



2020 Census of Michigan Farmers Markets: Before You Start the Survey

Who Should Fill Out This Survey:

This survey asks about many operational aspects of farmers markets in Michigan. The person taking this survey should be someone who has knowledge of and access to information about all aspects of a given market; usually this person is the market manager. If not the market manager, they are most often another staff member from the market's Operating Organization.

Survey Length:

This survey contains more than 50 questions and we estimate that it will take an hour to complete. Please plan accordingly and gather the information from the list below before you begin.

The survey is broken up into the following sections:

Section I: Market Profile & Structure

Section IV: Vendors

Section II: Human Resources

Section V: MIFMA, Market Needs & Other

Section III: Operations

What to Have On Hand To Complete This Survey:

This survey asks about many aspects of your market. The list of information below will be helpful for you to have on hand to complete this survey. ***Spending time gathering this information before you begin will help reduce the time you need to respond.*** This list assumes that you already know many things asked about the market and the operating organization. We know that not all markets collect all information requested in this survey, so we ask that you complete the survey to the best of your ability, and estimate where you can. The survey will remind you where it is appropriate to estimate if you do not have the information readily available. Some items you should have on hand include:

- Information about when and where our market operates now and has operated in the past including the year the market first started, year it began at its current location, and a list of any previous locations the market operated
- The Market's Mission Statement
- Number of weeks the market operated in 2019 and in 2020
- Data your market collects on shopper attendance and vendor sales, if applicable
- Information about your vendors- we recommend that you have your vendor list, spreadsheet, or vendor apps on hand so you can reports items like:
 - The primary products they sell and the Number of Cottage Food vendors in 2019 and 2020
 - The counties your vendors are from
 - Vendor attendance counts from 2019 and 2020 including average number of vendors per day, peak number of vendors per day, fewest number of vendors per day for 2019 and for 2020

- Information about how you staff your market including market manager compensation, and the support you receive from other staff and/or volunteers including:
 - Market Manager job description- if applicable there will be an opportunity to upload this document in the survey
 - Average weekly hours during market season, and off-season (if relevant) that other staff, (outside of the market manager), volunteers, and partners contribute to the market
 - Total number of volunteers in 2019 and 2020
 - Information about the current market manager- if someone other than a market manager is filling this out, you may need to review the questions and then contact the market manager for their responses
- A copy of your market's budget (if applicable) and/or a list of the market's revenue sources and expenses
- Dollar amount spent on COVID-19 adaptations

Note: Markets with Multiple Days, Locations, and/or Seasons

This survey asks about many components of the farmers markets your Operating Organization runs. Some operating organizations run markets on multiple days, and/or at multiple locations. Some have two distinct market seasons, that we'll refer to as "summer" and "winter" markets, that feature different vendors, may occur at a different location (often indoors in winter), and/or may occur at a different frequency (less often in winter). Other markets run year-round in the same location. The survey will ask you about these different sites, days, and seasons; some questions will ask you to answer separately for each location, day, or season. **For markets with multiple locations, days, and/or seasons, each Operating Organization should fill out this survey only once.**

Note: Markets that Did Not Operate in 2020 Due to COVID-19

This survey asks about Michigan's farmers markets in both 2019 and 2020. If your market did not operate in 2020, if it operated but reduced the number of locations or hours, or if it operated but changed locations, **please still take this survey.** It is important that we hear from all markets, including those disrupted by COVID-19.

Saving and Coming Back Later to Finish the Survey:

Because this survey is long, or you may not have all of the information needed to complete it on hand, you can partially complete and return to the survey as needed for up to two weeks after you start. The survey will save a temporary cookie on your device to mark your progress. When you access the survey again from the same browser on the same device, you will be prompted to start from where you left off.



517-432-3381



480 Wilson Road, Room 172
East Lansing, MI 48824



mifma.org