12/1/2023

FM360 Summary- 2023 Summer

Number of vendors from the directory provided	1,372			
Number of vendors participated	489	(35.6%) response rate		
% vendors by products sold				
Fresh fruit	17%			
Fresh vegetables	27%			
Tree nuts & fresh herbs	0%			
Mushrooms	4%			
Unprocessed grains/flours	2%			
Unprocessed oilseed/other field crops	1%			
Eggs	11%			
Unprocessed meat/poultry	5%			
Unprocessed fish and/or seafood	0%			
Cheese, milk or other dairy products	1%			
Honey	7%			
Maple syrup	4%			
Value-added foods (e.g., jam, pickles, dried fruit, jerky)	28%			
Beverages (e.g., coffee beans, brewed coffee, tea, soda)	7%			
Baked foods	1%			
Prepared foods	9%			
Cut flowers and/or greenery	7%			
Live plants, seeds, etc.	13%			
Arts/crafts/other non-food items	33%			
New vendors this year	115	(27.7%) of those reporting		
Among returning vendors	Average	Median	Min	Max
Number of years sold at a farmers market prior to 2023	8.7	5.0	1.0	59.0
Number of farmers markets each vendor sold/planned to sell	2.6	2.0	1.0	16.0
Total number of farmers markets mentioned	149			
	Average	Median	Min	Max
Furthest distance travelled one way to attend a market (miles)	20.8	14.0	0.4	186.0
Number of vendors who only sold at farmers markets	36	(10.7%) of those reporting		
	Average	Median	Min	Max
Sales revenue share of farmers market in a typical year	57.8%	60.0%	0.0%	100.0%
Sales at farmers markets in **2022** (n = 280)	$18,830	$5,000-$9,999	$0-$4,999	$100,000+
Sales at farmers markets during the 2023 season are:				
"on track to do as well as the last year we vended"	97	(33.8%) of those reporting		
"better this season than the last year we vended"	125	(43.6%)		
"worse this season than the last year we vended"	65	(22.6%)		
	Average	Median	Min	Max
% total household income from farmers market business	23.8%	10.0%	0.0%	100.0%
Number of vendors for whom farmers market business is:				
the only occupation	171	(48.7%) of those reporting		
the primary occupation (>50% of work hours) of one or more	67	(19.1%)		
	Average	Median	Min	Max
Number of people that worked for the farmers market business:				
Total	3.4	2	0	100
Those on payroll	2.0	1	0	100
Those not on payroll including self, family, volunteers	1.4	0	0	30

Number of vendors who indicated other sales channels:				
CSA	38	(11.3%)	of those reporting	
Farmstand/store, other direct sales to consumer including online	207	(61.8%)		
Wholesale	73	(21.8%)		
Grocery stores	97	(29.0%)		
Restaurant & other businesses	75	(22.4%)		
Institutions (e.g., schools, hospitals)	29	(8.7%)		
Community (e.g., food banks, USDA food boxes, non-profits)	25	(7.5%)		
Donation (free)	93	(27.8%)		
% products sold that are produced/made by the business	92.6%	100.0%	0.0%	100.0%
% ingredients used in products that are purchased from local farmers	55.9%	62.5%	0.0%	100.0%
Number of decision-makers for farmers market business	1.6	1.0	1.0	6.0
% decision-makers younger than 35 years old	16.9%			
Description of farmers market business				
Women owned (51% or more owned by women)	205	(61.4%)		
Minority owned (… owned by individuals of ethnic minorities)	61	(18.3%)		
Tribally owned (… owned by an Indian tribe)	0	(0.0%)		
Veteran owned	27	(8.1%)		
LGBTQ+ owned	26	(7.8%)		
First generation business	136	(40.7%)		
Multi-generation business	28	(8.4%)		
Immigrant owned	23	(6.9%)		
Owned by person(s) with disabilities	33	(9.9%)		
Family owned	198	(59.3%)		
Franchised	1	(0.3%)		
Cooperative	2	(0.6%)		
Ethnic/cultural background represented: (n = 345)				
White (not Hispanic or Latino)	280	(81.2%)		
Hispanic or Latino, Puerto Rican	12	(3.5%)		
Black or African American	19	(5.5%)		
American Indian or Alaska Native	12	(3.5%)		
Asian or Asian American	31	(9.0%)		
Other	13	(3.8%)		
Prefer not to answer	13	(3.8%)		
Vendors' reasons to sell at a farmers market:			"The most important"	
Ability to find customers	218	(62.3%)	74	(21.1%)
Relationship with customers	262	(74.9%)	68	(19.4%)
Shared values with market	177	(50.6%)	23	(6.6%)
Relationship with other vendors	197	(56.3%)	5	(1.4%)
Relationship with market manager(s)	135	(38.6%)	8	(2.3%)
Location	220	(62.9%)	23	(6.6%)
Profitability	175	(50.0%)	61	(17.4%)
Market's atmosphere/sense of community	268	(76.6%)	77	(22.0%)
Vendors' perceived primary purpose of a farmers market:				
Access to healthy food	30	(8.6%)		
Community building	79	(22.7%)		
Opportunity for education and learning	1	(0.3%)		
Profitable marketplace for farmers and other vendors	75	(21.6%)		
Source of local foods and products	163	(46.8%)		

