

2019 National Farmers Market Managers Survey

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| Question section | Q# | Questions with response options | NATIONAL AGRICULTURAL STATISTICS SERVICE |
|--------------------|----|---|--|
| Screening Question | 1 | Please verify the <u>official</u> name of the farmers market that you manage or represent |  USDA/NASS - Iowa 210 Walnut St., #833 Des Moines, IA 50309 |
| Screening Question | 2 | Was this market in operation in 2019? <input type="radio"/> 1- Yes <input type="radio"/> 2- No (Complete Screening Question and then skip to closed questions) | |
| Screening Question | 3 | Were you a manager or representative of this farmers market in 2019? <input type="radio"/> 1- Yes <input type="radio"/> 2- No | Phone: 1-800-772-0825 Fax: 1-855-271-9802 E-mail: NASSRFOUMR@nass.usda.gov |
| Screening Question | 4 | What is your <u>primary</u> relationship with this farmers market? <input type="radio"/> 1- Market manager/ director <input type="radio"/> 2- Board member <input type="radio"/> 3- Communications/Public Relations Contact <input type="radio"/> 4- Head/ representative of a farmers market association <input type="radio"/> 5- Representative of sponsoring organization (e.g. chamber of commerce, non-profit group, etc.) <input type="radio"/> 6- Agricultural Extension Agent <input type="radio"/> 7- Market president <input type="radio"/> 8- Market employee | |

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

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|-----------------------------|-----------|--|------------|-----|-----------|------------|--|--------|--|--|--|---------|--|--|--|-----------|--|--|--|----------|--|--|--|--------|--|--|--|----------|--|--|--|--------|--|--|
| | | <p><input checked="" type="radio"/> No</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Farmers Market Organization | 3 | <p>During which months did this farmers market operate at in 2019?</p> <p><input type="checkbox"/> Year Round</p> <p><input type="checkbox"/> January</p> <p><input type="checkbox"/> February</p> <p><input type="checkbox"/> March</p> <p><input type="checkbox"/> April</p> <p><input type="checkbox"/> May</p> <p><input type="checkbox"/> June</p> <p><input type="checkbox"/> July</p> <p><input type="checkbox"/> August</p> <p><input type="checkbox"/> September</p> <p><input type="checkbox"/> October</p> <p><input type="checkbox"/> November</p> <p><input type="checkbox"/> December</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Farmers Market Organization | | <table border="1"> <thead> <tr> <th></th> <th>Day</th> <th>Open time</th> <th>Close time</th> </tr> </thead> <tbody> <tr> <td></td> <td>Monday</td> <td></td> <td></td> </tr> <tr> <td></td> <td>Tuesday</td> <td></td> <td></td> </tr> <tr> <td></td> <td>Wednesday</td> <td></td> <td></td> </tr> <tr> <td></td> <td>Thursday</td> <td></td> <td></td> </tr> <tr> <td></td> <td>Friday</td> <td></td> <td></td> </tr> <tr> <td></td> <td>Saturday</td> <td></td> <td></td> </tr> <tr> <td></td> <td>Sunday</td> <td></td> <td></td> </tr> </tbody> </table> <p>Which days of the week was this market location open and which times was it open on those days? (Select all that apply)</p> | | Day | Open time | Close time | | Monday | | | | Tuesday | | | | Wednesday | | | | Thursday | | | | Friday | | | | Saturday | | | | Sunday | | |
| | Day | Open time | Close time | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Monday | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Tuesday | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Wednesday | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Thursday | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Friday | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Saturday | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Sunday | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Farmers Market Organization | 5 | <p>What farm products and other items was sold at this farmers market at this location in 2019?</p> <p><input type="checkbox"/> Baked goods: breads, pies, etc.</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| | | <p><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:</p> |
| Farmers Market Activity | 6 | <p>Does reselling occur at this market?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't Know</p> |
| Farmers Market | 7 | <p>Which, if any, of the following does the market require of its vendors? Please check all that apply.</p> |

