**USDA’s Vendor Satisfaction Survey**

1. Do you sell products at other farmers market locations besides the USDA Farmers Market?
2. Yes, answer 1a)
3. No, skip to question 2

1a) At how many other farmers market locations do you sell products?

1. Please rate the performance for this farmers market in the following categories.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Very Dissatisfied | Dissatisfied | Neither Satisfied nor Dissatisfied | Satisfied | Very Satisfied |
| **MARKET EXPERIENCE (LOGISTICS)** | | | | | |
| Overall market experience | ○ | ○ | ○ | ○ | ○ |
| Setup and breakdown of market and tents | ○ | ○ | ○ | ○ | ○ |
| Overall safety | ○ | ○ | ○ | ○ | ○ |
| **MARKET EXPERIENCE (VENDOR PERFORMANCE)** | | | | | |
| Number of customers | ○ | ○ | ○ | ○ | ○ |
| Product sales | ○ | ○ | ○ | ○ | ○ |
| **MARKET EXPERIENCE (STAFF SUPPORT AND PERFORMANCE)** | | | | | |
| Communication | ○ | ○ | ○ | ○ | ○ |
| Food safety checks | ○ | ○ | ○ | ○ | ○ |
| Market staff support | ○ | ○ | ○ | ○ | ○ |

1. How likely are you to recommend other vendors to the USDA Farmers Market?

5 – Very Likely  
4 – Likely  
3 – Neutral  
2 – Unlikely  
1 – Very Unlikely

1. Please evaluate the 2020 vendor application process.

5 – Very Easy

4 – Easy

3 – Neither

2 – Difficult

1 – Very Difficult

1. Compared to 2019, have your sales changed?
2. Yes, answer 5a
3. No, skip to question 6
4. N/A, skip to question 6
5. Don’t know, skip to question 6

5a) How have they changed?

1. My sales **increased**
2. My sales **stayed the same**
3. My sales **decreased**
4. Compared to 2019, did your product mix change? (Select all that apply)
5. Yes, answer 6a
6. No, skip to 7
7. N/A

6a. How did it change? (Select all that apply)

a. **Greater** product variety

b. **Lesser** product variety

c. **Larger** volume of product sold

d. **Smaller** volume of product sold

e. **Higher** price for product sold

f. **Lower** price for product sold

g. **More** customers

h. **Fewer** customers

1. General comments and suggestions for concerns and improvements?

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