

# USDA National Farmers Market Survey

**Survey must be completed online; this version for reference only.**

## Preliminary Information

### 1. What is the name of this farmers market?

Farmers market name: \_\_\_\_\_

### 2. Market location (main site):

Street name and number (e.g., 999 USDA Road): \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

5-digit Zip code (required): \_\_\_\_\_

County: \_\_\_\_\_

### 3. Mailing address (if different from above):

Street name and number or P.O. Box number: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip code: \_\_\_\_\_

### 4. What is your relationship to this farmers market?

- Market manager
- Market contact person
- Extension agent
- Other, please specify: \_\_\_\_\_

### 5. Contact information of the person completing the survey:

Name of the person: \_\_\_\_\_

Telephone number (including area code): \_\_\_\_\_

Facsimile number (including area code): \_\_\_\_\_

E-mail address: \_\_\_\_\_

Web site of this farmers market: \_\_\_\_\_

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## Section 1 Farmers Market Profile for 2009

### 6. Was this farmers market open for business any time in 2009?

- Yes → Go to Q7 (# years in operation)
- No → Exit survey

----- Page Break -----

7. Including 2009, how many years has this farmers market been in operation?

*If it was open for the first time in 2009, please enter 1. Please enter only numbers in the box; no commas, periods, letters, or symbols.*

Number of years: \_\_\_\_\_

8. Was this farmers market open year round in 2009?

- Yes → Skip to Q10 (had peak season)
- No → Go to Q9 (when open 2009)

----- Page Break -----

9. When was this farmers market open in 2009?

Start day (mm/dd/yy): \_\_\_\_\_  
 End day (mm/dd/yy): \_\_\_\_\_

----- Page Break -----

Go to next question

10. Some markets are characterized by seasonality, i.e., the numbers of producers/vendors and customers, diversity of products, and days and times of operation vary between seasons or even months. A peak season would be the period (e.g., weeks or months) during which this farmers market experiences a disproportionately high percentage of annual sales. Most commonly this would be the period during which this market also has more customers and vendors. Would you say that this farmers market had a peak season in 2009?

- Yes → Skip to Q12 (dates of seasons)
- No → Go to Q11 (days open)

----- Page Break -----

11. Please indicate the day(s) of the week that this farmers market was regularly open in 2009. Please select all that apply.

- Monday
- Thursday
- Saturday
- Tuesday
- Friday
- Sunday
- Wednesday

----- Page Break -----

Skip to Q13

12. Please indicate the start and end dates for the peak season and the off-peak season(s) for this farmers market in 2009 and indicate the day(s) of the week that it was regularly open in each of these seasons. "Special days" season may include Thanksgiving market, Christmas market, etc.

	Start date	End date	Days open						
			Open Monday	Open Tuesday	Open Wednesday	Open Thursday	Open Friday	Open Saturday	Open Sunday
Peak season	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Off-peak season 1	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Off-peak season 2	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Special days" season	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

----- Page Break -----

Go to next question

13. What was the total amount in sales (combined retail and wholesale) at this farmers market in 2009?

*Please round the amount to the nearest whole number and enter only numbers in the box; no commas, periods, letters, or symbols.*

Total sales: \$ \_\_\_\_\_

14. Please estimate the percentage of retail sales (i.e., direct to consumers) and the percentage of wholesale sales (i.e., to restaurants, businesses, and/or institutions) at this farmers market in 2009.

*The total must equal 100%. Please round the amount to the nearest whole number and enter only numbers in the boxes; no commas, periods, letters, or symbols.*

Retail sales (direct to consumers): \_\_\_\_\_%

Wholesale sales (restaurants, businesses, and/or institutions): \_\_\_\_\_%

----- Page Break -----

If Yes in Q10 (have peak seasons), skip to Q16 (average sales each season)

If No in Q10, go to Q15 (average sales per week)

15. Please provide estimates of average amounts in sales: per week, per weekday, and per weekend for this farmers market in 2009, where applicable.

