

FMMP Regional Summary - 2018 Summer

Number of vendors from the directory provided 937
 Number of vendors participating in the metrics project 355 (37.9%) response rate

	Average	Median	Min	Max
Number of farmers markets each vendor sold/planned to sell	2.7	2	0	16
Total number of farmers markets mentioned	122			
Within Twin Cities 7 Metro counties	93	(76.2%)	%responding	
In Minneapolis	24	(19.7%)	unless otherwise noted	
Furthest distance travelled one way to attend a market (miles)	28.5	20.0	0.0	255.0

Number of vendors who only sold at farmers markets 137 (38.6%)
 Number of vendors who indicated other sales channels:
 CSA 42 (11.8%)
 Farmstand/store 0 (0.0%)
 Wholesale 78 (22.0%)
 Co-ops 0 (0.0%)
 Grocery stores 35 (9.9%)
 Restaurant and/or Businesses 114 (32.1%)

	Average	Median	Min	Max
Number of years sold at a farmers market prior to 2018	8.8	5.0	0.0	70.0
Vendors' primary motivation for returning to a market:				
I am a new vendor this year	72	(20.3%)		
I have not returned to a market	0	(0.0%)		
The market is well attended	33	(9.3%)		
Relationship with customers	41	(11.5%)		
Shared values with market	2	(0.6%)		
Market manager/staff	3	(0.8%)		
Location	9	(2.5%)		
Profitability	44	(12.4%)		
Market's atmosphere/sense of community	35	(9.9%)		

	Average	Median	Min	Max
Sales at farmers markets in 2017 (n = 264)	\$19,631	\$10,000 - \$24,999	\$0-\$4,999	\$100,000+

Number of vendors for whom farmers market business is:
 the only occupation 183 (51.5%)
 the primary occupation (>50% of work hours) of one or more 41 (11.5%)

	Average	Median	Min	Max
Number of people that worked for the farmers market business:				
Seasonal (less than 6 months)	3.5	2	0	43
Year-round (6 months or more)	3.7	2	0	100

Number of businesses owned and operated by women 247 (69.6%)
 Ethnic/cultural background (n = 349):
 White 241 (67.9%)
 Asian or Asian American 74 (20.8%)
 Black or African American 31 (8.7%)
 Hispanic or Latino, Puerto Rican 19 (5.4%)
 American Indian or Alaska Native 10 (2.8%)

Number of vendors willing to accept:			
WIC/FMNP vouchers	146	(69.2%)	%eligible
EBT	219	(86.9%)	%eligible
Market Bucks	265	(93.0%)	%eligible
Senior FMNP vouchers	132	(68.4%)	%eligible

Number of vendors interested in training opportunities on:

Food safety	91	(25.6%)
WIC	58	(16.3%)
Social media	161	(45.4%)
Retailing	123	(34.6%)

	Average	Median	Min	Max
% products sold that are produced/made by the business	89.7%	100.0%	0.0%	100.0%
% vendors by products sold				
Fresh fruit	8%			
Fresh vegetables	20%			
Cut flowers	7%			
Live plants, plant starts, nursery	6%			
Grains/flours	1%			
Honey	3%			
Maple syrup	3%			
Mushrooms	0%			
Cheese, milk or other dairy products	1%			
Eggs	4%			
Meat/poultry	2%			
Fish and/or seafood	1%			
Baked Foods	8%			
Value-added foods	13%			
Prepared foods	7%			
Arts/crafts	12%			
Other				
<i>Beverages</i>				

Number of vendors using third-party certification	181	(51.0%)	%responding
MN Grown	91	(25.6%)	unless otherwise noted

Number of vendors who sold farm products	172	(48.5%)		
	Average	Median	Min	Max
Total acres operated in 2018 (n = 137)	42.2	10.0	0.0	786.0
Years of farming experience (n = 152)	20.0	15.0	0.0	100.0
% of household income from farm/ranch operation (n = 156)	43%	25%	0%	100%

Donation of unsold farm products after a market

Number of vendors who have donated	126	(73.3%)	%vendors who farm
Number of farmers who donated and received tax credit for it	26		
Number of vendors willing to consider donating	55		

Unprocessed farm products sold at your market

Vegetables 43 items

Asparagus, Arugula, Beets, Broccoli, Brussel sprouts, Cabbage, Carrots, Cauliflower, Corn, Cucumbers, Eggplant, Endive, Garlic, Ginger, Green beans, Green onions, Greens, Herbs, Kale, Kohlrabi, Lettuce, Melons, Microgreens, Okra, Onions, Parsnips, Peas, Peppers, Potatoes, Pumpkins, Radishes, Rhubarb, Shallots, Spinach, Summer squash, Sweet corn, Sweet potatoes, Tomatillos, Turmeric, Turnips, Watercress, Winter squash, Zucchini

Fruit 9 items

Apples, Blueberries, Gooseberries, Grapes, Ground cherries, Pears, Raspberries, Strawberries, Tomatoes

Nursery products 7 items

Cut flowers, Bedding plants, Perennial/annual plants, Treed, Shrubs, Herb plants, Vegetable plants

Livestock products 11 items

Beef, Chicken, Cow milk products, Duck, Eggs, Fish/seafood, Goat milk products, Lamb, Pork, Sheep milk products, Turkey

Other products 3 items

Honey, Maple syrup, Mushrooms

Beans, Wild rice, Peanuts additional items