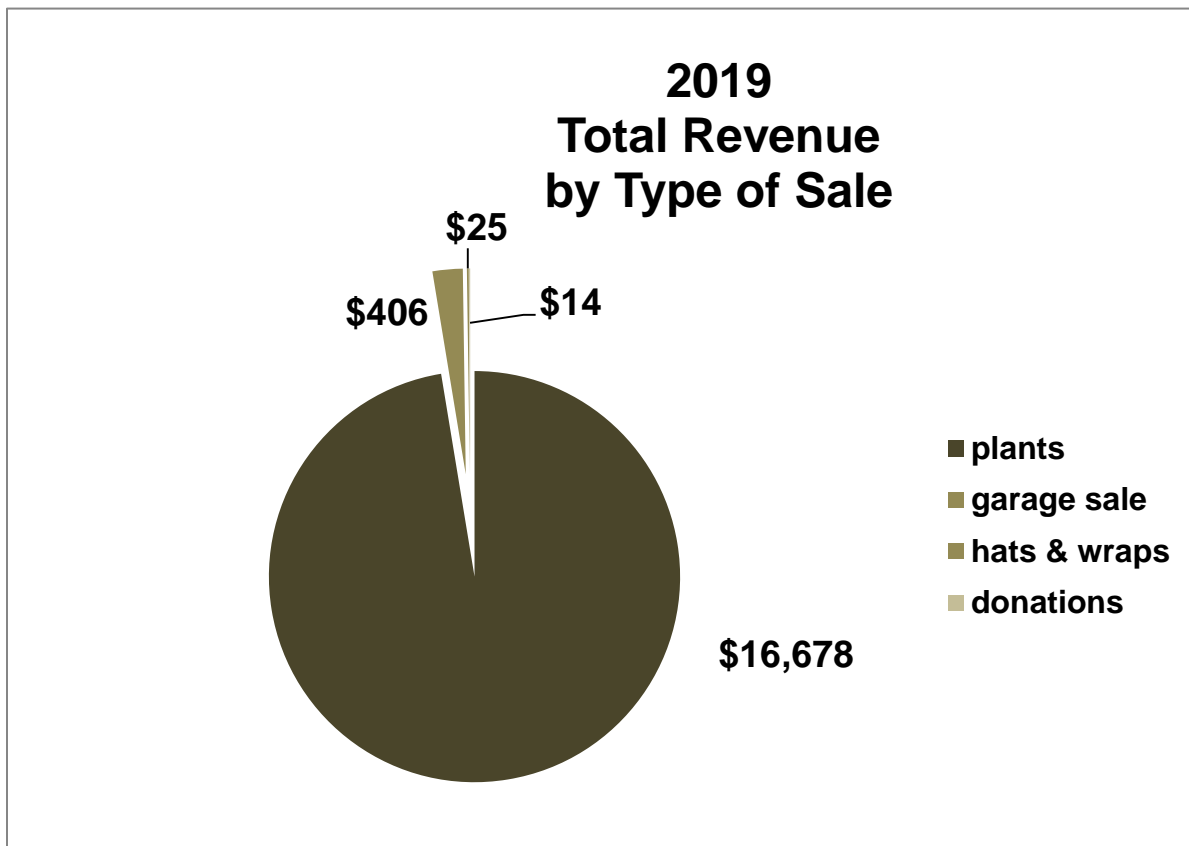


Lincoln County Master Gardener™ Plant Sale

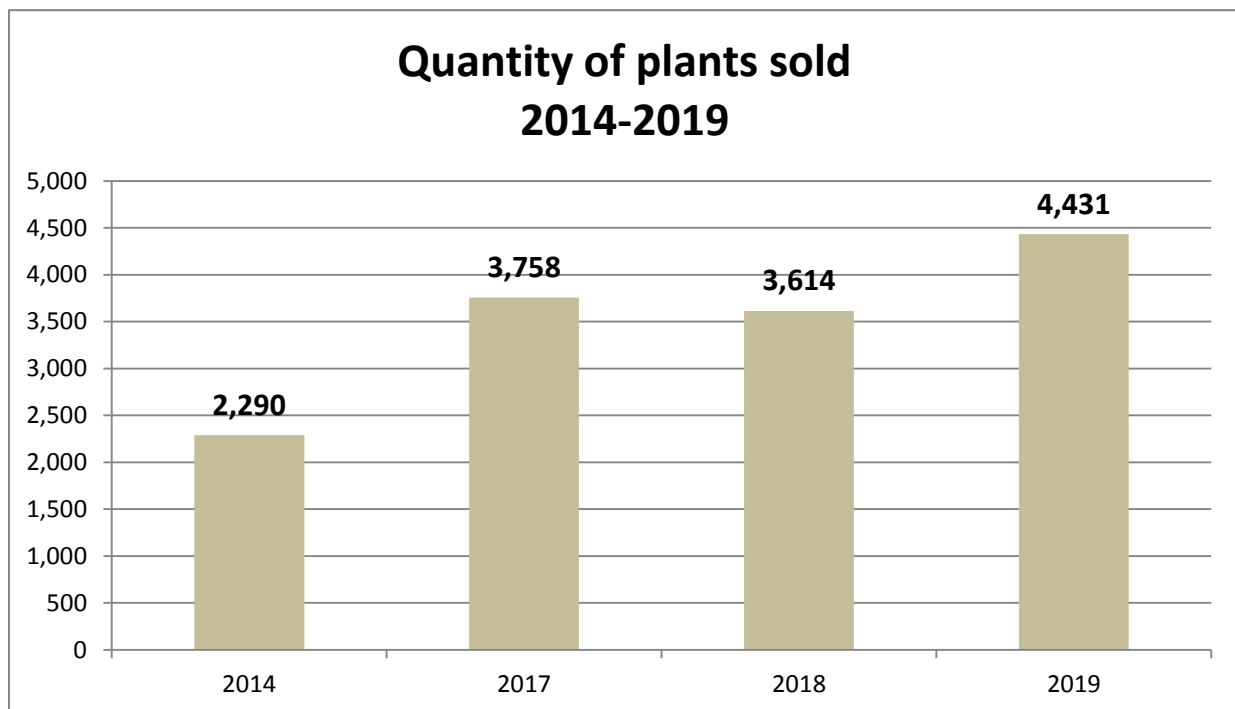
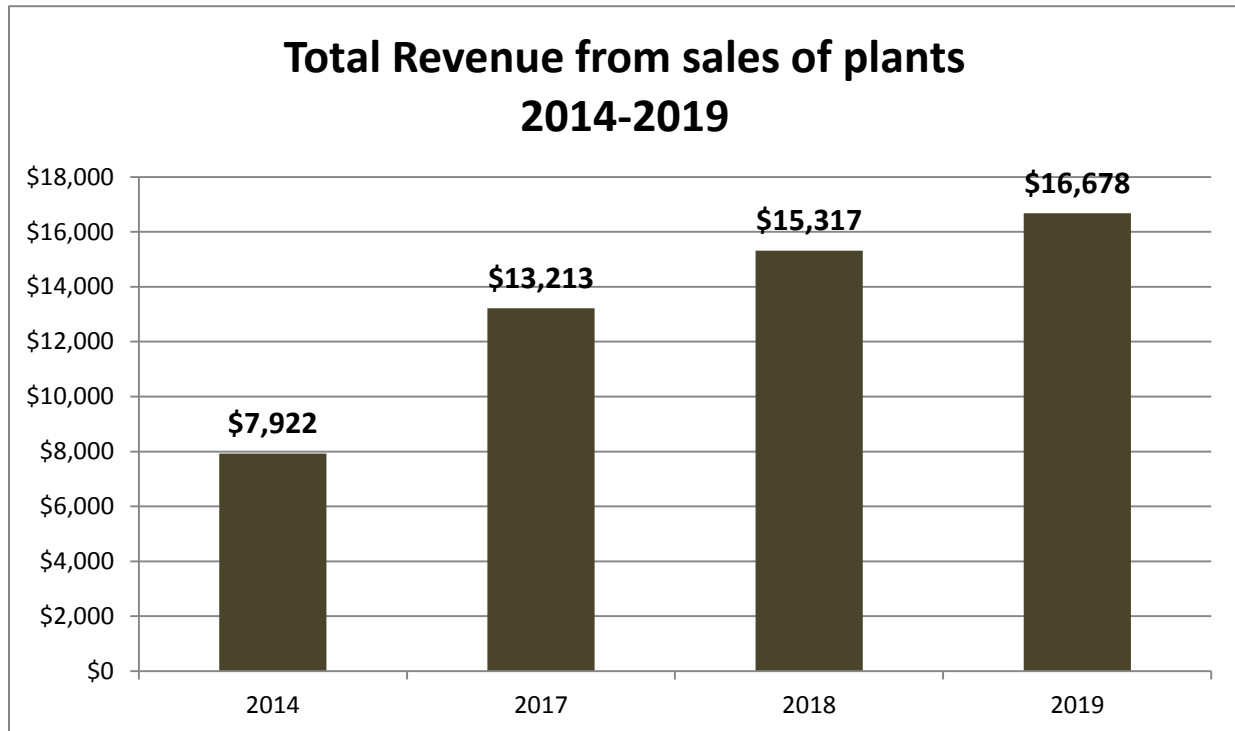
2019

The LCMGA plant sale was held at the Lincoln County Fairgrounds on May 17-18, 2019. Our preliminary Total Revenue (aka Gross Revenue) from the plant sale was \$17,123. Total Revenue was derived from plant sales, the garage sale, hats and wraps donated by Paula Wenell, and hanging baskets donated by Alanna Miklic. There was also a cash donation made at the sale. Ninety-seven percent of our revenue was derived from the sale of plants. Kudos to our co-coordinators, Cathi Block and Greg Kurtz, as well as the section leads: Sharon Busby (tomatoes), Mary-Ellen Townsend (herbs), Jill Johnson (vegetables), Ann Geyer (natives), Dawn Henton (ornamentals), Cathy Fitzhugh (cashiers), Marlene Shapiro (tallies), Rebecca Hooper (hospitality), Pami Monette (help desk), Darla Groves (holding area), Michael Christy (education booths), and Diane Gettis (garage sale). Finally, thanks to all growers and volunteers for their efforts.

The preliminary Total Revenue reported in this document may not agree with the official results shown in the LCMGA budget. Plant sales figures are based only on the price tags collected from plants sold. There were some illegible or missing price tags.



