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take this
survey online:



Please return to your market manager or mail to WSFMA at 93 Pike St Suite 316 Seattle, WA 98101. If you prefer a language other than English or Spanish, please contact the WSFMA at 509-899-0167 or info@wafarmersmarkets.org.

Farmers markets

Q1. Does your farm sell any of the following products at farmers markets?

	Yes	No
a. Fresh fruits, vegetables, cut herbs, or mushrooms	<input type="radio"/>	<input type="radio"/>
b. Dried fruit, vegetables, herbs, beans, or nuts	<input type="radio"/>	<input type="radio"/>
c. Plants or seeds that produce food	<input type="radio"/>	<input type="radio"/>
d. Honey	<input type="radio"/>	<input type="radio"/>
e. Meat, fish, poultry, eggs, or dairy	<input type="radio"/>	<input type="radio"/>
f. Bread, pastries, or other baked goods	<input type="radio"/>	<input type="radio"/>
g. Value-added, processed items (e.g., jams, salsa, hummus, pickles, etc.)	<input type="radio"/>	<input type="radio"/>
h. Snacks or pre-packaged beverages	<input type="radio"/>	<input type="radio"/>
i. Prepared foods that are hot or ready-to-eat	<input type="radio"/>	<input type="radio"/>
j. Cut flowers	<input type="radio"/>	<input type="radio"/>
k. Non-food artisan/craft products or services	<input type="radio"/>	<input type="radio"/>
l. Other(s)—please specify:		

Q2. How many different farmers market locations did you sell at in 2024? *For example, if you sold at the Olympia Farmers Market and the Proctor Farmers Market, then you sold at two farmers market locations.*

Number of farms market locations: _____

Q3. Compared to 2024, do you plan to sell at fewer, the same number, or more farmers markets in 2025?

- ☐ I plan to sell at fewer farmers markets → *skip to Q5*
- ☐ I plan to sell at the same number of farmers markets → *skip to Q5*
- ☐ I plan to sell at more farmers markets → *skip to Q5*
- ☐ I don't plan to sell at farmers markets in 2025 → *continue to Q4*

Q4. If you do not plan to sell at farmers markets in 2025, please tell us why:

Q5. How important, if at all, are the following factors in your decision to sell at farmers markets *in general*?

	Not at all important	Somewhat important	Very important	Not applicable
a. Having control over prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Ability to receive retail value for products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Opportunity to build relationships with customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Opportunity to promote other sales channels (CSA, farm stand, restaurant sales, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Ability to sell surplus from home garden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Opportunity to educate public about food and farms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Providing community with healthy food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Opportunity to network with other farmers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. To help launch or establish your farm business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Other factor(s)—please specify:				

Q6. How important, if at all, are the following criteria in deciding which *specific* farmers markets to sell at?

	Not at all important	Somewhat important	Very important
a. Farmers market has a longer season	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Travel distance to the farmers market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. High daily sales volume	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Good prices for products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Farmers market attracts serious shoppers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Farmers market serves low-income shoppers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. High-quality products at the farmers market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Low competition from other vendors with similar products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Farmers market is well-managed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Fair farmers market rules and policies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Fair stall fees charged by farmers market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. Fewer permits and licenses required	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m. Desire to help your local farmers market succeed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
n. Other criteria—please specify:			

Q7. For you, what is the best part of selling at farmers markets?

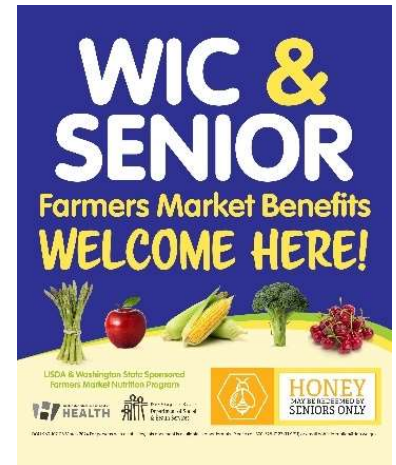
Q8. For you, what is the most challenging part of selling at farmers markets?

