

# 2021 Farmers Market Census

The 2021 Farmers Market Census contributes to a better understanding of the economic growth among Farmers Markets in West Virginia. This year has brought about many unique challenges and successes for local food. Our hope is to showcase the resilience of farmers markets through accurate reporting of aggregate data.

A general report card for public view will be available by Spring 2022 on the West Virginia Farmers Market Association (WVFMA) website, [wvfarmers.org](http://wvfarmers.org). All data collected will be used and presented in aggregate. Personal information and individual market data will not be released by the West Virginia Farmers Market Association without explicit permission.

Please read all survey questions thoroughly and answer to the best of your ability. The more information you can provide ensures better quality service to farmers markets in our state. Be sure to send this form to P.O. Box 269, Morgantown, WV 26507-0269 or email the completed form to [coordinator@wvfarmers.org](mailto:coordinator@wvfarmers.org).

For the purpose of this survey, a year is defined as the active farmers market season for each individual farmers market between January 1 and December 31, 2021.

Thank you for taking the time to participate in the census and for your contribution to the agriculture sector and economy of West Virginia.

**\* Required**

## General

*Please answer "N/A" (Not Applicable) if the question does not apply.*

**1. Name of organization \***

**2. What WV county or counties does your market serve? \***

**3. Does your market serve any county or counties that are outside of WV?** If Yes, please include which county or counties and the state or states you serve?

**4. Market location (physical location or directions)**

**5. Number of market locations**

**6. If your market sets up at more than one location, please describe additional locations:**

**7. What type of market do you offer your community?**

*Check all that apply.*

- Physical Market
- On-Farm Market
- Consignment Market
- Virtual Market
- Co-operative Market
- Roadside Stand
- Other: \_\_\_\_\_

**Market Season and Operation**

**8. Market season begins**

*Mark only one.*

- |                                   |                                    |
|-----------------------------------|------------------------------------|
| <input type="checkbox"/> January  | <input type="checkbox"/> July      |
| <input type="checkbox"/> February | <input type="checkbox"/> August    |
| <input type="checkbox"/> March    | <input type="checkbox"/> September |
| <input type="checkbox"/> April    | <input type="checkbox"/> October   |
| <input type="checkbox"/> May      | <input type="checkbox"/> November  |
| <input type="checkbox"/> June     | <input type="checkbox"/> December  |

**9. Market season ends**

*Mark only one.*

- |                                   |                                    |
|-----------------------------------|------------------------------------|
| <input type="checkbox"/> January  | <input type="checkbox"/> July      |
| <input type="checkbox"/> February | <input type="checkbox"/> August    |
| <input type="checkbox"/> March    | <input type="checkbox"/> September |
| <input type="checkbox"/> April    | <input type="checkbox"/> October   |
| <input type="checkbox"/> May      | <input type="checkbox"/> November  |
| <input type="checkbox"/> June     | <input type="checkbox"/> December  |

**10. Days of Operation**

*Check all that apply.*

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Regular Season							
Winter Market (If Applicable)							

**11. What hours does the market operate?**

**Contact Information**

*If there is more than one market contact, then provide additional names at the end of this section.*

**12. Farmers Market Website Address, if applicable:**

**13. Market Social Media**

*Check all that apply.*

- Facebook  
  Instagram  
  Twitter  
  Tumblr  
  Google Play  
 Other: \_\_\_\_\_

**14. Market Manager Name:**

**15. Market Manager Phone Number:**

**16. Farmers Market or Market Manager Mailing Address:**

**17. Market Manager Email Address:**

**18. Alternate Contact (please include name, phone number, and email address):**

**General Sales and Customer Report**

*This series of questions are general data metrics about your market. Please answer to the best of your ability or "N/A" if the question does not apply to your market.*

