

Researching Farmer Characteristics & Strategically Deploying the Data

September 25, 2013



**FARMERS
M·A·R·K·E·T
C·O·A·L·I·T·I·O·N**



Welcome

Moderator:
Darlene Wolnik
Helping Public Markets Grow

Presenter:
Colleen Donovan
Washington State University
Small Farms Program





Farmers Markets
Preserve Farmland
www.farmersmarketcoalition.org

Farmers Markets
Stimulate Local Economies
www.farmersmarketcoalition.org

Farmers Markets
Support Healthy Communities
www.farmersmarketcoalition.org

Farmers Markets
Increase Access to Nutritious Food
www.farmersmarketcoalition.org

**farmers
consumers
communities**



Larger research project

**“Engines of the New Farm Economy:
Assessing and Enhancing the Benefits of Farmers Markets”**

Marcia Ostrom, José L. García-Pabón, Jessica Goldberger, and Vicki McCracken
of Washington State University
Washington State Farmers Market Action Team
Washington State Farmers Market Association

WASHINGTON STATE UNIVERSITY
EXTENSION
Small Farms Program



The Agricultural Food Research Initiative of the National Institute of Food and Agriculture, USDA, Grant #2009-55618-05172, supported this project.

USDA United States Department of Agriculture National Institute of Food and Agriculture

Washington State Farmers Markets



www.wafarmersmarkets.com

Washington State Farmers Market Action Team

Understanding the Impact of Farmers Markets in our Communities and Throughout Washington State
Survey of Market Managers

WSU Farmers Market Research Project
Market Manager Assessments, 2009-2011

PIKE PLACE
HONG FARMER MEETING
MARCH 23RD 5:30
WSU FOCUS GROUP
PIKE PLACE MARKET
DINNER PROVIDED
SEEDS DISTRIBUTED
QUESTIONS?
ZACK COOK

What drives the farmers market?

Primary motivation for starting farmers market	Percent
To support farmers	36
To improve community access to fresh farm produce	24
Other	15
To improve community access to healthy foods	9
To create a fun community event	8
To promote economic development	4
To help local business district	2
To support/incubate small businesses	1
Total (N = 90)	100

► Ostrom, M. and C. Donovan. 2013. Summary Report: Farmers Markets and the Experiences of Market Managers in Washington State.

What are Farmers' Perspectives?

- Who are they? What roles do farmers markets play in their business plans and overall success?
- What do farmers need from farmers markets? What are the barriers for farmers in -- or wanting to get into -- farmers markets?
- Where are there opportunities make markets better for farmers and communities by improving how markets are organized and managed, expanding product mix, optimizing locations and times, strengthening community linkages, engaging new farmers and consumers, and addressing key regulatory and policy barriers?

Farmers Markets Issues in the Media

Local Food May Feel Good, But It Doesn't Pay
 by ADAM ALLINGTON
 March 18, 2013 3:00 PM
 Forget farmers markets — I want to sell my pastured meat at Price Chopper

Farmers Markets See Risks From Growth
 Communities Clamor for Sites, but Expansion Makes Critical Mass of Buyers Needs

The dark side of the farmers' market boom
 City dwellers may love buying locally, but what does it mean for the farmers' own communities?
 Riddhi Shah

Does Seattle have too many farmers markets?
 By VANESSA HO, SEATTLEPI.COM STAFF
 Updated 10:05 pm, Sunday, August 22, 2010

Market Watch: Some farmers pulling up stakes
 Many vendors find the work and driving heavy, the profits thin.

Every farmers market can collect information on their farm vendors

The NFMA operates seven farmers markets in Seattle, WA.
www.seattlefarmersmarkets.org



- The NFMA includes "survey" and farming information questions in their vendor applications
- Formal request for feedback at the end-of-season
- Aggregates data at the market level into annual "stats sheets"
- Solicits feedback at their annual vendor meetings
- Focus groups (as needed)



