



# National Farmers Market Managers

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## Farmer Market Managers Highlights

In 2019, Farmers Market Managers operated 8,140 farmers markets.

The largest number of markets operated during June through September. The month of July was the highest month of operation, followed closely by August, with 71.9 percent and 71.8 percent, respectively. Twenty-one percent of the markets operated year round.

At 52.4 percent, Saturday was the most common day of operation.

Fruits and vegetables composed the most common food category sold at 99.6 percent of markets, followed by Condiments and sauce at 94.1 percent.

The percent of markets that had locally grown labeling totaled nearly 84.7 percent. Gluten free and Grass-fed had 46.1 percent and 46.0 percent, respectively.

Of the 4,076 markets that accepted Federal Nutrition Programs, 78.7 percent accepted Supplemental Nutrition Assistance Program (SNAP).

Of the 4,352 vendors/producers who accepted Federal Nutrition Programs, 66.7 percent accepted Women, Infants and Children's (WIC) Farmers Market Nutrition Program (FMNP), followed closely by Senior Farmers Market Nutrition Program (SFMNP) at 66.3 percent.

On an average market day, 916 households shopped across markets in the U.S. and spent \$14,547 per farmers market.

Farmers Market Managers served as paid employees in 4,321 markets, while in 3,162 they served as volunteers. On average, the paid Farmers Market Managers earned \$18.40 per hour. Managers worked an average of 19.4 hours per week.

There were 31,609 volunteers contributing their time across 5,078 markets.

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## Farmers Markets – United States: 2019

	Number
Farmers markets .....	8,140

## Months in Operation – United States: 2019

Months	Farmers markets (percent)
January .....	2.5
February .....	3.2
March .....	4.6
April .....	12.6
May .....	43.9
June .....	68.8
July .....	71.9
August .....	71.8
September .....	69.1
October .....	51.1
November .....	13.8
December .....	6.6
Year round .....	21.0

## Months in Operation by Classification: 2019

Month	Urban <sup>1</sup>	Suburban <sup>1</sup>	Rural <sup>1</sup>
	Farmers markets		
	(percent)	(percent)	(percent)
January .....	3.1	1.9	0.3
February .....	3.8	2.5	0.9
March .....	5.3	3.6	2.2
April .....	13.2	13.4	8.0
May .....	42.2	50.3	43.9
June .....	64.5	78.2	78.1
July .....	66.8	81.3	86.5
August .....	66.6	80.6	87.2
September .....	65.2	74.8	82.3
October .....	50.3	53.2	52.5
November .....	15.4	12.1	7.9
December .....	7.3	4.9	5.0
Year round .....	25.9	11.9	7.8

<sup>1</sup> See appendix for more information on Urban, Suburban, and Rural classifications.

## Months in Operation – Census Region: 2019

Month	Northeast <sup>1</sup>	Midwest <sup>1</sup>	South <sup>1</sup>	West <sup>1</sup>
	Farmers markets			
	(Percent)	(Percent)	(Percent)	(Percent)
January .....	2.2	1.3	3.7	2.9
February .....	2.7	1.9	4.5	3.6
March .....	2.4	2.3	7.9	4.8
April .....	4.6	6.1	26.3	9.1
May .....	35.7	47.6	56.1	29.2
June .....	71.5	82.4	65.9	51.8
July .....	77.7	88.2	64.2	55.6
August .....	77.2	88.5	62.9	56.6
September .....	76.4	85.6	58.5	55.1
October .....	63.2	60.3	46.6	33.1
November .....	21.5	5.9	18.8	9.4
December .....	6.5	3.6	10.6	4.8
Year Round .....	16.7	7.3	25.6	37.2

<sup>1</sup> See appendix for more information on Census Regions.

## Months in Operation – Census Division and United States: 2019

Month	New England <sup>1</sup>	Mid-Atlantic <sup>1</sup>	North South Central <sup>1</sup>	East South Central <sup>1</sup>	Mountain <sup>1</sup>
	Farmers markets				
	(percent)	(percent)	(percent)	(percent)	(percent)
January .....	4.8	0.5	1.2	1.5	6.9
February .....	5.7	0.7	1.7	2.2	6.9
March .....	5.0	0.7	2.2	2.4	7.5
April .....	4.6	4.6	5.1	7.4	10.2
May .....	33.1	37.5	47.9	47.2	22.9
June .....	74.5	69.4	84.1	80.0	64.4
July .....	83.1	73.9	88.4	87.9	76.6
August .....	82.1	73.9	88.2	88.9	80.4
September .....	79.3	74.5	85.3	86.1	77.4
October .....	65.7	61.4	60.0	60.6	43.7
November .....	12.3	27.8	7.3	4.1	12.5
December .....	6.9	6.1	3.7	3.4	6.8
Year round .....	10.0	21.2	7.8	6.6	10.8
Month	Pacific <sup>1</sup>	West South Central <sup>1</sup>	East South Central <sup>1</sup>	South Atlantic <sup>1</sup>	United States
	Farmers markets				
	(percent)	(percent)	(percent)	(percent)	(percent)
January .....	0.8	2.6	0.8	5.4	2.5
February .....	1.9	5.0	1.1	6.0	3.2
March .....	3.3	8.8	3.7	9.6	4.6
April .....	8.6	28.1	21.7	28.0	12.6
May .....	32.4	59.0	58.1	54.1	43.9
June .....	45.3	61.6	79.6	60.8	68.8
July .....	44.7	60.3	78.5	58.8	71.9
August .....	44.3	57.9	75.2	58.9	71.8
September .....	43.5	53.0	63.0	58.2	69.1
October .....	27.7	40.7	45.6	49.1	51.1
November .....	7.9	14.9	12.0	23.4	13.8
December .....	3.7	8.6	4.9	14.0	6.6
Year round .....	50.9	33.3	14.3	28.3	21.0

<sup>1</sup> See appendix for more information on Census Divisions.