**19. What are the estimated TOTAL annual sales for your farmers market for 2021? \***

**20. Approximate number of customers per week for 2021? \***

**21. Which method do you primarily use to estimate annual sales for your Farmers Market and individual vendors? \***

*Check all that apply.*

- Average sales based on similarly known vendor sales
- Vendors report through a ticket system, or self report on an online platform like Manage My Market
- Point of Sales system for the entire Farmers Market
- Other: \_\_\_\_\_

*Questions 22-37 are skippable if your market does not and has no future plans to participate in ANY incentive programs such as EBT/SNAP, WIC, and/or Senior Vouchers.*

### **Incentive Programs - SNAP/EBT**

**22. Would you like to accept SNAP/EBT at your market in 2022?**

*Mark only one.*

- Yes
- No
- Maybe

**23. Do you CURRENTLY accept SNAP/EBT at your market?**

*Mark only one.*

- Yes            *Continue to Question 24*
- No              *Skip to Question 28*

### **SNAP/EBT Accepted**

**24. How many vendors accept SNAP/EBT at your market?**

**25. If your market accepts SNAP/EBT for all vendors, how does it work for your market?**

*Be specific.*

**26. What is the estimated amount of sales for SNAP/EBT at your market?**

**27. Does your market participate in Double-up SNAP/EBT or SNAP Stretch with the WV Food and Farm Coalition?**

*Mark only one.*

- Yes
- No

**28. Describe your experience with SNAP Stretch in 2021, if applicable.**

### **Incentive Programs - Senior Vouchers**

**29. Would you like to accept Senior Vouchers at your market in 2022?**

*Mark only one.*

- Yes
- No
- Maybe

**30. Does your CURRENTLY market accept Senior Vouchers?**

*Mark only one.*

- Yes *Continue to Question 31*
- No *Skip to Question 33*

### **Senior Vouchers Accepted**

**31. How many vendors accept Senior Vouchers at your market?**

**32. What is the estimated amount of sales for Senior Vouchers at your market?**

### **Incentive Programs - WIC**

**33. Would you like to accept WIC at your market in 2022?**

*Mark only one.*

- Yes
- No
- Maybe

**34. Does your market CURRENTLY accept WIC?**

*Mark only one.*

- Yes *Continue to Question 35*
- No *Skip to Question 37*

### **WIC Accepted**

**35. How many vendors accept WIC at your market?**

**36. What is the estimated amount of sales for WIC at your market?**

### **WIC Not Accepted**

**37. Why is WIC not currently offered at your market?**

### **Vendor Data for 2021**

*This series of questions will ask about 2021 sales for both your market as a whole and individual vendors. Please answer to the best of your ability or answer "N/A" if the question does not apply. Please provide to your "best guess" any information you can provide.*

**38. How many total vendors or producers were members of your farmers market in 2021? \***

**39. How many vendors or producers were set up at your farmers market on an average day? \***

**40. Do you allow artists or artisans at your market, or do you consider yourself a "produce only" market?**

*Mark only one.*

- Yes, we allow artists or artisans
- No, we are a "produce only" Farmers Market
- Market was "produce only" but would like to include artists or artisans in 2022
- Market was allowing artists or artisans but would like to be "produce only" in 2022

**41. How many miles on average do your vendors travel to sell items at your market?**

**42. Does your market have any of the following amenities for your vendors:**

*Check all that apply.*

- |  |  |
|--|--|
| <input type="checkbox"/> Shelter/Roofed structure    | <input type="checkbox"/> Tents                 |
| <input type="checkbox"/> Electricity                 | <input type="checkbox"/> Wash Stations         |
| <input type="checkbox"/> Clean water access/Drainage | <input type="checkbox"/> Wi-Fi/Internet Access |
| <input type="checkbox"/> Refrigeration               | <input type="checkbox"/> Cellular Service      |
| <input type="checkbox"/> Bathroom                    | <input type="checkbox"/> Trash Cans            |
| <input type="checkbox"/> Recycling Bins              | <input type="checkbox"/> Change Bank           |
| <input type="checkbox"/> Tables                      | <input type="checkbox"/> Other: _____          |

