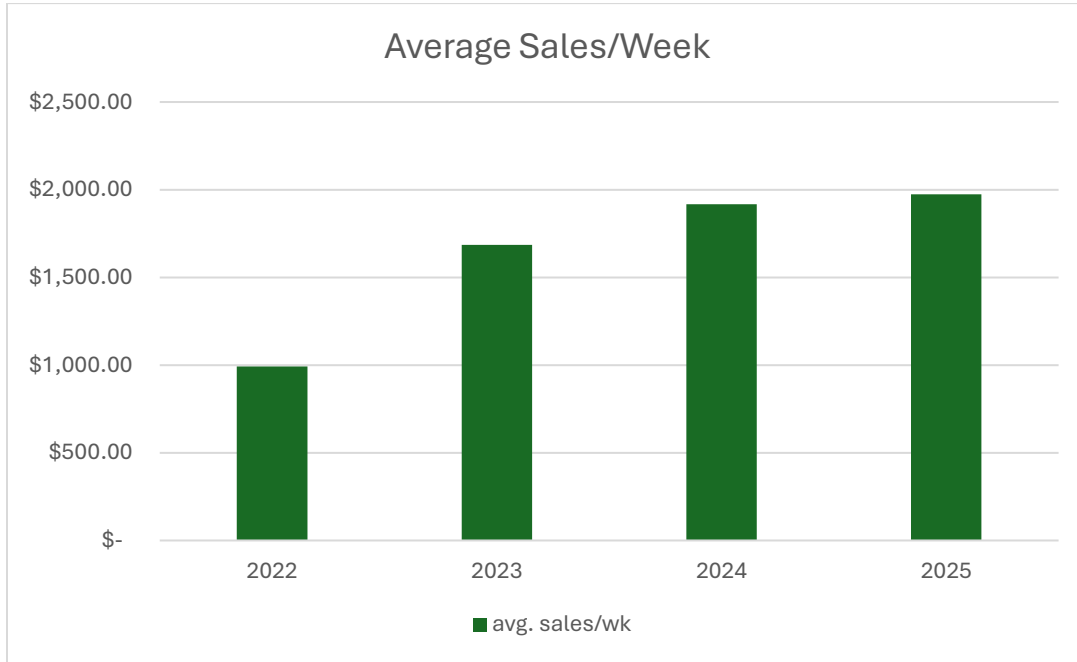


Summary of Market Data 2025 vs. Previous years

Produced on November 2025 by Quinn G, Mobile Farmers Market Assistant

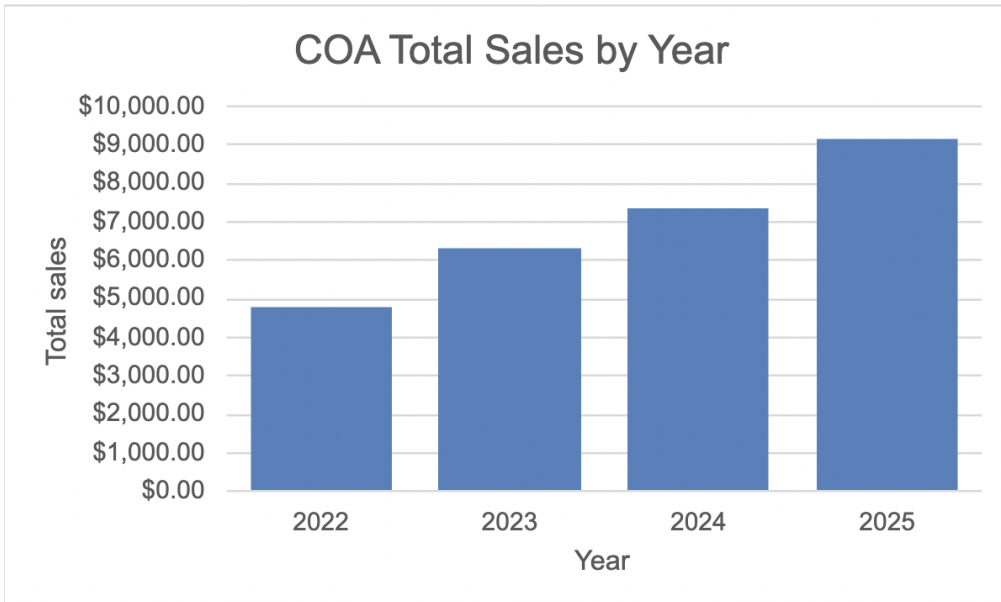
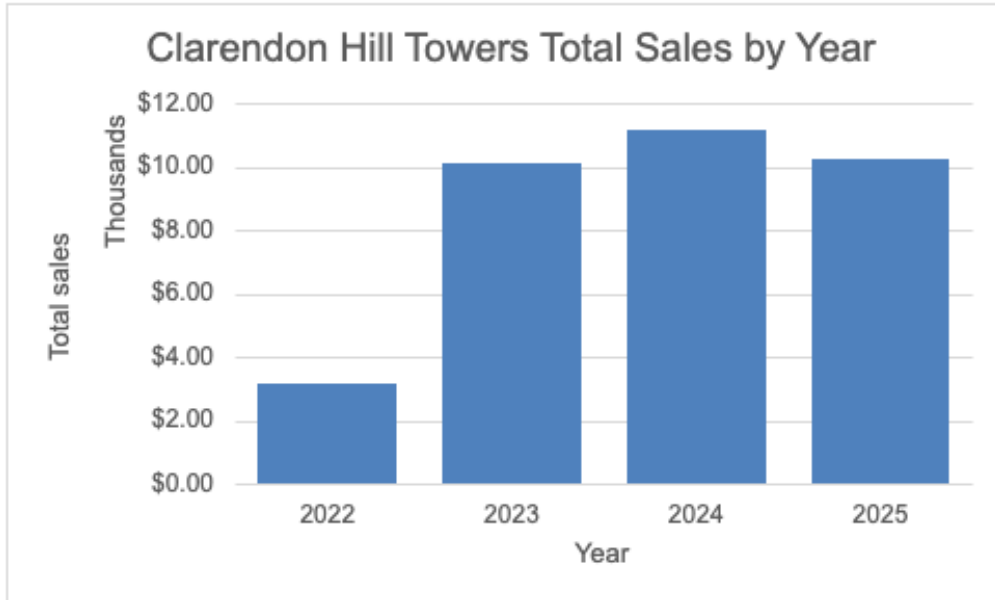
Summary:

