



FM360 Summary- 2022 Summer

Number of vendors from the directory provided 1,717
 Number of vendors participated 529 (30.8%) response rate

% vendors by products sold

Fresh fruit	17%
Fresh vegetables	21%
Tree nuts & fresh herbs	7%
Mushrooms	2%
Unprocessed grains/flours	1%
Unprocessed oilseed/other field crops	1%
Eggs	1%
Unprocessed meat/poultry	6%
Unprocessed fish and/or seafood	0%
Cheese, milk or other dairy products	1%
Honey	7%
Maple syrup	3%
Value-added foods (e.g., jam, pickles, dried fruit, jerky)	21%
Beverages (e.g., coffee beans, brewed coffee, tea, soda)	4%
Baked foods	18%
Prepared foods	6%
Cut flowers and/or greenery	8%
Live plants, seeds, etc.	10%
Arts/crafts	21%

New vendors this year	86	(16.3%)		
Among returning vendors	Average	Median	Min	Max
Number of years sold at a farmers market prior to 2022	10.0	5.0	1.0	60.0
Number of farmers markets each vendor sold/planned to sell	2.9	2.0	1.0	33.0
Total number of farmers markets mentioned	150			
	Average	Median	Min	Max
Furthest distance travelled one way to attend a market (miles)	25.5	15.0	0.5	220.0
Number of vendors who only sold at farmers markets	209	(39.5%)		
	Average	Median	Min	Max
Sales revenue share of farmers market in a typical year	53.9%	50.0%	0.0%	100.0%
Sales at farmers markets in 2021 (n = 297)	\$18,662	\$5,000-\$9,999	\$0-\$4,999	\$100,000+
Sales at farmers markets during the 2022 season are:				
"on track to do as well as the last year we vended"	115	(37.2%)		
"better this season than the last year we vended"	125	(40.5%)		
"worse this season than the last year we vended"	69	(22.3%)		

Number of vendors who indicated other sales channels:

CSA	51	(9.6%)
Farmstand/store	184	(34.8%)
Wholesale	86	(16.3%)
Grocery stores	65	(12.3%)
Restaurant & other businesses	90	(17.0%)
Institutions (e.g., schools, hospitals)	29	(5.5%)
Community (e.g., food banks, USDA food boxes, non-profits)	22	(4.2%)
Donation (free)	123	(23.3%)

	Average	Median	Min	Max
% total household income from farmers market business	24.5%	10.0%	0.0%	100.0%

Number of vendors for whom farmers market business is:

the only occupation	178	(50.4%)
the primary occupation (>50% of work hours) of one or more	63	(17.8%)

	Average	Median	Min	Max
Number of people that worked for the farmers market business:				
Total	3.3	2	0	97
Those on payroll	2.1	1	0	96
Those not on payroll including self, family, volunteers	1.2	0	0	20

Number of decision-makers for farmers market business

	1.6	1.0	1.0	6.0
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% decision-makers younger than 35 years old

17.7%

Description of farmers market business

Women owned (51% or more owned by women)	216	(40.8%)
Minority owned (... owned by individuals of ethnic minorities)	57	(10.8%)
Tribally owned (... owned by an Indian tribe)	2	(0.4%)
Veteran owned	28	(5.3%)
LGBTQ+ owned	24	(4.5%)
First generation business	123	(23.3%)
Multi-generation business	35	(6.6%)
Immigrant owned	24	(4.5%)
Owned by person(s) with disabilities	28	(5.3%)
Family owned	214	(40.5%)
Franchised	1	(0.2%)
Cooperative	4	(0.8%)

Ethnic/cultural background represented: (n = 352)

White (not Hispanic or Latino)	278	(79.0%)
Hispanic or Latino, Puerto Rican	9	(2.6%)
Black or African American	20	(5.7%)
American Indian or Alaska Native	9	(2.6%)
Asian or Asian American	31	(8.8%)
Other	6	(1.7%)
Prefer not to answer	18	(5.1%)

Vendors' reasons to sell at a farmers market:

			"The most important"	
Ability to find customers	227	(66.2%)	83	(24.2%)
Relationship with customers	273	(79.6%)	68	(19.8%)
Shared values with market	173	(50.4%)	12	(3.5%)
Relationship with other vendors	191	(55.7%)	3	(0.9%)
Relationship with market manager(s)	121	(35.3%)	2	(0.6%)
Location	209	(60.9%)	18	(5.2%)
Profitability	174	(50.7%)	70	(20.4%)
Market's atmosphere/sense of community	274	(79.9%)	78	(22.7%)