| 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 | On a typical market day, how many producers/vendors sold at this farmers market location in 2019? [Number] |
| Farmers Market Organization | 9 | How many stalls did this farmers market make available to producers/vendors? [Number] |
| Farmers Market Organization | 10 | <i>(Asked only of single-location market)</i> 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. vendors <input type="checkbox"/> Don't know |
| Farmers Market Activities | 11 | How did market management and representatives engage participating and/or prospective vendors in 2019 (select all that apply) <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 | <p>Were you able to recruit all the vendors that you wanted for this farmers market in 2019?</p> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Do not know |
| Farmers Market Activity (Recruitment) | 11b | <p>When recruiting vendors, do you target vendors of specific products?</p> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Don't know |
| Farmers Market Activity (Recruitment) | 11c | <p>What methods does this farmers market use to recruit additional vendors? Please check all that apply.</p> <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>Did you have a vendor waiting list in 2019?</p> <p><input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Don't know</p> |
| Farmers Market Activity | 13 | <p>Are you looking to recruit specific types of vendors for next season?</p> <p><input type="checkbox"/> Yes Which of the following types of vendors are you especially interested in attracting in the near future? Please check all that apply.</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>Has this farmers market <u>applied</u> for a grant from the USDA's Farmers Market Promotion Program (FMPP)? Please check all that apply.</p> <p><input type="checkbox"/> Yes, in 2019</p> |

| Question section | Q# | Questions with response options |
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| | | <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>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.</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>In what year did this market first open?</p> <p>.....</p> <input type="checkbox"/> Do not know |
| Farmers Market Organization | 17 | <p>How many <u>consecutive</u> years has this farmers market been in operation? Please include the current (2019) year in the count.</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"/> 11 years <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 |

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| | | <input type="radio"/> 17 years <input type="radio"/> 18 years <input type="radio"/> 19 years <input type="radio"/> 20 years <input type="radio"/> 21 – 30 years <input type="radio"/> 31 – 50 years <input type="radio"/> 51 – 70 years <input type="radio"/> 71 – 100 years <input type="radio"/> 101 years or more <input type="radio"/> Do not know |
| Farmers Market Activities | 18 | <p>Did your market conduct any market studies and/or evaluations in 2019?</p> <p><input type="checkbox"/> Yes Which of the following evaluations and/ or assessments did the farmers market perform in 2019? Please check all that apply.</p> <p><input type="checkbox"/> Survey(s) of our customers for product preferences <input type="checkbox"/> Survey(s) of our customers for market day/time preferences <input type="checkbox"/> Customer counts/ estimates <input type="checkbox"/> Survey(s) of vendors about their needs, concerns, perceptions <input type="checkbox"/> Collection of sales information from vendors <input type="checkbox"/> Study to explore potential farmers market location <input type="checkbox"/> Assessments studying the possibility of incorporating aggregation (e.g. CSA/food hub) into existing activities <input type="checkbox"/> Community needs assessment <input type="checkbox"/> Other evaluation method, please specify:</p> <p><input type="checkbox"/> No <input type="checkbox"/> Do not know</p> |
| Farmers Market Organization | 19 | <p>Other than the market itself, were there any other distribution and/or marketing channels managed by the market?</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> CSA <input type="checkbox"/> Food hub <input type="checkbox"/> Nearby satellite markets <input type="checkbox"/> Mobile market</p> |