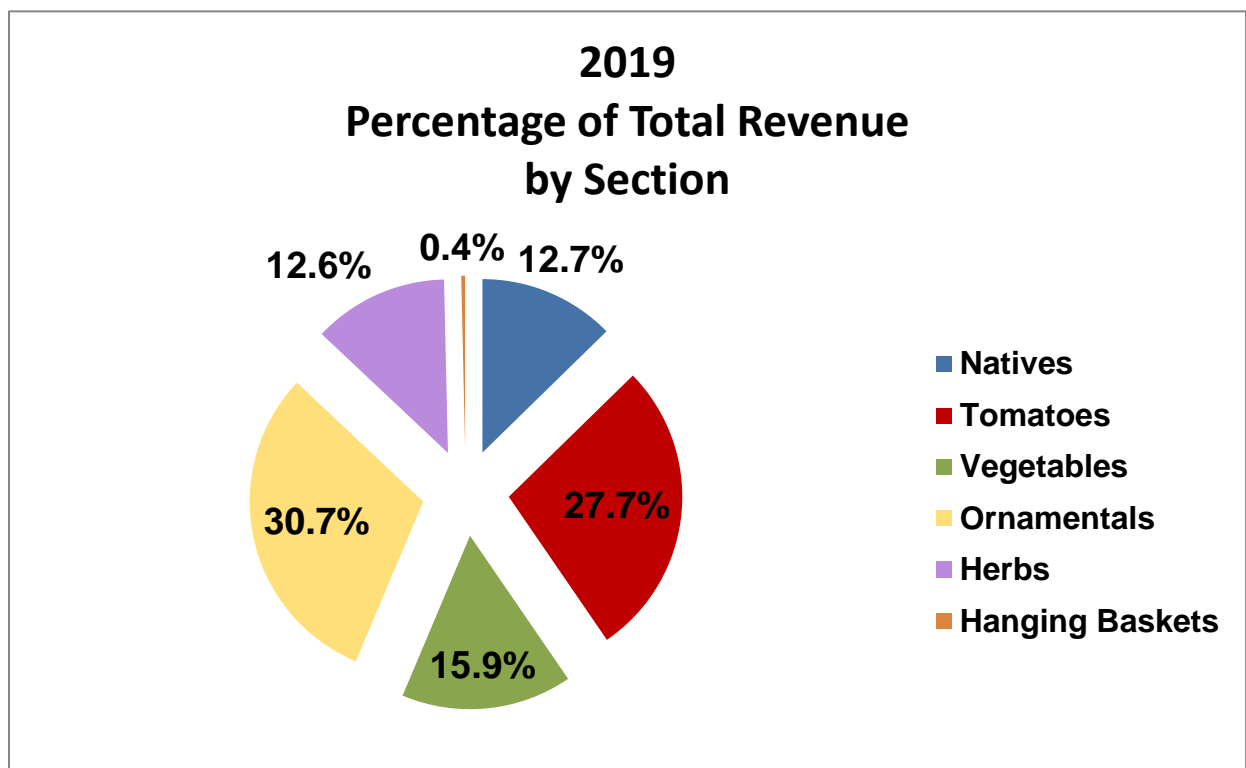
The remainder of this report focuses on the sale of plants. Plant revenues rose by 9% from 2018 to 2019. The following charts compare the total revenue and quantity of plants sold from 2014 and 2017-2019. Total revenue from the sales of plants doubled from 2014 to 2019, from \$7,922 to \$16,678.



Similarly, the quantity of plants sold almost doubled to 4,431 in 2019 from 2,290 in 2014. The drop in the number of plants sold in 2018 to 3,614 was due in large part to the number of plants offered for sale due to a drop in the number of growers, seed germination rates, and so forth.

In 2018 we had a selection of sedum planters offered for sale, which accounted for \$503 of 2018 revenue. In 2019, these were replaced by the sale of hanging baskets, which accounted for \$60 in 2019 gross revenue. Nevertheless, gross revenue from plants rose from \$15,317 in 2018 to \$16,678 in 2019.

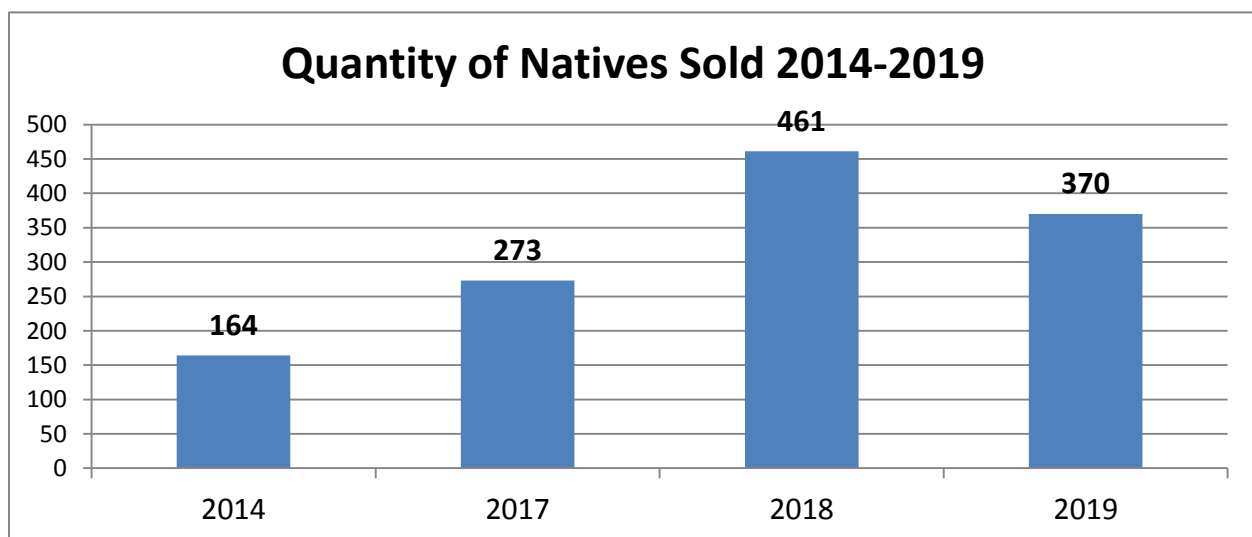
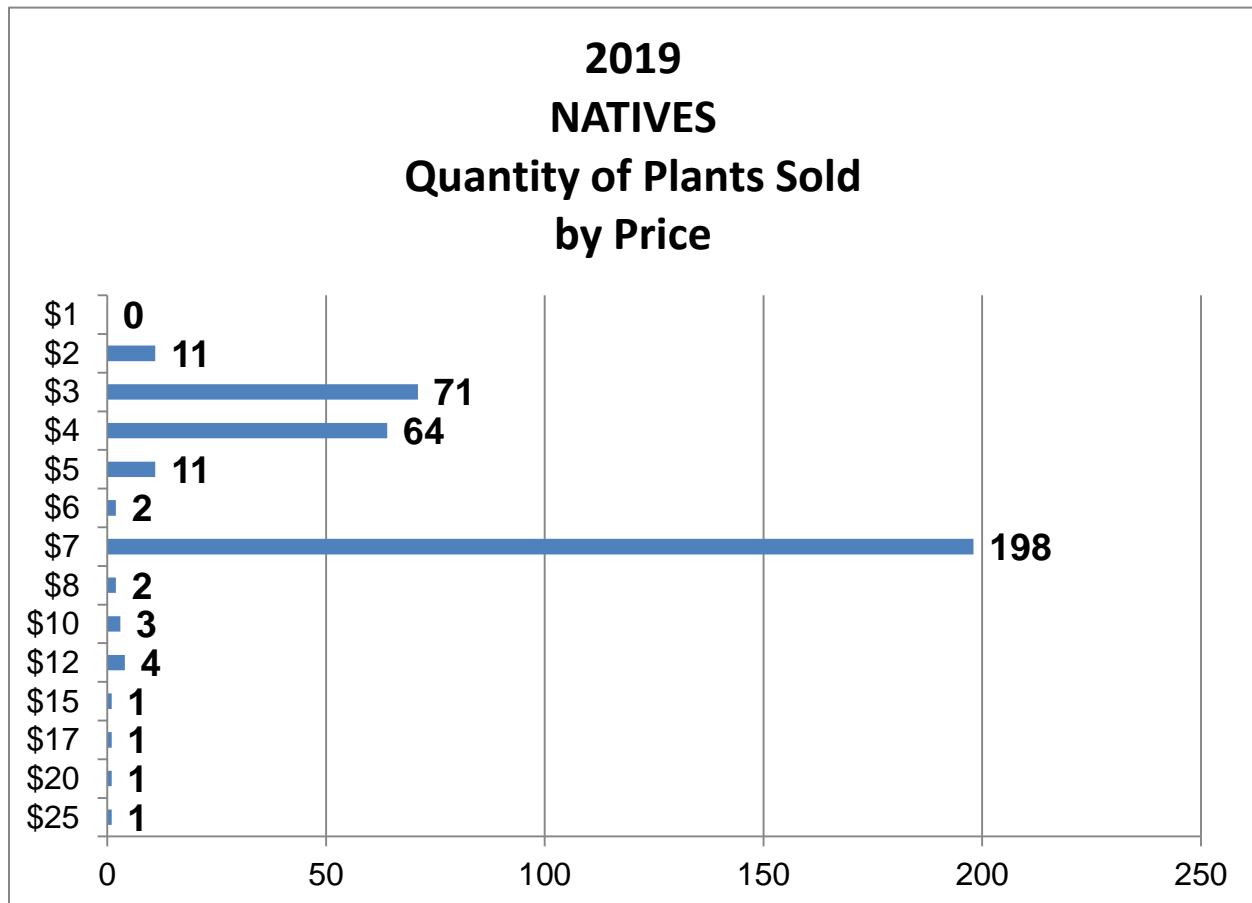
Sales were derived from six different plant sections: Natives, Tomatoes, Vegetables, Ornamentals, Herbs, and Hanging Baskets. Ornamentals and Tomatoes were the top two section earners with \$5,125 (30.7% of revenue) and \$4,634 (27.8%), respectively, followed by Vegetables at \$2,655 (15.9%), Natives at \$2,115 (12.7%) and Herbs at \$2,105 (12.6%) as shown below:

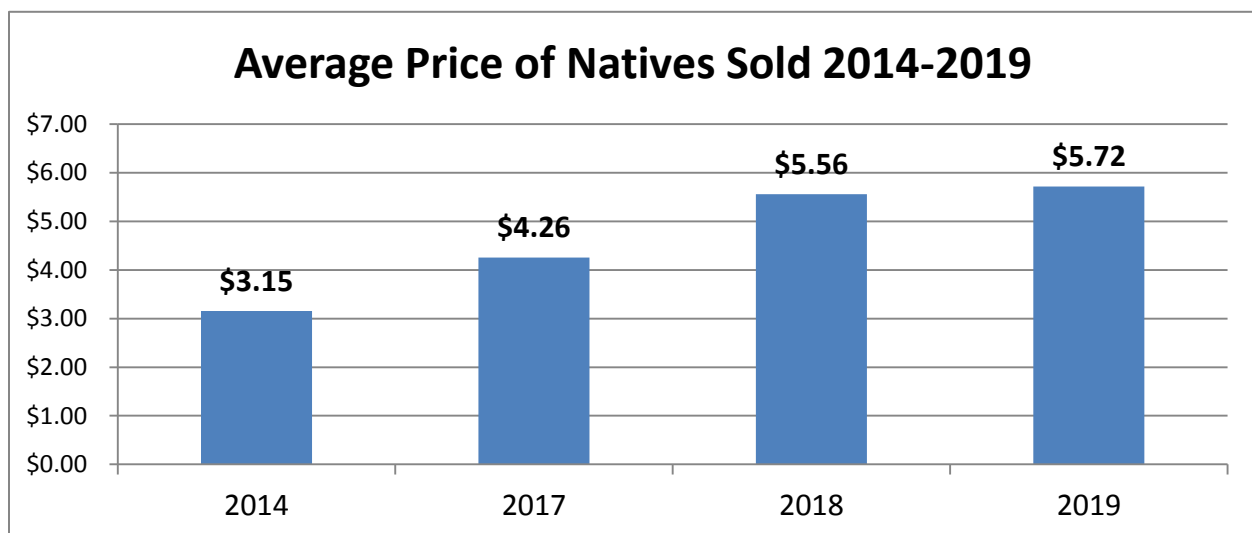
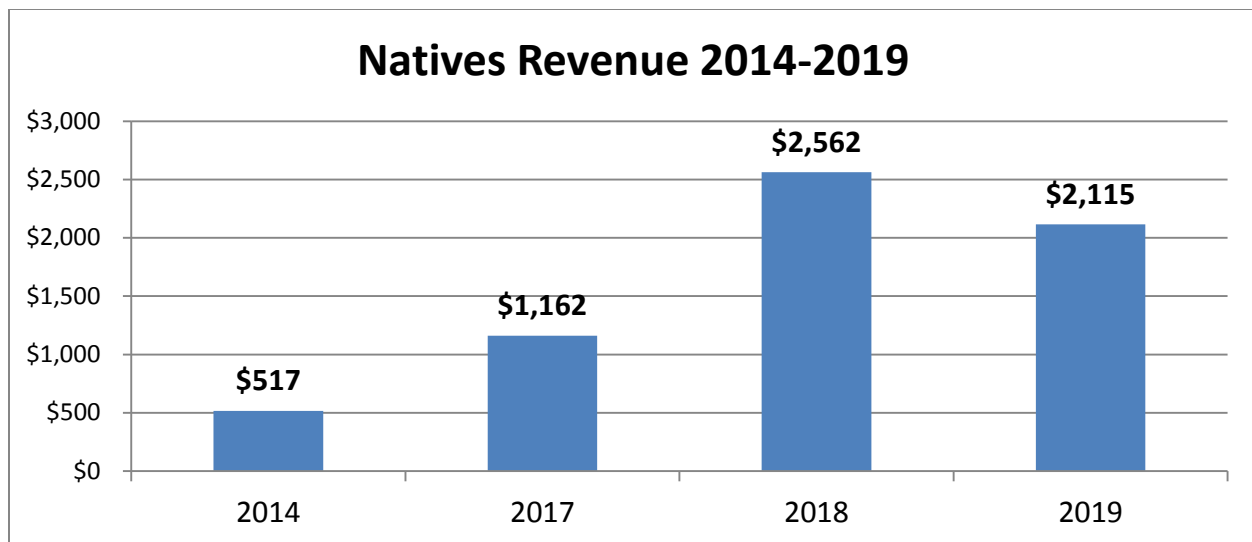


