

# Lincoln County Master Gardener™

## Spring Garden Sale Report

**2024**

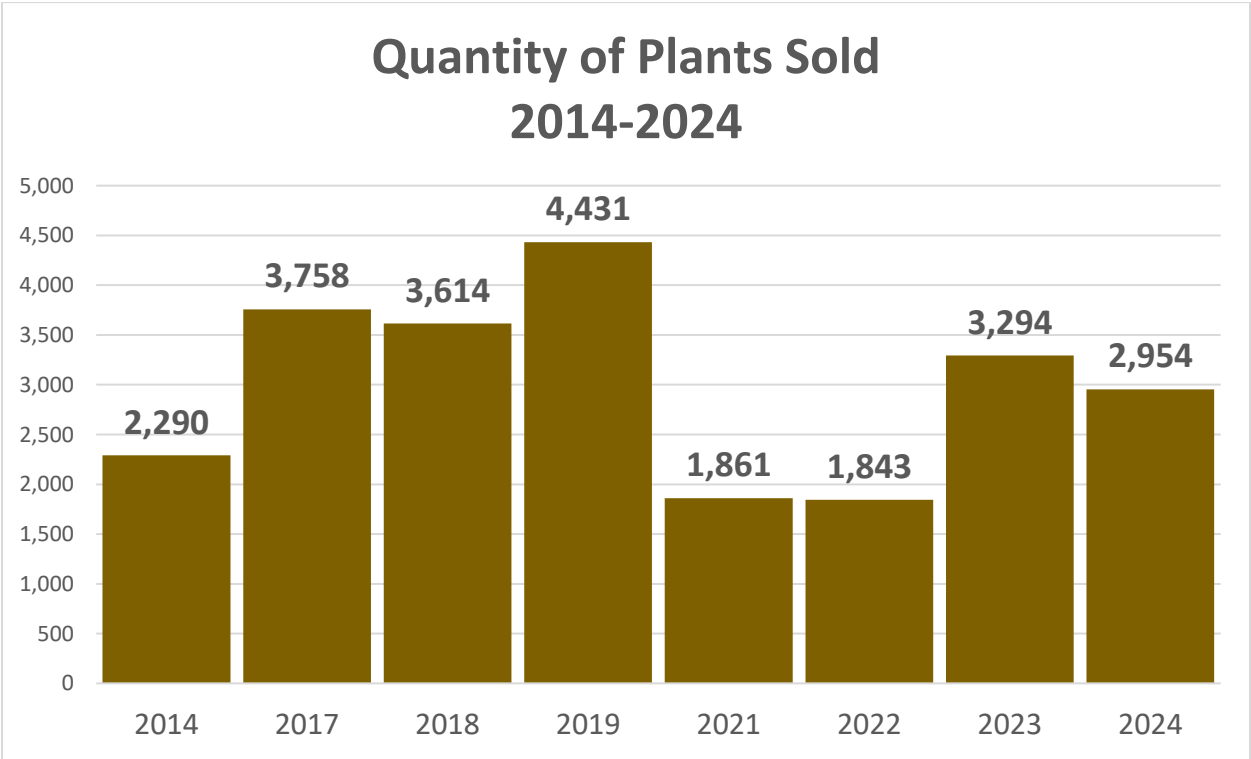
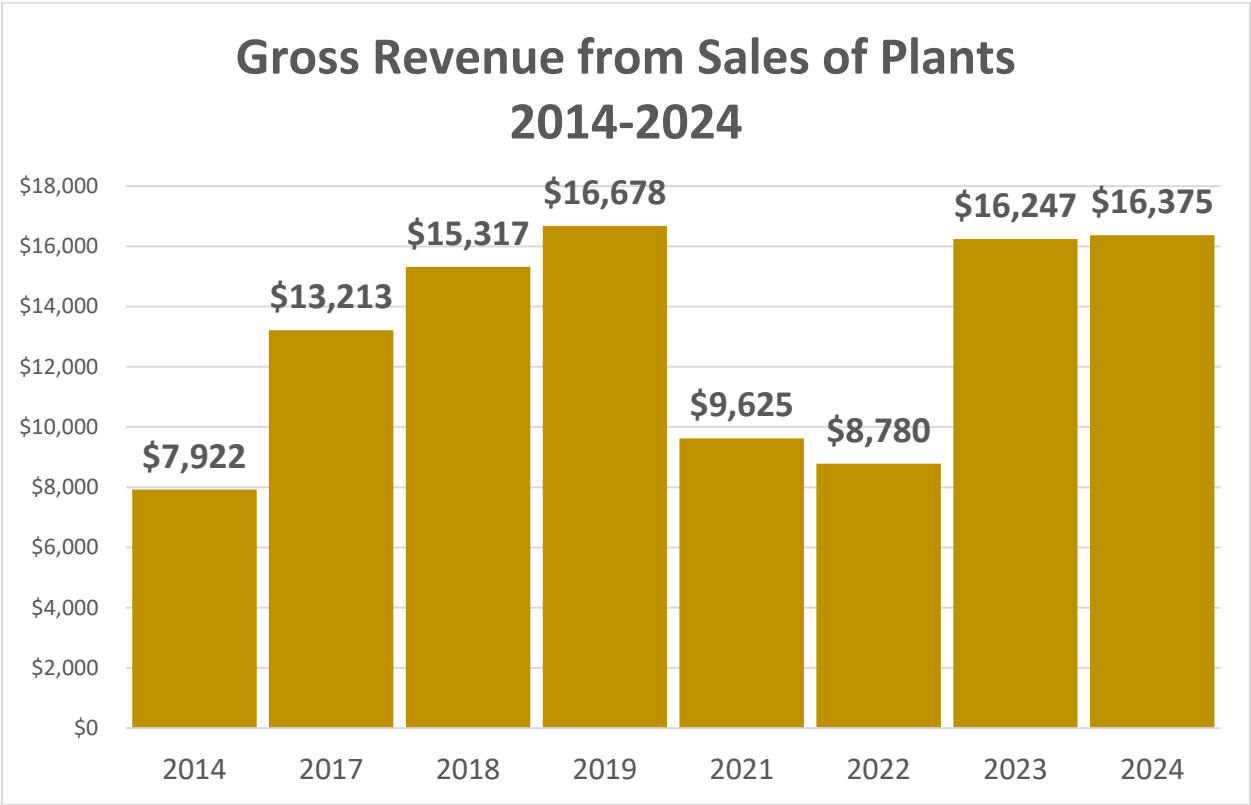
The LCMGA Spring Garden Sale was held at the Oregon National Guard Armory in Newport on May 18, 2024. Our annual fundraiser was very successful, bringing in **gross revenue of about \$17,000**. It takes a community of volunteers to make this happen. Kudos to Laura Strom, our first time Spring Garden Sale coordinator, who did a fabulous job. Special thanks also go to the section leads/co-leads: Ann Geyer, Natives; Carita Edson and Sandy Mathis, Tomatoes; Sharon Busby, Vegetables; Cathi Block and Jill Johnson, Ornamentals; Joan Crall and Emilia Lacy, Herbs; Diane Gettis and Ron Woodard, Garage Sale; Lindsay Clark and Janice Smith, Holding Area; Lynne Holland, Talliers; Mary Jane Bonelitz, 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. Garage sales are taken from the talliers' sheets. 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 \$16,709. This is about \$348 lower 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 2014-2024**

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.

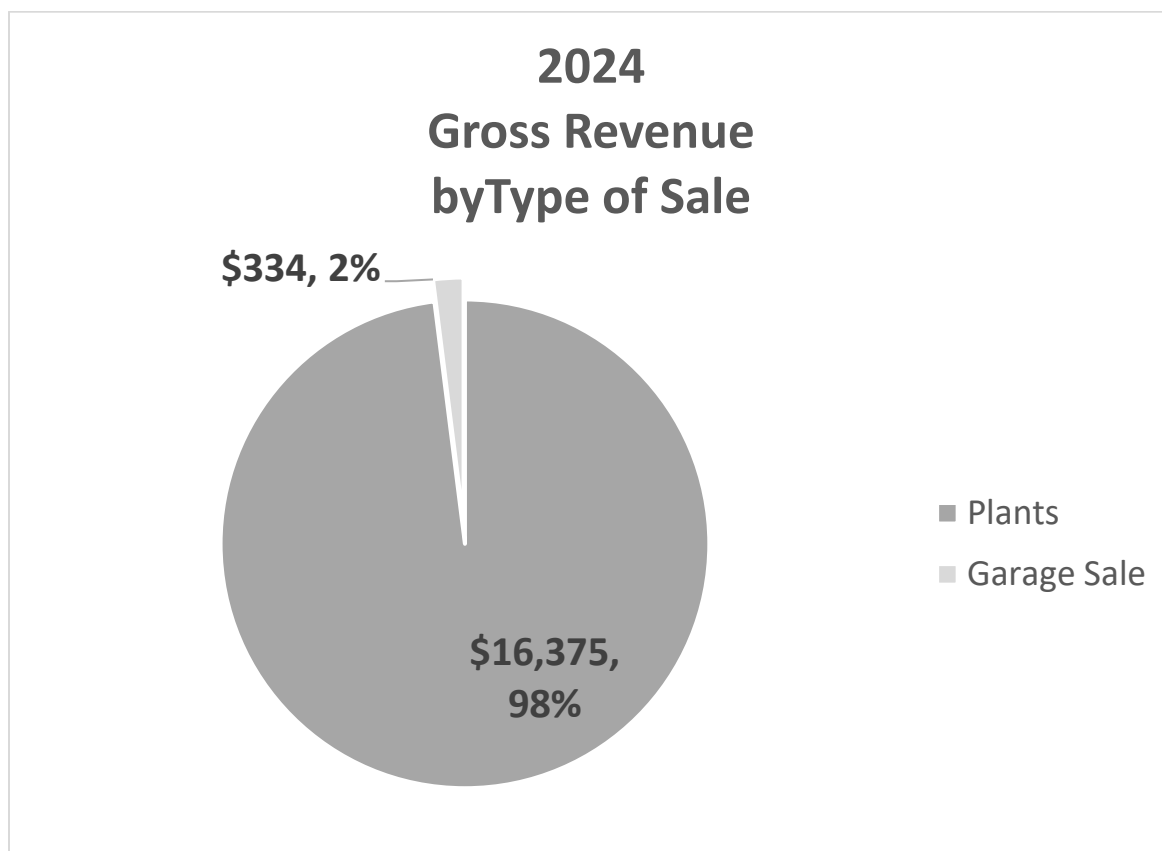
Sales this year are even closer to those in 2019.



