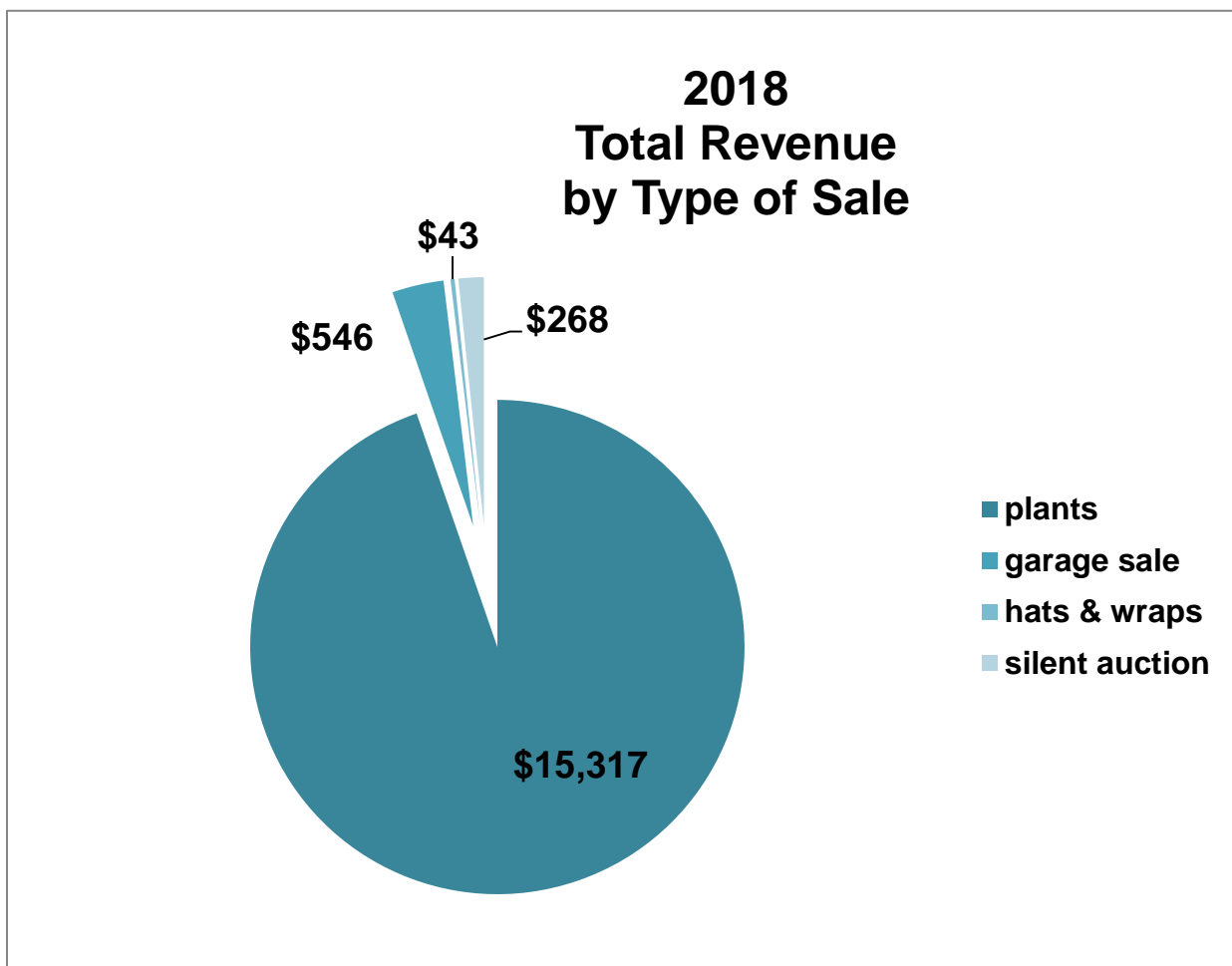


Lincoln County Master Gardener™ Plant Sale

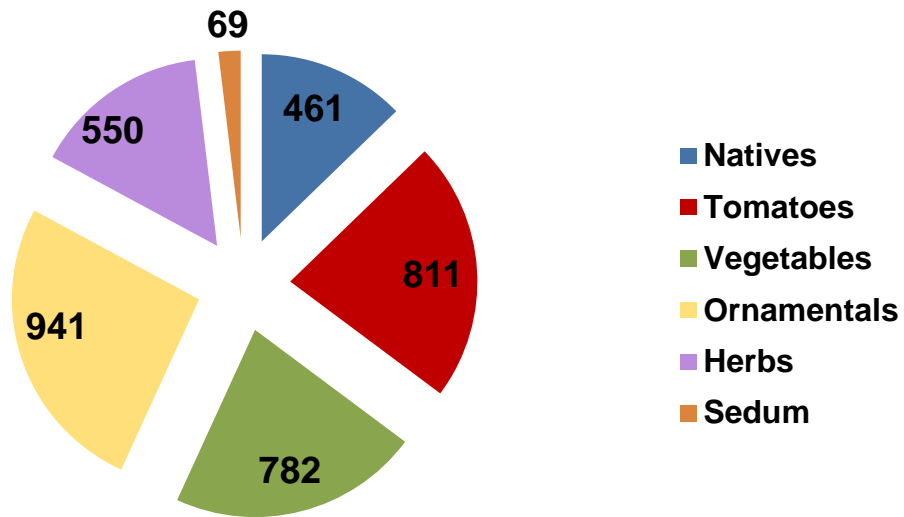
2018

The LCMGA plant sale was held at the Lincoln County Fairgrounds on May 18-19, 2018. Our preliminary Total Revenue (aka Gross Revenue) from the plant sale was \$16,174. Total Revenue was derived from plant sales, the garage sale, hats and wraps donated by Paula Wenell, and the silent auction (including a potting table handcrafted by Cathi Block).

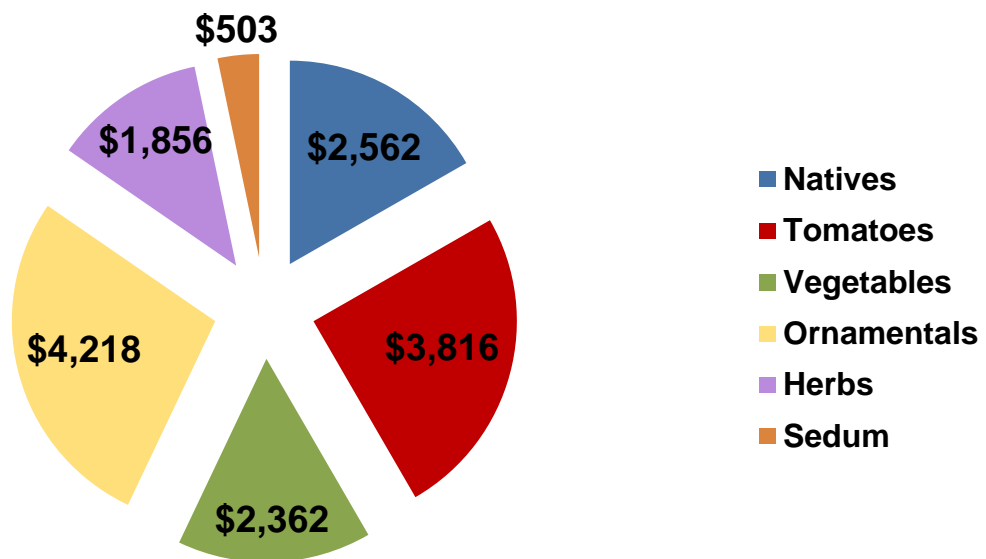


The remainder of this report focuses on plant sales. Sales were derived from six different plant sections: Natives, Tomatoes, Vegetables, Ornamentals, Herbs, and Sedum. Total Revenue from 3,614 plants sold was \$15,317 in 2018. The quantity of plants sold and Total Revenue for each section or category of plants are shown in the charts below.

