

Collection Instrument Modifications

Current location of question	Previous location of question	Modification of question
Preliminary Information		
Question 1	Same location but the question was previously not numbered	Wording changed to improve clarity
Question 2	Same location but the question was previously not numbered	Wording changed to improve clarity
Question 3	Same location but the question was previously not numbered	Wording changed to improve clarity
Question 4	New question added to get a better description of who is completing the survey questionnaire	n/a
Question 5	Same location but the question was previously not numbered	This question no longer asks for title of the person completing the questionnaire and the date the questionnaire was completed.
Section 1		
Question 6	New question added to insure that the market was in operation during the time period the questionnaire makes inquires	n/a
Question 7	Same question previously numbered Part 1, question 1	Wording changed to improve clarity
Question 8	Same question previously numbered Part 1, question 2	Wording changed to improve clarity
Question 9	Same question previously unnumbered second part of Part 1, question 2	Wording changed to improve clarity
Question 10	New question added to determine if the market had a peak season	n/a

Current location of question	Previous location of question	Modification of question
Question 11	New question to determine the days of operation of the market weekday versus weekend	n/a
Question 12	New question to determine the number of days and the days of operation of the market during different seasons of operation	n/a
Question 13	Same question previously numbered Part 1, question 3	Wording changed to improve clarity
Question 14	Same question previously numbered Part 1, question 4	Wording changed to improve clarity
Question 15	New question added to better measure sales and compare weekday to weekend sales days	n/a
Question 16	New question added to better measure sales in peak seasons compared to off peak season and special days the market is open such as Thanksgiving or Christmas market days	n/a
Question 17	Same question previously numbered Part 2, question 12	Wording changed to improve clarity. The order of the question was changed to improve the flow of the questionnaire.
Question 18	New question added to better clarify the location of the market in reference its surrounding area	n/a
Question 19	Same question previously numbered Part 1, question 11	Wording changed to improve clarity. The order of the question was changed to improve the flow of the questionnaire.
Question 20	New question added to define how many miles from the market where products are still defined as local	n/a

Current location of question	Previous location of question	Modification of question
Question 21	Same question previously numbered Part 2, question 24	Wording changed to improve clarity. The order of the question was changed to improve the flow of the questionnaire.
Question 22	Same question previously numbered Part 2, question 14	Wording changed to improve clarity. The order of the question was changed to improve the flow of the questionnaire.
Question 23	Same question previously numbered Part 2, question 19	Wording changed to improve clarity. Three answer selections were added “donations to the public”, “Grants” and “Market fundraising events”. The order of the question was changed to improve the flow of the questionnaire.
Question 24	Same question previously numbered Part 2, question 20	Wording changed to improve clarity. On answers selection was added “not a fee, but there were other requirements (e.g., food gleaning). The order of the question was changed to improve the flow of the questionnaire.
Question 25	Same question as previously unnumbered second part of Part 2, question 20	Wording changed to improve clarity. One answer selection was added for ease of tabulation “fee per square foot”. The order of the question was changed to improve the flow of the questionnaire.

Current location of question	Previous location of question	Modification of question
Question 26	Same question as Part 2 question 21.	Wording changed to improve clarity. There is an answer selection added for volunteer managers.
Question 27	Same question as previously unnumbered second part of Part 2, question 21	Wording changed to improve clarity.
Question 28	Same question as Part 2 question 22.	Wording changed to improve clarity. The order of the question was changed to improve the flow of the questionnaire.
Question 29	New question added to determine the prevalence of market managers that managed multiple markets	n/a
Question 30	New question added to measure the number of different markets managed by the same manager.	n/a
Question 31	New question added to determine if the market had paid employees other than the market manager	n/a
Question 32	Same question as Part 2 question 23	Wording changed to improve clarity. The answer category of “How many volunteers work at your market?” was split off into a separate question. The order of the question was changed to improve the flow of the questionnaire.
Question 33	New question added to determine if the market used volunteer labor.	n/a

Current location of question	Previous location of question	Modification of question
Question 34	Same question as Part 2 question 23	Question was split into two questions and reworded to improve clarity.
Question 35	New question added to directly ask if the market conducted an advertising campaign in 2009.	n/a
Question 36	Same question as Part 2 question 16.	Wording changed to improve clarity. The order of the question was changed to improve the flow of the questionnaire.
Question 37	Same question as Part 2 question 15.	Wording changed to improve clarity. The order of the question was changed to improve the flow of the questionnaire.
Question 38	New question added to get the perception of how managers rated the performance of their market in key categories	n/a
Question 39	Same question as Part 2 questions 25 and 26.	Wording changed and question combined to improve clarity. The rating system was changed so it would be easier for the respondent to answer. There were 6 answer categories added: <ol style="list-style-type: none"> 1) Permanent market facility 2) Creation of a market reserve fund for market improvements 3) Food safety training 4) Hiring (or increasing the paid hours) of the market manager 5) Increase in average spending per customer 6) Increase in web/Internet marketing