A similar story is told in by the quantity of plants sold from 2014 to 2024. In 2023, the quantity of plants sold is just beginning to approach those from pre-pandemic years. We experienced a small drop in plants sold this year, most likely due to the change in venue of our plant sale.

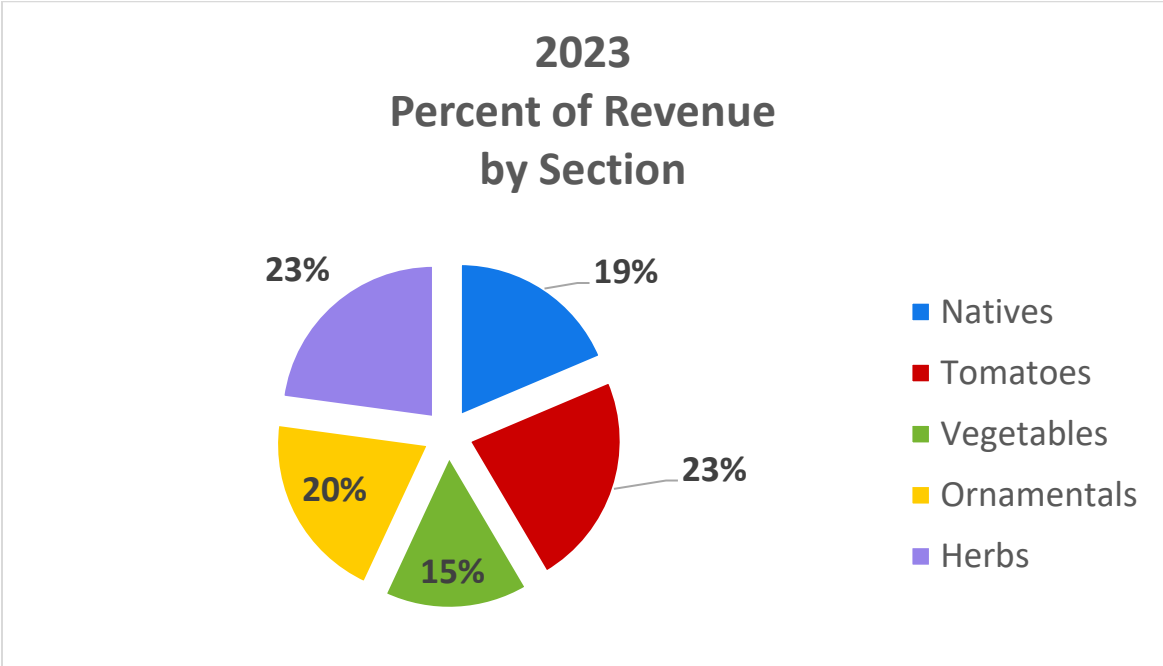
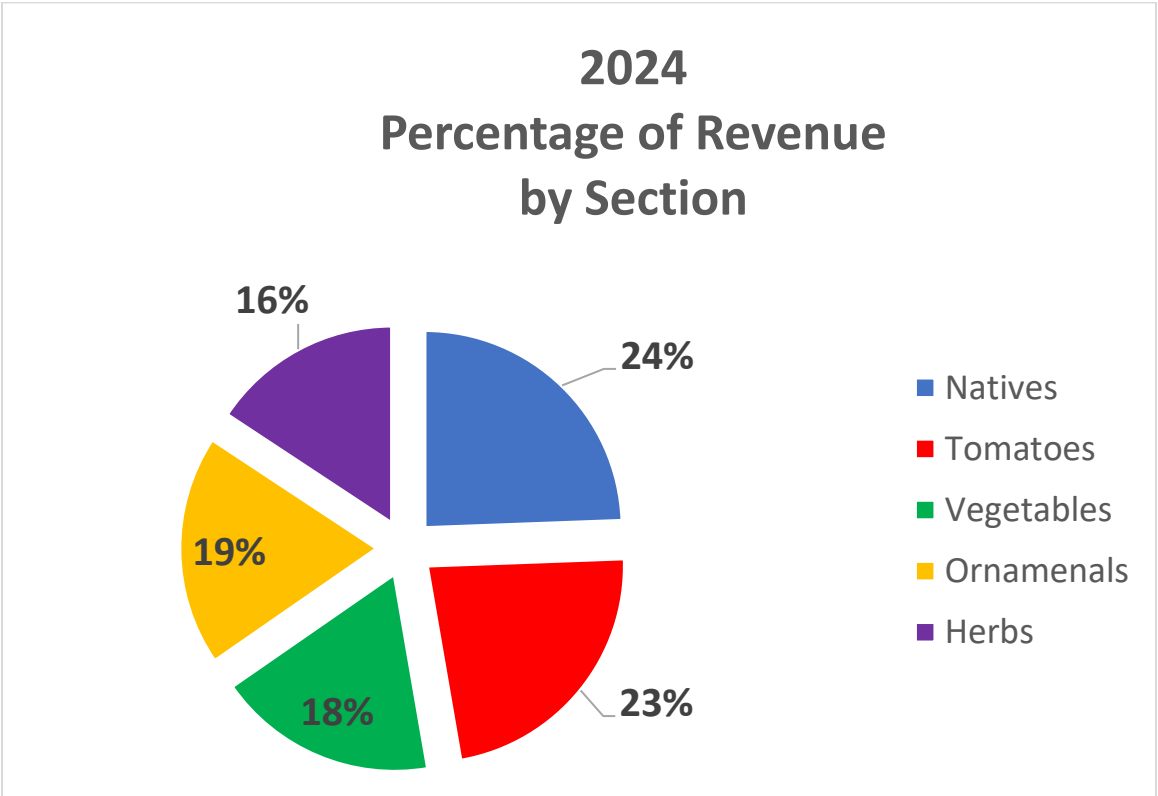
### **The 2024 Spring Garden Sale**

Gross revenues from the Spring Garden Sale consists of the sale of plants and the garage sale. Ninety-eight percent of gross revenue is from the sale of plants. The main focus of this report is on plants, Garage sale revenue is presented at the end.