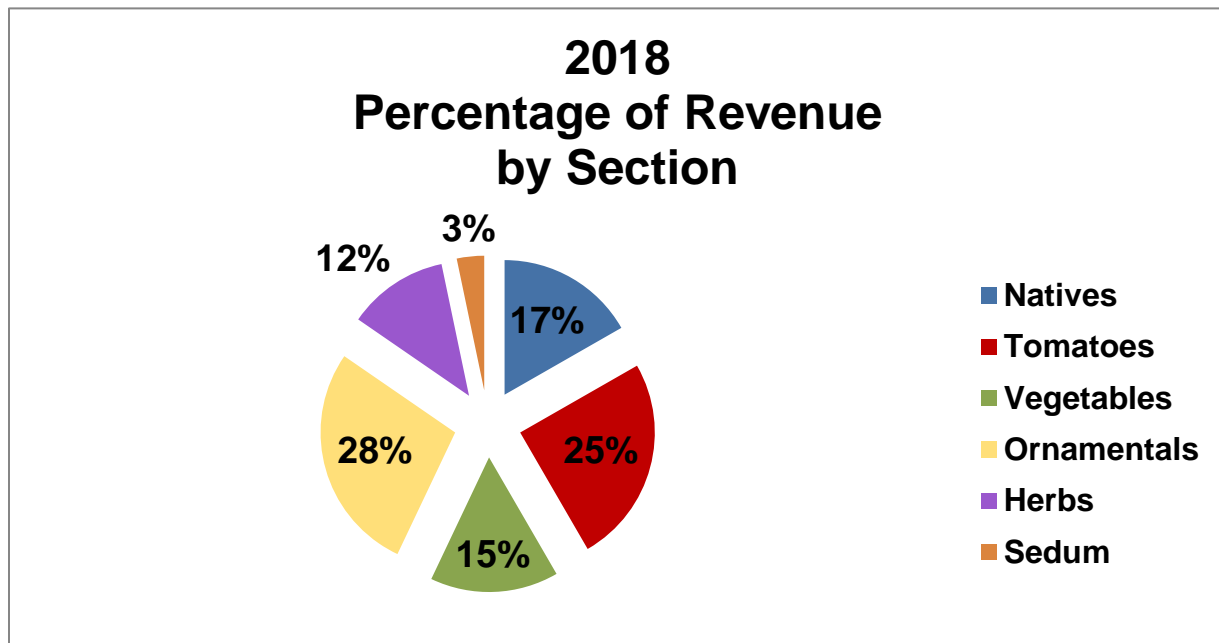
2018 Quantity of Plants Sold by Section



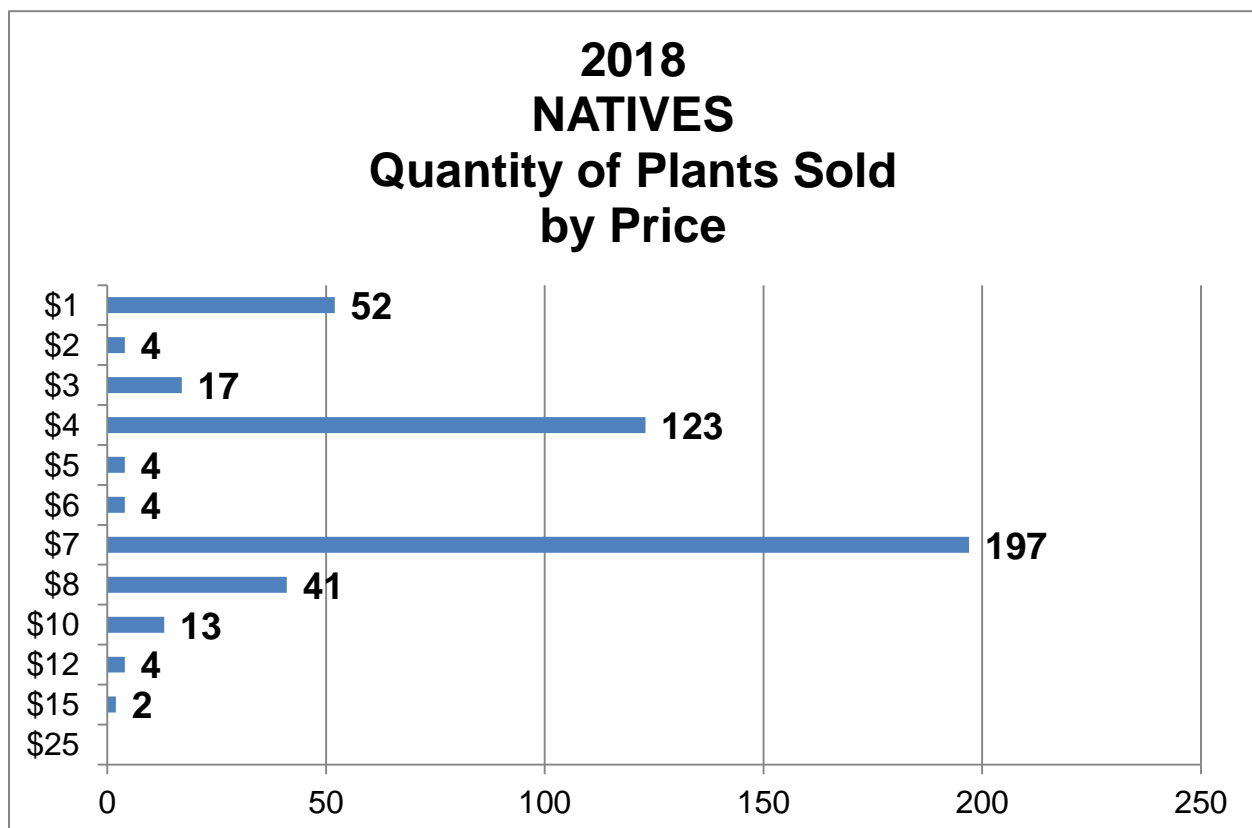
2018 Total Revenue by Section



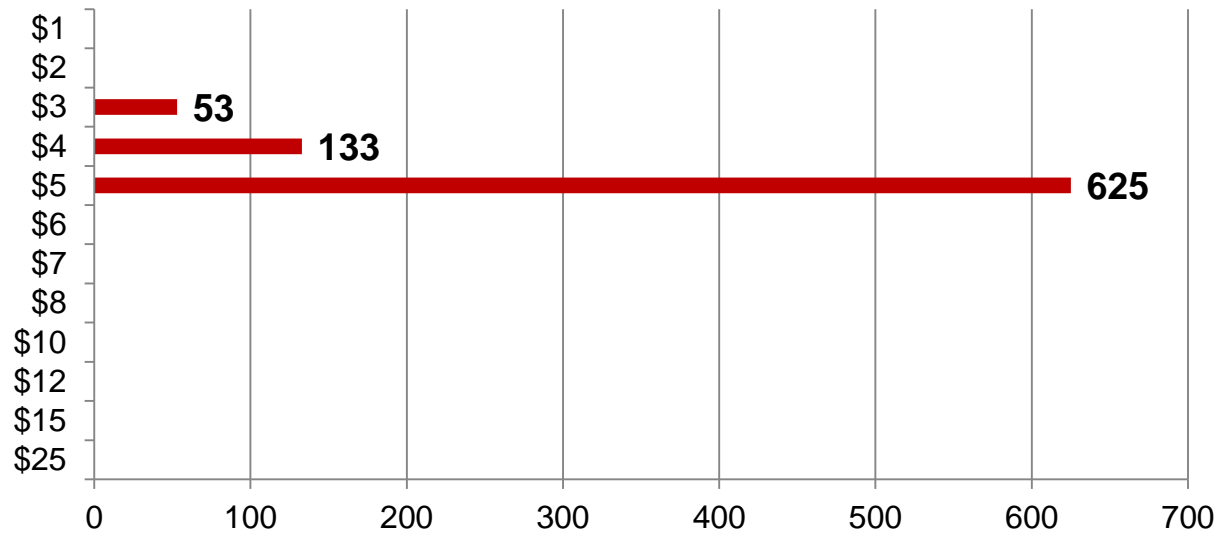
Ornamentals and Tomatoes were the top two section earners with \$4,218 (28% of revenue) and \$3,816 (25%), respectively, followed by Natives at \$2,562 (17%), Vegetables at \$2,362 (15%) and Herbs at \$1,856 (12%) as shown below:



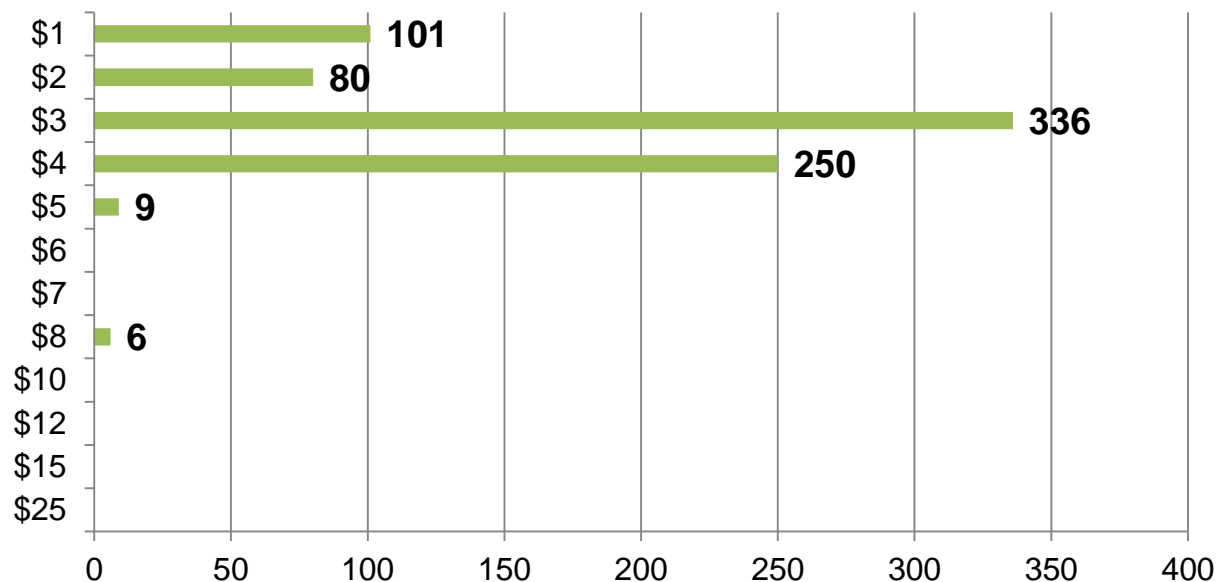
Sales of plants by price are shown in the following charts for each section.



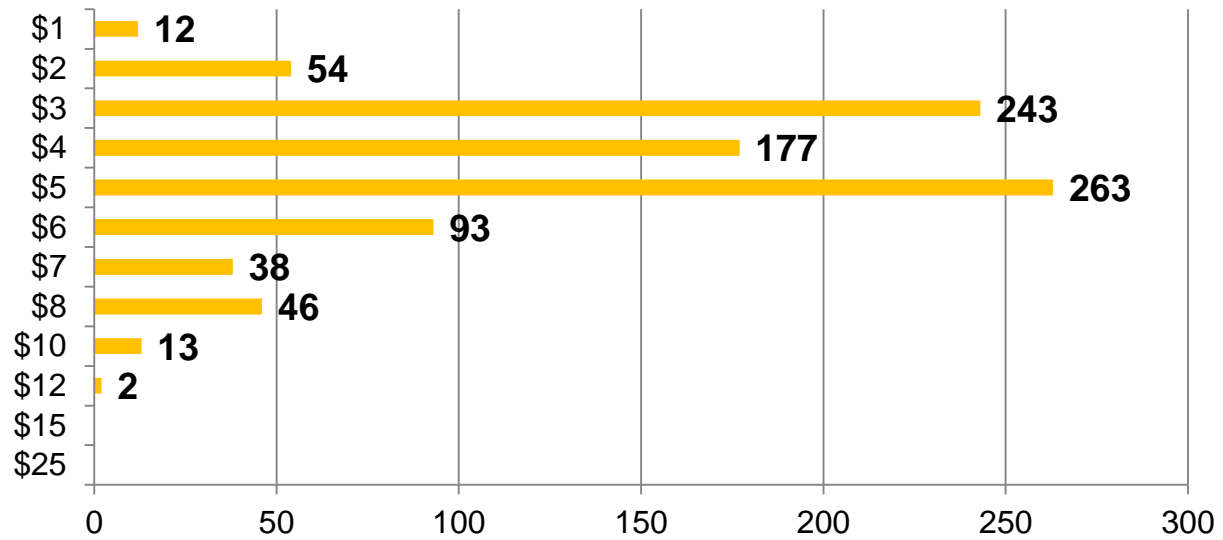
2018 TOMATOES Quantity of Plants Sold by Price



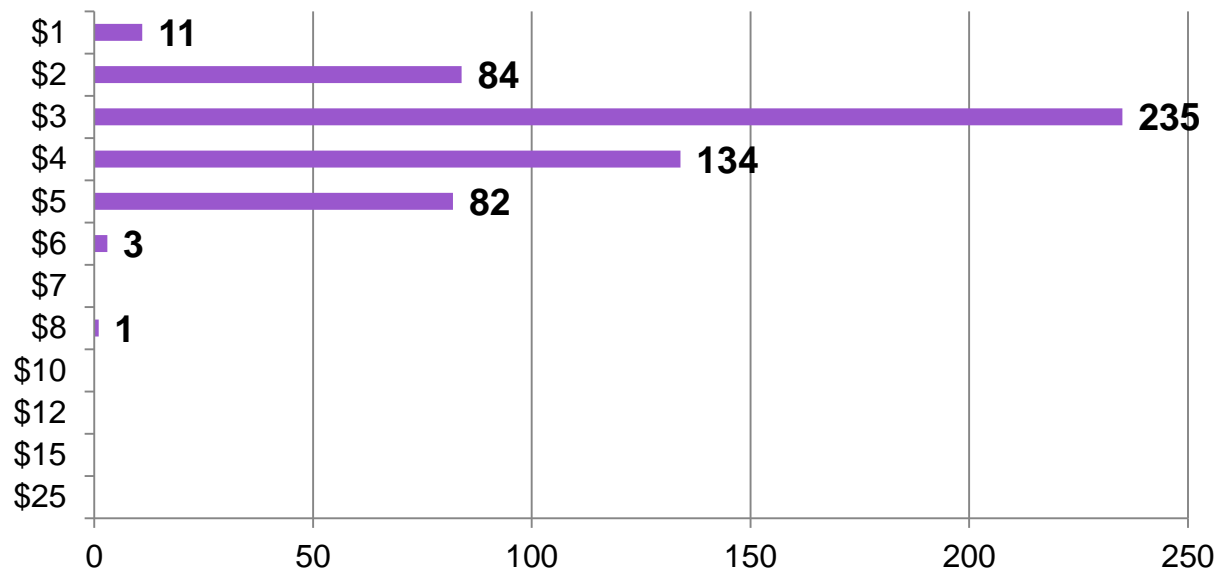
2018 VEGETABLES Quantity of Plants Sold by Price

