

As a farmers market manager understanding basic financial concepts should be a top priority. Understanding how to maintain financial records, as well as create and interpret a basic financial statement will go a long way towards being able to understand the profitability of the market in the current year, as well as on yearly basis. Using the excel worksheet included, create a cash flow statement for your farmers market for both your previous market season and projections for the upcoming market season. Then, using that information, conduct a financial assessment of your farmers market season and year. Turn in both the cash flow statement and financial assessment (below) for review.

**Farmers Market Financial Assessment**

1. What trends do you see in terms of income and expenses during your farmers market season?
2. If there are there records which you are not currently keeping that would help you better fill out this cash flow statement what would they be?
3. What system are you currently using to maintain financial records for your market?
4. How can you put a better system into place to ensure you are able to maintain adequate financial records for your farmers market?
5. What does this cash flow statement tell you in terms of your farmers market’s financial position? Do you need to find a way to decrease expenses? Increase income through additional vendor fees? Etc…

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