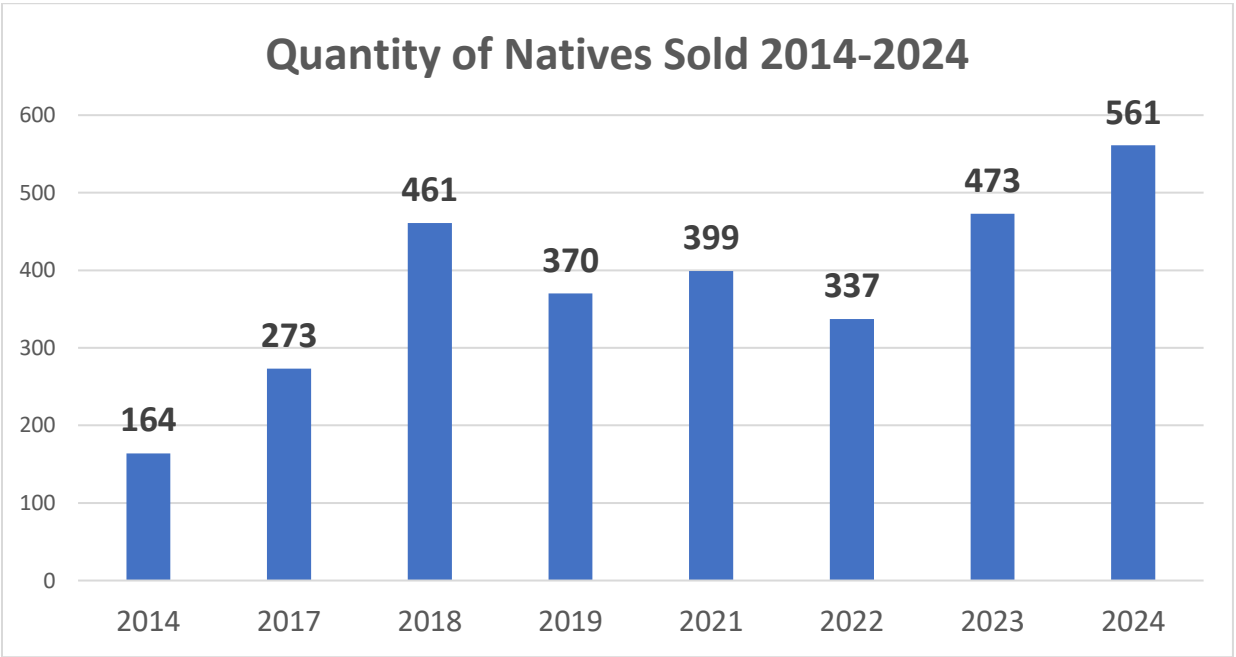
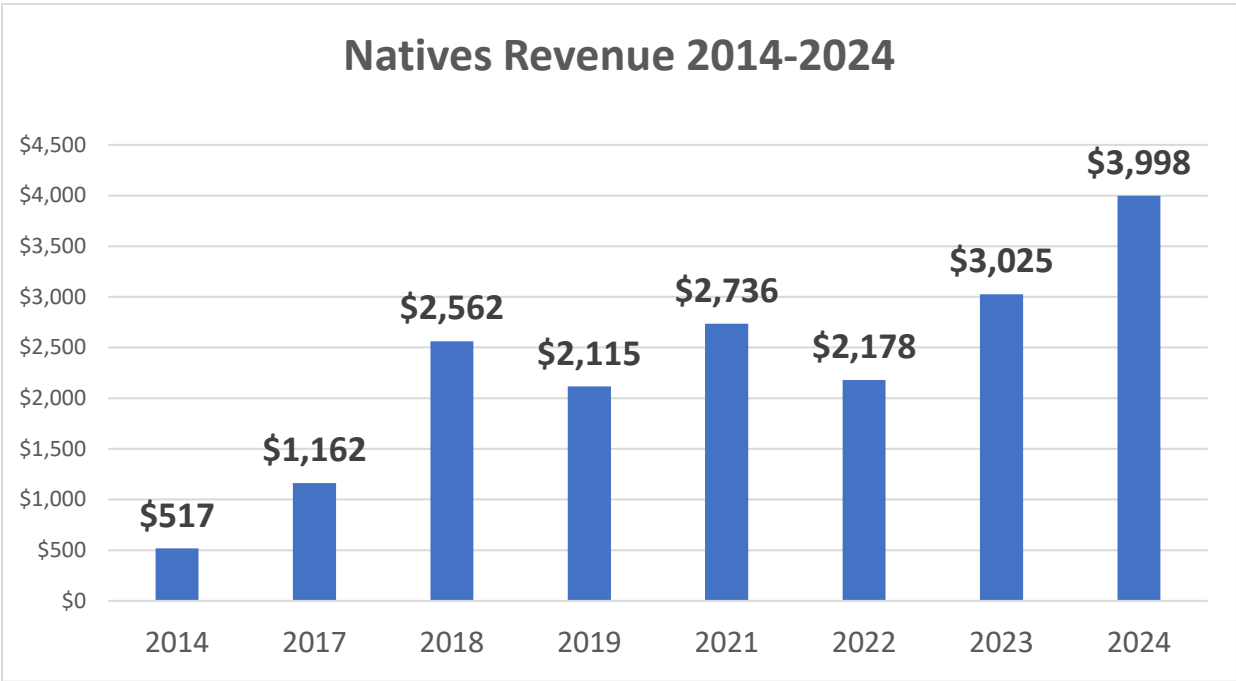
The next chart shows the percentage of gross revenue by plant section in 2024. Natives accounted for 24% of gross revenue, followed closely by tomatoes (23%), then Ornamentals (19%), vegetables (18%) and herbs (16%). The growing contribution of the Natives sections can

be seen by comparing last year’s data. Natives increased from 19% to 24% of gross revenue. Vegetables rose from 15% to 18%. Herbs decreased from about 23% to about 16% of gross revenue. The Ornamental and Tomato sections remained about the same.

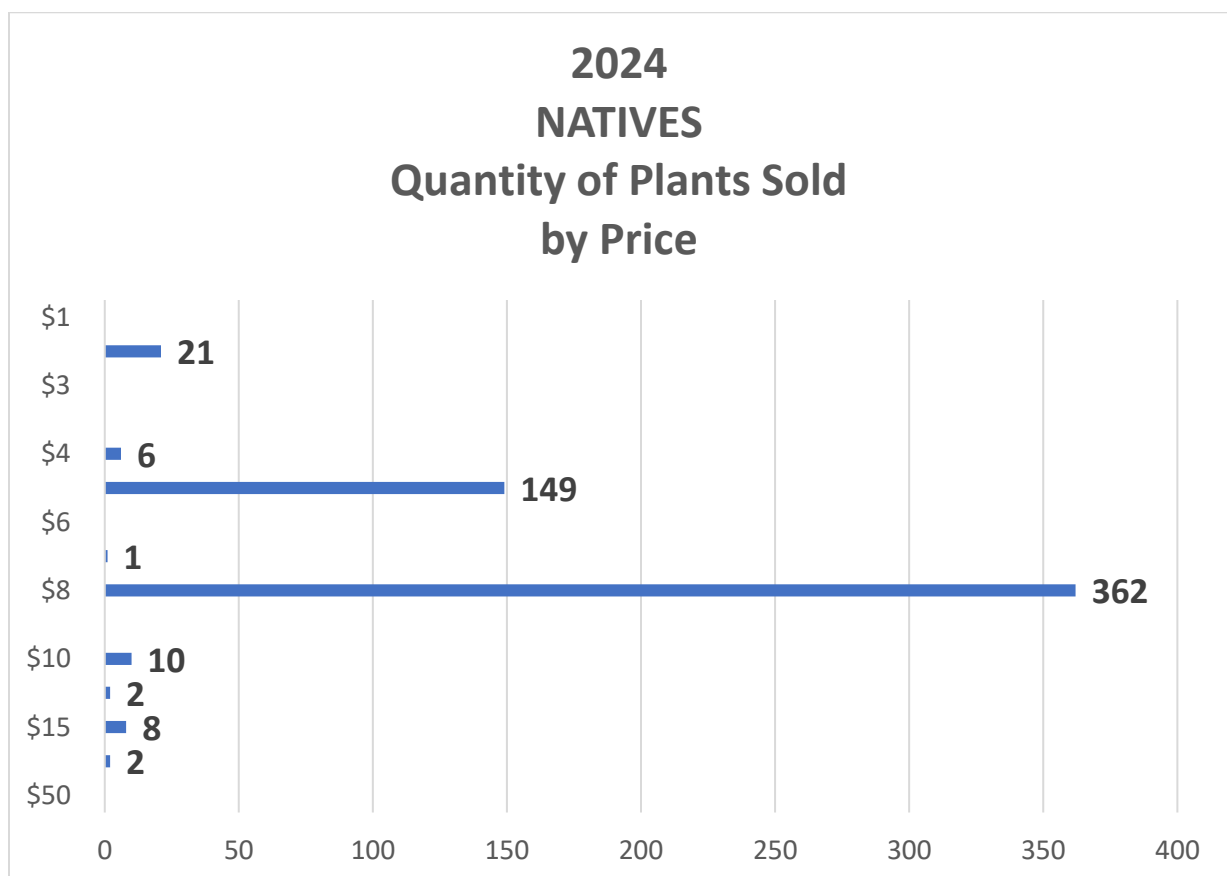
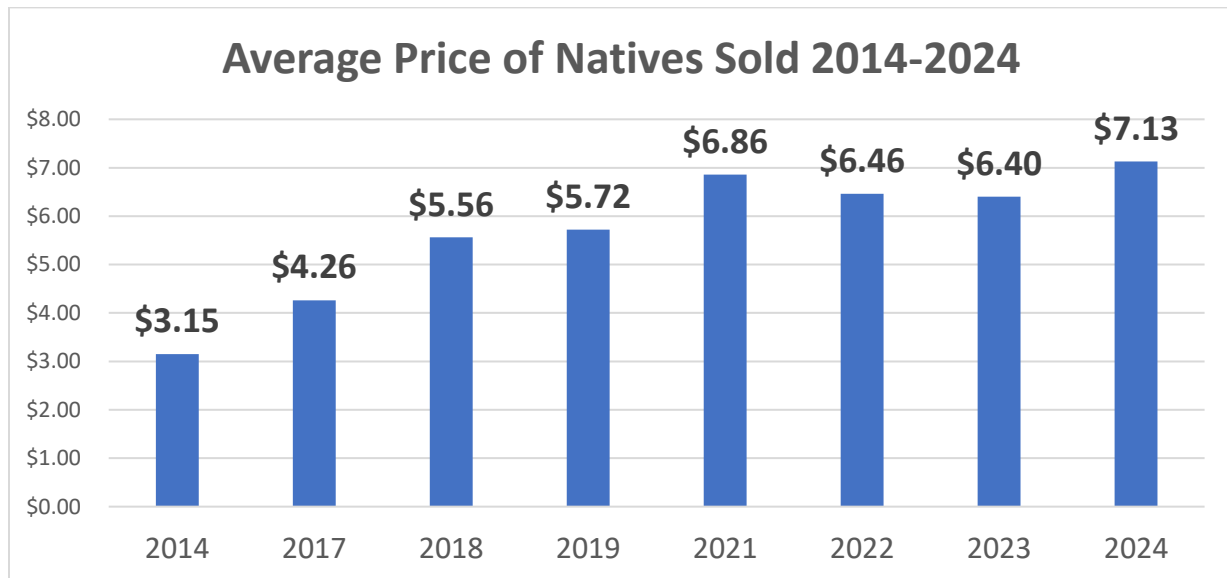


**Natives**

The Natives section has grown considerably since 2014. Revenue from Natives in 2024 is the highest it has been since 2014, as is the quantity of Natives sold.

