



2014 FARMERS MARKET CENSUS

ABOUT

This data represents information collected from 69 farmers markets from across the state. Of that data, 64% were WVFMA Member Markets and 36% were Non-Members. The information gained from these census calls provided excellent qualitative information about every market we spoke with. Although quantitative questions were asked, it is important to note these are entirely self-reported numbers, most of which are estimates. The markets range from brand new to well-established farmers markets, of varying sizes and business models, throughout the state. This data should provide an idea of the state of the average West Virginia farmers market.

MARKET DATA

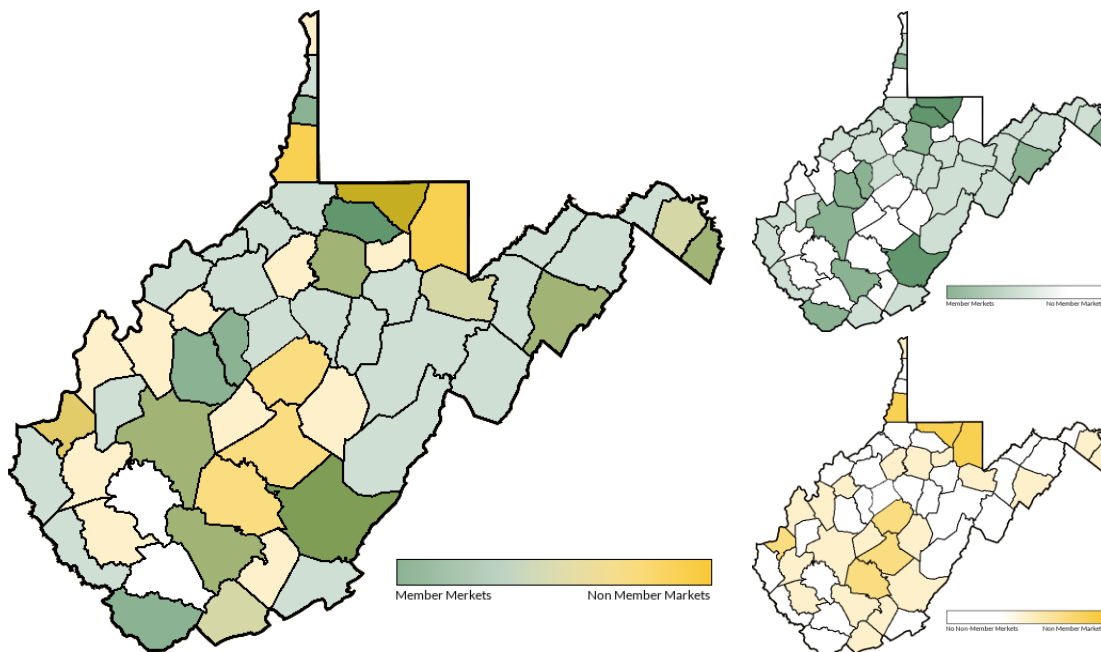


FIGURE 1 FARMERS MARKETS BY COUNTY. WVFMA MEMBER MARKETS (GREEN), AND NON MEMBERS (YELLOW), WITH A DARKER COLOR REPRESENTING MORE FARMERS MARKETS

Above is a representative of WV farmers market WVFMA membership status based on county location. Wyoming County is the only county in the state of WV without a farmers market. The average farmers market location per WV county is 2. WVFMA member markets make up approximately two-thirds of the WV farmers market population.

Markets were asked for estimated values of annual sales, customers per week, and average vendors at market. The following information covers these questions. It is important to note that not all farmers markets could give answers for these market value questions. Few markets meticulously collect data. Much of the supplied information was pure estimation.

ANNUAL SALES DATA

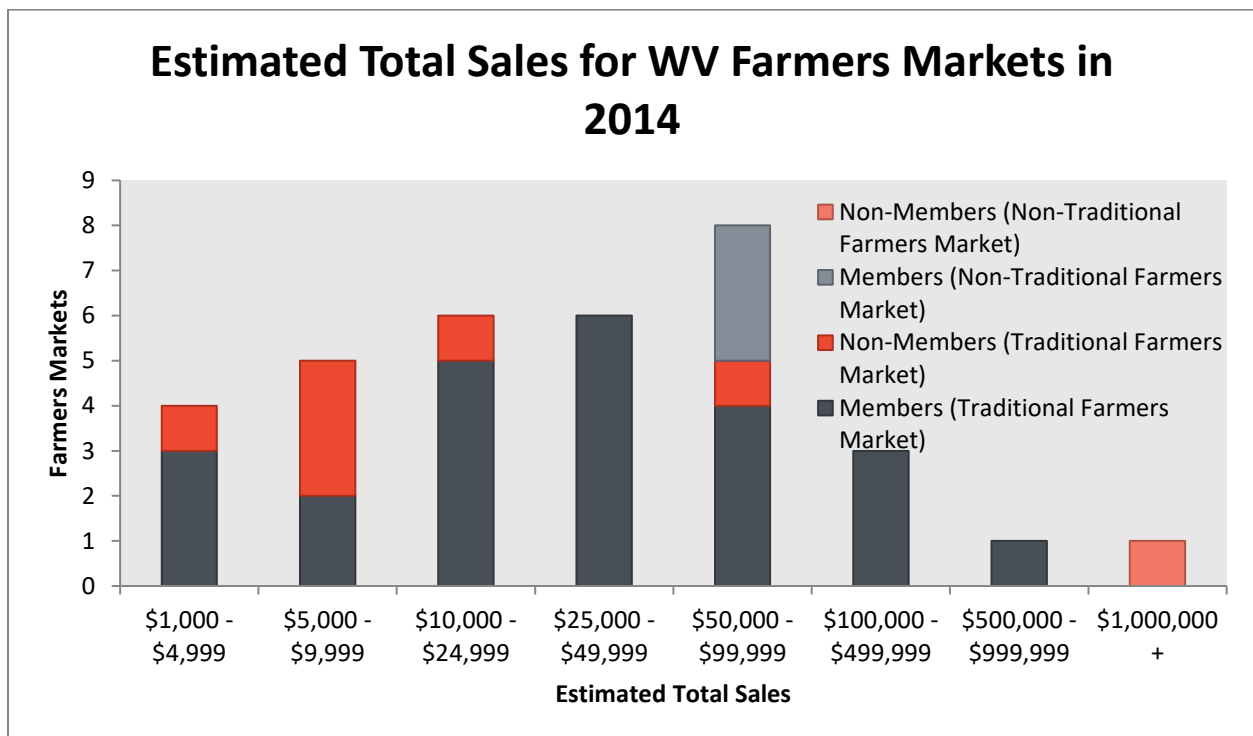


FIGURE 2 ESTIMATED TOTAL SALES FOR WV FARMERS MARKETS IN 2014

51% of markets surveyed do not keep track of their sales data. Of the 49% that do collect data: 79% were Member Markets, and 21% were Non-Members. Sales range between \$1,500 and \$7 Million. Preston Farmers Market claimed 7 million in sales last year, with the second most from Farm to Table Market at Greenbrier Nurseries for \$600,000. The average sales per market were \$276,000. Total revenue for the markets surveyed was 9.4 million.