Chris Curtis, Executive Director

Neighborhood Farmers Market Alliance 2012 Report

	University District	West Seattle	Columbia City	Lake City	Magnolia	Broadway	Phinney	All 7 Markets
Economic Impact								
Vendor Sales	\$3,444,360	\$1,308,479	\$738,960	\$317,940	\$286,976	\$1,105,300	\$287,366	\$7,489,381
Average Vendor Sales per Day	\$1,142	\$740	\$772	\$631	\$745	\$830	\$575	-
Number of Vendor Stalls for the 2012 season	2,704	1,745	957	497	385	1,329	500	8,117
Average Number of Vendors per Day	58	34	38	28	23	37	26	-
Total number of vendors in 2012: 149 (105 farmers/fishers, 2 foragers, 29 processors, 13 prepared food vendors)								
Number of full-time employees represented by all market Vendors: 461								
Number of seasonal full-time employees represented by all market Vendors: 1175								
Total Acres of Farmland: Cultivated: 2,686 acres Pasture Land: 3,133 acres Orchard: 800 acres								

The "Market Vitals" Project

<http://csanr.wsu.edu/pages/FMMT3/>

	MARKET VITAL	DEFINITION	HOW COLLECTED
2	Total Vendor Sales	Total reported sales from all vendors per season.	Market day report forms.
3	Total Farm Sales	Total reported sales from farm vendors per season.	Market day report forms.
4	Total # of Vendors	Total # of all vendors/season who have sold at the market at least once during the season.	Vendor roster.
5	Total # of Farm Vendors	Total # of all farms/season who have sold at the market at least once during the season.	Vendor database.
6	Total "Vendor Days" for the Season	Number of vendors selling on each market day, totaled for the season.	Market day attendance.

Collecting Sales from Vendors?

Duvall Farmers Market in Duvall, VA.

Please! **Oh, OK.**

What are your market policies?

If you do want to collect sales information:

- Set expectations early.
- Explain (repeatedly) why it is important.
- Think through how you collect sales data.
- Be rigorous about protecting vendor privacy.
- Share what you learn!

For example

Statewide, farmers markets belonging to the WSFMA reported \$40.3 million in sales in 2012, up from \$39.6 million in 2011.

Washington State Department of Agriculture
100 YEARS
For immediate release: July 30, 2013 (13-24) Contact: Mike Louieff (360) 902-1813

Gov. Inslee proclaims Aug. 4-10 Washington Farmers Market Week
Washington's 150 farmers markets: Pasco to Puyallup, and Okanogan Valley to Port Angeles

OLYMPIA — If you're looking for summer attractions that promise delicious foods to satisfy your taste buds, you need look no further than the estimated 150 farmers markets open across the Evergreen State. The popularity of farmers markets continues to increase as consumers get passionate over nutritious foods, including fresh, locally grown produce, meats, cheeses and specialty food products.

To recognize strong consumer and farmer support for the markets, Gov. Jay Inslee, the Washington State Department of Agriculture (WSDA) and the Washington State Farmers Market Association (WSFMA) are celebrating **Farmers Market Week** in Washington from Aug. 4-10.

"Washington's vibrant farmers markets are great social and economic resources to so many communities across the state, providing access to quality foods and showcasing what makes local agriculture special," Gov. Inslee said. "I encourage all Washingtonians to take part in Farmers Market Week and enjoy our fine Washington grown products."

Statewide, farmers markets belonging to the WSFMA reported \$40.3 million in sales in 2012, up from \$39.6 million in 2011. Dozens of other farmers markets that are not members of the WSFMA also achieve substantial year-over gains, going directly to family farmers, food and artisan small businesses.


"Agriculture is a primary cornerstone of our economy and farmers markets support local and regional food systems that sustain many family farms, strengthen communities and bring consumers and farmers together," WSDA Director Bud Howe said.

Statewide Farm Vendor Survey

Farmer Views on Washington Farmers Markets

Spring 2012

WSD Small Farm Program & Washington Farmers Market Coalition



Please return your completed questionnaire to the address provided to:

WSD - Social and Economic Sciences Research Center
 422 University Street
 Pullman, WA 99164-5001

If you have any questions, please contact:

Mary O'Brien, WSD Small Farm Program, (509) 435-2222 / m.obrien@wsp.wa.gov
 Colleen Dunbar, WSD Small Farm Program, (509) 435-2222 ext. 522 / colleen.dunbar@wsp.wa.gov

We greatly appreciate your help so that we can further understand, document, and serve farmers. We plan and improve about marketing in Washington State.
Your responses are completely confidential.