Total Sales:

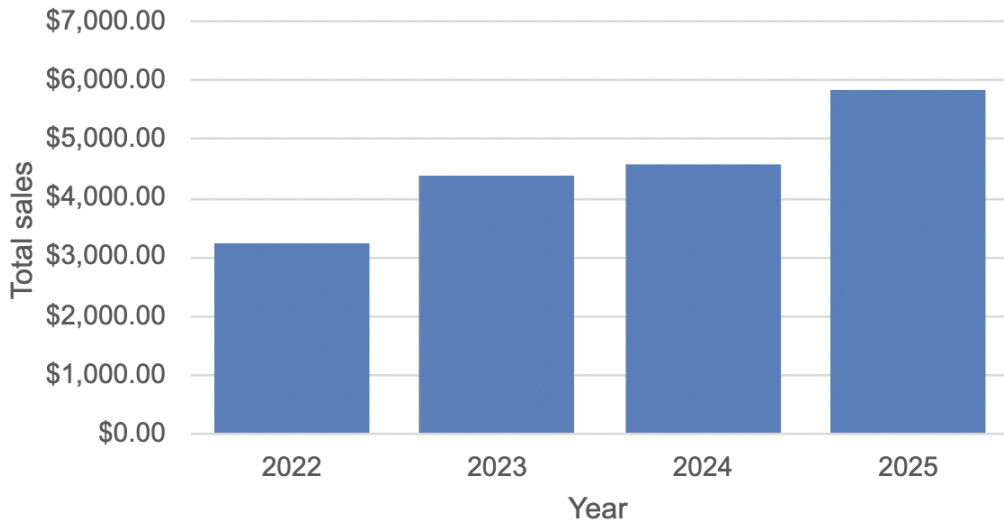


Total sales/week (to account for differences in season lengths) is charted above. **Sales were the highest in 2025 vs. all previous years**, despite unique challenges this year. Sales were up **8.6% from 2024**.

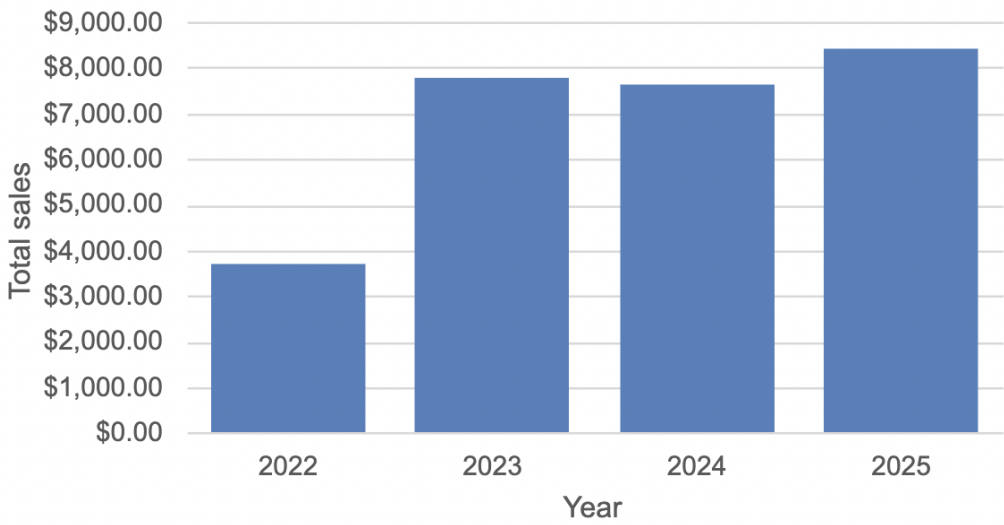
Total Sales by Site:



ESCS/Library Total Sales by Year



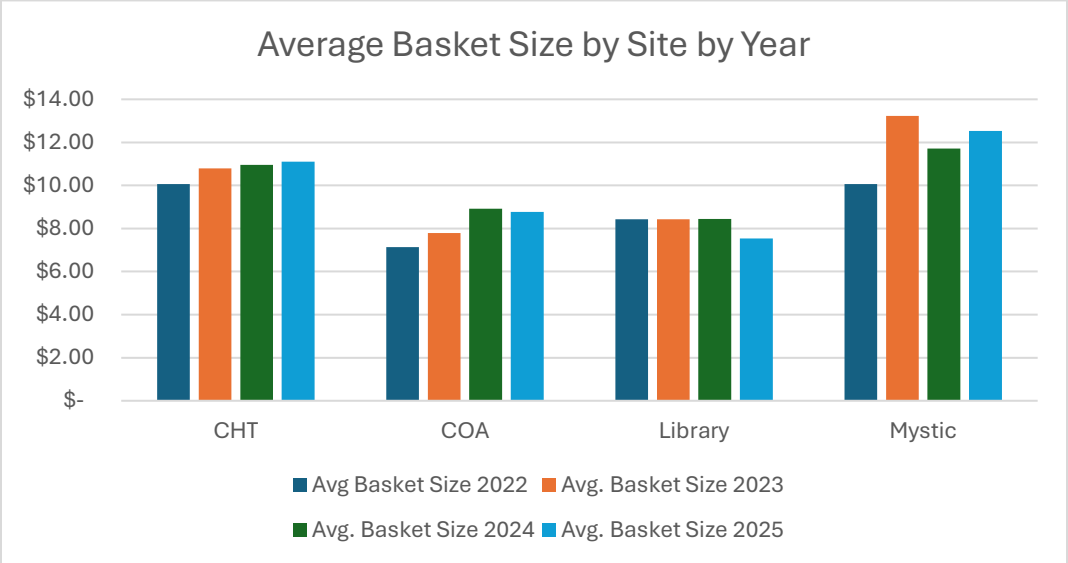
Mystic Total Sales by Year





Total Sales have increased each year steadily at East and COA. Sales at Clarendon/North decreased slightly in 2025, which can be attributed to the coupon sales discrepancy that we saw at the site this year. Sales at Mystic are the highest they've been yet, but seemed to dip in 2024 compared to 2023.

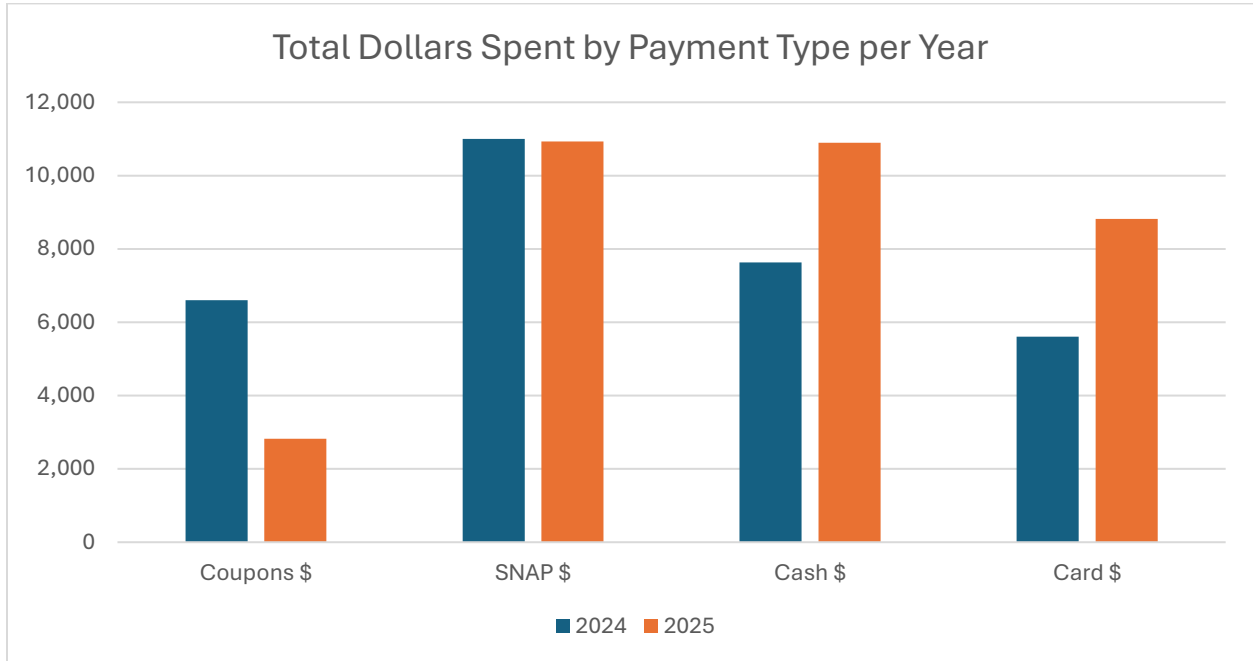
Average Basket Size:



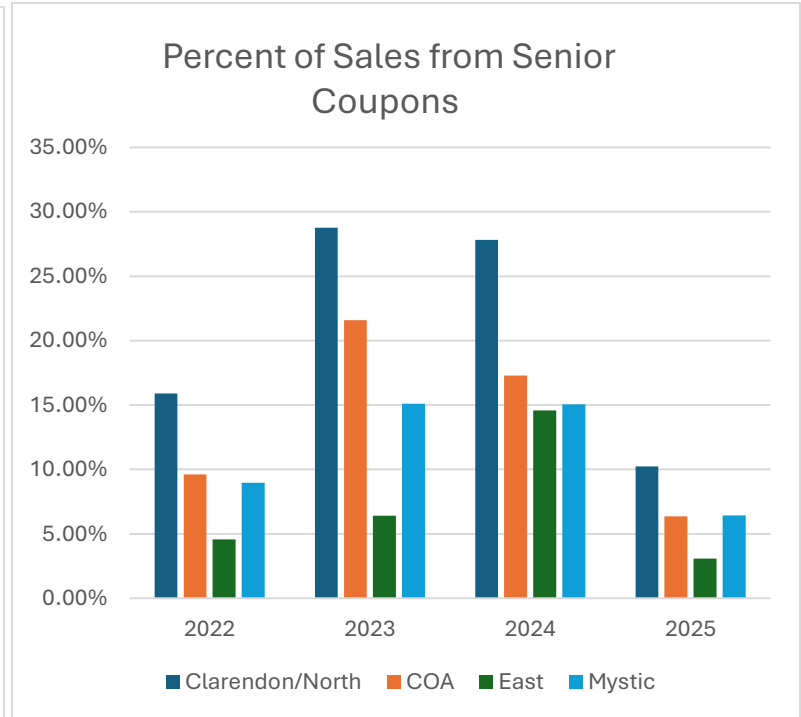
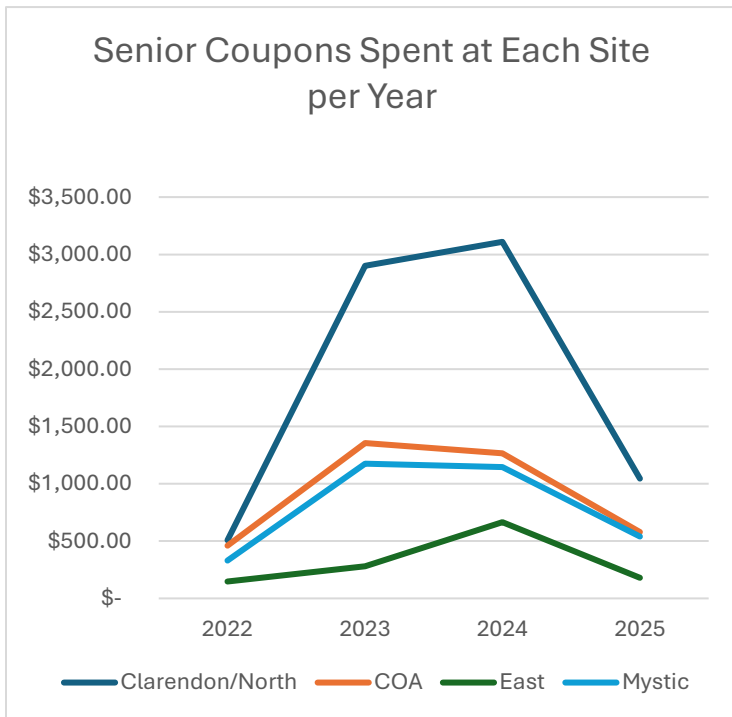
Basket size average is **higher at CHT, lower at COA, lower at the library, and higher at Mystic** than in 2024. The coupon cuts, HIP confusion, etc. seem to not have affected the

average basket size. That is, **people are spending the same amount of money on each transaction as in previous years** but using **different payment methods** to do so.

Payment methods:



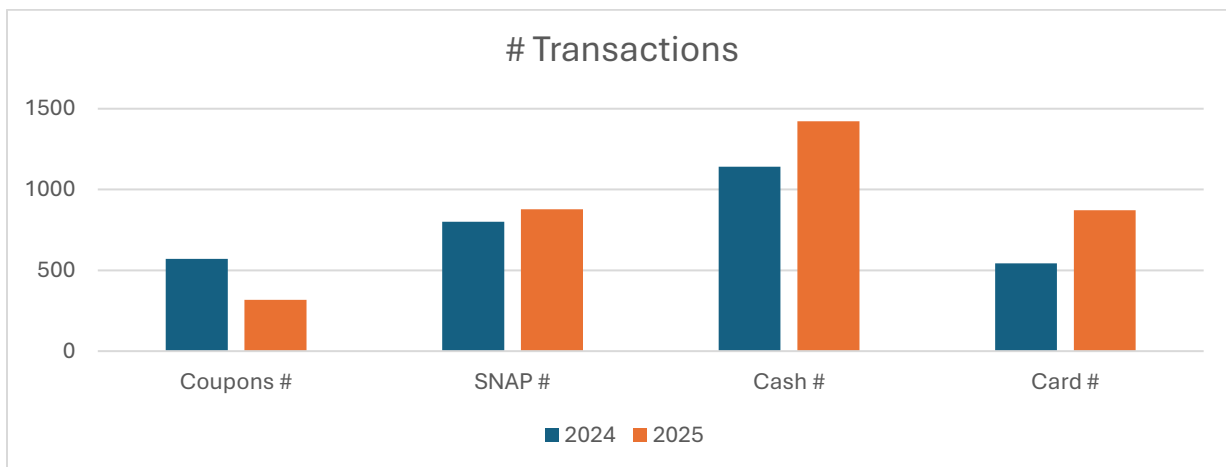
In 2025, we saw a drastic reduction in coupon payments, outlined more clearly in the graphs below:



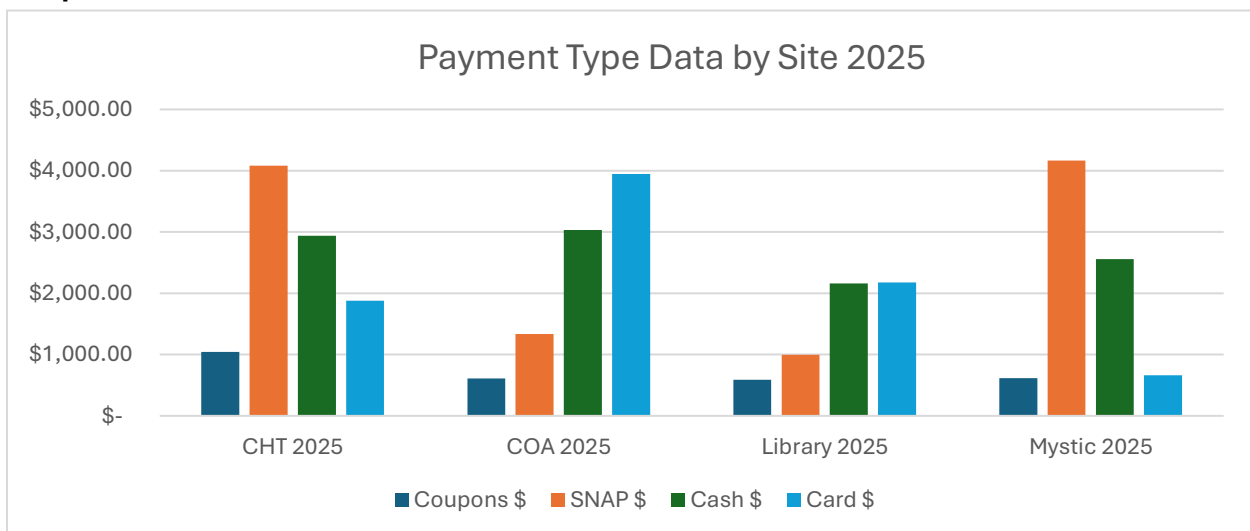
Senior coupon transactions in 2025 were way down from previous years. We know that coupon booklets were **worth half the amount** that they were in 2023 and 2024--\$25 instead of \$50. We also suspect that **less people received coupon booklets in general** and that **Clarendon Hill Towers may not have made a distribution.** Senior coupons made up 27.82% of sales at Clarendon Hill Towers in 2024 and 10.23% this year, meaning that senior coupons made up **17.58% less of total sales in 2025 compared to 2024 at Clarendon Hill Towers.**

Total sale percentage decreases between 2024 and 2025:

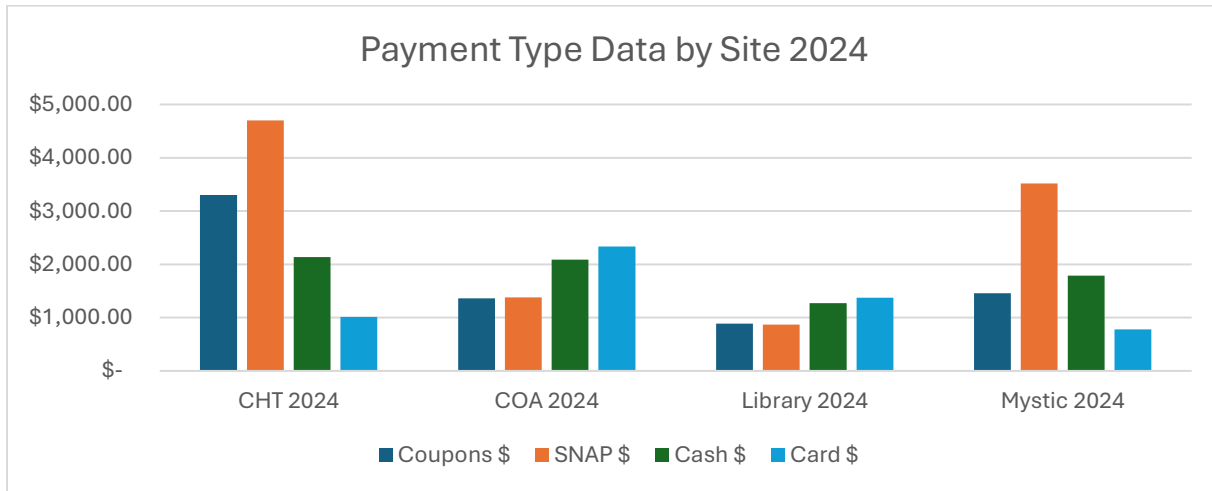
Clarendon – 17.58%, COA – 10.93%, East – 11.48%, Mystic – 8.61%



