

MTMA/ASAP Vendor Survey - 2003

Dear Tailgate Market Vendor:

The Mountain Tailgate Market Association (MTMA) and Appalachian Sustainable Agriculture Project (ASAP) are conducting an anonymous survey of vendors who sell at tailgate markets in Buncombe and Madison Counties. For the 2003 season MTMA received a Producer Grant from SARE (USDA Sustainable Agriculture Research and Education) to do a marketing initiative to help promote the tailgate markets to potential customers. This money was used for advertising to promote markets and Summer Celebration and for other marketing. ASAP has supported markets through direct grants to the markets as well as promotion through the Local Food Campaign. Both of these initiatives are required to evaluate the effectiveness of the work. Your feedback is necessary for evaluation and in guiding the direction of future promotions to aid the markets. In addition, we are gathering data about your farm or business products and sales to understand what market vendors are growing or producing, and where you are selling it locally. We are thankful for your participation, and ask that you return this completed form as soon as possible. Thank You!

Please answer for your entire farm/business operation

(1) How strongly do you agree or disagree with the following statements? (Please circle)

	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
I have noticed an increase in promotions for tailgate markets this year as compared with last year	1	2	3	4	5
The new promotions for tailgate markets are effective ways to expand the tailgate markets' customer base	1	2	3	4	5
The promotions provide advertising and outreach that enhance the marketing of my products	1	2	3	4	5
The promotions have enhanced my business with existing customers	1	2	3	4	5
The promotions have helped me access new markets	1	2	3	4	5
The promotions have increased my sales at market	1	2	3	4	5
There are many new shoppers at the market this year	1	2	3	4	5

(2) My primary tailgate market business is (circle one)

Farm Products

Baker

Processed Foods (jams, jellies, pickles)

Crafts/Art

Other (please list) _____

Prepared Foods

Nursery Plants

Flowers

Soaps/Salves

(3) My business also produces (circle all that apply)

Farm Products

Baker

Processed Foods (jams, jellies, pickles)

Crafts/Art

Other (please list) _____

Prepared Foods

Nursery Plants

Flowers

Soaps/Salves

(4) What marketing materials or promotion would be helpful in increasing your farm or business sales or making your farm/business more viable?

(5) Would you be interested in accepting food stamps at the tailgate markets (circle)? Yes No

(6) What suggestions do you have for future tailgate market and local food promotions?

Your farm or business products and sales for the **year 2002:**

(7) How many total acres was your farm in **2002**? _____

(8) How many acres did you have under production in **2002**? _____

(9) What percentage of your total sales came from each of the following market outlets in **2002**?

Tailgate markets _____%

Farm stand _____%

Community Supported Agriculture _____%

Other direct sales to individuals _____%

Others _____% List: _____

Grocery stores _____%

Restaurants _____%

Institutional buyers _____%

Wholesalers/cooperatives _____%

(10) What percentage of your **2002** sales were made to buyers in the local area? _____%

Your farm products and sales for the **year 2003:**

(11) How many total acres is your farm in **2003**? _____

(12) How many acres do you have under production in **2003**? _____

(13) What percentage of your total farm sales comes from each of the following market outlets in **2003**?

Tailgate markets _____%

Farm stand _____%

Community Supported Agriculture _____%

Other direct sales to individuals _____%

Others _____% List: _____

Grocery stores _____%

Restaurants _____%

Institutional buyers _____%

Wholesalers/cooperatives _____%

(14) What percentage of your **2003** sales were made to buyers in the local area? _____%

(15) Estimate the % increase in gross sales to local markets in **2003 over 2002**: (circle)
sales decreased 0% 1-5% 6-10% 11-20% 21-25% 26-30% 31-35% 36-40% over 40%

(Please rank the markets at which you sell starting with the most profitable)

(16) Which is your **most profitable tailgate market** this year? (circle)

Black Mountain	Weaverville
Fairview	Wednesday Evening Downtown
French Broad Food Co-op (Saturday)	West Asheville
Mountain Fresh Market (Grove Arcade)	Madison (Mars Hill)
North Asheville	Hot Springs

(17) On average, approximately how much do you make in sales at your **most profitable tailgate market** per market day? _____ on a really great day at market? _____ per market season? _____

(18) Which is your **second most profitable tailgate market** this year? (circle)

Black Mountain	Weaverville
Fairview	Wednesday Evening Downtown
French Broad Food Co-op (Saturday)	West Asheville
Mountain Fresh Market (Grove Arcade)	Madison (Mars Hill)
North Asheville	Hot Springs

(19) On average, approximately how much do you make in sales at your **second most profitable tailgate market** per market day? _____ on a really great day at market? _____ per market season? _____

(20) Which is your **third most profitable tailgate market** this year? (circle)

Black Mountain	Weaverville
Fairview	Wednesday Evening Downtown
French Broad Food Co-op (Saturday)	West Asheville
Mountain Fresh Market (Grove Arcade)	Madison (Mars Hill)
North Asheville	Hot Springs

(21) On average, approximately how much do you make in sales at your **third most profitable tailgate market** per market day? _____ on a really great day at market? _____ per market season? _____

(21) Which is your **fourth most profitable tailgate market** this year? (circle)

Black Mountain	Weaverville
Fairview	Wednesday Evening Downtown
French Broad Food Co-op (Saturday)	West Asheville
Mountain Fresh Market (Grove Arcade)	Madison (Mars Hill)
North Asheville	Hot Springs

(22) On average, approximately how much do you make in sales at your **fourth most profitable tailgate market** per market day? _____ on a really great day at market? _____ per market season? _____

(23) How do you set or determine prices for your products?

(24) Have the new USDA organic standards impacted your farm or business in any way? Y N
If so, how?

(25) Are you certified organic or planning to be certified under the new standards? Y N

(26) My farm or business products are produced: (circle as many as apply)

Conventional	Organic - not certified
IPM	Authentic
Certified Organic	Free-range
Permaculture	Certified Naturally Grown
Biodynamic	Sustainable (please explain) _____
Pastured	

(27) Are you currently or have you been a tobacco farmer? Yes No

(28) How interested are you in participating in a centrally located grower/producer-only tailgate market in Asheville that could accommodate a large number of vendors and customers with ample parking, a permanent shelter, and bathroom facilities? (Please circle one)

Very interested Interested No opinion Not interested Opposed

Please elaborate on your thoughts about such a market:

(29) ASAP and MTMA are planning a conference on marketing, specifically designed to increase farm profits. Please check all of the following topics you would like to see presented at this conference:

- | | |
|---|--|
| <input type="checkbox"/> Tailgate Markets | <input type="checkbox"/> Agritourism |
| <input type="checkbox"/> Marketing to restaurants | <input type="checkbox"/> Marketing to co-ops/small grocers |
| <input type="checkbox"/> CSA | <input type="checkbox"/> Handling and Packaging |
| <input type="checkbox"/> Farm to School or other institutional buyers | <input type="checkbox"/> Internet Marketing |
| <input type="checkbox"/> Wholesaling/farmer cooperatives | <input type="checkbox"/> Farm/marketing planning |
| <input type="checkbox"/> Value-added/processed | <input type="checkbox"/> Other (please specify): _____ |

(30) Is your farm or business in the *Local Food Guide*? (circle) Yes No

(31) Do you think that the *Local Food Guide* increases consumer demand for your products? (circle) Yes No

(32) How would you improve the *Local Food Guide*?

(33) Have you noticed increased publicity or information about local food this year? (circle) Yes No

(34) What can ASAP or the Mountain Tailgate Market Association do to help make your farm or business more profitable?