

Lincoln County Master Gardener™

Spring Garden Sale Report

2023

The LCMGA Spring Garden Sale was held at the Lincoln County Fairgrounds on May 20, 2023. Our annual fundraiser was very successful, bringing in **gross revenue of over \$16,000**. It takes a community of volunteers to make this happen. Kudos to Cathi Block, our Spring Garden Sale coordinator, as well as sections leads: Ann Geyer, Natives; Carita Edson, Tomatoes; Sharon Busby, Vegetables; Cathi Block, Ornamentals; Joan Crall and Cheryl Schriver, Herbs; Diane Gettis, Garage Sale; Lindsay Clark, Holding Area; Lynne Holland, Talliers; Janice King, Cashiers; and Kristi Kind, Hospitality. Also, big thank yous are extended to all the many other MG volunteers who helped make the Spring Garden Sale such a big success, including the growers, set-up/take-down volunteers, volunteers in the various plant sections, holding area, talliers, cashiers, and carry-outs!

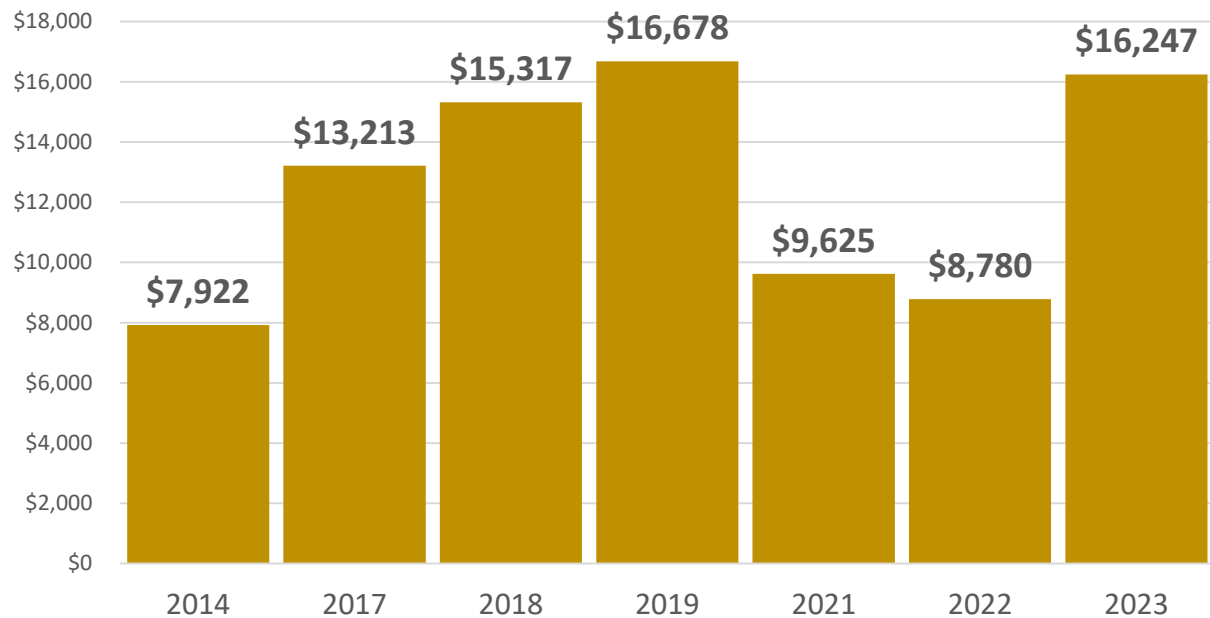
This report shows plant sale data based on the colored price sticks which are found in plants sold. The total sales amounts shown in this report differ from the actual dollar sales due to human error. The gross revenue from plant sales in this report is \$16,247. This is about \$50 higher than the actual gross revenue received (per our Treasurer, Gary Dorris). Nevertheless, these data reveal some interesting insights into our plant sale.

Gross Revenue and Quantity of Plants Sold 2014-2023

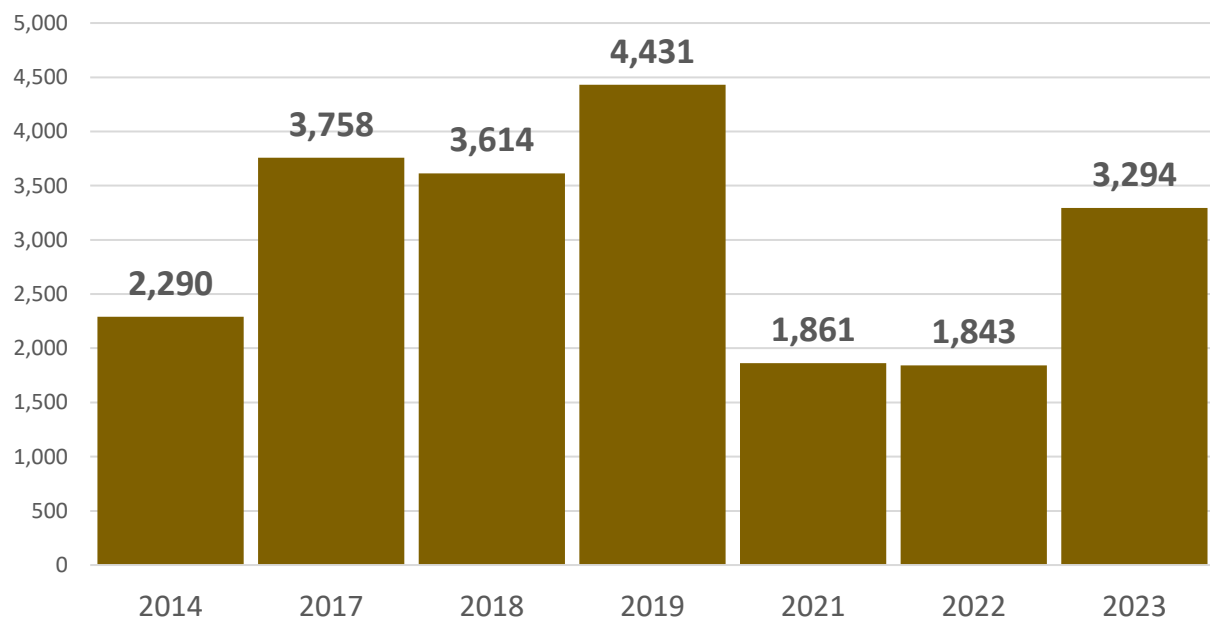
From 2014 to 2019, there was a steady increase in the gross revenue from sales of plants. In 2020, the plant sale was canceled due to the Covid-19 pandemic. As can be seen in the following chart, it has taken 3 years for our plant sales to approach the pre-pandemic levels.

A similar story is told in by the quantity of plants sold from 2014 to 2023. In 2023, the quantity of plants sold is just beginning to approach those from pre-pandemic years.

