

# 2019 National Farmers Market Managers Survey

The information you provide will be used for statistical purposes only. Your responses will be kept confidential and any person who willfully discloses ANY identifiable information about you or your operation is subject to a jail term, a fine, or both. This survey is conducted in accordance with the Confidential Information Protection provisions of Title V, Subtitle A, Public Law 107-347, and other applicable Federal laws. For more information on how we protect your information please visit: <https://www.nass.usda.gov/confidentiality>. Response to this survey is **voluntary**.

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United States  
Department of  
Agriculture

Question section	Q#	Questions with response options
Screening Question	1	<p>Please verify the <u>official</u> name of the farmers market that you manage or represent</p> <p>.....</p>
Screening Question	2	<p><b>Was this market in operation in 2019?</b></p> <p><input type="radio"/> 1- Yes</p> <p><input type="radio"/> 2- No (Complete Screening Question and then skip to closed questions)</p>
Screening Question	3	<p><b>Were you a manager or representative of this farmers market in 2019?</b></p> <p><input type="radio"/> 1- Yes</p> <p><input type="radio"/> 2- No</p>
Screening Question	4	<p><b>What is your <u>primary</u> relationship with this farmers market?</b></p> <p><input type="radio"/> 1- Market manager/ director</p> <p><input type="radio"/> 2- Board member</p> <p><input type="radio"/> 3- Communications/Public Relations Contact</p> <p><input type="radio"/> 4- Head/ representative of a farmers market association</p> <p><input type="radio"/> 5- Representative of sponsoring organization (e.g. chamber of commerce, non-profit group, etc.)</p> <p><input type="radio"/> 6- Agricultural Extension Agent</p> <p><input type="radio"/> 7- Market president</p> <p><input type="radio"/> 8- Market employee</p>

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Question section	Q#	Questions with response options
		<ul style="list-style-type: none"> <li><input type="radio"/> 9- Market volunteer</li> <li><input type="radio"/> 10- State agency/ government employee</li> <li><input type="radio"/> 11- Local agency/ government employee</li> <li><input type="radio"/> 12- Representative of a local economic development organization</li> <li><input type="radio"/> 13- Market vendor</li> <li><input type="radio"/> 14- Other</li> </ul>
Screening Question	5	<p><b>Are you knowledgeable about this farmers market's operation in 2019 and willing to complete the survey?</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> 1- Yes, knowledgeable and willing to complete the survey NOW</li> <li><input type="radio"/> 2- Yes, knowledgeable and willing to complete the survey LATER</li> <li><input type="radio"/> 3- Not knowledgeable but am willing to provide contact information about another person who may be knowledgeable and willing to complete the survey (GO TO Section: Alternative Respondent Contact Information, Question 1)</li> <li><input type="radio"/> 4- Not willing (End Survey)</li> </ul>
Farmers Market Organization	1	<p><b>Please indicate the site of the location where this farmers market operated in 2019.</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> 1- Private business parking lot</li> <li><input type="radio"/> 2- Closed-off public street</li> <li><input type="radio"/> 3- Faith-based institution (e.g., church, mosque, synagogue, temple)</li> <li><input type="radio"/> 4- On a farm (e.g. barn, a tent, a stand, etc.)</li> <li><input type="radio"/> 5- Educational institution</li> <li><input type="radio"/> 6- Co-located with wholesale market facility</li> <li><input type="radio"/> 7- Federal/ state government building grounds</li> <li><input type="radio"/> 8- Local government building grounds (e.g. including public parking and recreation areas)</li> <li><input type="radio"/> 9- Healthcare institution (e.g. hospital, health care facility, medical facility)</li> <li><input type="radio"/> 10- Other, please specify: .....</li> </ul>
Farmers Market Organization	2	<p><b>Was your market located indoors in 2019?</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes, for the entire market season</li> <li><input type="radio"/> Yes, for part of the market season [and part outdoors]</li> </ul>