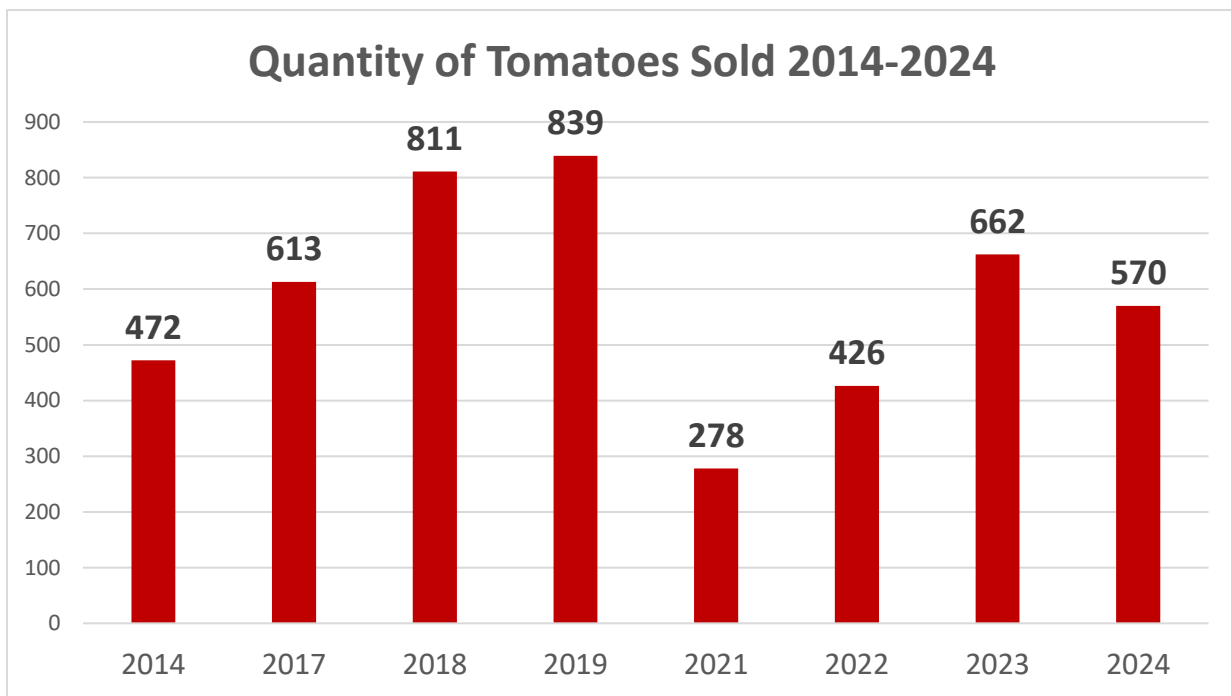
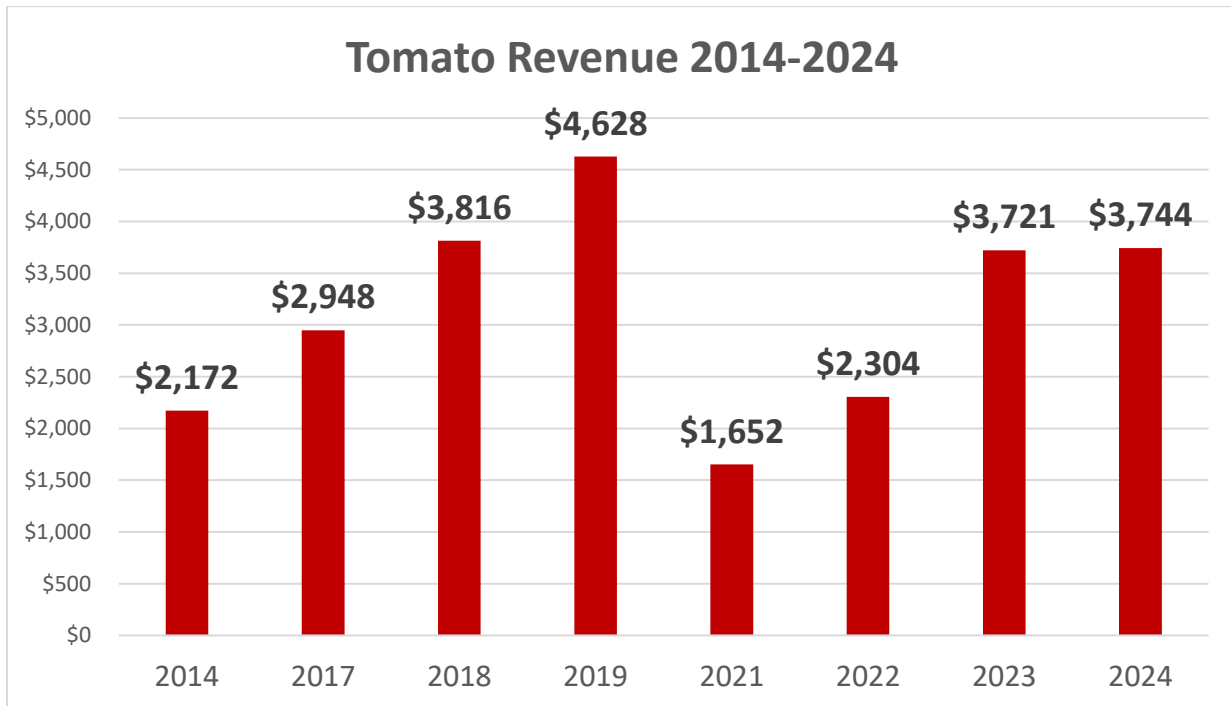


The average price of Natives sold has been in the \$6.50 range since 2021, but increased to \$7.13 this year. By far, the majority of Natives were sold at a price of \$8.

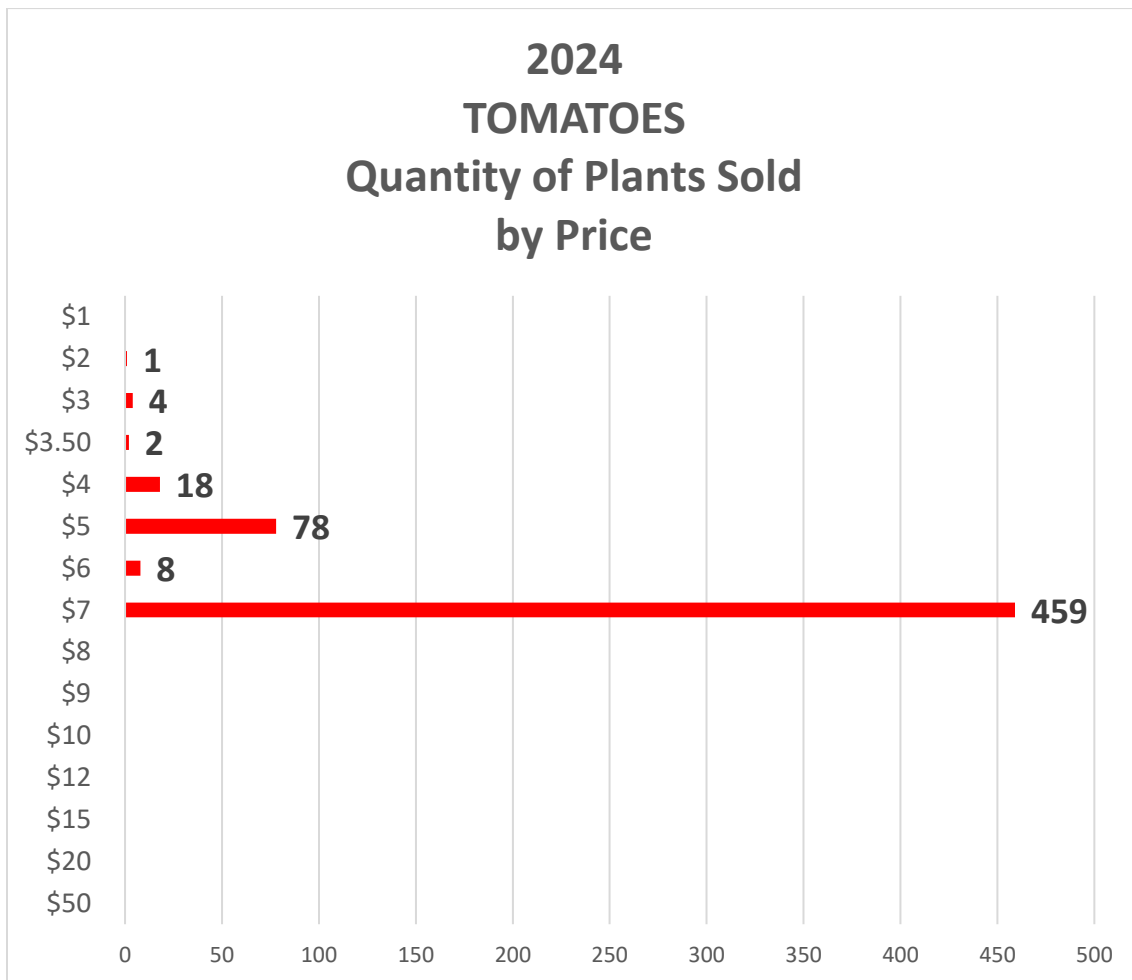
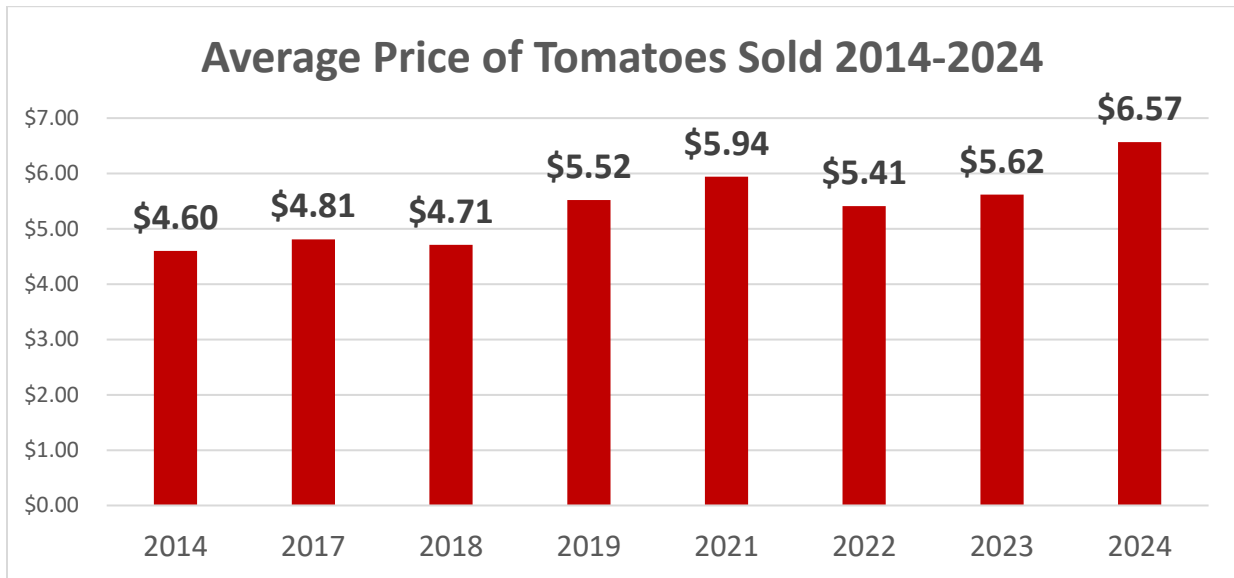


