

[current year] USDA National On-Farm Market Directory

Questions 1 – 6 are designed to appear in subsequent years of the Directory and will be visible only to those who filled the Directory form in the previous year or information is already available from another source. These questions are included for the OMB approval.

(Only managers/ representatives from previous year's Directory see this question)

1. [Q1] Will your [name of the on-farm market from previous year's Directory] be open for business on or adjacent to your farm anytime in [current year]?

- 1- Yes => Go to Q2 (Still manager/ rep)
- 2- No => Skip to Q3 (Manager/ rep of another on-FM)
- 3- Do not know => Go to Q2 (Still manager/ rep)

2. [Q2] According to the USDA National On-Farm Market Directory, you were either the manager or a representative of [name of the on-farm market from previous year's Directory] in previous Directory. Are you still the manager or a representative of this on-farm market in [current year]?

- 1- Yes
 - => If Yes (open) in Q1 and Yes (manager/ rep) in Q2 => Skip to Q6 (Correct on-FM name?)
 - => If Don't know (if open) in Q1 and Yes (manager/ rep) in Q2 => Go to additional message below
- 2- No => Go to Q3 (Manager/ rep of another on-FM)

ADDITIONAL MESSAGE

Only respondents who "Don't know"(if market open) in Q1 and Yes (are managers/representatives) in Q2 will see the below message

Based on your response, we see that you are still the manager or the representative of [name of the on-farm market from previous year's Directory], but you do not know if it is going to operate anytime in [current year]. This Directory will be available for online updating throughout the year, so please update the information for this market if it opens sometime in [current year].

=> Exit the current year USDA Directory update

3. [Q3] Are you a manager or a representative of another on-farm market in [current year]?

- 1- Yes => Go to Q4 (Willing to provide info on another on-FM)
- 2- No => Exit the current year USDA Directory update

4. [Q4] Are you willing to provide information about the on-farm market that you manage or represent in [current year]?

- 1- Yes => Go to Q5 (Search engine)
- 2- No => Exit the current year USDA Directory update

(Question visible only to those who came through the public web site or who came through the link but manage different market)

5. SEARCH ENGINE

[Q5] Please type in the correct official name of the on-farm market that you manage or represent.

As you start typing, on-farm markets with the same or similar name(s) may appear and you may choose the proper market name by clicking on the “update” link in the right column.

Should there be a spelling mistake in the name of the market listed, but you are sure (by checking the location address) that this is the market you manage or represent, you will have an opportunity to correct the spelling of the official market name.

For your convenience, you may also search the list by typing in the zip code of the physical LOCATION of the on-farm market (not the zip code for the mailing address, as it might be different).

On-farm market name or location zipcode:.....

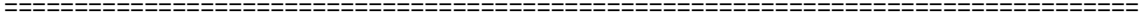
Displayed on-farm market names	Location street	City	State	Zip code	Update
Xa		Ka	AZ		Update => Go to Q6 (Is the name correct?)
Xb		Le	OK		Update => Go to Q6 (Is the name correct?)
Xc		Mw	RI		Update => Go to Q6 (Is the name correct?)
aXa		Kl	AZ		Update => Go to Q6 (Is the name correct?)
bXb		Lm	OK		Update => Go to Q6 (Is the name correct?)
cXc		Mg	RI		Update => Go to Q6 (Is the name correct?)

If the name of the on-farm market that you manage or represent is not listed, please click here to continue. => Skip to Q7 (Type correct name)

(Question visible only to those who came through the public web site AND clicked on “update” in the table in Q6)

6. [NameCheck] Is “[name of the on-farm market from previous year’s Directory]” the correct official name of your on-farm market?

- 1- Yes. If yes, this information will appear in the [current year] USDA National On-Farm Market Directory. => Skip to Q8 (on-FM definition)
- 2- No => Go to Q7 (Provide correct name)



(New-comers and "No" [i.e., incorrect name] in Q5 or in Q6 see this question)

7. **[CorrectedName]** Please type in the correct official name of the on-farm market that you manage or represent. The name that you provide here will appear in the **[current year]** USDA National On-Farm Market Directory.

.....

(Everyone sees this question)

8. **[QualifiedMarket]** For the purposes of this Directory, an "on-farm market" is a single farm operation that sells agricultural and/or horticultural products directly to consumers on its farm property or on property adjacent to its farm. The majority of products sold at the on-farm market are either grown on the proprietor's farm or are sourced from neighboring farms.

Does your market qualify as an on-farm market as defined above?

- 1- Yes=> Go to Q9 (Person's contact info)
- 2- No => Exit the [current year] USDA Directory update

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Contact information listed in this section will not be published in the [current year] USDA On-Farm Market Directory. This is for internal purposes only. This information will be kept confidential.