Natives

Most of the native plants sold for \$7, followed by \$3 and \$4. The average price of native plants was \$5.72 in 2019. Although the quantity of native plants sold dipped from 461 in 2018 to 370 in 2019, this is still more than double the number of natives sold in 2014. Similarly, revenue from natives dropped from \$2,562 in 2018 to \$2,115 in

2019, but this revenue has quadrupled since 2014. The average price of natives rose from \$5.56 in 2018 to \$5.72 in 2019.

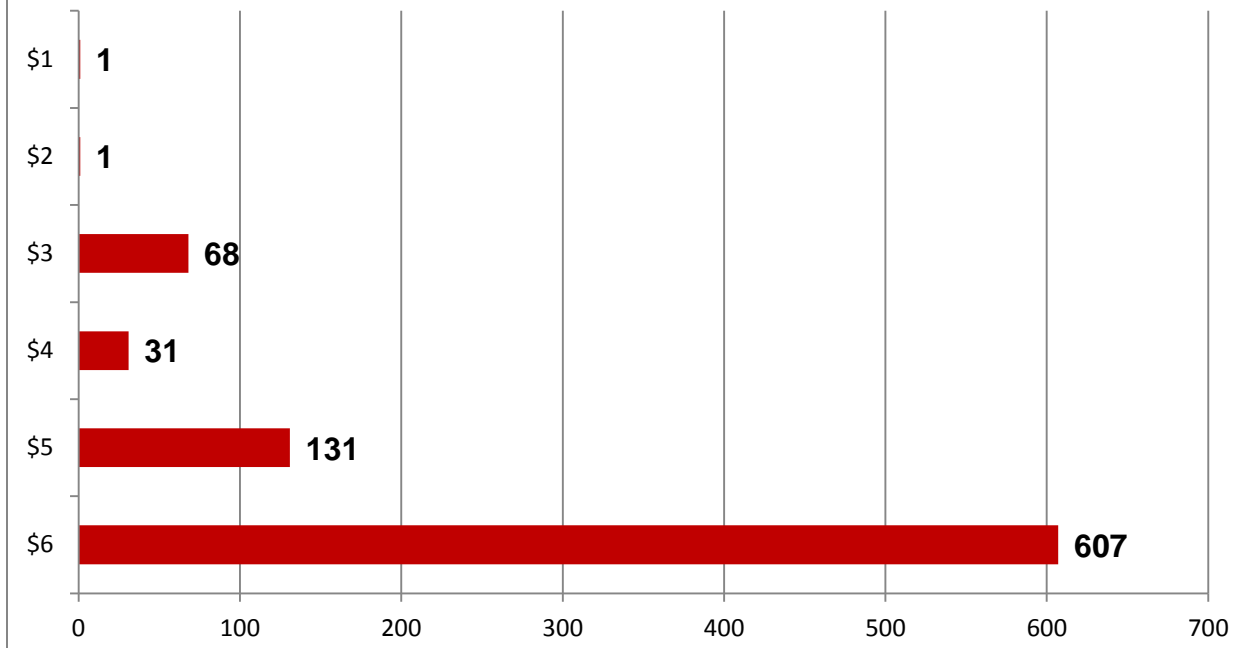




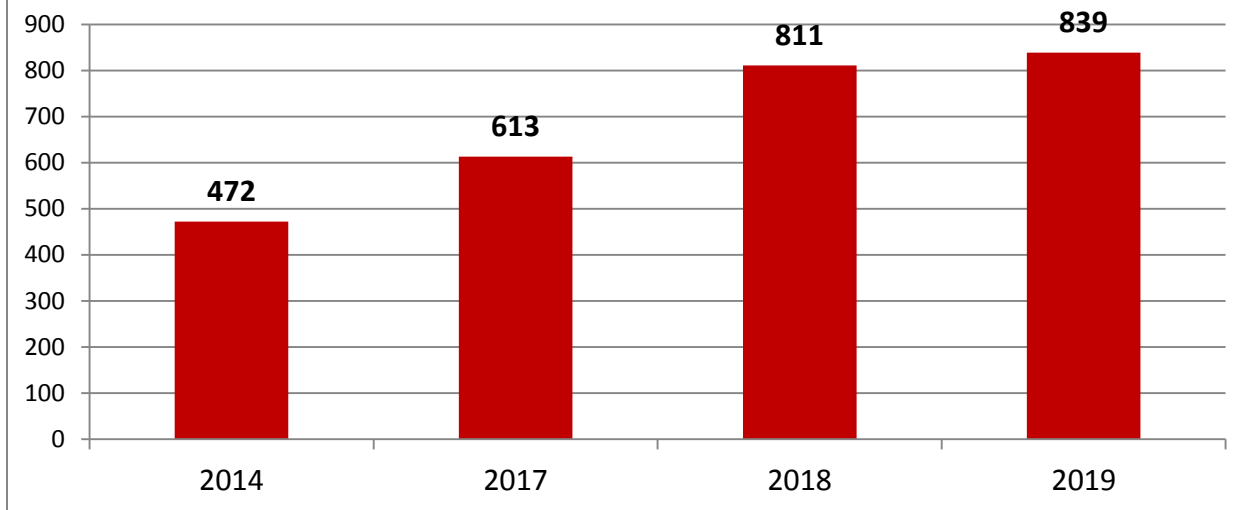
Tomatoes

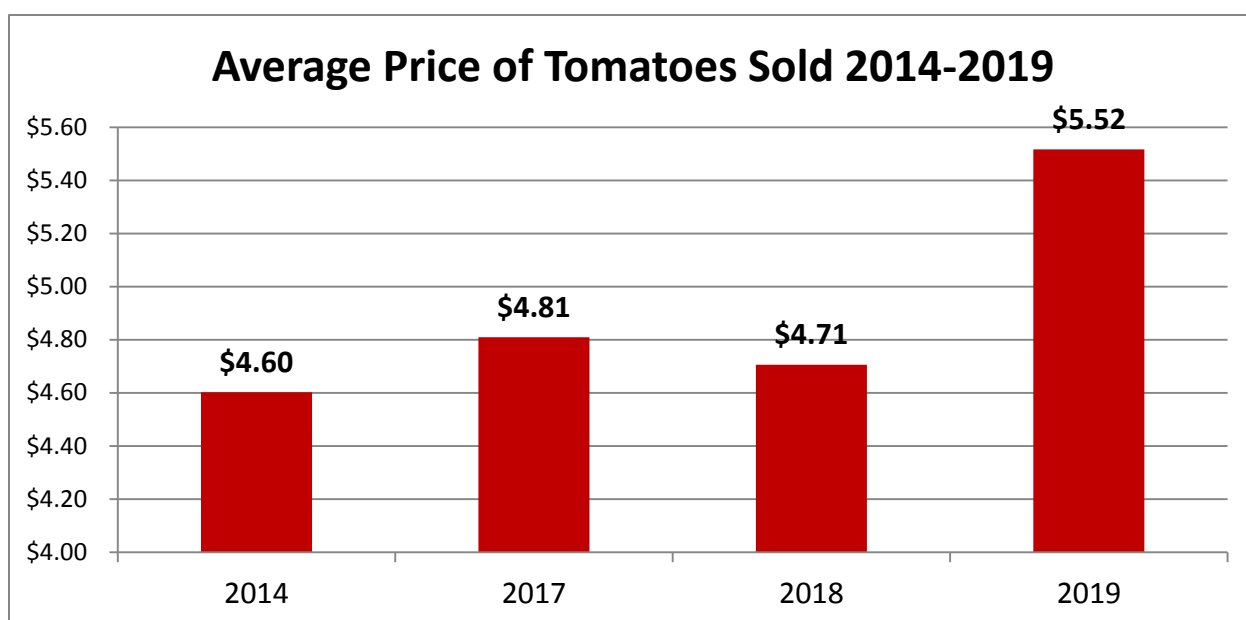
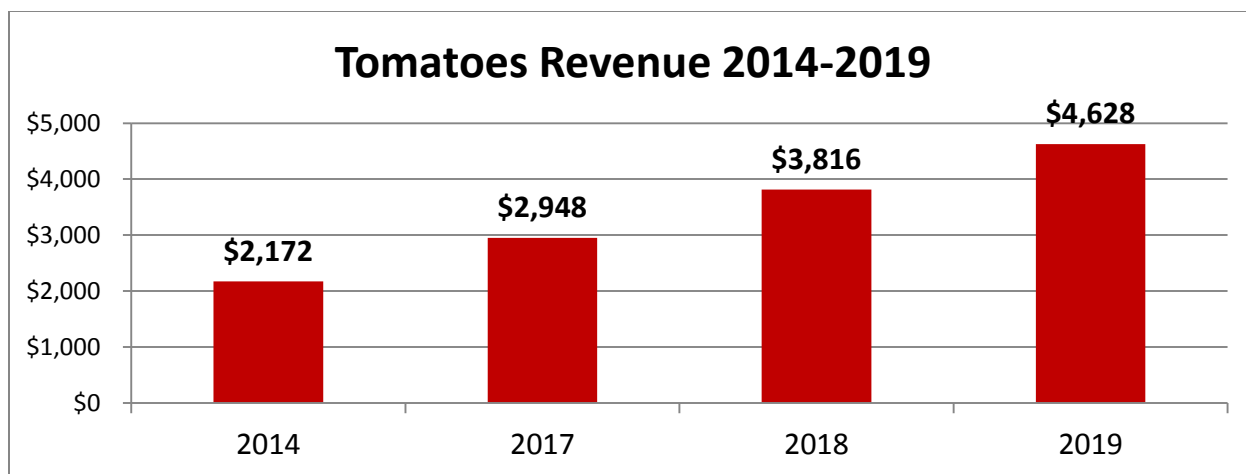
This year the price of (most) tomato plants rose to \$6 from \$5 last year, and most tomato plants sold for this price. The price increase did not have a negative impact on sales. The quantity of tomato plants sold increased from 811 in 2018 to 839 in 2019. The number of tomato plants sold is up 78% from 2014. Tomato revenue increased from \$3,816 in 2018 to \$4,628 in 2019; that's more than double the amount of tomato revenue in 2014. The average price of tomato plants rose from \$4.71 in 2018 to \$5.52 in 2019.

