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U.S. Farmers Markets—2000 A Study of Emerging Trends

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A Study of Emerging Trends

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Contents

Executive Summary

The U. S. Department of Agriculture (USDA), Agricultural Marketing Service, Wholesale and Alternative Markets program first compiled a *National Directory of Farmers Markets* in 1994. Since then, the Directory has been updated every 2 years (1996, 1998, and 2000). To be included in the Directory, a market must include multiple farmers and sell directly to the general public.

Direct marketing, including both farmers markets and other outlets such as pick-your-own farms, catalog sales, and Community Supported Agriculture, was reported by farmers as occurring on 93,140 farms, resulting in $550,947,000 in sales in 1997[1]. This compares to 86,432 farms reporting $404,056,000 in sales in 1987 for an increase of 36 percent in sales but only a 7.8-percent increase in the number of farms that participate in direct marketing.

Farmers markets play a vital role in enabling farmers to gain direct access to customers. Without this access, the existence of many small and medium-size growers would be threatened. The documented growth in farmers markets over the last decade, from 1,755 markets to 2,863 markets, an increase of 63 percent, indicates that customers are benefiting as well. Farmers markets provide customers with direct access to fresh fruits and vegetables as well as a variety of value-added products.

In September 1994, USDA surveyed the 1,755 identified farmers markets in the United States. From that survey, it was determined that 20,496 farmers used farmers markets and that 6,648 of those farmers used farmers markets as their sole marketing outlet. In addition, the markets reported a total of 915,774 customers per week.

In August 2000, USDA studied the 2,863 identified farmers markets in the United States. From that study, it was determined that 66,700 farmers served 2,760,000 customers per week at farmers markets. In addition, 19,000 farmers used farmers markets as their sole marketing outlet.

Farmers markets reported retail sales of $888 million. This represents 93 percent of total farmers market sales. Customers spent, on average, $17.30 per week at farmers markets.

Farmers market operators were asked about the method of management. Most markets had a vendor or a vendor-operated board of directors (63 percent), but smaller numbers were also operated by paid managers, government agencies, and nonprofit groups. Markets could have more than one type of management. Almost three-quarters of the markets were reported as "producer-only," meaning that the vendor must grow at least some of the product sold at the market. Just under a quarter of all markets participated in food gleaning programs.

Most markets were self-sustaining (fees charged covered all expenses) but 18 percent were not. These were primarily supported by various government agencies (city, county, State, and Federal), business groups, nonprofit organizations, individual donations, and grants.

Markets had various restrictions based on the goals of the markets. Other restrictions were based on health regulations (primarily for meat and poultry and dairy products) while others were designed to support local agriculture (required goods to come from within a certain distance of the market).

Evidence showing a growth in farmers markets is largely anecdotal. The research contained in this study provides evidence that farmers markets are a growing marketing tool for farmers and that customers can benefit from direct contact with the producers of their food.

The information gathered in this study will be presented in a series of six reports based on subdivisions of the data. The subdivisions were decided upon through discussions with farmers market managers and academic experts. Each report will cover one subdivision, with the first report including all subdivisions. The reports will include:

- Producer-only markets,
- Markets with a paid manager,
- Number of farmers and number of customers,
- Regional location,
- Volume of sales, and
- All categories.

[1] *1997 Census of Agriculture*, Volume 1-Chapter 1: U.S. Summary National-Level Data.

Background

The term "farmers market" has been used to describe many different types of facilities. For the purposes of this report, a farmers market is defined as a common facility or area where multiple farmers/growers gather on a regular recurring basis to sell a variety of fresh fruits, vegetables, and other farm products directly to customers. Farmers markets are only one method of direct marketing. Other methods, such as roadside stands, pick-your-own operations, farm stands, and Community Supported Agriculture (CSA), also enable customers to purchase directly from the producers. These types of markets are not included in this study.

Direct sales markets (markets where sales are made directly to the customer or final user) often provide the only access that many small and medium-size farm operations have to customers. Small farmers are often unable to participate in traditional marketing avenues due to their inability to meet size, color, and uniformity standards. Both small and medium-size farm operations use direct marketing to increase their cashflow and to supplement their income.

As low-cost, flexible sales outlets, farmers markets play an important role in the marketing repertoire of small farmers. By marketing directly to the customer, farmers are able to eliminate middlemen and increase their profit. This has the additional effect of providing customers with high-quality, fresh produce at a price comparable to that found in grocery stores.

The U.S. Department of Agriculture (USDA) publication *National Directory of Farmers Markets 2000*[2] lists 2,863 farmers markets in the United States and its territories. This number represents only those markets that are listed as active by either the various State departments of agriculture or the local, State, or regional farmers market associations. The 2,863 markets represent an increase of 18.8 percent from 1996 and 7 percent from 1998. While an exhaustive attempt was made to compile a complete list of farmers markets operating in the United States, this list may not include some informal markets that do not meet on a regular, recurring basis.

[2] Holley, Johnson, Klotz, and Manley, *National Directory of Farmers Markets 2000*, U.S. Department of Agriculture, Agricultural Marketing Service, July 2000.

Introduction

Currently, there is a lack of a national information database pertaining to farmers markets and their operations. Many publications exist that describe State- or local-level farmers market demographics and operations. In addition, there is anecdotal evidence reported on farmers markets at the local and regional levels.

USDA's *National Directory of Farmers Markets* and the *Farmers Market Survey* reports associated with it are interim products of a long-range project to collect, analyze, and report on data associated with farmers markets nationally. These studies will help USDA develop a statistical repository of information that can help farmers market organizers plan more efficiently for market development. In addition, the data developed will assist farmers market managers and managing organizations to operate their markets more efficiently. Grower and customer interest in farmers markets is increasing the need for more information.

This publication aims to provide basic descriptive information to both farmers market organizers and local public and private officials about farmers markets. This is the first publication in a series of six. The information contained in these publications will allow local decision makers to make more informed decisions about the creation and direction of farmers markets.

This report is based primarily on data developed in the "Farmers Market 2000 Study," a 34-item questionnaire (appendix A) that was mailed to each identified market in the United States and its territories. Every identified market was mailed a thank- you/reminder notice after 2 weeks. Approximately 1 month later, a telephone followup was conducted to nonrespondents. Based on these efforts, a response rate of just over 50 percent was achieved. Response rate by region was fairly uniform.

Farmers market managers were asked questions in several general areas. Questions were based on preliminary research conducted by USDA personnel as well as review by farmers market managers and academic experts.

The general areas included were:

- The physical characteristics of the market,
- Market administration and operations,
- Market sales,
- Farmers using the market, and
- Customer demographics.

Questions were asked about:

- Size and growth in the physical presence of the market,
- Period open and change in period open,
- Market sales,
- Retail percent of sales,
- Market administration,
- Paid employees,
- Rules and regulations,
- Participation in gleaning programs,
- Farmers using the market and change from 1996,
- Distance of farmers from the market,
- Farmer sales by category,
- Customers using the market and change from 1996,
- Distance customers travel to use the market, and
- Racial and ethnic characteristics of customers using the market.

Market managers were also given an opportunity to offer comments. Sample comments are presented throughout this report and all comments dealing with farmers markets are presented in appendix B.

Study Objective

1. Sales by market and by vendor and purchases by customer,
2. Farmer demographics,
3. Customers/customer demographics,
4. Market administration and operations, and
5. Physical characteristics of the market.

The major focus of this study is on retail sales. Many markets have at least some wholesale business, and a few are primarily wholesale. Most wholesale markets are affiliated with some government entity such as a city, county, State, or State corporation. Markets that function as a government operation (as opposed to retail markets that are managed by government employees) generally have different characteristics from other markets and were, therefore, excluded from this study.

Study Methodology

As the major focus of this study is on retail sales and the corresponding farmers and customers, adjustments were made to account for wholesale sales. To remove wholesale information, each market was asked the percent of its business that was retail/wholesale. Data from markets that reported wholesale sales were adjusted accordingly.

