
Sample Survey for Consumers

A new farmers market is being proposed for _____. We are trying to assess the level of interest of consumers in the community for a farmers' market. Providing answers to these questions will help gather information and build a market that provides the products and services you desire.

1. Have you ever shopped at a farmers market before?

- Yes
- No

2. If local farmers were to offer their agricultural products at a neighborhood farmers market, how often would you shop there?

- Weekly
- Once a month
- Occasionally
- Seldom
- Not interested in a farmers market at this time.

3. What products should be available for purchase at a local farmers market?

- Fresh, local vegetables
- Fresh, local fruits
- Eggs
- Cheese
- Maple syrup
- Bedding Plants
- Fresh cut flowers
- Fresh herbs
- Meats
- Organic produce
- Crafts
- Homemade baked goods
- NYS wines
- Homemade jams and jellies and other locally processed foods
- Ethnic foods, specify: _____

- Other, specify : _____

4. How far would you travel to shop at a farmers market?

- Up to 10 minutes
- 15-20 minutes
- up to 30 minutes
- over 30 minutes
- only if located on a bus route
- only if within walking distance

5. Where do you think would be the best location for a farmers market in this community? Why?

- (*identify choices being considered*)
- Other: _____

6. What days of the week would be the most convenient for you to shop at a farmers market?

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

7. What is the most convenient time of the day for you to shop at a farmers market?

- Mornings
- Afternoons
- Mornings and afternoons
- Evenings

8. What types of services do you think the market should offer shoppers?

- Protection from the elements
- Restrooms
- Lunch or snack vendors
- Picnic tables
- Benches
- Refuse containers
- Free parking
- Other, specify:

9. How would you like to be informed about the farmers market once it is established?

- Newspaper
- Television
- Radio
- Direct mail
- Doesn't matter
- Other, specify:

10. Including yourself, how many people live in your household?

11. How many children are living at home?

12. What is the age range of the main food shopper in your home?

- 20's
- 30's
- 40's
- 50's
- 60 plus
- retire

13. Do you have any suggestions that you would like to offer the committee planning the new farmers market?

14. Would you like to participate in the planning committee for a new farmers market for the community? If so please provide your contact information below.

Name: _____
Address: _____
Phone: _____
Email: _____
Professional Affiliation, if appropriate: _____

Thank you for your cooperation. The information you have provided will help us to determine the level of support a new farmers market will have in the community. It will also help us to develop a farmers market best suited to the community's interests.

Please complete this survey no later than _____ and drop in the Farmers Market Drop Box placed in the following convenient locations:

Source:
"Guide to Developing a Community Farmers Market", Farmers Market Federation of New York, NYS Department of Agriculture & Markets, revised 2009.

Sample Survey for Local Businesses

A new farmers' market is being proposed for _____. We are trying to assess the level of interest in the community for a farmers market. Providing answers to these questions will help gather information and build a market that best serves the community.

1. A farmers market has a proven spillover effect into the community, with customers visiting and spending money at various other local businesses in conjunction with their visit to the farmers market. The goal is to build a farmers market that would benefit the local residents within the community, provide access to fresh foods, encourage entrepreneurship, and build community pride. Would you support a farmers market in our community?
 - Yes, a market would be good for the community
 - Yes, and I would like to participate as a vendor in the market. My product would be:

 - Yes, and I would like to assist in co-promoting the market along with my business.
 - Yes, and I would like to assist by sponsoring entertainment or educational activities at the market
 - No, I do not feel that I can support a farmers market at this time. Please explain:

2. What days of the week do you feel would be the best day to offer a farmers market in the community?
 - Monday
 - Tuesday
 - Wednesday
 - Thursday
 - Friday
 - Saturday
 - Sunday

3. The best time of the day for a farmers market would be?
 - Mornings
 - Afternoons
 - Mornings and afternoons
 - Evenings

4. What types of products would you like to have offered at a farmers' market?

- | | |
|--|--|
| <input type="checkbox"/> Fresh, local vegetables | <input type="checkbox"/> Homemade baked goods |
| <input type="checkbox"/> Fresh, local fruits | <input type="checkbox"/> NYS wines |
| <input type="checkbox"/> Eggs | <input type="checkbox"/> Homemade jams and jellies and other locally processed foods |
| <input type="checkbox"/> Cheese | <input type="checkbox"/> Ethnic foods, specify: _____ |
| <input type="checkbox"/> Maple syrup | _____ |
| <input type="checkbox"/> Bedding Plants | _____ |
| <input type="checkbox"/> Fresh cut flowers | <input type="checkbox"/> Other, specify : _____ |
| <input type="checkbox"/> Fresh herbs | _____ |
| <input type="checkbox"/> Meats | _____ |
| <input type="checkbox"/> Organic produce | _____ |
| <input type="checkbox"/> Crafts | |

5. Do you have any suggestions that you would like to offer the committee planning the new farmers market to ensure its success in meeting the needs of the community?

6. Would you like to be involved in the planning process for a new farmers market? If so, please include your contact information below.

Name: _____
Business Name: _____
Address: _____

Telephone: _____
Email: _____

Thank you for your cooperation. The information you have provided us will help us to determine the level of support a new farmers' market has in the community. It will also help us to develop a farmers' market best suited to the community's wants and needs.

Please complete this survey no later than _____ and return to:

Source:
"Guide to Developing a Community Farmers Market", Farmers Market Federation of New York, NYS Department of Agriculture & Markets, revised 2009.