



# Farmers Market Coalition Survey: Economic Impact of COVID-19 on Farmers Markets (Summer 2020)

This Farmers Market Coalition survey is for market organizations that were operating farmers markets anytime during 2020. The purpose is to share the economic impact of COVID-19 on markets with FMC and with market stakeholders. No individual data will be shared by FMC; only state or multi-state data that does not identify any individual market organization will be made public. Please send any questions about the survey to FMC via this form:

<https://farmersmarketcoalition.org/joinus/contact-us/>

**\* Required**

Add the email contact for the person filling this form out. \*

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1. Please list the farmers market organization name attached to this survey response. \*

Please list the formal name of the entity or organization that operates the farmers market(s).

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2. List the year (YYYY) the first market managed by this organization was established. \*

If unsure, please approximate the founding year as closely as possible.

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3. Please list the state(s) that the farmers market sites managed by this organization are located \*

*Check all that apply.*

- |                             |                                       |
|-----------------------------|---------------------------------------|
| <input type="checkbox"/> AK | <input type="checkbox"/> MT           |
| <input type="checkbox"/> AL | <input type="checkbox"/> NC           |
| <input type="checkbox"/> AR | <input type="checkbox"/> ND           |
| <input type="checkbox"/> AZ | <input type="checkbox"/> NE           |
| <input type="checkbox"/> CA | <input type="checkbox"/> NH           |
| <input type="checkbox"/> CO | <input type="checkbox"/> NJ           |
| <input type="checkbox"/> CT | <input type="checkbox"/> NM           |
| <input type="checkbox"/> DC | <input type="checkbox"/> NV           |
| <input type="checkbox"/> DE | <input type="checkbox"/> NY           |
| <input type="checkbox"/> FL | <input type="checkbox"/> OH           |
| <input type="checkbox"/> GA | <input type="checkbox"/> OK           |
| <input type="checkbox"/> HI | <input type="checkbox"/> OR           |
| <input type="checkbox"/> IA | <input type="checkbox"/> PA           |
| <input type="checkbox"/> ID | <input type="checkbox"/> PR           |
| <input type="checkbox"/> IL | <input type="checkbox"/> RI           |
| <input type="checkbox"/> IN | <input type="checkbox"/> SC           |
| <input type="checkbox"/> KS | <input type="checkbox"/> SD           |
| <input type="checkbox"/> KY | <input type="checkbox"/> TN           |
| <input type="checkbox"/> LA | <input type="checkbox"/> TX           |
| <input type="checkbox"/> MA | <input type="checkbox"/> UT           |
| <input type="checkbox"/> MD | <input type="checkbox"/> VA           |
| <input type="checkbox"/> ME | <input type="checkbox"/> VT           |
| <input type="checkbox"/> MI | <input type="checkbox"/> WA           |
| <input type="checkbox"/> MN | <input type="checkbox"/> WI           |
| <input type="checkbox"/> MO | <input type="checkbox"/> WV           |
| <input type="checkbox"/> MS | <input type="checkbox"/> WY           |
|                             | <input type="checkbox"/> Other: _____ |

4. Please indicate how many market sites operated during JUNE JULY and AUGUST of 2020 were in URBAN areas. (if none, please indicate 0). If your market offers multiple market days per week at one site, count that as one site: \*

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5. Please indicate how many market sites operated during JUNE JULY and AUGUST of 2020 were in SUBURBAN areas. (if none, please indicate 0). If your market offers multiple market days per week at one site, count that as one site: \*

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6. Please indicate how many market sites operated during JUNE JULY and AUGUST of 2020 were in RURAL areas. (if none, please indicate 0). If your market offers multiple market days per week at one site, count that as one site: \*

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7. Select the response that best describes your market organization: "Across all market locations, our market organization operated..." \*

*Mark only one oval.*

- FEWER but NOT ZERO total market days during JUNE, JULY, and AUG 2020 than during JUNE, JULY, and AUG 2019
- MORE total market days during JUNE, JULY, and AUG 2020 than during JUNE, JULY, and AUG 2019
- THE SAME NUMBER of market days during JUNE, JULY, and AUG 2020 as in JUNE, JULY, and AUG 2019
- ZERO market days during JUNE, JULY, and AUG 2020 (but operated some market days in JUNE, JULY, and or AUG of 2019)
- 2020 was our first year in operation.

