Richmond Farmers Market: Recommendations for Revitalization

Earlham College
Environmental Studies
Senior Integrated Research Project

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Executive Summary

In 2013, the City of Richmond received The Stellar Community grant to revitalize the Downtown Civic Center. The grant funds the development of Seventh Street Park, which will serve as the site of the Richmond Farmers Market as well as a space for communal activities. The grant for the Seventh Street Park is $3.25 million, which includes a local match of $1.25 million.

For their senior Integrated Research Project, Earlham College’s Environmental Studies seniors collaborated with the City of Richmond in an effort to research recommendations and best practices of farmers markets to assist with the city’s strategic planning and decision making. This report also examines the ways the farmers market can become more accessible to a broader range of socioeconomic backgrounds. We also examined the farmers market’s role in increasing food security and food access in low-income areas of Richmond. We believe that the long-term vitality and success of the Seventh Street Park relies on the above considerations.

We consulted academic literature, conducted interviews with community organizations, and administered a survey to the greater Richmond community. Using this feedback we developed four recommendations that will revitalize the Richmond Farmers Market by increasing vendor and consumer participation and engagement.

1. Create a Market Structure & Improve Market Management

Establishing a vision for the Richmond Farmers Market and a clear, concrete mission statement will help maintain a successful market in Richmond. A Market Manager, supported by a board of directors or a steering committee, should ensure that this vision is realized and provide a strong leadership for the organization of the market. Market infrastructure can also be enhanced by the installation of a permanent, physical market structure. This can offer protection from sun and rain, offer seating for patrons, and help promote the presence of the market even when not in session. Electricity, restrooms, and bike racks will also increase market participation.

2. Accept Government Assistance Programs

The Richmond Farmers Market can address food insecurity by accepting public assistance food program benefits, extending access to fresh and nutritious local foods to a greater range of local residents. Our research indicates that the availability of these programs could successfully attract a low-income demographic currently not participating in the market. Installing an Electronic Benefit Transfer (EBT) is an easy and convenient way for residents to redeem their SNAP (Supplemental Nutrition Assistance Program) and WIC (Women, Infants, and Children) benefits. The Farmers Market Nutrition Program (FMNP) and the Seniors Farmers Market Nutrition Program
(SFMNP) are federally funded programs that provide low-income families or seniors with check booklets that can be used to purchase local produce, fruit, herbs, and honey. Each vendor should be registered to accept all three government assistance programs. To create a space free of social stigma, warm and inviting signs should be posted above each vendor that accepts assistance programs.

3. Increase Market Publicity, Awareness, and Transportation

A consistent market schedule will allow for market managers to attract customers and generate publicity within the local community. Managers should also consider increasing awareness of the market’s competing prices with super markets. By providing the city with an alternative option to cheap, fresh and nutritious food, the farmers market could be a viable consideration when addressing food security issues in the Richmond community. Finally, providing transportation and accessibility to the market would greatly influence the number of community members who attend the farmers market.

4. Enhance Market Experience

A farmers market is more than just a source of fresh produce: it’s an experience. Consumers come to the market to purchase food, but also to meet and develop relationships with farmers, socialize with friends, build community, and have fun. Providing a diversity of activities for market patrons would enhance their market experience and attract a broader range of consumers. Integrating community organizations into market programming helps to strengthen community ties for current and future partnerships and extends inclusion in the market to all of community members involved in these organizations.
Methodology

**Literature Review**
We read books and articles from peer-reviewed academic journals to provide a foundation of scholarly research for this project.

**Community-Based Research**
We conducted interviews with community organizations to complement our academic research to better understand the ways in which the Richmond Farmers Market can better serve low-income communities. Organizations interviewed included youth organizations, schools, non-profit organizations, environmental, and food groups. We crafted key questions and themes that we wanted to address during each interview, while leaving space for the passions and expertise of each interviewee.

**Survey**
We developed a survey using Qualtrics to question both vendors and consumers of the Richmond Farmers Market and distributed this survey to the greater Richmond community. Our survey was taken by 308 community members.
Improving Food Accessibility in Richmond

Vital to the success and long-term vitality of the Richmond Farmers Market is the inclusion of the entire Richmond community. Access to fresh and nutritious local foods is limited for many people across the United States, and when considering the low median household income and the high percentage of students receiving free and subsidized school lunch, access to fresh and nutritious food is a serious issue in the Richmond community. Lack of a nutritious, balanced diet can lead to many health problems, such as obesity and diabetes. In the United States, children in low-income households are twice as likely to be overweight as other children. Food insecurity has many different factors, ranging from income of individual households to locations of stores to lack of knowledge about nutrition and healthy meal preparation. In interviews with community-based organizations in Richmond, many stakeholders mentioned lack of access to healthy food as a serious challenge to the communities they serve. According to the Richmond Community Schools’ “State of the Schools Report”, within the last two years 74% of Richmond High School students received free or reduced lunch at school. In addition, between 2008 and 2012, 26.7% of Richmond residents fell below the poverty level.

The survival and success of the Richmond Farmers Market depends on its ability to serve the entire Richmond community, and given Richmond’s demographics, the market must target low-income and minority groups in addition to its current patrons. Our recommendations center around both how to make the market more attractive overall and how to make it accessible for anyone to be able to come and enjoy. The Richmond Farmers Market has huge potential to combat food insecurity in Richmond, and if market accessibility is a focus of the revitalization process, the Richmond Farmers Market could have a real meaningful impact on the Richmond community.
Recommendations & Implementation Suggestions

1. Create a Permanent Market Structure & Improve Market Management

Proper market management and permanent market structures help create a successful farmers market experience for both consumers and vendors. Designating a permanent physical space for the market increases the potential for expansion and the addition of new and innovative market features. Establishing a space in which the market will consistently be held also increases consumer awareness, thus resulting in greater vendor participation. Our survey results indicate that a thriving market experience requires a full-time market managing position. This manager can help oversee the creation of a mission for the Seventh Street Farmers Market.

Market Manager and Governance Structure

Strong management is essential for a farmers market to function smoothly and successfully. In our survey, when asked what would improve their overall experience at the Richmond Farmers Market, half of the vendor respondents stated that better market management was important. Research suggests that vendors prefer a more structured market with trained managers in place and feel that it directly contributes to improved vendor performance and a more efficient market. A full-time market manager will ensure fewer regulation violations and discrepancies among market policies which, in turn, will strengthen and promote greater commitments from existing vendors.

Hiring a full-time market manager with specialized training or skills would greatly improve the operations and efficiencies of the Richmond Farmers Market. If the Richmond Farmers Market wishes to expand, a demand for more managerial responsibilities will increase as well. Hosting training programs for expanded management should also be considered. Effective market managers should also make efforts to integrate the market with the community to increase awareness of the market and support the local community.

A board of directors or advisory council may help support the Market Manager. This group could assist with decision-making and resolving potential conflicts. The...
Bloomington Market has an advisory council that oversees problems that may arise (Marcia Veldman, personal communication, April 22, 2014). This advisory council is made up of 5 customer representatives and 4 vendor representatives. The Parks and Recreation board is responsible for appointing these representatives (Marcia Veldman, personal communication, April 22, 2014). Although the Bloomington Farmers Market is one of the largest and most successful in the country, its framework for handling vendor relations could be implemented here in Richmond.

Regardless of the market management strategy, it is important to know and understand the moral responsibilities that accompany market management. The City of Richmond should consider how the Farmers Market may address issues of food insecurity in the community by extending access to fresh and nutritious foods to a greater range of local residents. It would be beneficial to include efforts aimed at expanding access to the Richmond Farmers Market. This would increase the diversity of the market, as well as expand on the market’s current consumer base.

**Vendor Regulations & Inspections**

Our survey and interview data suggest that both consumers and vendors are concerned with the quality of produce at the Richmond Farmers Market. Quality concerns included how local the produce is and how it was grown. The Richmond Farmers Market should implement a stricter policy regarding the guidelines for food sold at the market, which will help to increase the integrity of the market.

Another survey question asked current and potential vendors how the market could best support them. Ten of twelve respondents vocalized the importance of vendor grown products.

Repeated frustrations regarding the assurance of food quality are widespread amongst current and potential vendors, as well as customers, and must be taken seriously to gain a more abundant customer following.

One way to tackle this problem would be to require mandatory vendor applications. These applications would hold vendors accountable to high standards of quality. This, in turn, will greatly impact the attendance of the market, since the food not being local has been recorded as the highest and most important reason why many do not attend the market. The Oxford Farmers Market uses the motto, ‘make it, bake it, create it’ (Larry Slocum, personal

“The market could support me in a way that provides integrity to the market. There are way too many auction vegetable vendors coming to the market. It increases the price of product and isn't really giving the customer a true meaning and value of what a farmers market should be. Get the auction resellers out of the market and then you will have a real farmers market that people want to attend.”

— Survey Respondent
communication, April 21, 2014). Any items sold at the Oxford Market must be grown, baked or crafted by the vendor themselves. The market manager in the Oxford market takes time to personally visit each vendor’s farms to further ensure that all products sold at the market were actually grown on their property (Larry Slocum, personal communication, April 21, 2014). These inspections are insurance that the products are authentic and “local”. (See Appendix B for sample vendor applications.)

Food Law and Regulation

There are an abundance of differing rules and regulations about the sale of prepared food as well as for the sale of meat, eggs and dairy products. Different counties and states have different laws and regulations regarding these things. Every market should check with their local government to make sure they are following all health codes. Different markets have different ways of dealing with this. In the Oxford farmers market, the market manager leaves it up to each individual farmer to ensure that their products are up to the local standards. At the Madison Indiana Farmers Market, the market manager was the one who made sure that each vendor is following local health codes. Despite the varying processes that regulations and guidelines for food are accounted for, it is clear that they must be done as a means to build trust with customers that their food is indeed “local” and safe for consumption.

Permanent Structure Recommendations

The physical design of a community space plays a critical role in how that place is experienced. The presence of a permanent structure that identifies the location of the farmers market as a permanent community space is beneficial in grounding it as a community place. 4 Our survey responses indicate that many customers and vendors desire a permanent shelter from which to sell their goods that would protect them and their products from the sun and rain. One of the primary desires that many people mentioned in their descriptions of their ideal farmers market was that the farmers market should be used and valued as a social and community space. Some ways of creating an enjoyable community space include:

- Providing grassy areas and seating options such as benches, tables and chairs, etc. to cultivate the desired social atmosphere.
- Many people mentioned in the survey that they would look forward to having entertainment options at the market, including live music. We recommend providing electrical outlets for performing and sound equipment, as well as a stage.
- Additional comforts could include the installation of public restrooms, water fountains, and bicycle parking.
2. Accept Government Assistance Programs

The Richmond Farmers Market can address issues of food insecurity in the community by accepting public assistance food program benefits, extending access to fresh and nutritious local foods to a greater range of local residents. In our survey results, we found that current or potential customers had incomes ranging from under $10,000 to $100,000+ annually. Efforts to make the market accessible to consumers from a range of socioeconomic classes may be vital to its success. Guthman, Morris and Allen (2006) researched the ways in which farmers markets address food security in California. This study found that entitlement strategies, especially acceptance of the FMNP coupons, were the most successful efforts that market managers made to serve low-income communities.¹ This study also found a positive correlation between scale of the market, as defined by number of years in operation, money spent daily at the market, the number of farmers, and the number of strategies employed to improve access and affordability.¹ By adopting EBT technology to accept SNAP benefits, farmers markets may tap into a larger customer base by providing an easy and convenient way for consumers to redeem SNAP benefits on eligible food items. For vendors selling eligible food items, the potential for increased sales from SNAP redemptions can be substantial. EBT technology also allows markets that normally accept only cash to accept bank-issued debit and credit cards. While it is possible to increase vendor sales via EBT sales alone, the ability to process debit and credit cards, along with EBT, stimulates a sharper increase in vendor revenue, which can be used to offset EBT operating costs. See Appendix C for government assistance program implementation notes and Appendix D for applications for government assistance programs and sample paperwork.

Acronyms:

EBT = Electronic Benefit Transfer
FMNP = Farmers Market Nutrition Program
SNAP = Supplemental Nutrition Assistance Program
3. Increase Market Publicity, Awareness, and Transportation

Two major factors preventing potential consumers from attending the Richmond Farmers Market are lack of information and lack of transportation. According to our survey, many people were unaware of the existence of the market, and others knew about it but did not know when or where it met, or had lost track over the years after the market had moved several times. Misinformation about market pricing also proved to be an influencing factor in preventing people from attending the Richmond Farmers Market. Some believe that buying food from the farmers market is more expensive than buying equivalent produce from the grocery store, although in reality many of the items are the same price or cheaper. Finally, a lack in transportation options also greatly influences a number of Richmond community members from attending the market. Many, especially those in low-income households, do not have cars or access to other transportation, meaning that they are not physically able to attend the farmers market.

Establish a Location and Time

In addition to playing an active role in the overall management of the market, the City of Richmond must decide when and how often the Richmond Farmers Market will take place. The majority of respondents from our survey preferred the market to occur during Sunday afternoon, Saturday morning, and Saturday afternoon. For guidance on the decision for market time, see our survey results in Appendix A.

Arrange for Public Transportation

Our research indicates that distance and lack of transportation are considerable barriers preventing full community participation in the Richmond Farmers Market. Providing transportation to the Richmond Farmers Market could not only greatly increase market attendance, it could also help those who could most benefit from the market, due to lack of other nearby or accessible places to shop for healthy food. By providing public transportation, the Richmond Farmers Market could play a more central role in tackling food insecurity in Richmond.

One option is to provide a shuttle on market days that has stops around Richmond in neighborhoods that are beyond walking distance. This shuttle could bring people to and from the market, making it easily accessible for those who would otherwise not be able to attend. Another option, suggested by several organization leaders in town, is to incorporate a mobile market. A small mobile setup would travel to four or five locations in different parts of town selling produce and other market goods during the day the market is held.
**Address Misconceptions of Price**

Another recurring issue addressed in our interviews with organization leaders was the perception that market prices are more expensive than comparable items found in grocery stores. Many interviewees claimed that much of the produce sold at the Richmond Farmers Market is as cheap as or cheaper than the same foods sold in the grocery store. If community members were better informed on actual market prices, we believe they would be more likely to choose the Richmond Farmers Market to complete some portion of their grocery shopping. In order to divert these price misconceptions, we suggest heavy advertising that focuses on the competitive food prices of the Richmond Farmers Market. This could include a billboard featuring an actual farmer who sells produce at the Richmond Farmers Market, comparing the prices of their product to a more expensive item at a large chain grocery store.
4. Enhance Market Experience

A farmers market is more than just a source of fresh produce: it’s an experience. Consumers come to the market to purchase food, but also to meet and develop relationships with farmers, socialize with friends, build community, and have fun. Providing a diversity of activities for market patrons would enhance their market experience and attract a broader range of consumers. A diversity in market vendors, selling a variety of products, would also attract a larger crowd. Integrating community organizations into market programming helps to strengthen community ties for current and future partnerships and extends inclusion in the market to all of community members involved in these organizations.

Collaborate with Local Organizations

Collaborating with local organizations will not only draw new patrons but also take advantage of the community-building that these organizations can provide to the market experience. In our survey, a number of local organizations expressed interest in collaborating with the market. These organizations are interested in having booths as well as offering their services during market hours. Beatree Yoga expressed interest in offering free yoga classes every Saturday morning at the market. A member of Dire Skates said, “A possibility of a booth focusing on physical activity in the community would be wonderful”; this booth could include Beatree Yoga, Bike Richmond, Dire Skates, and other fitness-related organizations that show interest. Our survey also heard a call for educational booths, such as offering tutoring and storytelling for children. See Appendix F for a full list of Richmond community-based organizations and contact information.
Involve Richmond’s Youth

Involving Richmond’s youth in the farmers market gives them a chance to build a relationship with the market while also drawing in their families, increasing market participation overall. Programs in Nashville, TN and Oxford, OH illustrate potential strategies for youth involvement.

In Nashville, TN, a program called *The Veggie Project* addresses the availability and affordability of fresh food, as well as attempting to fight obesity. These markets were located in Boys and Girls Club parking lots. The youth involved were responsible for market set-up, food pricing and marketing, food sales, and clean-up.

The Farmers Market in Oxford, OH has a program called *Sprout* that involves youth in the community. Their vendor application states, “[Sprout is] an interactive educational program (during the summer season) designed to encourage kids to participate in and feel part of the market” (see Appendix B).

Provide Educational Programming about Nutrition & Healthy Eating

Based on research and interview responses it is evident that educational programming on nutrition, health, and cooking skills will increase consumer participation. Education is a key component to stimulating and retaining interest in local foods.

- **Demonstrations by local chefs** will grab attention of the local press. Media coverage through programming and activities will be much more effective than basic advertising.
- Community educators have the **opportunity to share skills** through cooking demos, sharing seasonal recipes, meal plans, and valuable skills on how to select and store fresh produce.
- Have vendors provide produce for **cooking demonstrations** and educational programs.
Best Market Practices

We interviewed market managers from five midwestern farmers markets. The markets in Oxford, OH and Bloomington, IN are extremely successful. However, because the cities themselves are quite different from Richmond (demographics, size, etc.), we also explored practices in farmers markets in Madison, IN, Goshen, IN, and Batesville, IN. From these interviews we have developed universal recommendations for the revitalized farmers market in Richmond. See Appendix E for full interview notes.

- Establish a vision for the market and a mission statement that provides a clear understanding of how the vision is to be exemplified and carried out by the market and community.

- Hold vendors accountable for the growing and making of their own goods.

- Market managers should oversee the market alongside a steering committee or board of directors (4-5 vendors) that represent the diversity of vendors and community. It is crucial to have good communication and transparency between market management, vendors, and the community as a whole.

- Market programming should provide more than just a place for food purchasing. It should also include diverse activities geared toward all ages. This allows for more community members to be involved in the market.

- Incentivize current customers to bring new faces to the market by providing discounts, prizes, etc. to those who are “first timers” and those who bring “first timers” to the market.

- Consistency of market time and core vendors is key. Creating a place that people can rely on to find exactly what they are looking for at the same time every week is a great way to create a loyal customer base.

- The availability of SNAP redemption programs (and other government food assistance programs) increases accessibility of the market as it allows a greater diversity of consumers to access the market’s fresh produce.
References


APPENDIX A: Survey Results

We developed a survey using Qualtrics to question both vendors and consumers of the Richmond Farmers Market and distributed this survey to the greater Richmond community. Our survey was taken by 308 community members. Results are enclosed on the following pages.
### Which gender do you identify with?

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<td>Male</td>
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<td>67</td>
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<td>2</td>
<td>Female</td>
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<td>235</td>
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<tr>
<td>3</td>
<td>Other</td>
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<td></td>
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### How old are you?

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<td>30-39</td>
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<td>4</td>
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### With which race/ethnicity do you most identify?

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<td>0.3%</td>
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<td>Asian</td>
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<td>0.3%</td>
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<td>3</td>
<td>Black/ African American</td>
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<td>Hispanic</td>
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<td>Native Hawaiian/ Pacific Islander</td>
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### Do you identify as Amish?

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What is your annual household income?

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<td>$30,000 to $49,999</td>
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<tr>
<td></td>
<td>Total</td>
<td></td>
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![Pie chart showing household income distribution](chart.png)
### Where do you live?

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<td>Richmond Indiana, East Side</td>
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<td>Richmond Indiana, South Side</td>
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<td>Other</td>
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<td></td>
<td><strong>Total</strong></td>
<td></td>
<td><strong>303</strong></td>
<td><strong>100%</strong></td>
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</table>

Other:
- Liberty, IN
- Hagerstown, Indiana
- Connersville
- Denver, Co
- Southeast Wayne County
- Centerville
- New castle
- Earlham
- Richmond Indiana, Central
- Fountain City area

### Including yourself, how many people live in your household?

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<th>Response</th>
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<td>20%</td>
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<td></td>
<td>23</td>
<td>8%</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td></td>
<td>4</td>
<td>1%</td>
</tr>
<tr>
<td>7</td>
<td>7</td>
<td></td>
<td>8</td>
<td>3%</td>
</tr>
<tr>
<td>8</td>
<td>8</td>
<td></td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>9</td>
<td>9</td>
<td></td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>10</td>
<td>10+</td>
<td></td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td></td>
<td><strong>291</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
How many children under the age of 18 live in your household?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0</td>
<td></td>
<td>212</td>
<td>72%</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td></td>
<td>33</td>
<td>11%</td>
</tr>
<tr>
<td>3</td>
<td>2</td>
<td></td>
<td>35</td>
<td>12%</td>
</tr>
<tr>
<td>4</td>
<td>3</td>
<td></td>
<td>12</td>
<td>4%</td>
</tr>
<tr>
<td>5</td>
<td>4</td>
<td></td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>6</td>
<td>5</td>
<td></td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>7</td>
<td>6+</td>
<td></td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>294</td>
<td>100%</td>
</tr>
</tbody>
</table>

What school district are they enrolled in?

[Bar chart showing school district enrollment]
Before this survey, were you aware that there is a farmers market in Richmond, Indiana?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td></td>
<td>294</td>
<td>97%</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td></td>
<td>10</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>304</td>
<td>100%</td>
</tr>
</tbody>
</table>

Are you interested in attending Richmond's farmers market?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td></td>
<td>260</td>
<td>86%</td>
</tr>
<tr>
<td>2</td>
<td>Maybe</td>
<td></td>
<td>37</td>
<td>12%</td>
</tr>
<tr>
<td>3</td>
<td>No</td>
<td></td>
<td>6</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>303</td>
<td>100%</td>
</tr>
</tbody>
</table>
Would you be interested in attending the market more than once a week?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td></td>
<td>74</td>
<td>25%</td>
</tr>
<tr>
<td>2</td>
<td>Maybe</td>
<td></td>
<td>141</td>
<td>47%</td>
</tr>
<tr>
<td>3</td>
<td>No</td>
<td></td>
<td>87</td>
<td>29%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>302</td>
<td>100%</td>
</tr>
</tbody>
</table>

If attending the market, would you consider yourself a vendor (seller of products including produce, crafts, etc.) or would you consider yourself a customer (consumer of products)?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Vendor</td>
<td></td>
<td>12</td>
<td>4%</td>
</tr>
<tr>
<td>2</td>
<td>Customer</td>
<td></td>
<td>278</td>
<td>91%</td>
</tr>
<tr>
<td>3</td>
<td>Not Sure</td>
<td></td>
<td>14</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>304</td>
<td>100%</td>
</tr>
</tbody>
</table>
The following questions were directed toward current and potential vendors at the market.
Do you sell your product at a farmers market?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td></td>
<td>8</td>
<td>36%</td>
</tr>
<tr>
<td>2</td>
<td>Sometimes</td>
<td></td>
<td>6</td>
<td>29%</td>
</tr>
<tr>
<td>3</td>
<td>No</td>
<td></td>
<td>7</td>
<td>33%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>21</td>
<td>100%</td>
</tr>
</tbody>
</table>

If not, why?

