



STICKY ECONOMY EVALUATION DEVICE
Economic Impact Report

Title: 'Area FM Economic Impact 2009-2010'
For: Mark Seitz, Onslow County Farmers Market



Area FM Economic Impact 2009-2010

Market Statistics

Results for this Economic Impact Report were calculated using data from the following market studies:

Study	Market	Sample Size	Date
Onslow Co. Farmers Market - Test Study - 92 Day	Onslow County Farmers Market	98	08/29/2009
Western Blvd (Thu) Market	Onslow County Farmers Market	149	06/17/2010
Saturday Market	Onslow County Farmers Market	247	06/12/2010
2010 Kinston/Lenoir Farmers Market Study	Kinston/Lenoir Farmers Market	71	07/10/2010
August 2nd Saturday	Kinston/Lenoir Farmers Market	52	08/14/2010
NBFM Economic Impact 2010	New Bern Farmers Market	60	08/14/2010
NBFM Economic Impact 2010	New Bern Farmers Market	80	09/11/2010
Fall Saturday	Onslow County Farmers Market	74	09/25/2010
NBFM Economic Impact 2010	New Bern Farmers Market	269	10/2/2010

Area FM Economic Impact 2009-2010

Executive Summary: Projected Multi-Market Annual Economic Impact

Calculated using survey data from the following markets:

Market	Market Impact w/multiplier	Local Area Impact w/multiplier	Projected Tax Revenue
Onslow County Farmers Market	\$926,560.65	\$1,287,057.90	\$47,514.67
Kinston/Lenoir Farmers Market	\$564,658.30	\$591,373.54	\$29,568.68
New Bern Farmers Market	\$2,727,006.88	\$6,674,560.31	\$333,728.02
Grand Total	\$4,218,225.84	\$8,532,991.75	\$410,811.36

Area FM Economic Impact 2009-2010

Market: Onslow County Farmers Market

Multiplier:	2
Days open for business:	30 (annually)
State and Local Tax:	7.5%

Market Statistics

Total number of surveyed shoppers:	568
Average number of shoppers (per market):	848
Estimated market attendance annually:	25,432
Average dollars spent at the market (per shopper):	\$18.22
Percentage of market shoppers that spend at near by businesses (per market):	49%
Average dollars spent at near by businesses (per shopper):	\$24.91
Gender Ratio:	M(28.87%) F(71.13%)
Average vendor stall space (sq/ft):	144 sq/ft
Average number of vendors:	15

Market Visitation

More than weekly	4.75%
Weekly	32.92%
Several times per month	19.01%
Monthly	8.63%
Several times per year	5.46%
Rarely	29.23%

Market Economic Impact

Average gross receipts (per market)	\$15,442.68
Average gross per sq/ft (per market)	\$7.15
Projected gross annual receipts	\$463,280.33
Economic Impact (using multiplier effect)	\$926,560.65

Market Economic Impact - On Nearby Businesses

Average gross receipts at businesses adjacent to the market (per market)	\$21,117.63
Projected gross annual receipts at businesses adjacent to the market	\$633,528.95
Projected annual state & municipal tax revenue based on a sales tax rate of (0.075%)	\$47,514.67
Economic impact at businesses adjacent to the the market (using multiplier effect)	\$1,267,057.90

Total combined economic impact:

Using multiplier effect	\$2,193,618.55
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Area FM Economic Impact 2009-2010

