



Before a Farmers Market is created, it is important to establish if the community will support a Farmers Market. Conducting a pre-market analysis before creating a farmers market will show you what the community wants and if the community is willing to support a local farmers market. Depending on the results, this pre-market analysis will tell you if what you are planning on offering to the community is something they want and will support.

At least two surveys should be conducted:
A consumer survey and a local business survey.

A sample consumer survey can be found at:
<http://dnr.alaska.gov/ag/FMM/004APPASampleSurveyforConsumers.pdf>

A sample business survey can be found at:
<http://dnr.alaska.gov/ag/FMM/005APPBSampleSurveyforBusinesses.pdf>

These surveys can be conducted in a variety of ways. Following are some survey sample methods that may work for you.

1. Online: You can create a survey online using an online survey program. Once created, you can direct people you want to take the survey to the online survey.
2. Paper and Pencil: You can mail out paper versions of your survey and hope people will fill them out and return them to you.
3. Phone: You can call people in your area and have them verbally fill out the survey.
4. Face to Face: You can have printed versions of your survey and stand outside local shops and ask people to take a few minutes to fill out your survey. Before standing outside of any establishment, check with the

manager/owner and make sure they are willing to let you conduct the survey outside their establishment.

5. Community Meetings: You can ask local community groups if you can join their meetings to talk about a potential Farmers Market and have them fill out your survey during the meeting.

You can also create a vendor survey to get a feel for who would want to sell items at your market. Some sample questions might be:

1. Who would be interested in attending the market as a vendor?
2. What type of product do you provide?
3. What days are most appealing?
4. Is "this" site an appropriate location?

As a manager, providing market times when consumers are able to attend and when vendors are available to be present, is imperative. Consider adding this as a question to your surveys.

Once all the data is gathered, take time to look through the answers. If the majority of the community is in support of a market, and you have enough vendors to keep the Farmers Market supplied for the summer season, then a Farmers Market could be a good fit for your community.

If the survey reveals that people are not in support of a Farmers Market or you found that you don't have enough products to supply the market for an entire season, starting a Farmers Market may not be a good idea. Wait until you have enough products for an entire season and/or until you have the communities support. Both are imperative for a successful Farmers Market.

If you have more questions or request additional information, please contact the Division of Agriculture

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