Question section	Q#	Questions with response options																											
		<b>0</b> No																											
Farmers Market Organization	3	<p><b>During which months did this farmers market operate at in 2019?</b></p> <input type="checkbox"/> Year Round																											
Farmers Market Organization	4	<table border="1"> <thead> <tr> <th data-bbox="537 854 642 902">Day</th> <th data-bbox="651 854 1222 902">Open time</th> <th data-bbox="1222 854 1793 902">Close time</th> </tr> </thead> <tbody> <tr> <td data-bbox="537 902 651 951">Monday</td> <td data-bbox="651 902 1222 951"></td> <td data-bbox="1222 902 1793 951"></td> </tr> <tr> <td data-bbox="537 951 651 1000">Tuesday</td> <td data-bbox="651 951 1222 1000"></td> <td data-bbox="1222 951 1793 1000"></td> </tr> <tr> <td data-bbox="537 1000 651 1049">Wednesday</td> <td data-bbox="651 1000 1222 1049"></td> <td data-bbox="1222 1000 1793 1049"></td> </tr> <tr> <td data-bbox="537 1049 651 1097">Thursday</td> <td data-bbox="651 1049 1222 1097"></td> <td data-bbox="1222 1049 1793 1097"></td> </tr> <tr> <td data-bbox="537 1097 651 1146">Friday</td> <td data-bbox="651 1097 1222 1146"></td> <td data-bbox="1222 1097 1793 1146"></td> </tr> <tr> <td data-bbox="537 1146 651 1195">Saturday</td> <td data-bbox="651 1146 1222 1195"></td> <td data-bbox="1222 1146 1793 1195"></td> </tr> <tr> <td data-bbox="537 1195 651 1243">Sunday</td> <td data-bbox="651 1195 1222 1243"></td> <td data-bbox="1222 1195 1793 1243"></td> </tr> </tbody> </table>	Day	Open time	Close time	Monday			Tuesday			Wednesday			Thursday			Friday			Saturday			Sunday					<p><b>Which days of the week was this market location open and which times was it open on those days? (Select all that apply)</b></p>
Day	Open time	Close time																											
Monday																													
Tuesday																													
Wednesday																													
Thursday																													
Friday																													
Saturday																													
Sunday																													
Farmers Market Organization	5	<p><b>What farm products and other items was sold at this farmers market at this location in 2019?</b></p> <input type="checkbox"/> Baked goods: breads, pies, etc.																											

Question section	Q#	Questions with response options
		<input type="checkbox"/> Cheese and/ or dairy products <input type="checkbox"/> Coffee and/or tea <input type="checkbox"/> Crafts and/ or woodworking items <input type="checkbox"/> Cut flowers <input type="checkbox"/> Eggs <input type="checkbox"/> Fish and/ or seafood <input type="checkbox"/> Fresh fruit <input type="checkbox"/> Fresh vegetables <input type="checkbox"/> Fresh and/ or dried herbs <input type="checkbox"/> Grains and/or flour <input type="checkbox"/> Honey <input type="checkbox"/> Juices and/or non-alcoholic ciders <input type="checkbox"/> Canned or preserved fruits and vegetables (jams, jellies, preserves, salsas, pickles, dried fruit, etc.) <input type="checkbox"/> Maple syrup and/ or maple products <input type="checkbox"/> Mushrooms <input type="checkbox"/> Red meat and products (other than poultry) <input type="checkbox"/> Nuts <input type="checkbox"/> Plants in containers <input type="checkbox"/> Prepared foods (for immediate consumption) <input type="checkbox"/> Bedding plants <input type="checkbox"/> Poultry/Fowl meat and products <input type="checkbox"/> Prepared foods (for immediate consumption) <input type="checkbox"/> Soap and/ or body care products <input type="checkbox"/> Tofu and/or meat and dairy substitutes <input type="checkbox"/> Nursery stock (trees, shrubs) <input type="checkbox"/> Pet food <input type="checkbox"/> Alcoholic Beverages (e.g. wine, spirits, beer, hard cider) <input type="checkbox"/> Wild harvested/foraged products <input type="checkbox"/> Other, please specify: .....
Farmers Market Activity	6	Does reselling occur at this market? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't Know
Farmers Market	7	<b>Which, if any, of the following does the market require of its vendors? Please check all that apply.</b>