Sales

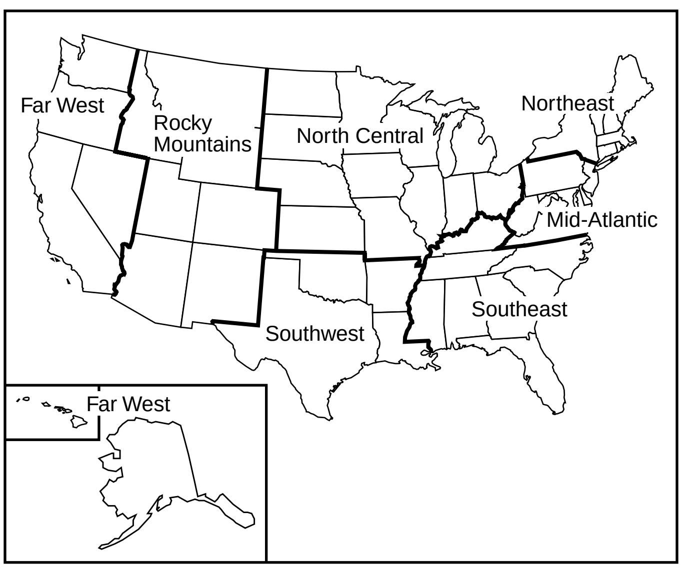
In an effort to make the data gathered in this study more useful, the data were subdivided in several different ways. These subdivisions include:

1. Producer-only markets - markets where vendors must produce a set percentage of the items that they sell,
2. Paid managers - markets where the manager receives a salary from the market,
3. Geographic region,
4. Number of farmers participating,
5. Number of customers, and
6. Farmer sales.

Breakouts on demographics were made to ensure the usefulness of the data. In addition, breakouts were evaluated to ensure that no markets were identifiable from the data. Regional breakouts were made in an effort to group similar States (figure 1) (appendix C).

This publication presents the information gathered in aggregate. Publications dealing with the subdivisions will follow.

Figure 1. Regions



Volume of Sales, Average Sales, and Retail Sales

Market operators were asked to detail their total volume of sales and the percent of sales that related to both retail and wholesale operations. Results for all categories may be seen in table 1.

Total sales for all markets totaled $888 million while average sales were reported as $312,000. Retail sales as a percent of total sales were 93 percent.

Sales Per Customer and Per Vendor

Market operators were asked their total volume of sales, period that the market was open, number of vendors, and number of customers. Based on this information, sales per customer per week and per year and sales per vendor per year were calculated. Sales per customer per week is total retail sales, divided by customers, weighted by the weeks per year a market was open. Sales per customer per year is not weighted by the number of weeks a market was open during the year. Results for all categories are reported in table 2.

Sales per customer per week at all markets were reported as $17.30. Annual sales per customer were $306, and sales per vendor per year were reported as $11,773. Twenty percent of all markets reported having some wholesale sales.

Market Administration and Operations

Self-Supporting Markets

Operators were asked if their market was economically self-sustaining. For the purpose of this study, self-sustaining was defined as "market income sufficient to pay for all costs associated with operating the market." Operators were then asked the open-ended question, "If no, how does the market finance its activities?" (appendix A). Based on operator response, not all market operators understood this question in the same way. Some operators indicated that their market was not self-sustaining and then listed member fees as their only source of revenue. Others indicated that they were self-sustaining and then reported that grants supported the market. Responses that clearly indicated the respondent did not understand the meaning of the question (i.e., non-self-sustaining but only using member fee) were adjusted to be in line with other respondents. Markets could report being subsidized by more than one source and were not asked to provide a value for the support. Subsidized percentages only relate to the markets that are not self sustaining.

Support can come in many forms, including financial and in-kind support. One of the most common types of government support is having a government-subsidized manager. Other common types of support include administrative assistance, grants, and providing a rent-free market site. Results for all categories can be seen in table 3.

On average, 18 percent of all markets were reported as self-sustaining. More markets received support from local governments (city or county) than from nonlocal governments (State or Federal), business groups (chamber of commerce, business association, etc.), or other nonprofit groups (churches, fraternal orders, etc.) for all three categories. Many markets reported support from individuals or groups that didn't easily fall into these categories. These responses were all classified as Other. Support from the Other category was 26 percent for all markets. Markets that reported they were non-self-sustaining but did not provide the source of their funds were 14 percent for all markets.

Market Administration

Market operators were asked to describe their market administration. Operators were given the choices of paid manager (either full-time or part-time), vendor-operated board of directors, governmental organization, and private nonprofit. Operators were not limited to only one choice. For example, a private nonprofit could also have a paid manager. A respondent could not be in all four categories because being operated by a private, nonprofit group and a government organization are mutually exclusive. All results can be seen in table 4.

Thirty percent of all markets reported paid managers. Sixty-three percent of all markets reported vendor-operated boards of directors, 18 percent reported being administered by government organizations, and 42 percent were administered by nonprofit organizations.

Paid Managers and Market Employees

As part of the market administration question, respondents were also asked to list if their paid managers were full-time or part-time employees. The results presented in this section pertaining to paid managers only apply to those markets that reported having a paid manager. Likewise, results for either full-time or part-time employees are limited to those markets that reported their presence. All results for this question can be seen in table 5.

Fifteen percent of all markets reported a full-time manager, and 14 percent reported a part-time manager. All markets averaged 2.2 full-time workers for markets reporting full-time workers and 1.9 part-time workers for markets reporting part-time workers.

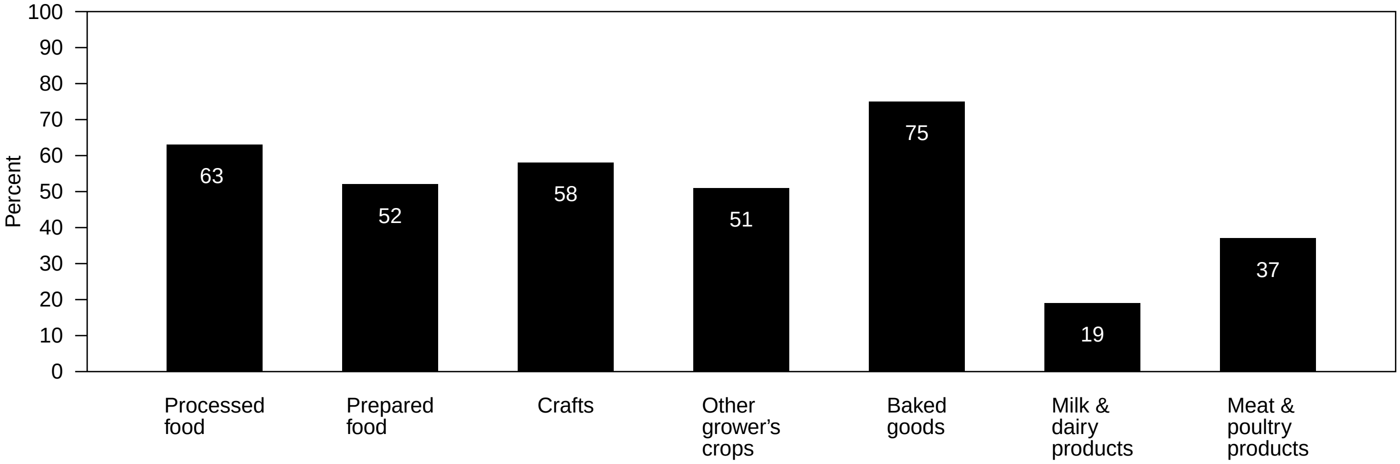
Products Allowed at Market

Market operators were asked a series of questions about products allowed for sale at their market. This question was asked to determine the restrictions placed on the sale of various products and marketing practices. The items included:

- Processed foods (value-added foods such as jams, jellies, salsa, etc.),
- Prepared foods (foods that are designed to be eaten at the market),
- Crafts,
- Crops produced by other growers,
- Baked goods,
- Milk and dairy products, and
- Meat and poultry products.

More than half of all markets allowed the sale of processed food, prepared food, crafts, other growers' crops, and baked goods (figure 2). Nineteen percent allowed the sale of milk

Figure 2. Products allowed at market (percent)



and dairy products while 37 percent allowed the sale of meat and poultry products. Results for all categories may be seen in table 6.

Rules and Regulations

Market managers were asked a second series of questions relating to market rules and regulations. These were:

- Is the market restricted to producers only (i.e., to participate in the market, the vendors must grow or produce a portion of the goods they sell)?
- Does the market have a geographic restriction?
- Does the market allow items to be purchased for resale?
- Are there any other restrictions?

Geographic restrictions were not limited. If the market had any geographic restrictions at all, the answer to this question was yes. Results for all items can be seen in table 7.

Seventy-five percent of all markets reported being producer-only. Forty-five percent allowed crops from outside the local area, 40 percent allowed resale, and 52 percent reported other market restrictions. The most common "other" restriction was a State or local law governing sales or market operations. Other restrictions also included market restrictions on the variety of fruits and vegetables offered, the number and type of vendors, and organic certification restrictions.

Participation in WIC and Gleaning Programs

Market operators were asked about their participation in the Women, Infants, and Children (WIC) Farmers Market Nutrition program. They were also asked about market participation in food “gleaning” or donation programs. If market operators answered in the affirmative for participation in a gleaning program, they were asked to estimate the amount of food donated during the course of the market year and the value of the donated food. Results for all categories can be seen in table 8.

