



Vendor Feedback Survey 2021

Market Managers Meeting
February 25, 2021





Overview

77.8% of respondents interested in continuing so
sell online via the Farmers' Market Hub

We don't understand yet if this is
actually helping folks **profit**

There is **frustration** with the
additional logistics of online orders



Who filled it out?

30%

Response Rate

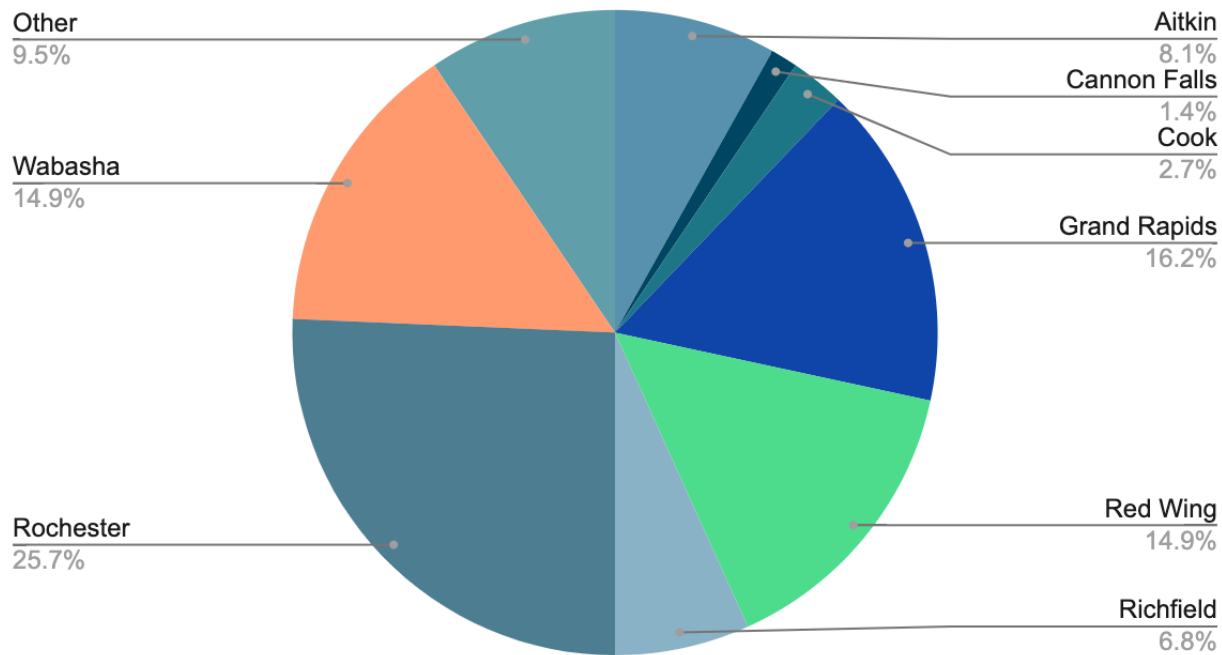
63 responses
210 vendors*





Where were they from?

Survey Feedback: What markets do you participate in?



Other: Lake City, Sprout (Little Falls), Faribault, Minnetonka, Hopkins, Chaska, Victoria, Winsted, Hastings, New Brighton, Stillwater, Eagan, Winterfest, Bloomington





What did we learn?

“How interested are you in **continuing to sell online** through the farmers’ market if given the option?”

77.8% of vendors were **interested** or gave a score of 50 or greater out of 100

Over half of these interested folks had a rating of 90 or above out of 100 (or 41% of all respondents)

21.5% of vendors were **not interested** or a score of less than 50 out of 100

Of these **uninterested** folks only **14%** of them claimed sales increased using the platform