**43. Do any vendors at your market sell any of the following items:**

*Check all that apply.*

- Meat (i.e. chicken, beef, pork, venison, etc.)
- Eggs (i.e. chicken, duck, etc.)
- Dairy (i.e. milk, yogurt, cheese, etc.)
- Value Added (i.e. soaps, coffee, pasta, etc.)
- Baked Goods (i.e. breads and pastries)
- Time and Temperature Controlled Foods (i.e. salsas, cream pies, cut produce, etc.)
- Shelf Stable Low Acid Foods (i.e. canned or preserved naturally low acid produce)
- Shelf Stable High Acid Foods (i.e. pickled foods, canned or preserved naturally high acid produce, etc.)
- Crafts/jewelry/pottery, etc.
- Other: \_\_\_\_\_

**Vendor Fees**

**44. Do you have a fee for vendors or producers?**

*Mark only one.*

- Yes *Continue to Question 45*
- No *Skip to Question 49*
- No, but would like to in the future *Skip to Question 47*

**45. How often do you require payment of vendor fees?**

*Check all that apply.*

- Daily
- Weekly
- Monthly
- Once per season
- Other: \_\_\_\_\_

**46. How much is the fee for a single vendor? (After this question, skip to Question 49)**

**47. Do you have a set vendor fee in mind?**

**48. Why do you anticipate the need for a vendor fee in the future?**

## Vendor Liability Insurance

**49. How many vendors at your market would you estimate have at least liability insurance?**

**50. Have any of your vendors been affected by increasing premiums and/or dropped from insurance providers while processing poultry on-farm?**

*Mark only one.*

- Yes
- No
- I don't know

**51. If you answered yes to the previous question, approximately how many of your vendors have been affected?**

**52. Please use this space to add any additional comments related to insurance and on-farm processing in this section. Feel free to include how much support you have received from local, regional, state, and federal agencies regarding this matter.**

**53. Does your market require vendors to have liability insurance?**

*Mark only one.*

- Yes
- No

## Wholesale Markets

**54. Do any of the vendors at your market sell their produce to wholesale buyers like schools, restaurants, or commercial institutions?**

*Mark only one.*

- Yes *Continue to Question 55*
- No *Skip to Question 56*
- Not sure *Skip to Question 56*

**55. If yes, how many vendors at your market would you estimate sell produce to wholesale buyers?**



## Roadside Stands

**56. Do any of your vendors set up roadside stands when they are not selling produce or agriculture products at your farmers market?**

*Mark only one.*

- Yes *Continue to Question 57*  
 No *Skip to Question 58*  
 Not sure *Skip to Question 58*

**57. If you answered yes to the previous question, approximately how many of your farmers market vendors also set up roadside stands?**

## Total Sales for Individual Vendors

**58. What are the average total sales per day for vendors at your market?**

## GHP/GAP Certification

Good Handling Practices (GHP) and Good Agricultural Practices (GAP) certifications are voluntary audit programs that verify food safety measures are in place on farms to help reduce microbial contamination.

**59. Would you like to learn more about how to complete the "Good Handling Practices" (GHP) or "Good Agricultural Practices" (GAP) certification?**

*Mark only one.*

- Yes  
 No  
 Maybe

**60. Have any of the vendors at your market completed "Good Handling Practices" (GHP) or "Good Agricultural Practices" (GAP) certification?**

*Mark only one.*

- Yes *Continue to Question 61*  
 No *Skip to Question 62*  
 Not sure *Skip to Question 62*

**61. If yes, how many vendors are you certain have completed GHP/GAP certification?**

*Questions 62-70 are skippable if your market does not host any Community Programs and/or Community Supported Agriculture subscriptions.*

## Community Support Programs

This set of questions are regarding any special programs that you might have to attract more people to your market.