9. Please provide contact information of person completing this form:

(Information below filled with [current year] data for those that access the form via the unique link and are still managers of their markets)

- [Contact_Name]** Name:
- [Contact_Email]** Email address:
- [Contact_Phone]** Contact (phone) number:

10. **[Contact_relation]** What is your primary relationship with this on-farm market?

- 1- Market manager
- 2- Farm owner
- 3- Contact person / public liaison for market
- 4- Market employee
- 5- Volunteer
- 6- Other, please specify:

11. Mailing address for your on-farm market:

(Information below filled with previous-year data for those that access the form via the unique link and are still managers of their markets)

- [Mailing_ST]** Street name and number or P.O. Box number:
- [Mailing_City]** City: **(required)**
- [Mailing_State]** State: (A drop-down menu) **(required)**
- [Mailing_Zip]** 5-digit ZIP Code:(only 5 digits allowed)

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All information you provide from this point forward will be published in the [current year] USDA National On-Farm Market Directory.

12. Please provide the contact information for your on-farm market:

(Information below filled with [current year] data for those that access the form via the unique link and are still managers of their markets)

- [Market_ManagerName] Market Manager's name:
- [Market_Email] Market email address:
- [Market_Phone] Market phone number:
- [Market_Website] Market website address:
- [Market_Facebook] Market Facebook page:
- [Market_Twitter] Market Twitter address:
- [Market_Blog] Market blog address:
- Market contact information on other social media:

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Everybody sees this information, but those who accessed the site via a unique link will see prepopulated information if they were in the system in the previous year.

13. Please provide information about the physical location (actual place) where your on-farm market will operate.

If there is not a street address, number or zipcode for this location, or you do not know it, please provide the state, city/town, a description of the location with the nearest road intersection listed (e.g., on High Road near Anytown, 3 miles west of the intersection with State Highway 300) and short driving directions. The Directory will include this description to assist customers in locating your on-farm market.

- [Location_State] Market location – state: (a drop-down menu) **(required)**
- [Location_County] Market location – county (or parish, if located in Louisiana; or borough, if located in Alaska): **(required)**
- [Location_ST] Physical street name and number where market located:
- [Location_City] Market location – city: **(required)**
- [Location_Zip] Market location – 5-digit ZIP Code: (only 5 digits allowed)
- [Location_Desc] Location description:
Example: on High Road near Anytown, 3 miles west of the intersection with state hwy 300.
- [Location_Drive] Driving directions:

14. The [current year] USDA On-Farm Market Directory will not just include each listed market's physical address information (i.e., street name and number, city/town, county, state and zipcode, if available) but it will also include a related map featuring an arrow pointing to the location where this market will operate in [current year].

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.

When done correcting the location of the arrow, click on "Continue".

-----INTERACTIVE Map-----

15. **[OperationMultiSchedule]** Will your on-farm market operate during the same days of the week and the same times (i.e., have the same schedule) during all the months in which it operates in **[current year]**?

- 1- Yes => Go to **Q16A** (Indicate months)
- 2- No => Go to **Q16B** (Indicate months with different schedules)

16. **A)** During which months will your on-farm market operate in 2013?

B) You can indicate the schedule (business days and times) of this on-farm market by clicking on a month (or group of months with the exact same schedule) that this market will be open, and then clicking on the button Enter Operation Days and Times.

B) 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 in **[current year]**. Every time you reenter the screen, you will see the schedule information that you have provided so far.

Year round (visible only to those that have the same schedule in Q15)

- | | | |
|-----------------------------------|---------------------------------|------------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> May | <input type="checkbox"/> September |
| <input type="checkbox"/> February | <input type="checkbox"/> June | <input type="checkbox"/> October |
| <input type="checkbox"/> March | <input type="checkbox"/> July | <input type="checkbox"/> November |
| <input type="checkbox"/> April | <input type="checkbox"/> August | <input type="checkbox"/> December |

- Not sure yet
- By appointment only

Go to Q17 (Record days/ times)
(it will be a "looped" process for those with different schedule in Q16B)

Schedules

Months	Operation Days and Times	Comments	Action
Jun, Aug	Fri: 6:00 AM - 3:30 PM,		Edit Delete

When you are done updating the schedules for this market in **[current year]**, please click on the button below.

Go to Q17 (Record days/ times) (it will be a "looped" process for those seeing Q16B)

17. In the indicated month(s) **[selected months from Q16A or most recently selected months from Q16B]**, which days of the week will this market be open and during which times will it be open on those days?

Please indicate all days and times that apply to your market. The schedule will be automatically updated in all the months you have selected.

