

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 in 2009?

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 in 2009?

Yes No

5. How many different producers/vendors participated at your market in 2009?

_____ producers/vendors

6. On average, how many customers patronized your market weekly in 2009?

_____ customers

7. What were the total sales (\$) at your market in 2009?

\$_____.00

8. Which one of the following statements about your market was MOST true in 2009?

- We had more demand than supply (we need more producers/vendors)
- During 2009 our supply exceeded demand (we need more customers)
- Supply and demand of products was roughly equal in 2009

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