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>Did Not Influence</th>
<th>Somewhat Influenced</th>
<th>Highly Influenced</th>
<th>Response</th>
<th>Average Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Distance</td>
<td>5</td>
<td>3</td>
<td>1</td>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Time/Day</td>
<td>5</td>
<td>4</td>
<td>-</td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Won't make enough money</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Unaware of market options</td>
<td>5</td>
<td>1</td>
<td>2</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Other</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>

Other

- Have not heard back from market organizers
- I share excess veggies with friends
- Not enough people attend to make money
- Too many vendors that are professional. Not local they buy products and bring it in
Do you currently sell at the Richmond farmers market?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td></td>
<td>5</td>
<td>24%</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td></td>
<td>16</td>
<td>76%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>21</td>
<td>100%</td>
</tr>
</tbody>
</table>

Are you interested in selling at the Richmond farmers market?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td></td>
<td>5</td>
<td>26%</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td></td>
<td>2</td>
<td>11%</td>
</tr>
<tr>
<td>3</td>
<td>Maybe</td>
<td></td>
<td>12</td>
<td>63%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>19</td>
<td>100%</td>
</tr>
</tbody>
</table>
If not, why do you choose to not sell at the Richmond farmers market?

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>Did Not Influence</th>
<th>Somewhat Influenced</th>
<th>Highly Influenced</th>
<th>Response</th>
<th>Average Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Distance</td>
<td>6</td>
<td>3</td>
<td>2</td>
<td>11</td>
<td>1.6</td>
</tr>
<tr>
<td>2</td>
<td>Day and time of market</td>
<td>3</td>
<td>6</td>
<td>1</td>
<td>10</td>
<td>1.8</td>
</tr>
<tr>
<td>3</td>
<td>Lack of customer demand</td>
<td>6</td>
<td>2</td>
<td>4</td>
<td>12</td>
<td>1.8</td>
</tr>
<tr>
<td>4</td>
<td>Lack of permanent identifiable space</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>10</td>
<td>1.6</td>
</tr>
<tr>
<td>5</td>
<td>Lack of management</td>
<td>5</td>
<td>2</td>
<td>3</td>
<td>10</td>
<td>1.8</td>
</tr>
<tr>
<td>6</td>
<td>Regulation barriers, ex. county health codes</td>
<td>5</td>
<td>2</td>
<td>3</td>
<td>10</td>
<td>1.8</td>
</tr>
<tr>
<td>7</td>
<td>Other, Please specify</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2.5</td>
</tr>
</tbody>
</table>

Other, Please specify

Unaware of opportunities
Would rather spend my time in the garden
As listed above not local. Professional vendors
We are not ready.
it is not a grower only market. The integrity of the market is greatly compromised by auction vegetables being sold as home grown
How many miles is your business or farm located from downtown Richmond?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Less than 5</td>
<td></td>
<td>7</td>
<td>35%</td>
</tr>
<tr>
<td>2</td>
<td>6-15</td>
<td></td>
<td>5</td>
<td>25%</td>
</tr>
<tr>
<td>3</td>
<td>16-30</td>
<td></td>
<td>7</td>
<td>35%</td>
</tr>
<tr>
<td>4</td>
<td>31-60</td>
<td></td>
<td>1</td>
<td>5%</td>
</tr>
<tr>
<td>5</td>
<td>61-100</td>
<td></td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>6</td>
<td>101-150</td>
<td></td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>7</td>
<td>151+</td>
<td></td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>20</td>
<td>100%</td>
</tr>
</tbody>
</table>
### How would you classify the product(s) you sell?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Prepared Foods (preserves, baked goods, etc.)</td>
<td></td>
<td>8</td>
<td>40%</td>
</tr>
<tr>
<td>2</td>
<td>Fresh Produce (fruits and vegetables)</td>
<td></td>
<td>11</td>
<td>55%</td>
</tr>
<tr>
<td>3</td>
<td>Meat</td>
<td></td>
<td>2</td>
<td>10%</td>
</tr>
<tr>
<td>4</td>
<td>Eggs and Dairy</td>
<td></td>
<td>3</td>
<td>15%</td>
</tr>
<tr>
<td>5</td>
<td>Crafts and/or Art (soap, woodwork, clothing, artwork, etc.)</td>
<td></td>
<td>11</td>
<td>55%</td>
</tr>
<tr>
<td>6</td>
<td>Flowers and/or Potted Plants</td>
<td></td>
<td>2</td>
<td>10%</td>
</tr>
<tr>
<td>7</td>
<td>Other. Please specify:</td>
<td></td>
<td>3</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td></td>
<td><strong>40</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

#### Other. Please specify:
- Service
- Garden Starts (Tomatoes, Peppers, etc.)
- Honey
During which season(s) do you sell your product?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Winter</td>
<td></td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>2</td>
<td>Spring</td>
<td></td>
<td>5</td>
<td>26%</td>
</tr>
<tr>
<td>3</td>
<td>Summer</td>
<td></td>
<td>6</td>
<td>32%</td>
</tr>
<tr>
<td>4</td>
<td>Fall</td>
<td></td>
<td>3</td>
<td>16%</td>
</tr>
<tr>
<td>5</td>
<td>Year Round</td>
<td></td>
<td>13</td>
<td>68%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>27</td>
<td>100%</td>
</tr>
</tbody>
</table>

When would be most convenient for you to sell your product? (Check all that apply)

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>Morning</th>
<th>Afternoon</th>
<th>Evening</th>
<th>Response</th>
<th>Average Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sunday</td>
<td>3</td>
<td>5</td>
<td>2</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Monday</td>
<td>3</td>
<td>1</td>
<td>3</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Tuesday</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>12</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Wednesday</td>
<td>3</td>
<td>2</td>
<td>5</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Thursday</td>
<td>2</td>
<td>3</td>
<td>6</td>
<td>11</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>Friday</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>Saturday</td>
<td>14</td>
<td>7</td>
<td>1</td>
<td>22</td>
<td>1</td>
</tr>
</tbody>
</table>
Please rank the following factors that would improve your overall experience at the Richmond farmers market.

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>Response</th>
<th>Average Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>More customers</td>
<td></td>
<td>3</td>
<td>15</td>
<td></td>
<td>18</td>
</tr>
<tr>
<td>2</td>
<td>More vendors</td>
<td>2</td>
<td>7</td>
<td>8</td>
<td></td>
<td>17</td>
</tr>
<tr>
<td>3</td>
<td>Improved facilities</td>
<td>2</td>
<td>9</td>
<td>5</td>
<td></td>
<td>16</td>
</tr>
<tr>
<td>4</td>
<td>Different location</td>
<td>11</td>
<td>3</td>
<td>1</td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>5</td>
<td>Different hours</td>
<td>8</td>
<td>4</td>
<td>4</td>
<td></td>
<td>16</td>
</tr>
<tr>
<td>6</td>
<td>Greater product diversity at the market</td>
<td>2</td>
<td>10</td>
<td>5</td>
<td></td>
<td>17</td>
</tr>
<tr>
<td>7</td>
<td>Diverse activities at the market</td>
<td>7</td>
<td>6</td>
<td>3</td>
<td></td>
<td>16</td>
</tr>
<tr>
<td>8</td>
<td>Better market management</td>
<td>3</td>
<td>5</td>
<td>8</td>
<td></td>
<td>16</td>
</tr>
</tbody>
</table>

Rank the following suggested improvements for the Richmond farmers market:

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>Response</th>
<th>Average Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Improved signage</td>
<td>1</td>
<td>6</td>
<td>11</td>
<td></td>
<td>18</td>
</tr>
<tr>
<td>2</td>
<td>Acceptance of government food assistance programs (SNAP, WIC, EBT, etc)</td>
<td>8</td>
<td>2</td>
<td>7</td>
<td></td>
<td>17</td>
</tr>
<tr>
<td>3</td>
<td>Providing individual vendor space support (tents, sandwich boards, coolers)</td>
<td>6</td>
<td>6</td>
<td>5</td>
<td></td>
<td>17</td>
</tr>
<tr>
<td>4</td>
<td>Increased advertising</td>
<td></td>
<td>6</td>
<td>11</td>
<td></td>
<td>17</td>
</tr>
</tbody>
</table>
As a current or potential vendor, how could the market support you?

<table>
<thead>
<tr>
<th>Text Entry</th>
</tr>
</thead>
<tbody>
<tr>
<td>With information about set up of market, available space, set up needs (i.e. tent, tables, etc), market requirements.</td>
</tr>
<tr>
<td>Better management. Guidelines for vendors. Focus on growers only market. Prohibit Amish Auction produce grown using child labor, with no regard to safety in applying chemicals.</td>
</tr>
<tr>
<td>Bring interest from the community to shop at the market. We need more customers.</td>
</tr>
<tr>
<td>Better signage, better management, having electric available.</td>
</tr>
<tr>
<td>As a vendor, a good customer base is the most important thing. Thus things like improved signage, advertising and generally improving the number, variety and quality of vendors (which will encourage more customers to attend the market) is the most important. We would also like to see more active management of the market, as it is currently managed and operating outside the parameters we would like to see it have.</td>
</tr>
<tr>
<td>Overhead cover for vendor spaces</td>
</tr>
<tr>
<td>By being consistent—same time/location with more organic options.</td>
</tr>
<tr>
<td>Allow unlicensed kitchens to sell preserves</td>
</tr>
<tr>
<td>Preventing the professional vendors those who buy from outside, divide it and resell it, it should be local produce unless we don't grow it here.</td>
</tr>
<tr>
<td>Flexibility of arrival time on Saturday morning markets. More focus on self-produced and LOCALLY-produced items. My biggest current complaint for the Saturday and Tuesday markets is that persons are allowed to resell items they have not grown or made themselves.</td>
</tr>
<tr>
<td>We are only considering increasing our efforts to provide food to sell at the farmers market. We provide for our fait and a couple of neighbors but are considering expanding.</td>
</tr>
<tr>
<td>The market could support me in a way that provides integrity to the market. There are way too many auction vegetable vendors coming to the market. It increases the price of product and isn't really giving the customer a true meaning and value of what a farmers market should be. Get the auction resellers out of the market and then you will have a real farmers market that people want to attend. The management is horrible. The market manager gets there late, goes home early, and sometimes doesn't show up at all. He bad mouths other markets in the area and doesn't grow all his own veggies though he says he does. You desperately need a new market manager.</td>
</tr>
</tbody>
</table>
How much of your overall income is derived from selling your product(s)?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1-15%</td>
<td></td>
<td>14</td>
<td>74%</td>
</tr>
<tr>
<td>2</td>
<td>16-30%</td>
<td></td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>3</td>
<td>31-45%</td>
<td></td>
<td>1</td>
<td>5%</td>
</tr>
<tr>
<td>4</td>
<td>46-100%</td>
<td></td>
<td>4</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>19</td>
<td>100%</td>
</tr>
</tbody>
</table>
The following questions were directed toward current and potential consumers attending the market.
In the last year, how often did you attend the Richmond farmers market?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Never</td>
<td></td>
<td>64</td>
<td>24%</td>
</tr>
<tr>
<td>2</td>
<td>A 2-3 times a Year</td>
<td></td>
<td>99</td>
<td>37%</td>
</tr>
<tr>
<td>3</td>
<td>Once a Month</td>
<td></td>
<td>41</td>
<td>15%</td>
</tr>
<tr>
<td>4</td>
<td>2-3 Times a Month</td>
<td></td>
<td>47</td>
<td>18%</td>
</tr>
<tr>
<td>5</td>
<td>Once a Week</td>
<td></td>
<td>13</td>
<td>5%</td>
</tr>
<tr>
<td>6</td>
<td>Multiple Times a Week</td>
<td></td>
<td>3</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td></td>
<td>267</td>
</tr>
</tbody>
</table>

If you do not attend, please rank the reasons.

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>Response</th>
<th>Average Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The products are too expensive</td>
<td>56</td>
<td>52</td>
<td>13</td>
<td>121</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>The food is not local</td>
<td>36</td>
<td>35</td>
<td>48</td>
<td>119</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>The food is not labeled as organic</td>
<td>64</td>
<td>45</td>
<td>9</td>
<td>118</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>The market is too far</td>
<td>63</td>
<td>36</td>
<td>18</td>
<td>117</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>I have no mode of transportation</td>
<td>91</td>
<td>14</td>
<td>14</td>
<td>119</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>There isn't a variety of products</td>
<td>40</td>
<td>48</td>
<td>30</td>
<td>118</td>
<td>3</td>
</tr>
<tr>
<td>7</td>
<td>The market experience is not enjoyable</td>
<td>62</td>
<td>42</td>
<td>11</td>
<td>115</td>
<td>2</td>
</tr>
</tbody>
</table>
Do you attend any farmers market besides the Richmond farmers market? If yes, where?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td></td>
<td>96</td>
<td>37%</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td></td>
<td>165</td>
<td>63%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>263</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Indiana Markets**

- **Bloomington**: 5
- **Munster**: 4
- **Hagerstown**: 3
- **Liberty**: 3
- **Carmel**: 3
- **New Albany**: 1
- **New Manchester**: 1
- **Union County**: 1

**Ohio Markets**

- **Dayton**: 29
- **Cincinnati**: 2
- **Greenville**: 2
- **Cleveland**: 1
How do/would you travel to the Richmond farmers market?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Walk</td>
<td></td>
<td>18</td>
<td>7%</td>
</tr>
<tr>
<td>2</td>
<td>Drive</td>
<td></td>
<td>193</td>
<td>73%</td>
</tr>
<tr>
<td>3</td>
<td>Bike</td>
<td></td>
<td>44</td>
<td>17%</td>
</tr>
<tr>
<td>4</td>
<td>Public Transportation</td>
<td></td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>5</td>
<td>Other</td>
<td></td>
<td>9</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>266</td>
<td>100%</td>
</tr>
</tbody>
</table>

Other
Mix of Bike, Walk, Drive
Earlham Shuttle
Depends on weather - bike or drive
Bike and Walk
I have no transport, that is the problem.
Idk
Drive, but would like to walk or bike
Ride in private vehicle with others

How far do/would you travel to the Richmond farmers market?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1-5 miles</td>
<td></td>
<td>168</td>
<td>65%</td>
</tr>
<tr>
<td>2</td>
<td>6-10 miles</td>
<td></td>
<td>64</td>
<td>25%</td>
</tr>
<tr>
<td>3</td>
<td>11-20 miles</td>
<td></td>
<td>17</td>
<td>7%</td>
</tr>
<tr>
<td>4</td>
<td>20+ miles</td>
<td></td>
<td>10</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>259</td>
<td>100%</td>
</tr>
</tbody>
</table>
What is your preferred time and day to attend the Richmond farmers market? (Click all that apply)

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>Morning</th>
<th>Afternoon</th>
<th>Evening</th>
<th>Response</th>
<th>Average Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sunday</td>
<td>87</td>
<td>150</td>
<td>33</td>
<td>270</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Monday</td>
<td>18</td>
<td>48</td>
<td>59</td>
<td>125</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Tuesday</td>
<td>18</td>
<td>44</td>
<td>68</td>
<td>130</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Wednesday</td>
<td>21</td>
<td>57</td>
<td>74</td>
<td>152</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Thursday</td>
<td>19</td>
<td>50</td>
<td>72</td>
<td>141</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>Friday</td>
<td>20</td>
<td>55</td>
<td>68</td>
<td>143</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>Saturday</td>
<td>195</td>
<td>175</td>
<td>40</td>
<td>410</td>
<td>2</td>
</tr>
</tbody>
</table>

Which of the following factors would improve your overall experience at the Richmond farmers market?

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>Not at all</th>
<th>Somewhat</th>
<th>A lot</th>
<th>Response</th>
<th>Average Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Live Music or Entertainment</td>
<td>70</td>
<td>122</td>
<td>62</td>
<td>254</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Activities for Children (crafts table/face painting)</td>
<td>135</td>
<td>72</td>
<td>39</td>
<td>246</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Beverages (Coffee, Tea, Smoothies)</td>
<td>39</td>
<td>119</td>
<td>99</td>
<td>257</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Prepared Food (food intended to be eaten at the market)</td>
<td>31</td>
<td>119</td>
<td>111</td>
<td>261</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Seating, picnic tables, social spaces</td>
<td>16</td>
<td>119</td>
<td>123</td>
<td>258</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>Other:</td>
<td>3</td>
<td>8</td>
<td>20</td>
<td>31</td>
<td>3</td>
</tr>
</tbody>
</table>
Which of the following factors would improve your overall experience at the Richmond farmers market?

- organized and concrete vendor booths that look nice
- Food demonstrations
- Covered area in case of rain
- Parking, safety
- Local cheese and milk! I want to buy FOOD at the market, not go to a concert. If I want to eat out, I’ll go to Thai Thara. Give me real, local produce and dairy to select from. I want options!
- arts and crafts too
- Purdue Extension Rep
- More vendors
- Afternoon hours on weekend
- organics, cleanliness
- organic produce
- Accepting EBT/Food Stamps/SNAP!!!
- Ethnic Foods
- MORE FOOD VENDORS!
- more vendor’s
- Meat vendors
- Shade
- A greater variety of produce
- One or more chairs for customers at the booths for people like me for whom standing is difficult
- Knowing that vendors were selling produce they have grown (instead of produce purchased at a supermarket)
- Plenty of shade
- all local products
- Easy, Available Parking
- More vendors/larger variety
- Variety (cheese, pate, bread)
- Attractive location
- bike parking
- crafts for sale
- Space for kids to safely play while I shop
- Bike Parking
- Specialty items and cooking demonstrations or recipe exchange
- Permanent shelter/covering for market booths
- dear parking spaces
- Grass fed beef and pork in small quantities
- for me a challenge is not wanting anything to buy anything when I go there. The products have traditionally been quite limited (especially in the winter). There doesn’t seem to be any other purpose to the market other than to buy things, so if I am not 100% certain I want to and will buy something, I am hesitant to go. Since I know a few vendors, some are reasonably friendly, but the overall feel is very consumerish and not very hangoutish. I would prefer a better balance. Then, if we did attend more regularly we would invariably buy more (especially if there were bev/prepared foods and picnic/social spaces).
- I work during Sat Afternoon
- More vendors
- I feel I’m not helpful here because I haven’t been to Richmond’s Farmers Market
- local food only
- more choice of times
- more types of products, such as meat and eggs
- I need to know where it is
Which of the following factors would increase your attendance at the Richmond farmers market?

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>Not at all</th>
<th>Somewhat</th>
<th>A lot</th>
<th>Response</th>
<th>Average Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ability to use SNAP, EBT, etc (redemption programs)</td>
<td>209</td>
<td>15</td>
<td>23</td>
<td>247</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Improved social atmosphere</td>
<td>61</td>
<td>127</td>
<td>62</td>
<td>250</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Wider verity of fresh and local goods</td>
<td>9</td>
<td>65</td>
<td>184</td>
<td>258</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Ability to complete majority of grocery shopping</td>
<td>29</td>
<td>100</td>
<td>131</td>
<td>260</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Other</td>
<td>1</td>
<td>2</td>
<td>20</td>
<td>23</td>
<td>3</td>
</tr>
</tbody>
</table>

Other

- organic food
- affordable local fresh goods
- Having flour available would be great - locally milled flour for baking bread is great.
- Convenient time
- organics
- stop people from buying in bulk at walmart and reselling at the market
- organic, local
- Advertisement
- Availability to Attend
- organic produce
- Longer season and more hours
- I said social atmosphere not at all because I think it’s already good. I said using SNAP not at all because it doesn’t apply to me, but I would be happy to know this was available to others.
- Knowing that vendors were selling produce they have grown (instead of produce purchased at a supermarket)
- Alternate times, after work I am too busy on the weekends
- Prices clearly marked
- bargains
- Good baked goods!
- Wider variety to fresh and local vegetables
- Not in a depressing parking lot
- Greater variety (e.g., cheese, bread, pate, etc.)
- better publicity
- Consistent weekly time/place
- While I do not use SNAP, I would love to see the ability for others to use SNAP, etc at the market.
- more signs
- As listed above in my comments, a different and less consumer-focused vibe. A more holistic focus on community, which could likely be achieved through a variety of formats (some listed above: music, kid activities, social spaces).
- less busy-ness in my life
- Having it later in the day
- Prepared foods and more organic meat vendors
- I don't know where/When
- Knowledge of location
Which of the following products would you potentially buy at the Richmond farmers market?