### 62. Was your market a host for any of the following types of programming?

*Check all that apply.*

- Family oriented programming (PoP club, food demos, live music, kids entertainment, etc.)
- Mobile market or transportation system
- Gleaning, composting, or donation program
- CSA programs
- FARMacy or Prescription vegetables program
- Better Process Control School or Good Manufacturing Practices
- Exercise/fitness/mobility/movement classes and workshops
- Other: \_\_\_\_\_

### 63. Please describe the programming offered by your Farmers Market and any community partners who assist in its success.

### 64. Do you operate or are you a part of a food hub? This includes: processing, aggregation and/or distribution of produce expanding past the traditional role of a community farmers market.

*Mark only one.*

- Yes
- No
- Not Sure
- Other: \_\_\_\_\_

### 65. What types of programs is your Farmers Market most interested in starting in order to encourage community involvement?

*Check all that apply.*

- Family oriented programming like PoP Clubs
- Incentive programs for low income families and senior citizens
- Healthy food education and recipe demonstrations
- Special demographic participation such as Veterans in Agriculture
- Farm to Table Dinners
- Community Supported Agriculture (CSA)
- Other: \_\_\_\_\_

**66. What programs would you like to see offered from WVFMA to member markets in the future?**

*Check all that apply.*

- FARMacy programs
- Production and crop planning
- PoP Clubs and Youth nutrition
- Senior focused activities and incentives like Double Senior Vouchers
- Market Manager Training
- Business Development for current and future farmers
- New Vendor Training
- Other: \_\_\_\_\_

### **Community Supported Agriculture**

**67. Would you like to have a Community Supported Agriculture (CSA) program at your market in the future?**

*Mark only one.*

- Yes
- No
- Maybe

**68. Does your Farmers Market have a Community Supported Agriculture (CSA) program?**

*Mark only one.*

- Yes      *Continue to Question 69*
- No      *Skip to Question 71*
- Not Sure      *Skip to Question 71*

### **Community Supported Agriculture**

**69. If your market has a CSA program, how many subscribers do you have?**

**70. Please describe the price and how many weeks the CSA provides produce to its clients.**

### **Organization**

These questions are to help us identify variations in Farmers Market organization across the state. Please answer to the best of your ability or answer "N/A" if it does not apply to your market.

**71. Does your market have a board of directors, steering team, or any other formal "committee?"**

*Mark only one.*

- Yes
- No
- Not Sure

**72. Does your market have a written set of rules or bylaws in place?**

*Mark only one.*

- Yes, bylaws
- Yes, written rules that vendors must agree to
- No, but there is a verbal understanding of the market's rules
- No, our market does not have any written or verbally accepted rules
- Not Sure

**73. Is your market a not for profit or a for profit organization?**

*Mark only one.*

- Not for Profit
- For Profit
- Other: \_\_\_\_\_

**74. Do you see many of the same customers weekly?**

*Mark only one.*

- Yes
- No

**75. Approximately what percent of your customers would you say regularly attend your market?**

*Circle one.*

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

**76. Does your market have a traditional market manager?**

*Mark only one.*

- Yes *Skip to Question 78*
- No *Continue to Question 77*
- Not Sure *Continue to Question 77*

**Market Manager Role**

**77. How are the roles and responsibilities of the “market manager” filled at your market?**

***If your market does not have a traditional market manager; skip to the end to complete the optional services survey.***

## Market Manager

**78. How many hours does your market manager or leadership commit to your farmers market weekly?**

*Mark only one.*

- 35-40 hrs or more
- 25-34 hrs
- 10-24 hrs
- 9 or less
- Other or N/A: \_\_\_\_\_

**79. What is the manager's annual salary provided by the farmers market?**

**80. What is the funding source for their salary? (Be specific)**

**81. Approximately what percent of their pay comes directly from farmers market sales?**

*Circle one.*

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

## Thank you!

We appreciate your contribution to the 2021 West Virginia Farmers Market Annual Census. Please make sure to update us periodically as your market's contact information changes.

