**Vendor Survey for 2012 Season (please use additional paper if necessary)**

**Your name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Farm/business name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Your position/job within the farm/business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. This year the NFMA received $50,000 in “Fresh Bucks” (yellow Market Bucks) for low income shoppers to purchase produce.
2. Did you have new EBT customers as a result of “Fresh Bucks”? Yes No N/A
3. Did you have more repeat customers as a result of “Fresh Bucks”? Yes No N/A

c. Did your sales increase during the “Fresh Bucks” program\*? Yes No N/A

\*from August through the present (through Dec 31, 2012)

2. The NFMA works with **neighborhood food banks** to get food to people in need.  On average, how much did you donate at the end of the market day?

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How could the donation process be improved?

3. In order to have well balanced markets, farmers markets often limit products. This is done in various ways, such as: not allowing new vendors to enter market systems or particular markets; limiting vendors' dates during certain times of the season; limiting specific crops.

1. How would you rate the NFMA in balancing the markets? (1-5, with 1 being the best): \_\_\_\_\_\_
2. If you have ideas for improving the system, please describe here:

4. How important is it for NFMA markets to provide each of these to shoppers?

(Rate on a scale of 1 - 5, with **1** being very important and **5** being not important)

\_\_\_ Good quality products

\_\_\_ Affordable products

\_\_\_ Diverse selection

\_\_\_ Information about individual farms

\_\_\_ Food education (tastings, demos, recipes)

\_\_\_ Food access programs (EBT, WIC, Senior vouchers)

\_\_\_ Credit/debit card access

\_\_\_ Community entertainment/gathering space

\_\_\_ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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5. What percentage of your sales are transacted electronically (credit, debit, square, etc.): \_\_\_\_\_\_\_%

1. If you do not accept electronic payment, what would help you start to accept electronic payments?
2. Did you know NFMA Info Booths are set up to accept EBT (Food Stamp) cards, but **not** debit or credit cards?

Yes No

6. This year we had our first Market “Sale Days.” Did you find “Sale Days” beneficial? Yes No

How could “Sales Days” be improved?

7. One of the biggest obstacles to bringing new shoppers to the Farmers Markets is the perception that our prices are high.

a. How do you set your prices?

b. What is the best way to correct this perception?

8**.**  Please rate the effectiveness of the following marketing and promotion methods used by the NFMA.

(1= most effective, 10= least effective).

\_\_\_ Neighborhood Signage

\_\_\_ Facebook

\_\_\_ Press Releases

\_\_\_ NFMA Website

\_\_\_ Posters

\_\_\_ Weekly Ripe and Ready e-newsletter

\_\_\_ Fliers

\_\_\_ Print Ads

\_\_\_ Twitter

\_\_\_ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

9. How could we (the NFMA) communicate with you better?

10. What are your three suggestions for getting NEW shoppers to the Farmers Markets?