2019 TOMATOES Quantity of Plants Sold by Price



Quantity of Tomatoes Sold 2014-2019

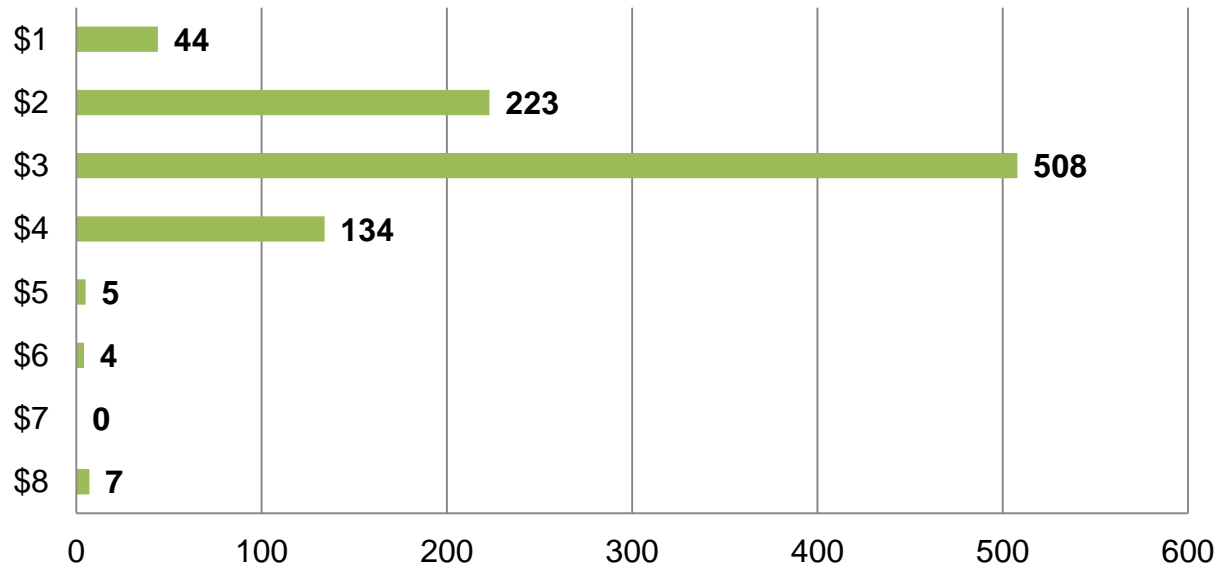




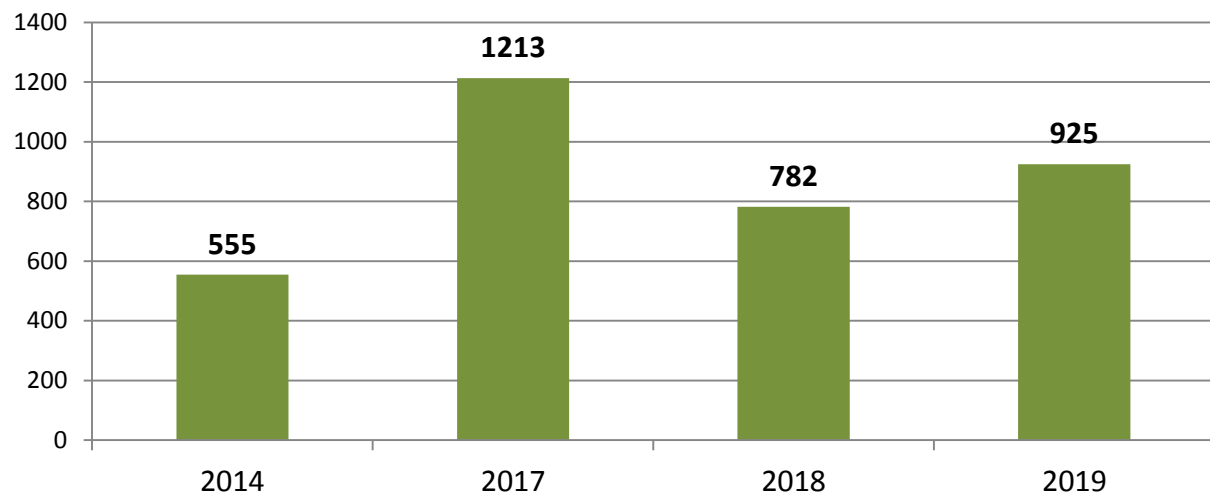
Vegetables

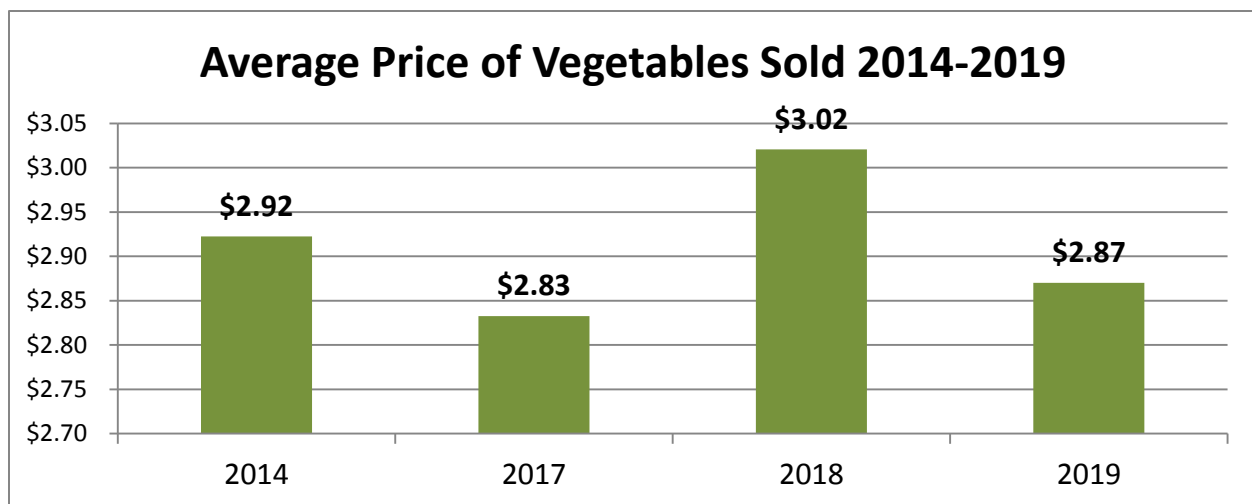
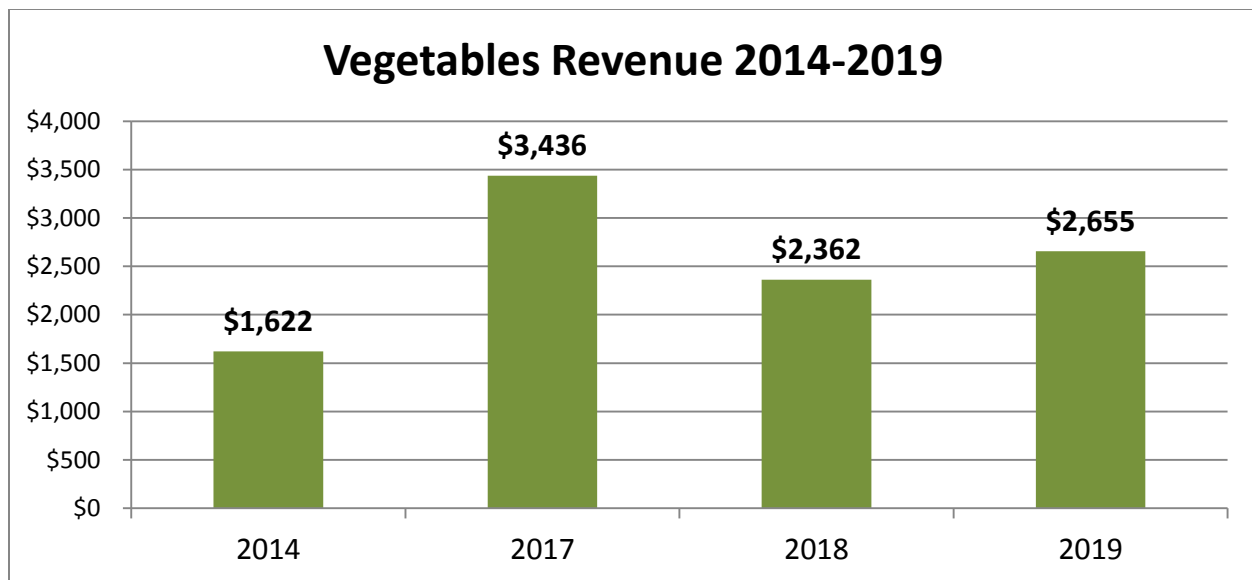
Most vegetable plants sold at a price of \$3, the same as in 2018. The number of vegetables sold increased from 782 in 2018 to 925 in 2019, and the number of vegetables sold is up by 67% from 2014. Vegetable revenue was \$2,655 in 2019, up from \$2,362 in 2018, and is up by 64% from 2014. The average price of vegetable plants was \$2.87 in 2019.

