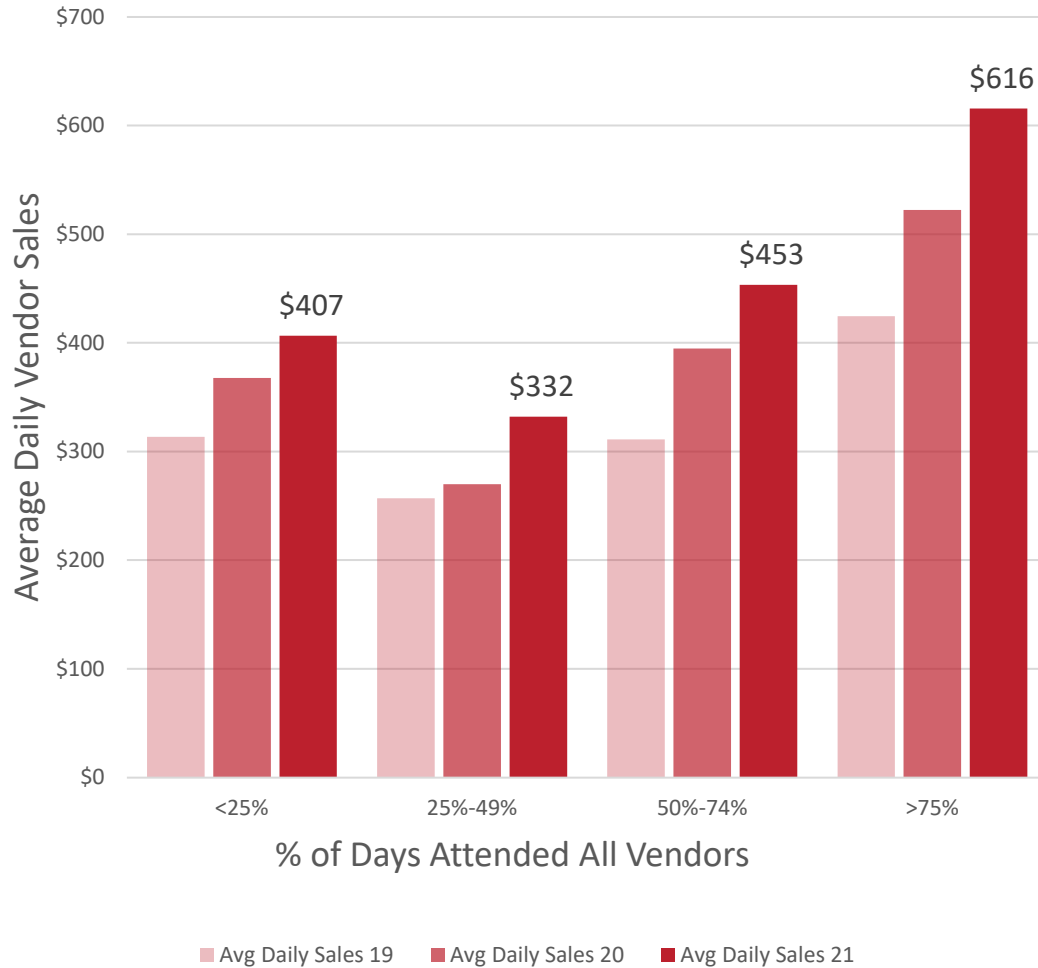
*Market 1 had large numbers of nonreported sales days in 2020 and 2021, the average shown here only reflects reporting vendor sales days.

Year over year, total average sales per vendor increased from 2019 through 2021 at most markets

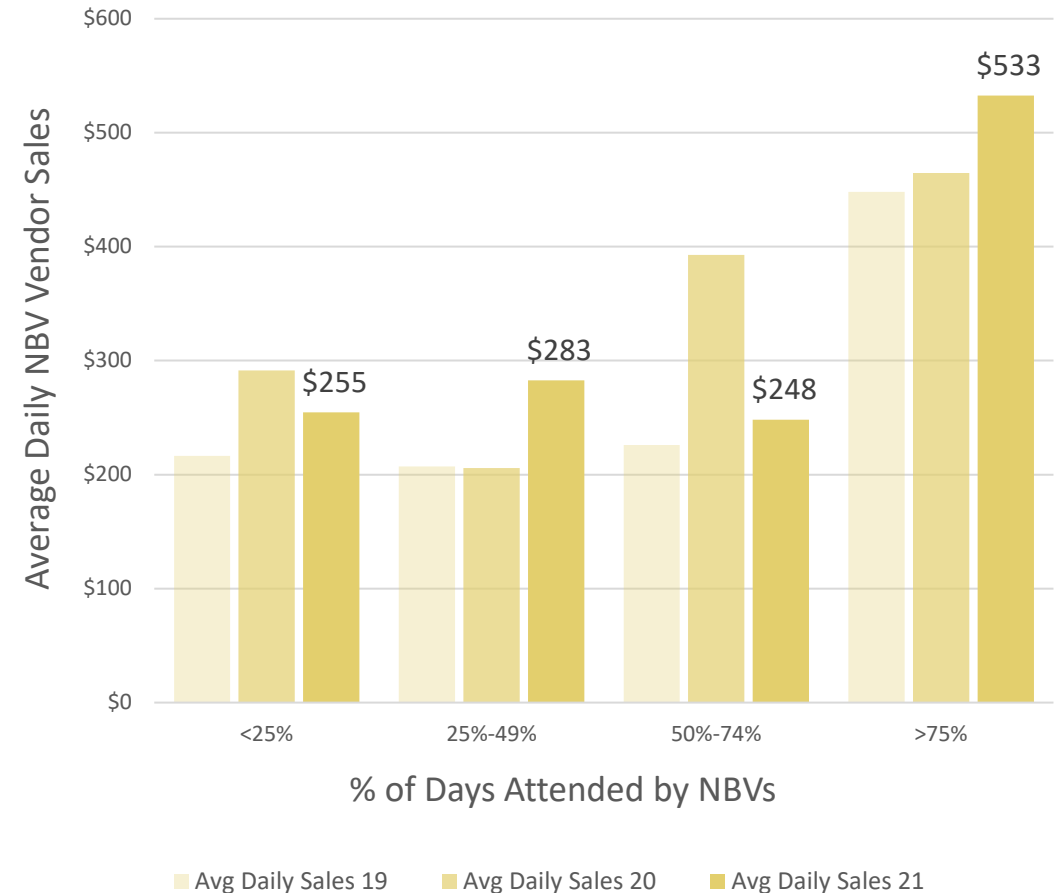


Vendors who attend at least 75% of all FM days have substantially higher daily sales.

Consistent Vendors Have Higher Sales



2021 saw sales fall on average for NBVs with moderately high attendance (50-74%)

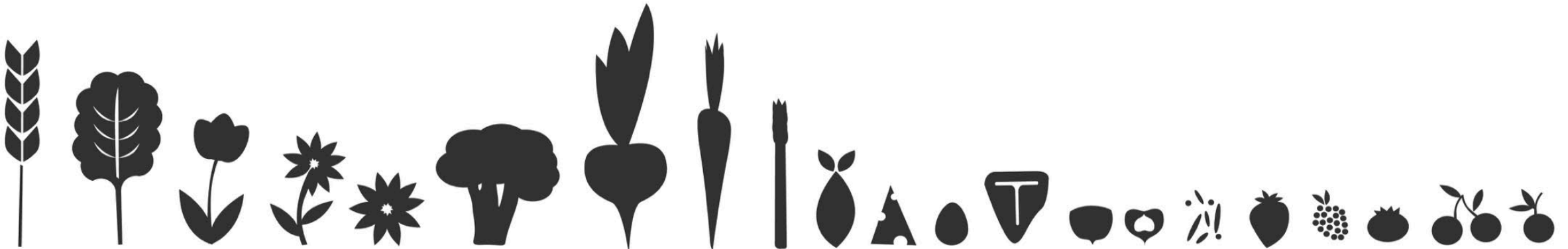


Sales By Vendor Type

Most Vendors are Small Businesses: Large vendors (total sales of >75,000) contributed to 17% of all sales.

Three years of data collection have taught us that on average:

- Farm vendors have higher sales
- NBVs have lower average season sales
- Vendors who attend more often have higher average daily sales



2021 Vendor Sales Trends By Vendor Type

Higher average daily sales: 92% of all vendors had **average daily sales** of \$200 or more (88% of all NBVs). Last year only 70% of all vendors and 62% of NBVs attained this.

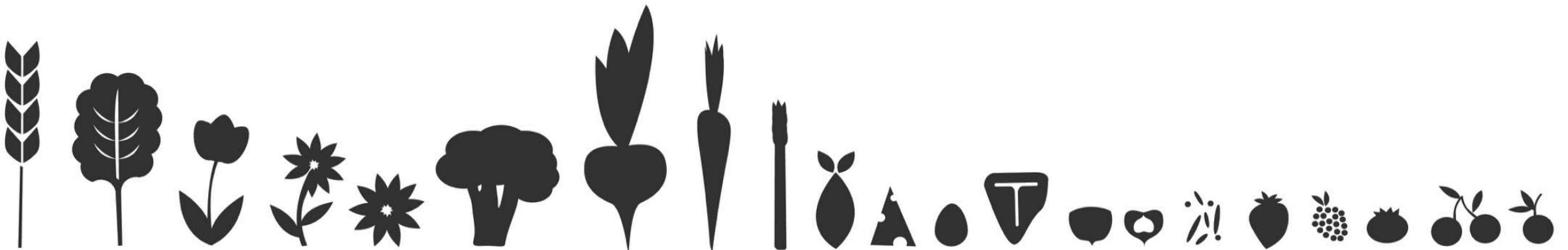
Mixed season totals: 72% of all vendors had **season total sales** of \$1,000 or more. Unchanged from 2020.

Farm Vendors Drive Sales

Farm vendors have higher attendance rates, and are more likely to stay at the market as their business ages.