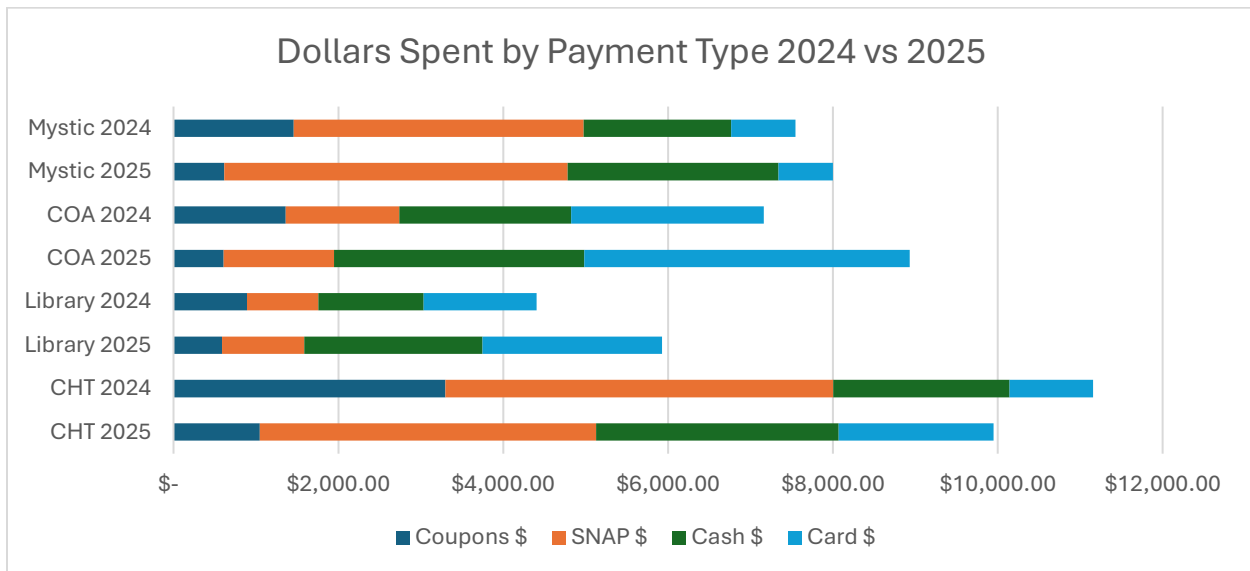
This graph clearly shows the impact of less coupon distribution in 2025. **Customers are paying with more cash and cards in 2025, a little bit more SNAP, and many less coupons.**



This graph shows the distribution of payment types (dollars spent with each) by site.



Above is the same graph with 2024 data.



And above are the two years compared to each other. At every site, **customers are making up for the lack of coupons with cash and card payments**. Each site saw **more sales in 2025 than in 2024**, except for Clarendon Hill Towers, where I would say that **the coupon deficit was too large to make up with cash**, even though we did see an additional ~1500 dollars spent at CHT in 2025 using cash and card vs. in 2024.

Observed Site Customer Demographic Changes

CHT

The Clarendon customer base seems consistent with previous years—mostly residents of the buildings, generally older folks but some with kids, large Haitian population. Items that

are more popular here than at other sites include cranberry beans, scallions, lalu. CHT houses onion lady and tomato guy who both buy ~10 pounds of each every week.

COA

At COA, we saw more customers that usually come to CHT also coming to COA, usually looking for more lalu or cranberry beans. We also saw more SCALE students and consistently saw young families. Fruit was extra popular at COA (melons, peaches, berries), as was squash.

LIBRARY

At the library, we saw a mix of young families, those that worked at establishments nearby, and the Mudflat staff! We got the most WIC coupons at the library, partially thanks to a distribution there in the middle of the season! Squash and arugula were+

extra popular with the mudflat staff, and otherwise cilantro, tomatoes, and radishes were more popular here than at other sites. A couple people liked to buy jilo here, so we usually brought one box for them.

MYSTIC

Mystic's customer base also seems consistent with previous years, although the Haitian women came less frequently towards the end of the season. More popular here than at other sites were Jilo (by far!), cranberry beans, lemongrass, and scallions.

