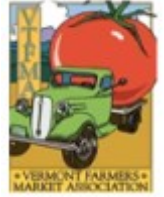


VERMONT FARMERS MARKET REPORT 2015



The [Northeast Organic Farming Association of Vermont \(NOFA-VT\)](#) is the parent organization for the [Vermont Farmers Market Association \(VTFMA\)](#). Of the 82 known farmers markets in the state, sixty-four market organizations, representing sixty-seven markets, were members of the VTFMA in 2015.

Thirty farmers markets completed end-of-season surveys for the 2015 season. Their data is represented in this report.

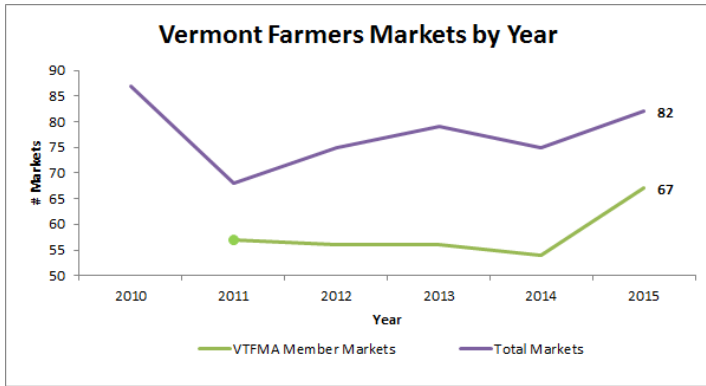
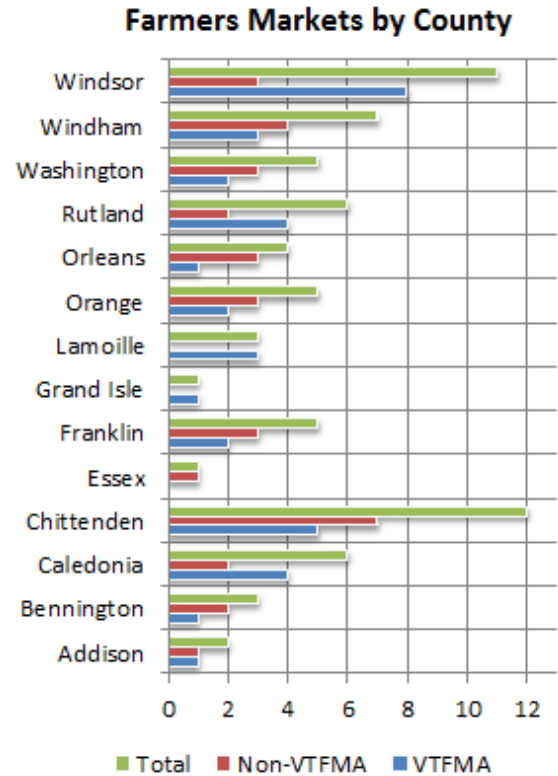


Figure: Number of Farmers Markets in Vermont (2010-2016)



FINANCES

Most markets determine their gross sales data by requiring vendors to complete an anonymous reporting form at the end of each market. The market manager then totals these individual slips to determine the total gross sales for the market's vendors.

Gross Revenue: \$6,001,031.53

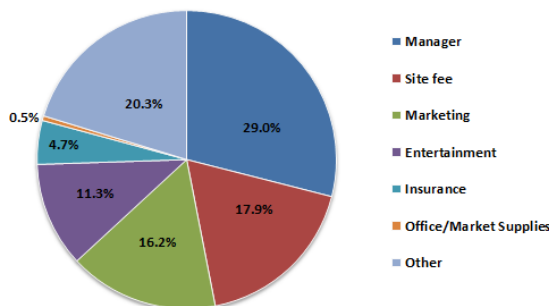
High: > \$2,000,000 Low: \$2,200

Income and Expenses

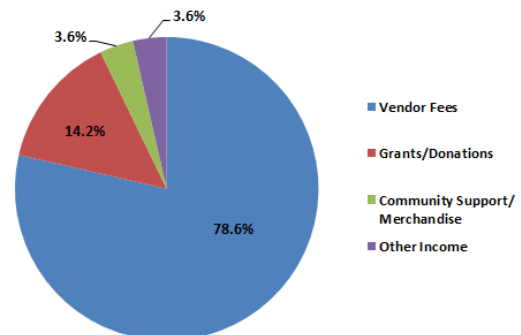
The most common source of income for markets is vendor fees from vendors (78.6%). The average seasonal rate for markets in 2015 was \$202.25 per vendor. Market sold daily vendor spots for replacement vendors and/or weekly vendors at an average of \$18.00 per day.