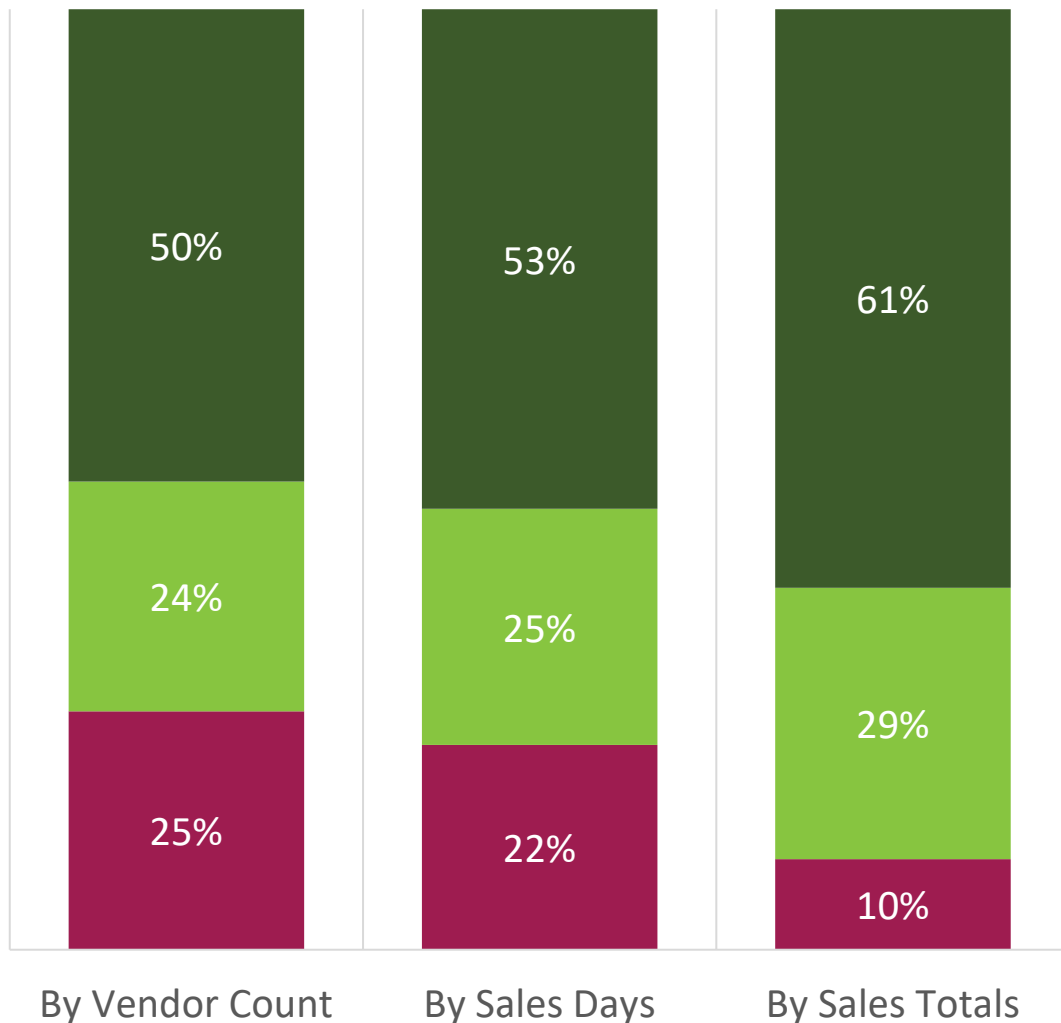
Vendors Want to Use the FM to Grow

54% of vendors want to increase the percent of sales that come from a FM in the next 3 years.



BVSN 2021 Vendors

■ Crafts & Art ■ Value-Added ■ Farm

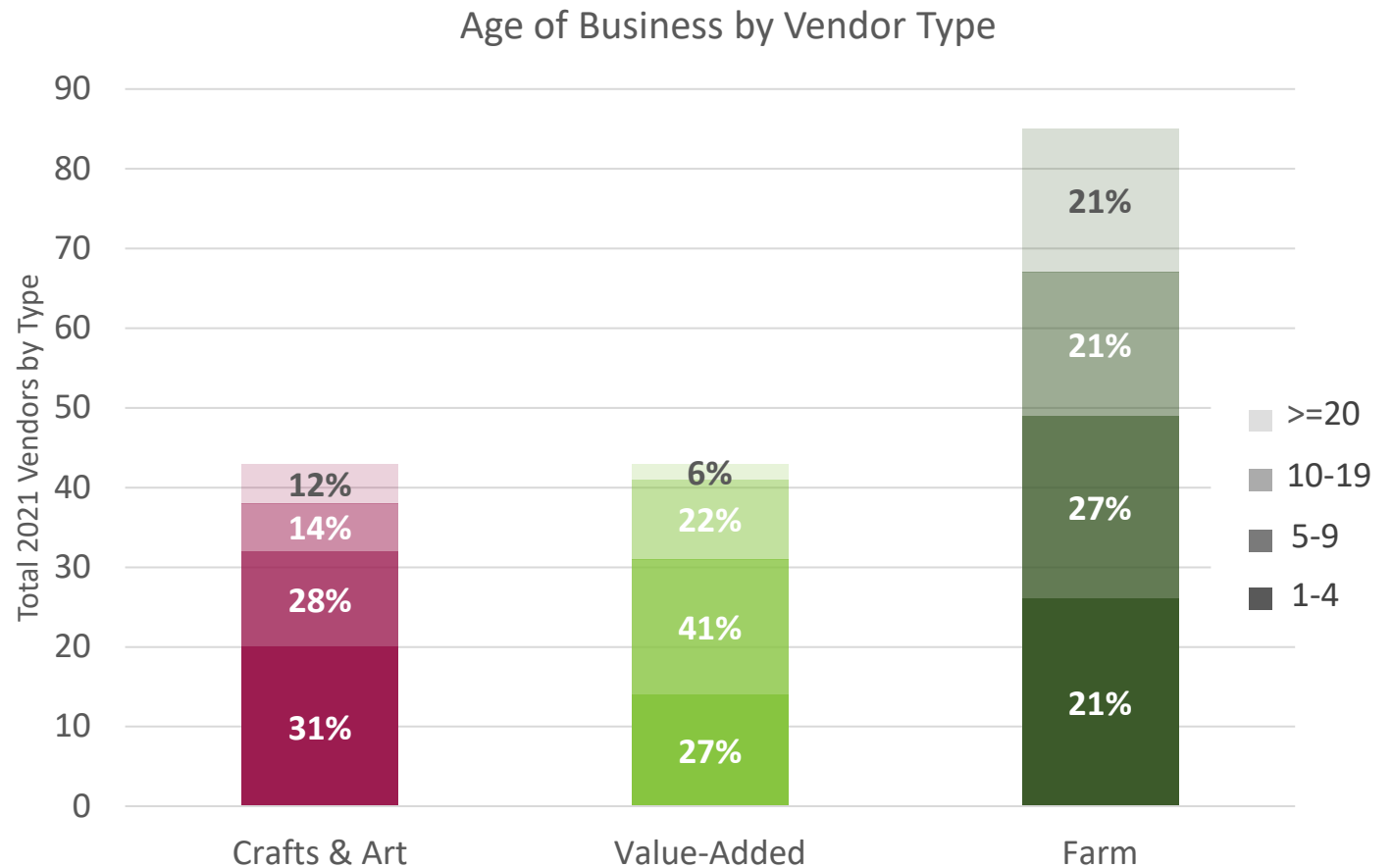


- Farm vendors make up half of all BVSN vendors 61% of total sales.
- Value-added producers represent nearly $\frac{1}{4}$ of all vendors and sales days. 29% of total sales are earned by value-added vendors.
- There is little variation between crafts and art vendor attendance and value-added sales days. Crafts and Art vendors earn 66% less of sales totals than value-added vendors.

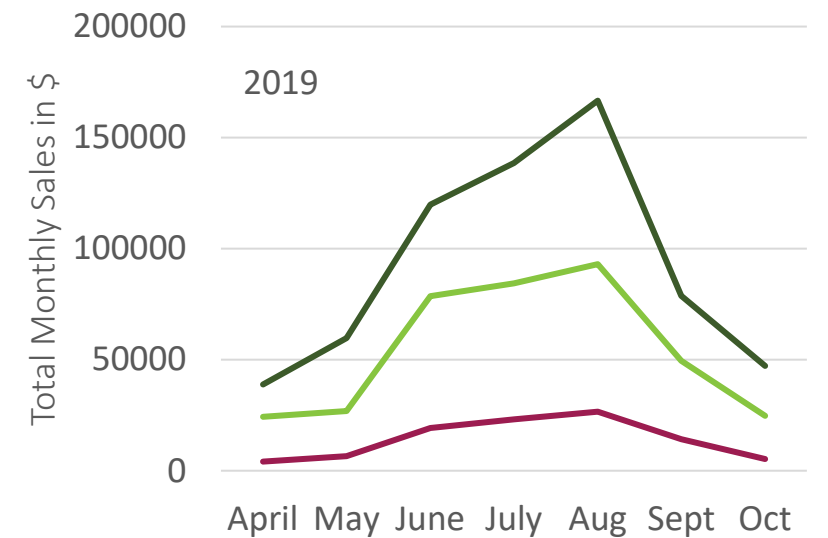
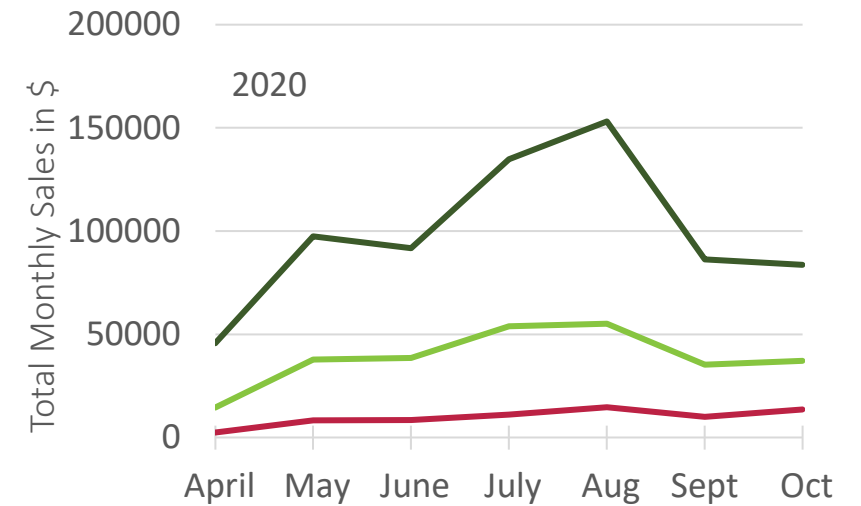
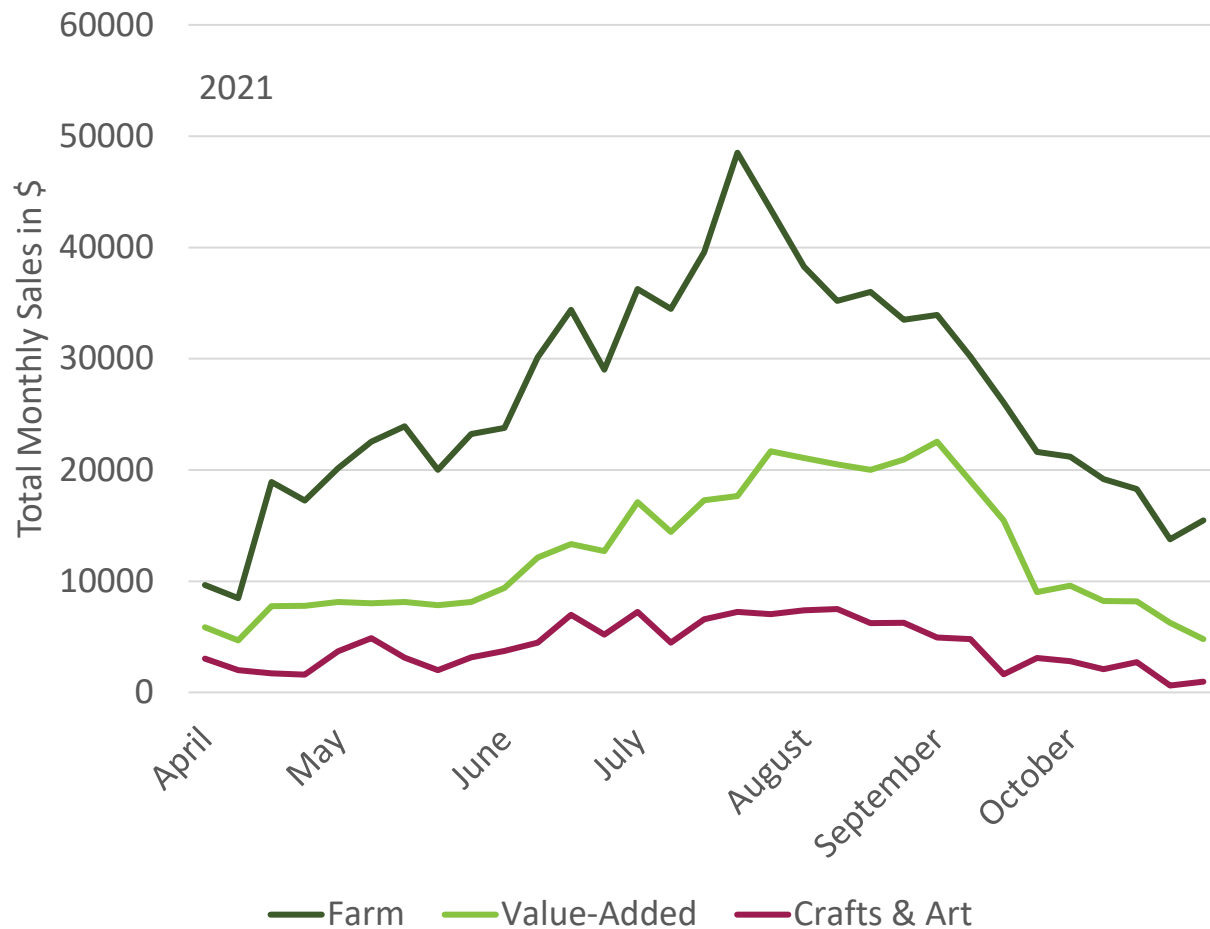
Vendors come to the market with various degrees of experience

The BVSN farmers markets hosted vendors with both new and old businesses.

