



2009 FARMERS' MARKET VENDOR SUMMARY

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Iowa Farmers' Market Vendor Survey

The results of the Farmers' Market Vendor 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.

- Almost 48 percent of vendors at farmers' markets reported they plan to sell at any market 25 days or more during 2009.

Frequency	2004 Percent of Vendors ¹	2009 Percent of Vendors ¹
0-24 days or 1 day/week	48	52
25-49 days or 2 days/week	31	26
50-75 days or 3 days/week	10	11
75+ days or 4+ days/week	11	11

- On average, vendors planned to attend 2 farmers' markets during the 2009 market season.

Number of Markets Planned to Attend	2004 Percent of Vendors ¹	2009 Percent of Vendors ¹
1	50	49
2	24	23
3	12	14
4	6	7
5+	8	8

- Slightly more than 45 percent of vendor sales was derived from selling fruits or vegetables, down from 50 percent in 2004 and 21 percent of their sales came from baked goods, unchanged from 2004.

Item Sold	2004 Percent of Sales ¹	2009 Percent of Sales ¹
Fruit/Vegetables	50	45
Meat/Fish/Poultry	2	2
Eggs	1	2
Crafts/Art	7	14
Cut Flowers/Plants	4	3
Honey	2	2
Jam/Jelly	3	3
Baked Goods	21	21
Prepared Foods or Ready-to-Eat	3	5
Wine	<1	<1
Other	5	2

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- Nearly 42 percent of the vendors reported their gross sales during 2009 were expected to be \$2,501 or more, compared with 48 percent in 2004.

Vendor Sales Range	2004 Percent of Vendors ¹	2009 Percent of Vendors ¹
\$0-1,000	34	39
\$1,001-2,500	18	19
\$2,501-5,000	18	13
\$5,001-7,500	7	6
\$7,501-10,000	7	5
\$10,001+	16	18

- Vendors reported 18 percent of their household income was derived from farmers' markets.

Source of Household Income	2009 Percent of Income ¹
Farmers Markets	18
Other Farm Income	17
Off-Farm Work Income	34
Other Income (retirement, etc)	31

- The average number of years the vendor has participated in farmers' markets is 8 years, unchanged from 2004.
- Nearly 59 percent of the vendor operators reported they were 51 years of age or older, compared with 57 percent in 2004.

Age Range	2004 Percent of Vendors ¹	2009 Percent of Vendors ¹
<20 years	3	4
21-35 years	10	9
36-50 years	29	29
51-65 years	31	33
>65 years	26	26

Purpose of the Survey: The purpose of the 2009 Farmers' Market study was to obtain current information on the demographics of vendors at farmers' markets. Data for this study was collected through the Farmers' Market Vendor 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.

The Vendor Survey was conducted near the end of the season for each farmers' market to allow expense and income questions to reflect the full 2009 season. All vendors at participating farmers' markets were given a Vendor Survey to complete.

¹ Totals may not add due to rounding.