Fifty-eight percent of all markets reported participating in the WIC program and 25 percent reported participating in a gleaning program. The total amount of food donated was 5,614,000 pounds—for an average of 9,244 pounds per participating market with an average value of $1.60 per pound.

Farmer Demographics

Average Number of Farmers and Change from 1996

Another method of measuring the growth in farmers markets was determining the change in the number of farmers that utilize these markets. To that end, market managers were asked the number of farmers that used their market in both 1996 and 2000. All markets that reported for each year were used to calculate the average number of farmers for that year. To measure change, only those markets that reported for both periods were used to calculate the change per market. For this reason, the average number of farmers in 2000 minus the average number of farmers in 1996 does not equal the change from 1996 to 2000. Managers were also asked to provide the number of farmers who use their farmers market as their only method of sales. Results for all categories can be seen in table 9.

Fifty-three percent of all markets reported showing an increase in the number of farmers using the market while 18 percent reported a decrease. They reported having an average of 27 farmers in 2000 and 24 in 1996. There was an average change of six farmers while an average of nine farmers were reported as using the farmers market as their only means of selling.

Farmers' Distance from Market

In an attempt to measure the "localness" of farmers using the farmers market, managers were asked to estimate the distance that farmers traveled to participate in the farmers market. With few exceptions, more farmers lived 10 miles or less from their market than any other distance. Results for all categories can be found in table 10.

Thirty-eight percent of farmers lived less than 10 miles from the market, 29 percent were reported as living from 11 to 20 miles from the market, 21 percent lived 21 to 50 miles from the market, and 12 percent lived more than 50 miles from the market.

Farmer Annual Sales

In an effort to assess the impact of farmers markets on small farmers, market managers were asked to estimate the average sales of farmers that used their markets by category. Results for all categories are in table 11.

Thirty-five percent of farmers at all markets had sales under $1,000. Only 1 percent had sales of more than $50,000. Twenty percent had sales of more than $10,000.

Customer Demographics

Average Number of Customers and Change from 1996

In an effort to measure growth, market managers were asked to estimate the number of customers that used their market each week during both 1996 and 2000. The average was based on all markets that reported for a period. All markets that reported for each year were used to calculate the average number of customers for that year. To measure change, only those markets that reported for both periods were used to calculate the change per market. For this reason, the average number of customers in 2000 minus the average number of customers in 1996 does not equal the change from 1996 to 2000. Overall, the change was positive in all categories except for the Southeast, where a few larger markets that showed a decline accounted for the negative growth. Results for all categories can be seen in table 12.

All markets reported 1,055 average customers weekly in 2000 and 787 in 1996. Managers reported an average change of 301 customers per week from 1996 to 2000. Fifty-seven percent of markets reported an increase in customers while only 14 percent reported a decrease.

Customers' Distance from Market

Many farmers markets are community based, being operated or supported by local governments, businesses or business organizations, or charitable organizations. This, in turn, affects the markets' customer base. In an attempt to measure the "localness" of customers using the farmers market, managers were asked to estimate the distance that customers traveled to shop at the farmers market. Results for all categories can be found in table 13.

Sixty-seven percent of customers at all markets lived less than 10 miles from their market while 19 percent lived 11 to 20 miles, 8 percent lived 21 to 50 miles, and 5 percent lived more than 50 miles from the market.[3]

Customer Demographics

The study sought to measure the ethnic and racial composition of customers that shop at farmers markets. Race is a subjective term to many observers. In addition, there appears to have been confusion about the difference between race and ethnic group. Many respondents reported Hispanics

[3] Does not equal 100 percent due to rounding.

as Other race (and so indicated on the questionnaire). In addition, there appears to be overlap between the Other race group and the Hispanic category from the following section (Ethnicity). In many cases, respondents reported exactly the same percentage of Hispanics as Other race. Results for all categories can be seen in tables 14 and 15.

The majority of customers were White in every category. In most cases, the Black or African-American category was the second largest. In the Far West and Rocky Mountains, Other race outranked Black or African-American. This is almost certainly attributable to the large percentage of markets where the Hispanics reported was equal to Other race (table 15).

Seventy-four percent of customers were reported as White, 14 percent as Black or African-American, 6 percent as Other, 5 percent as Asian, 1 percent as American Indians or Native Americans, and less than 1 percent as Native Hawaiian or Pacific Islander.

Ethnicity

In a further effort to determine if America's farmers markets are serving a diverse base, market managers were asked the percentage of their customers who were Hispanic. Results can be seen in table 15.

In most categories, Hispanics comprised less than 10 percent of customers. This was not true in the Far West, Rocky Mountains, and Southwest regions. In these groupings, Hispanics were between 12 and 16 percent of the markets' customers.

Six percent of customers at all markets were Hispanic. Forty-one percent of all markets reported that the percentage of Hispanic customers was equal to the percentage reported as Other race.

Physical Characteristics

Market Size

Market operators were asked several questions relating to the physical size of the market, as well as the growth of the market since 1996. The first question asked for the physical size of the farmers market operation, including parking areas, administrative spaces, and market stalls. Operators were asked to list the size of their market in either square feet or acres. For uniformity, area is listed in acres (one acre = 43,560 square feet). In addition, operators were asked the number of open stalls (stalls without a permanent cover), number of closed stalls (stalls with a permanent cover), size of the stalls, and the number of each type of stall in 1996. This last question (number of each type of stall in 1996) was designed to measure growth of the market. Results are presented in table 16.

The average market size for all markets was reported as 1.38 acres.

Open and Closed Stalls

Market operators were asked several questions relating to the number and type of stalls present at their operation. Open stalls are those with no permanent structure (i.e., no permanent roof). Markets with closed stalls are generally more permanent. In addition, they were asked about the physical size of each type of stall. The average number of stalls is based only on markets that report that type of stall. For example, if a market reported having only open stalls, it would not be included in the closed stall average. Results for all categories are presented in table 17.

Operators were also asked the size of stalls at their market. Stall size is a general indicator of the size of the vendor that can be accommodated. As with average market size, results were intuitive. All groupings had a greater percentage of markets reporting open stalls than closed stalls. The very largest stalls are enclosed.

All markets reported an average of 30 open stalls and 32 closed stalls per market. Ninety-one percent of all markets reported having open stalls while only 19 percent reported closed stalls.

Market Age and Period Open

Market operators were asked to list their first year of operation and if they were open for the entire year. If a market wasn't open for the entire year, respondents were asked for the month that the market first opens and the month that it closes. Results for all categories can be seen in table 18.

All markets averaged 15.1 years of age with 27 percent being reported as under 5 years of age. Thirteen percent reported being open the entire year. Markets that were not open the entire year averaged being open 18 weeks.

Days Open 2000 and 1996 and Change From 1996

Market operators were asked to list their days of operation and the number of days per week they were open in 1996. The number of days open is calculated based on all markets that reported for that particular category. The change in days open is based only on markets that reported for both periods. Because of this, the difference between the average number of days open per week in 2000 and the average number of days open per week in 1996 is not the same as the change from 1996 to 2000. Results for all categories are available in table 19.

All markets were open 1.8 days per week in 2000 and 1.9 in 1996. All markets indicated a slight increase in days open from 1996 to 2000. Six percent of all markets indicated that the number of days per week they were open increased, compared to only 3 percent that indicated a decline.

Summary

Farmers markets play a vital role in the food system by providing both a market for farmers and a means for customers to access fresh fruits and vegetables. Seventy-nine percent of the farmers selling at farmers markets have less than $10,000 in annual sales while 31 percent of farmers use farmers markets as their only method of marketing their products. This indicates that farmers markets are a very important market outlet for small and medium-size farms. Many farmers markets also provide their customers with a unique shopping experience that is often lacking in today's fast-paced world. The growth in the number of farmers markets, in farmers using the markets, and in customers using the markets indicates that farmers markets are important to farmers, customers, and the communities in which the markets operate.

While several markets were reported as being more than 100 years old, 27 percent of farmers markets in operation indicated that they were less than 5 years old. Larger markets were generally older than smaller markets, and western markets were generally younger than eastern markets. The average age of all markets was just over 15 years. Most markets are seasonal, with only 13 percent of markets open the entire year.

Markets had total retail sales of nearly $900 million. This represents 93 percent of total market sales. The remaining 7 percent was wholesale sales (to restaurants, wholesalers, and grocery stores). Customers spent, on average, $17.30 per week.