Shopper Characteristics

Zipcode	Avg % of shoppers (per market)	Avg \$ spent per shopper (per market)	Est # of shoppers (annually)	Estimated revenue (annually)
28440	0.18%	(\$60.00)	44	\$2,640.00
80537	0.18%	(\$60.00)	44	\$2,640.00
22192	0.18%	\$40.00	44	\$1,760.00
28401	0.35%	\$37.50	89	\$3,337.50
28582	0.18%	\$30.00	44	\$1,320.00
23227	0.18%	\$30.00	44	\$1,320.00
28547	1.94%	\$29.09	492	\$14,312.72
28539	2.64%	\$27.33	671	\$18,340.64
43026	0.18%	\$25.00	44	\$1,100.00
28460	1.41%	\$24.38	358	\$8,726.25
28543	1.23%	\$22.57	313	\$7,064.85
28544	2.11%	\$20.50	537	\$11,008.50
21409	0.18%	\$20.00	44	\$880.00
55043	0.18%	\$20.00	44	\$880.00
08527	0.18%	\$20.00	44	\$880.00
28574	12.15%	\$18.49	3,089	\$57,124.26
28540	(44.89%)	\$18.06	(11,417)	(\$206,221.85)
28521	0.70%	\$17.50	179	\$3,132.50
28546	22.01%	\$17.30	5,596	\$96,788.42
28518	1.41%	\$16.13	358	\$5,772.75
28594	0.18%	\$15.00	44	\$660.00
28555	1.23%	\$14.29	313	\$4,471.42
28454	1.06%	\$14.17	268	\$3,796.68
28584	0.18%	\$14.00	44	\$616.00
28560	0.53%	\$13.33	134	\$1,786.66
22960	0.18%	\$13.00	44	\$572.00
28542	0.18%	\$13.00	44	\$572.00
14520	0.53%	\$12.00	134	\$1,608.00
28549	0.18%	\$12.00	44	\$528.00
28314	0.18%	\$10.00	44	\$440.00
44260	0.18%	\$10.00	44	\$440.00
30115	0.18%	\$10.00	44	\$440.00
35146	0.18%	\$10.00	44	\$440.00
21801	0.18%	\$10.00	44	\$440.00
28405	0.18%	\$10.00	44	\$440.00
28504	0.18%	\$10.00	44	\$440.00
28532	0.18%	\$10.00	44	\$440.00
28466	0.18%	\$7.00	44	\$308.00
28585	0.18%	\$7.00	44	\$308.00

28409	0.18%	\$7.00	44	\$308.00
28445	0.53%	\$6.67	134	\$893.34
28425	0.18%	\$5.00	44	\$220.00
28548	0.18%	\$5.00	44	\$220.00
26764	0.18%	\$0.00	44	\$0.00
28411	0.18%	\$0.00	44	\$0.00
50131	0.18%	\$0.00	44	\$0.00

Area FM Economic Impact 2009-2010

Market: Kinston/Lenoir Farmers Market

Multiplier:	1.5
Days open for business:	36 (annually)
State and Local Tax:	7.5%

Market Statistics

Total number of surveyed shoppers:	123
Average number of shoppers (per market):	673
Estimated market attendance annually:	24,210
Average dollars spent at the market (per shopper):	\$15.55
Percentage of market shoppers that spend at near by businesses (per market):	39%
Average dollars spent at near by businesses (per shopper):	\$16.28
Gender Ratio:	M(23.58%) F(76.42%)
Average vendor stall space (sq/ft):	144 sq/ft
Average number of vendors:	6

Market Visitation

More than weekly	22.76%
Weekly	32.52%
Several times per month	13.82%
Monthly	5.69%
Several times per year	10.57%
Rarely	14.63%

Market Economic Impact

Average gross receipts (per market)	\$10,456.64
Average gross per sq/ft (per market)	\$12.10
Projected gross annual receipts	\$376,438.87
Economic Impact (using multiplier effect)	\$564,658.30

Market Economic Impact - On Nearby Businesses

Average gross receipts at businesses adjacent to the market (per market)	\$10,951.36
Projected gross annual receipts at businesses adjacent to the market	\$394,249.02
Projected annual state & municipal tax revenue based on a sales tax rate of (0.075%)	\$29,568.68
Economic impact at businesses adjacent to the the market (using multiplier effect)	\$591,373.54

Total combined economic impact:

Using multiplier effect	\$1,156,031.84
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Area FM Economic Impact 2009-2010

Shopper Characteristics

Zipcode	Avg % of shoppers (per market)	Avg \$ spent per shopper (per market)	Est # of shoppers (annually)	Estimated revenue (annually)
27804	0.81%	(\$40.00)	196	\$7,840.00
28513	0.81%	\$20.00	196	\$3,920.00
28580	0.81%	\$20.00	196	\$3,920.00
36005	0.81%	\$20.00	196	\$3,920.00
28525	4.07%	\$19.80	984	\$19,483.20
28530	3.25%	\$19.75	787	\$15,543.25
28504	(46.34%)	\$18.67	(11,219)	(\$209,421.71)
28551	3.25%	\$15.75	787	\$12,395.25
27855	0.81%	\$13.00	196	\$2,548.00
28501	37.40%	\$11.43	9,054	\$103,530.68
28508	0.81%	\$10.00	196	\$1,960.00
28365	0.81%	\$0.00	196	\$0.00