**2019
VEGETABLES
Quantity of Plants Sold
by Price**



Quantity of Vegetables Sold 2014-2019

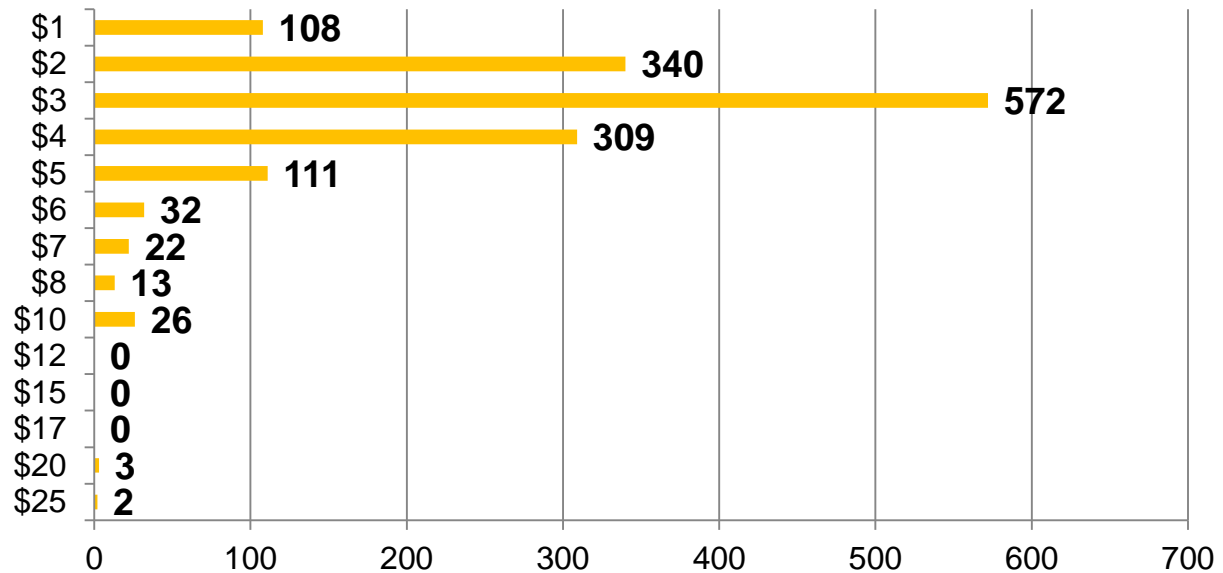




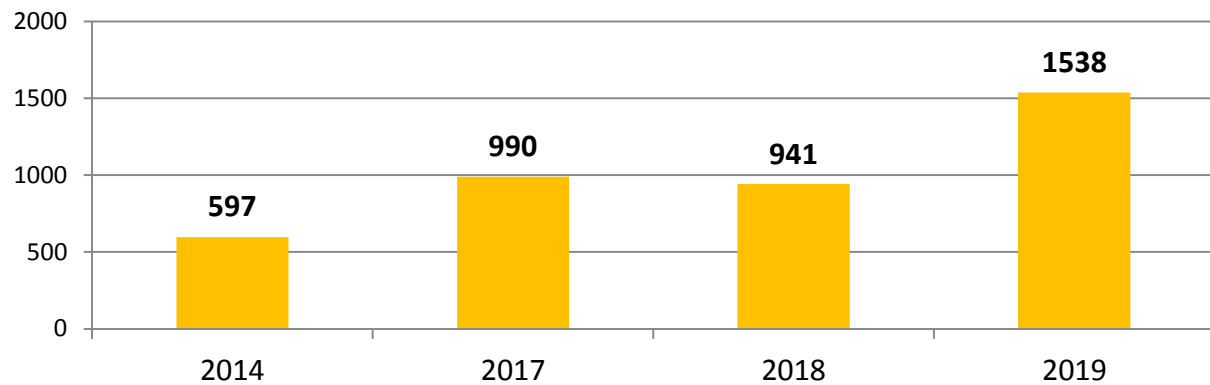
Ornamentals

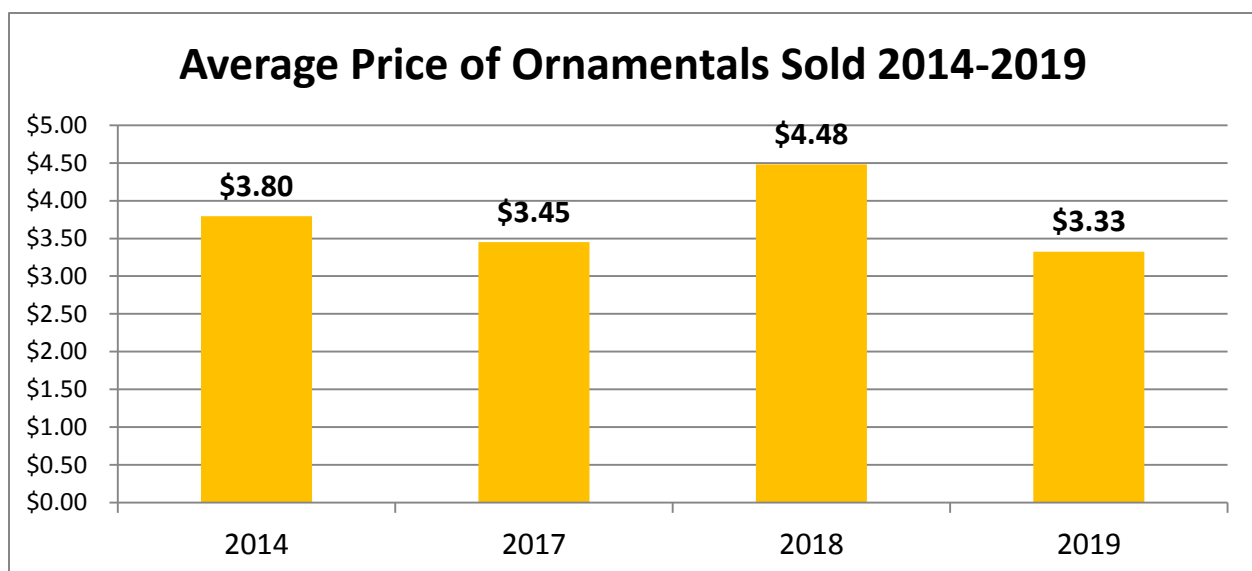
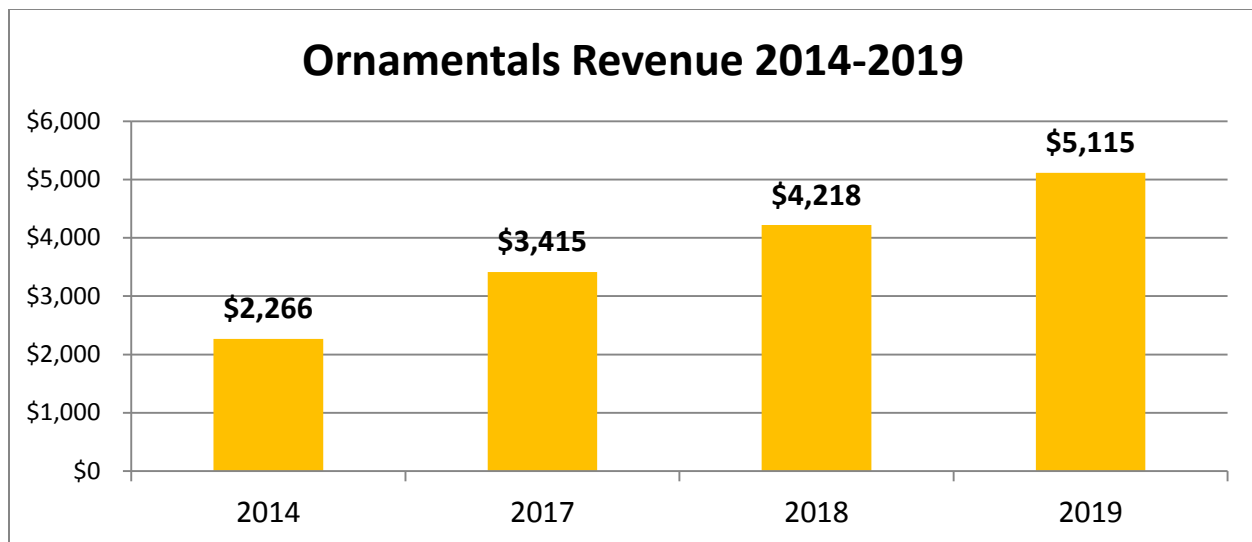
The largest quantity of ornamental plants sold for a price of \$3, followed by \$2 and then \$4. Five ornamentals sold for a price of \$20 or more. The quantity of ornamentals sold rose from 941 in 2018 to 1,538 in 2019, and increased by 158% since 2014. Revenue from ornamentals increased to \$5,115 in 2019 from \$4,218 in 2018. Ornamentals revenue more than doubled from 2014. In 2019 the average price of ornamentals was \$3.33.

2019 ORNAMENTALS Quantity of Plants Sold by Price



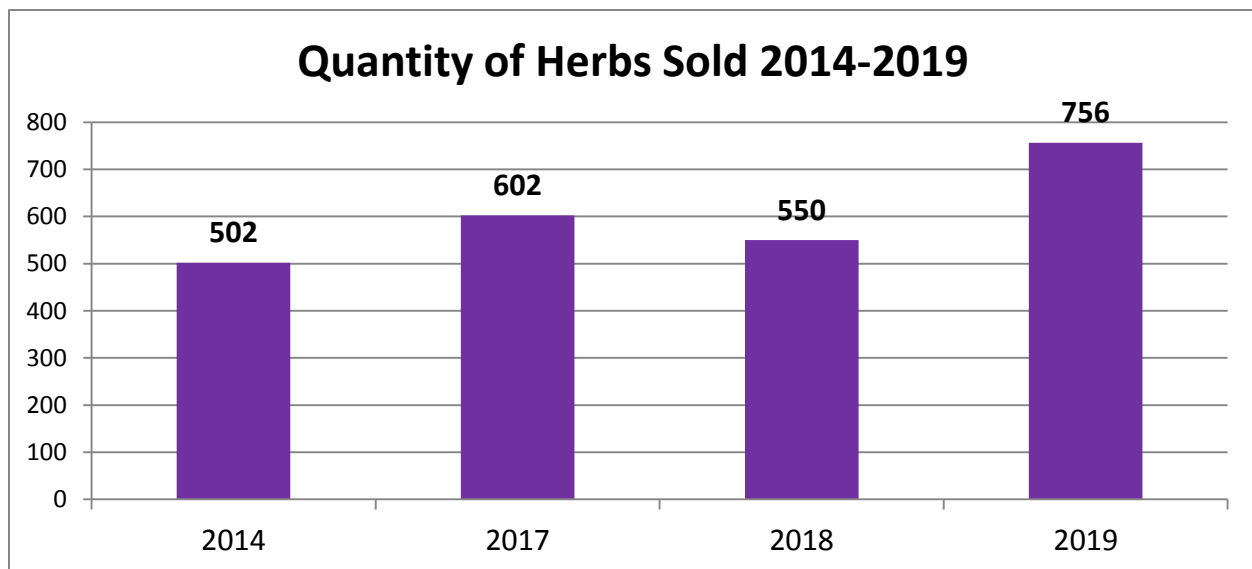
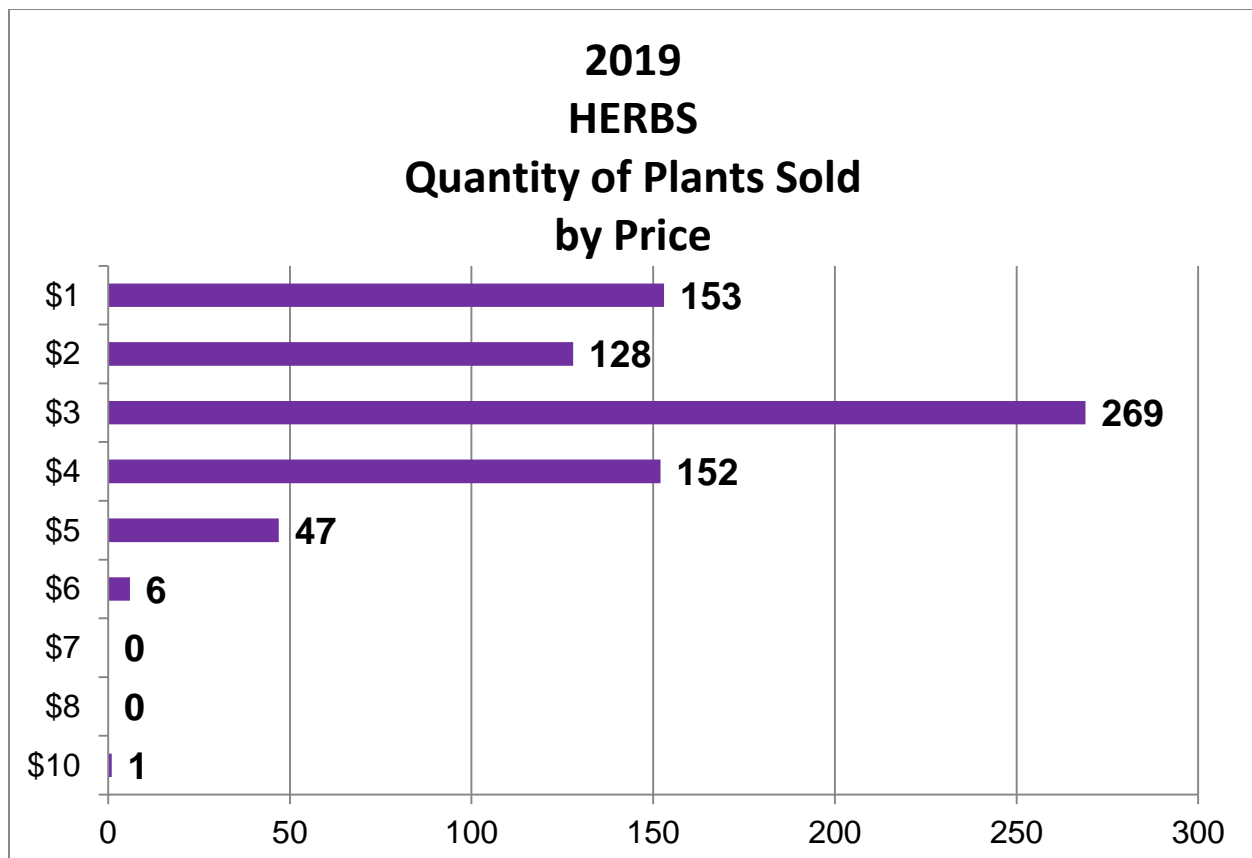
Quantity of Ornamentals Sold 2014-2019



