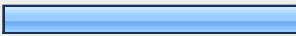
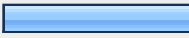

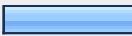













2010 Colorado Farmers' Market Association survey

1. What is your current relationship to Colorado farmers' markets?			
		Response Percent	Response Count
current vendor one market		45.1%	41
current vendor 2 - 5 markets		28.6%	26
current vendor 5 or more markets		6.6%	6
not a current vendor, but interested in becoming a farmers market vendor		19.8%	18
		<i>answered question</i>	91
		<i>skipped question</i>	0

2. Please select the county in which all of or the majority of your ag production occurs

		Response Percent	Response Count
Adams		2.2%	2
Alamosa		0.0%	0
Arapahoe		0.0%	0
Archuleta		7.7%	7
Baca		0.0%	0
Bent		0.0%	0
Boulder		23.1%	21
Broomfield		0.0%	0
Chaffee		1.1%	1
Cheyenne		0.0%	0
Clear Creek		0.0%	0
Conejos		1.1%	1
Costilla		0.0%	0
Crowley		0.0%	0
Custer		1.1%	1
Delta		4.4%	4
Denver		4.4%	4
Dolores		1.1%	1
Douglas		0.0%	0
Eagle		0.0%	0
El Paso		0.0%	0
Elbert		2.2%	2
Fremont		0.0%	0
Garfield		1.1%	1












Gilpin		0.0%	0
Grand		1.1%	1
Gunnison		1.1%	1
Hinsdale		0.0%	0
Huerfano		0.0%	0
Jackson		0.0%	0
Jefferson		1.1%	1
Kiowa		0.0%	0
Kit Carson		0.0%	0
Lake		0.0%	0
La Plata		3.3%	3
Larimer		9.9%	9
Las Animas		0.0%	0
Lincoln		0.0%	0
Logan		1.1%	1
Mesa		1.1%	1
Mineral		0.0%	0
Moffat		0.0%	0
Montezuma		11.0%	10
Montrose		3.3%	3
Morgan		1.1%	1
Otero		1.1%	1
Ouray		0.0%	0
Park		0.0%	0
Phillips		0.0%	0
Pitkin		1.1%	1
Prowers		0.0%	0









Pueblo		0.0%	0
Rio Blanco		0.0%	0
Rio Grande		0.0%	0
Routt		0.0%	0
Saguache		1.1%	1
San Juan		0.0%	0
San Migue		6.6%	6
Sedgwick		0.0%	0
Summit		0.0%	0
Teller		1.1%	1
Washington		0.0%	0
Weld		5.5%	5
Yuma		0.0%	0
	<i>answered question</i>		91
	<i>skipped question</i>		0




3. Please select the CFMA farmers market(s) in which you are a current and active vendor (select all that apply)

		Response Percent	Response Count
Alamosa Valley Farmers Market	<input type="checkbox"/>	3.1%	2
Arvada Olde Town Arvada Farmers Market	<input type="checkbox"/>	0.0%	0
Aspen Aspen Saturday Market	<input type="checkbox"/>	3.1%	2
Aurora Aurora Farmers' Market	<input type="checkbox"/>	0.0%	0
Aurora Iliff Square Farmers Market	<input type="checkbox"/>	0.0%	0
Basalt Basalt Sunday Market	<input type="checkbox"/>	1.5%	1
Bayfield Bayfield Farmers Market	<input type="checkbox"/>	0.0%	0
Berthoud Berthoud Farmers' Market	<input type="checkbox"/>	1.5%	1
Boulder Boulder Farmers' Market	<input checked="" type="checkbox"/>	26.2%	17
Boulder Market Fresh at Twenty-Ninth Street	<input type="checkbox"/>	0.0%	0
Broomfield Legacy All Booster Club Farmers Market	<input type="checkbox"/>	0.0%	0
Cañon City Cañon City Farmers' Market	<input type="checkbox"/>	0.0%	0
Carbondale Carbondale Farmers' Market	<input type="checkbox"/>	0.0%	0
Castle Rock Castle Rock Farmers' Market	<input type="checkbox"/>	0.0%	0
Colorado Springs Briargate Farmers' Market	<input type="checkbox"/>	0.0%	0
Colorado Springs Chapel Hills Mall Farmers Market	<input type="checkbox"/>	0.0%	0
Colorado Springs Colorado Farmand Art Market	<input type="checkbox"/>	0.0%	0
Colorado Springs Colorado Farmand Art Market at the Margarita	<input type="checkbox"/>	0.0%	0

