FM360

FM360 Summary- 2024 Summer

Number of vendors from the directory provided	1,575				
Number of vendors participated	391	(24.8%)	response rate		
% vendors by products sold					
Fresh fruit	21%				
Fresh vegetables	31%				
Tree nuts & fresh herbs	0%				
Mushrooms	3%				
Unprocessed grains/flours	1%				
Unprocessed oilseed/other field crops	1%				
Eggs	12%				
Unprocessed meat/poultry	7%				
Unprocessed fish and/or seafood	0%				
Cheese, milk or other dairy products	1%				
Honey	7%				
Maple syrup	5%				
Value-added foods (e.g., jam, pickles, dried fruit, jerky)	30%				
Beverages (e.g., coffee beans, brewed coffee, tea, soda)	7%				
Baked foods	28%				
Prepared foods	6%				
Cut flowers and/or greenery	12%				
Live plants, seeds, etc.	15%				
Arts/crafts/other non-food items	34%				
New vendors this year	77	(24.8%)	of those reporting		
Among returning vendors	Average	Median		Min	Max
Number of years sold at a farmers market prior to 2023	9.6	5.0		1.0	50.0
Number of farmers markets each vendor sold/planned to sell	2.1	1.0		1.0	15.0
Total number of farmers markets mentioned	134				
	Average	Median		Min	Max
Furthest distance travelled one way to attend a market (miles)	21.6	15.0		0.5	186.0
Number of vendors who only sold at farmers markets	28	(11.0%)	of those reporting		
	Average	Median		Min	Max
Sales revenue share of farmers market in a typical year	59.9%	65.0%		0.0%	100.0%
Sales at farmers markets in **2023** (n = 206)	$19,672	$5,000-$9,999		$0-$4,999	$100,000+
Sales at farmers markets during the 2024 season are:					
"on track to do as well as the last year we vended"	58	(27.1%)	of those reporting		
"better this season than the last year we vended"	68	(31.8%)			
"worse this season than the last year we vended"	88	(41.1%)			
	Average	Median		Min	Max
% total household income from farmers market business	21.6%	15.0%		0.0%	100.0%
Number of vendors for whom farmers market business is:					
the only occupation	132	(51.4%)	of those reporting		
the primary occupation (>50% of work hours) of one or more	51	(19.8%)			
	Average	Median		Min	Max
Number of people that worked for the farmers market business:					
Total	4.4	2		0	100
Those on payroll	2.7	1		0	100
Those not on payroll including self, family, volunteers	1.7	0		0	100

Number of vendors who indicated other sales channels:				
CSA	22	(8.6%)	of those reporting	
Farmstand/store, other direct sales to consumer including online	185	(72.5%)		
Wholesale	50	(19.6%)		
Grocery stores	72	(28.2%)		
Restaurant & other businesses	57	(22.4%)		
Institutions (e.g., schools, hospitals)	21	(8.2%)		
Community (e.g., food banks, USDA food boxes, non-profits)	15	(5.9%)		
Donation (free)	77	(30.2%)		
% products sold that are produced/made by the business	93.7%	100.0%	0.0%	100.0%
% ingredients used in products that are purchased from local farmers	60.0%	67.5%	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	15.4%			
Description of farmers market business				
Women owned (51% or more owned by women)	152	(39.1%)		
Minority owned (... owned by individuals of ethnic minorities)	33	(8.5%)		
Tribally owned (... owned by an Indian tribe)	1	(0.3%)		
Veteran owned	13	(3.3%)		
LGBTQ+ owned	23	(5.9%)		
First generation business	86	(22.1%)		
Multi-generation business	28	(7.2%)		
Immigrant owned	19	(4.9%)		
Owned by person(s) with disabilities	20	(5.1%)		
Family owned	146	(37.5%)		
Franchised	0	(0.0%)		
Cooperative	2	(0.5%)		
Ethnic/cultural background represented: (n = 255)				
White (not Hispanic or Latino)	212	(83.1%)		
Hispanic or Latino, Puerto Rican	1	(0.4%)		
Black or African American	15	(5.9%)		
American Indian or Alaska Native	11	(4.3%)		
Asian or Asian American	20	(7.8%)		
Other	7	(2.7%)		
Prefer not to answer	12	(4.7%)		
Vendors' reasons to sell at a farmers market:			"The most important"	
Ability to find customers	173	(44.6%)	56	(14.4%)
Relationship with customers	201	(51.8%)	51	(13.1%)
Shared values with market	136	(35.1%)	10	(2.6%)
Relationship with other vendors	143	(36.9%)	7	(1.8%)
Relationship with market manager(s)	98	(25.3%)	3	(0.8%)
Location	165	(42.5%)	22	(5.7%)
Profitability	139	(35.8%)	46	(11.9%)
Market's atmosphere/sense of community	201	(51.8%)	57	(14.7%)
Vendors' perceived primary purpose of a farmers market:				
Access to healthy food	26	(6.7%)		
Community building	52	(13.4%)		
Opportunity for education and learning	1	(0.3%)		
Profitable marketplace for farmers and other vendors	59	(15.2%)		
Source of local foods and products	121	(31.2%)		

