

U.S. DEPARTMENT OF AGRICULTURE

NUTRITION ASSISTANCE AND FARMERS/FARMERS MARKETS STUDY

DIRECT MARKETING FARMER SURVEY

Please complete the **Direct Marketing Farmer** survey if you are not a farmers market manager and sell your farm products directly to consumers at outlets such U-pick operations, farm or road-side stands, farmers markets, community supported agriculture (CSA) or subscription farming.

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 the work you do.

Contact information for person completing this survey

Name: _____

Address: _____

Telephone: (_____) _____

Email: _____

1. Do you farm full- or part-time?

- Full-time
- Part-time
- Not applicable (provide administrative or non-farming related services)

2. How long have you been farming? _____ years ____ months

3. What kind of work do you do? Please check all that apply.

- All farm work
- Identifying outlets to sell produce
- Attending markets to sell produce
- Budgeting (for example, estimating costs and income)
- Bookkeeping
- Fundraising
- Applying for grants
- Managing volunteers and employees
- Community outreach
- Organizing special events
- Other responsibilities (please specify) _____

SECTION A. ABOUT THIS FARM

This section includes questions about the general characteristics of all the land that you farm on.

A1. In what year did you start farming? _____

A2. Which of the following describes the land that you farm on? CHECK ALL THAT APPLY.

- Owned, if owned, is it ...
 - Sole proprietorship
 - Legal proprietorship
 - Family corporation, incorporated under state law
 - Non-family corporation, incorporated under state law
 - Limited Liability Corporation (LLC)
- Leased land for cultivation
- Other, (please specify) _____

A3. How would you describe your or the operating farmer’s growing practices?

- Conventional farming
- Organic farming, not-certified
- Organic farming, certified
- Other (please specify) _____

A4. In the table below list the number of people, including yourself, that were employed or volunteered on your or the operating farmer's business, from October 2010 to September 2011.

	Number of people who worked or volunteered between October 2010 and September 2011			
	Full time		Part-time	
	Year-Round	Seasonally	Year-round	Seasonally
Farm family/ Household members				
Employees				
Volunteers				

SECTION B. OUTLETS FOR FARM PRODUCTS

This section asks questions about the outlets that you use to sell products from the land you own and/or the land you lease from someone else.

B1. At how many of each of the following outlets do you sell any farm products from your (or the operating farmer's) farming business?

Type of Outlet	Number of Outlets you sell at
Temporary roadside stand (table, tailgate, etc.)	
Permanent roadside stand/market	
Farmers Market	
Pick-your-own	
Direct on-farm, other	
Greenhouse/nursery	
Festival	
Community supported agriculture (CSA) or subscription	
Direct to retailers	
Direct to wholesale markets	
Other (please specify)	

B2. Do you have a credit/debit card processing machine?

Yes → Is it used at all outlets where you sell your farm products?

Yes

No

No

B3. For each of the following farm products, did you sell it always, sometimes, or never between October 2010 and September 2011?

Product	How often sold at any outlet 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"/>

B4. Between October 2010 and September 2011, what was the total sale from farm products (food and non-food) from all outlets? Round the amount to the nearest whole number. Total sales: \$ _____

B5. Between October 2010 and September 2011, how much of the farm revenue was generated by food sales?

- Less than 25%
- Between 26 and 50%
- Between 51 and 74%
- Between 75% and 100%

SECTION C. 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.

C1. Did you know that farmers can be authorized to accept SNAP?

- Yes
- No → **GO TO SECTION D**

C2. 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*)? Please check all that apply.

- Visited the website of USDA's Food and Nutrition Service
- Have seen the handbook about SNAP in Farmers Markets
- Haven't visited the website or seen the handbook

C3. Have you or the operating farmer ever been authorized to accept SNAP?

- Yes
- No → **GO TO QUESTION C6**

C4. Were you or the operating farmer authorized to accept SNAP anytime during the last 5 years (October 2006 to September 2011)?

- Yes → **GO TO QUESTION C5**
- No → **GO TO QUESTION C4a**

C4a. What is the main reason you or the operating farmer stopped accepting SNAP?

