



RUTHERFORD COUNTY FARMERS MARKET

2020 ANNUAL REPORT

ON AVERAGE THERE WERE 1,303 SHOPPERS PER MARKET THAT SHOPPED WITH 29 VENDORS SPENDING \$8.29 PER SHOPPER.

GROSS SALES

\$550,751.23 AVG/MARKET \$10,799.04

TUESAVG \$6,413.51 FRI AVG \$15,015.90

VENDORS

SEASON 1,489
 AVG/MARKET 29
 TUES AVG 23
 FRI AVG 35
 AVG DISTANCE
 DRIVEN 51 MILES
 FROM 16 COUNTIES

SHOPPERS

66,470
 AVG/MARKET
 1,303
 TUES AVG 998
 FRI AVG 1,597

GROSS SALES

5.24%

SALES AVG/DAY

3.15%

PURCHASE

49.48%

SALES/VENDER

15.88%

SNAP RECIPIENTS

SPENT \$6,468

31.64%

ATTENDANCE

CUSTOMERS -31%
 VENDORS -9.21%

PANDEMIC

ALTERNATIVES:

- MASKS REQUIRED
- SOCIAL DISTANCING ENCOURAGED
- MASTER GARDENERS CONCESSION STAND CLOSED
- EDUCATIONAL CLASSES WERE ONLINE

COUNTLESS "THANK YOUS" FOR A SAFE PLACE TO SHOP LOCAL

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<https://extension.tennessee.edu/Rutherford/Pages/Farmers-Market.aspx>

OPEN SECOND FRIDAY IN MAY THROUGH THE END OF OCTOBER

