Example Survey for Determining New Farmers Market Feasibility

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Inspired by the success of established farmers markets in surrounding areas, community organizations and planning departments may consider starting a new farmers market in their area. Before expending limited time, money, and labor, conducting a consumer interest survey is an important step in assessing if a new farmers market is desired and needed in a community. The following example survey was developed to assist in determining consumer interest in a starting a farmers market and may be adapted and utilized by extension professionals, community organizations, planning departments, or other interested individuals in determining new farmers market feasibility.

5-MINUTE <CITY OR AREA NAME> FARMERS MARKET SURVEY

Have you ever wanted to buy fresh fruits and vegetables, meats, eggs, and other farm products directly from local farmers? Have you ever wished there was some place closer than the <NEXT CLOSEST FARMERS MARKET> to get these items? Are you interested in fresh produce or livestock products that are grown without excessive treatment of pesticides and other chemicals? Would you like to have the luxury of getting all this right here in <CITY OR AREA NAME>? If so, we would appreciate your responses to the following questions, which will guide us as we move forward in determining the feasibility of this consumer driven, farmer-direct marketing initiative.

1. Would you shop at a Farmers Market located in <CITY OR AREA NAME>?
   ___ Yes
   ___ No
   ___ I don’t know

2. Where is the best location for a new farmers market in <CITY/AREA NAME>?
   ___ <CHOICE A>
   ___ <CHOICE B>
   ___ Other, please enter location: ____________________________________________

3. On a scale of 1 to 10 (10 = highest), how strongly do you feel that a farmer’s market would be a great opportunity for the citizens of <CITY OR AREA NAME>? ________ (enter 1-10, 10 being highest, 1 being lowest)

4. What day of the week is the most convenient for you to shop at a farmers market?
   ___ Monday
   ___ Tuesday
   ___ Wednesday
   ___ Thursday
   ___ Friday
   ___ Saturday
   ___ Sunday
5. What time of day should the market OPEN?
___ 6 AM
___ 7 AM
___ 8 AM
___ 9 AM
___ Other, please specify time: ________________________________

6. What time of day should the market CLOSE?
___ 12 Noon
___ 1 PM
___ 2 PM
___ Other, please specify time: ________________________________

7. Which of the following services should be offered to farmers market shoppers?
___ Protection from the elements
___ Restrooms
___ Food trucks
___ Coffee vendor
___ Dining tables
___ Seating areas
___ Free parking
___ Information booth
___ Educational events (cooking, nutrition, gardening, environment, health, etc.)
___ SNAP (food stamps) Acceptance
___ Other, specify: ________________________________

8. How much of your produce do you currently buy from non-traditional outlets (for example: Farmers Markets, Community Supported Agriculture programs, Roadside Stands?)
___ All (100%)
___ Most (about 75%)
___ Some (about 25%)
___ None

9. Would you like to buy more produce directly from growers?
___ Yes
___ No
___ I don’t know

10. What are your most important considerations when deciding to buy from local farms?

   V = Very Important
   S = Somewhat Important
   N = Not Important

   Indicate one of the following letters: V, S, or N for the items below:

A. It sustains local farming communities ___
B. It promotes open space and rural character ___
C. It is convenient ___
D. It is fresh (most products harvested and delivered on same day) ___
E. It is grown in accordance with USDA National Organic Standards ___
F. It is grown with environmentally sound farming practices ___

11. How much do you currently spend on fresh produce weekly?
___ $0.00-$10.00
___ $11.00-$20.00
___ $21.00-$30.00
___ $31.00 or more
12. How much do you currently spend on fresh meats weekly?
   ___ $0.00-$10.00
   ___ $11.00-$20.00
   ___ $21.00-$30.00
   ___ $31.00 or more

13. How much do you currently spend on fresh flowers weekly?
   ___ $0.00-$10.00
   ___ $11.00-$20.00
   ___ $21.00-$30.00
   ___ $31.00 or more

14. How much do you currently spend on dairy products (cheese, milk, etc.) weekly?
   ___ $0.00-$10.00
   ___ $11.00-$20.00
   ___ $21.00-$30.00
   ___ $31.00 or more

15. Where do you currently shop for fresh produce?
   ___ Grocery Store:  ____________________________________
   ___ Farmers Market: List name here:  ____________________________
   ___ Other, Describe here:  ________________________________

16. Do you or family members grow your own fruits & vegetables?
   ___ Yes
   ___ No

17. Which of these products would you be interested in buying at your farmers market?
   V = Very Important
   S = Somewhat Important
   N = Not Important

   Indicate one of the following letters: V, S, or N for the items below:

   A. Seasonal and Local grown fruits and vegetables ___
   B. Freshly baked goods ___
   C. Jellies, Jams, Honey, and Syrups ___
   D. Salsas, mustards, sauces, relishes, and vinegars ___
   E. Fresh herbs ___
   F. Garden plants: vegetables and herbs ___
   G. Poultry meats ___
   H. Pork meats ___
   I. Beef meats ___
   J. Lamb meats ___
   K. Goat meats ___
   L. Cut Flowers ___
   M. Milk & Cheese Products ___
   N. Eggs ___
   O. Seafood ___
   P. Please list specific produce requests and any other product suggestions:
      ______________________________________________________
      ______________________________________________________

18. Would a <CITY OR AREA NAME> farmers market increase your quality of life?
   ___ Yes
   ___ No
   ___ I don’t know
19. What is the best way to inform you about the CITY OR AREA NAME farmers market opening?
___ Television  
___ Newspaper  
___ Email, enter email address ______________________________________________________  
___ Mobile Text, enter mobile phone number _____________________________________________  

20. If you would like to participate in a CITY OR AREA NAME Farmers Market community initiative (as a vendor, volunteer, etc.), or receive timely information concerning the development of the CITY OR AREA NAME Farmers Market, please provide your name, email address, and phone number in the space below:

Name: ____________________________________________________________  
Email: _____________________________________________________________  
Phone: _____________________________________________________________  

This survey can be returned to the spot where you picked it up or to the CITY OR AREA NAME office front desk. The CITY OR AREA NAME is working with the COUNTY County Cooperative Extension to connect local farms to the residents of CITY OR AREA NAME through the planting of a Farmers Market. Your opinion is highly valued by NAME OF PLANNING ORGANIZATION.

If you have further related questions, please contact the following individuals:

For CITY OR AREA NAME Farmers Market Development related questions, contact:
NAME OF PLANNING ORGANIZATION  
NAME, OFFICIAL TITLE  
Phone: PHONE NUMBER INCLUDING AREA CODE  
Email: EMAIL ADDRESS  

For Local Farm and Food Systems Development related educational questions, contact:
LOCAL COOPERATIVE EXTENSION OFFICE  
NAME, OFFICIAL TITLE  
Phone: PHONE NUMBER INCLUDING AREA CODE  
Email: EMAIL ADDRESS  

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