Gross Revenue from Sales of Plants 2014-2023

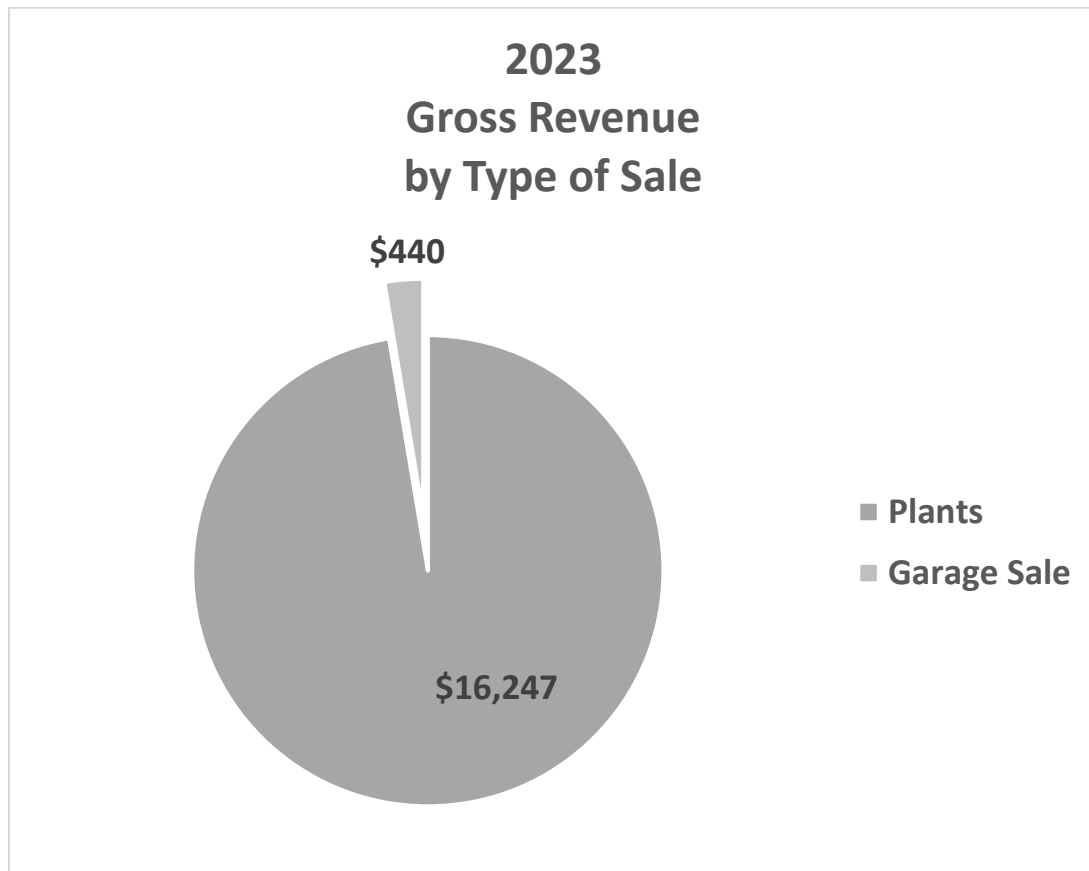


Quantity of Plants Sold 2014-2023



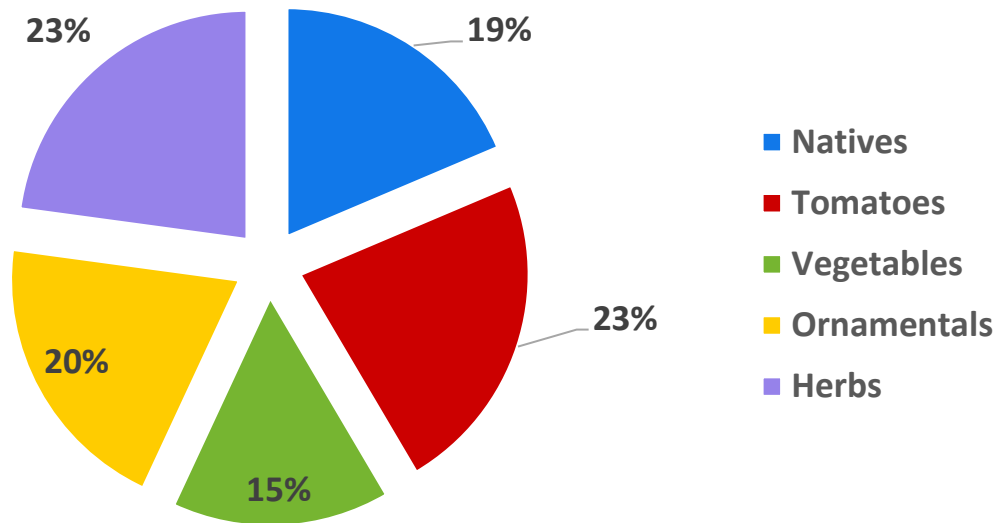
The 2023 Spring Garden Sale

Gross revenues from the Spring Garden Sale consists of the sale of plants and the garage sale. Ninety-seven percent of gross revenue is from the sale of plants. The rest of this report focuses on plants.

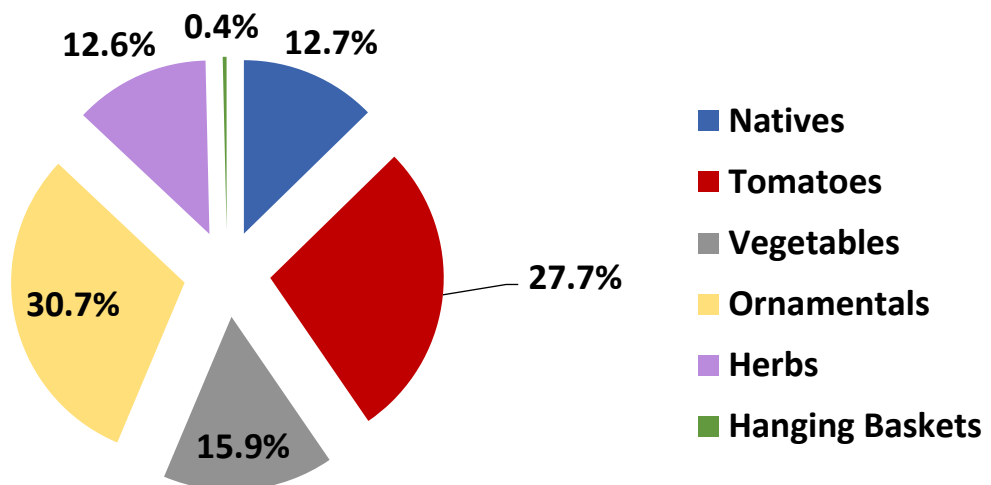


The next chart shows the percentage of gross revenue by plant section in 2023. Tomatoes and Herbs accounted for the same percentage of gross revenue (23%), followed closely by Ornamentals (20%) and Natives (19%). Compared with the data from 2019, the growing contributions of the Natives and Herb sections can be seen. Herbs increased from about 13% to about 23% of gross revenue. Natives increased from about 13% to about 19% of gross revenue. The Vegetables section remained about the same. Gross revenue from Ornamentals and Tomatoes declined somewhat from 2019 to 2023.