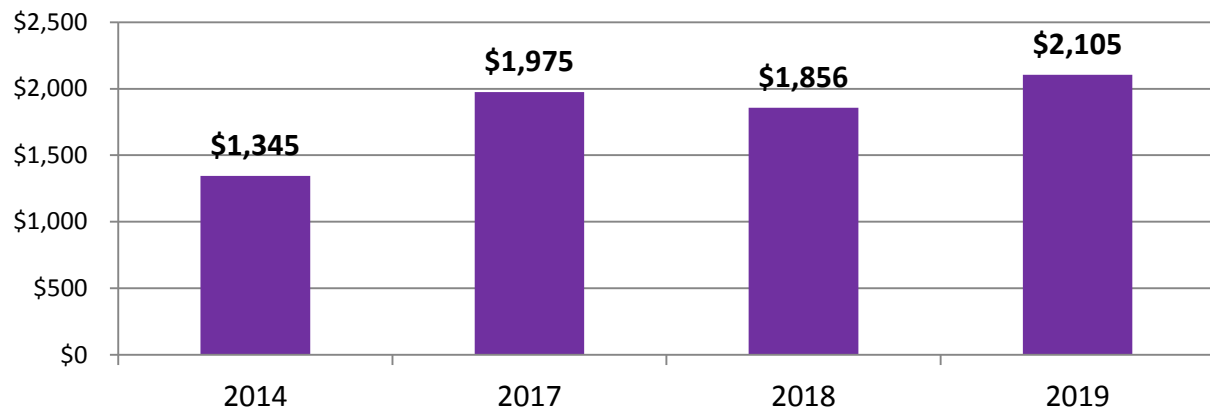


Herbs

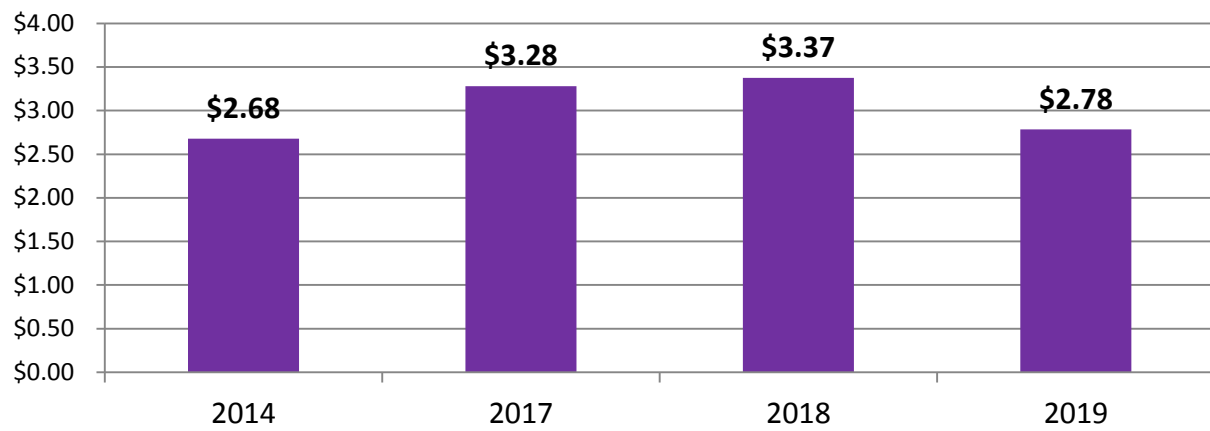
The largest quantity of herbs sold for \$3, the same as in 2018. The number of plants sold increased from 550 in 2018 to 756 in 2019; this is an increase of 51% from 2014. Revenue from herbs rose to \$2,105 in 2019 from \$1,856 in 2018. Herbs revenue has increased by 57% since 2014. The average price of herbs is down a bit from \$3.37 in 2018 to \$2.78 in 2019.



Herbs Revenue 2014-2019



Average Price of Herbs Sold 2014-2019



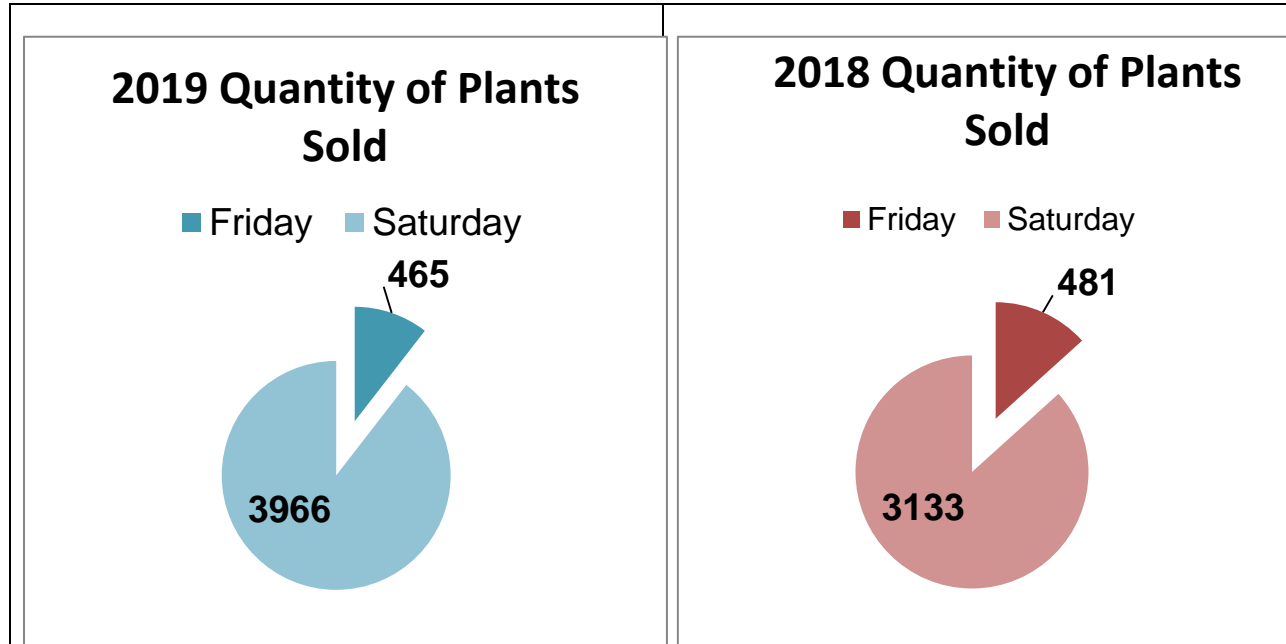
APPENDIX

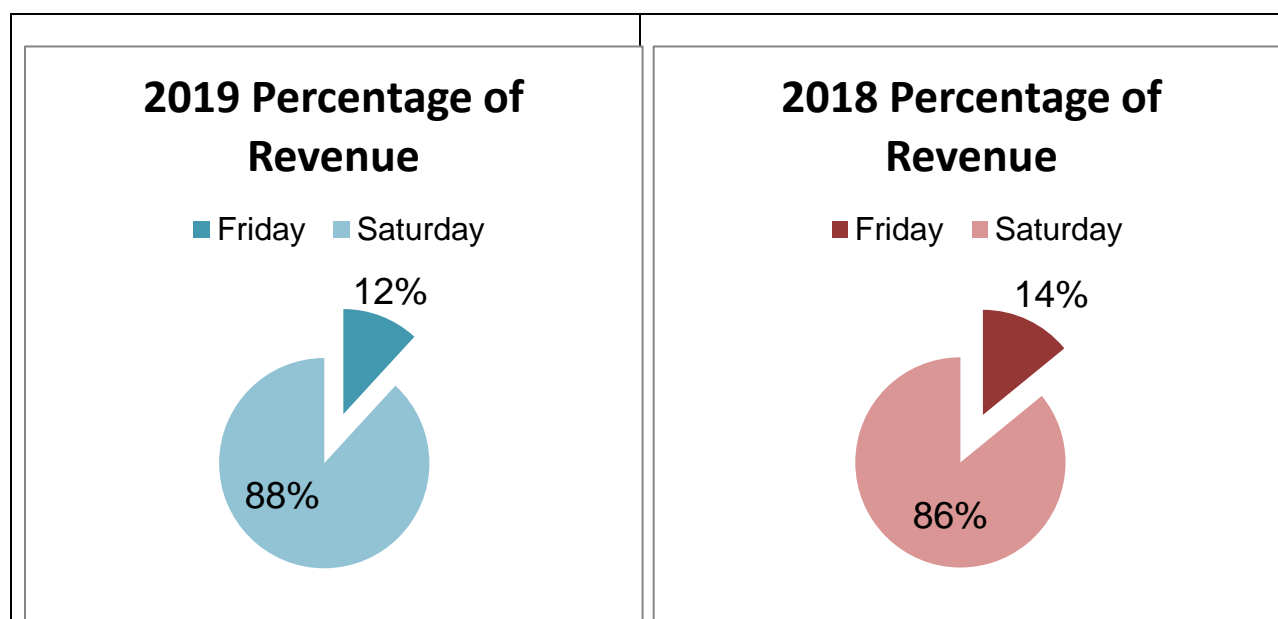
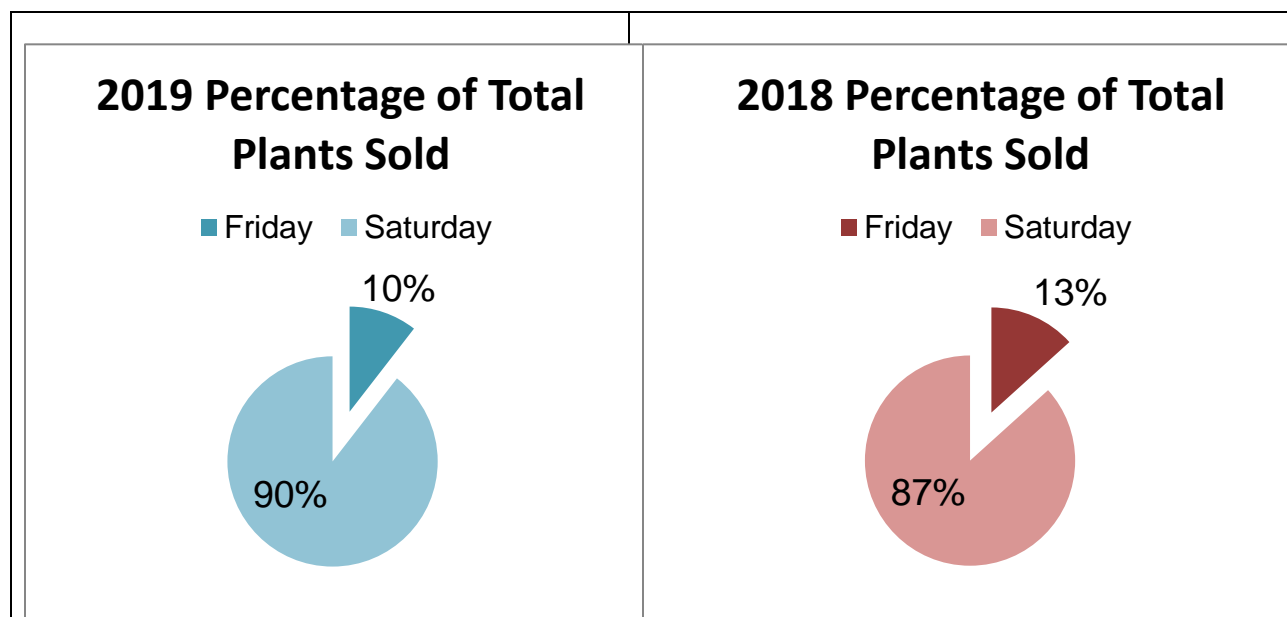
A COMPARISON OF FRIDAY AND SATURDAY PLANT SALES DATA FOR 2019

