

# 2019 Homer Farmers Market Vendor Survey

Your opinions help shape the future of the Market! Please complete by October 31st

All responses are anonymous and confidential. Feel free to skip any question.

\* Required



1. Did you vend at least one market during the 2019 Homer Farmers Market season? \*

*Mark only one oval.*

Yes

No

2019 Homer Farmers Market Vendor Survey

## General Information

Please answer a few general questions about your vendor status.

2. What is your vendor status?

*Mark only one oval.*

Full Season

Space Available

3. If you are currently "space available" are you interested in becoming a full season vendor?

*Mark only one oval.*

- Yes
- No
- Not applicable; I'm currently a Full Season Vendor

4. What type of vendor do you classify yourself as? (Choose the predominate class)

*Mark only one oval.*

- Producer
- Crafter
- Prepared Food
- Non-profit

5. How long have you been a vendor at the HFM?

*Mark only one oval.*

- This was my first year
- 2 years
- 3-5 years
- 5-7 years
- 7-10 years
- More than 10 years

6. How many HFM SATURDAY vending days did you participate in this year? (19 total Saturdays)

*Mark only one oval.*

- 19 (all)
- 15-18
- 10-14
- 5-9
- 1-4
- None

7. How many HFM WEDNESDAY vending days did you participate in this year? (18 total Wednesday)

*Mark only one oval.*

- 18 (all)
- 14-17
- 10-13
- 1-4

8. Did you participate in any other markets or vending opportunities? (check all that apply)

*Check all that apply.*

- Soldotna-area markets
- Other Alaska markets, outside of Homer/Kenai
- Wild Berry Emporium
- Alaska Food Hub
- Salmonfest or other Music Festival
- State or Peninsula Fair
- CSA Share
- Direct restaurant orders
- Wholesale to stores
- Other: \_\_\_\_\_

9. Do you receive the HFM newsletter? (if you'd like to sign up, send an email to [manager@homerfarmersmarket.org](mailto:manager@homerfarmersmarket.org))

*Mark only one oval.*

Yes

No

### Customer Service/Management

The market relies on four paid staff members and a 11-member governing board. Please rate their effectiveness.

10. Staff Knowledge of Market Policy/ Enforcement of Rules

*Mark only one oval.*

	1	2	3	4	5	
Very Helpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Least Helpful

11. Market Policy set by the Board is fair and just.

*Mark only one oval.*

	1	2	3	4	5	
Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Disagree

12. Staff Friendliness

*Mark only one oval.*

	1	2	3	4	5	
Very Friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Least Friendly

13. I received prompt and accurate Coin/Token Reimbursements

*Mark only one oval.*

	1	2	3	
Agree Strongly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Disagree Strongly

14. Ease of Communication with Staff

*Mark only one oval.*

	1	2	3	4	5	
Very Easy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Difficult

15. Membership and Booth Fees are fair and reasonable.

*Mark only one oval.*

	1	2	3	4	5	
Agree Strongly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Disagree Strongly

16. Provide any feedback you'd like to give to the staff or board.

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17. Are you interested in serving on the HFM Board of Directors (3 year term) (\*talk with Robbi or Scott if you are!)

*Mark only one oval.*

- Yes
- No
- I'm interested, but need more information

18. List any ideas for new merchandise items:

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**In order to better assist the market with planning, it is very helpful to know how many customers visited your booth and what revenue you experienced on a weekly basis.**

This section, as all others, is completely voluntary and anonymous. Feel free to skip any question(s), however your responses are very valuable and give us a better view on the success of the market as a whole.

19. What percentage of your customers at the HFM do you think are tourists/non-local buyers?

*Mark only one oval.*

- 0-10%
- 10-25%
- 25-50%
- 50-75%
- More than 75%
- Unsure

20. Have you noticed an increase in customers at the market?

*Mark only one oval.*

- Yes
- No
- Unsure

21. Have you noticed an increase in demand of your products?

*Mark only one oval.*

- Yes
- No
- Unsure

22. Were the majority of your customers repeat buyers?

*Mark only one oval.*

- Yes
- No
- Unsure

23. Please estimate: Average Weekly Customers

*Mark only one oval.*

- 0-20
- 20-50
- 50-80
- 80-120
- 120-150
- Over 150

24. Please estimate: Average weekly revenue

*Mark only one oval.*

- \$0-100
- \$100-250
- \$250-500
- \$500-750
- \$1000-1500
- \$1500-2000
- \$2000+

25. How did Chef at the Market programs affect your sales?

*Mark only one oval.*

- No change
- Slight increase
- Large increase
- Slight decrease
- Large decrease

26. Would you like to see these Chef at the Market programs continue?

*Mark only one oval.*

- Yes
- No
- No opinion

**Please rate the value of each program**



27. Kids Activities

*Mark only one oval.*

	1	2	3	4	5	
Very Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not Valuable at all

28. Chef at the Market/Demonstrations

*Mark only one oval.*

	1	2	3	4	5	
Very Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not Valuable at all

29. Musical Guests

*Mark only one oval.*

	1	2	3	4	5	
Very Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not Valuable at all

30. Zucchini Festival

*Mark only one oval.*

	1	2	3	4	5	
Very Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not Valuable at all

31. Harvest Party Potluck

*Mark only one oval.*

	1	2	3	4	5	
Very Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not Valuable at all

32. General Advertising

*Mark only one oval.*

	1	2	3	4	5	
Very Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not Valuable at all

33. Market Coin/ Quest Token Program

*Mark only one oval.*

	1	2	3	4	5	
Very Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not Valuable at all

34. Turkey Raffle Fundraiser

*Mark only one oval.*

	1	2	3	4	5	
Very Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not Valuable at all

35. Please provide any additional comments regarding any of the above programs.

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36. Are there any other programs you would like to see at the Homer Farmers Market? Describe.

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### Market Coin/ Quest Token Program

This season the market continued the token program allowing customers with debit/credit cards, cash, or checks to purchase gold market coins, to spend at participating booths. In addition, Food Stamps recipients were able to swipe benefits cards to get wooden tokens to buy eligible produce, herbs, seafoods, jams, honey, etc.

37. Did you sign up to accept EBT QUEST tokens?

*Mark only one oval.*

Yes

No

38. If no, why not?

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39. Did you sign up to accept GOLD MARKET COINS?

*Mark only one oval.*

Yes

No

40. If no, why not?

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41. We are funding the SNAP/EBT and Market Coin programs as a benefit to our vendors. There are significant costs. Should we continue this program?

*Mark only one oval.*

Yes, only if it remains free to vendors

Yes, even if vendors have to pay more in membership/booth fees to help subsidize the costs

No, the program is not necessary

Not sure

42. Did you encounter any problems this year with the Quest/Token program?

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43. Estimate: What percentage of your sales are paid with MARKET COINS?

*Mark only one oval.*

- 0-10%
- 10-20%
- 20-40%
- 40-60%
- 60-80%
- more than 80%

44. Estimate: What percentage of your sales are paid with QUEST TOKENS?

*Mark only one oval.*

- 0-10%
- 10-20%
- 20-40%
- 40-60%
- 60-80%
- more than 80%

45. Do you accept WIC and/or Senior Coupons?

*Mark only one oval.*

- Yes
- No

46. Why or Why not? (WIC/Senior Coupons)

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**THANK YOU FOR YOUR FEEDBACK!!!**

Don't forget to get your 2019 Applications in by January 25, 2019! Full Season Booth Fees are due by April 1, 2018

47. If you would like to be contacted directly about any issues, please fill in your contact information below.

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48. Provide any other comments, complaints, praise, feedback, or tell us a good pun....

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