

2017 USDA Local Food Directory and Survey- Farmers Market Manager Questionnaire

| Question section | Q# | Questions with response options |
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| 2017 Directory Update Form | 1 | <p>Will your [name of the farmers market from 2016 directory] be open for business at any time in 2017?</p> <p><input type="radio"/> 1- Yes <input type="radio"/> 2- No <input type="radio"/> 3- Do not know</p> |
| 2017 Directory Update Form | 2 | <p>According to the USDA National Farmers Market Directory, you were either the manager or a representative of [name of the farmers market from 2016 directory] in 2016. Are you still the manager or a representative of this farmers market in 2017?</p> <p><input type="radio"/> 1- Yes <input type="radio"/> 2- No</p> |
| 2017 Directory Update Form | 3 | <p>Are you a manager or a representative of another farmers market in 2017?</p> <p><input type="radio"/> 1- Yes <input type="radio"/> 2- No</p> |
| 2017 Directory Update Form | 4 | <p>Are you willing to provide information on the farmers market that you manage or represent in 2017?</p> <p><input type="radio"/> 1- Yes <input type="radio"/> 2- No</p> |
| 2017 Directory Update Form | 5 | <p>Is “[name of the farmers market from 2016 directory]” the correct <u>official</u> name of this farmers market?</p> <p><input type="radio"/> 1- Yes <input type="radio"/> 2- No</p> |
| 2017 Directory Update Form | 6 | <p>Please type in the correct <u>official</u> name of the farmers market that you manage or represent. The name that you provide here will appear in the 2017 USDA National Farmers Market Directory.</p> <p>.....</p> |
| 2017 Directory Update Form | 7 | <p>To be included in the Directory, the USDA defines a “farmers market” as <u>two or more farm vendors selling at a common direct retail outlet at the same physical location on a recurring basis</u>. Does this market qualify as a farmers market as defined by the USDA?</p> <p><input type="radio"/> 1- Yes <input type="radio"/> 2- No</p> |

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| 2017 Directory Update Form | 8 | <p>INFORMATION LISTED IN THIS SECTION WILL NOT BE PUBLISHED IN THE 2017 USDA NATIONAL FARMERS MARKET DIRECTORY. THIS IS FOR INTERNAL PURPOSES ONLY. THIS INFORMATION WILL BE KEPT CONFIDENTIAL.</p> <p>Please provide contact information of the person completing this form:</p> <p>Name:</p> <p>Email address:</p> <p>Contact (phone) number:</p> |
| 2017 Directory Update Form | 9 | <p>What is your <u>primary</u> relationship with this farmers market?</p> <ul style="list-style-type: none"> <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 <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 |
| 2017 Directory Update Form | 10 | <p>Mailing address for this farmers market:</p> <p>Street name and number or P.O. Box number:</p> <p>City:</p> <p>State:</p> <p>5-digit ZIP Code:</p> |
| 2017 Directory Update Form | 11 | <p>ALL INFORMATION IN THE FOLLOWING SECTION WILL BE PUBLISHED IN THE 2017 USDA NATIONAL FARMERS MARKET DIRECTORY</p> <p>Please provide the contact information for this farmers market:</p> <p>Market Manager's name:</p> <p>Market email address:</p> <p>Market contact (phone) number:</p> <p>Market website address:</p> |

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| 2017 Directory Update Form | 12 | <p>In 2017, at how many different locations will this farmers market operate <u>with the same market name</u>?</p> <ul style="list-style-type: none"> <input type="radio"/> 1- Only one location <input type="radio"/> 2- Two different locations <input type="radio"/> 3- Three or more different locations |
| 2017 Directory Update Form | 13 | <p>Please provide information about the physical location (actual place) where the market will operate. If there is not a street address, number or zip code for this location, or you do not know it, please provide the state, city/ town and a description of the location with the nearest road intersection listed (e.g., on the town center green, mall parking lot at Main St. x Tree St.). The Directory will include this description to assist customers in locating the market. After you enter the information click on the box below and an arrow will appear pointing to the location of the market. If it is not the correct location of the market in 2017, please drag the arrow to the correct location. If you lose sight of the arrow (by zooming in, for example), you can click anywhere on the map and a new arrow will appear.</p> <p>Market location – state:</p> <p>Market location – county (or parish, if located in Louisiana; or borough, if located in Alaska):</p> <p>Physical street name and number where market located:</p> <p>Market location – city:</p> <p>Market location – 5-digit ZIP Code:</p> <p>Description of location:</p> |
| 2017 Directory Update Form | 14 | <p>Please indicate the site of the location where this farmers market will operate in 2017.</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 from: a barn, a greenhouse, 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 (medical campus) <input type="radio"/> 10- Other, please specify: |
| | 15 | <p>Is your market located indoors in 2017?</p> <ul style="list-style-type: none"> <input type="radio"/> 1- Yes, entire time the market is open <input type="radio"/> 2- Yes, part of the time the market is open <input type="radio"/> 3- No |
| 2017 Directory Update Form | 16 | <p>The 2017 USDA Farmers Market Directory included not only address information (e.g., street name and number, city/ town, county, state and zip code) but also an accompanying map with an arrow pointing to the location where this market operated.</p> |

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| | | <p>Please review the location on the map. If the location on the map is correct, click on "Continue" button below to go to next section. If the arrow does not point to the correct location of the market, please drag the arrow to the correct location. If you lose sight of the arrow (by zooming in, for example), you can click anywhere on the map and a new arrow will appear.</p> <p>-----INTERACTIVE Map-----</p> |
| 2017 Directory Update Form | 17 | <p>Will this farmers market operate during the <u>same days</u> of the week <u>and</u> the <u>same times</u> (i.e., have the same schedule) <u>during all the months in which it operates</u> at this location in 2017?</p> <p><input type="radio"/> 1- Yes <input type="radio"/> 2- No</p> |
| 2017 Directory Update Form | 18 | <p>During which months will this farmers market operate at this location in 2017? You can indicate the schedule (business days and times) of this market location by clicking on a month (or grouping of months with the same exact schedule) that this market location will be open and then clicking on the button Enter Operation Days and Times. You may come back to this screen to select other month(s) when the market is open, until you have provided all the schedules for this market location in 2017. Every time you come back, you will see the schedule information that you have provided so far. When you are done updating the schedules for this market location in 2017, please click on the button below.</p> <p><input type="checkbox"/> Year Round</p> <p><input type="checkbox"/> January <input type="checkbox"/> February <input type="checkbox"/> March <input type="checkbox"/> April <input type="checkbox"/> May <input type="checkbox"/> June <input type="checkbox"/> July <input type="checkbox"/> August <input type="checkbox"/> September <input type="checkbox"/> October <input type="checkbox"/> November <input type="checkbox"/> December</p> |
| 2017 Directory Update Form | 19 | <p>In the indicated month(s) [selected months from Q above or most recently selected months from Q above], which <u>days</u> of the week will this market location be open and during which <u>times</u> will it be open on those days? Please indicate all days and times that apply to your market at this location. The schedule will be automatically updated in all the months you have selected.</p> |

