

# Results of the 2022 Farmers Market Survey

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# WISCONSIN FARMERS MARKET SURVEY RESULTS

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Thank you to:



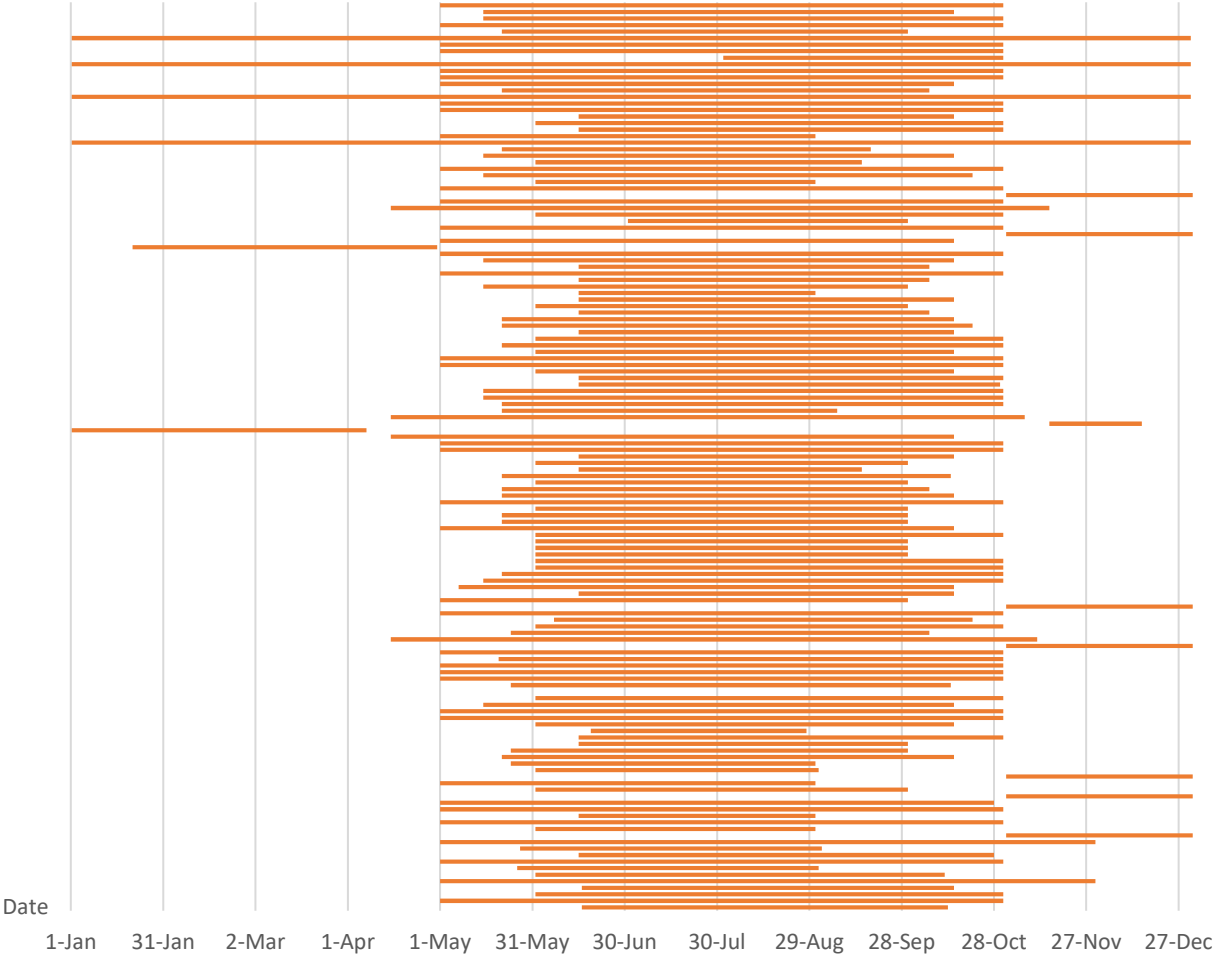
United States  
Department of  
Agriculture

*Wisconsin*



GENERAL  
FARMERS MARKET  
CHARACTERISTICS

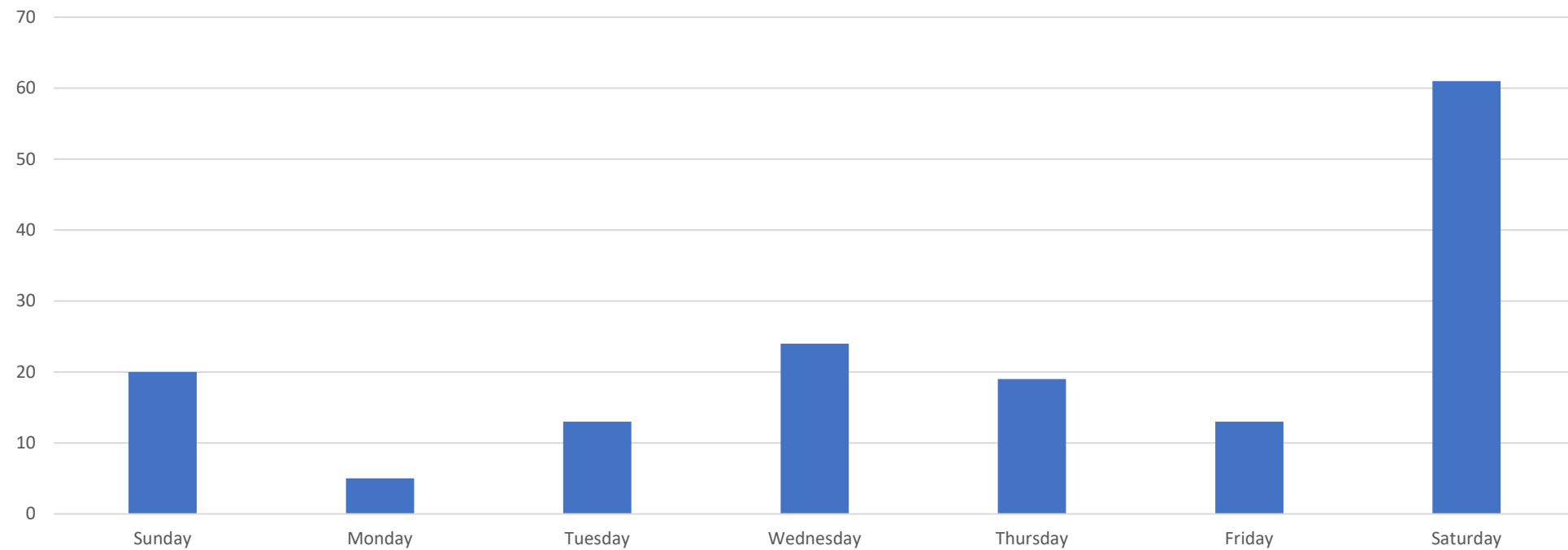
Wisconsin Farmers Market Dates of Operation



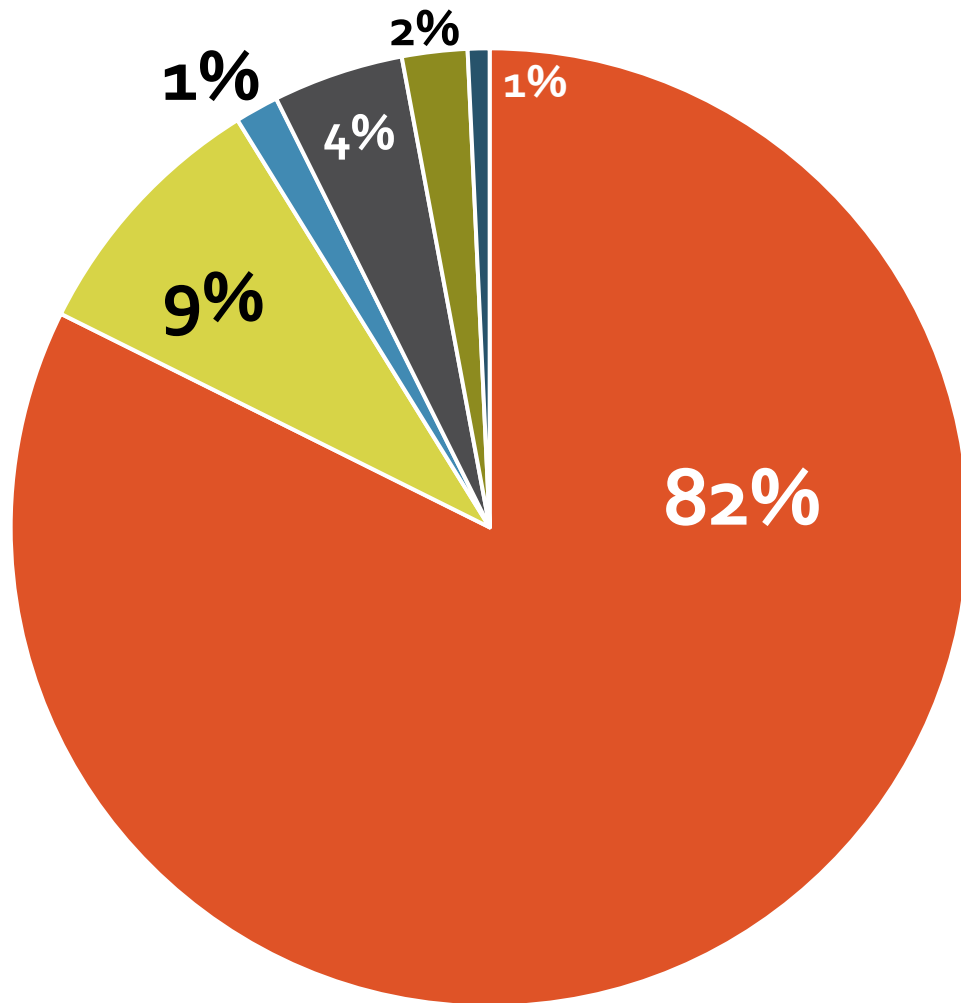
# FARMERS MARKET SEASONALITY

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# Number of markets open (daily)