*Please round the amount to the nearest whole number and enter only numbers in the boxes; no commas, periods, letters, or symbols.*

Average sales per week (\$): \_\_\_\_\_

Average sales per weekday (\$): \_\_\_\_\_

Average sales per weekend (\$): \_\_\_\_\_

----- Page Break -----

Skip to Q17

16. Please provide estimates of average amounts in sales: per week, per week day, and per weekend in each of the seasons for this farmers market in 2009, where applicable.

*Please round the amount to the nearest whole number and enter only numbers in the boxes; no commas, periods, letters, or symbols.*

	Average sales per week (\$)	Averages sales per weekday (\$)	Average sales per weekend (\$)
Peak season	_____	_____	_____
Off-peak season 1	_____	_____	_____
Off-peak season 2	_____	_____	_____
"Special days" season	_____	_____	_____

----- Page Break -----

Go to next question

## Section 2 Farmers Market Operations in 2009

17. Did this farmers market operate in a permanent structure in 2009?

- Yes
- No

**18. Please indicate where this farmers market is located. Please select all that apply.**

- City square
- Closed-off street
- Grounds of a county government building
- Grounds of a federal government building
- Grounds of a state government building
- Hospital
- "Mobile" market, "market on wheels"
- Park
- Parking lot
- Secondary school
- Sidewalk
- University campus
- Other large employee worksite, please specify: \_\_\_\_\_
- Other, please specify: \_\_\_\_\_

**19. Which of the following rules were in force at this farmers market in 2009? Please select all that apply.**

- Agricultural producers are only allowed to sell farm products they themselves produce
- Farm inspections are used to verify the source of products sold
- Producers can sell farm products produced only within a prescribed local area
- Producers are required to report their value of sales
- Product mix at this market is controlled by limiting the number of producers/vendors that sell the same item(s)
- The range of items that can be sold at this market is limited (e.g., sales of meat, eggs, fish/seafood are prohibited)

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**Go to next question**

**20. Please indicate the definition of local area used at this farmers market in 2009.**

- 25 miles
- 75 miles
- 100 miles
- 150 miles
- Within your state
- Other, please specify: \_\_\_\_\_

----- Page Break -----

**Go to next question**

**21. Who enforced market rules and regulations at this farmers market in 2009? Please select all that apply.**

- City/county/municipal government agency
- Community association/non-profit organization
- Market manager
- Private for-profit firm/property manager
- Producer/vendor-operated board of directors
- State government agency
- Other, please specify: \_\_\_\_\_

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**Go to next question**

**22. What was this farmers market's annual operating budget in 2009?**

***Please round the amount to the nearest whole number and enter only numbers in the box; no commas, periods, letters, or symbols.***

Annual operating budget: \$ \_\_\_\_\_

23. What was the percentage of the total operating budget obtained from each of the following sources at this farmers market in 2009?

*The total should equal 100%. However, if you do not have information, please leave a given box blank. If no money came from a given source, please enter "0" in the box. Please round the amount to the nearest whole number and enter only numbers in the boxes; no commas, periods, letters, or symbols.*

City/county/municipal government agency: \_\_\_\_\_  
Donations from the public: \_\_\_\_\_  
Farmers market association: \_\_\_\_\_  
Grants: \_\_\_\_\_  
Market fundraising events: \_\_\_\_\_  
Non-profit organization: \_\_\_\_\_  
Producer/vendor fees: \_\_\_\_\_  
State government agency \_\_\_\_\_  
Trade or business association (e.g., Chamber of Commerce): \_\_\_\_\_  
Other: \_\_\_\_\_

24. Other budget source, please specify: \_\_\_\_\_

----- Page Break -----

Go to next question

25. Were producers/vendors charged a fee to sell at this farmers market in 2009?

- Yes → Go to Q26 (fees charged)
- Not a fee, but there were other requirements (e.g., food "gleaning") → Skip to Q28 (have manager)
- No → Skip to Q28

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26. In the applicable category, please indicate the amount(s) of the fee(s) that producers/vendors were charged to sell at this farmers market in 2009.