Area FM Economic Impact 2009-2010

Market: New Bern Farmers Market

Multiplier:	1.5
Days open for business:	52 (annually)
State and Local Tax:	7.5%

Market Statistics

Total number of surveyed shoppers:	409
Average number of shoppers (per market):	1,696
Estimated market attendance annually:	88,192
Average dollars spent at the market (per shopper):	\$20.61
Percentage of market shoppers that spend at near by businesses (per market):	71%
Average dollars spent at near by businesses (per shopper):	\$50.45
Gender Ratio:	M(32.52%) F(67.48%)
Average vendor stall space (sq/ft):	144 sq/ft
Average number of vendors:	51

Market Visitation

More than weekly	6.85%
Weekly	22.49%
Several times per month	19.32%
Monthly	10.51%
Several times per year	14.43%
Rarely	26.41%

Market Economic Impact

Average gross receipts (per market)	\$34,961.63
Average gross per sq/ft (per market)	\$4.76
Projected gross annual receipts	\$1,818,004.59
Economic Impact (using multiplier effect)	\$2,727,006.88

Market Economic Impact - On Nearby Businesses

Average gross receipts at businesses adjacent to the market (per market)	\$85,571.29
Projected gross annual receipts at businesses adjacent to the market	\$4,449,706.88
Projected annual state & municipal tax revenue based on a sales tax rate of (0.075%)	\$333,728.02
Economic impact at businesses adjacent to the the market (using multiplier effect)	\$6,674,560.31

Total combined economic impact:

Using multiplier effect	\$9,401,567.19
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Area FM Economic Impact 2009-2010

Shopper Characteristics

Zipcode	Avg % of shoppers (per market)	Avg \$ spent per shopper (per market)	Est # of shoppers (annually)	Estimated revenue (annually)
24572	0.24%	(\$50.00)	215	\$10,750.00
24457	0.24%	(\$50.00)	215	\$10,750.00
28556	0.49%	(\$50.00)	431	\$21,550.00
27028	0.24%	(\$50.00)	215	\$10,750.00
08093	0.24%	(\$50.00)	215	\$10,750.00
07040	0.24%	(\$50.00)	215	\$10,750.00
22207	0.24%	\$40.00	215	\$8,600.00
28584	0.24%	\$40.00	215	\$8,600.00
37862	0.24%	\$40.00	215	\$8,600.00
16046	0.24%	\$35.00	215	\$7,525.00
28585	0.49%	\$33.50	431	\$14,438.50
28532	1.71%	\$30.00	1,509	\$45,270.00
16059	0.24%	\$30.00	215	\$6,450.00
91710	0.24%	\$30.00	215	\$6,450.00
28594	0.24%	\$30.00	215	\$6,450.00
23362	0.24%	\$30.00	215	\$6,450.00
28570	1.47%	\$30.00	1,293	\$38,790.00
28590	0.49%	\$27.50	431	\$11,852.50
27516	0.24%	\$25.00	215	\$5,375.00
48144	0.24%	\$25.00	215	\$5,375.00
28539	0.24%	\$25.00	215	\$5,375.00
32502	0.49%	\$22.50	431	\$9,697.50
28562	(40.83%)	\$22.16	(36,009)	(\$798,020.66)
28560	28.85%	\$21.61	25,444	\$549,849.93
32043	0.49%	\$21.50	431	\$9,266.50
27707	0.24%	\$20.00	215	\$4,300.00
23507	0.24%	\$20.00	215	\$4,300.00
28572	0.49%	\$20.00	431	\$8,620.00
28513	0.24%	\$20.00	215	\$4,300.00
28428	0.24%	\$20.00	215	\$4,300.00
28529	0.49%	\$20.00	431	\$8,620.00
28546	0.24%	\$20.00	215	\$4,300.00
28609	0.24%	\$20.00	215	\$4,300.00
27814	0.24%	\$20.00	215	\$4,300.00
78884	0.24%	\$20.00	215	\$4,300.00
28557	0.49%	\$20.00	431	\$8,620.00
28504	0.24%	\$20.00	215	\$4,300.00
07848	0.24%	\$20.00	215	\$4,300.00
28465	0.24%	\$20.00	215	\$4,300.00

