

# 2020 NATIONAL FARMERS MARKET MANAGER SURVEY

OMB No.: 0581-0169  
Approval Expires: 1/31/2023  
Project Code: 993  
SurveyID: 5066



United States  
Department of  
Agriculture



NATIONAL  
AGRICULTURAL  
STATISTICS  
SERVICE

## USDA/NASS

National Operations Division  
9700 Page Avenue, Suite 400  
St. Louis, MO 63132-1547  
Phone: 1-888-424-7828  
Fax: 1-855-415-3687  
Email: [nass@nass.usda.gov](mailto:nass@nass.usda.gov)

Please make corrections to name, address, and ZIP Code, if necessary.

The information you provide will be used for statistical purposes only. Your responses will be kept confidential and any person who willfully discloses ANY identifiable information about you or your operation is subject to a jail term, a fine, or both. This survey is conducted in accordance with the Confidential Information Protection provisions of Title V, Subtitle A, Public Law 107-347 and other applicable Federal laws. For more information on how we protect your information please visit: <https://www.nass.usda.gov/confidentiality>. Response is voluntary.

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 number is 0581-0169. The time required to complete this information collection is estimated to average 28 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.

## SECTION 1 Screening

1. Is the entity identified below a farmers market? A farmers market is defined as a retail outlet in which two or more vendors sell agricultural products (i.e., food and/or fiber originating from the farm) directly to customers at a common, recurrent location.

<sup>100</sup> 1  Yes - Continue      3  No - Go to Section 8

2. Is the location identified below the location for this farmers market?

<sup>101</sup> 1  Yes - Continue      3  No - Go to Section 8

3. Was this farmers market at this location in operation during 2019?

<sup>102</sup> 1  Yes - Continue      3  No - Go to Section 7      2  Do Not Know - Go to Section 8

**SECTION 2 General Market Characteristics and Attributes**

1. During which months did this farmers market at this location operate during 2019? Check all that apply.

- 200  Year Round
- 112  January      118  July
- 113  February      119  August
- 114  March      120  September
- 115  April      121  October
- 116  May      122  November
- 117  June      123  December

2. During **peak market season** month(s), what days and which hours is this farmers market open? Check all days that apply and provide the opening time and closing time for each day.

Day		Opening Time		Closing Time	
<i>EXAMPLE</i> <input checked="" type="checkbox"/> Monday		<i>EXAMPLE</i> 9:00		<i>EXAMPLE</i> 6:00	
		1 <input checked="" type="checkbox"/> AM		1 <input type="checkbox"/> AM	
		2 <input type="checkbox"/> PM		2 <input checked="" type="checkbox"/> PM	
201 <input type="checkbox"/> Monday	202	203 1 <input type="checkbox"/> AM	204	205 1 <input type="checkbox"/> AM	
		2 <input type="checkbox"/> PM		2 <input type="checkbox"/> PM	
206 <input type="checkbox"/> Tuesday	207	208 1 <input type="checkbox"/> AM	209	210 1 <input type="checkbox"/> AM	
		2 <input type="checkbox"/> PM		2 <input type="checkbox"/> PM	
211 <input type="checkbox"/> Wednesday	212	213 1 <input type="checkbox"/> AM	214	215 1 <input type="checkbox"/> AM	
		2 <input type="checkbox"/> PM		2 <input type="checkbox"/> PM	
216 <input type="checkbox"/> Thursday	217	218 1 <input type="checkbox"/> AM	219	220 1 <input type="checkbox"/> AM	
		2 <input type="checkbox"/> PM		2 <input type="checkbox"/> PM	
221 <input type="checkbox"/> Friday	222	223 1 <input type="checkbox"/> AM	224	225 1 <input type="checkbox"/> AM	
		2 <input type="checkbox"/> PM		2 <input type="checkbox"/> PM	
226 <input type="checkbox"/> Saturday	227	228 1 <input type="checkbox"/> AM	229	230 1 <input type="checkbox"/> AM	
		2 <input type="checkbox"/> PM		2 <input type="checkbox"/> PM	
231 <input type="checkbox"/> Sunday	232	233 1 <input type="checkbox"/> AM	234	235 1 <input type="checkbox"/> AM	
		2 <input type="checkbox"/> PM		2 <input type="checkbox"/> PM	

## 3. Which of the following types of products were sold at this farmers market at this location during 2019?

Check all that apply.

