

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: _____

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

Other: _____

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

Other: _____

Indoor Facility	Yes	No	Needs Improvement
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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			

Outdoor Facility	Yes	No	Needs Improvement
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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			

Atmosphere	Yes	No	Needs Improvement
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Favorable overall			
Entertainment/demos			

Other: _____

Customer Activity	Yes	No	Needs Improvement
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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 ___%

Vendors (overall)	Yes	No	Needs Improvement
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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
___ Plants
___ Fruits
___ Vegetables
___ Herbs | ___ Baked Goods
___ Processed Foods
___ Prepared Foods
___ Maple Syrup
___ Honey
___ Cider | ___ Dairy (cheese, milk, yogurt)
___ Eggs
___ Meats
___ Crafts
___ Other: _____ |
|--|---|---|