

# 2020 Farmers Market Census

The 2020 Farmers Market Census contributes to a better understanding of the economic growth associated with farmers markets in West Virginia. This year has brought about many unique challenges and successes for local food. Our hope is to showcase the resilience of farmers markets through accurate reporting of aggregate data.

A general report card for public view that will be available by spring 2021 on wvfarmers.org. All data collected will be used and presented in aggregate. Personal information and individual market data will not be released by the West Virginia Farmers Market Association without explicit permission.

For the purpose of this survey, a year is defined as the active farmers market season for each individual farmers market between January 1 and December 31, 2020.

Thank you for taking the time to participate in the census and for your contribution to the agriculture sector and economy of West Virginia.

\* Required

## General

Please answer "N/A" (Not Applicable) if the question does not apply.

1. **Name of Organization \***

2. **What WV county or counties does your market serve?\***

3. **Market Location (physical location or directions)**

4. **Number of Market locations**

5. **If there is more than one location where your market sets up; please provide additional locations:**



## Contact Information

### 9. Market Website Address

### 10. Market Social Media

*Check all that apply.*

  

Facebook

Other:

Instagram

Twitter

Tumblr

Google Play

### 11. Market Manager Name

### 12. Market Manager Phone Number

### 13. Market Mailing Address

### 14. Manager Email Address

### 15. Alternate Contact (please include name, phone number, and email address)

## Access

This series of questions are general about your market. Please answer to the best of your ability or "N/A" if the question does not apply to your market.

16. **What are the estimated TOTAL annual sales for your farmers market for 2020? \***

17. **Approximate number of customers per week for 2020 \***

18. **Which method do you primarily use to estimate annual sales for your farmers market and individual vendors? \***

*Check all that apply.*

- |                          |   |
|--------------------------|---|
| <input type="checkbox"/> | Average sales based on similar known vendors' sales |
| <input type="checkbox"/> | Vendors report anonymously through a ticket system  |
| <input type="checkbox"/> | Point of Sales system for the entire farmers market |
| <input type="checkbox"/> | Other:  |

## Incentive Programs

19. **Do you accept SNAP/EBT at your market?**

*Circle only one.*

Yes

No *Skip to question 25.*

20. **How many vendors accept SNAP/EBT at your market?**

21. **If your market requires SNAP/EBT for all vendors, how does it work at your market? Be specific.**

**22. What is the estimated amount of sales for SNAP/EBT at your market?**

**23. Does your market participate in Double-up SNAP/EBT or SNAP Stretch with the WV Food and Farm Coalition?**

*Circle only one.*

Yes

No

**24. Describe your experience with SNAP Stretch in 2020, if applicable.**

**25. Does your market accept Senior Vouchers?**

*Mark only one.*

Yes

No *Skip to question 28.*

**26. How many vendors accept Senior Vouchers at your market?**

**27. What is the estimated amount of sales for Senior Vouchers at your market?**

**28. Does your market accept WIC?**

*Circle only one.*

Yes

No *Skip to question 31.*

**29. How many vendors accept WIC at your market?**

30. What is the estimated amount of sales for WIC at your market?

## Vendor Data for 2020

This series of questions will ask about 2020 sales for both your market as a whole and individual vendors. Please answer to the best of your ability or answer "N/A" if the question does not apply.

31. How many total vendors or producers were members of your farmers market in 2020?

32. How many vendors or producers were set up at your farmers market on an average day?

33. Do you allow artists or artisans at your market, or do you consider yourself a "Produce Only" market? *Mark only one.*

Yes, we allow artists or artisans

No, we are a "Produce Only" farmers market

34. How many miles on average do your vendors or producers travel to sell items at your market?

35. Does your market have any of the following amenities for your vendors: Check all that apply.

*Check all that apply.*

*Shelter/roofed structure*

*Electricity*

*Clean water access/drainage*

*Refrigeration*

*Bathrooms*

*Tables*

*Tents*

*Wash Stations*

*Wi-Fi/Internet access*

*Other:*

36. **Check all that apply. Do any vendors at your market sell any of the following items:**

*Mark all that apply.*

  
  

*Meat (i.e. chicken, beef, pork, etc.)*

*Eggs (i.e. chicken, duck, etc.)*

*Dairy (i.e. cheese, milk, yogurt, etc.)*

  
  

*Cottage Foods (i.e. canned or preserved goods)*

*Value Added (i.e. soaps, coffee, pasta, etc.)*

*Other non-produce: \_\_\_\_\_*

## Vendor Fees

37. **Do you have a fee for vendors or producers?**

*Mark only one.*

Yes

No *Skip to question 40.*

38. **How often do you require payment of vendor fees?**

  
  

*Shelter/roofed structure*

*Electricity*

*Clean water access/drainage*

  
  

*Tables*

*Tents*

*Wash Stations*

39. **How much is the fee for a single vendor?**

## Vendor Liability Insurance

40. **Does your market require vendors to have liability insurance?**

*Circle only one.*

Yes

No *Skip to question 42.*

41. **How many vendors at your market would you estimate have at least liability insurance?**

## Wholesale Markets

42. Do any of the vendors at your market sell their produce to wholesale buyers like schools, restaurants, or commercial institutions?

*Circle only one.*

Yes

No *Skip to question 44.*

Not sure *Skip to question 44.*

43. If yes, how many vendors at your market would you estimate sell produce to wholesale buyers?

## GHP/GAP Certification

44. Have any of the vendors at your market completed "Good Handling Practices" (GHP) or "Good Agricultural Practices" (GAP) certification?

*Circle only one.*

Yes

No *Skip to question 46.*

Not sure *Skip to question 46.*

45. If yes, how many vendors are you certain have completed GHP/GAP certification?

## Roadside Stands

46. Do any of your vendors set up roadside stands when they are not selling produce or agriculture products at your farmers market?

