

Lincoln County Master Gardener™ Plant Sale

2021

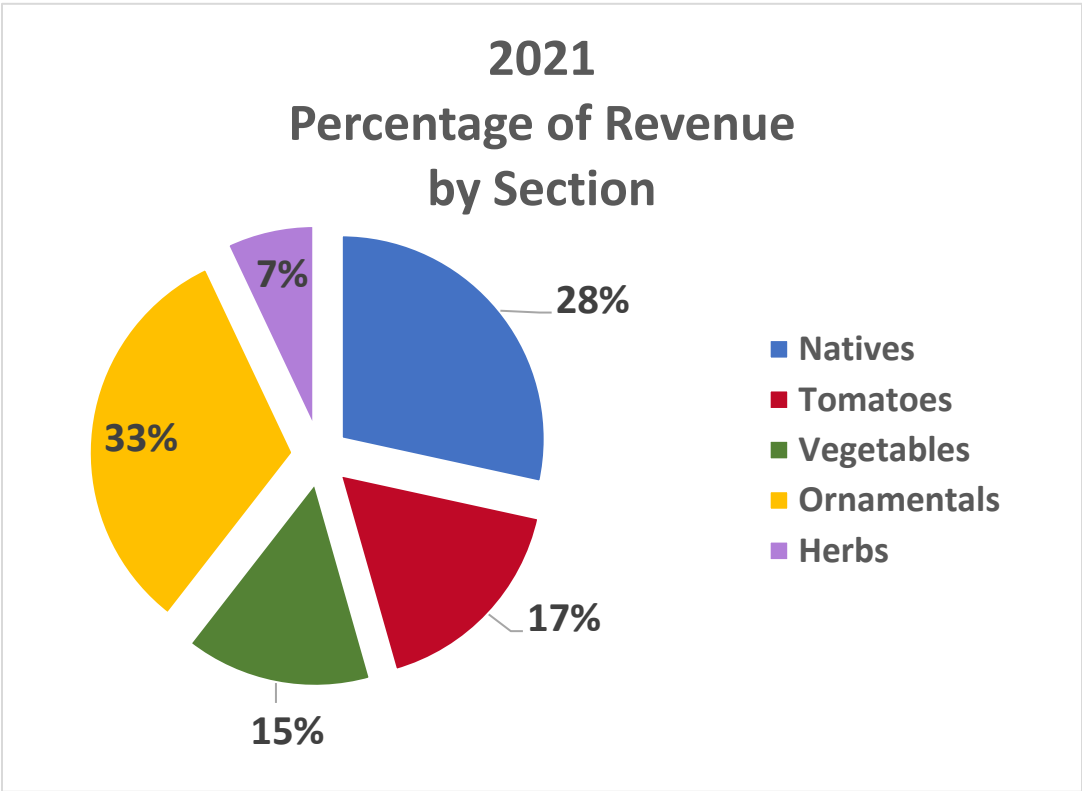
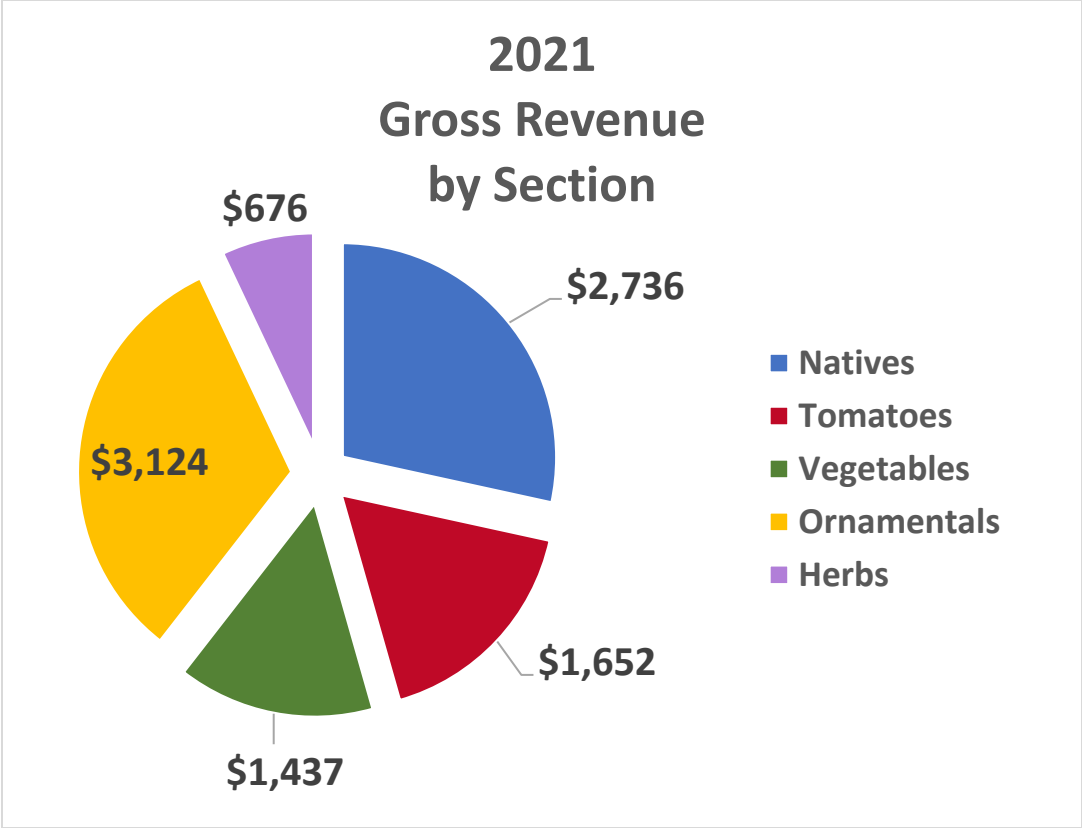
After being cancelled in 2020 due to the Covid-19 pandemic, the LCMGA plant sale was held this year in the parking lot at the Oregon Coast Community College campus in South Beach on May 21-22, 2021. Our usual venue, the Lincoln County Fairgrounds, was unavailable since it was being used as a mass vaccination clinic in the county. Unlike previous years, the plant sale was conducted as a drive-through. Customers completed a plant sale order form prior to getting their vehicle in line. At the station for each plant section (tomatoes, ornamentals, etc.), Master Gardener volunteers filled the orders, placing the plants in the customers' vehicles. Talliers and cashiers finalized the sales.