→ GO TO QUESTION C6

C5. Were you or the operating farmer authorized to accept SNAP anytime during the last 12 months (October 2010 to September 2011)?

- Yes → **GO TO QUESTION C6**
- No → **GO TO QUESTION C5a**

C5a. What is the main reason you or the operating farmer stopped accepting SNAP?

C6. Between October 2010 and September 2011, how did you or the operating farmer redeem SNAP benefits at the outlets where you sold food products?

- SNAP benefits were not redeemed at any outlet → **GO TO QUESTION C6a**
- SNAP benefits were always redeemed using your (or the operating farmer's) SNAP authorization
- SNAP benefits were always redeemed using outlet's SNAP authorization
- SNAP benefits were redeemed using either your (or the operating farmer's) or outlet's SNAP authorization

C6a. What is the main reason you or the operating farmer did not redeem SNAP benefits in the last 12 months? _____ → **GO TO QUESTION C13**

C7. Between October 2010 and September 2011, at how many outlets did you or the operating farmer accept SNAP benefits?

- All → **GO TO QUESTION C8**
- Most
- A few
- None

C7a. What is the main reason SNAP benefits were not accepted?

C8. Between October 2010 and September 2011, if you sold products at farmers markets, were you required to inform the outlet manager that you accept SNAP?

- Yes, at all outlets
- Yes, at some outlets
- No → **GO TO QUESTION C10**

Did not sell products at farmers markets → **GO TO QUESTION C10**

C9.How did you inform the outlet manager that you accept SNAP?

- Informally, through conversations with outlet manager
- Official meetings
- Submitted a memo
- Other (please specify): _____

C10.How do customers learn about your participation in SNAP? Please check all that apply.

- Printed materials (for example, direct mail, flyers or brochures)
- Signs at the stall
- 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) _____

C11.Who is responsible for conducting and paying for the marketing/outreach activities selected in C10? Please check all that apply.

- Farmers market
- Outlet manager
- Individual farmers
- Local, state, or federal government agencies
- Foundations
- Nonprofit organizations (please specify) _____
- Other (please specify): _____

C12.Between October 2010 and September 2011, how did you redeem SNAP payments at all outlets? 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) _____

C13. In your opinion, what are the benefits of accepting SNAP? Please check all that apply.

- A. Increases sales
- B. Increases different types of customers
- C. Responds to customer interest
- D. Responds to interest from other organizations
- E. Promotes access to healthy food in the community
- F. Improves the market's public image
- G. Other (please specify) _____

IF YOU CHECKED ONLY ONE ANSWER IN QUESTION C13 → GO TO QUESTION C14.

C13a. Of the answers you choose in C13, which one was the strongest motivator for you to participate in SNAP? Please write in the letter from C13: _____

C14. What do you think makes it hard for you to accept SNAP? Please check all that apply.

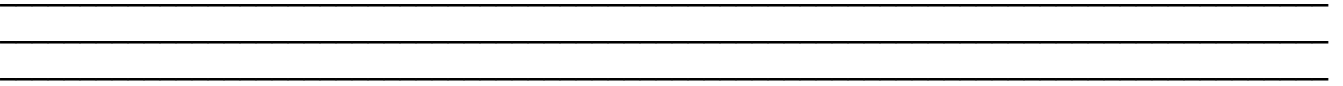
- A. Too many requirements to become SNAP authorized
- B. SNAP application process is difficult
- C. Having to provide personal information on SNAP application
- D. Costs associated with start-up
- E. Ongoing transaction fee costs associated with EBT
- F. Staffing needs for at-market operation of EBT
- G. Additional bookkeeping and "back office" costs
- H. Not enough SNAP customers
- I. Hard to get information about these programs from the appropriate agencies

- J. Other (please specify) _____

IF YOU CHECKED ONLY ONE ANSWER IN QUESTION C14 → GO TO SECTION D.

C14a. Of the answers you choose in C14, which makes it the hardest for you to participate in SNAP? Please write in the letter from C14: _____

C15. Is there anything else you can tell us about how SNAP works for you?



SECTION D. 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**); or the Senior Farmers Market Nutrition Program (**SFMNP**).

