

UT Farm Stand Market Data Summary Report

2024 – 2025 Academic Year

Overview

- Total Markets Held: 5 Fall + 6 Spring = 11 Total
- Shiny Dashboard: [View Dashboard Here](#)
- Timeframe: September 2024 – April 2025
- Sourcing: 100% Local (Texas) Produce and Baked Goods

Market Attendance

Data Summary

	Fall 2024	Spring 2025	Full Year Total/Average
Total Customers	1,863	2,055	3, 918
Average Customers	373	343	358
Total Tabling Orgs / Vendors	33	31	64
Average Tabling Orgs / Vendors	7	5	6

Data Breakdown by Market

Market Date	Number of Customers	Number of Tabling Orgs	Number of Vendors	Other Notes
09/11	370	7	1 (Mr. Greens / Lonestar Lettuce)	Back to School theme, salad dressing AVP, first market, sunny, 80°F
10/02	389 (+19 from the last market)	5	1 (Siete)	Hispanic Heritage Month theme, salsa AVP, sunny, 89°F
10/16	408 (+19 from the last market)	5	1 (Goodflow Honey)	Pollinator theme, jam AVP, cloudy and cold, 67°F
10/30	341 (-67 from the last market)	5	2 (Imperfect Produce Juice, Mr. Greens)	Halloween theme, apple butter AVP, cloudy with rain, 88°F
11/13	355 (+14 from the last market)	5	1 (Mr. Greens)	Harvest festival theme, granola AVP, sunny, 80°F
01/29	260 (-95 from the last market)	0	0	Winter wonderland theme, soup AVP, moved indoors

				due to heavy rain, rainy, 60°F
02/12	356 (+96 from the last market)	6	1 (UT Dieticians)	Valentine's theme, jam AVP, cloudy with rain, 46°F
02/26	372 (+16 from the last market)	4	1 (Me and the Bees Lemonade)	Black History Month, pesto AVP, sunny, 80°F
03/12	336 (-36 from the last market)	4	2 (UT Dieticians, Mr. Greens)	Hyperlocal theme, picked red onion AVP, sunny, 85°F
04/02	379 (+43 from the last market)	4	1 (Lady Bird Johnson Wildflower Center)	“April Showers Bring May Flowers” theme, chia seed pudding AVP, rainy, 79°F
04/16	352 (-27 from the last market)	5	3 (Up and Atom, Mr. Greens, UT Dieticians)	Earth Day theme, hot honey AVP, sunny, 82°F

Volunteer Engagement

Data Summary

	Fall 2024	Spring 2025	Full Year Total/Average
Total Volunteers	132	154	286
Average Volunteers	26	26	26
Total Volunteer Hours	169	212	381
Average Volunteer Hours	34	35	34.5
% Returning Volunteers	38.8%	41.4%	40.1%

Data Breakdown by Market

Market Date	# of Volunteers	# of Volunteer Hours
09/11	27	32
10/02	30	34
10/16	25	32
10/30	28	38
11/13	22	33
01/29	27	34
02/12	23	34
02/26	17	24
03/12	30	37

04/02	24	40
04/16	33	43

Sales Performance

Data Summary

	Fall 2024	Spring 2025	Full Year Total/Average
Total Gross Sales	\$14,182.25	\$14,152.05	\$28,334.30
Average Gross Sales	\$2,836.45	\$2,358.68	\$2,597.57
Total Items Sold	5,180	4,700	9,880
Average Items Sold	1,036	783	910
Average Transaction Value	\$2.73	\$3.02	\$2.88

Data Breakdown by Market

Market Date	Gross Sales	Items Sold	Average Transaction Value
09/11	\$2,889.50	1,021	\$2.83
10/02	\$2,992.00	1,100	\$2.72
10/16	\$3,065.00	1,048	\$2.92
10/30	\$2,774.25	1,019	\$2.72
11/13	\$2,461.50	992	\$2.48
01/29	\$2,177.00	644	\$3.38
02/12	\$2,704.30	862	\$3.14
02/26	\$2,600.50	854	\$3.05
03/12	\$2,142.75	803	\$2.67
04/02	\$2,205.50	758	\$2.91
04/16	\$2,322.00	779	\$2.98

Note: We broke even on every market's cost, typically making around \$100-\$200 in profit at each, which went towards the upkeep of our two on-campus gardens and other operational expenses. We hypothesize that the spike in sales throughout September and October is due to the general increase in freshmen student interest in UTFS at the beginning of their first academic year at UT.

Sales Category Performance Across All Markets

	Total Number Sold	Average Number Sold	Gross Sales	Average Sales	Best Seller	Worst Seller
AVP	346	31	\$1,142.00	\$103.82	Jam	Salsa
Bargain Bag	199	18	\$995.00	\$90.45	N/A	N/A

Bread	718	65	\$3,419.00	\$310.82	Sliced Sourdough	Unsliced Sourdough
Hibiscus Tea	1,812	165	\$1,812.00	\$164.73	N/A	N/A
Honey	568	52	\$3,597.75	\$327.07	Raw Honey	Avocado Honey
Jester Produce	624	57	\$1,052.00	\$95.64	General Produce	Flowers
Merch	130	12	\$1,874.75	\$170.43	Sweatshirt	Sticker
Pastry	1,870	170	\$6,979.25	\$634.48	Muffins, Empanadas	Cookies
Produce	2,963	269	\$5,590.5	\$508.23	Apples	Cabbage
Sustainable Living	325	30	\$753.50	\$68.50	Lip Balm	Soap

UT Outpost (Leftover Produce) Donations – Recorded Spring 2025 Only

Market Date	Produce Donated (lbs)
01/29	0 (given to students)
02/12	35.60
02/26	103.95
03/12	101.60
04/02	29.60
04/16	29.10

Social Media

Data Summary

	Fall 2024	Spring 2025	Full Year Totals
Total Followers	5,136	5,512	5,512
Followers Gained	740	376	1,116
Total Posts/Reels	15	24	39
Engagements	2,202	3,530	5,732