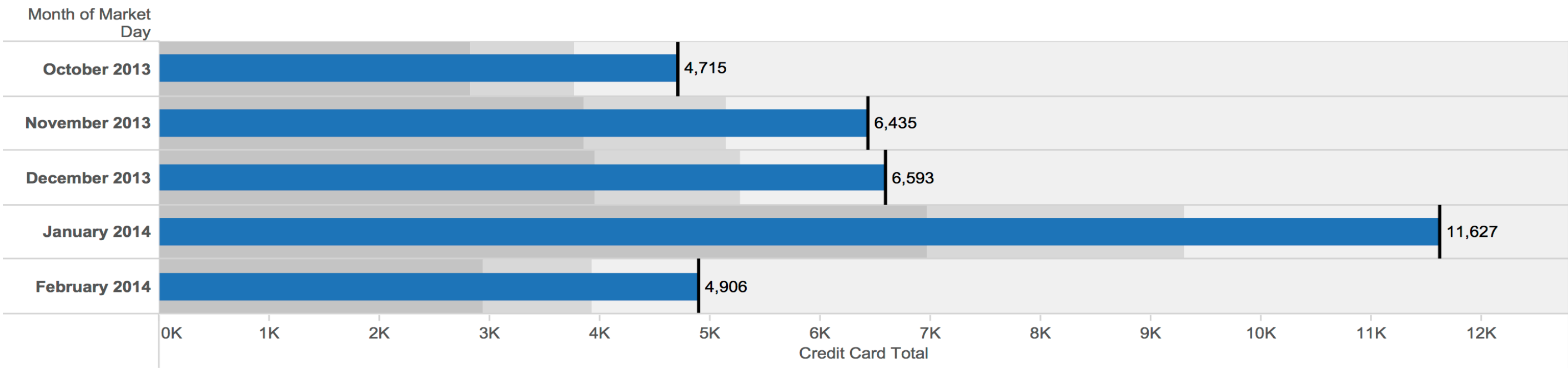


Johnson's Backyard Garden: The Impact of Credit Card Transactions at Farmers Markets

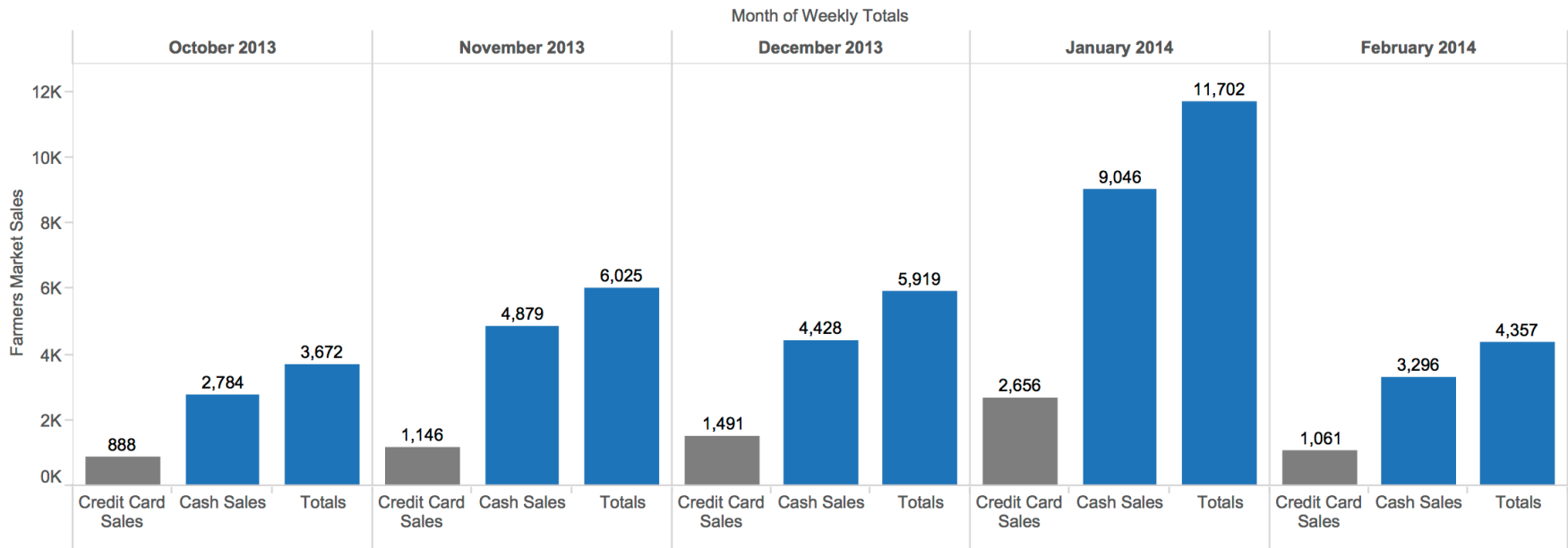
*The data displayed uses sales figures between
October 1, 2013 – February 18, 2014*