<b>Milk and Dairy</b> 240 <input type="checkbox"/> Cheese 264 <input type="checkbox"/> Yogurt 265 <input type="checkbox"/> Milk 266 <input type="checkbox"/> Butter	<b>Beverages</b> 241 <input type="checkbox"/> Alcoholic beverages (e.g., wine, spirits, beer, hard cider) 267 <input type="checkbox"/> Coffee and/or tea 268 <input type="checkbox"/> All other non alcoholic beverages (e.g., juices, non-alcoholic ciders)
<b>Bread and Baking Goods</b> 242 <input type="checkbox"/> Baked goods: breads, pies, etc. 269 <input type="checkbox"/> Grains and/or flour	<b>Plants</b> 243 <input type="checkbox"/> Cut flowers 270 <input type="checkbox"/> Plants in containers 271 <input type="checkbox"/> Bedding plants 272 <input type="checkbox"/> Nursery stock (trees, shrubs)
<b>Fruit and Vegetable Products</b> 244 <input type="checkbox"/> Fresh fruit 273 <input type="checkbox"/> Fresh vegetables 274 <input type="checkbox"/> Fresh and/or dried herbs	<b>Other Food Products</b> 245 <input type="checkbox"/> Tofu and/or meat and dairy substitutes 275 <input type="checkbox"/> Nuts 276 <input type="checkbox"/> Mushrooms 277 <input type="checkbox"/> Wild harvested/foraged products 278 <input type="checkbox"/> Prepared foods (for immediate consumption) 279 <input type="checkbox"/> Seed of edible plants 280 <input type="checkbox"/> Fermented and pickled foods (e.g., kraut, pickles, kimchi, etc.)
<b>Meat, Seafood and Egg Products</b> 246 <input type="checkbox"/> Fish and/or seafood 281 <input type="checkbox"/> Red meat and products (other than poultry) 282 <input type="checkbox"/> Poultry/Fowl meat and products 283 <input type="checkbox"/> Eggs	<b>Miscellaneous</b> 248 <input type="checkbox"/> Crafts and/or woodworking items 286 <input type="checkbox"/> Soap and/or body care products 287 <input type="checkbox"/> Pet food 288 <input type="checkbox"/> Services, please specify: 249 _____ 289 <input type="checkbox"/> Other, please specify: 250 _____ 290 <input type="checkbox"/> Other, please specify: 251 _____
<b>Condiments and Sauce</b> 247 <input type="checkbox"/> Honey 284 <input type="checkbox"/> Canned or preserved fruits and vegetables (jams, jellies, preserves, salsas, dried fruit, etc.) 285 <input type="checkbox"/> Maple syrup and/or products	

**SECTION 3 Agricultural Business Development and Support**

1. On an average market day during **peak market season**, how many producers/vendors sold at this farmers market at this location during 2019? ..... Number of Producers/Vendors  
300

a. Of these (Item 1) producers/vendors, how many were farmers that sold products they produced? ..... Number of Farmers  
301

b. At this farmers market at this location, how many producers/vendors had sales revenue generated **primarily** from the following products?

(If you do not have information about an indicated source, please leave a given box blank. If there are no producers/vendors within a given category, please enter "0" in the box.)