2023
Percentage of Gross Revenue
by Section

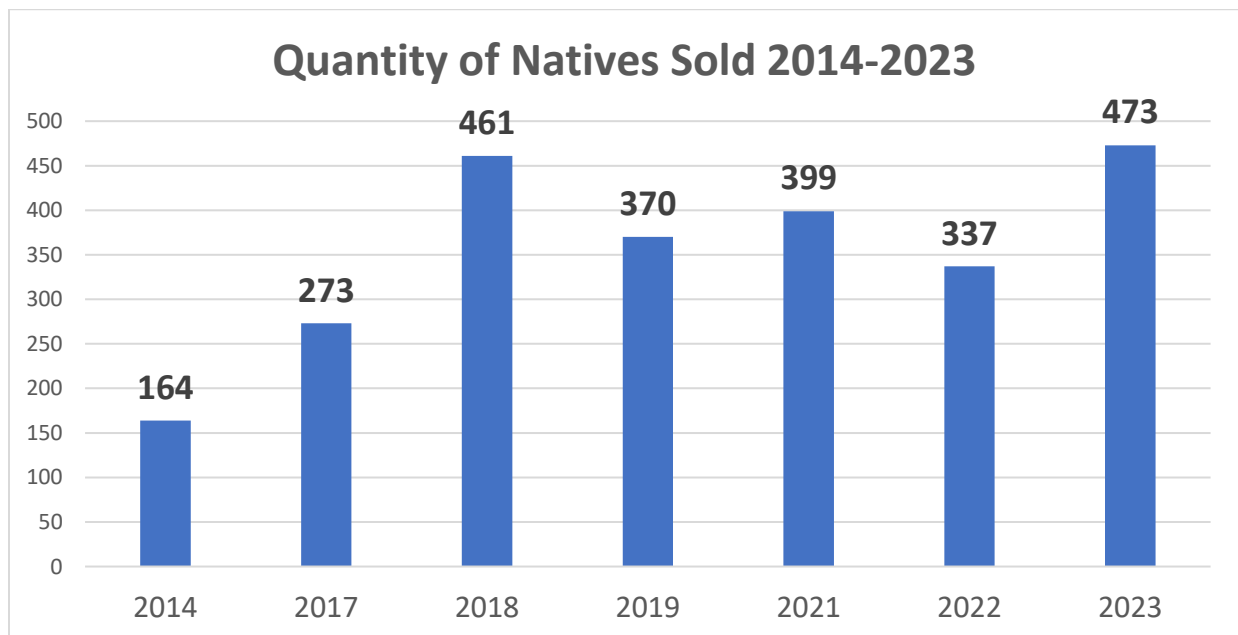
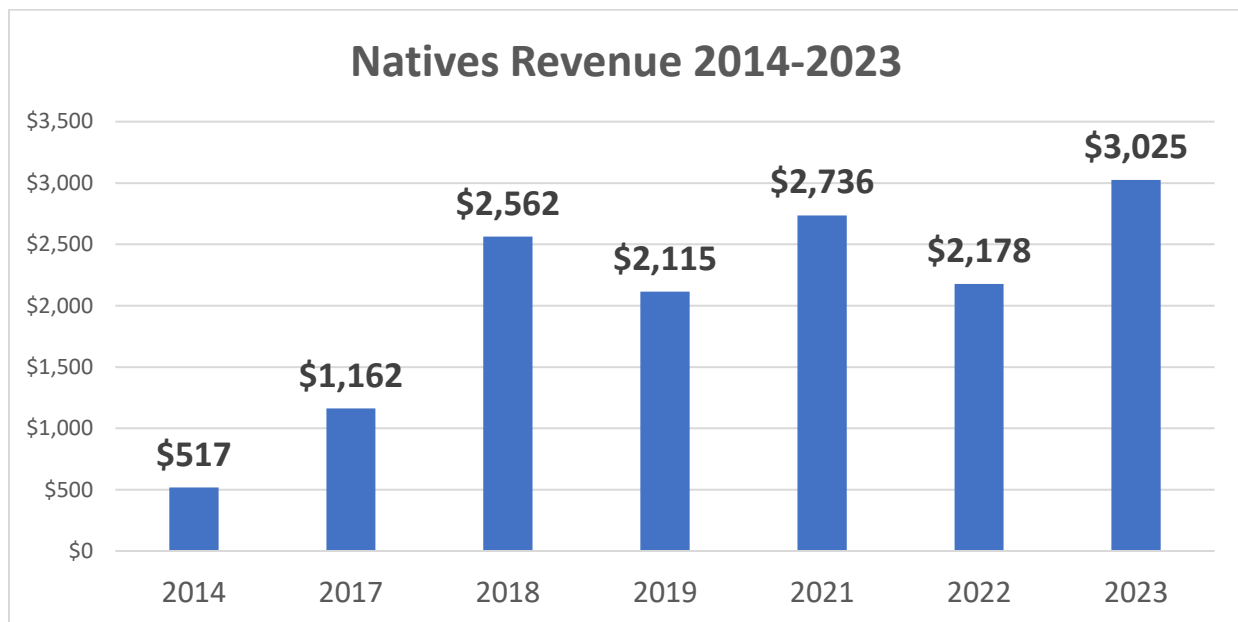


2019
Percentage of Gross Revenue
by Section

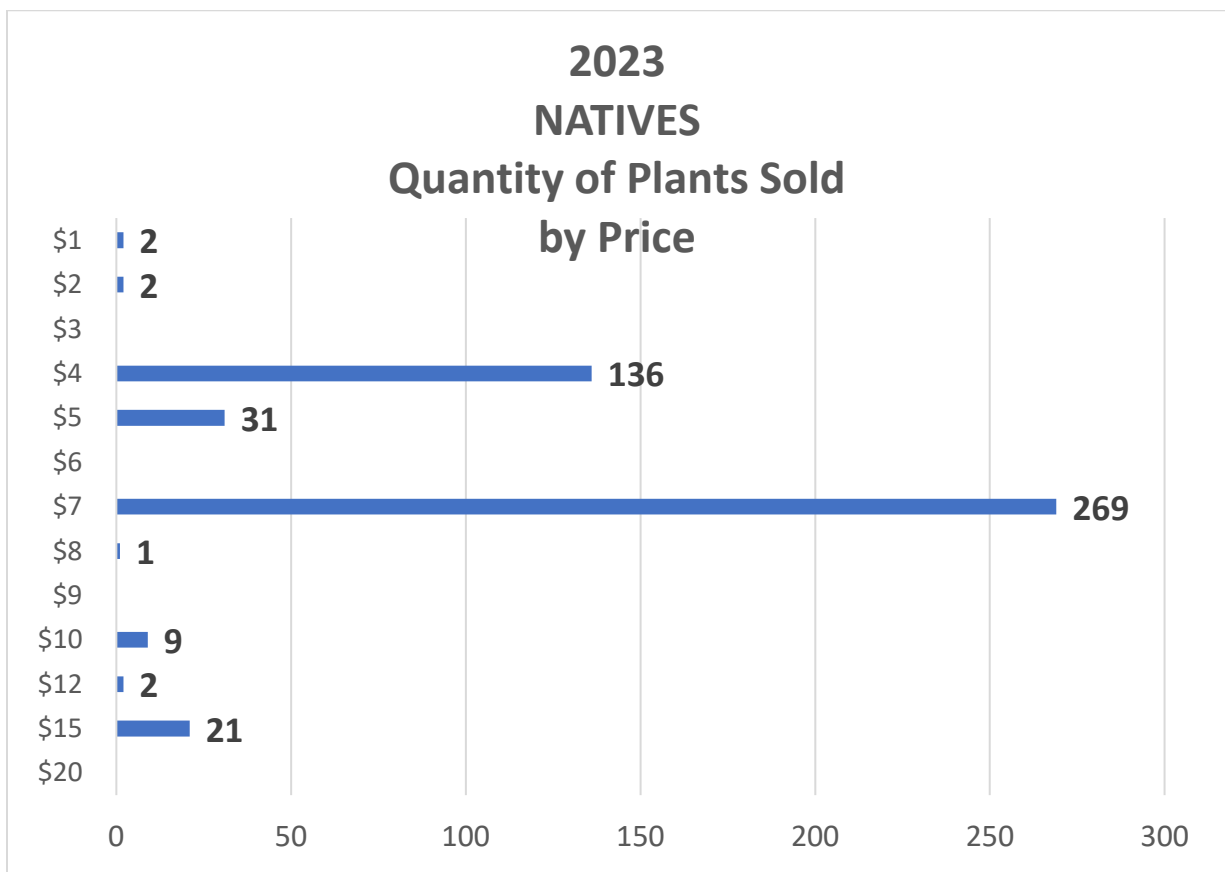
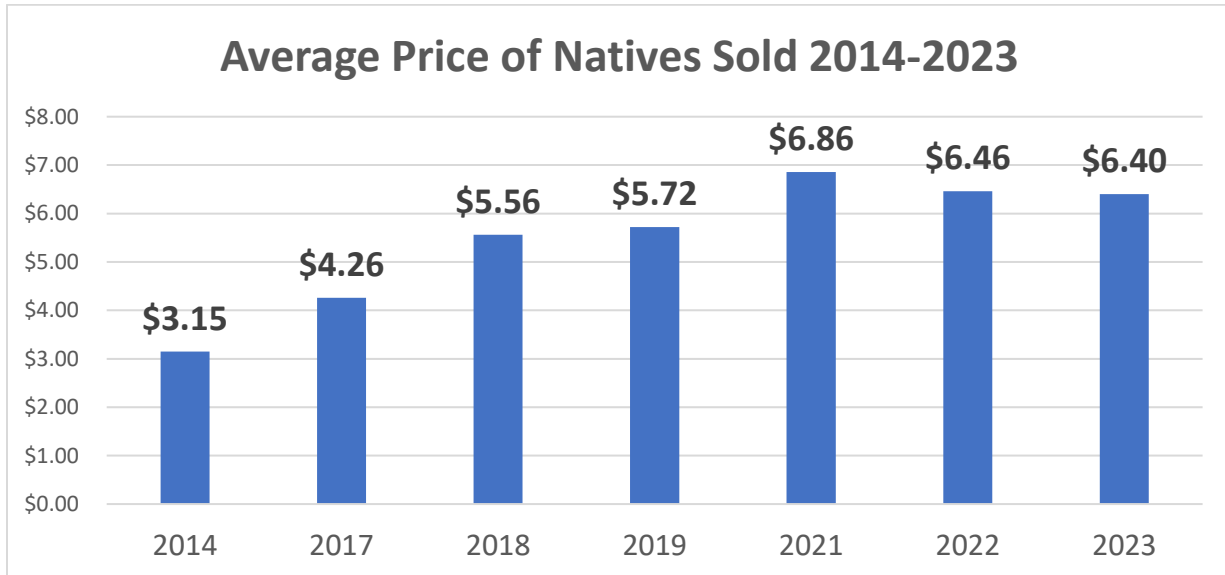


Natives

The Natives section has grown considerably since 2014. Gross Revenue from Natives in 2023 is the highest it has been since 2014, as is the quantity of Natives sold.