*Please enter only numbers in the boxes; no commas, periods, letters, or symbols.*

Farm inspection fee (\$): \_\_\_\_\_  
Fee per square foot (\$): \_\_\_\_\_  
Flat rate (\$): \_\_\_\_\_  
Membership fee (\$): \_\_\_\_\_  
Percentage of sales (%): \_\_\_\_\_  
Other (\$): \_\_\_\_\_

27. Other fee category, please specify: \_\_\_\_\_

----- Page Break -----

Go to next question

28. Did this farmers market have a manager in 2009?

- Yes, as a paid employee → Go to Q29 (manager's annual salary)
- Yes, as a volunteer → Skip to Q30 (manager's time involvement)
- No → Skip to Q33 (employ paid workers)

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29. What was the market manager's annual salary in 2009?

*Please round the amount to the nearest whole number and enter only numbers in the box; no commas, periods, letters, or symbols.*

Manager's annual salary: \$ \_\_\_\_\_

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Go to next question

30. What was the manager's official time involvement at this farmers market in 2009?

- Full-time, year-round
- Full-time, seasonal
- Part-time, year-round
- Part-time, seasonal

31. Did the manager of this farmers market also manage other markets in 2009?

- Yes → Go to Q32 (# different markets)
- No → Skip to Q33 (employ paid workers)
- Do not know → Skip to Q33

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32. How many different markets, including this market, did your manager operate in 2009?

*Please enter only numbers in the box; no commas, periods, letters, or symbols.*

Number of markets: \_\_\_\_\_

----- Page Break -----

Go to next question

33. Not including the manager, did this farmers market employ any paid workers in 2009?

- Yes → Go to Q34 (# employees)
- No → Skip to Q35 (have volunteers)

----- Page Break -----

34. How many employees in the following categories did this farmers market employ in 2009?

*If there were no employees in a given category, please enter "0" in the box for that category. Please enter only numbers in the boxes; no commas, periods, letters, or symbols.*

Number of part-time seasonal employees: \_\_\_\_\_  
Number of part-time year-round employees: \_\_\_\_\_  
Number of full-time seasonal employees: \_\_\_\_\_  
Number of full-time year-round employees: \_\_\_\_\_

----- Page Break -----

Go to next question

35. Did any volunteers work at this farmers market in 2009?

- Yes → Go to Q36 (# volunteers)
- No → Skip to Q37 (have ad campaigns)

----- Page Break -----

**36. How many volunteers worked at this farmers market in 2009?**

*Please enter only numbers in the box; no commas, periods, letters, or symbols.*

Number of volunteers: \_\_\_\_\_

----- Page Break -----

**Go to next question**

**37. Did this farmers market have any advertising campaigns in 2009?**

- Yes → **Go to Q38 (amt. spent on advertising)**
- No → **Skip to Q41 (rate performance)**

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**38. How much did this farmers market spend on advertising in 2009?**

*Please round the amount to the nearest whole number and enter only numbers in the box; no commas, periods, letters, or symbols.*

Amount spent on advertising: \$ \_\_\_\_\_

**39. Please indicate your assessment of the effectiveness of each type of advertising that was used by this farmers market in 2009.**

	Not effective	Somewhat effective	Effective	Very effective	Extremely effective	Used it but unable to rate	Did NOT use it
Brochures/flyers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Direct mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet/web site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newsletters/emails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspapers/magazines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signs/banners on market day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**40. Other type of advertising used, please specify:** \_\_\_\_\_

----- Page Break -----

**Go to next question**

**41. Please rate the performance of this farmers market in 2009 in the following categories.**

	Not successful	Somewhat successful	Successful	Very successful	Extremely successful	Unable to rate
Level of sales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of producers/vendors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diversity of products offered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community support of this farmers market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Growth in number of repeat customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Growth in number of producers/vendors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**42. Other category in which success was measured, please specify:** \_\_\_\_\_

**Go to next question**

**43. Please rate the importance of improving the following conditions at this farmers market. If a given condition does not apply to this farmers market, please indicate it in the last column.**

