

FMMP Regional Summary - 2019 Summer

Number of vendors from the directory provided	1308	
Number of vendors participating in the metrics project	508	(38.8%) response rate

	Average	Median	Min	Max
Number of farmers markets each vendor sold/planned to sell	2.6	2.00	0.00	16.00
Total number of farmers markets mentioned	128			
Furthest distance travelled one way to attend a market (miles)	25.9	20.0	0.0	250.0

Number of vendors who only sold at farmers markets	157	(30.9%)
Number of vendors who indicated other sales channels:		
CSA	55	(10.8%)
Farmstand/store	95	(18.7%)
Wholesale	134	(26.4%)
Co-ops	66	(13.0%)
Grocery stores	60	(11.8%)
Restaurant and/or Businesses	119	(23.4%)

	Average	Median	Min	Max
Number of years sold at a farmers market prior to 2019	9.9	5.0	0.0	100.0
Vendors' primary motivation for returning to a market:				
I am a new vendor this year	100	(19.7%)		
I have not returned to a market	2	(0.4%)		
The market is well attended	148	(29.1%)		
Relationship with customers	170	(33.5%)		
Shared values with market	72	(14.2%)		
Market manager/staff	89	(17.5%)		
Location	80	(15.7%)		
Profitability	114	(22.4%)		
Market's atmosphere/sense of community	145	(28.5%)		

Strengths of connection to food system communities (5=Very strongly connected, ..., 1=Not at all connected)

Where I live	3.9
Where I farm	3.9
The farmers markets I vend at	4.3
The neighborhood surrounding the farmers markets	3.6
The cities where the farmers markets are located	3.9
The counties where the farmers markets are located	3.5
The Twin Cities metro region	3.8
Minnesota	4.0

	Average	Median	Min	Max
Sales at farmers markets in 2018 (n = 399)	\$22,118	\$10,000	\$0-\$4,999	\$100,000+
Number of vendors for whom farmers market business is:				
the only occupation	250	(49.2%)		
the primary occupation (>50% of work hours) of one or more	82	(16.1%)		

	Average	Median	Min	Max
Number of people that worked for the farmers market business:				
Seasonal (less than 6 months)	5.4	3	0	100
Year-round (6 months or more)	3.5	2	0	100
Number of businesses owned and operated by women				
Average percentage of business owned and operated by women	74.1%	(83.1%)		
Average age of primary decision-makers (n = 544)				
% decision-makers younger than 35 years old	24.1%	48.1 years		
Ethnic/cultural background (n = 496):				
White	355	(69.9%)		
Asian or Asian American	98	(19.3%)		
Black or African American	40	(7.9%)		
Hispanic or Latino, Puerto Rican	21	(4.1%)		
American Indian or Alaska Native	13	(2.6%)		
Number of food vendors that accept:				
WIC FMNP vouchers	113	(44.1%)		
SNAP	163	(57.6%)		
Market Bucks	295	(79.3%)		
Senior FMNP vouchers	71	(32.6%)		
	Average	Median	Min	Max
% products sold that are produced/made by the business	91.6%	100.0%	0.0%	100.0%
% products sold by number of vendors				
Fresh fruit	9%			
Fresh vegetables	18%			
Fresh herbs	10%			
Grains/flours	1%			
Maple syrup	2%			
Mushrooms	1%			
Cut flowers	6%			
Live plants, plant starts, nursery	6%			
Cheese, milk or other dairy products	2%			
Eggs	3%			
Meat/poultry	4%			
Fish and/or seafood	1%			
Honey	4%			
Baked Foods	9%			
Prepared foods	6%			
Value-added foods	8%			
Beverages	3%			
Arts/crafts	9%			

Number of vendors interested in training opportunities on:		
Food safety	124	(24.4%)
WIC	51	(10.0%)
Social media	204	(40.2%)
Retailing	155	(30.5%)
How to become cottage food vendors	20	(3.9%)
How to receive tax credit for donating food	43	(8.5%)

Number of vendors using third-party certification	215	(42.3%)
MN Grown	125	(24.6%)
USDA Certified Organic	35	(6.9%)
Certified Gluten-Free	16	(3.1%)

Number of vendors who sold farm products	230	(45.3%)		
	Average	Median	Min	Max
Total acres operated in 2018 (n = 183)	55.4	12.0	0.0	950.0
Years of farming experience (n = 247)	22.9	18.0	0.0	78.0
% of household income from farm/ranch operation (n = 214)	44%	25%	0%	100%
Furthest distance travelled one way to attend a market (miles)	33.8	29.9	0.0	250.0

Donation of unsold farm products after a market				
Number of farm vendors who have donated	175	(76.1%)	%farm vendors	
... farm vendors who donated and received tax credit for it	25	(14.3%)	%farm vendors	
... farm vendors who decided not to receive tax credit for donation	88	(50.3%)	who donated	
... farm vendors who was not aware of tax credit opportunity	58	(33.1%)		

Unprocessed farm products sold by vendors completing the survey	
Vegetables	42 items
<i>Asparagus, Arugula, Beets, Broccoli, Brussel sprouts, Cabbage, Carrots, Cauliflower, Corn, Cucumbers, Eggplant, Garlic, Ginger, Green beans, Green onions, Greens, Herbs, Kale, Kohlrabi, Melons, Microgreens, Okra, Onions, Parsnips, Peas, Peppers, Potatoes, Pumpkins, Radishes, Ramps, Rhubarb, Shallots, Spinach, Summer squash, Sweet corn, Sweet potatoes, Tomatillos, Turmeric, Turnips, Watercress, Winter squash, Zucchini</i>	
Fruit	15 items
<i>Apples, Blueberries, Elderberries, Gooseberries, Grapes, Ground cherries, Honey berries, Pears, Plums, Raspberries, Red white black currants, Strawberries, Sunberries, Tart cherries, Tomatoes</i>	
Nursery products	2 items
<i>Cut flowers, Bedding plants</i>	
Livestock products	10 items
<i>Beef, Chicken, Cow milk products, Eggs, Fish/seafood, Goat milk products, Lamb, Pork, Turkey</i>	
Other products	4 items
<i>Honey, Maple syrup, Mushrooms, Wild Rice</i>	