Most markets were self-supporting (fees charged covered all expenses), but 18 percent of the markets were not. These were primarily supported by various government agencies (city, county, State, and Federal), business groups, nonprofit organizations, individual donations, and grants.

Most markets had a vendor-operated board of directors, but smaller numbers were also operated by paid managers, government agencies, and nonprofit groups. Markets could have more than one type of management. Seventeen percent of markets reported having full-time workers while 30 percent reported having part-time workers.

Markets had various restrictions based on the goals of the markets. Many required that vendors be producers. Other restrictions were based on health regulations (primarily for meat and poultry and dairy products) while others were designed to support local agriculture (required goods to come from within a certain distance of the market).

More than half of the markets participated in WIC nutrition programs. Many also participated in various other nutrition programs. One-quarter of the markets reported participating in a food gleaning program, donating over 5.5 million pounds of food worth almost $10 million in 2000.

While farmers markets have shown that they are beneficial to farmers, customers, and local communities, many areas of study remain. One of the most important areas that merits further study is why markets fail. Efforts need to be made to determine the financial effect that farmers markets have on local communities and the effect that these markets have on farm viability.

Farmers markets are an important marketing tool for the farmer as well as a source of fresh produce for the customer. The continued growth in both number and size of markets indicates that farmers markets are important to both farmers and customers. Because of the importance of farmers markets in a complete marketing plan, more effort needs to be made to develop techniques for designing, developing, and improving farmers markets on a local, State, and Federal level.

Tables

Table 1. Total sales, sales as a percent of total sales, average sales, and percent of retail sales

Category	Total sales (000 dollars)	Average sales per market (000 dollars)	Retail sales (percent)
Paid manager	604,180	782	93
Producer-only	412,273	196	98
Region			
Far West	205,409	679	99
Rocky Mountain	19,254	145	97
Southwest	18,164	118	99
North Central	159,843	171	99
Southeast	124,639	538	86
Mid-Atlantic	313,016	873	97
Northeast	47,742	96	99
Farmers			
Less than 10	102468	136	99
10 to 25	240,904	206	98
26 to 50	208,675	474	98
More than 50	336,020	1,327	88
Customers			
Less than 100	7,500	14	99
100 to 250	31,364	40	98
251 to 500	61,036	107	97
501 to 1,000	104,794	267	98
1,001 to 5,000	351,984	744	95
More than 5,000	331,389	4150	85
Sales			
$10,000 or less	2,717	5	99
$10,001 to $49,999	21898	26	99
$50,000 to $99,999	25408	73	99
$100,000 to $249,999	69793	169	98
$250,000 to $499,999	74130	411	98
More than $500,000	694121	2,488	85
All markets	888,067	312	93

Note: States included in each regional subgroup are listed in appendix C.

Table 2. Total retail sales, retail sales per customer, and retail sales per vendor

Category	Total sales (000 dollars)	Sales per customer per week (dollars)	Sales per customer per year (dollars)	Sales per vendor per year (dollars)
Paid manager	604,180	21.5	410	21321
Producer-only	412,273	12.40	253	7,476.00
Region				
Far West	205409	14.30	264	11395
Rocky Mountain	19254	8.00	119	3,815.00
Southwest	18,164	12.80	250	6,219.00
North Central	159,843	15.30	265	7,124.00
Southeast	124,639	42.00	747	14,360.00
Mid-Atlantic	313,016	18.10	356	32,682.00
Northeast	47,742	10.90	187	6,446.00
Farmers				
Less than 10	102468	5.30	84	7,927.00
10 to 25	240,904	19.1	345	12854
26 to 50	208,675	15.80	303	11,010.00
More than 50	336,020	19.20	392	12,120.00
Customers				
Less than 100	7,500	18.90	302	1,143.00
100 to 250	31,364	14.70	257	2,739.00
251 to 500	61,036	17.30	312	5983
501 to 1,000	104,794	13.80	265	6,604.00
1,001 to 5,000	351,984	19.4	377	18208
More than 5,000	331,389	11.50	262	30,631.00
Sales				
$10,000 or less	2,717	2.80	43	432.00
$10,001 to $49,999	21898	4.80	83	1,643.00
$50,000 to $99,999	25408	7.60	139	3,466.00
$100,000 to $249,999	69793	10.10	194	4,866.00
$250,000 to $499,999	74130	11.80	244	9,392.00
More than $500,000	694121	18.20	431	30,016.00
All markets	888,067	17.30	306	11,773.00

Note: States included in each regional subgroup are listed in appendix C.

Table 3. Non-self-sustaining markets and methods of subsidizing markets

Category	Non-self-sustaining markets[1]	Subsidized by local gov't[2]	Subsidized by nonlocal gov't[2]	Subsidized by business group[2]
		percent		
Paid manager	25	35	19	14
Producer-only	15	28	18	13
Region				
Far West	18	50	4	12
Rocky Mountain	18	27	27	0
Southwest	13	44	11	11
North Central	16	29	10	19
Southeast	21	36	45	5
Mid-Atlantic	25	41	27	15
Northeast	15	11	11	6
Farmers				
Less than 10	22	30	17	16
10 to 25	14	31	15	4
26 to 50	19	41	10	8
More than 50	19	32	41	5
Customers				
Less than 100	16	22	7	22
100 to 250	17	30	15	11
251 to 500	19	43	20	11
501 to 1,000	15	30	30	13
1,001 to 5,000	20	35	18	6
More than 5,000	22	43	43	0
Sales				
$10,000 or less	17	26	9	14
$10,001 to $49,999	19	32	16	15
$50,000 to $99,999	15	25	25	13
$100,000 to $249,999	16	42	16	13
$250,000 to $499,999	18	47	13	7
More than $500,000	19	33	33	4
All markets	18	33	17	12

Note: States included in each regional subgroup are listed in appendix C.
[1]Markets that are dependent on sources other than vendor fees for operating expenses.
[2]Subsidies can include cash or in-kind support. This includes providing labor, a rent-free location, administrative support, etc.

(continued)

Table 3 (concluded). Non-self-sustaining markets and methods of subsidizing markets

Category	Subsidized by other nonprofit[2]	Subsidized by other[2]	Not specified[2]
		percent	
Paid manager	9	28	16
Producer-only	10	31	14
Region			
Far West	8	35	12
Rocky Mountain	9	45	9
Southwest	22	33	11
North Central	15	18	15
Southeast	<1	14	5
Mid-Atlantic	10	17	12
Northeast	20	49	23
Farmers			
Less than 10	13	23	16
10 to 25	14	27	18
26 to 50	13	33	10
More than 50	5	23	0
Customers			
Less than 100	15	22	15
100 to 250	18	33	15
251 to 500	7	24	15
501 to 1,000	13	17	17
1,001 to 5,000	9	32	9
More than 5,000	0	14	0
Sales			
$10,000 or less	16	23	16
$10,001 to $49,999	13	29	15
$50,000 to $99,999	4	33	17
$100,000 to $249,999	16	23	13
$250,000 to $499,999	20	20	7
More than $500,000	0	25	8
All markets	12	26	14

Note: States included in each regional subgroup are listed in appendix C.
[1]Markets that are dependent on sources other than vendor fees for operating expenses.
[2]Subsidies can include cash or in-kind support. This includes providing labor, a rent-free location, administrative support, etc.

Table 4. Market management options

Category	Paid manager	Vendor operated board	Government	Nonprofit group
		percent		
Paid manager	100	45	22	42
Producer-only	27	67	15	43
Region				
Far West	58	57	12	55
Rocky Mountain	34	71	10	40
Southwest	29	83	18	28
North Central	20	62	15	43
Southeast	31	56	31	28
Mid-Atlantic	39	51	33	38
Northeast	21	69	12	46
Farmers				
Less than 10	18	62	17	41
10 to 25	25	64	16	41
26 to 50	39	60	19	42
More than 50	70	61	25	47
Customers				
Less than 100	9	63	12	46
100 to 250	19	65	16	36
251 to 500	29	66	20	43
501 to 1,000	42	65	18	47
1,001 to 5,000	62	52	24	44
More than 5,000	74	43	34	34
Sales				
$10,000 or less	11	63	13	47
$10,001 to $49,999	18	61	16	39
$50,000 to $99,999	27	75	17	36
$100,000 to $249,999	40	69	17	46
$250,000 to $499,999	50	61	18	43
More than $500,000	75	41	32	42
All markets	30	63	18	42

Note: States included in each regional subgroup are listed in appendix C.