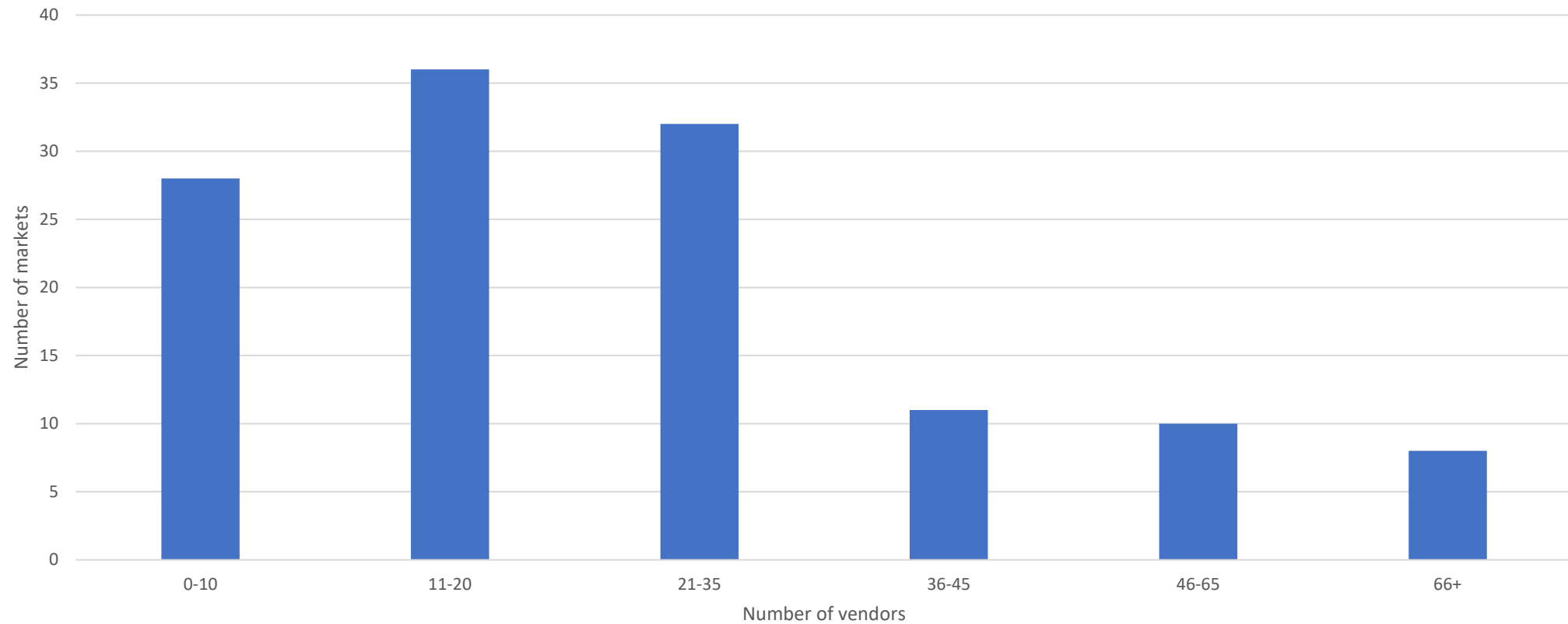




Once a Week   Twice a Week   Three time a week   Alternating Weeks (2-3x per month)   Monthly   Other