## Days in Operation – United States: 2019

Days	Farmers markets (percent)
Monday .....	5.4
Tuesday .....	16.2
Wednesday .....	19.1
Thursday .....	19.8
Friday .....	14.0
Saturday .....	52.4
Sunday .....	10.6

## Days in Operation by Classification: 2019

Days	Urban	Suburban	Rural
	Farmers markets (percent)		
Monday .....	4.8	7.4	5.8
Tuesday .....	14.9	19.3	18.9
Wednesday .....	18.5	19.3	22.3
Thursday .....	18.2	23.2	23.5
Friday .....	12.6	16.7	17.7
Saturday .....	49.5	59.9	57.4
Sunday .....	13.0	6.0	4.4

## Days in Operation – Census Region: 2019

Days	Northeast	Midwest	South	West
	Farmers markets (percent)			
Monday .....	3.3	4.3	9.9	2.5
Tuesday .....	14.5	14.9	23.8	8.3
Wednesday .....	16.6	19.7	23.2	14.8
Thursday .....	15.0	21.7	23.6	16.4
Friday .....	15.9	11.4	16.4	12.2
Saturday .....	41.8	51.7	66.9	42.5
Sunday .....	13.8	6.6	8.3	16.2

### Days of Operation – Census Division and United States: 2019

Days	New England	Mid-Atlantic	East North Central	West North Central	Mountain
	Farmers markets				
	(percent)	(percent)	(percent)	(percent)	(percent)
Monday .....	5.1	2.2	3.7	5.0	4.6
Tuesday .....	9.0	18.1	13.6	16.8	10.2
Wednesday ....	18.9	15.1	18.6	21.2	17.5
Thursday .....	10.5	17.9	18.1	26.7	17.6
Friday .....	17.9	14.6	12.1	10.5	14.2
Saturday .....	42.5	41.4	53.7	49.0	50.7
Sunday .....	13.7	13.8	8.2	4.5	9.1

Days	Pacific	West South Central	East South Central	South Atlantic	United States
	Farmers markets				
	(percent)	(percent)	(percent)	(percent)	(percent)
Monday .....	1.4	7.7	14.2	8.6	5.4
Tuesday .....	7.4	24.2	35.8	18.1	16.2
Wednesday ....	13.4	20.7	26.2	22.6	19.1
Thursday .....	15.8	18.7	32.7	21.0	19.8
Friday .....	11.1	11.1	24.1	14.7	14.0
Saturday .....	38.1	81.9	65.1	62.4	52.4
Sunday .....	20.0	8.2	7.0	8.9	10.6

### Operating Hours per Week – Classification and United States: 2019

Classification	Hours operated
	(hours per week)
Urban .....	6.8
Suburban .....	8.2
Rural .....	7.2
United States .....	7.1

### Operating Hours per Week – Region and United States: 2019

Region	Hours operated
	(hours per week)
Northeast .....	6.0
Midwest .....	6.1
South .....	10.1
West .....	5.1
United States .....	7.1

### Operating Hours per Week – Division and United States: 2019

Division	Hours operated
	(hours per week)
New England .....	4.8
Mid-Atlantic .....	6.8
East North Central .....	6.4
West North Central .....	5.8
Mountain .....	5.8
Pacific .....	4.8
West South Central .....	10.1
East South Central .....	12.7
South Atlantic .....	8.9
United States .....	7.1



## Products Sold – United States: 2019

Categories	Farmers markets
	(percent)
Milk and dairy .....	44.2
Bread and baking goods .....	90.9
Fruit and vegetables .....	99.6
Meat, seafood, and eggs .....	84.5
Condiments and sauce .....	94.1
Beverages .....	60.4
Plants .....	86.5
Other foods .....	77.9
Miscellaneous .....	82.7

## Milk and Dairy Products Sold – United States: 2019

Milk and dairy	Farmers markets <sup>1</sup>
	(percent)
Cheese .....	92.0
Yogurt .....	29.3
Milk .....	34.6
Butter .....	30.6

<sup>1</sup> Product breakout percent is of respondents who reported selling within the Product Class.

## Bread and Baking Goods Products Sold – United States: 2019

Bread and baking goods	Farmers markets <sup>1</sup>
	(percent)
Baked goods .....	99.8
Grains/flour .....	17.6

<sup>1</sup> Product breakout percent is of respondents who reported selling within the Product Class.

## Fruit and Vegetable Products Sold – United States: 2019

Fruit and vegetable products	Farmers markets <sup>1</sup>
	(percent)
Fresh fruit .....	95.3
Fresh vegetables .....	99.3
Fresh/dried herbs .....	79.6

<sup>1</sup> Product breakout percent is of respondents who reported selling within the Product Class.

## Seafood, Meat, Poultry, and Egg Products Sold – United States: 2019

Seafood, meat, poultry, and eggs	Farmers markets <sup>1</sup>
	(percent)
Fish and/or seafood .....	28.0
Red meat .....	70.2
Poultry .....	52.5
Eggs .....	93.9

<sup>1</sup> Product breakout percent is of respondents who reported selling within the Product Class.

### Condiment and Sauce Products Sold – United States: 2019

Condiments and sauces	Farmers markets <sup>1</sup>
	(percent)
Honey .....	93.2
Canned fruits or preserves .....	87.8
Maple syrup .....	38.8

<sup>1</sup> Product breakout percent is of respondents who reported selling within the Product Class.

### Beverage Products Sold – United States: 2019

Beverages	Farmers markets <sup>1</sup>
	(percent)
Alcoholic beverages .....	28.2
Coffee and/or tea .....	73.6
Other non-alcoholic .....	73.8

<sup>1</sup> Product breakout percent is of respondents who reported selling within the Product Class.

### Plant Products Sold – United States: 2019

Plants	Farmers markets <sup>1</sup>
	(percent)
Cut flowers .....	83.3
Plants in containers .....	83.8
Bedding plants .....	63.7
Nursery stock .....	29.8

<sup>1</sup> Product breakout percent is of respondents who reported selling within the Product Class.

### Other Food Products Sold – United States: 2019

Other food products	Farmers markets <sup>1</sup>
	(percent)
Tofu and/or meat dairy subs .....	7.7
Nuts .....	40.9
Mushrooms .....	49.0
Wild harvested/foraged .....	17.6
Prepared foods .....	70.0
Seed of edible plants .....	18.7
Fermented and pickled foods .....	58.8

<sup>1</sup> Product breakout percent is of respondents who reported selling within the Product Class.