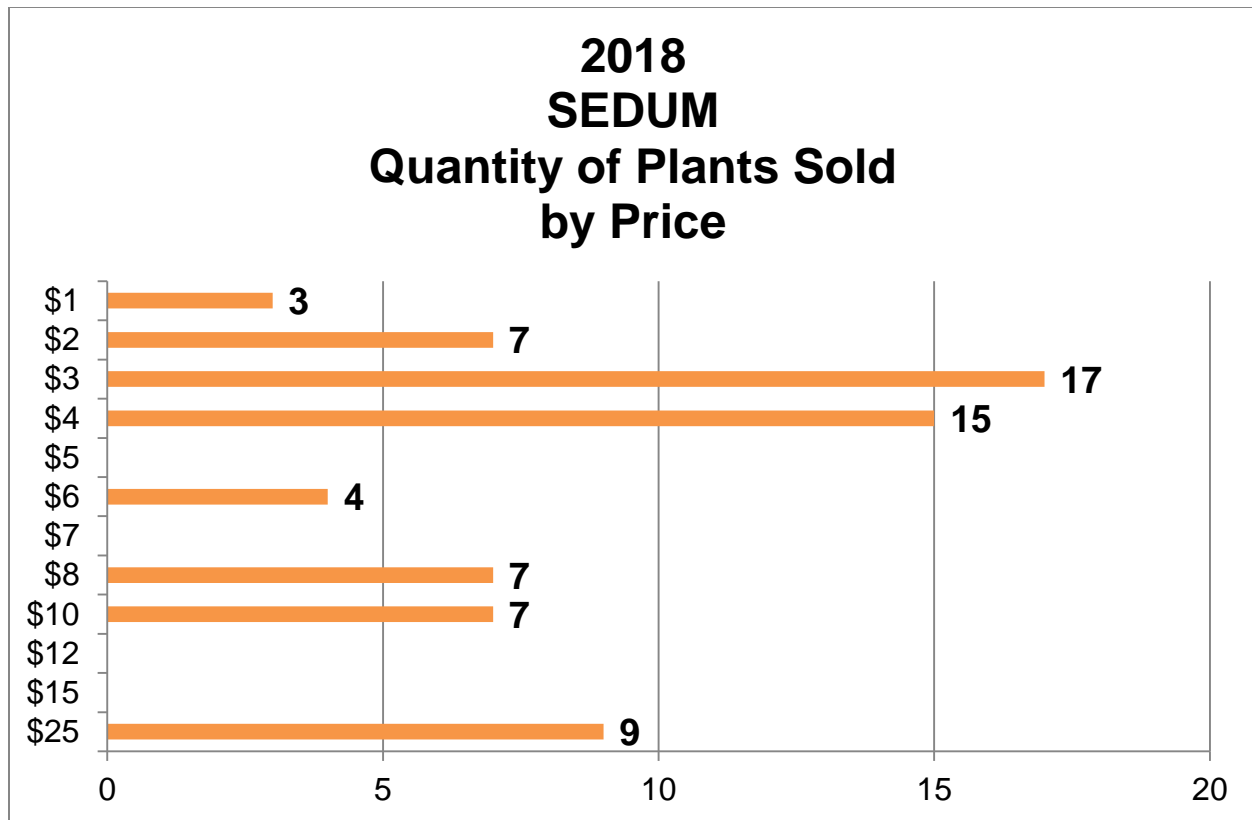


2018 ORNAMENTALS Quantity of Plants Sold by Price



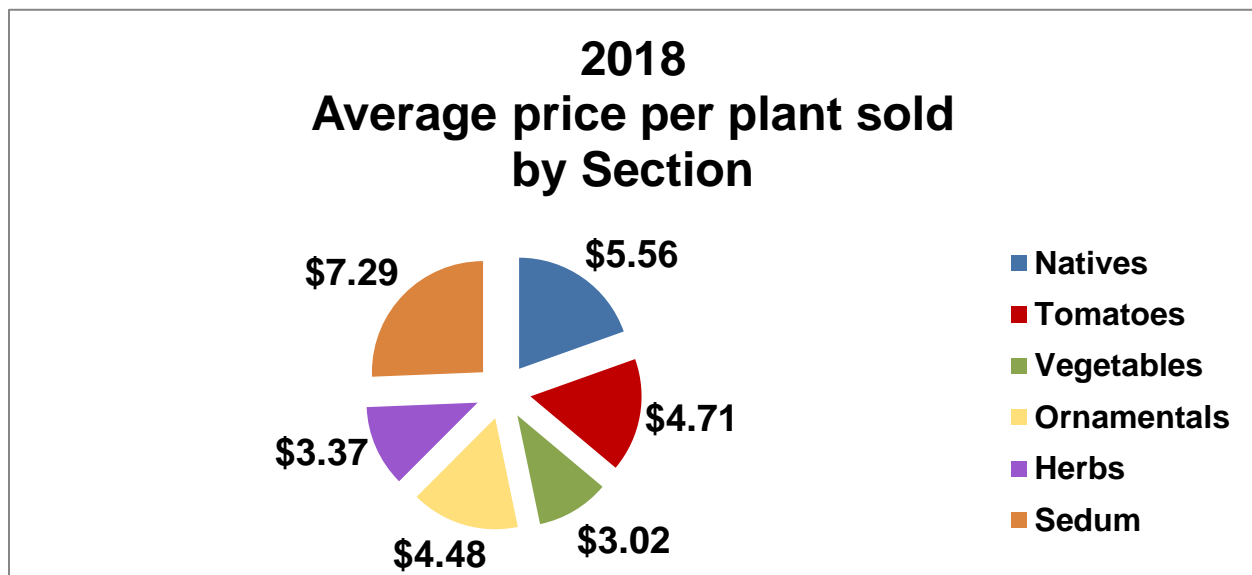
2018 HERBS Quantity of Plants Sold by Price





Most natives sold for \$4 or \$7 and most tomatoes for \$5. Vegetables typically sold for \$3 or \$4, while most ornamentals sold for between \$3 and \$5. Almost all the herbs sold for between \$2 and \$5. The majority of the sedum sold for between \$2 and \$4. Nine of the sedum topped “living” birdhouses (built by Cathi Block) were sold for \$25 each.

Another way of looking at the revenue contribution for each section is by examining the average price per plant sold in the chart below.



