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|   | **Country Wagon Produce Sales Trends** |
|   | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** |
| **Product Lines** |   |   |   |   |   |   |
|  Produce |  50% |  40% |  30% |  30% |  30% |  30% |
| Bakery |  15% |  20% |  30% |  30% |  35% |  35% |
| Flowers |  20% |  20% |  15% |  20% |  20% |  20% |
| Misc. (knick-knacks) |  15% |  20% |  25% |  20% |  15% |  15% |
| **Total** |   |   |   |   |   |   |

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| **McRey Farm Sales & Projections** |
| **Year** | **Total Sales** | **Beef -DM** | **Pork-DM** | **Lamb-DM** | **Eggs-DM** | **Beef - Wholesale** | **Pork-Wholesale** | **Lamb-Wholesale** | **Chicken** | **Turkey** | **CSA** |
| 2009 |   |   |   |   |   |   |   |   |   |   |   |
| 2010 |   |   |   |   |   |   |   |   |   |   |   |
| 2011 |  $43,000 | $20,800 | $19,950 | $2230 |   |   |  |   |   |   |   |
| 2012 |  $48,000 | $23,230 | $22,080 | $2680 |   |   $700 |  $300 |   |   |   |   |
| 2013 |  $51,000 | $25,000 | $22,000 | $2500 |   | $1200 | $500 |  |   |  $1000 |   |
| 2014 |  $55,000 | $25,000 | $24,000 | $3000 |   | $2500 |  $1000 |   $2000 |   |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   |
|   | \* DM = Farmers' Market & on-farm sales |
|   | \* Wholesale = restaurants/summer camps/etc… |

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|   | **North Windsor Berries Sales Trends** |
|   | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** |
| **Marketing Channels** |   |   |   |   |   |   |
|   |   |   |   |   |   |   |
| Farm stand/Upick |  90% |  93% |  94% |  92% |   |   |
| CSA |  n/a | n/a |  2% |  4% |   |   |
| Local Restaurants |  2% |  4% |  3% |  2% |   |   |
|  Wholesale |  8% |  3% |  1% |  2% |   |   |

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|   | **Sunny Hill Farm’s Sales Trends** |
|   | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** |
| **Marketing Channels** |   |   |   |   |   |   |
| **Farmers' Market** |   |   |   |   |   |   |
| Meats |  95% |  95% |  95% |   |   |   |
| Produce |  4% |  4% |  4% |   |   |   |
| Honey |  1% |  1% |  1% |   |   |   |
| Value-Added |   |   |   |   |   |   |
| **Total** |   |   |   |   |   |   |
| **Wholesale** |   |   |   |   |   |   |
| Honey |   |  |   |   |   |   |
| Produce |   |   |   |   |   |   |
| Meats |   |   |   |   |   |   |
| **Total** | $23,000 | $25,000 | $27,000 |  |  |  |

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|   | **Whole in the Wall’s Pesto Sales Trends** |
|   | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** |
| **Marketing Channels** |   |   |   |   |   |   |
| *Syracuse Regional Farmers' Market* |  8% |  8% |  8% |   |   |   |
| *In-Store* |  4% |  4% |  4% |   |   |   |
| *Garlic Fest* | 14% | 11% | 13% |  |  |  |
| *Wholesale* |  71% |  75% |  74% |   |   |   |
| *Online* |  3% |  2% |  1% |   |   |   |
| **Serenity Pet Treats Sales & Projections** |  |
| **Year** | **Total Sales** | **Direct Marketing Sales** | **Website Sales** | **Wholesale Account Sales** | **Edibles/****Non-Edibles** |
| 2009 |  $2315 |   |   |   |  |
| 2010 |  $3840 |   |   |   |  |
| 2011 |  $2675 |   |   |   |  |
| 2012 |  $1587 |   |   |   |  |
| 2013 |   |   |   |   |  |
| 2013 |   |   |   |   |  |