Total Credit Card Sales in Dollars

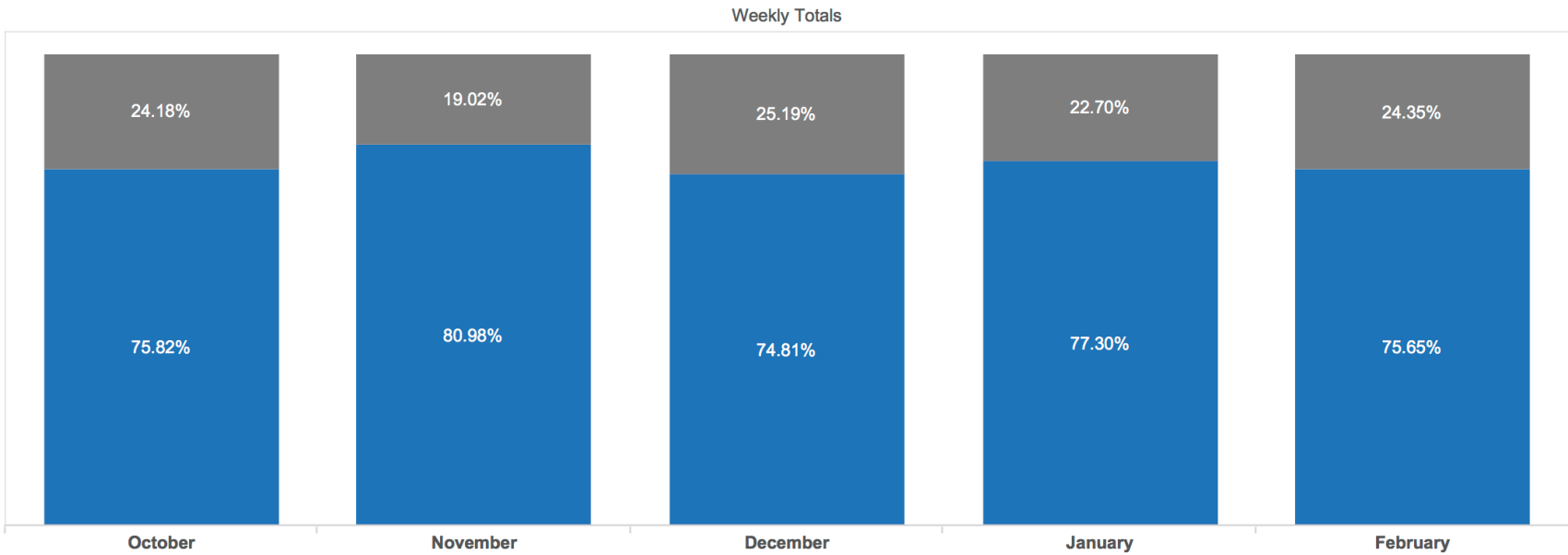


Mueller Farmers Market

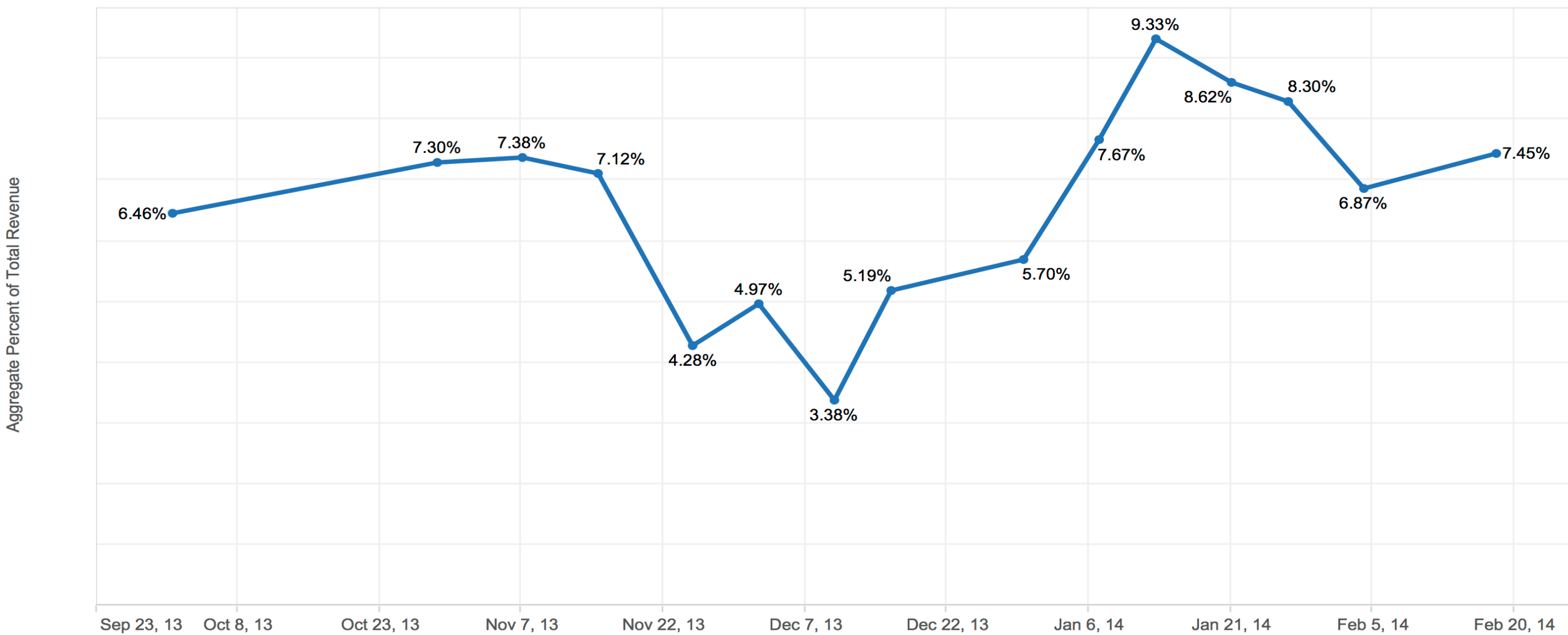