## Tomatoes

The revenue from Tomatoes has been recovering since 2021, and was a bit higher than last year. The number of tomato plants sold slipped from last year.

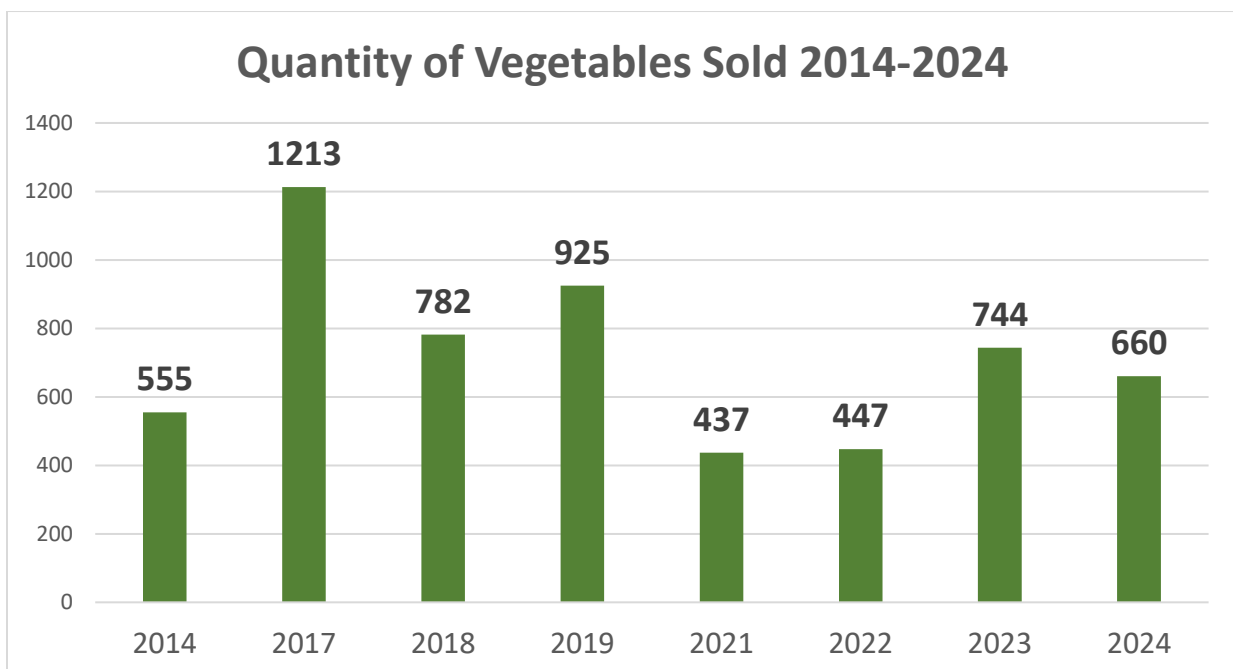
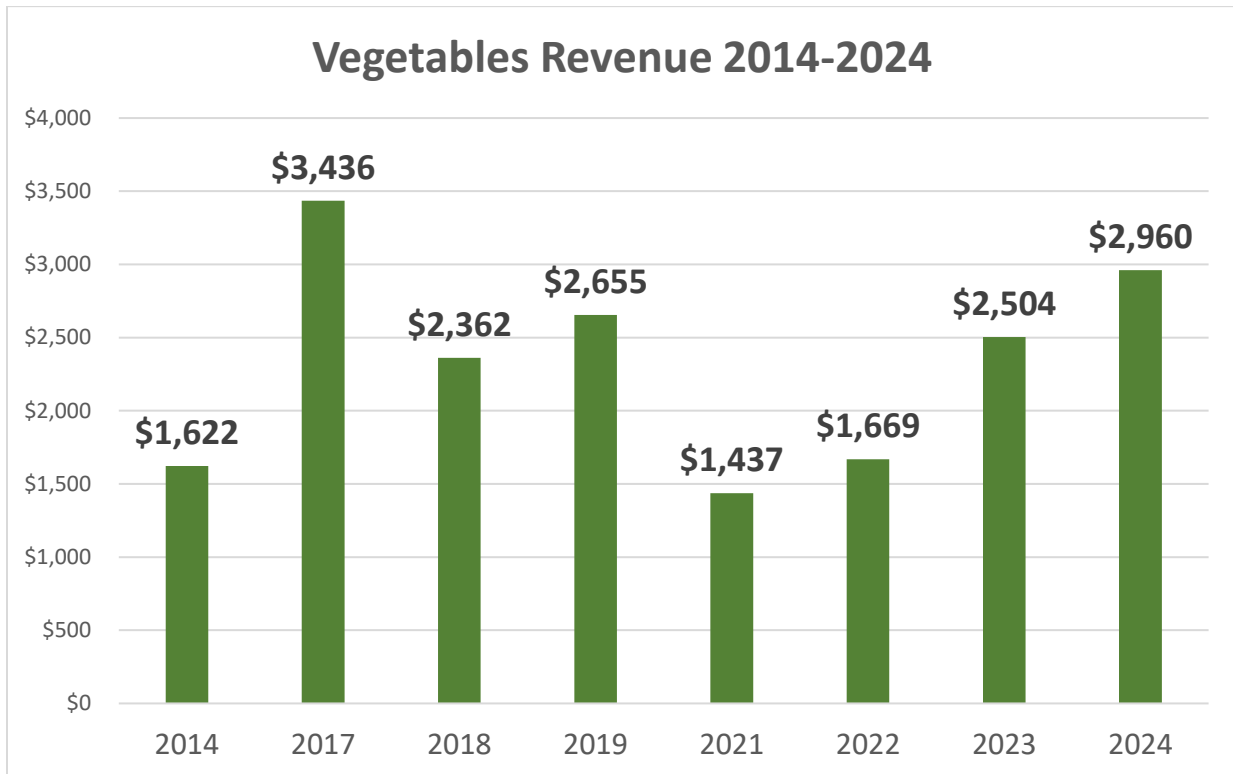


The average price of Tomatoes is almost a dollar higher than it was last year. The majority of the tomato plants sold in 2024 were priced at \$7.