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>Not at all</th>
<th>Somewhat</th>
<th>A lot</th>
<th>Response</th>
<th>Average Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Produce (Fruits and Vegetables)</td>
<td>-</td>
<td>18</td>
<td>246</td>
<td>264</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>Baked Goods (Pies, Cakes, etc)</td>
<td>43</td>
<td>144</td>
<td>72</td>
<td>259</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Meat</td>
<td>70</td>
<td>117</td>
<td>71</td>
<td>258</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Eggs &amp; Dairy</td>
<td>30</td>
<td>96</td>
<td>133</td>
<td>259</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Art &amp; Crafts</td>
<td>88</td>
<td>136</td>
<td>29</td>
<td>253</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>Flowers and or Potted Plants</td>
<td>40</td>
<td>150</td>
<td>71</td>
<td>261</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>Preservatives (Jams, Jellies, Honey)</td>
<td>16</td>
<td>149</td>
<td>94</td>
<td>259</td>
<td>2</td>
</tr>
<tr>
<td>8</td>
<td>Other</td>
<td>2</td>
<td>4</td>
<td>13</td>
<td>19</td>
<td>3</td>
</tr>
</tbody>
</table>

**Other**

- gluten-free products
- Dog treats
- Soaps, Hygiene
- Artisan items - not crafts
- Cheese, bread, pate, other artisanal gourmet items
- Soap
- Breads, not sweets
- maple syrup
- maple syrup
- Bulk Spices/items
- pasta and sauces have been featured in MI markets I have visited
- Local Pottery, Prepared Casseroles/Meals, Fresh Fish, Cheeses, Breads, Dried Beans, Nuts, Granola, Organic and Vegan Items
- Kombucha/fermented things
- Natural/Alternative Cleaning solutions or vendors
- Eggs= a lot, Dairy= not at all (or very limited)
- Local Organic Beans/Rice/Bulked Goods
- Herbs/spices
- Is soap a craft? I'd buy handmade soap
- Prepared lunches
- Relevant books
- Wine
- soap

I think you mean preserves, not preservatives. I would love to see handmade bread, local cheeses, soaps and lotions, wine.
How would you like to receive information about the Richmond farmers market?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Newspaper</td>
<td></td>
<td>78</td>
<td>29%</td>
</tr>
<tr>
<td>2</td>
<td>Television</td>
<td></td>
<td>10</td>
<td>4%</td>
</tr>
<tr>
<td>3</td>
<td>Radio</td>
<td></td>
<td>51</td>
<td>19%</td>
</tr>
<tr>
<td>4</td>
<td>Postal Mail</td>
<td></td>
<td>34</td>
<td>13%</td>
</tr>
<tr>
<td>5</td>
<td>E-mail</td>
<td></td>
<td>186</td>
<td>70%</td>
</tr>
<tr>
<td>6</td>
<td>Text</td>
<td></td>
<td>41</td>
<td>15%</td>
</tr>
<tr>
<td>7</td>
<td>Social media (facebook, twitter, etc.)</td>
<td></td>
<td>169</td>
<td>64%</td>
</tr>
<tr>
<td>8</td>
<td>I do not want to receive information</td>
<td></td>
<td>10</td>
<td>4%</td>
</tr>
<tr>
<td>9</td>
<td>Other:</td>
<td></td>
<td>6</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>585</td>
<td>100%</td>
</tr>
</tbody>
</table>

Other:
- signage
- only once or twice a year
- Website with available schedule
- Community calendar
- phone # I can call to ask if it’s open
- fliers
Are you a part of an organization that would be interested in participating in the Richmond farmers market? (Example: having an educational booth, sponsoring an event or performance, etc) If so, please list:

<table>
<thead>
<tr>
<th>Text Entry</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am a member of the Art Shop, an artists' co-op from Oxford, Ohio. A set up for us would include a variety of different arts and crafts ranging from jewelry to baskets, to water colors, etc.</td>
</tr>
<tr>
<td>No.</td>
</tr>
<tr>
<td>I have worked with Earlham's Miller Farm at the farmer's market.</td>
</tr>
<tr>
<td>No.</td>
</tr>
<tr>
<td>Yes. Beatre Yoga</td>
</tr>
<tr>
<td>No.</td>
</tr>
<tr>
<td>Sprout of Control - educational - promotional</td>
</tr>
<tr>
<td>Richmond Rose Garden</td>
</tr>
<tr>
<td>no, but it would be nice to have free tutoring available in science, math, reading.</td>
</tr>
<tr>
<td>N/A</td>
</tr>
<tr>
<td>No</td>
</tr>
<tr>
<td>As a featured non profit maybe once during the summer? Yes. Cope Environmental Center, Sprout of Control</td>
</tr>
<tr>
<td>no</td>
</tr>
<tr>
<td>Sprout of Control, Inc (Community Garden) informational booth with board approval</td>
</tr>
<tr>
<td>Not sure, Girls Inc. may be interested</td>
</tr>
<tr>
<td>No</td>
</tr>
<tr>
<td>sprout of control board member, cope environmental center board member, volunteer at SWCD,</td>
</tr>
<tr>
<td>No.</td>
</tr>
<tr>
<td>no</td>
</tr>
<tr>
<td>no</td>
</tr>
<tr>
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<tr>
<td>I have seen schools have tables at the farmers market periodically that helps with their public presence</td>
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<tr>
<td>No</td>
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<tr>
<td>No, but I have considered selling crafts there, I just don't know how to go about it.</td>
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<tr>
<td>Possibly. Maybe have an occasional educational booth.</td>
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<tr>
<td>Maybe. Might be a good way of publicizing public service organizations and events.</td>
</tr>
<tr>
<td>not at this time</td>
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<tr>
<td>Cope Environmental Center</td>
</tr>
<tr>
<td>no</td>
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<tr>
<td>Earlham College, First English Lutheran Church</td>
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<tr>
<td>Weekly education sponsors/info booths both at grade school /high school level and college level. All colleges involved.</td>
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<tr>
<td>I am with the Dire Skates. A possibility to be a part of a booth focusing on physical activity in the community would be wonderful (we use the Cardinal Greenway for practice or endurance training when the weather allows).</td>
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<tr>
<td>No, just supporting farmers.</td>
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<td>No</td>
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<tr>
<td>Richmond Friends School</td>
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<td>Possibly: I'm marketing coordinator at the Preble County District Library. But we might be a little far away, since you have Morrison Reeves over there.</td>
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<tr>
<td>n/a</td>
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<td>N/A</td>
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<tr>
<td>I think Cope and Joseph Moore Museum would be great</td>
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<td>No</td>
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<tr>
<td>I am part of Cope Environmental Center</td>
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<td>no</td>
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<tr>
<td>nope</td>
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<td>Text Entry</td>
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<td>NO</td>
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<td>Nope.</td>
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<td>No</td>
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<tr>
<td>Perhaps an educational booth about the Alternatives to Violence Project</td>
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<td>I coordinate Centerville Green Club...have begun planting vegetable, herb and flower seeds in our greenhouse. Might be interested if we have an abundance of plants.</td>
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<td>No</td>
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<tr>
<td>Bike Richmond</td>
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<td>J&amp;J Winery- we participated in Union County’s Farmer’s Market last year. It was a great thing. We were a nice touch for the customers.</td>
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<tr>
<td>Noah's Ark Daycare Center</td>
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<tr>
<td>Richmond friends school</td>
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<tr>
<td>Yes. As owner of Beatree Yoga I would love to offer a community yoga class each Saturday morning free of charge for those who want to participate.</td>
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<td>no</td>
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<td>no</td>
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<td>Joseph Moore Museum</td>
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<td>No.</td>
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<tr>
<td>Earlham College</td>
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my ideal farmer's market has a variety of local produce and local goods—pastries and coffee, and lots of veggies and fruit. I'm less interested in plants, but if there are plants, I want them to be local perennials and heirloom veggies. It largely fills the area it's in.

LOTS of local food, including organic. Food to eat on site or to be taken home -- but something beyond just baked goods. More fermented foods. International foods already prepared. Recipe suggestions for some of the produce. Clear info on food costs. Different additional activities, e.g., dogs for interacting with, social opportunities, maybe different local groups and businesses highlighted each time (local running and cycling groups, Family Fitness, Jon Ferrell, Arboretum, Quaker Hill, etc).

air conditioned/heated indoor space.

I would like to see a larger farmers market with more vendors who regularly sell local produce, meat, eggs and dairy.

Local focus with great variety and lively community. I love knowing who my farmer is.

Wide variety of LOCAL produce and baked goods

More than 6 vendors, selling more than arts and craft items (okay, a bit of hyperbole). I would like to see more fresh, local vegetables and fruit (perhaps meat?), and no vendors reselling items that they purchased by the box at Wal-Mart/Meijer/Kroger/etc.

Close And open convenient hours. Has eggs produce and bread

Comfortable, shaded and roofed spaces for vendors, tables and places to eat, talk, and hang out, trees near by! Performance space for live music! Which might mean spots with available electricity. And green space, for kids to run around, or dogs, or games of soccer or Frisbee. Places to lock bikes, and car parking, for both vendors and customers.
My mom lives in Asheville, NC, where they have many kinds of farmers’ markets, so I have a bit of envy! My ideal farmers market would be open daily with many hours; having a yearlong variety of fresh produce, whole-grain bread (not exotic ingredients/kinds as the current vendor often has), and free-range chickens’ eggs. Meat also, although it tends to be horrendously costly. A place for people to sit and chat -- I almost always see friends there. As mentioned earlier, a chair or 2 at each booth because standing exhausts me. Someone to host, greet people and explain it for newcomers or people looking for a specific something and not having time to go to each booth.

There are two things that I really care about in a farmers market, both of which I think I mention in the next question: 1) There needs to be some indicator of who produces their own goods and who is just reselling goods someone else produced. No need to explicitly exclude folks but some visible indication of those who produce their own goods would be important. 2) I don’t want this to me a space where predominately middle/upperclass Richmond residents go to feel good about where they buy their lettuce. I want this space to be focused on providing affordable and accessible food to families, individuals and organizations that otherwise would have a difficult time accessing this food.

Variety of products, things to eat and drink on site, lots of shaded seating

Like the market near the capital building in Madison, WI. Lots of people milling around, music, park like atmosphere. Local products...cheese, meats, bakery items, food vendors, crafts. I would love for it to be THE place to be on a Saturday morning in Richmond.

A market that is focused on connecting the growers with the consumers, allowing relationships to be built so that the consumers know they can trust their food sources. Educational focus for consumers on eating healthy, learning how to grow some of their own food, how to use fresh produce and meats to cook healthy delicious meals, and how to preserve fruits, vegetables and meat for consumption through the winter.

My ideal farmers market would include only vendors who sell what they make/grow in a small scale operation. I do not want to buy factory made/grown products at a farmers market.

There would be a stage for music. It could be any kind of music, but preferably folk or jazz music. And people could walk around looking at different stalls that sold all kinds of local goods. And there would be places for people to sit and chit chat.

A space for like-minded individuals to gather and form a community.

Lots of local produce both in the summer and winter

A place where the products/goods are not too expensive and good quality, there is a wide variety of goods they are selling, and the people are friendly.

Lots of booths, music, seating area, and prepared food options, and baked goods.

Local, fresh organic produce. Local dairy and eggs. Homemade baked goods. A large variety of options in a convenient centralized place.

A permanent structure where vendors don’t have to bring their own tables and there is cover from the weather and bike parking. Also the vendors all only sell items they have grown on produced. There would be vegetables, fruits, meat, cheeses, eggs, and baked goods.

Grass with shade trees local produce, especially vegetables
I've alluded to this in other areas--I'd like to have more than just vendor tables. If the Farmer's Market can move beyond a strictly consumer focused experience, and be more community oriented, more festival-like, I would attend regularly. And the vendors would ultimately have more of my money.

Bright sunny Saturday morning with some fun music and activities for children

A bustling place with live music and lots of vendors and booths. A diverse public community space where people come together. Something that replicates other more recent successful community ventures like the Ice Fest, Octoberfest, and the Christmas festival.

http://www.sevendaysvt.com/vermont/the-brattleboro-farmers-market-a-feast-for-the-senses-for-nearly-40-years/Content?oid=2265834 Like this one! A destination place where folks can get a meal, meet each other, enjoy the sunshine and get great local produce for home. Permanent or semi-permanent stands. Not too overrun with non-food products but some local handmade soaps or pottery, etc. would be nice. I would love it if a CSA would be willing to bring the weekly bags/boxes for pick up to the farmer's market. Kid friendly but not a preschool or kindergarten atmosphere.

Filled with local organic food. Locally made items. Locally roasted coffee. No grey market food.

look at Oxford as an example, they run theirs very well, they do not let just anyone sell, their is a committee that decides, we were vegie vendors there, at one time. It was a great experience. They also had a group of folks who you could go to, to ask questions.

Fun, yummy, affordable / approachable, centrally located, consistent, legitimate farmers (no store bought produce passing as home grown), mixture of items to purchase and items to consume on sight, specialty ethnic meals...

Lotsof local people with fresh picked, organic produce or the products of their craft labors. Useful, not frivolous stuff. At least once a week during the growing season. Also loved having fresh greens all winter this year at the winter market.

variety of goods and low prices

Lots of locally produced organic or free-range, grass-fed veggies and meat. Good variety. Ideally, also with options to buy healthy fresh prepared foods to eat for lunch while shopping -- though this is not necessary. Open on weekday(s).

One that is open longer hours.


with many fruits and staple to eat

great variety of fresh fruits and vegetables

Basically, fresh, local fruits/veggies, spices/herbs. Shelter from elements.

Lots of variety, lots of activity, music, local produce
Lots of fresh veggies and fruits.

one with more than 50% of vendors selling produce/meat etc, things that are associated with farmers. Additionally a nice selection of crafted items.

Organic food grown within our region or even the state.

Lots of homemade products, organic produce our the ears, LOCAL fruits and veggies (not shipped in, SO annoying!). I like the crafts, but there needs to be more food than crafts. It's a FARMER'S market, not a flea market.

A place that's open during the workweek, where regional farmers & ranchers bring their organic produce and free-range, grass-fed meat and dairy products. Having local bakers/cooks sell their wares is a plus but not a necessity. It would enhance the user-friendliness of the experience to be able to buy lunch made by local bakers/cooks while I'm shopping.

A community-wide involvement and great items to purchase. An experience that I look forward to participating in every week, where I can buy local food and see my friends.

Fresh, local goods with farmers on hand to discuss growing/raising processes

See above comments. It should be held more often and have a wider variety of items. It should be an alternative to going to Jungle Jim's in Cincinnati in some ways. Idealistic, I know.

Local people meeting and interacting around whole foods. I like that the food is local, but the environmental impact isn't a big draw for me -- this is much more about building community, building local economies, and getting access to tasty food.

Fresh produce, good prices

big variety and low prices

I use to live in South Bend, they have this awesome indoor farmers market http://www.southbendfarmersmarket.com/about, I use to go almost every Saturday morning. There was a butcher, fresh produce, spices, pastries, flowers, greens at Christmas, a great social network. Truly an enjoyable experience that I wanted to get up early for (seriously if you were not there by 8a.m. on Saturday stuff was gone). The perfect existing building in town would be Parkers in the depot or empty building downtown.

A place of commerce, social interaction, and a central hub for the community to grow around.

Local food, friendly vendors, reasonable prices, coffee.

Lots of open space with good sight lines. Vendors should be able to see each other, while still offering a lot of walking space for customers and play space for kids. I'd also love live music!!

Much as it has been, but perhaps larger.

Lots of variety in terms of what to buy and eat and drink.

A place where I could get a cup of coffee, maybe a pastry, and walk around. Be able to buy local (organic) grown fruits and vegetables. Get local honey and maple syrup. Be able to get local raised meats and local eggs.

Lots of people from the community visit the market to buy local produce and hand-made goods. Offer better pricing options. Some vendors charge way too much for their produce.

Easy to get around, not blindingly sunny, with local options. Having things kids can do would be nice too. Being in a space that is green or surrounded by nature would be super awesome. Being able to pay with more than just cash would make it easier to shop at.

Lots of vendors, variety of produce and plants, vendors selling home grown items specialty products such as honey or cheese. A shady spot with wide aisles and lots of people.

Variety of excellent quality items...breads, meats, cheeses, veggies, fruits and the like...all local of course (the trick here is define local...within 100 miles might work) and have a customer base to sustain this.

A very active group of vendors who bring local product only. Also that attempt to make their products affordable for as large a group as possible.

Open when I'm available - PM on Saturdays

Having informed and concerned customers

My ideal farmer's market would mirror "old-time" fruit markets. A plethora of fresh and local fruit and veggies would be available.

Space to sit and talk with folks, ability to have breakfast or lunch at the market, artisan breaks, I would like to get meat, eggs, and milk.

Variety of product and reasonable prices

Great produce, dairy, plants and flowers, beverages and snacks that can be carried or enjoyed at a picnic table or a bench...Love the occasional specialty items. Pasta, sauces, mustards, vinegars, oils, dressings, recipes, food demonstrations...

Bigger variety with more local vendors. Not pre-made stuff from China or a factory. Farmers market is to support local people and business.

Local food, organic (if possible), not too high priced--maybe somewhere closer to where we live (not always in Richmond--maybe in Fountain City or Centerville sometimes)...

Lots of vendors with different types of produce, maybe a meat vendor, and a lot of bakers with breads and pies to purchase!
The one you are proposing.

Places in the shade and sun for people to sit, lots of local vegetables, fruits, berries. I'm not fond or arts and crafts, but it would be nice to have honey, jelly/jam, soup, artisan breads, different ethnic places offering prepared foods (greek with gyros, bakalava, spanikopita, etc.) Maybe a local vintner. Place which might sell local grass fed beef, pork, lamb.

Great prices on locally-grown, organic fruits and vegetables with fresh eggs and milk also available, with the ability to purchase with SNAP. Local crafters and locally-made food such as jams and breads would also be enjoyable. Seating to mingle and visit with others with children's activities.

The ideal farmer's market is a busy place that people in the community like to go to. Not just to buy produce but to generally have a good time. Thus they should also be able to buy prepared food and listen to live music. And there should be places to sit down and relax while eating and listening to music. This is why I like the concept for the new 7th St park and market. It provides not just the space for the market stalls but also a venue where other things like music, picnicking, etc can occur at the same time. Thus going to the market can become not just a shopping trip but a fun outing to the park.

A place to relax and enjoy social engagement while shopping.

Warm welcoming

lots of fresh produce, reasonably (if not inexpensively) priced. recipes to use to try new items.

One that is attractive with nice booths and an open-air feel, but where you are also protected from the weather. What we have now in the Depot District is not well thought-out, is haphazard, and is not consistent in what it provides. If you are going to have a really nice market, some money has to be put into the construction of it.

Coverings to block out rain and provide shade from the sun; nice table/booth set ups; friendly, open atmosphere; knowledgeable vendors and willingness to point a customer to someone else if they are unable to provide what the customer wants; homemade products by the vendors (not buying products elsewhere & then increasing price to sell at the farmers market; this could be food items and arts/craft items)

It would have many stands of local fresh fruits and vegetables and fresh baked goods. It would not allow stands that contained produce that was bought at a grocery store and then resold at the market.

Lots of people, vendors and fun!

Being able to buy a large variety of things so that I could buy all or almost all of my groceries there. Having it be more of a social / hang out spot would be great also, and I really like the idea of having prepared food and drinks as well

affordable prices, good atmosphere. activities are good to keep children busy so parents can shop, I liked the winter markets at amigos when the ladies made all the ethnic food for people to buy and eat.

one with lots of fresh produce, plenty of things going on and lots to browse. I would love it if I could get all groceries mainly from the farmer's market.

Open more than one day a week, at convenient times and with a wide variety of food including fresh produce as well as locally made artisanal food and craft items.
A mix of local fruit and veggies sold, maybe food to be eaten there like crepes, smoothies, etc. Involving other local business on a particular day of the month. Like where I'm from there's an event called First Fridays where all of downtown is converted to an outdoor market, street fair, performing arts space, art galleries are open and vendors line the street. So maybe incorporating more than selling food to make it an event type deal.

Afternoon hours on weekend, seating

veggies, meat, eggs, etc! If I could do most of my shopping there, that would be great! Prices listed on things or on a list (so I don't have to ask) would be great, too! Somewhere to eat and socialize would be lovely. Oh, and BIKE RACKS! PLEASE! It's not fun to lock my bike to the light posts. :(

Many vendors with a variety of local or homemade or organic products. Love unique items. Hate commercial products that can be purchased anywhere or that were imported. No flea market “junk”

One that accepts EBT/SNAP!

FOOD

Love Fishers and Bloomington farmers market. I would like to be able to purchase and eat breakfast/coffee while walking around

Good weather, good variety of things for sale, friendly sellers, not running out of what I want to purchase before I get there. I'm not a morning person so I find it difficult when everything sells out early in the day.

Well stocked with a nice variety of produce and food stuffs.

Food, and shade

variety of foods, easy parking, not terribly expensive, feel like i am putting back into the local economy

A cross between a fair with prepared food booths, music, and miscellaneous non-food items for sale and a “pure” farmers market with fruits, vegetables, dairy products, flowers/plants, home canned goods, organic free-range eggs and chicken, fish, local pottery and hand-crafted items of good quality, tee-shirts of local interest, etc. Lots of people wandering around enjoying the food, buying their groceries for the week, and visiting with each other.

Lots of local and organic produce. I would prefer to buy all/most of my vegetables at the Farmer's Market instead of the grocery store. I would also like to buy my eggs from local producers (with happy, free-range chickens) at the Farmer's Market.

A place where you can do your grocery shopping (locally grown items with labeled organic options, not stuff bought at Big Lots and resold!) and has entertainment for kids (a guitar/banjo player, a juggler, a coloring table, sidewalk chalk) and a place to sit outside while all of it happens (at least in the summer). When we lived in DC, the farmer's market was a place we met up with friends for coffee and pastries while the kids colored with sidewalk chalk and sang songs with the Banjo Man. Two blocks of the main street were shut down to traffic so booths could set up in the streets. We often stopped in at the toy shop and pet store so we could pick up other items--these were things I would have gotten at a box store if it hadn't been so convenient to shop locally during the market. I miss that market so much. It would increase our quality of life and love for Richmond if we had something like that here.

many many vendors, live music, grassy places to sit, places to by sweets or food. also the ability to do a lot of grocery shopping there without spending a lot more money than I would at Marsh. Also, local and organic food.
My ideal farmer’s market has a wide variety of locally grown produce—including fresh vegetables and fresh fruits. I would also like to see a number of vendors selling prepared foods, including food trucks.

Larger variety, more accessible to more people.

Lots of variety from baked goods, to candles, prepared food, activities

A large variety of produce at competitive prices

A place where I see my friends, both vendors and shoppers, and KNOW that the products I am purchasing are local and/or support the local economy and people that I care about. I also value products and food of high quality, and choose to pay more to get that level of quality.

I dislike the process of wandering around trying to figure out if the vendors' offerings are really grown locally or are just being resold. So I'd like to the market organizers to do that footwork and make the assurance that the food is locally grown. It's already stressful enough just standing there in front of three different friendly vendors trying to evaluate who has the nicest tomatoes. Farmers Markets are not easy places for shy people! I know this is a terrible thing for a local food enthusiast to say, but I love the anonymity of big grocery stores and have to force myself to go to the Farmers Market. I'm not sure what changes could be made to improve that...

I would like to see a place that looks better than just having cars and trucks as the shop/stall but to be more inviting having actual booths. A place for chairs or tents around so people can actually sit and enjoy the area around them. The occasional activities to provide more entertainment would be nice also.

Big! Fun! affordable!

Nice atmosphere and a variety of foods. Also relatively low prices.

fresh, organic produce at affordable prices

A place where I can meet my local farmers face to face and do most of my grocery shopping.

with many fruits and staple to eat

Many vendors, multiple options of fresh and local foods and products, reasonable prices (comparable to local grocery store) fun and lively atmosphere - but not too loud!

Variety of goods (all local, lots of produce, some meat, eggs), shaded places to sit, live music, breakfast burritos. A clearly delineated area where I don't have to worry about my kids getting squished (i.e. not in a parking lot).

Relaxed, outdoor, friendly vendors who are excited about their products. Locally, organically, ethically grown/produced products. Fresh flowers!

My ideal farmers market would have a large variety of vendor types and available produce. I cook with a lot of fresh foods, and ideally, I would love to be able to get most of my weekly grocery needs at the local market. Variety in produce types and organic options would be especially nice. Ideally, it would also be a place that had a strong sense of community to it, with lots of local customers using it as a place to meet people, have a picnic, and enjoy “slowing life down.”

I like the Farmers market we have, but it would be great if it were bigger and had more variety.
lots of produce, local farmers/vendors only (meaning food/products grown/made here), primarily organic, vegan offerings if there are items to be consumed there

Able to do my weekly shopping directly with local farmers, organic produce, not at a ridiculously expensive price... also be able to purchase cool crafts and support local businesses

Large variety of home-grown or homemade items so people are able to purchase items directly from the producers, not booths selling pre-packaged items or produce/meats raised by other farms. Booths or stands offering ready-to-eat items while shopping. Live entertainment. Permanent market structure for inclement weather. Ample parking.

Common theme to the booths, music could help atmosphere.

lots of vendors/variety to choose from, gardening cooking/recipe/nutrition demo

renting spaces by the year, having food available, restrooms, water and electric at space or at least every other space, permanent signage on sight plus other signage around town.

Permanent space so don't have to mess with putting up tents and so forth

The one in Madison, Wisc.