- Not sure yet => Go to Q18 (What products sold at the market?)
- By appointment only => Go to Q18 (What products sold at the market?)

	Open time	Close time
Monday	(Drop-down menu with am and pm times listed) [mon_s]	(Drop-down menu with am and pm times listed) [mon_e]
Tuesday	[tue_s]	[tue_e]
Wednesday	[wed_s]	[wed_e]
Thursday	[thu_s]	[thu_e]
Friday	[fri_s]	[fri_e]
Saturday	[sat_s]	[sat_e]
Sunday	[sun_s]	[sun_e]

[comments] Please provide additional comments on market's open days and hours. This comment will appear on the Directory:.....

Continue

Respondents with the same schedule in Q15 => Go to Q18 (What products sold at the market?).

Respondents with the different schedule in Q15 will be sent back to the list of month in Q16B and see the filled out schedule information for the selected months. They can adjust the schedule or click on the button there to skip to Q18 (What products sold at the market?)

18. Which farm products and other items will be sold at your on-farm market in [current year]? Please select all that apply.

- Baked goods: breads, pies, etc.
- Bedding plants
- Canned or preserved fruits/ vegetables: jams, jellies, preserves, salsas, pickles, dried fruit, etc.
- Coffee and/or tea
- Crafts and/or woodworking items
- Cut flowers
- Dairy products: milk, cheese, etc.
- Dry beans
- Eggs
- Fish and/or seafood
- Fresh and/or dried herbs
- Fresh fruits
- Fresh vegetables
- Grains and/or flour
- Honey
- Juices and/or non-alcoholic ciders
- Maple syrup and/or maple products
- Mushrooms
- Nursery stock (trees, shrubs)
- Nuts
- Pet food
- Poultry/ fowl meat and products
- Prepared foods (for immediate consumption)
- Red and other non-poultry meat and products
- Soap and/or body care products
- Tofu and/or non-animal protein
- Wild harvested forest products: mushrooms, medicinal herbs, edible fruits and nuts, etc.
- Wine, spirits, beer, hard cider
- Other, please specify:

19. Does your on-farm store provide shipping of products to the customers' homes?

- Yes
- No

20. Does your on-farm market offer products certified as "organic" by the USDA?

- Yes
- No

20. What kind of activities and/ or services will be offered, on a regular basis, to the public at your farm in [current year]? Please select all that apply.

- Celebrations/ corporate events
- Educational tours/ classes
- Farm meals (lunches, dinners, etc.)
- Family/ youth activities
- Pick Your Own/U-Pick operation
- Tours of manufacturing facilities (creamery, cider mill, maple syrup, etc.)
- Pumpkin shooting
- Hay rides
- Corn maze
- Petting zoo
- Pony rides
- Other agri-tourism, please specify:

21. Please indicate the facilities that are available at your farm. Please select all that apply.

- Hand washing station(s)
- Flush toilets
- Picnic areas w/o tables
- Picnic areas with tables
- None of the above

22. [Payment] What form of payment will be accepted at your on-farm market in [current year]?

- SNAP/ EBT (formerly called "food stamps")
- Cash
- Checks
- Debit/Credit card(s)
- Other, please specify:

REVIEW PAGE

Please review your on-farm market information that you have just provided. If you approve the information, this is what will be displayed on [\[current year\]](#) USDA National On-Farm Market Directory.

If everything is correct, please click on “Finish” button.

If you want to make a correction in a particular section, please click on a “Edit” link in that section. (Respondents will be on a loop clicking on a button and correcting one section at a time, until they click on “Save and finish the form” button.

[Name of the on-farm market from [current year] Directory]			Edit
Address	Edit	Schedule	Edit
Market directions	Edit	Market details	Edit
Contact information	Edit	Farming practices	Edit
			Payment options Edit

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THANK-YOU PAGE

Dear On-Farm Market Manager/Representative,

Thank you for updating your market listing for the [\[current year\]](#) National On-Farm Market Directory. If you wish to enter information about an additional market, please [click here](#).

We greatly appreciate your participation in this very important project to help keep consumers informed about on-farm markets.

If you have any questions about the Directory itself, please contact us at directoryupdates@ams.usda.gov or (202) 720-8317.

If you update information on your market by **XXXX**, it will appear in the [\[current year\]](#) USDA National On-Farm Market Directory by **YYYY**. This means consumers will be able to find your market just as the busy summer season is getting underway. Market listings submitted after **MMMM**, but by **KKKK** will be published in the Directory by **LLLL**.

Thank you for updating your market listing for the [\[current year\]](#) National On-Farm Market Directory.

Sincerely,

Ed Ragland
Agricultural Economist

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information, unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0169. The time required to complete this information collection is estimated to average 22 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

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