

# Eastern Ingham Farmers Market

2020 Vendor Data Sheet (Please answer all you CAN)

Name of Business \_\_\_\_\_

Date \_\_\_\_\_

PRODUCT CATEGORY - Pick which best describes the majority of your sales:

Artisan/Crafts

Produce (Fruits & Vegetables)

Baked goods

Herbs (edible & medicinal)

Dairy (Milk, Cheese, Eggs)

Honey/Maple Syrup etc

Drinkables (Coffee, Tea, Kombucha, Juices)

Animal/Pet Food

Flowers & Plants (perennial & annual)

Preserved Food

Hot/Prepared Food

Grains (Popcorn, dried beans, flour etc)

Meat(s) (Poultry, Fish, Pork, Beef etc)

Other \_\_\_\_\_

How far do you travel to come to the market? \_\_\_\_\_ mi.

If you raise or produce a product directly involved in what you sell at the market, how much land is associated with the activity \_\_\_\_\_ acres or square feet (CIRCLE) (ex. - fruit, vegetables, animals, syrup - others?)

If you also use a product raised/produced in Michigan what do you use \_\_\_\_\_ and how much? \_\_\_\_\_ (units?) or \$ \_\_\_\_\_ in value.

How many people are employed (in full time equivalents (ex. 2 half-time people = 1 full time equivalent)) in work directly relating to the products you sell at the market? \_\_\_\_\_ (includes raising, selling, making etc)

What percent of your overall sales does the Eastern Ingham Farmers Market represent? \_\_\_\_\_ %

What year did your business start at the Eastern Ingham/Williamston Farmers Market? \_\_\_\_\_

Please number which sales at THIS market were highest(1) to lowest(5): \_\_2019 \_\_2018 \_\_2017 \_\_2016 \_\_2015

What year did your business start? \_\_\_\_\_ How many generations have been involved in your business? \_\_\_\_\_

How many other farmers markets do you attend? \_\_\_\_\_

What other market outlets, besides farmers markets do you utilize? \_\_\_\_\_

Do you produce anything under the cottage food law? If yes, what? \_\_\_\_\_

How many customers do you think you served in a typical day at the Eastern Ingham Market in 2019? \_\_\_\_\_

What is the average purchase amount? \$ \_\_\_\_\_ (ex. \$5, \$7.50, \$20)

How many customers do you think you need at the Eastern Ingham Market to have a very successful day? \_\_\_\_\_

If you/your business regularly make purchases in the Williamston area on Market day, how much per year? \$ \_\_\_\_\_

*YOUR SUGGESTIONS OF DATA TO COLLECT ABOUT THE MARKET OR VENDORS AT THE MARKET* \_\_\_\_\_

\_\_\_\_\_

Thank You!