**U.S. DEPARTMENT OF AGRICULTURE**

**NUTRITION ASSISTANCE AND FARMERS/FARMERS MARKETS STUDY**

**FARMERS MARKET MANAGER SURVEY**

Please complete this survey if you manage a **farmers market**.

A **Farmers Market** is a common facility or area where several farmers or growers gather on a regular, recurring basis to sell a variety of fresh fruits and vegetables and other locally-grown farm products directly to consumers.

**ABOUT YOU**

**This section asks about your contact information and your role at this farmers market.**

**Contact information for person completing this survey**

Name:

Address:

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

Email:

1. What is your role at this farmers market? Please check all that apply.

 [\_] Market manager

 [\_] Paid staff

 [\_] Volunteer staff

 [\_] Vendor

 [\_] Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. How long have you worked at this farmers market? \_\_\_\_\_\_ years \_\_\_\_\_\_\_\_ months
2. What kind of work do you do at this market? Please check all that apply.

[\_] Budgeting (for example, estimating costs and income)

[\_] Bookkeeping

[\_] Fundraising

[\_] Applying for grants

[\_] Managing volunteers and employees

[\_] Recruiting vendors

[\_] Organizing vendors

[\_] Community outreach

[\_] Market setup and dismantling

[\_] Putting up signage

[\_] Collecting fees from vendors

[\_] Market safety

[\_] Organizing special events

[\_] Other responsibilities (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# SECTION A. ABOUT THIS FARMERS MARKET

This section includes questions about the general characteristics of this farmers market.

1. In what year did this farmers market start operating? \_\_\_\_\_\_\_\_\_\_\_
2. Is this farmers market independently operated, operated in partnership with another organization, or operated by another organization?

[ ]  Independently operated **GO TO QUESTION A4**

[ ]  Operated in partnership with another organization (please fill in the name below)

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

[ ]  Operated by another organization (please fill in the name below)

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

1. How many farmers markets does the organization/partnership operate? \_\_\_\_\_\_\_
2. In the table below, please indicate for each month, the days and average number of hours the market was open from October 2010 to September 2011. Draw a line through the days the market did not operate.

*The first two rows show an example of how to fill in this table. In this example, a line was marked for all days in April, when the market did not operate. In May, the market was open on Fridays from 9 AM to 12 PM (3 hours), and on Saturday and Sunday from 8AM to 12 PM (4 hours on each day).*

|  |  |
| --- | --- |
|  | **AVERAGE NUMBER OF HOURS THE MARKET WAS OPEN** **OCTOBER 2010 TO SEPTEMBER 2011** |
|  | MONDAYS | TUESDAYS | WEDNEDAYS | THURSDAYS | FRIDAYS | SATURDAYS | SUNDAYS |
| April |  |  |  |  |  |  |  |
| May |  |  |  |  | 3 | 4 | 4 |
|  |  |  |  |  |  |  |  |
| October 2010 |  |  |  |  |  |  |  |
| November 2010 |  |  |  |  |  |  |  |
| December 2010 |  |  |  |  |  |  |  |
| January 2011 |  |  |  |  |  |  |  |
| February 2011 |  |  |  |  |  |  |  |
| March 2011 |  |  |  |  |  |  |  |
| April 2011 |  |  |  |  |  |  |  |
| May 2011 |  |  |  |  |  |  |  |
| June 2011 |  |  |  |  |  |  |  |
| July 2011 |  |  |  |  |  |  |  |
| August 2011 |  |  |  |  |  |  |  |
| September 2011 |  |  |  |  |  |  |  |

1. Between October 2010 and September 2011, did this farmers market sell each of the following products always, sometimes, or never ?

