

MARKET ORGANIZATION PROFILE

*This form should be completed annually for each Market Organization.**

0. Your Name/Email:

Today's
Date:

A. MARKET ORGANIZATION* STRUCTURE & OVERVIEW

A **Market Organization** is an entity that runs one or more farmers markets. This might be an umbrella nonprofit, municipality, institution, business, or other entity who does things beyond running farmers markets. Or, lacking that, the market itself would be considered the Market Organization.

1. Market Organization* Name:

2. Market Name(s):

If you operate too many markets to list here, please attach a list of market names.

3. Is your market or markets an incorporated entity, or is it/are they part of a broader umbrella entity?

- ☐ Market is an incorporated entity
- ☐ Market is part of umbrella entity
- ☐ Not applicable (market is not incorporated)
- ☐ Other (specify):

4. What type of entity is the Market Organization*?

Please answer this question whether or not your market is part of an umbrella entity.

- ☐ Local (municipal or county) government: (please also select below re: which department the market is housed in)
 - ☐ Administration (Manager/Clerk/Administrator)
 - ☐ Parks & Recreation
 - ☐ DDA/Business Improvement District
 - ☐ Special Events
 - ☐ Other department or division _____
- ☐ Tribal Government
- ☐ Nonprofit: (please also select below)
 - ☐ State-level nonprofit 501(c)6 (Chamber of Commerce)
 - ☐ 501(c)3 nonprofit Other:
- ☐ Co-operative
- ☐ Private company (LLC/LLLC, S Corp, C Corp, or any other)
- ☐ Anchor institution (please also select below)
 - ☐ Healthcare/hospital
 - ☐ University
 - ☐ Extension
 - ☐ Other:
- ☐ Unincorporated or informal group
- ☐ Other (please specify):



This template was created by Farmers Market Coalition, the national entity supporting farmers markets in the U.S. Edit or adapt the template as needed and share with us at info@farmersmarketcoalition.org. Find more resources at farmersmarketcoalition.org and farmersmarketevaluation.org.

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5. **Does your market have a mission statement?**
- ☐ Yes, market has its own mission statement
 - ☐ No, but market operates under mission statement of our Market Organization
 - ☐ No
 - ☐ Unsure

6. **Rank the top three goals of the market(s) run by this Market Organization*:**
Place a 1 by the most important goal, a 2 by the second goal, and a 3 by the 3rd goal.
- _____ Increase healthy food access
 - _____ Increase vitality of the area / bring people to the area
 - _____ Support small businesses
 - _____ Support local farmers & fishers
 - _____ Create social/inclusive space for community
 - _____ Other (please specify):

B. MARKET LOCATIONS & DAYS

Please tell us about the number of Locations* and Days you operate markets.

<p>7. In how many DIFFERENT LOCATIONS* do you operate markets?</p>	<p>8. What is the maximum number of MARKET DAYS you operate PER WEEK at any location?</p>
<p>9. How many YEARS has this organization been running markets at any location?</p>	
<p>10. What TYPES OF PRODUCTS are allowed to be sold at your market(s)? <i>Select all that apply.</i></p>	<div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%;"> <ul style="list-style-type: none"> <input type="checkbox"/> Dairy and eggs <input type="checkbox"/> Bread & baked goods <input type="checkbox"/> Fruits & vegetables <input type="checkbox"/> Meat, seafood, & poultry <input type="checkbox"/> Condiments/sauce <input type="checkbox"/> Beverages (non-alcoholic) <input type="checkbox"/> Alcohol <input type="checkbox"/> Prepared foods </div> <div style="width: 50%;"> <ul style="list-style-type: none"> <input type="checkbox"/> Other foods <input type="checkbox"/> Plants & Flowers <input type="checkbox"/> Body care; Art/Crafts <input type="checkbox"/> CBD or cannabis-derived products <input type="checkbox"/> Community groups <input type="checkbox"/> Services: <input type="checkbox"/> Other: </div> </div>
<p>11. What TYPES OF VENDORS are allowed to sell at your market(s)? <i>Select all that apply.</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Farmers, fishers, and ranchers who have produced/raised items themselves (direct sale) <input type="checkbox"/> Farmers, fishers, and ranchers who sell their own items can also sell products from other local farmers (direct sale + resale) <input type="checkbox"/> People who resell farm or fish products from other local producers (resale) <input type="checkbox"/> People who resell farm or fish products from non-local sources (wholesale)
<p>12. Do any of the following apply to your vendors? <i>Select all that apply.</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Vendors' production must be in a certain distance of the market (e.g. 100 miles or fewer) <input type="checkbox"/> Vendors' production must be within geographic bounds (e.g. specified counties or states) <input type="checkbox"/> Vendors with value-added products (breads, prepared food, jams, etc) must source a portion of their ingredients from local producers

C. MARKET PERSONNEL

This form is capturing the estimated personnel hours for your market each week. A different form after the season end will capture, in a more detailed way, the actual hours (both paid and volunteer).

Market Manager* is the lead person on site at a given location on a market day, whether paid or volunteer. They may have a different title at your market, but please consider them the market manager for this form. Your organization may employ one or more person(s) with this role.

Peak Season* is defined as the two-month period when your markets have the most vendors and customers.

Off Season* is defined as the period when your market is not open to the public. Many markets are still doing planning, vendor recruitment, and other tasks during this time. If your market is open to the public year round, you do not have an off-season and can write N/A on those questions.

13. Based on the definitions above, **HOW MANY MARKET MANAGERS*** does your organization employ (whether paid or volunteer)?

	Peak Season* Hours	Off Season* Hours
14. On average, how many WEEKLY HOURS does your MARKET MANAGER(S)* work? <i>If you have more than one market manager, this is the total of all of their hours in a week. If being market manager is only a part of this person's job role, include only hours that are dedicated to the market.</i>	a. Paid Hrs: b. Volunteer Hrs:	c. Paid Hrs: d. Volunteer Hrs:
15. On average, how many WEEKLY HOURS are contributed to the farmers markets by people OTHER than the market manager(s)? <i>This might be additional market staff, bookkeeping support, fundraising staff, or others.</i>	a. Paid Hrs: b. Volunteer Hrs:	c. Paid Hrs: d. Volunteer Hrs:

16. How is/are the market manager(s)* COMPENSATED?
- ☐ Employee, hourly
 - ☐ Employee, salaried
 - ☐ Receives a stipend
 - ☐ Independent contractor
 - ☐ Volunteer
 - ☐ Other (please specify)

17. How many market managers* has your organization employed in the last 5 years?
- ☐ 1
 - ☐ 2
 - ☐ 3
 - ☐ 4
 - ☐ 5
 - ☐ Other _____

***INSTRUCTIONS & GLOSSARY:**

Q#	Term	Definition
1. 4. 6.	Market Organization	An entity that runs one or more farmers markets. This might be an umbrella nonprofit, municipality, institution, business, or other entity who does things beyond running farmers markets. Or, lacking that, the market itself would be considered the Market Organization.
7.	Market Location	<p>A physical site where one or more market days occur.</p> <p>Example A: At 123 Main Street you run a Tuesday and a Saturday market, and at ABC Church you run a Wednesday market. Your total market locations would be 2, and total market days each week would be 3.</p> <p>Example B: If you run a Sunday market in the summer at one location, and run a Sunday market in the winter at a different location, your total market locations would be 2. Your total market days each week would be 1.</p>
13. 14. 16. 17.	Market Manager(s)	The lead person on site at a given location on a market day, whether paid or volunteer. They may have a different title at your market, but please consider them the market manager for this form. Your organization may employ one or more person with this role.