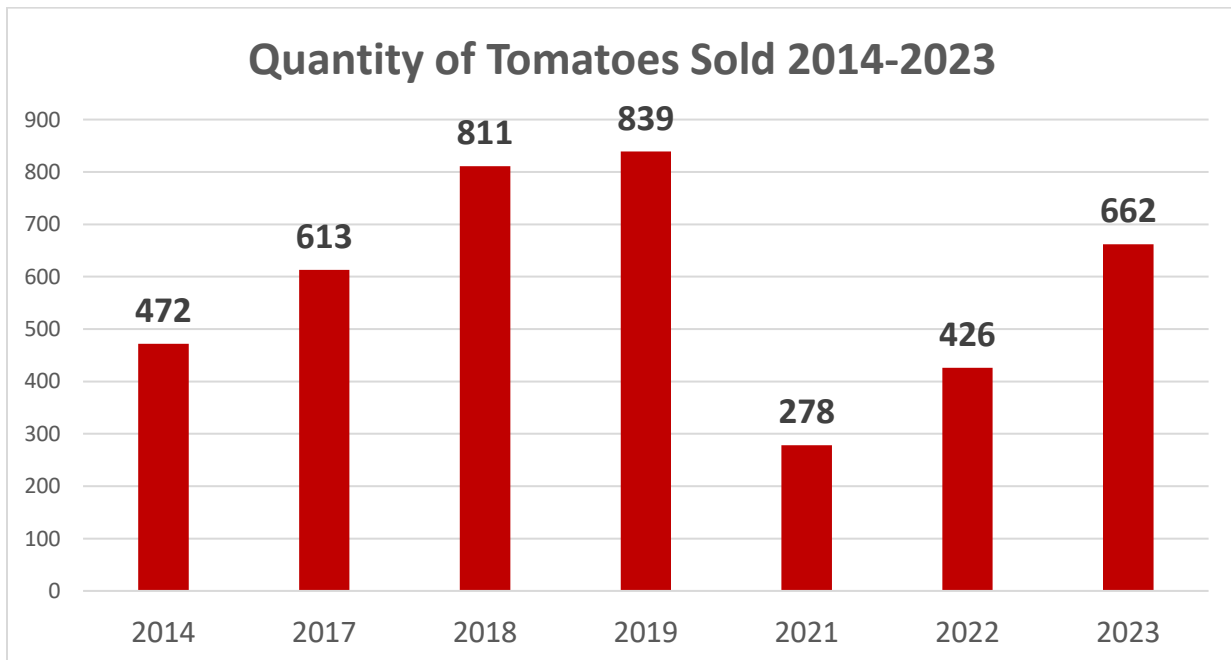
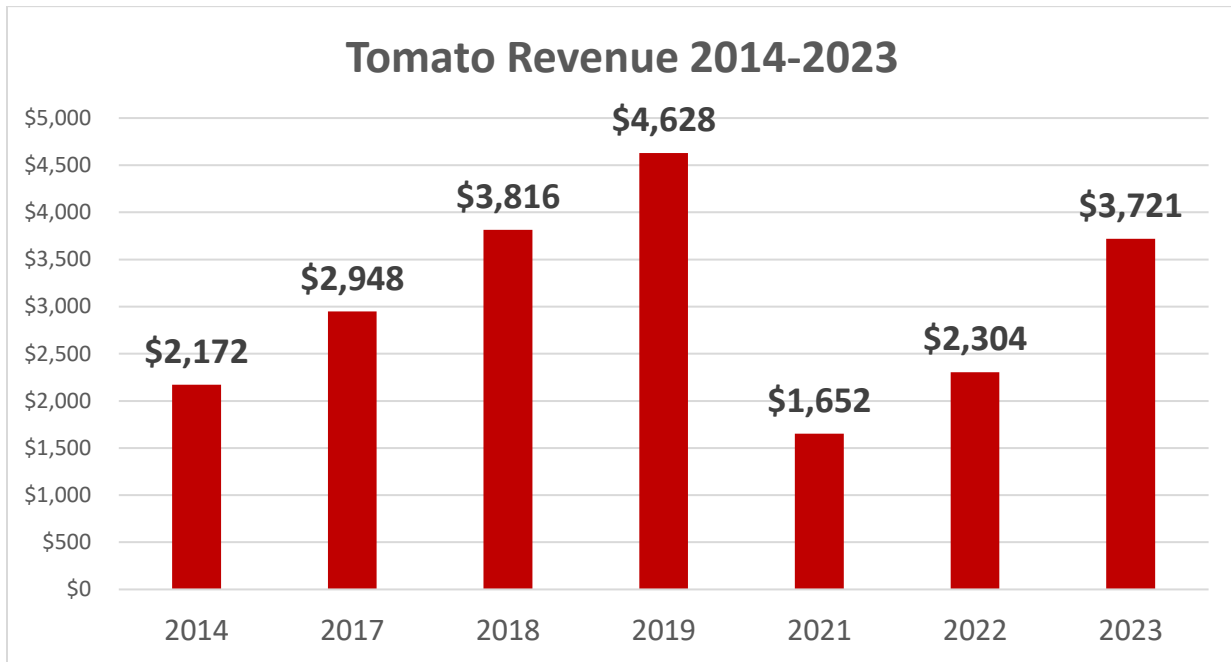


The average price of Natives sold has been in the \$6.50 range since 2021. By far, the majority of Natives sold were priced at \$7.

