2020 NATIONAL FARMERS MARKET MANAGER SURVEY

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

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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.

   100  1 [ ] Yes - Continue  3 [ ] No - Go to Section 8

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

   101  1 [ ] Yes - Continue  3 [ ] No - Go to Section 8

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

   102  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.

- [ ] Year Round
- [ ] January
- [ ] February
- [ ] March
- [ ] April
- [ ] May
- [ ] June
- [ ] July
- [ ] August
- [ ] September
- [ ] October
- [ ] November
- [ ] 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.

<table>
<thead>
<tr>
<th>Day</th>
<th>Opening Time</th>
<th>Closing Time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EXAMPLE</strong> Monday 9:00</td>
<td>1 AM</td>
<td>6:00</td>
</tr>
<tr>
<td>☑ Monday</td>
<td>201</td>
<td>1 AM</td>
</tr>
<tr>
<td>202</td>
<td>1 AM</td>
<td>2 PM</td>
</tr>
<tr>
<td>203</td>
<td>1 AM</td>
<td>2 PM</td>
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<tr>
<td>204</td>
<td>1 AM</td>
<td>2 PM</td>
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<tr>
<td>205</td>
<td>1 AM</td>
<td>2 PM</td>
</tr>
<tr>
<td>☑ Tuesday</td>
<td>206</td>
<td>1 AM</td>
</tr>
<tr>
<td>207</td>
<td>1 AM</td>
<td>2 PM</td>
</tr>
<tr>
<td>208</td>
<td>1 AM</td>
<td>2 PM</td>
</tr>
<tr>
<td>209</td>
<td>1 AM</td>
<td>2 PM</td>
</tr>
<tr>
<td>210</td>
<td>1 AM</td>
<td>2 PM</td>
</tr>
<tr>
<td>☑ Wednesday</td>
<td>211</td>
<td>1 AM</td>
</tr>
<tr>
<td>212</td>
<td>1 AM</td>
<td>2 PM</td>
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<td>213</td>
<td>1 AM</td>
<td>2 PM</td>
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<tr>
<td>214</td>
<td>1 AM</td>
<td>2 PM</td>
</tr>
<tr>
<td>215</td>
<td>1 AM</td>
<td>2 PM</td>
</tr>
<tr>
<td>☑ Thursday</td>
<td>216</td>
<td>1 AM</td>
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<tr>
<td>217</td>
<td>1 AM</td>
<td>2 PM</td>
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<tr>
<td>218</td>
<td>1 AM</td>
<td>2 PM</td>
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<tr>
<td>219</td>
<td>1 AM</td>
<td>2 PM</td>
</tr>
<tr>
<td>220</td>
<td>1 AM</td>
<td>2 PM</td>
</tr>
<tr>
<td>☑ Friday</td>
<td>221</td>
<td>1 AM</td>
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<tr>
<td>222</td>
<td>1 AM</td>
<td>2 PM</td>
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<tr>
<td>223</td>
<td>1 AM</td>
<td>2 PM</td>
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<tr>
<td>224</td>
<td>1 AM</td>
<td>2 PM</td>
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<tr>
<td>225</td>
<td>1 AM</td>
<td>2 PM</td>
</tr>
<tr>
<td>☑ Saturday</td>
<td>226</td>
<td>1 AM</td>
</tr>
<tr>
<td>227</td>
<td>1 AM</td>
<td>2 PM</td>
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<tr>
<td>228</td>
<td>1 AM</td>
<td>2 PM</td>
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<tr>
<td>229</td>
<td>1 AM</td>
<td>2 PM</td>
</tr>
<tr>
<td>230</td>
<td>1 AM</td>
<td>2 PM</td>
</tr>
<tr>
<td>☑ Sunday</td>
<td>231</td>
<td>1 AM</td>
</tr>
<tr>
<td>232</td>
<td>1 AM</td>
<td>2 PM</td>
</tr>
<tr>
<td>233</td>
<td>1 AM</td>
<td>2 PM</td>
</tr>
<tr>
<td>234</td>
<td>1 AM</td>
<td>2 PM</td>
</tr>
<tr>
<td>235</td>
<td>1 AM</td>
<td>2 PM</td>
</tr>
</tbody>
</table>
3. Which of the following types of products were sold at this farmers market at this location during 2019? Check all that apply.