Products	Number of Producers/Vendors
Milk and Dairy	302
Bread and Baking Goods	303
Fruit and Vegetable Products	304
Meat, Seafood and Egg Products	305
Condiments and Sauce	306
Beverages	307
Plants	308
Other Food Products and Miscellaneous: Specify: 309 _____	310

c. How many of the producers/vendors identified in Item 1 returned to this farmers market at this location from 2018? ..... Number of Producers/Vendors  
311

312  Not open in 2018                      313  Do Not Know

d. Of those producers/vendors identified in Item 1, how many sold products that they produced directly to intermediate markets, retail markets and institutions such as restaurants, schools, hospitals, etc.? An **intermediate market** is a business or organization in the middle of the supply chain marketing mostly locally- and/or regionally-branded products. .... Number of Producers/Vendors  
314

315  Do Not Know

e. Approximately how many intermediate markets, retail markets and institutions bought products from producers/vendors at this farmers market at this location? ..... Number of intermediate markets, retail markets and institutions  
316

317  Do Not Know

Total Number of Producers/Vendors

2. During 2019, what was the total number of producers/vendors that sold at this farmers market at this location? INCLUDE producers/vendors that sold at this farmers market location just once or a few times during 2019. ....

318

319  Do Not Know

3. On an average market day during **peak market season**, did the number of producers/vendors selling at this farmers market at this location increase, stay the same, or decrease during 2019 when compared with 2018?

320 1  Increased 2  Stayed the same 3  Decreased 4  Do Not Know

4. What types of labeling do vendors use at this farmers market at this location? Check all that apply.

321  USDA certified organic

520  Free range

521  Grass-fed

522  Certified humane

523  Locally-grown

524  Gluten free

525  Other, please specify: 322 \_\_\_\_\_

526  Other, please specify: 323 \_\_\_\_\_

527  None of the above

528  Do Not Know

5. A number of farmers market organizers engage in activities designed to improve farm business administration and practice, and provide additional marketing opportunities for producers/vendors.

Did this farmers market at this location assist with training and/or business development support for producers/vendors during 2019?

324  Yes - Continue       No - Go to Question 7       Do Not Know - Go to Question 7

- a. What kinds of training and/or business development support for producers/vendors did this farmers market at this location assist with during 2019?

Hosted workshops, training and/or consultation in: Check all that apply.

325  Merchandising

529  Marketing

530  Production planning

531  Bookkeeping/accounting

532  Food handling safety (e.g., prepared foods/meals sold at market)

533  On-farm food safety (e.g., GAP certification)

534  Farming (growing/harvesting) for beginning farmers and producers

535  Value-added production/processing

536  Business planning

537  Other, please specify: 326 \_\_\_\_\_

6. Which of the following services did this farmers market at this location provide or manage during 2019?

**Provided:** Check all that apply.

327  Shared kitchen space for producers/vendors

538  Storage space for producers/vendors

539  Packaging services for producers/vendors

540  Other, please specify: 328 \_\_\_\_\_

541  None of the above

**Managed:** Check all that apply.

329  CSA program

542  Food hub and/or other aggregated/distribution operation

543  Nearby satellite markets (e.g., pop-up markets, farm stand, etc.)

544  Mobile market

545  Other, please specify: 330 \_\_\_\_\_

546  None of the above

7. As the representative of this farmers market, do you know how producers/vendors are benefiting from participating at this farmers market location?

331  Yes - Continue       No - Go to Section 4

a. To the best of your knowledge, in what ways are the producers/vendors impacted by their participation at this farmers market at this location?

**Production:** Check all that apply.

- 332  Transitioned from working part time to working full time on the farm
- 547  Increased the number of workers they employed
- 548  Able to transition from conventional production to organic production
- 549  Increased the range of products they sold at the market
- 550  Increased their overall production of direct-marketed farm products

**Innovation:** Check all that apply.

- 333  Initiated "value-added" production to boost revenues
- 551  Made economic use of cosmetically imperfect agricultural products
- 552  Began renting the facilities of a commercial/shared-use kitchen

**Marketing Opportunities:** Check all that apply.

- 334  Increased number of farmers markets where they sell
- 553  Sold through other direct-to-consumer markets such as CSAs and/or farm stands
- 554  Sold to retail markets such as grocery stores and restaurants
- 555  Sold to institutions such as food hubs, hospitals, and schools

**Other:**

- 335  Other, please specify: 336 \_\_\_\_\_
- 556  No benefit - Go to Section 4
- 557  Do Not Know - Go to Section 4

**SECTION 4 Farmers Market Development Activities**

1. Did this farmers market at this location accept federal nutrition program benefits as payment during 2019 (i.e., the market redeems the benefit, and the benefit is deposited into the markets bank account)?

