Survey Information Sheet for NASDA Staff
National Farmers Market Manager Survey

Instructions for All Enumerators to Review before Contacting

PURPOSE OF SURVEY AND BACKGROUND:
The National Farmers Market Managers Survey (NFMMS) is a new external project agreement that NASS is conducting on behalf of the Agricultural Marketing Service (AMS), Transportation and Marketing Program (TMP). TMP provides programs, grants, and services to help small- and mid-sized producers with marketing opportunities through the combination of applied research, technical services, and grant support. TSP also administers farmers market and local food grant programs to help farmers and ranchers market the food they produce including programs that further farmers markets, local food systems, and specialty crops such as fruits and vegetables. TMP is the expert source for economic analysis on agricultural transportation from farm to markets.

This inaugural questionnaire will survey paid and/or volunteer managers who make day-to-day operation decisions for farmer’s markets in the United States. For this study, a “farmer’s market” is defined as two or more vendors operating at the same location on a continual basis (including seasonal, i.e. summer only), selling agricultural products directly to consumers. AMS and other USDA agencies intend to use these data to measure the customer demand of local foods from the farmers market manager’s perspective, look for potential expansion opportunities, target access to nutritional foods, market nutritional education, measure access to local foods and certified organic foods, and strengthen community engagement.

TARGET POPULATION AND CONTACTS:
There are approximately 1000 farmers markets scheduled to be contacted in our region. Initially, most of the data collection was scheduled to take place from our call centers with some minimal field work planned for the month of April. With the closure of all Regional Call Centers, all call center work has been diverted to the field, and data collection for this survey was extended to Memorial Day. Current shelter-in-place orders across the region rules are preventing any face-to-face enumeration from taking place through April 2020. If you have forms that cannot be called because a valid phone number cannot be found, please hold on to those forms until later in the data collection period in the hopes that the moratorium on field enumeration is lifted in May. There may possibly need to be some research done to find some of these markets for which there is no formal address on file. Websites and Facebook pages may be a good resource for this information.

SURVEY COORDINATION:
Because the sampling population includes farmers markets and farm market managers, there are no known matches with other grower or agribusiness surveys NASS is administering at this time; however, several of the people we will be contacting are listed as the contact name for multiple farmers markets. Additionally, there are some cases where it was unclear whether a farmers market in the sampling population with a very similar name to another was actual a duplicate listing or whether it was or whether it represented the same location of the same farmers market or entity. Part of the enumerator responsibilities in this survey is to help clarify where there is duplication and where we have multiple locations.

Addressing Duplication:
If you see that you have what appears to be the same farmers market listed twice, either with different locations, different phone numbers or different contact names, please do your best to determine which address is correct and which is the correct operation name. The duplicate record should be coded as
“out-of-business” with clear notes as to the fact that it is a duplicate with the other.

If when doing your research it appears that the two forms are not actually duplicates, but two separate locations associated with the same farmers market or governing entity, please make sure that the contact information for each location is correct and be prepared to fill out two questionnaires, especially if the two markets cannot be considered as one. The only time we should be able to combine two separate locations into one is if the locations include the same producers/vendors and have comparable features.

If duplication is identified, be sure to properly record the information in Section 8 of the questionnaire being completed.

**Dealing With One Market Manager Who Manages Multiple Locations:**
There are several cases where one contact name associated with two different farmers markets. We have done our best to identify those situations and made sure to assign those records to the same enumerator to reduce respondent burden, even if those two locations are in different counties and would normally be assigned to two different enumerators. When contacting the market manager, please be sure you are clarifying which location you require data for and see if they are willing to complete the information for both locations. If a different person needs to be contacted to provide the information, and that person lives in another county which would require you to travel outside of your general enumeration area, please contact your supervisor to discuss ways of transferring that record to a different enumerator, or in some cases, a different supervisor. For example, we have discovered one situation where one person on our list is the primary contact for a farmers market in Elkhart, Indiana as well as a farmers market in Cassopolis, Michigan. At this time, both forms have been assigned to same enumerator. If the market manager can complete both forms with one enumerator, then we’d prefer to leave it as having a single contact; however, if the market manager tells us that in order to get the information for the second location, we need to contact a completely different person in the second state, then we will want to move the second record so it can be contacted by the enumerator in the other state.

If you do verify that the farmers market manager does manage multiple locations, be sure to record the information about the second market in Section 5, Question 6 (page 17).

**GENERAL GUIDELINES FOR COMPLETING SURVEY:**
There are eight sections to this 24-page long survey:
- Farmers markets that were in business in 2019 are expected to complete sections 1-6 and section 8.
- Entities that used to be farmers markets, but were not active in 2019 are expected to complete sections 1, 7, and 8.
- Entities that were never farmers markets are expected to complete sections 1 and 8, and enumerators are expected to write detailed explanations as to what the entity is that was sampled if not a farmers market.