27557	0.24%	\$20.00	215	\$4,300.00
94903	0.24%	\$20.00	215	\$4,300.00
28303	0.24%	\$20.00	215	\$4,300.00
07405	0.24%	\$20.00	215	\$4,300.00
09630	0.24%	\$20.00	215	\$4,300.00
28571	1.22%	\$19.00	1,078	\$20,482.00
28515	0.73%	\$18.33	646	\$11,843.31
28527	0.73%	\$18.33	646	\$11,843.31
28561	0.98%	\$18.00	862	\$15,516.00
28523	0.49%	\$17.50	431	\$7,542.50
28574	0.49%	\$17.50	431	\$7,542.50
28555	0.49%	\$17.50	431	\$7,542.50
27896	0.49%	\$17.50	431	\$7,542.50
08210	0.24%	\$15.00	215	\$3,225.00
18360	0.24%	\$15.00	215	\$3,225.00
08873	0.24%	\$15.00	215	\$3,225.00
27606	0.24%	\$15.00	215	\$3,225.00
27834	0.24%	\$15.00	215	\$3,225.00
27870	0.49%	\$14.00	431	\$6,034.00
10708	0.24%	\$10.00	215	\$2,150.00
27889	0.49%	\$10.00	431	\$4,310.00
28519	0.73%	\$10.00	646	\$6,460.00
28522	0.24%	\$10.00	215	\$2,150.00
28573	0.49%	\$10.00	431	\$4,310.00
27612	0.24%	\$10.00	215	\$2,150.00
29576	0.24%	\$10.00	215	\$2,150.00
07018	0.24%	\$10.00	215	\$2,150.00
28318	0.24%	\$10.00	215	\$2,150.00
07203	0.24%	\$10.00	215	\$2,150.00
91916	0.24%	\$10.00	215	\$2,150.00
23666	0.24%	\$10.00	215	\$2,150.00
22205	0.24%	\$10.00	215	\$2,150.00
35173	0.24%	\$10.00	215	\$2,150.00
22448	0.24%	\$7.00	215	\$1,505.00
21702	0.24%	\$7.00	215	\$1,505.00
28802	0.24%	\$7.00	215	\$1,505.00
27879	0.24%	\$6.00	215	\$1,290.00
28586	0.49%	\$6.00	431	\$2,586.00
27410	0.24%	\$5.00	215	\$1,075.00
28583	0.24%	\$5.00	215	\$1,075.00
39604	0.24%	\$5.00	215	\$1,075.00
29575	0.24%	\$5.00	215	\$1,075.00
27203	0.24%	\$5.00	215	\$1,075.00
65483	0.24%	\$0.00	215	\$0.00
28621	0.24%	\$0.00	215	\$0.00
28269	0.24%	\$0.00	215	\$0.00

2010 NB Farmers Market Economic Impact S

Market Statistics

Results for this Economic Impact Report were calculated using data from the following market studies:

Study	Market	Sample Size	Date
NBFM Economic Impact 2010	New Bern Farmers Market	60	08/14/2010
NBFM Economic Impact 2010	New Bern Farmers Market	80	09/11/2010

2010 NB Farmers Market Economic Impact S

Market: New Bern Farmers Market

Multiplier:	1.5
Days open for business:	52 (annually)
State and Local Tax:	7.5%

Market Statistics

Total number of surveyed shoppers:	140
Average number of shoppers (per market):	1,674
Estimated market attendance annually:	87,048
Average dollars spent at the market (per shopper):	\$19.74
Percentage of market shoppers that spend at near by businesses (per market):	88%
Average dollars spent at near by businesses (per shopper):	\$94.14
Gender Ratio:	M(36.43%) F(63.57%)
Average vendor stall space (sq/ft):	144 sq/ft
Average number of vendors:	51

Market Visitation

More than weekly	15.71%
Weekly	15.71%
Several times per month	18.57%
Monthly	8.57%
Several times per year	18.57%
Rarely	22.86%