337

1  Yes - Continue      3  No - Go to Item 2

a. Which federal nutrition program benefits did this farmers market at this location accept during 2019?

Check all that apply.

338  Supplemental Nutrition Assistance Program (SNAP)/Food Stamps  
(Called differently in some states, e.g., in Wisconsin - FoodShare)

610  Women, Infants and Children's (WIC) Farmers Market Nutrition Program (FMNP)  
(Called differently in some states, e.g., in Michigan - WIC Project FRESH)

611  Senior Farmers Market Nutrition Program (SFMNP)  
(Called differently in some states, e.g., in Michigan - Senior Project FRESH in 2010 but Market FRESH in 2011)

612  Women, Infants and Children's (WIC) Cash Value Voucher (CVV)  
(Called differently in some states, e.g., in New York - WIC Vegetables and Fruits Check Program)

613  Other, please specify: \_\_\_\_\_ 339

614  Other, please specify: \_\_\_\_\_ 340

615  Do Not Know

2. Did INDIVIDUAL VENDORS at this farmers market at this location accept federal nutrition program benefits as payment during 2019 (i.e., the vendor redeems the benefit, and the benefit is deposited into the vendor's bank account)?

341

1  Yes - Continue      3  No - Go to Item 3

a. Which federal nutrition program benefits did individual vendors at the farmers market at this location accept during 2019? Check all that apply.

342  Supplemental Nutrition Assistance Program (SNAP)/Food Stamps  
(Called differently in some states, e.g., in Wisconsin - FoodShare)

616  Women, Infants and Children's (WIC) Farmers Market Nutrition Program (FMNP)  
(Called differently in some states, e.g., in Michigan - WIC Project FRESH)

617  Senior Farmers Market Nutrition Program (SFMNP)  
(Called differently in some states, e.g., in Michigan - Senior Project FRESH in 2010 but Market FRESH in 2011)

618  Women, Infants and Children's (WIC) Cash Value Voucher (CVV)  
(Called differently in some states, e.g., in New York - WIC Vegetables and Fruits Check Program)

619  Other, please specify: \_\_\_\_\_ 343

620  Other, please specify: \_\_\_\_\_ 344

621  Do Not Know

3. Did this farmers market location offer any incentives or matching programs (e.g., double bucks, matching vouchers, etc.) during 2019?

345 1  Yes - Continue      3  No - Go to Item 4      2  Do Not Know - Go to Item 4

- a. Which Federal Nutrition Program was the incentive or matching voucher linked to? Check all that apply.

- 346  Supplemental Nutrition Assistance Program (SNAP)  
(Called differently in some states, e.g., in Wisconsin - FoodShare)
- 622  Women, Infants and Children's (WIC) Farmers Market Nutrition Program (FMNP)  
(Called differently in some states, e.g., in Michigan - WIC Project FRESH)
- 623  Senior Farmers Market Nutrition Program (SFMNP)  
(Called differently in some states, e.g., in Michigan - Senior Project FRESH in 2010 but  
Market FRESH in 2011)
- 624  Women, Infants and Children's (WIC) Cash Value Voucher (CVV)  
(Called differently in some states, e.g., in New York - WIC Vegetables and Fruits Check Program)
- 625  Fruit and Vegetable Prescription (RX)
- 626  Other, please specify: <sup>347</sup> \_\_\_\_\_

- b. How were the incentives/matching programs funded? Check all that apply.