Under these difficult circumstances, our Master Gardener volunteers did an amazing job! Kudos to our co-coordinators, Rebecca Hooper and Greg Kurtz, as well as the section leads: Carita Edson and Sharon Busby (tomatoes), Ann Geyer (natives), Dawn Henton and Cathi Block (ornamentals), Kharizma McAnulty (herbs), Jill Johnson (vegetables), Cathy Fitzhugh (cashiers and talliers) and Darla Grove (traffic lead). Finally, thanks to all growers and volunteers for their efforts.

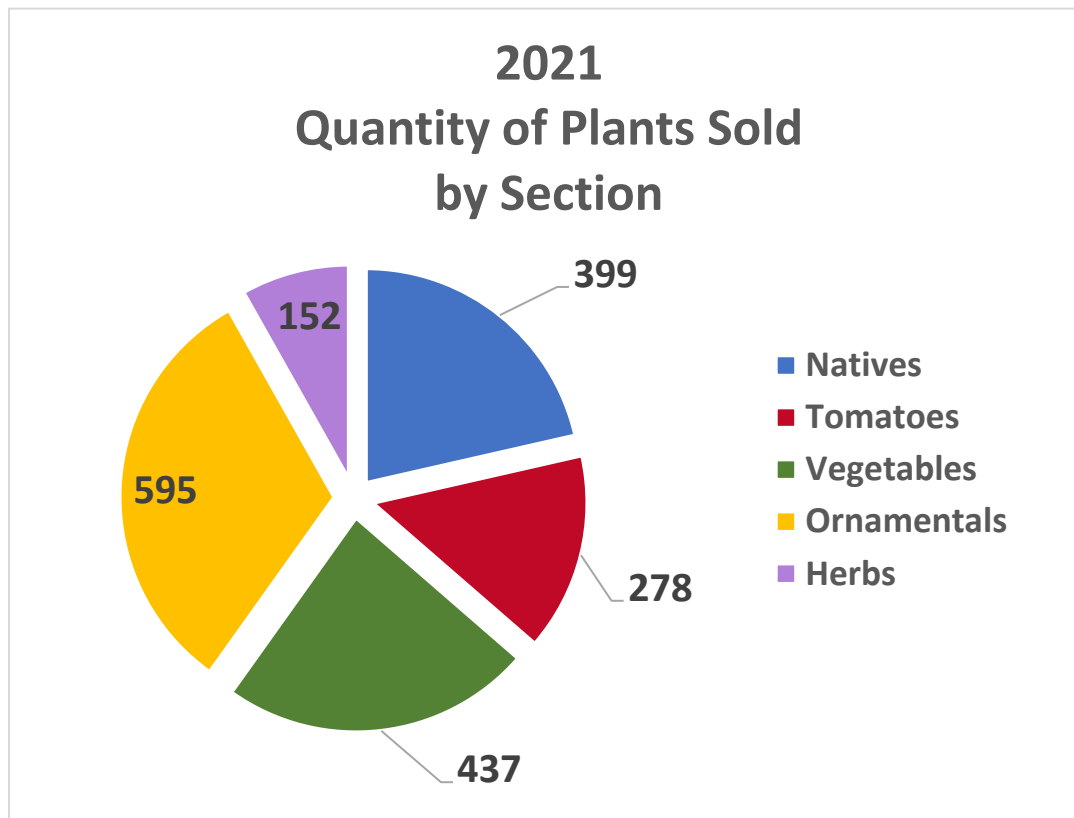
This was a very unusual year with uncertainty about both whether the plant sale would take place and the rules under which the plant sale could be conducted. A comparison with previous years is not particularly useful. The preliminary Gross Revenue reported in this document may not agree