Table 5. Paid management and employees

Category	Full-time manager	Part-time manager (percent)	Full-time workers[1] (percent)	Part-time workers[1]
Paid manager	51	49	2.2	1.9
Producer-only	13	14	2.2	1.8
Region				
Far West	22	36	1.3	1.9
Rocky Mountain	8	26	1.4	1.7
Southwest	21	8	1.7	1.7
North Central	11	9	3.0	1.5
Southeast	22	8	3.6	2.1
Mid-Atlantic	21	18	1.9	2.8
Northeast	10	11	1.8	1.9
Farmers				
Less than 10	10	8	2.4	1.6
10 to 25	10	14	1.5	1.7
26 to 50	18	20	2.0	2.1
More than 50	46	25	3.1	2.4
Customers				
Less than 100	6	3	1.6	1.6
100 to 250	7	12	2.4	1.6
251 to 500	12	17	3.3	1.5
501 to 1,000	25	17	1.4	1.8
1,001 to 5,000	32	31	1.6	2.2
More than 5,000	63	11	3.7	4.4
Sales				
$10,000 or less	8	3	1.5	1.2
$10,001 to $49,999	7	12	1.7	1.5
$50,000 to $99,999	10	17	1.3	1.8
$100,000 to $249,999	18	22	1.2	1.8
$250,000 to $499,999	21	29	1.6	1.6
More than $500,000	53	22	2.5	3.1
All markets	15	14	2.2	1.9

Note: States included in each regional sub group are listed in appendix C.
[1]Includes only those markets that reported worker presence; i.e., if a market reported no full-time employees, it was not included in the average.

Table 6. Products allowed at market (markets allowing sale of various categories of goods)

Category	Processed food	Prepared food[1]	Crafts	Other growers' crops
		percent		
Paid manager	72	64	62	60
Producer-only	60	48	55	41
Region				
Far West	82	70	66	58
Rocky Mountain	73	56	63	58
Southwest	43	19	26	44
North Central	60	51	64	43
Southeast	39	29	41	50
Mid-Atlantic	68	56	57	59
Northeast	68	57	62	56
Farmers				
Less than 10	54	42	51	51
10 to 25	63	53	63	51
26 to 50	71	58	60	54
More than 50	76	64	58	42
Customers				
Less than 100	51	42	59	41
100 to 250	59	48	60	49
251 to 500	62	49	53	52
501 to 1,000	78	62	61	54
1,001 to 5,000	74	62	59	60
More than 5,000	80	80	71	71
Sales				
$10,000 or less	48	44	61	41
$10,001 to $49,999	59	46	59	49
$50,000 to $99,999	69	47	59	53
$100,000 to $249,999	74	61	55	56
$250,000 to $499,999	69	61	56	48
More than $500,000	76	68	56	67
All markets	63	52	58	51

(continued)

Table 6 (concluded). Products allowed at market (markets allowing sale of various categories of goods)

Category	Baked goods	Milk & dairy products	Meat & poultry products
		percent	
Paid manager	78	32	46
Producer-only	73	17	35
Region			
Far West	80	24	38
Rocky Mountain	89	19	52
Southwest	32	6	19
North Central	78	15	40
Southeast	37	5	9
Mid-Atlantic	83	32	49
Northeast	88	26	37
Farmers			
Less than 10	70	14	25
10 to 25	76	17	37
26 to 50	82	23	47
More than 50	74	36	58
Customers			
Less than 100	67	12	25
100 to 250	76	13	30
251 to 500	73	17	37
501 to 1,000	81	25	51
1,001 to 5,000	81	35	52
More than 5,000	77	51	51
Sales			
$10,000 or less	69	9	22
$10,001 to $49,999	74	13	32
$50,000 to $99,999	76	17	39
$100,000 to $249,999	81	24	48
$250,000 to $499,999	81	27	44
More than $500,000	78	48	61
All markets	75	19	37

Note: States included in each regional subgroup are listed in appendix C.
[1]Prepared foods are ready-to-eat items.

Table 7. Market rules and regulations (markets allowing sale of various categories of goods)

Category	Producer-only[1]	Crops from outside local area	Items for resale	Other restrictions
		percent		
Paid manager	68	55	44	51
Producer-only	100	36	25	53
Region				
Far West	81	53	24	53
Rocky Mountain	74	42	33	66
Southwest	82	51	34	49
North Central	78	42	39	53
Southeast	67	54	42	52
Mid-Atlantic	67	52	52	46
Northeast	71	35	49	48
Farmers				
Less than 10	74	42	52	39
10 to 25	76	43	34	54
26 to 50	75	51	33	58
More than 50	71	51	43	66
Customers				
Less than 100	83	35	17	44
100 to 250	77	39	19	49
251 to 500	74	50	23	51
501 to 1,000	72	45	22	54
1,001 to 5,000	65	60	22	57
More than 5,000	40	71	34	57
Sales				
$10,000 or less	83	35	37	45
$10,001 to $49,999	77	37	41	49
$50,000 to $99,999	75	51	38	58
$100,000 to $249,999	70	46	38	53
$250,000 to $499,999	71	58	46	57
More than $500,000	58	71	44	60
All markets	75	45	40	52

Note: States included in each regional subgroup are listed in appendix C.
[1]Producer-only markets require that vendors produce at least part of the goods that they sell.

Table 8. WIC and gleaning participation

Category	Participate in WIC (percent)	Participate in gleaning (percent)	Pounds donated (year) (000)	Average pounds donated per participating market	Estimated value per pound (dollars)
Paid manager	66	41	4250	14890	1.92
Producer-only	60	25	3132	6,352	1.68
Region					
Far West	67	43	816	6232	1.01
Rocky Mountain	28	30	218	5633	1.09
Southwest	70	42	89	1481	0.85
North Central	46	16	1340	9465	2.11
Southeast	30	17	22	1485	0.99
Mid-Atlantic	65	26	618	6540	1.61
Northeast	88	25	2545	20103	1.72
Farmers					
Less than 10	58	18	412	3096	1.39
10 to 25	56	24	893	3328	1.45
26 to 50	59	29	620	5254	1.62
More than 50	67	23	3723	20912	1.84
Customers					
Less than 100	35	9	106	2225	1.15
100 to 250	55	19	357	2582	1.16
251 to 500	66	30	603	3649	1.44
501 to 1,000	63	33	307	2543	1.05
1,001 to 5,000	66	40	3535	20172	1.48
More than 5,000	54	49	707	19378	2.53
Sales					
$10,000 or less	36	13	116	1686	1.15
$10,001 to $49,999	58	16	3401	2520	1.40
$50,000 to $99,999	64	26	400	4441	1.40
$100,000 to $249,999	69	35	483	3407	1.54
$250,000 to $499,999	76	31	377	7321	2.35
More than $500,000	66	50	3932	32715	1.98
All markets	58	25	5614	9244	1.6

Note: States included in each regional subgroup are listed in appendix C.

Table 9. Number of farmers served

Category	Average number of farmers - 2000	Farmers using market as only method of sales	Average number of farmers - 1996	Change from 1996[1]	Markets showing an increase (percent)	Markets showing a decrease (percent)
Paid manager	48	18	44	4	59	14
Producer-only	24	8	20	6	54	17
Region						
Far West	35	15	29	11	72	7
Rocky Mountain	30	12	24	8	69	8
Southwest	19	9	15	4	53	14
North Central	27	10	21	9	57	14
Southeast	28	10	33	-1	45	34
Mid-Atlantic	26	8	25	3	42	25
Northeast	15	3	12	3	47	20
Farmers						
Less than 10	5	1	5	<0	41	32
10 to 25	16	5	13	4	62	13
26 to 50	37	12	26	11	70	9
More than 50	127	51	105	54	78	6
Customers						
Less than 100	13	5	9	6	48	23
100 to 250	16	5	13	4	51	20
251 to 500	21	8	18	5	56	16
501 to 1,000	35	10	32	6	53	13
1,001 to 5,000	49	16	49	3	55	13
More than 5,000	148	79	98	9	35	23
Sales						
$10,000 or less	11	3	8	5	49	21
$10,001 to $49,999	15	6	12	4	56	19
$50,000 to $99,999	20	8	16	7	54	20
$100,000 to $249,999	32	10	25	8	59	13
$250,000 to $499,999	36	14	32	4	55	16
More than $500,000	88	34	80	10	44	20
All markets	27	9	24	6	53	18

Note: States included in each regional subgroup are listed in appendix C.
[1]Change only includes those markets that reported for both years; i.e., if a market only reported for 2000, it was not used to calculate change.

