

USDA's Local Food Directories:

National Farmers Market Directory Customer Satisfaction Survey

1. What would best describe your overall experience with USDA's National Farmers Market Directory?

- Very Satisfied
- Somewhat Satisfied
- Neutral
- Somewhat Unsatisfied
- Unsatisfied

2. Has your farmers market experienced more customers after listing it in USDA's National Farmers Market Directory?

- Yes
- No
- I don't know

3. Have any of your customers given you feedback that they found your market through USDA's National Farmers Market Directory?

- Yes
- No

4. Did you know that you can update your market listing online, at any time, as often as you desire?

Yes

No

a. Would you like to receive a direct update link to your farmers market listing(s)?

Yes

No

5. The Local Food Directory Team prepares a Farmers Market Directory summary statistic report annually, would you like to receive this report?

Yes

No

6. How can the Directory be improved to better serve your marketing needs?

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7. Do you have any specific questions for the USDA Local Food Directories team?

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