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| | | | | | | | | | | | | | | | | | | |
| 2017 Directory Update Form | 20 | <table border="1"> <thead> <tr> <th data-bbox="499 331 701 358"></th> <th data-bbox="701 331 1142 358">Open time</th> <th data-bbox="1142 331 1923 358">Close time</th> </tr> </thead> <tbody> <tr> <td data-bbox="499 358 701 386">Monday</td> <td data-bbox="701 358 1142 386">(Drop-down menu with am and pm times listed)</td> <td data-bbox="1142 358 1923 386">(Drop-down menu with am and pm times listed)</td> </tr> <tr> <td data-bbox="499 386 701 414">Tuesday</td> <td data-bbox="701 386 1142 414">Please provide additional comments on your open days and hours. This comment will appear on the directory</td> <td data-bbox="1142 386 1923 414">(Drop-down menu)</td> </tr> <tr> <td data-bbox="499 414 701 441">Wednesday</td> <td data-bbox="701 414 1142 441">..... (Drop-down menu)</td> <td data-bbox="1142 414 1923 441">(Drop-down menu)</td> </tr> <tr> <td data-bbox="499 441 701 469">Thursday</td> <td data-bbox="701 441 1142 469">(Drop-down menu)</td> <td data-bbox="1142 441 1923 469">(Drop-down menu)</td> </tr> </tbody> </table> | | Open time | Close time | Monday | (Drop-down menu with am and pm times listed) | (Drop-down menu with am and pm times listed) | Tuesday | Please provide additional comments on your open days and hours. This comment will appear on the directory | (Drop-down menu) | Wednesday | (Drop-down menu) | (Drop-down menu) | Thursday | (Drop-down menu) | (Drop-down menu) | |
| | Open time | Close time | | | | | | | | | | | | | | | | |
| Monday | (Drop-down menu with am and pm times listed) | (Drop-down menu with am and pm times listed) | | | | | | | | | | | | | | | | |
| Tuesday | Please provide additional comments on your open days and hours. This comment will appear on the directory | (Drop-down menu) | | | | | | | | | | | | | | | | |
| Wednesday | (Drop-down menu) | (Drop-down menu) | | | | | | | | | | | | | | | | |
| Thursday | (Drop-down menu) | (Drop-down menu) | | | | | | | | | | | | | | | | |
| 2017 Directory Update Form | 21 | <p>What farm products and other items will be sold at this farmers market at this location in 2016? Please check all that apply.</p> <p>(Drop-down menu)</p> <p>(Drop-down menu)</p> <p><input type="checkbox"/> Baked goods</p> <p><input type="checkbox"/> Cheese and/ or dairy products</p> <p><input type="checkbox"/> Crafts and/ or woodworking items</p> <p><input type="checkbox"/> Cut flowers</p> <p><input type="checkbox"/> Eggs</p> <p><input type="checkbox"/> Fish and/ or seafood</p> <p><input type="checkbox"/> Fresh fruit</p> <p><input type="checkbox"/> Fresh vegetables</p> <p><input type="checkbox"/> Fresh and/ or dried herbs</p> <p><input type="checkbox"/> Honey</p> <p><input type="checkbox"/> Canned or preserved fruits and vegetables (jams, jellies, preserves, salsas, pickles, dried fruit, etc.)</p> <p><input type="checkbox"/> Maple syrup and/ or maple products</p> <p><input type="checkbox"/> Red and other non-poultry meat</p> <p><input type="checkbox"/> Nuts</p> <p><input type="checkbox"/> Plants in containers</p> <p><input type="checkbox"/> Poultry meat and products</p> <p><input type="checkbox"/> Prepared foods (for immediate consumption)</p> <p><input type="checkbox"/> Soap and/ or body care products</p> <p><input type="checkbox"/> Trees, shrubs</p> <p><input type="checkbox"/> Wine, spirits, beer, hard cider</p> <p><input type="checkbox"/> Other, please specify:</p> | | | | | | | | | | | | | | | | |
| 2017 Directory Update Form | 22 | <p>On a typical market day, how many producers/ vendors do you expect will be selling at this farmers market at this location in 2017?</p> <p>Expected number of vendors on a typical day:</p> | | | | | | | | | | | | | | | | |
| 2017 Directory Update Form | 23 | <p>Will any of the producers/ vendors at this farmers market at this location in 2017 be USDA-certified organic producers?</p> <p><input type="radio"/> 1- Yes</p> <p><input type="radio"/> 2- No</p> <p><input type="radio"/> 3- Don't know</p> | | | | | | | | | | | | | | | | |

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| 2017 Directory Update Form | 24 | <p>Will this farmers market at this location accept credit and/ or debit cards in 2017?</p> <p><input type="radio"/> 1- The market will accept credit and/ or debit cards at a central location and provide tokens for customers to use on the market</p> <p><input type="radio"/> 2- Some/ all market vendors will accept credit and/ or debit cards</p> <p><input type="radio"/> 3- Both, the market and some/ all the vendors will accept credit cards and/ or debit cards</p> <p><input type="radio"/> 4- Neither the market nor any of the vendors will accept credit cards and/ or debit cards</p> <p><input type="radio"/> 6- Do not know</p> |
| 2017 Directory Update Form | 25 | <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> <p><input type="checkbox"/> Supplemental Nutrition Assistance Program (SNAP) (formerly called "food stamps")</p> <p><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)</p> <p><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)</p> <p><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)</p> <p><input type="checkbox"/> None</p> |
| 2017 Directory Update Form | 26 | <p>Please indicate how the SNAP benefits will be accepted at this market location in 2017.</p> <p><input type="radio"/> 1- The market will accept SNAP benefits (EBT) at a central location and provide tokens for customers to use at the market</p> <p><input type="radio"/> 2- Some/ all market vendors will accept SNAP benefits (EBT)</p> <p><input type="radio"/> 3- Both, the market and some/ all the vendors will accept SNAP benefits (EBT)</p> <p><input type="radio"/> 4- Do not know</p> |
| Core Survey Years in Operation | 27 | <p>In what year did this market first open?</p> <p>.....</p> <p><input type="checkbox"/> Do not know</p> |
| Core Survey Years in Operation | 28 | <p>How many <u>consecutive</u> years has this farmers market been in operation? Please include the current (2017) year in the count.</p> <p><input type="radio"/> 1 year (re-opened in 2017)</p> <p><input type="radio"/> 2 years</p> <p><input type="radio"/> 3 years</p> |

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| | | <ul style="list-style-type: none"><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<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 |
| Only for markets closed in 2017 | 29 | <p>Please indicate the last year when [name of the farmers market from 2016 directory] was open.</p> <ul style="list-style-type: none"><input type="radio"/> 1- 2016<input type="radio"/> 2- 2015<input type="radio"/> 3- 2014<input type="radio"/> 4- 2013<input type="radio"/> 5- 2012 or earlier |
| Only for markets closed in 2017 | 30 | <p>Why was [name of the farmers market from 2016 directory] closed? Please check all that apply.</p> <ul style="list-style-type: none"><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) |

