

# FMC Survey: State of the Market Organization

Farmers Market Coalition would like to know more about the organizations and leaders that manage farmers markets across the U.S. This information will inform our efforts to build support for markets, offer researchers benchmark data, and increase the awareness among potential partners about the impacts and challenges in operating markets. We recommend that you review the questions before sitting down to answer to make sure you have the information in hand; follow this link for a PDF of the questions. Please supply only ONE completed survey per market organization.

\* Required

## 1. Email address \*

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## Organizational information

### What is an organization? What is a market?

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For the purposes of this survey, the "organization" is meant to describe the entity that oversees the farmers market(s). That entity may operate markets as its only activity or it may oversee other activities besides managing markets. It can be a person or persons, a company (for-profit or non-profit), or an agency. A "market" is defined in this survey as a regular event (happening more than twice in the same season at the same location) that has two or more vendors selling agricultural items.

## 2. Describe the incorporation structure for the organization: \*

*Mark only one oval.*

- ☐ Non-profit (including those entities registered as state non-profits only or those also with 501 (c) status)
- ☐ For-profit (Sole Proprietorship, LLC, etc.)
- ☐ Municipality or Government Agency
- ☐ Legal Cooperative
- ☐ No Incorporation
- ☐ Other: \_\_\_\_\_

## 3. The primary purpose of the organization is to support: \*

*Mark only one oval.*

- ☐ Food Access/Security
- ☐ Environmental Sustainability
- ☐ Neighborhood Revitalization
- ☐ Community Health
- ☐ Farm Advocacy
- ☐ Economic Development
- ☐ Other: \_\_\_\_\_

**4. In which state is the organization located? \****Mark only one oval.*

- ☐ AK
- ☐ AZ
- ☐ AR
- ☐ CA
- ☐ CO
- ☐ CT
- ☐ DC
- ☐ DE
- ☐ FL
- ☐ GA
- ☐ HI
- ☐ ID
- ☐ IL
- ☐ IN
- ☐ IA
- ☐ KS
- ☐ KY
- ☐ LA
- ☐ ME
- ☐ MD
- ☐ MA
- ☐ MI
- ☐ MN
- ☐ MS
- ☐ MO
- ☐ MT
- ☐ NE
- ☐ NV
- ☐ NH
- ☐ NJ
- ☐ NM
- ☐ NY
- ☐ NC
- ☐ ND
- ☐ OH
- ☐ OK
- ☐ OR
- ☐ PA

- ☐ RI
- ☐ SC
- ☐ SD
- ☐ TN
- ☐ TX
- ☐ UT
- ☐ VT
- ☐ VA
- ☐ WA
- ☐ WV
- ☐ WI
- ☐ WY
- ☐ GU
- ☐ MP
- ☐ PR
- ☐ VI

**5. Describe any organizational budget change in 2018 from 2017 \***

*Mark only one oval.*

- ☐ The organizational budget increased
- ☐ The organizational budget stayed the same
- ☐ The organizational budget decreased
- ☐ Don't know

**6. In 2018, was there a budget exclusively for the operations of the market(s)? \***

*Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ Don't know

**7. Did the organization receive support in 2018? Check all that apply \****Check all that apply.*

- ☐ Grants from federal, state, or local agencies
- ☐ Grants from private foundations
- ☐ Funding from private businesses (including sponsorships)
- ☐ Funding from individuals
- ☐ Funding from sales of items/merchandise
- ☐ In-kind (staffing/materials/free space) support
- ☐ Don't know
- ☐ None of these
- ☐ Other: \_\_\_\_\_

**8. Between 2016-2018, has the organization submitted grant applications for its market work to any of the following programs?***Check all that apply.*

- ☐ Farmers Market Promotion Program (FMPP)
- ☐ Local Food Promotion Program (LFPP)
- ☐ Community Food Projects (CFP)
- ☐ Local Foods Local Places (LFLP)
- ☐ Specialty Crop Block Grant (SCBG)
- ☐ SNAP-Ed Grant
- ☐ Farm To School Grant Program
- ☐ Value Added Producer Grant
- ☐ Federal Insecurity Nutrition Incentive Program (FINI)
- ☐ Don't know
- ☐ None of these

**9. Between 2016-2018 from which of these programs has the organization's market work successfully received funding? If none, leave blank.***Check all that apply.*

- ☐ Farmers Market Promotion Program (FMPP)
- ☐ Local Food Promotion Program (LFPP)
- ☐ Community Food Projects (CFP)
- ☐ Local Foods Local Places (LFLP)
- ☐ Specialty Crop Block Grant (SCBG)
- ☐ SNAP-Ed Grant
- ☐ Farm To School Grant Program
- ☐ Value Added Producer Grant
- ☐ Federal Insecurity Nutrition Incentive Program (FINI)
- ☐ Don't know
- ☐ None

10. **How many individuals, including full-time and part-time staff, contractors, interns, and/or volunteers accomplished work for the ORGANIZATION in 2018? (The next section will gather information about staffing specifically for the market work) \***
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## **Market Staff, Contractors, and/or Volunteers**

For the next 2 questions you will list the number of full-time and part-time staff, contractors, and/or volunteers whose hours and tasks were assigned to MARKET activities.