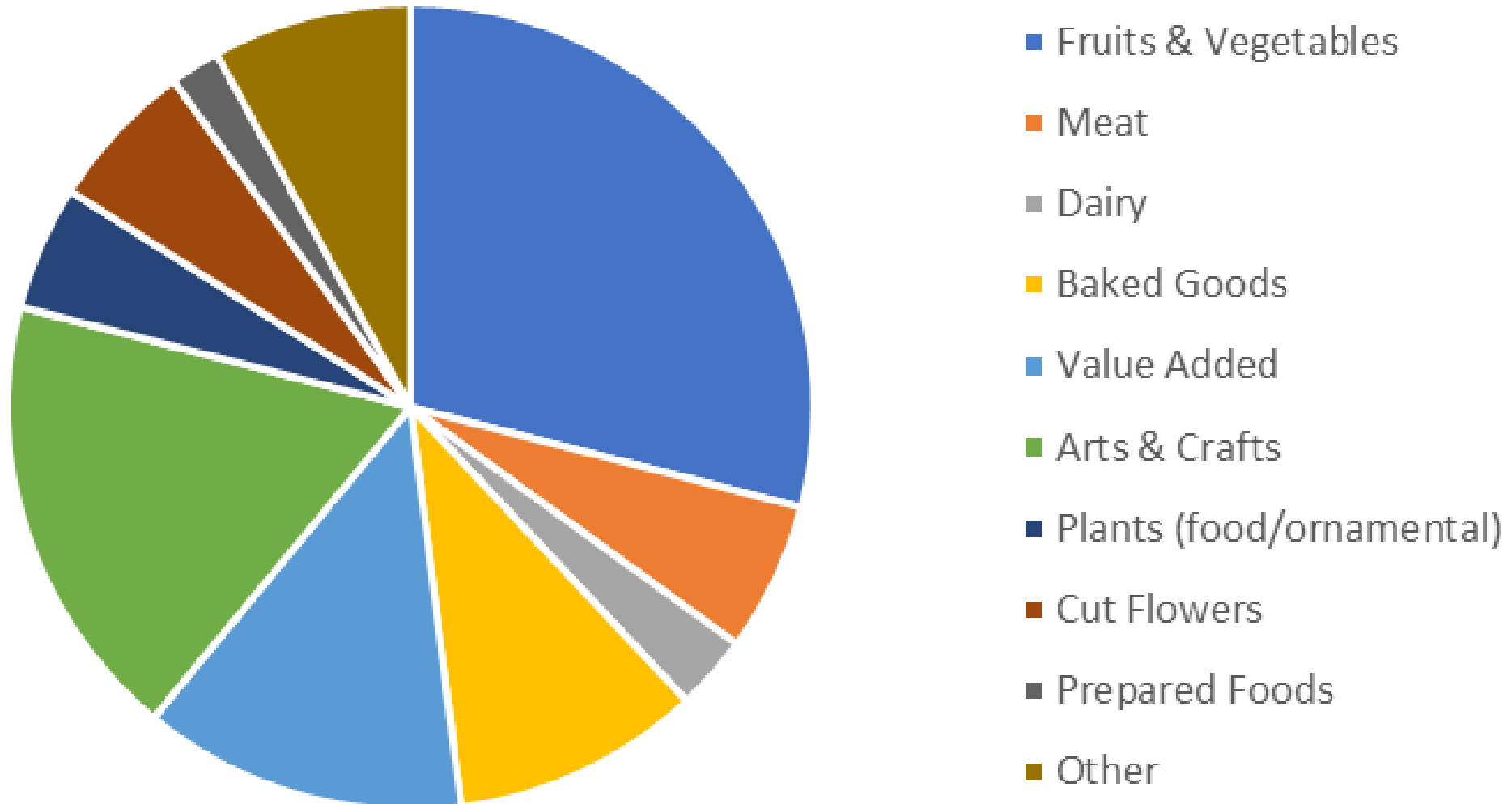
# Market Frequency

# How many vendors sell at your market?

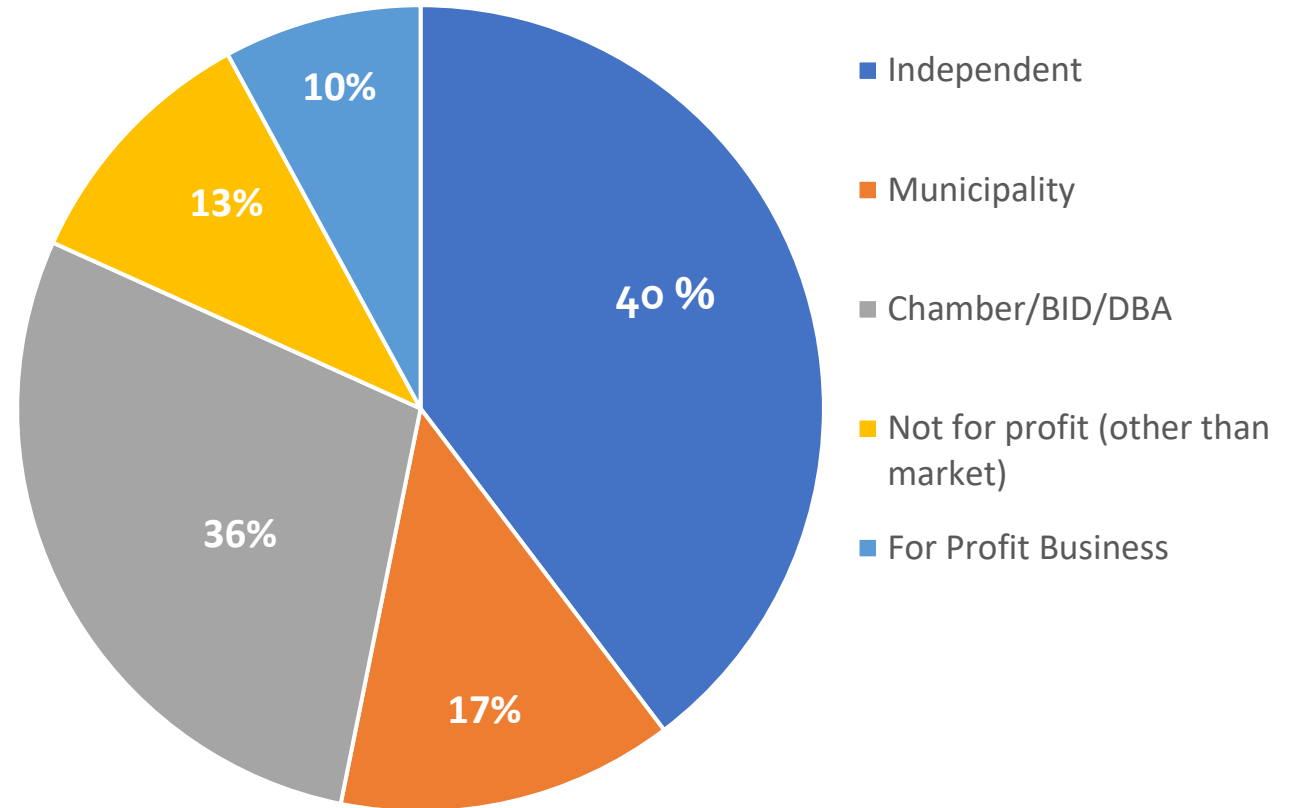




## Farmers Market Vendor Types

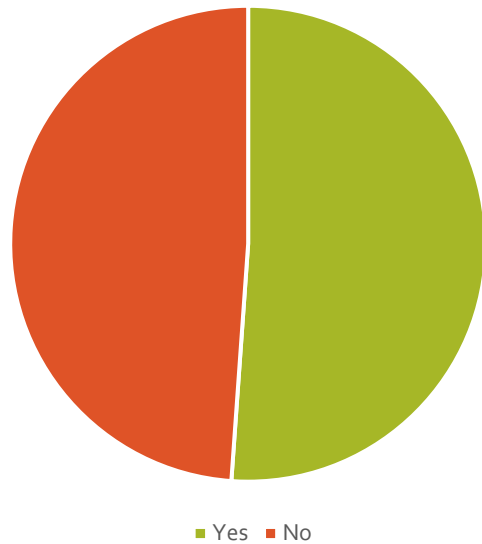


# Is your Market part of or hosted by another organization?



# Farmers Market boards/committees

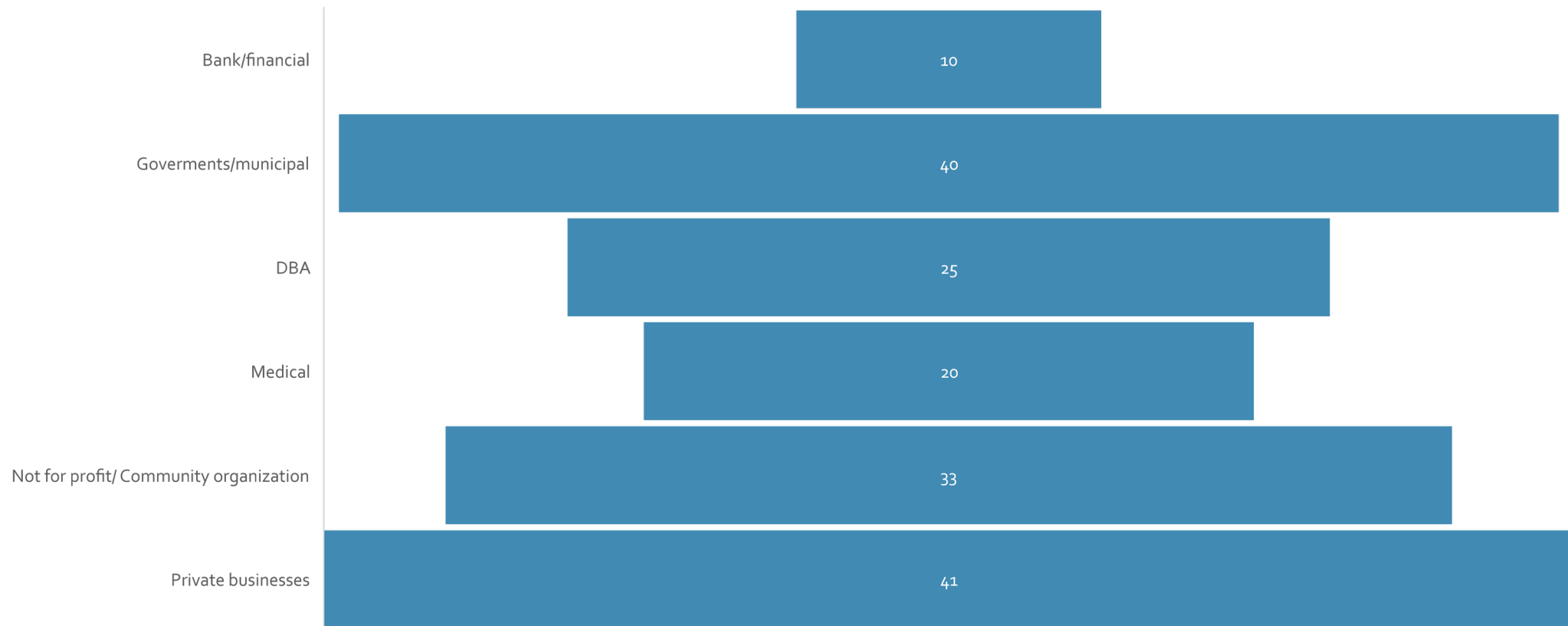
Does your market have a board or steering committee?



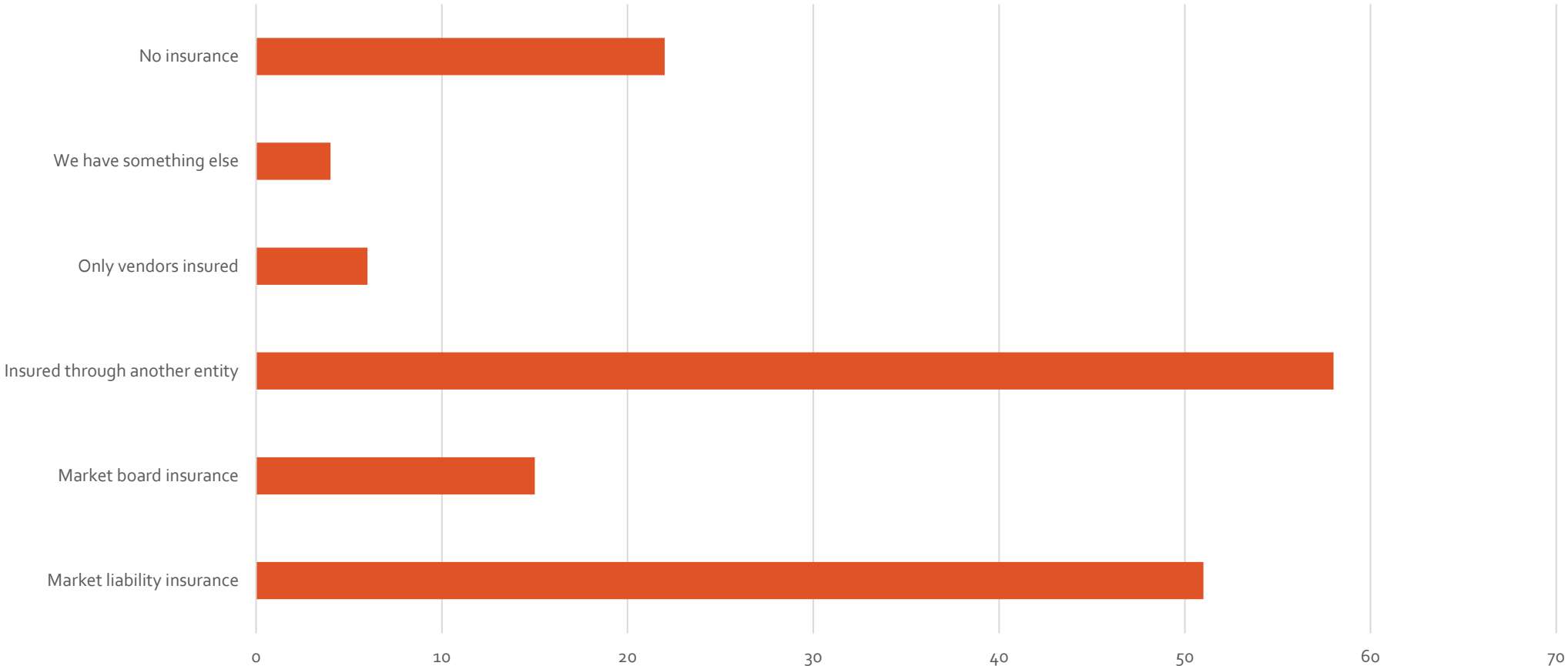
Who are your board/committee members?



