

Farmers Markets of Minneapolis - 2020 Summer

Number of vendors from the directory provided 432
 Number of vendors participating in the metrics project 215 (49.8%) response rate

	Average	Median	Min	Max
Number of farmers markets each vendor sold/planned to sell	2.5	2.00	1.00	20.00
Total number of farmers markets mentioned	67			
Furthest distance travelled one way to attend a market (miles)	28.2	22.5	0.8	250.0

Number of vendors who only sold at farmers markets 76 (35.3%)
 Number of vendors who indicated other sales channels:

- CSA 31 (14.4%)
- Farmstand/store 45 (20.9%)
- Wholesale 58 (27.0%)
- Co-ops 32 (14.9%)
- Grocery stores 25 (11.6%)
- Restaurant and/or Businesses 49 (22.8%)

	Average	Median	Min	Max
Number of years sold at a farmers market prior to 2019	10.8	6.0	0.0	65.0
Vendors' primary motivation for returning to a market:				
I am a new vendor this year	22	(10.2%)		
I have not returned to a market	2	(0.9%)		
The market is well attended	79	(36.7%)		
Relationship with customers	110	(51.2%)		
Shared values with market	52	(24.2%)		
Market manager/staff	52	(24.2%)		
Location	61	(28.4%)		
Profitability	79	(36.7%)		
Market's atmosphere/sense of community	80	(37.2%)		

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

- Where I live 3.9
- Where I farm 3.8
- The farmers markets I vend at 4.4
- The neighborhood surrounding the farmers markets 3.7
- The cities where the farmers markets are located 3.9
- The counties where the farmers markets are located 3.4
- The Twin Cities metro region 3.8
- Minnesota 3.9

	Average	Median	Min	Max
Sales at farmers markets in 2019 (n = 177)	\$26,540	\$10,000	\$0-\$4,999	\$100,000+

Number of vendors for whom farmers market business is:

- the only occupation 100 (46.5%)
- the primary occupation (>50% of work hours) of one or more 56 (26.0%)

Farmers Markets of Minneapolis 2020 Summary

	Average	Median	Min	Max
Number of people that worked for the farmers market business:				
Seasonal (less than 6 months)	4.6	3	0	100
Year-round (6 months or more)	3.1	2	0	100
Number of businesses owned and operated by women	175	(81.4%)		
Average percentage of business owned and operated by women	74.2%			
Average age of primary decision-makers (n = 237)	47.5 years			
% decision-makers younger than 35 years old	21.9%			
Ethnic/cultural background (n = 222):				
White	140	(63.1%)		
Asian or Asian American	47	(21.2%)		
Black or African American	13	(5.9%)		
Hispanic or Latino, Puerto Rican	7	(3.2%)		
American Indian or Alaska Native	6	(2.7%)		
Number of food vendors that accept (n = 140):				
WIC FMNP vouchers	60	(42.9%)	% applicable vendors	
SNAP	103	(73.6%)		
Market Bucks	128	(91.4%)		
Senior FMNP vouchers	50	(35.7%)		
	Average	Median	Min	Max
% products sold that are produced/made by the business	91.0%	100.0%	0.0%	100.0%
% products sold by number of vendors				
Fresh fruit	17%			
Fresh vegetables	38%			
Fresh herbs	22%			
Grains/flours	2%			
Maple syrup	3%			
Mushrooms	3%			
Cut flowers	9%			
Live plants, plant starts, nursery	15%			
Cheese, milk or other dairy products	3%			
Eggs	3%			
Meat/poultry	6%			
Fish and/or seafood	2%			
Honey	6%			
Baked Foods	9%			
Prepared foods	10%			
Value-added foods	17%			
Beverages	10%			
Arts/crafts	15%			

Number of vendors interested in training opportunities on:		
Food safety	44	(20.5%)
WIC	28	(13.0%)
Social media	81	(37.7%)
Retailing	51	(23.7%)
How to become cottage food vendors	17	(7.9%)
How to receive tax credit for donating food	48	(22.3%)
Business planning	68	(31.6%)

Number of applicable vendors using third-party certification:		
MN Grown	63	(46.3%) % applicable vendors
USDA Certified Organic	16	(11.8%)
Organically grown but not certified	11	(8.1%)
Certified Gluten-Free	6	(4.4%)
Certified Naturally Grown	1	(0.7%)
Non-GMO Project Verified	0	(0.0%)

Number of vendors who sold farm products	Average	Median	Min	Max
Total acres operated in 2020 (n = 92)	51.1	13.0	0.0	780.0
Years of farming experience (n = 110)	21.3	17.5	1.0	64.0
% of household income from farm/ranch operation (n = 118)	47%	50%	0%	100%
Furthest distance travelled one way to attend a market (miles)	36.4	30.0	0.8	250.0

Donation of unsold farm products after a market		
Number of farm vendors who have donated	96	(71.6%) %farm vendors
... farm vendors who donated and received tax credit for it	15	(15.6%) %farm vendors
... farm vendors who decided not to receive tax credit for donation	57	(59.4%) who donated
... farm vendors who was not aware of tax credit opportunity	41	(42.7%)

Unprocessed farm products sold by vendors completing the survey	
Vegetables	42 items
<i>Arugula, Asparagus, Beets, Broccoli, Brussel sprouts, Cabbage, Carrots, Cauliflower, Celery, Corn, Cucumbers, Eggplant, Garlic, Ginger, Green beans, Green onions, Greens, Herbs, Kale, Kohlrabi, 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</i>	
Fruit	13 items
<i>Apples, Blueberries, Chokecherries, Elderberries, Gooseberries, Grapes, Ground cherries, Pears, Plums, Raspberries, Strawberries, Sunberries, Tomatoes</i>	
Nursery products	2 items
<i>Cut flowers, Bedding plants</i>	
Livestock products	10 items
<i>Beef, Chicken, Cow milk products, Duck eggs, Eggs, Goat meat, Goat milk products, Lamb, Pork</i>	
Other products	5 items
<i>Dried beans, Edible flowers, Honey, Maple syrup, Mushrooms</i>	