Local vendors (50 mile radius) selling local products at reasonable prices. (I realize that small vendors cannot necessarily compete with supermarket prices.) Variety is wonderful, but so is some level of predictability. Knowing that I can get bread from X, squash from Y, is a good way to ensure that I keep coming back. That said, a great part of the joy is now knowing exactly what will be on offer during any given day. Selling coffee would be heavenly. Or easily eaten items like baguettes, pretzels, etc.

Large variety of locally grown, completely natural (chemical free), high quality fruits, vegetables, and herbs at a bargain price.

A clean environment that is well-organized and has a variety of options, especially with produce.

Having diversity, live entertainment, places to sit and eat

More options and vendors. Reasonable prices.

A place where I can come to complete all of my food shopping needs from local farmers that create organic (but doesn't have to be USDA organic) foods. :)

fresh food grown locally, reasonable prices

Busy. Wide variety of produce and meats for sale by the people who grew / raised them. In town.

A social setting where friends meet and where local food/craft products are available

Wide variety of locally produced foods and other items. Availability of vegetables, meats, cheeses, eggs, and milk. The market would be well-managed, well-advertised, and easily accessible. I dream of a day when our multiple Richmond markets are better integrated and managed, with a higher community profile.

Lots of tasty, locally grown food with a pleasant atmosphere. Green space would be excellent - way better than the parking lot.
uniform space

Social, lots of options

Local produce (i.e. no bananas in the Midwest). Low Prices. Locally made goods like jam, honey, and pickles

variety of fresh local organic food to buy to take home to prepare and food to eat there

friendly, bustling, upbeat; about twice as big as what we have now! An area to buy coffee (or cold fresh lemonade in summer) and sit down. More crafts. A safe play area for kids. Maybe pony rides a couple of times a year. A booth to buy tickets for local events (River Rats, Symphony, RCT). A big bulletin board for community events. An emphasis on getting involved in the community -- maybe a table each week that would highlight a different volunteer opportunity (Richmond has PLENTY of volunteer organizations which would leap at the chance!) I like the high proportion of organic and locally grown stuff, but it would be OK with me if a group sells Girl Scout cookies or candy bars (I know this is heresy to some folks). How about an annual “taste of Richmond” event at the farmer's market where people could taste the produce in some way? The farmer's market as it exists is great, but it could also be zipped up a lot and made into a major regional attraction -- European communities have had “market days” as a central feature of community life for centuries! Most of the emphasis at the farmer's market is on buying stuff to take home -- it would be OK to have more things you could eat on the spot (there's no place in Richmond you can get a decent falafel!) The farmer's market in my home town always has someone selling home-made ice cream, slices of fresh melon, and a great Jamaican vendor who sells BBQ chicken and pork with dirty rice. There's also live entertainment every week -- usually a guitarist, but sometimes a string quartet or a flute player. And how about some places to sit down? If you want people to linger longer (and buy more) they need a rest. Right now it's too easy to come, walk down the row, fill your bags, and leave within 10 minutes.

Community gathering place with local healthy foods.

A rich social environment with many different vendors and products.

Close in walking distance (from me) with collecting places for people to sit or gather. I think atmosphere is ideal, but variety of produce products is my “ideal”

Central location, well laid out, with visible pricing information for all booths. A wide variety of items for sale.

Many vendors to choose from, like products together, fruits and vegetables in variety, possibly some prepared to freeze.

Vendors with a variety of vegetables and fruits, farm-raised eggs, baked goods, and bread. Live music, especially folk music, is nice. A place to sit down is great but not totally necessary.

An open air site with a roof for shade and inclimate weather offering a large variety of fresh, locally grown produce, dairy products, jams/jellies, artisans and a vendor offering coffee, smoothies, apple cider, fresh made donuts, etc. All this surrounded by trees and green space with benches, fountains, and maybe even a sculpture park. Someplace to linger and enjoy goods from mother earth.

Local, organic, open

A place that doesn't feel dead, i.e. music, sandwiches, etc.

Homemade cookies, affordable prices, great selection of goods
It would have a lot of options on food and grocery products. Meat, dairy vegetables and fruits, canned products and some other hand crafted items. Sellers would be local and friendly.

Lots of vendors and customers, live music, food vendors- a social event as much as a market experience

Many vendors selling produce/meats/cheeses they have grown or raised.

good selection of fresh and possibly unusual products

A place where there is an abundance of locally grown foods, homemade items, locally raised meat, etc., that not only helps local farmers and artisans, but is welcoming and inviting to all members of our community, economically, racially, and culturally.

Sunny, warm day, outdoor with lots of organic fresh fruit and vegetables, people walking around saying hi to each other...

Lots of vendors so there are plenty of items to buy, not too early in the morning (the timing of the Winter Farmer's Market has been FAB for me!), some place that is not so quiet.

My ideal market has a variety of local produce and baked goods, as well as a friendly atmosphere. I think the Richmond Farmer's Market has all these things. I could not attend the winter market because of the cold (I am carless), but I plan to attend the summer market every week.

Offering a wide variety of products other than just produce.

Food would be clearly labeled as to freshness(dates picked,etc.), type of fruit or vegetable, etc., allergens in baked goods (gluten, soy, dairy), whether organic, hormone free, etc. and cost per item(s). A place to sit and visit with shade would be nice. Entertainment not needed for me.

a community space that also offers the possibility of purchasing fresh local food.

A variety of local food and meats

A variety of produce, friendly smiling workers, clean area, and fair prices.

Cozy, warm, buzzing with positive energy, friendly, close to where I live/free transportation to the market

Where I could get a majority of my week's grocery shopping done, at reasonable prices, and from organic, local food sources that would be fresher than what is available in grocery stores.

local fruits, vegetables, meat, jams, breads, and honey in a pleasant and relaxing atmosphere

Good parking. Locally produced items for purchase. Good variety. Easy to find location.

My ideal farmers market would be on a Saturday morning from 9am-12pm. It would include only those that are growing their own product or making it themselves. It would provide food for those coming so they could enjoy a total experience of community. Special music, childrens events would be wonderful also to draw a crowd. This should be a place that people look forward to visiting every Sat morning to drink coffee, eat a locally made breakfast, and buy local only product for their upcoming week.

Tons of fruits and veggies and lots of people to talk to.
A place you wake up excited to go to on a weekend. You arrive and spend some time just perusing all the beautiful vegetables and options. You buy a few things from your favorite farmer, whom you know by name. Then you bump into some friends and spend a while catching up. You can't resist trying some fruit from a new vendor you see and end up buying some. You walk home happy and excited to use all the produce in great meals in the coming week. By the time you get home, your arms are tired from carrying heavy bags of fresh food.

Great variety of products, accessible to range of incomes and communities

Easily accessible, fun for the whole family, reasonably priced, quality items

Clean, organized laid back atmosphere with a wide open feeling of peaceful surroundings while I stroll leisurely through the lanes and ability to visit with friends, sit and chat, eat a vendor snack, or meal.

I'd like to see better selection of meat and eggs as well as more leafy greens. I like the current location for convenience, though it would be nicer to be in a park than in a parking lot!

Good variety of local goods. Good atmosphere some prepared foods and drinks. Music

Local and organic, where just because it is labeled “organic” does not cause the seller to try to charge $10 for a pound of hamburger.

Open for an extended period of time (longer than 2 - 3 hours) with a wide variety of produce and foods to choose from.

Local growers not professionals.

On the weekend with lots of locally grown produce and handmade crafts/products from local people.

Open all year round

Available after work, through the week.

Variety, inviting, welcoming and engaging.

A festive environment in a contained area that feels bustling and fun. Emphasize on local products, grown or made by local people. Delicious prepared food. A reason to hang around for a few minutes.

many vendors, fresh produce, reasonable prices

A vibrant space where consumers, vendors, and restaurant owners gather. Not just a place to buy food, but a social hub where other things are advertised and there is space to just hang out and eat an ice cream or something. Also a space where there are concerts and perhaps magician shows.

Where everyone feels welcome, lots of options, and a chance to sit down and relax

Vibrant community atmosphere with many opportunities to find fresh, local items, either grown or made.

plants, flowers, sunny day, music playing, baked goods reasonably priced

Just like Bloomington Indiana's. Really, MUCH more variety of foods and vendors. Higher quality crafts. More of a social atmosphere and destination. More attractive space. A place where people want to go just for fun AND can get most of their fresh food for the week. A place where community events are advertized (tabling, etc.), perhaps with some live music here and there.

Somewhere small enough that I know and have a personal relationship with the vendors I frequent, but has a large variety of options (type and choice between produce vendors). Maybe some prepared food options, but somewhere people feel comfortable going and spending some time at.
Is there anything else you would like us to know regarding Richmond’s farmers market?

No.

I get excited each year then go and am disappointed. I never made it last year to the new organic market taking place on Thursdays. I like the downtown location best although it’s less a food desert than some other places. I have a friend who does organic farming who quit going years ago in favor of the Muncie market and other friends from Richmond who drive to Oxford for the market. Excited you all are getting feedback to see if anything different can be done!

I attended the planning session at the Innovation Center today. I think that the permanent structures are ideal.

I’m a vendor at the Winter Farmer’s Market, where I do more shopping that sell, I think :) Having a pleasant and permanent location for the summer market would be a huge improvement over the past years of the market. Also, being clear about where products are coming from and who benefits from sales is really helpful.

I think that the downtown improvement proposal is brilliant! It would really add a lot of zip to the Farmer’s Market.

no.

I hope it goes well.

The last few times I did actually go I walked around and looked and found that it wasn’t appealing to go. I saw more pumpkins and squash than anything else. or Jewelry and cans. I wanted find vegetables and local honey but that wasn’t to be found. another time I was greatly disappointed. maybe I found out about the market too late. But I will be keeping my eyes open for the next one.

I didn’t know that there was a farmer’s market in Richmond so I couldn’t answer a lot of the questions appropriately. Especially the question about why I haven’t attended.

We moved here from Michigan 3 years ago. We had several farmers markets in our town as well as the surrounding towns. The way they were staggered I was able to purchase fresh, local produce all season long. They had an information page on the towns website with updates on special events each weekend. They also had a representative from MSU extension there to answer questions. I’m looking forward to a new Richmond farmers market!

Great survey! Thanks for sharing.

The last few times I have attended the spring/summer/fall market, the selection of food has been minimal and there have been more arts-and-crafts vendors (quilts, pillows, candles, plates, tchotchkes, etc) than actual food vendors. In addition to Indianapolis and Dayton, I will occasionally drive to the Oxford farmer’s market which I really like (and wish it wasn’t 45 minutes away) as well as the Findlay Market in Cincinnati. On rarer occasions, I drive to Columbus for their very, very cool North Market in the Short North neighborhood.

As a vendor, it would be nice to keep the booth price low like it is right now. Another option would be one seasonal fee in May at the beginning of the season, so you don’t have to pay each week. Also, at this time, we don’t pay if we don’t sell anything, so that is a huge plus for me, since there were days I didn’t sell anything.
Ideally, it should be a community space that people are drawn to and invited into, even if they don't have anything to buy or sell.

Thank you!! I also appreciate the winter ones (especially Dave Reed's fresh greens and squash; the spinach especially is spectacular) although I have often had schedule conflicts that have prevented me from going at those hours.

I am concerned that some vendors sell produce purchased at a supermarket.

When I would go to the farmer's market in the Depot District, I was disappointed by the fact that the produce they were selling was clearly not all local. Some of the items were produce that doesn't grow in this climate or was out of season in this area. I think it is important that the farmer's market focuses on LOCAL produce and represents regional farmers and local small-businesses (such as those who make home-made baked goods and crafts).

I think there are a fair number of sellers at the farmer's market currently who do not grow or produce their own goods, they merely buy and resell things. Although I don't really think this is a huge problem I would like there to be some way to identify (maybe a badge or seal) that identifies booths that sell things that they produce themselves. I think there are quite a few residents who frequent the farmers market and think they are buying things that are locally produced when often times not everything being sold is local. I don't think we necessarily need to exclude folks but I think a clear designation could be made to inform people especially newer market attendees since they are less likely to ask people if they actually produce what they are selling. On a separate note I think that one concern I have about the market (or any new market for that matter) is that there be intentional effort put into making it a place that is comfortable and welcoming to folks who may not traditionally attend farmer's markets (I am thinking about people who have not had access to all the wonderful activism and writings about food injustice and the industrial food system). I think that the physical layout of the market and physical access points are crucial in signaling to people that ALL are welcome. This is much easier said than done. I think it boils down to making people feel comfortable in the space since it may be an unfamiliar way to purchase food/goods. I can imagine someone who has never attended a farmers market being very intimidated by walking up to a stranger and seeing 10 different types of potatoes and not feeling like they have enough knowledge to decide which potatoes they need and feeling embarrassed or humiliated that they don't even recognize what they are looking at. I am not expert on how to help people feel more comfortable and competent but it may be as simple as having volunteers help newcomers, a guide explaining a little bit about some of the booths and their contents or even asking vendors to make some type of document/sign/board that explains what a few types of potatoes are commonly used for could go a long way.

Another separate thought I wonder how much the organization or lack thereof of producers affects the success of the market? What I mean is that there could be value in the people involved in the market having some type of governance structure or at least organizational structure. I haven't thought much about it but I am just wondering how conflicts will be addressed and how those conflicts could affect the success of the market. Food for thought. Somewhat related to my previous point I also wonder if there was some organizational body within the market if that body could be used to create connections to restaurants or schools. Here is my thought process (disregard it if it seems totally wacko): If producers organized and created relationships with a few restaurants in Richmond to buy goods those relationships could provide a more steady income for some of the producers. A more steady income for producers may allow them to offer more and different types of goods, not only to restaurants, but at the farmer's market as well which could help develop the market and allow people to do more of their weekly grocery shopping at the market. Also, if the restaurants advertised that they got all their greens and tomatoes from Liberty Farms or somewhere it might encourage restaurants patrons to visit the farmers market if they enjoyed the greens and tomatoes they ate at that restaurant. I know I am getting a little carried away but I think that providing job security to producers is a really important aspect of developing a consistent and high quality farmers market. Ha! You are lucky I am at work or else I'd keep going. I am excited that you all are working on this and look forward to the design Charette and how the market actually proceeds.

would really liked the coffee, tables, baked goods - place to interact; perhaps a story telling area for kids from the Library (just across the street but they would probably come to the Market, particularly to the “new” park.)
No

I agree that having a permanent, designated, attractive and "user-friendly" location for the farmer's market in the area east of the Library is a very good idea.

are vendors committed?

more details of products

I love it and hope to continue to get more and more of my weekly grocery items here. I also enjoy seeing friends when I come. With an improved venue, it would be even more of an incentive to come and meet others as well as get my groceries!

I think it just needs to be more lively.

For me, selling clothing, etc. is a huge turn-off as it is too much like a flea market.

I wish I could keep track of it more consistently year-round. I've had trouble keeping up with when the winter market has been and I am not even sure that the weekday evening markets have been on anymore. I feel like marketing slowed on that a bit.

I think looking at the Troy, NY farmers market as a model may be a good idea. That market went from small to an institution within the community within 5 years. It is year round and a place that is both a market as well as a social convergence. I love this market her due to the connections I have made, but there needs to be more.

I grew up around the Farmers Market and have seen it change in many ways. I have seen political drama around vendors and management that is unpleasant. Many people have different views on how it should run and what should be allowed. A sense of mutual understanding, support and community needs to be established. The idea of live music, food and seating is a great way for people to come and get to know one another. Farmers markets that I have seen thriving are those that provide space for people to just come and hang out. Advertising why people should buy locally from the farmers market is crucial! Flyers, radio, and word of mouth used to be the main sources of advertisement.

I really like the ideas that were mentioned to improve the farmers market on the previous page.

You should look into the one in Bloomington for some great ideas, thats where I am from and grew up going there every week. I like the variety of booths, meat, produce, plants and prepared food from local restaurants that they provide. Also the have a carmel corn stand that is very popular. Live music is also great and I bet there would be a lot of small music groups at Earlham that would love to play during the market.

Your survey asked about the ability to take EBT, which made me remember that most vendors at the Farmer's market only take cash. I know that accepting credit cards or debit cards has some additional cost involved and I imagine quite a bit of paperwork, too. It might be nice to have an ATM at the Farmer's Market site for those of us who are prone to forget to bring cash - or who don't bring enough. Also, some of the best Farmer's Markets I've been to were in Oregon. They have a Farmer's Market Association which might have some helpful resources: http://www.oregonfarmersmarkets.org

While we drove last summer and have been driving to the winter market, I would love to be able to bike with the family and have bike parking available.

it's been small enough that after a while it is just kind of boring...same product, same people, same (often high) prices
Bike parking is very important!

I wonder how to find out about having a table - what is the cost?

There are very few vendors selling nearly identical produce. Why make a special trip to buy $10 worth of groceries and still have to hit the big box stores? The good stuff is usually also gone early in the day when I'm occupied with other activities, so it's sad to go late in the morning when some vendors are already gone and others are picked over.

nope. thanks!

I want clean, whole food to eat for my family. If I can most of it here, I would. It would be most helpful to be able to use a credit card and if vendors would be required to use "square" or some other form of cc transaction.

Not that I can think of now.

It has been disappointing for me in the past to attend Richmond's Farmers Market and see every vendor have the exact same limited selection. I have also been discouraged from going in the past due to pushy vendors that are clearly reselling produce from a grocery store at double the price. The times for the market have also been difficult for me. I work every Saturday during the market hours (both summer and winter) and could only occasionally get away from work early enough on the weekdays to make it to the market. A Sunday option or more weekday-work-hour-friendly options would be great for me, but I realize this may not be what's needed by most people.

I'm glad that it's available. I do not go if it's not outdoors.

Can't wait for the new park/farmers market.

The fact that Richmond seems to be one of very few municipalities that does not allow baked goods, sale of meat, etc do to overly draconian Health Code policies seems very silly to me. We have lost vendors and customers to Oxford for this reason and there appear to be many other communities in Indiana who do not seem to have an issue with this. This is one of the single most important things that needs to change in order to Richmond to revitalize its market in my opinion.

Love it! Keep it open :-) 

More local produce. Not people who buy bulk grocery store stuff than try to pass it as local. Also milk, eggs etc that are local. More prepared food and activities would be great. No need to reinvent the wheel. Check out Indy and Oxford

Please see above.

I hope that it continues/grows!

I had no idea it existed, and no idea about where it takes places, or what time.

I look forward to improvements and frequenting it more. I hate that stringent health regulations have (from what I have heard) minimized opportunities for creative growth and new ideas.

Unique identifying name plate for organic farmers. Everyone always wants to exclude those farmers who get produce elsewhere but I think it is important to just highlight the ones we know are doing it right and not exclude those who "cheat". I love the looks in eaton and oxford where they have tents. Prepared food would make a HUGE difference. I would never miss a week if I lived in Bloomington. Breakfast there is the best.
Email me a schedule. I'll stop by.

n/a

Increased labelling of whether foods are local, organic, actually grown by the vendor would also improve the experience.

A market structure that allows for participation from a variety of communities is important.

I'm SO happy it's here and I think good people are working on it! I applaud all these efforts and would love to help. Yay local!

kinds of products

I've driven by many times but never had the opportunity to stop in. I will make that a priority.

I LOVE Richmond's Summer and Winter Farmer's Markets. They just keep getting better and better! I'm so glad to have this in our community and only hope for more and more participation.

I always want to go to it more, but I usually want to go to the Saturday market by the library, but they close at noon, and I just can't make it.

Don't keep moving it around. Keep it at the same spot. Advertise well.

It would be more widely used and useful to the community as a whole if EBT/SNAP was accepted!

No

We are fairly new to this area. One weakness of Richmond businesses is that they need to do a better job of marketing.

It seems you're referring to the Richmond Farmers' Market as a single entity, when in fact there are several. In addition to the large Saturday summer market, there is also a Tuesday summer market in the same location, a Thursday summer market sponsored by the Main Street Diner, and the Winter Farmers' Market. The latter two focus on local-only producers, which I highly appreciate. In full disclosure, I am one of the co-coordinators of the Winter Market and have been a vendor at the Thursday market. I have been less interested in selling from the main Saturday market due to poor communications and management. I know this has been the case for a few other vendors as well.

I think if the time is right and the place is attractive, it would be a great addition to Richmond.

I like that positive progress is being made. I have heard many complaints from customers about vendors purchasing produce from local stores and then selling it at the market (like bananas & pineapples - not likely to be grown locally). More engagement with the Richmond community would be useful - right now there seems to be a lot of Earlham involvement. Making it more accessible, especially to those with lower incomes, as a way of getting inexpensive nutritious foods would be good.

No

There is not information on Earlham's campus. It would be easy for students to be oblivious to the fact that Richmond even has a farmer's market.
The current Saturday market is just depressing. Not much choice of products and a really uninspiring location -- a parking lot that dwarfs the market itself. I feel sorry for the loyal sellers. Also, no sense of this being an event. It as if it was planned by people who have never attended a good farmer's market, and maybe not even seen photos of such. Perhaps they read a description, poorly translated from Croatian?

It has been a pleasant experience every time I have attended.

n/a

hard to find out who to contact for information about the market

I love the existing farmers market. Great produce and vendors. But expanding it would also be good. However, going the high-end farmers market route with specialty goods and high prices will not work. Farmers markets in big cities are now more expensive than specialty grocery stores, and exist only for the wealthy in high-end urban real estate. Please keep the accessibility of the Richmond market.

It is so important for helping sustain a healthy, involved community!

I am most interested in buying a variety of leafy greens, and dairy products, and less interested in handicrafts or perseverance. I've been pleased with my experience in Richmond, but while getting a CSA at the same time, I can't completely justify coming to the Farmer's market. I am so glad that it is an up and coming resource, though!

It is discouraging when you have to get there so early in the morning if you hope to get the “good stuff”. Ideally, it would be running more of the day, perhaps 10-2 or 4 rather than 6-noon for those of us who like to sleep in on weekends or have a lot of things to do at home before we can get there.

--

Providing space for vendors with shelter at the outside market would make it easier for them, If the shelter also gave customers the opportunity for shade it would be helpful.

I am so excited about the plans to build a permanent home in a park-like setting. I think this will really improve the atmosphere.

I don't attend the farmers market now because I work at meijers on Saturday, usually 8-4 or 9-5. Hours of market aren't convenient.

Keep up the good work!!!
APPENDIX B: Example Vendor Applications and Guidelines

1. Vendor Information & Rules, Oxford Farmers Market

2. Vendor Application, Oxford Farmers Market

3. Vendor Application, Goshen Farmers Market

4. Vendor Information, Oxford Farmers Market

5. Community Group Guidelines, Oxford Farmers Market
Oxford Farmers Market Uptown ~ Vendor Information & Rules

The Mission of the Oxford Farmers Market Uptown is to provide fresh and local farm items, strengthen the relationship between farmers and consumers, and support small farms by providing an outlet for farm products.

Oxford Farmers Market Uptown held in the municipal parking lot near Oxford Uptown Parks at Main and High Streets. All Markets Open til Noon

Summer Season Saturdays: May – Sep 8:00am Fall Season: Oct thru Saturday before Thanksgiving 9:00am
Winter Season: 3rd Saturday of each month, Dec - Apr 10:00am

Vendors must vacate the Market area by 12:30pm.