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

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|-----------------------------|-----|---|
| Activity | | <p><input type="radio"/> Yes, flat rate per day[] month[] market season[] (check one)</p> <p><input type="radio"/> Yes, based on percentage of sales per day[] month[] market season [] (check one)</p> <p><input type="radio"/> No</p> <p><input type="radio"/> Do not know</p> |
| Farmers Market Organization | 21c | <p>Which portion of the 2019 operating budget was obtained from each of the following sources?</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: \$.....</p> <p>Private donations: \$.....</p> <p>Grant Award(s): \$.....</p> <p>Loan: \$.....</p> <p>Fundraiser: \$.....</p> <p>Producer/Vendor Fees: \$.....</p> <p>Other: Please specify..... \$.....</p> |
| Farmers Market Organization | 21d | <p>In 2019, did this farmers market's budget increase, decrease or remain constant compared to 2018?</p> <p><input type="radio"/> Increased in 2019</p> <p><input type="radio"/> Remained about the same as 2018</p> <p><input type="radio"/> Decreased in 2019 from 2018 levels</p> <p><input type="radio"/> Do not know</p> |
| Farmers Market Organization | 21e | <p>Please provide an assessment of the 2019 FY budget situation at this farmers market.</p> <p><input type="radio"/> We had a budget surplus in 2019</p> <p><input type="radio"/> The budget was t enough to cover our operating expenses in 2019</p> <p><input type="radio"/> The budget was not adequate to cover our expenses in 2019</p> |
| Farmers Market Organization | 21f | <p>How probable is it that the budget situation for 2020 will cover this market's operating expenses? (Choose one only)</p> |

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|-------------------------|----|--|
| | | <input type="radio"/> Not at all probable <input type="radio"/> Not so probable <input type="radio"/> Somewhat probable <input type="radio"/> Very probable <input type="radio"/> Extremely probable |
| Farmers Market Activity | 22 | <p>How satisfied are you with the level of support for your market from the nearby business community? (Choose one only)</p> <input type="radio"/> Very satisfied <input type="radio"/> Somewhat satisfied <input type="radio"/> Neither satisfied nor dissatisfied <input type="radio"/> Somewhat dissatisfied <input type="radio"/> Very dissatisfied |
| Farmers Market Activity | 23 | <p>Did your market offer any health and fitness programming in 2019?</p> <p><input type="checkbox"/> Yes Which, if any, of the following programs were offered Please check all that apply.</p> <p><input type="checkbox"/> Bicycle races <input type="checkbox"/> Budgeting for a healthy diet <input type="checkbox"/> Cooking lessons using healthy foods <input type="checkbox"/> Exercise classes/ events <input type="checkbox"/> Fitness programs <input type="checkbox"/> Health screenings <input type="checkbox"/> Healthy cooking demonstrations <input type="checkbox"/> Healthy recipe cards <input type="checkbox"/> Marathons <input type="checkbox"/> Massage therapy <input type="checkbox"/> Nutrition education <input type="checkbox"/> Periodic health promotion booths <input type="checkbox"/> Vegetable prescription programs <input type="checkbox"/> Other, please specify:.....</p> <p><input type="checkbox"/> No <input type="checkbox"/> Do not know</p> |
| Farmers Market Activity | 24 | <p>Did your market offer or engage in any agricultural education programming for market customers in 2019?</p> |

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|-------------------------|----|---|
| | | <p><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:.....</p> <p><input type="checkbox"/> No <input type="checkbox"/> Do not know</p> |
| Farmers Market Activity | 25 | <p>Did your market offer or engage in any food waste or conservation work in 2019?</p> <p><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:.....</p> <p><input type="checkbox"/> No <input type="checkbox"/> Do not know</p> |
| Farmers Market Activity | 26 | <p>Did your market offer special events or programming in 2019?</p> <p><input type="radio"/> Yes What kind of special events, entertainment or community events, if any, did your market offer or sponsor in 2019? Please check all that apply.</p> <p><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:.....</p> <p><input type="radio"/> No <input type="radio"/> Do not know</p> |