# Market community partners

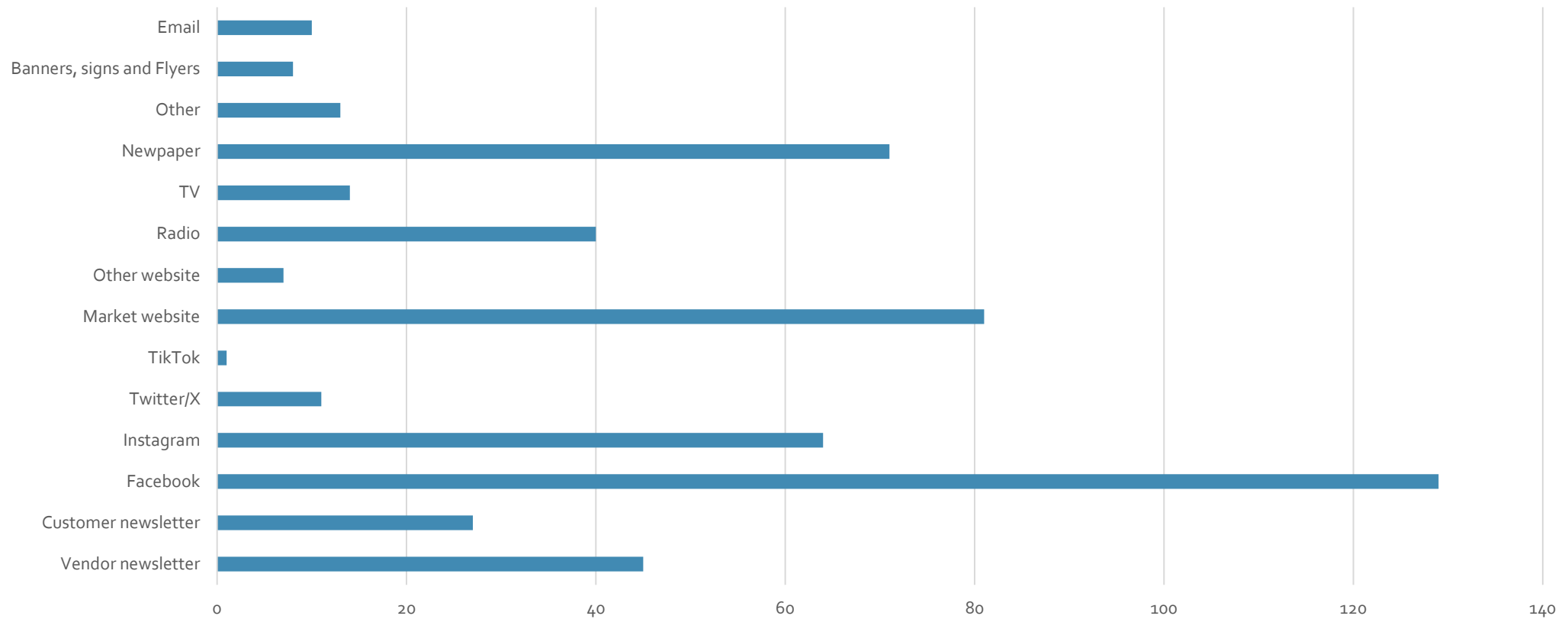


# Does your market have insurance?

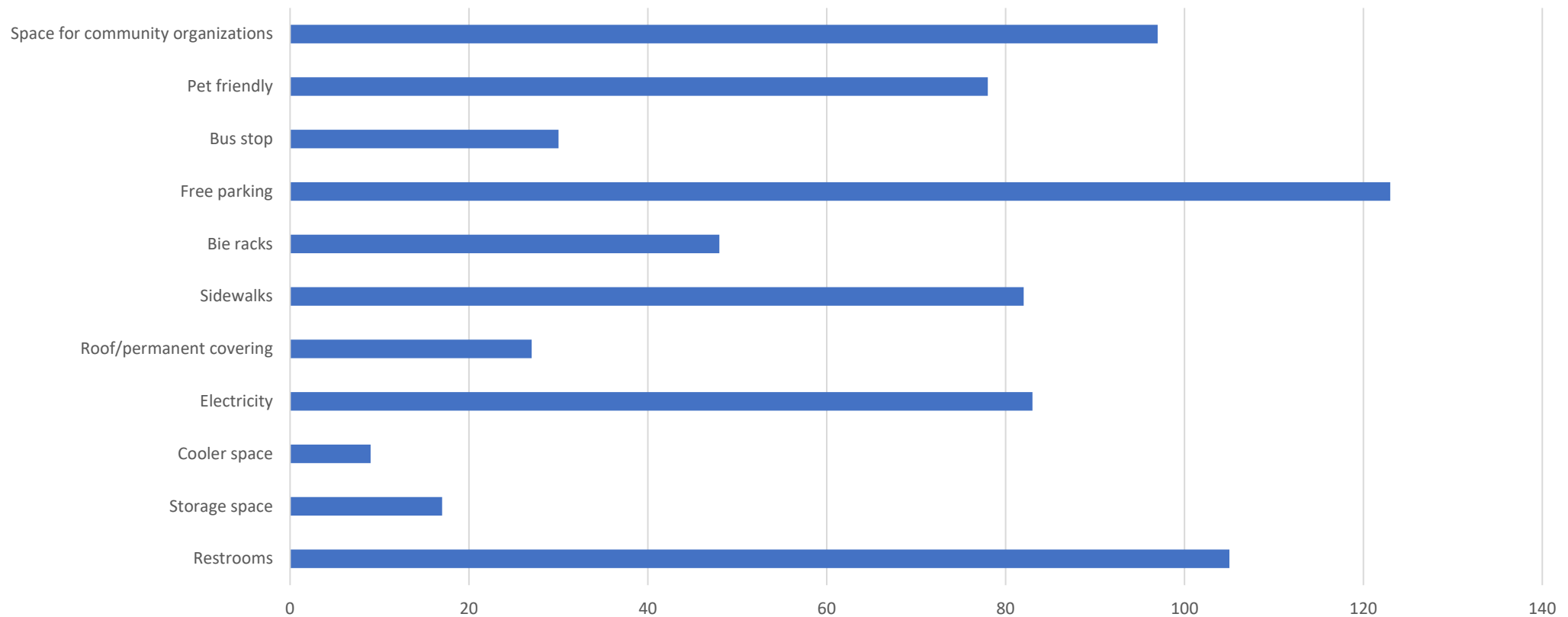




# Farmers Market Communication

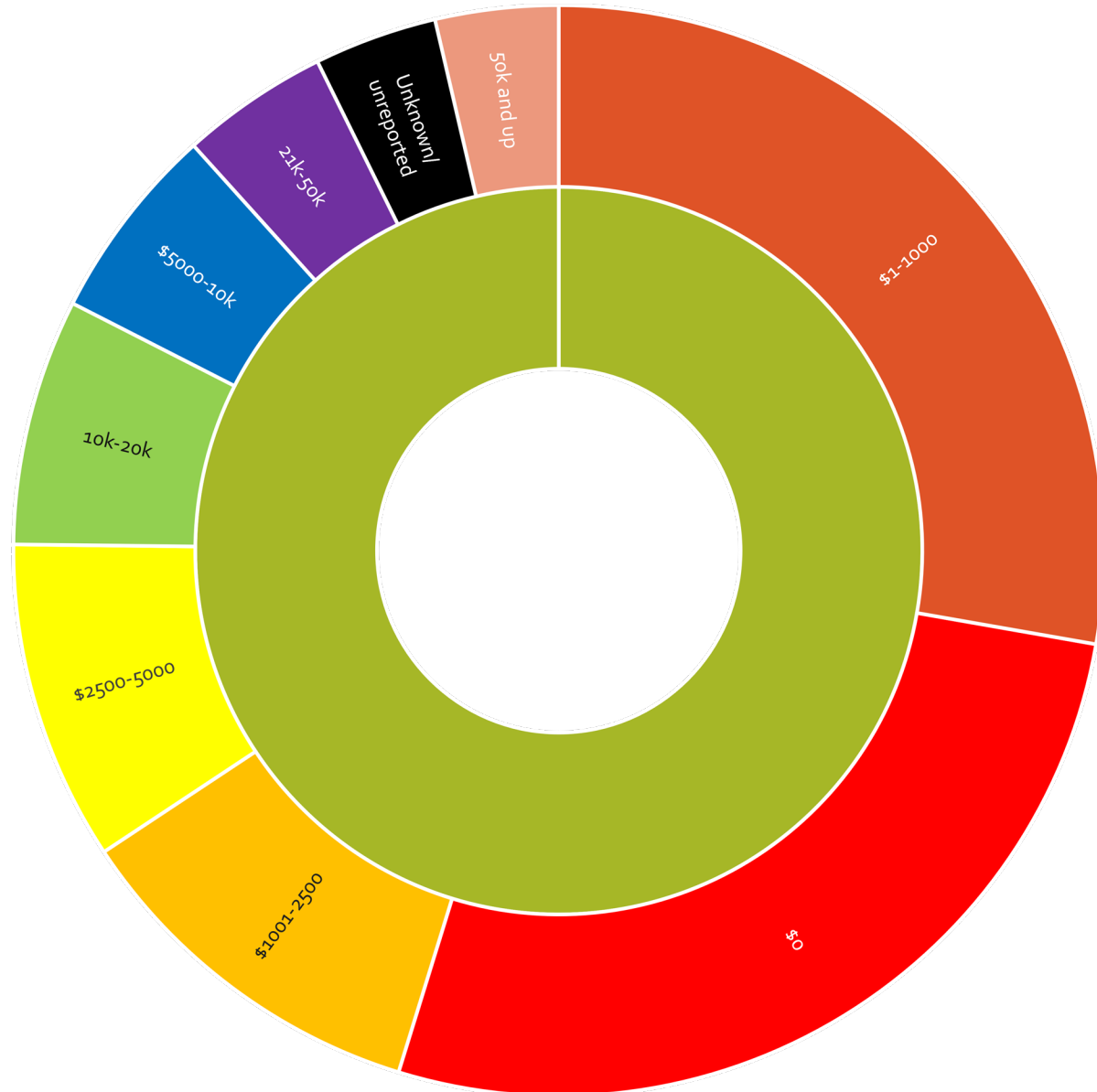


# What are the amenities at your Market?

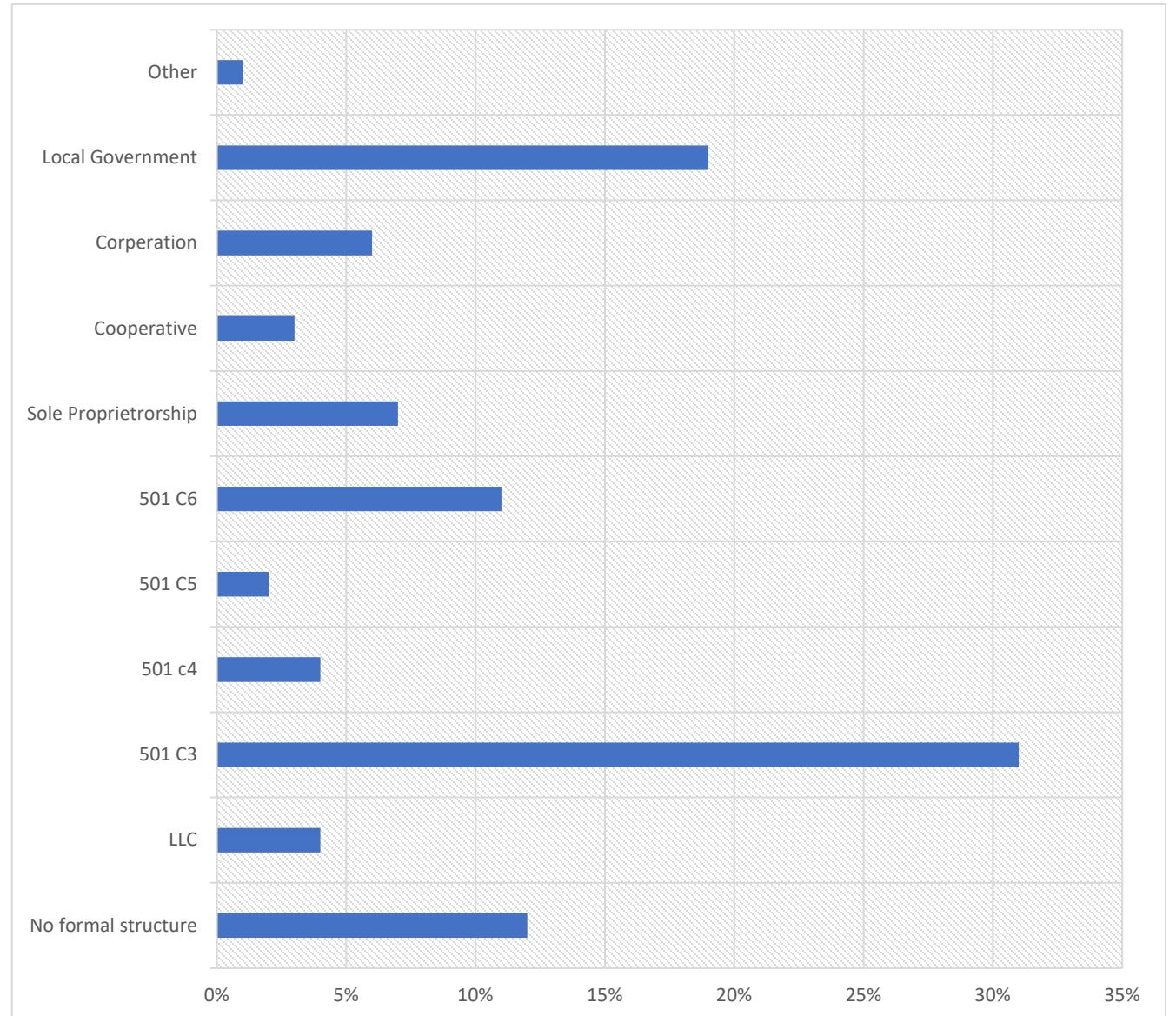