Colorado Springs Doherty High School Farmer's Market		1.5%	1
Colorado Springs Memorial Park Farmers' Market		0.0%	0
Colorado Springs Old Colorado City Farmers' Market		1.5%	1
Conifer Conifer Farmers Market		0.0%	0
Cortez Cortez Farmers' Market		13.8%	9
Crested Butte Crested Butte Farmers Market		1.5%	1
Denver Cherry Creek Fresh Market		1.5%	1
Denver Highland Farmers Market		0.0%	0
Denver Old South Pearl Street Farmers Market		1.5%	1
Denver The Osage Mercado		0.0%	0
Denver Tamarac Square Farmers Market		0.0%	0
Denver Denver Urban Gardens		0.0%	0
Dillon Dillon Farmers Market		0.0%	0
Durango Durango Farmers Market		12.3%	8
Durango Durango Farmers Market at Smiley		4.6%	3
Eaton Garden of Eaton		1.5%	1
Edwards Edwards Farmers Market		0.0%	0
Erie Erie Farmers Market		1.5%	1
Estes Park Estes Valley Farmers Market		4.6%	3
Evergreen Downtown Evergreen Farmers Market		0.0%	0
Evergreen The Evergreen Farmers' Market		0.0%	0

Florence Florence Farmers Market		0.0%	0
Fort Collins Drake RoadFarmers Market		6.2%	4
Fort Collins Foothills Farmers Market		1.5%	1
Fort Collins Fort Collins Farmers' Market (CAMC)		9.2%	6
Fort Collins Fort Collins Winter Farmers Markets		9.2%	6
Fort Collins Gulley Greenhouse Farmers' Market		1.5%	1
Fort Collins Larimer CountyFarmers' Market		6.2%	4
Fountain Fountain Farmers Market – City Hall		0.0%	0
Fountain Fountain Farmers Market – First United Methodist Church		0.0%	0
Frisco The Frisco Farmers' Market		0.0%	0
Glenwood Springs Glenwood's Downtown Market		0.0%	0
Glenwood Springs Glenwood Springs Farmers' Market		3.1%	2
Golden GoldenFarmers' Market		3.1%	2
Grand Junction American National Bank Farmers' Market		1.5%	1
Grand Junction Farm andRanch Market (FARM)		0.0%	0
Greeley GreeleyFarmers' Marketat the Depot		6.2%	4
Gunnison GunnisonFarmers' Market		3.1%	2
Hayden Hayden Farmers Market		0.0%	0
Henderson Farmer's Market at Mile High Marketplace		0.0%	0





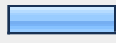
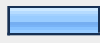
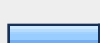










Highlands Ranch Highlands RanchFarmers' Market		0.0%	0
Lafayette Lafayette Farmers' Market		3.1%	2
Lakewood The Marketat Bel Mar		0.0%	0
Littleton Aspen Grove Farmers' Market		0.0%	0
Littleton Southwest PlazaFarmers' Market		0.0%	0
Lonetree LonetreeFarmers' Market		0.0%	0
Longmont LongmontFarmers' Market		10.8%	7
Longmont Twin Peaks Mall Farmers Market		0.0%	0
Louisville Louisville Farmers Market		3.1%	2
Loveland LovelandFarmers' Market (CAMC)		4.6%	3
Meeker Meeker Farmers Market		0.0%	0
Montrose MontroseFarmers' Market		0.0%	0
Monument Monument Hill Farmers Market		0.0%	0
Northglenn Northglenn Mall Farmers Market		0.0%	0
Ouray Ouray Farmers Market		1.5%	1
Pagosa Springs Pagosa Farmers Market		7.7%	5
Parker Parkerfest		0.0%	0
Pueblo Farmers Market of Pueblo		1.5%	1
Ridgway RidgwayFarmers' Market		0.0%	0
Salida Salida Farmers Market		1.5%	1
South Fork South ForkFarmers Market		0.0%	0












Steamboat Springs Mainstreet Market		0.0%	0
Telluride Telluride Farmers Market		7.7%	5
Trinidad Trinidad Community Farmers' Market		1.5%	1
Wheat Ridge Wheat Ridge Farmers' Market		0.0%	0
Woodland Park Woodland Park Farmers' Market		1.5%	1
	<i>answered question</i>		65
	<i>skipped question</i>		26