|  |  |
| --- | --- |
| **Product** | **How often sold at this market between October 2010 and September 2011?** |
|  | **Always** | **Sometimes** | **Never** |
| **Fruits** | [ ]  | [ ]  | [ ]  |
| **Vegetables** | [ ]  | [ ]  | [ ]  |
| **Milk** | [ ]  | [ ]  | [ ]  |
| **Cheese** | [ ]  | [ ]  | [ ]  |
| **Other dairy products** | [ ]  | [ ]  | [ ]  |
| **Fish or Seafood** | [ ]  | [ ]  | [ ]  |
| **Meat or Poultry** | [ ]  | [ ]  | [ ]  |
| **Breads or rolls** | [ ]  | [ ]  | [ ]  |
| **Other baked goods** | [ ]  | [ ]  | [ ]  |
| **Juice or cider** | [ ]  | [ ]  | [ ]  |
| **Prepared foods** | [ ]  | [ ]  | [ ]  |
| **Non-food items (plants, crafts, etc.)** | [ ]  | [ ]  | [ ]  |

1. Between October 2010 and September 2011, what was the minimum number of vendors who participated in this farmers market on any given day? \_\_\_\_\_\_\_
2. Between October 2010 and September 2011, what was the maximum number of vendors who participated in this farmers market on any given day? \_\_\_\_\_\_\_\_
3. Which of the following rules were in force at this farmers market between October 2010 and September 2011? Please check 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)

[ ] Certain growing practices are required (e.g., certified organic, conventional grower)

1. What were this farmers market’s total sales between October 2010 and September 2011? Please round the amount to the nearest whole number. Total sales: $ \_\_\_\_\_\_\_\_\_\_\_
2. What was this farmers market’s total operating budget between October 2010 and September 2011? $ \_\_\_\_\_\_\_\_\_\_
3. Between October 2010 and September 2011, which of the following sources provided funding for any portion of this farmers market’s operating budget? Please check all that apply.

[ ] Vendor fees

[ ] State government

[ ] County, city or municipal government agency

[ ] Farmers market association

[ ] Government Grants

[ ] Private Foundation Grants

[ ] Fundraising events

[ ] Sponsorships from businesses/organizations

[ ] Trade or business association (e.g. Chamber of Commerce)

[ ] Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[ ] Did not receive operating budget funding from any outside sources

1. Between October 2010 and September 2011, did vendors pay a flat fee or did they pay a percentage of total sales?

[ ] Flat fee (please specify fee)\_\_\_\_\_\_\_\_\_\_\_\_

Was the flat fee (please check only one) …

[ ] Per season

[ ] Per month

[ ]  Per week

[ ] Per market day

[ ] Percentage of sales (please specify percentage) \_\_\_\_\_\_\_\_\_%

[ ] Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[ ] Vendors did not pay to participate in this farmers market

1. Does this farmers market have a credit/debit card processing machine?

[ ] Yes

 [ ] No

1. Did food sales make up at least 50 percent of this market’s revenue between October 2010 and September 2011?

[ ] Yes

 [ ] No

 [ ] Don’t know

**SECTION B. SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM (SNAP)**

This section asks questions about the U.S. Department of Agriculture’s (USDA) Supplemental Nutrition Assistance Program (SNAP), formerly called the Food Stamp Program. SNAP gives low-income families a monthly benefit amount (SNAP allotment) to buy food that can be prepared and eaten at home. SNAP benefits are loaded onto an electronic benefit transfer (EBT) card. The EBT card can be used like a regular debit or credit card at authorized retailers with EBT terminals.

1. Did you know that farmers markets can participate in SNAP?

[ ] Yes

[ ] No **GO TO SECTION C**

1. Have you visited the website of USDA’s Food and Nutrition Service (FNS) or have you seen the handbook about SNAP in farmers markets (SNAP at Farmers Markets: A How-To Handbook)?

[ ] Yes

[ ] No

1. Has this farmers market ever been authorized to participate in SNAP?

[ ] Yes

[ ] No  **GO TO QUESTION B7**

1. Was this farmers market authorized to participate in SNAP anytime during the last 5 years (October 2006 to September 2011)?