Two key terms that continually appear throughout the survey are “Farmers Market” and “Peak Market Season”:
- A farmers market is a retail outlet in which two or more vendors sell agricultural products (i.e., food and/or fiber originating from a farm) directly to customers at a common, recurrent location.
- ‘Peak market season’ is somewhat open to interpretation. Often interpreted as ‘summer months’ or when they have a peak number of producers/vendors.

Other general information about this survey:
- Remember that the reference year is 2019 for all information gathered from this survey.
Many questions have a “choose all that apply” option while others only have “choose only ONE” option that best applies. It will be important to read through all of the options available or have the respondent go through all of them with a second copy of the questionnaire.

Be sure to leave detailed notes to explain any unusual situations

Be sure to leave detailed notes to explain the disposition of the market if it is closed.

Section 1 – Screening: The target population for this survey is farmers markets, so it makes sense that the first thing we need to do is verify this is a farmers market, or perhaps used to be a farmers market at one time. A farmers market is defined as a retail outlet in which two or more vendors sell agricultural products (i.e., food and/or fiber originating from a farm) directly to customers at a common, recurrent location.

- If the entity identified on the label is a farmers market that was active in 2019 and the address identified is the location of the farmers market, then you will be able to complete a full interview starting on page 2.
- If the entity identified on the label USED to be a farmers market, but was not active in 2019 (it was closed in 2019), then check YES for questions 1 and 2, check NO for question 3, then go to Section 7 where you will ask what the primary reason was for closing the market, the last year the farmers market was open, and the number of years that it operated.
- If the entity identified on the label was NEVER a farmers market, or is perhaps a duplicate record to another form, then you’ll want to check NO for box 1 or perhaps YES for 1 but NO for box 2, then go on to Section 8
- If the farmers market was open for any portion of 2019, we want to answer YES to question 1 and collect data about that portion of the year that the market was open.

For EVERY record, be sure to validate the name of the farmers market, the primary contact name, the mailing address and/or the farmers market address. If updates need to be made, please make them directly on the paper form.

Section 2 – General Characteristics and Attributes: Here we want to record which months the farmers market operated and at which hours was the farmers market open during peak market season. Peak Market Season is somewhat open to interpretation. Some may list the “summer months” while others will list when they have the peak number of customers, or even the peak number of vendors.

- Please check all appropriate months, dates and times. For the months the operation is open, “year round” is a valid option that can be checked so that one doesn’t need to check 12 boxes.
- Military time is not required in question 2, but please specify a.m. versus p.m.
- For the types of products sold at the farmers market, please check all that apply. For “other” items and services, please try to write what is sold clearly in the space provided. For unusual circumstances and situations, please leave good notes.

Section 3 – Agricultural Business Development and Support: This section is measuring the types of vendors and size of the overall market.

- After recording the number of producers/vendors during park market season, you will record how many of those were farmers. The answer to question 1a (number of farmers who are vendors) cannot be bigger than the answer to question 1 (number of vendors)
- The number of vendors who had sales primarily from certain types of products in question 1b also cannot exceed the number of vendors in question 1 (but could exceed the number of farmers in question 1a). Additionally, you should check to make sure that there is consistency between the types of products sold in Section 2 question 3 and people making money from these products in section 3 question 1b.
• Questions 1c (number of producers/vendors who returned to the location from 2018) and 1d (number of producers/vendors who sold to intermediate markets, retail markets, and institutions) also cannot have numbers larger than what was reported in question 1;
• The answer to question 1e (number of intermediate markets, retail markets, and institutions that bought from this market) can be greater than item 1, but if the answer to question 1d is zero, then the answer to question 1e must also be zero.
• Question 2 is different from question 1 in that it asks about the TOTAL number of producers/vendors at that location during 2019 as opposed to just those in the peak season. If someone sold at that location at least once, they want it counted here.
• Question 3 is comparing the number of producers/vendors in 2019 versus 2018 to the Question 1 number of producers/vendors during peak market season.
• In question 4, if certain labeling is used by any producer/vendor at the market, please check the box. Multiple boxes may be checked.
• Questions 5, 6, and 7 focus on the kind of support and activities the farmers market organizers provide to producers/vendors at that location and how much benefit the producers/vendors receive. Please check all that apply.

Section 4 – Farmers Market Development Activities
• Questions 1–3 focus on whether or not customers can pay for items at the farmers markets using Federal nutrition program benefits such as SNAP, WIC, or SFMNP. Question 1 and 2 slightly differ in that you are addressing whether the market as a whole accepts those for payment in question 1 versus if individual vendors accept those for payment in question 2. In some cases, farmers markets receive incentives and matching benefits for accepting these for payment, which is addressed in question 3. Be mindful of the skip instructions.
• Questions 4–6 focus on programs that might be sponsored by the farmers market to help bring more customers to the market, but also educate the public on health and/or fitness programs, food waste and conservation work, or other market research studies. You will most likely need to go through the entire pick list with respondents to see if anything applies.
• Questions 6b and 6c (number of households shopping at the market and average sales totals) only need to be asked if question 6 is answered with a YES (market research is being conducted, including customer counts and sales tracking)

