

# ***Understanding the Impact of Farmers Markets in Local Communities and Throughout Washington State***

## **Survey of Market Managers Summer 2010**



**We appreciate your help with this study of Washington State farmers markets!**



This survey is sponsored by the:

Small Farms Program  
Washington State University

In collaboration with the Farmers Market Action Team

## MARKET BACKGROUND

**Q1. Did you manage a farmers market in Washington State in 2009 or are you knowledgeable about a market and do you have access to its 2009 records?**

- ① Yes
- ② No → **You do not need to answer the rest of the questions.** Who would you suggest respond for your market so that it is included in the study? Please provide his/her contact information on the back of the questionnaire. **Please return the questionnaire to us in the envelope provided. Thank you!**

**Q2. What is the name of the farmers market(s) you managed in 2009?**

\_\_\_\_\_ Farmers market(s) name

**NOTE:**

- Please fill out this survey for the market(s) you managed in 2009.
- If you managed markets in multiple locations in 2009, **please complete a survey for each market location, starting with your biggest market first.**

*If you have any questions, please call Colleen Donovan, WSU Farmers Market Research Coordinator, at (509) 306-0059 or email [colleen.donovan@wsu.edu](mailto:colleen.donovan@wsu.edu).*

**Q3. In what city and neighborhood was your market located?**

\_\_\_\_\_ Market location

**NOTE:**

- If you managed a market that was held two or more days per week at the same location, **please answer survey questions separately for each market day** where indicated, starting with the busiest day as Market day 1 and the second busiest day as Market day 2.
- Please refer to the same market day as “Market day 1” and “Market day 2” consistently throughout the survey.
- If your market was open one day per week, please enter your information in “Market day 1.”

**Q4. What day(s) of the week and hours was your market open in 2009?**

Market day 1

Market day 2



Day of the week..... \_\_\_\_\_

Hours of operation..... \_\_\_\_\_

**Q5. What were the opening and closing dates of your market in 2009?**

Market day 1

Market day 2



Opening date in 2009 ..... \_\_\_\_\_

Closing date in 2009..... \_\_\_\_\_

**Q6. Did your market operate at different times (in terms of days of the week or hours) during the winter?** *Please select one response.*

- ① Yes → *Please describe:* \_\_\_\_\_
- ② No
- ③ Not applicable. Market is closed in winter

**Q6a. Did your market operate at a different location in the winter?** *Please select one response.*

- ① Yes → *Please describe:* \_\_\_\_\_
- ② No
- ③ Not applicable. Market is closed in winter

## MARKET SITE

**Q7. What kind of site did your market occupy in 2009?** *Please select ONE best description.*

- ① Street
- ② Parking lot
- ③ Park
- ④ Plaza
- ⑤ Other → *Please describe:* \_\_\_\_\_

**Q8. Did your market operate in a building or permanent structure in 2009?**

- ① Yes → *Please describe:* \_\_\_\_\_
- ② No

**Q9. Who owns the market site you used in 2009?**

\_\_\_\_\_ Market site owner

**Q10. How much rent did the market pay for its site in 2009?** *Please clarify if cost is annual, seasonal, monthly, weekly, etc.*

\$ \_\_\_\_\_ per

- ① Year
- ② Season
- ③ Month
- ④ Week
- ⑤ Other → *Please describe:* \_\_\_\_\_

**Q10a. What were the terms/conditions or permits required to use your market site in 2009?**

**Q11. What was the maximum number of vendor stalls available at your market site in 2009?**

\_\_\_\_\_ Maximum number of vendor stalls

**Q12. On a scale from 1 to 5, please rate your 2009 market site for each of the following characteristics, where 1 = Poor and 5 = Excellent. Please select one response in each row.**

	Poor				Excellent
	▼	▼	▼	▼	▼
a. Long term availability of market site.....	①	②	③	④	⑤
b. Visibility to foot traffic .....	①	②	③	④	⑤
c. Visibility to car traffic .....	①	②	③	④	⑤
d. Proximity to residential areas .....	①	②	③	④	⑤
e. Proximity to local business district .....	①	②	③	④	⑤
f. Availability of customer parking .....	①	②	③	④	⑤
g. Accessibility by public transportation .....	①	②	③	④	⑤
h. Accessibility by bike .....	①	②	③	④	⑤
i. Accessibility by walking.....	①	②	③	④	⑤