[ ] Yes  **GO TO QUESTION B5**

[ ] No  **GO TO QUESTION B4a**

**B4a.** What is the main reason this farmers market stopped participating in SNAP?

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** **GO TO QUESTION B7**

1. Was this farmers market authorized to participate in SNAP anytime during the last 12 months (October. 2010 to September 2011)?

[ ] Yes **GO TO QUESTION B5b**

[ ] No **GO TO QUESTION B5a**

**B5a.** What is the main reason this farmers market stopped participating in SNAP?

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

 **B5b.** Which of the following best describes this farmers market’s SNAP authorization between October 2010 and September 2011? Please check all that apply.

 [ ] Farmers market was SNAP authorized

 [ ] Individual vendors or producers were SNAP authorized

[ ] Neither the farmers market nor individual vendors were SNAP authorized

 [ ] Other (please specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Between October 2010 and September 2011, were SNAP benefits redeemed at this farmers market?

[ ] Yes  **GO TO QUESTION B7**

[ ] No  **GO TO QUESTION B6a**

**B6a.** What is the main reason SNAP benefits were not redeemed at this farmers market between October 2010 and September 2011? **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. Between October 2010 and September 2011, how many food vendors accepted SNAP at this farmers market?

[ ] All **Go To QUESTION B8**

 [ ] Most

 [ ] A few

[ ] None

**B7a.** What is the main reason SNAP benefits were not accepted? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Who decides if this farmers market will participate in SNAP? Please check all that apply.

 [ ] State or local government

 [ ] Umbrella organization

 [ ] Board

 [ ] Third party organization

 [ ] Self

 [ ] Vendors

 [ ] Other (please specify)\_\_\_\_\_\_\_\_

 [ ] Don’t know

1. How do **vendors** learn about this farmers market’s participation in SNAP? Please check all that apply.

[ ] Informally, through conversations with individual vendors

[ ] Official meetings

[ ] Memos

[ ] Printed materials about SNAP program

[ ] Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. How do **customers** learn about this farmers market’s participation in SNAP? Please check all that apply.

 [ ] Printed materials (for example, direct mail, flyers or brochures)

 [ ] Billboards or banners

 [ ] Workshops, discussions, or presentations at schools or other community events

 [ ] Mass media (for example, newspapers, radio, or TV advertising)

 [ ] Internet (for example, listservs, websites, blogs, social media such as Facebook or Twitter)

 [ ] Other (please specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 [ ] None of the above **GO TO QUESTION B12**

1. Who is responsible for conducting and paying for the marketing/outreach activities selected in B10? Please check all that apply

 [ ] Farmers market

 [ ] Vendors

 [ ] Local, state, or federal government agencies

 [ ] Foundations

 [ ] Nonprofit organizations (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 [ ] Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Between October 2010 and September 2011, how did this farmers market redeem SNAP payments? Please check all that apply.

[ ] EBT (customer swipes the EBT card at a machine to pay for their purchase.)

[ ] EBT Offline Voucher

[ ] Tokens

[ ] Paper scrip

[ ] Receipts

[ ] Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. In your opinion, what are the benefits for this farmers market of accepting SNAP? Please check all that apply.

 [ ] A. Increases sales for producers

 [ ] B. Increases different types of customers

 [ ] C. Responds to customer interest

 [ ] D. Responds to vendor interest

 [ ] E. Responds to interest from other organizations

 [ ] F. Supports local economy

 [ ] G. Promotes access to healthy food in the community

 [ ] H. Improves the market’s public image

 [ ] I. Other (please specify)\_\_\_\_\_\_\_\_\_\_\_\_

**IF YOU CHECKED ONLY ONE ANSWER IN QUESTION B13, PLEASE GO TO QUESTION B14.**

 **B13a.** Of the answers you choose in B13, which one was the strongest motivator for this farmers market to accept SNAP? Please write in the letter from B13: \_\_\_\_\_\_\_