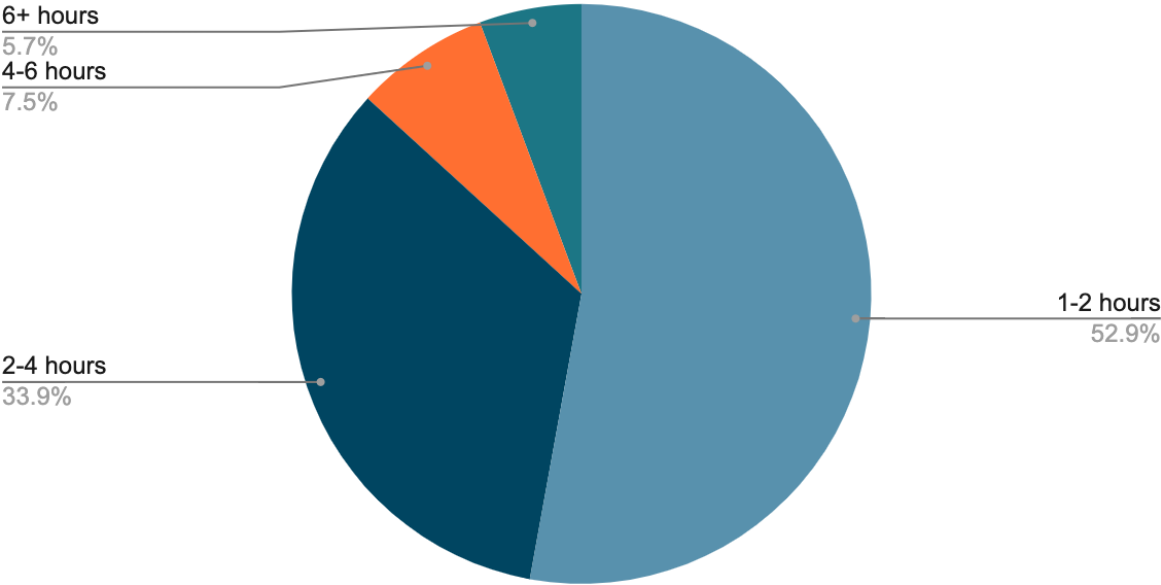
73%

of the respondents reported an increase in total farm sales due to participation in Farmers’ Market Hub



Local Line Individual Orders

Approx. time spent per week for those who sold via Local Line Individual Orders



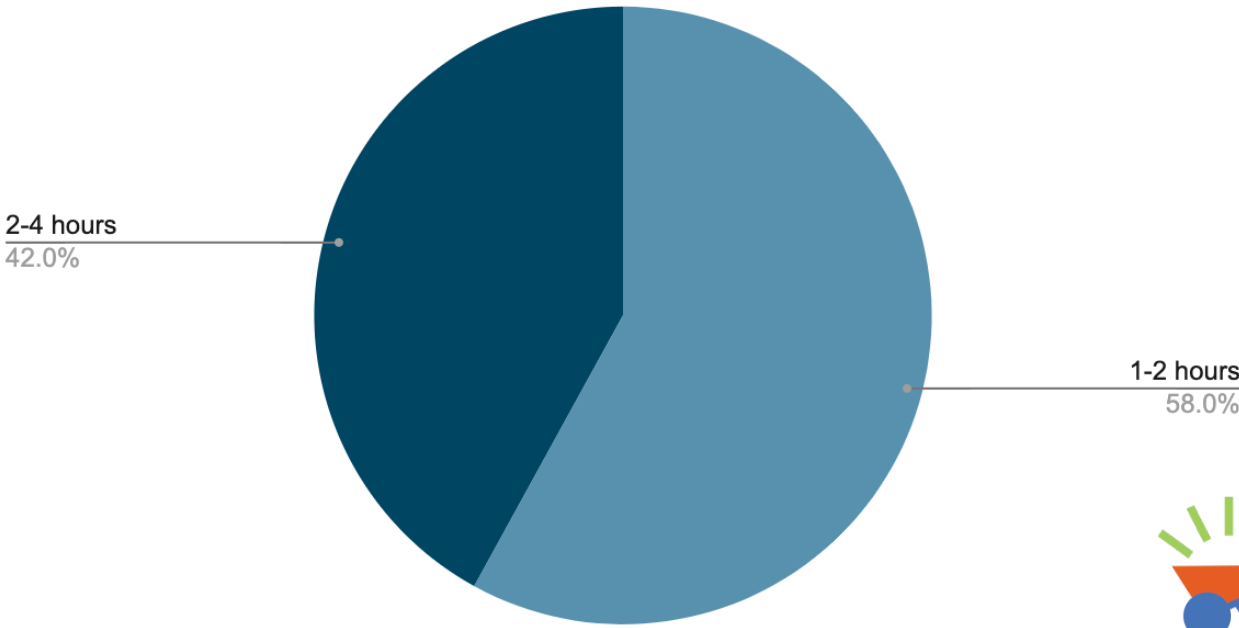
72% said it was worth their time and effort.



Market Share Boxes

75% said
it was worth
their time
and effort.

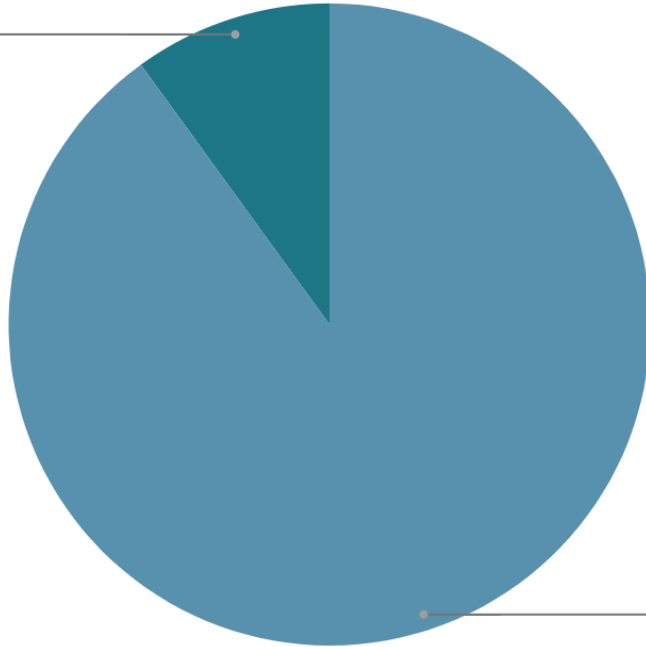
Approx. time spent per week for those who sold via Market Share Boxes