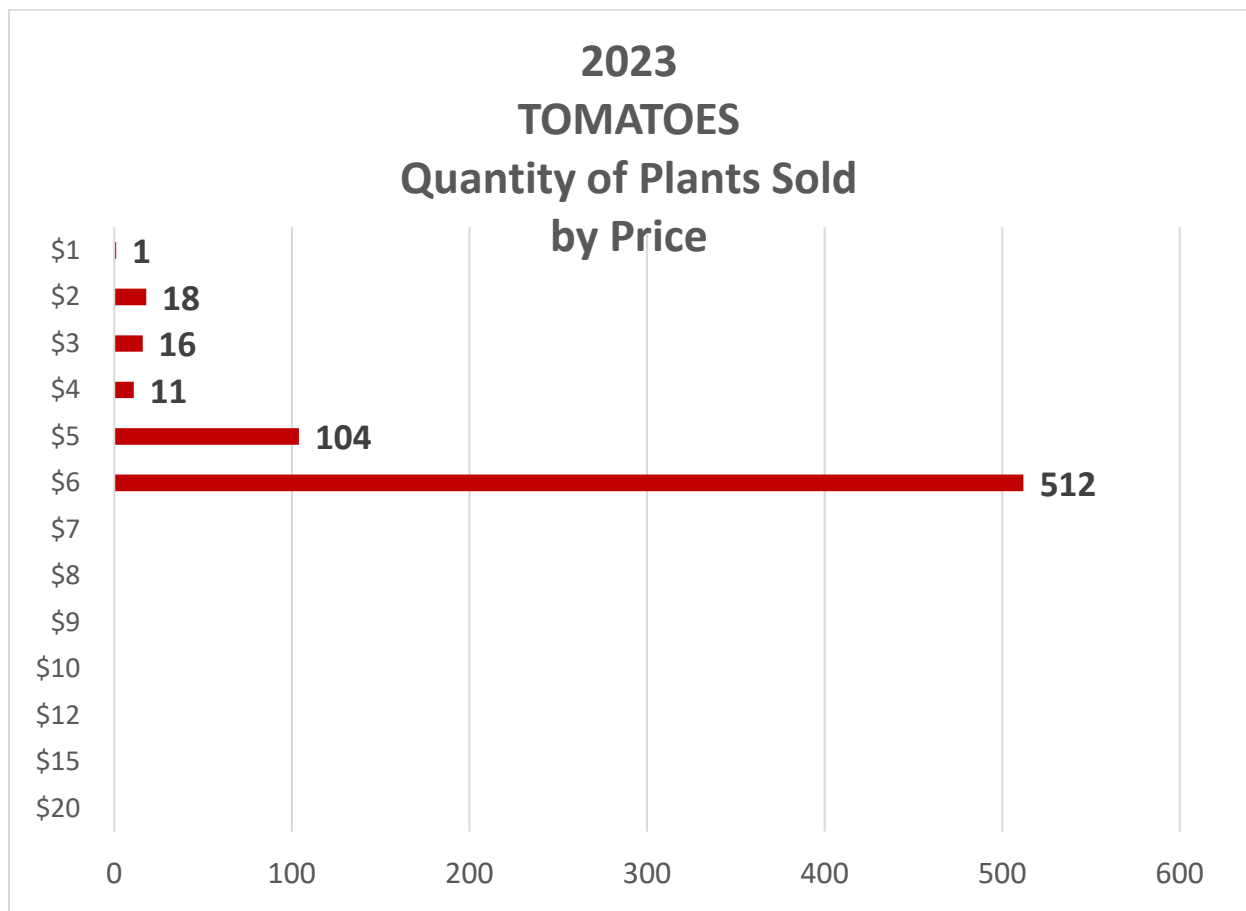
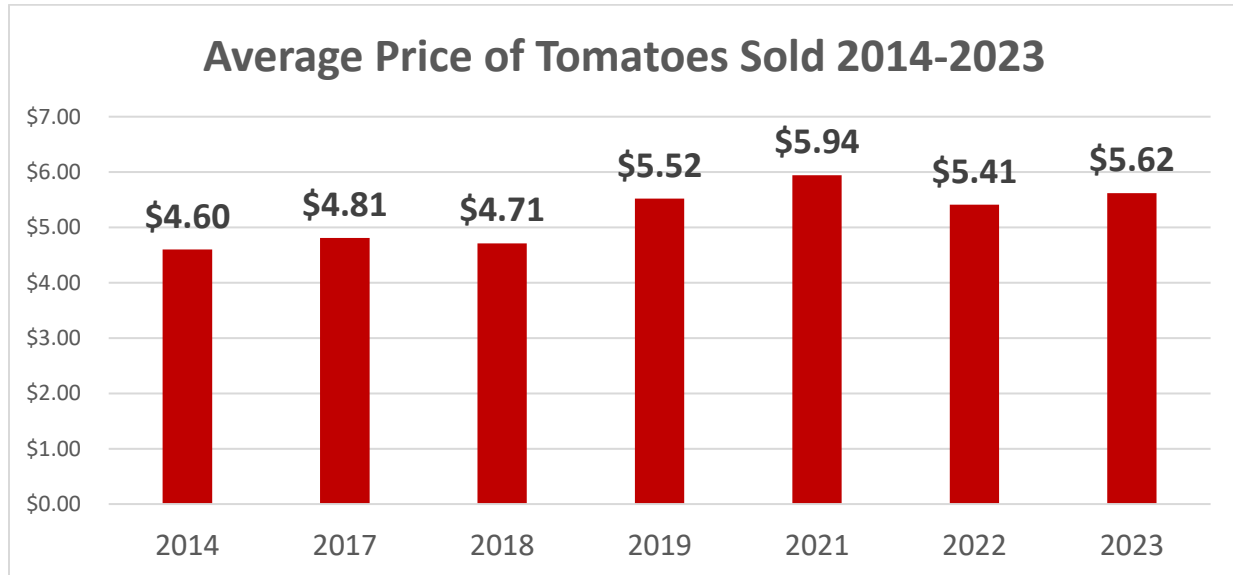


Tomatoes

The gross revenue from Tomatoes has been recovering since 2021, as has the number of tomatoes sold.

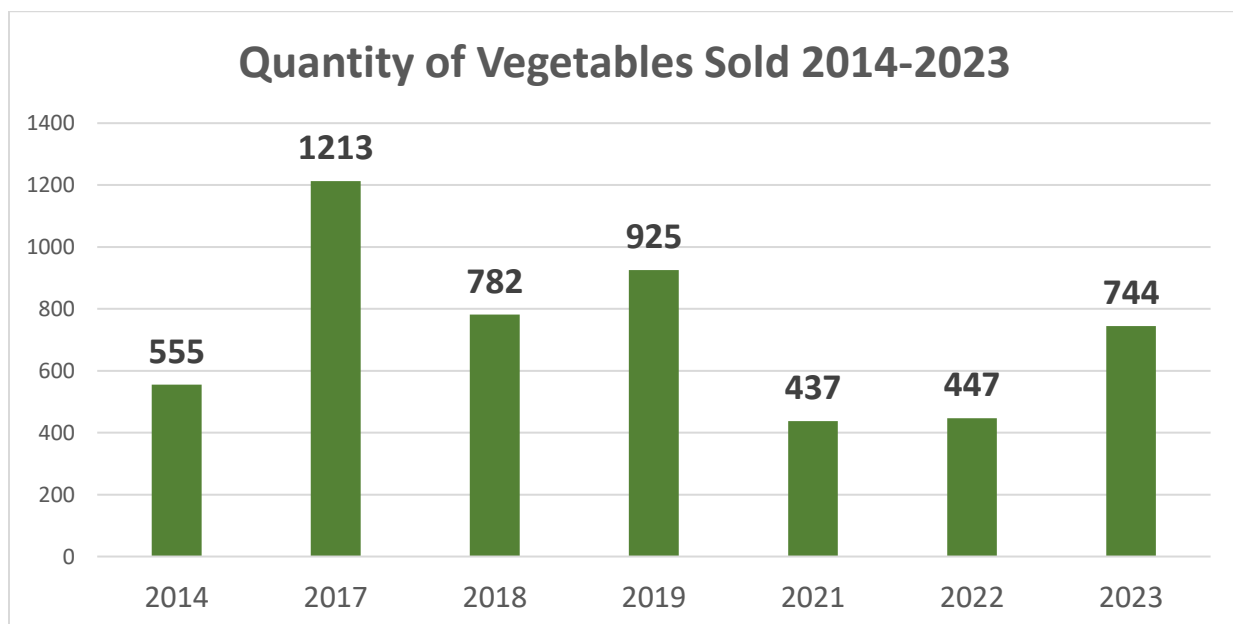
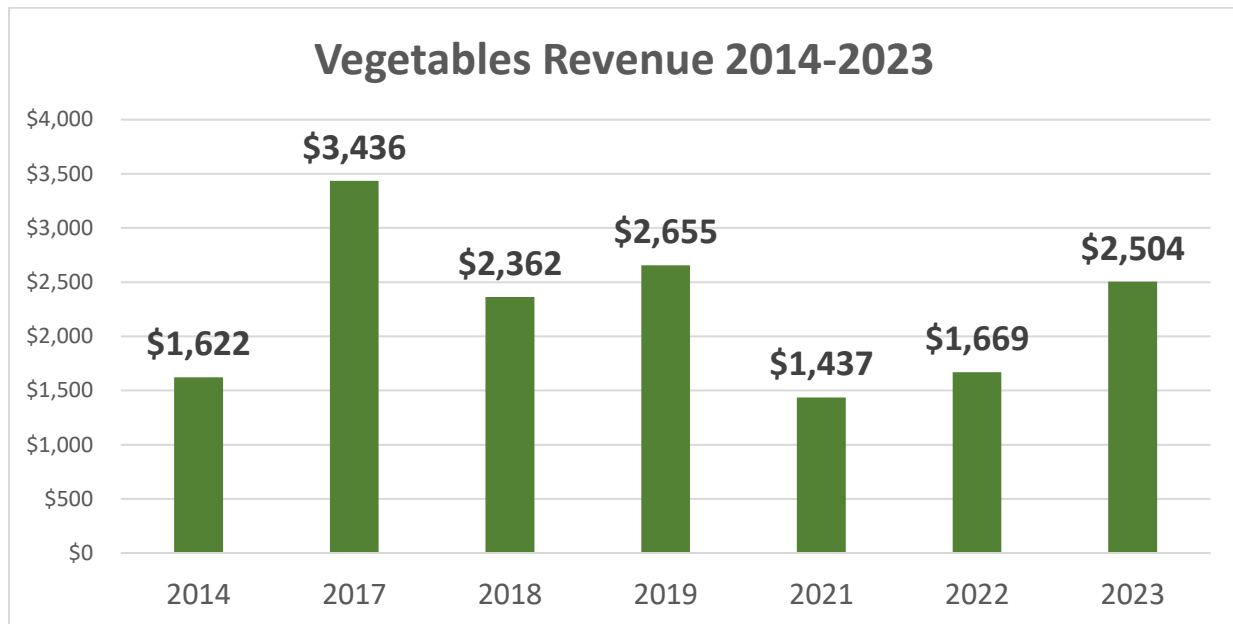