### Miscellaneous Products Sold – United States: 2019

Miscellaneous	Farmers markets <sup>1</sup>
	(percent)
Crafts and/or woodworking .....	82.6
Soap and/or body care .....	84.0
Pet food .....	32.9
Services .....	19.0
Other .....	15.5

<sup>1</sup> Product breakout percent is of respondents who reported selling within the Product Class.

### Number of Producers/Vendors – United States: 2019

Items	Number of producers/vendors per farmers market
Average number on a peak market day .....	25
Producers/vendors who sold products they produced .....	14
Milk and dairy .....	2
Bread and baked goods .....	3
Fruit and vegetables .....	9
Meat, seafood, and eggs .....	3
Condiments and sauces .....	3
Beverage .....	3
Plants .....	3
Other food products and miscellaneous .....	7
Returning producers/vendors .....	23
Producers/vendors who sold to intermediaries and institutions .....	5
Buyers from intermediaries and institutions .....	14

### Producer/Vendors on Average Market Day – United States: 2018-2019

	Change (percent)
Increased .....	36.8
Stayed the same .....	51.8
Decreased .....	11.4

### Market Labelling – United States: 2019

Label	Farmers markets (percent)
USDA Certified Organic .....	39.4
Free range .....	45.8
Grass-fed .....	46.0
Certified Humane .....	9.6
Locally-grown .....	84.7
Gluten free .....	46.1
Other .....	20.8
None of the above .....	4.9

### Markets Assisted Producers/Vendors with Training and/or Business Development Support – United States: 2019

	Farmers markets (number)
Yes .....	2,473
No .....	5,667

**Markets Assisted Producers/Vendors with Training and/or Business Development Support – United States: 2019**

Type	Farmers markets <sup>1</sup>
	(percent)
Merchandising .....	41.0
Marketing .....	72.9
Production planning .....	20.5
Bookkeeping/accounting .....	16.7
Food handling safety .....	53.6
On-farm food safety .....	19.8
Value-added production/processing .....	16.6
Business planning .....	24.0
Other .....	21.6

<sup>1</sup> Breakout percent is of respondents who reported yes to the corresponding survey item.

**Markets Provided/Managed Business Development and Incubation – United States: 2019**

Services/facilities	Farmers markets <sup>1</sup>
	(percent)
Provided	
Shared kitchen space .....	7.1
Storage space .....	14.0
Packaging services .....	3.6
Provided other .....	8.0
None of the above .....	87.1
Managed	
CSA program .....	15.9
Food hub .....	6.0
Nearby satellite markets .....	13.8
Mobile market .....	7.1
Managed other .....	4.7
None of the above .....	79.2

<sup>1</sup> Breakout percent is of respondents who reported yes to the corresponding survey item.

**Producers/Vendors Benefit from Farmers Market Participation – United States: 2019**

Benefit	Producers/vendors <sup>1</sup>
	(percent)
Transitioned from working part time .....	7.9
Increased number of employed workers .....	32.8
Transitioned to organic .....	15.1
Increased product range .....	77.4
Increased overall production .....	67.4
Initiated value-added production .....	14.7
Made economic use of imperfect products .....	39.6
Began renting kitchen facilities .....	19.3
Increased farmers market participation .....	59.5
Sold through other DTC market .....	45.6
Sold to retail markets .....	46.1
Sold to institutions .....	19.2
Other .....	7.7
No benefit .....	0.3

<sup>1</sup> Breakout percent is of respondents who reported yes to the corresponding survey item.

### Acceptance of Federal Nutrition Program Benefits – United States: 2019

	Farmers markets
	(number)
Yes .....	4,076
No .....	4,064

### Federal Nutrition Program Benefits Accepted – United States: 2019

Program	Farmers markets <sup>1</sup>
	(percent)
Supplemental Nutrition Assistance Program (SNAP) .....	78.7
Women, Infants and Children's (WIC) Farmers Market Nutrition Program (FMNP) .....	58.0
Senior Farmers Market Nutrition Program (SFMNP) .....	56.9
Women, Infants and Children's (WIC) Cash Value Voucher (CVV) .....	26.3
Other .....	14.9

<sup>1</sup> Breakout percent is of respondents who reported yes to the corresponding survey item.

### Individual Producer/Vendor Acceptance of Federal Nutrition Program Benefits – United States: 2019

	Farmers markets
	(number)
Yes .....	4,352
No .....	3,788

### Individual Producer/Vendor Acceptance of Federal Nutrition Program Benefits – United States: 2019

Program	Producers/vendors <sup>1</sup>
	(percent)
Supplemental Nutrition Assistance Program (SNAP) .....	55.9
Women, Infants and Children's (WIC) Farmers Market Nutrition Program (FMNP) .....	66.7
Senior Farmers Market Nutrition Program (SFMNP) .....	66.3
Women, Infants and Children's (WIC) Cash Value Voucher (CVV) .....	29.7
Other .....	5.4

<sup>1</sup> Breakout percent is of respondents who reported yes to the corresponding survey item.

### Incentives or Matching Programs Offered – United States: 2019

	Farmers markets
	(number)
Yes .....	2,827
No .....	5,313

### Incentive Linked to Federal Nutrition Program – United States: 2019

Program	Farmers markets <sup>1</sup>
	(percent)
Supplemental Nutrition Assistance Program (SNAP) .....	77.8
Women, Infants and Children's (WIC) Farmers Market Nutrition Program (FMNP) .....	20.8
Senior Farmers Market Nutrition Program (SFMNP) .....	18.2
Women, Infants and Children's (WIC) Cash Value Voucher (CVV) .....	9.7
Fruit and Vegetable Prescription (RX) .....	7.1
Other .....	23.2

<sup>1</sup> Breakout percent is of respondents who reported yes to the corresponding survey item.

### Incentives/Matching Programs Funded – United States: 2019

Types	Farmers markets <sup>1</sup>
	(percent)
Federal funding .....	37.0
State funding .....	26.3
Private funding .....	33.7
Market funding .....	19.1
Other .....	23.4

<sup>1</sup> Breakout percent is of respondents who reported yes to the corresponding survey item.

