12/6/2021

FM360

FM360 Summary- 2021 Summer

Number of vendors from the directory provided	916			
Number of vendors participated	291	(31.8%) response rate		

% vendors by products sold

Fresh fruit	16%
Fresh vegetables	25%
Fresh herbs	17%
Mushrooms	3%
Unprocessed grains/flours	0%
Eggs	11%
Unprocessed meat/poultry	8%
Unprocessed fish and/or seafood	0%
Cheese, milk or other dairy products	2%
Honey	7%
Maple syrup	5%
Value-added foods (e.g., jam, pickles, dried fruit, jerky)	22%
Beverages (e.g., coffee beans, brewed coffee, tea, soda)	5%
Baked foods	19%
Prepared foods	5%
Cut flowers and/or greenery	8%
Live plants, seeds, etc.	11%
Arts/crafts	24%

New vendors this year	58	(19.9%)		
Among returning vendors	Average	Median	Min	Max
Number of years sold at a farmers market prior to 2021	10.7	7.0	1.0	52.0
	Average	Median	Min	Max
Number of farmers markets each vendor sold/planned to sell	2.2	2.00	1.00	19.00
Total number of farmers markets mentioned	126			
Furthest distance travelled one way to attend a market (miles)	25.9	20.0	0.5	158.0

	Average	Median	Min	Max
% total household income from farmers market business	25.2%	10.0%	0.0%	100.0%
Sales at farmers markets in **2020** (n = 169)	$21,450	$5,000-$9,999	$0-$4,999	$100,000+
Didn't vend at a farmers market in 2020 for pandemic-related reasons	24	(10.1%)		
Sales at farmers markets in **2021** (n = 177)	$18,733	$5,000-$9,999	$0-$4,999	$100,000+
Sales at farmers markets during the 2021 season are:				
"about the same as pre-pandemic seasons"	63	(35.0%)		
"better than pre-pandemic seasons"	81	(45.0%)		
"worse than pre-pandemic seasons"	36	(20.0%)		

Number of vendors who only sold at farmers markets	80	(27.5%)		
Number of vendors who indicated other sales channels:				
CSA	35	(12.0%)		
Farmstand/store	68	(23.4%)		
Wholesale	83	(28.5%)		
Co-ops	50	(17.2%)		
Grocery stores	36	(12.4%)		
Restaurant and/or Businesses	72	(24.7%)		
	Average	Median	Min	Max
Sales revenue share of farmers market in a typical year	59.7%	60.0%	0.0%	100.0%

Number of vendors for whom farmers market business is:				
the only occupation	108	(50.7%)		
the primary occupation (>50% of work hours) of one or more	44	(20.7%)		
	Average	Median	Min	Max
Number of people that worked for the farmers market business:				
Total	4.0	2	0	90
Seasonal (less than 6 months)	2.0	0	0	88

Description of farmers market business*	(unintentionally only allowed to select one)	
Women owned (51% or more owned by women)	89	(30.6%)
Minority owned (... owned by individuals of ethnic minorities)	27	(9.3%)
Tribally owned (... owned by an Indian tribe)	0	(0.0%)
Veteran owned	5	(1.7%)
LGBTQ+ owned	4	(1.4%)
First generation business	28	(9.6%)
Multi-generation business	1	(0.3%)
Family owned	76	(26.1%)
Franchised	0	(0.0%)
Cooperative	1	(0.3%)

	Average	Median	Min	Max
Number of decision-makers for farmers market business	1.7	2.0	1.0	5.0
% decision-makers younger than 35 years old	20.8%			

Ethnic/cultural background represented: (n = 207)		
White (not Hispanic or Latino)	173	(83.6%)
Hispanic or Latino, Puerto Rican	7	(3.4%)
Black or African American	6	(2.9%)
American Indian or Alaska Native	2	(1.0%)
Asian or Asian American	16	(7.7%)
Other	7	(3.4%)
Prefer not to answer	12	(5.8%)

	Average	Median	Min	Max
% products sold that are produced/made by the business	94.8%	100.0%	0.0%	100.0%
% ingredients used in products that are purchased from local farmers	45.6%	47.5%	0.0%	100.0%

Vendors' reasons to sell at a farmers market:			"The most important"	
Ability fo find customers	151	(71.6%)	41	(19.4%)
Relationship with customers	186	(88.2%)	47	(22.3%)
Shared values with market	128	(60.7%)	15	(7.1%)
Relationship with other vendors	133	(63.0%)	5	(2.4%)
Relationship with market manager(s)	91	(43.1%)	1	(0.5%)
Location	152	(72.0%)	17	(8.1%)
Profitability	125	(59.2%)	48	(22.7%)
Market's atmosphere/sense of community	180	(85.3%)	33	(15.6%)

Strengths of connection to food system communities (5=Very strongly connected, ..., 1=Not at all connected)	
Where I live	3.8
Where I farm	3.5
The farmers markets I vend at	4.2
The neighborhood surrounding the farmers markets	3.2
The cities where the farmers markets are located	3.5
The counties where the farmers markets are located	3.0
Minnesota	3.3