- Farm vendors are more likely to have older businesses
- Craft & Art vendors are more likely to have younger businesses
- Average business age = 10 years
- Median age = 6 years



Farm vendors have the highest sales, and show the strongest seasonal peak



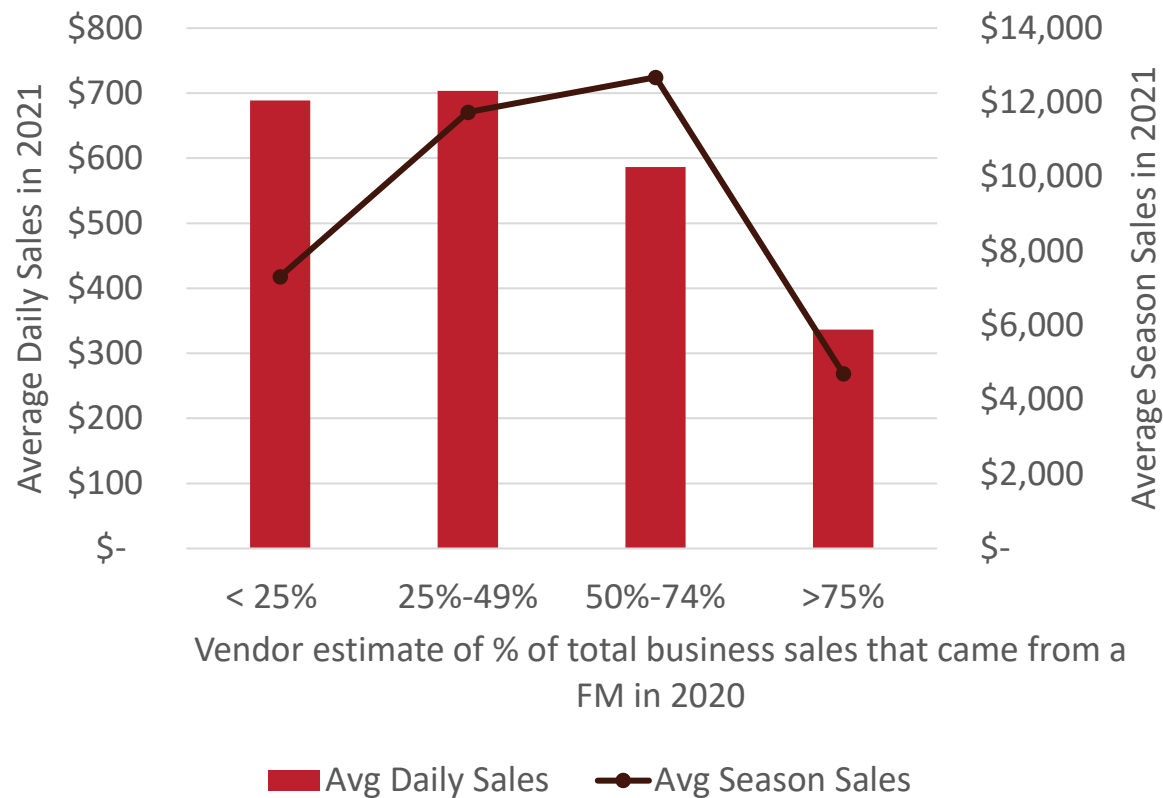
2021 saw another year over year increase in average daily sales for all vendor types

Avg. Daily Sales Increase the most for Value-Added Vendors, Farm Vendors still Highest

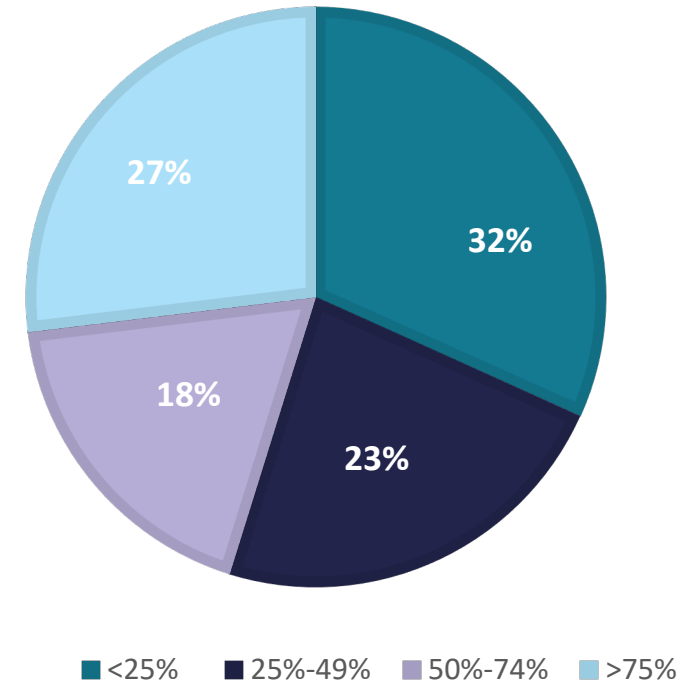


Vendors have varying reliance on the farmers market as a sales channel

Businesses with additional market channels have higher daily sales at the farmers market



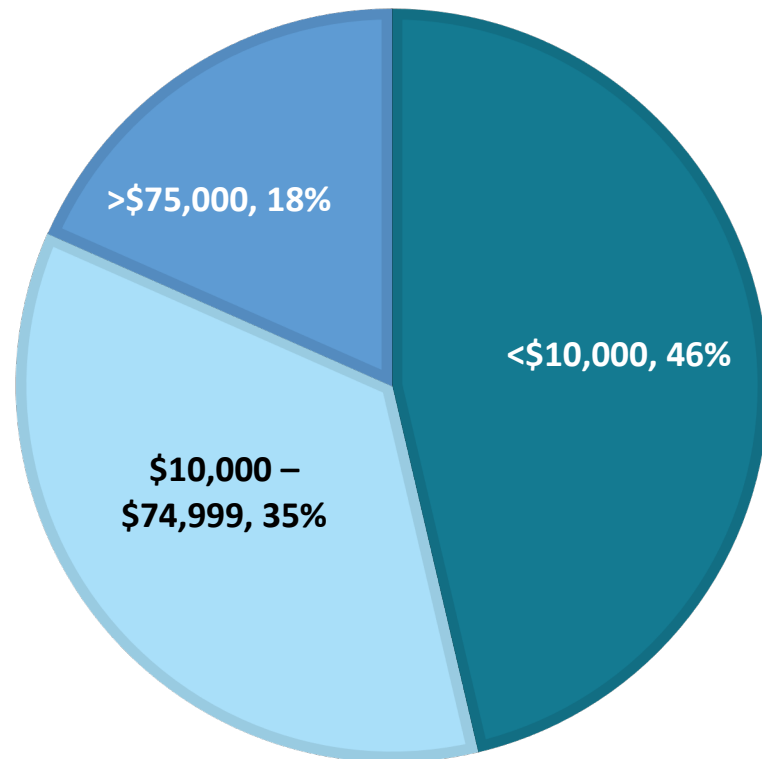
1/3 OF RETURNING VENDORS RELY ON A FARMERS MARKET FOR 25% OR LESS OF THEIR TOTAL BUSINESS SALES



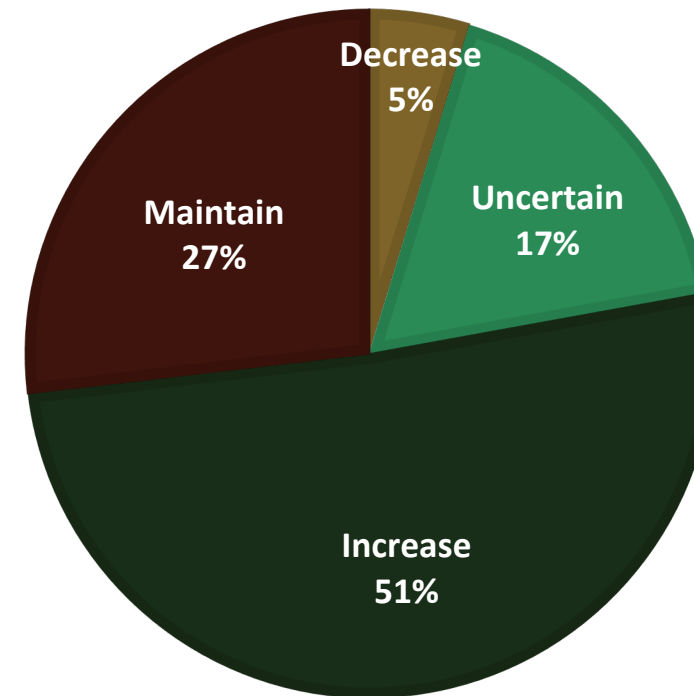
Value-added vendors are more likely to participate in multiple sales channels than other vendors, Craft & Art vendors are the least likely

Most vendors are small businesses that seek to grow their total sales at the farmers market