**Q13. Did your market have the following on-site in 2009? Please select one response in each row.**

	Yes	No
	▼	▼
a. Running water.....	①	②
b. Electricity .....	①	②
c. Recycling .....	①	②
d. Composting.....	①	②
e. Restrooms (not portable) ...	①	②

**Q14. How many times has your market location changed since the market first opened?**

☐ Don't know

\_\_\_\_\_ Number of times location changed

**Q15. Please share any additional thoughts you have on your market site.**

## VENDORS

**Q16. What was the total number of all vendors who sold at your market in 2009? Please include all vendors who sold at any time or any market day throughout the season. If your market is open on two days per week in the same location, please include all vendors. Please do not count the same vendor twice.**

\_\_\_\_\_ Total number of all vendors

**Q16a. Of the total number of vendors who sold at your market in 2009, how many were in each of the following categories?**

*Please include all vendors who sold at any time or any market day throughout the season. If your market is open two days per week in the same location, please include all vendors. Please do not count the same vendor in more than one category.*

- \_\_\_\_\_ Number of **Farmers and Farmer-Processors**  
*Defined as someone who raises what they sell on their own land (may be rented) in WA; includes farmers who process what they raise or have their products processed; also includes seafood, wine from WA AVAs, flowers and ornamentals.*
- \_\_\_\_\_ Number of **Processors**  
*Defined as someone who sells what they have personally prepared or processed, but did not raise ingredients themselves.*
- \_\_\_\_\_ Number of **Resellers**  
*Defined as someone who buys produce from other farmers and brings to sell at farmers market.*
- \_\_\_\_\_ Number of **Prepared Food Vendors**  
*Defined as someone who sells freshly made foods ready for immediate consumption.*
- \_\_\_\_\_ Number of **Artisans/Crafters**  
*Defined as someone who creates with their own hands the products they offer for sale.*
- \_\_\_\_\_ Number of **Other**, please explain: \_\_\_\_\_

**Q17. Does your market allow farmer vendors to sell other farmers' products?**

- ① Yes → Please explain: \_\_\_\_\_
- ② No

**Q18. During the 2009 summer season, how many total vendors participated on a typical market day?**

Market day 1	Market day 2	
▼	▼	
_____	_____	Number of vendors

**Q19. During the 2009 summer season, how many of each type of vendor participated on a typical market day?**

	Market day 1	Market day 2
	▼	▼
a. Farmers and Farmer-Processors..	_____	_____
b. Processors.....	_____	_____
c. Resellers.....	_____	_____
d. Prepared Food Vendors.....	_____	_____
e. Artisans/Crafters .....	_____	_____
f. Others .....	_____	_____

**Q20. Did you track the number of farmers (including farmer-processors) who came to each of your market days and then calculate the total number of “farmer days” for your season in 2009?** *For example, if week one had 10 farmers (including farmer-processors), week two had 15 farmers, and week three had 25 farmers (and it was a three week season), then the total “farmer days” would be 50 (or  $10 + 15 + 25 = 50$ ).*

- ① Yes → What was the total number of “farmer days” at your market in 2009? \_\_\_\_\_
- ② No

**Q21. In accepting vendors for the 2009 season, did your market prioritize farmer vendors from a certain geographic region?**

- ① Yes → Please describe: \_\_\_\_\_
- ② No

**Q22. In accepting vendors for the 2009 season, did your market prioritize farmer vendors who sold organic products (certified or exempt)?**

- ① Yes → Please describe: \_\_\_\_\_
- ② No

**Q23. Did you have a farmer waiting list in 2009?**

- ① Yes → How many farmers were on the waiting list? \_\_\_\_\_ Number on waiting list
- ② No

**Q24. Of the farmers who sold at your market in 2008, how many did not return to sell at your market in 2009?**

\_\_\_\_\_ Number of farmers

## VENDORS SALES & PRODUCTS

**Q25. What were the total (gross) sales for your market in 2009?** *If your market was open two days per week in the same location and sales were tracked or estimated separately, please enter for Market day 1 and Market day 2. If not tracked or estimated separately, please enter combined sales for both market days in 2009.*