Wholesale Orders through Market Hub

Approx. time spent per week for those who sold via Wholesale

6+ hours
10.0%



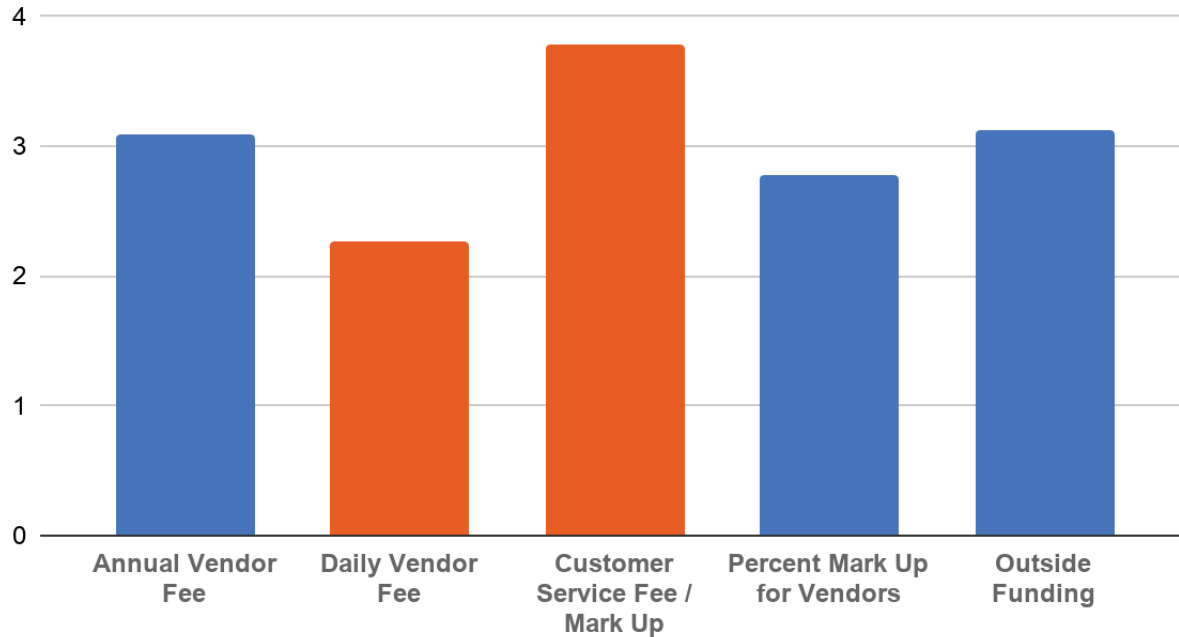
1-2 hours
90.0%

82% said
it was worth
their time
and effort.



Funding Preferences

Average Funding Preference



Most **top** choice votes:
Customer Service Fee / Mark Up

Most **worst** choice votes:
Daily Vendor Fee

Interestingly, *Outside Funding* had equal amount (16 votes each) of **best choice** and **least favorable** choice...





Funding Preferences cont.

Suggestions:

- “*MDA maybe*”
- “Combination of methods”
- “*Local government* should support healthy local food options”
- “*Community*”
- “**Sponsorships** ?”
- “*tax subsidies, local taxes, insurance companies* ”

*Due to the extra work involved, I think something **other than charging the vendor** should be explored*

*We think the cost of running the hub should fall **more on the customers** shoulders since they are benefiting from the convenience and guaranteed sale.*





Comments

LocalLine platform issues (7)

*LocalLine needs to be set up for **variable weight sales** - this is absurdly time costly for meat vendors.*

*It is challenging to participate in **multiple markets** both using the hub as they have different ordering windows. This makes maintaining inventory challenging for a farm*

On vs. Off Market Vending (5)

*Keep the in person markets and **value them equally***

*The hours it takes to package and label individual orders, as well as the time to update inventory, would probably **not be worth it on the days we were already attending market***

Greater Advertising (2)

*The customers I had really, really, liked the online option. But I never expanded beyond those **loyal customers** . We tried all summer to boost accessibility and visibility and there was just a **threshold reached in our community***



Questions?

