

U.S. DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
FARMERS MARKET QUESTIONNAIRE

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 _____

A possible option – add a map that will allow respondents to pin-point the location of their farmers market.

SECTION 1
FARMERS MARKET PROFILE FOR 2009

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

- Yes
- No => **Exit the survey**

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 q. 10
- No

9. When was this farmers market open in 2009?

Start day (mm/dd/yy): _____
End day (mm/dd/yy): _____

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 q. 12
- No

11. (Only single-season markets; "no" in q. 10)

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

- Monday
 - Tuesday
 - Wednesday
 - Thursday
 - Friday
 - Saturday
 - Sunday
- => Skip to q. 13

12. (Only multiple-season markets; "yes" in q. 10)

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	Open Mon	Open Tue	Open Wed	Open Thu	Open Fri	Open Sat	Open Sun
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"/>

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) _____ .00 %
 Wholesale sales (restaurants, businesses and/or institutions) _____ .00 %
 Total 100.00 %

15. (Only single-season markets; "no" in q. 10)

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 (\$) _____

16. (Only multiple-season markets; "yes" in q. 10)

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

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 (if selected => Go q. 20)
- 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)

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 _____

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 _____

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.

	Percentage of total revenue (%)
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	_____

	Percentage of total revenue (%)
Trade or business association (e.g., Chamber of Commerce)	_____
Other, please specify _____	_____
Total (automatically calculated by the system)	%

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

- Yes
- Not a fee, but there were other requirements (e.g., food “gleaning”) => Skip to q. 26
- No => Skip to q. 26

25.— 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, please specify _____; \$ _____

26.— Did this farmers market have a manager in 2009?

- Yes, as a paid employee
- Yes, as a volunteer => Skip to q. 28
- No => Skip to q. 31

27.— 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; \$ _____

28.— 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

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

- Yes
- No => Skip to q. 31
- Do not know => Skip to q. 31

30.— 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 _____

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

- Yes
- No => Skip to q. 33

32. How many employees in the following categories did this farmers market employ in 2009? Do not include the manager of this farmers market in the count. 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 _____

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

- Yes
- No => Skip to q. 35

34. 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 _____

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

- Yes
- No => Skip to q. 38

36. 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; \$ _____

37. 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, please specify _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

	Not success-ful	Somewhat successful	Success-ful	Very success-ful	Extremely success-ful	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, please specify _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

39. 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 , please specify _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

40. 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

SECTION 3
FARMERS MARKET PRODUCERS AND VENDORS IN 2009

41. 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 _____

42. (Only multiple-season markets; "yes" in q. 10)

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	_____

43. 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	_____
\$75,001 - \$100,000	_____
\$100,001+	_____

44. 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.

- 0 - 5 miles _____
- 6 - 10 miles _____
- 11 - 20 miles _____
- 21 - 50 miles _____
- 51 - 100 miles _____
- 101 miles or more _____

45. Have this market's producers/vendors changed the scope and/or viability of their farm operation 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
- No => Skip to q. 47
- Do not know => Skip to q. 47

46. 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, please specify _____: _____

47. 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.

American Indian or Alaska Native _____
 Asian _____
 Black or African American _____
 Native Hawaiian or Other Pacific Islander _____
 White or Caucasian _____

48. 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 _____

SECTION 4
PRODUCTS SOLD AT THIS FARMERS MARKET IN 2009

49. 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.

Products sold at this farmers market	Number of producers/vendors that sold these products
Baked goods	_____
Butter	_____
Cheese	_____
Crafts/woodworking items	_____
Fish and/or seafood	_____
Flowers	_____

Products sold at this farmers market	Number of producers/vendors that sold these products
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, please specify _____	_____
Other 2, please specify _____	_____
Other 3, please specify _____	_____

50. Were there any products labeled “organic” available for sale at this farmers market in 2009?

- Yes
- No => Skip to q. 53
- Do not know => Skip to q. 53

51. 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)

52. 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, please specify _____	_____
Other 2, please specify _____	_____
Other 3, please specify _____	_____

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

- Yes

- No => Skip to q. 55 or 56, as applicable
- Do not know => Skip to q. 55 or 56, as applicable

54. 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/vendors that sold these products
Chemical-free/pesticide-free	_____
Hormone-free/antibiotic-free	_____
Locally grown	_____
Natural	_____
Pasture-raised/free range	_____
Other , please specify _____	_____

SECTION 5
CUSTOMERS OF THIS FARMERS MARKET IN 2009

55. (Only single-season markets; "no" in q. 10)

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 _____

56. (Only multiple-season markets; "yes" in q. 10)

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	_____

57. 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	_____
Total (automatically calculated)	_____%

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

- Yes
- No
- Do not know

59. 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, please specify _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other 2, please specify _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SECTION 6
NUTRITION AND PAYMENT PROGRAMS AT THIS FARMERS MARKET IN 2009

60. 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 q. 61**
- Senior Farmers Market Nutrition Program => **Skip to q. 62**
- Special Supplemental Nutrition Program for Women, Infants and Children (WIC) => **Skip to q. 63**
- Supplemental Nutrition Assistance Program (SNAP) (formerly called "food stamps") using electronic benefits transfer (EBT) technology => **Skip to q. 64**
- None of the above => **Skip to q. 67**

61. 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 (\$) _____

62. 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 (\$) _____

63. 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 (\$) _____

64. 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 (\$) _____

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

- Yes
- No
- Do not know

66. (Only those who selected at least one program in q. 60)

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

67. (All respondents)

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

- Yes
- No => Skip to q. 70

68. 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 _____

69. 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; \$ _____

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

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information, unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0169. The time required to complete this information collection is estimated to average 21 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

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