

2024 Market Metrics

Welcome to the 2024 Market Metrics! This is your opportunity to directly impact the growth and development of West Virginia's Farmers Markets.

Your participation contributes to a better understanding of the economic landscape among farmers markets in West Virginia. Your input directly informs decisions for our state and brings funding to local communities.

Rest assured, your responses are confidential and will be used only in aggregate form. Individual market data will never be shared without your explicit permission.

Please estimate about 25 to 30 minutes to complete this survey. Gathering your sales and vendor records before you start will help ensure accurate responses. Your thoughtful input improves the quality of services for farmers markets across the state.

The results will be shared on the West Virginia Farmers Market Association (WVFMA) website, wvfarmers.org, by Spring 2025.

Thank you for your dedication to local food and your role in building a stronger farmers market community in West Virginia.

Survey period: January 1 - December 31, 2024.

General Information:

Please provide the following details:

Organization Name:

Market Location (Physical location or directions):

Counties Served in West Virginia:

Counties Served Outside West Virginia (if applicable):

Please select the identification category that best describes your Farmers Market:

☐ Physical Market

☐ On-farm Market

☐ Mobile Market

☐ Consignment Market

☐ Virtual Market

☐ Co-operative Market

☐ Roadside Stand

☐ Other: [Please specify]

Please specify your market's operating schedule:

- Beginning Month:

- Ending Month:

Days of Operation:

Regular Season:

☐ Sunday

☐ Monday

☐ Tuesday

☐ Wednesday

☐ Thursday

☐ Friday

☐ Saturday

Winter Market (If Applicable):

☐ Sunday

☐ Monday

☐ Tuesday

☐ Wednesday

☐ Thursday

☐ Friday

☐ Saturday

Please indicate the operating hours of the market:

Contact Information:

Farmers Market Website Address (if applicable):

Market Social Media (Check all that apply):

☐ Facebook

☐ Instagram

☐ Twitter

☐ Tumblr

☐ Other: [Please specify]

Name of Market Manager or Primary Contact:

Market Manager Phone Number:

Farmers Market or Market Manager Mailing Address:

Market Manager Email Address:

Please provide details of an alternate contact:

Name:

Phone Number:

Email Address:

General Sales and Customer Report: This section is the most important section. If nothing else is submitted please submit this section.

Please provide the following information regarding your market's sales and customers in 2024:

Estimated TOTAL annual sales for your farmers market for 2024: _____

Approximate number of customers per week for 2024: _____

What is the average daily total sales at your market? _____

Please select the primary method you use to estimate annual sales for your farmers market and individual vendors:

☐ Average sales based on similar known vendors' 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: [Please specify]

On an average day, how many vendors or producers are typically set up at your farmers market?

What is the average travel distance (in miles) for your vendors or producers to sell items at your market?

What percentage of your market's customers would you estimate are tourists (e.g., visitors from outside the local area)?

- ☐ 0-10%
- ☐ 11-25%
- ☐ 26-50%
- ☐ 51-75%
- ☐ 76-100%

Incentive Programs:

Please provide information about the incentive programs your market participates in. You can skip these questions if they don't apply or if you choose not to answer.

Do you CURRENTLY accept the following incentive programs?

- ☐ SNAP
- ☐ SNAP STRETCH
- ☐ Senior Vouchers
- ☐ WIC

How many vendors accept:

- SNAP/EBT
- SNAP STRETCH
- Senior Vouchers
- WIC

What is the estimated amount of sales per incentive type:

- SNAP
- SNAP STRETCH
- Senior Voucher
- WIC

If your market accepts SNAP/EBT for all vendors, please describe how it works for your market. Be specific.

Please share any comments relating to the ease of use for incentive programs.

Vendor Data and Programs:

This section gathers information about vendor details and programs. Feel free to skip any questions that aren't applicable, or you choose not to answer.

Is your market a "Producer Only" farmers market, allowing only vendors who grow, make, or produce their own products to sell?