Question section	Q#	Questions with response options
Organization		<input type="checkbox"/> Written agreement between vendor and market on bylaws or guidelines. <input type="checkbox"/> Owner(s) or employee(s) of the farm/ production business must be vendors <input type="checkbox"/> Membership in a market association <input type="checkbox"/> Liability insurance <input type="checkbox"/> Adherence to market guidelines of safe food handling practices <input type="checkbox"/> Participation in some or all applicable Federal nutrition programs <input type="checkbox"/> Pre-application and adherence to the approval process <input type="checkbox"/> Only USDA-certified organic producers are accepted <input type="checkbox"/> Vendors must be from a defined geographical region <input type="checkbox"/> Requirement of participation in food safety training <input type="checkbox"/> Vendors must a producer of food or fiber (i.e. producer-only market) <input type="checkbox"/> Products sole must be produced by the participating vendor (i.e. market prohibits reselling of any kind) <input type="checkbox"/> Other, please specify: ..... <input type="checkbox"/> Other, please specify: ..... <input type="checkbox"/> No requirements
Farmers Market Organization	8	<b>On a typical market day, how many producers/vendors sold at this farmers market location in 2019?</b> [Number]
Farmers Market Organization	9	<b>How many stalls did this farmers market make available to producers/vendors?</b> [Number]
Farmers Market Organization	10	<i>(Asked only of single-location market)</i> <b>How many different producers/ vendors sold at this farmers market in 2019? Please include all the vendors, even the ones that sold at the market just once or a few times.</b> ..... vendors <input type="checkbox"/> Don't know
Farmers Market Activities	11	<b>How did market management and representatives engage participating and/or prospective vendors in 2019 (select all that apply)</b> <input type="checkbox"/> Conducted orientations to explain market rules and expectations <input type="checkbox"/> Conducted trainings/workshops to assist with accounting, merchandizing and other business development practices <input type="checkbox"/> Recruited new vendors to sell at the market (if not selected skip recruitment questions and go to 12)

Question section	Q#	Questions with response options
		<input type="checkbox"/> Attended conference meetings and summits where producers and prospective vendors were present <input type="checkbox"/> Did not engage vendors
Farmers Market Outcome (Recruitment)	11a	<b>Were you able to recruit all the vendors that you wanted for this farmers market in 2019?</b> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Do not know
Farmers Market Activity (Recruitment)	11b	<b>When recruiting vendors, do you target vendors of specific products?</b> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Don't know
Farmers Market Activity (Recruitment)	11c	<b>What methods does this farmers market use to recruit additional vendors? Please check all that apply.</b> <input type="checkbox"/> Used word-of-mouth advertising (e.g. vendors are encouraged to recruit other vendors) <input type="checkbox"/> Displayed posters and signage at the market <input type="checkbox"/> Targeted graduates of new/beginning farmer training and apprenticeship programs <input type="checkbox"/> Targeted vendors at other farmers markets <input type="checkbox"/> Targeted local farms <input type="checkbox"/> Contacted growers/ producers listed in local, state and/or national directory listings <input type="checkbox"/> Attended at farm shows <input type="checkbox"/> Contacted grower/ producer associations <input type="checkbox"/> Contacted Cooperative Extension and USDA agencies <input type="checkbox"/> Published advertisements in grower-related publications <input type="checkbox"/> Organized pre-season recruitment events/ meetings <input type="checkbox"/> Offered incentives and discounts for new vendors <input type="checkbox"/> Distributed vendor recruitment packages with information on market sales, vendor requirements, management structure, etc. <input type="checkbox"/> Posted social media content and blogs to spread information about available space for potential vendors <input type="checkbox"/> Developed website to spread information about available space for potential vendors <input type="checkbox"/> Other, please specify: ..... <input type="checkbox"/> Other, please specify: ..... <input type="checkbox"/> No methods <input type="checkbox"/> Do not know

Question section	Q#	Questions with response options
Farmers Market Outcome	12	<p><b>Did you have a vendor waiting list in 2019?</b></p> <p> <input type="radio"/> Yes  <input type="radio"/> No  <input type="radio"/> Don't know </p>
Farmers Market Activity	13	<p><b>Are you looking to recruit specific types of vendors for next season?</b></p> <p><input type="checkbox"/> Yes</p> <p><b>Which of the following types of vendors are you especially interested in attracting in the near future? Please check all that apply.</b></p> <p> <input type="checkbox"/> Fresh fruit  <input type="checkbox"/> Vegetable producers  <input type="checkbox"/> Red Meat,  <input type="checkbox"/> Poultry  <input type="checkbox"/> Fish  <input type="checkbox"/> Fresh flowers and nursery plants vendors  <input type="checkbox"/> Fresh herb producers  <input type="checkbox"/> Vendors of ready to eat foods (e.g. prepared food vendors)  <input type="checkbox"/> Producers of alcoholic beverages: wines, beers, brandies, etc.  <input type="checkbox"/> Vendors who sell a greater mix/ variety of products  <input type="checkbox"/> Value-added shelf stable vendors (selling jams, dressings, soaps, etc.)  <input type="checkbox"/> Vendors that supply products for a majority of the year  <input type="checkbox"/> Vendors of USDA certified organic products  <input type="checkbox"/> Minority vendors  <input type="checkbox"/> Other, please specify: .....  <input type="checkbox"/> Other, please specify: .....  <input type="checkbox"/> Do not know </p> <p> <input type="checkbox"/> No  <input type="checkbox"/> Don't Know </p>
AMS Module	14	<p><b>Has this farmers market <u>applied</u> for a grant from the USDA's Farmers Market Promotion Program (FMPP)? Please check all that apply.</b></p> <p><input type="checkbox"/> Yes, in 2019</p>