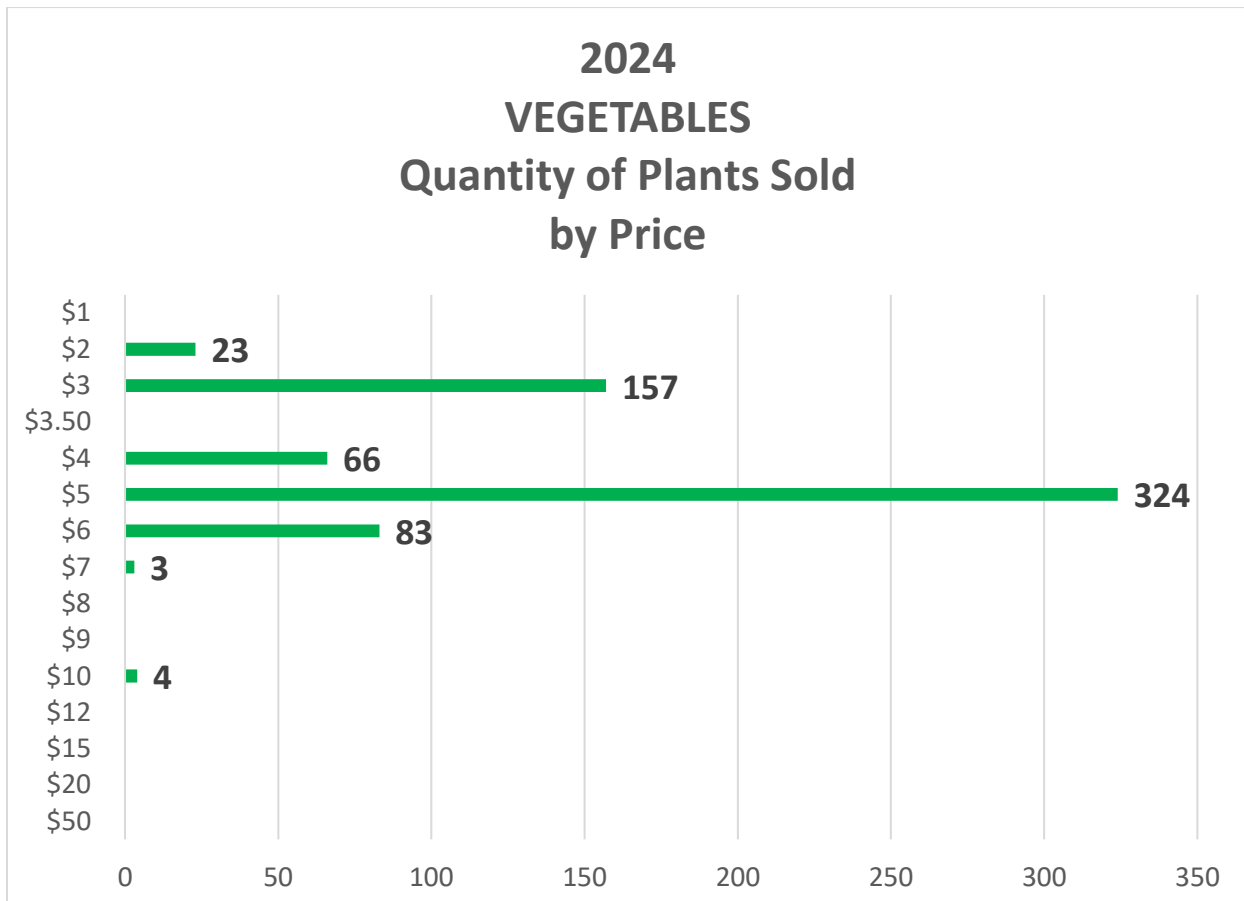
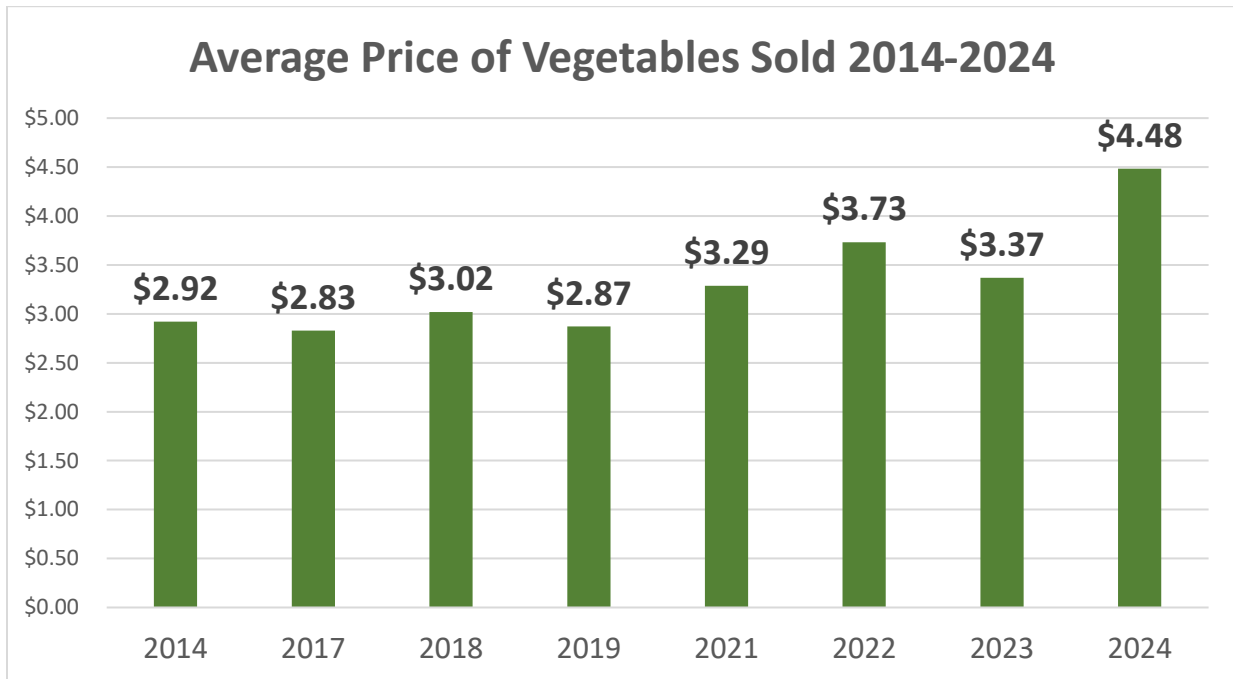


## Vegetables

The revenue from Vegetables has surpassed its pre-pandemic level in 2019. The quantity of Vegetables sold dipped from last year.

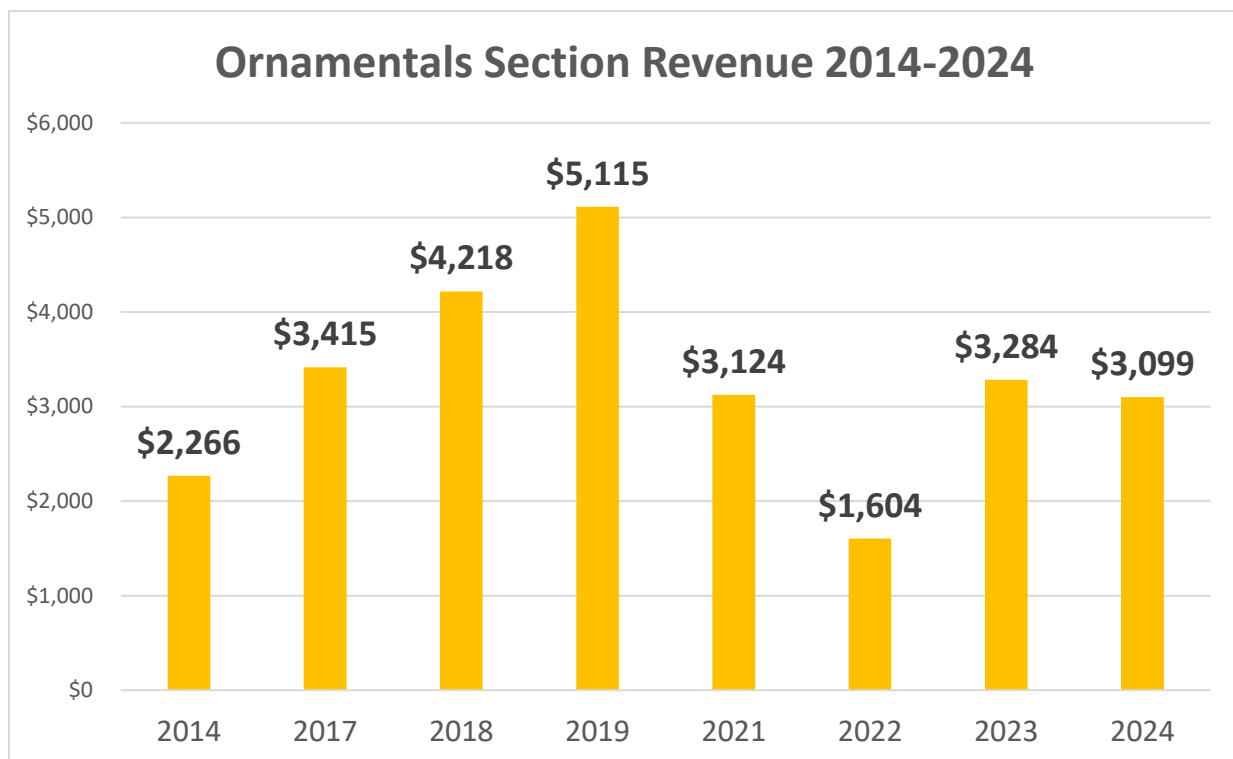


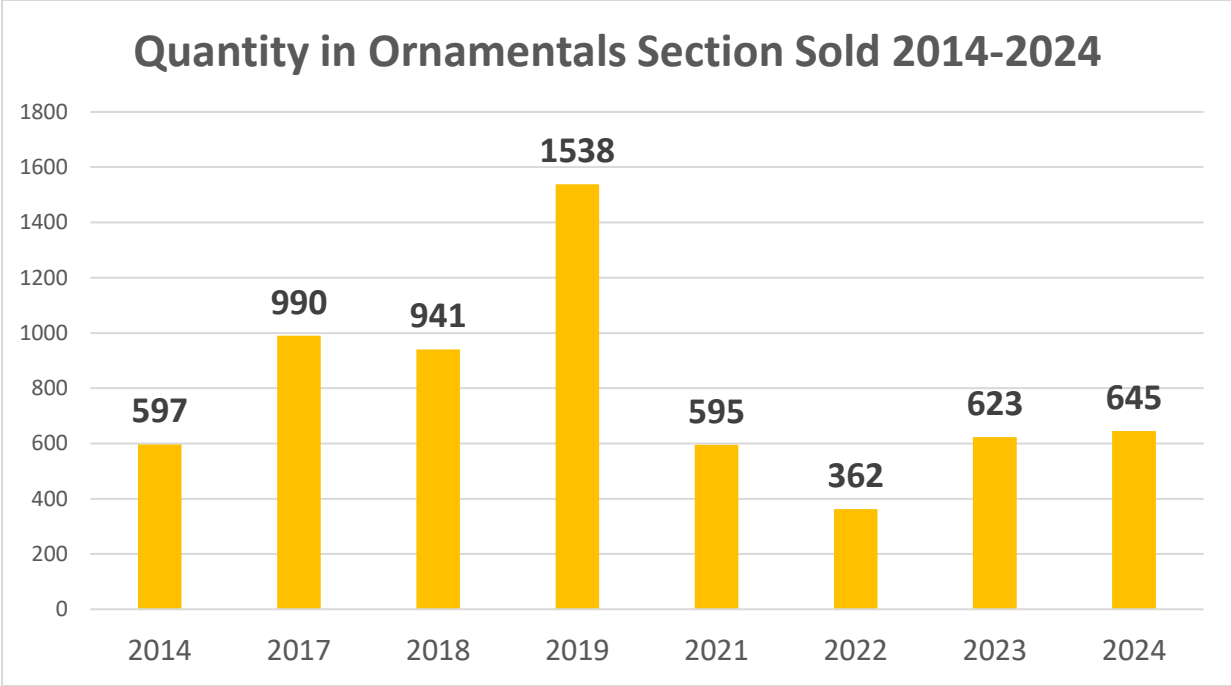
The average price of Vegetables rose to \$4.48 this year, over \$1 higher than last year.  
Most of the Vegetables sold in 2024 were priced at \$3 or \$5.