- ☐ Yes, vendors must produce everything they sell.
 - ☐ Yes, vendors don't have to produce everything they sell.
 - ☐ No, everything sold must be locally sourced.
 - ☐ No, there are no specific vendor product requirements.
 - ☐ Other: (Please specify)
-

Check any amenities available for your vendors:

- ☐ Shelter/Roofed structure
 - ☐ Electricity
 - ☐ Clean water access/Drainage
 - ☐ Refrigeration
 - ☐ Bathrooms
 - ☐ Tables
 - ☐ Tents
 - ☐ Wash Stations
 - ☐ Wi-Fi/Internet access
 - ☐ Cellular Service
 - ☐ Trash Cans
 - ☐ Change Bank
 - ☐ Other:
-

Do any vendors at your market sell the following items? Check all that apply.

Standard

- ☐ Meat (e.g., chicken, beef, pork, venison, etc.)
- ☐ Eggs (e.g., chicken, duck, etc.)
- ☐ Dairy (e.g., milk, raw milk, yogurt, cheese, etc.)
- ☐ Produce

Value Added

- ☐ Jams/Jellies
- ☐ Soups/Sauces
- ☐ Baked Goods (e.g., breads and pastries)
- ☐ Dehydrated Items (Dip Mixes, herbs, jerky, etc.)
- ☐ Freeze Dried Items (Fruit, Candy, etc.)
- ☐ Candy/Confectionaries
- ☐ Tree Syrups (maple, walnut, etc.)
- ☐ Bath/Body Goods (lip balm, scrubs, etc.)
- ☐ Honey
- ☐ Time and Temperature Controlled Foods (e.g., salsas, cream pies, cut produce, etc.)
- ☐ Shelf Stable Low Acid Foods (e.g., canned or preserved naturally low-acid produce)

- ☐ Shelf Stable High Acid Foods (e.g., pickled foods, canned or preserved naturally high acid produce, etc.)
☐ Crafts/jewelry/pottery, etc.
☐ Other:
-

Do you have vendors at your market selling exempt poultry products processed using the WVFMA Poultry Processing Trailer?

- ☐ Yes
☐ No
☐ Unsure

Do you charge vendors fees?

- ☐ Yes ☐ No

How often do vendors pay fees?

- ☐ Daily
☐ Weekly
☐ Monthly
☐ Once per season
☐ Other

Fee for a single vendor: _____

Is vendor liability insurance required?

- ☐ Yes ☐ No

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

- ☐ Affected ☐ Not Affected

If affected, how many vendors? _____

Additional comments on insurance and or policies regarding farmers markets:

Please check all that apply to your vendors and provide the number of vendors for each category.

- ☐ Roadside Stands

Number of vendors: _____

- ☐ Wholesale Sales (e.g., selling to schools, restaurants, or commercial institutions)

Number of vendors: _____

☐ WV Exempt Poultry (selling exempt poultry products processed using the WVFMA Poultry Processing Trailer)

Number of vendors: _____

GHP/GAP Certification:

"Good Handling Practices" (GHP) or "Good Agricultural Practices" (GAP) certifications are voluntary audit programs that verify food safety measures on farms.

Have any vendors at your market completed GHP/GAP certification?

☐ Yes

☐ No

☐ Not sure

Market Programs

Did your market participate in FARMacy Program?

How many farmers participated in your FARMacy Program _____

Is your farmers market a WV Grown Registered Farmers Market?

What is the approximate percentage of vendors participating in the WV Grown program represented by this logo?

☐ None

☐ under 25%

☐ 25-50%

☐ 50-75%

☐ 75%-all

Rate the impact of WV Grown branding on sales: (No Effect - Substantial Effect)

☐ No Effect

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

How can WV Grown enhance sales and consumer loyalty?

Veterans and Heroes Involvement:

Is your market owned or operated by a Veteran or Hero (e.g., military veteran, firefighter, law enforcement, emergency services personnel, or first responder)?

- ☐ Yes - ☐ No

Do you participate in WVDA's Vets and Heroes to Agriculture program?

- ☐ Yes - ☐ No

Community Engagement and Programs:

Share details about community support programs and Community Supported Agriculture (CSA) initiatives.

Please indicate if your market offered any of the following types of special programs:

☐ 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: _____

Describe the programming offered by your Farmers Market and any involved community partners.

Is your market part of a food hub?

☐ Yes

☐ No

☐ Not sure

Which programs would you like to see offered by WVFMA to member markets in the future?