11. **Q 1 of 2: In 2018, how many of those people were SOLELY assigned to the market(s) or market programs in 2018.**
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12. **Q 2 of 2: In 2018, how many of those people were assigned only SOME of their time to the market(s) or market programs in 2018.**
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## **Types of Compensation or Credit for Market Work**

The following questions are only about staff who were assigned to farmers market administration and operation. The total of these responses in this section should equal the answers given for the last 2 questions about those assigned solely or some of their time.

13. **How many of those assigned to market activities were paid by hourly wage in 2018?**
- 

14. **How many of those assigned to market activities were paid by salary in 2018?**
- 

15. **How many of those assigned to market activities were paid by stipend in 2018?**
- 

16. **How many of those assigned to market activities worked to fulfill work or school requirements in 2018?**
- 

17. **How many of those assigned to market activities worked as a volunteer in 2018? (Volunteers are defined as those not receiving any monetary compensation or required school/work credit.)**
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## Please tell us about the farmers market locations that the organization operates.

Please count each location that the organization operates a market as a separate entity. If you operate a market at that location more than one day per week, count it as one.

18. Number of years the organization has operated markets: \*

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19. Number of market locations the organization operated in 2018: \*

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20. Number of market locations the organization opened for the first time in 2018: \*

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21. Number of market locations the organization permanently closed in 2018: \*

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22. Number of market locations the organization operated that were open 3 months or LESS in 2018: \*

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23. Number of market locations the organization operated that were open MORE than 3 months but LESS than 12 months in 2018: \*

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24. Number of market locations the organization operated that were open ALL 12 months in 2018: \*

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25. Number of market locations with a permanent market structure (pavilion, building, covered vendor booths, etc.) \*

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**26. In 2018, did the organization have written agreements or leases (NOT a special event permit) for the market locations it operated ?**

*Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ For some locations, but not all
- ☐ Organization owns the location (s)
- ☐ Don't know
- ☐ Other: \_\_\_\_\_

**27. Which of the following does the organization require of ALL of its market vendors? Check all that apply: \***

*Check all that apply.*

- ☐ All vendors must sign an agreement to adhere to market rules and policies
- ☐ None of these
- ☐ All vendors must be the producer of the food and/or fiber they sell (i.e., producer-only market)
- ☐ All vendors must obtain product liability insurance
- ☐ All vendors must sign an agreement to adhere to market guidelines for safe food handling practices
- ☐ Other: \_\_\_\_\_

**28. If your vendors are restricted to a defined geographical region, how is that region defined?**

*Mark only one oval.*

- ☐ Mileage distance
- ☐ Within the county
- ☐ Within a multi-county region of one state
- ☐ Within the state
- ☐ Within a multi-state region
- ☐ Other: \_\_\_\_\_

**29. How does the organization validate the claims of market farmers/producers? Check all that apply. \****Check all that apply.*

- ☐ All producers sign a statement that their growing practices and products adhere to the market's rules.
- ☐ All producers are subject to booth inspections from the organization.
- ☐ All producers are subject to farm inspections from the organization.
- ☐ All producers are subject to farm inspections from a third-party organization.
- ☐ All producers are required to maintain third-party certification (such as USDA Organic Certification, or Certified Naturally Grown), and submit documentation of the certification.
- ☐ All producers must be certified as farmers by the state.
- ☐ There is no validation process.
- ☐ Other: \_\_\_\_\_

**Organizational programs**

Please tell us about the other programs the organization manages.

**30. Does the organization manage a food delivery service?***Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ Don't know

**31. Does the organization manage one or more food aggregation hub(s) for institutions and/or restaurant or other wholesale buyers?***Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ Don't know

**32. Does the organization manage one or more mobile food truck(s)?***Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ Don't know

**33. Does the organization manage one or more market box program(s), meaning sales of aggregated market items?***Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ Dont know



**34. Does the organization manage any apps to process orders for vendors?***Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ Don't know

**35. Does the organization manage one or more community garden(s)?***Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ Don't know

**36. Is the organization authorized to accept federal nutrition program benefits as payment (i.e., the organization redeems the benefit, and the benefit is deposited into the organization's bank account)? \****Mark only one oval.*

- ☐ Yes
- ☐ No     *After the last question in this section, skip to question 38.*
- ☐ Other: \_\_\_\_\_ *After the last question in this section, skip to question 38.*