% vendors that sell food products eligible for food assistance programs	50.2%		
SNAP	95	(65.0%)	% with eligible items
Market Bucks	118	(80.8%)	
WIC FMNP vouchers	55	(37.7%)	
Senior FMNP vouchers	44	(30.1%)	
Power of Produce (POP)	42	(28.8%)	
VeggieRx	6	(4.1%)	

Number of applicable vendors using third-party certification:	181	(62.2%)	
Certified Gluten-Free	8	(4.4%)	% applicable vendors
Minnesota Grown	83	(45.9%)	
USDA Certified Organic	19	(10.5%)	
Organically grown but not certified	50	(27.6%)	
Certified Naturally Grown	8	(4.4%)	
Non-GMO Project Verified	7	(3.9%)	
Animal Welfare-Approved	1	(0.6%)	
Other	25	(13.8%)	

Number of vendors interested in training opportunities on:				
Food safety	26	(8.9%)		
WIC	12	(4.1%)		
Social media	82	(28.2%)		
Retailing	50	(17.2%)		
How to become cottage food vendors	20	(6.9%)		
How to receive tax credit for donating food	40	(13.7%)		
Record keeping for taxes	73	(25.1%)		
Enterprise analysis	36	(12.4%)		
Pricing products	70	(24.1%)		
Succession/estate planning	20	(6.9%)		
Payroll filing	27	(9.3%)		
Employee management	27	(9.3%)		
Business planning	65	(22.3%)		

% vendors who farm	45.5%			
	Average	Median	Min	Max
Total acres owned in 2021 (n = 89)	62.3	20.0	0.0	1000.0
Total acres operated in 2021 (n = 93)	88.9	17.0	0.0	1860.0
Years of farming experience (n = 99)	22.6	15.0	1.0	75.0
% of household income from farm/ranch operation (n = 96)	31.9%	20%	0%	100%
Furthest distance travelled one way to attend a market (miles)	40.3	35.0	0.5	158.0

Farming practices			
Rotational or management-intensive grazing	40	(30.2%)	% vendors who farm
Direct seeding or no-till	43	(32.5%)	
Conversation tillage	28	(21.1%)	
Cover crops	58	(43.8%)	
Certified organic	22	(16.6%)	
Environmental Quality Incentive Program	20	(15.1%)	
Conservation easement	10	(7.5%)	

Donation of unsold farm products after a market			
Number of farm vendors who have donated	72	(54.3%)	% vendors who farm
… farm vendors who donated and received tax credit for it	11	(15.3%)	% farmers who donated
... farm vendors who decided not to receive tax credit for donation	39	(54.2%)	
... farm vendors who was not aware of tax credit opportunity	22	(30.6%)	

Unprocessed farm products sold by vendors completing the survey

Vegetables	54	items
Arugula, Asparagus, Beets, Bell peppers, Bitter eggplant, Bok choy, Broccoli, Brussel sprouts, Cabbage, Carrots, Cauliflower, Cucumbers, Dried Beans , Edamame, Eggplant, Garlic, Ginger, Green beans, Green onions, Greens, Habanero peppers, Herbs, Jalapenos, Kale, Kohlrabi,Leeks, Lemon grass, Lettuce, Microgreens, Okra, Onions, Pea shoots, Peppers, Potatoes, Pumpkins, Radishes, Rhubarb, Shallots, Shelling peas, Snap peas, Spinach, Summer squash, Sweet corn, Sweet long beans, Sweet potatoes, Swiss chard, Thai peppers, Tomatillos, Turmeric, Turnips, Watercress, Winter squash, Yu choy sum, Zucchini		
Fruit	20	items
Apples, Blackberries, Blueberries, Chokecherries, Crab apples, Currants, Elderberries, Gooseberries, Grapes, Ground cherries, Honeyberries, Melon, Mulberries, Pears, Plums, Raspberries, Sour cherries, Strawberries, Sunberries,		
Livestock products	12	items
Beef, Bison, Chicken, Turkey, Lamb, Pork, Goat, Goose, Duck, Cow milk products, Goat milk products, Sheep milk products		
Live plants	9	items
Bedding plants, Canna lillies, Microgreens , Native plants/perennials, Nursery, Perennial herbs, Plant starts, Seeds, Succulents/house plants		
Other products	8	items
Dried beans, Edible flowers, Foraged foods, Ginseng roots, Honey, Maple syrup, Mushrooms, Wild rice		

Vendors of food products considered cottage foods

Cheese milk or other dairy products	0.0%	out of	7
Honey	35.0%		20
Maple syrup	35.7%		14
Value-added foods (e.g., jam, pickels, condiments, jerky, baking mix)	70.3%		64
Beverages	13.3%		15
Baked goods	76.8%		56
Prepared foods	14.3%		14