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| | | <input type="checkbox"/> Competition from other retail market(s)/ store(s) <input type="checkbox"/> Other, please specify: |
| | 31 | <p><i>(Asked only of markets first opened in 2016 or earlier and for at least two consecutive years)</i> The questions that follow comprise USDA's National Farmers Market Managers Survey. Results from the survey will be used to develop a national overview of the current condition of farmers markets represented in USDA's National Farmers Market Directory. The survey will only take 10-15 minutes to complete. The survey findings will assist policy makers, community planners and market managers make better informed decisions of how they can establish new markets and help make existing markets work better. Individual questionnaires will be used for internal purposes and only summary reports will be released to the public. .</p> <p>Are you knowledgeable about this farmers market's operation in 2016 and willing to complete the survey?</p> <p> <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 <input type="radio"/> 4- Not willing </p> |
| | 32 | <p>Please provide the following contact information of the person that is knowledgeable about this farmers market's operation in 2016.</p> <p> First name: Last name: Email address: Primary relationship to this market: [Drop-down menu with these categories] </p> <ul style="list-style-type: none"> <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 <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 <p><input type="checkbox"/> Decline to provide this information</p> |
| Core Survey | 33 | <p>Which of the following evaluations and/ or assessments did the farmers market perform in 2016? Please check all that apply.</p> |

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| Market Information & Assessments | | <input type="checkbox"/> Survey(s) of our customers <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"/> Other evaluation method, please specify: <input type="checkbox"/> Market did not perform any regular evaluations or assessments |
| Core Survey Budget Lead In | 34 | <p>What was this farmers market's annual operating budget in 2016?</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>2016 operating budget: \$</p> <input type="checkbox"/> Market did not have an operating budget in 2016 <input type="checkbox"/> Do not know |
| Core Survey Competition Lead In | 35 | <p><i>(Asked only of single-location farmers markets).</i></p> <p>How far away from this farmers market is the next nearest farmers market located? Please indicate in one category that best applies to your situation.</p> <p>..... miles or city blocks</p> <input type="checkbox"/> Don't know |
| Core Survey Fresh Locally-Grown Fruits & Vegetables Lead In | 36 | <p><i>(Asked only of single-location market)</i></p> <p>Were <u>locally-grown</u>, fresh fruits and/ or vegetables sold at this farmers market in 2016?</p> <p> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Don't know </p> |
| Core Survey Gleaning & Food Donation | 37 | <p>Did this farmers market participate in food "gleaning" or donation programs in 2016?</p> <p> <input type="radio"/> 1 - Yes <input type="radio"/> 2 - No <input type="radio"/> 3 - Do not know </p> |
| Core Survey | 38 | <p>How many of your vendors participated in food "gleaning" or donation programs in 2016?</p> |

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| Gleaning & Food Donation | | <p>..... "gleaning" vendors</p> <p><input type="checkbox"/> Do not know</p> |
| Core Survey Gleaning & Food Donation | 39 | <p>How many pounds did this farmers market glean in 2016?</p> <p>..... pounds</p> <p><input type="checkbox"/> Do not know</p> |
| Core Survey Food Access | 40 | <p>Which, if any, of the following programs did your market host or participate in during 2016 designed to create more linkages in order to increase access to fresh food? Please check all that apply.</p> <p><input type="checkbox"/> Accepted supplemental coupons, vouchers, double-vouchers other than Federal Nutrition Programs <i>[In pop-out window: Double-voucher program designed to expand access to locally-grown fruits and vegetables by doubling the value of food stamps]</i></p> <p><input type="checkbox"/> Redeemed fresh fruits and vegetable prescriptions</p> <p><input type="checkbox"/> Marketed directly to food service</p> <p><input type="checkbox"/> Marketed directly to restaurants</p> <p><input type="checkbox"/> Served as a Community-Supported Agriculture (CSA) enterprise pickup/ drop off point</p> <p><input type="checkbox"/> Gleaning/ food bank collections and contributions</p> <p><input type="checkbox"/> Mobile farm market</p> <p><input type="checkbox"/> Satellite/ outreach markets in food deserts</p> <p><input type="checkbox"/> Served as an aggregation/ distribution point for large volume sales to wholesale buyers (e.g. food hubs)</p> <p><input type="checkbox"/> Other, please specify:</p> <p><input type="checkbox"/> Other, please specify:.....</p> <p><input type="checkbox"/> No programs</p> |
| Core Survey Healthy Eating & Diets Lead In | 41 | <p>Has this farmers market been engaged in any special efforts and programs designed to encourage healthy eating and diets? Please check all that apply.</p> <p><input type="checkbox"/> Yes, in 2017</p> <p><input type="checkbox"/> Yes, in 2016</p> <p><input type="checkbox"/> Yes, prior to 2016</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> Do not know</p> |
| Core Survey Special Events | 42 | <p>Did your market offer special events or programming in 2016?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No</p> <p><input type="radio"/> Do not know</p> |

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| Core Survey Special Events | 43 | <p>What kind of special events, entertainment or community events, if any, did your market offer or sponsor in 2016? Please check all that apply.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Music <input type="checkbox"/> Cooking demonstrations <input type="checkbox"/> Tastings (e.g., wine, beer, artisan foods) <input type="checkbox"/> Activities for youth <input type="checkbox"/> Gardening/ growing instruction <input type="checkbox"/> Canning and other processing classes <input type="checkbox"/> Food processing demonstrations (cider, syrups) <input type="checkbox"/> Fund raising for civic organizations or causes <input type="checkbox"/> Exercise classes/ events <input type="checkbox"/> Marathons <input type="checkbox"/> Bicycle races <input type="checkbox"/> Arts and craft fairs <input type="checkbox"/> Recycling drive <input type="checkbox"/> Other activities and events, please specify: : |
| Core Survey Civic/ Community Service | 44 | <p>Which, if any, of the following programs and opportunities did this farmers market offer to the community in 2016? Please check all that apply.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Provided opportunities for nonprofits and civic associations to have tables and/ or hold events at the market <input type="checkbox"/> Assistance to nonprofits, civic organizations, social service agencies with transportation services for community members in need (e.g. senior citizens, disabled or low income) to the market <input type="checkbox"/> Provided retail/ vendor space at the market for community groups <input type="checkbox"/> Recycling programs <input type="checkbox"/> Assistance to farmers in need <input type="checkbox"/> Outreach efforts for the preservation of farmland <input type="checkbox"/> Sponsored/ co-sponsored events focused on agricultural, economic, cultural, and environmental issues <input type="checkbox"/> Health/ nutrition education and outreach <input type="checkbox"/> Other activities and events, please specify: <input type="checkbox"/> No programs |
| Core Survey Incubators Lead In | 45 | <p>Some farmers markets around the country are serving as business incubators by providing shared facilities (e.g., kitchens, storage), retail space and assistance to encourage the startup of new agricultural enterprises. Is this farmers market currently involved in efforts to encourage business start-up and/ or farming enhancement?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Don't know |
| Core Survey | 46 | <p>Did this farmers market have a manager in 2016?</p> |