2014 Sales Data				
WVFMA Status	Member Markets		Non-Member Markets	
Market Model	Traditional	Consignment	Traditional	Consignment
Number of Markets	24 Markets	3 Markets	6 Markets	1 Market
Range	\$2,500-\$600,000	\$72,000-\$80,000	\$1,500-\$63,000	-
Average	\$83,000	\$75,000	\$15,000	-
Total	Over \$2 Million	\$226,000	\$92,000	\$7 Million

TABLE 1 COMPARATIVE SALES DATA BETWEEN WVFMA MEMBERS AND NON MEMBERS BASED ON MARKET MODEL.

WEEKLY CUSTOMER DATA

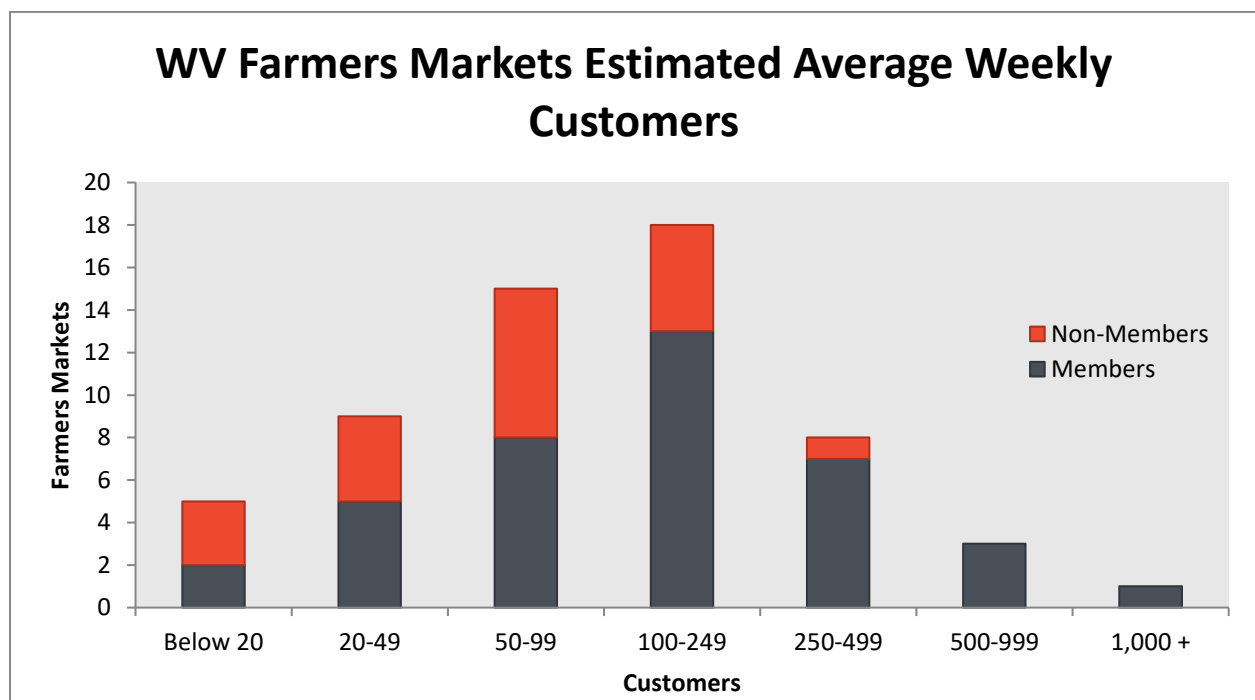


FIGURE 3. WV FARMERS MARKETS ESTIMATED AVERAGE WEEKLY CUSTOMERS

Of the markets surveyed, 86% of supplied customer estimates. It is important to note that the vast majority of these were self-reported estimations, and may not be entirely accurate. On a weekly basis, these 59 Farmers Markets see a total of 12181 customers and an average of 206 per market with a range of 4-3500 customers.

VENDORS

All of the markets surveyed could provide vendor numbers. At all 69 markets, the vendor total was 786, with an average of 11.3, and numbers ranging from 1 to 110. As was the case with previous categories, the consignment-model markets skew these numbers slightly.

Number of Vendors					
WVFMA Status	Member Market		Non-Member Market		All
Market Model	Traditional	Consignment	Traditional	Consignment	Both
Number of Markets	41	3	24	1	69
Range	1-35	40-110	1-20	-	1-110
Average	10.1	71	6.2	-	11.3
Total	405	212	149	20	786

TABLE 2 NUMBER OF VENDORS DIVIDED INTO MEMBERS AND NON MEMBERS

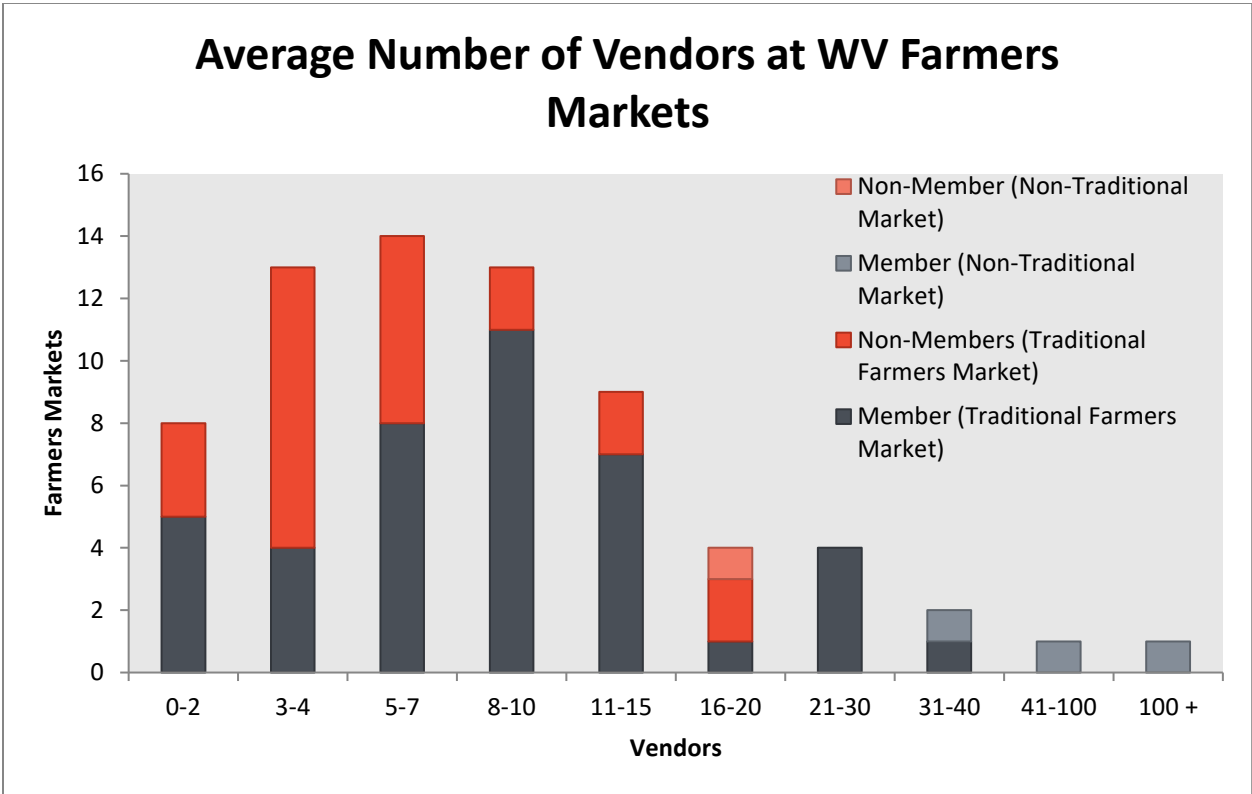


FIGURE 4. AVERAGE NUMBER OF VENDORS AT WV FARMERS MARKETS

YOUTH PROGRAMMING

West Virginia Farmers Markets reach thousands of children annually. The average reach for a WV farmers market is 30 kids per year. Of the markets surveyed, 65% do some kind of youth program. There are 116 different programs types at 45 farmers markets. WVFMA member markets represent 69% of farmers markets with youth outreach, holding 86 different programs at 31 Member Markets. Non-member markets, on the other hand, represent 31% of farmers markets with youth outreach, holding 30 different programs at 14 markets.