### Offered or Sponsored Health and/or Fitness Programs – United States: 2019

	Farmers markets
	(number)
Yes .....	3,690
No .....	4,450

### Offered or Sponsored Health and/or Fitness Programs – United States: 2019

	Farmers markets <sup>1</sup>
	(percent)
Very frequently .....	29.2
Somewhat frequently .....	22.4
Occasionally .....	28.9
Somewhat infrequently .....	13.7
Very infrequently .....	5.7

<sup>1</sup> Breakout percent is of respondents who reported yes to the corresponding survey item.

### Offered or Engaged in Any Food Waste and/or Conservation – United States: 2019

	Farmers markets
	(number)
Yes .....	2,660
No .....	5,480

## Food Waste or Conservation Programs Available – United States: 2019

Program	Farmers markets <sup>1</sup>
	(percent)
Canning and other processing classes and demonstrations .....	12.3
Composting .....	41.7
Gardening/horticultural Instruction .....	22.1
Gleaning .....	22.1
Recycling .....	44.2
Donating to food banks .....	66.5
Other .....	8.6

<sup>1</sup> Breakout percent is of respondents who reported yes to the corresponding survey item.

## Offer/Engage in Food Waste or Conservation Programs – United States: 2019

	Farmers markets <sup>1</sup>
	(percent)
Very frequently .....	63.1
Somewhat frequently .....	13.7
Occasionally .....	12.8
Somewhat infrequently .....	7.2
Very infrequently .....	3.2

<sup>1</sup> Breakout percent is of respondents who reported yes to the corresponding survey item.

## Conducted Market Research Studies and/or Evaluations – United States: 2019

	Farmers markets
	(number)
Yes .....	2,044
No .....	6,096

## Studies or Evaluations Conducted – United States: 2019

Type	Farmers markets <sup>1</sup>
	(percent)
Survey(s) of customers for product preferences .....	45.2
Survey(s) of customers for market day/time preferences .....	27.8
Customer counts/estimates .....	76.5
Survey(s) of producers/vendors about needs, concerns, and perceptions .....	51.3
Collection of sales information from producers/vendors .....	43.1
Feasibility studies to add aggregation and/or distribution activities .....	6.5
Community needs assessment .....	18.2
Other study, evaluation and/or assessment .....	13.5

<sup>1</sup> Breakout percent is of respondents who reported yes to the corresponding survey item.

## Households Who Shopped on an Average Market Day – United States: 2019

	Number
Households .....	916

## Average Market Day Sales Total – United States: 2019

	Sales
	(dollars)
Farmers market .....	14,547

### Occurrence of Bartering and/or Other Forms of Non-Monetary Trade – United States: 2019

	Farmers markets	
	(percent)	
Yes .....		43.9
No .....		56.1

### Board or Group of Persons Who Collectively Made Decisions – United States: 2019

	Farmers markets	
	(number)	
Yes .....		5,695
No .....		2,445

### Producer/Vendor Representation on The Board – United States: 2019

Members were producers/vendors	Farmers markets <sup>1</sup>	
	(percent) <sup>2</sup>	
All .....		31.9
Most .....		19.9
Few .....		24.3
No .....		24.0

<sup>1</sup> Breakout percent is of respondents who reported yes to the corresponding survey item.

<sup>2</sup> May not add up to 100% due to rounding.

### Resident/Community Representation on The Board – United States: 2019

Members were residents of the community	Farmers markets <sup>1</sup>	
	(percent) <sup>2</sup>	
All .....		49.7
Most .....		27.4
Few .....		15.6
No .....		7.4

<sup>1</sup> Breakout percent is of respondents who reported yes to the corresponding survey item.

<sup>2</sup> May not add up to 100% due to rounding.

### Possessed Written By-Laws – United States: 2019

	Farmers markets <sup>1</sup>	
	(percent)	
Yes .....		83.7
No .....		16.3

<sup>1</sup> Breakout percent is of respondents who reported yes to the corresponding survey item.

### Governance – United States: 2019

Governance	Farmers markets	
	(number)	
Governed itself .....		5,979
Governed by another entity .....		2,161



### Legal Status – United States: 2019

Legal status	Farmers markets <sup>1</sup>
	(percent)
Nonprofit .....	65.6
For-profit .....	21.0
Government entity .....	8.1
Other .....	5.3

<sup>1</sup> Breakout percent is of respondents who reported governed themselves to the corresponding survey item.

### Organizational Membership – United States: 2019

	Farmers markets <sup>1</sup>
	(percent)
Yes .....	32.6
No .....	67.4

<sup>1</sup> Breakout percent is of respondents who reported governed by another entity to the corresponding survey item.

### Membership in Organization – United States: 2019

Type	Farmers markets <sup>1</sup>
	(percent)
Nonprofit .....	89.1
For-profit .....	0.3
Government entity .....	7.4
Other .....	3.2

<sup>1</sup> Breakout percent is of respondents who reported yes to the corresponding survey item.

### Organization Governing – United States: 2019

Type	Farmers markets <sup>1</sup>
	(percent)
Municipal Government Agency/Division .....	28.0
Government entity .....	19.2
Nonprofit .....	45.6
For-profit .....	3.1
Other .....	4.1

<sup>1</sup> Breakout percent is of respondents who reported yes to the corresponding survey item.

### Property Ownership – United States: 2019

Governing organization	Farmers markets
	(percent)
Leases .....	19.1
Wholly owns land and improvements .....	25.8
Wholly owns land but not improvements .....	1.3
Wholly owns improvements but not land .....	0.5
Shares ownership of both .....	0.7
Granted/gifted use of public land and/or improvements .....	34.4
Granted/gifted use of private land and/or improvements .....	18.2

## Lease on Land – United States: 2019

Length	Farmers markets <sup>1</sup>
	(percent)
Year-to-year .....	67.5
More than one year but less than 5 years .....	11.6
5 years or more .....	20.9

<sup>1</sup> Breakout percent is of respondents who reported yes to the corresponding survey item.

## Permanent Structures – United States: 2019

	Farmers markets
	(number)
Yes .....	2,930
No .....	5,210

## Permanent Structures – United States: 2019

Structure	Farmers markets <sup>1</sup>
	(percent)
Building .....	47.1
Pavilion .....	47.8
Other .....	22.1

<sup>1</sup> Breakout percent is of respondents who reported yes to the corresponding survey item.