Market Economic Impact

Average gross receipts (per market)	\$33,037.06
Average gross per sq/ft (per market)	\$4.50
Projected gross annual receipts	\$1,717,927.10
Economic Impact (using multiplier effect)	\$2,576,890.65

Used 1.5 as multiplier
annually →

Market Economic Impact - On Nearby Businesses

Average gross receipts at businesses adjacent to the market (per market)	\$157,583.19
Projected gross annual receipts at businesses adjacent to the market	\$8,194,325.66
Projected annual state & municipal tax revenue based on a sales tax rate of (0.075%)	\$614,574.42
Economic Impact at businesses adjacent to the the market (using multiplier effect)	\$12,291,488.49

Total combined economic impact:

Using multiplier effect	\$14,868,379.13
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28583	STONEWALL, NC	0.71%	\$5.00	621	\$3,105.00
27203	ASHEBORO, NC	0.71%	\$5.00	621	\$3,105.00
28621	ELKIN, NC	0.71%	\$0.00	621	\$0.00
28570	NEWPORT, NC	0.71%	\$0.00	621	\$0.00

Sticky Economic Evaluation Device – New Bern Farmers Market Survey

Surveying customers is one of the best ways to find out what is happening at any market. Retail grocers do this via your preferred customer card or other high tech methods. However, most farmers markets do not have the money to invest in the technology to do surveys this way. Also, many farmers markets are open air markets, with multiple entrances and exits, infrequent hours and a highly variable number of vendors each week and/or depending on the time of year.

In 2010 with the help of the Craven County Master Gardeners customers were asked 6 questions on 4 different Saturdays to gauge how often they visit the market, how much they spend, how much they spend at other markets, where they live and gender. The data were compiled on the website: www.marketumbrella.org using the Sticky Economic Evaluation Device (S.E.E.D.). This evaluation tool was developed for the Crescent City Farmers Market in New Orleans, LA in conjunction with economists from Loyola University. This evaluation device takes into account a number of factors to come up with a prediction of how much money the farmers market is generating and how much it is pulling into the surrounding business community. It looks at sales tax rates, economic impact multipliers and a few other factors to generate this overall number.

While there may be variability in the methodology, for instance the data base only allows the entry of sales tax in 0.5% increments and North Carolina's current sales tax rate is 7.75%, other factors create margins of error that most like account for this. For example:

Survey Dates: The New Bern Farmers Market's busiest season – especially for fresh fruits and vegetables – is between late May and mid-July. The survey work done in this study was conducted between July and October, missing this peak market period. However, estimates of customer traffic, combined with the variability in the number of vendors and the amount of customer spending averages out to finish with a reasonable estimate of overall business at the market.

Multipliers: Economic impact multipliers look at how often dollars are re-circulated in the local economy. Multipliers can be as high as 8 or 10 or more or as low as 1.1. In this study a market multiplier of 1.5 was used with the idea of providing a conservative estimate of the farmers markets impact on the downtown New Bern economy. This was done in part because this market is a one day per week entity. And yet it has a strong vendor base that attracts a large number of customers each week.

Vendors: Markets vary in their make up of craft, produce and food vendors. The New Bern Farmers Market has a disproportionate number of craft vendors for a number of reasons. 1) The climate in Craven County (and all of southeast NC) is very hot and humid by mid-July, which makes it difficult to grow a good mix of high quality produce. These weather conditions drive many small backyard farmers out of business quickly or prevents them from even wanting to enter the business. 2) Farmers with existing roadside markets do not have the help available to participate in another market or market location or they choose not do participate to avoid the 'politics' of the market. 3) Craft vendors sell non-perishable goods, making it easy for them to be reliable vendors at farmers markets each week. Farmers

markets across eastern NC struggle with these same challenges. Therefore the economic impact data from this report do not reflect the amount of revenue being generated by local fruit and vegetable farmers.

Customer Counts: counts were taken the first ten minutes of each hour. This number was multiplied by six to estimate traffic at the market. This may or may not accurately reflect the actual number of customers on a given market day.

Spending Data: this data is only as good as the honesty of the customers allows. In some cases customers and survey collectors provided or wrote down a range of the amounts they spent. In these cases the data were averaged to provide a single data point for that survey set.