The number of youth reached directly by these farmers markets totals over 1,500 annually. This number represents direct involvement in a farmers market youth program. The numbers of kids can be viewed in the following pie graph.

Number of Youth WV Farmers Markets Reach Annually

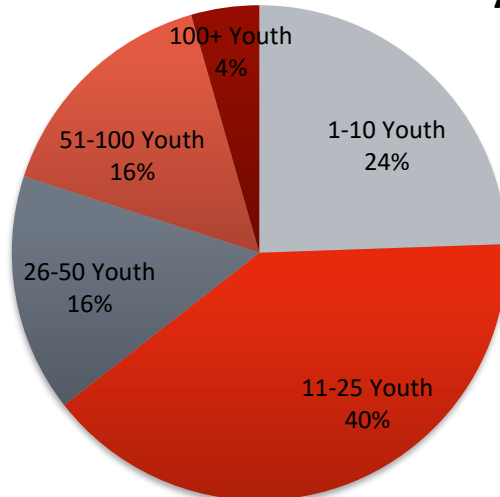


FIGURE 5. NUMBER OF YOUTH WV FARMERS MARKETS REACH ANNUALLY

These 45 farmers markets offered 11 categories of youth programming with 112 total falling into these categories. All Markets offered somewhere between zero and seven programs.

Percentage of Youth Programs at WV Farmers Markets

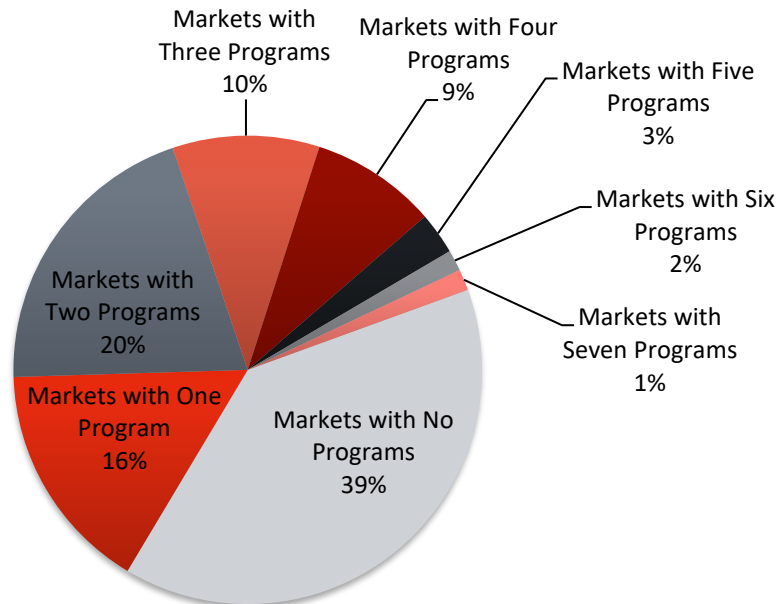


FIGURE 6 PERCENTAGE OF YOUTH PROGRAMS AT WV FARMERS MARKETS

These 11 categories were:

Educational

- 13 total markets host Educational Youth Programs
- Topics ranging from mostly agricultural (planting, how honey is made, eggs, livestock) to STEM (science, technology engineering and math)

Partnerships with Schools

- 15 markets had direct partnerships with schools
- Multiple markets partnered with FFA clubs (6)
- Formed an afterschool "Alderson Growers"
- One Market took their market set-up to an elementary school for one day, and teachers brought their classes out to speak with the farmers and buy produce.
- Elementary school choirs performed during the market, and it was their most popular event of the season.
- Sent Vendors to give talks to students interested in agriculture.
- Sponsor classes at local vo-tech
- Farm to School outreach (2)
- Local schools involved with community garden

High School Mentorship/Internship

- 2 markets
- One market has a High School Mentorship program, for which they took applications from high school students, and selected one to shadow the market manager and act as an assistant. She received a \$500 scholarship at the end of the season to further her education.
- The other market utilizes a high school student as a paid market manager.

Volunteering

- 4 Markets utilize youth for the purpose of volunteering
- High Schools require so many community service hours to graduate, and farmers markets are excellent places to take advantage of this.
- Staffs market table
- Students prepare and pass out produce samples through good will volunteering
- Teen Volunteers lead other youth programs for younger children

Cooking-Related

- 14 markets do cooking-related youth programs
- Cooking demos, healthy recipe sharing, produce preparation, produce tastings, and some youth-specific cooking contests

Physical Activities

- 6 markets try to hold physical activity events at their markets
- Varies from hula-hoop challenges, to relay races, to just having a physical activity station for kids to burn energy during a market.

Youth Coupons

- 6 markets offered Youth Coupons
- Brought kids and families to market.

Gardening Activities

- 12 markets did gardening activities
- Community garden
- Planting activities for youth
- Provide seeds to kids o start their own gardens

Youth Vending

- 16 markets
- Many waived market fees for youth vendors in FFA or 4-H
- Some held Youth Vending Days, either once per season or once a month during which they would invite kids to sell at the market.
- A few markets went as far as to help provide seed and start up costs for youth vendors in exchange for them coming to sell at market.

Annual Event

- 10 markets held some kind of annual event
- “Kid’s Day” event with multiple educational, cooking, craft, physical, and gardening activities—with different markets focusing on different things.
- Youth Vending Day event where they invite kids to sell produce or crafts at the farmers market
- School Event where they took market to a local elementary school for the day and had teachers bring their classes out to learn about farmers and the market and to try produce.
- Annual event, during which the market tacked on something for the kids
 - Grand opening where a market handed out “pizza in a bucket” kits to the first 20 kids to show up.
 - Kids’ Contest connected to Annual Farm to Table Dinner sponsored by market

Series/Regular Activities

- 16 markets did a series of activities
- Different activities held either weekly or monthly
- Crossword puzzles, physical activities, games, crafts, coloring, cooking projects, etc.

