

**USDA Farmers Market Census – Non-respondent Form**

Name of Market \_\_\_\_\_

Street name and number: \_\_\_\_\_

Location description: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

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

Name of Person Completing Survey: \_\_\_\_\_

Title of Person completing Survey: \_\_\_\_\_

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

Telephone number: (\_\_\_\_) \_\_\_\_\_

1. Are you still the manager/contact of this farmers market?

Yes  No

2. Was the market open last season?

Yes  No

3. Including last season, how many years has your market been in operation?

\_\_\_\_\_ years

4. Was the manager at your market a paid employee last season?

Yes  No

5. How many different producers/vendors participated at your market last season?

\_\_\_\_\_ producers/vendors

6. On average, how many customers patronized your market weekly last season?

\_\_\_\_\_ customers

7. What were the total sales (\$) at your market last season?

\$\_\_\_\_\_.00

8. Which one of the following statements about your market was MOST true last season?

- We had more demand than supply (we need more producers/vendors)
- During 2005 our supply exceeded demand (we need more customers)
- Supply and demand of products was roughly equal last season

Dear Farmers Market Manager:

Over the course of the last six weeks we have sent you several invitations to complete the USDA's National Farmers Market Survey. We have yet to receive a completed survey representing your market.

We are hoping that you might complete and return this very short postcard survey. It should only take about five minutes to complete the eight questions.

The postcard is return-addressed and the postage is pre-paid. You do not need to attach a stamp. All you have to do is separate and mail it.

Please take time to complete this very short but important survey!

We look forward to and appreciate your timely response.

Sincerely,

Errol R. Bragg  
Division Director  
Marketing Services Division  
Transportation and Marketing Programs  
USDA – Agricultural Marketing Service