Plans to Spend Outside the Market: customers may have indicated they planned to visit another business in the area and spend money. With this survey tool there is no way to verify the amount they spent at the market or at another business. Again customer honesty and integrity create variability in the model that cannot be accounted for.

In total these and other subtle variables in the model, given enough scientific study can be verified and their measures of variability given a more statistically significant, scientific basis for working the way they do. In spite of all these variables, S.E.E.D. is the only model known that provides markets with quick easy snapshots of what is happening. The reports are easy to generate and the results provide farmers market boards with hard data to share with stakeholders of the market and in the community.

ZIP CODE BREAKDOWN

**Local Counties: Jones,
Pitt, Pamlico,
Onslow, Carteret,**

New Bern	Craven County	Lenoir	NC	State
New Bern (289)	Cove City (2) Bridgeton (3) Vanceboro (2)	Swansboro (1) Trenton (2) Emerald Isle (1) Newport (6) Winterville (2) Hubert (1) Pink Hill (2) Ayden (1) Jacksonville (1) Morehead City (2) Kinston (1) Oriental (5) Bayboro (3) Ernul (3) Richlands (2) Maysville (2) Comfort (1) Pollocksville (2) Havelock (7)	Merritt (1) Mocksville (1) Chapel Hill (1) Durham (1) Catawba (1) Blounts Creek (1) Oak Island (1) Middlesex (1) Fayetteville (1) Wilson (2) Raleigh (1) Greenville (1) Roanoke Rapids (2) Grantsboro (2) Carolina Beach (1) Washington (2) Autreyville (1) Asheville (1) Simpson (1) Greensboro (1) Stonewall (1) Asheboro (1) Elkin (1) Charlotte (1) Pikeville (1)	VA (7) NJ (8) TN (1) PA (3) CA (3) TX (1) MO (1) MD (1) FL (2) SC (2) AL (1) MI (1) NY (1)
289 72%	7 2%	45 11%	29 7%	32 8%

Dunn, Mary Ann P

From: Mark Seitz [Mark_Seitz@ncsu.edu]
Sent: Tuesday, October 12, 2010 2:26 PM
To: Dunn, Mary Ann P
Subject: Vendor & Customer Comments

Attachments: SEED_Survey_CravenCo2010.xls



SEED_Survey_Crav
enCo2010.xls (...)

Mary Ann,

Attached are the customer and vendor comments from this summer's survey work at the FM. I tallied them up as best I could. Review it and let me know if you have questions. I am still waiting for 50-60 data points from last Saturday's survey to be faxed to me. When it arrives I'll get it keyed in and email you the final report. Should be before Saturday.

Have fun sorting through it.

Mark

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Mark Seitz
County Extension Director
North Carolina Cooperative Extension
Pender County Center
910-259-1235

1. How, as a vendor, do you think that this market can be improved?

Feel free to comment in the space below and on the back of this sheet.