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| Farmers Market Activity | 27 | <p>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.</p> <p>Is this farmers market currently involved in efforts to encourage new start-up food businesses and/ or farming/food business expansion? ?</p> <p><input type="radio"/> Yes 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.</p> <p><input type="checkbox"/> Provided workshops and/or trainings in merchandising <input type="checkbox"/> Provided workshops and/or trainings in bookkeeping <input type="checkbox"/> Provided workshops and/or trainings in marketing <input type="checkbox"/> Provided workshops and/or trainings in food safety <input type="checkbox"/> Provided shared kitchen space <input type="checkbox"/> Provided storage space <input type="checkbox"/> Provided packaging space and/or equipment</p> <p><input type="radio"/> No <input type="radio"/> Don't know</p> |
| Farmers Market Organization | 28 | <p>Did this farmers market have a manager in 2019?</p> <p><input type="radio"/> Yes, as a paid employee of the farmers market organization <input type="radio"/> Yes, as a paid employee of another agency or organization <input type="radio"/> Yes, as a volunteer <input type="radio"/> No (skip market manager questions) <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>What was the manager's official time of involvement at this farmers market in 2019?</p> <p><input type="radio"/> 1 - Full-time, year-round <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 <input type="radio"/> 3 - Part-time, year-round <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 <input type="radio"/> 5 - No Manager</p> |

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| Farmers Market Organization | 28b | <p><i>(Asked only of single-location market)</i> Did the manager of this farmers market also manage other farmers markets in 2019?</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>What was this market manager's annual salary in 2019?</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>Did this market manager oversee more than one farmers market (for the same salary) in 2019?</p> <p><input type="checkbox"/> Yes How many different farmers markets did this manager oversee in 2019? market locations</p> <p><input type="checkbox"/> No <input type="checkbox"/> Do not know</p> |
| Farmers Market Organization | 29 | <p>Not including the manager, did this farmers market employ any additional paid workers in 2019?</p> <p><input type="radio"/> Yes 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.</p> |

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| | | <p><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></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>Did any volunteers contribute their time at this farmers market in 2019? Please do not include persons employed by the farmers market.</p> <p><input type="radio"/> Yes</p> <p>How many volunteers worked at this farmers market in 2019?</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>Are you familiar with the USDA Agricultural Marketing Service?</p> <p><input type="radio"/> Yes</p> <p>Which products and services? (select all that apply)</p> <ul style="list-style-type: none"> <input type="radio"/> Local Food Directories (e.g. farmers market directory, CSA Directory, Food hub directory, On-farm market directory) <input type="radio"/> [Insert something about the National FM Manager Survey?] <input type="radio"/> Farmers Markets and Direct-to-Consumer Marketing Publications <input type="radio"/> Food Value Chains and Food Hubs Publications <input type="radio"/> Wholesale Markets Publications (do we have any?) <input type="radio"/> Facilities Design Service <input type="radio"/> USDA Farmers Market |

| 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>Please rate the performance of this farmers market in 2019 as compared with 2018 in each of the areas listed below.</p> <table border="1"> <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"/> |
| | 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"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Farmers Market Organization | 33 | <p>Please describe the change in each of the following for this farmers markets in 2019 as compared with 2018.</p> <table border="1"> <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"/> | | | | | |
| | 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"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Farmers Market Activity | 34 | <p>In 2019, did the market provide and/or offer any additional amenities to customers at the market site?</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"> <input type="checkbox"/> tents, <input type="checkbox"/> signage, <input type="checkbox"/> handwashing stations, <input type="checkbox"/> tables, <input type="checkbox"/> eating/picnic area, <ul style="list-style-type: none"> <input type="checkbox"/> No <input type="checkbox"/> Do not know |
| Farmers Market Activity | 35 | <p>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.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Supplemental Nutrition Assistance Program (SNAP) (formerly called "food stamps") <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) <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) <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) <input type="checkbox"/> None |
| Farmers Market Activity | 36 | <p>In 2019, did this market participate in any farmers market incentives and/or matching programs (e.g. vouchers, coupons, tokens, etc.)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Yes <p>In conjunction with which Federal Nutrition Program? (select all that apply)</p> <ul style="list-style-type: none"> <input type="checkbox"/> SNAP <input type="checkbox"/> WIC – Farmers Market Nutrition Program <input type="checkbox"/> SFMNP <input type="checkbox"/> WIC – Cash Value Voucher |