Size of Vendor Businesses



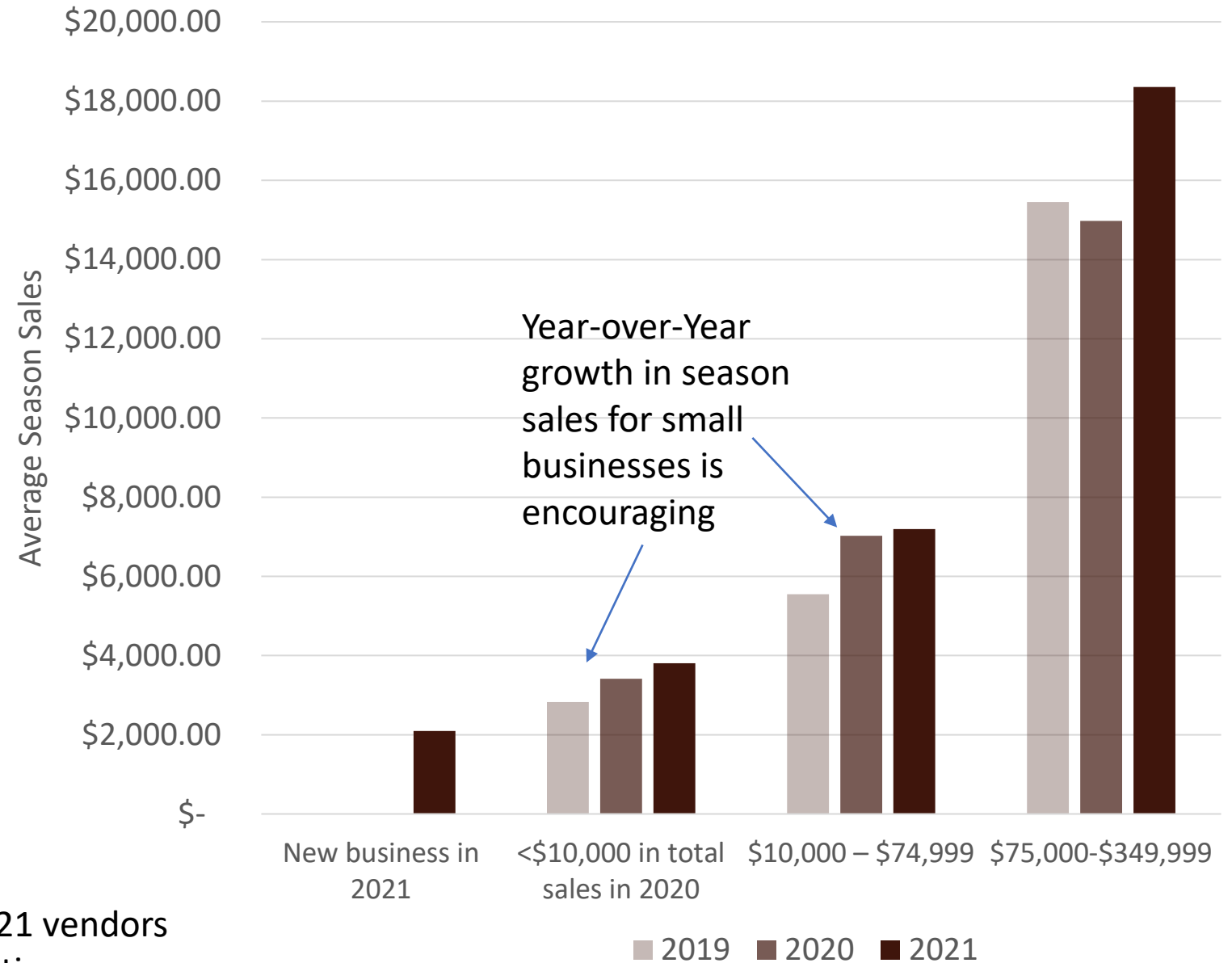
Vendor Goals for Farmers Market Sales



N = 136 vendors in 2021 who provided an estimate of total business size in 2020

Larger businesses who come to a farmers market have higher sales.

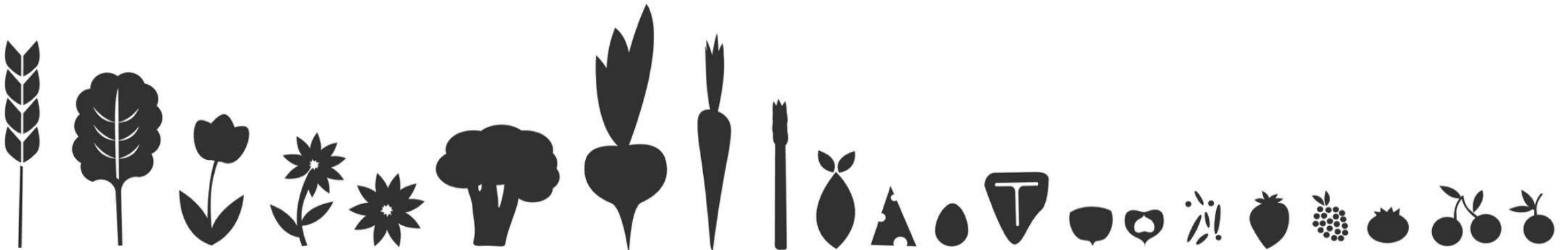
Vendors with total sales of \$75,000 or more represented 18% of vendors and 43% of market sales for which business size was known in 2021.



Sales over time represent returning 2021 vendors using their 2021 business size classification.

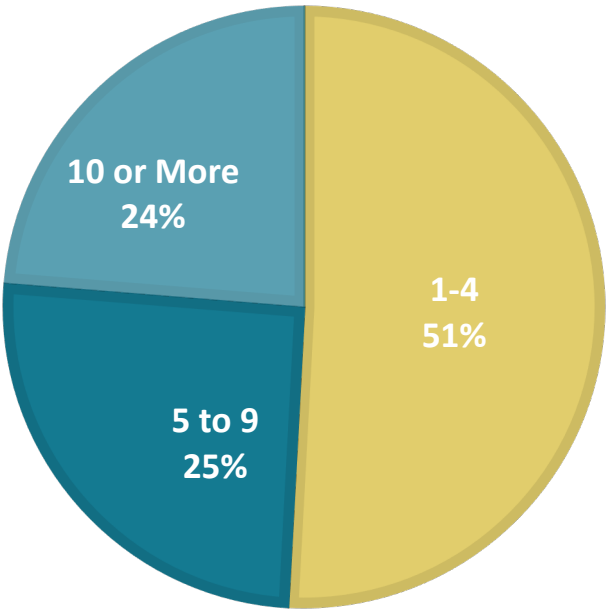
New and Beginning Vendors (NBVs)

- BVSN markets host a lot of new and beginning businesses and vendors
- NBVs have lower attendance rates than established vendors all 3 years
- NBVs are a smaller share of higher value (farm and value-added) vendor categories.
- NBVs were more likely to not come back in 2020 from 2019; in 2021 retention rates improved
- NBVs have lower sales averages than established vendors



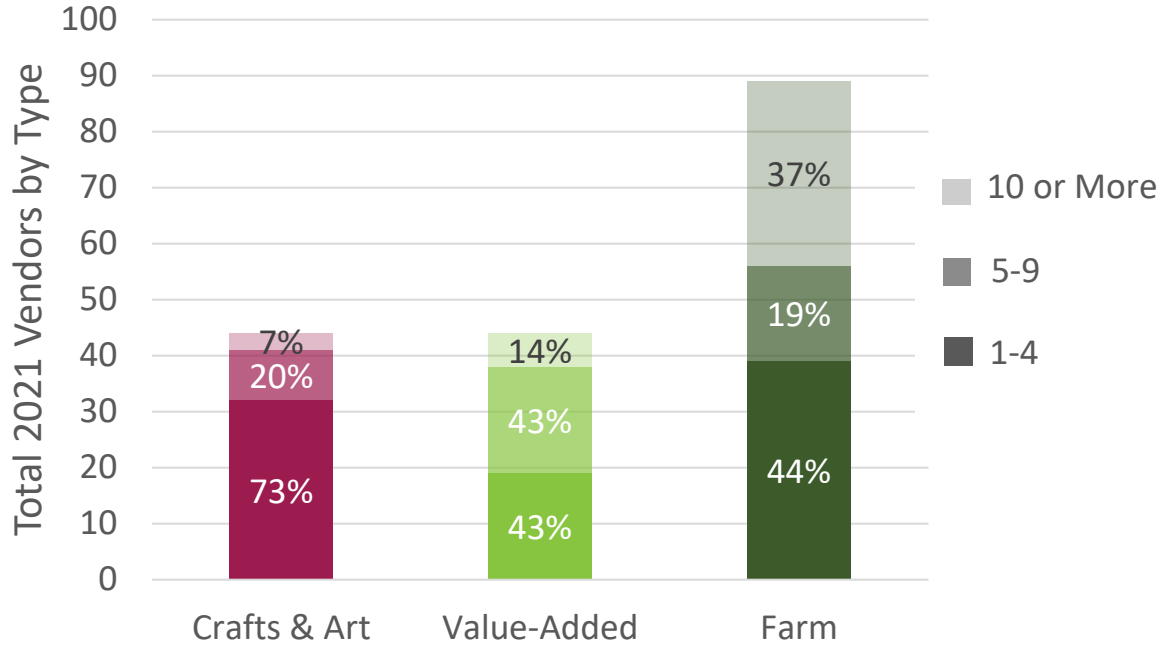
BVSN Vendors have diverse businesses

HALF OF ALL MARKET VENDORS WERE NEW AND BEGINNING



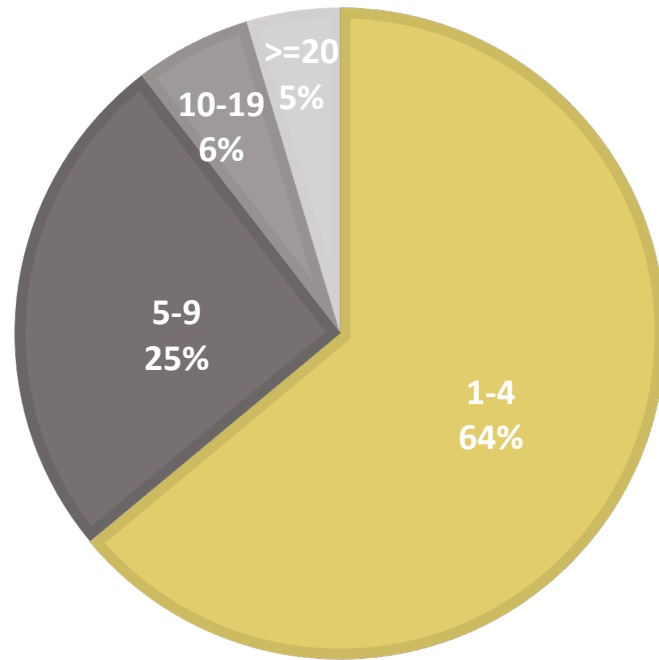
N = 178 vendors in 2021 when years of farmers market experience are known

Farm vendors have more experience



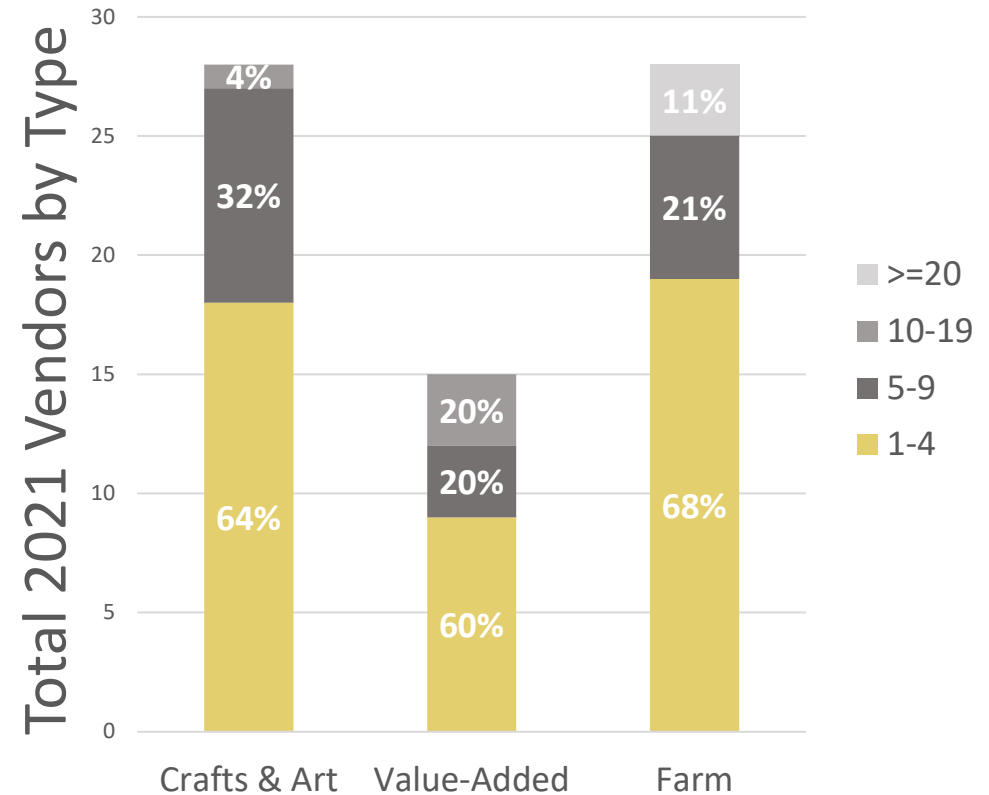
A majority of but not all NBVs at market are new businesses