1. What do you think makes it hard for this farmers market to accept SNAP? Please check all that apply.

 [ ] A. Too many requirements to become SNAP authorized

 [ ] B. SNAP application process is difficult

 [ ] C. Having to provide personal information on SNAP application

 [ ] D. Costs associated with start-up

 [ ] E. Ongoing transaction fee costs associated with EBT

 [ ] F. Staffing needs for at-market operation of EBT

 [ ] G. Additional bookkeeping and “back office” costs

 [ ] H. Vendors do not want to participate in SNAP

 [ ] I. Not enough SNAP customers

 [ ] J. Hard to get information about these programs from the appropriate agencies

 [ ] K. Other (please specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**IF YOU CHECKED ONLY ONE ANSWER IN QUESTION B14, PLEASE GO TO SECTION C.**

**B14a.** Of the answers you choose in B14, which makes it the hardest for this farmers market to participate in SNAP? Please write in the letter from B13: \_\_\_\_\_\_\_

**B15.** Is there anything else you can tell us about how SNAP works for your Farmers Market? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**SECTION C. NUTRITION ASSISTANCE PROGRAMS OTHER THAN SNAP**

This section asks about nutrition assistance programs other than SNAP. The USDA also offers the Special Supplemental Nutrition Program for Women, Infants and Children (**WIC**); the Women, Infants, and Children Farmers Market Nutrition Program (**WICFMNP**); and the Senior Farmers Market Nutrition Program (**SFMNP**).

1. Did you know that farmers markets can participate in other nutrition assistance programs besides SNAP?

[ ] Yes

[ ] No 🡪 **GO TO SECTION D**

1. Between October 2010 and September 2011, which of the following USDA nutrition assistance programs did this farmers market participate in? Please check all that apply.

[ ] Special Supplemental Nutrition Program for Women, Infants and Children (**WIC**)

[ ]  Women, Infants, and Children Farmers Market Nutrition Program (**WICFMNP**)

[ ]  Senior Farmers Market Nutrition Program (**SFMNP**)

[ ] Did not participate in any USDA nutrition assistance programs

**SECTION D. INCENTIVE PROGRAMS FOR USDA NUTRITION ASSISTANCE INCENTIVE PROGRAM CUSTOMERS**

Some farmers markets offer incentives for their USDA nutrition assistance program customers to shop there. These incentives are in the form of vouchers that can be used to buy food items from farmers market vendors. The vouchers are usually paid for by local government agencies, foundations, or nonprofit organizations. Please tell us about the incentives that this farmers market offers.

1. Between October 2010 and September 2011, did this farmers market offer any financial incentives (for example, coupons like Double Dollars, Double Up Food Bucks, Double Value Coupon Program) or other nonfinancial incentives (for example, magnets or other tokens) to USDA nutrition assistance program customers?

[ ]  Offered financial incentives

[ ] Offered non-financial incentives

[ ]  Offered both, financial and non-financial incentives

[ ]  Incentives were not offered **GO TO SECTION E**

**D1a.** Please describe or provide the name of the incentives offered by this farmers market to USDA nutrition assistance program customers. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. Do the incentives offered at this market have a specific start and end date, or are they available on an ongoing basis throughout the season?

[ ] Available for a limited time only (specific start and end date)

[ ] Available on an ongoing basis, provided funding is available

[ ] Both time limited and ongoing

1. Organizations such as foundations or government entities can provide funding, equipment, or other types of support for USDA nutrition assistance incentive programs. How many organizations provided any kind of support for the incentives this farmers market offered between October 2010 and September 2011?

# of organizations \_\_\_\_\_\_\_\_\_\_\_\_\_  **IF “ZERO” GO TO QUESTION D5**

1. Please list the top three organizations that helped to support the incentives this famers market offered to USDA nutrition assistance program customers between October 2010 and September 2011.

 Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Type: [ ] Foundation [ ] Government Agency [ ] Other (please specify)\_\_\_\_\_\_\_\_\_\_\_\_

 Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Type: [ ] Foundation [ ] Government Agency [ ] Other (please specify)\_\_\_\_\_\_\_\_\_\_\_\_

 Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Type: [ ] Foundation [ ] Government Agency [ ] Other (please specify)\_\_\_\_\_\_\_\_\_\_\_\_

1. What things does this market measure to know if the incentives are successful? Please check all that apply.

[ ]  Dollar amount of EBT/FMNP redemptions

[ ]  Number of EBT/FMNP transactions

[ ]  Number of repeat EBT/FMNP shoppers

[ ]  Number of first time EBT/FMNP shoppers

[ ]  Ratio of tokens/scrip disseminated vs. tokens/scrip spent

[ ]  EBT/SNAP customer testimonials or interviews

[ ]  None

[ ]  Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**SECTION E. COMMUNITY OUTREACH AND SOURCES OF SUPPORT**

This next section is about the community outreach this farmers market does. It also asks about sources of support for this farmers market.

1. Does this farmers market conduct any community outreach activities?

[ ] Yes

[ ] No **GO TO QUESTION E4**

1. Between October 2010 and September 2011, what community activities did this farmers market or its sponsoring organization conduct? Please check all that apply.

 [ ] Nutrition education at schools or other community locations

[ ] Food donations (for example, homeless shelters, gleaning programs)

 [ ] Community gardening and agricultural education

 [ ] Healthy cooking demonstrations at the farmers market

 [ ] Education and training for farmers/food producers

 [ ] Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Between October 2010 and September 2011, how did this farmers market get information out to the community?

[ ]  Printed materials (for example, flyers or brochures)

[ ]  Billboards

[ ]  Workshops, demonstrations, discussions, or presentations at schools or other community locations besides the farmers market

[ ] Workshops, demonstrations, discussions, or presentation at the farmers market

[ ]  Mass media (for example, newspapers, radio, or T.V advertisements)

[ ]  Web (for example, listservs, e-mail newsletters, Web sites, blogs, social media such as Facebook or Twitter)

[ ]  Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Many community, state, and national organizations provide different kinds of support for farmers markets. The questions in the table below ask for the name and information about five organizations that have provided this market with the most meaningful support between October 2010 and September 2011. An example has been provided for you.

**[ ] This farmers market did not receive any support 🡪 Go to Section F**

|  | **EXAMPLE** |
| --- | --- |
|  | **What is the name of the organization that provided meaningful support?**  | **What type of organization is it? Please check only one.** | **Did the organization provide financial support?** | **What kinds of non-financial support were provided?** | **How did the organization provide non-financial support? Check all that apply.** |
| 1 | Springdale Chamber of Commerce | [\_] City government [\_] State government [\_] Federal government [X] Local foundation[\_] Regional foundation[\_] National foundation[\_] Regional network or organization[\_] State organization[\_] National trade association [\_] Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | [X] Yes, the organization provided financial support[\_]No, the organization did not provide financial support | [X]Information[X] Logistical/ Technical Assistance[\_] Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_[\_] The organization did not provide non-financial support | [\_] E-mail/listservs[\_] Telephone[\_] In-person[\_] Training[X]Publications[X] Web site[\_] Online forums[\_] Other (please specify)\_\_\_\_\_\_\_[\_]The organization did not provide non-financial support |

