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### Iowa Farmers' Market Vendor Survey

- The average number of days an operation expects to sell at any farmers' markets during the 2004 season was 25-49 days or an average of 2 days per week.

Frequency	Percent of Vendors <sup>1</sup>
0-24 days or 1 day/week	48
25-49 days or 2 days/week	31
50-75 days or 3 days/week	10
75-100+ days or 4+ days/week	11

- The vendors planned to attend two farmers' markets during the 2004 market season.

Number of Markets Planned to Attend	Percent of Vendors <sup>1</sup>
1	50
2	24
3	12
4	6
5+	8

- Slightly more than 49 percent of the average vendor income was derived from fruit or vegetable sales and 21 percent of their income came from baked goods.

Item Sold	Percent of Income <sup>1</sup>
Fruit/Vegetables	49
Meat/Fish/Poultry	2
Eggs	1
Crafts/Art	7
Cut Flowers/Plants	4
Jam/Jelly	3
Wine	<1
Honey	2
Baked Goods	21
Prepared Foods or Ready-to-Eat	3
Salsa	1
Other	5

- The expected total gross sales per vendor through all farmers' markets for the 2004 season were \$2,501-5,000.

Vendor Sales Range	Percent of Vendors <sup>1</sup>
\$0-1,000	34
\$1,001-2,500	18
\$2,501-5,000	18
\$5,001-7,500	7
\$7,501-10,000	7
\$10,001+	16

<sup>1</sup> Totals may not add due to rounding.

## 2004 FARMERS' MARKET VENDOR SUMMARY

- The expected expenses, including their own wages and salaries paid to others, for goods produced and sold through farmers' markets for each vendor during the 2004 season was \$1,001-2,500.

Vendor Expense Range	Percent of Vendors <sup>1</sup>
\$0-1,000	55
\$1,001-2,500	17
\$2,501-5,000	11
\$5,001-7,500	4
\$7,501-10,000	4
\$10,001+	8

- The average number of years the vendor has participated in farmers' markets is 8 years.
- The average age of the vendor owner/operator is 51-65 years.

**Purpose of the Survey:** The purpose of the 2004 Farmers' Market study was to obtain current information on the demographics of vendors of farmers' markets. Data for this study was collected through the Farmers' Market Vendor survey and was initiated by the Iowa Farmers Market Association.

**Survey Methodology:** The Bureau of Horticulture and Farmers' Markets for the Iowa Department of Agriculture and Land Stewardship (IDALS) provided the Iowa Agricultural Statistics Service a complete list of farmers' markets expected to be in operation during 2004.

The Vendor Survey was conducted near the end of the season for each farmers' market to allow expense and income questions to reflect the full 2004 season. All vendors at participating farmers' markets were given a Vendor Survey to complete. The vendor surveys were then summarized using a PC statistical software program.

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<sup>1</sup> Totals may not add due to rounding.