

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.

Public reporting burden for this collection of information is estimated to average 25 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. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

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) _____

2. How long have you worked at this farmers market? _____ years _____ months

3. 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.

A1. In what year did this farmers market start operating? _____

A2. 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)

A3. How many farmers markets does the organization/partnership operate? _____

A4. 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						
	MONDAY S	TUESDAY S	WEDNESDAY S	THURSDAY S	FRIDAY S	SATURDAY S	SUNDAY S
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							

A5. 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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vegetables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Milk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cheese	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other dairy products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fish or Seafood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meat or Poultry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Breads or rolls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other baked goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Juice or cider	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prepared foods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-food items (plants, crafts, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

A6. Between October 2010 and September 2011, what was the minimum number of vendors who participated in this farmers market on any given day? _____

A7. Between October 2010 and September 2011, what was the maximum number of vendors who participated in this farmers market on any given day? _____

A8. 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)

A9. 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: \$ _____

A10. What was this farmers market's total operating budget between October 2010 and September 2011? \$ _____

A11. 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

A12. 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

A13. Does this farmers market have a credit/debit card processing machine?

- Yes
- No

A14. 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.

B1. Did you know that farmers markets can participate in SNAP?

Yes

No **GO TO SECTION C**

B2. 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

B3. Has this farmers market ever been authorized to participate in SNAP?

Yes

No **GO TO QUESTION B7**

B4. 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

B5. 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) _____

B6. 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?

B7. 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?

B8. 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

B9. 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): _____

B10. 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**

B11. 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): _____

B12. 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) _____

B13. 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: _____

B14.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**).

C1. Did you know that farmers markets can participate in other nutrition assistance programs besides SNAP?

Yes

No → **GO TO SECTION D**

C2. 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.

D1. 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.

D2. 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

D3. 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**

D4. Please list the top three organizations that helped to support the incentives this farmers 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) _____

D5. 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.

E1. Does this farmers market conduct any community outreach activities?

Yes

No **GO TO QUESTION E4**

E2. 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) _____

E3. 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) _____

E4. 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	<input type="checkbox"/> City government <input type="checkbox"/> State government <input type="checkbox"/> Federal government <input checked="" type="checkbox"/> Local foundation <input type="checkbox"/> Regional foundation <input type="checkbox"/> National foundation <input type="checkbox"/> Regional network or organization <input type="checkbox"/> State organization <input type="checkbox"/> National trade association <input type="checkbox"/> Other (please specify)	<input checked="" type="checkbox"/> Yes, the organization provided financial support <input type="checkbox"/> No, the organization did not provide financial support	<input checked="" type="checkbox"/> Information <input checked="" type="checkbox"/> Logistical/ Technical Assistance <input type="checkbox"/> Other (please specify) _____ <input type="checkbox"/> The organization did not provide non-financial support	<input type="checkbox"/> E-mail/listservs <input type="checkbox"/> Telephone <input type="checkbox"/> In-person <input type="checkbox"/> Training <input checked="" type="checkbox"/> Publications <input checked="" type="checkbox"/> Web site <input type="checkbox"/> Online forums <input type="checkbox"/> Other (please specify) _____ <input type="checkbox"/> 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		<input type="checkbox"/> City government <input type="checkbox"/> State government <input type="checkbox"/> Federal government <input type="checkbox"/> Local foundation <input type="checkbox"/> Regional foundation <input type="checkbox"/> National	<input type="checkbox"/> Yes, the organization provided financial support <input type="checkbox"/> No, the organization did not provide financial support	<input type="checkbox"/> Information <input type="checkbox"/> Logistical/ Technical Assistance <input type="checkbox"/> Other (please specify) _____ _____ _____ <input type="checkbox"/> The organization	<input type="checkbox"/> E-mail/listservs <input type="checkbox"/> Telephone <input type="checkbox"/> In-person <input type="checkbox"/> Training <input type="checkbox"/> Publications <input type="checkbox"/> Web site <input type="checkbox"/> Online forums <input type="checkbox"/> Other (please specify) _____ _____