Question section	Q#	Questions with response options
		<input type="checkbox"/> Yes, in 2018 <input type="checkbox"/> Yes, prior to 2017 <input type="checkbox"/> No <input type="checkbox"/> Do not know
Farmers Market Activity	15	<p><b>Has this farmers market ever <u>applied</u> for any grants from <u>any other organizations</u> to help in its operation, expansion, or promotion (regardless of whether the application has been granted or rejected)? Please check all that apply.</b></p> <input type="checkbox"/> Yes, in 2019 <input type="checkbox"/> Yes, in 2018 <input type="checkbox"/> Yes, prior to 2017 <input type="checkbox"/> No <input type="checkbox"/> Do not know
Farmers Market Organization	16	<p><b>In what year did this market first open?</b></p> <p>.....</p> <input type="checkbox"/> Do not know
Farmers Market Organization	17	<p><b>How many <u>consecutive</u> years has this farmers market been in operation? Please include the current (2019) year in the count.</b></p> <input type="radio"/> 2 years <input type="radio"/> 3 years <input type="radio"/> 4 years <input type="radio"/> 5 years <input type="radio"/> 6 years <input type="radio"/> 7 years <input type="radio"/> 8 years <input type="radio"/> 9 years <input type="radio"/> 10 years <input type="radio"/> 11years <input type="radio"/> 12 years <input type="radio"/> 13 years <input type="radio"/> 14 years <input type="radio"/> 15 years <input type="radio"/> 16 years



Question section	Q#	Questions with response options
		<ul style="list-style-type: none"> <li><input type="radio"/> 17 years</li> <li><input type="radio"/> 18 years</li> <li><input type="radio"/> 19 years</li> <li><input type="radio"/> 20 years</li> <li><input type="radio"/> 21 – 30 years</li> <li><input type="radio"/> 31 – 50 years</li> <li><input type="radio"/> 51 – 70 years</li> <li><input type="radio"/> 71 – 100 years</li> <li><input type="radio"/> 101 years or more</li> <li><input type="radio"/> Do not know</li> </ul>
Farmers Market Activities	18	<p><b>Did your market conduct any market studies and/or evaluations in 2019?</b></p> <p><input type="checkbox"/> Yes</p> <p><b>Which of the following evaluations and/ or assessments did the farmers market perform in 2019? Please check all that apply.</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Survey(s) of our customers for product preferences</li> <li><input type="checkbox"/> Survey(s) of our customers for market day/time preferences</li> <li><input type="checkbox"/> Customer counts/ estimates</li> <li><input type="checkbox"/> Survey(s) of vendors about their needs, concerns, perceptions</li> <li><input type="checkbox"/> Collection of sales information from vendors</li> <li><input type="checkbox"/> Study to explore potential farmers market location</li> <li><input type="checkbox"/> Assessments studying the possibility of incorporating aggregation (e.g. CSA/food hub) into existing activities</li> <li><input type="checkbox"/> Community needs assessment</li> <li><input type="checkbox"/> Other evaluation method, please specify: .....</li> </ul> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> Do not know</p>
Farmers Market Organization	19	<p><b>Other than the market itself, were there any other distribution and/or marketing channels managed by the market?</b></p> <p><input type="checkbox"/> Yes</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> CSA</li> <li><input type="checkbox"/> Food hub</li> <li><input type="checkbox"/> Nearby satellite markets</li> <li><input type="checkbox"/> Mobile market</li> </ul>