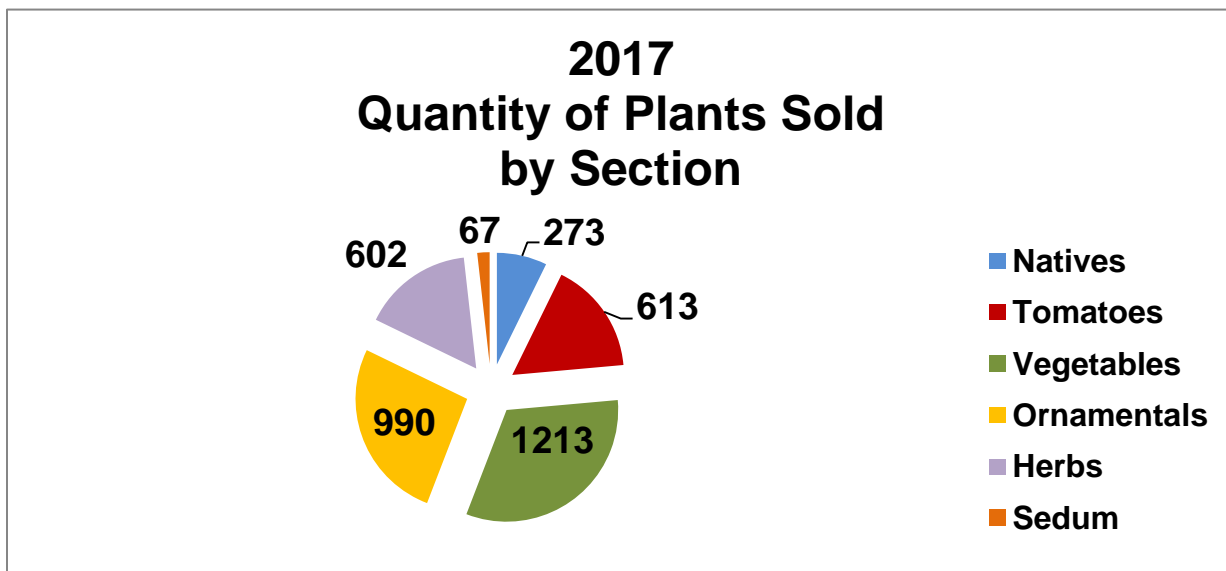
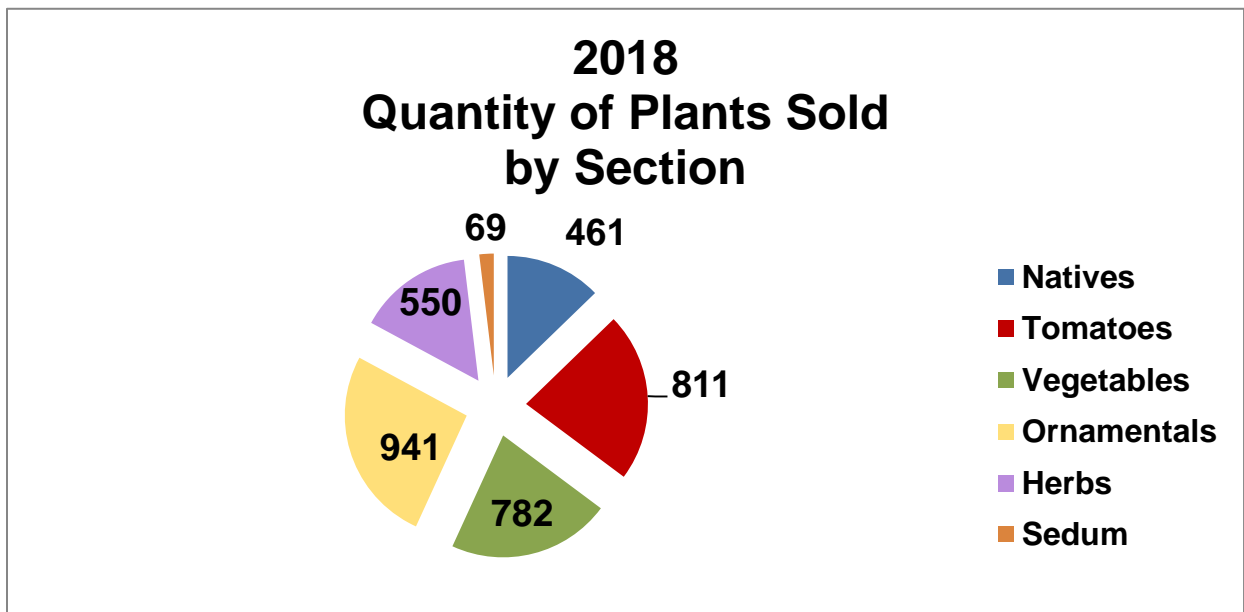
The highest average price per plant, \$7.29 was in the Sedum section, in which the living birdhouses sold for \$25. This was followed by the Native section at \$5.56, the Tomato section at \$4.71, and Ornamentals at \$4.48. The remaining two sections were Herbs at \$3.37 and Vegetables at \$3.02.

APPENDIX

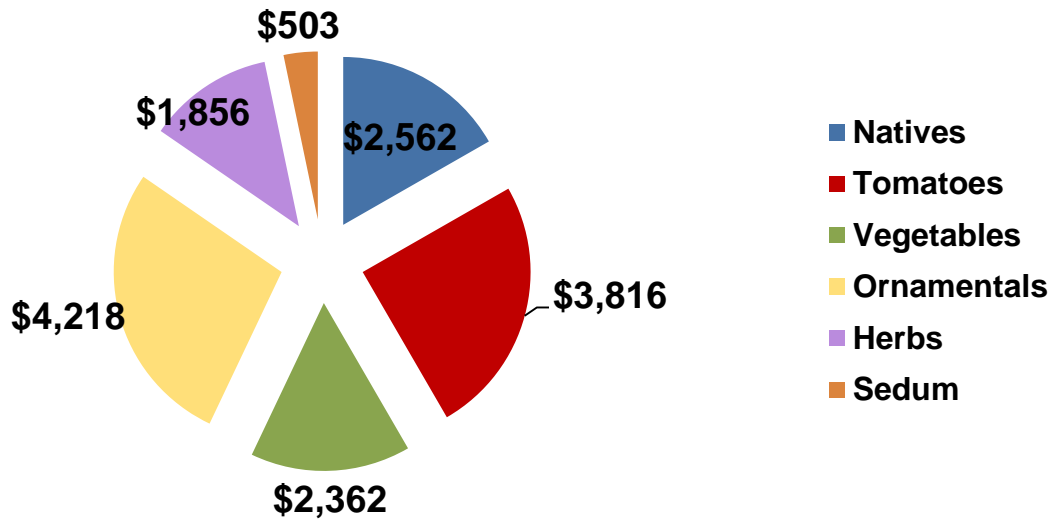
A COMPARISON OF 2018 AND 2017 DATA AND A COMPARISON OF FRIDAY AND SATURDAY PLANT SALES DATA FOR 2018

COMPARISON OF 2018 AND 2017 PLANT SALES

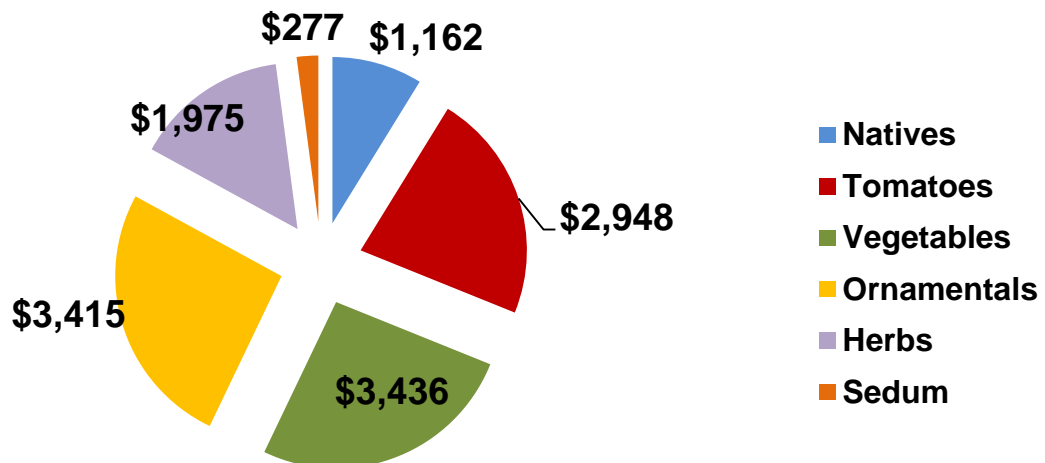
The following charts compare our experience in 2018 with that in 2017. According to preliminary data, gross plant sales revenue rose from \$13,213 in 2017 to \$15,317 in 2018.