| Question section | Q# | Questions with response options |
|---|----|--|
| | | <p><input type="checkbox"/> No <input type="checkbox"/> Do not know</p> |
| Farmers Market Outcome | 37 | <p>How, if at all, did vendors/producers benefited from participating at this market in 2019? Please select all that apply.</p> <p><input type="checkbox"/> Transitioned from working part time to working full time on the farm <input type="checkbox"/> Increased number of FMs they supplied <input type="checkbox"/> Began or continued to supply a CSA or food hub because of contacts made through the market <input type="checkbox"/> Increased the range of products they sold at the market <input type="checkbox"/> Increased their overall production of direct-marketed farm products <input type="checkbox"/> Increased their farm plantings to accommodate growing demand from farmer market customers <input type="checkbox"/> Initiated "value-added" production to boost revenues and make economic use of cosmetically imperfect product <input type="checkbox"/> Increased the number of workers they employed <input type="checkbox"/> Able to transition from conventional production to organic production <input type="checkbox"/> Began renting the facilities of a commercial/shared-use kitchen to expand their production of value-added foods <input type="checkbox"/> Established a direct contract with a restaurant <input type="checkbox"/> Established a direct contract with a hospital <input type="checkbox"/> Established a direct contract with a school <input type="checkbox"/> Established a direct contract with another organization/ business (please specify what organization/ business:</p> <p><input type="checkbox"/> Other, please specify:</p> <p><input type="checkbox"/> No benefits <input type="checkbox"/> Do not know</p> |
| Follow Up: Alternative Respondent Contact Information | 1 | <p>Please provide contact information of the person who may be knowledgeable and willing to complete this survey:</p> <p>Name:</p> <p>Email address:</p> <p>Contact (phone) number:</p> <p>What is their <u>primary</u> relationship with this farmers market?</p> <p><input type="radio"/> 1- Market manager/ director <input type="radio"/> 2- Board/ committee chair/ member <input type="radio"/> 3- Contact person/ secretary/ public liaison for market <input type="radio"/> 4- Head/ representative of farmers market association <input type="radio"/> 5- Representative of sponsoring organization</p> |

| Question section | Q# | Questions with response options |
|-------------------------------------|----|--|
| | | <input type="radio"/> 6- Local Extension/ Outreach agent <input type="radio"/> 7- Market president <input type="radio"/> 8- Market employee <input type="radio"/> 9- Market volunteer <input type="radio"/> 10- State agency/ government employee <input type="radio"/> 11- Local agency/ government employee <input type="radio"/> 12- Representative of a local economic development organization <input type="radio"/> 13- Market vendor <input type="radio"/> 14- Other |
| Follow Up: If Market Closed in 2019 | 2 | <p>Please indicate the last year when the market was open.</p> <input type="radio"/> 1- 2018 <input type="radio"/> 2- 2017 <input type="radio"/> 3- 2016 <input type="radio"/> 4- 2015 <input type="radio"/> 5- 2014 or earlier |
| Follow Up: If Market Closed in 2019 | 3 | <p>Why was the market closed? Please check all that apply.</p> <input type="checkbox"/> Not enough farm vendors to provide products <input type="checkbox"/> Lack of sufficient interest in participation by local producers <input type="checkbox"/> Lack of diversity of agricultural products offered <input type="checkbox"/> Low market sales <input type="checkbox"/> Lost market location/ could not secure viable replacement location <input type="checkbox"/> Poor location <input type="checkbox"/> Lack of dedicated resources to manage day-to-day market operations <input type="checkbox"/> Lack of volunteers <input type="checkbox"/> Due to regulations, local ordinances, health citations, etc. <input type="checkbox"/> Competition from other farmers market(s) <input type="checkbox"/> Competition from other retail market(s)/ store(s) <input type="checkbox"/> Other, please specify: |