FAQ: we have a few questions that will help determine if this survey is for you:

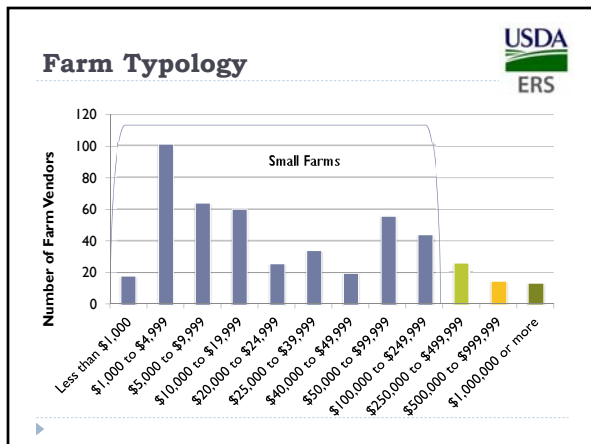
Q1. Are you currently associated with a farm as a farm owner, co-owner, member of the owner's household, or a hired manager?
 No, if Please stop here and return this questionnaire to the investigator provided.
 Yes, I continue with Q2.

Q2. Did your farm sell farm products at one or more farmers markets in 2011?
 No, if Please stop here and return this questionnaire to the investigator provided.
 Yes, I continue with Q3 on the next page.

- ▶ Participation of farmers markets is essential.
- ▶ Building the list of farmers market farmers is big project.
- ▶ Timing is crucial.
- ▶ Incentives help motivate respondents.
- ▶ All results presented in this webinar are preliminary.

Specific Data Points

- What question we asked.
- What are some ways to strategically use this data?
- What are we learning from the data we collected?



Farm Jobs

Q39. Including yourself, how many people worked for your farm either seasonally or year-round in 2011?
Please enter a number in each box below. If none, please enter 0.

	Seasonal (Worked 149 days or less)			Year-Round (Worked 150 days or more)		
	Average per Farm	Total	N	Average per Farm	Total	N
a. Family workers (paid and unpaid)	2.6	752	289	1.8	567	313
b. Hired farm or ranch workers, and office workers	10.1	2,690	267	2.7	530	199
c. People hired to sell/work at farmers markets	1.5	357	244	0.3	41	145
d. Contract labor/workers or custom hires	2.1	438	211	0.1	18	138
e. Interns or apprentices	0.8	188	222	0.2	35	149
TOTAL		4,425			1,191	



RANGE: 0.17 to 4,500 acres
 AVERAGE: 66 acres
 TOTAL: 32,637 acres
 N = 496

Q27. How many total acres did your farm use for all production (including rented or leased land) in 2011?

Acres owned + Acres leased or rented = Total Acres

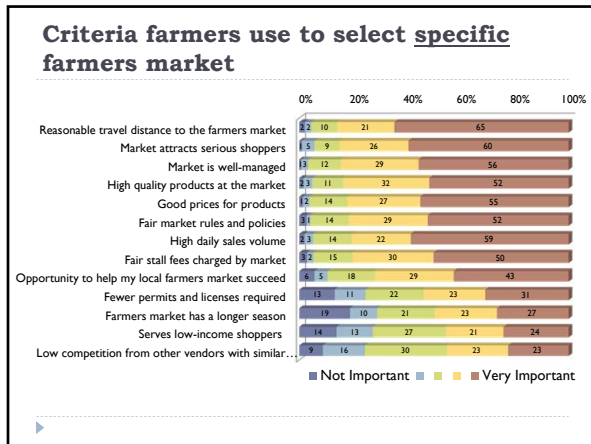
What is motivating farmers to sell at farmers markets in general?

Q10. How important were each of the following factors in your decision to sell at farmers market(s) in general?
On each line, mark a number ranging from 1 = "Not important" to 5 = "Very important."