2018 Total Revenue by Section

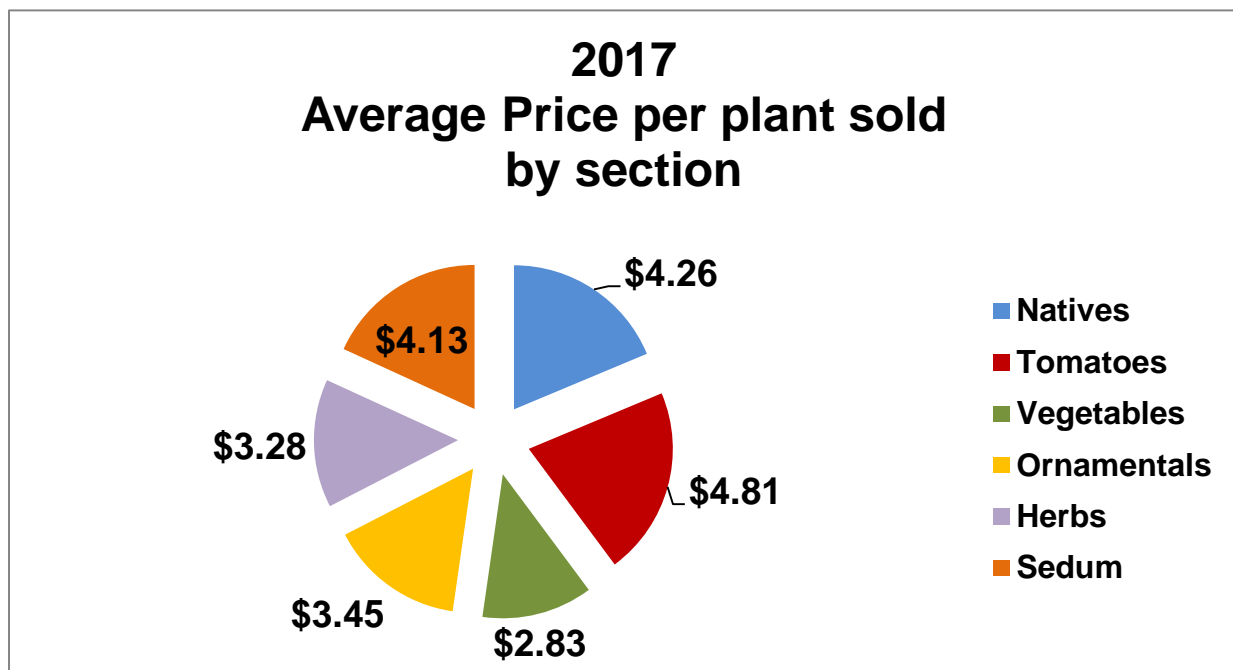
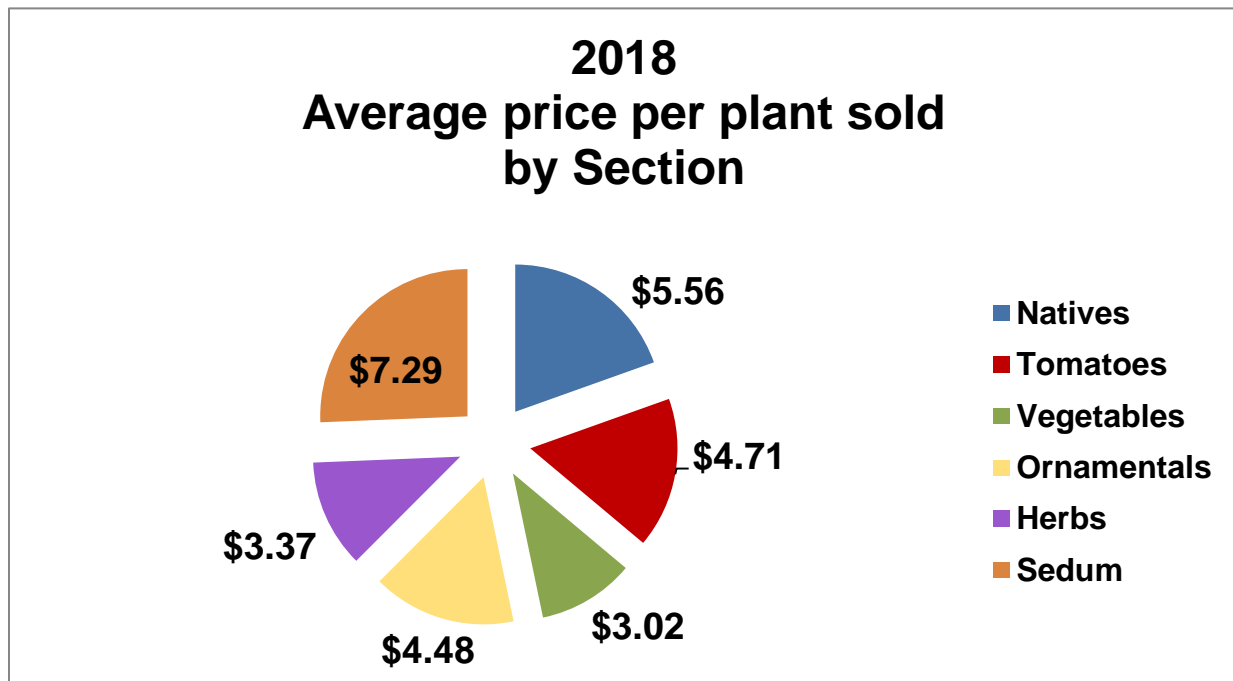


2017 Total Revenue by section



One of the most striking differences is in the quantity of Vegetables offered for sale, sales dropped to 782 plants in 2018 from 1213 in 2017. This was no doubt due to a

drop in the number of growers, seed germination rates, and so forth. On the other hand, there was an increase in both the number of Natives sold (461 in 2018 vs. 273 in 2017) and Tomatoes sold (811 in 2018 vs. 613 in 2017).

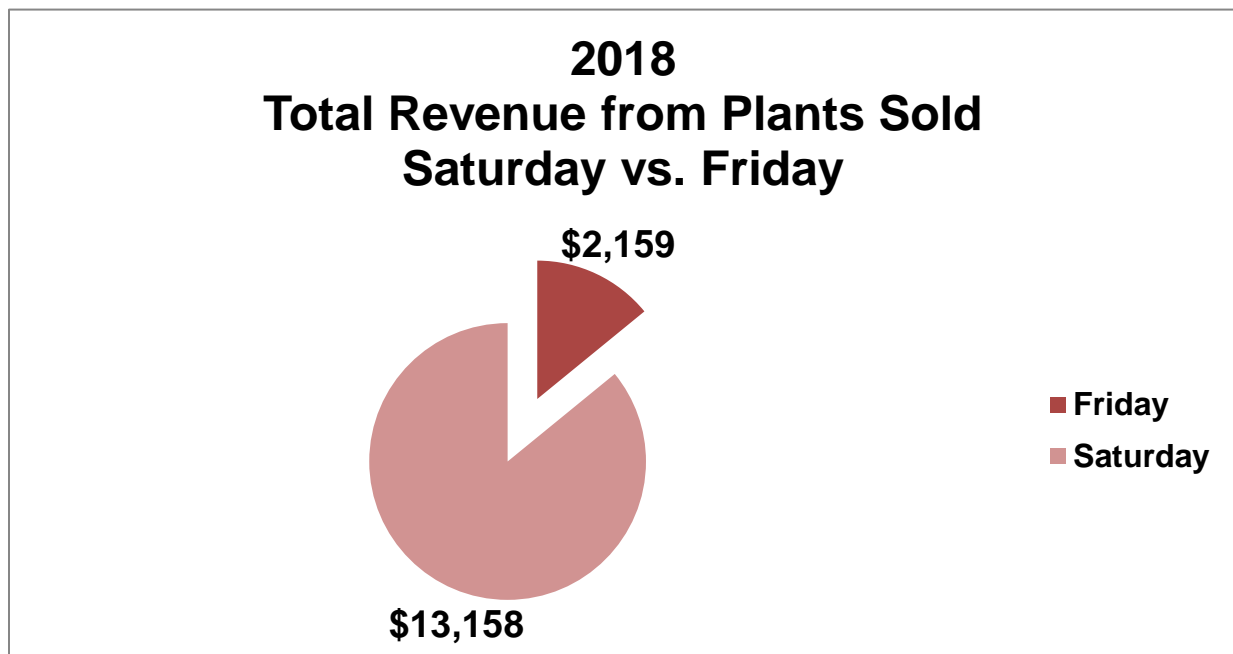
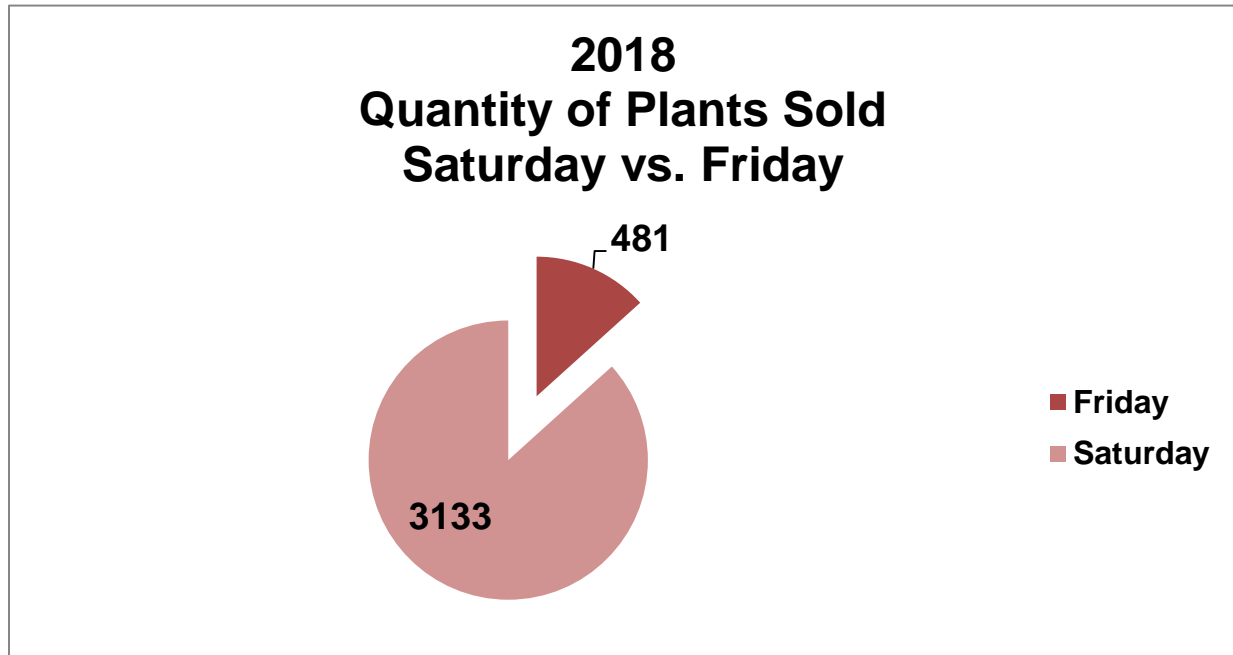