One perk of growing for or volunteering at the plant sale is that those MGs may purchase plants on Friday, prior to the Saturday public opening of the plant sale. In 2018 there was no announcement of rules prior to the Friday pre-sale. Many felt there were too many plants or too many of one type of plant purchased at the pre-sale, leaving the plant offerings in some sections on the skimpy side for the Saturday public sale. As one example, all of the strawberry plants were purchased at the pre-sale leaving none for the public on the day of the sale.

In 2019 a committee was formed to revise the then-existing plant sale rules dating back to 2009. The new rules limits an MG to 10 plants purchased at the Friday pre-sale and allows section leads to protect some varieties of plants from purchase at the pre-sale if the numbers of plants is deemed too small.

To assess the effectiveness of the rules changes on the purchases of plants at the Friday pre-sale, the following charts show the quantity of plants sold and the percentages of plants sold and revenue on Friday vs. Saturday in 2018 and 2019.

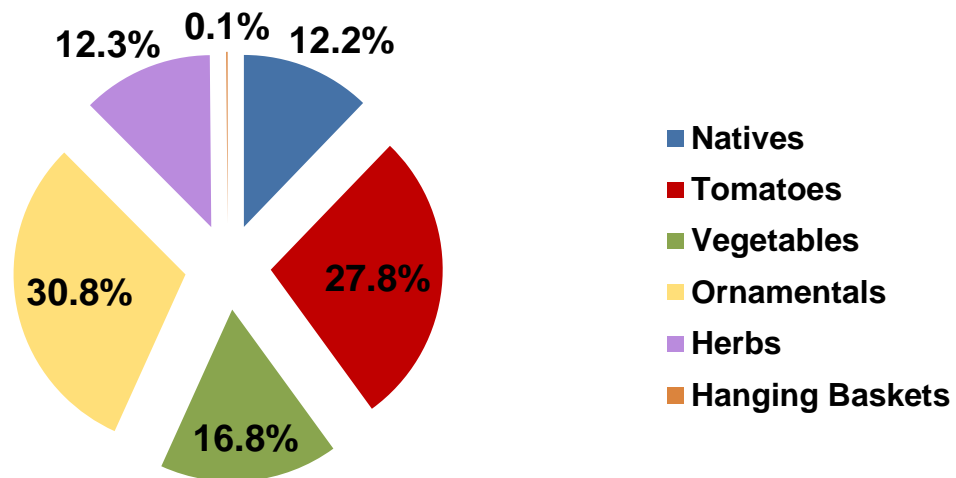




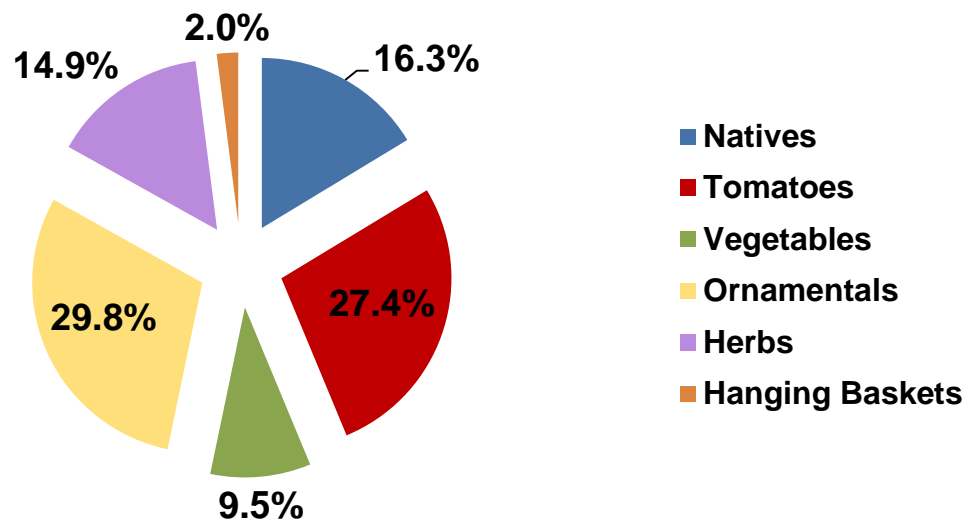
The charts above confirm that in 2019 there was both a drop in the number and percentage of plants sold on Friday vs. Saturday as compared to 2018. The percentage of revenue earned follows the same pattern with 12% of revenue earned at the Friday pre-sale in 2019 compared to 14% in 2018.

Four of the six sections showed revenue from the Friday pre-sale about 10-12% of total revenue earned. In contrast, the natives section earned 16% of its revenue on Friday, while the vegetables section earned only 6% of its revenue on Friday.

2019 Percentage of Saturday Revenue by Section

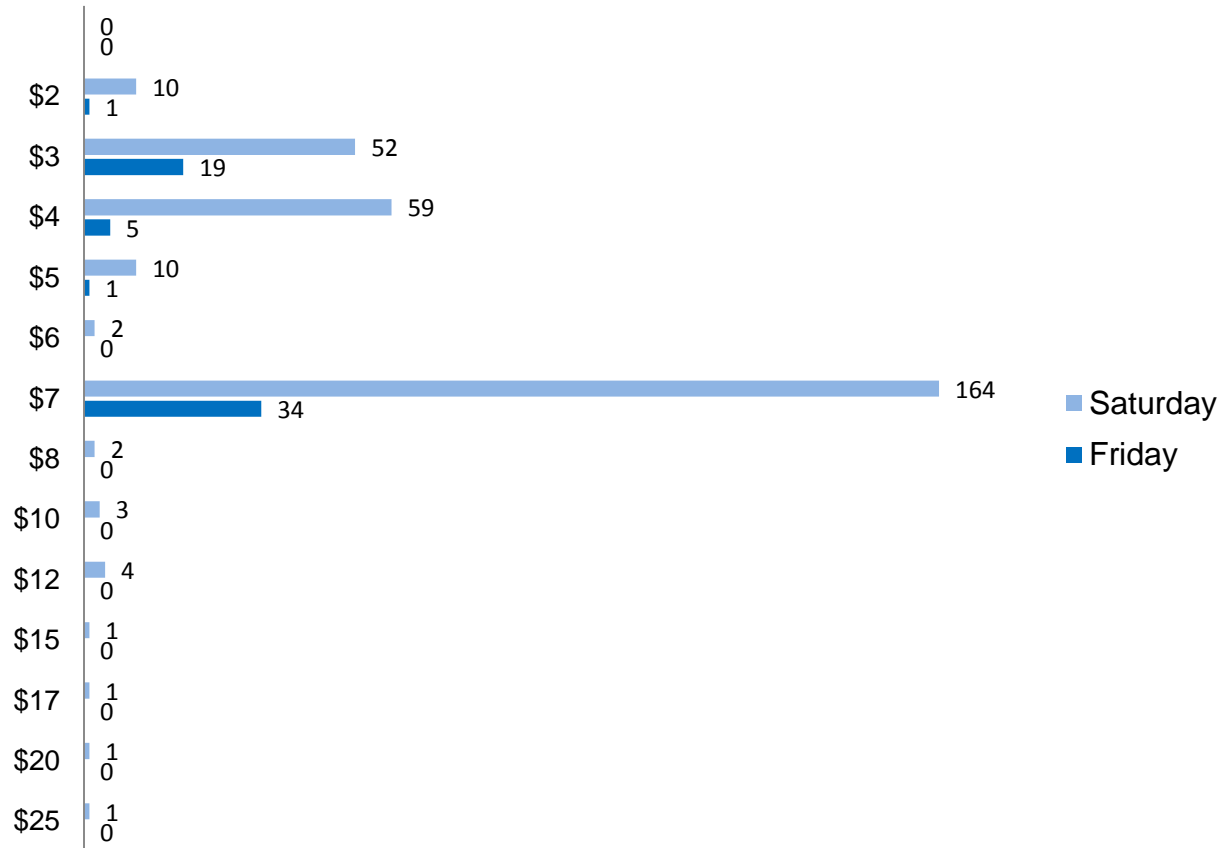


2019 Percentage of Friday Revenue by Section

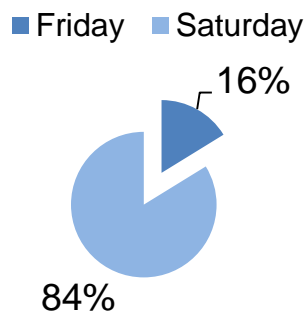


The remaining charts compare, for each Section, the number of plants sold at various prices on Friday and on Saturday.

