

Farmer's Market Survey – PLEASE RETURN BY NOVEMBER 15 (See address at bottom of 2nd side)

A new Farmer's Market is being considered in the Town of Cicero. We are trying to assess the level of interest of producers in participating in the market, once it has been developed. Providing answers to these questions will help gather information and in no way obligates you to participate.

Background Information: A similar survey was distributed throughout the community in the summer of 2011. More than **500 surveys** were completed with positive results and comments. It is evident that many Cicero residents are in favor of a potential market.

- YES**, I would like to have the opportunity to sell my agricultural products directly to consumers at a local farmer's market in Cicero.

1. The distance I would be willing to drive to a market to sell my products is:

- 5 – 10 miles
- 11 – 20 miles
- 21- 30 miles
- Over 30 miles

2. I would be interested in a market on the following day(s):

- Tuesday
- Thursday

3. Based on resident feedback, the market is being planned for 3 pm to 7 pm. Does this time work for you?

- Yes
- No
- I would prefer these hours: _____

4. I would have the following products to sell:

5. I would have products to sell during the following months:

- June
- July
- August
- September
- October

6. I currently market my products through:

- Other farmer's markets: _____
- Wholesale Brokers
- On farm market
- Restaurants: _____
- Grocery Stores: _____
- Other: _____

7. What types of products should be sold at the farmer's market? Check all that apply

- Locally grown and produced agricultural products
- Crafts
- NY grown produce
- Out of state produce
- Restricted to producer only agricultural products
- Homemade baked goods
- Value-added foods
- Prepared foods
- Other, specify:

8. What types of services would you like the market to provide for you? Check all that apply

- Protection from the elements
- Restrooms
- Paved parking
- Other, specify:
- Lunch or snack vendors
- Picnic tables and benches
- Electricity

9. How would you like to be informed about the farmer's market once it is established?

- Newspaper
- Television
- Radio
- Direct Mail
- Social Media (Facebook, Twitter, etc)
- Email:
- Doesn't matter
- Other, specify:

10. Do you have any comments or suggestions you would like to offer the committee developing the new farmer's market?

11. If you would like to be contacted when the market is ready to recruit a vendor base, please include your contact info below:

Name: _____

Business Name and Address: _____

Phone: _____ Email: _____

Thank you for your cooperation. Please complete this survey no later than November 15, 2011 and email to jraddell@ciceronewyork.net or mail to: Cicero Parks & Recreation, 8236 Brewerton Road, Cicero, NY 13039.