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| Market Manager Lead In | | <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 <input type="radio"/> Don't know |
| Core Survey Employees & Volunteers | 47 | <p>Not including the manager, did this farmers market employ any paid workers in 2016?</p> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Don't know |
| Core Survey Employees & Volunteers | 48 | <p>How many employees in the following categories did this farmers market employ in 2016? Please do not include the manager of this farmers market in the count.</p> <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> |
| Core Survey Employees & Volunteers | 49 | <p>Did any volunteers contribute their time at this farmers market in 2016? Please do not include persons employed by the farmers market.</p> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Don't know |
| Core Survey Employees & Volunteers | 50 | <p>How many volunteers worked at this farmers market in 2016?</p> <p>Number of volunteers:</p> <p><input type="checkbox"/> Don't know</p> |
| Core Survey Sufficiency of | 51 | <p>In your opinion, which of the following statements about this farmers market was MOST true in 2016?</p> <input type="radio"/> 1 - We had more demand (buyers) than supply (amount of products to sell); needed more products. |

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| Vendors | | <p><input type="radio"/> 2 - We had more supply (amount of products to sell) than demand (buyers); needed more buyers.</p> <p><input type="radio"/> 3 - Our supply (amount of products to sell) and demand (buyers) were generally matched.</p> |
| Core Survey Recruitment for Vendors | 52 | <p><i>(Asked only of single-location market)</i> How many producers/ vendors sold at this farmers market in 2016? Please include all the vendors, even the ones that sold at the market just once or a few times.</p> <p>..... vendors <input type="checkbox"/> Don't know</p> |
| Core Survey Recruitment for Vendors | 53 | <p>Was this farmers market engaged in efforts to recruit more vendors to sell at the market in 2016? Please check all that apply.</p> <p><input type="checkbox"/> No, we had no space for additional vendors <input type="checkbox"/> No, we already had a waiting list of potential vendors <input type="checkbox"/> Yes, in recruitment of more (any) vendors <input type="checkbox"/> Yes, in recruitment of vendors selling different types of products <input type="checkbox"/> Don't know</p> |
| Core Survey Recruitment for Vendors | 54 | <p>Which, if any, of the following does the market require of its vendors? Please check all that apply.</p> <p><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"/> Other, please specify: <input type="checkbox"/> Other, please specify: <input type="checkbox"/> No requirements</p> |
| Core Survey 2016 Expansion of Operations | 55 | <p>Please identify how, if at all, this farmers market expanded its operations in 2016? Please check all that apply.</p> <p><input type="checkbox"/> Our market didn't expand in 2016 <input type="checkbox"/> Added additional locations (with the same market name). How many new locations? <input type="checkbox"/> Increased space at our existing location <input type="checkbox"/> Moved to a new location that has more space <input type="checkbox"/> Provided covered/ indoor vendor space <input type="checkbox"/> Increased the number of vendors</p> |

| Question section | Q# | Questions with response options |
|--|----|--|
| | | <input type="checkbox"/> Improved infrastructure (e.g., shared use kitchen, food processing, cold storage) <input type="checkbox"/> Expanded parking facilities <input type="checkbox"/> Added a customer food service facility (e.g., kitchen, service area) to the existing market <input type="checkbox"/> Added new customer service facilities (e.g., restrooms, sidewalks, sitting areas) <input type="checkbox"/> Increased time of operation (e.g., added market days per week and/ or increased the length of the market day) <input type="checkbox"/> Expanded the length of the season <input type="checkbox"/> Other, please specify: <input type="checkbox"/> Other, please specify: <input type="checkbox"/> Do not know |
| Core Survey 2017 Expansion of Operations Lead In | 56 | <p>Does this farmers market have plans to expand its operation in 2017; for example, by adding new locations, increasing space to an existing market location, improving infrastructure (e.g., shared-use kitchen, food processing, cold storage), recruiting more vendors or adding market days, increasing the length of market days or increasing the length of the market season?</p> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Not sure |
| Core Survey AMS-FPPP | 57 | <p>Are you familiar with the USDA's Agricultural Marketing Service/ Farmers Market and local food marketing program?</p> <input type="radio"/> Yes <input type="radio"/> No |
| Core Survey AMS-FPPP | 58 | <p>Are you familiar with the USDA's Farmers Market Promotion (grant) Program (FMPP)?</p> <input type="radio"/> Yes <input type="radio"/> No |
| Core Survey Web-based Technologies | 59 | <p>Which, if any, of the following web and mobile-based technologies does the market employ to communicate (e.g., with customers, vendors, community) and promote the market? Please check all that apply.</p> <input type="checkbox"/> Web site <input type="checkbox"/> Electronic newsletter <input type="checkbox"/> List serve <input type="checkbox"/> YouTube <input type="checkbox"/> Social networking/ blogs <input type="checkbox"/> Instant messaging <input type="checkbox"/> Digital advertising <input type="checkbox"/> Crowdsourcing (e.g., Jade Management, Crowd Spring) <input type="checkbox"/> Podcasts <input type="checkbox"/> Other, please specify: |