As seen in the above two charts, while the number of Vegetables sold fell significantly from 2017 to 2018, the average price per plant rose from \$2.83 in 2017 to \$3.02 in 2018. Thus, the Vegetables were offered at a slightly higher price in 2018. In fact, the average price per plant sold increased for all sections except for Tomatoes, where the

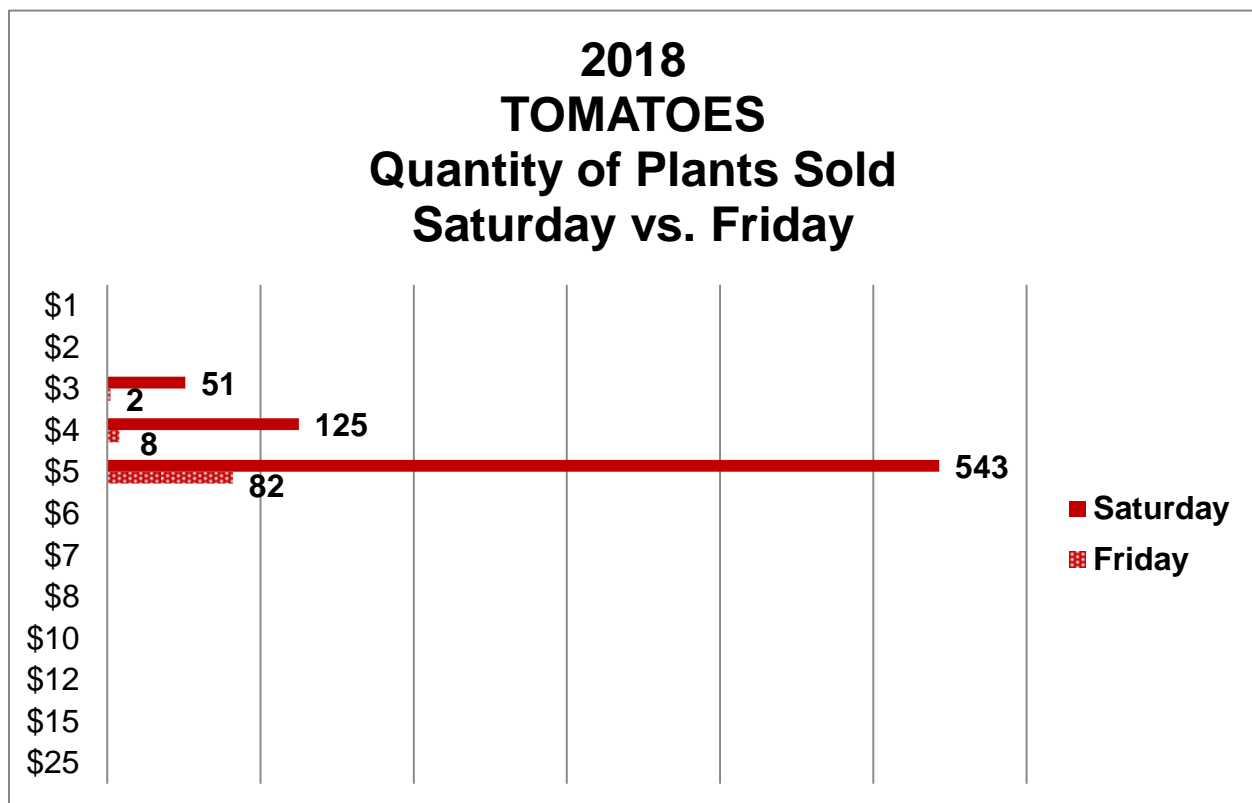
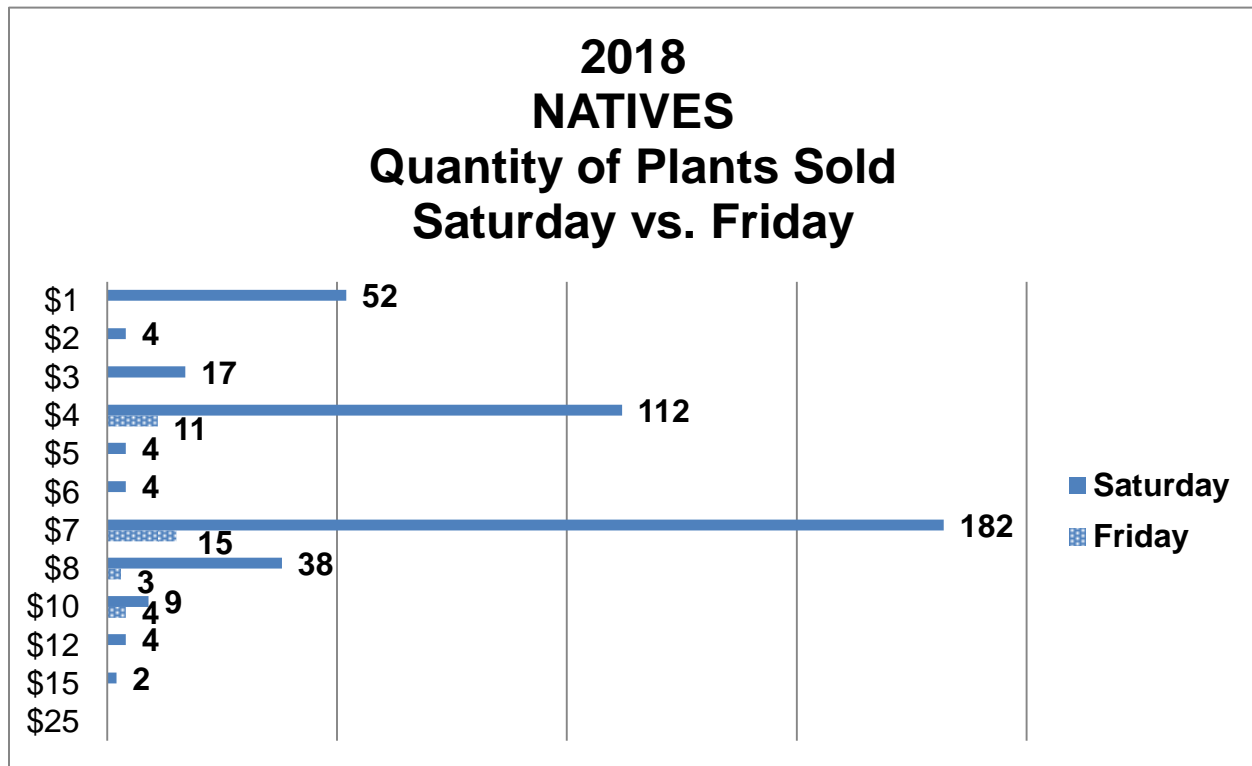
average price fell slightly. Some of the tomato plants this year did not grow as quickly as others and were therefore sold at a lower price.

