

Farmers Market

Vendor Gross Sales Reporting Form

The purpose of this form is to anonymously collect data for statistical use only. Please return to the market manager at the beginning of each market with information from the previous market day. Thanks!

Market Date: _____

\$ _____ Agricultural Products

\$ _____ Baked Goods / Prepared Foods

\$ _____ Artisan Crafts

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Gross Sales Reporting

An obvious goal of a market is to generate income for its vendors. By tracking your market's weekly sales, you will be able to assess whether the activities you do to improve your market are having an impact. Tracking gross sales can also help you plan for the future. After several years, you will see trends and cycles in your market season. Knowing these trends can help you make key decisions about when to open or close your market for the season, when to schedule special events, and when you may want to do additional advertising to draw customers. A sample reporting form is on this page. Vendors can provide this information anonymously. Most markets track their sales by farm products, prepared foods, and Artisan craft sales. Some markets make it even simpler, dividing sales into farm and non-farm sales. The forms are often handed out at the beginning of the market, and either collected at the end of the market or returned the following week. Some markets collect monthly sales records from their regular vendors.

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