Market Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Vendor #: \_\_\_\_\_\_\_\_

*Thanks for your participation. This survey should take 10-15 minutes.*

***This should be completed by the producer, decision maker, or vendor business owner, in the case of a vendor who is hired to sell at the market but does not participate in production.***

*Your responses will be anonymous unless you choose to provide contact information, and they will contribute to a valuable picture of the role of the market in your local economy. If you are willing to discuss any of your answers, or provide follow-up information, please complete the identification info on the last page.*

***Please take special care to answer the questions in bold.***

The first section of this survey includes questions for all vendors. Specific questions for food vendors and farmers follow.

1. Please list the farmers’ markets (or major festivals) you participate in.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. Please mark the markets above where you are a regular vendor throughout the season with (F).
2. a. For how many years have you been selling at this market?

1

2

3

4

5

6

* + 0 years (this is the first)
  + 1 year (started last year)
  + 2-4 years
  + 5-8 years
  + 9-15 years
  + Over 15 years

1. For how many years have you been selling at farmers’ markets in general?
   * 0 years (this is the first)

1

2

3

4

5

6

* + 1 year (started last year)
  + 2-4 years
  + 5-8 years
  + 9-15 years
  + Over 15 years

1. **Which of the following product(s) do you sell at this market? (Check all that apply.)** 
   * **Farm products** (incl. plants, produce, eggs, honey, flowers)
   * **Prepared/Processed Foods** (incl. jam, meat, sausage, dairy, fish, baked goods)
   * **Hot/Concession Food**
   * **Arts/Crafts**
   * **Services/Other** (incl. music, children’s events, massage/healing arts)
2. **Please indicate the extent to which you agree/disagree with the following statements about this market.** Respond based on your perception; this question is more about ways people value the market than about the facts. (This question is asked to all toolkit participants, including local businesses and customers.)

1 2 3 4 5

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly Disagree** | **Disagree** | **Neutral** | **Agree** | **Strongly Agree** |
| The farmers’ market provides access to good quality, fresh food. |  |  |  |  |  |
| The farmers’ market provides opportunities to learn about how farm products are produced. |  |  |  |  |  |
| The farmers’ market provides valuable connections to other community activities (e.g. community service, local politics, neighborhood events; for vendors, customers, or others). |  |  |  |  |  |
| Shopping at the farmers’ market builds trusting relationships between vendors and customers. |  |  |  |  |  |
| The farmers’ market is a social hub/good place to socialize. |  |  |  |  |  |
| Buying and selling at the farmers’ market has a positive impact on the local economy. |  |  |  |  |  |
| The farmers’ market supports sustainable agricultural practices. |  |  |  |  |  |
| The farmers’ market feels welcoming to all people. |  |  |  |  |  |
| Customers can reliably find what they are looking for at the farmers’ market. |  |  |  |  |  |
| The farmers’ market is a destination for good entertainment. |  |  |  |  |  |
| The farmers’ market is a good use of public space. |  |  |  |  |  |
| The farmers’ market is a good, family friendly place to bring children. |  |  |  |  |  |
|  | **Strongly Disagree** | **Disagree** | **Neutral** | **Agree** | **Strongly Agree** |

1 2 3 4 5

1. Tell a story of your most memorable or favourite market sale.
2. **How is this farmers’ market a community hub? Telling a story is welcome.** (This question is asked to all toolkit participants, including local businesses and customers.)
3. The goal of this question is to determine who in the larger community contributes most to your success at the market, since farmers, vendors, and the market all depend on support from many parts of the community. Apart from yourself, choose up to 5 people you most rely on when it comes to your success at the market. You don’t need to give their names; please indicate the best category below in which each of these people falls.
   * Business partner

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

* + Spouse
  + Family
  + Market manager/site coordinator
  + Other market staff (including admin and volunteers)
  + Fellow vendor
  + Neighbour
  + Food producer in another region
  + Processor
  + Non-farming/non-producing friend
  + Customer
  + Local government
  + Financial representative
  + Teacher
  + Industry non-profit association
  + Certifier (e.g. Organic certification organization)
  + Supplier (e.g. feed supplier, equipment sales)
  + Faith leader
  + Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Please choose the top three ways in which participation in this farmers’ market adds value to your farm/business. (Choose up to three.)**

* **Sales Volume/Income**
* **Branding/Marketing/Image**
* **Building customer relationships**
* **Meeting other vendors**
* **Building distribution networks**
* **Product testing/Market insights**
* **Access to new customers**
* **Other (please describe): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. Consider the product(s) you sell at this market. What percentage of your annual household income comes from farming/producing that product(s), through all sales channels, as opposed to other jobs or income sources?

* 1-5%

1

2

3

4

5

6

* 5-15%
* 25-50%
* 50-75%
* 75-95%
* 95-100%

1. What is your weekly time commitment required to participate in this market? Not including growing, making, and harvesting, how many hours per week on average do you spend in “post-production” (e.g. packaging, transporting, preparing and selling your products) for the market? (Consider this farmers’ market only.)

* 0-10 hrs

1

2

3

4

5

6

7

* 10-20 hrs
* 20-30 hrs
* 30-40 hrs
* 40-70 hrs
* 70-100 hrs
* Over 100 hrs

*Do you sell farm products or processed foods at the market? (Including produce, meat, animal by-product, plants, and baked goods. Not including hot/concession foods.)*

* + - * 1. *If* ***Yes****, continue to Question #11.*
        2. *If* ***No****, you’re done! Please consider providing your contact information on the bottom of the last page if you are willing to discuss your responses further. Thank you!*

1. **Rank the following sales channels in order of importance to your farm/business (Rank from 1-8, 1 being most important and 8 the least important. Please mark options you do not use with “0”):**

**\_\_\_\_ Farmers’ market(s)**

**\_\_\_\_ CSA (Community Shared Agriculture) shares**

**\_\_\_\_ Direct to retail**

**\_\_\_\_ Direct to restaurants**

**\_\_\_\_ Farm gate sales (including delivery and direct sales to friends/neighbors)**

**\_\_\_\_ Sales to Broker/Distributor**

**\_\_\_\_ Festivals/Expos/Exhibitions**

**\_\_\_\_ Other (incl. third party delivery services like SPUD. Please indicate):**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. What value does contact with other vendors at this market provide?
2. Please list some unique or unusual products you produce, along with a recipe if desired.