Current location of question	Previous location of question	Modification of question
Question 40	Same as Part 3 question 32	Wording changed to improve clarity. The order of the question was changed to improve the flow of the questionnaire.
Question 41	New question added to determine if farmers markets had an impact on the scope operations of producer(s)/vendor(s)	n/a
Question 42	New question added to measure the impact of farmers market on the scope of producer(s)/vendor(s) farming operation	n/a
Question 43	Same as Part 1 question 5	Wording changed to improve clarity. The order of the question was changed to improve the flow of the questionnaire.
Question 44	New question added to determine the number of vendors at markets during different marketing periods, (seasons), of the year.	n/a
Question 45	Same as Part 3 question 29	Wording changed to improve clarity. An additional income category was added to make income categories similar size. The order of the question was changed to improve the flow of the questionnaire.

Current location of question	Previous location of question	Modification of question
Question 46	Same as Part 3 question 30	Wording changed to improve clarity. Distance categories were changed to gain more information about how close producers are located to the market. The order of the question was changed to improve the flow of the questionnaire.
Question 47	Same as Part 3 question 31	Wording changed to improve clarity and the number of vendors of Hispanic ethnicity is asked in a separate question. Respondents were only asked to provide the numbers of vendors in each category and were not required to calculate a percentage. The order of the question was changed to improve the flow of the questionnaire.
Question 48	Same as Part 3 question 31	Wording changed to improve clarity and the number of vendors of specific racial groups is asked in a separate question. Respondents were only asked to provide the numbers of vendors that were of Hispanic ethnicity and were not required to calculate a percentage. The order of the question was changed to improve the flow of the questionnaire.
Question 49	Same as Part 1 question 6	Wording changed to improve clarity and more specific categories were used to better describe the products at farmers markets

Current location of question	Previous location of question	Modification of question
Question 50	Same as Part 1 question 7	Wording changed to improve clarity and an “I don’t know answer category was added.
Question 51	New question added to measure the relative availability of organically labeled products at the market.	n/a
Question 52	Same as Part 1 question 8	Wording changed to improve clarity and more specific categories were used to better describe the organically labeled products at farmers markets
Question 53	Same as Part 1 question 9	Question was split into two questions and reworded to improve clarity. The order of the question was changed to improve the flow of the questionnaire.
Question 54	Same as Part 1 question 9	Question was split into two questions and reworded to improve clarity. The order of the question was changed to improve the flow of the questionnaire.
Question 55	Same as Part 4 question 37	Wording changed to improve clarity.
Question 56	New question added to determine the number of customers at markets during different marketing periods, (seasons), of the year.	n/a
Question 57	Same as Part 4 question 38	Categories were changed to make them consistent with distance categories of producer/vendors
Question 58	Same as Part 2 question 17	Wording changed to improve clarity and the answer category of “I do not know” was added.

Current location of question	Previous location of question	Modification of question
Question 59	Same as Part 1 question 10	<p>Wording changed and question combined to improve clarity. The rating system was changed so it would be easier for the respondent to answer. There were 3 answer categories added:</p> <ol style="list-style-type: none"> 1.) “Condition of product (no bruises, perfect shape, no blemishes, etc.) 2.) Opportunity to establish relationship with vendor(s) 3.) Social atmosphere of the market
Question 60	Same question as the first section of Part 3 questions 33, 34, and 35	This question was separated from questions 33, 34 and 35 to give the questionnaire better flow. One additional answer selection was added “Special Supplemental Nutrition Program for Women, Infants and Children (WIC)
Question 61	Same question as the unnumbered second section of Part 3 question 33	Wording changed to improve clarity. The addition of the number of years the market participated in the program was added to this question to determine how many years this type of nutrition benefit has been accepted at this market.

Current location of question	Previous location of question	Modification of question
Question 62	Same question as the unnumbered second section of Part 3 question 34	Wording changed to improve clarity. The addition of the number of years the market participated in the program was added to this question to determine how many years this type of nutrition benefit has been accepted at this market.
Question 63	New question to measure the use of the newly defined WIC program benefits at farmers markets	n/a
Question 64	Same question as the unnumbered second section of Part 3 question 35	Wording changed to improve clarity. The addition of the number of years the market participated in the program was added to this question to determine how many years this type of nutrition benefit has been accepted at this market.
Question 65	New question to determine if this market converted EBT benefits into script or tokens	n/a
Question 66	New question to determine if federal nutrition benefits recipients were provided double value for their federal nutrition program benefits	n/a
Question 67	Same question as the first section of Part 3 question 36	Wording changed to improve clarity. This question was made as a standalone question to improve the flow of the questionnaire

Current location of question	Previous location of question	Modification of question
Question 68	New question added to get the number of producers that participated in gleaning at farmers markets	n/a
Question 69	Same question as the unnumbered third section of Part 3 question 36	Wording changed to improve clarity. This question was made as a standalone question to improve the flow of the questionnaire
Question 70	Same as Part 4 question 39	Wording changed to improve clarity.