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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 |  |  | |  | | |  | |  | |