D1. Did you know that farmers can participate in other nutrition assistance programs besides SNAP?

Yes

No → **GO TO SECTION E**

D2. Between October 2010 and September 2011, which of the following USDA nutrition assistance programs did you or the operating farmer 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 E. COMMUNITY OUTREACH AND SOURCES OF SUPPORT

This next section is about the community outreach that is done by you as part of your (or the operating farmer's) farming business. It also asks about sources of support for your farm business.

E1. Do you or the operating farmer conduct any community outreach activities?

Yes

No → **GO TO QUESTION E4**

E2. Between October 2010 and September 2011, what community activities did you or the operating farmer 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 outlets

Other (please specify) _____

E3. Between October 2010 and September 2011, how did you or the operating farmer 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 other than 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. The questions in the table below ask for the name and information about five organizations that have provided you with the most meaningful support between October 2010 and September 2011. An example has been provided for you.

You or the operating farmer 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.	Hamden County Harvest Coalition	<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 type="checkbox"/> Yes, the organization provided financial support <input checked="" 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 checked="" 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 checked="" 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"/> Yes, the organization provided financial support <input type="checkbox"/> No, the organization did not provide	<input type="checkbox"/> Information <input type="checkbox"/> Logistical/ Technical Assistance <input type="checkbox"/> Other (please specify) _____	<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

	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.
		<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) _____ - _____ - _____ -	financial support	_____ <input type="checkbox"/> The organization did not provide non-financial support	specify) _____ - _____ - _____ <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"/> 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"/> 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.
		<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"/> The organization did not provide non-financial support	- _____ - _____ - <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"/> 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.
		<input type="checkbox"/> Regional trade association <input type="checkbox"/> National trade association <input type="checkbox"/> Other (please specify) <hr/> - <hr/> - <hr/> - <hr/> -		did not provide non-financial support	- <hr/> - <input type="checkbox"/> The organization did not provide non-financial support

SECTION F. OUTLET WHERE YOU REDEEM THE MOST SNAP BENEFITS

Farmers can sell their produce at many outlets. Please select **one** outlet where you or the operating farmer **redeem the most SNAP benefits** and think about this outlet only when answering the questions in this section.

If you or the operating farmer did not redeem SNAP benefits at any outlet between October 2010 and September 2011 → GO TO END OF SURVEY.

NAME OF OUTLET SELECTED TO ANSWER QUESTIONS IN THIS SECTION:

ADDRESS:

F1. Since what year have you or has the operating farmer been selling farm products at this outlet?

F2. What type of outlet is this? Please check only one.

- Temporary roadside stand (table, tailgate, etc.)
- Permanent roadside stand/market
- Farmers markets; please specify how many _____
- Pick-your-own
- Direct on-farm, other
- Greenhouse/nursery
- Festival
- Community supported agriculture (CSA) or subscription
- Direct to retailers
- Direct to wholesale markets
- Other (please specify) _____

F3. In the table below, please indicate for each month, the days and average number of hours the outlet was open in each month from October 2010 to September 2011. Draw a line through the days the outlet 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 outlet did not operate. In May, the outlet 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							

F4. Between October 2010 and September 2011, did you sell each of the following products always, sometimes, or never at this outlet?

Product	How often sold at this outlet 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"/>
Prepared foods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Juice or cider	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-food items (plants, crafts, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

F5. Please rank the following reasons why you choose to sell products at this outlet. Write in "1" in front of the most important reason, "2" for the second most important reason, and so on.

- Convenience
- Receive retail value for products
- Customer interaction
- To advertise your products
- To sell surplus products
- To reach SNAP customers
- Other (please specify): _____

F6. How is this outlet authorized to accept SNAP?

- Individual vendors/farmers are authorized
- The market as a whole is authorized
- The market is authorized and some individuals are also authorized

F7. Between October 2010 and September 2011, did you use your (or the operating farmer's) SNAP authorization or the outlet's authorization for SNAP transactions at this outlet?

- Used your authorization
- Used outlet's authorization
- Used both

F8. Between October 2010 and September 2011, how many food vendors accepted SNAP at this outlet?