## Rules, Regulations and/or Operating Procedures – United States: 2019

	Farmers markets
	(number)
Yes .....	7,591
No .....	549

## Rules, Regulations and/or Operating Procedures – United States: 2019

Type	Farmers markets <sup>1</sup>
	(percent)
Signed agreement between vendor and market on by-laws governing the farmers market .....	83.6
Vendors are not allowed to sublet a space or stall .....	53.3
Adherence to market guidelines of safe food handling practices .....	81.5
Pre-application and adherence to the approval process .....	67.9
Requirement of participation in food safety training .....	32.9
Vendors must be a producer of the food and/or fiber they sell .....	66.2
Vendors must be from a defined geographical region .....	48.7
Vendors must participate in market currency/incentive programs .....	23.8
Vendors selling value-added items must use local farms for majority of ingredients .....	25.0
Agreement between market and vendor for CSA and/or intermediated sales .....	7.1
Membership in a market association .....	24.0
Only USDA-certified organic producers are accepted .....	3.4
Licensing to sell products .....	40.4
Liability insurance .....	62.8
Organic certification to market as organic .....	28.8
Authorized to accept Federal Nutrition Program benefits .....	33.2
Membership in a trade or producer marketing association .....	3.7
Membership in a production co-op .....	0.6
Other .....	4.8

<sup>1</sup> Breakout percent is of respondents who reported yes to the corresponding survey item.

### Farmers Market Manager Presence – United States: 2019

	Farmers markets (number)
Yes	
As a paid employee of the farmers market organization .....	2,512
As a paid employee of another agency or organization .....	1,134
As a paid independent contractor .....	675
As a volunteer .....	3,162
No .....	657

### Farmers Market Manager Pay – United States: 2019

	Pay <sup>1</sup> (dollars)
Hourly .....	18.40

<sup>1</sup> Includes respondents who reported yes to the corresponding survey item.

### Hours per Farmers Market – United States: 2019

	Farmers Market Manager (hours)
Weekly .....	19.4

### Managed Additional Farmers Market Locations – United States: 2019

	Farmers Market Manager (number)
Yes .....	1,556
No .....	6,584

### Additional Paid Workers Employed – United States: 2019

	Farmers markets <sup>1</sup> (number)
Yes .....	2,077
No .....	6,063

<sup>1</sup> Excluding Farmers Market Manager

### Employees Working at Each Farmers Market – United States: 2019

Type	Employees (number)
Part-time .....	3
Full-time .....	3

### Full-Time Employees at Farmers Markets – United States: 2019

Role/Job responsibility <sup>1</sup>	Employees <sup>2</sup> (percent)
Budget Expert/Accountant .....	14.4
Program/Project Coordinator .....	22.9
Federal Nutrition Program Coordinator .....	6.2
Farmers Market Incentives Coordinator .....	3.9
Site/Facilities Management/Support .....	29.9
Research/Evaluation .....	1.9
Other .....	39.2

<sup>1</sup> Those who worked 35 hours or more per week.

<sup>2</sup> Breakout percent is of respondents who reported yes to the corresponding survey item.

### Part-Time Employees at Farmers Markets – United States: 2019

Role/Job responsibility <sup>1</sup>	Employees <sup>2</sup> (percent)
Budget Expert/Accountant .....	6.7
Program/Project Coordinator .....	12.0
Federal Nutrition Program Coordinator .....	2.9
Farmers Market Incentives Coordinator .....	6.0
Site/Facilities Management/Support .....	36.6
Research/Evaluation .....	2.0
Other .....	37.6

<sup>1</sup> Those who worked 1 to 34 hours per week.

<sup>2</sup> Breakout percent is of respondents who reported yes to the corresponding survey item.

### Volunteers Contributed Their Time at Farmers Markets – United States: 2019

	Farmers markets (number)
Yes .....	5,078
No .....	3,062

### Volunteers at Farmers Markets – United States: 2019

	Number <sup>1</sup>
Volunteers .....	31,609

<sup>1</sup> Breakout is of respondents who reported yes to the corresponding survey item.

### Annual Operating Budget – United States: 2019

	Farmers markets (number)
Yes .....	3,882
No .....	4,258

### Annual Operating Budget – United States: 2019

Funding sources	Farmers markets <sup>1</sup>
	(percent)
Public sponsorship .....	9.4
Private donations .....	4.3
Grant award(s) .....	10.8
Fundraiser .....	3.5
Producer/vendor fees .....	62.6
Other .....	7.7

<sup>1</sup> Breakout percent is of respondents who reported yes to the corresponding survey item.

### Annual Operating Budget – United States: 2019

Funding sources	Funding <sup>1</sup>
	(dollars per year)
Public sponsorship .....	13,378
Private donations .....	6,687
Grant award(s) .....	15,189
Fundraiser .....	9,426
Producer/vendor fees .....	31,672
Other .....	16,881

<sup>1</sup> Breakout is of respondents who reported yes to the corresponding survey item.