Food access programs

The following questions will help us understand farmers' experiences with farmers market nutrition programs and identify ways to make it easier for farmers to participate.

Q9. What years, if any, was your farm approved to accept WIC and/or Senior Farmers Market Nutrition Program (FMNP)? *Please select all that apply.*

- ☐ None → *continue to Q10*
- ☐ 2025 → *skip to Q11*
- ☐ 2024 → *skip to Q11*
- ☐ 2023 → *skip to Q11*
- ☐ 2022 and/or before → *skip to Q11*
- ☐ Don't know → *skip to Q11*



Q10. If you answered “none” in Q9, why hasn’t your farm participated in WIC and/or Senior Farmers Market Nutrition Program (FMNP)? *Please select all that apply.*

- ☐ Does not sell eligible products (fruits, vegetables, herbs, honey)
- ☐ Does not sell at a farmers market that participates in FMNP
- ☐ Not interested in participating
- ☐ Need more information
- ☐ Other—please specify:

Q11. If your farm was approved to accept WIC/Senior FMNP in 2022 or before, **but not in 2023, 2024, or 2025**, why did your farm stop participating in WIC and/or Senior Farmers Market Nutrition Program (FMNP)?

If your farm was approved accept WIC and/or Senior FMNP in 2023, 2024, 2025, or you don’t know, continue to Q12 below. If not, please skip to Q19.

Starting in 2023, the Farmers Market Nutrition Program (FMNP) transitioned from a paper check to an electronic payment system where vendors use the “WIC Direct Vendor Portal” on a smart phone or other device to scan the shopper’s QR code for payment.



Q12. What years did your farm actually accept payments from the Senior and/or WIC Farmers Market Nutrition Program (FMNP) or WIC Fruit and Vegetable Benefits? *Select all that apply.*

- ☐ None → skip to Q14
- ☐ 2025 → skip to Q14
- ☐ 2024 → continue to Q13
- ☐ 2023 → continue to Q13
- ☐ Don't know → skip to Q14

Q13. If your farm did not accept payments from the WIC or Senior FMNP in 2023 or 2024, please tell us why:

Q14. Overall, how easy or difficult was the transition from the WIC & Senior FMNP paper checks to the electronic QR code payment system for your farm?

- ☐ Very easy
- ☐ Somewhat easy
- ☐ Somewhat difficult
- ☐ Very difficult
- ☐ Don't know
- ☐ Not applicable

Q15. If your farm accepted e-payment in 2024 for WIC or Senior FMNP, did you experience any of the following challenges to using the **electronic** FMNP QR code payment system in 2024?

	Yes	No	Don't know
a. Lack of internet access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Technical issues with smartphone, tablet, or other device	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Shopper confusion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Took longer to complete sales transactions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Problems scanning the shoppers' QR code	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Problems entering shoppers' PIN number	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Insufficient training on how to sign up and use vendor portal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Difficulty training seasonal staff at farmers markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Difficulty tracking or reporting daily sales by farmers market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Difficulty getting troubleshooting support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Other(s)—please specify:			

Q16. What, if anything, would make it easier for your farm to accept WIC and/or Senior FMNP at your booth?

Q17. How valuable to you, if at all, are the following aspects of the electronic FMNP QR code payment system?

	Not at all valuable	Somewhat valuable	Very valuable	Don't know	Not applicable
a. Ability to track sales electronically	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Weekly direct deposits instead of needing to deposit paper FMNP checks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Ability to charge shoppers exact amount	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Ability to also accept WIC Fruit & Vegetable Benefits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Other—please specify:					

Q18. Overall, did changing from the paper checks to the electronic QR code payment system increase or decrease your sales from FMNP at farmers markets?

- ☐ Increased
- ☐ Did not increase nor decrease
- ☐ Decreased
- ☐ Don't know
- ☐ Not applicable

Other food access programs

Q19. Does your farm accept payment from EBT tokens (or other scrip) at your farmers market booth?