Question section	Q#	Questions with response options
		<input type="checkbox"/> No <input type="checkbox"/> Don't know
Farmers Market Organization	20	<p><b>Do you use any software and/or resources to support market studies and evaluations?</b></p> <input type="checkbox"/> Yes <ul style="list-style-type: none"> <li><input type="checkbox"/> Off the shelf software (e.g., xxxx)</li> <li><input type="checkbox"/> Specialized in-house software produced by contractor</li> <li><input type="checkbox"/> Produced in partnership w/ university and/or nonprofit developer</li> <li><input type="checkbox"/> USDA AMS Local Food Economics Toolkit</li> <li><input type="checkbox"/> Farmers Market stats/directories</li> </ul> <input type="checkbox"/> None <input type="checkbox"/> Do not know
Farmers Market Organization	21	<p><b>Did your market have an operating budget in 2019?</b></p> <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know
Farmers Market Organization	21a	<p><b>What was this farmers market's annual operating budget in 2019?</b></p> <p><i>Please round the amount to the nearest whole number and enter only numbers in the box; no commas, periods, letters, or symbols.</i></p> <p>2019 operating budget: \$.....            Don't know</p>
Farmers Market	21b	<p><b>In 2019, did this market collect fees from participating vendors?</b></p>

Question section	Q#	Questions with response options
Activity		<input type="radio"/> Yes, flat rate per day [ ] month [ ] market season [ ] (check one) <input type="radio"/> Yes, based on percentage of sales per day [ ] month [ ] market season [ ] (check one) <input type="radio"/> No <input type="radio"/> Do not know
Farmers Market Organization	21c	<p><b>Which portion of the 2019 operating budget was obtained from each of the following sources?</b></p> <p><i>If you do not have information about an indicated source, please leave a given box blank. If no money came from a given source, please enter "0" in the box. Please round the amount to the nearest whole number and enter only numbers in the boxes; no commas, periods, letters, or symbols. Your answers should sum to the total budget you reported in question 21a.</i></p> <p>Public sponsorship: \$.....            Private donations: \$.....            Grant Award(s): \$.....            Loan: \$.....            Fundraiser: \$.....            Producer/Vendor Fees: \$.....            Other: Please specify..... \$.....</p>
Farmers Market Organization	21d	<p><b>In 2019, did this farmers market's budget increase, decrease or remain constant compared to 2018?</b></p> <p><input type="radio"/> Increased in 2019  <input type="radio"/> Remained about the same as 2018  <input type="radio"/> Decreased in 2019 from 2019 levels  <input type="radio"/> Do not know</p>
Farmers Market Organization	21e	<p><b>Please provide an assessment of the 2019 FY budget situation at this farmers market.</b></p> <p><input type="radio"/> We had a budget surplus in 2019  <input type="radio"/> The budget was t enough to cover our operating expenses in 2019  <input type="radio"/> The budget was not adequate to cover our expenses in 2019</p>
Farmers Market Organization	21f	<p><b>How probable is it that the budget situation for 2020 will cover this market's operating expenses? (Choose one only)</b></p>

Question section	Q#	Questions with response options
		<ul style="list-style-type: none"> <li><input type="radio"/> Not at all probable</li> <li><input type="radio"/> Not so probable</li> <li><input type="radio"/> Somewhat probable</li> <li><input type="radio"/> Very probable</li> <li><input type="radio"/> Extremely probable</li> </ul>
Farmers Market Activity	22	<p><b>How satisfied are you with the level of support for your market from the nearby business community? (Choose one only)</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Very satisfied</li> <li><input type="radio"/> Somewhat satisfied</li> <li><input type="radio"/> Neither satisfied nor dissatisfied</li> <li><input type="radio"/> Somewhat dissatisfied</li> <li><input type="radio"/> Very dissatisfied</li> </ul>
Farmers Market Activity	23	<p><b>Did your market offer any health and fitness programming in 2019?</b></p> <p><input type="checkbox"/> Yes</p> <p>Which, if any, of the following programs were offered Please check all that apply.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Bicycle races</li> <li><input type="checkbox"/> Budgeting for a healthy diet</li> <li><input type="checkbox"/> Cooking lessons using healthy foods</li> <li><input type="checkbox"/> Exercise classes/ events</li> <li><input type="checkbox"/> Fitness programs</li> <li><input type="checkbox"/> Health screenings</li> <li><input type="checkbox"/> Healthy cooking demonstrations</li> <li><input type="checkbox"/> Healthy recipe cards</li> <li><input type="checkbox"/> Marathons</li> <li><input type="checkbox"/> Massage therapy</li> <li><input type="checkbox"/> Nutrition education</li> <li><input type="checkbox"/> Periodic health promotion booths</li> <li><input type="checkbox"/> Vegetable prescription programs</li> <li><input type="checkbox"/> Other, please specify:.....</li> </ul> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> Do not know</p>
Farmers Market Activity	24	<p><b>Did your market offer or engage in any agricultural education programming for market customers in 2019?</b></p>