- All →GO TO NEXT PAGE
- Most
- A few
- None
- Don't know →GO TO NEXT PAGE

F8a. What is the main reason SNAP benefits were not accepted by food vendors at this outlet?

Some outlets offer incentives for their USDA nutrition assistance program customers to shop there. These incentives are in the form of vouchers to buy food items from farmers market vendors. The vouchers are paid for by local government agencies, foundations, or nonprofit organizations. Please tell us about the incentives that are offered by you or the outlet where you or the operating farmer redeem the most SNAP benefits.

F9. Between October 2010 and September 2011, did you, or the outlet at which you or the operating farmer redeemed the most SNAP benefits, offer any financial incentives or nonfinancial incentives to USDA nutrition assistance program customers? Please check all that apply.

- Financial incentives were offered by you or the operating farmer
- Non-financial incentives were offered by you or the operating farmer
- Financial incentives were offered by the outlet
- Non-financial incentives were offered by the outlet
- Incentives were not offered to USDA nutrition assistance program customers

→GO TO SECTION G

F9a. Please describe or provide the name of the incentives that you or the outlet offered to USDA nutrition assistance program customers at all outlets.

F10. Do the incentives 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
- Varies by outlet

F11. 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 that **you, the operating farmer, or the outlet** offered between October 2010 and September 2011?

of organizations _____ **→ IF “ZERO” GO TO QUESTION F12**

F12. Please list the top three organizations that helped to support the incentives **you** 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) _____

F13. What things do you measure to know if the incentives **you** offer 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) _____

F14. Between October 2010 and September 2011, did you pay a flat fee or a percentage of total sales to sell products at the outlet where you or the operating farmer redeemed the most SNAP benefits?

- Flat fee (specify fee) _____
Is the flat fee: Please check only one.
 - Per season
 - Per month
 - Per week
 - Per market day
- Percentage of sales (specify percentage) _____%
- Other (please specify) _____
- Farmers do not pay to participate in this outlet

F15. Between October 2010 and September 2011, what were your (or the operating farmer's) total sales at this outlet? Please round the amount to the nearest whole number. Total sales: \$ _____

F16. Between October 2010 and September 2011, what portion of your total sales was from EBT transactions at this outlet?

- Less than 24%
- Between 25 and 50%
- Between 51% and 74%
- Between 75% and 100%

F17. Are you required to report your sales at this outlet to the outlet manager?

- Yes
- No
- Not applicable

F18. How satisfied were you with your total sales at this outlet between October 2010 and September 2011?

- Very satisfied
- Mostly satisfied
- Somewhat satisfied
- Not satisfied

F19. Which of the following methods did you or the operating farmer use to promote products at this outlet between October 2010 and September 2011? Please check all that apply.

- Signs indicating the price of products
- Signs indicating credit and debit cards are accepted
- Signs indicating SNAP/EBT is accepted
- Signs for product information
- Samples/taste tasting
- Giving recipes (orally or on cards)
- Bulk discounts
- Other (please specify) _____

F20. How do you normally determine your prices at this outlet? Please check all that apply.

- Grocery store comparison
- Matching other vendor prices
- Pricing below other vendors
- Cost of production plus mark-up
- Other (please specify) _____

F21. How did you measure your success at this outlet? Please check all that apply.

- Gross sales
- Net sales
- SNAP sales
- Selling enough to cover expenses
- Selling most of the products by the end of the day
- Having return customers
- Other (please specify) _____

SECTION G. DESCRIPTION OF THE AREA WHERE THE FARMERS MARKET IS LOCATED

G1. Is the outlet where you or the operating farmer redeem the most SNAP benefits a farmers market?

- Yes
- No

GO TO END OF SURVEY

G2. What kind of buildings or property are within a half mile radius of this farmers market? 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 (please specify) _____
- Don't know

G3. What other kinds of stores sell food within 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 (please specify) _____
- None
- Don't know

G4. What types of public transportation are available near this farmers market? Please check all that apply.

- Bus
- Light rail or subway
- Senior transit
- None
- Don't know

G5. 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
- Don't know

G6. Which of the following amenities are present at 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
- None of the above
- Don't know

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.