1. Oxford Farmers Market Uptown (hereafter referred to as ‘Market’) has no geographical limitations – vendors, including conventional and organic farmers, are welcomed from any area.

2. All items must be local and homegrown or homemade by the vendor, the vendor’s employees or immediate family. Members of the vendor’s family or the vendor’s employees may work in the booth. Covering an absent vendor’s booth or having another vendor’s items in your booth is allowed.

3. Reselling at the Market is limited to complementary non-food items approved by council. Plant vendors must grow bedding plants and potted plants from seed, plug, cutting, bulbs, or bare root. No resale of pre-finished plants is allowed.

4. If the majority of your products are produce, meat, eggs, flowers, or plants, you are a FARM PRODUCT VENDOR. If the majority of your products are baked or processed foods, you are a BAKED/PROCESSED FOOD VENDOR. If the majority of your products are art/craft related, you are an ARTISAN/CRAFTER.

5. Scales must be legal for trade.


7. Prepared foods - Use proper precautions. Sampling is permitted but cutting portions of an item or creating single servings for sale on site requires a food vendor license. Create individual portions BEFORE coming to Market: refer to Ohio Dept of Agriculture Cottage Food Production Operation.

8. Arts/crafts - Must be designed and executed by the vendor.

9. FARMERS WILL BE GIVEN FIRST PRIORITY FOR VENDOR SPACES at Oxford Farmers Market Uptown and Market Council has final say on acceptance/rejection and placement of vendors.

10. Individual insurance coverage is the responsibility of the vendor. If a customer or fellow vendor is injured because of your actions or products, it is your responsibility, not the responsibility of the Market or the City of Oxford.

11. Taxes, licensing, permits, certifications, inspections, liability, safety, etc. are the responsibility of the vendor.

12. Vendors must remain in assigned spot. The Market Manager has the authority to reassign vacant spots within 30 minutes from the starting time. If you will be late or absent please contact the Market Manager at 513 505 5238.

13. Vendors are required to stay for the entire Market and if leaving early regularly, will be assigned an easy-exit spot.

14. Neither smoking nor soliciting is allowed at this market.

15. Clean up your area. Remove all waste, leftovers, equipment and personal items from the Market area.

16. The Market Council/Market Manager has authority to assign vendor spaces, settle disputes, enforce rules, disqualify vendors for violations of rules and issue other policies for the smooth functioning of the Market. Violators can be dismissed from Market, and future right to vend denied. Fees will not be refunded. Market Council holds the right to refuse membership to a new vendor and to refuse the right to sell specific items if the product does not complement the Market as a whole. Council is responsible for all inspections, as needed, to ensure that products are actually produced by the vendor.

Contact Information: Larry Slocum, Market Manager, 513 505 5238
Email Information: info@oxfordfarmersmarket.com
Oxford Farmers Market Uptown ~ Vendor Application

Vendor’s Name: ____________________________________________________________

Business/Farm Name: _____________________________________________________

Website: __________________________ E-mail: ________________________________

Address: __________________________________________________________________

City: ______________ State: _____ Zip Code: ______________

Phone 1: (___) _____________________ Phone 2: (___) _________________________

Emergency Contact: _______________________________________________________

Please provide the following information to help us assign booth locations:

Type of Booth: Farm Product Vendor _____ Baked/Processed Foods _____ Artisan/Crafter _____
(see rules for details on these classifications)

Type of Vehicle
   Full size Truck/Van _____ Light Truck/Small Van _____
   Cube Truck _____ Trailer (list size) _____
   Car _____ Other (specify): __________

Were you a vendor in last year? No ____ Yes ____
   If yes, do you want you same booth location? No ____ Yes ____ Doesn’t Matter ____

List of any special requests on booth location (e.g. need to leave early regularly):
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

Please provide a specific list of all items you plan to sell (use back if necessary):
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

Are you interested in Oxford Farmers Market Uptown WINTER MARKET? No ________ Yes ________

I have read, understand, and agree to follow the attached rules.

Signature: ________________________________ Date: _________________________________

Please return application and check payable to:
Oxford Farmers Market Uptown
P.O. Box 691
Oxford, Ohio 45056

Annual Membership Fee
Last year OFMU gross sales less than $2500 or new vendors $50
Last year OFMU gross sales $2500 or greater and less than $5000 $100
Last year OFMU gross sales $5000 or greater and less than $10,000 $200
Last year OFMU gross sales $10,000 and greater $300
Weekly Stall Fee for Farmers & Bakers $5/day
Artisan/Crafter Weekly Flat Rate $10/day

This box for office use only
Date: __________
Amount: _______
Rec’d by: _______
Notes:
Vendor Application
212 W. Washington St., #1
Goshen, IN 46526
info@goshenfarmersmarket.org

Name

Farm/Business Name

Address

Phone

Email

1. List and describe all of the items you would like to offer for sale. Growers, please indicate whether you are organic. Artisans, please include photos or samples of your work.

2. Will you need refrigeration? Please describe the refrigeration unit you plan to use.

3. Are you interested in an annual, seasonal, or weekly lease arrangement? Space preference is given to annual leaseholders.

Signature Agreement:
I have read and understand the Goshen Farmers Market policies and procedures outlined in this document. I agree to abide by the policies outlined within.

Signed

Date

Form Revised 1/20/2014
RULES FOR FARMERS MARKET PARTICIPATION:

1. Vendors may sell only the following items:
   - Farm produce (fruits, vegetables, flowers, meat, poultry, eggs, cheese etc.)
   - Flowers and bedding plants
   - Baked goods
   - Ready-to-eat foods
   - Processed or value-added foods such as vinegars, sauces, jellies, salsa
   - Artisan items (must be handmade by the vendor selling them)

2. Goshen Farmers Market strives to be a local growers’ market. Farmers may sell produce and value-added food items procured from other producers, so long as those items were grown or made within 150 miles of Goshen Farmers Market.

3. Purchasing from produce auctions is prohibited.

4. As of 2013, new food vendors must produce a minimum of 80% of what they sell.

5. All items not grown or produced by the vendor must be labeled with the farm name (ideally) or state of origin.

6. All non-organic resale produce must be labeled “Conventional”.

7. All produce vendors agree to participate in the market’s cooperative CSA. A 5% fee will be deducted from CSA sales to cover administrative/promotional costs.

8. Vendors are expected to comply with Department of Health regulations.

9. Vendors must clean their booths after every market. This includes sweeping and trash disposal.

10. Parking spaces behind the market are reserved for customers. After unloading merchandise through the south or west doors, vendors must move their vehicles to one of the nearby parking lots.

11. The Market Manager has the authority to interpret and enforce these rules. The Board of Directors has the authority to edit these rules and resolve disputes.

12. Violations of these rules will be evaluated on a case-by-case basis.

Lease Options:
Space preference is given to annual leaseholders. Fees are per 8 foot table. If refrigeration is requested, an additional fee will apply for electricity.

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Welcome to Oxford Farmers Market Uptown where “Cultivating Community” begins with our support of local farmers, bakers and artisans. Please read through this package of information regarding set-up, market programs, and general operating guidelines. Should you have any questions or need clarification, please email info@oxfordfarmersmarket.com or call Larry Slocum, Market Manager at 513-505-5238.

Market Hours

- Summer Hours (May through September): 8 am until noon
- Fall Hours (October through November): 9 am until noon
- Winter Hours (3rd Saturday of December through April): 10 am until noon

Set-Up Procedures

- vendors must supply all needed equipment for selling, i.e. tent, tables, chair, bags, etc.
- please stop when entering the parking lot and confirm with the market manager your assigned space
- vendors’ selling area must be contained within one parking space, unless by prior arrangement with market manager
- no electricity is provided for vendors
- **vendors must arrive no later than 20 minutes prior to market opening** in order to have their vehicle in the market area. Otherwise, items for sale must be carried into the market area since late-arriving vehicles will be parked outside the market area. There is no vehicle traffic in the market area from 20 minutes before the opening bell nor during market hours.
- **No selling is allowed prior to market opening** and market hours are strictly adhered to. Vendor booths must remain set up until market closing time.

Market Programs

- **Cooking Demos**: On many Saturdays, a Market Fresh Chef prepares fresh dishes using produce from the local farmers. The Chef shops for produce early in the day, making a list of their selections including vendor and cost of items. A white board located at the Market Chef’s table will list farms and each ingredient obtained from them. Near the end of market, the market manager, or his assistant will reimburse vendors for their products. Donating the produce to the cooking demo is accepted, but not expected.
- **Sprouts**: An interactive educational program (during the summer season) designed to encourage kids to participate in and feel part of the market. Vendors may be asked to post a small sign for the children to find during a scavenger hunt or other activity. For example, on Spanish Day, the kids completed a worksheet matching English words to Spanish signs identifying fruits, vegetables, meats and other vendor products that were spread throughout the market.
• **Friends of the Market**: Friends believe Oxford Farmers Market Uptown to be a vibrant, vital part of our community, with the mission of supporting our farmers, bakers and artisans as they build a healthy local food community. It’s a way for market customers to financially support OFMU’s endeavors in return for premiums like colorful market bags, sweatshirts and T-shirts. The premiums are available to market vendors as well.

• **Greenbacks**: Greenbacks are paper money redeemable for $1 or $5 at OFMU. If you are given a greenback, treat it as cash for the customer. At the end of the market day, bring all redeemed Greenbacks to the market manager’s tent for reimbursement.

• **EBT Coupons**: OFMU accepts EBT cards (food stamps). Customers swipe their EBT card at the manager’s tent and are issued EBT Coupons for use within the market. Strict rules apply regarding products which can be purchased with the EBT Coupons. Fresh fruits, vegetables, baked goods, food plants, meats and eggs can be purchased. **NO CHANGE** may be given on EBT Coupons. If in doubt, please ask market manager.

• **WIC**: Farmers must apply individually for approval to accept WIC vouchers. Please display your poster and notify manager to be added to the master list of WIC vendors. Please follow the guidelines set forth by the ODH (Ohio Dept of Health) in accepting the vouchers. If you are interested in becoming a WIC vendor, contact Robir Ridenour of ODH at 614-644-8285.

• **VISA**: OFMU accepts major credit and debit cards. Customers may purchase Greenbacks with their credit/debit card. Customers may also charge a larger purchase from one vendor. The vendor will receive a check in the mail from OFMU within a week or so in the amount of the purchase.

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**General Information**

• **Restrooms** are located upstairs in the LCNB Building across High Street. The bank opens at 9:00 am.

• **Lending library** of marketing and farming oriented books for vendors is located at the manager’s tent and books are available for purchase.

• **Change**: Our assistant market manager is available to run to the bank for change.

• **Daily Fee**: The assistant market manager will collect fees during the market.

• **Vendor Signs**: As a service to regular vendors, OFMU provides a heavily laminated sign with farm and vendor names. Name tags are also provided. Please see form at the end of this document. Please fill this form out and bring to the manager’s tent. Signs and name tags are grouped and only ordered occasionally.

• **Website**: A popular feature of OFMU’s website ([www.oxfordfarmersmarket.com](http://www.oxfordfarmersmarket.com)) is the “Meet Our Vendors” section. Initial information is entered from the completed vendor application. This area is available for vendors to enter a photo and additional information about their farm or business. A username and password are required. Please create a new account and email info@oxfordfarmersmarket.com with the information. Within a day or two access will be granted to the vendor page.

• **OFMU Council** consists of 9 members, a mix of vendors and Friends of the Market. Meetings are the second Tuesday of the month at 7:00 pm and are always open to current vendors and interested Friends of the Market. Currently, the council meet at Oxford Visitors and Convention Bureau offices.

• **Market Minute Newsletter** is emailed each Friday morning before a market. The newsletter goes to all Friends of the Market, vendors and anyone else who signs up. Please email a short list of current products by Thursday morning to info@oxfordfarmersmarket.com for inclusion in the newsletter (if desired.)

• **Market Manager Visits** One of the reasons our market is successful is our “Make It, Bake It or Grow It” rule. People want to talk to the farmer who grew the produce or the person who baked the bread. Each farmer will be visited. This is your opportunity to show-off! After the farmers have been visited, bakers and artisans are next. Photos may be taken and used on your “Meet our Vendors” page of the website. We care about the quality of products available for market shoppers at Oxford Farmers Market Uptown. When we know you “Made It, Baked It or Grew It,” we know it’s TOP SHELF!
Oxford Farmers Market Uptown provides regular vendors with an 8 ½” x 11” heavily laminated sign bearing personal names and the farm name. OFMU also provides laminated, clip-on name tags for each individual who works in the booth. Please PRINT the following information as you would like it on your sign and name tags.

Name(s) to display on 8 ½” x 11” sign

__________________________________      ________________________ ___________

Farm or Business Name to display on 8 ½” x 11” sign

__________________________________

Individual Name(s) for Name Tags

__________________________________      ___________________________________

__________________________________      ___________________________________
Oxford Farmers Market Uptown
Community Group Guidelines

The Oxford Farmers Market Uptown supports other non-profit groups in the community by inviting them to participate in the market free of charge. The Oxford Farmers Market Uptown takes place at the Oxford City Parking lot 52 on Saturday mornings. Times of market vary by season. Available spaces can be reserved for education/community tables at each market. These spaces are for non-profit organizations, including government, which in some way contribute to the environmental, social or cultural health of the community. The Market welcomes a diversity of nonprofit organizations, however; it will not permit the promotion of specific political causes, including the signing of petitions. Please review the guidelines below, complete, sign and return the application to our mailing address – PO Box 691, Oxford, OH 45056 or applications may be hand delivered to the Market Manager on Saturday mornings.

1. Groups must check in with the Market Manager upon arrival.
2. Groups will be designated a space at that time.
3. Groups are responsible for their own display materials (tables, awning, etc.)
4. If a Group is unable to attend the Market on their scheduled date, they are requested to advise the Market Manager no later than 5:00 PM the Wednesday prior to the Market date by calling 513-505-5238.
5. Attendance at each market must be pre-booked. Priority may be given to groups who have not yet had a table at the Market in the current season.
6. Individuals or groups may not interfere with Market operations by aggressively soliciting donations or attention. Such activities may not block sidewalks or access to assigned seller stall spaces. All individuals or groups must stay behind their tables or displays. At no time may representatives walk through the Market handing out information.
7. The Market retains the right to regulate the time, place and manner of activities relating to displays, signs, posters, placards and other expressions of the interests represented. The use of “fighting words,” obscenities, grisly or gruesome displays or highly inflammatory slogans likely to provoke a disturbance will not be allowed.
8. Groups strictly promoting one political party or religious perspective are not considered education/community groups. The Oxford Farmers Market Uptown will have absolute discretion to decide which non-profit education groups may participate at the market and to what extent.
9. Items for sale will not be permitted.

The Oxford Farmers Market Council has authorized the Market Manager to enforce the above rules. Violation could mean expulsion from the Market. The Market cannot endorse the opinions or positions of any group or individual. If you have questions, contact our Market Manager at 513-505-5238.
Oxford Farmers Market Uptown
Community Group Application

Group Name:
Mailing Address:

Contact Person:
Phone:
Cell Phone:
E-Mail:
Website:
Please give a brief description of what your group does:

Please indicate the date(s) you would like to reserve a table:

*We will make every effort to accommodate your request, however; this does not reserve these dates for you. We will confirm the dates that you have been approved for no later than 2 weeks in advance.*

*By signing this application, I agree to abide by the Community Group Guidelines set out by the Oxford Farmers Market Uptown.*

Signature:

Please Print Name:

Date:
APPENDIX C: Government Assistance Program
Implementation Notes

The following are key recommendations on implementing nutrition assistance programs.

Install Electronic Benefit Transfer (EBT)

EBT is a card, similar to that of a debit/credit card that electronically processes SNAP (Supplemental Nutrition Assistance Program) benefits. There are multiple ways in which EBT transaction technologies can be used, but the simplest way for vendors to process EBT transactions is for the farmers market to provide one point-of-sale (POS). This allows multiple vendors to participate in SNAP benefits without having to each get SNAP licenses and personal POS devices. There are three options for installing EBT. They are:

- **Standard point-of-sale (POS) terminal**: Standard transaction terminal that are in most retail stores. This requires access to electricity and a telephone line. Telephone companies can install interfaces at market locations if there is a nearby telephone pole or building.
- **Most state agencies provide a free POS terminal when $100 or more is purchased in SNAP benefits (States will not provide wireless devices).**
- **The price for purchasing a landline machine is $375.**
- **Transaction fees and services are applied.**
- **Wireless POS terminal**: Functions the same as the standard pos terminal expect that is runs wherever the service provider has a signal. It runs on battery or an AC adaptor.
- **Transaction and service fees apply.**
- **Expensive to purchase or lease.**
- **The price range for purchasing a machine range from $700 to $1,500.**
- **EBT/Credit/Debit POS terminal**: You may enter a contract with a third party processor. These companies will provide pos devices that can process EBT, credit and debit cards.
- **Additional fees will apply, but accepting debit and credit cards may substantially increase sales.**
- **Manual Vouchers (No POS device available)**: Transactions are filled out on vouchers that are sent to the processor for payment.
- **Best used for low volume markets.**
How to Implement EBT Transactions

- **Scrip or Token System**: This is non-monetary currency system to make transactions with. Customers slide their EBT cards for the request amount of scrip or tokens. Scrip or tokens typically come in $1, $5, and $10 sets. Once the transaction is approved the customer is given the scrip or token where they can use it at any participating vendor. A vendor reimbursement system must be arranged.
- A farmers market must have its scrip approved by the USDA Food and Nutrition Service (FNS). The requirements can be obtained by contacting the FNS.
- Markets that operate scrip or tokens system should keep records of scrip sales.
- **Receipt System**: As customers select produce from each vendor they receive a receipt with their total cost. After leaving produce with the selected vendors, they can make their total transaction at the POS. Once the transaction is complete, the customer will receive another receipt to pick up their produce.

Applications and Authorization Process for EBT

In order to participate in the EBT farmers market program, each market must be authorized by the USDA Food and Nutrition Service (FNS) to accept SNAP benefits.
APPENDIX D: Applications for Government Assistance Programs and Sample Paperwork

2. Sample Vendor Agreement Form
3. Scrip Example
4. Vendor Information Sheet
APPENDIX
SAMPLE MARKET DAY TRANSACTION DAILY REDEMPTION REPORT

Date__________________  Day of the Week________________

<table>
<thead>
<tr>
<th>VENDOR NAME</th>
<th>VENDOR SIGNATURE</th>
<th>TOTAL VALUE OF TOKENS REDEEMED FOR CASH</th>
<th>INITIALS OF MANAGER/STAFF PERSON REDEEMING TOKENS FOR CASH</th>
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TOTAL VALUE OF TOKENS REDEEMED TODAY

SAMPLE BENEFITS TRANSFER REPORT

Month__________________

<table>
<thead>
<tr>
<th>MARKET DATE &amp; DAY OF THE WEEK</th>
<th>TOTAL EBT SALES FROM DAILY REPORT PRINT OUT</th>
<th>TOTAL TOKENS REDEEMED BY VENDORS</th>
<th>DIFFERENCE (EBT SALES MINUS TOKENS)</th>
<th>CUMULATIVE BALANCE OF OUTSTANDING TOKENS</th>
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Food Stamp EBT Program Vendor Agreement
[ASSOCIATION NAME], [MARKET NAME]

This agreement is between ________________________________, an association of eligible food vendors (herein referred to as “ASSOCIATION”) organized within [MARKET NAME] and ________________________________, an authorized food vendor (herein referred to as “VENDOR”).

This agreement allows the above-mentioned VENDOR to participate in the Food Stamp Electronic Benefits Transfer (EBT) Card Program at the [MARKET NAME].

- VENDOR is bound by this agreement to follow all guidelines, as set forth by federal and state authorities and ASSOCIATION.
- ASSOCIATION reserves the right to immediately suspend or terminate VENDOR from the program if ASSOCIATION observes, or receives evidence of, failure to abide by any of the agreements below.
- VENDOR may voluntarily quit participating in the EBT program at any time, but must notify ASSOCIATION of such action.

**THE EBT CARD PROGRAM WILL OPERATE IN THE FOLLOWING MANNER:**
Patrons who have been issued an authorized EBT card may purchase scrip in the form of wooden tokens, up to the amount authorized, from designated ASSOCIATION staff. The patron’s EBT card will be debited for the value of the tokens purchased. Patrons will use the tokens only for purchase of eligible foods from authorized vendors at the ASSOCIATION. Patrons have no time limit on the use of purchased tokens at the ASSOCIATION. Patrons may return unused tokens to ASSOCIATION staff for credit only on the same day as purchase. Credit for the value of these tokens will be returned to the patron’s EBT Card. No patron will be credited for tokens returned above the amount of that day’s purchase by that patron. ASSOCIATION staff will exchange tokens for cash, each market day, only with the designated agent of each authorized vendor, and only when the designated agent presents the appropriate written permit.

The only tokens used will be wooden tokens with the unique imprint of ASSOCIATION on each side, with the currency amount also imprinted on each side. The only tokens used will be in 50¢ and $1 denominations.

The EBT Program will be strictly and carefully monitored at all times by ASSOCIATION.

**VENDOR AGREEMENTS:**
- VENDOR agrees to designate a specific person to be an agent for this program. The designated agent shall be responsible for the vendor’s participation in the program. The designated agent will be the only individual that may conduct EBT token redemptions with ASSOCIATION staff. The designated agent will be provided with a written permit from ASSOCIATION, and must always present it to ASSOCIATION staff when redeeming EBT tokens or otherwise representing the vendor in EBT business.
- The designated agent for this vendor is: ______________________. Any change in designated agent must be made by the authorized vendor, in writing, before a different authorized agent will be allowed to redeem tokens.

- VENDOR agrees to accept only ASSOCIATION wooden tokens, and will not accept any other market’s tokens and/or printed scrip.

- VENDOR agrees to accept tokens only for the purchase of food stamp program eligible foods, including: bread products, produce, meat, fish, poultry, eggs, dairy products, seeds, and plants which produce food to eat.

- VENDOR agrees that no U.S. currency will be returned to the customer as change, if payment for product is solely by tokens. The value of the tokens received by VENDOR will not exceed the posted value of the product purchased by the customer. (The customer will receive full value for his or her tokens.)

- VENDOR agrees to not exchange any tokens for U.S. currency with any person except authorized ASSOCIATION staff.

- VENDOR agrees to post a sign (to be provided by ASSOCIATION) identifying VENDOR’s stall as an authorized EBT vendor.

EBT Program VENDOR Agent ____________________  Space Number _______  Date _______

ASSOCIATION Representative ___________________  Title _______  Date _______

[MARKET NAME]
FOR THIS EXAMPLE, SNAP EBT TOKENS ARE RED AND DEBIT/CREDIT TOKENS ARE GREEN.

The Process for a SNAP Benefit Recipient

- A customer with a SNAP EBT card decides they will spend $10 at the market.