	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.
		foundation <input type="checkbox"/> Regional trade association <input type="checkbox"/> National trade association <input type="checkbox"/> Other (please specify) _____ — _____ — _____ —		did not provide non-financial support	_____ — _____ — <input type="checkbox"/> The organization did not provide non-financial support
2		<input type="checkbox"/> City government <input type="checkbox"/> State government <input type="checkbox"/> Federal government <input type="checkbox"/> Local foundation <input type="checkbox"/> Regional foundation <input type="checkbox"/> National foundation <input type="checkbox"/> Regional trade association <input type="checkbox"/> National trade association <input type="checkbox"/> Other (please specify) _____ — _____ — _____ —	<input type="checkbox"/> Yes, the organization provided financial support <input type="checkbox"/> No, the organization did not provide financial support	<input type="checkbox"/> Information <input type="checkbox"/> Logistical/ Technical Assistance <input type="checkbox"/> Other (please specify) _____ _____ _____ <input type="checkbox"/> The organization did not provide non-financial support	<input type="checkbox"/> E-mail/listservs <input type="checkbox"/> Telephone <input type="checkbox"/> In-person <input type="checkbox"/> Training <input type="checkbox"/> Publications <input type="checkbox"/> Web site <input type="checkbox"/> Online forums <input type="checkbox"/> Other (please specify) _____ — _____ — _____ — <input type="checkbox"/> The organization did not provide non-financial support
3		<input type="checkbox"/> City government <input type="checkbox"/> State government <input type="checkbox"/> Federal government <input type="checkbox"/> Local foundation <input type="checkbox"/> Regional foundation <input type="checkbox"/> National foundation <input type="checkbox"/> Regional trade	<input type="checkbox"/> Yes, the organization provided financial support <input type="checkbox"/> No, the organization did not provide financial support	<input type="checkbox"/> Information <input type="checkbox"/> Logistical/ Technical Assistance <input type="checkbox"/> Other (please specify) _____ _____ _____ <input type="checkbox"/> The organization did not provide non-financial support	<input type="checkbox"/> E-mail/listservs <input type="checkbox"/> Telephone <input type="checkbox"/> In-person <input type="checkbox"/> Training <input type="checkbox"/> Publications <input type="checkbox"/> Web site <input type="checkbox"/> Online forums <input type="checkbox"/> Other (please specify) _____ — _____ — _____ —

	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.
		association <input type="checkbox"/> National trade association <input type="checkbox"/> Other (please specify) _____ — _____ — _____ —			_____ — <input type="checkbox"/> The organization did not provide non-financial support
4		<input type="checkbox"/> City government <input type="checkbox"/> State government <input type="checkbox"/> Federal government <input type="checkbox"/> Local foundation <input type="checkbox"/> Regional foundation <input type="checkbox"/> National foundation <input type="checkbox"/> Regional trade association <input type="checkbox"/> National trade association <input type="checkbox"/> Other (please specify) _____ — _____ — _____ —	<input type="checkbox"/> Yes, the organization provided financial support <input type="checkbox"/> No, the organization did not provide financial support	<input type="checkbox"/> Information <input type="checkbox"/> Logistical/ Technical Assistance <input type="checkbox"/> Other (please specify) _____ _____ <input type="checkbox"/> The organization did not provide non-financial support	<input type="checkbox"/> E-mail/listservs <input type="checkbox"/> Telephone <input type="checkbox"/> In-person <input type="checkbox"/> Publications <input type="checkbox"/> Web site <input type="checkbox"/> Online forums <input type="checkbox"/> Other (please specify) _____ — _____ — _____ — <input type="checkbox"/> The organization did not provide non-financial support
5		<input type="checkbox"/> City government <input type="checkbox"/> State government <input type="checkbox"/> Federal government <input type="checkbox"/> Local foundation <input type="checkbox"/> Regional foundation <input type="checkbox"/> National foundation <input type="checkbox"/> Regional trade association <input type="checkbox"/> National trade	<input type="checkbox"/> Yes, the organization provided financial support <input type="checkbox"/> No, the organization did not provide financial support	<input type="checkbox"/> Information <input type="checkbox"/> Logistical/ Technical Assistance <input type="checkbox"/> Other (please specify) _____ _____ _____ <input type="checkbox"/> The organization did not provide non-financial support	<input type="checkbox"/> E-mail/listservs <input type="checkbox"/> Telephone <input type="checkbox"/> In-person <input type="checkbox"/> Training <input type="checkbox"/> Publications <input type="checkbox"/> Web site <input type="checkbox"/> Online forums <input type="checkbox"/> Other (please specify) _____ — _____ — _____ —

	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.
		association <input type="checkbox"/> Other (please specify) _____ — _____ — _____ —			<input type="checkbox"/> 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.

F1. 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 _____

F2. 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 _____

F3. What types of public transportation are available near this farmers market? Please check all that apply.

- Bus
- Light rail or subway
- Senior transit
- None

F4. 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

F5. 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.