\_\_\_\_\_ Market day 1 sales

\_\_\_\_\_ Market day 2 sales

**OR**

\_\_\_\_\_ Combined markets

**Q26. Are the total (gross) sales you entered above in Q25 the tracked or estimated sales?**

- ① Tracked sales
- ② Estimated sales
- ③ Other, please describe: \_\_\_\_\_

**Q27. If known, what were the total (gross) sales (for the entire season) for each of the following groups of vendors in 2009?** *If your market was open two days per week in the same location, please answer for Market day 1 and Market day 2. If not tracked separately, please answer for both market days in 2009.*

	Market day 1 ▼	Market day 2 ▼	OR	Both market days ▼
a. Farmers and Farmer-Processors ..	.....	.....	....	.....
b. Processors .....	.....	.....	....	.....
c. Resellers .....	.....	.....	....	.....
d. Prepared Food Vendors .....	.....	.....	....	.....
e. Artisans/Crafters .....	.....	.....	....	.....
f. Others .....	.....	.....	....	.....

**Q28. Compared with the past five years, would you say your average farmer vendor sales in 2009 were lower, the same, or higher?** *If your market was open two days per week in the same location, please answer for Market day 1 and Market day 2. If not tracked separately, please answer for both market days in 2009.*

	Lower ▼	Same ▼	Higher ▼	Don't know Not applicable ▼
a. Market day 1 .....	①	②	③	④
b. Market day 2 .....	①	②	③	④
c. Average of both markets .....	①	②	③	④

**Q29. Were the following products offered at your market in 2009?** *Please respond with yes or no to each one. If your market was open two days per week in the same location, please respond for both days combined.*

	Yes ▼	No ▼
a. Fruits .....	①	②
b. Vegetables .....	①	②
c. Cut flowers .....	①	②
d. Plants, plant starts, or nursery .....	①	②
e. Meat .....	①	②
f. Fish and/or seafood .....	①	②
g. Cheese, milk, or other dairy products .....	①	②
h. Eggs .....	①	②
i. Grain/flours .....	①	②
j. Processed food products ( <i>jam, salsa, salad dressing, pasta, etc.</i> ) .....	①	②
k. Wine or hard cider .....	①	②
l. Coffee .....	①	②
m. Baked goods .....	①	②
n. Prepared foods ( <i>for immediate consumption</i> ) .....	①	②
o. Other, <i>specify</i> : .....	①	②

**Q30. What fruits and vegetables would you like to offer or offer more of at your market?**

*Please list fruits and vegetables:*

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**Q31. What other products (not including fruits and vegetables) would you like to offer or offer more of at your market?**

*Please list other products:*

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**Q32. Are you facing any regulatory barriers (such as health regulations, permits, etc.) related to products sold (or products you would like to sell) at your market?**

- ① Yes → *Please describe:* \_\_\_\_\_  
② No  
③ Not applicable

## SHOPPERS

**Q33. During the 2009 summer season, how many shoppers did your market have on a typical market day? Please provide your best estimate if you did not track shoppers.**

Market day 1



Market day 2



\_\_\_\_\_ Number of shoppers

**Q34. How many total shoppers attended your market in the 2009 season? Please provide your best estimate if you did not track shoppers.**

Market day 1



Market day 2



\_\_\_\_\_ Number of shoppers

**Q35. Are the shopper counts you entered above in Q33 and Q34 tracked or estimated? Please select one response.**

- ① Tracked shopper counts  
② Estimated shopper counts  
③ Other, *please describe:* \_\_\_\_\_

**Q36. Did your market use the following tools to monitor shoppers in 2009? Please check all that apply.**

- ☐ Dot surveys  
☐ Other shopper surveys  
☐ Shopper counts  
☐ Other, *please describe:* \_\_\_\_\_



**Q37. Please estimate the percentage of your market shoppers described by the following economic categories in 2009? Please total to 100% for each market day.**

	Market day 1 ▼	Market day 2 ▼
a. Low income.....	_____ %	_____ %
b. Middle income.....	_____ %	_____ %
c. Upper income .....	_____ %	_____ %
	100%	100%

**Q38. Please estimate the percentage of your market shoppers described by the following ethnic/racial categories in 2009? Please total to 100% for each market day.**

	Market day 1 ▼	Market day 2 ▼
a. White (not Latino/Hispanic).....	_____ %	_____ %
b. Latino/Hispanic .....	_____ %	_____ %
c. Asian or Asian American.....	_____ %	_____ %
d. Black or African American.....	_____ %	_____ %
e. Native American.....	_____ %	_____ %
f. Other, specify: _____ ..	_____ %	_____ %
	100%	100%