- They swipe their card at the central EBT booth for the amount of $10. **There is no fee to farmers’ market customers for this service.**

- The customer will get RED tokens valued at $10 to use as currency. A combination of tokens can be given. For this example, the customer gets five $2 tokens.

- Customers can then spend tokens in the market at individual vendor stands.

Eligible purchases: vegetables, fruit, dairy products, meat, eggs, bread, jam, pickles and pastries. Also, seeds or plants that produce food (i.e. tomato or basil plants) can be purchased. Flowers, shrubs, and other non-edible plants cannot be purchased with RED tokens.

- Change cannot be given for SNAP tokens. If a sale is less than the face value of the token, the vendor can add product to the sale to make up the difference. If a sale is more than the face value of the token, the customer can pay with their own change to make up the difference.

- If the customer does not use all of their tokens during a visit, the market can either issue a credit to the card or allow customers to use tokens on another day. Cash refunds cannot be given.

The Process for a Debit/Credit Card Customer

- A customer with credit or debit card decides to spend $10 at the market.

- They swipe their card at the central EBT booth for the amount of $10. **For this example, there is no fee to the customer for this service.**

- The customer will get GREEN tokens valued at $10 to use as currency. For this example, the customer gets one $5 token and five $1 tokens.

- GREEN tokens can be used to purchase any item, food or non-food, in the market, the same as cash.

- Change for debit/credit tokens can be given in GREEN tokens or in cash, but NOT in RED tokens.

- Customers can save tokens to be spent at a later date. Cash refunds will not be given by the market’s EBT manager for unused tokens.
Food Stamps EBT at the ___________ Farmers Market
Vendor EBT/Food Stamp Information Sheet

We will start accepting Food Stamps on __________. Customers will come to your booth with $1 or $2 Market Tokens. You can collect them throughout the day, and return them to the EBT person at the end of the market. You will receive a check the following week for the amount of tokens you collect.

The following are some guidelines and rules set by the US Department of Agriculture:
- The customer will decide how much they want to spend.
- The Food Stamp representative will swipe their card at the EBT market booth and get instant authorization.
- Customers will receive either $1 tokens or $2 tokens (or both) and use them at stands that are authorized to accept EBT approved products.
- At the end of the market, you can turn in the tokens and will be reimbursed the following week for the total amount sold.

Please display your “We Accept EBT Tokens/ Vouchers” sign at your booth each week.

These products ARE ELIGIBLE to be purchased with SNAP benefits:
- Produce
- Meat
- Wrapped cold sandwiches
- Dairy products
- Wrapped baked goods
- Vegetable or herb seeds or bedding plant

These products are NOT ELIGIBLE for purchase with EBT tokens:
- Alcohol
- Pet food
- Any food served hot such as coffee or tea drinks
- Any prepared food item meant to be eaten on-site, such as ice cream bars, hot dogs, burritos, cinnamon rolls and more
- Tobacco
- Any non-food item

NO CHANGE- you may not give change in any amount for the tokens. They will be in $1 and $2 denominations. It is illegal to exchange cash for Food Stamp benefits, so the customer will be encouraged to use the full amount. EBT holders must pay for their purchases at the time of sale. So you may not take payments before they get the items and you may not give them items and accept payment later.

IMPORTANT:
Your feedback, comments and questions about this pilot will contribute to its success and our ability to help farmers in the region and across the country expands their ability to utilize this system. Violating the rules will not only stop us from being able to accept EBT Cards, but also affect the ease with which other farmers and markets around the region can use them.

Thanks for your cooperation and participation.
Please contact Market manager
Phone # and Email
with any questions or concerns.
APPENDIX E: Detailed Market Manager Interview Notes and Contact Information

**Oxford, OH**

Larry Slocum, Market Manager | (513) 505-5238 | Info@OxfordFarmersMarket.com

- Vendors use the market motto, ‘Make it, bake it, or create it’. This ensures that all products are either grown or made directly by the vendors.
- Market makes sure that the large majority of vendors are selling produce. They have strict guidelines for information booths and other participants who do not sell produce.
- It is the responsibility of each individual vendor to make sure they are abiding by local law, regulation and health codes.
- SNAP redemption program is available for use to allow the use of SNAP credits to purchase goods from the market.
- Successful children’s program in the summer called “Sprouts Program” that promotes youth involvement in the market.
- Relies primarily on word of mouth for advertising and publicity, giving small incentives to people who bring a first timer to the market.

**Bloomington, IN**

Marcia Veldman, Market Coordinator | (812) 349-3738 | veldmanm@bloomington.in.gov

- Market has a clear vision that is embodied within a mission statement. This mission statement guides all actions within the market.
- A willingness to construct the rules of the market to support the mission. It is key to implement and enforce these rules as a means to stay true to the vision.
- Good communication between market management and vendors and the community as a whole. This should be transparent for all. It’s important to get input from everyone.
- What’s most important is that the market serves the community well. Really working with organizations within the community to get a lot of people involved with the activities of the market.

**Madison, IN**

Dave Adams, Market Manager | (812) 599-1495

- Location is one of the most important things to consider. Creating a community space that is comfortable and enjoyable is key.
• Offering live music as well as offering breakfast and lunch are ways that we create a community space.
• “Not competition. Instead, coopetition.” Instead of encouraging competition among vendors, create a space for cooperation and teamwork to make the market the best it can be.
• Largest challenge is getting funding.

Goshen, IN

Jo Ellen Davis, Market Manager | (574) 533-4747 | info@goshenfarmersmarket.org

• Market is open year round on Saturdays and also offers a diverse variety of products. Believes that this is what makes the market successful.
• The rustic feel, sense of community, and live music on some Saturdays allows for a good community space. It also helps to have the consistency of the same farmers back each year or there year round.
• Location and a diverse group of products and producers draw customers in.
• Governance structure: Board of Directors as well as a Market Manager who manages daily operations, billing, payments, accepting new vendors, etc.
• Largest challenge: Growing more customers with limited marketing budget, getting customers to consistently stop by during less abundant months of produce.
• Advice for another market: Having a wide selection of product is important, as well as offering good, consistent hours.

Batesville, IN

Patty Reding, Market Contact | (812) 663-9546 | batesvillefarmersmarket@hotmail.com

• Location, accessibility, and time are all things that make the market successful. Vendors travel no more than 25 minutes to the market - most are within 15 minutes. The space is easily accessible and is stroller/kid friendly. Saturday morning has proven to be the best time.
• Sponsor many local events to engage the community including several youth programs that engage all ages.
• Market management structure consists of a Market Master and Steering Committee that is made up of four to five vendors who are representative of the diversity of vendors at the market.
• Market accepts SNAP benefits and some vendors have registered to accept WIC as well.
• Use a Saturday morning radio spot to broadcast a “market report” to advertise and entice people to come to the market.
• Make sure to understand the vendors’ yearly commitments to the market in order to ensure that there is a consistent vendor base at the market.
APPENDIX F: Community-Based Organizations
Interview Notes and Contact Information

Amigos Richmond Latino Center
Howard Lamson, Member, Board of Directors | howard.lamson@gmail.com

1. What would you say are some of the biggest challenges facing the communities that Amigos serves?
   • Safe, secure transportation. Indiana does not issue drivers licenses to undocumented immigrants. A number of states do.
   • More job opportunities and training are needed to support their families.
   • Being separated from families back home.
   • Lack of dental care for adults.

2. How do you see issues of food insecurity playing out in these communities?
   • A lot of our Latino residents come from farming communities, and traditionally each family cultivates its own “milpa,” large plot for self-sufficiency. They have a great deal of food growing knowledge and produce prolific quantities of tomatoes, chiles, and squash on their own small gardens.

3. How do you think a farmers market could play a role in the resolution of these issues?
   • Find ways to make safe plots available for Latino farmers to plant and have local farmers cooperate with them. The Latino has a store of traditional knowledge to share. Would love to see local farmers partner with them.

4. What do you perceive to be the main barriers to participation in the Farmers Market in this community?
   • Work hours on many different shifts, transportation is needed to get to markets, a welcoming environment. Build a relationship with Latino gardeners to encourage them to come to sell in the market. They also do weavings, artificial flower arrangements, and would be happy to sell great prepared food if possible. The Latino community could help the market boom as long as they do not have to face hurdles of documentation.

5. Do you think Amigos or the communities that it serves would be interested in being more involved in the Farmers Market, and if so how so? (For example having a booth there, or community members having a role in management or market decisions, etc).
   Definitely, but it would take work to cultivate interest and trust and to respond to the issues above. Relationships with immigrant groups take time and patience to build. There are key respected people who would be good connections to a variety of groups. ALSO Sueño Americano Unidos de Huitepec a group representing a 120 local people is open to partnering with other groups.
What type of demographic does COPE serve?

- 75% of our work is with students from the public school system in Richmond and seven surrounding counties. Richmond community schools are roughly in the 80% range for free/reduced lunch programs.

Would COPE be interested in having a role at the 7th street park farmers market?

- There are possibilities for this, we haven't thought to work with the farmers market since COPE works on food accessibility and nutrition issues through their own community garden, where all the food is donated to local food banks.
- There are possibilities for collaboration. We see thousands of school students every year. When we teach kids about food cycles the farmers market can be a way in which they see how food cycles affect them.
- Be careful of asking non-profit organizations to organize booths. We're constantly asked to do booths and it is exhausting when staff members are already stretched for time.
- Partnerships: In the past, the farmers market would sponsor organizations to help advertise, they would drive people there and used gift card awards for specific vendors.

Would the presence of a market manager help non-profits get more involved?

- Yes, they would help take pressure off. There is a huge difference when someone is present.

Do you think most people know about the farmers market?

- Most people don't know about it! The market keeps changing locations. Richmond is very much a place of habit. Location is a big barrier to participation. The market needs a consistent and well advertised location.

Do you think the 7th street farmers market would benefit from youth programming?

- Yes, Kids learn through their stomachs. They learn better when they're eating, any time you connect them to food they're listening. If they're physically involved they're more likely to enjoy vegetables.
- It would keep kids busy with an activity while parents shopped. There is an issue of parents being pressured to leave the market early by kids. Some people avoid the market because it is a hassle for the family.

Are there any other issues you see that may hinder the success of the farmers market?

- Accessibility is sometimes an economic issue; we must dig into the root problems.
• Perception of price, a lot of people think that market produce is more expensive that grocery store produce.
• Have specific advertisements comparing price differences of vendors and big box stores; we need to get over that big mental hurdle.
• 75% of people I see at the market are well off and don't even consider the price difference. They're there for local foods, food tasting better. They aren't there because of the price.
• Another problem is getting people to understand that organic is a certification and is often to expensive for farmers.
• Wayne County health regulations are tough, need to get a clearer understanding.

Communities in Schools of Wayne County
765.983.2263

What are some of the challenges that you believe the farmers market faces?
• Not enough traffic. Better advertisement is necessary for its success. Strategies could be handing out flyers to students at the high schools and elementary schools. Make it obvious that the prices are affordable.
• Transportation is a big issue. An idea would be to have a mobile market truck that goes into low-income areas.
• Educating families in youth and church organizations can help educate people on nutritious foods. Outreach to these organizations can be helpful because buying from a vendor can be intimidating.
• Cooking demonstrations and how to cook healthy meals on a budget would be a wonderful way to incentive more people to come to the market. 4H Purdue extension out at Wayne County fairgrounds (they do food classes with a lot of their students and may be willing to help).

Sprout of Control
Bethany Norwalt | sproutofcontrol@gmail.com | 765.277.4895

What would you say are some of the biggest challenges facing the community as a whole that your organization represents?
• Marrying communities that are divided by economic lines (through community gardening).

How do you see issues of food insecurity playing out in the communities your organization serves?
• Many people are eligible for food stamps and some farmers markets do accept food stamps.

What do you perceive the barriers to participation in farmers market in this community?
• ‘Pride’ barrier- necessary to relieve the stigma of using government assistance programs (SNAP/EBT) at farmers markets; create an atmosphere where people feel good.
• Perception of cost barrier: produce at farmers market less expensive than certified organic. The area was classified as a food desert, now they have a dollar general, so they are no longer officially a food desert. People can buy bread and milk and things, but cannot buy fresh produce. Barb still considers it a food desert because they don’t have access to produce.
• Diet/ preparation of food barrier: if you’ve eaten macaroni from a box your whole life that’s what you’re used to, cooking ideas, demonstrations at market.
• Location barrier: market not being well established, changing location. Central, thriving, longstanding market that people can rely on.

Townsend Community Center
townsendcommunitycenter@gmail.com | 765.965.5800

What is the general demographic your organization serves?
• Try to serve all demographics, have large groups of Hispanic and African American people, as well as seniors and youth. Also they are mainly there for socioeconomically marginalized people.

Does this demographic experience challenges from food insecurity?
• The area was classified as a food desert, now they have a dollar general, so they are no longer officially a food desert. People can buy bread and milk and things, but cannot buy fresh produce. Barb still considers it a food desert because they don’t have access to produce.

What are the farmers markets role in these challenges?
• She suggested moving around each week - having 4 locations in different parts of town and rotating between them so everyone is able to go at least once a month, and could buy produce and freeze it. Obviously this isn’t really an option right now but maybe we could suggest some sort of farmers market shuttle that stops at each of these 4 places that bring people to and from the market.
• Accept EBT - she says many more people will go there if they can use their SNAP benefits there. She doesn’t think there would be any more stigma for using them at the market than anywhere else, she thinks if people are educated on healthy eating and are able to access healthy food choices they won’t let something like stigma stop them.
• Educate people about eating properly - she says many people simply don’t know much about healthy eating, need programs or something to educate people about it.

What are the major barriers to participation?
• Transportation is a big one.
• Simply not knowing about it, or when/where it is. She says since many people don’t have computers, don’t get the paper, and overall have limited communication ability; it is hard for them to find out about these things. She suggested maybe a billboard somewhere like near the courthouse where everyone has to go eventually.
• Work schedules - many people work on Saturday mornings, hard to find a time when everyone can go. (Maybe 2 times per week?)

**Wayne County Trustees Office**  
Angela Rice | 765.973.9392

• Office helps people pay their bills, utilities, and rent.  
• Does not perceive ‘food access’ to be a big problem, there are many food pantries that serve lunch and dinner.  
• Price as a potential barrier to participation in farmers market.  
• People should know about the farmers market, it was around when she was younger.  
• Collaboration: Susan Isaacs and Sprout of Control

**WIC Wayne County**  
765.983.8044

What would you say are some of the biggest challenges facing the community as a whole that WIC serves?
• Amount of jobs available, many people would be happy to have a job but they just can’t find a job or can’t find a well paying job.

How do you see issues of food insecurity playing out in the communities WIC serves?
• Not so much about nutritious food (not the issue). Just food in general.

How do you think a farmers market could play a role in the resolution of these issues?
• The farmers market in the past accepted WIC, starting again may make market more accessible.

What do you perceive the barriers to participation in farmers market in this community?
• No transportation, one of the bigger issues.  
• Market location, it should be in the middle of town.

Do you have a sense as to whether members of your community know about the market, or how much they know?
• Newer participants most likely do not, they know about bigger stores: Marsh, Kroger, and Meijer.  
• Only older participants know about the market.
## APPENDIX G: Interested Organizations

### Health/Fitness:

- **Beetree Yoga**  
  424 N. 10th St.  
  765.267.1341

- **Bike Richmond**

- **Dire Skates**  
  thedireskates@gmail.com

### Educational:

- **Richmond Friends School**  
  607 W Main St  
  765.966.5767

- **Joseph Moore Museum**  
  801 National Rd W  
  765.983.1303

- **Alternatives to Violence Project**  
  AVPIndiana@gmail.com  
  http://www.avpusa.org/

- **Cope Environmental Center**  
  4910 Shoemaker Rd  
  Centerville, IN 47330  
  765.855.3188

- **Sprout of Control**  
  sproutofcontrol@gmail.com

- **Centerville Green Club**  
  765.914.8843

- **Girls Inc.**  
  121 N 10th St  
  Richmond, IN 47374  
  765.962.2362

- **Noah’s Ark Daycare Center**  
  131 NW 8th St  
  Richmond, IN 47374  
  765.962.8869

### Interested in selling:

- **Richmond Rose Garden**  
  33 South 7th Street  
  Richmond, IN 47374

- **J&J Winery**  
  3415 National Rd W  
  Richmond, IN 47374  
  765.965.9463

- **Earlham College Miller Farm**  
  801 National Road West  
  Richmond, IN 47374
APPENDIX H: Supplemental Essays

What strategies, attitudes, and behaviors are most effective in developing sustainable farmers markets in underserved neighborhoods? What characteristics are most likely to attract low-income and minority individuals to shop at farmers markets?

by Siobhan Beal

The United States food system is built upon a history of slavery and class struggle. These struggles are still played out in the production, processing, and distribution of fresh produce. Low-income and minority communities are most likely to be located in areas with little to no access to nutritional foods. This phenomenon is known as food insecurity, which Rachel Slocum defines, "...is present when people cannot obtain foods in sufficient quantity and quality to sustain health, well being and culture, yet they have easier access to foods that promote obesity and related illnesses" (328). Alternative food institutions, typically in the form of farmers' markets are used to bridge the gap in food insecure communities. This paper will discuss successful strategies, attitudes, and behaviors needed to develop sustainable markets in underserved neighborhoods. It will also look at what characteristics prove most successful in attracting low-income and minority consumers.

The number of farmers' markets has grown from 340 markets in 1970 to 7,175 markets in 2011 (Abello et. al 14). Unfortunately low-income and minority communities have not felt this growth because most farmers' markets are located and marketed to middle to upper class constituencies. These divisions have occurred due to many reasons but perception, affordability, and accessibility are major factors in deterring many participants. According to Andy Fisher's Report on low-income communities, ethnicity and income levels are directly correlated to the amount of fruits and vegetables that are consumed (Fisher 3). This is due to the large amounts of fast-food restaurants found in these communities and the lack of well-stocked supermarkets (Fisher 6). The high costs associated with fresh produce and inaccessibility makes incorporating long-term markets difficult.

An important factor when considering how and why a farmers' market is successfully incorporated is what legal type of institution it's classified as. Non-profits exist for public benefit, and can create a mission particular to each food insecure community. This type of institution is better suited in low-income communities because they can accept public grants and donations. Generally, farmers' markets with a primarily low-income customer base tend to have difficulties with operating profitably (Fisher 3). Extra funding can help farmers' markets subsidize the costs of produce, making foods more accessible and at the same time incentivizing farmers to continue coming to the market. The size and longevity of the market are also important factors to success. According to a study in 2005 surveying 157 farmers markets in California there is a positive correlation between the scale and success of the market (Guthman, Morris, and Allen 672). Statically significant correlations were also found that showed that the longer a market existed, the more successful it was at incorporating new strategies (Guthman, Morris, and Allen 672). Non-profit farmers' markets that are large and more
established can place higher priority on strategizing against barriers because they have the extra time and resources to do so.

The 2005 California Study found four strategies most used in increasing low-income and minority participation. These include direct outreach, discount through subsidizing produce, food recovery through the encouragement of food donations from farmers, and entitlement (Guthman, Morris, and Allen 670). Entitlement is the acceptance of Women, Infants, and Children (WIC) and Farmers' Market Nutrition Program (FMNP) coupons. This strategy includes the acceptance of food stands and Electronic Benefit Transfer (EBT). Entitlement was the most successful strategy in increasing the purchasing power of residents. This shows that most markets should aim to be considered coupon markets. Out of the entitlement strategy, 78 percent of the markets they surveyed accepted FMNP, which was the most used coupon. A limitation of this coupon is that it does not provide for sustained participation in that it is limited by season and the amount handed out to people. The FMNP should be used as a tool to introduce people to the market, but other social services need to be promoted to sustain long-term participation.

The increasing use of EBT cards has lead to the decline of food stamps at markets. This decrease in food stamps and increase in EBT card ownership has made it difficult for low-income consumers to participate. EBT systems need to be plugged into electricity and connected to phone lines, infrastructure that most farmers' markets do not have. The use of these entitlement strategies is incredibly important because residents living on a fixed income often are low on cash at the end of the month. Markets should preferably accept all forms of coupons and the EBT card. If not possible, employing the right ones are critical in reaching out to community members. If the technology needed for EBT usage is not present, markets should use strategic methods such as manual vouches, "The best technology for each market depends upon the market's redemption level. For low volume markets, manual vouchers or a central site point of terminal may be best" (Fisher 47). Utilizing a central location as one method to enable widespread accessibility would allow EBT users to take credit off their cards in the form of coupons.

A 1999 evaluation of eight farmers' markets in the California area show a general theme of what strategies and characteristics were successful in serving low-income and minority consumers. The definition of success in this context relates to the longevity of the market, the sales, and whether the market met the needs of both farmer and community (Fisher 9). Markets that went on to be established hired market managers. The most successful markets had advisory boards that functioned through weekly visits of the farmers to check on crops and to most importantly cement the relationship between farmer and market. If a non-profit was established, the market manager and board advisory would be able to establish a particular mission that would help the market strategize better with the use of donations and grants.

Collective action is based on the group's underlying values and attitudes. Looking critically at the organization of the market is critical when developing and implementing strategies for sustainable farmers' markets in underserved neighborhoods. Anti-racist practices within an organization would have staff exploring the history of a community, how to stay accountable for its action in recognizing that internalized racial oppression and the role a market can play in perpetuating racism. The theoretical framework of anti-racist practice "incorporates multiple axes of
difference and avoids succumbing to a hierarchy of oppression that fixes power relations and identities as any location may be a site of both oppression and privilege" (Slocum 338). Being aware of the obvious and subtle systems operating, the organizational culture of the market will change accordingly. Organizers in privileged positions need to be aware of what issues are of main concern in the community they operate within. Most importantly, organizers should shift the balance of power to community members. The market manger's and advisory board's intentions, decisions, and overall efforts shape will shape the way a market does or does not address food security.

An important step in anti-racist practices is community outreach. This active behavior will lead to a more successful market. According to the previously mentioned 2005 California study, direct outreach as a strategy was only used in 28% of the 157 farmers’ markets surveyed (Abello et al. 670). Rather than using paid advertisements, farmers' markets should work with local organizations to form supportive coalitions. The evaluations of the eight farmers’ markets strongly suggest local organization representations and residential consumers sit on the board. Another important step lies in actively hiring minority staff and seeking out minority farmers. In doing so, cultural and language barriers can be bridged. These steps will further ensure the longevity of the farmers' market. What makes a market successful is the feeling ownership or as community organizer said, “This is their market” (Fisher 23).

Accessibility is a barrier to consider when deciding the placement of a farmers' market. Markets are typically located in higher-income and dominantly white locations but food security motivated markets are different in that they locate themselves in low-income areas and minority neighborhoods. Low-income farmers' markets are typically played out in two ways, the first being that the dominant consumer is residential. The negative to this characteristic is that these markets tend to be unsustainable in that the farmer's needs are not met with a large enough consumer base. The second type of low-income market is that the dominant consumer is an outside middle/upper class constituency (Baker 6). These types of markets tend to tailor their product to fit the needs of the wealthier consumers. Farmers' Markets from Toronto found that markets located on the fringe of low-income neighborhoods lead to a more diverse consumer base, leading to the long-term success of the market (Baker 6). When considering the inner location or fringe locations of a farmers market it is important to consider if transportation possibilities are available. The 2005 study found that farmers' markets were most used by residents when they were located near the home, workplace, or daily travel routes (Abello et. al 32).