% vendors that sell products eligible for food assistance programs	55.9%				
Accept forms of payment at all or some of farmers markets					
SNAP EBT	52	(32.1%)	% with eligible items		
SNAP tokens issued by markets	147	(89.1%)			
Market Bucks	150	(91.5%)			
Produce Market Bucks	99	(73.3%)			
WIC FMNP vouchers	69	(46.3%)			
Senior FMNP vouchers	60	(40.0%)			
Power of Produce (POP)	65	(47.4%)			
VeggieRx	16	(11.8%)			
	Average	Median		Min	Max
% share of farmers market sales from SNAP-related payments	17.0%	10%		0%	75%
Number of applicable vendors using third-party certification:	244				
Minnesota Grown	84	(34.4%)	% applicable vendors		
USDA Certified Organic	11	(4.5%)			
Organically grown but not certified	60	(24.6%)			
Certified Naturally Grown	5	(2.0%)			
Non-GMO Project Verified	4	(1.6%)			
Certified Gluten-Free	10	(4.1%)			
Gluten-free but not certified	3	(1.2%)			
Animal Welfare-Approved	1	(0.4%)			
GAP/GHP certified	3	(1.2%)			
Minnesota Agricultural Water Quality Certification	1	(0.4%)			
Number of vendors interested in training opportunities on:					
Food safety	29	(15.3%)	of those reporting		
WIC	0	(0.0%)			
Social media	94	(49.5%)			
Retailing	48	(25.3%)			
How to become cottage food vendors	22	(11.6%)			
How to receive tax credit for donating food	50	(26.3%)			
Record keeping for taxes	78	(41.1%)			
Enterprise analysis	27	(14.2%)			
Pricing products	69	(36.3%)			
Succession/estate planning	26	(13.7%)			
Payroll filing	23	(12.1%)			
Employee management	23	(12.1%)			
Business planning	80	(42.1%)			
% vendors who farm	45.3%				
% who raise/keep animals for farm income	45.8%				
	Average	Median		Min	Max
Total acres owned (n = 130)	51.9	10.0		0.0	970.0
Total acres operated in 2024 (n = 130)	54.5	7.0		0.0	1000.0
Acres in crop production (n = 118)	46.3	2.0		0.0	1000.0
Acres in pasture (n = 118)	13.1	0.0		0.0	160.0
Years of farming experience (n = 120)	15.9	10.5		0.0	60.0
Gross farm sales in 2023 (n = 131)	$78,385	$10,000-$25,000		Less than $500	$1M+
% of household income from farm/ranch operation (n = 104)	25.4%	15%		0%	100%
Furthest distance travelled one way to attend a market (miles)	29.7	20.0		1.0	186.0
% with FSA number	33.3%				
Ag Census (n = 121)					
% who have participated in 2022 Ag Census	43.0%				
% who did not particate in 2022 but have in the past	9.1%				
% who have never participated	21.5%				

Farming practices			
Rotational or management-intensive grazing	39	(22.0%)	% vendors who farm
Direct seeding or no-till	50	(28.2%)	
Conversation tillage	19	(10.7%)	
Cover crops	51	(28.8%)	
Certified organic	8	(4.5%)	
Environmental Quality Incentive Program	21	(11.9%)	
Conservation easement	6	(3.4%)	
Donation of unsold farm products after a market			
Number of farm vendors who have donated	84	(47.5%)	% vendors who farm

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

Vegetables — 71 items+

Asparagus, Beans (Bush or Pole), Beets (roots and/or tops), Broccoli, Brussels Sprouts, Burdock, Cabbage (Red), Cabbage (Green), Cabbage (Savoy), Cabbage (Napa), Cabbage (Bok Choy), Cabbage (Other), Carrots, Cauliflower, Celeriac, Celery, Collards, Cucumbers, Eggplant (Asian), Eggplant (Other), Fennel, Garlic, Ginger, Horseradish, Kale, Kohlrabi, Leeks, Lettuce (Butterhead), Lettuce (Iceberg), Lettuce (Leaf), Lettuce (Romaine), Lettuce (Summer Crisp), Lettuce (Other), Microgreens, Mushrooms (cultivated and/or foraged), Mustard Greens (including Arugula, Mizuna, or similar), Okra, Onions, Parsnips, Peas (including Snap, Snow, Sweet), Peppers (Sweet), Peppers (Hot), Potatoes (Red), Potatoes (Russet), Potatoes (White), Potatoes (Yellow), Potatoes (Fingerling), Pumpkins, Radishes, Ramps, Rhubarb, Rutabagas, Scallions, Shallots, Sprouts (including Mung Bean, Alfalfa, and similar), Summer Squash (includes Patty Pan or Yellow), Winter Squash Winter, Sweet Potatoes/Yams, Sweet Potato Leaves, Swiss Chard, Tomatoes (Slicer), Tomatoes (Beefsteak), Tomatoes (Cherry), Tomatoes (Grape), Tomatoes (Plum, Tomatoes (Other), Turmeric, Turnips (roots and/or tops), Watercress, Zucchini, Other

Fruit — 28 items+

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

Livestock products — 10 items

Beef, Chicken, Turkey, Lamb, Pork, Goat meat, Mutton, Rabbit meat, Cow milk products, Sheep milk products

Value-added foods — 10 items+

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

Beverages — 8 items+

Coffee beans, Brewed coffee, Kombucha, Lemonade, Cocktail/Mocktail Mixers, Elixirs, Water, Other

Vendors of food products considered cottage foods			
Cheese milk or other dairy products	0.0%	out of	3
Honey	43.5%		23
Maple syrup	57.1%		14
Value-added foods (e.g., jam, pickels, condiments, jerky, baking mix)	82.9%		82
Beverages	35.0%		20
Baked goods	84.0%		81
Prepared foods	31.3%		16