| Question section | Q# | Questions with response options | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|---------------|--|-----------|----------------|---------------------|----------------|----------------|---------------------|----------------|----------------------------|---|---|---------------------|---|---|---|--|----------------------------|---|---|---|---|------------------------------|------------------------------------|---|---|---|------------------|---|---|---|---|--------------------|---|---|---|---|-----------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|--------------------------------|---|---|---|---|
| | | <input type="checkbox"/> No web/ mobile technologies used | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Core Survey Association Memberships | 60 | <p>In 2016, was this farmers market a member of any national, regional, state or local farmers market association(s)? Please check all that apply.</p> <input type="checkbox"/> Yes, national organization <input type="checkbox"/> Yes, regional association <input type="checkbox"/> Yes, state association <input type="checkbox"/> Yes, local association <input type="checkbox"/> Yes, other, please specify: <input type="checkbox"/> No <input type="checkbox"/> Do not know | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Block A Module 1 <i>(every year)</i> Market Performance | 61 | <p>Please rate the performance of this farmers market in 2016 as compared with 2011 in each of the areas listed below.</p> <table border="1" data-bbox="512 695 1917 1068"> <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>Level of sales</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> <tr> <td>Number of customers</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> <tr> <td>Number of repeat customers</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> <tr> <td>Number of producers/ vendors</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> <tr> <td>Vendor retention</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> <tr> <td>Vendor recruitment</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> <tr> <td>Diversity of products</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> <tr> <td>Community/ civic contributions and outreach by the market</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> <tr> <td>Community support for this farmers market</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> <tr> <td>Financial health of the market</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> </tbody> </table> | | Decreased | Stayed the same | Increased | Do not know | Level of sales | ○ | ○ | ○ | ○ | Number of customers | ○ | ○ | ○ | ○ | Number of repeat customers | ○ | ○ | ○ | ○ | Number of producers/ vendors | ○ | ○ | ○ | ○ | Vendor retention | ○ | ○ | ○ | ○ | Vendor recruitment | ○ | ○ | ○ | ○ | Diversity of products | ○ | ○ | ○ | ○ | Community/ civic contributions and outreach by the market | ○ | ○ | ○ | ○ | Community support for this farmers market | ○ | ○ | ○ | ○ | Financial health of the market | ○ | ○ | ○ | ○ |
| | Decreased | Stayed the same | Increased | Do not know | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Level of sales | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Number of customers | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Number of repeat customers | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Number of producers/ vendors | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Vendor retention | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Vendor recruitment | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Diversity of products | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Community/ civic contributions and outreach by the market | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Community support for this farmers market | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Financial health of the market | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Block A Module 1 <i>(every year)</i> Market Performance | 62 | <p>Please rate the importance of improving the following conditions at this farmers market for its future success. If a given condition does not apply to this farmers market, please indicate it in the last column.</p> <table border="1" data-bbox="512 1252 1917 1471"> <thead> <tr> <th></th> <th>Not important</th> <th>Somewhat important</th> <th>Important</th> <th>Very important</th> <th>Extremely important</th> <th>Not applicable</th> </tr> </thead> <tbody> <tr> <td>Access to public restrooms</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> <tr> <td>Certified processing/ kitchen facilities freezers and storage facilities</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> <tr> <td>Improvements in layout of facility</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> </tbody> </table> | | Not important | Somewhat important | Important | Very important | Extremely important | Not applicable | Access to public restrooms | ○ | ○ | ○ | ○ | ○ | ○ | Certified processing/ kitchen facilities freezers and storage facilities | ○ | ○ | ○ | ○ | ○ | ○ | Improvements in layout of facility | ○ | ○ | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Not important | Somewhat important | Important | Very important | Extremely important | Not applicable | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Access to public restrooms | ○ | ○ | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Certified processing/ kitchen facilities freezers and storage facilities | ○ | ○ | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Improvements in layout of facility | ○ | ○ | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| Question section | Q# | Questions with response options | | | | | | |
|--|----|--|---|---|---|---|---|---|
| | | Better/ more parking for customers | ○ | ○ | ○ | ○ | ○ | ○ |
| | | Permanent market facility | ○ | ○ | ○ | ○ | ○ | ○ |
| | | Renovation of aging facility | ○ | ○ | ○ | ○ | ○ | ○ |
| | | Utilities (e.g., electricity, water) | ○ | ○ | ○ | ○ | ○ | ○ |
| | | Waste management | ○ | ○ | ○ | ○ | ○ | ○ |
| | | Access to training on better business practices | ○ | ○ | ○ | ○ | ○ | ○ |
| | | Creation of a market reserve fund for market improvements | ○ | ○ | ○ | ○ | ○ | ○ |
| | | Development of business plan for market | ○ | ○ | ○ | ○ | ○ | ○ |
| | | Food safety training for vendors | ○ | ○ | ○ | ○ | ○ | ○ |
| | | Hiring (or increasing the paid hours) of the market manager | ○ | ○ | ○ | ○ | ○ | ○ |
| | | Liability insurance coverage | ○ | ○ | ○ | ○ | ○ | ○ |
| | | Advertising/ publicity of this market | ○ | ○ | ○ | ○ | ○ | ○ |
| | | Availability of funds for local food promotion campaigns | ○ | ○ | ○ | ○ | ○ | ○ |
| | | Increase in average spending per customer | ○ | ○ | ○ | ○ | ○ | ○ |
| | | Increase in number of customers | ○ | ○ | ○ | ○ | ○ | ○ |
| | | Increase in sales per producer/ vendor | ○ | ○ | ○ | ○ | ○ | ○ |
| | | Increase in web/ Internet marketing | ○ | ○ | ○ | ○ | ○ | ○ |
| | | Improved relationships with market producers/ vendors | ○ | ○ | ○ | ○ | ○ | ○ |
| | | Research on local customer demographics and preferences | ○ | ○ | ○ | ○ | ○ | ○ |
| <p>Block B Module 2 (every year)</p> <p>Budget & Finance</p> | 63 | <p>You mentioned that this farmers market's operating budget in 2016 was \$[number piped from the question in the core section]. What was the total operating budget obtained from each of the following sources at this farmers market in 2016?</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.</i></p> | | | | | | |

| Question section | Q# | Questions with response options |
|--|-----------|--|
| | | <p>City/ county/ municipal government agency: \$.....</p> <p>Donations from the public: \$.....</p> <p>Farmers market association: \$.....</p> <p>Federal loans: \$.....</p> <p>Grants: USDA, CDC, foundations \$.....</p> <p>Non-profit organizations/ sponsors: \$.....</p> <p>Market fundraising events: \$.....</p> <p>University Extension Services \$.....</p> <p>Producer/ vendor fees: \$.....</p> <p>State government agency \$.....</p> <p>Trade or business association (e.g., Chamber of Commerce): \$.....</p> <p>Other source/ sponsor: \$.....</p> <p style="text-align: right;">Auto-Sum \$.....</p> <p>Please specify the other budget source/ sponsor:</p> |
| <p>Block B Module 2 (every year)</p> <p>Budget & Finance</p> | <p>64</p> | <p>In 2016, did this farmers markets' budget increase, decrease or remain constant as compared with 2011 budget? If it increased or decreased in 2016, please indicate by approximately how many percent.</p> <p><input type="radio"/> Increased in 2016, by%</p> <p><input type="radio"/> Remained about the same</p> <p><input type="radio"/> Decreased in 2016 by%</p> <p><input type="radio"/> Do not know</p> |
| <p>Block B Block Module 2 (every year)</p> <p>Budget & Finance</p> | <p>65</p> | <p>Please provide an assessment of 2016 FY budget situation at this farmers market.</p> <p><input type="radio"/> We had a budget surplus in 2016</p> <p><input type="radio"/> The budget was just enough to cover our operating expenses in 2016</p> <p><input type="radio"/> The budget was not adequate to cover our expenses in 2016</p> |
| <p>Block B Module 2 (every year)</p> <p>Budget & Finance</p> | <p>66</p> | <p>Please provide <u>your</u> expectation for 2017 FY budget situation at this farmers market.</p> <p><input type="radio"/> We expect a budget surplus 2017</p> <p><input type="radio"/> The budget will just cover our operating expenses in 2017</p> <p><input type="radio"/> The budget is not expected to be sufficient to cover our 2017 expenses</p> |