Business Age of New and Beginning Vendors



N = 86 NBVs at markets in 2021 when business age was known

NBV Business Experience by Vendor Type



New and Beginning Vendors (NBVs)

Have sold items
at a FM for 4
years or less

55%
of all 2021
vendors

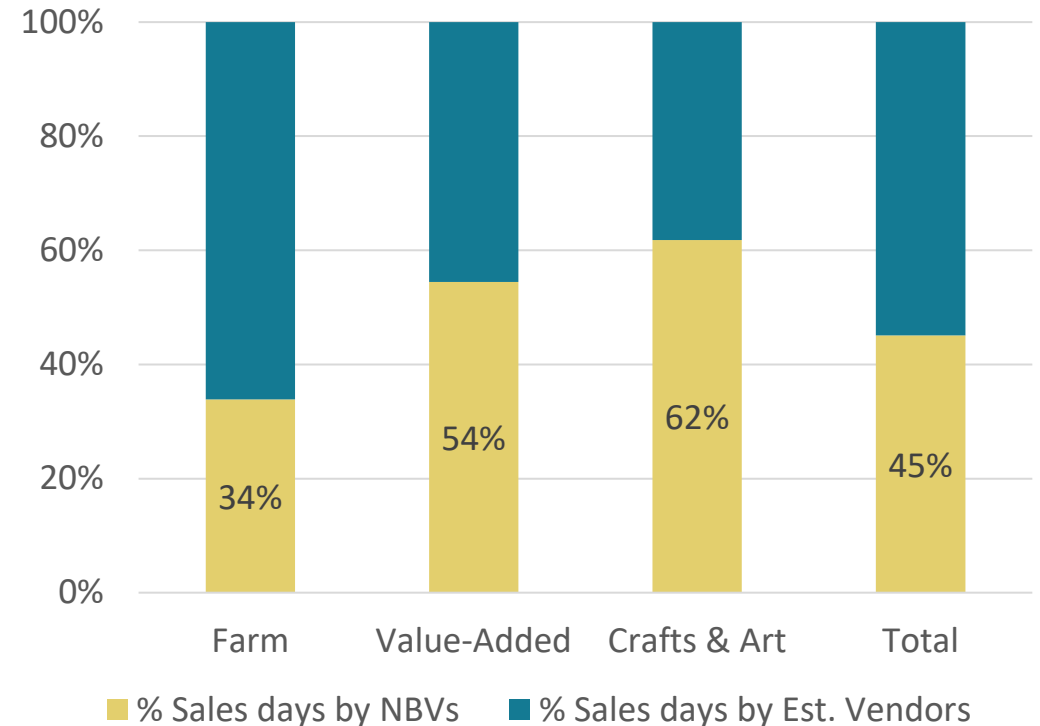
45%
of all 2021
sales days

62% of NBVs (58) returned from last year, as a whole this group of vendors recorded more sales days and had higher year-over-year sales totals.

Average attendance rate: 50%.

63 new NBVs made at least one market appearance at a BVSN market in 2021. This group had an average attendance rate of 33%.

Farm NBVs represent the smallest percentage of market days across all vendor types



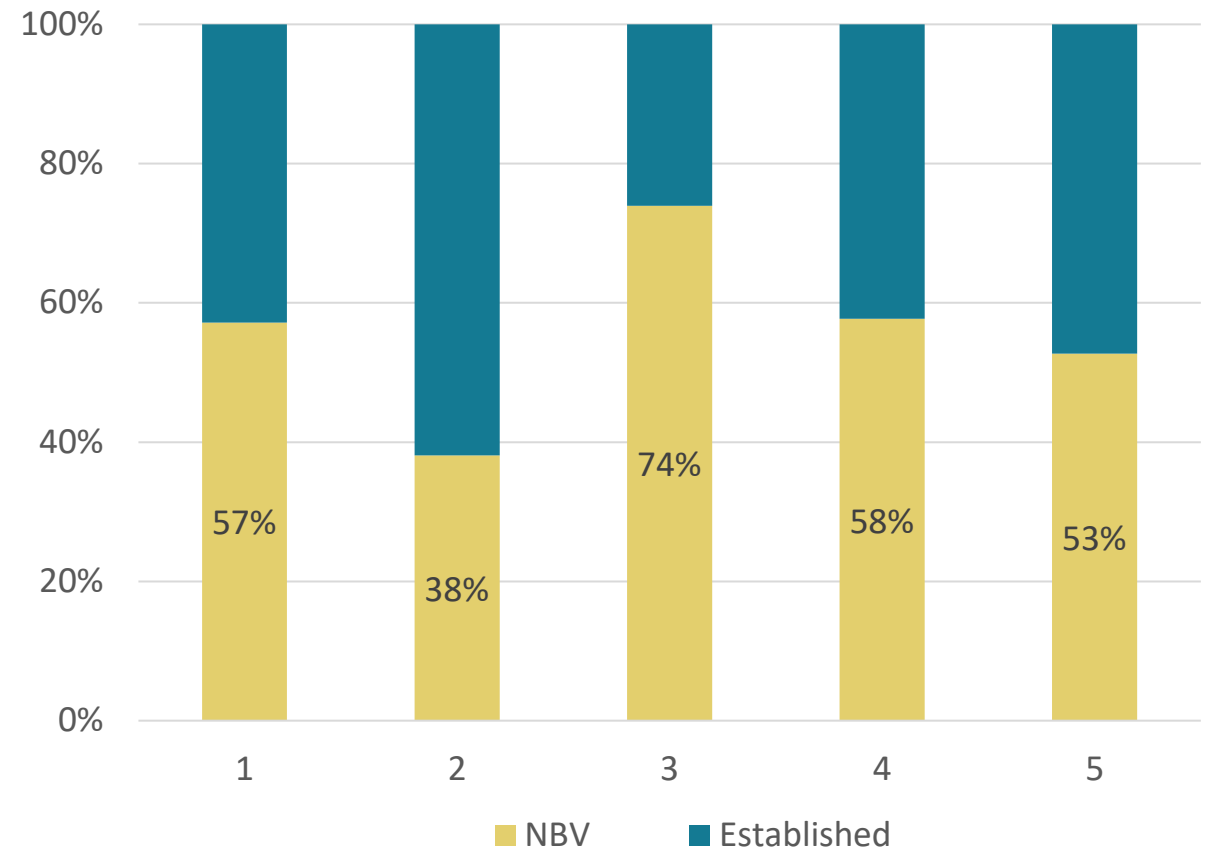
Of the 58 returning NBVs, 2 graduated to an established vendor in 2021.

NBV retention rates varied widely across the BVSN markets and improved in 2021

NBV Retention Rate		
	2020	2021
Market 1	33%	44%
Market 2	65%	59%
Market 3	35%	57%
Market 4	25%	86%
Market 5	55%	79%
BVSN Average	40%	62%

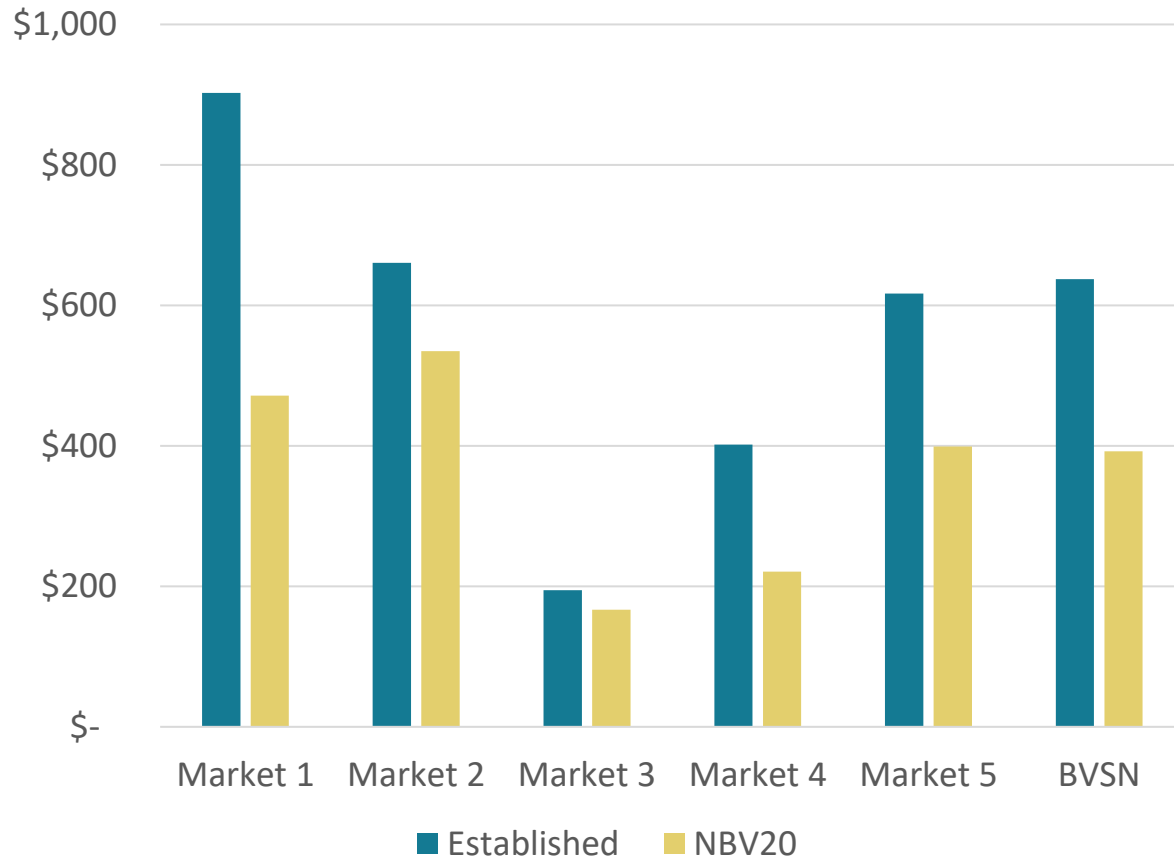
What influences NBV decisions to return to market?

NBVs as a share of Total Vendors Across Markets



Market 3 had the largest share of NBVs. NBVs represent between 38% and 74% of vendors across the 5 BVSN markets.