The average price of Tomatoes is only slightly higher than it was in 2019. The majority of the tomato plants sold in 2023 were priced at \$6.

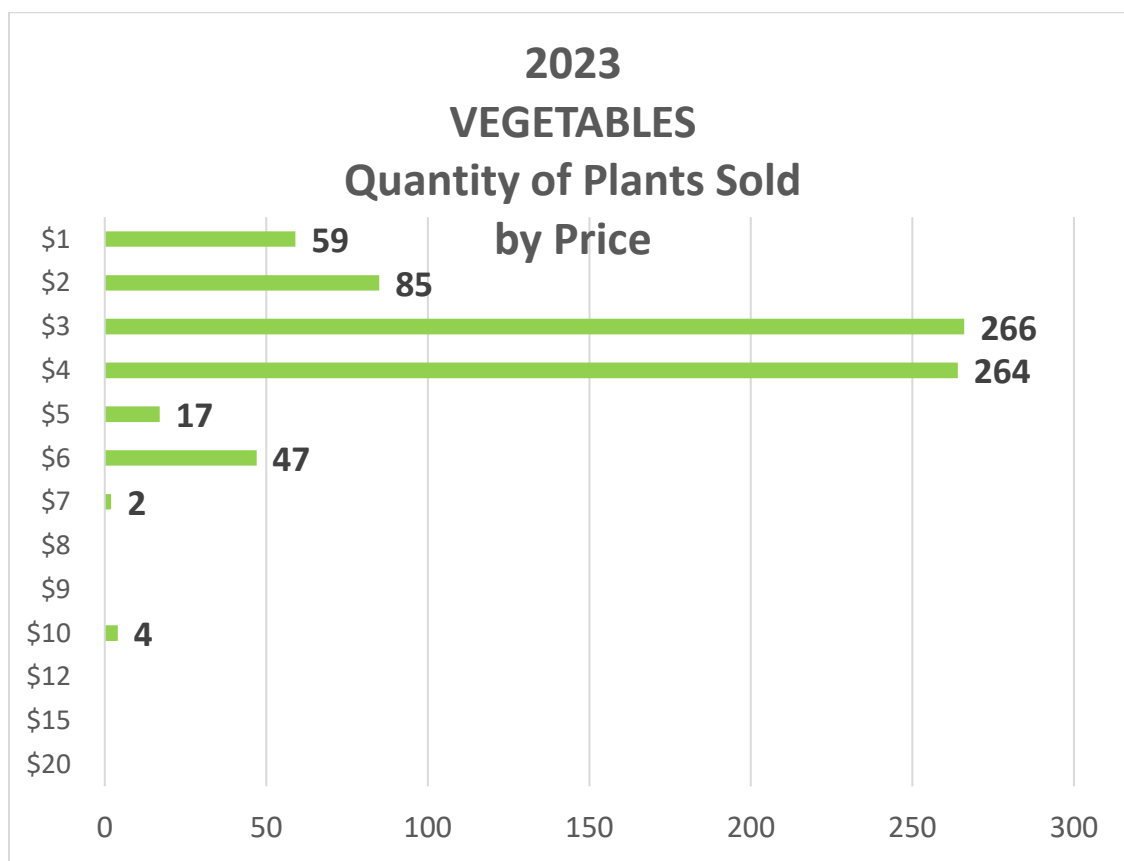
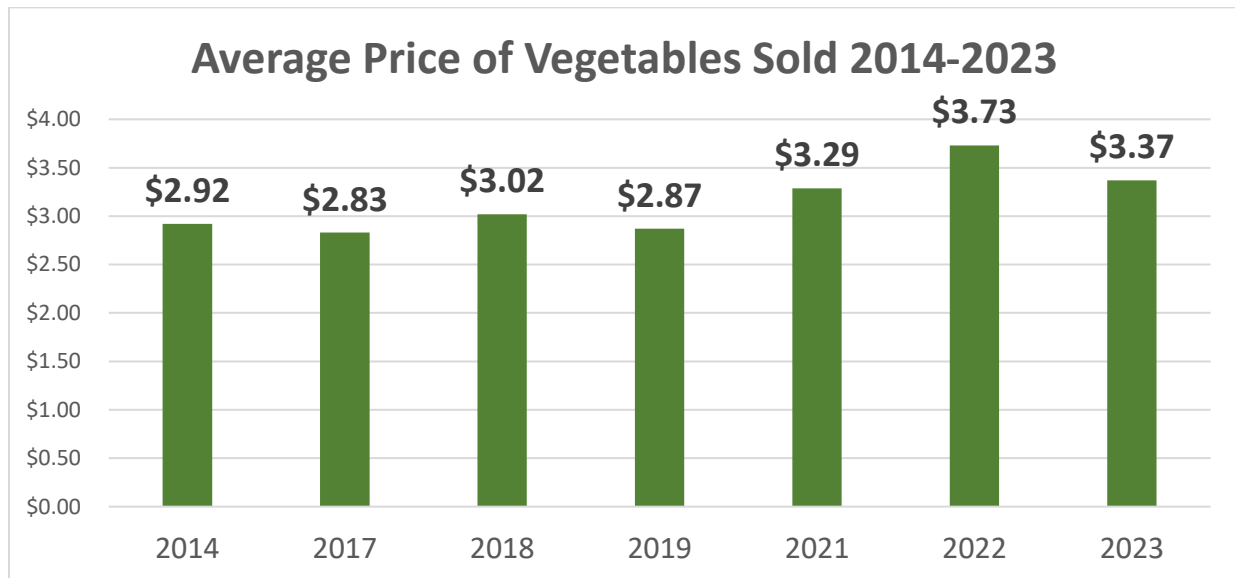


Vegetables

The gross revenue from Vegetables has been recovering to its pre-pandemic level in 2019. A similar trend is apparent in the quantity of Vegetables sold since 2019.