Market Organization  
Costs/Expenses

These questions pertain to the impact of additional costs incurred by the organization which operates your market(s).

8. In which of the following areas did your market organization incurred costs during JUNE, JULY, and AUGUST 2020 in order to be physically open in the COVID-19 era? (This question refers to the MARKET ORGANIZATION's own costs - not individual vendors' costs.) \*

Select all that apply.

*Check all that apply.*

- Purchase of Personal Protective Equipment (PPE) or personal hygiene supplies (Examples include, but are not limited to, face masks, gloves, hand sanitizer, hand washing supplies, etc.)
  - Purchase of safety or social distancing tools for market (Examples include, but are not limited to, cones, safety tape, ground markers, etc.)
  - Additional staff hours
  - Added new staff
  - Security personnel
  - Technology (including, but not limited to, platforms for online ordering)
  - Costs related to securing new or temporary sites for markets
  - New equipment rentals (Examples include, but are not limited to, hand-washing stations, portable toilets, etc.)
  - Materials for education, outreach, and messaging (Examples include, but are not limited to, signage, advertising and marketing costs, etc)
  - My market organization had no added costs at this time (or everything needed was donated/in-kind)
- Other:  \_\_\_\_\_

9. How much did your market organization spend on the added costs identified in the prior question during JUNE, JULY, and AUGUST 2020? Provide your best estimate if the exact dollar amount is unknown. \*

*Mark only one oval.*

- \$0
- \$1 - \$199
- \$200 - \$499
- \$500 - \$999
- \$1000 - \$1999
- \$2000 - \$9999
- \$10,000 - \$19,999
- \$20,000 or more

Market  
Organization  
Revenue

These questions pertain to revenue changes incurred by the market organization as a result of COVID-19.

10. Select the response that best describes your market organization: "Across all market locations, our market organization generated:" \*

*Mark only one oval.*

- LESS revenue during JUNE, JULY, and AUG. 2020 as compared to JUNE, JULY, and AUG 2019
- The SAME amount of revenue during JUNE, JULY, and AUG 2020 as compared to JUNE, JULY, and AUG 2019
- MORE revenue during JUNE, JULY, and AUG 2020 as compared to JUNE, JULY, and AUG 2019
- Not sure what (if any) change in revenue there has been as compared to JUNE, JULY, and AUG 2019
- 2020 was our first year in operation.

11. Which actions have led to LOST REVENUE during JUNE, JULY, and AUGUST 2020 as compared to 2019? (This is about the MARKET ORGANIZATION's budget- not individual vendors.) If there has been NO lost income, mark that choice. \*

Select all that apply.

*Check all that apply.*

- Decreased vendor attendance, or discounted vendor fees
- Current funders suspended payments (Funders refer to entities that finance all or part of the market's operations or programming in the form of grants, investments, loans, or other payments. For the purpose of this question, funders do not include sponsorships.)
- Lost sponsors or less income from sponsorships
- Decreased ATM or token sales
- Decreased merchandise sales
- Our market organization did NOT lose income due to COVID-19 mitigation
- 2020 was our first year in operation.

Other:  \_\_\_\_\_

12. What actions, if any, has your organization taken to offset LOST REVENUE or increased costs due to COVID-19? If none, mark one of those choices. \*

Select all that apply.

*Check all that apply.*

- Laid off paid staff
- Raised vendor fees
- Submitted new grant proposals
- Increased funding from existing grants (This includes, but is not limited to, requesting additional funds from existing grantmakers, existing grantmakers providing emergency COVID-19 relief funding, etc.)
- Took out private bank loans
- Received SBA (Small Business Administration) loans or government relief. This includes Paycheck Protection Program (PPP) and Economic Injury Disaster Loans (EIDL)
- Organized a community fundraiser for donations.
- None yet
- None needed as organization has not lost income or had increased costs.