- ☐ Yes → skip to Q21
- ☐ No → continue to Q20
- ☐ Don't know → continue to skip to Q21

Q20. If your farm does **not** accept tokens or other scrip at your farmers market booth, why not? *Please select all that apply.*

- ☐ Does not sell eligible products
- ☐ Does not sell at a farmers market that accepts EBT
- ☐ Not interested in participating
- ☐ Need more information
- ☐ Other—please specify:

Q21. Does your farm accept payment from SNAP Market Match at your farmers market booth?



- ☐ Yes → skip to Q23
- ☐ No → continue to Q22
- ☐ Don't know → skip to Q23

Q22. If you do not accept payment from SNAP Market Match at your farmers market booth, why not? *Please select all that apply.*

- ☐ Does not sell eligible products
- ☐ Does not sell at a farmers market that accepts SNAP Market Match
- ☐ Not interested in participating
- ☐ Need more information
- ☐ Other—please specify:

Q23. How interested, if at all, is your farm in being part of a pilot project that would set you up so shoppers can swipe their SNAP EBT card at your farmers market booth directly (instead of using tokens)?

- ☐ Not at all interested
- ☐ Somewhat interested
- ☐ Very interested
- ☐ Don't know
- ☐ Not applicable

Q24. Does your farm accept payments at farmers markets from any of the following market currencies?

	Yes	No	Don't know
a. Carrot Cash	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Fresh Bucks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. KERNEL Bucks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Kid Bucks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Market Bucks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Power of Produce (POP) Kids' Club Carrot Coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Veggie Rx prescription	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Other(s)—please specify:			

Q25. How important, if at all, is accepting shoppers' payments from SNAP, SNAP Market Match, and/or WIC & Senior FMNP to your farmers market sales?

- ☐ Not at all important
- ☐ Somewhat important
- ☐ Very important
- ☐ Don't know
- ☐ Not applicable

Q26. How important, if at all, is it to you that programs like SNAP, SNAP Market Match, and/or WIC & Senior FMNP enable people with low incomes to shop at farmers markets?

- ☐ Not at all important
- ☐ Somewhat important
- ☐ Very important
- ☐ Don't know

Q27. How much of a need, if any, does your farm have for the following types of support?

	No need	Low need	Moderate need	High need	Don't know
a. Training on the technical aspects of accepting SNAP, SNAP Market Match, or WIC/Senior FMNP at your farmers market booth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Having the farmers market manage SNAP EBT tokens and SNAP Market Match currency at the info booth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Training shoppers on what they can buy with food access currencies like SNAP, SNAP Market Match, and WIC & Senior FMNP.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Getting food access program (e.g., SNAP Market Match and FMNP) signage for market booths.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Help marketing your products to shoppers that use SNAP EBT tokens, SNAP Market Match, WIC & Senior FMNP, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Support problem solving food access program-related technical issues for your farm.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Support problem solving food access program-related technical issues for shoppers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Other types of support—please specify:					

Q28. For you, what is the best part of being able to accept food access currencies like SNAP EBT, SNAP Market Match, and WIC & Senior FMNP at farmers markets?

Q29. For you, what is the most challenging part of accepting food access currencies like SNAP EBT, SNAP Market Match, and WIC & Senior FMNP at farmers markets?

Farm characteristics

Q30. How many years has your farm been selling farm products (through any sales channel, not just at farmers markets)?

- ☐ Less than 1 year
- ☐ 1 to 5 years
- ☐ 6 to 10 years
- ☐ More than 10 years

Q31. How many years has your farm been selling at farmers markets? _____

Q32. How important, if at all, were your farmers market sales to your overall farm income in 2024?

- ☐ Not at all important
- ☐ Somewhat important
- ☐ Very important
- ☐ Don't know
- ☐ Not applicable

Q33. Compared to 2024, do you plan to increase your prices, keep your prices the same, or decrease your prices at farmers markets in 2025?

