

National Farmers Market Managers Survey (NFMMS)  
Potential probe questions for cognitive interviews  
April – August 2018

For any/all questions:

- How did you arrive at an answer for that question?
- In your own words, what does this question/this term mean to you?
- Were there any terms used in this section that you did not understand?
- Would you need to use your records to answer this question?
- Would you need to talk to someone else in your organization to answer this question/section?
- Did the respondent leave any cells blank in this section?
- Did the respondent read the instructions? If yes, were the instructions clear? If no, why not?

Potential Screening Questions

- (1) In your own words, what is a farmers market?
- (2) What does the term “in operation” mean to you?
- (3) Are there any additional relationships you’d consider for the response list?

Potential Questions 1 – 3

- (1) What does the term “site” mean to you?
- (1) Does this site stay the same or does it change? Tell me more about that...
- (1) Are there any additional sites you can think of that we don’t have listed?

Potential Questions 4-5

- (4) Can a market ever be open twice in the same day? If yes, how would you write that into the question?
- (4) Observe if the respondent has difficulty completing this table.
- (5) Observe if the respondent has difficulty finding their commodities.
- Does the respondent know this information for the market?
- (5) What do you think of this list of farm products? Is it easy or difficult to navigate? Tell me more about this?
- (5) In your opinion, are we missing anything from this list? If so, what?

Potential Questions 6-8

- (6) What does the term “reselling” mean to you?
- (6) (If yes) how do you know this is happening? Tell me more about that...
- (7) Are there other things that farmers markets require from their vendors that may be missing from this list? (If yes) Tell me more about those things..
- (8) What does a “typical market day” mean to you?
- (8) Does this number change a lot or is it fairly consistent?
- (8) How did you arrive at this number? Tell me more about that process...

#### Potential Questions 9-11c

- (9) How did you arrive at any answer for this question?
- (9) What does the term “stall” mean to you?
- (9) Are all of these stalls the same size?
- (9) Can one vendor have multiple stalls?
- (9) Did you take the size differences into consideration when arriving at any answer? Tell me more about this....
- (10) How did you arrive at an answer for this question?
- (10) In the context of this question, what does a producer/vendor mean to you? (E.g., does this include community organizations that may set up a temporary booth?)
- (10) Would you need to use your records to answer this question? Talk to someone else?
- (11) Tell me more about how this farmers market engages participation from producers/vendors
- (11) Is there anything that you would add to the list?
- (11a) How confident are you in your answer? Tell me more about this...
- (11b) what does “target” mean to you in the context of this question?
- (11c) is there anything that you would add to this list?

#### Potential Questions 12 – 13

- (12) How did you arrive at an answer for this question?
- (13) Is there anything that you would add to the list?

#### Potential Questions 14 – 17

- (14) How did you arrive at an answer for this question?
- (14) What does the term “grant” mean to you?
- (14) In your own words, what is the USDA’s Farmers Market Promotion Program?
- (15) What other grants came to mind?
- (16) How did you arrive at an answer for this question?
- (16) What does “first open” mean to you?
- (16) In your opinion, is this an easy or difficult question for farmer markets to answer?
- (17) How did you arrive at an answer for this question? How confident are you in your answer?

#### Potential Questions 18 – 20

- (18) What does the term “market studies” mean to you?
- (18) What about the term “evaluations”?
- (18) Is there anything you’d add to this list?
- (19) What does the term “distribution/marketing channels” mean to you?
- (19) Is there anything you’d add to this list?
- (20) What does the term “off-the-shelf” mean to you?
- (20) Are you familiar with the USDA AMS Local Food Economics Toolkit? If yes, what is it in your own words?
- (20) Would you add anything else to this list?

#### Potential Questions 21 – 21f

- (21) What does operating budget mean to you? How confident are you in your answer? Tell me more about this...
- (21a) How confident are you in your answer? Would you need to get this information from someone else? From records? Tell me more about this
- (21b) what does the term “collect fees” mean to you? How does this work?
- (21c) Observe how respondent fills this out. Do they use their records? Do they make estimates?
- (21d) How confident are you in your answer? Tell me more about this...

#### Potential Questions 22 – 26

- (23) What are some examples of health and fitness programs?
- (23) In your opinion, is there any other items we should add to this list?
- (24) What does the phrase “agricultural education programming” mean to you?
- (25) What does the phrase “food waste or conservation work” mean to you?
- (25) Is there anything else you would add to this list?
- (26) What are some examples of “special events?”

#### Potential Questions 27 – 29

- (27) What is a business incubator?
- (27) How confident are you in your answer? (If yes) Can you tell me more about this?

#### Potential Questions 30 – 34

- (30) What some examples of work done by volunteers? Tell me more about this...
- (31) Circle any response options that you are unfamiliar with – tell me more about this...
- (34) Are there any additional amenities you can think of that you’d add to this list?

#### General Questions

- In your opinion, are we missing any topics in this questionnaire that you would find useful as a farmers market manager?
- (If yes) Tell me about these topics. How would this information be useful to you?
- How long do you think it would take you to complete this questionnaire?
- Would you need to use any records to complete this questionnaire?
- Would you need to talk to anyone else to complete this questionnaire?
- How would you prefer to complete it? Online? Paper? Telephone? Some other way?