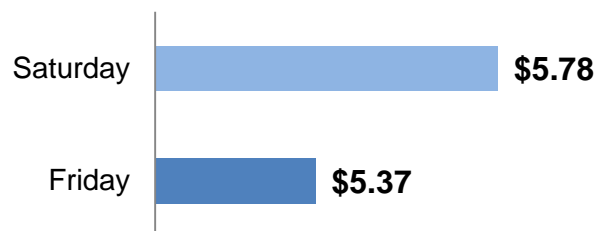
2019 Quantity of Natives Sold at Each Price Saturday v. Friday



2019 Percentage Natives Sold



2019 Natives Average Price Saturday v. Friday

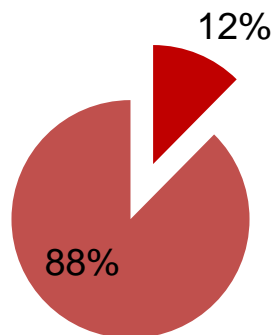


2019 Quantity of Tomatoes Sold at Each Price Saturday v. Friday

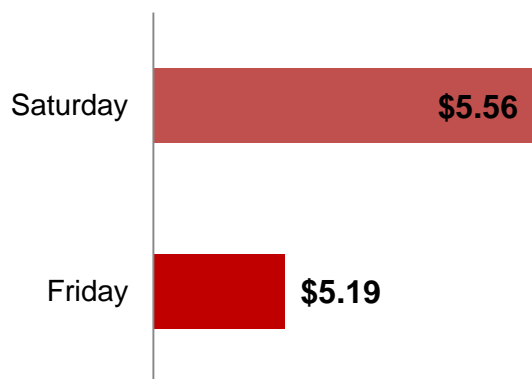


2019 Percentage of Tomatoes Sold

■ Friday ■ Saturday

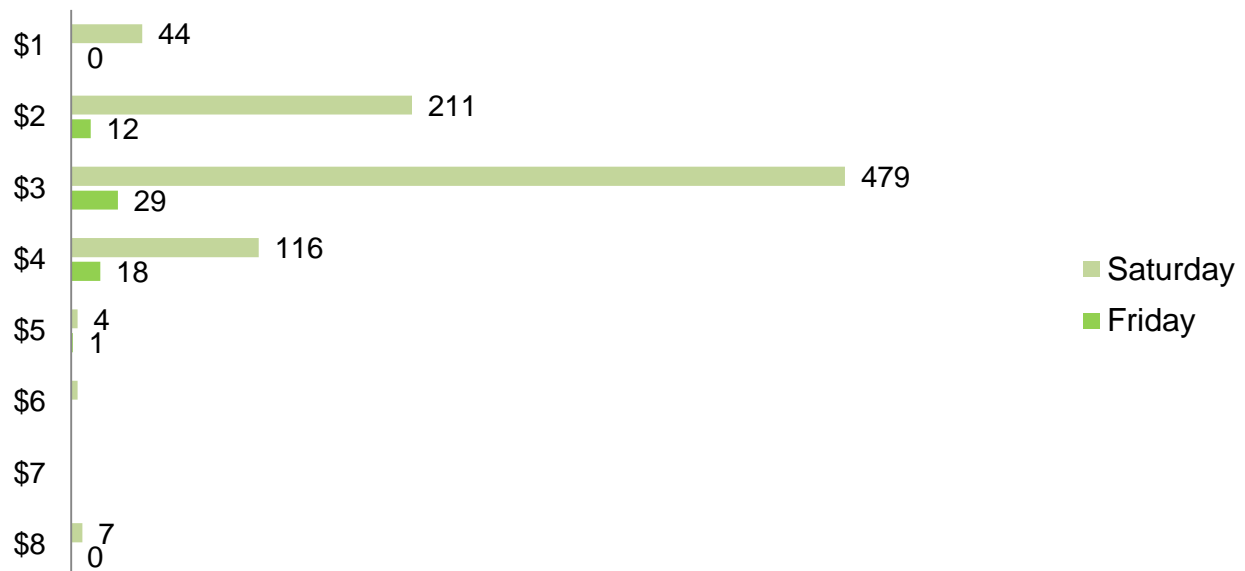


2019 Tomatoes Average Price Saturday v. Friday



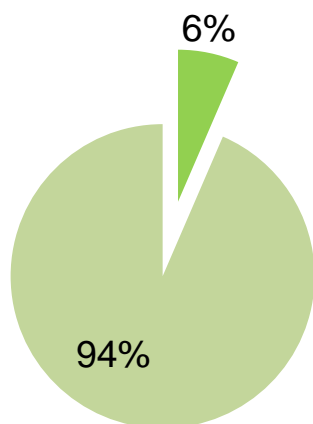
2019 Quantity of Vegetables Sold at Each Price

Saturday v. Friday



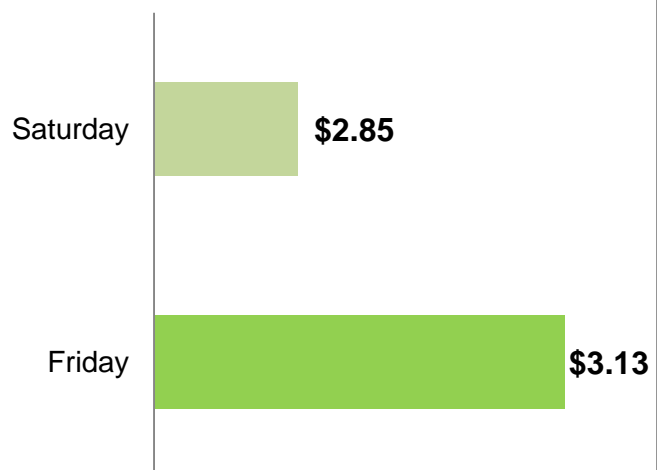
2019 Percentage of Vegetables Sold

■ Friday ■ Saturday

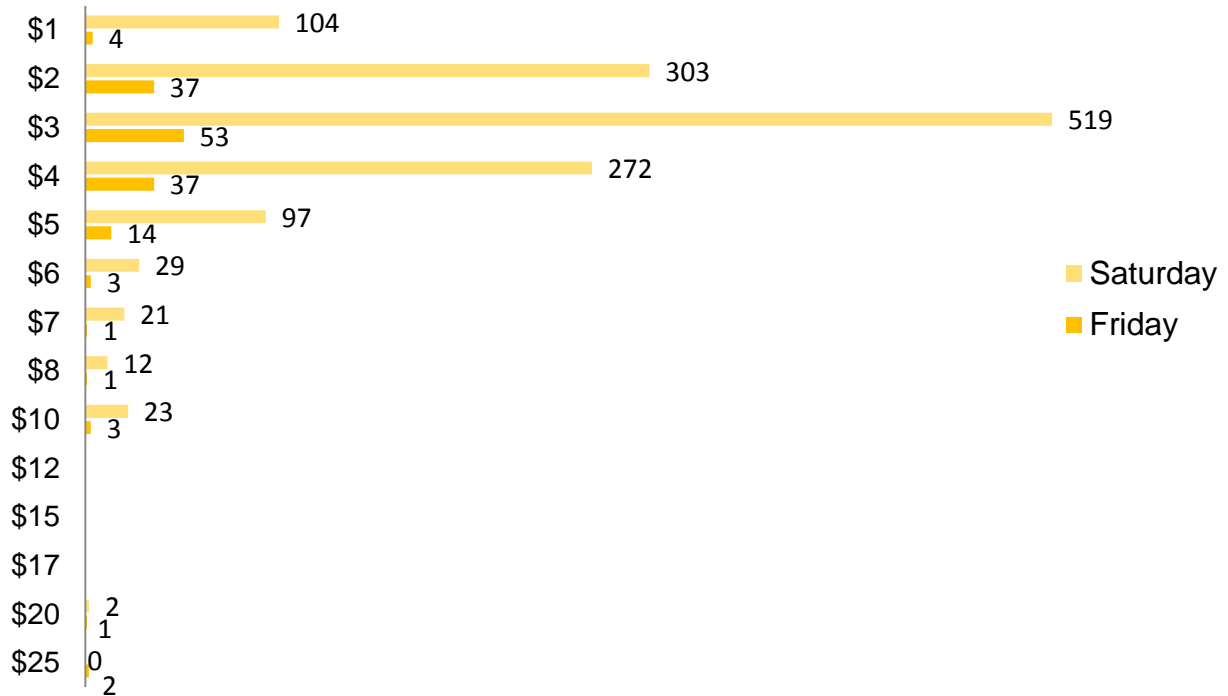


2019 Vegetables Average Price

Saturday v. Friday

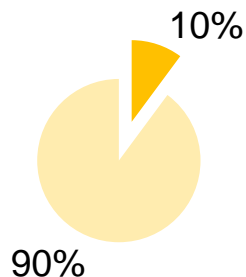


2019 Quantity of Ornamentals Sold at Each Price Saturday v. Friday

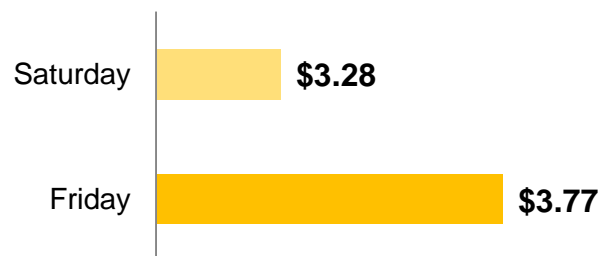


2019 Percentage of Ornamentals Sold

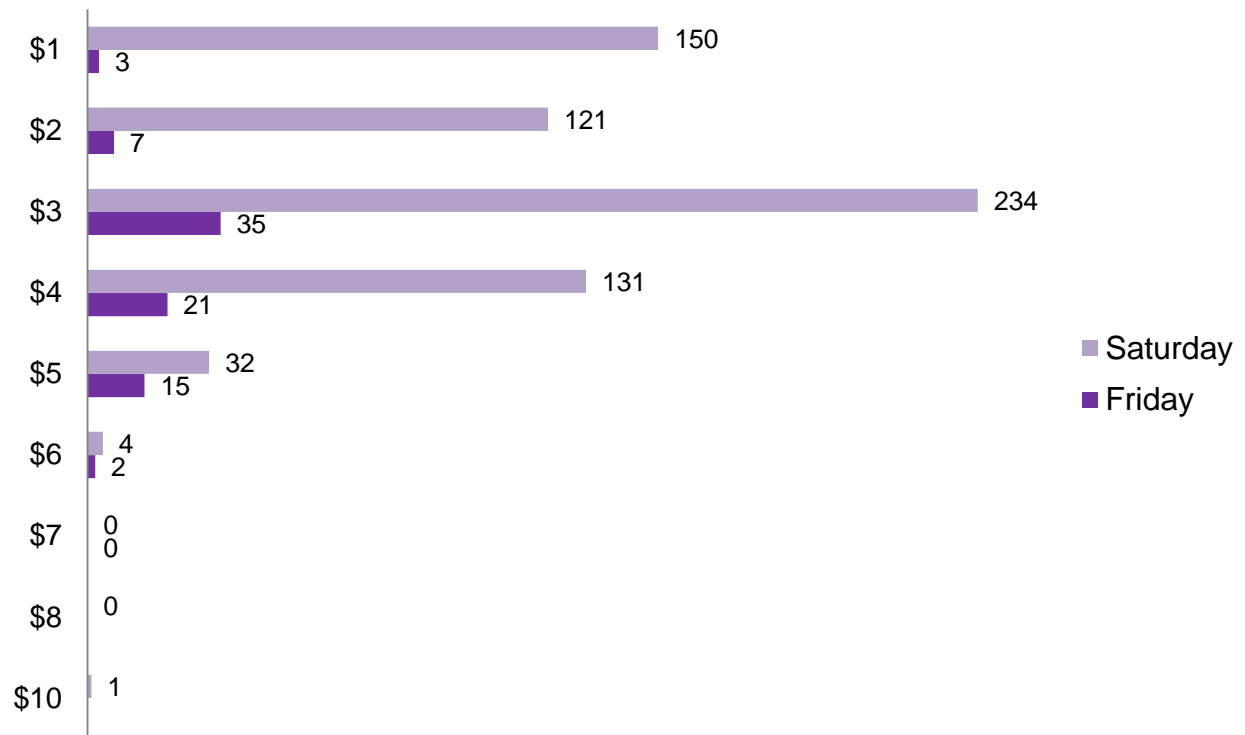
Friday Saturday



2019 Ornamentals Average Price Saturday v. Friday

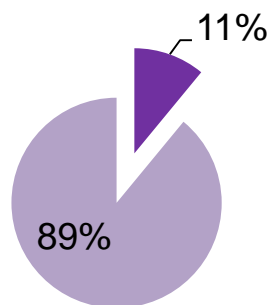


2019 Quantity of Herbs Sold at Each Price Saturday v. Friday



2019 Percentage of Herbs Sold

Friday Saturday



2019 Herbs Average Price Saturday v. Friday

Friday Saturday