Sales Breakdown in Dollars



Sales Breakdown by Percentage

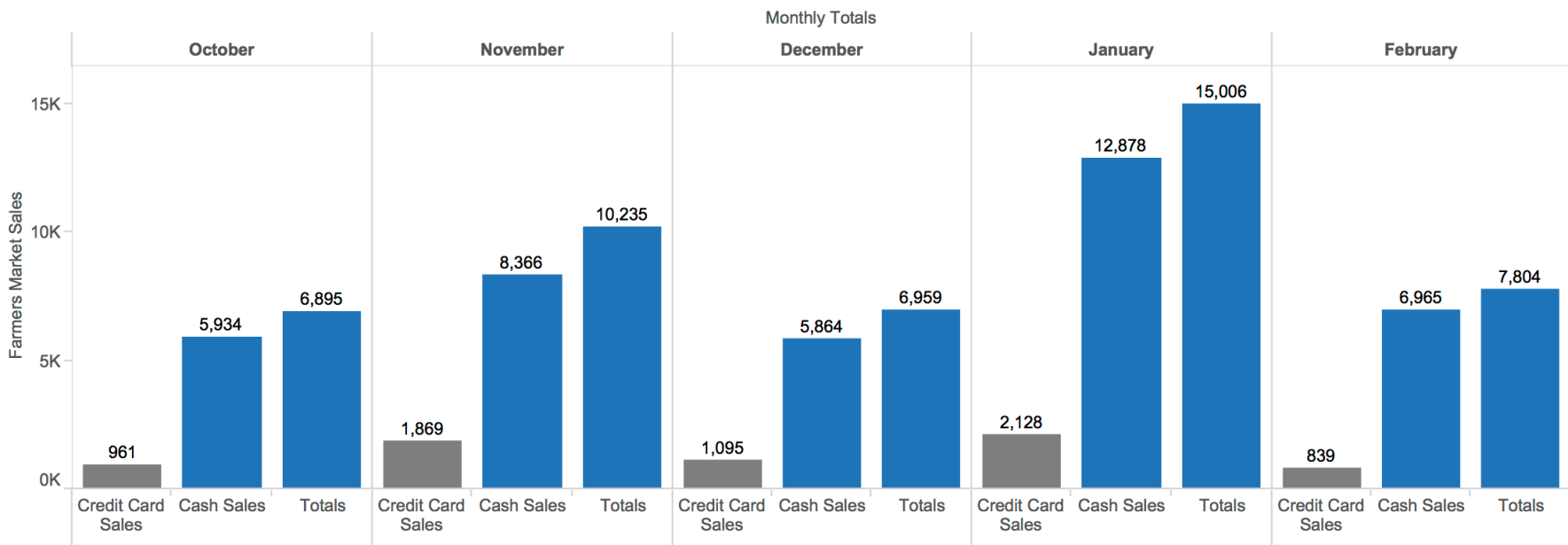


Total Percentage of Revenue Generated from Credit Card