As farmer’s markets continue to growth and proliferate in the United States, low-income and minority communities should be focal point of this growth since they are the most likely to be food insecure. The complexity of addressing food security is that low-income and minority constituencies have a complex system of barriers blocking them from participation. Effective strategies such as EBT and coupon acceptance are vital for market success. Changing attitudes and having behaviors to reflect anti-racist practices is a critical component in changing the characteristic of the market. Incorporating subsidizes and creative planning will help farmers’ markets become an alternative food institution that brings produce to food insecure communities.
References:


How does non-agricultural program participation help create and maintain a successful farmers market?

by Caroline Crick

Farmers markets can have a wide range of definitions depending on individual experiences with different markets. In their article *The Meaning and Design of Farmers Markets as Public Space*, Francis and Griffith define them as, “Farmers markets are generally considered to be recurrent markets at fixed location where farm products are sold by farmers themselves” (Francis and Griffith, 262). The majority of products that are bought and sold at farmers markets are food, and more specifically fruits and vegetables. A study of Iowa farmers markets showed that over 80% of customers bought fruits and vegetables, 45% of customers bought other types of food (prepared or baked goods), and less than 20% of customers bought other types of goods (jam, honey, flowers, crafts, eggs or meat) (Varner and Otto, 180).

The local food movement has increased farmers’ market participation heavily in the last several years. In 1994 there were 1,755 farmers markets in the United States, and in just 15 years, the number has multiplied by 5 times to having 5,274 markets in 2009 (Francis and Griffith, 262). While having more farmers markets can definitely be seen as a positive thing, it is important to remember that each market must be successful to remain open and available to each community. According to the study by Francis and Griffith, there needs to be more than just fruits and vegetables available to create a successful farmers markets. “Successful markets foster social interactions and support diverse social meanings...A diversity of age, gender, and cultural background should be accommodated to assume an inclusive social space” (Francis and Griffith, 276). In order to create a successful farmers market, there needs to be access to fresh food from a variety of vendors, a diverse and inclusive social setting, and programs that help to involve these people from diverse backgrounds to participate in the community farmers markets.

In order to create and maintain this community involvement, communities have worked on developing a wide range of programs to ensure a successful and healthy community farmers market. One program that is vital to the success of many markets is the use of SNAP, WIC and other types of food stamps. One of the biggest barriers that restrict a diverse group of people from participating in the farmers markets is income, which creates an unintended exclusivity of markets (Farmer, 7). Average income for participants at farmers markets is significantly higher than the state or national average income. This indicates that the lower income members of society are not participating in farmers markets (Farmer, 7). This poses not only a health risk for those people, because of limited access to healthy fruits and vegetables, but also to the health and diversity of the market itself. Offering products to a wider range of income levels would also help bring more business to the farmers markets.

In the last 10 years, the Supplemental Nutrition Assistance Program (SNAP) has increased significantly. However, as of 2010, only 0.01% of all SNAP benefits were redeemed at farmers markets (Bertmann et al, 53). One way to ensure that more markets can accept SNAP cards is to have a functioning wireless terminal transmission
for processing the payment of the cards (Bertmann et al, 53). Having a permanent structure as a farmers market help ensure that vendors can have access to electricity to use the SNAP cards. Having access to these wireless terminals increases both the redemption of SNAP for those who need it, as well as overall sales at the farmers markets. “This (additional sales from SNAP redemption) suggests the potential importance of wireless terminal use at farmers markets, which could increase opportunities for financial success while broadening access for low income consumers. In at least 3 of the 5 farmers markets in our sample, the increase in overall sales would more than cover the cost of wireless transmission” (Bertmann et al, 53).

Herman et al. also found that Women, Infants, and Children (WIC) recipients who used their credits at a farmers market preferred the experience and were more likely to go back then they would be to a supermarket (Herman et al, 103). The recipients reported they enjoyed the “community experience of meeting friends while shopping and interacting directly with growers” at the farmers markets (Herman et al, 103). When a market has the resources to support these programs, it helps low income families purchase healthy foods and brings a huge source of sustainable and steady customers to the market. Ensuring that everyone has access to the market also makes sure the diverse community setting is maintained, which contributes to the overall success of the market.

Another way farmers markets have been maintaining success is through ride share programs for the farmers. This is helpful for the farmers, especially those who sell in urban areas. “The Genesee Valley Organic Community Supported Agriculture (CSA) program of Rochester, NY has developed a modified ride share system that pairs new members with transportation limitations with veteran CSA shareholders” (Farmer, 11). This has been proven beneficial in two ways. First, that new members gain access to transportation, and second, that the veteran members can help get the new participants accustomed to the market (Farmer, 11).

Non Governmental Organization’s (NGOs) involvement can have very beneficial impacts on farmers markets as well. In Detroit there are several organizations that help support the farmers markets including ‘Keep Growing Detroit’. These organizations are big advocates for the local farmers markets and help support the market in the form of marketing and education about local food, sustainable agriculture, and the local farmers market (Farmer, 14). The involvement of a not for profit organization will help attract more people to the market, either because of marketing and promotion strategies from the organization or because the organization is hosting events at the market.

There has been a good amount of success from a farmers market that has paired up with a local hospital. The Chicago Weiss Memorial Hospital hosts a weekly farmers market in the parking lot (“Chicago Hospital Program Helps Build Stronger Community Roots”). The hospital works as a great location for a farmers market because of the general centrality of its location, and because of the large amounts of people who come and go. Many hospitals have out patient services as well as a huge number of employees that pass through everyday. Hosting the market helps the hospital promote healthy lifestyles to their patients and employees. Hospital involvement can still be beneficial to farmers markets even if they do not host the actual market. Hospitals can be a place to promote the market, and a place where they can encourage their patients and employees to practice healthy life style choices while
supporting the local community ("Chicago Hospital Program Helps Build Stronger Community Roots").

One study suggested that the most under-represented groups that shop at farmers markets are males, individuals who identify as single, and single parent food shopper (Zepeda, 256). The study suggests a possible way to fix this is through programs run at the farmers market that could potentially address lack of cooking skills, or marketing fast and easy meals that use fresh ingredients from the market.

The Veggie Project is one of the best attempts I have seen at increasing participation and maintaining success of a farmers market by getting children to become active participants in the market. Getting organizations like the Boys and Girls Club to participate in the farmers market is one way to strengthen ties with the big community organizations and the farmers market. Getting children to be involved in the market exposes them to more kinds of nutritious foods as well as letting them meet other community members. Participating in farmers markets allows children to create healthy and local food choices at a young age that will probably stick with them throughout their lives. This also lets them develop a sense of connection to their community and makes them feel like an important and active part of the community (Freedman, Bell, and Collins).

The Youth Leader Board (YLB) is a program that was designed to increase youth involvement in obesity prevention efforts in the community. The YLB involved three components. First, a food system education program focused on how and where food is grown, nutritional aspects of fruits and vegetables, and barriers to accessing healthy food. Second, the youth were responsible for running each farmers market including market set-up, food pricing and marketing, food sale, and cleanup. Third, food related fieldtrips were taken, including visits to a citywide farmers market. (Freedman, Bell and Collins, 215)

The Veggie Project also helped get parents involved with the farmers markets. The same program offered incentives to parents and youth participants by giving vouchers of $20 that could be redeemed at the market. Many parents from this program reported that they were very happy with what their children were learning, and wanted to encourage their participation as much as they could. “They [the parents] implied or articulated that limited access and inexpensive, convenient alternatives (i.e. fast food, canned food, or snacks) have created a deficit in their children’s knowledge about fresh food, which contributes to deleterious effects on their nutrition and health” (Freedman, Bell and Collins, 219). This program helped the children learn about healthy food habits, provided access to local food to families who may not have ever had it before, and increased the amount of customers and community participation to help maintain a successful farmers market.

Farmers markets will always be primarily a place where people can buy food, mainly fresh fruits and vegetables. However, in order for farmers markets to be successful and make a big impact on the communities they are in, there should be outside programs and support to ensure its long-term survival and success. Many of the programs I have read about in the literature all directly help increase participation and diversity of those participating at the farmers market, and could potentially be used as good examples of what to look to with our Integrated Research Project and the development of the new Richmond farmers market.
References:


What factors contribute to individuals choosing to participate in a farmers market as consumers? What are the main reasons why individuals dedicate themselves to being involved in a Farmers Market community?

by David Friedman

The demand for alternative foods, such as organic and local products has increased dramatically in the U.S. In 2002 there were 3,100 farmers markets in the country, up from 1,755 in 1994 (Zepeda, Leviten-Reid 1). With the ever-expanding population in the United States there has been a multitude of new additions to support industrial agriculture. The concerns for water security, food safety, and non-GMO food are just a few of the reasons that have sparked the curiosity of the mainstream consumer to look elsewhere. An increasing number of consumers around the U.S are turning to products that have been grown or maintained in “alternative” settings like farmers markets. Darby et al. (2008) helps to support this claim with their work in “analyzing stated preference data for locally produced foods among consumers in Ohio” (Hardesty 1). In this study they were able to conclude, “that demand for local produce exists, and the value consumers place on local production is distinct from other factors such as farm size and product freshness” (Hardesty 1).

The increased demand for farmers markets amongst consumers coupled with the media’s documentation of industrial agriculture suggest that farmers could be eager to respond to the growing interest. Maria L Loureiro and Susan Hine note that the interest amongst farmers to find new markets is also largely due to, “the recent farming crisis nationwide associated with declining commodity prices” (1). Farmers play a critical role in the response to consumers desire for the highly valued local products. State Departments of Agriculture have begun to promote farmers markets as a way to support farmers as the consumers search for alternative foods (Theresa, Otto 1). As a means to respond to the demand of consumers, the term “local” has been utilized by a number of industries: natural food cooperatives, health food stores, and some grocery stores as a means to attract consumers (Zepeda, Leviten-Reid 1). In 2002 Shaffer found that 86 percent of consumers supported mandatory state labels sporting the label, “while Wilkins, Bowdish, and sobel (1996) found a similar high support (91 percent) for local food” labels (Zepeda, Leviten-Reid 1).

Before analyzing the consumer behavior seen in farmers markets, it is critical to examine the initial attraction and emphasis on the word, “local”. The term possesses a heft amount of weight amongst consumers. The word is also stretched and sculpted to fit a multitude of peoples. A metaphor that can be used to make sense of the importance of the term is a person trying to decide what restaurant to eat at. Once at the restaurant a neighbor confronts the individual asking, “why did you come tonight, Its so busy here?” The individual then replies, “I really love how they boil the Brussels sprouts, it’s just like how my folks use to cook them.” In this example the term, local, symbolizes an initial attractive restaurant. The stated reasons for picking the restaurant symbolize the diversity of reasons why one may attend a farmers market; these reasons fluctuate depending on the context.
When discussing the initial attraction to a restaurant, Zepeda and Leviten-Reid can shed some light on two of the most popular definitions of the term, local. In their piece, Consumers’ views on Local Food, they note that local defined as food that’s grown within a specific county is quickly followed by food grown within the state (2). Tregar, Kuznesof, and Moxy found in 1999 that, “consumers associated the term with geographical areas, customs, or foods eaten by people from certain socio-economic backgrounds” (Zepeda, Leviten-Reid 2). Another popular definition within the study was the amount of driving to the location. The most frequently cited answers in this study were six to seven hours.

Participant, AG1-12’s interview from Zepeda and Leviten-Reid’s study can help illustrate some of the reasons to the attraction to the word “local”. In a study that examined the willingness to pay for local foods AG1-12 stated that the term “local” “will often trigger a thought in my head, ‘this could be fresher and better than something not locally produced’ (Zepeda, Leviten-Reid 3). Participant, AG1-1 stated that, “I’m putting money into the local economy, which is very important to me” (3). In addition to these reasons for the attraction to the term, local, Toler et al conducted a study of farmers markets in Oklahoma suggests that the term “may create a connection or a common bond between consumer and producer” (Zepeda, Leviten-Reid 4). The construction of a connection or a common bond between producer and consumer provides a window to discuss further how market managers can utilize this frame of consciousness to create a dedicated following. CGI-4, a participant in Zepeda and Leviten-Reid’s study, extrapolates on this.

I enjoy fruit because of the memories, and because of all the meanings that come with it. And I think with local foods, you have much more of that richness and it just gives you more. You’re connected to it, more memories of that, and it just seems more meaningful when you’re eating it (2).

By connecting the experience itself to their own memories they feel particularly called to engage their family. The individual states, “you can share the experience with your children or your grandchildren or your neighbors, and I think that makes it more positive. Local gives it more of that background flavor” (Zepeda, Leviten-Reid 4). This aspect of attaching the experience to relationships can also be seen in participant CG2-9. The individual states that it’s the personable aspect of receiving goods that keeps them dedicated to the market.

The ability to attach personal relationships to the act of buying a product is critical for farmers markets to capitalize on to acquire a dedicated following. This association is initiated from the consumer, thus it becomes difficult for market managers to facilitate the process. However, market managers can provide a variety of avenues for this type of connection amongst consumers. For instance, providing a set area for crafts for children could trigger a memory for a parent of a pleasurable time they spent in their youth crafting away an afternoon. It is intentional acts such as this that help in sustaining a dedicated following of devoted customers. Another feasible example for Richmond’s revitalized farmers market is to house a resident artist or musician. Similar to a crafts table for children, an artist would add to the overall experience and atmosphere of the market. Perhaps they play a song that triggers a memory or dance for an adult.

In 2000, Payne found that “nearly 2.8 million broadly representative customers” that shopped weekly at farmers markets generated an estimated 888 million dollars in
sales (Zepeda, Leviten-Reid 2). In 1986, Lockeretz, found that the primary motivation for these individuals within this study was the “market atmosphere” in addition to the ability to directly buy from the farmers (Zepeda, Leviten-Reid 2). Although “enjoying the market atmosphere” differs amongst customers, the emphasis on the attachment to personal relationships is critical to examine in this discussion. By utilizing the word, local, as well as instituting creative vendors such as artists, a farmers market can create the ideal setting for meaning making for a consumer.

Consumers are beginning to look elsewhere for their food. This can be attributed to the media’s consistent reporting on water and food security as well as the continual display of the unsustainable and unethical practices within industrial agriculture. Due to these frightening realities consumers find a particular comfort in the term, local. Farmers Markets play a pivotal role in this equation by responding to customers by intuitively displaying local goods. The research illustrates to farmer market managers that the market atmosphere and experience play a pivotal role in sustaining a group of dedicated customers. The market manager needs to continually reexamine the market experience and atmosphere. By analyzing these two integral pieces one can help to facilitate the construction of meaning for the market amongst customers.

References:


http://ageconsearch.umn.edu/bitstream/20630/1/sp01lo03.pdf/


http://ageconsearch.umn.edu/bitstream/27554/1/35030001.pdf
How can a small city government build a sense of place through the development of a vibrant farmers market? What factors contribute to community sense of place? How might those factors be brought into consideration when designing and developing a city farmers market?

by Abby Lane

A sense of place is a feeling of connection that is grounded not only in the present but in the past and the future as well. It is a feeling that keeps people returning to a place and it is what fosters a sense of belonging to that place. Creating a sense of place within a community is one thing that city governments and city planners are concerned with because it is a way to connect people to their space. For a small city government, trying to create such a space can be difficult to do however there are ways to do it. One way in particular is through the development of a community farmers market.

An important distinction to make in the language that is used to speak about a sense of place is the use of the word “place” versus the word “space.” In the studies of place attachment, the use of the word space to describe an environment is to communicate that it is a geographical location and does not acknowledge the human scale of interaction. This is in contrast to the use of the word “place” to describe an environment, which immediately grounds that “space” in the social context of memory, interaction, and the understanding of meaning that has occurred there (Tuan 411).

In order for any space to be a successful community place, it must be seen as a meaningful aspect of the community. This means that the community to which it belongs feels some sort of attachment to it. The transformation from a space to a meaningful place is something that most urban designers and developers think about when they are designing a community space. This is because the intentional design of a space is what allows for interaction to occur and a space’s ability to foster attachment is dependent on its potential to promote interaction and is in turn crucial to its success as a community space (Milligan 5).

Engagement in a community space is something that is essential to the creation of a meaningful place in a city. This engagement comes naturally in a large and dense city because people have no choice but to interact with each other and the space around them (Owen 47). New York for example, is so dense that travelling by car is a gross inconvenience, forcing people to travel by foot or bike, seeing their surroundings and meeting people on the street. For a smaller and less dense city however, it becomes much more difficult to create this type of atmosphere. What is needed is some sort of incentive to get people outside and interacting with their environment. One method of community engagement that has been happening for decades in this country and all over the world is the urban farmers market.

A farmers market is an excellent model of an effective way of building community sense of place if it is designed in a way that promotes a sense of place. Here I will discuss the different ways in which a small city government can design a community farmers market to develop a sense of place and in turn develop their sense of community.
According to interactional place attachment theory, the two ways in which place attachment can be constructed are through the interactional past and the interactional potential of the place (Milligan 2). The interactional past of a place is what can be considered all the memories that an individual or a community associates with that given place. The interactional potential of a place can be seen as the expectations for future interactions with that place that have been built upon the interactional past. Together, these two aspects are what create place attachment. A sense of place must be established through interaction within a space in order for any attachment to the place to occur (Milligan 2).

There are several key factors that must be included to ensure that an interactional past of a place is created. The first is that peoples’ memories of interactions must be spatially grounded. Having a permanent structure set up to designate the space is a good way to accomplish this. Without a permanent structure, it is harder for people to associate the place with the memories they have.

In order to have interaction, social space must be created within the market (Feenstra 101). To create social space, there must be “opportunities for diverse people to come together to talk, to listen to each other’s concerns and views, plan together, argue and come to agreement or a better understanding of the other person” (Feenstra 102). In order to have a space where these interactions are possible, the actual physical environment must be conducive to it, meaning it needs to be an open environment to the community. It also must not be an overly large space. Size is a factor in how much interaction takes place. If the space is smaller, there will be more chances for people to interact. It is also important to include places that allow for longer interactions like seating areas but it is always important not to isolate any spaces.

Encouraging open public participation is key to having an open social space (Feenstra 103). In the context of a farmers market, this is not just participation in the sense that people will come and buy things from the market, but it means that people will have a stake in what happens at the market, how the space is used and how it is taken care of. Involving community members in all phases of the project - from initial concept, through the project completion, to ongoing stewardship - is the best way to make sure everyone is considered, that the local culture is expressed, and that everyone feels an increased sense of ownership (Metanovic 12).

Research shows partnerships with surrounding local businesses and services are also essential in order for people to feel like a place has credibility within their community (Farmers Market America). This could look like having market days sponsored by a different local business, educational institution, politician or nonprofit organization or they might have booth space as well. This encourages community involvement on multiple levels, as it also allows people who are previously engaged in those other businesses and organizations to become connected in that way. These degrees of participation on both consumer and organizational levels are crucial to promoting place attachment because they foster a sense of ownership and involvement that people have invested themselves in and that ties them to that place.

Through this type of participation, values of the community can be communicated through the running of the market. When a place has a distinct set of values that it communicates it adds to the “spirit” of the place (Tuan 410). People know what they will get when they come there and that is something that adds to the sense of place. If the values reflect those of the surrounding community, it is a very strong factor
that cultivates place attachment. This is what contributes to the interactional potential of the place as well. Therefore, when developing a farmers market, it is a good idea for a small city government to really think about what values their community holds and how they can best be communicated within the running of the market.

The interactional potential of the farmers market would also increase because of the prospect that people could rely on the fact that they could get fresh produce and other handmade goods from the market on scheduled basis. Providing a reliable source of fresh, real food to a community is a great way to establish a clear value and use.

All of these aspects of a farmers market, if done well, can really add to a population’s sense of community. Research shows that a “sense of community comes from a shared vision, where a clear sense of purpose values individuals’ ideas and contributions and involves working together on community issues, celebrations, and problem solving” (Derrett 51).

By considering the community itself and the values it holds through public participation, social interaction and creating a space like a farmers market that is dedicated to the above definition of a sense of community, people will feel a strong connection to it. This, in turn, will make it a successful market that is meaningful to the community and will ensure its sustainability as a meaningful community space over time.

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What are some of the main obstacles people experience in the U.S. in having access to healthy food? What systems and structures help create those obstacles? Are there successful examples of communities that have overcome these obstacles?

by Helen Mountjoy-Venning

Although the United States is one of the wealthiest nations on Earth, with the largest GDP of any country, millions of US citizens and other US residents still don’t have access to healthy foods. Nearly 49 million Americans, including 16 million children, were food insecure in 2013 (Edelman, 2013). Why does such a wealthy country have so many people who struggle just to access to healthy food such as fruits and vegetables, or do not even have access at all? This Essay will look at a few of the most prominent obstacles people and communities face in accessing healthy foods, and will look at some solutions that have been implemented in certain places or are being planned.

The biggest barrier by far to lower income people accessing healthy food is cost. One 2011 study of two low income counties in North Carolina found that cost was talked about by the participants four times as often as any other barrier identified in the study (Haynes-Maslow, 2011). Fresh healthy foods such as fruits or vegetables are much more expensive in the US than less healthy processed foods, like junk food, sodas, or even foods presented as whole meals like macaroni or frozen dinners. Healthy food is more expensive than processed food in the US, which forces many people to have to choose between eating healthily and eating enough.

A big part of the reason for these cost differences originates from the Farm Bill, which gives subsidies for the production of certain crops. The more of these crops someone produces the larger the subsidy that they receive, thus encouraging as much production as possible regardless of supply or demand. Over 90% of the agricultural subsidies go towards producing corn, wheat, soybeans, rice, and cotton (White, 2014). Of these five crops the first three are the main sources for ingredients in junk food and other such unhealthy processed foods (Karim, 2007).