- ☐ Increase prices → *continue to Q34*
- ☐ Keep prices the same → *skip to Q35*
- ☐ Decrease prices → *skip to Q35*
- ☐ Don't know → *skip to Q35*
- ☐ Not applicable → *skip to Q35*

Q34. If you plan to increase your prices, please tell us what factors are contributing to your decision:

Q35. Does your farm accept the following types of payments directly from shoppers at your farmers market booth?

	Yes	No	Don't know
a. Cash	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Credit or debit card	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Apple Pay, Cash App, Google Pay, Venmo, Zelle, or other mobile payment apps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Other(s)—please specify:			

Q36. Do you sell products at farmers markets that you consider to be sustainably grown, environmentally friendly, or natural?

- ☐ Yes
- ☐ No

Q37. Which of the following best describes the products your farm sells at farmers markets?

- ☐ My farm produces **all** the products it sells at farmers markets
- ☐ My farm produces **most** of the products it sells at farmers markets
- ☐ My farm produces **some** of the products it sells at farmers markets
- ☐ My farm produces **none** of the products it sells at farmers markets

Technical assistance

Q38. How helpful, if at all, would it be for you to get more information/resources about the following topics?

	Not at all helpful	Somewhat helpful	Very helpful	Don't know
a. Farmers market rules, policies, permits, required licenses, and other regulations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Technical information specific to selling at farmers markets such as booth set up, displays, and increasing sales.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. How, where, and when to apply to sell at farmers markets.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Finding and training seasonal staff for your farmers market booth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. How best to communicate with farmers market managers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Serving on farmers market boards or advisory committees.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Other(s)—please specify:				

Q39. Please list the top three sources of information, training, or support that you go to for help related to running your farm business:

- 1.
- 2.
- 3.

Q40. How interested are you, if at all, in receiving emails directly from the Washington State Farmers Market Association with farmers market news, updates, and opportunities for farmers and other vendors?

- ☐ Not at all interested
- ☐ Somewhat interested
- ☐ Very interested

Demographics

Q41. How many farm owners are actively involved in the operation or management of your farm?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ More than 4

Q42. Which of the following describes your role in the farm? *Please select all that apply.*

- ☐ I am a farm owner
- ☐ I make day-to-day farm management decisions
- ☐ I do field work
- ☐ I go to farmers market(s) to sell products
- ☐ Other—please specify:

Q43. Is farming your primary occupation?

- ☐ Yes
- ☐ No

Q44. In what year were you born? _____

Q45. What is your gender? _____

Q46. What is your farm's zip code? _____

Q47. Overall, how comfortable are you using devices like smartphones, tablets, and computers?

- ☐ Not at all comfortable
- ☐ Somewhat comfortable
- ☐ Very comfortable

Q48. What is the highest degree or level of education you have completed?

- ☐ Some high school (no degree) or less
- ☐ High school diploma or GED
- ☐ Some college (no degree)
- ☐ Technical or associate degree
- ☐ Bachelor's degree
- ☐ Graduate or professional degree (for example, MS, MA, PhD, MD, JD)

Q49. Have you studied agriculture or an agriculture-related field in a formal training or degree program?

- ☐ Yes
- ☐ No

Q50. What is your race/ethnicity? *Please select all that apply.*

- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Black or African American
- ☐ Hispanic or Latino
- ☐ Middle Eastern or North African
- ☐ Native Hawaiian or Pacific Islander
- ☐ White
- ☐ Other—please specify:

Q51. We are planning to send multiple reminders asking farmers market farmers to participate in this survey. If you would like us to remove you from the contact list, please provide your name and email here or email info@wafarmersmarkets.org to ask to be removed from the follow-up communications from us.

First and last name: _____

Email address: _____

These questions will help us ensure each survey response is only counted once—all while keeping your identity anonymous.

Q52. Please write the first two letters in your mother's first name (*for example, if her name is Mary, write "MA"*):

_____ first two letters in mother's first name

Q51. Please write the day of the month you were born (*for example, if you were born March 5, write "05"*):

_____ day of the month born