☐ FARMacy Prescription Produce programs

☐ Youth-oriented programming like Power of Produce Kids Clubs

☐ Production and crop planning

☐ Power of Produce 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: _____

Organization and Market Manager:

Information about the organizational structure and market demographics.

Does your market have a formal board of directors, steering team, or committee?

☐ Yes

☐ No

☐ Not sure

Does your market have established written rules or bylaws?

☐ Yes, bylaws

☐ Yes, vendors must agree to written rules

☐ No, but there's a verbal understanding of the rules

☐ No, no written or verbal rules

☐ Not sure

Organization Type:

Is your market classified as a nonprofit or for-profit organization?

☐ Nonprofit

☐ For Profit

☐ Other: _____

Is your market registered as a business?

☐ Yes ☐ No

Is your market registered with the West Virginia Department of Agriculture?

☐ Yes ☐ No

How are the "market manager" roles and responsibilities filled at your market?

☐ Full-time paid staff

☐ Part-time paid staff

☐ Volunteer position

☐ Rotating among vendors

☐ Shared among multiple individuals

☐ Combination of paid staff and volunteers

☐ Other: _____

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

☐ 35-40 hrs or more

☐ 25-34 hrs

☐ 10-24 hrs

☐ 5-9 hrs

☐ less than 5

☐ Other _____

What is the manager's annual salary provided by the farmers market? _____

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

- _____

- _____

Approximately what percent of the manager's pay comes directly from farmers market sales?

☐ 0-25%

☐ 25%-50%

☐ 50%-75%

☐ 75%-100%

Thank you for contributing to the 2024 West Virginia Farmers Market Metrics.

Your feedback is vital in helping us understand how we can better support you and your market. By participating in this short, optional survey, you directly influence the direction of the West Virginia Farmers Market Association and the services we offer to farmers, communities, and markets across the state.

We want to ensure that the resources and support we provide are truly aligned with your needs. Your input allows us to tailor our efforts to better serve you and the agriculture sector as a whole.

Please take a few moments to share your insights. Your participation is greatly appreciated and will make a significant impact on how we continue to improve and enhance the services we offer to markets like yours.

Thank you for helping us serve you better.

Are you a West Virginia Farmers Market Association (WVFMA) member?

☐ Yes

☐ No

☐ No, but I would like to become a member

Is being a member of the WVFMA beneficial to your market?

☐ Yes

☐ No

☐ Other: _____

If you answered "No" or "Other," what do you think could make WVFMA more beneficial to your market?

☐ Increased communication and updates

☐ More relevant resources and tools

☐ Additional training or workshops

☐ Opportunities for networking and collaboration

☐ Other: _____

How often do you engage with the WVFMA (e.g., attend meetings, use resources- like website or Facebook page, participate in webinars, classes or events)?

☐ Regularly (monthly or more)

☐ Occasionally (a few times a year)

☐ Rarely (once a year or less)

☐ Never

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

☐ Yes

☐ No

☐ Other: _____

Which of the following services provided by the WVFMA are you familiar with?

Please select any that apply:

☐ Poultry trailer and equipment rental

☐ Vendor training series

☐ Market Manager training

☐ Webinars

☐ Mini-grants such as the technology fund

☐ Toolkits available on our website to support your Market

☐ Active email and messaging responses on our social media platforms

☐ Market visits and assessments

☐ Harvest Calendar

☐ Recipes and other valuable resources

Is there a service you believe would benefit farmers markets and communities not listed above and you would like the WVFMA to consider offering in the future?

To help us prioritize future projects and funding opportunities, what is the most significant need your market currently has? For example, is it signage, refrigeration, bulk advertising, manager stipends, or something else? Please specify and, if possible, provide a ballpark estimate of the cost.

Need: _____

Estimated Cost: \$_____ (Best guess, ballpark number)

Would you be interested in attending a one-day statewide farmers market conference? This event would focus on networking, training, and sharing best practices among markets across West Virginia.

☐ Yes, I would be very interested

☐ Possibly, depending on the topics and timing

☐ No, I'm not interested

Would a stipend to cover travel and participation costs make a difference in your decision?

☐ Yes, a stipend would make it more likely for me to attend

☐ No, a stipend would not influence my decision

How far are you willing to travel to a conference?

☐ Less than 2 hours

☐ 2-3 Hours

☐ More than 4 hours