

Eastern Ingham Farmers Market

2022 Vendor Data Sheet (Please answer all you CAN)

Name of Business _____

Date _____

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

- | | |
|---|---|
| <input type="checkbox"/> Artisan/Crafts | <input type="checkbox"/> Produce (Fruits & Vegetables) |
| <input type="checkbox"/> Baked goods | <input type="checkbox"/> Herbs (edible & medicinal) |
| <input type="checkbox"/> Dairy (Milk, Cheese, Eggs) | <input type="checkbox"/> Honey/Maple Syrup etc |
| <input type="checkbox"/> Drinkables (Coffee, Tea, Kombucha, Juices) | <input type="checkbox"/> Animal/Pet Food |
| <input type="checkbox"/> Flowers & Plants (perennial & annual) | <input type="checkbox"/> Preserved Food |
| <input type="checkbox"/> Hot/Prepared Food | <input type="checkbox"/> Grains (Popcorn, dried beans, flour etc) |
| <input type="checkbox"/> Meat(s) (Poultry, Fish, Pork, Beef etc) | <input type="checkbox"/> 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? _____

Which years at THIS Market were sales highest(1) to lowest(5): __ 2021__ 2020__ 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!