**37. Since you answered yes to the previous question, who is your current EBT Service Provider?***Mark only one oval.*

- ☐ - Marketlink/ NovoDia/ Worldpay
- ☐ - MerchantSource/Ignite Payments
- ☐ - TSYS
- ☐ - PaymentSpring
- ☐ - Dharma
- ☐ - FIS
- ☐ - Xerox (Conduent)
- ☐ - Sage Solutions
- ☐ Other: \_\_\_\_\_

**38. From where was the most recently purchased SNAP/EBT equipment sourced?***Mark only one oval.*

- ☐ Budgeted for it and purchased it ourselves
- ☐ Received a business sponsorship to purchase the equipment
- ☐ Received a private foundation grant to purchase the equipment
- ☐ Through our state's free wireless equipment option
- ☐ Through MarketLink's iteration of the EBT Equipment Program (program operated in 2013)
- ☐ Through FMC's iteration of the EBT Equipment Program (operated 2015-2017)
- ☐ Through FTM's iteration of the EBT Equipment Program (current program, since summer of 2018)
- ☐ "Friends of" entity or partner organization bought and manages the equipment for the markets
- ☐ Don't know
- ☐ Other: \_\_\_\_\_

**Market-Level Data****39. Are individual vendors at any of the organization's market(s) authorized to accept federal nutrition program benefits as payment (i.e., the vendor redeems the benefit, and the benefit is deposited into the vendor's bank account)? Do NOT include vendors only authorized to take FMNP in this answer. \****Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ Other: \_\_\_\_\_

**40. How many vendors sold at the organization's market(s) in 2018? Include all vendors that sold at least once during the 2018 season. \***

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**41. How many of those vendors were farmer/producers? (Defined as a vendor who grew, raised, or foraged their primary products for sale). \***

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**42. Did the number of total vendors increase, stay the same, or decrease in 2018 when compared with 2017? \****Mark only one oval.*

- ☐ Increase
- ☐ Stay the same
- ☐ Decrease

**43. Did any vendors open brick and mortar retail locations for the first time in 2018? \****Mark only one oval.*

- ☐ Yes
- ☐ No

**44. Does the organization collect sales data from (any) vendors? \****Mark only one oval.*

- ☐ Yes
- ☐ No

**45. If yes, how does it collect those sales? Check all that apply***Mark only one oval.*

- ☐ From data collected that is encouraged but is not required to participate in
- ☐ From data collected that is used to calculate stall fees based on sales
- ☐ Other: \_\_\_\_\_

**46. Did the organization invite an elected official to your market in 2018? \****Mark only one oval.*

- ☐ Yes
- ☐ No

**47. If yes to previous question, did they come?***Mark only one oval.*

- ☐ Yes
- ☐ No

**48. Which communication platform used by the organization in 2018 drove the most traffic to the market(s)?***Mark only one oval.*

- ☐ Don't Know
- ☐ Newsletters
- ☐ Website
- ☐ Ambassadors
- ☐ Text Messages
- ☐ Other
- ☐ Billboards
- ☐ Fliers at local businesses and community centers
- ☐ Paid Social Media Ads
- ☐ Newspaper, TV, and Radio ads
- ☐ Unpaid Social Media Posts
- ☐ Signage at market and around neighborhood
- ☐ Direct Mail

**49. If budget and staff capacity wasn't a concern, which communications platform would the organization prioritize to drive traffic and sales at market? \***

*Mark only one oval.*

- ☐ Text Messages
- ☐ Newspaper, TV, and Radio ads
- ☐ Direct Mail
- ☐ Fliers at local businesses and community centers
- ☐ Signage at market and around neighborhood
- ☐ Billboards
- ☐ Website
- ☐ Ambassadors
- ☐ Newsletters
- ☐ Paid Social Media Ads
- ☐ Ad on music or podcast platform (i.e. Spotify or Pandora)
- ☐ Other: \_\_\_\_\_

**50. Pick the top challenge faced by the organization in 2018:**

*Mark only one oval.*

- ☐ Organizational disarray (absence of operational systems)
- ☐ Organizational budget was too low to meet annual expenses in 2017
- ☐ Lack of collaboration among food system/other market organizations
- ☐ Natural disaster(s)
- ☐ High market staff turnover
- ☐ Market location(s) instability
- ☐ Too few farmers/vendors for markets
- ☐ Too little diversity in products
- ☐ Too few shoppers for markets
- ☐ Low SNAP participation levels
- ☐ Other: \_\_\_\_\_

**51. What was the biggest accomplishment of the organization's farmers market(s) in 2018?**

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**52. Opinion Question (Not Required): In markets like yours, what are the characteristics or traits of a good farmers market?**

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A copy of your responses will be emailed to the address you provided

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