Different Youth Programs at WV Farmers Markets

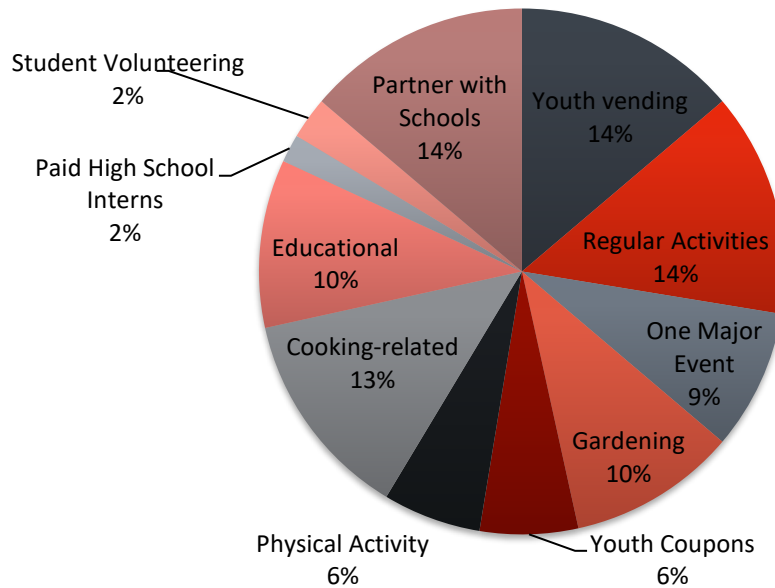


FIGURE 7 DIFFERENT YOUTH PROGRAMS AT WV FARMERS MARKETS

Due to having an AmeriCorps VISTA under WV Promise, the markets providing childrens programs were asked about their ability to provide at least three of the national five promises to youth. These promises (obtained from the national promise website) are as follows:

1. Caring Adults: "Caring adults are the centerpieces of children's development. They serve as guides, caretakers and advisers, who give positive and productive guidance throughout their development."
2. Safe Place: "To develop intellectually and emotionally, young people need physical and psychological safety at home, at school and in the community. Without such "safe places" - environments that support and encourage inquiry, exploration, and play without fear of harm - children aren't able to get support, form positive relationships and concentrate on school."
3. A Healthy Start: "Children grow and learn better when they are born healthy and practice healthy habits throughout childhood, including proper nutrition and exercise, and have access to high quality learning opportunities. Healthy and well-nourished children are more able to develop their minds and bodies as they should, and they are far more capable of concentrating, learning and thriving throughout their school years."
4. Effective Education: "Our increasingly knowledge-driven world demands people who have the education and skills to thrive in a competitive marketplace, and to understand the increasingly complex world in which they live. That means that in order to compete and succeed, all young people will need an effective education that prepares them for work and life."
5. Opportunities to Help Others : "Through service to others and community, young Americans develop the character and competence they need to be helpful, hopeful and civically engaged all their lives, regardless of their own life circumstances. The chance to give back teaches young people the value of service to others, the meaning of community, and the self-respect that comes from knowing that one has a contribution to make in the world. "

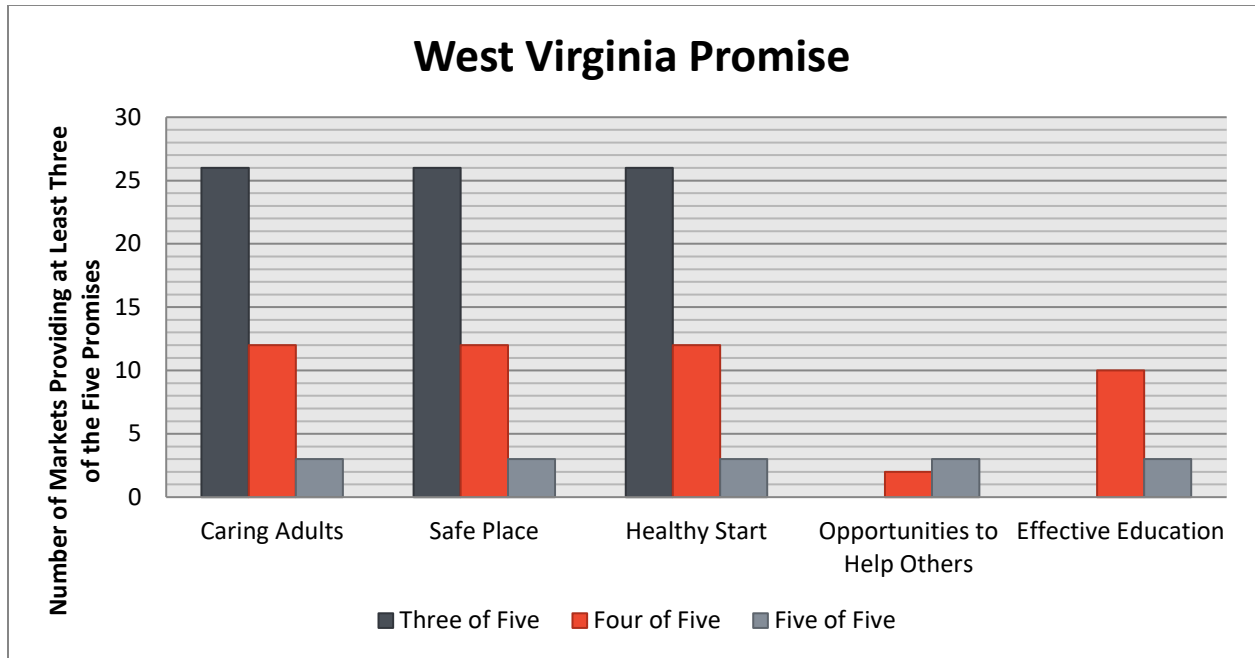
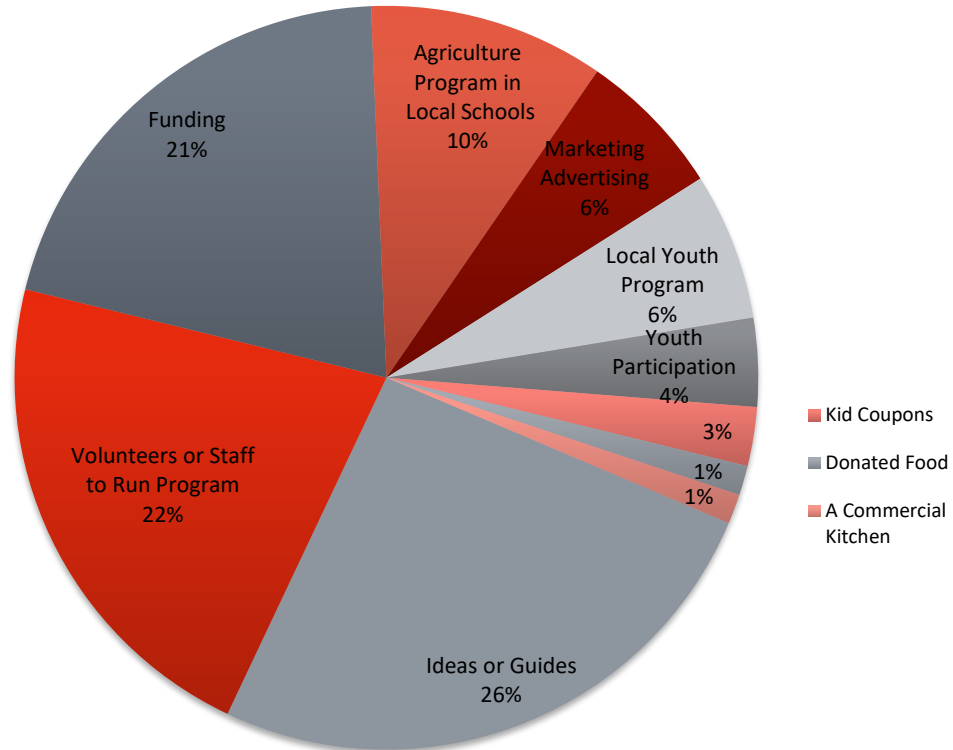


FIGURE 8 WHICH OF THE FIVE PROMISES MARKETS WERE ABLE TO PROVIDE

Another topic breached was resources needed to sponsor farmers market youth programs. The four most common answers were ideas, people power, funding and agricultural programs in local schools. For ideas, Tool Kits were requested most often with activity sets to print out being a suggestion. As far as people power, vendors and organizers often expressed that they were too busy to run children's' programs and that they needed either volunteers or staff to run these youth programs. Funding was a big need for materials, marketing, and to purchase produce from vendors. Finally, "Agricultural programs in schools" was a fairly common answer, highlighting the farmers markets' desires to get youth more involved in agriculture.