% vendors that sell products eligible for food assistance programs	53.2%			
SNAP	160	(56.8%)	% with eligible items	
Market Bucks	199	(70.7%)		
WIC FMNP vouchers	84	(29.8%)		
Senior FMNP vouchers	71	(25.2%)		
Power of Produce (POP)	78	(27.7%)		
VeggieRx	16	(5.7%)		
	Average	Median	Min	Max
% products sold that are produced/made by the business	94.2%	100.0%	0.0%	100.0%
% ingredients used in products that are purchased from local farmers	62.3%	75.0%	0.0%	100.0%
Number of applicable vendors using third-party certification:	334	(63.1%)		
Certified Gluten-Free	9	(2.7%)	% applicable vendors	
Minnesota Grown	113	(33.8%)		
USDA Certified Organic	22	(6.6%)		
Organically grown but not certified	67	(20.1%)		
Certified Naturally Grown	7	(2.1%)		
Non-GMO Project Verified	0	(0.0%)		
Animal Welfare-Approved	3	(0.9%)		
Certified to hire H-2 visa workers	3	(0.9%)		
GAP/GHP certified	7	(2.1%)		
Number of vendors interested in training opportunities on:				
Food safety	30	(5.7%)		
WIC	20	(3.8%)		
Social media	117	(22.1%)		
Retailing	71	(13.4%)		
How to become cottage food vendors	22	(4.2%)		
How to receive tax credit for donating food	65	(12.3%)		
Record keeping for taxes	109	(20.6%)		
Enterprise analysis	49	(9.3%)		
Pricing products	103	(19.5%)		
Succession/estate planning	30	(5.7%)		
Payroll filing	37	(7.0%)		
Employee management	37	(7.0%)		
Business planning	99	(18.7%)		
% vendors who farm	45.5%			
% who raise/keep animals for farm income	41.8%			
	Average	Median	Min	Max
Total acres owned (n = 166)	99.1	10.0	0.0	8050.0
Total acres operated in 2022 (n = 169)	72.3	6.0	0.0	3200.0
Acres in crop production (n = 164)	43.6	3.0	0.0	1200.0
Acres in pasture (n = 164)	35.6	0.0	0.0	3200.0
Years of farming experience (n = 164)	18.5	12.0	0.0	60.0
Gross farm sales in 2021 (n = 174)	\$72,102	\$10,000-\$24,999	Less than \$500	\$1M+
% of household income from farm/ranch operation (n = 134)	33.0%	25%	0%	100%
Furthest distance travelled one way to attend a market (miles)	34.3	27.5	0.5	186.0
% with FSA number	41.5%			
Ag Census (n = 165)				
% who have participated in 2017 Ag Census	38.8%			
% who did not participate in 2017 but have in the past	4.2%			
% who have never participated	27.3%			

Farming practices

Rotational or management-intensive grazing	41	(17.1%)	% vendors who farm
Direct seeding or no-till	63	(26.2%)	
Conventional tillage	29	(12.1%)	
Cover crops	61	(25.4%)	
Certified organic	18	(7.5%)	
Environmental Quality Incentive Program	20	(8.3%)	
Conservation easement	10	(4.2%)	

Donation of unsold farm products after a market

Number of farm vendors who have donated	113	(47.0%)	% vendors who farm
... farm vendors who donated and received tax credit for it	13	(11.5%)	% farmers who donated
... farm vendors who decided not to receive tax credit for donation	55	(48.7%)	
... farm vendors who was not aware of tax credit opportunity	43	(38.1%)	

Farm and value-added products sold by vendors completing the survey

Vegetables 57 items+

Artichoke, Asparagus, Beans, Bush or Pole, Beets, Garden (roots and/or tops), Broccoli, Brussels Sprouts, Cabbage, Cabbage, Chinese (includes Bok Choy, Napa, and similar), Carrots, Cauliflower, Celeriac, Celery, Collards, Corn, Sweet, Cucumbers, Eggplant, Eggplant, African, Fennel, Galangal, Garlic, Ginger, Horseradish, Kale, Kohlrabi, Leeks, Lettuce (including Head, Loose-leaf, Endive, Radicchio), Microgreens, Mushrooms (cultivated and/or foraged), Mustard Greens, Okra, Onions, Parsnips, Peppers, Sweet, Peppers, Hot, Potatoes, Pumpkins, Radishes, Rhubarb, Rutabagas, Scallions, Shallots, Spinach, Chinese, Spinach, Flat leaf, Spinach, Malabar, Sprouts (including Mung Bean, Alfalfa, and similar), Squash, Summer (includes Patty Pan or yellow), Squash, Winter, Sweet Potatoes/Yams, Sweet Potato, Leaves, Swiss Chard, Tomatillos, Tomatoes, Turmeric, Turnips (roots and/or tops), Watercress, Zucchini, Other

Fruit 24 items+

Apricots, Apples, Aronia berries, Blackberries, Blueberries, Cherries - sour, Cherries - sweet, Cranberries, Currants, Elderberries, Gooseberries, Grapes, Ground cherries, Honey Berry, Juneberries (Saskatoons, Serviceberries), Melon - Cantaloupe, Melon - Honeydew, Melon - Other, Pears, Plums, Raspberries, Strawberries, Watermelons, Other

Livestock products 10 items

Beef, Bison (or Buffalo), Chicken, Turkey, Lamb, Pork, Rabbit meat, Other, Cow milk products, Sheep milk products

Value-added foods 10 items+

Jam/jelly, Granola, Roasted nuts, Dried fruit, Sausage, Jerky, Baking mix, Condiments, Other

Beverages 5 items+

Coffee beans, Brewed coffee, Tea, Kombucha, Other

Vendors of food products considered cottage foods

Cheese milk or other dairy products	0.0%	out of	7
Honey	28.6%		35
Maple syrup	27.8%		18
Value-added foods (e.g., jam, pickles, condiments, jerky, baking mix)	70.8%		106
Beverages	22.2%		18
Baked goods	85.1%		94