Transactions at Market

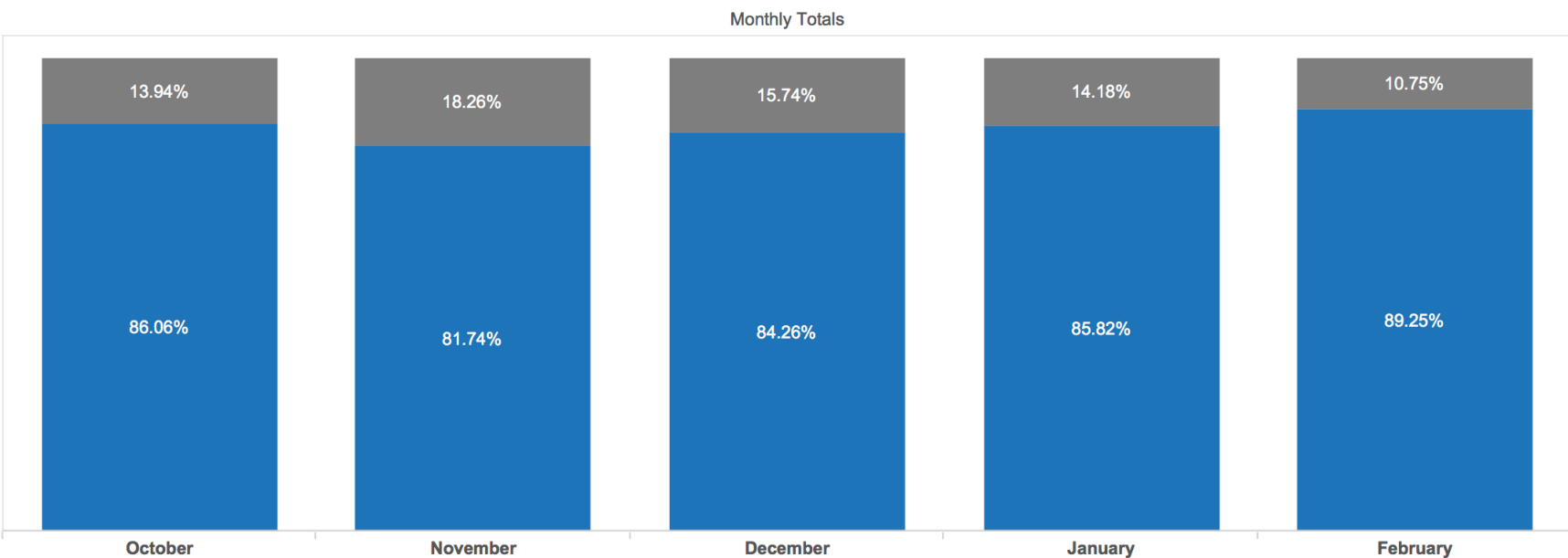


Barton Creek Farmers Market

Sales Breakdown in Dollars

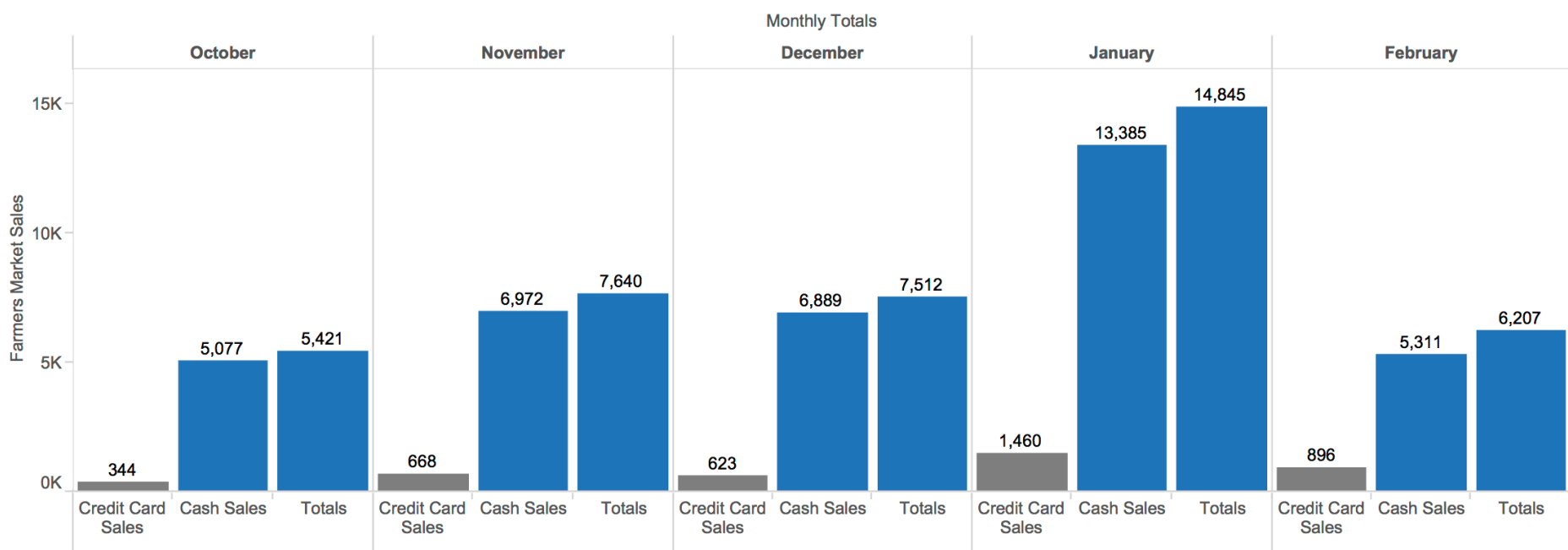