The Farm Bill was created during the Great Depression, when the major food problem in the US was people being underfed, not undernourished as is the most common problem today (White, 2014). This was also before convenience food and extreme amounts of food processing became the norm, meaning those who were eating enough calories were much more likely to be getting at least a relatively healthy diet with a variety of nutrients. The Farm Bill was introduced to help people struggling to get enough to eat. In the 1930’s, 25% of the US population lived on small farms, whereas in 1997 only two percent lived on farms and 72% of agriculture sales were from large farms (White, 2014). Clearly in the context of the Depression era, this bill was really helping the common people, however as society changed the subsidies did not adapt to reflect those changes, and so the bill ended up mainly benefiting large agricultural corporations instead (White, 2014). As mentioned before, the bill also encourages overproduction by favoring larger producers. Again this was a very good thing during
the Depression because so many people were going hungry and the Dust Bowl had destroyed so many crops. The U.S. needed to jump start production, and even over production was necessary to bring prices down low enough that the general population, who was obviously extremely poor at that time, could afford staple foods such as wheat or corn. However today there is no issue in the US with producing enough food, we have more than enough overall food being produced. The Farm Bill already makes the prices of the subsidized food artificially low just by subsidizing them, and it makes them even lower by encouraging overproduction because it creates a situation where the supply is much greater than the demand. This makes it so that certain foods are artificially extremely cheap, such as wheat, corn, rice, and soy, whereas other foods such as fruits and vegetables become much more expensive, because they are not what farmers are encouraged to grow. The problem is that the subsidized foods are what are used to make unhealthy processed food, in the form of ingredients such as high fructose corn syrup, while the unsubsidized foods like fresh fruits and vegetables are the ones with the most nutrients, which of course are needed for a healthy balanced diet. To put numbers on these facts, between 1985 and 2000 fruits and vegetables increased in real price by almost 40%, whereas the real price of soda declined by 23% during that same period (Karim, 2007). As author Andrea Karim puts it, “The reason the least healthful calories in the supermarket are the cheapest is that those are the ones the farm bill encourages farmers to grow” (Karim, 2007).

Besides cost, the other main obstacle many low income people face in having access to healthy foods is the distance to anywhere they could buy such foods. Grocery stores and other places selling fresh healthy foods are becoming less and less common especially in low-income neighborhoods (Haynes-Maslow, 2011). There are now five fast food restaurants in the US for every one grocery store, and these are often clustered in low income areas with advertising that specifically targets lower income groups (Organic Consumers Association, 2008). At the same time fast food is becoming more common, grocery stores are becoming more and more scarce in poorer areas in the US. One of the reasons for this is that in the 1960’s and 70’s when much of the middle class began to relocate to suburbs, grocery stores followed them there (Flournoy, 2006), leaving behind whole parts of cities needing to depend of convenience stores and fast food restaurants for their food supply. One in five food stamp recipients in Washington DC live in a neighborhood with no grocery store, and one survey in the Mississippi Delta area found that three out of four food stamp recipients had to go over 30 miles to get to a grocery store (Policy Link). In addition, lower income people are less likely than middle class or higher income people to own a car, making these distances impossible for many. This lack of places to purchase healthy food is not only an income issue but also a racial one. In Washington DC the two lowest income wards are also almost entirely African American, and have only one grocery store for every 70,000 residents. This is in contrast to two of the highest income, mainly white, wards in the city, which have a grocery store for every 11,881 residents (Policy Link). Nationwide on average predominately African American zip codes have only half as many supermarkets as predominately white zip codes, and predominately Latino zip codes have only one third as many (Policy Link).

These obstacles transfer into health. Obesity is a growing problem in the US, and childhood obesity is four times more prevalent than it was 40 years ago (U.S. PIRG). Diets with a lot of high fructose (an ingredient in most processed food) impair learning
and memory, and for each extra can of soda (which contains high fructose corn syrup) a child drinks daily, their chances of becoming obese go up by roughly 60% (US PIRG). These ingredients are made from subsidized crops and are available in foods almost anywhere, even in places with no access to fresh food. Predictably, disparities in access to healthy food carry over into disparities in health. Today one in five African American children and one in four Mexican American children are obese, whereas only one in ten white children are obese in the US (Policy Link). Children in low-income households are also twice as likely to be overweight as other children (Policy Link). For adults, over one in three people who earn less than $15,000 per year are obese, whereas only one on four adults earning over $50,000 per year were even significantly overweight (GOOD, 2012).

One program that has been put in place to try to make sure everyone is able to purchase enough food is SNAP, the Supplemental Nutritional Assistance Program. SNAP can be a huge benefit for those who are on it, in 2012 it provided assistance to nearly 46 million people in the US, 22 million of whom were children (Edelman, 2013). However, SNAP also has some issues of its own. In 2013 SNAP benefits averaged $1.40 per person per meal (Edelman, 2013), so while it helps it certainly doesn’t solve the problem of food insecurity for most households. It is also sometimes limited in where it is accepted, with places like farmers markets often less likely to allow consumers to pay with SNAP than a convenience store. Moreover, not everyone who is eligible for SNAP benefits is actually receiving them. One study of mothers in five cities found that over one in five of the households who were eligible for SNAP were not receiving were not receiving these benefits (Bailey, 2011). Lack of information about SNAP or eligibility was one main thing keeping qualified households away from benefits, illiteracy or lack of English often contributed to this. Another thing that kept people from applying was immigration concern, even some immigrants who were in the US legally were afraid that applying for benefits would ruin their chances of gaining citizenship (Bailey, 2011). Programs to get eligible people enrolled in SNAP are one way to improve access to healthier foods.

There have been plenty of different ways groups and communities have come up with to combat these barriers to healthy food. Some have been surprisingly simple, like community members lobbying with supermarkets to get a store in their neighborhood. A study in Indianapolis found that just adding a new grocery store in a neighborhood without one caused adults to loose an average of three pounds (Policy Link). Another study found that African Americans living in a census tract with a supermarket are significantly more likely to meet federal suggestions for produce consumption, with every new grocery store increasing produce consumption by 32% (Policy Link).

It’s good that such simple solutions can have effects, however these solutions only address one aspect of the problem, the distance. To more completely address the issues there need to be creative solutions that focus on cost, distance, and other potential improvements. One example of a program that has helped with cost, transportation, and even lack of knowledge about nutrition in one low-income area of Iowa is called Local Foods Connection. They purchase Community Supported Agriculture (CSA) shares from local farmers, and distribute them to low income households for free. These shares last for 20 weeks. During the 20 weeks, Local Foods Connection runs regular workshops for those enrolled in this program (the people receiving the CSAs) about nutrition and healthy meal preparation. For each of these
workshops that individuals in the program complete, they receive points that can be saved up and used to buy kitchen equipment (Organic Consumers Association). This has had great success in the areas it has operated in and Local Foods Connection are now expanding to three other cities in Iowa (Organic Consumers Association).

A new project being worked on by Doug Rauch, the ex-president of Trader Joe’s, aims to reduce waste in grocery stores and improve healthy food access in low-income neighborhoods. Rauch is working on what he calls the Urban Food Initiative based in Boston, which would take food from grocery stores that was at or near its expiration date and would normally be thrown away, and use it as ingredients to prepare healthy convenient meals that could be sold at fast food prices (Abelson, 2013). Each year $47 billion worth of food is thrown out by grocery stores in the US (Abelson, 2013). Most of this food is still good, and some of it hasn’t even reached its expiration date yet, but it is thrown out because it’s getting close. These dates are estimations by the producers, and in the case of non-perishable foods are often arbitrary, and there is no law against selling food that has passed its expiration date as long as it is still good and it is labeled clearly as being expired (Abelson, 2013). This project has been met with mixed reactions in the neighborhoods it would be located in, ranging from people being offended at the idea of “eating the rich man’s garbage” (Abelson, 2013), to people being excited about the opportunity to reduce food waste while simultaneously improving access to convenient healthy food (Abelson, 2013).

There are also policy changes that could combat obstacles to healthy eating. Many groups are advocating for a reversal of agricultural subsidies, in which the government would subsidize produce and other healthy foods and eliminate or greatly reduce the subsidies on corn, wheat, and soy (Karim, 2007). A policy already enacted in Pennsylvania promotes putting in supermarkets in low-income areas both as a way to improve healthy food access and also to create jobs in those areas (Flournoy, 2006).

Currently in the US much of the blame for health problems such as obesity gets put on the people experiencing them. There is excessive focus in political debates about how healthy of food people receiving government assistance purchase, with a great deal of blame and judgment put on those who tend towards less healthy purchases. There is even legislation promoted to prevent people from using SNAP benefits for junk food. However, very little attention is given to the underlying causes of these eating habits and the greater societal issues that they stem from. It is only when we address all of these issues at the root of this problem that we can hope to truly solve it. In a country with as much wealth as the US it is unacceptable that so many people still have to choose between eating unhealthily and going hungry.
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What does the literature suggest are factors influencing farmer participation in farmer’s markets?

by Gracie Rosson

When considering the characteristics of a successful farmer’s market it is important to keep in mind the most influential factor: the farmer. Farmer and vendor performance and participation are key aspects regarding the outcome of a market. In which case, it is of utmost importance for market stakeholders to ensure that the experience of farmers and vendors is enjoyable and satisfying. Due to the diversity of vendors, their products, and their consumers, a number of factors should be taken into consideration when determining the experience of their participation. The quality of the vendor experience will in turn affect their future participation and sales as well as the overall profits of the market. As a result, a successful market requires successful vendors and securing their participation is the first step in the process.

In order to improve the vendor experience, it is important to identify and understand who the vendors are. Vendors typically fall into two simple categories: growers and non-growers. Growers account for full-time and part-time farmers as well as backyard gardeners whose market supply is personal produce (Griffin, Frongillo 190). Non-growers are either produce dealers who do not grow their own produce or any vendor selling non-produce items such as baked goods. Two different farmer’s market studies (one conducted in Kansas and the other in Upstate New York) discovered that an overwhelming majority of vendors were retired senior citizens. The Kansas study reported that while most retired people partaking in farmer’s markets viewed themselves as hobbyists, 40% attributed their involvement to the purpose of earning an additional income (Hughes 8). Granted, senior citizens may not account for the majority of vendors in all markets, but it is important to acknowledge their prominence in the farmer’s market setting. In any case, a better perception of vendor lifestyles will provide a more concrete understanding of what is needed in a market to provide the most satisfying experience.

After gaining insight to the lifestyles of market vendors, market stakeholders must consider the reasons vendors choose to participate in farmer’s markets. By understanding why vendors choose markets to sell their product, stakeholders can strive to provide the proper atmosphere preferred by the vendor. Vendor participation is influenced by two dimensions: Objective and subjective measures (Schmit, Gomez 121). Objective measures refer to the financial purposes of the vendor while subjective measures include everything else. One example of an objective motivation comes from a woman who farms 15 acres of produce with her husband in Upstate New York, “…I went to all the grocery stores last year to try to sell asparagus…and they were already getting it from the commission house at 80 cents a pound. We couldn’t beat that. They weren’t interested in us” (Griffin, Frongillo 192). A number of small-scale growers are excluded from the wholesale market because prices are too competitive, thus restricting farmers to only sell at the market. Farmers interviewed in California expressed various examples of subjective reasons for their participation in farmer’s markets such as, “….to find out what consumers want, to promote the farm or a particular product, and to
educate consumers about different varieties of crops” (Vaupel 30). The field study conducted in Upstate New York also found social interaction at farmer’s markets to be a significant subjective influence on farmer participation (Griffin, Frongillo 192). Vendors truly enjoy the interactions and encounters with their customers and attest it to an enjoyable market experience. Examining the subjective and objective motives among vendors at a market is key to influencing their participation.

Other factors to consider when encouraging participation in a market are the challenges faced by the vendors. These challenges can include barriers presented by the market as well as actual farming challenges experienced specifically by farmers selling produce. The uncertainty of weather conditions is an age-old battle between farmers and Mother Nature that has detrimental effects on the sales, profits and participation of farmers in markets. Due to the finicky nature of the weather, there are always the impending questions of whether or not the produce will grow and more importantly whether or not it will sell. In addition, “Farmers also stated that rising costs for farm inputs such as fuel, seeds, pesticides, and fertilizers also presented difficulties” (Griffin, Frongillo 193). Another pressing issue confronting farmers is a lack of farm hands. According to G. L. Burton,

Contrary to what one might expect, the misallocation of labour as between agricultural and non-agricultural industries becomes worse rather than better during periods of deflation and depression. There is an accelerated movement of people off farms whenever jobs are to be found in the cities and towns. (496). Despite publication in 1949, Burton’s remark on the shortcoming of farm-help still holds true today. Most young, able-bodied working persons have little interest in farm work and pursue positions elsewhere.

In addition to challenges presented on the farm, farmers and vendors experience an abundance of setbacks within the market that affect their sales and participation. By interviewing 18 different farmers on their market experience, Matthew R. Griffin and Edward A. Frongillo discovered a number of situations that create problems for farmers and vendors at the market. These market challenges can be examined through two contexts: market competition and market setup. As observed by Griffin and Frongillo, farmers are having difficulty “maintaining a niche” among the continuously changes tastes and trends (194). What’s popular at the market one week could just as easily change the next. Older farmers especially have difficulty keeping up with the trends because years ago, each farmer had their own specialization (e.g. cherries or sweet corn) resulting in less pressure to adhere to changing trends and less competition among farmer’s (Griffin, Frongillo 194). Griffin and Frongillo also found that many farmers are disregarding market etiquette and sell their produce at a significantly cheaper price than the other vendors (194). It is customary for farmer’s coordinate prices in order to establish fairness, but there are still vendors who will sell their produce on their own accord. In addition to competition among vendors, there is always the growing competition from supermarkets that are joining in on the local food trend.

The challenges farmers encounter regarding the setup of their market are equally troublesome. Location as well as operable hours of the market have significant impacts on the profits of vendors. Most farmer’s markets are strategically placed in downtown areas because it is easy access, but many farmers have noted that this location is undesirable for customers living outside the city (Griffin, Frongillo 195). On the other hand, market locations in rural setting tend to have fewer customers than markets in
the city; in which case, establishing the most accessible location can be difficult. The struggle of finding suitable hours for the market is equally problematic especially when a large majority of potential consumers work during the day. Seasonal trends also play a role in the productivity of vendor’s experience. Griffin and Frongillo explain that, “Once school opens, cooler weather arrives, and darkness falls earlier…the volume of shoppers drops significantly” (195). Furthermore, a number of farmers have expressed concern over the raise in price of stall fees and insurance rates. Granted both are necessary for the safety and participation of the vendor, but with increasing rates, some vendors find it more and more difficult to make a profit (Griffin, Frongillo 196).

A study was designed by T.M. Schmit and M. I. Gomez to investigate the development of farmer’s markets through vendor performance. Throughout their research they identified a number of interrelated factors that affect the vendor experience and have the ability to generate more productive participation. The results of their research coincide with nearly all of the challenges voiced by farmers in the previous sections. Schmit and Gomez have found that centrally located markets are most convenient and preferred by consumers (125). Due to their central location, they are considered most easily accessible by the most potential customers. Vendors also prefer site selections that are easily visible and provide convenient parking. For the markets in more rural locations, public transportation services are desired by both vendors and consumers in order to increase access and market amenities (Schmit, Gomez 125).

Schmit and Gomez also found that vendors prefer larger markets to small markets and enjoy a mixture of product availability and assortment (125). A greater product assortment encourages more people to attend the market than just those in search of produce. Creating a one-stop-shopping environment generates an increase in consumers as well as vendor performance. In order to promote a larger market, vendors prefer fixed structures within the community that are designated for the market in order to encourage vendor participation. By generating larger markets, a demand for more managerial responsibilities will begin to surface. Vendors prefer a more structured market with trained managers in place and feel that it directly contributes to improved vendor performance and a more efficient market (Schmit, Gomez 125). In addition, markets with various promotion activities that help to allure customers contribute significantly to vendor performance. Schmit and Gomez agree that, “all markets must consider the importance of marketing and promotion efforts to continue attracting new and existing customers” (125). Activities that integrate the community such as entertainment and educational opportunities are essential in attracting customers and improving the vendor experience.

It is evident that there are a significant amount of contributing factors when assessing the participation of farmers and vendors in a farmer’s market. Important questions such as “Who are the vendors?” and “Why do they participate?” must be answered in order to create the ideal vendor experience. In addition, understanding their challenges and listening to their suggestions of improvement are equally valuable in ensuring the vendor performance. Not until both the financial objective and satisfactory subjective motives for the farmer are fulfilled will the participation and enjoyment of vendors reflect the success of the market.
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With the local food movement ever growing, more and more farmers markets are opening across the country. This creates room for producers and consumers to choose which markets they wish to attend. What are the factors that motivate producers and consumers to attend one farmers market over another?

by Mary Ellen St. Romain

Since the 1990’s, the number and popularity of local farmers markets in the United States has increased dramatically (Farmer, 2011). Not only that, but the number of shoppers recorded to attend these farmers markets has increased as well (USDA 2002). It is inevitable that some of the markets fail and others succeed. There are many factors that impact the likelihood for success or failures of individual markets. Surprisingly, studies have found that “market age”, or the number of years a market has been running, is not always a significant factor in determining the success of a market (Varner, 2008), implying that new markets have just as much potential as older markets. Perhaps the largest factor is the number of producers and consumers that choose to attend a specific market. In order for a market to succeed, there must be aspects that draw not only a diverse group of producers, but a large number of consumers as well.

Some factors affect both producers and consumers. Distance to the market could play a role in determining what market producers and consumers choose to attend, because the producer must determine if the distance is worth the estimated income, and the consumer must decide if the products available are worth the travel time. A producer is likely to attend the market that is located further away if they believe they will make the travel expenses back in the income they make at the market. Other factors could include day of the week the market is held, time of day the market is held, how long the market is open, what products are for sale and the average cost of the products. Many sources list the most popular items being sold as corn, squash, tomatoes, cucumbers, peppers, jams, jellies, honey, and breads (Farmer, 2011; Govindasamy et al., 1998; Freedman, 2011). This means that customers are drawn to markets that sell these items, but it also means more competition among producers that sell these items.

There are a number of aspects that attract producers to sell at one market over another. One large factor in determining which market producers choose to travel to is the amount of money they are likely to make. A producer is more likely to drive to a market that is further away if they know they will make a significant amount more in their market sales. This income could depend on a number of things. If the producer sells a product that many other producers sell, than it is likely that the producer is more likely to attend a market where there is less competition and more demand for their product. If the producer is selling a specialized product, the producer might find a market where they are successful and stick to it. In their study, Varner and Otto found that only 30% of the producers selling at a market in Iowa were selling more than $5,000 of products. They write, “farmers’ markets are mostly part time activities providing
only supplemental income for these producers” (Varner, 2008). This emphasizes the importance to the producers of getting the maximum possible income when attending a market.

Another motivator for producers is differing organizational market structures. Market structure can vary greatly from market to market, some public with no organization at all, where farmers simply show up, some private where there are legal agreements made among producers, and some in between (Stephenson, 2007). Larger, more organized markets tend to hire a “market manager”, or a “market master”. These individuals are in charge of the market on a day-to-day basis and are fundamental to the successful development and organization of markets (J. Farmer, personal communication, February 27, 2014). This is why larger, more successful farmers’ markets have managers. Producers are likely to choose a market in which they can successfully and comfortably sell within the market structure.

Just as there are different ways a market can be structured, there are also different rules and regulations in place stating what producers are allowed to sell (Payne, 2002). If a producer is not allowed to sell their product at certain markets, it leaves the producer with only one option: to sell at another market. Other questions producers may have when deciding upon a market to choose to sell include: Is there a weekly fee to sell at this market or does the market take an overall percentage of the producers’ final daily income? Does the market have an open, and good feel to it?

The decision producers make of which market to sell your product is largely dependent on the turnout of consumers. When thinking about why consumers would choose to do their shopping at a farmers market over another, we must think about what appeals to consumers. In his paper The Behavioral Ecology of Supermarkets and Farmers’ Markets (1981), Robert Sommer et al. compares consumer shopping experiences at a farmers market to experiences at a supermarket. They found that the atmosphere at farmers’ markets are “perceived by its customers as a more friendly, personal, rural, smaller, and happier setting than the supermarket by its customers.” The paper discusses how supermarkets are intended for a quick and efficient grocery trip, usually with very few social interactions. It states that 84% of the customers visiting a supermarket arrived alone, while only 25% of the customers arriving at farmers’ markets arrived alone. Supermarkets have a, “deliberate design which puts primary emphasis on efficient circulation… spaces are intended for display or movement... [and do] not encourage conversation.” In direct contrast, customers at farmers markets most frequently arrive with others and engage in conversation with vendors and other customers. The difference in market design is what encourages these social interactions. There are often tables or areas where individuals can stand to talk. Often the farmers selling their produce actively wish to interact with the customers. This social aspect of the farmers market is one reason why consumers choose to visit. The difference in the amount of social interaction between farmers’ markets could sway a customer to choose one market over another. Although Sommer is comparing a supermarket to a farmers market, these ideas can still be applied to a situation in which someone is choosing between two farmers markets. Which market provides a more welcoming and open environment? This is something to consider when designing the physical market layout.

Income level and age also largely affect the likelihood of consumers choosing to visit a farmers market. Trends show that higher income correlates to a higher
likelihood of shopping at a farmers market (Farmer, 2011). One way to draw customers to a specific market is to implement programs that appeal to lower income levels (Payne, 2002; Freedman, 2011). The Veggie Project was an attempt by four Boys and Girls Clubs in Nashville, TN to address these income barriers on food accessibility and affordability. The Boys and Girls Club locations hosted weekly markets the Super Shopper Program was initiated. This program rewarded participants with $20 food vouchers after they completed a series of surveys. This incentivized people to complete the surveys, and in the end of the study they found that those who participated in the Super Shopper Program made up two thirds of the overall sales. The study also found that getting youth involved by bagging produce, checking receipts, and helping out market vendors most often got parents and families involved as well. Research has shown that a typical farmers’ market consumer is older than 50 (Varner, 2008). Getting youth and their families involved could significantly increase the success of one farmers market over another.

Placing the market in a low-income neighborhood that is easier for those without cars to access, involving youth programs, and allowing food vouchers are all other ways to increase the number of customers visiting a farmers’ market (Freedman, 2011). There are even other programs like SNAP, WIC Farmers Market Nutrition Program, and the Senior Farmers Market Nutrition Program. Some markets even double the amount of product customers get as a way to assist the voucher users (Farmer, 2011) and further encourage customer attendance.

As mentioned earlier, one thing that varies from market to market and state-to-state is what products are allowed to be sold. There are restrictions placed on markets that determine whether things like processed foods, prepared foods, crafts, baked goods, fresh milk and dairy products, and fresh meat can be sold at markets (Payne, 2002). This is one barrier that we face at the farmers’ markets here in Richmond. In Richmond, producers are not allowed to sell fresh eggs, fresh milk, or milk products like goat cheese. This limited the amount of income that producers made, which could have affected their decision to sell at another market over Richmond’s market. When farmers have products that they are able and willing to sell, but they are limited by the markets restrictions, they will likely choose another market at which to sell. The less diversity in the products vendors are allowed to sell means less diversity of products consumers are able to buy, and the more likely those customers are to go to another market where the diversity of products could be higher. Diversity in producers and products available is likely to increase the market success.

Overall, there are an endless number of factors that could contribute to an individual’s decision to attend one farmers market over another. Distance, market structure, products available, and market location all have an effect on producers and consumers choices to attend markets. Not only that, but all of these factors play off one another and change the outcome of the market success. It is important to attract a high number of consumers to your market not only by appealing to those likely to attend, but also by creating incentives for those less likely to attend. If there is a high turnout of consumers, it is highly likely that the number of producers will increase, and with that, the diversity of products available.
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