



## 2009 FARMERS' MARKET CUSTOMER SUMMARY

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### Iowa Farmers' Market Customer Survey

The results of the Farmers' Market Customer Survey provided below were compiled by USDA NASS, Iowa Field Office. The Iowa Department of Agriculture and Land Stewardship intends to publish a more in-depth analysis of the economic impact of Farmers Markets' in the spring of 2010.

- Nearly 40 percent of the customers who visit a farmers' market reported they spent \$21 or more, compared with 26 percent in 2004.

Money Spent by Customer	2004 Percent of Customers <sup>1</sup>	2009 Percent of Customers <sup>1</sup>
\$0	<1	<1
\$1-10	47	32
\$11-20	27	28
\$21-30	14	18
\$31+	12	21

- The average customer expected to shop at a farmers' market 10 times during the season, compared with 13 times in 2004.

Days Expected to Shop at a Farmers' Market	2004 Percent of Customers <sup>1</sup>	2009 Percent of Customers <sup>1</sup>
1-5 days	29	36
6-10 days	23	24
11-20 days	23	34
21-30 days	21	2
30+ days	4	3

- Slightly over 84 percent of farmers' market customers purchased fruits or vegetables, down 2 percentage points from 2004, forty-five percent purchased baked goods, up 3 percentage points from 2004, and 31 percent purchased prepared foods or ready-to-eat food, an 11 percentage point increase from 2004.

Type of Purchase	2004 Percent of Customers <sup>1</sup>	2009 Percent of Customers <sup>1</sup>
Fruit/Vegetables	86	84
Meat/Fish/Poultry	5	5
Eggs	5	4
Crafts/Art	6	10
Cut Flowers/Plants	14	16
Honey	2	4
Jam/Jelly	5	6
Baked Goods	42	45
Prepared Foods or Ready-to-Eat	20	31
Wine	*	6
Other	4	3

\*In 2004, wine was not a separate category; it was included in the category of "Other".

- The average distance the farmers' market customer traveled to attend the market was 9 miles compared with 8 miles in 2004.
- Customers at Iowa farmers' markets shopped at an average of 1.2 additional local businesses the day they attended the farmers' market.
- Customers reported they would have only shopped at 0.9 local businesses on average if they had not attended the farmers' market.

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- Slightly more than 59 percent of farmers' market customers reported their age as 51 years or older, compared with 60 percent in 2004.

Age Range	2004 Percent of Customers <sup>1</sup>	2009 Percent of Customers <sup>1</sup>
<20 years	1	<1
21-35 years	14	16
36-50 years	25	25
51-65 years	32	33
>65 years	28	26

- More than half of farmers' market customers have a household income of \$50,000 or more.

Household Income	2009 Percent of Customers <sup>1</sup>
< \$25,000	17
\$25,000 – 49,999	27
\$50,000 – 74,999	27
\$75,000 – 99,999	17
\$100,000 +	12

**Purpose of the Survey:** The purpose of the 2009 Farmers' Market study was to obtain current information on customer demographics of farmers' markets. Data for this study was collected through the Farmers' Market Customer survey and was initiated by the Iowa Farmers' Market Association.

**Survey Methodology:** The Bureau of Horticulture and Farmers' Markets for the Iowa Department of Agriculture and Land Stewardship (IDALS) provided the USDA National Agricultural Statistics Service, Iowa Field Office a complete list of farmers' markets expected to be in operation during 2009. From this list, a sample of farmers' markets was selected to conduct customer interviews. The number of customer interviews conducted at each farmers' market was proportional to the size of the farmers' market.

To ensure adequate coverage across "seasons," customer data was collected during three time frames: early-season, mid-season, and late-season. Each farmers' market had a Customer Survey sample selected from at least one season. Customers were randomly selected as they left the premises of the market and asked to participate by answering a six question survey. The customer interview was conducted by trained enumerators.

<sup>1</sup> Totals may not add due to rounding.