	Not important	Somewhat important	Important	Very important	Extremely important	Not applicable
Access to public restrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Certified processing/kitchen facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improvements in layout of facility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking for customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Permanent market facility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Renovation of aging facility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utilities (e.g., electricity, water)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waste management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to training on enhanced business practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creation of a market reserve fund for market improvements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development of business plan for market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food safety training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hiring (or increasing the paid hours) of the market manager	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Liability insurance coverage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising/publicity of this market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of funds for local food promotion campaigns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase in average spending per customer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase in number of customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase in sales per producer/vendor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase in web/Internet marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relationships with market producers/vendors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Research on local customer demographics and preferences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

44. Other condition, please specify: \_\_\_\_\_

**Go to next question**

**45. In your opinion, which of the following statements about farmers markets in your local area was MOST true in 2009?**

- We had more demand (buyers) than supply (products and/or vendors); needed more producers/vendors.
- We had more supply (products and/or vendors) than demand (buyers); needed more customers.
- Our supply (products and/or vendors) and demand (buyers) was generally matched; the number of producers/vendors and customers was sufficient.

**If Yes in Q10 (have peak season), skip to Q47 (# producers/vendors by season)**

**If No in Q10, go to Q46 (# producers/vendors)**

**Section 3**  
**Farmers Market Producers and Vendors in 2009**

**If the market does NOT have seasons...**

46. Overall, how many different producers/vendors sold at this market in 2009?

*Please count producers/vendors only once regardless of how many or few days they were there. Please round the amount to the nearest whole number and enter only numbers in the box; no commas, periods, letters, or symbols.*

Total number of producers/vendors: \_\_\_\_\_

----- Page Break -----

**Skip to Q48**

**Section 3**  
**Farmers Market Producers and Vendors in 2009**

**If the market HAS seasons...**

47. On average, how many different producers/vendors sold at this farmers market in 2009 in each of the seasons you indicated earlier?

*If you do not have information, please leave a given box blank. Please round the amount to the nearest whole number and enter only numbers in the boxes; no commas, periods, letters, or symbols.*

**Average number of  
producers/vendors**

Peak season \_\_\_\_\_  
Off-peak season 1 \_\_\_\_\_  
Off-peak season 2 \_\_\_\_\_  
"Special days" season \_\_\_\_\_

----- Page Break -----

**Go to next question**

48. How many producers/vendors at this farmers market had annual market sales in the following categories?

*If you do not have information, please leave a given box blank. If there were no producers/vendors in a given sales category, please enter "0" in the box. Please enter only numbers in the boxes; no commas, periods, letters, or symbols.*

**Number of  
producers/vendors**

\$1 - \$1,000 \_\_\_\_\_  
\$1,001 - \$5,000 \_\_\_\_\_  
\$5,001 - \$10,000 \_\_\_\_\_  
\$10,001 - \$25,000 \_\_\_\_\_  
\$25,001 - \$50,000 \_\_\_\_\_  
\$50,001 - \$75,000 \_\_\_\_\_  
\$75,000 - \$100,000 \_\_\_\_\_  
\$100,001+ \_\_\_\_\_

49. How many producers/vendors traveled the following distances to sell at this farmers market in 2009?

*If you do not have information, please leave a given box blank. Please enter only numbers in the boxes; no commas, periods, letters, or symbols.*

	Number of producers/vendors
0 - 5 miles	_____
6 - 10 miles	_____
11 - 20 miles	_____
21 - 50 miles	_____
51 - 100 miles	_____
101 miles or more	_____

----- Page Break -----

Go to next question

78. Have this market's producers/vendors changed the scope and/or viability of their farm operations due to selling their products at this farmers market (e.g., increased number of farm workers, increased acreage, employed full-time workers instead of part-time ones)?

- Yes → Go to Q79 (# producers/vendors that changed scope)
- No → Skip to Q50 (race of producers/vendors)
- Do not know → Skip to Q50

----- Page Break -----

79. How many of this market's producers/vendors changed the scope of their farm operation in the following categories due to selling their products at farmers markets.