<table>
<thead>
<tr>
<th>Milk and Dairy</th>
<th>Beverages</th>
</tr>
</thead>
<tbody>
<tr>
<td>240 Cheese</td>
<td>241 Alcoholic beverages (e.g., wine, spirits, beer, hard cider)</td>
</tr>
<tr>
<td>264 Yogurt</td>
<td>267 Coffee and/or tea</td>
</tr>
<tr>
<td>265 Milk</td>
<td>268 All other non alcoholic beverages (e.g., juices, non-alcoholic ciders)</td>
</tr>
<tr>
<td>266 Butter</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bread and Baking Goods</th>
<th>Plants</th>
</tr>
</thead>
<tbody>
<tr>
<td>242 Baked goods: breads, pies, etc.</td>
<td>243 Cut flowers</td>
</tr>
<tr>
<td>269 Grains and/or flour</td>
<td>270 Plants in containers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fruit and Vegetable Products</th>
<th>Other Food Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>244 Fresh fruit</td>
<td>245 Tofu and/or meat and dairy substitutes</td>
</tr>
<tr>
<td>273 Fresh vegetables</td>
<td>275 Nuts</td>
</tr>
<tr>
<td>274 Fresh and/or dried herbs</td>
<td>276 Mushrooms</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Meat, Seafood and Egg Products</th>
<th>Miscellaneous</th>
</tr>
</thead>
<tbody>
<tr>
<td>246 Fish and/or seafood</td>
<td>248 Crafts and/or woodworking items</td>
</tr>
<tr>
<td>281 Red meat and products (other than poultry)</td>
<td>286 Soap and/or body care products</td>
</tr>
<tr>
<td>282 Poultry/Fowl meat and products</td>
<td>287 Pet food</td>
</tr>
<tr>
<td>283 Eggs</td>
<td>288 Services, please specify:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Condiments and Sauce</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>247 Honey</td>
<td></td>
</tr>
<tr>
<td>284 Canned or preserved fruits and vegetables (jams, jellies, preserves, salsas, dried fruit, etc.)</td>
<td></td>
</tr>
<tr>
<td>285 Maple syrup and/or products</td>
<td></td>
</tr>
</tbody>
</table>
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? ................................................................. 300

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

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

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

☐ Not open in 2018  ☐ 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. ................................................................. 314

☐ 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? ........................................ 316

☐ Do Not Know
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. ...............................................................

☐ 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?

☐ Increased  ☐ Stayed the same  ☐ Decreased  ☐ Do Not Know

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

☐ USDA certified organic

☐ Free range

☐ Grass-fed

☐ Certified humane

☐ Locally-grown

☐ Gluten free

☐ Other, please specify: ____________________________________________

☐ Other, please specify: ____________________________________________

☐ None of the above

☐ 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?

1 Yes - Continue  3 No - Go to Question 7  2 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.

- [ ] Merchandising
- [ ] Marketing
- [ ] Production planning
- [ ] Bookkeeping/accounting
- [ ] Food handling safety (e.g., prepared foods/meal sold at market)
- [ ] On-farm food safety (e.g., GAP certification)
- [ ] Farming (growing/harvesting) for beginning farmers and producers
- [ ] Value-added production/processing
- [ ] Business planning
- [ ] Other, please specify: ________________________________________________________________

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

**Provided:** Check all that apply.

- [ ] Shared kitchen space for producers/vendors
- [ ] Storage space for producers/vendors
- [ ] Packaging services for producers/vendors
- [ ] Other, please specify: ________________________________________________________________
- [ ] None of the above

**Managed:** Check all that apply.

- [ ] CSA program
- [ ] Food hub and/or other aggregated/distribution operation
- [ ] Nearby satellite markets (e.g., pop-up markets, farm stand, etc.)
- [ ] Mobile market
- [ ] Other, please specify: ________________________________________________________________
- [ ] 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?

   1 [ ] Yes - Continue  3 [ ] 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: ________________________________

   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)?

   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  Supplementary 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  ____________________________

   339  ____________________________

   614  ____________________________

   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)?

   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  Supplementary 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  ____________________________

   343  ____________________________

   620  ____________________________

   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?

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.

[ ] Supplemental Nutrition Assistance Program (SNAP)  
(Called differently in some states, e.g., in Wisconsin - FoodShare)

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

[ ] 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)

[ ] 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)

[ ] Fruit and Vegetable Prescription (RX)

[ ] Other, please specify: ____________________________________________________________

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

[ ] Federal funding (Including Food Insecurity Nutrition Incentive, or FINI funding)

[ ] Private funding (Not including market funds)

[ ] Market funding

[ ] State funding

[ ] Other, please specify: ____________________________________________________________
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?

   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: ________________________________________________

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?

   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.