**Q39. How important was serving low income community members to your market mission in 2009? Please select one response.**

Not important ▼					Very important ▼
①	②	③	④	⑤	

**Q40. Please share any additional thoughts you have on your market shoppers.**

## MARKET ORGANIZATION & MANAGEMENT

**Q41. What year did your market open?**

\_\_\_\_\_ Year market opened

**Q42. What was the primary motivation for starting this market?** *Please select only ONE answer.*

- ① To support farmers
- ② To support crafters
- ③ To improve community's access to fresh farm products
- ④ To improve community's access to healthy foods
- ⑤ To support/incubate small businesses
- ⑥ To help local business district
- ⑦ To promote economic development
- ⑧ To create a fun community event
- ⑨ To promote tourism
- ⑩ Other, *please explain*: \_\_\_\_\_

**Q43. How is your market organized or incorporated?** *Please select one response.*

- ① Non-profit → *Go to Q43a*
- ② Project of a non-profit → *Go to Q43a*
- ③ Business → *Go to Q43b*
- ④ Project of a business → *Go to Q43b*
- ⑤ Project of a government department or agency → *Go to Q44*
- ⑥ Other, *please describe*: \_\_\_\_\_ *Go to Q44*

**Q43a. If your market is a non-profit or a project of a non-profit, is the non-profit...**

- ① Incorporated in the State of Washington only
- ② Federal 501c3
- ③ Federal with another 501c tax status, *please explain*: \_\_\_\_\_
- ④ Other, *please explain*: \_\_\_\_\_

*Go to Q44*

**Q43b. If your market is a business or a project of a business, is the business...**

- ① Sole proprietorship
- ② S corporation
- ③ LLC
- ④ Cooperative
- ⑤ Other, *please explain*: \_\_\_\_\_

**Q44. If your market is under the umbrella of or sponsored by a non-profit, business, or government agency, what is the group's name?**

\_\_\_\_\_ Group's name

☐ Not applicable

**Q44a. Is your market part of a group or association that manages more than one market?**

- ① Yes
- ② No → **Skip to Q45**

**Q44b. What is the group or association's name?**

\_\_\_\_\_ Group's name

**Q44c. How many markets are managed by the group or association?**

\_\_\_\_\_ Number of markets managed

**Q45. Does your market have the following?** *Please select one response in each row.*

	Yes	No	Don't know
	▼	▼	▼
a. Market Bylaws.....	①	②	③
b. Vendor Rules/Guidelines/Policies or a Vendor Handbook.....	①	②	③
c. Vendor Application Form .....	①	②	③
d. Vendor Sales Report Form .....	①	②	③
e. Business Plan .....	①	②	③
f. Strategic Plan .....	①	②	③
g. Professional accountant/bookkeeper.....	①	②	③
h. Market vendor memberships .....	①	②	③
i. Community memberships .....	①	②	③

**Q46. Does your market have a board of directors?**

- ① Yes → **Continue with Q46a**
- ② No → **Skip to Q47**

**Q46a. How many of your board members are from the following groups?**

Number of board members



- a. Farmers ..... \_\_\_\_\_
- b. Artisans/crafters..... \_\_\_\_\_
- c. Community members..... \_\_\_\_\_
- d. Professionals with specific expertise..... \_\_\_\_\_
- e. Other, *please list*: \_\_\_\_\_ ... \_\_\_\_\_
- f. Other, *please list*: \_\_\_\_\_ ... \_\_\_\_\_

**Q47. Who decides the operating rules for your market?** *Please check all that apply.*

- ☐ Board or advisory group
- ☐ Manager
- ☐ Vendors
- ☐ Owner
- ☐ Umbrella organization
- ☐ Other, *please explain*: \_\_\_\_\_

**Q48. Do farmer vendors participate in decision-making in any of the following ways?** *Please select one response in each row.*

	Yes ▼	No ▼	Don't know ▼
a. Annual meetings .....	①	②	③
b. Speak to manager.....	①	②	③
c. Speak to board members.....	①	②	③
d. Serve on board as voting members .....	①	②	③
e. Vendor committees .....	①	②	③
f. Other, <i>please specify</i> : .....	①	②	③

## MARKET FINANCES

*The next set of questions focus on the financial picture of the market organization itself, not the vendors.*