- 348  Federal funding (Including Food Insecurity Nutrition Incentive, or FINI funding)
- 627  Private funding (Not including market funds)
- 628  Market funding
- 629  State funding
- 630  Other, please specify: <sup>349</sup> \_\_\_\_\_

4. Did this farmers market at this location offer or sponsor health and/or fitness programs aimed to encourage healthy dieting or lifestyle choices during 2019? For example:

- bicycle races
- budgeting for a healthy diet
- cooking lessons using healthy foods
- exercise classes/events, etc.
- nutrition education
- fitness programs
- health screenings
- healthy cooking demonstrations
- healthy recipe cards

350

1  Yes - Continue      3  No - Go to Item 5      2  Do Not Know - Go to Item 5

a. How frequently did this farmers market at this location offer or sponsor health and/or fitness programs during **peak market season** during 2019? Select only one.

351

- 1  Very frequently (about once per week during peak market season)
- 2  Somewhat frequently (about twice per month during peak market season)
- 3  Occasionally (once per month during peak market season)
- 4  Somewhat infrequently (two or three times per market year)
- 5  Very infrequently (once per market year)
- 6  Do Not Know

5. Did this farmers market at this location offer or engage in any food waste and/or conservation work during 2019?

352

1  Yes - Continue      3  No - Go to Item 6

a. In which, if any, of the following food waste and/or conservation programs? Check all that apply.

353

Canning and other processing classes and demonstrations

631

Composting

632

Gardening/Horticultural Instruction

633

Gleaning

634

Recycling

635

Donating to food banks

636

Other, please specify: \_\_\_\_\_

354

b. How frequently did this farmers market at this location offer or engage in food waste and/or conservation work during **peak market season** during 2019? Select only one.

355

1  Very frequently (about once per week during peak market season)

2  Somewhat frequently (about twice per month during peak market season)

3  Occasionally (once per month during peak market season)

4  Somewhat infrequently (two or three times per market year)

5  Very infrequently (once per market year)

6  Do Not Know

6. Did this farmers market at this location conduct or hire anyone to conduct market research studies and/or evaluations (i.e., customer counts, customer surveys, sales tracking, producers/vendors surveys, etc.) during 2019?

356

1  Yes - Continue      3  No - Go to Item 7      2  Do Not Know - Go to Item 7

a. Which of the following market research studies and/or evaluations did the farmers market at this location participate during 2019? Check all that apply.

357

Survey(s) of our customers for product preferences

637

Survey(s) of our customers for market day/time preferences

638

Customer counts/estimates

639

Survey(s) of producers/vendors about their needs, concerns, perceptions

640

Collection of sales information from producers/vendors

641

Feasibility studies to add aggregation and/or distribution activities (e.g., CSA/food hub at the farmers market location)

642

Community needs assessment

643

Other study, evaluation and/or assessment, please specify:

358

b. On an average market day during **peak market season**, how many households shop at this farmers market at this location? Estimates are acceptable. ....

Number of Households
359

360

Do Not Know

c. On an average market day during **peak market season**, what are the average sales total for this farmers market at this location? .....

Average Sales Total Report in Dollars
361
.00

362

Do Not Know

7. Does bartering and/or other forms of non-monetary trade occur at this farmers market at this location, either between vendors or between producers/vendors and customers?

363

1  Yes      3  No      2  Do Not Know

## SECTION 5 Farmers Market Governance

1. Was there a board or group of persons that collectively made decisions about this farmers market at this location during 2019?

400

1  Yes - Continue      3  No - Go to Item 2      2  Do Not Know - Go to Item 2

- a. Which of the following options best describes producers/vendors representation on the board or group at this farmers market at this location during 2019? Select only one.

401

- 1  All members were producers/vendors of the farmers market at this location
- 2  Most members were producers/vendors of this farmers market at this location
- 3  Few members were producers/vendors of this farmers market at this location
- 4  No members were producers/vendors of this farmers market at this location
- 5  Do Not Know

- b. Which of the following options best describes resident/community representation on the board or group at this farmers market at this location during 2019? Select only one.

402

- 1  All members were residents of the community in which this farmers market is located
- 2  Most members were residents of the community in which this farmers market is located
- 3  Few members were residents of the community in which this farmers market is located
- 4  No members were residents of the community in which this farmers market is located
- 5  Do Not Know

- c. Did this farmers market possess written by-laws (rules agreed upon by board members to formalize the decision-making process and business conduct) during 2019?