NBVs have consistently lower avg. daily and season sales averages

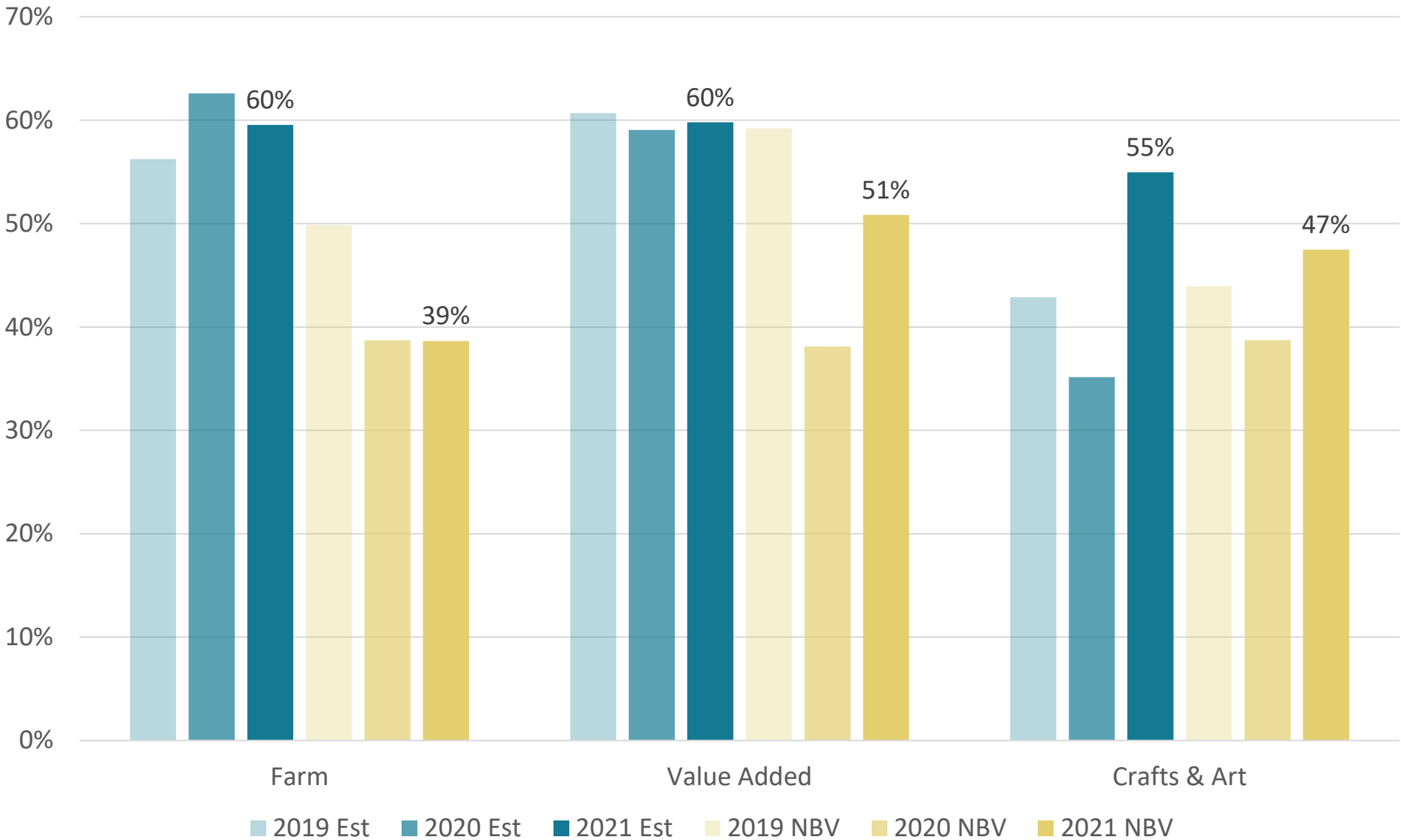


BVSN Daily Sales Averages			
	2019	2020	2021
New & Beginning	\$340	\$341	\$392
Established	\$342	\$453	\$637

BVSN Season Sales Averages			
	2019	2020	2021
New & Beginning	\$4,147	\$3,507	\$3,799
Established	\$5,738	\$7,138	\$8,743

NBVs did the best at Market 2 again earning sales nearly equal to established vendors. Across all markets, NBVs have lower sales than established vendors, earning an average \$245 less every time they come to the market. Since 2019, the daily sales of established vendors have increased by 86 percent. NBV sales have remained relatively unchanged.

NBV attendance remains lower than in '19 for Farm and Value-Added Vendors



More NBVs returned in 2021 than in 2020. NBV vendors have lower attendance rates. Crafts and Art vendors attended more frequently than ever before.

Established vendors of all types had higher avg. season sales: Farm NBVs had the largest gap

2021 Comparison of NBV Vendor Attendance and Sales by Product Type

Established 2021	Farm	Value-Added	Crafts & Art	Total
# Vendors	60	23	19	102
Market Days	938	305	222	1465
Avg. Market Days	16	13	12	14
Total Sales	\$ 645,317	\$ 198,308	\$ 48,141	\$ 891,766
Avg. Daily Sales	\$ 688	\$ 650	\$ 217	\$ 609
Avg. Season Sales	\$ 10,755	\$ 8,622	\$ 2,534	\$ 8,743

NBV 2021	Farm	Value-Added	Crafts & Art	Total
# Vendors	51	31	37	119
Market Days	480	365	359	1204
Avg. Market Days	9	12	10	10
Total Sales	\$ 181,262	\$ 189,540	\$ 81,332	\$ 452,134
Avg. Daily Sales	\$ 378	\$ 519	\$ 227	\$ 376
Avg. Season Sales	\$ 3,554	\$ 6,114	\$ 2,198	\$ 3,799

Farm NBVs represent nearly half of all farm vendors. In 2021, farm NBVs had lower avg. daily sales and avg. market days.

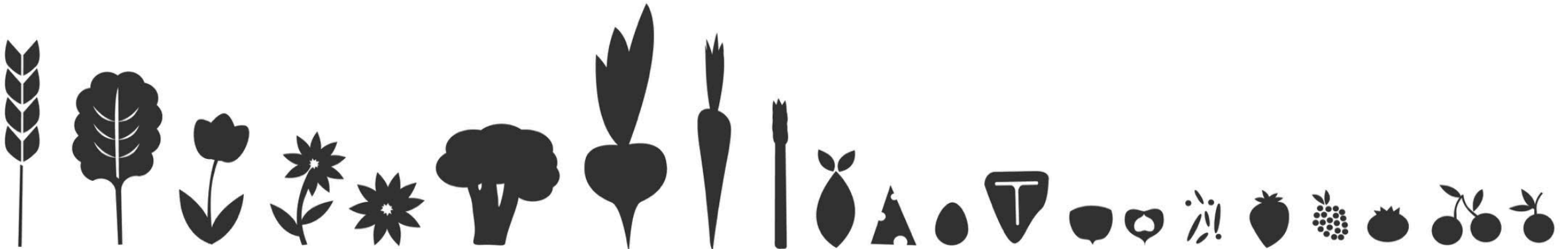
As a group, NBV value-added vendors had similar and slightly lower average daily sales and avg. market days.

Examples: dairy, eggs, honey, bread, hot food, and other vendors.

Crafts and Art NBVs represent two-thirds of all C&A vendors. This year average daily sales were nearly equal with established vendors, and NBVs had a slightly lower number of market days.

Vendor Retention

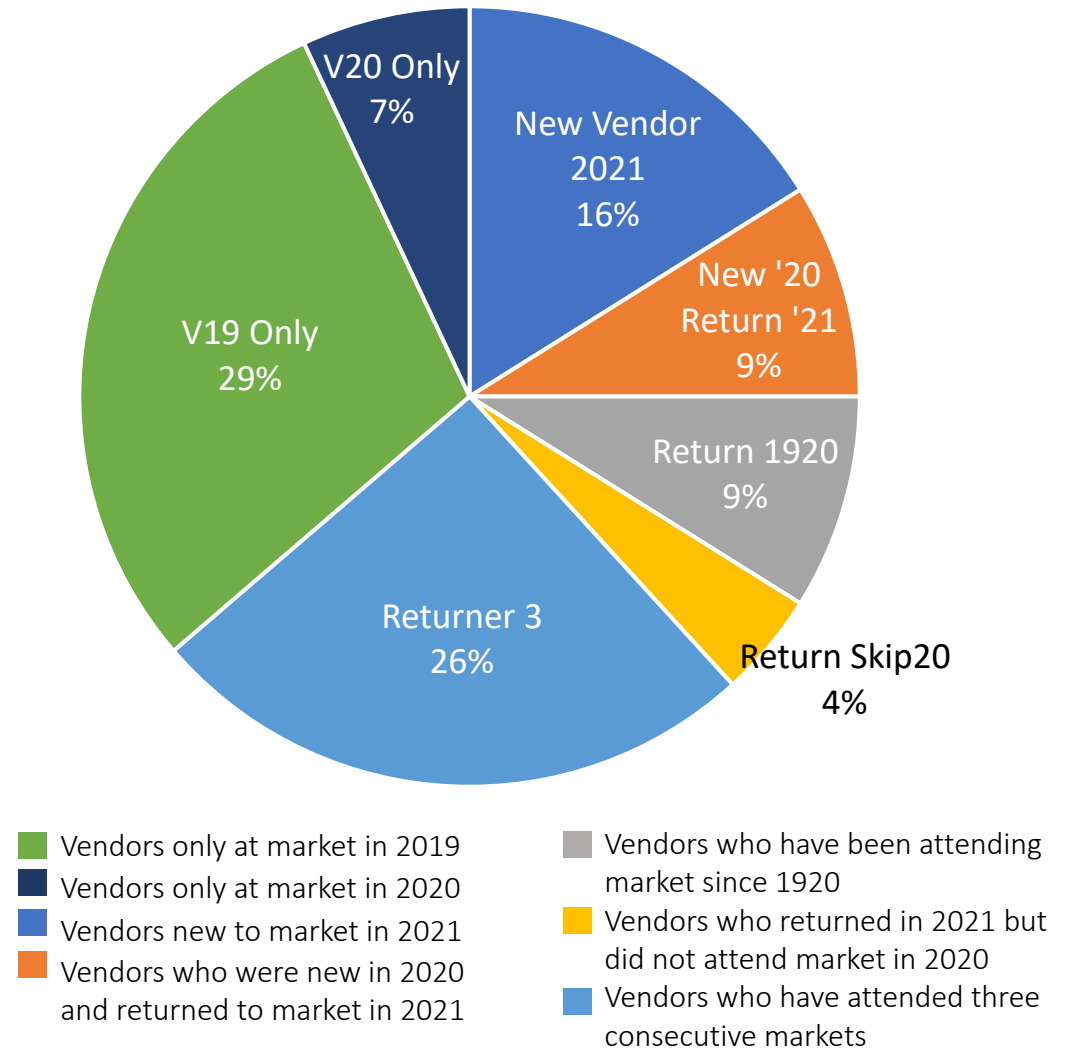
- Total vendors declined by 15%, value-added vendor numbers were least likely to rebound; farm vendors were most likely to persist at the market
- Most of the vendors that left the market after 2019 did not come back in 2021
- Vendors returning in consecutive years had higher average daily sales
- 2021 first appearance vendors had higher sales than vendors in prior years who did not return
- Returning vendors show sales growth across nearly all experience levels
- As a vendor's years of experience increase, sales tend to increase also



2019-2020-2021 Vendor Participation

- 60 fewer vendors participated than in 2019.
- 470 fewer sales days
- 23% of vendors attended 4 days or less

140 vendors from the 2019 Season did not come back in 2020; of these 18 returned in 2021