*If you do not have information, please leave a given box blank. If there were no producers/vendors in a given category, please enter "0" in the box. Please enter only numbers in the boxes; no commas, periods, letters, or symbols.*

Producers/vendors transitioned from working part time to working full time on the farm: \_\_\_\_\_  
Producers/vendors were enabled to continue farming: \_\_\_\_\_  
Producers/vendors increased their farm acreage: \_\_\_\_\_  
Producers/vendors expanded their product offerings to include "value-added" products: \_\_\_\_\_  
Producers/vendors increased the number of workers they employed: \_\_\_\_\_  
Producers/vendors were able to transition from commercial production to organic production: \_\_\_\_\_  
Other: \_\_\_\_\_

80. Other category, please specify: \_\_\_\_\_

----- Page Break -----

Go to next question

50. How many producers/vendors at this farmers market belonged to the following racial groups?

*If you do not have information, please leave a given box blank. If there were no producers/vendors that belonged to a particular racial group, please enter "0" in the box. Please enter only numbers in the boxes; no commas, periods, letters, or symbols.*

	Number of producers/vendors
American Indian or Alaska Native	_____
Asian	_____
Black or African American	_____
Native Hawaiian or other Pacific Islander	_____
White or Caucasian	_____

51. How many producers/vendors at this farmers market were of Hispanic or Latino origin or descent?

*If you do not have information, please leave the box blank. Please enter only numbers in the box; no commas, periods, letters, or symbols.*

Hispanic/Latino origin/descent: \_\_\_\_\_

----- Page Break -----

Go to next question

### Section 4 Products Sold at this Farmers Market in 2009

52. How many different producers/vendors sold the following products at this farmers market in 2009?

*If there were no producers/vendors selling a product, please enter "0" in the box for that category. If you do not have information, please leave a given box blank. Please enter only numbers in the boxes; no commas, periods, letters, or symbols.*

Number of producers/vendors  
that sold these products

Baked goods	_____
Butter	_____
Cheese	_____
Crafts/woodworking items	_____
Fish and/or seafood	_____
Flowers	_____
Fresh fruits	_____
Herbs	_____
Honey	_____
Jams, jellies, and preserves	_____
Maple syrup and/or maple products	_____
Meat and/or poultry products	_____
Milk and cream products	_____
Nuts	_____
Other processed foods	_____
Plants	_____
Prepared food (for immediate consumption)	_____
Vegetables	_____
Yogurt	_____
Other 1	_____
Other 2	_____
Other 3	_____

53. Other product 1, please specify: \_\_\_\_\_  
Other product 2, please specify: \_\_\_\_\_  
Other product 3, please specify: \_\_\_\_\_

----- Page Break -----

Go to next question

54. Were there any products labeled "organic" available for sale at this farmers market in 2009?

- Yes → Go to Q55 (amount organic)
- No → Skip to Q58 (producers/vendors use labels other than organic)
- Do not know → Skip to Q58 (producers/vendors use labels other than organic)

----- Page Break -----

55. With regards to products labeled "organic", would you say that in 2009 this farmers market had...

- More "organic" products than buyers (supply greater than demand)
- More buyers than "organic" products (demand greater than supply)
- Demand (buyers) about equal to supply ("organic" products)

56. How many different producers/vendors sold products labeled "organic" in the following categories at this farmers market in 2009?

*If there were no producers/vendors selling a product, please enter "0" in the box for that category. If you do not have information, please leave a given box blank. Please enter only numbers in the boxes; no commas, periods, letters, or symbols.*

	Number of producers/vendors that sold these products
Organic butter	_____
Organic cheese	_____
Organic flowers	_____
Organic fresh fruits	_____
Organic herbs	_____
Organic honey	_____
Organic jams, jellies, and preserves	_____
Organic meat and/or poultry products	_____
Organic milk and/or dairy products	_____
Organic nuts	_____
Organic plants	_____
Organic vegetables	_____
Organic yogurt	_____
Other 1	_____
Other 2	_____
Other 3	_____