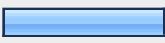

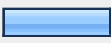





4. If the farmers' market(s) you actively sell in is not listed here, please write in below		
		Response Count
		25
	<i>answered question</i>	25
	<i>skipped question</i>	66




5. Please select the CFMA farmers' markets(s) in which you are not a current vendor and active member but would like to be in the future (select all that apply)

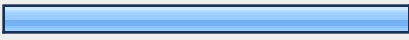
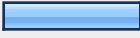


		Response Percent	Response Count
Alamosa ValleyFarmers Market		0.0%	0
Arvada Olde Town Arvada Farmers Market	<input type="checkbox"/>	2.7%	1
Aspen Aspen Saturday Market	<input type="checkbox"/>	2.7%	1
Aurora Aurora Farmers' Market	<input type="checkbox"/>	5.4%	2
Aurora Iliff Square Farmers Market	<input type="checkbox"/>	2.7%	1
Basalt Basalt Sunday Market		0.0%	0
Bayfield Bayfield Farmers Market	<input type="checkbox"/>	2.7%	1
Berthoud Berthoud Farmers' Market	<input type="checkbox"/>	10.8%	4
Boulder Boulder Farmers' Market	<input type="checkbox"/>	24.3%	9
Boulder Market Fresh at Twenty-Ninth Street	<input type="checkbox"/>	10.8%	4
Broomfield Legacy All Booster Club Farmers Market		0.0%	0
Cañon City Cañon CityFarmers' Market		0.0%	0
Carbondale Carbondale Farmers' Market	<input type="checkbox"/>	2.7%	1
Castle Rock Castle Rock Farmers' Market	<input type="checkbox"/>	2.7%	1
Colorado Springs Briargate Farmers' Market	<input type="checkbox"/>	5.4%	2
Colorado Springs Chapel Hills Mall Farmers Market	<input type="checkbox"/>	5.4%	2
Colorado Springs Colorado Farmand Art Market	<input type="checkbox"/>	2.7%	1
Colorado Springs Colorado Farmand Art Market at the	<input type="checkbox"/>	2.7%	1





Margarita			
Colorado Springs Doherty High School	Farmer's Market		2.7% 1
Colorado Springs Memorial Park	Farmers' Market		2.7% 1
Colorado Springs Old Colorado City	Farmers' Market		2.7% 1
Conifer	Conifer Farmers Market		0.0% 0
Cortez	Cortez Farmers' Market		0.0% 0
Crested Butte	Crested Butte Farmers Market		5.4% 2
Denver Cherry Creek	Fresh Market		16.2% 6
Denver Highland	Farmers Market		13.5% 5
Denver Old South Pearl Street	Farmers Market		13.5% 5
Denver The Osage	Mercado		8.1% 3
Denver Tamarac Square	Farmers Market		10.8% 4
Denver Denver	Urban Gardens		8.1% 3
Dillon	Dillon Farmers Market		2.7% 1
Durango	Durango Farmers Market		2.7% 1
Durango	Durango Farmers Market at Smiley		2.7% 1
Eaton	Garden of Eaton		0.0% 0
Edwards	Edwards Farmers Market		0.0% 0
Erie	Erie Farmers Market		5.4% 2
Estes Park	Estes Valley Farmers Market		5.4% 2
Evergreen	Downtown Evergreen Farmers Market		2.7% 1
Evergreen	The Evergreen Farmers' Market		5.4% 2


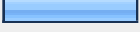


Florence Florence Farmers Market		0.0%	0
Fort Collins Drake RoadFarmers Market		8.1%	3
Fort Collins Foothills Farmers Market		2.7%	1
Fort Collins Fort Collins Farmers' Market (CAMC)		5.4%	2
Fort Collins Fort Collins Winter Farmers Markets		8.1%	3
Fort Collins Gulley Greenhouse Farmers' Market		2.7%	1
Fort Collins Larimer CountyFarmers' Market		10.8%	4
Fountain Fountain Farmers Market – City Hall		0.0%	0
Fountain Fountain Farmers Market – First United Methodist Church		0.0%	0
Frisco The Frisco Farmers' Market		0.0%	0
Glenwood Springs Glenwood's Downtown Market		2.7%	1
Glenwood Springs Glenwood Springs Farmers' Market		5.4%	2
Golden GoldenFarmers' Market		0.0%	0
Grand Junction American National Bank Farmers' Market		5.4%	2
Grand Junction Farm andRanch Market (FARM)		2.7%	1
Greeley GreeleyFarmers' Marketat the Depot		0.0%	0
Gunnison GunnisonFarmers' Market		0.0%	0
Hayden Hayden Farmers Market		2.7%	1
Henderson Farmer's Market at Mile High Marketplace		0.0%	0