If you have any questions, comments or concerns contact Erica Gallimore at 304-202-6618 or [erica@wvFarmers.org](mailto:erica@wvFarmers.org)

The next page is an optional survey to help develop programs that better serve the farmers markets across our state. If you wish to help shape the future of the West Virginia Farmers Market Association, please continue to the next page. Otherwise, you may submit this completed form to us using either of the following options:

Mail - P.O. Box 269, Morgantown, WV 26507-0269

Email - [coordinator@wvfarmers.org](mailto:coordinator@wvfarmers.org)

## Optional: Organizational Assessment

The West Virginia Farmers Market Association (WVFMA) aims to provide quality services, resources and assistance to the farmers, communities, and markets of West Virginia. We need your input to craft services that fit the needs of the agriculture sector. The following is a short survey to improve the WVFMA and the services we provide.

### Organizational Assessment

Thank you for choosing to fill out this small survey to help the WVFMA improve in the future!

#### 82. Are you a member of the West Virginia Farmers Market Association?

Mark only one.

- |                                   |                                |
|-----------------------------------|--------------------------------|
| <input type="checkbox"/> Yes      | <i>Continue to Question 83</i> |
| <input type="checkbox"/> No       | <i>Skip to Question 86</i>     |
| <input type="checkbox"/> Not sure | <i>Skip to Question 86</i>     |

### Organizational Assessment - Members

Thank you for being a member of the WVFMA! Please provide some specific answers about being a member to help us improve member benefits in the future.

#### 83. Do you feel being a member of the WVFMA is beneficial to your Market?

Mark only one.

- Yes  
 No  
 Other: \_\_\_\_\_

#### 84. Do you feel that the WVFMA is active in helping its members?

Mark only one.

- Yes  
 No  
 Other: \_\_\_\_\_

#### 85. What could the WVFMA do to benefit your Market in the future?

### Organizational Assessment - General

#### 86. Have you heard of the West Virginia Farmers Market Association before this Census?

Mark only one.

- Yes  
 No  
 Maybe

**87. Would you consider becoming a member of the WVFMA?**

*Mark only one.*

- Yes
- No
- Other: \_\_\_\_\_

**88. Which of the following services offered by the WVFMA are you aware of?**

*Check all that apply.*

- Poultry trailer and/or equipment rental
- Vendor training series
- Market Manager training
- Webinars
- Mini-grants such as the technology fund
- Toolkits on our website to help with your market
- Active email and messaging response on our social media sites
- Market visits and assessments
- Harvest calendar
- Recipes and other resources
- Other: \_\_\_\_\_

**89. Which of the following services would you like the WVFMA to offer in the future?**

*Check all that apply.*

- Additional poultry trailer rental locations
- Equipment rental for produce processing
- Equipment loan programs
- New vendor training
- Food safety courses or certifications
- Family and child oriented programs
- Senior oriented programs
- Webinars on previously developed toolkits
- More frequent communication (i.e. newsletters, emails, text messages, etc.)
- Hand washing stations
- Pre-approved recipes
- More farm-to-table dinners
- Labeling assistance
- Business planning

**90. Is there a service not listed above you would like WVFMA to provide in the future?**

*Continue on the back if there is not enough space provided.*

**91. Our organization is committed to ensuring safe, healthy agriculture products are available from and accessible to all citizens of West Virginia. As we consider currently established public policies, the WVFMA seeks to identify barriers and challenges of farmers and agriculture businesses. Please use this space to share any challenges that you or your farmers have faced over the past year that could be reduced with positive policy change.**

**92. As we think about the global impact of COVID-19 and other challenges local agriculture is facing, what can our organization do to support your farmers market, community, and farmers who support you? Use the remaining space to describe a program or service our organization may provide that would give you a sense of security in the future and ensure resilience in our local food system.**