

# Farmers' Market Evaluation

<b>Market name:</b>			
<b>Location:</b>			
<b>Date/time:</b>			
<b>Weather during visit:</b>			
<b>Site description:</b>			
<b>Number of vendors:</b>			
<b>Products available:</b>			
<b>Season of operation:</b>			
<b>Day(s) of week and time:</b>			
<b>Location/Site</b>	<b>Yes</b>	<b>No</b>	<b>Needs Improvement</b>
▪ Easy to find			
▪ Visible			
▪ Accessible by bus			
▪ Handicap accessible			
▪ Unique features			
▪ Signage			
▪ Room for expansion			
▪ Attractive grounds			
▪ Surrounding neighborhoods			
▪ Comments			
<hr/>			
<b>Parking</b>	<b>Yes</b>	<b>No</b>	<b>Needs Improvement</b>
▪ Easy to find			
▪ Within walking distance			
▪ Handicap parking			
▪ Safety			
▪ Signage: entrance/exits			
▪ Comments			
<hr/>			
<b>Traffic</b>	<b>Yes</b>	<b>No</b>	<b>Needs Improvement</b>
▪ Circulation			
▪ Congestion			
▪ Control – police, others			
▪ Comments			
<hr/>			
<b>Proximity to:</b>	<b>Yes</b>	<b>No</b>	<b>Needs Improvement</b>
▪ Neighborhoods			
▪ Food markets			
▪ Farmers' markets			
▪ Complementary businesses			
▪ Comments			
<hr/>			
<b>Accept</b>	<b>Yes</b>	<b>No</b>	<b>Needs Improvement</b>
▪ WIC coupons			
▪ Foods stamps			
▪ Credit/debit			
▪ Comments			

<b>Amenities</b>	<b>Yes</b>	<b>No</b>	<b>Needs Improvement</b>
▪ Bathrooms			
▪ Places to sit			
▪ Trash containers			
▪ Phone			
▪ Cash machines			
▪ Comments			
<hr/>			
<b>Customer Service</b>	<b>Yes</b>	<b>No</b>	<b>Needs Improvement</b>
▪ Market info booth			
▪ Bags, carts			
▪ Comments			
<hr/>			
<b>Market Layout</b>	<b>Yes</b>	<b>No</b>	<b>Needs Improvement</b>
▪ Easy to follow			
▪ Well spaced booths			
▪ Product mix throughout market			
▪ Anchor vendors			
▪ Comments			
<hr/>			
<b>Vendor Spaces</b>	<b>Yes</b>	<b>No</b>	<b>Needs Improvement</b>
▪ Clearly identifiable spaces			
▪ Adequate space per vendor			
▪ Sturdy display tables			
▪ Quality set-up and display			
▪ Umbrellas, tents			
▪ Comments			
<hr/>			
<b>Vendor</b>	<b>Yes</b>	<b>No</b>	<b>Needs Improvement</b>
▪ Product quality			
▪ Variety			
▪ Adhere to rules and regs			
▪ Signage			
▪ Comments			
<hr/>			
<b>Atmosphere</b>	<b>Yes</b>	<b>No</b>	<b>Needs Improvement</b>
▪ Social (people talking)			
▪ Relaxed (not hurried)			
▪ Exciting/fun			
▪ Entertainment			
▪ Crowds			
▪ Comments			
<hr/>			
<b>Customer Profile</b>			
▪ Approximate ages:	20-40 _____%	40-60 _____%	60+ _____%
▪ Gender :	M _____%	F _____%	
▪ Professions:	Business _____%	Mothers _____%	Retired _____% Blue Collar _____%
▪ Numbers:			

Developed by Monika Roth, Cornell Cooperative Extension, South Central NY Agriculture Team