Section 5 – Farmers Market Governance: This section has some funny skip instructions, so take the time to review the questions and their flow here.
• Question 1 asks whether there is a board or group of people that collectively make decisions about the market. If yes, then answer parts a-c which look at producer/vendor representation, resident/community representation, and whether there are written by-laws for the farmers market. If no, follow the skip instruction to question 2.
• Question 2 asks whether the farmers market governs itself or if it is governed by another entity.
  o If it’s self-governed, indicate if it is a non-profit, for-profit, or a government entity in question 2a then go to question 2e.
  o If it’s governed by another entity, get the contact info for that entity then find out if it is a member of an umbrella organization in question 2b. If the answer to 2b is yes, find out what type of umbrella organization it is in question 2c. If the answer to 2b is no, try to describe the kind of organization that is governing the farmers market in question 2d.
• Question 2e asks for the best description who owns the property where the farmers market is located and who is responsible/owns the improvements. In this case, you are checking only ONE
option. If the governing organization leases the land, answer question 2f regarding the type of lease.

- Question 3 and 3a ask about what permanent structures might be at the location.
- Question 4 looks at rules, regulations or operating producers used at the farmers market during 2019. If the respondent isn’t sure what you mean, then consider going through the check list first and checking all that apply. If none appear to apply, and no “other” items could be thought of, then question 4 may be answered with a “no” or “don’t know”.
- Questions 5 asks about whether there was a manager for that farmers market location, whether that manager was paid (and how the manager was paid) or a volunteer. Pay attention to the skip instructions in question 5.
- Question 6 asks if that market manager also managed additional farmers markets:
  - If that manager says “YES” and you DO have a second questionnaire with that manager’s name on it, verify that the information is correct and be prepared to complete the second questionnaire.
  - If that manager says “YES” but you do NOT have a second questionnaire with that manager’s name on it for a different entity or location, please do some probing to find out as much information as possible about that second location. It is possible that another enumerator has the second form and it is possible that we may be unaware of the second location. Take good notes and report it to your supervisors. Then discuss with the manager the possibility of completing a second questionnaire for the second location at another time.
  - If that manager says “NO” but you have a second questionnaire in hand with that manager’s name on it for a different entity or location, please do some probing to determine why that manager’s name is associated with that second location (or if that second questionnaire is a duplicate of the first).

- Questions 7 and 8 look at how many others were employed by the farmers market either part-time or full-time and how many volunteers contributed their time. When breaking out the number of employees in the table in question 7a, be sure that the sum total number of part-time employees by role/job responsibility does not exceed the number reported in box 443 and the sum total number of full-time employees by role/job responsibility does not exceed the number reported in box 444.

**Section 6 – Farmers Market Budget and Fees:**

- Question 1 asks if there was an operating budget during Fiscal Year 2019 and if so what it was. Be sure to report how much was received from each source. Estimates are okay if the exact amount is not known; however, it is expected that the total amount received in box 511 at the end of question 5a should equal the amount reported in question 5 (box 501). If they do not agree, please leave a note to explain the situation.
- Questions 2 and three ask about producer/vendor fees charged (and how that fee was determined) as well as any annual membership or application fees. It is possible that respondents may want to duplicate this information, but a membership fee is not the same as a vendor fee. The expectation is that they will report one or the other, but not both. If the answer is yes to both questions, please probe for more information.

**Section 7 – Closed Markets:** Typically this section should only need to be completed if the farmers market was not open in 2019. If you’ve already completed sections 1-6 with the respondent, just check YES to question 1 and continue on to section 8. If you were routed to Section 7 from a skip instruction in Section 1, then you should check NO and continue answering the questions. There will be problems
if your answer to question 1 in Section 7 contradicts what you recorded in Section 1. In other words, don’t say that the farmers market was in business in 2019 in Section 1, then say it wasn’t in Section 7, or vice versa.

- If the farmers market was closed in 2019 we want to know the primary reason why it was closed, the last year the farmers market was open, and the number of years it operated
- If the farmers market was open for any part of 2019, then we want to consider it an open market and collect data about that portion of the year that it was open.

**Section 8 – Conclusion:**

- A number of the farmers markets that we are sending to the field for enumeration are potential duplicates. If there is a potential for duplication, we want to make sure we have that accounted for properly.
- Be sure to record the respondent’s name and the primary relationship to the farmers market. Because this is not a traditional farmer survey like what we’re used to, the standard “respondent” codes used in the office use boxes on the back page might not apply.

**FORMS PROCESSING:**
Data should be collected on the labeled paper forms provided by the Regional Field Office and shipped directly to the NASS National Operations Division in Olivette, MO. While a CAPI instrument is available, use of the CAPI system should be limited to monitoring the arrival of completed forms and submitting non-response forms, including out-of-business, refusal, and inaccessible forms.

**FURTHER QUESTIONS:**
Please contact your supervisor or your NASDA Coordinator. Questions they are unable to answer may be directed to John Miyares or Stephen Dothage at the Great Lakes Regional Field Office in East Lansing, Michigan at 517-324-5300.