### Producer/Vendors Charged Fees to Sell – United States: 2019

	Farmers markets
	(number)
Yes .....	6,389
No .....	1,751

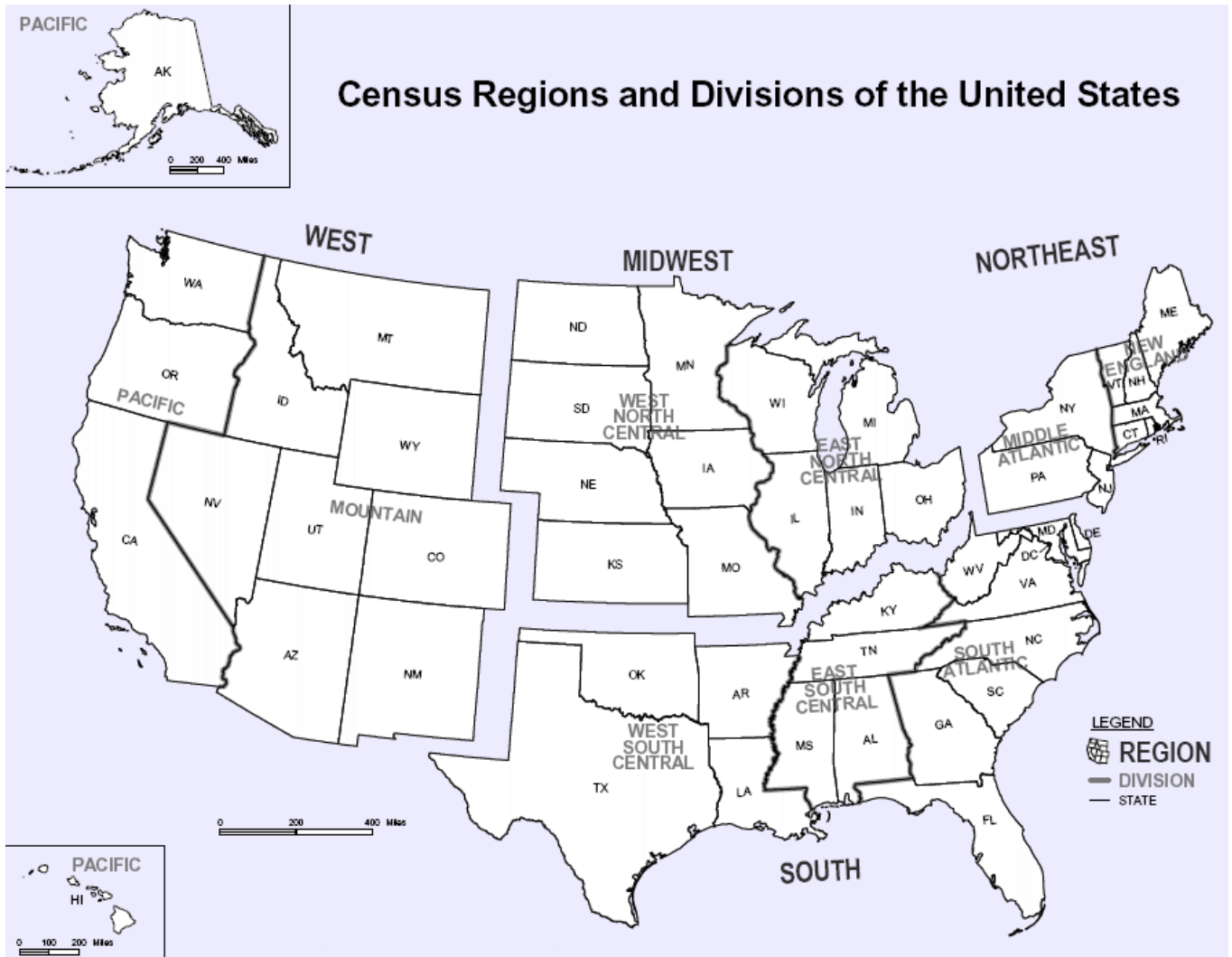
### Producer/Vendor Fees – United States: 2019

Structure	Farmers markets <sup>1</sup>
	(percent)
Flat rate .....	74.4
Based on percentage of sales .....	12.4
Based on size of the producer/vendor stall .....	21.3
Other .....	9.7

<sup>1</sup> Breakout percent is of respondents who reported yes to the corresponding survey item.

### Annual Membership or Application Fee – United States: 2019

	Farmers markets
	(percent)
Yes .....	35.2
No .....	64.8



From: [https://www2.census.gov/geo/pdfs/maps-data/maps/reference/us\\_regdiv.pdf](https://www2.census.gov/geo/pdfs/maps-data/maps/reference/us_regdiv.pdf)

**Northeast Region**

*New England Division:*

Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut

*Middle Atlantic Division:*

New York, New Jersey, Pennsylvania

**Midwest Region**

*East North Central Division:*

Ohio, Indiana, Illinois, Michigan, Wisconsin

*West North Central Division:*

Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas

**South Region**

*South Atlantic Division:*

Delaware, Maryland, D.C., Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida

*East South Central Division:*

Kentucky, Tennessee, Alabama, Mississippi

*West South Central Division:*

Arkansas, Louisiana, Oklahoma, Texas

**West Region**

*Mountain Division:*

Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada

*Pacific Division:*

Washington, Oregon, California

## Terms and Definitions

The following terms and definitions provide a detailed description of specific terms and phrases used in this publication. In addition, items in the publication tables that carry the note “See Appendix” are explained.

**Census Divisions:** groupings of states that are subdivisions of the four census regions. There are nine census divisions, which the U.S. Census Bureau adopted in 1910 for the presentation of data. Also, see previous page with Census Regions and Divisions for the United States. For additional information, see U.S. Census Bureau’s website.

**Census Regions:** groupings of states that subdivide the United States for the presentation of data. There are four census regions- Northeast, Midwest, South, and West. Each of the four census regions is divided into two or more census divisions. Before 1984, the Midwest region was named the North Central region. From 1910, when census regions were established, through the 1940s, there were three census regions- North, South, and West. Also, see previous page with Census Regions and Divisions for the United States. For additional information, see U.S. Census Bureau’s website.

**Farmers Market:** a collection of two or more farm vendors selling agricultural products directly to customers at a common, recurrent physical location.

**Farmers Market Manager:** the person that **oversee the vendors, products, and staff at farmers market.**

**Rural:** nonmetropolitan counties that were completely rural or had an urban population of fewer than 2,500.

**Suburban:** nonmetropolitan counties with an urban population greater than 2,500.

**Urban:** metropolitan counties.

## Survey and Statistical Methodology

**Scope and Purpose:** The National Farmers Market Manager Survey is a survey conducted under an agreement with the Agricultural Marketing Service (AMS). AMS uses these data to measure the customer demand of local foods from the Farmers Market manager's perspective, look for potential expansion opportunities, target access to nutritional foods, market nutritional education, measure access to local foods and organic foods, and strengthen community engagement. The population for the National Farmers Market Manager Survey was managers of U.S. farmers markets operating in 2019. For this study, a farmers market is a collection of two or more farm vendors selling agricultural products directly to customers at a common, recurrent physical location. The survey was administered in the contiguous 48 states. The purpose of this appendix is to describe the survey methodology utilized to produce the final estimates in this publication.