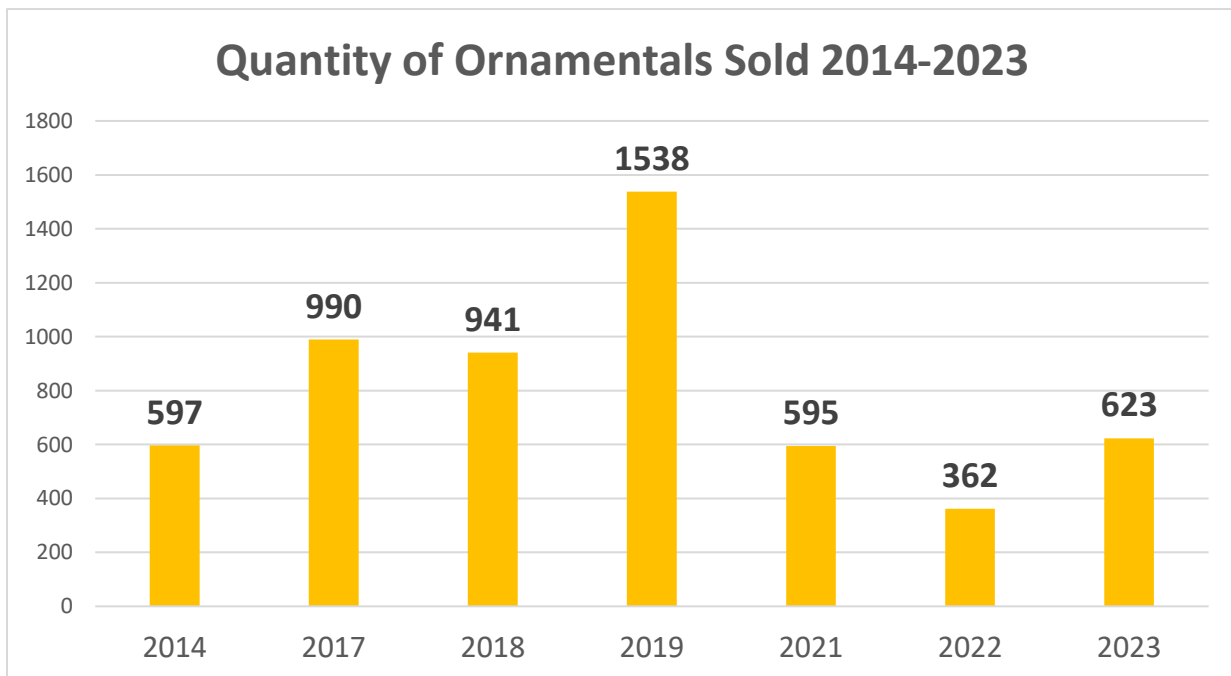
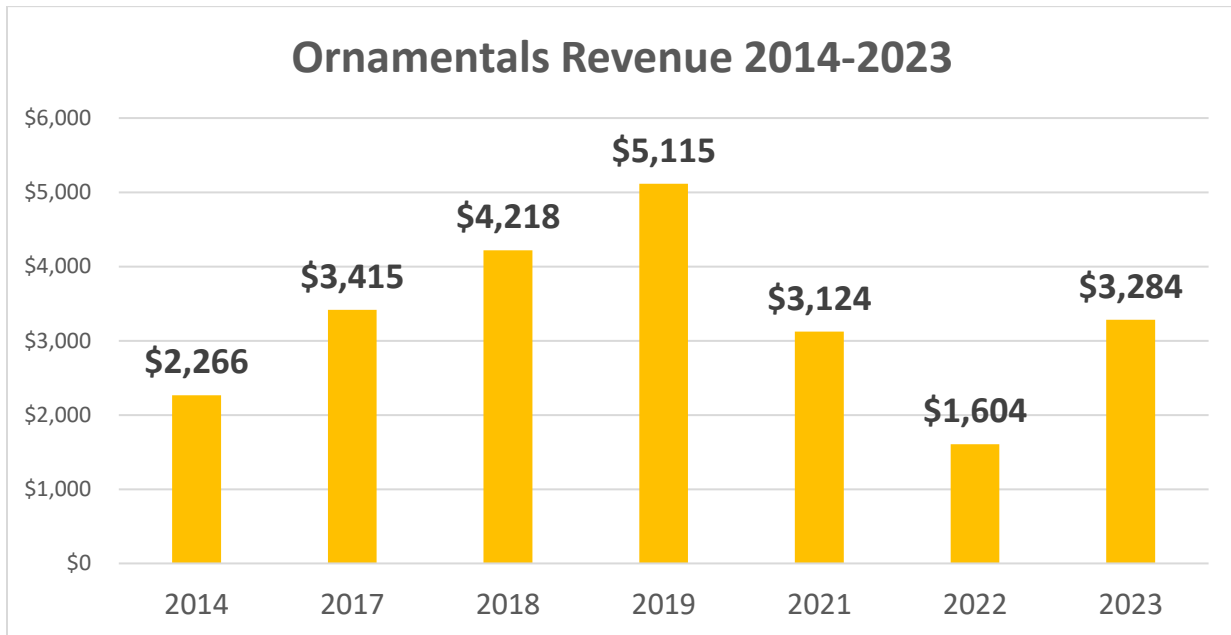


The average price of Vegetables has ranged from \$3.30 to \$3.70 since the pandemic. This is slightly higher than the average price pre-pandemic. Most of the Vegetables sold in 2023 were priced at \$3 or \$4.

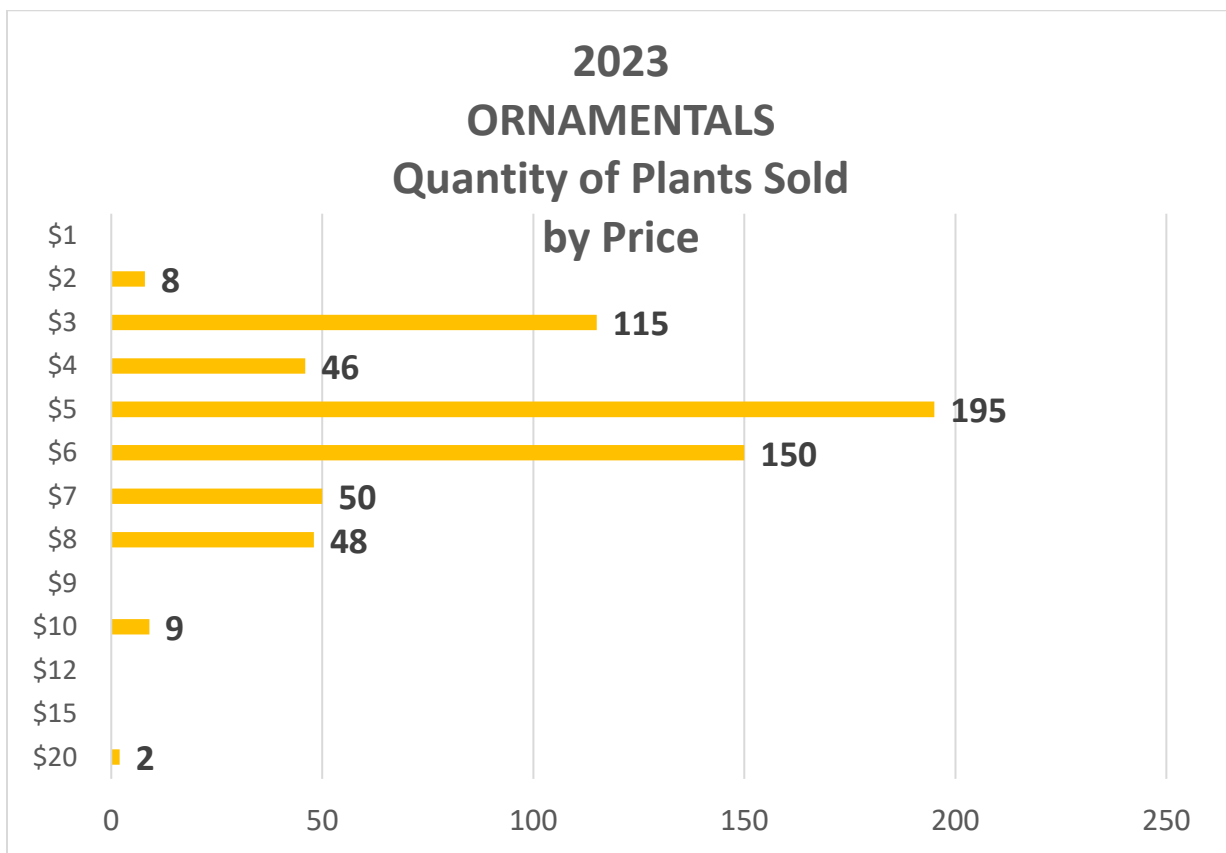
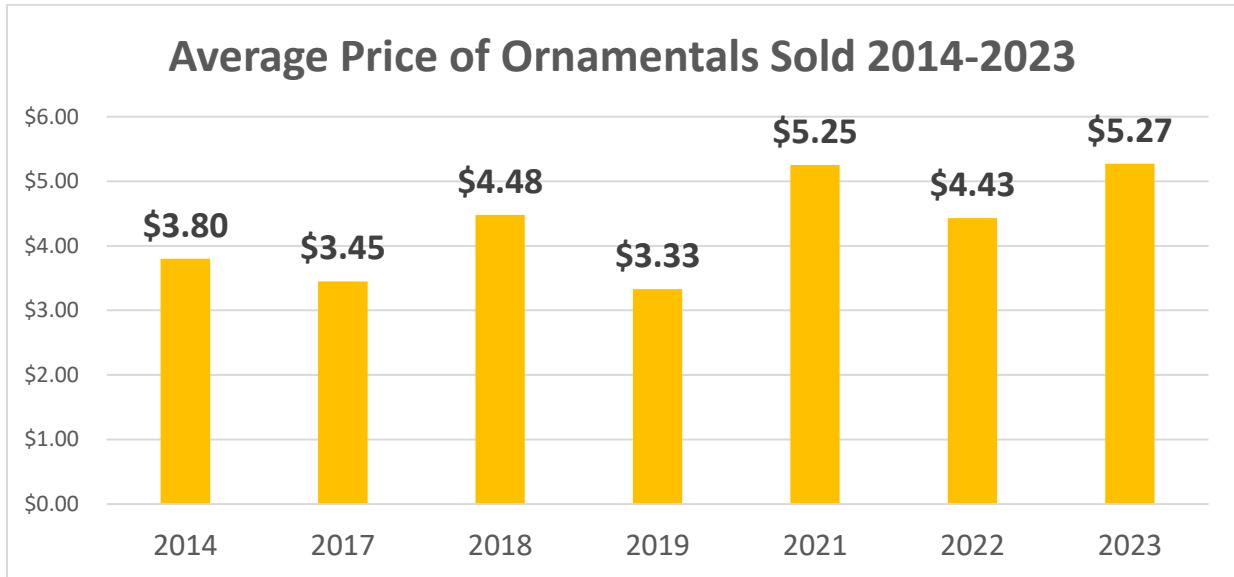