*Circle only one.*

Yes

No *Skip to question 48.*

Not Sure *Skip to question 48.*

47. If you answered yes to the previous question, approximately how many of your farmers market vendors also set up roadside stands?

## Total Sales for Individual Vendors

48. What are the average total sales per day for vendors at your market?

49. Which method do you primarily use to estimate daily sales for individual vendors? \*

*Check all that apply.*

- |                          |  |
|--------------------------|--|
| <input type="checkbox"/> | <i>Average sales based on similar known vendors' sales</i> |
| <input type="checkbox"/> | <i>Vendors report anonymously through a ticket system</i>  |
| <input type="checkbox"/> | <i>Point of Sales system for the entire farmers market</i> |
| <input type="checkbox"/> | <i>Other:</i>  |

## Additional Programs

This set of questions are regarding any special programs that you might have to attract more people to your market. Please answer to the best of your ability or answer "N/A" if the question does not apply to your market.

50. Was your market a host for any of the following types of programming?

*Check all that apply.*

- |                          |   |
|--------------------------|---|
| <input type="checkbox"/> | <i>Family oriented programming (PoP club, food demos, live music, kids entertainment, etc.)</i> |
| <input type="checkbox"/> | <i>Mobile market or transportation system</i>   |
| <input type="checkbox"/> | <i>Gleaning, composting, or donation program</i>  |
| <input type="checkbox"/> | <i>CSA programs</i>   |
| <input type="checkbox"/> | <i>FARMacy or Prescription vegetables program</i>   |
| <input type="checkbox"/> | <i>Other:</i>   |

**51. Please describe the programming offered by your farmers market and any community partners who assist in its success.**

**52. Do you operate or are you a part of a food hub?**

*Circle only one.*

Yes

No

Not Sure

**53. Does your market sell produce on any of the following online platforms:**

*Check all that apply.*

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

*Facebook Marketplace*

*A website*

*A mobile device application*

*Other:*

**54. What types of programs is your farmers market most interested in starting in order to encourage community involvement?**

*Check all that apply.*

<input type="checkbox"/>

*Family oriented programming like PoP Clubs*

*Incentive programs for low income families and senior citizens*

*Healthy food education and recipe demonstrations*

*Special demographic participation such as Veterans in Agriculture*

*Farm to Table Dinners*

*Community Supported Agriculture (CSA)*

*Other:*

55. **What programs would you like to see offered from WVFMA to member markets in the future?**

*Check all that apply.*

- |                          |   |
|--------------------------|---|
| <input type="checkbox"/> | <i>FARMacy programs</i>   |
| <input type="checkbox"/> | <i>Production and crop planning</i>   |
| <input type="checkbox"/> | <i>PoP Clubs and Youth nutrition</i>  |
| <input type="checkbox"/> | <i>Senior focused activities and incentives like Double Senior Vouchers</i> |
| <input type="checkbox"/> | <i>Market Manager Training</i>  |
| <input type="checkbox"/> | <i>Business Development for current and future farmers</i>                  |
| <input type="checkbox"/> | <i>New Vendor Training</i>  |
| <input type="checkbox"/> | <i>Other:</i>   |

## **Community Supported Agriculture**

56. **Does your farmers market have a Community Supported Agriculture (CSA) program?**

*Circle only one.*

Yes

No *Skip to question 59.*

Not Sure *Skip to question 59.*

57. **If your market has a CSA program, how many subscribers do you have?**

58. **Please describe the price and how many weeks the CSA provides produce to its clients.**

## Organization

These questions are to help us identify variations in farmers market organization across the state. Please answer to the best of your ability or answer "N/A" if it does not apply to your market.

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

*Circle only one.*

- Yes
- No
- Not Sure

**60. Does your market have a written set of rules or bylaws in place?**

*Mark only one.*

- Yes, bylaws
- Yes, written rules that vendors must agree to
- No, but there is a verbal understanding of the market's rules
- No, our market does not have any written or verbally accepted rules
- Not sure

**61. Is your market a not for profit or a for profit organization?**

*Mark only one.*

- Not for Profit
- For Profit
- Other:

**62. Do you see many of the same customers weekly?**

*Circle only one.*

- Yes
- No

**63. Approximately what percent of your customers would you say regularly attend your market? (Circle one)**

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

64. Does your market have a traditional market manager?

Circle only one.

Yes Skip to question 66

No Go to question 65

## Market Manager Role

65. How is the role of market manager filled in your market?

66. How many hours does your market manager or leadership commit to your farmers market weekly? Mark only one.

<input type="checkbox"/>	35-40 hrs or more
<input type="checkbox"/>	25-34 hrs
<input type="checkbox"/>	10-24 hrs
<input type="checkbox"/>	9 hrs or less
<input type="checkbox"/>	Other
<input type="checkbox"/>	NA

67. What is the manager's annual salary provided by the farmers market?

68. What is the funding source for their salary? (Be specific)

65. Approximately what percent of the manager's pay comes directly from farmers market sales?

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

**70. As we think about the impact of COVID-19 and other challenges local agriculture has faced in 2020, what can the West Virginia Farmers Market Association do to support your farmers market and the communities and farmers who support you? Describe a program or service our organization may provide that would give you a sense of security in the future and ensure resilience in our local food system.**

**Thank you!**

We appreciate that you contributed to the 2019 West Virginia Farmers Market Annual Farmers Market Census. Please make sure to update us periodically as your market's information changes.

If you have any questions, comments or concerns contact Erica Gallimore at 304-202-6618 or [erica@wvfarmers.org](mailto:erica@wvfarmers.org).