with the official results shown in the LCMGA budget. Plant sales figures are based only on the plant sale order forms collected during the sale. Some order forms may be missing.

Gross Revenue and Quantity of Plants Sold

Gross revenue for the 2021 plant sale totaled \$9,625. Sales were derived from five different plant sections: Natives, Tomatoes, Ornamentals, Herbs, and Vegetables. Ornamentals and Natives were the top two section earners with \$3,124 (33% of revenue) and \$2,736 (28%), respectively, followed by Tomatoes at \$1,652 (17%), Vegetables at \$1,437 (15%), and Herbs at \$676 (7%) as shown below:



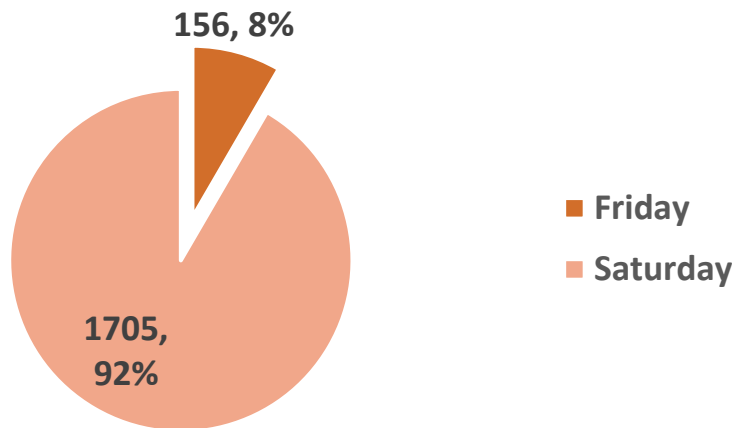
The quantity of plants sold by section is shown below:



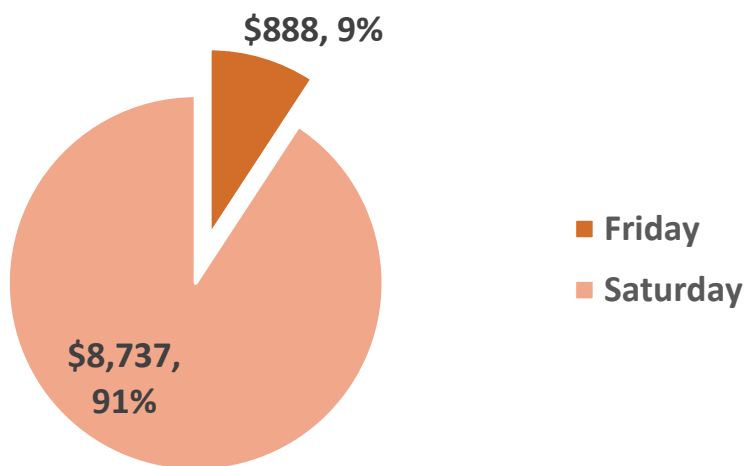
Comparison of Friday and Saturday Plant Sales Data

