

Four hundred twenty-five surveys were given to 21 market managers to be distributed to producers at their markets. Sixty-four surveys were completed. Only 11 markets had producers that completed a survey.

Farmers' Market PRODUCER SURVEY (11/25/01)

Please answer all of the following questions based on the 2001 market year. Also please be sure to complete both the front and back of each page.

1. What is your primary occupation?
31.3% Non agricultural
15.6% Other agricultural
31.3% Vegetable Farming
14.1% Fruit production
25.0% Greenhouse/nursery/plant prod.
17.2% Raising livestock
21.9% Crop farming
2. If your primary occupation is in agricultural production, how large is your total operation (in acres/sq.ft./head)? Average total operation: 90.56 acres
3. How many years have you worked at your primary occupation? 13.7 years
4. How many years have you been selling products through farmers' markets? 4.45 years
5. How many farmers' markets do you attend per day?
1.6% Monday
7.8% Tuesday
50.0% Wednesday
3.1% Thursday
3.1% Friday
89.1% Saturday
6. What is the shortest distance you travel to a farmers' market? (in miles) 20.4 miles
7. What is the longest distance you travel to a farmers' market? (in miles) 35 miles
8. If you attend only one farmers' market, how interested are you in attending a second market?
37% not interested
36% somewhat interested
27% very interested

9. Please indicate the number of paid employees that fit into each group below.
(include yourself)

A. Regarding the total number of employees (production and retailing)

	Family members	Non-family members
Full-time*	1	0
Part-time**	1	1

B. Regarding only the employees that go to the farmers' market

	Family members	Non-family members
Full-time*	1	0
Part-time**	1	0

* 30 hours/week or more

** less than 30 hours/week

10. Please indicate the level of difficulty that you've experienced in finding reliable employees.

- 9% not difficult
- 21% somewhat difficult
- 23% very difficult
- 47% haven't hired any employees

11. During the market season, which of the following terms best describe how you consider your income from farmers' market sales?

- 27% hobby / extra income
- 43% part-time income
- 25% a portion of full-time income that is combined with sales from other outlets
- 5% full-time income

12. On what basis, do you work off-farm or away from your farmers' market enterprise during the market season?

- 52% none
- 24% part-time (less than 30 hrs./ week)
- 24% full-time (more than 30 hrs./week)

Questions #13 thru #16 pertain to the chart below. (answers were too varied to list)

13. In the first column below, please list in order of importance (as measured in sales dollars) the top ten (10) **principle products*** you sell at the farmers' market. (Please be specific such as – strawberries, tomatoes, cut flowers, cider, apples, honey, jam, bedding plants, etc.)

<u>Product</u>	<u>Quantity Sold</u> (specify units, e.g. lbs, bu.)	<u>Acreage</u> (or sq. ft.)	<u>Price</u> <u>per unit</u>
ex: <u>strawberries</u>	<u>420 qt (1080 qt)</u>	<u>1/2 acre(2 ac.)</u>	<u>\$2.50/qt(\$1.80/qt)</u>
a. _____	_____	_____	_____
b. _____	_____	_____	_____
c. _____	_____	_____	_____
d. _____	_____	_____	_____
e. _____	_____	_____	_____
f. _____	_____	_____	_____
g. _____	_____	_____	_____
h. _____	_____	_____	_____
i. _____	_____	_____	_____
j. _____	_____	_____	_____

* For the remainder of the survey, let these products and all other products that could be sold through a farmers' market be referred to as **farmers' market – type products**.

14. In the column next to each item above, please estimate the approximate **quantity** that you **sold** through **farmers' market(s)** in 2001. In parenthesis, please **also** list the approximate **total quantity** that you **sold through all other sources** besides the farmers' market (wholesale and retail). Specify the unit of measurement (quarts, lbs., etc.) that is used for the majority of your farmers' market sales.

15. In the next column of question #13, estimate the approximate acreage (or square footage) allocated to grow each item for farmers' market sales. In parenthesis, please list the approximate total area allocated to grow the item for **all** sales locations.

Total number of acres of land committed to farmers' market produce: 244.1 acres

16. In the last column of question #13, please list the average price per unit that you charged for the item at the farmers' market(s). Use a parenthesis to show the average price charged for all other sales. Please use the same units as in question #14.