403

1  Yes      3  No      2  Do Not Know

2. Did the farmers market at this location govern itself or was it governed by another entity during 2019? Select only one.

404

1  Governed itself - Continue to Item 2a

2  Governed by another entity - Complete information below, then go to Item 2b

Entity Name:	405	Contact Name:	406
Mailing Address:	407		
City:	408	State:	409
		Zip Code:	410
Phone Number:	411		

3  Do Not Know - Go to Item 2e

a. Which of the following best describes the farmers market at this location during 2019?

412

1  Nonprofit - Go to Item 2e

2  For-profit - Go to Item 2e

3  Government entity - Go to Item 2e

4  Other, please specify: <sup>413</sup> \_\_\_\_\_ - Go to Item 2e

b. Was the farmers market at this location a member of an umbrella farmers market organization during 2019? (Umbrella - an entity with staff that manages multiple farmers markets in order to coordinate activities and pool resources.)

414

1  Yes - Continue to Item 2c

3  No - Go to Item 2d

2  Do Not Know - Go to Item 2e

c. What type of umbrella organization was this farmers market at this location association during 2019? Select only one.

415

1  Nonprofit - Go to Item 2e

2  For-profit - Go to Item 2e

3  Government entity - Go to Item 2e

4  Other, please specify: <sup>416</sup> \_\_\_\_\_ - Go to Item 2e

d. What kind of organization governed the farmers market at this location during 2019? Select only one.

417

1  Municipal Government Agency/Division - Continue to Item 2e

2  Government entity - Continue to Item 2e

3  Nonprofit - Continue to Item 2e

4  For-profit - Continue to Item 2e

5  Other, please specify: <sup>418</sup> \_\_\_\_\_ - Continue to Item 2e

- e. Which of the following best describes the property ownership of the land and improvements where this farmers market is located? Select only one.

419

- 1  Governing organization **leases** - Continue to Item 2f
- 2  Governing organization **wholly owns land and improvements** - Go to Item 3
- 3  Governing organization **wholly owns land but not improvements** - Go to Item 3
- 4  Governing organization **wholly owns improvements but not land** - Go to Item 3
- 5  Governing organization **shares ownership of both** - Go to Item 3
- 6  Governing organization **granted/gifted use of public land** and/or improvements specifically for use by this farmers market at this location - Go to Item 3
- 7  Governing organization **granted/gifted use of private land** and/or improvements specifically for use by this farmers market at this location - Go to Item 3
- 8  Do Not Know - Go to Item 3

- f. How long is the lease on this land where this farmers market was located during 2019? Select only one.

420

- 1  Year-to-year
- 2  More than one year but less than 5 years
- 3  More than 5 years
- 4  Do Not Know

3. Were there permanent structures used by the farmers market at this location during 2019?

421

- 1  Yes - Go to Item 3a
- 3  No - Go to Item 4
- 2  Do Not Know - Go to Item 4

- a. What kind of permanent structure? Check all that apply.

422

Building

645

Pavilion

646

Other, please specify:

423

---

4. Did this farmers market at this location have any rules, regulations and/or operating procedures during 2019?

424

1  Yes - Continue    3  No - Go to Item 5    2  Do Not Know - Go to Item 5

a. Which of the following did this farmers market have during 2019?

**Rules, Regulations and Requirements:** Check all that apply.

425

Signed agreement between vendor and market on by-laws governing the farmers market

647

Vendors are not allowed to sublet a space or stall

648

Adherence to market guidelines of safe food handling practices

649

Pre-application and adherence to the approval process

650

Requirement of participation in food safety training

651

Vendors must be a producer of the food and/or fiber they sell (i.e., producer-only market)

652

Vendors must be from a defined geographical region

653

Vendors must participate in market currency/incentive programs

654

Vendors selling value-added items must use local farms for majority of ingredients