Highlands Ranch Highlands RanchFarmers' Market		0.0%	0
Lafayette Lafayette Farmers' Market		10.8%	4
Lakewood The Marketat Bel Mar		0.0%	0
Littleton Aspen Grove Farmers' Market		2.7%	1
Littleton Southwest PlazaFarmers' Market		2.7%	1
Lonetree LonetreeFarmers' Market		2.7%	1
Longmont LongmontFarmers' Market		24.3%	9
Longmont Twin Peaks Mall Farmers Market		2.7%	1
Louisville Louisville Farmers Market		16.2%	6
Loveland LovelandFarmers' Market (CAMC)		8.1%	3
Meeker Meeker Farmers Market		0.0%	0
Montrose MontroseFarmers' Market		0.0%	0
Monument Monument Hill Farmers Market		5.4%	2
Northglenn Northglenn Mall Farmers Market		0.0%	0
Ouray Ouray Farmers Market		2.7%	1
Pagosa Springs Pagosa Farmers Market		0.0%	0
Parker Parkerfest		0.0%	0
Pueblo Farmers Market of Pueblo		0.0%	0
Ridgway RidgwayFarmers' Market		2.7%	1
Salida Salida Farmers Market		2.7%	1
South Fork South ForkFarmers Market		0.0%	0

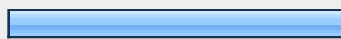
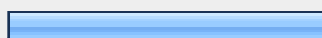
Steamboat Springs Mainstreet Market		8.1%	3
Telluride Telluride Farmers Market		13.5%	5
Trinidad Trinidad Community Farmers' Market		0.0%	0
Wheat Ridge Wheat Ridge Farmers' Market		2.7%	1
Woodland Park Woodland Park Farmers' Market		0.0%	0
		<i>answered question</i>	37
		<i>skipped question</i>	54

6. How important is it to you that a market sets and maintains growing standards and integrity of farm products sold?			
		Response Percent	Response Count
Very Important		62.6%	57
Important		20.9%	19
Somewhat important		8.8%	8
Not Important		7.7%	7
		Why?	64
		<i>answered question</i>	91
		<i>skipped question</i>	0

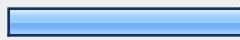
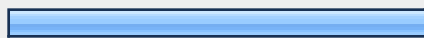
7. How important to you are special events at the market?			
		Response Percent	Response Count
Very Important		14.3%	13
Important		36.3%	33
Somewhat important		30.8%	28
Not Important		18.7%	17
		Why?	61
		<i>answered question</i>	91
		<i>skipped question</i>	0

8. How important to you is farmer representation in market planning?			
		Response Percent	Response Count
Very Important		69.7%	62
Important		20.2%	18
Somewhat important		5.6%	5
Not Important		4.5%	4
		Why?	63
		<i>answered question</i>	89
		<i>skipped question</i>	2

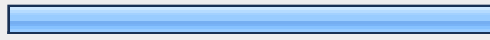
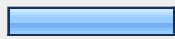
9. Do you have a business plan with vision and mission statement, goals and objectives, marketing plan, etc. that drive your decision making with seasonal planning, production, labor, advertising, marketing, etc. to the point of sale at farmers' market?

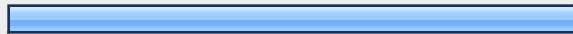

		Response Percent	Response Count
Yes		51.6%	47
No		48.4%	44
		If No, why?	38
		<i>answered question</i>	91
		<i>skipped question</i>	0



10. If you don't have a business plan, would you like help in developing a business plan for your market farm?


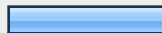
		Response Percent	Response Count
Yes		35.6%	21
No		64.4%	38
		<i>answered question</i>	59
		<i>skipped question</i>	32

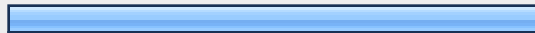




11. If yes, do you refer to your business plan at least annually and update it annually?

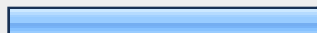
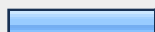



		Response Percent	Response Count
Yes		74.5%	41
No		25.5%	14
		If No, why?	10
		<i>answered question</i>	55
		<i>skipped question</i>	36