**Survey Timeline:** Data collection began in March 2020 and concluded in June 2020 with analysis and review completed by publication on August 17, 2020.

**Sampling:** The sampling frame was comprised of two frames, to enable a measure of coverage. The sampling frames were the Farmers Market Directory maintained by AMS and a web-scraped (WS) list. Together these two frames resulted in approximately 12,000 records in the contiguous 48 states.

A stratified systematic sample of 10,000 farmers markets was drawn from the union of two frames.

### **Stratification:**

Records were stratified using the following variables:

- A. Farmers Market Directory indicator
- B. Web-scraped list indicator
- C. U.S. Census Bureau Division
- D. Three level urbanicity categories based on the 2013 Rural-Urban Continuum Codes (see end of appendix for full definition)

**Sample Size Determination:** The sample was allocated based on the CV targets as well as to ensure an adequate number of respondents for each list membership combination to adjust for coverage (i.e. directory only, web-scraped only, on both lists). Sample size for each stratum was adjusted to account for differential nonresponse and out-of-scope rates (e.g. out-of-business farmers markets) between strata. Unit nonresponse was accounted for using a standard nonresponse weighting adjustment. In addition, a capture-recapture approach was used to account for under coverage of the union of the two frames.

**Data Collection:** For consistency across modes, the paper questionnaire version was considered the master questionnaire, and the web and telephone-interviewing instruments were built to model the paper instrument. NASS and AMS developed the questionnaire. Questionnaire content and format were evaluated by NASS through a specifications process, where requests for changes were evaluated and approved or disapproved during questionnaire development. NASS survey methodologists also conducted cognitive interviews before finalization of the questionnaire, and updates were made to the questionnaire based off these findings from cognitive testing. All data collection instruments were tested within NASS prior to the start of data collection.

All federal data collections require approval by the Office of Management and Budget (OMB). NASS must document the public need for the data, show the design applies sound statistical practice, ensure the data do not already exist elsewhere, and show that the public is not excessively burdened. The 2020 National Farmers Market Manager Survey questionnaire displayed an active OMB number that gave NASS the authority to conduct the survey, as well as a statement of the purpose of the survey and the use of the data being collected. The questionnaire included a response burden statement that gave an estimate of the time required to complete the form as well as a confidentiality statement that the respondent's information was protected from disclosure.

Respondents received the questionnaire, along with a cover letter and instructions for web reporting by mail in mid-



March 2020. Mail, web, and telephone interview modes of data collection were utilized for the survey. Respondents who did not return their survey by the end of March 2020 were sent a follow-up mailing of a pressure-sealed postcard in April 2020. The postcard served as a reminder to respondents to complete their survey, with an emphasis on online response to improve response rates. NASS and AMS public affairs staff promoted the survey online and with news releases, emphasizing the importance of survey response. Data collection concluded in June 2020.

**Survey Edit:** As survey data were collected and captured, they were edited for consistency and reasonableness using automated systems. The edit logic ensured administrative coding followed the methodological rules associated with the survey design. Relationships between data items on the survey were verified. Records that did not pass the edit logic were either updated or certified by an analyst as accurate.

**Total Survey Error:** NASS recognizes that survey data collection may cause the results to differ from what is intended to be collected. This is referred to as *survey error* in survey research and its presence in the final estimates do not allow those estimates to represent the true population values. Survey error can be introduced in all aspects of survey data collection. Consequently, data collection methodologies must be chosen to mitigate the impact of survey error in the final estimates.

NASS adopts the *total survey error* framework to identify and correct sources of survey error in its surveys. The total survey error framework specifies areas in survey data collection and estimation where survey error can be introduced.<sup>1</sup> The total survey error framework defines two main sources of survey error: sampling error and nonsampling error. Sampling error includes errors from sampling and estimation, such as coverage errors, improper sampling, and nonresponse. Nonsampling errors are present in any survey process. These errors include reporting, recording, and editing errors. Using this framework, NASS creates and implements a survey methodology plan to understand and reduce the impact of survey error in the statistics published in this document.

**Weighting Methodology:** Because respondents may differ from nonrespondents in their characteristics (i.e., presence of contact information, location, etc.), their reported data may also differ. This can introduce nonresponse bias into the final estimates which can cause the final estimates to not match the true population values. Survey researchers may use different methods to remove nonresponse bias; the method used for this survey is the calculation of post-survey weight adjustments. Responses to the three questions in Section 1 determined if the respondent was a farmers market that was eligible to complete the survey. Respondents were classified as not a farmers market ('out-of-scope'), previously existing as a farmers market ('no items of interest'), a current farmers market ('in-scope'), or unknown status. Records with unknown status were nonrespondents, and the responding records receive nonresponse adjustments to account for the unknown status records. A logistic regression model of response on active status, a binary indicator of whether the records was only found on the WS list, a binary indicator on whether the record was in an urban region and the interactions between these predictors estimated expected probabilities of response. The inverse of the expected probability of response for each respondent becomes the nonresponse adjustment.

Two separate lists generated independently from each other were combined to create the final sampling frame. However, neither list is considered a complete list of all farmers markets in the US (otherwise called undercoverage). Therefore, coverage adjustments were calculated for each list to correct for undercoverage. The coverage adjustment for the AMS list was calculated in a two-step process. First, a probability of coverage was calculated from the survey responses for records sampled from the WS sample. An initial logistic regression model of list overlap (1 if on both lists and 0 if only on the WS list) was created from responses to survey questions to find predictors of overlap. These predictors and their interactions were put into a final logistic regression model that estimated the probability of list overlap in the AMS sample (1 if on both lists and 0 if only on the AMS list). The same procedure was used to calculate an estimated probability of list overlap in the WS sample using a model created from the AMS sample. The two coverage adjustments were composited together for records that were on both lists to create a final coverage adjustment. The final weight is composed of the product of the sampling weight, nonresponse adjustment, and coverage adjustment.

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<sup>1</sup> A more thorough discussion of the total survey error framework is found in Paul Biemer's article *Total Survey Error: Design, Implementation and Evaluation*, *Public Opinion Quarterly*, Vol. 74, No. 5, 2010, pp. 817–848.

