

2006 Farmer's Market Vendor Survey - Results

Total Surveys Turned in So Far: 13

**Comments from Task Force Meeting, Sunday September 10 meeting in green*

1. How would you evaluate the 2006 market season so far? Has the market been a success?

Yes, Successful - 7	Okay - 4	No, not Successful-
Comments: "Generally Okay. Would like to see it busier." "The market is very good for us and the customers." "Very nice space. Friendly people. Excellent coordinator." "Good year" First market . . . "generally been a good financial experience for me." "It has been a bit slow for coffee sales." "Location is better- our sales are up from last year."		

2. Compare Second Sunday sales to regular market Sundays. Has business been better or the same?

Same- 7	Better-3	
Comments: "Concept of Second Sundays good. Biggest influence was the weather and our own product availability affecting out business." "About the same." "sales were about average . . . no noticeable increase. . ." "Maybe slightly better." "It has a community feel, I like it better, sales were the same."		

3. Has the KFNA Farmer's Market been beneficial to your business outside of the market? Please explain.

Yes - 4	No-3	
Comments: "Yes it has been a lot of help." "Not applicable no business outside the market" "No. No expectations." "Same people that I have seen at other markets." "The market has given me a chance to meet directly with the people buying my products. . . . helped me judge what my focus group is looking for." "I have a shop in the neighborhood, it is good advertising."		

4. How did you feel about the traffic pattern through the market...do you have suggestions for vendor set up?

Good -7	Okay -3	Needs improvement -
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Comments:

"The traffic pattern was great."

"... improvement from '05."

"The traffic is good because you can park on both sides of this street."

"Good pattern"

"It worked well to have produce on one side, seasonal and meat at the back and artisans and local prepared food on the other side. Buyers generally made a full circle."

"It works much better."

"It is a great set up."

* Could add about seven more vendors (lot can have 4 trucks at back of lot at one time)

* a small cluster of tents could be added down the center of the lot.

5. What is your evaluation of the new space?

Good - 11	Okay -	Negative-
Comments: "Excellent" "It's Great!!" "Very Nice. "Better because it was more open." "Good. If possible, we need more space." "Nice" "Quite nice . . . more elbow room for everyone including shoppers." "Much better" "Great space." "great, very easy in and out for set up and take down."		

6. The goal is to expand the market, what type of vendors should we add to our market next year?

Do you have any vendors to refer?

Comments:

-Add fruit vendors

-Add clothing vendor

-Add more special events with foods from local restaurants and businesses

-Add origami

-Add a plant vendor

-More Veggies

-Market is a manageable size, just enough produce to meet the demand. Adding more vendors with the same products would not be beneficial.

-Although sweet bakery items are fun it would be good to add more standard breads.

- This market cannot support more than one type of artisan.

-Add more prepared food.

-Add Tamales

- As customer base grows add more vendors.

*Add seasonal fruit vendors (locally grown only)

- *Add eggs and cheese
- * Add more ready to eat foods (eggs rolls were a big hit)

7. What are your ideas to increase visitors / shoppers to the market?

Comments:

- vendors need to be friendly to customers
- make sure all vegetables are good quality for better sales
- “Need to publicize more. Never has been publicized to any degree in neighborhood. Seems to be word of mouth at best.”
- “Tell friends.”
- more special events.
- Send out flyers to everybody in Kingfield and the surrounding areas.
- “in order to get more shoppers we need to improve customer need.”
- “Word of mouth.”
- “banners on Nicollet lamp posts . . . stay in same location.”
- “info at block parties during the summer . . . a card with dates . . . Southwest Journal.”

8. How can the Kingfield Farmers' Market serve you, the vender, better?

Comments:

- “More publicity to increase visitor/shopper attendance.”
- “Bring “more people.”
- “I have found the organizers of the market to be very helpful.”
- “They have been great.”

9. Please evaluate / comment on the 2006 vendor application process, liability insurance requirement and vendor fee.

Comments:

- “We should have our liability insurance already. The fee is fair.”
- “too involved/complex. Took considerable time to complete. Liability insurance requirement is probably a necessity.”
- “no problems. No criticisms.”
- “Liability insurance for vendor 2006 is very good for the vendor and the market.”
- “No problem because I need it for other markets.”
- “Application process and insurance info was fine. . . . appreciate that vendor fees are reasonable.”
- “Complicated.”
- “Insurance is normal and needed for other markets also. Vendor fee is okay. The killer is the MPL's license fee.”
- “It is fine, fee categories are the great for all the different vendors.”
- “the liability requirement is a big barrier to joining the market.”

10. What would you do to improve / change the market for 2007?

Comments:

- “get more produce to fit the needs of our customers.”
- “have more kid vendors.”
- “more reliability.”
- “More publicity-posters, flyers, etc.”
- “Increase people flow.”
- “More music if possible!”
- “ Something to get more attention, more advertising, more customers.
- *Supplement produce vendors with eggs, cheese, plants etc. Market is at capacity for produce vendors.

11. Any other comments, concerns or questions about the market?

Comments:

- “we need to improve our produce.”
- “Having Maura is a great help.”
- “Keep Maura!!”
- “Maura Bosh has done an excellent job. Encouraging. Definite asset. She assists vendors when necessary. Always available.
- “Thank you to the board that decided to open the market. A lot of help to us and a lot of help for the customers who got vegetables to eat.”
- “I think the Kingfield Market is great, it is small but it has everything you need,and a great feeling of community for the customers as well as the vendors.”
- “this market has been an enjoyable experience. I look forward to next year.”
- * Adding flower sales to the market has been great. Customers love it.