# FARMERS MARKETS **BY THE NUMBERS**

**How much  
is your  
farmers  
market  
budget?**



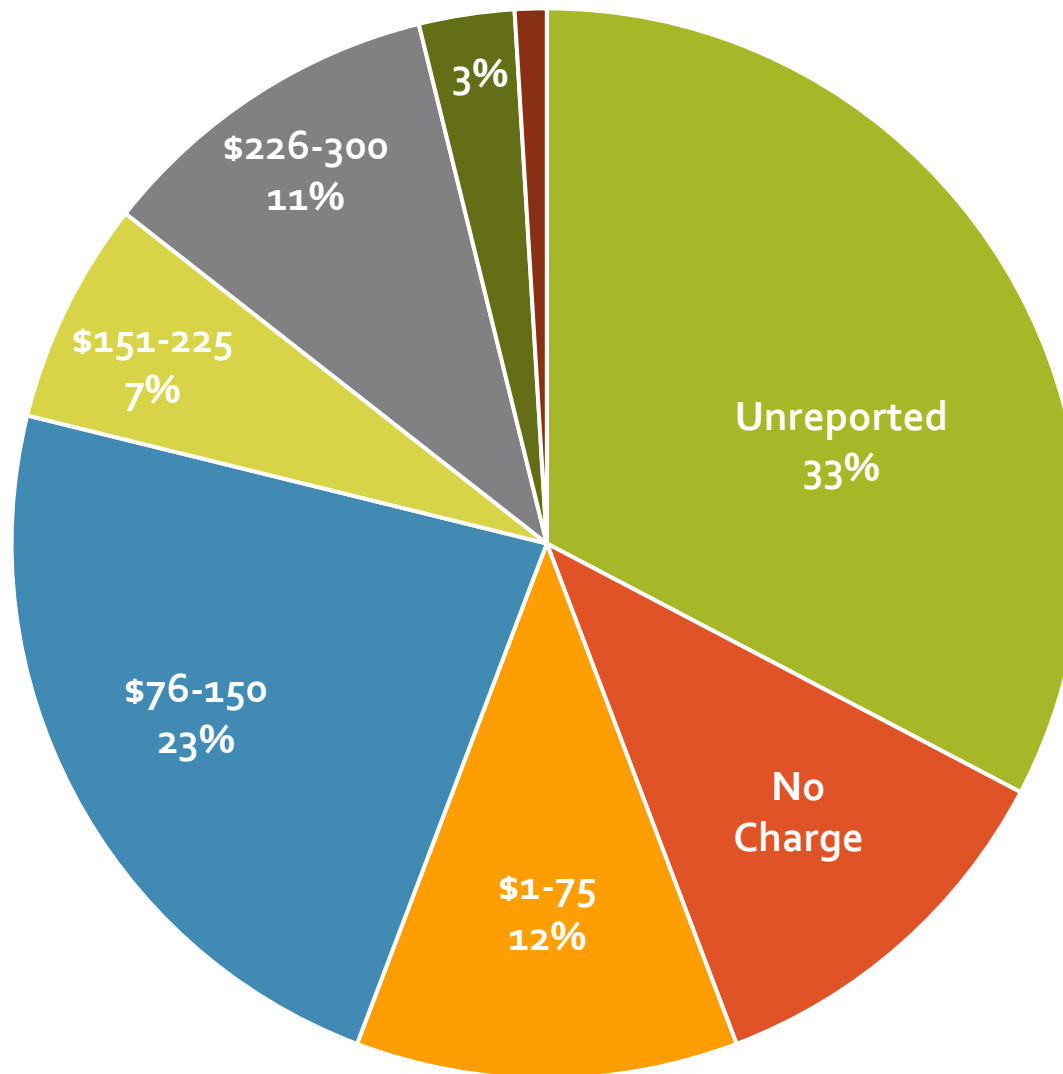
# Market business/fiscal structure



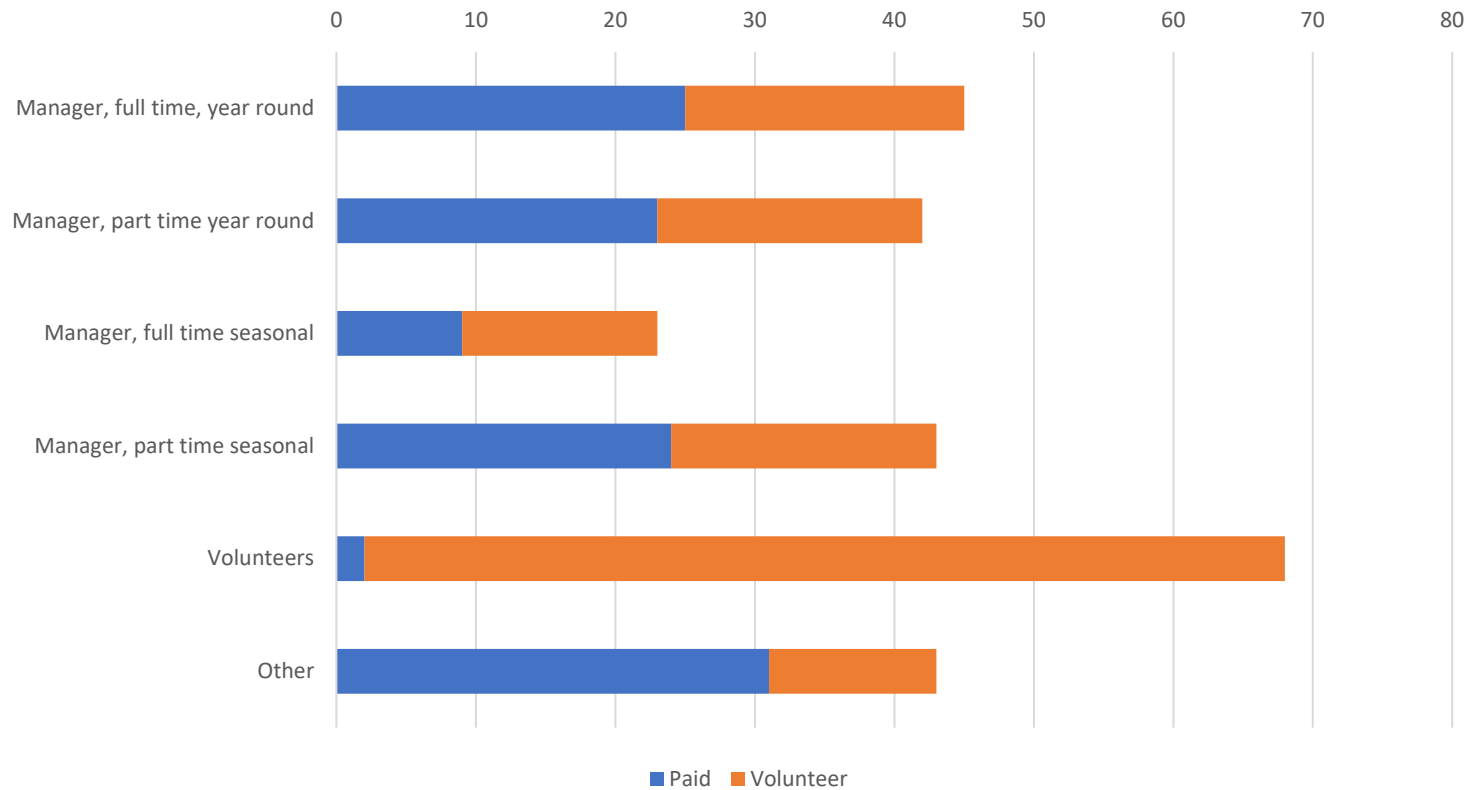


# Stall Fees

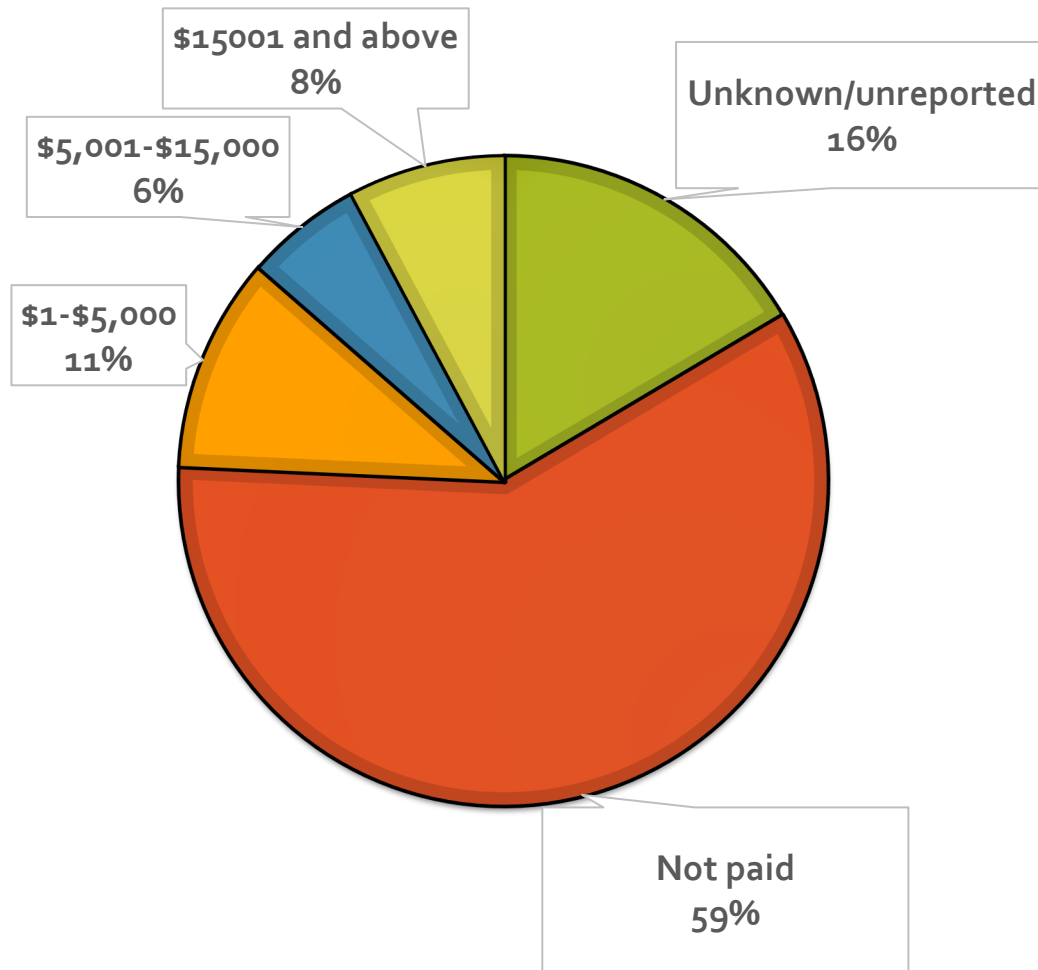