Table 10. Distance of farmers from market

Category	10 miles or less	11 to 20 miles	21 to 50 miles	More than 50 miles
		percent		
Paid manager	29	28	25	18
Producer-only	38	29	21	13
Region				
Far West	28	23	24	25
Rocky Mountain	42	23	22	14
Southwest	24	31	25	19
North Central	44	29	20	7
Southeast	36	36	22	6
Mid-Atlantic	38	30	23	9
Northeast	45	32	19	3
Farmers				
Less than 10	41	27	21	11
10 to 25	43	29	19	9
26 to 50	36	25	22	16
More than 50	33	30	24	13
Customers				
Less than 100	61	24	10	5
100 to 250	46	31	19	4
251 to 500	36	29	23	11
501 to 1,000	37	26	23	14
1,001 to 5,000	28	30	23	18
More than 5,000	19	20	38	23
Sales				
$10,000 or less	66	23	10	2
$10,001 to $49,999	46	30	19	5
$50,000 to $99,999	46	31	16	7
$100,000 to $249,999	39	31	23	8
$250,000 to $499,999	33	30	18	20
More than $500,000	22	26	29	23
All markets	38	29	21	12

Note: States included in each regional subgroup are listed in appendix C.

Table 11. Average annual sales per farmer

Category	$1,000 or less	$1001 to $5,000	$5,001 to $10,000	$10,001 to $25,000	$25,001 to $50,000	More than $50,000
percent						
Paid manager	21	24	21	19	12	3
Producer-only	33	30	17	13	7	1
Region						
Far West	22	21	20	22	13	2
Rocky Mountain	50	24	11	9	5	1
Southwest	25	21	25	24	4	1
North Central	45	33	14	5	3	1
Southeast	37	41	12	4	2	4
Mid-Atlantic	32	29	18	13	5	3
Northeast	35	31	26	6	2	<1
Farmers						
Less than 10	50	30	11	6	2	1
10 to 25	45	28	15	9	2	1
26 to 50	30	25	19	17	7	1
More than 50	25	30	19	12	10	3
Customers						
Less than 100	68	29	2	1	<1	0
100 to 250	43	40	12	4	1	1
251 to 500	38	37	15	8	1	<1
501 to 1,000	21	26	22	19	10	1
1,001 to 5,000	26	17	25	21	10	2
More than 5,000	14	20	21	17	21	8
Sales						
$10,000 or less	87	12	1	0	0	0
$10,001 to $49,999	50	37	8	4	<1	0
$50,000 to $99,999	33	43	17	5	<1	1
$100,000 to $249,999	32	28	22	13	4	<1
$250,000 to $499,999	15	26	30	19	10	<1
More than $500,000	12	21	23	23	16	4
All markets	35	29	17	12	6	1

Note: States included in each regional subgroup are listed in appendix C.

Table 12. Average customers served per week

Category	Customers - 2000	Customers - 1996	Change from 1996[1]	Increased (percent)	Decreased (percent)
Paid manager	2,313	1825	745	59	14
Producer-only	746	655	194	58	13
Region					
Far West	2,368	2,304	539	65	10
Rocky Mountain	1140	650	395	74	0
Southwest	520	381	74	49	18
North Central	662	555	204	59	12
Southeast	725	535	-233	47	36
Mid-Atlantic	2,185	1,224	986	53	17
Northeast	481	420	78	52	14
Farmers					
Less than 10	252	212	91	27	12
10 to 25	647	474	174	35	8
26 to 50	1582	1,244	381	46	6
More than 50	3,172	2,465	1,205	40	9
Customers					
Less than 100	48	48	2	45	22
100 to 250	161	154	13	52	16
251 to 500	377	339	44	63	13
501 to 1,000	782	610	199	67	9
1,001 to 5,000	2200	1816	615	63	9
More than 5,000	13087	8186	5,015	56	15
Sales					
$10,000 or less	116	104	17	45	18
$10,001 to $49,999	314	245	71	60	13
$50,000 to $99,999	504	376	154	56	14
$100,000 to $249,999	896	747	203	67	10
$250,000 to $499,999	1677	1,175	297	54	20
More than $500,000	5646	3,890	1,622	52	20
All markets	1055	787	301	57	14

Note: States included in each regional subgroup are listed in appendix C.
[1]Change only includes those markets that reported for both years; i.e., if a market only reported for 2000, it was not used to calculate change.

Table 13. Customers' distance from market

Category	10 miles or less	11 to 20 miles	21 to 50 miles	More than 50 miles
		percent		
Paid manager	64	21	10	6
Producer-only	71	19	6	4
Region				
Far West	73	17	5	5
Rocky Mountain	76	17	6	2
Southwest	54	15	22	8
North Central	67	22	8	3
Southeast	71	16	9	4
Mid-Atlantic	60	24	11	5
Northeast	66	19	8	7
Farmers				
Less than 10	77	17	3	2
10 to 25	70	16	8	7
26 to 50	72	20	6	2
More than 50	62	22	10	6
Customers				
Less than 100	87	11	1	1
100 to 250	79	17	3	1
251 to 500	77	18	4	1
501 to 1,000	75	16	6	3
1,001 to 5,000	72	19	7	3
More than 5,000	55	23	11	10
Sales				
$10,000 or less	86	10	1	2
$10,001 to $49,999	76	20	3	1
$50,000 to $99,999	68	22	7	3
$100,000 to $249,999	77	15	5	3
$250,000 to $499,999	78	17	4	1
More than $500,000	61	21	11	7
All markets	68	19	8	5

Note: States included in each regional subgroup are listed in appendix C.

Table 14. Customers' race

Category	White	Black or African-American	American Indian or Alaska Native	Asian	Native Hawaiian or Pacific Islander	Other race
			percent			
Paid manager	72	14	1	6	1	6
Producer-only	78	8	1	5	1	7
Region						
Far West	69	5	1	10	1	13
Rocky Mountain	77	7	2	3	<1	10
Southwest	69	14	1	3	1	13
North Central	81	9	1	5	<1	4
Southeast	75	19	1	2	<1	2
Mid-Atlantic	68	25	<1	3	<1	3
Northeast	84	9	1	3	<1	3
Farmers						
Less than 10	70	26	<1	1	<1	2
10 to 25	74	13	1	4	<1	8
26 to 50	75	11	1	5	1	7
More than 50	74	7	2	9	1	7
Customers						
Less than 100	89	5	1	1	<1	4
100 to 250	84	9	1	2	<1	4
251 to 500	76	10	1	4	<1	8
501 to 1,000	78	10	1	6	<1	5
1,001 to 5,000	73	8	1	9	1	8
More than 5,000	71	21	<1	3	<1	5
Sales						
$10,000 or less	82	7	1	2	<1	7
$10,001 to $49,999	83	7	1	4	<1	5
$50,000 to $99,999	84	7	1	3	<1	4
$100,000 to $249,999	79	9	1	4	<1	8
$250,000 to $499,999	77	8	1	7	<1	7
More than $500,000	68	18	1	6	<1	6
All markets	74	14	1	5	<1	6

Note: States included in each regional subgroup are listed in appendix C.

Table 15. Hispanic customers

	Hispanic	Hispanic = Other[1]
	percent	
Paid manager	8	45
Producer-only	8	41
Region		
Far West	13	53
Rocky Mountain	12	55
Southwest	16	46
North Central	6	42
Southeast	3	36
Mid-Atlantic	3	35
Northeast	4	29
Farmers		
Less than 10	6	41
10 to 25	7	44
26 to 50	7	31
More than 50	8	46
Customers		
Less than 100	5	38
100 to 250	6	41
251 to 500	9	46
501 to 1,000	13	41
1,001 to 5,000	8	40
More than 5,000	4	23
Sales		
Less than $10,000	7	36
$10,001 to $49,999	6	46
$50,000 to $99,999	5	42
$100,000 to $249,999	7	40
$250,000 to $499,999	8	38
More than $500,000	7	37
All markets	6	41

Note: States included in each regional subgroup are listed in appendix C.
[1]These are markets where the manager reported the same percentage of Hispanic customers as Other race (table 14). This suggests that Other race may be overreported while other racial categories (primarily White) may be underreported.