Sales Breakdown by Percentage

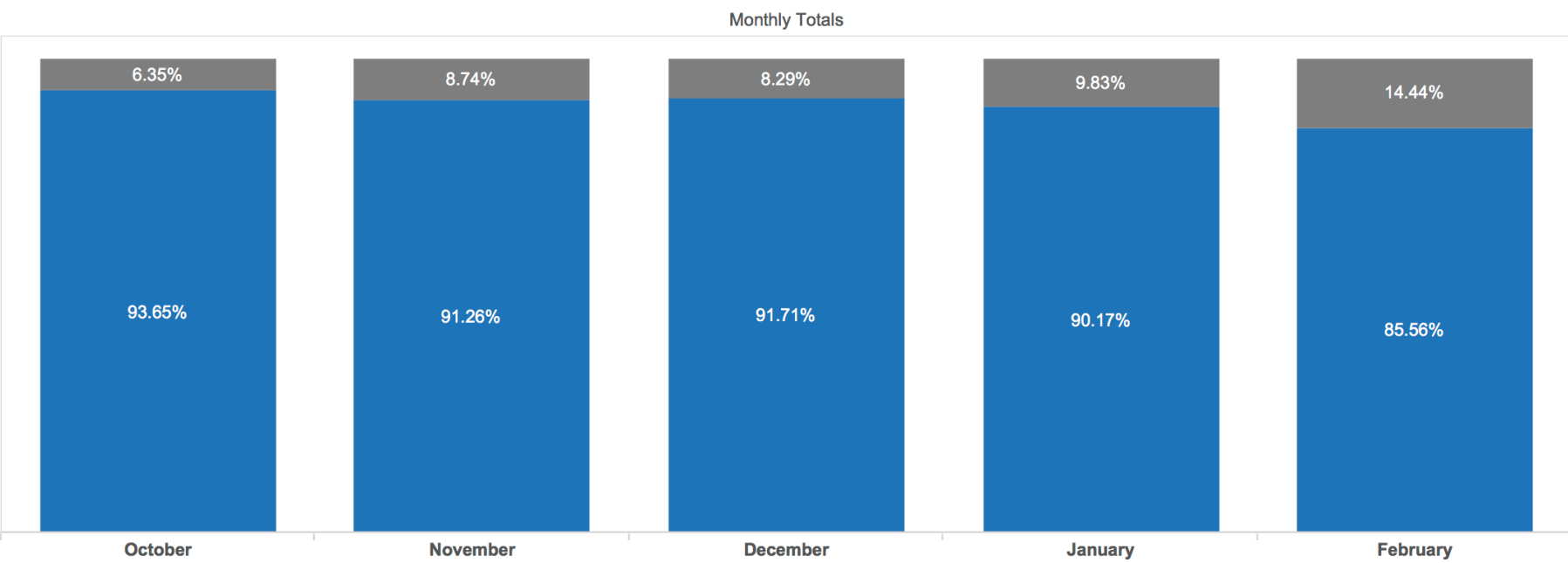


Downtown Farmers Market

Sales Breakdown in Dollars