Other:  \_\_\_\_\_

Market  
Donations

These questions pertain to type and value of donations/goods and services provided in-kind to markets in response to COVID-19 during this time period.

13. Did your organization receive materials or staff time donated or provided in-kind\* during JUNE, JULY, or AUGUST 2020 in response to COVID-19? If YES, which items? \*

\*in-kind refers to donations of good and services to the organization, provided at no cost by a person or an entity outside of the organization.

*Check all that apply.*

Personal Protective Equipment (PPE) or personal hygiene supplies (Examples include, but are not limited to, face masks, gloves, hand sanitizer, hand washing supplies, etc.)

Safety or social distancing tools for market (Examples include, but are not limited to, cones, safety tape, ground markers, etc.))

Additional volunteer hours

Security personnel

Technology (including, but not limited to, platforms for online ordering)

New equipment (Examples include, but are not limited to, hand-washing stations, portable toilets, etc.)

Materials for education, outreach, and messaging (Examples include, but are not limited to, signage, advertising and marketing costs, etc)

None - my organization has not received any in-kind donations at this time

Other:  \_\_\_\_\_

14. If YES, can your organization provide an estimate of the value of goods and services donated/provided in-kind for JUNE, JULY, and AUGUST 2020? Please round up to the next whole dollar. Put "00" if you cannot form a likely estimate.

Please enter a whole number without a dollar sign or decimal. Ex. 5000

Market SNAP  
Sales

These questions pertain to changes in SNAP sales compared to previous year(s).

15. If the Market Organization is itself a SNAP-Authorized Retailer: did SNAP sales INCREASE, DECREASE, or stay the SAME for the time period of JUNE, JULY, and AUGUST 2020 as compared to the same time period in 2019? \*

Mark only one oval.

- Increase
- Decrease
- Stayed the same
- Not sure
- This is the first year that our market organization is a SNAP-Authorized retailer.
- The market organization is NOT a SNAP-Authorized Retailer.

16. If the MARKET ORGANIZATION is NOT a SNAP-Authorized retailer, did any of your vendors offer SNAP at your markets during JUNE, JULY, and AUGUST 2020?

Mark only one oval.

- Yes. At all of our markets, one or more of our vendors offered SNAP access through their account
- Some. At some of our markets, one or more vendors offered SNAP access through their account.
- No. No vendors offered SNAP access through their account at any of our markets.

Market  
Model  
Adaptations

These questions pertain to the types of models or programs that MARKET SITES operated in response to COVID-19 during this time period. Mark "1" for each market site that had this option that operated during JUNE, JULY, and AUGUST 2020. If the market already offered this service before March of 2020 (the beginning of the COVID-era), please also indicate that in the following question for each model.

17. Please indicate how many of this organization's 2020 market sites offered a market-level PRE-ORDERING online platform (to select and purchase individual products) during any or all of the market days in JUNE, JULY, or AUGUST 2020. Enter "0" if no market sites offered this option during this time. \*

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17a. Please indicate how many of this organization's 2020 market sites offered PRE-ORDERING from individual vendors via the shopper contacting vendors directly BEFORE March of 2020. Enter "0" if no market sites offered this option during this time \*

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18. Please indicate how many of this organization's 2020 market sites operated a PRE-PACKED MARKET BOX (market aggregate) program during any or all of the market days in JUNE, JULY, or AUGUST 2020. Enter "0" if no market sites offered this option during this time. \*

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18a. Please indicate how many if any of this organization's 2020 market sites operated a PRE-PACKED MARKET BOX (market aggregate) program BEFORE March of 2020. Enter "0" if no market sites offered this option during this time \*

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19. Please indicate how many of this organization's 2020 market sites operated a CURBSIDE or DRIVE-THRU model during any or all of the market days in JUNE, JULY, or AUGUST 2020. Enter "0" if no market sites offered this option during this time. \*

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19a. Please indicate how many of this organization's market sites operated a CURBSIDE or DRIVE-THRU model BEFORE March of 2020. Enter "0" if no market sites offered this option during this time \*

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## Market Vendor Participation

These questions pertain to changes in market participation by VENDORS.