Table 16. Physical size of farmers market by category

Category	Total acres	Avg. sq. ft. per market	Avg. acres per market	Avg. number of open stalls per market[1]	Avg. number of closed stalls per market[1]	Vendors per stall[2]
Paid manager	1,370	99,158	2.28	50	47	1.12
Producer-only	1,160	33,905	0.78	24	21	1.11
Region						
Far West	340	69,326	1.59	61	53	0.96
Rocky Mountain	100	39,821	0.91	34	9	0.96
Southwest	50	17,109	0.39	17	25	1.17
North Central	530	38437	0.88	25	27	1.42
Southeast	640	146,946	3.37	38	26	1.36
Mid-Atlantic	510	84,117	1.93	35	37	0.86
Northeast	400	49575	1.14	17	30	1.25
Farmers						
Less than 10	360	31,243	0.72	11	13	0.74
10 to 25	750	38,487	0.88	25	25	1.01
26 to 50	670	93,210	2.14	43	48	1.24
More than 50	790	174,278	4	90	58	1.98
Customers						
Less than 100	140	16,164	0.37	13	11	1.07
100 to 250	280	22,737	0.52	18	16	1.03
251 to 500	470	48,703	1.12	25	21	0.99
501 to 1,000	350	53,370	1.23	26	32	1.24
1,001 to 5,000	790	100,422	2.31	51	47	1.01
More than 5,000	540	379,322	8.71	137	57	1.33
Sales						
$10,000 or less	160	19,714	0.45	14	12	0.85
$10,001 to $49,999	360	25,812	0.59	19	17	1.09
$50,000 to $99,999	270	44,946	1.03	25	21	1.01
$100,000 to $249,999	380	57,328	1.32	34	31	1.13
$250,000 to $499,999	240	80,376	1.85	40	46	1.02
More than $500,000	1,160	232,811	5.34	98	62	1.43
All markets	2,570	60,190	1.38	30	32	1.07

Note: States included in each regional subgroup are listed in appendix C.
1Average number of stalls is calculated only on those markets where the type of stall is present; i.e., if a market reported only open stalls, it is not included in the closed stall average.
2Vendors per stall include both open and closed stalls.

Table 17. Presence of open and closed stalls and average stall size

Category	Avg. number of open stalls per market	Percent reporting	Avg. number of closed stalls per market	Avg. open stall size[1] (sq. ft.)	Percent reporting closed stalls	Avg. closed stall size (sq.ft.)
Paid manager	50	89	47	209	41	340
Producer-only	24	94	21	194	15	287
Region						
Far West	61	95	53	168	18	122
Rocky Mountain	34	98	9	151	21	92
Southwest	17	85	25	178	28	164
North Central	25	94	27	198	13	204
Southeast	38	81	26	219	35	555
Mid-Atlantic	35	85	37	222	30	228
Northeast	17	93	30	194	16	383
Farmers						
Less than 10	11	94	12	198	14	324
10 to 25	25	91	25	197	19	185
26 to 50	43	90	48	170	20	404
More than 50	90	88	58	205	30	338
Customers						
Less than 100	13	95	11	151	14	263
100 to 250	18	91	16	190	17	154
251 to 500	25	93	21	209	17	321
501 to 1,000	26	92	32	225	19	268
1,001 to 5,000	51	88	47	204	26	435
More than 5,000	137	79	57	182	56	247
Sales						
$10,000 or less	14	95	12	144	19	307
$10,001 to $49,999	19	93	17	199	24	160
$50,000 to $99,999	25	93	21	185	28	313
$100,000 to $249,999	34	93	31	207	28	138
$250,000 to $499,999	40	90	46	200	36	214
More than $500,000	98	85	62	250	50	496
All markets	30	91	32	194	19	281

Note: States included in each regional subgroup are listed in appendix C.
[1] Open stalls have no permanent cover. Closed stalls have a permanent roof.

Table 18. Age of markets and period open

Category	Average age of markets (years)	Markets less than 5 years old (percent)	Open the entire year (percent)	Average weeks open[1]
Paid manager	20.8	24	27	19
Producer-only	12.8	27	9	18
Region				
Far West	10.4	34	28	18
Rocky Mountain	12.3	31	2	15
Southwest	11.2	32	17	19
North Central	15.4	22	5	17
Southeast	18.3	26	33	18
Mid-Atlantic	22.7	26	25	20
Northeast	12.8	34	3	17
Farmers				
Less than 10	10.6	40	7	16
10 to 25	13.8	27	11	18
26 to 50	19.3	14	17	19
More than 50	26.6	8	36	20
Customers				
Less than 100	9.1	40	5	16
100 to 250	12.0	29	6	17
251 to 500	15.8	25	12	18
501 to 1,000	15.6	22	14	19
1,001 to 5,000	22.5	16	31	19
More than 5,000	44.3	9	63	23
Sales				
$10,000 or less	8.3	41	3	15
$10,001 to $49,999	11.1	34	5	17
$50,000 to $99,999	12.8	22	5	18
$100,000 to $249,999	17.5	18	11	19
$250,000 to $499,999	22.6	11	29	21
More than $500,000	34.1	8	61	24
All markets	15.1	27	13	18

Note: States included in each regional subgroup are listed in appendix C.
[1] Average weeks open includes only markets that are not open the entire year.

Table 19. Days open, change, markets open all year

Category	Avg. number of days open - 2000	Avg. number of days open - 1996	Change from 1996 to 2000 (days)[1]	Increased (percent)	Decreased (percent)
Paid manager	2.2	2.3	<0	6	2
Producer-only	1.6	1.7	-0.1	4	4
Region					
Far West	1.2	1.2	>0	4	1
Rocky Mountain	1.4	1.3	0.1	11	2
Southwest	2.5	2.8	<0	3	10
North Central	1.6	1.6	>0	6	2
Southeast	3.2	3.6	<0	8	7
Mid-Atlantic	2.1	2.2	>0	7	5
Northeast	1.4	1.4	<0	3	2
Farmers					
Less than 10	1.6	1.7	<0	3	4
10 to 25	1.7	1.7	>0	7	3
26 to 50	1.9	2.0	0	5	3
More than 50	2.5	2.5	0.1	7	2
Customers					
Less than 100	1.4	1.5	>0	6	4
100 to 250	1.7	1.7	<0	5	4
251 to 500	1.8	1.8	>0	6	4
501 to 1,000	1.7	1.8	<0	2	2
1,001 to 5,000	2.2	2.3	>0	6	3
More than 5,000	3.5	3.5	0.1	9	0
Sales					
$10,000 or less	1.5	1.5	>0	7	3
$10,001 to $49,999	1.5	1.6	0	5	3
$50,000 to $99,999	1.6	1.8	<0	4	4
$100,000 to $249,999	1.8	1.8	>0	6	4
$250,000 to $499,999	1.8	1.8	0	7	4
More than $500,000	3.1	3.1	0.1	5	1
All markets	1.8	1.9	>0	6	3

Note: States included in each regional subgroup are listed in appendix C.
[1]Change only includes those markets that reported for both years; i.e., if a market only reported for 2000, it was not used to calculate change.

Appendix A: Farmers Market Questionnaire

REPRODUCE LOCALLY. *Include form number and date on all reproductions.* **FORM APPROVED - OMB No. 0581-0169**

U.S. DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

FARMERS' MARKET QUESTIONNAIRE

NAME OF MARKET

STREET ADDRESS *(Including county)*

MAILING ADDRESS *(If different from above)*

NAME OF PERSON COMPLETING FORM

DATE

TITLE

TELEPHONE NUMBER *(Including Area Code)*

E-MAIL ADDRESS

MARKET WEBSITE ADDRESS

PART 1 - INFORMATION ABOUT YOUR MARKET

1. How large is the total area of your market? (Include parking, administrative areas, sale spaces, etc.) (mark appropriate box) ☐ sq. ☐ ft. ☐ acres...................................... ________
2. How many open stalls does your market have?.. ________
3. What is the size of the stalls?... ________ ft ________ ft
4. How many open stalls did your market have in 1996?... ________
5. How many covered stalls does your market have?.. ________
6. What is the size of the stalls?... ________ ft ________ ft
7. How many covered stalls did your market have in 1996?... ________
8. What was the first year your market operated?.. ________
9. Are you open the entire year?

YES	NO

10. If not open the entire year, in what month do you first open?... ________
11. What month do you close?.. ________
12. What days and hours is your market open? (please mark appropriate boxes)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
☐ AM	☐ AM	☐ AM	☐ AM	☐ AM	☐ AM	☐ AM
☐ PM	☐ PM	☐ PM	☐ PM	☐ PM	☐ PM	☐ PM
☐ All day	☐ All day	☐ All day	☐ All day	☐ All day	☐ All day	☐ All day

13. How many days a week were you open in 1996?... ________
14. What are the estimated total sales per year from your market?....................................... ________
15. On average, what percent of market sales are from retail sales? (direct to consumers).. ________
16. On average, what percent of market sales are from wholesale sales? (to restaurants or businesses).. ________
17. Are market operations economically self sustaining (i.e. is market income sufficient to pay for all costs associated with operating the market)?

YES	NO

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18. If no, how does the market finance its activities? (list who funds the market and percent of total budget) provided)

19. Is your market administered by a:

	YES	NO
Paid market manager? (full-time ______ part-time ______)		
Vendor operated board of directors?		
Government organization?		
Private non-profit?		