| Question section | Q# | Questions with response options |
|--|----|--|
| Block C Module 3 (every year) Competition | 67 | <p><i>(Asked only of single-location market)</i> With how many other farmers markets, do you believe, your market <u>competes for producers/ vendors</u>? If your market does not face competition for producers/ vendors, please enter 0 (zero).</p> <p>Please enter only numbers in the boxes; no commas, periods, letters, or symbols.</p> <p>..... competing farmers markets</p> <p><input type="checkbox"/> Do not know</p> |
| Block C Module 3 (every year) Competition | 68 | <p><i>(Asked only of single-location market)</i> With how many other farmers markets, do you believe, your market <u>competes for customers</u>? If your market does not face competition for customers, please enter 0 (zero).</p> <p>Please enter only numbers in the boxes; no commas, periods, letters, or symbols.</p> <p>..... competing farmers markets</p> <p><input type="checkbox"/> Do not know</p> |
| Block C Module 3 (every year) Competition | 69 | <p><i>(Asked only of single-location market)</i> Did any new farmers markets open up in 2016 within any of the following distances from your market? Please check all that apply.</p> <p><input type="checkbox"/> Yes, within 1 mile <input type="checkbox"/> Yes, within 2-5 miles <input type="checkbox"/> Yes, within 6-10 miles <input type="checkbox"/> Yes, within 11-15 miles <input type="checkbox"/> No <input type="checkbox"/> Do not know</p> |
| Block C Module 3 (every year) Competition | 70 | <p><i>(Asked only of single-location market)</i> Did the presence of other nearby farmers markets affect your sales in 2016?</p> <p><input type="radio"/> Yes, positively <input type="radio"/> Yes, negatively <input type="radio"/> No <input type="radio"/> Do not know</p> |
| Block B1 Module 4 (every other year) | 71 | <p><i>(Asked only of single-location market)</i> In which months were <u>locally-grown</u>, fresh fruits and/ or vegetables sold at this farmers market in 2016? Please check all that apply. If the locally-grown fruits/ vegetables were available entire time the market was open, please check only the top option.</p> |

| Question section | Q# | Questions with response options |
|--|----|--|
| Fresh Locally-Grown Fruits & Vegetables | | <input type="checkbox"/> All months the market was open <input type="checkbox"/> January <input type="checkbox"/> February <input type="checkbox"/> March <input type="checkbox"/> April <input type="checkbox"/> May <input type="checkbox"/> June <input type="checkbox"/> July <input type="checkbox"/> August <input type="checkbox"/> September <input type="checkbox"/> October <input type="checkbox"/> November <input type="checkbox"/> December |
| Block B1 Module 4 <i>(every other year)</i> Fresh Locally-Grown Fruits & Vegetables | 72 | What is this farmers market's definition of "local" in the term "locally-grown products"? <input type="radio"/> Within 25 miles of the market <input type="radio"/> Within 50 miles of the market <input type="radio"/> Within 75 miles of the market <input type="radio"/> Within 100 miles of the market <input type="radio"/> Within 150 miles of the market <input type="radio"/> Within 200 miles of the market <input type="radio"/> Within 250 miles of the market <input type="radio"/> Within 400 miles of the market <input type="radio"/> Within the same county of the market <input type="radio"/> Within the same state of the market <input type="radio"/> Other, please specify: <input type="radio"/> Other, please specify: |
| Block B1 Module 4 <i>(every other year)</i> Fresh Locally-Grown Fruits & Vegetables | 73 | Which of the following steps does this farmers market take to verify product origin? Please check all that apply. <input type="checkbox"/> Requires that producers/ vendors document the location where products were grown <input type="checkbox"/> Conducts farm inspections <input type="checkbox"/> Verifies product origin some other way, please specify: <input type="checkbox"/> No steps <input type="checkbox"/> Do not know |
| Block C2 Module 5 <i>(every other</i> | 74 | What was the manager's official time of involvement at this farmers market in 2016? <input type="radio"/> 1 - Full-time, year-round |

| Question section | Q# | Questions with response options |
|--|----|---|
| <p>year) Market Manager</p> | | <p><input type="radio"/> 2 - Full-time, seasonal <input type="radio"/> 3 - Part-time, year-round <input type="radio"/> 4 - Part-time, seasonal</p> |
| <p>Block C2 Module 5 (every other year) Market Manager</p> | 75 | <p><i>(Asked only of single-location market)</i> Did the manager of this farmers market also manage other farmers markets in 2016?</p> <p><input type="radio"/> 1 - Yes <input type="radio"/> 2 - No <input type="radio"/> 3 - Do not know</p> |
| <p>Block C2 Module 5 (every other year) Market Manager</p> | 76 | <p><i>(Asked only of single-location market)</i> In total (including this one), how many different farmers markets did your manager operate in 2016?</p> <p>Please enter only numbers in the box; no commas, periods, letters, or symbols.</p> <p>..... farmers markets</p> <p><input type="checkbox"/> Do not know</p> |
| <p>Block C2 Module 5 (every other year) Market Manager</p> | 77 | <p>What was this market manager's annual salary in 2016?</p> <p>Please round the amount to the nearest whole number and enter only numbers in the box; no commas, periods, letters, or symbols.</p> <p>Manager's annual salary: \$</p> <p><input type="checkbox"/> Do not know</p> |
| <p>Block C2 Module 5 (every other year) Market Manager</p> | 78 | <p>How many different market locations did this manager operate for this particular salary in 2016? Please also include locations of farmers markets with different name(s) in the count, if the manager was paid this one salary to manage them, too.</p> <p>Please round the amount to the nearest whole number and enter only numbers in the box; no commas, periods, letters, or symbols.</p> <p>..... market locations</p> <p><input type="checkbox"/> Do not know</p> |
| <p>Block A1</p> | 79 | <p>In which of the following ways will the market expand its operations in 2017? You may include projects that this market</p> |