Resources Needed

FIGURE 9 RESOURCES NEEDED FOR FARMERS MARKETS TO HOST YOUTH PROGRAMS

VOLUNTEERS

A surprising 53% of markets surveyed have regular volunteers. Volunteer range for these markets is 1-12, with an average of 4.4 volunteers per market with volunteers. Only 30% of markets surveyed have volunteers for one-time events. Often volunteering is done by vendors to lead programs. Interestingly enough, 87% of the markets with only 1 volunteer have volunteer market managers. Markets with volunteers expressed the fact that their volunteers are crucial to their success. Most indicated a need for more volunteers. A few markets without volunteers inquired about guides to obtaining volunteers.

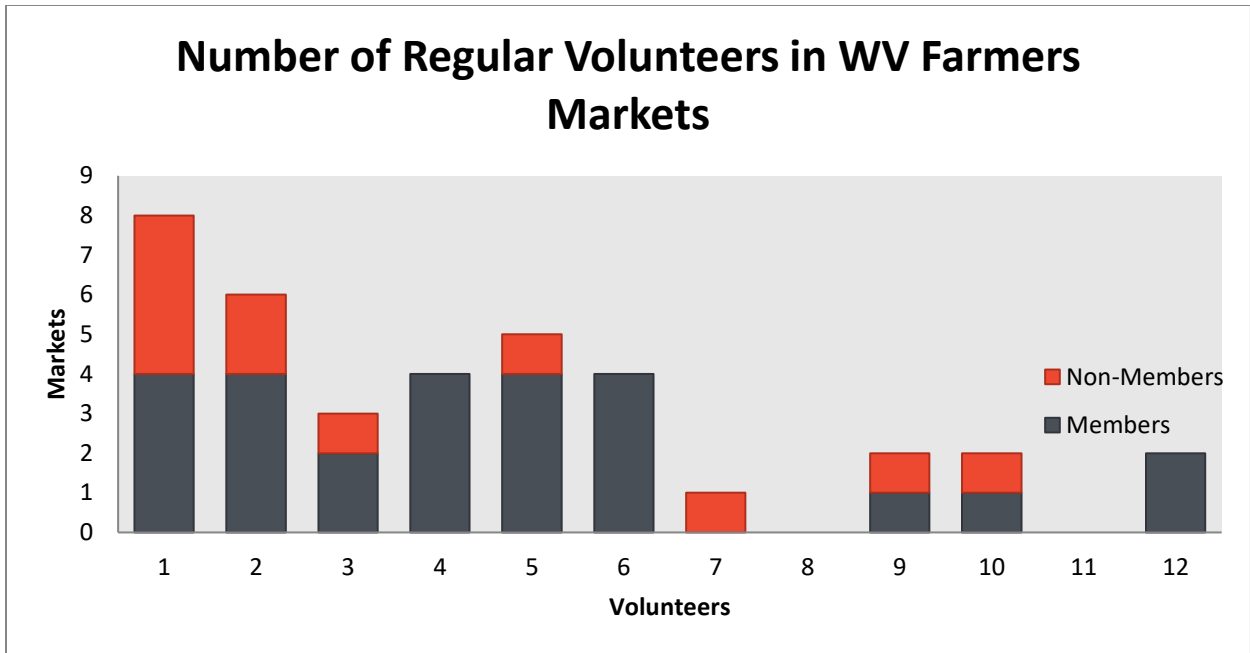


FIGURE 10 NUMBER OF REGULAR VOLUNTEERS IN WV FARMERS MARKETS

Volunteer activities ranged from the set up and break down of markets to the directing of traffic. These activities varied widely, and really indicated the needs of each individual market with volunteers.