- Unreported
- No charge
- \$1-75
- \$76-150
- \$151-225
- \$226-300
- \$301-450
- \$451 and up



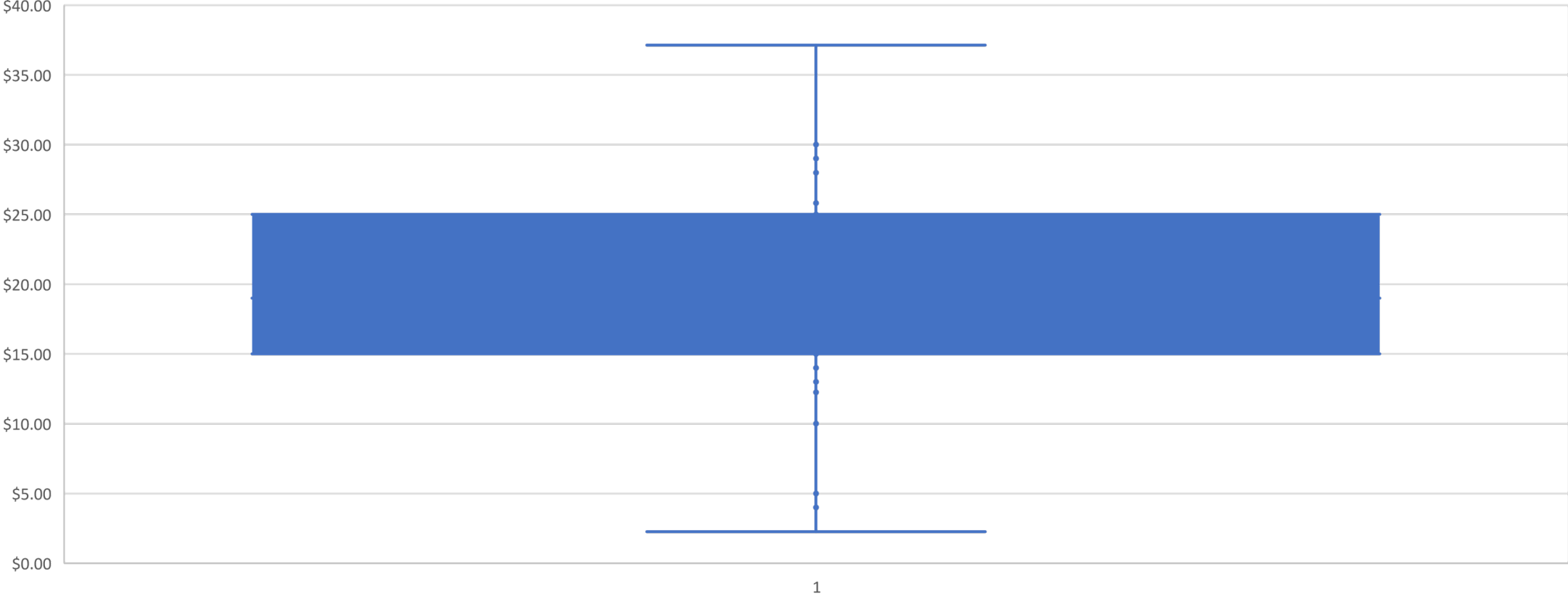
# What staff positions do you have at your market?



How much of your budget is dedicated to paying staff?