| Question section | Q# | Questions with response options | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|---------------|---|-----------|----------------|---------------------|-----------|----------------|---------------------|--|---|---|---|---|---|---|---|---|---|---|---|--|---|---|---|---|---|---------------|---|---|---|---|---|---------------------------|---|---|---|---|---|---|---|---|---|---|---|-------------------|---|---|---|---|---|------------------------------|---|---|---|---|---|-----------------------------------|---|---|---|---|---|--------------------|---|---|---|---|---|------------------|---|---|---|---|---|--------------------------------------|---|---|---|---|---|---|---|---|---|---|---|--|---|---|---|---|---|
| <p>Module 6 (every other year)</p> <p>2017 Expansion of Operations</p> | | <p>only started in 2017 but not yet finished. Please check all that apply.</p> <p><input type="checkbox"/> Add additional locations (with the same market name). How many new locations?</p> <p><input type="checkbox"/> Increase space at our existing location</p> <p><input type="checkbox"/> Move to a new location that has more space</p> <p><input type="checkbox"/> Provide covered/ indoor vendor space</p> <p><input type="checkbox"/> Increase the number of vendors</p> <p><input type="checkbox"/> Improve infrastructure (e.g., shared use kitchen, food processing, cold storage)</p> <p><input type="checkbox"/> Expand parking facilities</p> <p><input type="checkbox"/> Add a customer food service facility (e.g., kitchen, service area) to the existing market</p> <p><input type="checkbox"/> Add new customer service facilities (e.g., restrooms, sidewalks, sitting areas)</p> <p><input type="checkbox"/> Increase time of operation (e.g., added market days per week and/ or increased the length of the market day)</p> <p><input type="checkbox"/> Expand the length of the season</p> <p><input type="checkbox"/> Other, please specify:</p> <p><input type="checkbox"/> Other, please specify:</p> <p><input type="checkbox"/> Do not know</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>Block B2 Module 7 (every other year)</p> <p>Future Market Success</p> | 80 | <p>Please indicate the importance of the following factors and issues in determining the future success of this farmers market?</p> <table border="1" data-bbox="512 821 1913 1479"> <thead> <tr> <th></th> <th>Not Important</th> <th>Somewhat Important</th> <th>Important</th> <th>Very important</th> <th>Extremely Important</th> </tr> </thead> <tbody> <tr> <td>Creating greater awareness of the market</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> <tr> <td>Increasing and/ or improving vendor space</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> <tr> <td>Improving customer facilities and amenities (e.g., parking, toilets, seating area)</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> <tr> <td>Sales revenue</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> <tr> <td>Total number of customers</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> <tr> <td>Customer loyalty and number of repeat customers</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> <tr> <td>Diverse customers</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> <tr> <td>Number of producers/ vendors</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> <tr> <td>Diversity of vendors and products</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> <tr> <td>Vendor recruitment</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> <tr> <td>Vendor retention</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> <tr> <td>Maintain good relations with vendors</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> <tr> <td>Securing more financing: grants, sponsorships, etc.</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> <tr> <td>More outreach, community/ civic contribution by the market</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> <td align="center">○</td> </tr> </tbody> </table> | | Not Important | Somewhat Important | Important | Very important | Extremely Important | Creating greater awareness of the market | ○ | ○ | ○ | ○ | ○ | Increasing and/ or improving vendor space | ○ | ○ | ○ | ○ | ○ | Improving customer facilities and amenities (e.g., parking, toilets, seating area) | ○ | ○ | ○ | ○ | ○ | Sales revenue | ○ | ○ | ○ | ○ | ○ | Total number of customers | ○ | ○ | ○ | ○ | ○ | Customer loyalty and number of repeat customers | ○ | ○ | ○ | ○ | ○ | Diverse customers | ○ | ○ | ○ | ○ | ○ | Number of producers/ vendors | ○ | ○ | ○ | ○ | ○ | Diversity of vendors and products | ○ | ○ | ○ | ○ | ○ | Vendor recruitment | ○ | ○ | ○ | ○ | ○ | Vendor retention | ○ | ○ | ○ | ○ | ○ | Maintain good relations with vendors | ○ | ○ | ○ | ○ | ○ | Securing more financing: grants, sponsorships, etc. | ○ | ○ | ○ | ○ | ○ | More outreach, community/ civic contribution by the market | ○ | ○ | ○ | ○ | ○ |
| | Not Important | Somewhat Important | Important | Very important | Extremely Important | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Creating greater awareness of the market | ○ | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Increasing and/ or improving vendor space | ○ | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Improving customer facilities and amenities (e.g., parking, toilets, seating area) | ○ | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sales revenue | ○ | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total number of customers | ○ | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Customer loyalty and number of repeat customers | ○ | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Diverse customers | ○ | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Number of producers/ vendors | ○ | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Diversity of vendors and products | ○ | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Vendor recruitment | ○ | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Vendor retention | ○ | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Maintain good relations with vendors | ○ | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Securing more financing: grants, sponsorships, etc. | ○ | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| More outreach, community/ civic contribution by the market | ○ | ○ | ○ | ○ | ○ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| Question section | Q# | Questions with response options | | | | | | | | | | | | |
|--|-----------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <table border="1"> <tr> <td data-bbox="512 250 1226 293">Community support for this farmers market</td> <td data-bbox="1226 250 1362 293">○</td> <td data-bbox="1362 250 1505 293">○</td> <td data-bbox="1505 250 1642 293">○</td> <td data-bbox="1642 250 1778 293">○</td> <td data-bbox="1778 250 1915 293">○</td> </tr> <tr> <td data-bbox="512 293 1226 337">Support of local businesses for this market</td> <td data-bbox="1226 293 1362 337">○</td> <td data-bbox="1362 293 1505 337">○</td> <td data-bbox="1505 293 1642 337">○</td> <td data-bbox="1642 293 1778 337">○</td> <td data-bbox="1778 293 1915 337">○</td> </tr> </table> | Community support for this farmers market | ○ | ○ | ○ | ○ | ○ | Support of local businesses for this market | ○ | ○ | ○ | ○ | ○ |
| Community support for this farmers market | ○ | ○ | ○ | ○ | ○ | | | | | | | | | |
| Support of local businesses for this market | ○ | ○ | ○ | ○ | ○ | | | | | | | | | |
| <p>Block B2 Module 7 (every other year)</p> <p>Future Market Success</p> | <p>81</p> | <p>Please rank the top 3 of the following factors that you believe will have the <u>greatest impact on the future success</u> of this farmers market. Please check all that apply.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Proximity of other farmers markets <input type="checkbox"/> Recruiting and retaining enough/ right type(s) of vendors <input type="checkbox"/> Low vendor turnover <input type="checkbox"/> Attracting sufficient financial resources <input type="checkbox"/> Sponsoring, conducting or allowing special events, entertainment, etc. at the market <input type="checkbox"/> Learning and addressing producers'/ vendors' needs and obstacles related to selling at this market <input type="checkbox"/> Learning and using information about consumers visiting this market <input type="checkbox"/> Learning and using information about local residents' interests in locally-grown produce and local farmers market(s) <input type="checkbox"/> Appeal to diverse groups in the area (including, but limited to different ethnic groups, persons with disabilities) <input type="checkbox"/> Participation in the voucher or double-voucher program <p style="text-align: center;"><i>[In pop-out window: Double-voucher program designed to expand access to locally-grown fruits and vegetables by doubling the value of food stamps]</i></p> | | | | | | | | | | | | |
| <p>Block A1 Module 8 (every other year)</p> <p>Incubator</p> | <p>82</p> | <p>How, if at all, this farmers market's incubator-related activities benefited farm operations and/ or agricultural businesses? Please select all that apply.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Transitioned from working part time to working full time on the farm <input type="checkbox"/> Able to continue farming <input type="checkbox"/> Increased their farm acreage <input type="checkbox"/> Expanded their product offerings to include "value-added" products <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"/> Opened a commercial kitchen to sell prepared food <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:) <input type="checkbox"/> Other, please specify: <input type="checkbox"/> No benefits <input type="checkbox"/> Do not know | | | | | | | | | | | | |