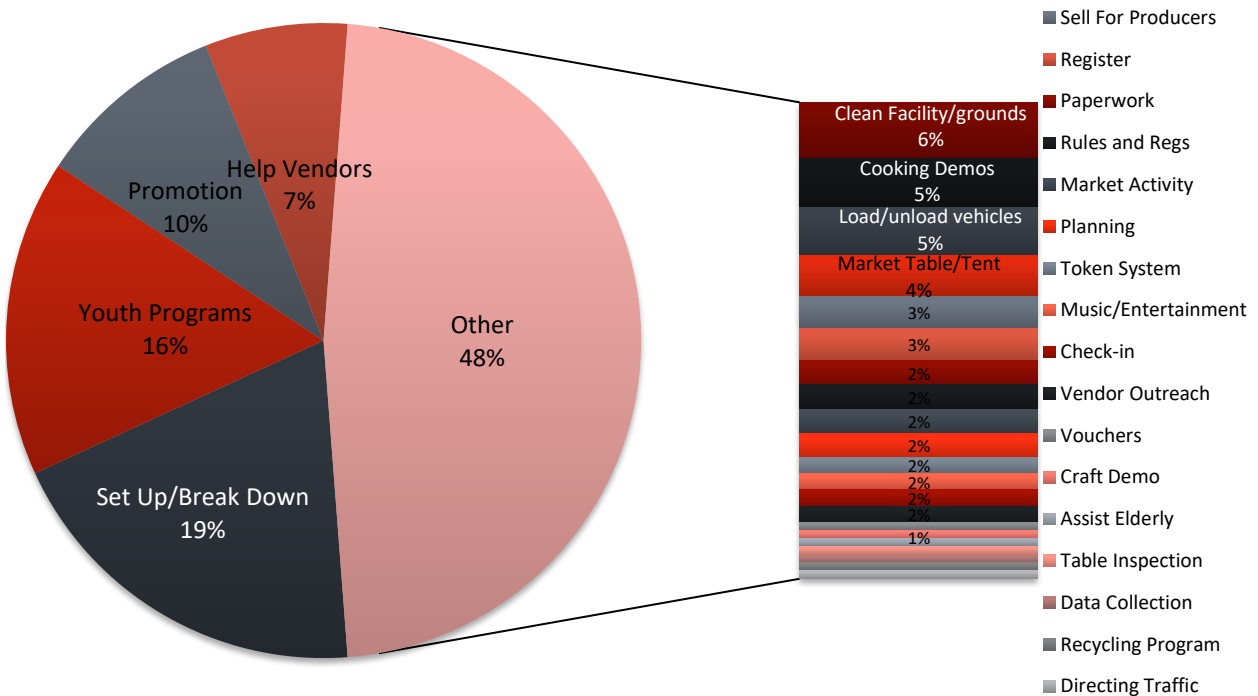


FIGURE 11 VOLUNTEERS ACTIVITIES

VENDORS

Vendor Recruitment Techniques

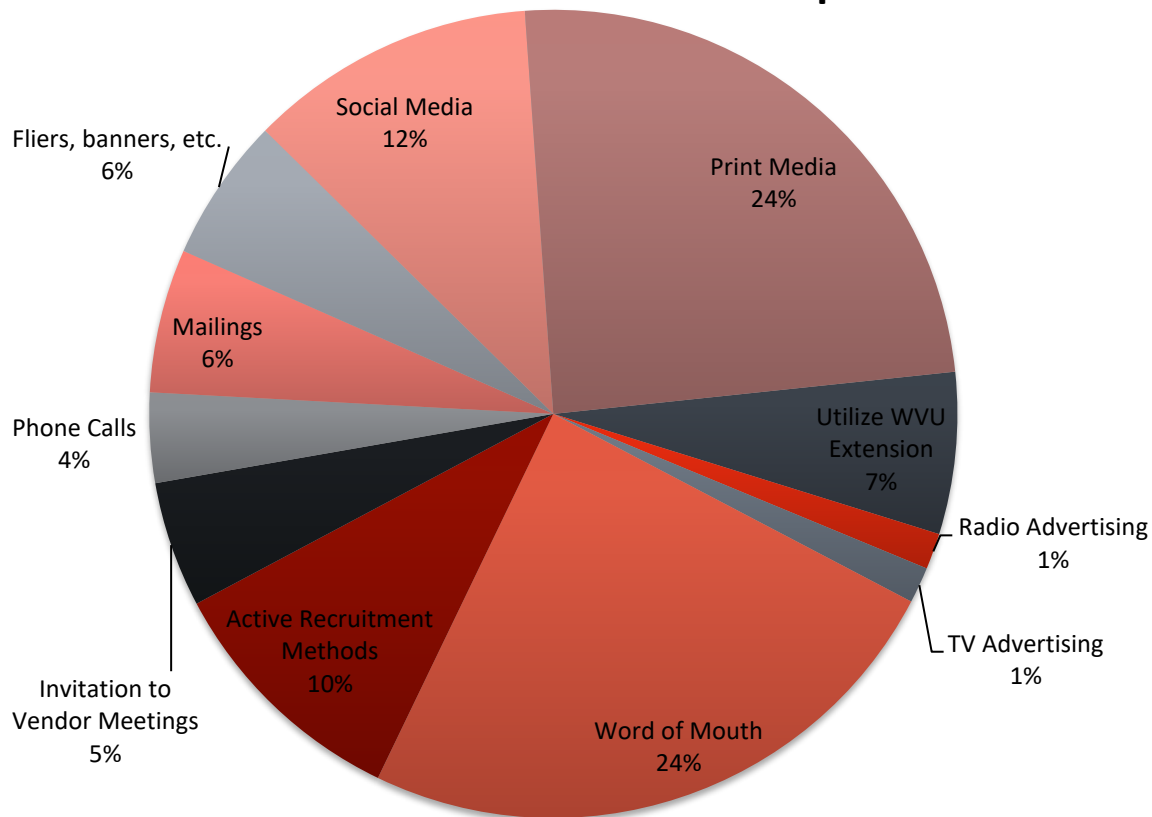


FIGURE 12 VENDOR RECRUITMENT TECHNIQUES

Markets use a wide range of styles when it comes to vendor recruitment. Each surveyed market, had different vendor recruitment choices which could be compared to their vendor numbers. This led to discovering the three least and most efficient recruitment styles. For most efficient techniques, “Active Recruitment Methods” was at the top. On average, a market utilizing this technique had 90% more vendors than the average. Second was “Social Media” with 73% more vendors than average. The third most efficient was “Word of Mouth” which had 64% more vendors average. As far as least efficient techniques are concerned, “Radio Advertising” topped the charts as the least effective method for recruiting vendors. It has 36% less vendors than average. Coming in second was “Phone Calls” with 35% less, and third was “TV Advertising” with 27% less vendors than average.

Other questions asked were in relation to farmers market rules, if markets held training events for new vendors, and finally how markets show appreciation to their vendors.