% vendors that sell products eligible for food assistance programs	52.7%			
Accept forms of payment at all or some of farmers markets				
SNAP EBT	70	(34.7%)	% with eligible items	
SNAP tokens issued by markets	187	(89.9%)		
Market Bucks	190	(90.0%)		
Produce Market Bucks	117	(68.4%)		
WIC FMNP vouchers	71	(37.8%)		
Senior FMNP vouchers	62	(32.6%)		
Power of Produce (POP)	76	(43.4%)		
VeggieRx	17	(9.9%)		
	Average	Median	Min	Max
% share of farmers market sales from SNAP-related payments	15.3%	10%	0%	80%

Number of applicable vendors using third-party certification:	294		
Minnesota Grown	106	(36.1%)	% applicable vendors
USDA Certified Organic	11	(3.7%)	
Organically grown but not certified	77	(26.2%)	
Certified Naturally Grown	10	(3.4%)	
Non-GMO Project Verified	5	(1.7%)	
Certified Gluten-Free	5	(1.7%)	
Gluten-free but not certified	6	(2.0%)	
Animal Welfare-Approved	2	(0.7%)	
GAP/GHP certified	10	(3.4%)	
Minnesota Agricultural Water Quality Certification	4	(1.4%)	

Number of vendors interested in training opportunities on:			
Food safety	32	(12.9%)	of those reporting
WIC	17	(6.8%)	
Social media	112	(45.0%)	
Retailing	68	(27.3%)	
How to become cottage food vendors	25	(10.0%)	
How to receive tax credit for donating food	63	(25.3%)	
Record keeping for taxes	94	(37.8%)	
Enterprise analysis	32	(12.9%)	
Pricing products	93	(37.3%)	
Succession/estate planning	27	(10.8%)	
Payroll filing	29	(11.6%)	
Employee management	24	(9.6%)	
Business planning	98	(39.4%)	

% vendors who farm	40.5%			
% who raise/keep animals for farm income	42.9%			
	Average	Median	Min	Max
Total acres owned (n = 154)	39.6	5.0	0.0	1000.0
Total acres operated in 2023 (n = 151)	56.7	4.0	0.0	2800.0
Acres in crop production (n = 138)	27.1	2.0	0.0	900.0
Acres in pasture (n = 138)	35.0	0.0	0.0	2800.0
Years of farming experience (n = 148)	17.2	10.0	0.0	64.0
Gross farm sales in 2022 (n = 157)	$61,189	$5,000	Less than $500	$1M+
% of household income from farm/ranch operation (n = 114)	30.6%	20%	0%	100%
Furthest distance travelled one way to attend a market (miles)	30.1	25.0	1.0	186.0
% with FSA number	26.0%			
Ag Census (n = 150)				
% who have participated in 2022 Ag Census	46.0%			
% who did not particate in 2022 but have in the past	8.7%			
% who have never participated	28.7%			

Farming practices			
Rotational or management-intensive grazing	40	(20.2%)	% vendors who farm
Direct seeding or no-till	52	(26.3%)	
Conversation tillage	17	(8.6%)	
Cover crops	52	(26.3%)	
Certified organic	10	(5.1%)	
Environmental Quality Incentive Program	13	(6.6%)	
Conservation easement	5	(2.5%)	
Donation of unsold farm products after a market			
Number of farm vendors who have donated	103	(52.0%)	% vendors who farm
… farm vendors who donated and received tax credit for it	13	(12.6%)	% farmers who donated
... farm vendors who decided not to receive tax credit for donation	42	(40.8%)	
... farm vendors who was not aware of tax credit opportunity	46	(44.7%)	

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 31 items+

Apricots, Apples, Aronia berries, Asian pears, Blackberries, Blueberries, Cherries, sour, Cherries, sweet, Chokecherries , Cranberries, Currants, Elderberries, Goji berries, Gooseberries, Grapes, Ground cherries, Haskap, Honey Berry, Juneberries (Saskatoons, Serviceberries), Lingonberry, Mulberries, Melon, Cantaloupe, Melon, Honeydew, Melon, Other, Peaches, Pears, Plums, Raspberries, Strawberries, Watermelons, Other

Livestock products 11 items

Beef, Bison (or Buffalo), Chicken, Duck, Goose, Turkey, Lamb, Mutton, Pork, 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 9 items+

Coffee beans, Brewed coffee, Tea, Kombucha, Lemonade, Rhubardade, Smoothies,

Vendors of food products considered cottage foods			
Cheese milk or other dairy products	0.0%	out of	5
Honey	34.5%		29
Maple syrup	47.1%		17
Value-added foods (e.g., jam, pickels, condiments, jerky, baking mix)	76.5%		102
Beverages	39.1%		23
Baked goods	83.7%		86
Prepared foods	40.0%		30