- Building relationships with customers 76%
- Receiving retail value for products sold 61%
- Providing community with healthy food 54%
- Having control over prices 53%

Gretchen Hoyt, Alm Hill Gardens, selling at the Ballard Farmers Market in Seattle.

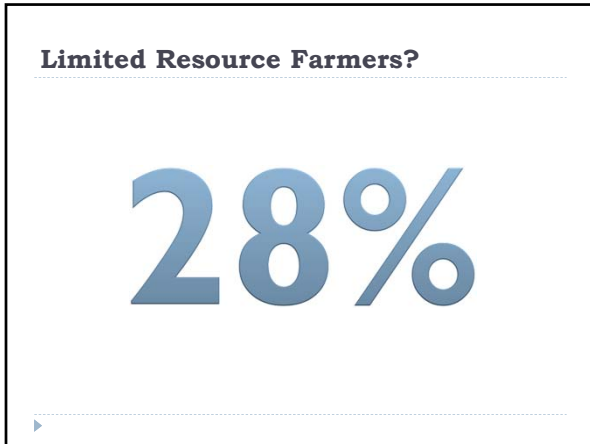


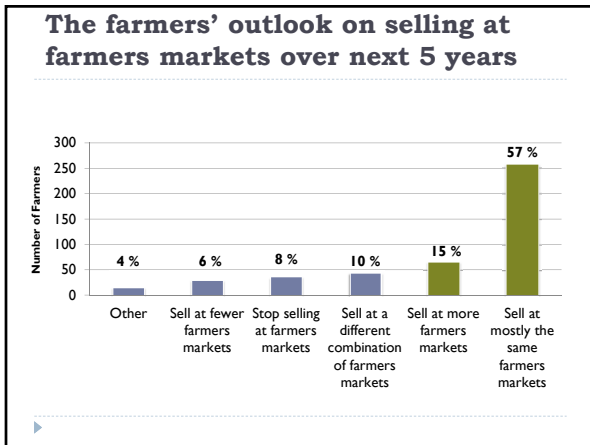


Importance of Farmers Market Food Assistance Programs to Farmers

Farmers Market Nutrition Program - FMNP WIC & Senior	Not Important	Neutral	Important
Enabling low income and senior shoppers to buy my products. N = 343	5%	8%	87%
Increasing farm sales N = 338	19%	17%	64%

Supplemental Nutrition Assistance Program - SNAP	Not Important	Neutral	Important
Enabling low income shoppers to buy my products. N = 175	12%	13%	75%
Increasing farm sales N = 172	29%	20%	51%





Telling the Farmers Market Story

Fulton Street Market in Grand Rapids, MI. Michigan State University Extension

Farmer Profile poster from Agricultural Institute of Marin

Market Management

Ways Markets Charge Vendor Stall Fees	Percent
Flat	27
Flat variable	13
Flat and percent (includes one % variable)	4
Flat or percent	9
Flat or flat variable plus application, membership, registration, or other one time market fee	24
Percent (includes variable) plus application, membership	7
Combination of flat and/or percentage and/or membership	17
Total (N = 112)	100

Number of farmers market locations farm sold at in 2011

Average: **2.6 markets**
N = 524

- 1 market
- 2 to 5 mkts
- 6 to 10 mkts
- 11 or more mkts

Advocacy

White = Elected officials
Blue = market manager or board member
Green = WSFMA Executive Director
----- = DATA

Bremerton Farmers Market, 2013 Farmers Market

Fundraising


Cheryl the Pig Lady at Proctor Farmers Market in Tacoma, WA

- ▶ Federal and State Programs
- ▶ Private Foundations
- ▶ Individuals
- ▶ Organizing events and fundraisers
- ▶ Sponsorships
- ▶ Partnerships

Survey Respondents: 51% women

Key Points

- ▶ Important to get farmers' perspective.
- ▶ No "average" farm vendor!
- ▶ Research/data collecting that markets do is incredibly important.
- ▶ Multiple audiences for data and ways to use it strategically.
- ▶ Sharing what you're learning with farmers can help them and help build your relationship.



Bambi Miller
Parke Creek Farm
Ellensburg, WA

Thank you!

Connect



farmersmarketcoalition.org

Questions?

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