***Questions 17 through 21 did not have enough information (most of them blank).**

17. Please **check** any of the following marketing **outlets** through which you normally retail your *farmers' market - type products*. In the column next to each outlet that you check, **estimate** the **percentage** of your total retail sales coming from that location.

	<u>percent of total retail sales</u>	<u>profit margin</u>
<input type="checkbox"/> farmers' market	_____ %	
<input type="checkbox"/> temporary roadside stand (table, tailgate etc.)	_____	_____
<input type="checkbox"/> permanent roadside stand / market	_____	_____
<input type="checkbox"/> greenhouse /nursery	_____	_____
<input type="checkbox"/> pick-your-own	_____	_____
<input type="checkbox"/> farmhouse or out-building	_____	_____
<input type="checkbox"/> community supported agriculture (subscription)	_____	_____
<input type="checkbox"/> other _____	_____	_____

18. In the second column of question 17., please use the following symbols to show how the profit margin from each location that you checked compares to the profit margin from farmers' market sales. [+ (greater than), - (less than), = (same as)]

19. Do you wholesale your *farmers' market - type products*? Yes No

If yes, please check any of the following to whom you normally wholesale your products. In the right-hand column, next to each method that you check, estimate the percentage of your total wholesale sales coming from that method.

	<u>percent of total wholesale sales</u>	<u>profit margin</u>
<input type="checkbox"/> packer	_____ %	_____
<input type="checkbox"/> grocery store	_____	_____
<input type="checkbox"/> produce stand	_____	_____
<input type="checkbox"/> restaurant	_____	_____
<input type="checkbox"/> greenhouse	_____	_____
<input type="checkbox"/> nursery	_____	_____
<input type="checkbox"/> specialty store	_____	_____
<input type="checkbox"/> farmers' market vendors	_____	_____
<input type="checkbox"/> other _____	_____	_____

20. In the second column of question 19., please use the following symbols to show how the profit margin from any wholesale outlets that you checked compares to the profit margin from farmers' market sales. [+ (greater than), - (less than), = (same as)]

21. Please estimate the percentage of your business' gross sales that comes from the following sources

wholesale sales _____ %
 retail sales (direct markets) _____ %

22. How interested are you in expanding your production for distribution through the following areas, if these outlets were available or developed?

	Not Interested	Somewhat Interested	Very Interested
current farmers' market(s)	21.9%	23.4%	42.2%
other retail outlets	25.0%	12.5%	37.5%
wholesale outlets	37.5%	12.5%	20.3%

23. How many acres (or parts of an acre) do you have under production for *farmers' market – type products*, regardless of where they were sold? Average 5.9 acres

How does the size of this area compare with three (3) years ago?

38% an increase
 10% a decrease
 52% the same

24. Do you have a business plan of any kind for your farmers' market enterprise?

Yes - 42.2% No - 54.7%

25. In what county is your primary acreage for farmers' market production located?

Adair	Canadian	Cleveland	Creek
Custer	Garfield	Garvin	Grady
Kingfisher	Logan City	Marshall	Mayes
McClain	Muskogee	Okfuskee	Payne
Pittsburg	Ponotoc	Pottawatomie	Rogers
Seminole	Tulsa	Wagoner	Washington
Woods			

26. Which of the following best describes your neighborhood?

8% Urban 10% Suburban 82% Rural

27. What percentage of all the products that you sell at the farmers' market is grown or prepared by you and your employees (not resold)? 78.4%

28. Do you sell value added products such as baked goods, preserves, dried flowers, etc.

Yes - 32.8%

No - 54.5%

If yes, please check which of the following best describes your situation?

4.8% I primarily purchase most of the items (raw materials) to which I add value

85.7% I primarily add value to items which I have produced myself

Please list the value added products you sell _____

29. Please rank the following reasons why you choose to sell your products at a farmers' market. Place a "1" in front of the most important reason, a "2" for the second most important and so on.