**Q49. What was the total (gross) revenue for your market organization in 2009?** *(Note: not vendor sales)*

\_\_\_\_\_ Total revenue in dollars

**Q50. How much of your market's annual total (gross) revenue came from the following sources in 2009** *(in dollars)?*

- a. Stall fees, market application or membership fees... \$ \_\_\_\_\_
- b. Sponsorships ..... \$ \_\_\_\_\_
- c. Donations..... \$ \_\_\_\_\_
- d. Grants ..... \$ \_\_\_\_\_
- e. First other revenue, *specify*: \_\_\_\_\_ \$ \_\_\_\_\_
- f. Second other revenue, *specify*: \_\_\_\_\_ \$ \_\_\_\_\_

**Q51. How did you charge vendors for space in 2009?** *Check all that apply.*

- ☐ Did not charge → **Skip to Q52**
- ☐ Flat rate
- ☐ Percentage of sales
- ☐ Membership or application fee
- ☐ Other, *please describe*: \_\_\_\_\_

**Q51a. How much did your market charge vendors as a flat rate, percentage of sales and/or membership (or application) fee 2009?**

**Q51b. If your market was open two days per week in the same location, were vendors charged the same way on each day?**

- ① Yes
- ② No → *Please describe*: \_\_\_\_\_
- ③ Not applicable

**Q52. What was your market's total operating expenses in 2009 (in dollars)?**

\_\_\_\_\_ Total expenses in dollars

**Q53. What were your market's total operating expenses in 2009 (in dollars) for each of the categories below? If exact amounts are not available, please give your best estimates.**

- a. Personnel/staff (salary and benefits)..... \$ \_\_\_\_\_
- b. Marketing, promotion and special events..... \$ \_\_\_\_\_
- c. Fees to fiscal sponsors ..... \$ \_\_\_\_\_
- d. Rent, permits/licensing, insurance ..... \$ \_\_\_\_\_
- e. Equipment..... \$ \_\_\_\_\_
- f. Office, software, postage ..... \$ \_\_\_\_\_
- g. First other major expense, *specify*: \_\_\_\_\_ .. \$ \_\_\_\_\_
- h. Second other major expense, *specify*: \_\_\_\_\_ .. \$ \_\_\_\_\_

**Q54. Did your market receive the following support in 2009?**

- |   | Yes<br>▼ | No<br>▼ | Don't<br>know<br>▼ |
|---|----------|---------|--------------------|
| a. Reduced or free rent.....                            | ①        | ②       | ③                  |
| b. Reduced or free advertising.....                     | ①        | ②       | ③                  |
| c. Reduced permit costs from your local government..... | ①        | ②       | ③                  |
| d. Hotel/motel tax grants.....                          | ①        | ②       | ③                  |
| e. Other grants.....                                    | ①        | ②       | ③                  |
| f. Volunteer labor.....                                 | ①        | ②       | ③                  |
| g. Other, <i>please specify</i> : _____ ..              | ①        | ②       | ③                  |

**Q55. In your opinion, was 2009 a "typical" year in terms of your market finances?**

- ① Yes
- ② No → *Please explain*: \_\_\_\_\_

## MARKET PERSONNEL

*The next set of questions focus on the market personnel. If your market organization manages more than one market in the same location, please respond for both market days combined.*

**Q56. In 2009, including the market manager(s), how many employees of the following types did your market have?**

Number of employees

- a. Full-time, year round employees..... ▼ \_\_\_\_\_
- b. Part-time, year round employees..... \_\_\_\_\_
- c. Full-time, seasonal employees ..... \_\_\_\_\_
- d. Part-time, seasonal employees..... \_\_\_\_\_

**Q57. For the 2009 season, how would you describe your market manager position(s)?** *If your market was open two days per week in the same location, please respond for both days combined. Please select one response.*

- ① One manager position (filled by one person)
- ② One shared manager position (filled by two people)
- ③ More than one market manager position
- ④ Other, *please describe:* \_\_\_\_\_

**Q58. Were your market manager position(s) paid in 2009?**

- ① Yes
- ② No → **Skip to Q60**

**Q59. If yes, what was the salary of each market manager at your market in 2009?** *Please write the position title, the amount paid, and the appropriate time frame.*

Position title ▼	Amount ▼	<b>Paid per:</b>				
		Hour ▼	Week ▼	Month ▼	Season ▼	Year ▼
.....	.....	①	②	③	④	⑤
.....	.....	①	②	③	④	⑤
.....	.....	①	②	③	④	⑤
.....	.....	①	②	③	④	⑤