Question section	Q#	Questions with response options
		<input type="checkbox"/> Yes In which, if any, of the following programs? Please check all that apply. <input type="checkbox"/> Canning and other processing classes and demonstrations <input type="checkbox"/> Gardening/horticultural instruction <input type="checkbox"/> Harvesting instruction <input type="checkbox"/> Marketing and distribution consultation <input type="checkbox"/> Other, please specify:..... <input type="checkbox"/> No <input type="checkbox"/> Do not know
Farmers Market Activity	25	<b>Did your market offer or engage in any food waste or conservation work in 2019?</b> <input type="checkbox"/> Yes In which, if any, of the following programs? Please check all that apply. <input type="checkbox"/> Recycling drive <input type="checkbox"/> Gleaning <input type="checkbox"/> Composting <input type="checkbox"/> Other, please specify:..... <input type="checkbox"/> No <input type="checkbox"/> Do not know
Farmers Market Activity	26	<b>Did your market offer special events or programming in 2019?</b> <input type="radio"/> Yes <b>What kind of special events, entertainment or community events, if any, did your market offer or sponsor in 2019?</b> <b>Please check all that apply.</b> <input type="checkbox"/> Live musical performances <input type="checkbox"/> Youth and family oriented events <input type="checkbox"/> Seasonal festivals <input type="checkbox"/> Special events celebrating National Farmers Market Week <input type="checkbox"/> Provide market space for civic organizations or causes <input type="checkbox"/> Arts and craft fairs <input type="checkbox"/> Other activities and events, please specify:..... <input type="radio"/> No <input type="radio"/> Do not know

Question section	Q#	Questions with response options
Farmers Market Activity	27	<p><b>Some farmers markets around the country are serving as business incubators by providing shared facilities (e.g., kitchens, storage) and assistance to encourage the startup of new agricultural enterprises. Is this farmers market currently involved in efforts to encourage new start-up food businesses and/ or farming/food business expansion? ?</b></p> <p><input type="radio"/> Yes</p> <p><b>Which, if any, of the following programs and opportunities did this farmers market offer to encourage the startup and/or expansion of agricultural enterprises? Please check all that apply.</b></p> <p><input type="checkbox"/> Provided workshops and/or trainings in merchandising</p> <p><input type="checkbox"/> Provided workshops and/or trainings in bookkeeping</p> <p><input type="checkbox"/> Provided workshops and/or trainings in marketing</p> <p><input type="checkbox"/> Provided workshops and/or trainings in food safety</p> <p><input type="checkbox"/> Provided shared kitchen space</p> <p><input type="checkbox"/> Provided storage space</p> <p><input type="checkbox"/> Provided packaging space and/or equipment</p> <p><input type="radio"/> No</p> <p><input type="radio"/> Don't know</p>
Farmers Market Organization	28	<p><b>Did this farmers market have a manager in 2019?</b></p> <p><input type="radio"/> Yes, as a paid employee of the farmers market organization</p> <p><input type="radio"/> Yes, as a paid employee of another agency or organization</p> <p><input type="radio"/> Yes, as a volunteer</p> <p><input type="radio"/> No (skip market manager questions)</p> <p><input type="radio"/> Don't know (skip market manager questions)</p> <p>How many market seasons has this manager spent with this market .....</p>
Farmers Market Organization	28a	<p><b>What was the manager's official time of involvement at this farmers market in 2019?</b></p> <p><input type="radio"/> 1 - Full-time, year-round</p> <p><input type="radio"/> 2 - Full-time, seasonal – <input type="checkbox"/>Jan <input type="checkbox"/>Feb <input type="checkbox"/>Mar <input type="checkbox"/>Apr <input type="checkbox"/>May <input type="checkbox"/>Jun <input type="checkbox"/>Jul <input type="checkbox"/>Aug <input type="checkbox"/>Sep <input type="checkbox"/>Oct <input type="checkbox"/>Nov <input type="checkbox"/>Dec</p> <p><input type="radio"/> 3 - Part-time, year-round</p> <p><input type="radio"/> 4 - Part-time, seasonal – <input type="checkbox"/>Jan <input type="checkbox"/>Feb <input type="checkbox"/>Mar <input type="checkbox"/>Apr <input type="checkbox"/>May <input type="checkbox"/>Jun <input type="checkbox"/>Jul <input type="checkbox"/>Aug <input type="checkbox"/>Sep <input type="checkbox"/>Oct <input type="checkbox"/>Nov <input type="checkbox"/>Dec</p> <p><input type="radio"/> 5 - No Manager</p>