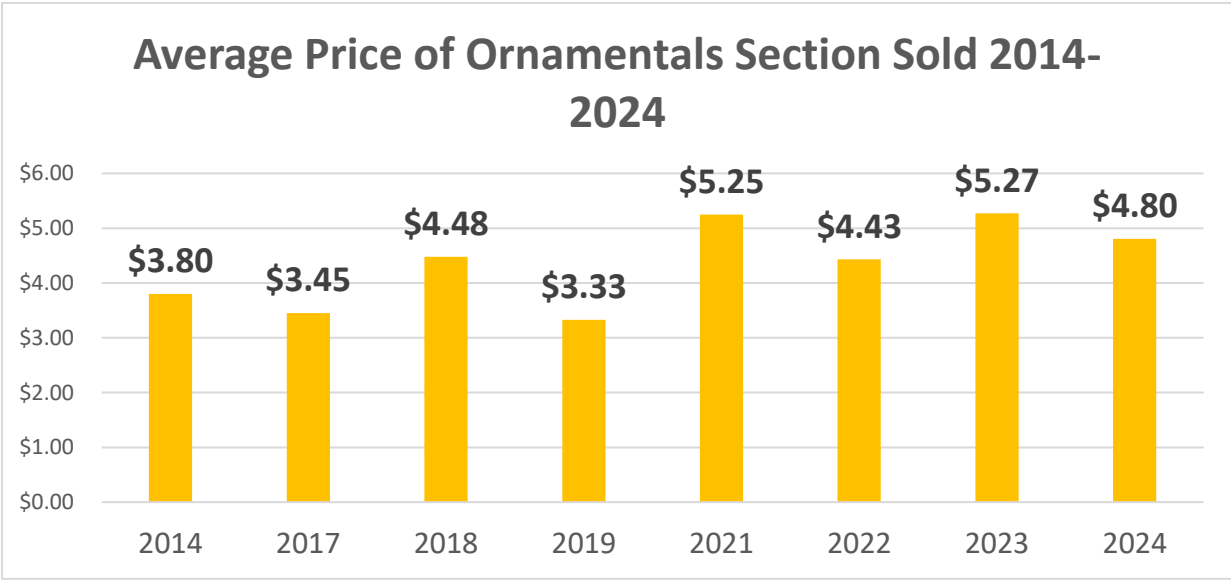
## Ornamentals

Both ornamentals and house plants were sold in the ornamentals section. This year, the price tags for each were a different color. In the first three charts below, the amounts shown are for both ornamentals and house plants combined. The revenue from the sales in the Ornamentals section dropped slightly from last year, while the quantity sold rose slightly.

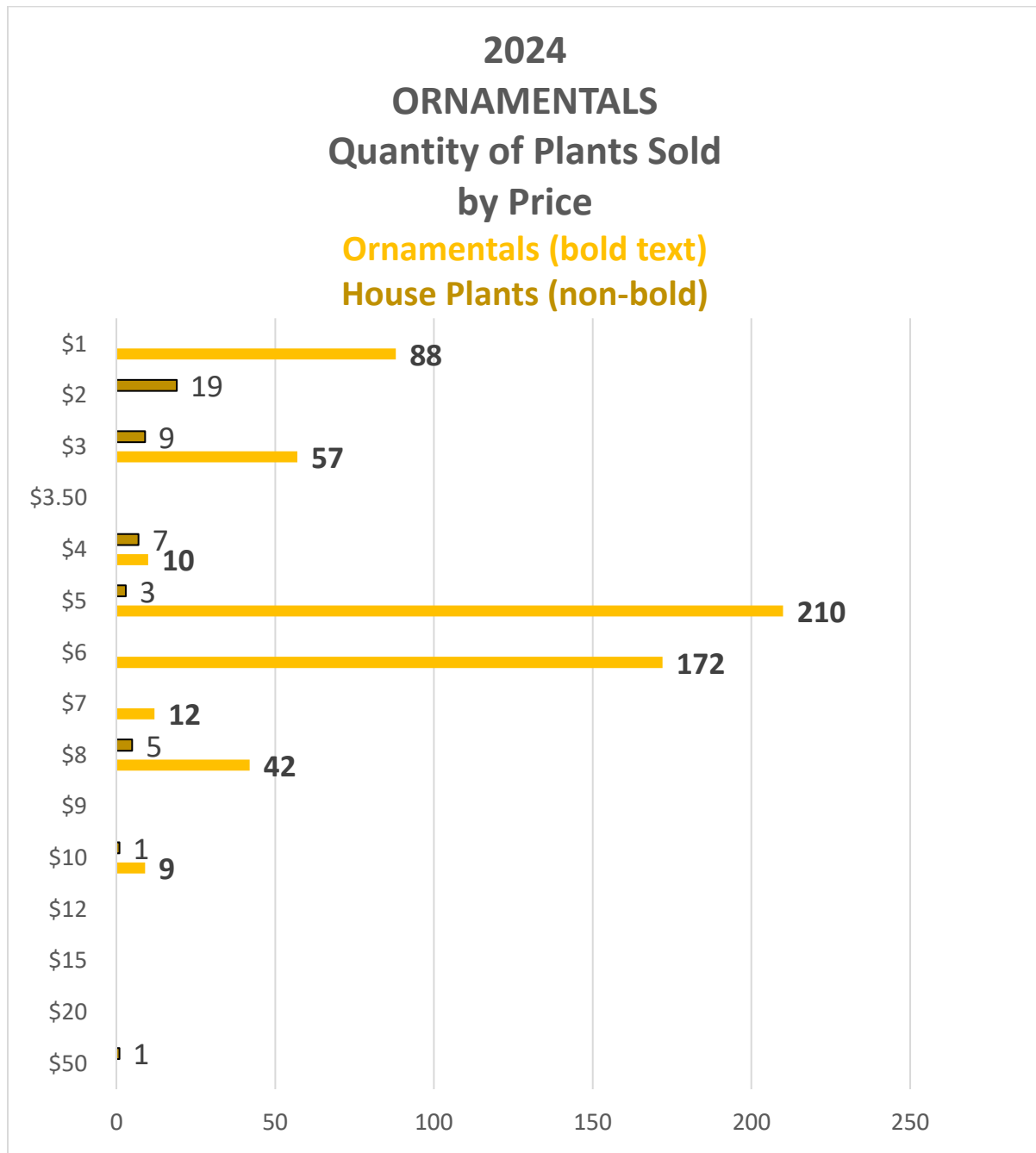




The average price of Ornaments, \$4.80 in 2024, is a bit lower than last year, but higher than pre-pandemic.