The most common expenses for markets were manager pay (29.0%), other (20.3%), and site fee (17.9%). Other expenses included portable toilet rental fee, lawn care, garbage services, among others.

FM Expense Categories



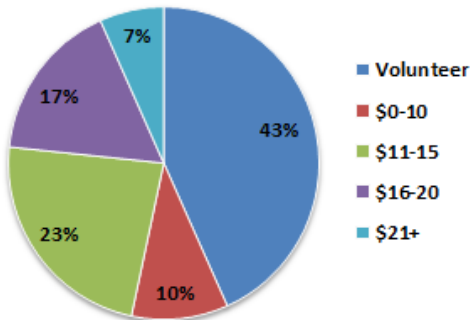
FM Income Categories



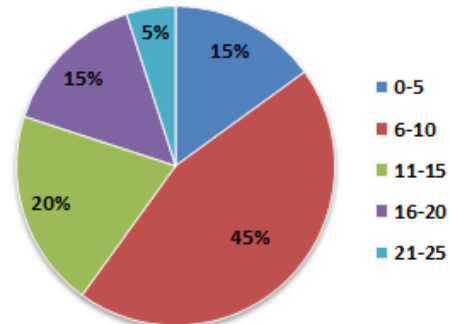
MANAGER COMPENSATION AND WORKLOAD

The most common compensation status for market managers was volunteer. Over 40% of markets were operated by volunteer staff in 2015. The most common (monetary) paid rate for market managers was between \$11 and \$15 an hour. The duties of a market manager can vary significantly by the market, but most market managers spent between six and fifteen hours a week performing market duties, including contacting day vendors, reimbursing vendors, and working with town officials.

Market Manager Hourly Pay



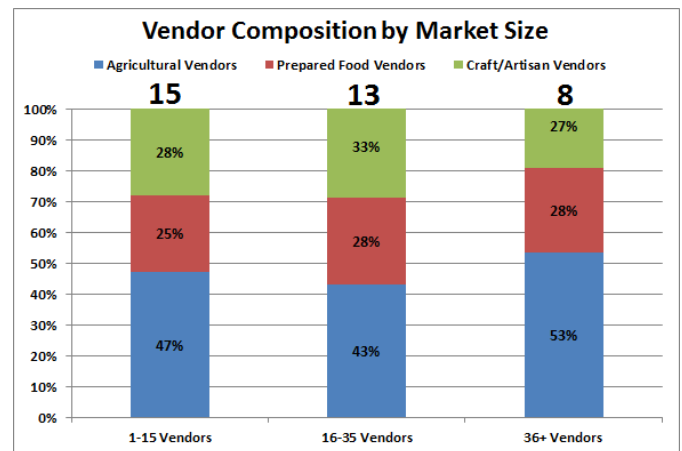
Market Manager Weekly Hours



MARKET AND VENDOR CHARACTERISTICS

No two farmers markets in Vermont are alike. As hubs for community involvement and activity, each market has grown and developed to meet the unique wants and needs of its community. Some range in size from three or four vendors on a small town green, to a hundred vendors stretched across a full city block.

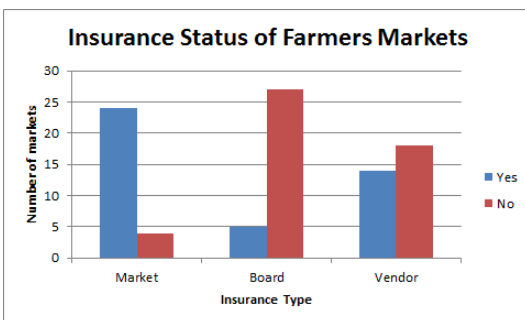
A strength of Vermont farmers markets is the diversity of vendors and products offered. Agricultural vendors — the keystone of a successful farmers market — make up over 40% of total vendors at markets, regardless of their size. In order to attract more customers and keep the market vibrant, markets include other vendor types. Other vendor types are evenly split between prepared food vendors and craft/artisan vendors at the farmers market.



Market Size

The VTFMA divides markets into three size categories by their average number of vendors (Small: 1-15 vendors, Medium: 16-35 vendors, Large: 36+). Of the thirty-six markets that answered this question, fifteen reported an average of 1-15 vendors at their market (42%), thirteen reported an average of 16-35 vendors at the market (36%), and eight reported an average of 36 or more vendors (22%).

MARKET-RELATED INSURANCE



Farmers markets are forced to deal with a wide range of risk in their operations, including rogue tents from high wind hazards and food safety regulations. Because of the many risks associated with farmers markets, markets should consider their risks and understand their liabilities if something were to go wrong. While most markets report having general market liability insurance (86%), most do not have board and directors insurance (16%), and slightly over half do not require their vendors to have vendor liability insurance (44%).