57. Other organic product 1, please specify: \_\_\_\_\_  
Other organic product 2, please specify: \_\_\_\_\_  
Other organic product 3, please specify: \_\_\_\_\_

----- Page Break -----

Go to next question

58. Did producers/vendors at this farmers market use labels other than "organic" to sell their products in 2009?

- Yes → Go to Q59 (# producers/vendors sold other than organic)
- No
- Do not know

----- Page Break -----

If No OR Do not know in Q58 (producers/vendors use labels other than organic) AND No in Q10 (have peak seasons), skip to Q61 (# customers/week)

If No OR Do not know in Q58 AND Yes in Q10, skip to Q62 (# customers/week by season)

59. How many different producers/vendors sold products with the following labels at this farmers market in 2009?

*If there were no producers/vendors selling a product, please enter "0" in the box for that category. If you do not have information, please leave a given box blank. Please enter only numbers in the boxes; no commas, periods, letters, or symbols.*

	Number of producers that sold these products
Chemical-free/pesticide-free	_____
Hormone-free/antibiotic-free	_____
Locally grown	_____
Natural	_____
Pasture-raised/free range	_____
Other	_____

60. Other label, please specify: \_\_\_\_\_

----- Page Break -----

If No in Q10 (have peak seasons), go to Q61 (# customers/week)

If Yes in Q10, skip to Q62 (# customers/week by season)

### Section 5 Customers of this Farmers Market in 2009

**If the market does NOT have seasons...**

61. On average, how many customers per week attended this farmers market in 2009?

*Please enter only numbers in the box; no commas, periods, letters, or symbols.*

Average number of customers per week: \_\_\_\_\_

----- Page Break -----

Skip to Q63

### Section 5 Customers of this Farmers Market in 2009

**If the market HAS seasons...**

62. On average, how many customers per week attended this farmers market in applicable seasons in 2009?

*Please enter only numbers in the boxes; no commas, periods, letters, or symbols.*

	Average number of customers per week
Peak season	_____
Off-peak season 1	_____
Off-peak season 2	_____
"Special days" season	_____

----- Page Break -----

Go to next question

63. In 2009, what percentage of the customers traveled the following distances to this farmers market?

*The total should equal 100%. However, if you do not have information, please leave a given box blank. If there were no customers that traveled within a specific distance category, please enter "0" in the box. Please enter only numbers in the boxes; no commas, periods, letters, or symbols.*

	Percent of customers (%)
0 - 5 miles	_____
6 - 10 miles	_____
11 - 20 miles	_____
21 - 50 miles	_____
51 - 100 miles	_____
101 miles or more	_____

64. Did this market conduct any customer surveys in 2009?

- Yes
- No
- Do not know

----- Page Break -----

Go to next question

65. What is your perception of the importance of customer motivation for patronizing this farmers market in 2009?

	Not important	Somewhat important	Important	Very important	Extremely important	Unable to rate
Access to information on how food products are produced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to locally-produced food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of product (no bruises, perfect shape, no blemishes, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freshness of product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunity to establish relationship with vendor(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social atmosphere of the market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support of local agriculture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taste and texture of product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of products offered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

66. Other motivation 1, please specify: \_\_\_\_\_  
 Other motivation 2, please specify: \_\_\_\_\_

----- Page Break -----

Go to next question

**Section 6**  
**Nutrition and Payment Programs at this Farmers Market in 2009**

67. Did any of the producers/vendors at this farmers market participate in any of the following federal nutrition benefit programs in 2009? Please select all that apply.

- Women, Infants, and Children (WIC) Farmers Market Nutrition Program → Go to Q68 (WIC)
- Senior Farmers Market Nutrition Program → Skip to Q69 (Senior Farmers Market Program)
- Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) → Skip to Q70 (WIC supplemental program)
- Supplemental Nutrition Assistance Program (SNAP) (formerly called "food stamps") using electronic benefits transfer (EBT) technology → Skip to Q71 (SNAP)
- None of the above → Skip to Q74 (Food gleaning)

----- Page Break -----

68. You indicated that this farmers market participated in the Women, Infants, and Children (WIC) Farmers Market Nutrition Program in 2009. Please provide the following information on this market's participation in this program.