20. Can you provide an estimate of the percentage CHANGE in the number of vendors during JUNE, JULY, and AUGUST of 2020 over the same time period in 2019? \*

How to calculate percent change: 1) Subtract the number of vendors in 2019 from the number of vendors in 2020. 2) That answer divided by the number of vendors in 2019. 3) Multiply by 100. Example: If your market had 20 vendors in 2019 vs. 15 vendors in 2020: Example:  $5 \div 20 = -0.25 \times 100 = 25\%$  decrease. (fewer vendors in 2020 mean a decrease; more vendors would be an increase.)

*Mark only one oval.*

- 1-10% DECREASE in vendors
- 11-20% DECREASE in vendors
- 21-30% DECREASE in vendors
- 31-40% DECREASE in vendors
- 41-50% DECREASE in vendors
- Over 50% DECREASE in vendors
- 1-10% INCREASE in vendors
- 11-20% INCREASE in vendors
- 21-30% INCREASE in vendors
- 31-40% INCREASE in vendors
- 41-50% INCREASE in vendors
- OVER 50% INCREASE in vendors
- There has been no change in vendor participation
- Not sure
- This is our first year in operation

21. Have any of your market(s)' vendors reported DECREASED INCOME for their farmers market vending for JUNE, JULY, and/or AUGUST 2020 as compared to JUNE, JULY, and/or AUGUST 2019? This question refers to information on MARKET VENDORS only - not the market organization. \*

Mark only one oval.

- Yes. All of our vendors have reported decreased income during this time period.
- Some but not all have reported decreased income during this time period.
- No. Zero vendors have reported decreased income during this time period.
- Haven't heard any reports from vendors during this time period related to income changes.
- This is our first year in operation

22. If YES, how many of each vendor type have reported LOST INCOME. This question refers to information on MARKET VENDORS only - not the market organization. (This question is NOT required but VERY helpful.)

The top row is the NUMBER of vendors. If a vendor sells more than one product category (Ex, a vendor sells produce and flowers) choose the primary type of product that the vendor will sell at this market this year, based on greatest revenue. Do not double count a vendor in more than one product category.

Check all that apply.

	0-5	6-10	11-15	16-20	21 or more
Fruits/Vegetables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meat/Dairy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value-Added/Specialty Foods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flowers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Artisans/Crafts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. Have any of your market's vendors reported INCREASED income for their farmers market vending for JUNE, JULY, and/or AUGUST 2020 as compared to JUNE, JULY, and/or AUGUST 2019? This question refers to information on MARKET VENDORS only - not the market organization. \*

Mark only one oval.

- No. Zero vendors have reported increased income during this time period.
- Some but not all have reported increased income during this time period.
- Yes. All of our vendors have reported increased income during this time period.
- Haven't heard any reports from vendors during this time period related to income changes.
- This is our first year in operation

24. If YES, how many of each vendor type have reported INCREASED INCOME. This question refers to information on MARKET VENDORS only - not the market organization. (This question is NOT required but VERY helpful.)

The top row is the NUMBER of vendors. If a vendor sells more than one product category (Ex, a vendor sells produce and flowers) choose the primary type of product that the vendor will sell at this market this year, based on greatest revenue. Do not double count a vendor in more than one product category.

Check all that apply.

	0-5	6-10	11-15	16-20	21 or more
Fruits/Vegetables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meat/Dairy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value-Added/Specialty Foods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flowers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Artisans/Crafts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Permanent features

Do you anticipate that any of the innovations or operational "pivots" implemented by your markets during this time period will become long-term or permanent features of your market(s)? If so, which one(s)? Please explain.

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