**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?

*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 0581-0229.  The time required to complete this information collection is estimated to average .10 hours 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.*

*In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident. Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.*

*To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at* [*How to File a Program Discrimination Complaint*](https://www.ascr.usda.gov/how-file-program-discrimination-complaint) *and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email:* *program.intake@usda.gov**.*