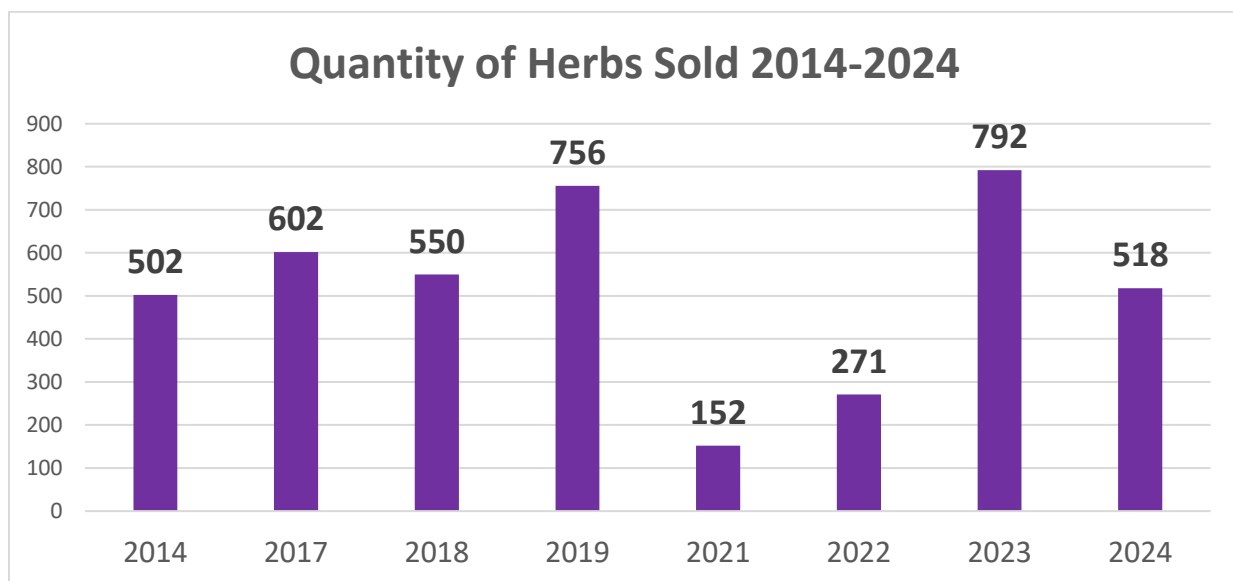
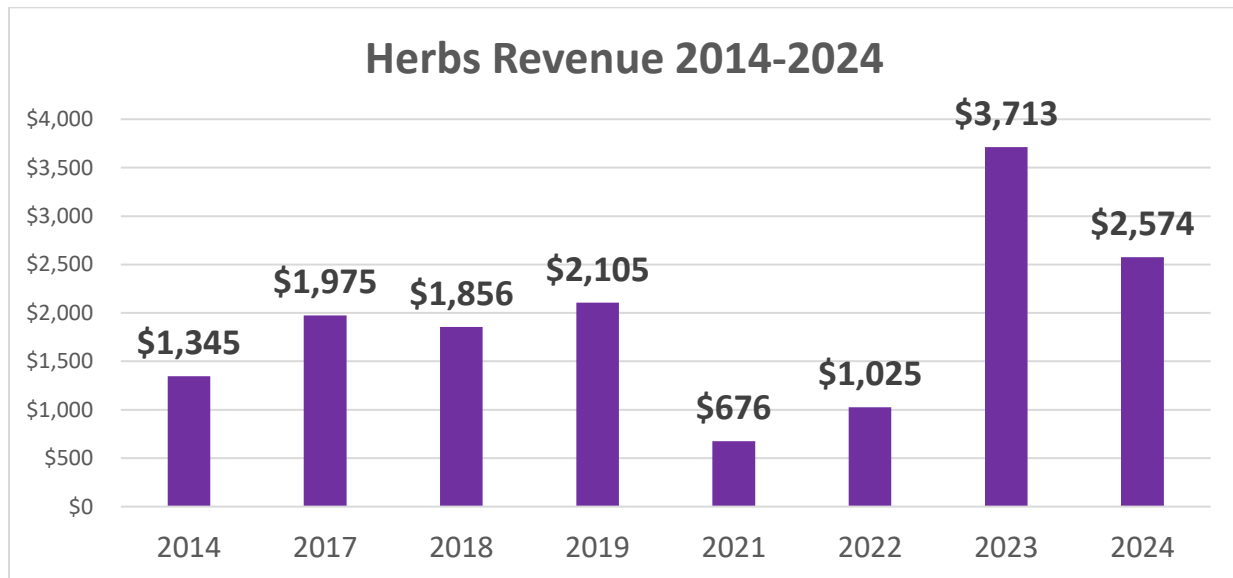


In the following chart, the quantity of ornamentals sold at each price is shown in bold, while house plants are non-bold. The majority of ornaments sold for \$5 or \$6. Most of the house plants sold for \$2 or \$3, but one sold for \$50!

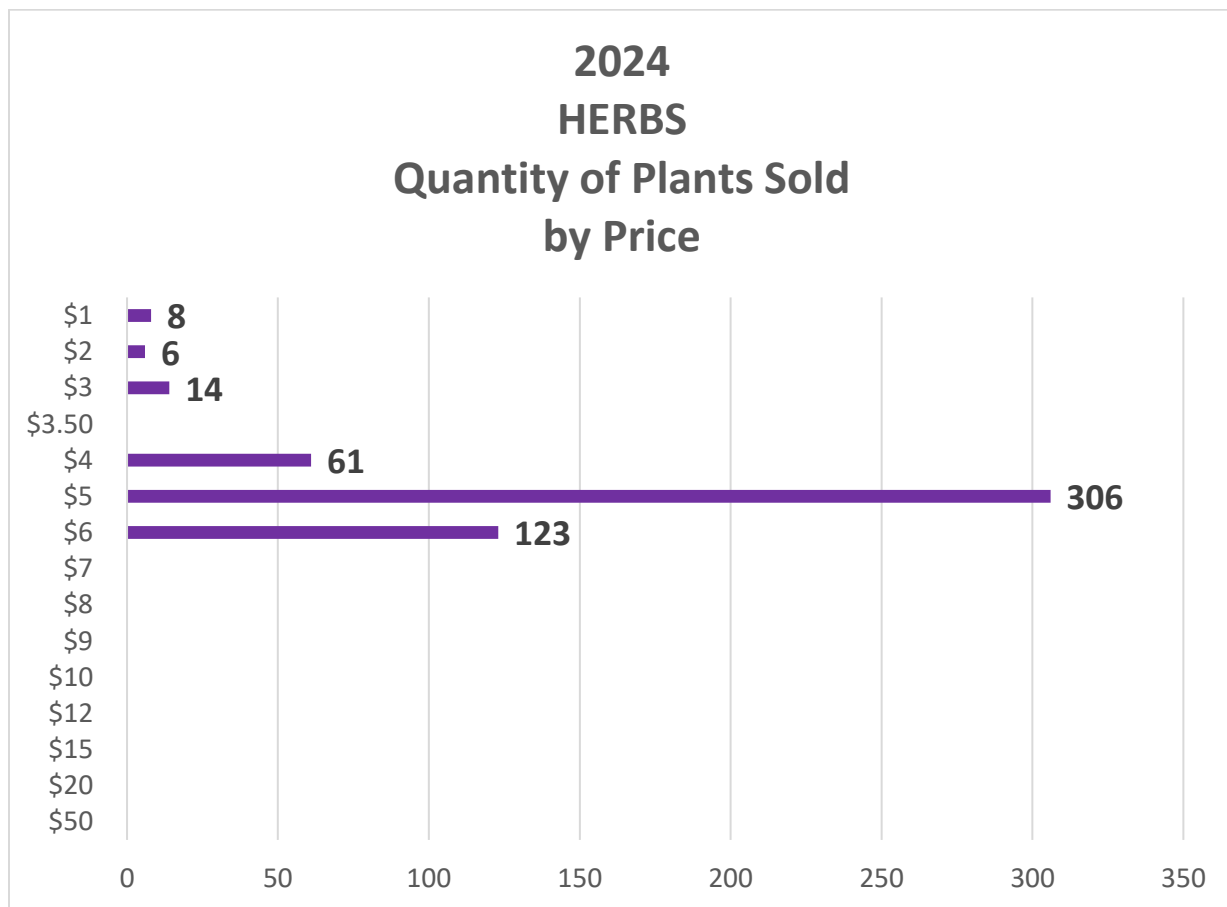
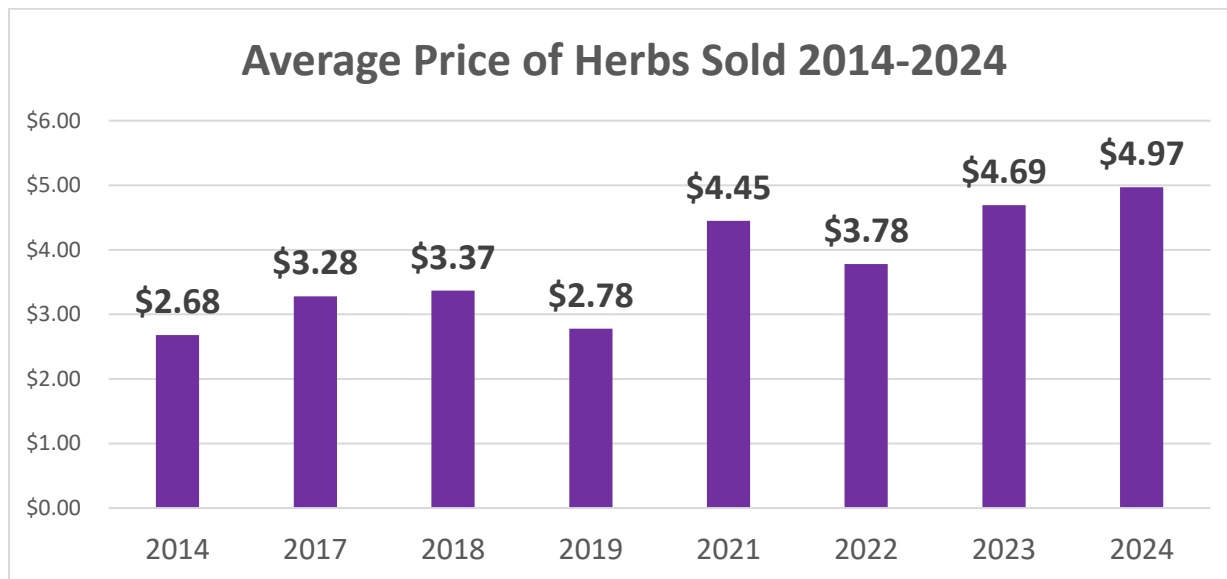


## Herbs

The 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. Both the revenue from herbs and number of herbs sold decreased from last year.



The average price of Herbs in 2021-2024 has been higher than pre-pandemic levels and the average price of Herbs in 2024 is \$4.97, higher than last year. The majority of Herbs were sold at a price of \$5.



## Garage Sale

Revenue from the garage sale from 2014 to 2024 is shown in the chart below. (Data for 2017 and 2021 were not collected.) The Garage Sale has dropped in size as a contribution to revenue from our spring garden sale. In 2014 the garage sale accounted for 9.3% of revenue, but by 2024 it fell to 2% of revenue. Nevertheless, the garage sale is a significant part of our fundraising effort.