20. How many full-time workers does your market employ? ______

21. How many part-time workers does your market employ? ______

22. Do farmers sell:

	YES	NO
Fresh fruits and vegetables?		
Processed foods?		
Prepared food? (foods that can be eaten at the market)		
Crafts?		
Other growers crops?		
Baked goods?		
Milk and/or dairy products?		
Meat and/or poultry products?		

23. The following questions deal with rules and regulations on the types of products farmers or vendors can sell at your market.

	YES	NO
Producer only market?		
Crops from outside the local area?		
Crops or items purchased for resale?		
Are there any other restrictions placed on the items farmers can sell at your market? (sale of meat, eggs, etc.) Please explain.		

	YES	NO
Do any farmers in the market participate in the WIC Farmer's Market Coupon program?		
If no, do any farmers in the market participate in any nutrition programs? (please list programs in remarks area on page 4)		

	YES	NO
Does your market participate in a food "gleaning" or donation program?		

If yes, how many pounds of food a year do you estimate that your market donates? ______

What is your estimate of the dollar value of the food that your market donates ? ______

PART 2 - INFORMATION ABOUT FARMERS USING YOUR MARKET

24. How many different farmers use your market? (Do not count return visits) ______

25. On average, how many days per week does each farmer sell at your market? ______

26. How many different farmers use your market as their only method of selling? ______

27. How many different farmers used your market 5 years ago? ______

28. What percent of farmers using your market travel the following distances? (should add to 100%)

0-10 MILES	11-20 MILES	21-50 MILES	51 + MILES

29. Of farmer annual sales at your market, how many farmers sales are in each of the following categories?:

$1 - $1,000	$1,001 - $5,000	$5,001 - $10,000	$10,001 - $25,000	$25,001 - $50,000	$50,001 +

PART 3 - INFORMATION ABOUT CONSUMERS USING YOUR MARKET

30. Estimated number of consumers visiting the market each week? ______

31. Estimated number of consumers visiting the market each week 5 years ago? ______

32. What percent of consumers using your market travel the following distances? (should add to 100%)

0-10 MILES	11-20 MILES	21-50 MILES	51 + MILES

33. Over the year, what percent of consumers using your market are of the following racial groups? (should add to 100%)

White	Black or African American	American Indian or Alaska Native	Asian	Native Hawaiian or Pacific Islander	Other

34. Over the year, what percentage of consumers using your market are Hispanic or Latino? .... ________

Remarks:

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Appendix B: Comments

Comments Sorted by State

Market is very WIC oriented. We have a close relationship with the WIC coordinator. They hand out coupons at the market. (CA)

All proceeds are turned over to _____ Hospice, a nonprofit organization. This accounts for about 16 percent of their budget. The city recently remodeled the downtown area and the market was the core of the design. (CA)

Our governing board is made up of 25 percent farmers and 75 percent church and community members. (CA)

Quite a few farmers only sell seasonally. (CA)

There are not many farmers in our area but we are trying to keep our market alive. (CA)

We don't track ethnicity but we have a very diverse population. (CA)

Our market has had to move four times in the last 18 years. Each time it affects our farmers and customers. Several new markets have opened in our area and have taken away some of our customers. (CA)

This is an evening market with entertainment, crafts, local nonprofit organizations, a beer garden, pony rides, food, etc. as well as farmers. People come to visit, eat, and shop. (CA)

We charge stall fees based on space used. The market participates in WIC so all producers of fresh fruits and vegetables are required to participate. (CA)

Many of our farmers are Hispanic as well as our customers. The percentage of those shopping grows every year. (CA)

In 2001 our county will construct an open air plaza that we will occupy at the fairgrounds. This will allow us to expand to 60 growers. (CO)

More Hispanic vendors last year (40 percent) but not customers (5 percent). (FL)

Our market was not open the last 2 years due to a lack of farmers. The public is very eager to purchase at the market. Hopefully, we will be able to reopen. (FL)

Our market draws a good crowd every week. (FL)

No items sold other than produce, flowers, eggs. (FL)

The market was not WIC certified last year but several of our farmers were. (IA)

We have no vendor fees. (IA)

Our community is very pleased with the _____ Farmers Market. We surveyed our customers last year and found this to be true. (IA)

I have been market master for two years and a vendor since 1993. It's a great way to meet new people. I look at it this way, make money and have fun. (IA)

Five of our 9 vendors consider farmers markets to be their full-time job. Many customers have told us we do a great service to the community. (IA)

We have the farmers market in the City Park. (IA)

Primarily large home gardeners seeking to supplement their income use market. Market is city supported. (ID)

The market was initially organized by a business group but has changed to a farmer run nonprofit. Most of our growers are organic and the rest are making progress to that goal. (ID)

The market started 10 years ago but has struggled in the last few years. It operates on a weekday downtown so volume is low. Without the Saturday market to attract vendors, this market would probably be out of business. (ID)

We have eager repeat customers. This is a small market on the grounds of a restored railroad depot. (IL)

Our market is used to promote the downtown retail and business district. Most of our vendors sell items from their gardens or crafts that they make. (IL)

The City of _______ does not charge a fee for the market. We do it as a service to the people. We advertise the market and that is the only direct cost to the city. (IL)

We open our market to any vendor. There is no registration or fee. (IL)

This is a brand new market functioning as a nonprofit group. We are working to increase knowledge of sustainability. (IN)

This market has been in operation since 1975, rain or shine. Nonprofit. We only charge enough to cover insurance, administrative costs, and advertising. (IN)

Hispanics are rare at our market but their numbers may increase judging by what I see in the grocery stores. (KS)

I don't know if it is a common problem but we have trouble getting younger people with families to patronize our market. The majority of our customers are elderly. (KS)

A full-time covered facility is the dream of many of our growers. USDA cost share programs for facilities would help this become a reality. (KY)

The expansion of farmers who want to set up and sell their produce is gradually growing. We do not have a large volume in this area. Through expanded advertising and new interest associated with our local county extension office, we look forward to more farmers for 2001. (KY)

Every week at market we have music and a craft for the children. We hold three special events each season – one on opening day, a corn and tomato festival in August, and a harvest festival on closing day. (MA)

The vendors who utilize our market are mostly family farmers. Their numbers are decreasing each year. (MD)

It gets better every year. More exposure, variety, user friendly, etc. WIC coupons help a lot. (ME)

The market was established by a group of residents of __________ that are trying to open a natural foods cooperative. The market was a means to bring in sustainable and organic food items to promote natural foods as well as introduce residents to the future of the food co-op. (MN)

Basic problem the market has now is that demand has exceeded supply. (MO)

Our market is small because it is hard to get vendors involved. We have a lot of occasional vendors. (NE)

The ___ Market has been limping along since its start. The market has its faithful customers but it has never had community support. We have tried two different locations and three different times and nothing really seems to catch on. (NY)

Many small local growers do not come to the market anymore as they can't or won't compete with wholesalers. (NY)

Our weekly recipes in the _____ (local newspaper) serves as a popular outreach. Besides providing the freshest produce, the market provides a social gathering place for all. (NY)

The WIC program has kept our market afloat. Competition from chain store supermarkets has destroyed our base. (NC)

Most farmers have withdrawn from the market due to pressure and attitudes of resale vendors. (OK)

We have a large amount of WIC customers. (OR)

Our market is very much a community activity. Ninety percent of our vendors are from the community. (OR)

We bring in our largest crowds with our special events. (SC)

We are getting more Hispanic customers every year. (WA)

The WIC program is very popular in our market. (WI)

We had an extremely difficult time recruiting farmers for our market. They also were not consistent about showing up. We will not pursue the market any further. (WI)

Start up costs were covered by a grant and as soon as the grant ran out, the original manager and vendors quit the market. There is no community support in locating a reasonable site. (WI)

Comments Sorted by category

WIC

We charge stall fees based on space used. The market participates in WIC so all producers of fresh fruits and vegetables are required to participate. (CA)

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Farmers

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Ethnicity/Customers

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General

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Our weekly recipes in the _____ (local newspaper) serves as a popular outreach. Besides providing the freshest produce, the market provides a social gathering place for all. (NY)

Appendix C: Regional Break-Outs

Far West: Alaska, California, Hawaii, Nevada, Oregon, and Washington.

Rocky Mountains: Arizona, Colorado, Idaho, New Mexico, Montana, Utah, and Wyoming.

Southwest: Arkansas, Louisiana, Oklahoma, and Texas.

North Central: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

Southeast: Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee.

Mid-Atlantic: Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, and West Virginia.

Northeast: Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, and Vermont.