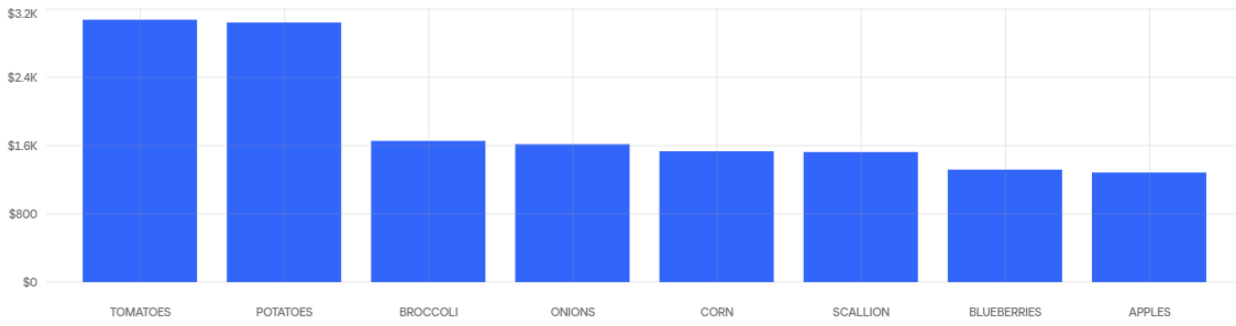
Top Item Sales

Top selling items by gross sales were tomatoes (3,076.20), potatoes (3,043.30), broccoli (1,655.58), onions (1,617.15) and corn (1,534.50).

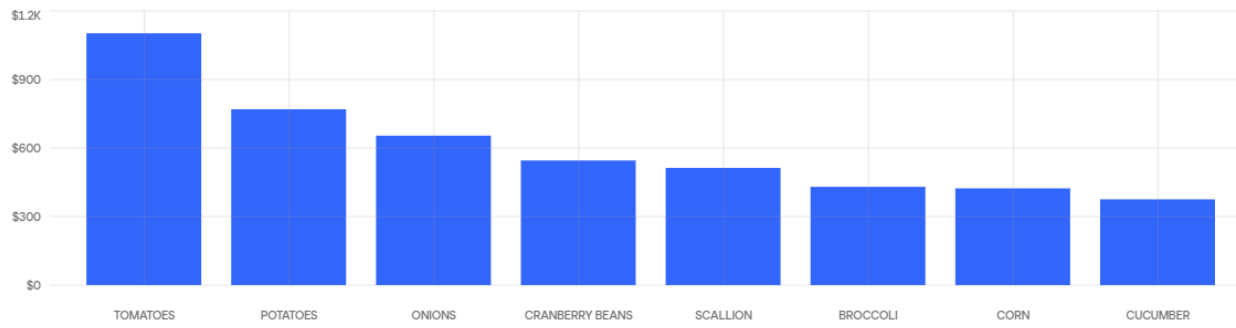
Top selling items by most transactions were corn (1,874), scallions (1,683), potatoes (1,171), tomatoes (1,037) and onions (852).

Least selling items were chard, pattypan squash, lemongrass, mint, and shishito peppers.

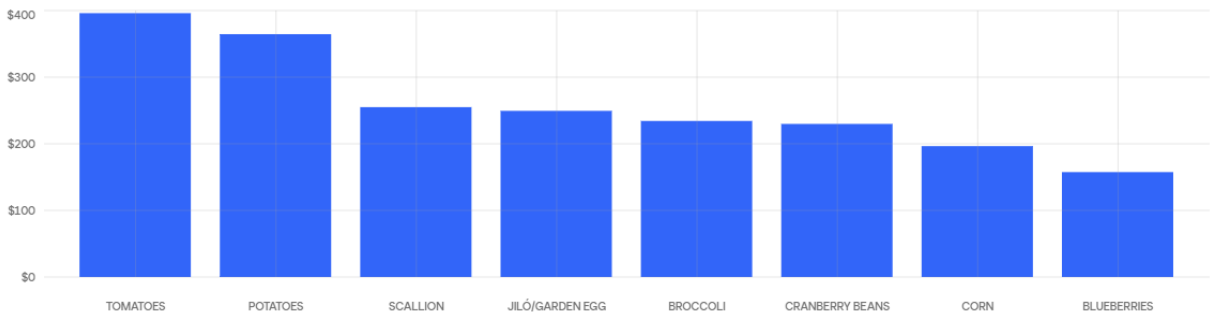
All markets:



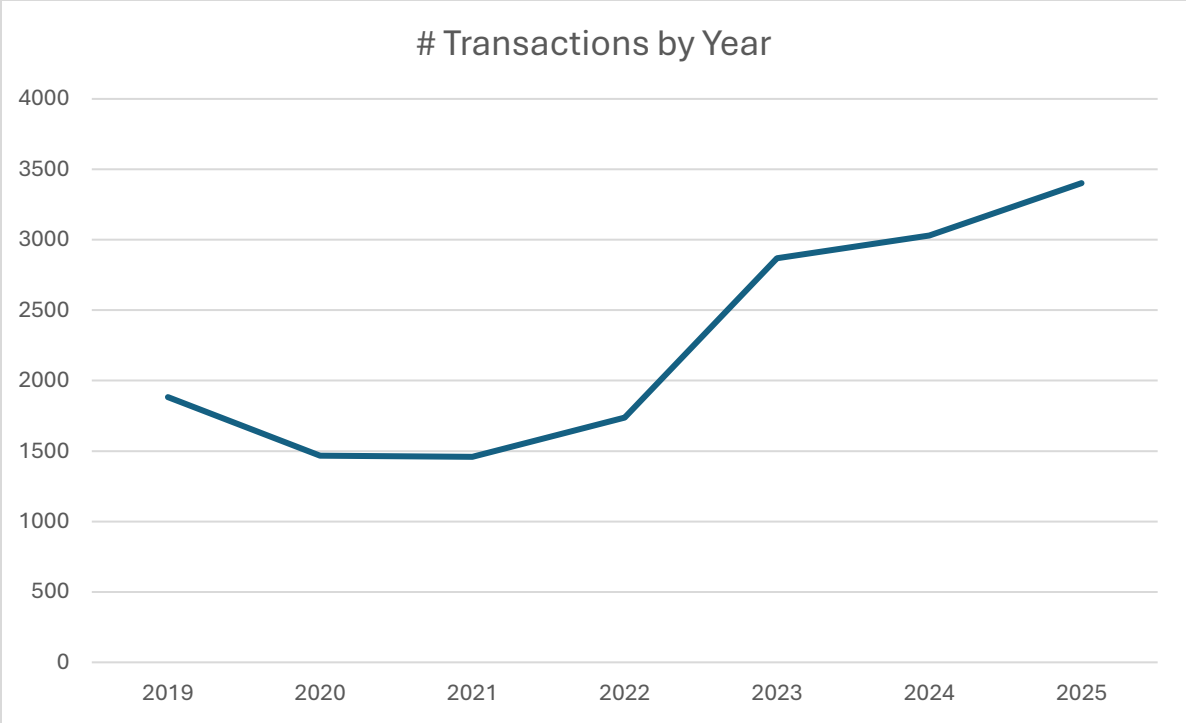
4pm-7pm (mostly CHT):



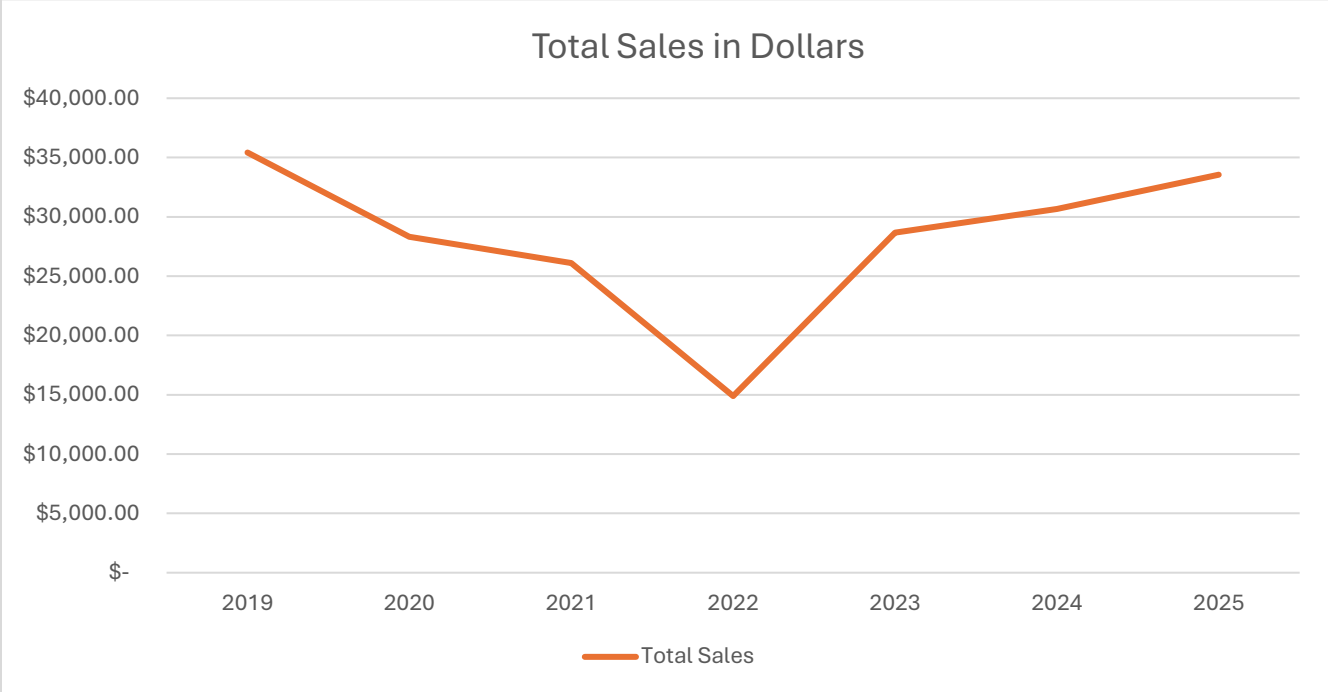
10am-10:35am (mostly Mystic):



2019-2025 Total Data



Transactions have increased since 2021, even in 2025, despite decreased coupon distributions.



Total sales have been steadily climbing over the years. The dip in 2022 represents a policy change with the decision to streamline the pricing so that everyone received the discount, not just people using benefits or living at public housing.