# Manager wage distribution (\$ per hr.)



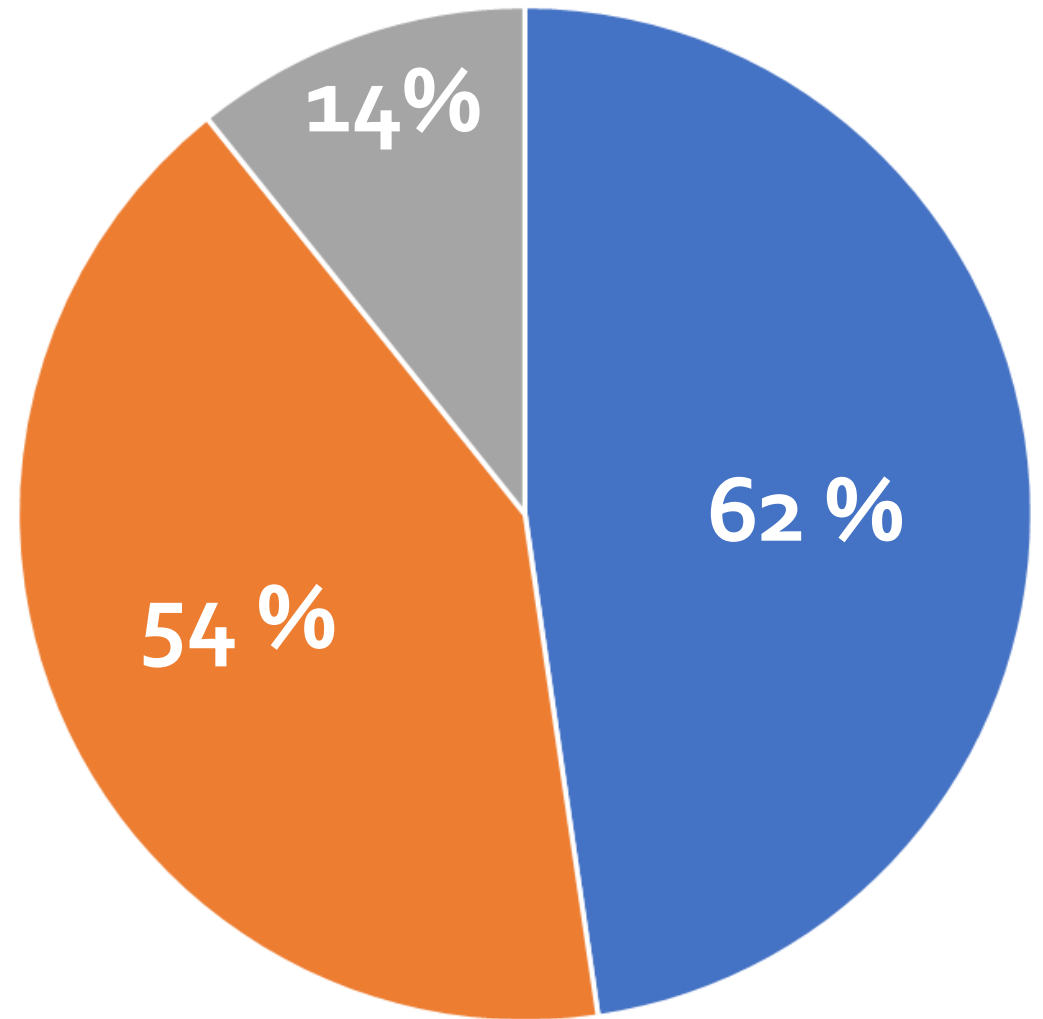
**FOOD ACCESS &**  

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**INCENTIVE PROGRAMS**



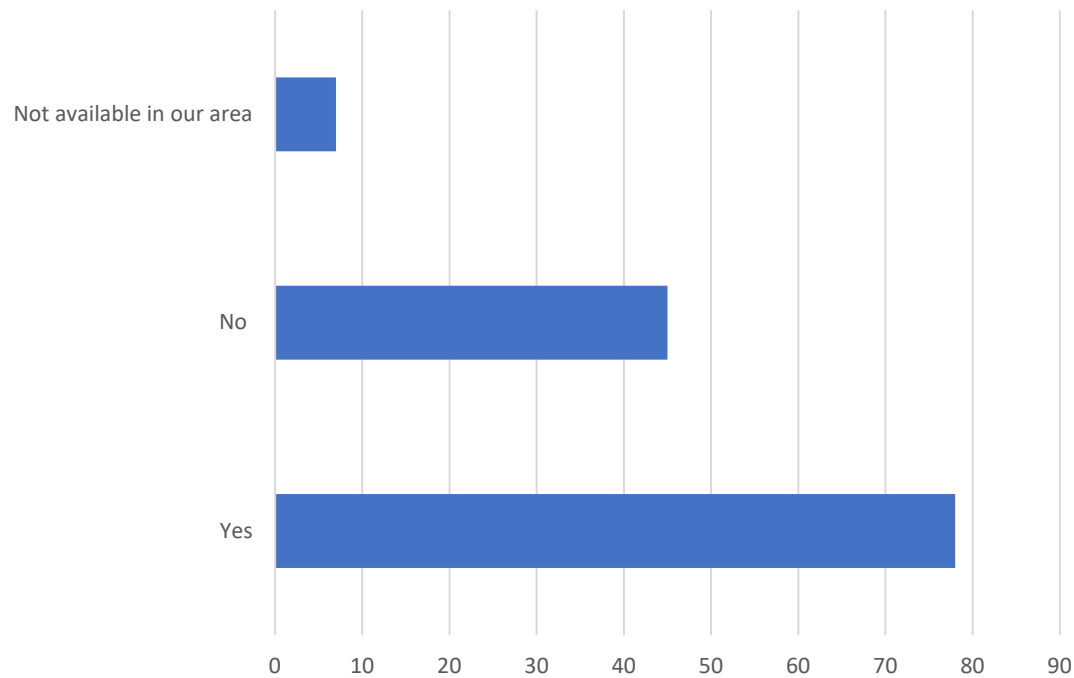
**Does your Farmers Market accept Supplemental Nutrition Assistance Program (SNAP/Foodshare) benefits?**



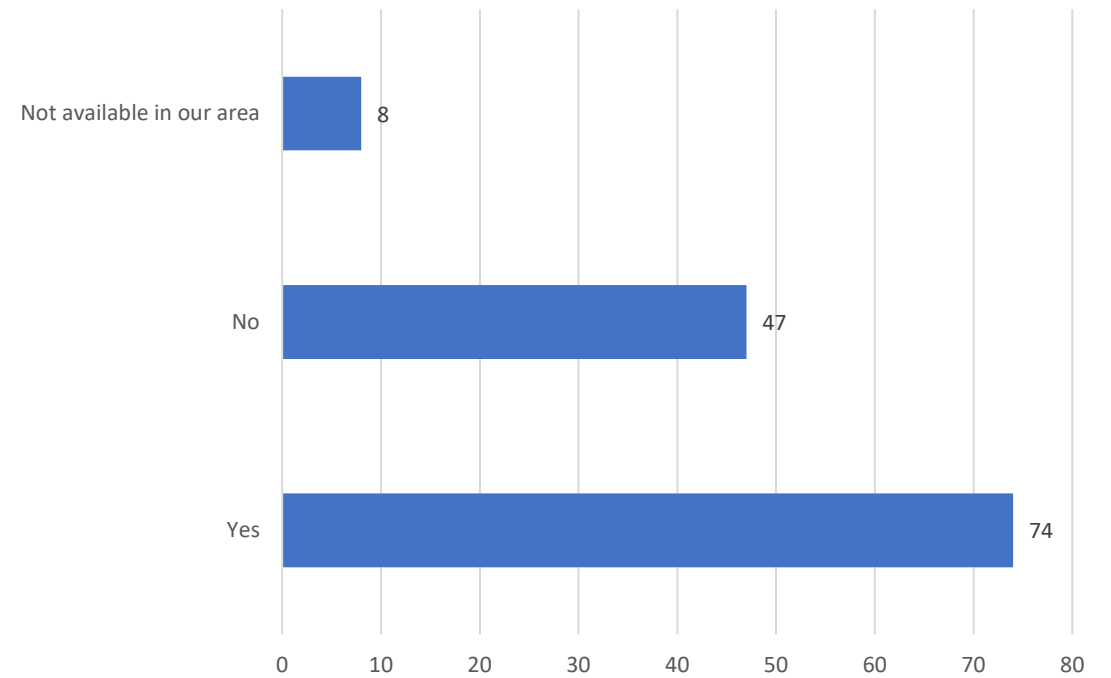
■ Active Program ■ Discontinued Program ■ No Program

# County distributed nutrition incentives

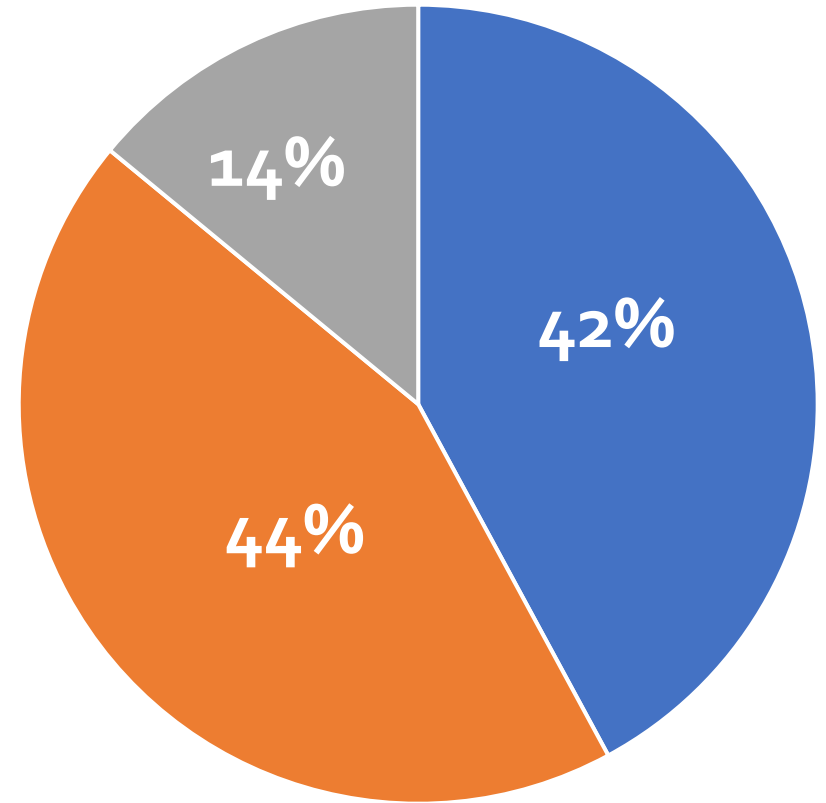
Does your market accept Women, Infants and Children Farmers Market Nutrition Program Vouchers?