**Q60. In 2009, approximately how many hours per week did each of your market manager(s) work during the market season and what was their employment status.**

Position title ▼	Hours per week		<b>Employment status:</b>				
	During season ▼	Off season ▼	Full-time Year round	Full-time Seasonal	Part time Year round	Part time Seasonal	Other
.....	.....	.....	①	②	③	④	⑤
.....	.....	.....	①	②	③	④	⑤
.....	.....	.....	①	②	③	④	⑤
.....	.....	.....	①	②	③	④	⑤

**Q60a. If you marked “Other” employment status, please describe.**

\_\_\_\_\_

**Q61. How many market managers has your market had in the last 10 years (through 2009)?**

- ☐ Don't know

\_\_\_\_\_ Number of managers

**Q62. If you have volunteers, how many total hours did volunteers work at your market in 2009?**

☐ No volunteers

\_\_\_\_\_ Number of volunteer hours

**Q63. Please share any additional thoughts you have about your market manager position, staff, and/or volunteers.**

## MANAGER DEMOGRAPHICS

Lastly, we have a few questions about you.

**Q64. What is your relationship to this farmers market?** *Please select one response.*

- |   |  |
|---|--|
| <input type="radio"/> Market manager      | <input type="radio"/> Director or other market staff                 |
| <input type="radio"/> Past market manager | <input type="radio"/> Other position, <i>please describe</i> : _____ |
| <input type="radio"/> Board member        | _____  |

**Q65. Are you female or male?**

- ☐ Female  
☐ Male

**Q66. How old are you?**

\_\_\_\_\_ age

**Q67. How many years have you managed this market?**

\_\_\_\_\_ years ☐ not applicable, *please explain*: \_\_\_\_\_

**Q68. How many years have you been managing farmers markets?**

\_\_\_\_\_ years ☐ not applicable, *please explain*: \_\_\_\_\_

**Q69. What is the highest level of formal education that you have completed?** *Please select one response.*

- ☐ Some high school or less
- ☐ High school diploma or equivalent
- ☐ Some college, but no degree
- ☐ Two-year college degree
- ☐ Four-year college degree
- ☐ Some graduate school
- ☐ Graduate degree or professional degree

**Q70. In your experience as a market manager, how important have each of the following been as sources of information about managing farmers markets?** *Please select one response in each row.*

	Not important ▼	▼	▼	▼	Very important ▼
a. Other market managers .....	①	②	③	④	⑤
b. Washington State Farmers Market Association (WSFMA) manager listserv.....	①	②	③	④	⑤
c. Annual WSFMA Market Guide .....	①	②	③	④	⑤
d. WSFMA website .....	①	②	③	④	⑤
e. WSFMA conference.....	①	②	③	④	⑤
f. Other conferences/workshops .....	①	②	③	④	⑤
g. Rapid Market Assessments .....	①	②	③	④	⑤
h. Information from other websites.....	①	②	③	④	⑤
i. Washington State Farmers Market Manual .....	①	②	③	④	⑤
j. WSDA Direct Marketing Handbook (aka the “Green Book”) .....	①	②	③	④	⑤
k. Farmers Market Coalition.....	①	②	③	④	⑤
l. Other, <i>please specify</i> : .....	①	②	③	④	⑤

**Q71. Is there anything else you would like to tell us about your market or your experience as a market manager?**

**Q72. For the second part of this survey you will be contacted by WSU to do a short telephone interview with additional questions about your experiences as a market manager. What are the most convenient days/times to reach you and the best phone number to use?**

Days: ① Sunday ② Monday ③ Tuesday ④ Wednesday ⑤ Thursday ⑥ Friday ⑦ Saturday

Phone number: \_\_\_\_\_

Times: \_\_\_\_\_

*Please note that the days/times specified will be used as guidelines.*

*THANK YOU for taking the time and help to complete this research project. We appreciate all the work you do to support farmers markets in Washington State! Your responses will be anonymously combined with those of other market managers and compiled into a series of reports available to the public. If you have any questions about this survey or research project, feel free to contact Colleen Donovan at (509) 306-0059 or [colleen.donovan@wsu.edu](mailto:colleen.donovan@wsu.edu).*

Return your completed survey to:

SESRC – WSU  
PO Box 641801  
Pullman, WA 99164-1801