*Do you grow plants or animals and sell these farm products and/or their byproducts at the market?*

*(If you don’t steward the land to produce the raw materials that are sold at the market, answer no. i.e. if you are a cheese maker who buys milk from another farm, answer “No,” but if you raise the animals on your farm, answer “Yes.”)*

1. *If* ***Yes****, continue to Question #14.*
2. *If* ***No****, you’re done! Please consider providing your contact information on the bottom of the last page if you are willing to discuss your responses further. Thank you!*

*The following 7 questions will contribute to a picture of food security in the region.*

1. **Please indicate which of the following you produce (mark all that apply) and indicate how many varieties of each you produce:**

* **Vegetables #\_\_\_\_\_\_**
* **Fruit #\_\_\_\_\_\_**
* **Meat/Poultry/Fish #\_\_\_\_\_\_**
* **Dairy/Eggs #\_\_\_\_\_\_**
* **Wild/Foraged Foods #\_\_\_\_\_\_**
* **Other #\_\_\_\_\_\_**

1. What is the average age of the primary farmers/producers in your operation?

7

5

6

3

4

1

2

* + 15-25
  + 25-35
  + 35-45
  + 45-55
  + 55-65
  + 65-75
  + Over 75

1. Which of the following agricultural systems do you practice on your farm? (Mark all that apply.)

* Conventional
* Organic (Certified)
* Non-Certified Organic (incl. Transitional and Integrated Pest Management techniques)
* Heirloom or Heritage
* Biodynamic
* Hothouse
* Hydroponic
* Permaculture
* Non-GMO
* Other (Please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Is your farm/ranch certified?

* Yes (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1

2

* No (none)

1. Why have or haven’t you pursued certification(s)?

1. **This question is about how much land you cultivate/manage, to understand the level of food security and its relationship to the farmers’ market. Estimates are perfectly acceptable.**
2. **What is the size of the total land base/parcel you have access to? \_\_\_\_\_\_\_\_ acres**
3. **How much total land do you cultivate or pasture? \_\_\_\_\_\_\_\_ acres**

1. **Do you own or lease this land? (Choose ONE option below.)**

1

2

3

4

5

* **Own the land**
* **Lease the land**
* **Own the crop**
* **Lease the crop (i.e. Crop Share Lease)**
* **Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. **Irrespective of cost, if you had access to more land, could you use it for production?**

* **Yes, I would like to produce more.** *[go to 19e]*

1

2

* **No, I am at maximum/desired capacity now.** *[go to 19f]*

1. **If Yes, you would like to expand land &/or production, what is your primary limitation? (Please select one.)**

1

2

3

4

5

* **Time**
* **Energy/Available Labor**
* **Money/Cost**
* **Access to Land**
* **Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. **Any comments on the above?**
2. How far do you travel to this market?
   * Less than 5 km

1

2

3

4

5

6

* + 5-20 km
  + 20-50 km
  + 50-100 km
  + 100-300 km
  + Over 300 km

1. **Remember, these questions will be anonymous unless you provide your contact information below. This question is about the impact and feasibility of the farmers’ market in the local food economy. Estimates are perfectly acceptable.** 
   1. **What was your total farm revenue in 2011? (Remember, this can be anonymous, but is important to get an accurate picture of the local food economy.) $ \_\_\_\_\_\_\_\_\_\_\_\_**
   2. **How much of that was from farming product sales? % \_\_\_\_\_\_\_\_\_\_\_\_**
   3. **Of your total farm income from product sales (b), how much is exported or sold out of your local (defined below) community? % \_\_\_\_\_\_\_\_\_\_\_\_**
   4. **What does “local” mean to you (for agricultural production)?**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* 1. **How much of your total farm income came from direct sales through the following local sales channels:** 
     + **All farmers’ markets % \_\_\_\_\_\_\_\_\_\_** (or $ \_\_\_\_\_\_\_\_\_\_\_\_\_)
     + **This farmers’ market % \_\_\_\_\_\_\_\_\_\_** (or $ \_\_\_\_\_\_\_\_\_\_\_\_\_) \*% of total farm income
     + **CSA shares % \_\_\_\_\_\_\_\_\_\_** (or $ \_\_\_\_\_\_\_\_\_\_\_\_\_)
     + **Restaurant direct sales % \_\_\_\_\_\_\_\_\_\_** (or $ \_\_\_\_\_\_\_\_\_\_\_\_\_)
     + **Farm gate sales % \_\_\_\_\_\_\_\_\_\_** (or $ \_\_\_\_\_\_\_\_\_\_\_\_\_)
     + **Local retail % \_\_\_\_\_\_\_\_\_\_** (or $ \_\_\_\_\_\_\_\_\_\_\_\_\_)
     + **Other local sales % \_\_\_\_\_\_\_\_\_\_** (or $ \_\_\_\_\_\_\_\_\_\_\_\_\_)

1. Do you have any comments, or anything else we should know?

*Thank you!*

*Please consider providing any or all of the following optional identifying information, if you are willing to further discuss your responses.*

Location (postal code) of farm/production facility:

Stall/Business name:

Your name:

Contact info (phone and/or email):