655

Agreement between market and vendor for CSA and/or intermediated sales

**Certifications, Memberships and Insurance:** Check all that apply.

426

Membership in a market association

656

Only USDA-certified organic producers are accepted

657

Licensing to sell products

658

Liability insurance

659

Organic certification to market as organic

660

Authorized to accept Federal Nutrition Program benefits

661

Membership in a trade or producer marketing association

662

Membership in a production co-op

**Other:** Check all that apply.

427

Other, please specify:

428

663

Other, please specify:

429

664

No requirements

5. Did this farmers market at this location have a manager during 2019? Select only one.

430

- 1  Yes, as a paid employee of the farmers market organization - Go to Item 5a
- 2  Yes, as a paid employee of another agency or organization - Go to Item 5a
- 3  Yes, as a paid independent contractor - Go to Item 5a
- 4  Yes, as a volunteer - Go to Item 5b
- 5  No - Go to Item 7
- 6  Do Not Know - Go to Item 7

a. How was the farmers market manager paid and what amount?

431

- 1  As a salaried employee - Complete the table below
- 2  Do Not Know- Go to Item 5b

Report in Dollars

<input type="checkbox"/> Hourly	433	.00
<input type="checkbox"/> Daily	434	.00
<input type="checkbox"/> Weekly	435	.00
<input type="checkbox"/> Monthly	436	.00
<input type="checkbox"/> Seasonally	437	.00
<input type="checkbox"/> Annually	438	.00

Number of Hours

b. During an average week, approximately how many hours did the farmers market manager work for this farmers market at this location? INCLUDE after market hours. ....

439
-----

440

- Do Not Know

6. Did the manager of this farmers market at this location also manage additional farmers market locations during 2019?

441

- 1  Yes
- 2  Do Not Know
- 3  No

7. Excluding the farmers market manager, did this farmers market location employ any additional paid workers during 2019?

- 442 1  Yes - Go to Item 7a  
 3  No - Go to Item 8  
 2  Do Not Know - Go to Item 8

a. Excluding the farmers market manager, how many employees in the following categories did this farmers market at this location employ during 2019?

Number of part-time employees (1 to 34 hours per week) (i.e., individuals who work less time than the average full-time employee.) .....

467  Do Not Know

Number of full-time employees (35 hours or more per week) .....

445  Do Not Know

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.

Role/Job Responsibility	Number of Full-Time Employees (35 hours or more per week)	Number of Part-Time Employees (1 to 34 hours per week)
Budget Expert/Accountant	446	447
Program/Project Coordinator	448	449
Federal Nutrition Program Coordinator	450	451
Farmers Market Incentives Coordinator	452	453
Site/Facilities Management/Support	454	455
Research/Evaluation	456	457
Other, please specify: 458 _____	459	460
Other, please specify: 461 _____	462	463

8. Did any volunteers contribute their time at this farmers market at this location during 2019?

EXCLUDE paid employees

- 464 1  Yes - Continue      3  No - Go to Section 6      2  Do Not Know - Go to Section 6

a. If yes, number of volunteers .....

**SECTION 6 Farmers Market Budget and Fees**

1. Did this farmers market at this location have an annual operating budget during fiscal year 2019?

500

Report in Dollars

1 <input type="checkbox"/> Yes - What was it? .....	501	.00
---	-----	-----

- Continue to 1a

3  No - Go to Item 2

2  Do Not Know - Go to Item 2

a. Report how much this farmers market received from the following sources in its annual operating budget during fiscal year 2019. Check all that apply.

Report in Dollars	
<input type="checkbox"/> Public sponsorship	503 .00
<input type="checkbox"/> Private donations	504 .00
<input type="checkbox"/> Grant award(s)	505 .00
<input type="checkbox"/> Loan	506 .00
<input type="checkbox"/> Fundraiser	507 .00
<input type="checkbox"/> Producer/Vendor Fees	508 .00
<input type="checkbox"/> Other, please specify: 509 _____	510 .00
Total (Your total should equal to the operating budget in Item 1 above)	511 .00

2. Did this farmers market location at this location charge participating producers/vendors a fee to sell at this location during 2019?