Are Senior Farmers Market Nutrition Vouchers accepted at your market?

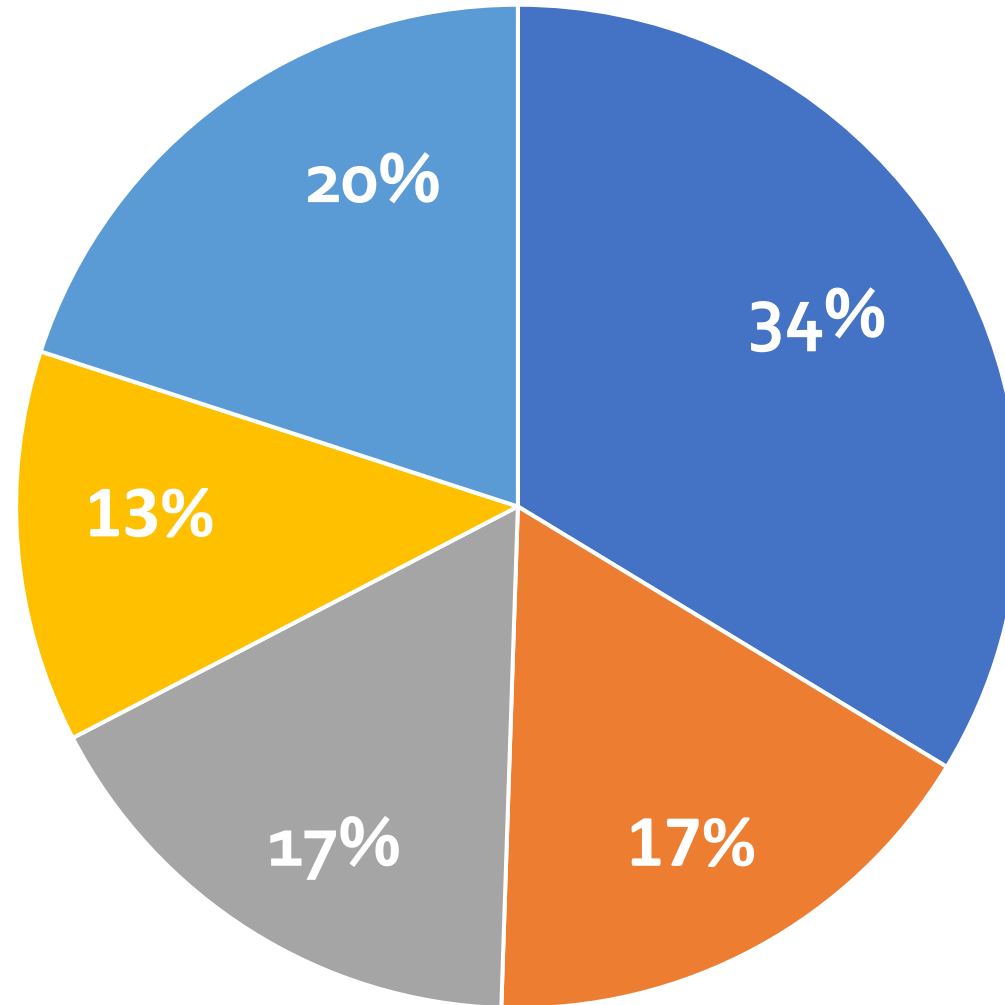


**Does your Market  
accept other  
types of  
vouchers?**

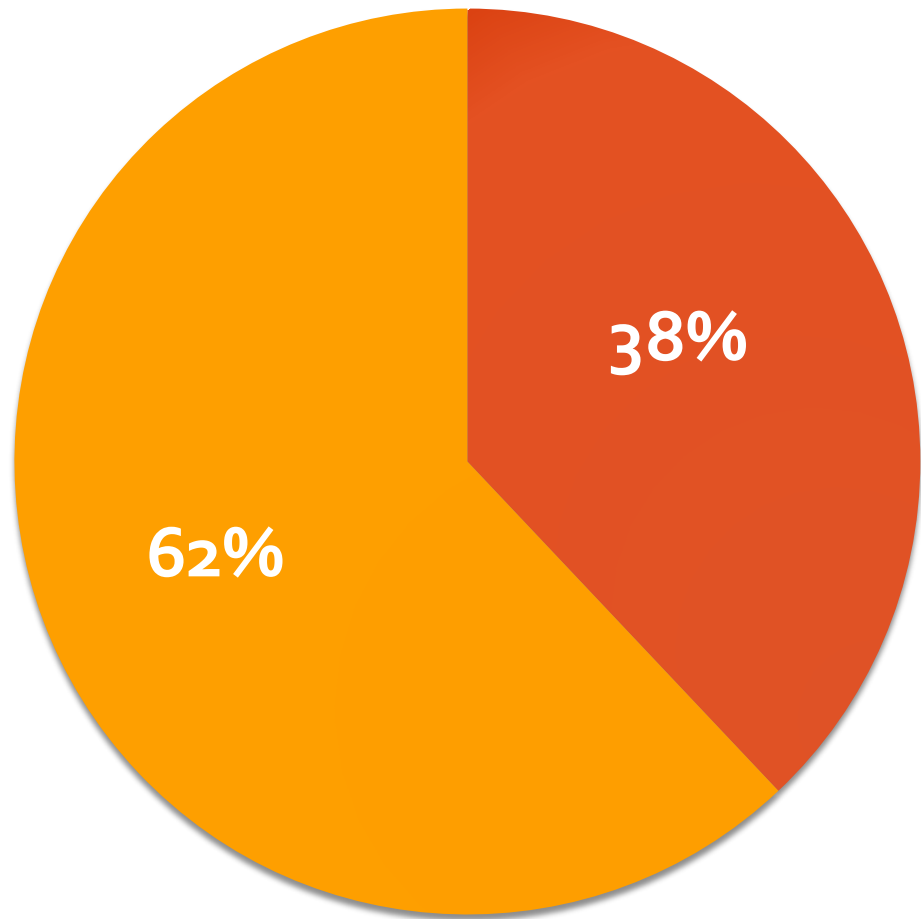


■ Yes ■ No ■ Unsure

# Types of Vouchers Accepted

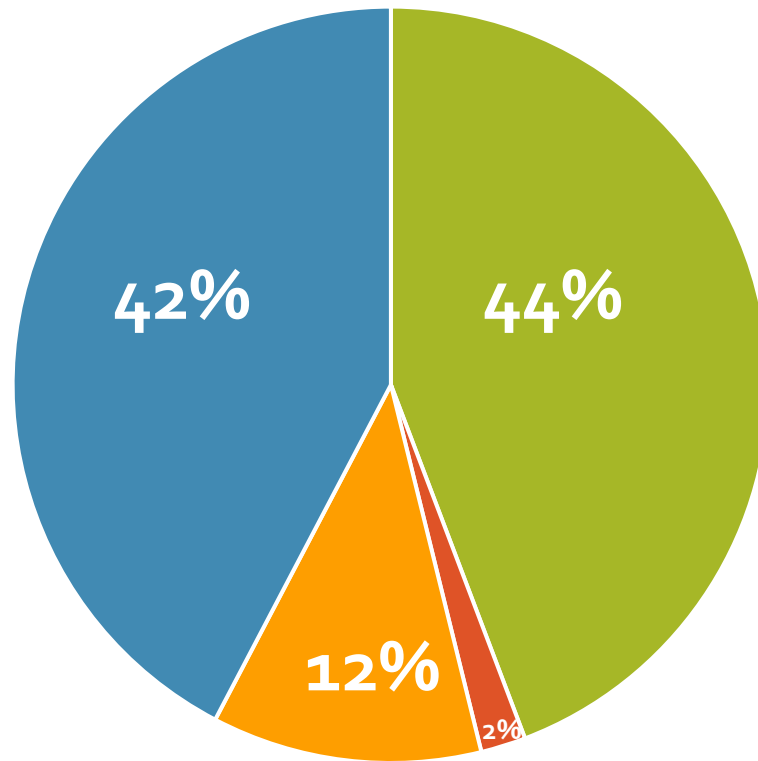


■ Not for profit Vouchers ■ Produce Prescription ■ Market Program Vouchers ■ Healthcare supported Programs ■ Other



Does your market have an incentive program? ■ Yes ■ No

**Does your market have an incentive program?**



■ Double Food Bucks ■ Grow your SNAP ■ Veggie prescriptions ■ Other

**What incentive program does the market have?**



# Questions?

## *Comments?*

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