Question section	Q#	Questions with response options
Farmers Market Organization	28b	<p><i>(Asked only of single-location market)</i>  <b>Did the manager of this farmers market also manage other farmers markets in 2019?</b></p> <p><input type="radio"/> 1 – Yes  <i>Please enter only numbers in the box; no commas, periods, letters, or symbols.</i>  ..... farmers markets</p> <p><input type="checkbox"/> Do not know</p> <p><input type="radio"/> 2 – No  <input type="radio"/> 3 - Do not know</p>
Farmers Market Organization (Market Manager)	28c	<p><b>What was this market manager's annual salary in 2019?</b></p> <p><i>Please round the amount to the nearest whole number and enter only numbers in the box; no commas, periods, letters, or symbols.</i></p> <p>Manager's annual salary: \$ .....</p> <p><input type="checkbox"/> Do not know</p>
Farmers Market Organization	28d	<p><b>Did this market manager oversee more than one farmers market (for the same salary) in 2019?</b></p> <p><input type="checkbox"/> Yes  <b>How many different farmers markets did this manager oversee in 2019?</b>  ..... market locations</p> <p><input type="checkbox"/> No  <input type="checkbox"/> Do not know</p>
Farmers Market Organization	29	<p><b>Not including the manager, did this farmers market employ any additional paid workers in 2019?</b></p> <p><input type="radio"/> Yes  <b>How many employees in the following categories did this farmers market employ in 2019? Please do not include the manager of this farmers market in the count.</b></p>

Question section	Q#	Questions with response options
		<p><b><i>If there were no employees in a given category, please enter "0" in the box for that category. Please enter only numbers in the boxes; no commas, periods, letters, or symbols.</i></b></p> <p>Number of part-time seasonal employees: .....</p> <p>Number of part-time year-round employees: .....</p> <p>Number of full-time seasonal employees: .....</p> <p>Number of full-time year-round employees: .....</p> <p><input type="checkbox"/> Don't know</p> <p><input type="radio"/> No</p> <p><input type="radio"/> Don't know</p>
Farmers Market Organization	30	<p><b>Did any volunteers contribute their time at this farmers market in 2019? Please do not include persons employed by the farmers market.</b></p> <p><input type="radio"/> Yes</p> <p><b>How many volunteers worked at this farmers market in 2019?</b></p> <p>Number of volunteers: .....</p> <p><input type="checkbox"/> Don't know</p> <p><input type="radio"/> No</p> <p><input type="radio"/> Don't know</p>
Farmers Market Organization: AMS Module	31	<p><b>Are you familiar with the USDA Agricultural Marketing Service?</b></p> <p><input type="radio"/> Yes</p> <p>Which products and services? (select all that apply)</p> <p><input type="radio"/> Local Food Directories (e.g. farmers market directory, CSA Directory, Food hub directory, On-farm market directory)</p> <p><input type="radio"/> [Insert something about the National FM Manager Survey?]</p> <p><input type="radio"/> Farmers Markets and Direct-to-Consumer Marketing Publications</p> <p><input type="radio"/> Food Value Chains and Food Hubs Publications</p> <p><input type="radio"/> Wholesale Markets Publications (do we have any?)</p> <p><input type="radio"/> Facilities Design Service</p> <p><input type="radio"/> USDA Farmers Market</p>



Question section	Q#	Questions with response options																														
		<p> <input type="radio"/> Farmers Market Promotion Program Grants  <input type="radio"/> Local Food Promotion Program Grants  <input type="radio"/> Federal State Marketing Improvement Program Grants  <input type="radio"/> Specialty Crop Block Grant Program  <input type="radio"/> Specialty Crop Marketing Program (what do you mean here? The specialty crop inspection program that does GAP audits?)  <input type="radio"/> Other .....         </p> <p> <input type="radio"/> No  <input type="radio"/> Do not know         </p>																														
Farmers Market Outcome	32	<p><b>Please rate the performance of this farmers market in 2019 as compared with 2018 in each of the areas listed below.</b></p> <table border="1" data-bbox="541 769 1959 972"> <thead> <tr> <th></th> <th>Decreased</th> <th>Stayed the same</th> <th>Increased</th> <th>Do not know</th> </tr> </thead> <tbody> <tr> <td>Volume of sales</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td>Number of customers</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td>Number of repeat customers</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td>Number of producers/ vendors</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td>Vendor retention</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> </tbody> </table>		Decreased	Stayed the same	Increased	Do not know	Volume of sales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Number of customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Number of repeat customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Number of producers/ vendors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Vendor retention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Farmers Market Organization	33	<p><b>Please describe the change in each of the following for this farmers markets in 2019 as compared with 2018.</b></p> <table border="1" data-bbox="541 1120 1959 1294"> <thead> <tr> <th></th> <th>Decreased</th> <th>Stayed the same</th> <th>Increased</th> <th>Do not know</th> </tr> </thead> <tbody> <tr> <td>Budget</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td>Employed Staff</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td>Volunteers Hours</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td>Manager Hours</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> </tbody> </table>		Decreased	Stayed the same	Increased	Do not know	Budget	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Employed Staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Volunteers Hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Manager Hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					
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Farmers Market Activity	34	<p><b>In 2019, did the market provide and/or offer any additional amenities to customers at the market site?</b></p> <p><input type="checkbox"/> Yes</p>																														