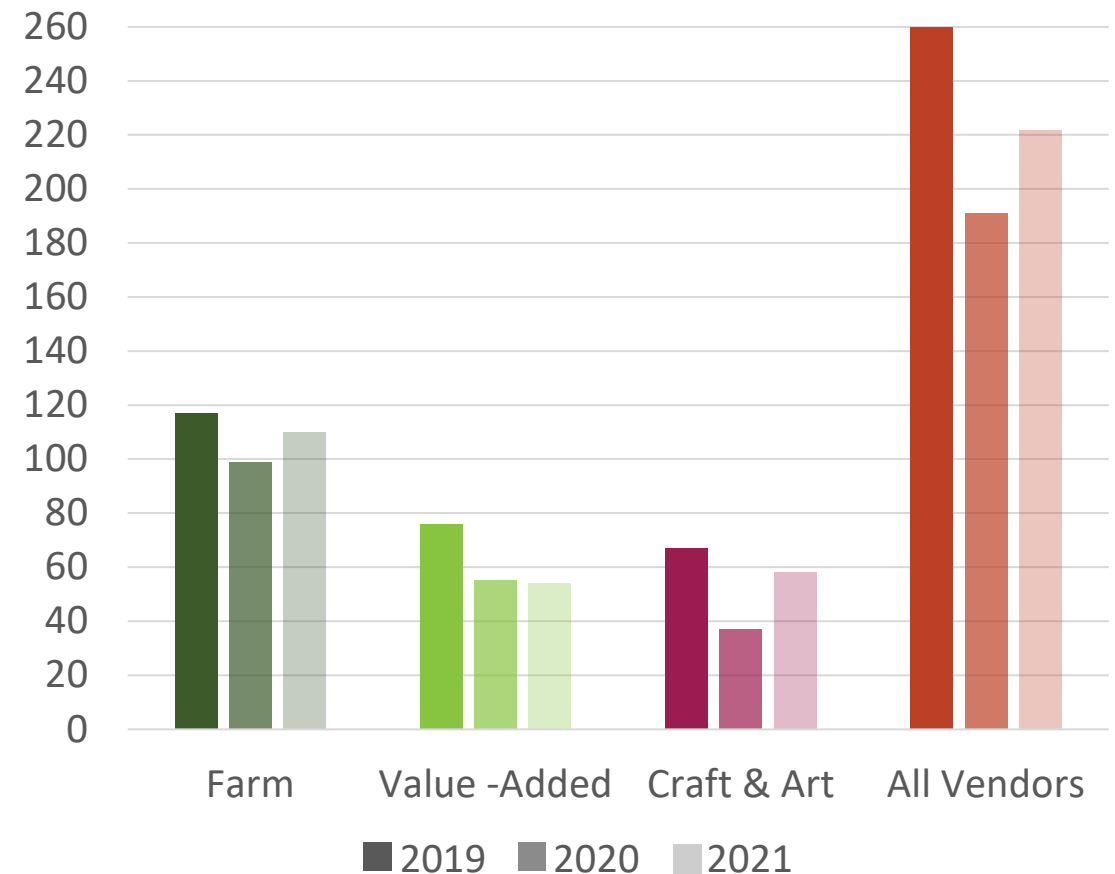
Total vendors declined by 15%, value-added vendor numbers were least likely to rebound

The total number of value-added vendors at BVSN markets shrunk from 76 to 54 from 2019 to 2021.

Farm vendor numbers have rebounded the fastest but remain 6% below 2019.

The markets hosted 13% fewer Craft and Arts vendors in 2021 than in 2019.

BVSN Market Participation by Vendor Type



Farm vendors at BVSN markets had the lowest turnover rates

Returners (green bar)

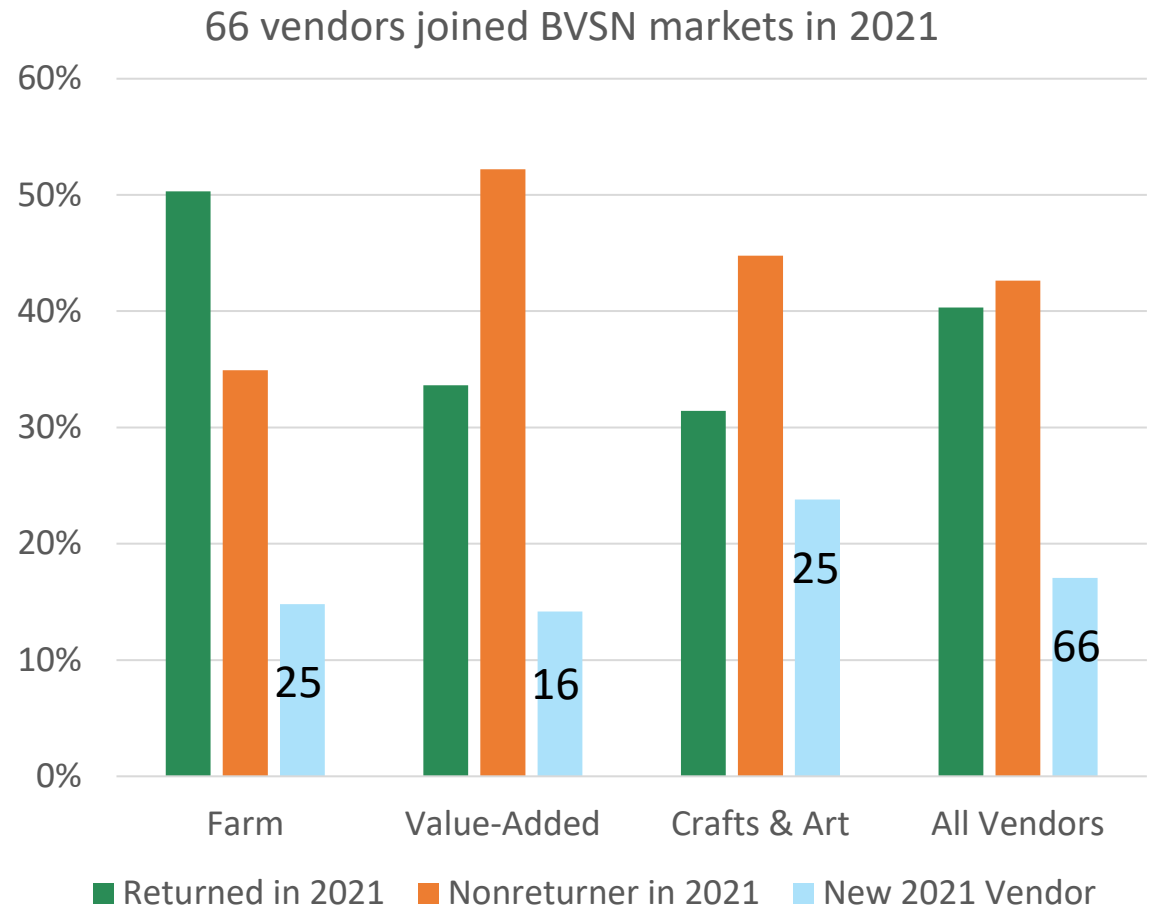
- Half of all farm vendors returned in 2021 from a previous year.
- Only about 1/3 of Value-Added or Craft & Arts vendors returned in 2021.

New vendors (blue bar)

- Farm and Value-Added vendors had a similar new vendor entrance rate of 14-15%, lower than Crafts and Art vendors.

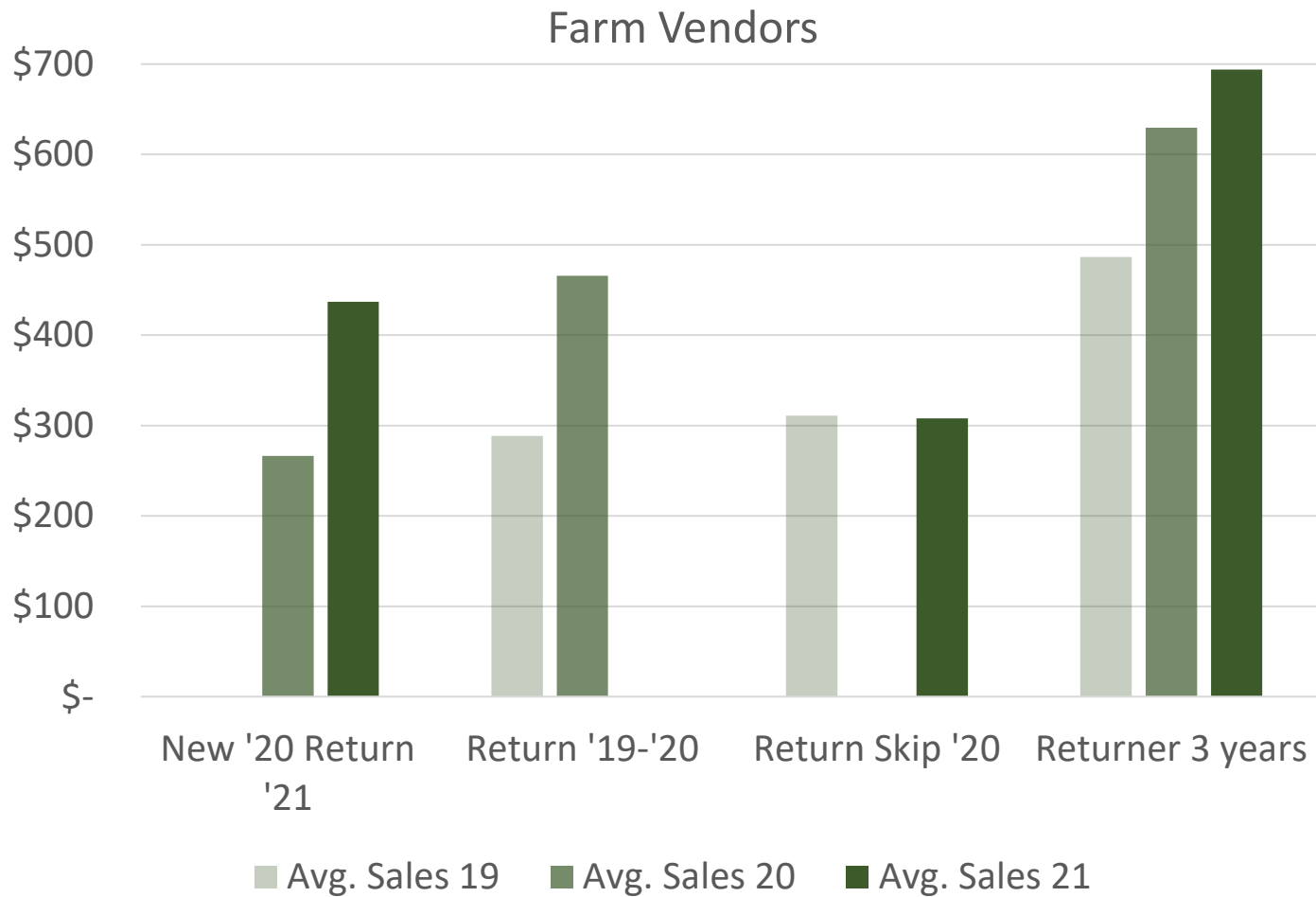
Nonreturners (orange bar)

- Slightly more vendors came to the markets in 2019 or 2020 and then did not come back in 2021 than those who attended more than one year.
- Value-added vendors were most likely to come but not return another year