*Please round the amounts to the nearest whole number and enter only numbers in the boxes; no commas, periods, letters, or symbols. If you do not have information, please leave a given box blank.*

Number of years of market's participation in this program: \_\_\_\_\_  
Number of market's producers/vendors participating in this program in 2009: \_\_\_\_\_  
Market's total value of sales for this program in 2009 (\$): \_\_\_\_\_

----- Page Break -----

If Senior Farmers Market Nutrition Program selected in Q67, go to Q69  
If Special Supplemental Nutrition Program for WIC selected in Q67, skip to Q70  
If SNAP selected in Q67, skip to Q71  
If no other program selected in Q67, skip to Q73

69. You indicated that this farmers market participated in the Senior Farmers Market Nutrition Program in 2009. Please provide the following information on this market's participation in this program.

*Please round the amounts to the nearest whole number and enter only numbers in the boxes; no commas, periods, letters, or symbols. If you do not have information, please leave a given box blank.*

Number of years of market's participation in this program: \_\_\_\_\_  
Number of market's producers/vendors participating in this program in 2009: \_\_\_\_\_  
Market's total value of sales for this program in 2009 (\$): \_\_\_\_\_

----- Page Break -----

If Special Supplemental Nutrition Program for WIC selected in Q67, go to Q70  
If SNAP selected in Q67, skip to Q71  
If no other program selected in Q67, skip to Q73

70. You indicated that this farmers market participated in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) in 2009. Please provide the following information on this market's participation in this program.

*Please round the amounts to the nearest whole number and enter only numbers in the boxes; no commas, periods, letters, or symbols. If you do not have information, please leave a given box blank.*

Number of years of market's participation in this program: \_\_\_\_\_  
Number of market's producers/vendors participating in this program in 2009: \_\_\_\_\_  
Market's total value of sales for this program in 2009 (\$): \_\_\_\_\_

----- Page Break -----

If SNAP selected in Q67, go to Q71  
If no other program selected in Q67, skip to Q73

71. You indicated that this farmers market participated in the Supplemental Nutrition Assistance Program (SNAP) (formerly called "food stamps") using electronic benefits transfer (EBT) technology in 2009. Please provide the following information on this market's participation in this program.

*Please round the amounts to the nearest whole number and enter only numbers in the boxes; no commas, periods, letters, or symbols. If you do not have information, please leave a given box blank.*

Number of years of market's participation in this program: \_\_\_\_\_

Number of market's producers/vendors participating in this program in 2009: \_\_\_\_\_

Market's total value of sales for this program in 2009 (\$): \_\_\_\_\_

72. Did this farmers market convert EBT payments into script or tokens in 2009?

- Yes
- No
- Do not know

----- Page Break -----

Go to next question

73. Were double voucher/subsidy programs available to customers that participated in federal nutrition benefit programs at this farmers market in 2009?

- Yes
- No
- Do not know

----- Page Break -----

Go to next question

74. Did producers/vendors at this farmers market participate in food "gleaning" or donation programs in 2009?

- Yes → Go to Q75 (# producers/vendors participating in food gleaning)
- No → Skip to Q77 (additional information)

----- Page Break -----

75. How many producers/vendors participated in food "gleaning" or donation programs at this farmers market in 2009?

*Please enter only numbers in the box; no commas, periods, letters, or symbols.*

Number of participating producers/vendors: \_\_\_\_\_

76. What was the total value of the "gleaned" or donated food in 2009?

*Please round the amount to the nearest whole number and enter only numbers in the box; no commas, periods, letters, or symbols. If you do not have information, please leave the box blank.*

Total value of the "gleaned" or donated food: \$ \_\_\_\_\_

----- Page Break -----

Go to next question

77. USDA plans to repeat this survey again. What types of additional information do you recommend should be collected in the next survey?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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