

2019 VT FARMERS MARKET SURVEY QUESTIONS

This is NOT the actual survey. This is just a list of the questions asked in the survey, so that you may prepare information ahead of time.

Go to www.vtfma.org/join-us for a link to the actual survey.

All VTFMA markets are required to complete this survey for their 2019 market season before their 2020 VTFMA Membership will be processed. Data collected from this survey will provide important information about the operations and impacts of markets across Vermont, and also helps us to communicate the importance of farmers markets to state legislators and other funders that might support farmers market in Vermont. YOUR DATA MATTERS! Your market information will only be reported in the aggregate, meaning that we will not share it with any other organizations without your permission.

If your market operates in both the summer and winter, please complete this survey twice--once for winter 2018/2019 and once for summer 2019.

If you have any questions about the survey, please contact Jennie Porter at jennie@nofavt.org or (802) 434-4122, ext. 36.

Basic Market Information

1. Market Name
2. Your name and affiliation with the market
3. Market season you are completing the survey for (summer/winter)
4. How many market days were scheduled for your season? Do not subtract any cancelled market days from this total.
5. Did your market have to move from its regular space this season for any length of time?
6. Did any vendors report reduced production because of weather impacts this season?
If yes, how many?
7. Did your market ever have to close early or not open at all during regularly scheduled market times this season?
 - a. What was the reason your market had to close early or not open at all this season?
Select all that apply.
 - i. Inclement weather, site problems (e.g. construction), other
 - b. How many total hours of markets were lost because of these issues this season?

Vendor Information

8. Does your market have a membership fee (in addition to vendor fees)?
 - a. If yes, what is your market's membership fee?
9. Does your market have a seasonal vendor fee?
 - a. If yes, what is your market's seasonal vendor fee?
10. Does your market have a single day vendor fee?
 - a. If yes, what is your market's single day vendor fee?

11. Does your market use a percentage rate fee system for vendor fees?
 - a. If yes, what is your market's percentage rate fee?
12. Please list any other ways your market collects fees from vendors, if any.
13. What was TOTAL number of vendors who vended at least once at your market over the course of the season?
14. What was the average number of vendors, per market day?
15. What was the average number of AGRICULTURAL vendors, per market day?
16. What was the average number of PREPARED FOOD vendors, per market?
17. What was the average number of CRAFT/ARTISAN vendors, per market day?
18. Did the number of total vendors increase, stay the same, or decrease when compared with last year?

Gross Market Revenue

Estimations are fine! This data helps us to communicate the positive economic impact farmers markets have for vendors and communities. This is what funders care most about, so if you answer no other question, please provide your market's TOTAL GROSS REVENUE from vendor sales.

19. Does your market gather vendor gross sales data?
 - a. How does your market gather vendor sales data?
 - i. Paper slips, online, estimations, other (specify)
 - b. Did your market's gross vendor sales increase or decrease from last season?
 - c. What was the total gross revenue from all vendor sales for this season?
 - d. What was the total gross revenue from AGRICULTURAL products?
 - e. What was the total gross revenue from PREPARED FOOD?
 - f. What was the total gross revenue from CRAFT/ARTISAN products?
 - g. What was the total gross revenue from OTHER vendor sales?
 - h. How do you gather data on sales? Check all that apply.
 - i. Paper slips from vendors at each market, online from vendors for each market, estimate based on market activity, do not collect sales data, other

Market Income & Expenses

20. How much income did your market generate from vendor fees this season?
21. How much income did your market generate from grants this season?
22. How much income did your market generate from other community support (e.g. sponsorships) this season?
23. How much income did your market generate from other sources including donations this season?
24. What was the total amount the market paid in site fees this season?
25. How much did your market spend on marketing this season?
26. How much did your market spend on entertainment costs (e.g. live music) this season?
27. How much did your market spend on events or activities at market (e.g. PoP Club, cooking demos, etc.) this season?
28. Is your market manager paid or volunteer?

29. How much is the market manager paid for the season or year?
30. How much did your market spend for insurance this season?
31. What is the total of any other expenses incurred by your market this season that were not covered by the questions above?

Other Market Questions

32. How many hours do you estimate the manager worked for the market this season?
33. Does your market have/require any of the following types of insurance? Check all that apply.
 - a. Market liability insurance, board and/or directors liability insurance, vendor liability insurance, market does not have/require insurance
34. Do you have written agreements/leases for market spaces?
35. At which type of space is your market held?
 - a. Paved parking lot, unpaved parking lot, green space, sidewalk, inside a building, other
36. What channels does the market use for marketing? Check all that apply.
 - a. Social media, email newsletters, market website, newspaper ads, Front Porch Forum, other
37. Does your market offer any activities? Check all that apply.
 - a. Power of Produce (PoP) Club, children's activities (other than PoP), music, cooking demos, taste tests, other

Market Assistance & Development

38. What was the most significant challenge that your market faced this season?
 - a. High market staff turnover, market location instability, too few vendors, too little product diversity, too few shoppers, low EBT participation levels, other
39. What was the market's biggest accomplishment this season?
40. Did any of the market leadership present on the market at local meetings in 2019?
41. Do any of your vendors process debit/credit cards at their booth?
42. Does your market accept EBT/3SquaresVT benefits on behalf of vendors at your market?
43. Do any of your vendors process EBT/3SquaresVT benefits at their own booth?
44. Is your market happy with your current location?
45. Is your market actively exploring a different location?
46. Did your market participate in Farm to Family in 2019?
 - a. Please provide the best email address for your market. If you do not have an email address, please provide a phone number so DCF can contact you with important updates and reminders.
 - b. Please offer detailed feedback and suggest two or more specific areas for Farm to Family program improvement.