   □ Survey(s) of our customers for product preferences
   □ Survey(s) of our customers for market day/time preferences
   □ Customer counts/estimates
   □ Survey(s) of producers/vendors about their needs, concerns, perceptions
   □ Collection of sales information from producers/vendors
   □ Feasibility studies to add aggregation and/or distribution activities (e.g., CSA/food hub at the farmers market location)
   □ Community needs assessment
   □ Other study, evaluation and/or assessment, please specify:

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

   □ Survey(s) of our customers for product preferences
   □ Survey(s) of our customers for market day/time preferences
   □ Customer counts/estimates
   □ Survey(s) of producers/vendors about their needs, concerns, perceptions
   □ Collection of sales information from producers/vendors
   □ Feasibility studies to add aggregation and/or distribution activities (e.g., CSA/food hub at the farmers market location)
   □ Community needs assessment
   □ Other study, evaluation and/or assessment, please specify:

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

   □ Do Not Know

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

   □ 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?

   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?

   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.

       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.

       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?

       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.
   - [ ] Governed itself - Continue to Item 2a
   - [ ] 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**

   - [ ] Do Not Know - Go to Item 2e

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

   - [ ] Nonprofit - Go to Item 2e
   - [ ] For-profit - Go to Item 2e
   - [ ] Government entity - Go to Item 2e
   - [ ] Other, please specify: ________________________________ - 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.)

   - [ ] Yes - Continue to Item 2c
   - [ ] No - Go to Item 2d
   - [ ] 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.

   - [ ] Nonprofit - Go to Item 2e
   - [ ] For-profit - Go to Item 2e
   - [ ] Government entity - Go to Item 2e
   - [ ] Other, please specify: ________________________________ - Go to Item 2e

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

   - [ ] Municipal Government Agency/Division - Continue to Item 2e
   - [ ] Government entity - Continue to Item 2e
   - [ ] Nonprofit - Continue to Item 2e
   - [ ] For-profit - Continue to Item 2e
   - [ ] Other, please specify: ________________________________ - 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.

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.

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?

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

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

1. Building
2. Pavilion
3. Other, please specify: _____________________________
4. Did this farmers market at this location have any rules, regulations and/or operating procedures during 2019?
   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
   427   □ Only USDA-certified organic producers are accepted
   428   □ Licensing to sell products
   429   □ Liability insurance
   430   □ Organic certification to market as organic
   431   □ Authorized to accept Federal Nutrition Program benefits
   432   □ Membership in a trade or producer marketing association
   433   □ Membership in a production co-op

   **Other:** Check all that apply.
   427   □ Other, please specify: __________________________________________________________
   428   □ Other, please specify: __________________________________________________________
   430   □ No requirements
5. Did this farmers market at this location have a manager during 2019? Select only one.

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?

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

<table>
<thead>
<tr>
<th>Pay Frequency</th>
<th>Report in Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hourly</td>
<td>$0.00</td>
</tr>
<tr>
<td>Daily</td>
<td>$0.00</td>
</tr>
<tr>
<td>Weekly</td>
<td>$0.00</td>
</tr>
<tr>
<td>Monthly</td>
<td>$0.00</td>
</tr>
<tr>
<td>Seasonally</td>
<td>$0.00</td>
</tr>
<tr>
<td>Annually</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

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. ........................................

<table>
<thead>
<tr>
<th>Number of Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>439</td>
</tr>
</tbody>
</table>

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

1. Yes
2. No
3. Do Not Know
7. Excluding the farmers market manager, did this farmers market location employ any additional paid workers during 2019?

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.) ........................................................... 443

Number of full-time employees (35 hours or more per week) ........................................................................................................ 444

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.

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

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

EXCLUDE paid employees

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

a. If yes, number of volunteers ......................... 465
SECTION 6  Farmers Market Budget and Fees

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

   **Report in Dollars**
   
   500
   
   1  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**
   
   503
   
   [ ] Public sponsorship
   
   504
   
   [ ] Private donations
   
   505
   
   [ ] Grant award(s)
   
   506
   
   [ ] Loan
   
   507
   
   [ ] Fundraiser
   
   508
   
   [ ] Producer/Vendor Fees
   
   509
   
   [ ] Other, please specify:
   
   510
   
   [ ] Do Not Know

   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:
   
   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?
   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.
   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: ________________________________________________________

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

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

- [ ] Do Not Know
- [2] 2019
- [3] 2018
- [4] 2017
- [8] 2013
- [9] Prior to 2013

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

- [ ] 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?

   1. Yes - Continue  
   3. No - Go to Item 2

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

<table>
<thead>
<tr>
<th>Alternate Name of Entity/Farmers Market:</th>
<th>701</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alternate Contact Person Name:</td>
<td>702</td>
</tr>
<tr>
<td>Phone Number for Alternate Contact Person:</td>
<td>703</td>
</tr>
<tr>
<td>2019 Physical Address:</td>
<td>1082</td>
</tr>
</tbody>
</table>

   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: ____________________________________________
This completes the survey. Thank you for your response.