

Worthington Farmers' Market: Farmers Survey Results

Date = through 6/29/07, 44 vendors (out of 65 total summer vendors)

This survey supported by volunteers from Sustainable Worthington.

1. Would you participate? 21 = Yes 9 = No 14 = Maybe

2. What months? (please check all of the months you'd be interested in)

Yes: 19 = November 17 = December 15 = January 16 = February 17 = March 18 = April

Maybe: 9 = November 8 = December 6 = January 8 = February 6 = March 7 = April

3. Approximately what percentage of your summer sales per market day would make it worthwhile for you to participate in winter?

Yes: 1 = 25% 10 = 50% 5 = 75% 5 = 100% 0 = 125% 0 = 150% 0 = Other

Maybe: 2 = 25% 4 = 50% 5 = 75% 2 = 100% 0 = 125% 0 = 150% 0 = Other

4. Would you be interested in expanding your production to cover all or part of an extended season?

Yes: 14 = Yes 4 = No 3 = Maybe

Maybe: 1 = Yes 3 = No 9 = Maybe

5. What products would you have available for sale?

Yes	Maybe	Product
6	2	Baked goods
3	0	Canned goods
1	0	Cheese
2	1	Confections
3	2	Crafts & yarn
0	0	Dried fruit
3	1	Dried produce (such as dried tomatoes)
0	1	Eggs
0	0	Fruit
4	3	Greens (such as spinach or lettuce)
1	2	Honey
1	0	Hydroponic vegetables
2	0	Jams & Jellies
1	0	Maple Syrup
4	5	Meat
0	0	Pasta
4	3	Root vegetables (such as turnips, carrots, potatoes)

6. Do you have power requirements?

Yes: 15 = No 4 = Yes

Maybe: 9 = No 1 = Yes

7. How long would you need for set-up?

Yes: 11 = ½ hour 4 = ¾ hour 4 = 1 hour 0 = 1 ½ hours 0 = 2 hours

Maybe: 7 = ½ hour 3 = ¾ hour 1 = 1 hour 0 = 1 ½ hours 0 = 2 hours

Other products:

- winter squash
- Dried flowers and related products
- Plants
- dried flowers, cabbage
- house plants, dried flowers
- homemade soap, houseplants, flowerpots
- herbs, houseplants
- Chutneys in glass jars & gift packs in various flavors.
- Almonds, Powerballs, Kombucha.
- Houseplants, potted herbs
- Dried flowers
- popcorn, edible Beans
- Fresh cut flowers, possibly pottery
- All-natural skincare, herbal health products, teas
- Maple sugar, cream and candies
- Seasonal decorations or plants, houseplants?
- house plants and containers
- Maybe organic milk
- Xmas wreaths, jewelry, house plants still thinking !

Comments:

- Might participate if/when husband retires
- An outlet would be nice, need good lighting.
- "Want to participate but maybe able to do so only on a flexible basis and if the cost to participate is very reasonable. Mine are low volume sales ("ethnic" product). R.M. Also, RE: Question 4: it is really not applicable to me - I don't sell produce.
- We are still weighing whether we have the time & can afford the expense of a 5 hr round trip.
- Not sure about December. Already there on expanding production. Thanks for the effort on your part, Jan! Power not absolutely necessary but outlets for lights would be great.
- We'd be curious as to where it would be...
- Peanut brittle = confection. A Winter Farmer's Market would be great! Hope you get it to happen.
- Our potatoes would be fresh-dug, not stored.
- Sorry we would not have any product available during winter months!
- Excellent idea. Would be nice if had access to power.
- Winter markets are good for us and we would like to have one more. We sell year round.
- Actually 300% of summer sales would be wonderful! You folks do a wonderful job! Keep up the good work. Thank you, Jason.
- Production is weather-dependent
- I would love it if I could have access to a commercial kitchen.
- We really have nothing for a winter season. Good luck in this endeavor.
- Thank you for considering such a venture. Rick & Margaret
- Thanks!
- RE: Q2 - months checked are ideal participation as weather may interfere. Thanks for the effort you are providing. I sincerely appreciate your work. If our greenhouse expansion plans (in initial stage) are successful, we would love to participate.
- Q5: To keep meat cold & heat samples. This is our 1st yr & only 3 Saturdays into it; still evaluating costs vs profits. We're a whole, 1/2, 1/4 hog sales business. Retail's new & only to hopefully promote freezer sales. Summer data will help us decide.