COMPARISON OF FRIDAY SALES AND SATURDAY SALES

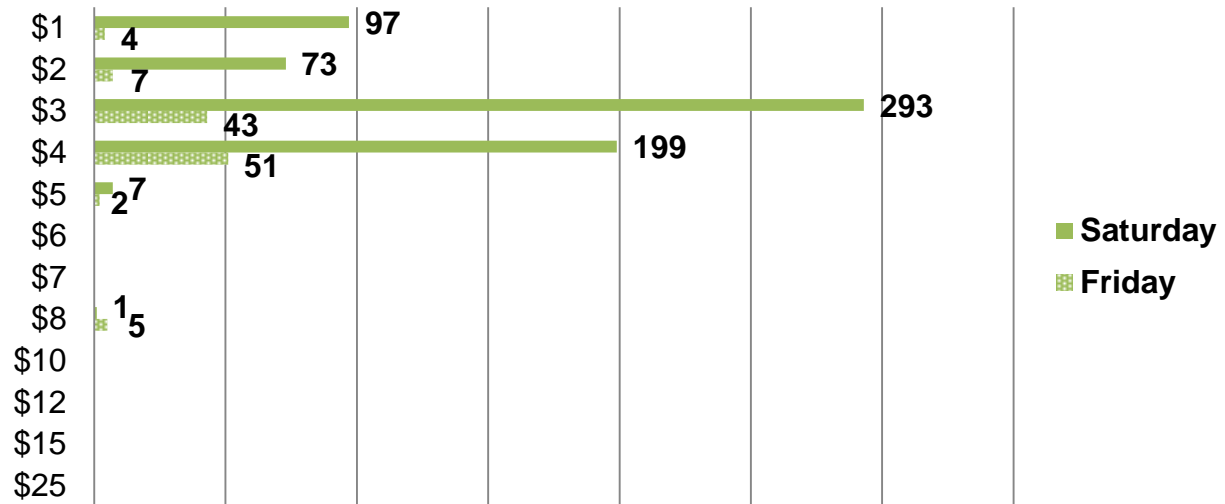
One perk of volunteering to work at the plant sale set-up is that those MGs may purchase plants on Friday, prior to the public opening of the Plant Sale. As the following two figures show, about 14% of both the quantity of plants sold and Total Revenue from plant sales come from the Friday sale.



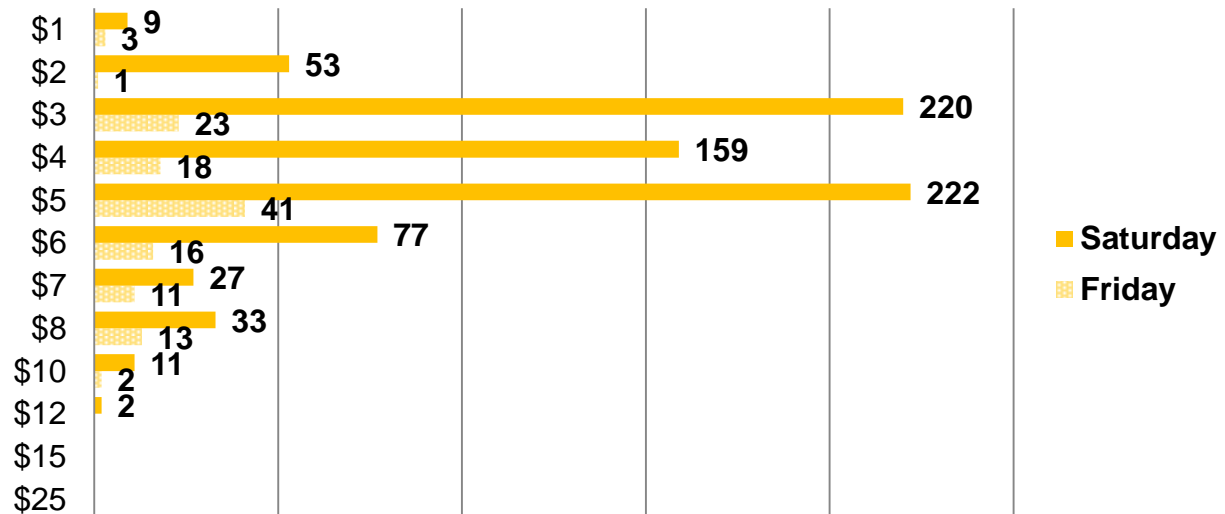
The remaining charts compare, for each Section, the number of plants sold at various prices on Friday and on Saturday.



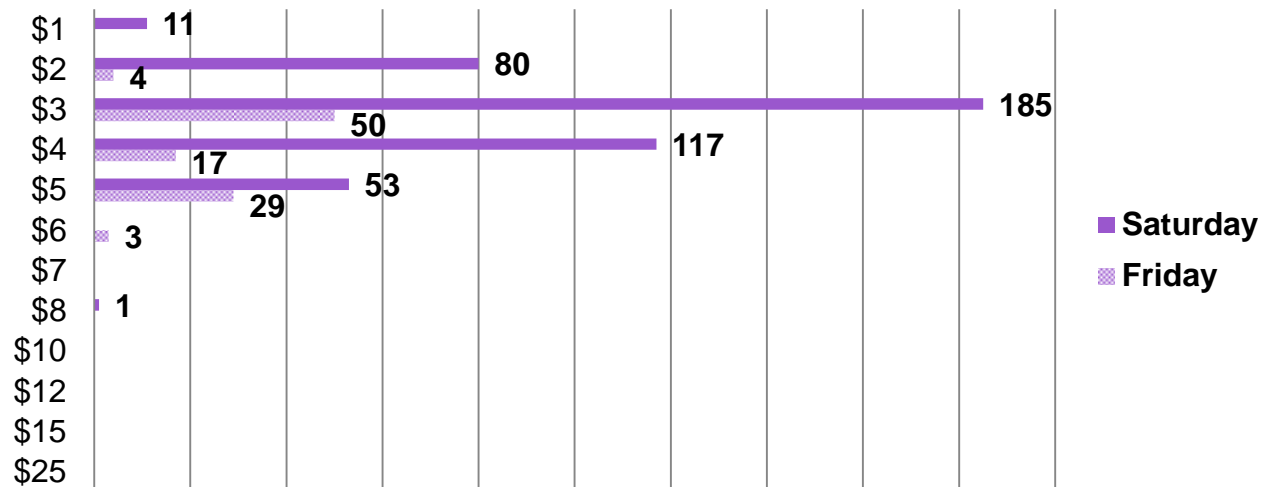
2018 VEGETABLES Quantity of Plants Sold Saturday vs. Friday



2018 ORNAMENTALS Quantity of Plants Sold Saturday vs. Friday



2018 HERBS Quantity of Plants Sold Saturday vs. Friday



2018 SEDUM Quantity of Plants Sold Saturday vs. Friday