512

1  Yes - Continue      3  No - Go to Item 3      2  Do Not Know - Go to Item 3

a. How did this farmers market at this location determine the fee amount? Check all that apply.

513  Flat rate

667  Based on percentage of sales

668  Based on size of the vendor stall

669  Other, please specify: \_\_\_\_\_  
514

670  Do Not Know

3. Was there an annual membership or application fee during 2019?

515

1  Yes      3  No      2  Do Not Know

## SECTION 7 Closed Markets

1. Was this farmers market at this location open during 2019?

600

- 1  Yes - Go to Section 8      3  No - Continue

2. What was the primary reason this farmers market at this location closed? Select only one.

601

- 1  Do Not Know
- 2  Loss of market founder/manager
- 3  Not enough farm producers/vendors to provide products
- 4  Lack of sufficient interest in participating by local producers
- 5  Lack of diversity of agricultural products offered
- 6  Low market sales
- 7  Lost market location/could not secure viable replacement location
- 8  Poor location
- 9  Lack of dedicated resources to manage day-to-day market operations
- 10  Lack of volunteers
- 11  Due to regulations, local ordinances, health citations, etc.
- 12  Competition from other farmers market(s)
- 13  Competition from other retail markets(s)/store(s)
- 14  Other, Please Explain: <sup>602</sup> \_\_\_\_\_

a. Please elaborate on the reason why this farmers market at this location closed.

604

3. Please indicate the last year this farmers market at this location was open.

605

1  Do Not Know

2  2019

3  2018

4  2017

5  2016

6  2015

7  2014

8  2013

9  Prior to 2013

4. How many years did this farmers market at this location operate?

606

1  Do Not Know

2  1 year

3  2 years

4  3 years

5  4 years

6  5 years

7  6 - 10 years

8  11 - 15 years

9  More than 15 years

## SECTION 8 Conclusion

1. It is important that we do not have duplication on our list of entity/farmers market locations. Is it possible the information on this form would be reported by another representative from this entity/farmers market at this location or the entity/farmers market operates under a different name?

700

1  Yes - Continue      3  No - Go to Item 2

- a. Please provide the alternate contact information for this entity/farmers market:

Alternate Name of Entity/Farmers Market:	701		
Alternate Contact Person Name:	702		
Phone Number for Alternate Contact Person:	703 _____ - _____ - _____		
2019 Physical Address:	1082		
City:	1083	State:	1084
		Zip Code:	4672

2. What is your name?

704

Name: \_\_\_\_\_

3. What is your primary relationship with this entity/farmers market at this location? Select only one.

705

- 1  Market Manager/Director
- 2  Board member
- 3  Communications/Public Relations Contact
- 4  Head/Representative of a farmers market association
- 5  Representative of sponsoring organization (e.g., chamber of commerce, non-profit group, etc.)
- 6  Agricultural Extension Agent
- 7  Market president
- 8  Market employee
- 9  Market volunteer
- 10  State agency/Government employee
- 11  Local agency/Government employee
- 12  Representative of a local economic development organization
- 13  Market vendor
- 14  Other, please specify: 706 \_\_\_\_\_

**Skip to next page**

**OR**

**Space for Notes and Comments**

Respondent Name:	9911 Phone: (    )    -	9910    M M    D D    Y Y Date:    _ _    _ _    _ _
Respondent Email:		

This completes the survey. Thank you for your response.

OFFICE USE ONLY										
Response		Respondent		Mode		Enum.	Eval.	Change	Office Use for POID	
1-Comp 2-R 3-Inac 4-Office Hold 5-R – Est 6-Inac – Est 7-Off Hold – Est	9901	1-Op/Mgr 2-Spouse 3-Acct/Bkpr 4-Partner 9-Other	9902	1-PASI (Mail) 2-PATI (Tel) 3-PAPI (Face-to-Face) 6-Email 7-Fax 19-Other	9903	9998	9900	9985	9989 _ _ _ - _ _ _ - _ _ _	
							R. Unit		Optional Use	
							9921		9907	9908
S/E Name										