- 1 Not that I know of. Enlarge it maybe.
- 2 My Opinion: There's some in here who bring in produce from other places and that's not right. We've been having problems with people thinking it's local and pesticide-free where it's not. One owner response, maybe have a %age of produce that is "local"
- 3 Yes. It's not that the mgrs/vendors are doing a bad job, it's just that we need impartial oversight. When a decision is made, stick to it. Don't play favorites. Perhaps enlarge it. Also have food & live music at least once a month, or weekly if....
- 4 More vendors - It's doing so well we've done a lot using facebook, ttc. People are starting to email me with questions thru this marketing idea.
- 5 I sell jewelry, when it is produce season, I come every 2 weeks. In the off season. I come weekly because this is a "Farmers Market"
- 6 Stay open later on Saturdays, or least until 4 pm, because we miss all the afternoon traffic/shops downtown
- 7 I think it's run very well.
- 8 The only thing I can think that could help it is that those who are here all year long could have an opportunity to keep their space permanently.
- 9 I think it's great, I love the people. That's why I come.
- 10 You can always improve everything, but it is very good.
- 11 Yes. This is the best market we've been to but there are always things to improve on. Perhaps more advertising to bring in more customers. Focus on "year round" aspect of being open.
- 12 Best market I have found, but more advertising could always help. Ex: radio would be great (feature a vendor a week), Ads that run in the newspaper don't seem to do anything.
- 13 More advertising & special events. We've done more this year, but more needs to be done. We're on the right track.
- 14 Right now were hurting for space, we need to expand and we have no way to expand. Everybody want to be inside. As long as everyone is treated equally.
- 15 Very nice - maybe there is more, but it is nice
- 16 People are very friendly & they make it a great place to work. Air conditioning.
- 17 Yes, anything can be improved. Produce should come first but if it wasn't for the craft folks, who are the backbone. Such a thriving market.
- 18 More space, more fans inside. Facebook page is great.
- 19 I think this market needs better management ie a manager of farmers market (not a vendor) and a separate manager of the rentals. Live music would be nice. More publicity- free is fine. I wish Swiss Bear would work more closely with us, eg, inclusion in marketing materials. More integration is the key.
- 20 Put moe signage up - major highways, all around town, etc.
- 21 Enlarge it if possible. Wi-fi internet access would be great!
- 22 More produce. We are working on that item.
- 23 Perhaps enlarge it to allow more vendor space
- 24 This market has made many improvements in the last 6 years. Perhaps do more marketing because it can always be improved upon. When they put ads in the paper we always get more positive response. Farmers market in Kinston collects email addresses, and they do an email list, which helps. College could offer free technology classes for vendors. Facebook helps. Door prize drawings.

- 25 I think the market is great. More signage would be helpful, across the bridge and on Front St. More big advertising. Email blasts are very helpful in Pitt & Lenoir Counties. Facebook is great too!
- 26 Great, best in E. Carolina, (Washington, Jacksonville & Kinston)
- 27 The market is wonderful. To me no improvements are needed.
- 28 Hard to answer that question. We operate as efficiently as possible. Board member.
- 29 A little more advertising - leaflet type. Maybe something put @the convention center & realty offices & chamber of commerce.
- 30 Wish we could have more produce vendors. Sometimes in the spring it's not fun to hear that "we need to move our space because the farmers are coming back. Have a sprint & fall animal exhibit, chickens, etc. ??? Weekly & have them bring in this tractor, animal, whole fish, etc.
- 31 Newspaper advertising doesn't work. Work on marketing regionally. We see occasional signs, but things like a small newsletter/handout would work. Collect emails.
- 32 Avoid a tendency to become a flea market. Expand inside/outside space.
- 33 This vendor refused to participate unless we paid him for his time.
- 34 Stay open til 2 pm. Create a flyer so we can hand out and give to businesses like B&Bs, Chamber of Commerce, etc. More signage, PSAs on radio w/featured vendors.
- 35 We enjoy this market. More space would be nice. Featured vendor of the month. Permanent signage we seem to be a local well-kept secret. Advertise in paper less often but use/larger space when you do. Volunteer for not for profit group
- 36 He participated in the Raleigh & they had 300 watermelons for kids to tough. Figure out how to bring children in & market better. Expand & utilize space better. Get a volunteer space.
- 37 It has improved. When busy, parking is awful!
- 38 More marketing. More radio advertising, brochures, outreach to tourists
- 39 Everything can be improved. Bigger would be nicer, but that is not possible. I think we do a good job.
- 40 More shade for outside vendors. Ability to back truck into the area/spot & work out of that storage space.
- 41 Better advertising, radio, handout, brochure. Better/permanent signage.
- 42 Fine the way we are, but AC would be nice.
- 43 If vendors would bring more produce that would be great. Reduce/remove flea market type crafts. Ask for prices to be displayed. If vendors need to go out of the county, they should display where they purchased they produce - Ex: Mushrooms from Raleigh.
- 44 Take an active role in educating the public about eating locally, eating fresh vegetables. Do cooking classes. Teach classes on freezing or canning vegetables.
- 45 If you've been here longer it would be nicer if they could keep you there. Perhaps do it on a seniority basis with the farmers getting priority. It should be an agricultural focus. With crafts it should be hand-made. And along priority, you maybe could charge a little more for primary spots.
- 46 More space, more produce vendors. As long as we say it is an NC product & where it is from, this would be a service to the community and would bring more people here regularly.