This summarizes the BVSN market experience of 387 vendors by type from 2019-2021

Farm Vendors Returning in Consecutive Years had Higher Avg. Daily Sales



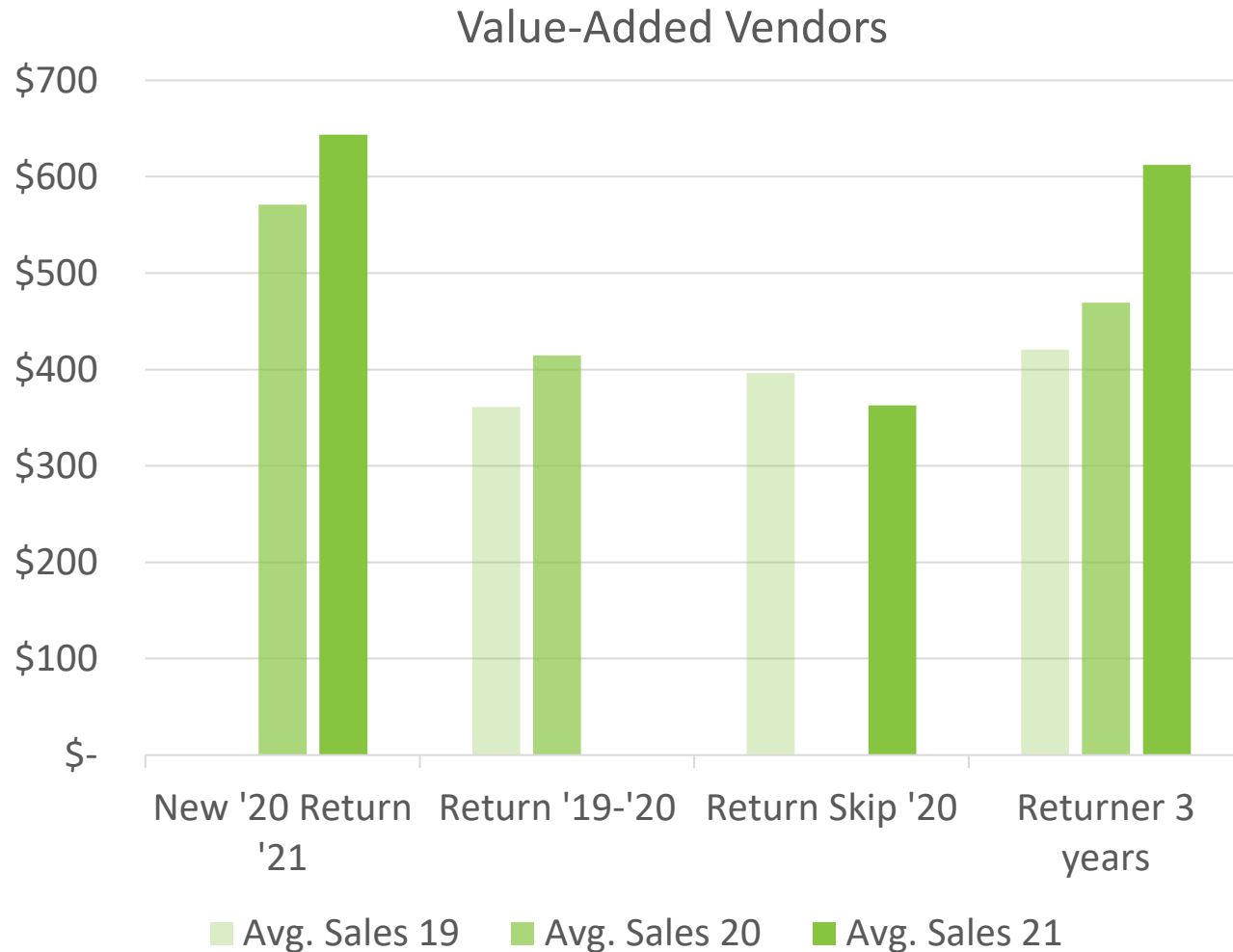
Farm Vendors who persisted at a BVSN market throughout 2019-2021 had:

- Higher 2019 sales
- Increased their sales each year

Farm Vendors who sat out of the market in 2020:

- On average had lower sales in 2019
- Only group without year over year growth in sales

Value added Vendors Returning in Consecutive Years had Higher Avg. Daily Sales



Value-added Vendors who persisted at a BVSN market throughout 2019-2021 had:

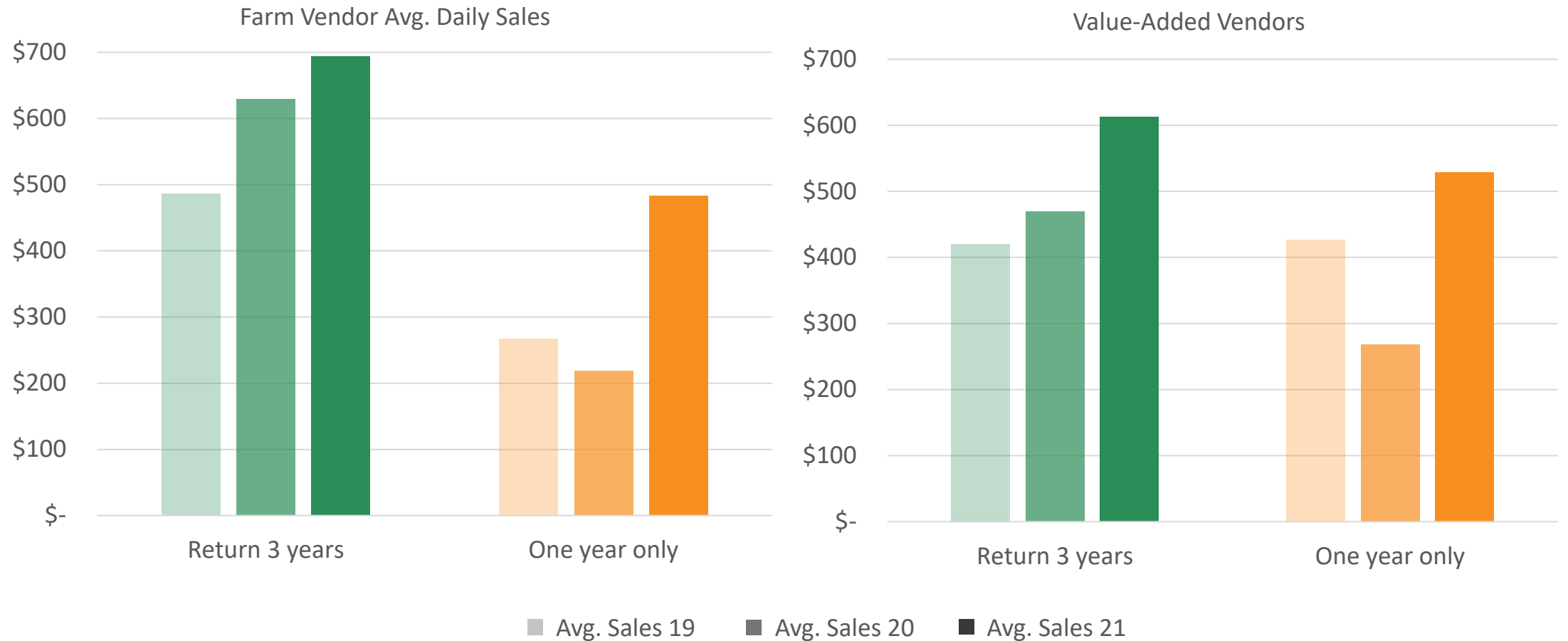
- Increased their sales each year

Value-added Vendors who sat out of the market in 2020:

- Only group without year over year growth in sales

A group of new Value-added Vendors who came to the market in 2020 and persisted had the highest average sales.

2021 first appearance vendors had higher sales than vendors in prior years who did not return

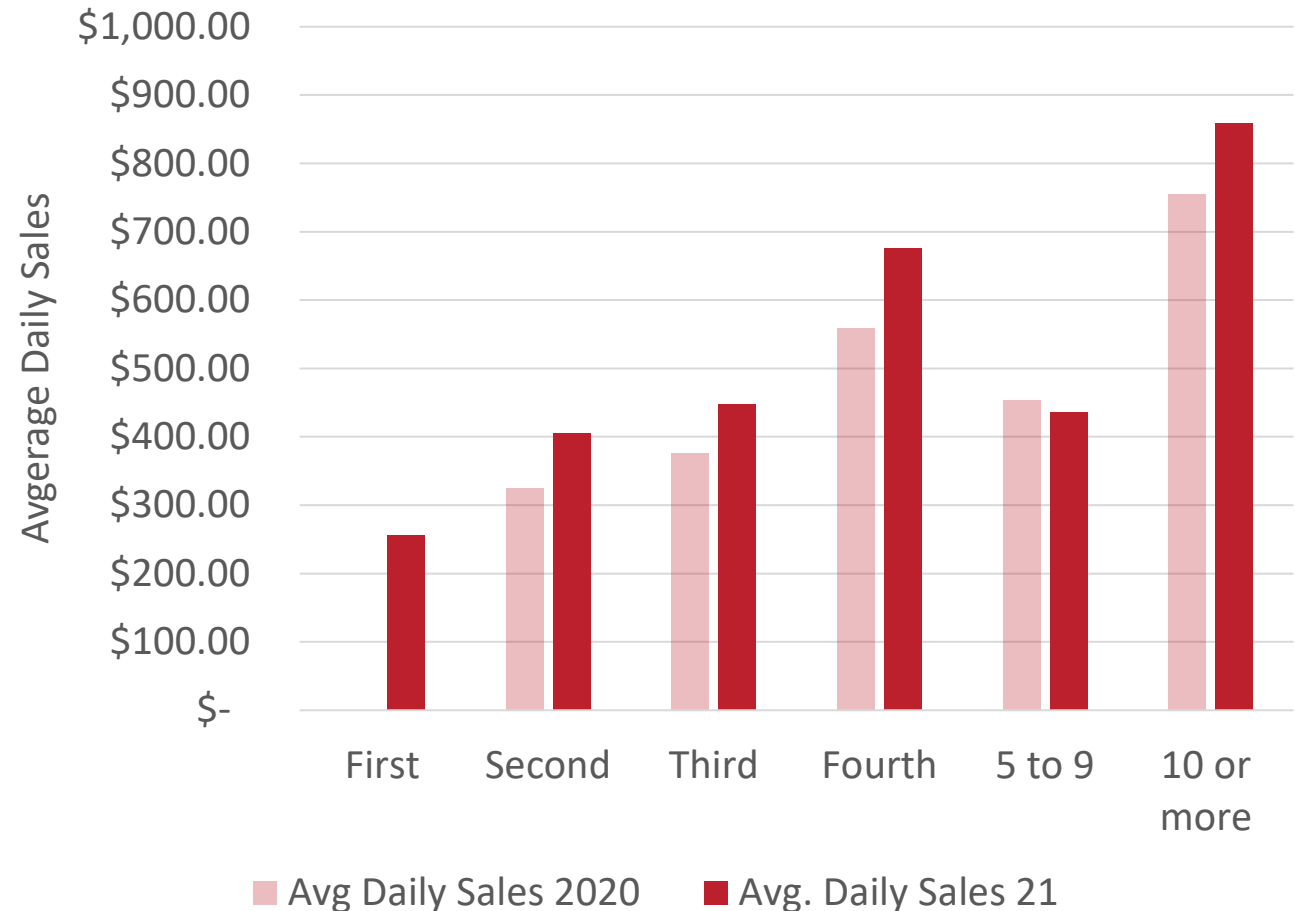


Returning vendors show sales growth across nearly all experience levels

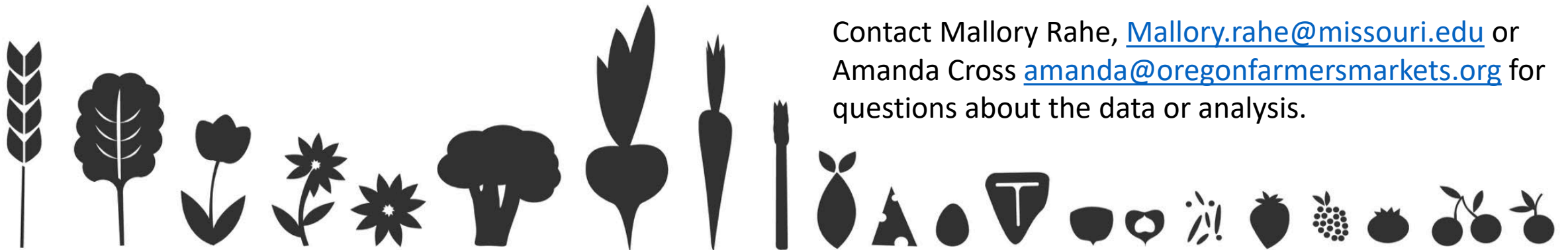
As a vendor's years of experience increase, sales tend to increase also.

Vendors also tend to have higher sales in consecutive years across any level of experience.

The group of vendors with 5 to 9 years of experience are an anomaly to these patterns.



Please share with your vendors and market stakeholders. Thank you for your participation in the Beginning Vendor Support Network Project.



Contact Mallory Rahe, Mallory.rahe@missouri.edu or Amanda Cross amanda@oregonfarmersmarkets.org for questions about the data or analysis.