Question section	Q#	Questions with response options
		<p>Which? (Select all that apply)</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> tents,</li> <li><input type="checkbox"/> signage,</li> <li><input type="checkbox"/> handwashing stations,</li> <li><input type="checkbox"/> tables,</li> <li><input type="checkbox"/> eating/picnic area,</li> <li><input type="checkbox"/> No</li> <li><input type="checkbox"/> Do not know</li> </ul>
Farmers Market Activity	35	<p><b>In which of the following federal nutrition programs will the producers/ vendors at this farmers market at this location participate in 2017? Please check all that apply.</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Supplemental Nutrition Assistance Program (SNAP) (formerly called "food stamps")</li> <li><input type="checkbox"/> Women, Infants and Children's (WIC) Farmers Market Nutrition Program (called differently in some states, e.g., in Michigan - WIC Project FRESH)</li> <li><input type="checkbox"/> Senior Farmers Market Nutrition Program (called differently in some states, e.g., in Michigan - Senior Project FRESH in 2010 but Market FRESH in 2011)</li> <li><input type="checkbox"/> Women, Infants and Children's (WIC) Cash Value Voucher (called differently in some states, e.g., in New York - WIC Vegetables and Fruits Check Program)</li> <li><input type="checkbox"/> None</li> </ul>
Farmers Market Activity	36	<p><b>In 2019, did this market participate in any farmers market incentives and/or matching programs (e.g. vouchers, coupons, tokens, etc.)</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Yes</li> </ul> <p>In conjunction with which Federal Nutrition Program? (select all that apply)</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> SNAP</li> <li><input type="checkbox"/> WIC – Farmers Market Nutrition Program</li> <li><input type="checkbox"/> SFMNP</li> <li><input type="checkbox"/> WIC – Cash Value Voucher</li> </ul>



Question section	Q#	Questions with response options
		<ul style="list-style-type: none"> <li><input type="radio"/> 6- Local Extension/ Outreach agent</li> <li><input type="radio"/> 7- Market president</li> <li><input type="radio"/> 8- Market employee</li> <li><input type="radio"/> 9- Market volunteer</li> <li><input type="radio"/> 10- State agency/ government employee</li> <li><input type="radio"/> 11- Local agency/ government employee</li> <li><input type="radio"/> 12- Representative of a local economic development organization</li> <li><input type="radio"/> 13- Market vendor</li> <li><input type="radio"/> 14- Other</li> </ul>
Follow Up: If Market Closed in 2019	2	<p><b>Please indicate the last year when the market was open.</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> 1- 2018</li> <li><input type="radio"/> 2- 2017</li> <li><input type="radio"/> 3- 2016</li> <li><input type="radio"/> 4- 2015</li> <li><input type="radio"/> 5- 2014 or earlier</li> </ul>
Follow Up: If Market Closed in 2019	3	<p><b>Why was the market closed? Please check all that apply.</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Not enough farm vendors to provide products</li> <li><input type="checkbox"/> Lack of sufficient interest in participation by local producers</li> <li><input type="checkbox"/> Lack of diversity of agricultural products offered</li> <li><input type="checkbox"/> Low market sales</li> <li><input type="checkbox"/> Lost market location/ could not secure viable replacement location</li> <li><input type="checkbox"/> Poor location</li> <li><input type="checkbox"/> Lack of dedicated resources to manage day-to-day market operations</li> <li><input type="checkbox"/> Lack of volunteers</li> <li><input type="checkbox"/> Due to regulations, local ordinances, health citations, etc.</li> <li><input type="checkbox"/> Competition from other farmers market(s)</li> <li><input type="checkbox"/> Competition from other retail market(s)/ store(s)</li> <li><input type="checkbox"/> Other, please specify: .....</li> </ul>