Ornaments

The gross revenue from the sale of Ornaments is beginning to recover to pre-pandemic levels. The same holds for the quantity of Ornaments sold.

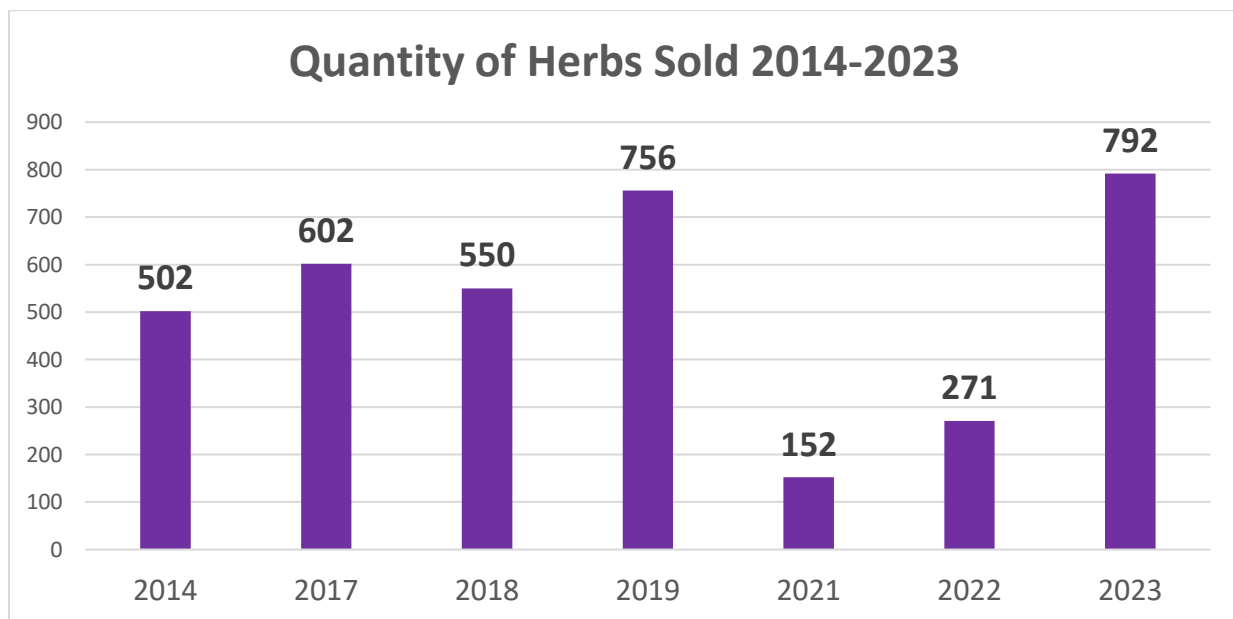
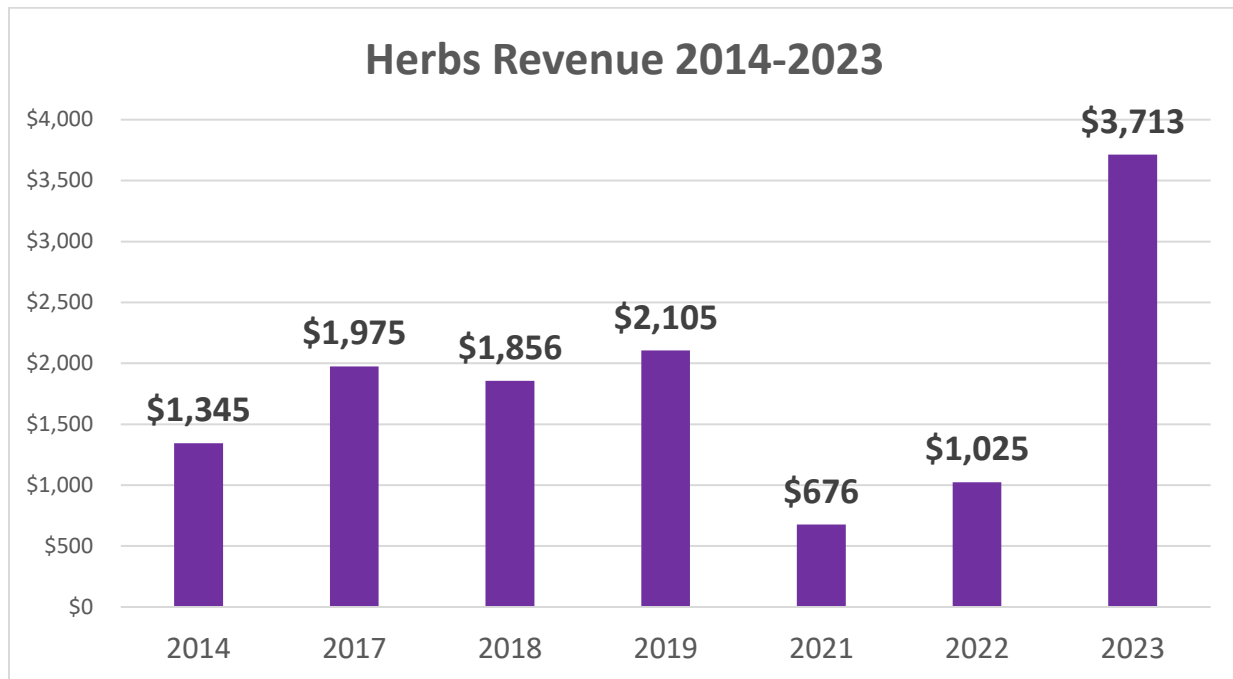


The average price of Ornaments, \$5.27 in 2023, is about the same as in 2021. The majority of Ornaments sold were priced at \$5 or \$6, followed by a large number priced at \$3.



Herbs

The gross revenue from Herbs increased significantly since the 2021 and exceeds pre-pandemic levels. The number of Herbs sold has completely recovered and surpassed pre-pandemic levels.



The average price of Herbs in 2021-2023 has been higher than pre-pandemic levels and the average price of Herbs in 2023 is \$4.69. The majority of Herbs were sold at a price of \$5.

