



Retail Farm Market Benchmarks Project

Producers marketing directly to consumers are capturing a larger percent of consumer disposable income and the skills used for marketing agricultural production continue to increase in economic importance.

An essential backstop to these activities is a knowledge base that allows managers to identify and evaluate opportunities that offer improved efficiency, productivity of resources, and profitability. Such a knowledge base would provide benchmarks (points of reference) that describe current human resources, facility, and management dimensions of retail farm markets. A knowledge base specific to direct-to-consumer marketing will provide points of reference as these enterprises continue to gain prominence in our regional agricultural economy.

The idea of this project is to develop some guidelines for those interested in starting, maintaining, or growing a retail farm market. Please consider being a full participant in this landmark study by completing and returning the requested information.

Thank you.

John Berry,
Extension Educator

Retail Farm Marketing Benchmark Questionnaire

Do you operate a farm?

Yes No I don't know

Do you market your farm products through your own retail outlet of some type?

Yes No I don't know

We are trying to provide a choice of various retail marketing types below. Please check the type, and number of retail markets operated by you:

| | Type? | How many? |
|--|--------------------------|-----------|
| Temporary structure at roadside | <input type="checkbox"/> | _____ |
| Permanent structure at roadside | <input type="checkbox"/> | _____ |
| Self-service, or honor unit, at roadside | <input type="checkbox"/> | _____ |
| Temporary structure at a Farmers' Market | <input type="checkbox"/> | _____ |
| Permanent structure at a Farmers' Market | <input type="checkbox"/> | _____ |
| C.S.A. with on-farm pick-up | <input type="checkbox"/> | _____ |
| C.S.A. with off-farm pick-up | <input type="checkbox"/> | _____ |
| Other | <input type="checkbox"/> | _____ |

Tell about the physical size of the retail market facilities you use:

Inside sales area of _____ sq. ft.

Outside sales area of _____ sq. ft.

Customer parking for how many cars? _____ cars

How many years have you been retailing farm products? _____

Does the market operator own the market facilities?

Yes No I don't know

Retail Farm Marketing Benchmark Questionnaire

Do your market facilities have access to:

| | | | |
|---|-----|----|--------------|
| Processing equipment | Yes | No | I don't know |
| Separate sorting, grading, and packing area | Yes | No | I don't know |
| Separate storage room | Yes | No | I don't know |
| Refrigerated storage room | Yes | No | I don't know |

What equipment is in your customer check-out and sales area? (if applicable, check)

- Cash box
- Adding machine
- Cash register
- Computerized sales register
- Certified scale
- Refrigerated display case
- Telephone
- Fax
- ATM
- Electronic payment device

What was the number of workers employed in your market during this past year?

Workers

Full time _____

Part time _____

Retail Farm Marketing Benchmark Questionnaire

What paid methods of advertising and promotion are used by your market?
(if applicable, check)

Mailed pieces

Brochures at other outlets

Local newspaper

Radio

TV

Billboards

Roadside signs

Market Web site

Other Web site(s)

Novelty items

Other (explain) _____

When was your market open this past year?

Opening day? _____

Closing day? _____

We are open year round

Days Operated:
(circle the days of operation)

Sun. Mon. Tues. Wed. Thurs. Fri. Sat.

Hours market open:
(on these days)

Retail Farm Marketing Benchmark Questionnaire

What type items did you sell during this past year?

- Vegetables
- Tree fruit
- Small fruit
- Ornamental produce
- Dairy / dairy products
- Meat / Poultry products
- Bakery items
- Canned goods
- Gift or craft items
- Beverages
- Plants

Considering all items sold, what were the three most economically important to your market this past year?

What items that you do not currently market are you considering adding to your product mix this coming year?

Retail Farm Marketing Benchmark Questionnaire

Please, check any of the following activities you have included in your marketing over the past three years:

Farm tour

Class / Education

P-Y-O

Agri-tainment:

Maze

Rides

Contest

Pets

Entertainment

Birthday party

Catered events

Celebrity appearance

If you used any of the above "activities," which were the most economically important to your marketing this past year?

Retail Farm Marketing Benchmark Questionnaire

If you care to participate in the more detailed follow-up study of retail farm market benchmarks, please share your contact information here:

Return completed questionnaire to:

Retail Benchmarks
4184 Dorney Park Road, Room 104
Allentown, PA 18104-5798

Thank you for your time and effort!

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Partial funding for this project provided by:



All replies are treated with the strictest confidence.