**Reliability:** The presence of nonsampling errors from nonresponse and coverage render traditional design-based variance estimators insufficient for calculating estimates of variance. Therefore, the jackknife variance estimator, a replication – based variance estimator, is used for variance calculation.

The survey respondents were randomly sorted within the list from which they were sampled (AMS only, WS only and both lists). Fifteen replicate weight variables were created where the weights were set to zero for equal groups of respondents. The replicate weights were rescaled so that the sum of the weights is equal to the sum of all weights.

**Estimation Procedures:** Data were checked for reasonableness and consistency before summarizing for each state. State estimates were aggregated to national totals for Headquarters review. Headquarters performed a thorough review of survey results and data relationships. Data were processed through an interactive analysis tool that displayed data for all reports by questionnaire item. The tool provided various scatter plots, tables, charts, and special tabulations that allowed the analyst to compare an individual record to other similar records within the appropriate state and region. These tools made outliers and unusual data relationships evident and NASS Regional Field Office and Headquarters staff reviewed them to determine if they were correct. Suspect data in error were corrected, while data found correct were kept.

**Urban, Suburban, and Rural:** The following is a description of the classification.

1. Urban
  - a. '1- County in metro area with 1 million population or more'
  - b. '2- County in metro area of 250,000 to 1 million population'
  - c. '3- County in metro area of fewer than 250,000 population'
2. Suburban
  - a. '4- Nonmetro county with urban population of 20,000 or more, adjacent to a metro area'
  - b. '5- Nonmetro county with urban population of 20,000 or more, not adjacent to a metro area'
  - c. '6- Nonmetro county with urban population of 2,500-19,999, adjacent to a metro area'
  - d. '7- Nonmetro county with urban population of 2,500-19,999, not adjacent to a metro area'
3. Rural
  - a. '8- Nonmetro county completely rural or less than 2,500 urban population, adj. to metro area'
  - b. '9- Nonmetro county completely rural or less than 2,500 urban population, not adj. to metro area'

For more detailed information on the Rural-urban Continuum Codes see:

<http://www.ers.usda.gov/data-products/rural-urban-continuum-codes.aspx#.UYJuVEpZRvY>

## Quality Metrics for National Farmers Market Managers Statistics

**Purpose and Definitions:** Under the guidance of the Statistical Policy Office of the OMB, NASS provides data users with quality metrics for its published data series. The metrics table below describes the performance data for the survey contributing to the publication. The accuracy of data products may be evaluated through sampling and non-sampling error. Non-sampling error is evaluated by response rates and the percent of the estimate from respondents.

**Sample size** is the number of observations selected from the population to represent a characteristic of the population.

**Response rate** is the proportion of the sample that completed the survey, excluding those operations that did not have the item of interest or were out of business at the time of data collection. This calculation follows Guideline 3.2.2 of the OMB Standards and Guidelines for Statistical Surveys (September 2006).

### 2019 National Farmers Market Manager Survey Sample Size and Response Rates – Census Region, Census Division, and United States

Geography	Sample size	Response rate (percent)
<b>Northeast Region</b> .....	2,243	48.5
New England Division.....	968	46.8
Middle Atlantic Division.....	1,275	49.8
<b>Midwest Region</b> .....	2,997	64.0
East North Central Division.....	1,715	60.7
West North Central Division.....	1,282	68.4
<b>South Region</b> .....	2,942	60.9
South Atlantic Division.....	1,561	62.9
East South Central Division.....	696	74.4
West South Central Division.....	685	42.6
<b>West Region</b> .....	1,818	59.6
Mountain Division.....	786	54.3
Pacific Division.....	1,032	63.6
<b>United States</b> .....	10,000	58.8

## Information Contacts

Listed below are the commodity statisticians in the Environmental, Economics and Demographics Branch of the National Agricultural Statistics Service to contact for additional information. Email inquiries may be sent to [nass@usda.gov](mailto:nass@usda.gov).

Jody McDaniel, Chief, Environmental, Economics and Demographics Branch.....	(202) 720-6146
Scott Shimmin, Head, Environmental and Demographics Section.....	(202) 720-0684
Andrew Brosier – Census of Agriculture .....	(202) 690-3556
William Cumberland – Irrigation and Water Management, Irrigation Organizations.....	(202) 690-1348
Fred Granja – Census of Agriculture, Census of Puerto Rico and Outlying Areas .....	(202) 690-3233
Joe Hagedorn – Census of Agriculture, American Indians.....	(202) 690-2284
Virginia Harris – Census of Agriculture and Demographics and Organics.....	(502) 582-5257
Janetty Mosley – Census of Agriculture, Census of Horticulture.....	(202) 690-3226
Shirley Samson – Census of Agriculture, Farmer Market Managers and Local Foods.....	(202) 690-4752
Irvin Yeager – Census of Agriculture, Census of Puerto Rico and Outlying Areas.....	(202) 720-5581

## Access to NASS Reports

For your convenience, you may access NASS reports and products the following ways:

- All reports are available electronically, at no cost, on the NASS web site: [www.nass.usda.gov](http://www.nass.usda.gov)
- Both national and state specific reports are available via a free e-mail subscription. To set-up this free subscription, visit [www.nass.usda.gov](http://www.nass.usda.gov) and click on “National” or “State” in upper right corner above “search” box to create an account and select the reports you would like to receive.
- Cornell’s Mann Library has launched a new website housing NASS’s and other agencies archived reports. The new website, <https://usda.library.cornell.edu>. All email subscriptions containing reports will be sent from the new website, <https://usda.library.cornell.edu>. To continue receiving the reports via e-mail, you will have to go to the new website, create a new account and re-subscribe to the reports. If you need instructions to set up an account or subscribe, they are located at: <https://usda.library.cornell.edu/help>. You should whitelist [notifications@usda-esmis.library.cornell.edu](mailto:notifications@usda-esmis.library.cornell.edu) in your email client to avoid the emails going into spam/junk folders.

For more information on NASS surveys and reports, call the NASS Agricultural Statistics Hotline at (800) 727-9540, 7:30 a.m. to 4:00 p.m. ET, or e-mail: [nass@usda.gov](mailto:nass@usda.gov).

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