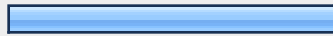
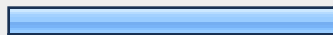
12. Do you have gross sales records from the market(s) you attend?			
		Response Percent	Response Count
Yes		87.7%	71
No		12.3%	10
		<i>answered question</i>	81
		<i>skipped question</i>	10


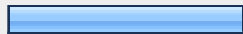



13. If you do have gross sales records and you attend multiple markets, do your records show gross sales for each individual market?			
		Response Percent	Response Count
Yes		91.5%	43
No		8.5%	4
		<i>answered question</i>	47
		<i>skipped question</i>	44

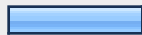

14. Do you record the volume of products sold at the farmers market?			
		Response Percent	Response Count
Yes		76.3%	61
No		23.8%	19
		<i>answered question</i>	80
		<i>skipped question</i>	11

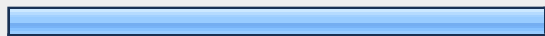
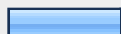
15. How far do you travel to your closest market?			
		Response Percent	Response Count
<30 miles		81.6%	71
30-60 miles		9.2%	8
60-100 miles		6.9%	6
100 - 150 miles		1.1%	1
>150 miles		1.1%	1
		<i>answered question</i>	87
		<i>skipped question</i>	4

16. How far do you travel to your farthest market?			
		Response Percent	Response Count
<30 miles		47.8%	32
30-60 miles		22.4%	15
60-100 miles		17.9%	12
100 - 150 miles		4.5%	3
>150 miles		7.5%	5
		<i>answered question</i>	67
		<i>skipped question</i>	24

17. Do you have liability insurance for your booth at the farmers' market?			
		Response Percent	Response Count
Yes		50.0%	41
No		50.0%	41
		<i>answered question</i>	82
		<i>skipped question</i>	9

18. Knowing that a marketplace derives its operating costs from fees associated with vendor participation, what fee structure best supports your business practice?			
		Response Percent	Response Count
Daily flat rate		18.7%	17
Annual flat rate		36.3%	33
% of daily sales		30.8%	28
Flat rate, plus daily sales		12.1%	11
Other		2.2%	2
		Other (please specify)	7
		<i>answered question</i>	91
		<i>skipped question</i>	0

19. Do you need more vending space (booth space) in any of the farmers' markets in which you are a vendor?			
		Response Percent	Response Count
Yes		20.5%	16
No		79.5%	62
		If yes, which market(s)	10
		<i>answered question</i>	78
		<i>skipped question</i>	13

20. Do you need more patrons at any of the farmers' markets in which you are a vendor?				
			Response Percent	Response Count
Yes			83.1%	64
No			16.9%	13
			If yes, which market(s)	52
			<i>answered question</i>	77
			<i>skipped question</i>	14

21. Please describe other improvements needed at specific farmers' markets in which you are a vendor (state which improvements for which market).		
		Response Count
		41
		<i>answered question</i>
		41
		<i>skipped question</i>
		50

22. Your local CSU Extension office could provide the following continuing education items. If offered, which are important to your continuing education and improving your farmers' market sales?						
	Not important	Somewhat important	Important	Moderately important	Very important	Response Count
production planning for ongoing harvest	28.8% (23)	13.8% (11)	30.0% (24)	11.3% (9)	16.3% (13)	80
business planning	20.3% (16)	20.3% (16)	26.6% (21)	12.7% (10)	20.3% (16)	79
merchandising, branding	13.0% (10)	26.0% (20)	24.7% (19)	19.5% (15)	16.9% (13)	77
employee management	38.0% (30)	15.2% (12)	24.1% (19)	11.4% (9)	11.4% (9)	79
point of sale efficiency	16.5% (13)	25.3% (20)	30.4% (24)	10.1% (8)	17.7% (14)	79
developing repeat customers	8.9% (7)	20.3% (16)	24.1% (19)	15.2% (12)	31.6% (25)	79
post-harvest handling	20.5% (16)	19.2% (15)	21.8% (17)	21.8% (17)	16.7% (13)	78
understanding local food safety regulations	15.4% (12)	16.7% (13)	17.9% (14)	10.3% (8)	39.7% (31)	78
mentorship from an experienced farmers' market vendor	32.1% (25)	20.5% (16)	17.9% (14)	12.8% (10)	16.7% (13)	78
Any other continuing education you would like?						17
<i>answered question</i>						83
<i>skipped question</i>						8

23. Please list 3 things that CFMA and its member markets could do to help you meet your business goals.	
	Response Count
	50
<i>answered question</i>	50
<i>skipped question</i>	41