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6
convenience	7.8%	17.2%	20.3%	7.8%	4.7%	6.3%
receive retail value for products sold	43.8%	14.1%	4.7%	6.3%	4.7%	0%
customer interaction	10.9%	26.6%	18.8%	6.3%	6.3%	3.1%
to advertise your products	4.7%	14.1%	12.5%	12.5%	3.1%	1.6%
to sell excess products unsold thru other outlets	9.4%	4.7%	3.1%	9.4%	10.9%	6.3%
to sell surplus produce from your garden	14.1%	4.7%	4.7%	4.7%	6.3%	10.9%
other _____						

30. Did you sell organically grown* or made products at the farmers' market during the 2001 season?

* (grown without the use of synthetic fertilizers, synthetic pesticides and synthetic food additives)

Yes - 26.6%

No - 73.4%

If Yes, what percent of your farmers' market sales were from these products? _____%

10 answered 100%

2 answered 50%

1 answered 90%

If No, do you have plans to sell organic products anytime in the future?

Yes - 18.8%

No - 45.3%

31. Did you sell organically grown or made products three years ago during the 1998 season?

Yes - 17.2%

No - 71.9%

36. Concerning your business expenses related to your farmers' market products, please **rank** the following expense items from largest to smallest, using a (1) for your largest expense and so on. (leave non-expenses blank)

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6
seeds/plants	28.1%	10.9%	9.4%	9.4%	4.7%	1.6%
fertilizer	0.0%	12.5%	6.3%	7.8%	10.9%	7.8%
weed control	3.1%	0%	9.4%	6.3%	4.7%	6.3%
insect control	0%	4.7%	10.9%	4.7%	10.9%	4.7%
disease control	3.1%	3.1%	3.1%	1.8%	4.7%	3.1%
irrigation	6.3%	21.9%	9.4%	1.6%	9.4%	1.6%
machinery	10.9%	6.3%	9.4%	4.7%	3.1%	4.7%
labor	18.8%	4.7%	6.3%	4.7%	0%	3.1%
utilities	3.1%	7.8%	9.4%	4.7%	3.1%	3.1%
transportation	3.1%	4.7%	7.8%	12.5%	9.4%	4.7%
land payment	6.3%	3.1%	0%	1.6%	0%	0%
buildings	4.7%	1.6%	1.6%	3.1%	1.6%	1.6%
marketing	0%	6.3%	0%	3.1%	0%	4.7%
other _____						

37. How do you measure your success at the farmers' market(s) you attend? (please **check any two**.)

43.8% gross sales
 14.1% net sales
 7.8% selling enough to cover expenses
 7.8% selling out of enough products to go home early
 39.1% selling most of your products by the end of the market day
 64.1% having return customers
 4.7% other

38. How satisfied are you with the profitability of the farmers' market portion of your sales?

8% not satisfied
 15% somewhat satisfied
 52% mostly satisfied
 25% totally satisfied

39. How do you see the farmer's market(s) that you attend changing over the next three (3) years?

67% Expanding
 26% Staying the same
 7% Decreasing

44. Please check a box next to each item to indicate what direction of change you wish to occur at the primary farmers' market you attend. If you are satisfied with the state of the current item, check "No Change."

	Increase	Decrease	No Change
market hours	0%	3.1%	73.4%
days open for business	18.8%	3.1%	65.6%
length of market season	12.5%	3.1%	71.9%
market location	14.1%	0%	73.4%
availability of shade	39.1%	1.6%	48.4%
stall fee	4.7%	7.8%	75.0%
membership dues	6.3%	4.7%	73.4%
amount of advertising	60.9%	1.6%	28.1%
number of customers	67.2%	3.1%	15.6%
number of produce vendors	50.0%	7.8%	29.7%
number of non-produce vendors	31.3%	9.4%	42.2%
quality of market management	25.0%	0%	54.7%

Comments: _____

45. Please check **any** of the following topics that you would like to have more information about.

- 25.0% season extension techniques
- 26.6% greenhouses
- 20.3% plant propagation
- 20.3% irrigation
- 23.4% post-harvest handling
- 23.4% marketing
- 26.6% weed control
- 26.6% disease control
- 31.3% insect control
- 18.8% cover crops
- 17.2% organic methods
- 14.1% hiring employees
- 21.9% value added products
- 18.8% health regulations
- 14.1% specific crops/products