|  | **What is the name of the organization that provided meaningful support?**  | **What type of organization is it? Please check only one.** | **Did the organization provide financial support?** | **What kind of non-financial support was provided?** | **How did the organization provide non-financial support? Check all that apply.** |
| --- | --- | --- | --- | --- | --- |
| 1 |  | [\_] City government [\_] State government [\_] Federal government [\_] Local foundation[\_] Regional foundation[\_] National foundation[\_] Regional trade association[\_] National trade association [\_] Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | [\_] Yes, the organization provided financial support[\_]No, the organization did not provide financial support | [\_]Information[\_] Logistical/ Technical Assistance[\_] Other (please specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[\_] The organization did not provide non-financial support | [\_] E-mail/listservs[\_] Telephone[\_] In-person[\_] Training[\_]Publications[\_] Web site[\_] Online forums[\_] Other (please specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[\_]The organization did not provide non-financial support |
| 2 |  | [\_] City government [\_] State government [\_] Federal government [\_] Local foundation[\_] Regional foundation[\_] National foundation[\_] Regional trade association[\_] National trade association [\_] Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | [\_] Yes, the organization provided financial support[\_]No, the organization did not provide financial support | [\_]Information[\_] Logistical/ Technical Assistance[\_] Other (please specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[\_] The organization did not provide non-financial support | [\_] E-mail/listservs[\_] Telephone[\_] In-person[\_] Training[\_]Publications[\_] Web site[\_] Online forums[\_] Other (please specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[\_] The organization did not provide non-financial support |
| 3 |  | [\_] City government [\_] State government [\_] Federal government [\_] Local foundation[\_] Regional foundation[\_] National foundation[\_] Regional trade association[\_] National trade association [\_] Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | [\_] Yes, the organization provided financial support[\_]No, the organization did not provide financial support | [\_]Information[\_] Logistical/ Technical Assistance[\_] Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[\_] The organization did not provide non-financial support | [\_] E-mail/listservs[\_] Telephone[\_] In-person[\_] Training[\_]Publications[\_] Web site[\_] Online forums[\_] Other (please specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[\_] The organization did not provide non-financial support |
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| 5 |  | [\_] City government [\_] State government [\_] Federal government [\_] Local foundation[\_] Regional foundation[\_] National foundation[\_] Regional trade association[\_] National trade association [\_] Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | [\_] Yes, the organization provided financial support[\_]No, the organization did not provide financial support | [\_]Information[\_] Logistical/ Technical Assistance[\_] Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[\_] The organization did not provide non-financial support | [\_] E-mail/listservs[\_] Telephone[\_] In-person[\_] Training[\_]Publications[\_] Web site[\_] Online forums[\_] Other (please specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[\_] The organization did not provide non-financial support |

**SECTION F. DESCRIPTION OF THE AREA WHERE THE FARMERS MARKET IS LOCATED**

Please think about the area around the farmers market when answering the questions in this section.

1. What kind of buildings or property are within a half mile radius of this farmers market used? Please check all that apply.

[ ] Residential buildings or yards

[ ] Commercial or industrial buildings

[ ] Schools

[ ] Parking lots or garages

[ ] Undeveloped land or vacant lots

[ ] Designated green space or parks

[ ] Other, specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What other kinds of stores sell food within a half mile radius of this farmers market? Please check all that apply.

[ ] Fast-food restaurants

[ ] Cafés or coffee shops

[ ] Non fast-food restaurants

[ ] Large grocery stores

[ ] Small corner stores or convenience stores

[ ] Liquor stores, bars, taverns, or nightclubs

[ ] Other, specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What types of public transportation are available near this farmers market? Please check all that apply.

[ ] Bus

[ ] Light rail or subway

[ ] Senior transit

[ ] None

1. What kind of parking is there within a half mile radius of this farmers market? Please check all that apply.

[ ] On-street, parallel or angled parking

[ ] Small lot or garage (fewer than 30 spaces)

[ ] Medium to large lot or garage

[ ] None

1. Which of the following amenities are present at this farmers market? Please check all that apply.

[ ] Areas shaded by trees or canopies

[ ] Trash cans

[ ] Benches or other places to sit

[ ] Bicycle racks

[ ] Working drinking fountains

[ ] Working public telephones

[ ] Public restrooms

 **Thank you for taking the time to complete this survey. The information you’ve provided is valuable to us. Please return the completed survey in the enclosed postage paid envelope.**