

# Shared Wisdom

## Selling Your Best at Farmers' Markets

### Farmers' Market Evaluation

Market and Location: \_\_\_\_\_  
 Season: \_\_\_\_\_ Schedule: \_\_\_\_\_  
 Date and time of visit: \_\_\_\_\_ Weather: \_\_\_\_\_  
 Number of vendors: \_\_\_\_\_

Location	Yes	No	Needs Improvement
Easy to find			
Accessible to foot traffic			
Accessible car only			
Bus access			
Directional signs			
Near businesses			
Near residents			
Room for Expansion			

Unique features: \_\_\_\_\_

Parking	Yes	No	Needs Improvement
Easy to find			
Reasonable walking distance			
Entry/exit signs			
Directional signs			
Adequate numbers of spaces			
Traffic circulating well			
Surfaced driving lanes			
Safety concerns addressed			
Attendants to help flow			

Grounds	Yes	No	Needs Improvement
Attractively landscaped			
Clean/debris free areas			

Unique features: \_\_\_\_\_

<b>Customer Conveniences</b>	<b>Yes</b>	<b>No</b>	<b>Needs Improvement</b>
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Benches, places to sit			
Trash facilities			
Restroom nearby			
Phone nearby			
Handicap accessible			

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

<b>Customer Service</b>	<b>Yes</b>	<b>No</b>	<b>Needs Improvement</b>
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Info booth			
Bags, baskets			
Credit cards			
FMNP			
Food stamps			
Community information			

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

<b>Indoor Facility</b>	<b>Yes</b>	<b>No</b>	<b>Needs Improvement</b>
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Adequate size vendor spaces			
Spaces clearly delineated			
Room to expand			
Adequate aisles			
Non-skid, clean flooring			
Bright lighting			
Good signage			
Logical flow through facility			

<b>Outdoor Facility</b>	<b>Yes</b>	<b>No</b>	<b>Needs Improvement</b>
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Adequate size vendor spaces			
Spaces clearly delineated			
Room to expand			
Adequate aisles			
Easy walking surface			
Good signage			
Logical flow through market			

<b>Atmosphere</b>	<b>Yes</b>	<b>No</b>	<b>Needs Improvement</b>
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Favorable overall			
Entertainment/demos			

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

<b>Customer Activity</b>	<b>Yes</b>	<b>No</b>	<b>Needs Improvement</b>
Adequate numbers			
Shop entire market			
Linger			
Appear to be enjoying themselves			

**Customer Demographics**

Approx. Age: 20-40 \_\_\_% 40-65 \_\_\_% over 65 \_\_\_%  
 Gender: Male \_\_\_% Female \_\_\_% Race: White \_\_\_% Black \_\_\_% Hispanic \_\_\_% Asian \_\_\_%

<b>Vendors (overall)</b>	<b>Yes</b>	<b>No</b>	<b>Needs Improvement</b>
Adequate numbers			
Friendly with customers			
Have a variety of products			
Good overall presentation			
Good quality products			
Tents or umbrellas to protect products			
Sturdy/safe display equipment			

**Vendor Product Summary (indicate number)**

- |  |   |   |
|--|---|---|
| ___ Flowers<br>___ Plants<br>___ Fruits<br>___ Vegetables<br>___ Herbs | ___ Baked Goods<br>___ Processed Foods<br>___ Prepared Foods<br>___ Maple Syrup<br>___ Honey<br>___ Cider | ___ Dairy (cheese, milk, yogurt)<br>___ Eggs<br>___ Meats<br>___ Crafts<br>___ Other: _____ |
|--|---|---|