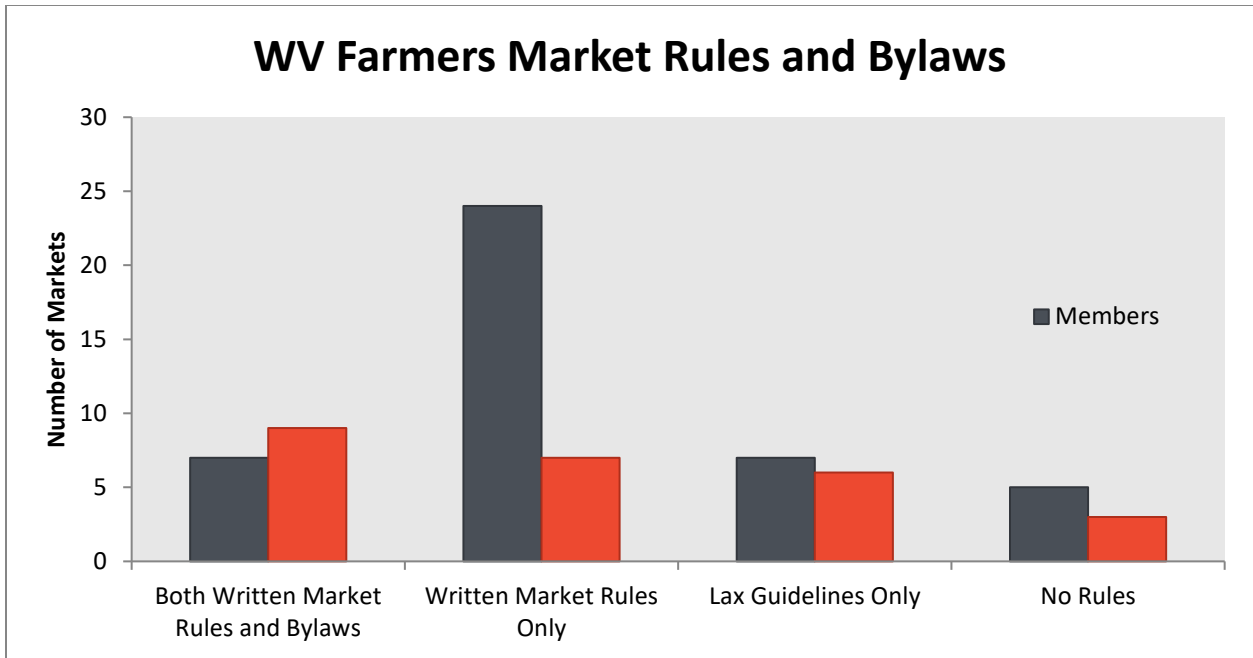


FIGURE 13 WV FARMERS MARKET RULES AND BYLAWS

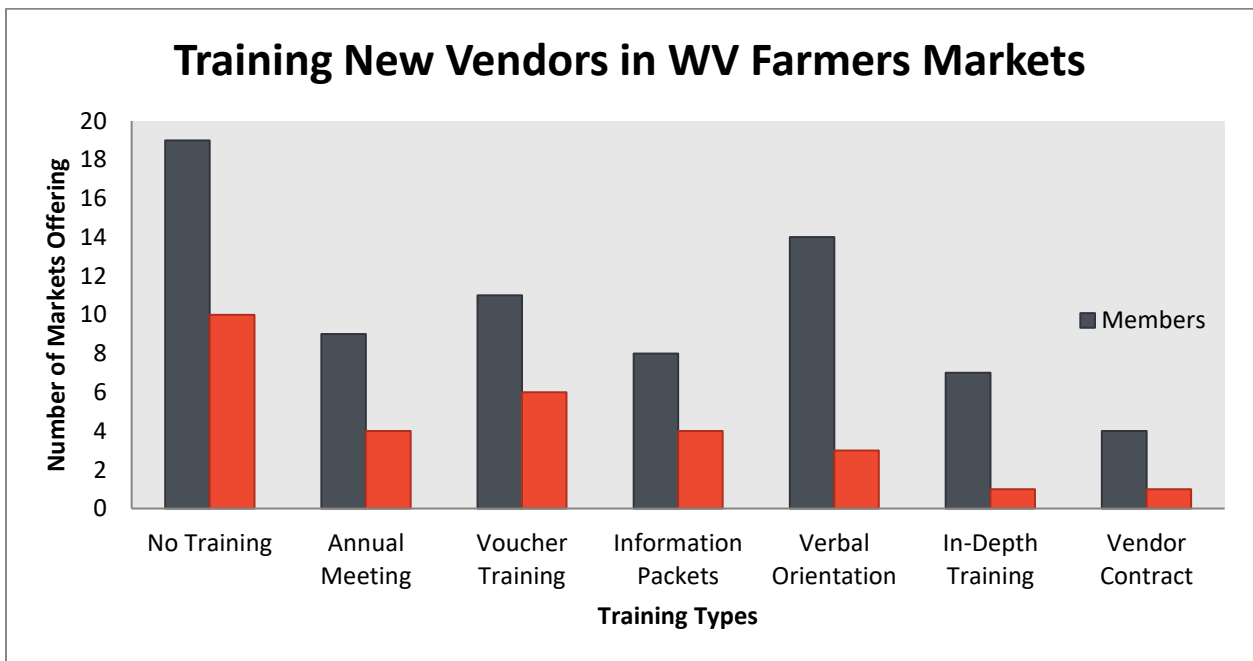


FIGURE 14 TRAINING FOR NEW VENDORS IN FARMERS MARKETS IN WV

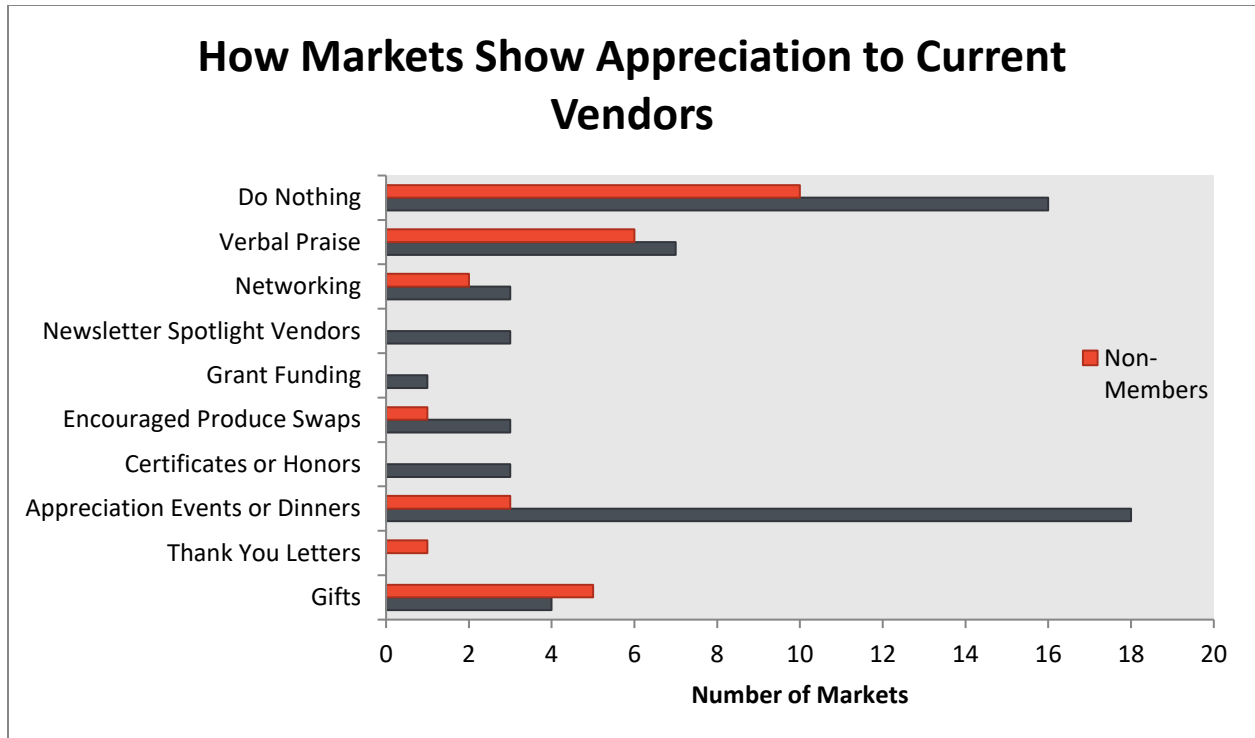


FIGURE 15 HOW MARKETS SHOW APPRECIATION TO CURRENT VENDORS

WVFMA QUESTIONS

Questions about the WVFMA were asked to farmers markets. Information on how better to improve our services was the first question. There was a wider range of answers, but some of the more interesting specific examples include:

Networking:

- Host a WVFMA internet forum where members can discuss issues with farming and farmers market management, as well as share funding opportunities, interesting articles,

Tool Kits:

- Volunteer recruitment
- Finding Funding
- Market Management
- Youth Programs

SNAP Program Outreach:

Maryland's Farmers Market Association has an outreach program with their DHHR to send a pamphlet out to all SNAP benefit recipients with a list of Farmers Markets that take SNAP, WIC, ETC.

Vendor Education:

- Business Planning
- Taxes, insurance, etc.
- Book keeping

Farmers Market Map:

A few indicated they would like a map of WV available on our website that shows farmers market locations and hours.

Permit Process Document:

Make a flow chart or document guide that explains permitting requirements in each county across the state. There is no one document that does this.

“What can the WVFMA do to better support your market?”