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. The rules in effect this year limited an MG to the purchase of 7 plants at the Friday pre-sale. As the following pie charts show, MGs purchased 8 percent of the plants sold (totaling 9% of plant sale gross revenue) at the Friday pre-sale. Saturday customers purchased 92 percent of the remaining plants.

**2021
Quantity of Plants Sold
Friday vs. Saturday**

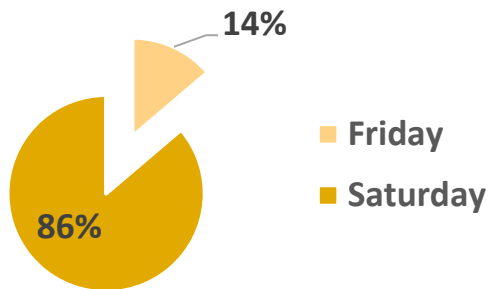


**2021
Gross Revenue of Plants Sold
Friday vs. Saturday**

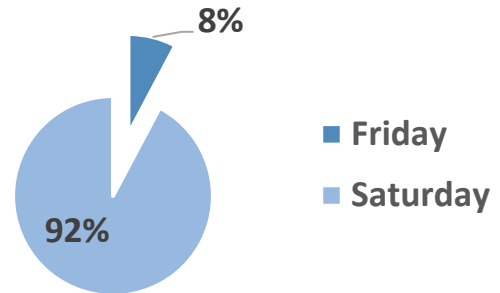


The percentage of plants sold by section at the Friday pre-sale and the Saturday sale did vary, as the following charts show:

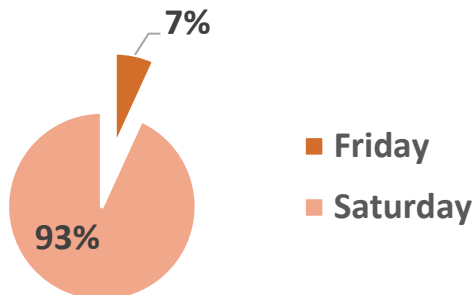
2021 Percentage of Ornamentals Sold



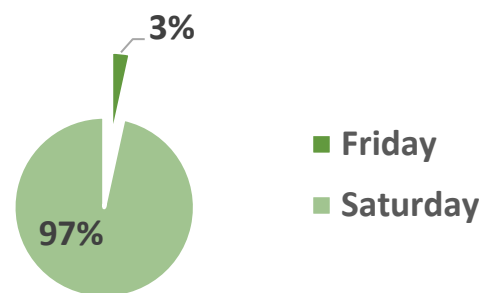
2021 Percentage of Natives Sold



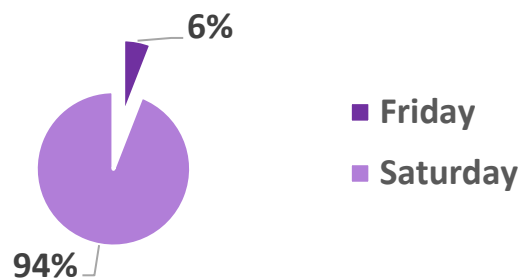
2021 Percentage of Tomatoes Sold



2021 Percentage of Vegetables Sold



2021 Percentage of Herbs Sold



The percentage of plants sold at Friday's pre-sale was 14 percent for Ornamentals, 8 percent for Natives, 7 percent for Tomatoes, 3 percent for the Vegetables, and 6 percent for Herbs.

The rules in effect in 2019 limited an MG to a purchase of 10 plants at the Friday pre-sale. Except for Ornamentals, the percentage of plants sold at the Friday pre-sale in 2019 was larger for the sections than in 2021. In 2019 the percentages were 10 percent for Ornamentals, 16 percent for Natives, 12 percent for Tomatoes, 6 percent for Vegetables, and 11 percent for Herbs.