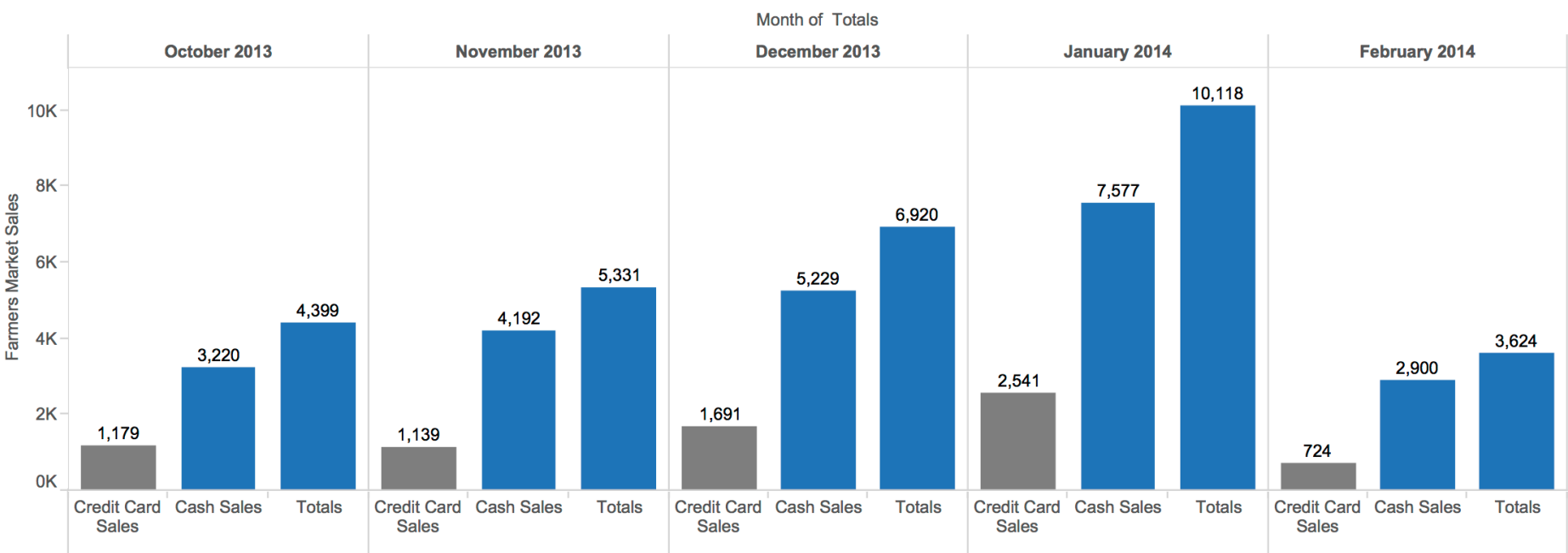


Sales Breakdown in Percentage



HOPE Farmers Market

Sales Breakdown in Dollars



Sales Breakdown by Percentage