| Question section | Q# | Questions with response options |
|--|-----------|--|
| <p>Block C1 Module 9 (every other year)</p> <p>Vendors</p> | <p>83</p> | <p>(Asked only of single-location market)</p> <p>What is the <u>greatest</u> distance that producers/ vendors traveled to sell at this farmers market in 2016?</p> <ul style="list-style-type: none"> <input type="radio"/> 5 miles or less <input type="radio"/> 6-10 miles <input type="radio"/> 11-15 miles <input type="radio"/> 16-20 miles <input type="radio"/> 21-25 miles <input type="radio"/> 26-30 miles <input type="radio"/> 30-35 miles <input type="radio"/> 36-50 miles <input type="radio"/> 51-75 miles <input type="radio"/> 76-100 miles <input type="radio"/> 101 miles or more <input type="radio"/> Do not know |
| <p>Block C1 Module 9 (every other year)</p> <p>Vendors</p> | <p>84</p> | <p>(Asked only of single-location market)</p> <p>What is the <u>shortest</u> distance that producers/ vendors traveled to sell at this farmers market in 2016?</p> <ul style="list-style-type: none"> <input type="radio"/> 5 miles or less <input type="radio"/> 6-10 miles <input type="radio"/> 11-15 miles <input type="radio"/> 16-20 miles <input type="radio"/> 21-25 miles <input type="radio"/> 26-30 miles <input type="radio"/> 30-35 miles <input type="radio"/> 36-50 miles <input type="radio"/> 51-75 miles <input type="radio"/> 76-100 miles <input type="radio"/> 101 miles or more <input type="radio"/> Do not know |
| <p>Block C1 Module 9 (every other year)</p> <p>Vendors</p> | <p>85</p> | <p>How many producers/ vendors selling at this farmers market in 2016 belonged to the following racial and ethnic groups?</p> <p><i>If you do not have this information, please leave a given box blank. If there were no producers/ vendors that belonged to a particular racial group, please enter "0" in the box. Please enter only numbers in the boxes; no commas, periods, letters, or symbols.</i></p> <p>Race:</p> <ul style="list-style-type: none"> American Indian or Alaska Native Asian Black or African American Native Hawaiian or other Pacific Islander White |

| Question section | Q# | Questions with response options |
|--|-----------|--|
| | | <p>Ethnicity: Hispanic or Latino Not Hispanic or Latino</p> |
| <p>Block C1 Module 9 <i>(every other year)</i> Vendors</p> | <p>86</p> | <p>Were you able to recruit all the vendors that you desired for this farmers market in 2016?</p> <p><input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Do not know</p> |
| <p>Block C1 Module 9 <i>(every other year)</i> Vendors</p> | <p>87</p> | <p>What are some of the reasons you believe that this market is attractive to producers/ vendors? Please check all that apply.</p> <p><input type="checkbox"/> Growers/ producers are located near the farmers market <input type="checkbox"/> Not many local producers sell through other outlets (on-farm markets, road-side stand) <input type="checkbox"/> There are no other farmers markets nearby that compete with us for vendors <input type="checkbox"/> Our market is large and attracts a large number of customers <input type="checkbox"/> Our market is located in an ideal location <input type="checkbox"/> High average vendor sales <input type="checkbox"/> We service more affluent customers than other farmers markets <input type="checkbox"/> We are open more months of the year <input type="checkbox"/> Adequacy and/ or condition of our facilities (e.g., parking, restrooms, accessibility) <input type="checkbox"/> Other, please specify: <input type="checkbox"/> Other, please specify:</p> |
| <p>Block C1 Module 9 <i>(every other year)</i> Vendors</p> | <p>88</p> | <p>Do you selectively recruit vendors of particular products <u>mainly</u> based on the interest/ demand from consumers?</p> <p><input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Don't know</p> |
| <p>Block C1 Module 9 <i>(every other year)</i> Vendors</p> | <p>89</p> | <p>What methods does this farmers market use to recruit additional vendors? Please check all that apply.</p> <p><input type="checkbox"/> Word-of-mouth <input type="checkbox"/> Vendors are encouraged to recruit other vendors <input type="checkbox"/> Recruitment posters and signage at the market <input type="checkbox"/> Recruitment through programs training beginner farmers <input type="checkbox"/> Recruitment at other farmers markets <input type="checkbox"/> Recruitment at local farms</p> |

| Question section | Q# | Questions with response options |
|---|-----------|---|
| | | <ul style="list-style-type: none"> <input type="checkbox"/> Contacting growers/ producers listed in directories <input type="checkbox"/> Recruitment at farm shows and displays <input type="checkbox"/> Recruitment through grower/ producer associations <input type="checkbox"/> Recruitment through Cooperative Extension and USDA agencies <input type="checkbox"/> Advertisements in grower-related publications <input type="checkbox"/> Pre-season recruitment events/ meetings <input type="checkbox"/> Initial incentives and discounts for new vendors <input type="checkbox"/> Vendor recruitment packages with information on market sales, vendor requirements, management structure, etc. <input type="checkbox"/> Social media/ blogs <input type="checkbox"/> Web site <input type="checkbox"/> Other, please specify: <input type="checkbox"/> Other, please specify: <input type="checkbox"/> No methods <input type="checkbox"/> Do not know |
| <p>Block C1 Module 9 <i>(every other year)</i></p> <p>Vendors</p> | <p>90</p> | <p>Do you have vendors waiting to sell at this farmers market in 2017?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Don't know |
| <p>Block C1 Module 9 <i>(every other year)</i></p> <p>Vendors</p> | <p>91</p> | <p>Which of the following types of vendors are you especially interested in attracting in the near future? Please check all that apply.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Local growers <input type="checkbox"/> Fresh fruit and vegetable producers <input type="checkbox"/> Meat, poultry, fish vendors <input type="checkbox"/> Fresh flowers and nursery plants vendors <input type="checkbox"/> Herbs producers <input type="checkbox"/> Food service vendors (e.g., prepared food) <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 producers (selling jams, dressings, soaps, etc.) <input type="checkbox"/> Year-round vendors <input type="checkbox"/> Vendors of 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>Block A2 Module 10</p> | <p>92</p> | <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> |

| Question section | Q# | Questions with response options |
|---|-----------|---|
| <p>(every other year)</p> <p>AMS-FPPP</p> | | <p><input type="checkbox"/> Yes, in 2017</p> <p><input type="checkbox"/> Yes, in 2016</p> <p><input type="checkbox"/> Yes, prior to 2016</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> Do not know</p> |
| <p>Block A2 Module 10 (every other year)</p> <p>AMS-FPPP</p> | <p>93</p> | <p>Overall, how many times has this farmers market <u>received</u> a grant from the USDA’s Farmers Market Promotion Program (FMPP)?</p> <p>Number of FMPP grants awarded:</p> <p><input type="checkbox"/> Do not know</p> |
| <p>Block A2 Module 10 (every other year)</p> <p>AMS-FPPP</p> | <p>94</p> | <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> <p><input type="checkbox"/> Yes, in 2017</p> <p><input type="checkbox"/> Yes, in 2016</p> <p><input type="checkbox"/> Yes, prior to 2016</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> Do not know</p> |
| <p>Block B1 Module 11 (every other year)</p> <p>Health & Healthy Eating & Diets</p> | <p>95</p> | <p>In which, if any, of the following programs designed to encourage better health and healthy eating did your market participate in 2016? Please check all that apply.</p> <p><input type="checkbox"/> Nutrition education</p> <p><input type="checkbox"/> Health screenings</p> <p><input type="checkbox"/> Healthy cooking demonstrations</p> <p><input type="checkbox"/> Healthy recipe cards</p> <p><input type="checkbox"/> Periodic health promotion booths</p> <p><input type="checkbox"/> Exercise fitness programs</p> <p><input type="checkbox"/> Massage therapy</p> <p><input type="checkbox"/> Other, please specify:.....</p> |

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