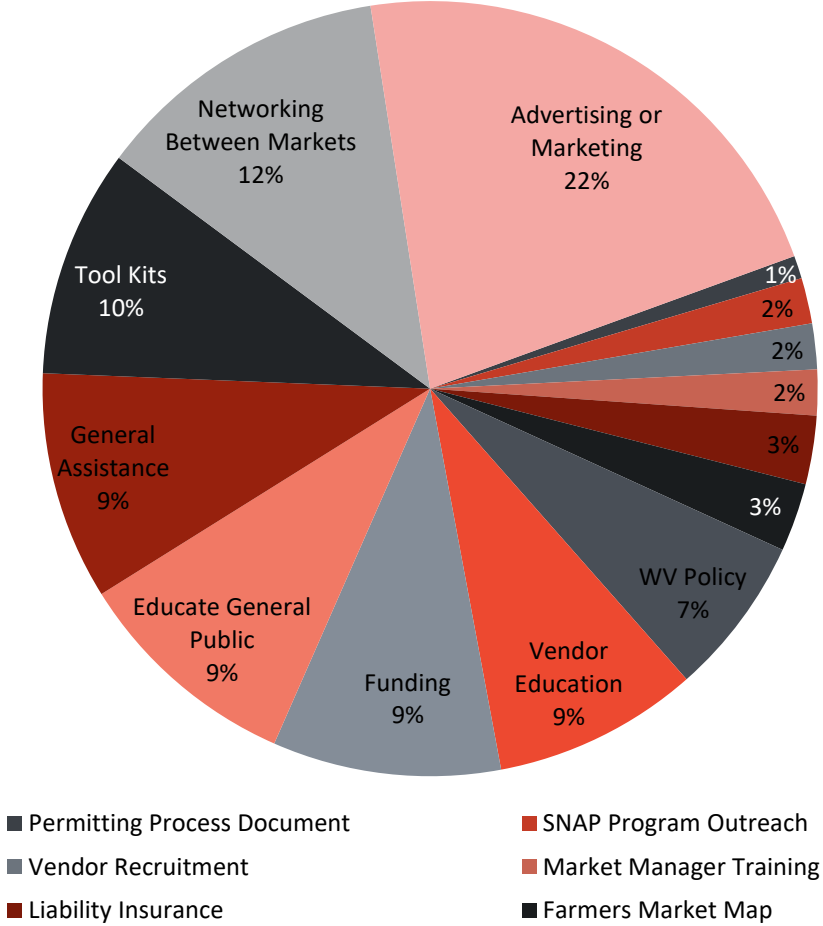


FIGURE 16 WHAT CAN THE WVFMA DO TO BETTER SUPPORT YOUR MARKET?

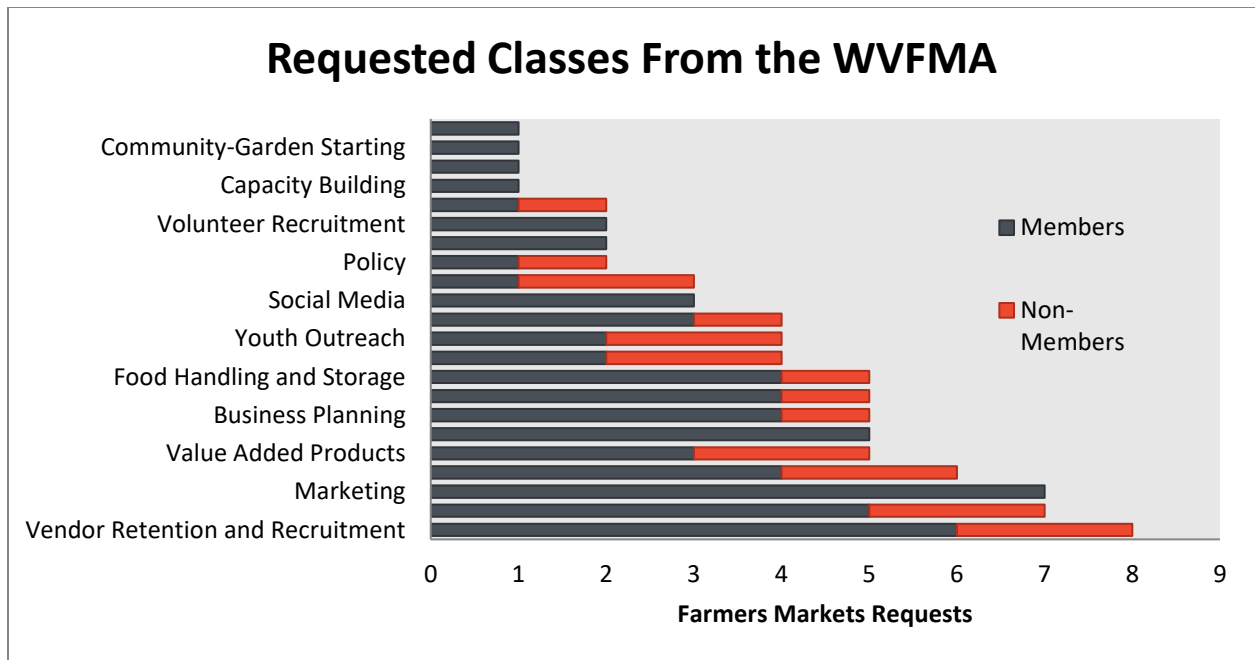


FIGURE 17 REQUESTED CLASSES FROM THE WVFMA

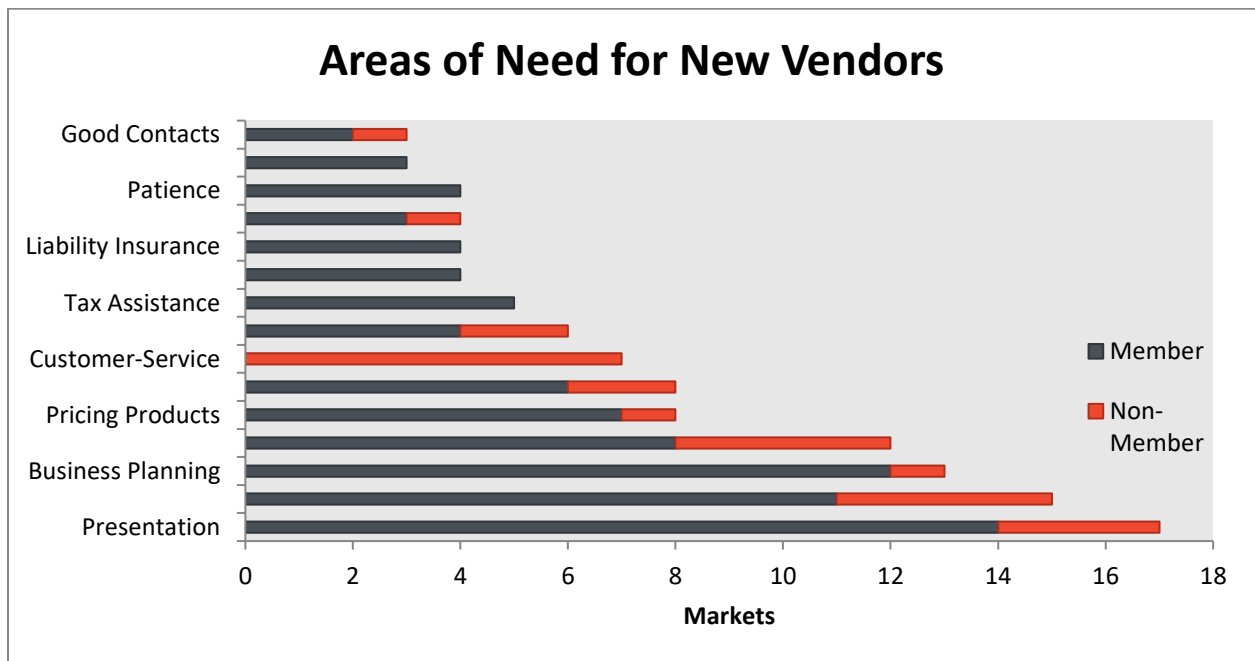


FIGURE 18 AREAS OF NEED FOR BEGINNING VENDORS

QUESTIONS CAN BE DIRECTED:

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