

# American Canyon Farmers Market Business Survey

**Question Summaries**

**Individual Responses**

**28** responses

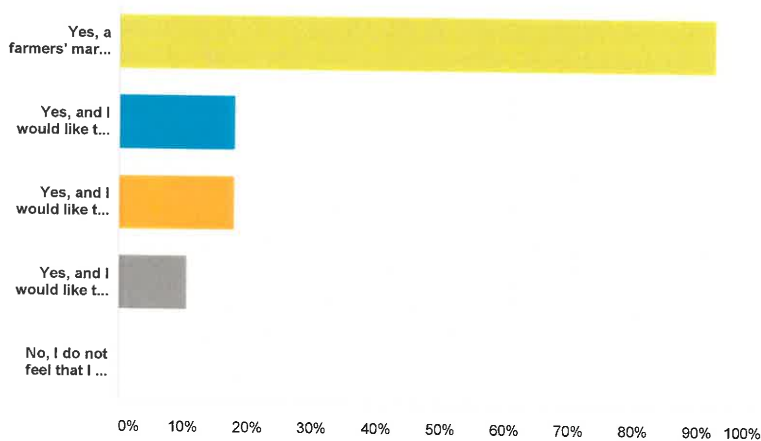
April 09, 2015 - May 03, 2015

1 view

Q1

**A farmers' market has a proven spillover effect into the community, with customers visiting and spending money at various other local businesses in conjunction with their visit to the farmers' market. The goal is to build a farmers' market that would benefit the local residents within the community, provide access to fresh foods, encourage entrepreneurship, and build community pride. Would you support a farmers' market in our community?**

Answered: 28 Skipped: 0



Answer Choices	Responses
Yes, a farmers' market would be good for the community	92.86% 26
Yes, and I would like to participate as a vendor in the farmers' market.	17.86% 5
Yes, and I would like to assist in co-promoting the farmers' market along with my business.	17.86% 5
Yes, and I would like to assist by sponsoring entertainment or educational activities at the farmers' market	10.71% 3
No, I do not feel that I can support a farmers' market at this time.*	0.00% 0

Total Respondents: 28

Comments (0)

### Need insights?

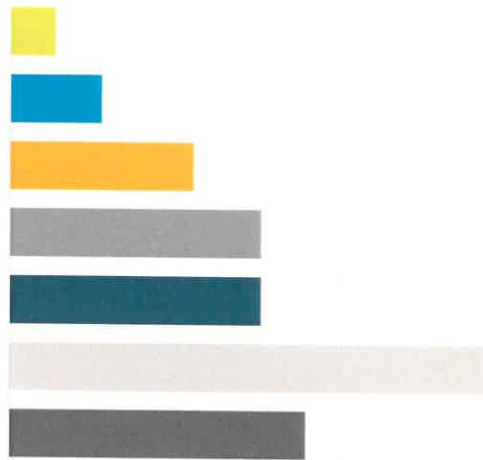
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Q2

**What days of the week do you feel would be the best day(s) to offer a farmers' market to the community? (Check all that apply)**

Answered: 28 Skipped: 0



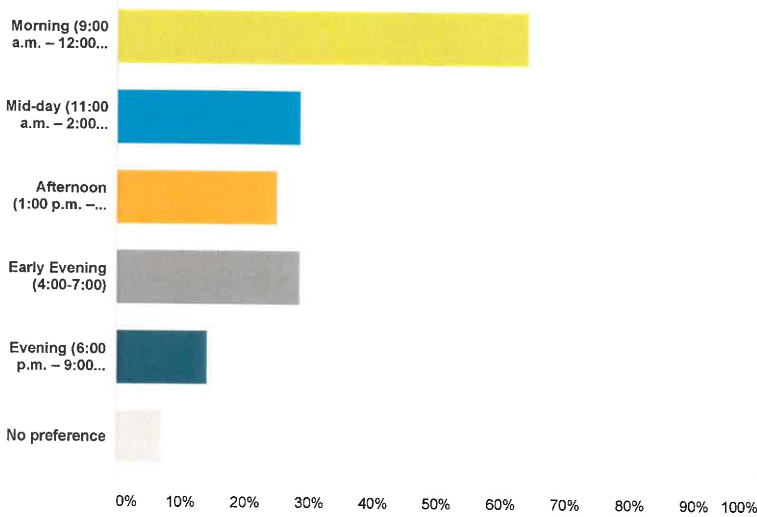
Answer Choices	Responses	Count
Monday	7.14%	2
Tuesday	14.29%	4
Wednesday	28.57%	8
Thursday	39.29%	11
Friday	39.29%	11
Saturday	75.00%	21
Sunday	46.43%	13

Total Respondents: 28

Q3

The best time of day for a farmers' market would be (check all that apply):

Answered: 28 Skipped: 0



Answer Choices	Responses	Count
Morning (9:00 a.m. - 12:00 noon)	64.29%	18

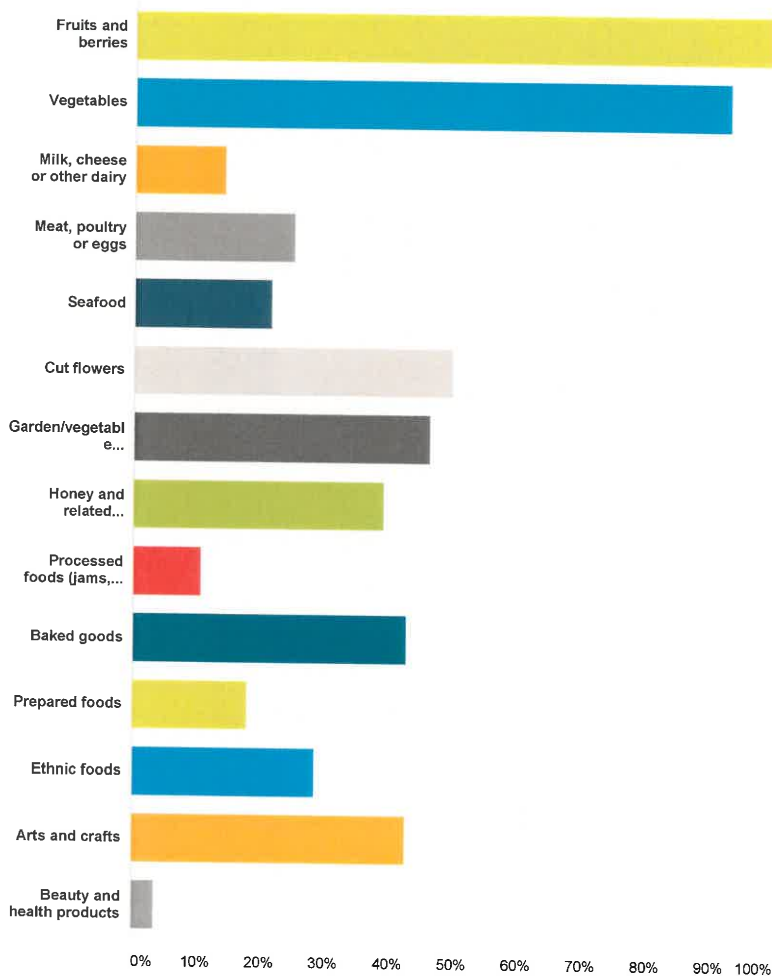
Total Respondents: 28

Answer Choices	Responses	
Mid-day (11:00 a.m. – 2:00 p.m.)	28.57%	8
Afternoon (1:00 p.m. – 4:00 p.m.)	25.00%	7
Early Evening (4:00-7:00)	28.57%	8
Evening (6:00 p.m. – 9:00 p.m.)	14.29%	4
No preference	7.14%	2
Total Respondents: 28		

Q4

**What FOUR types of products would you MOST like to see offered at a farmers' market?**

Answered: 28 Skipped: 0



Answer Choices	Responses	
Fruits and berries	100.00%	28
Vegetables	92.86%	26
Milk, cheese or other dairy	14.29%	4
Meat, poultry or eggs	25.00%	7
Total Respondents: 28		

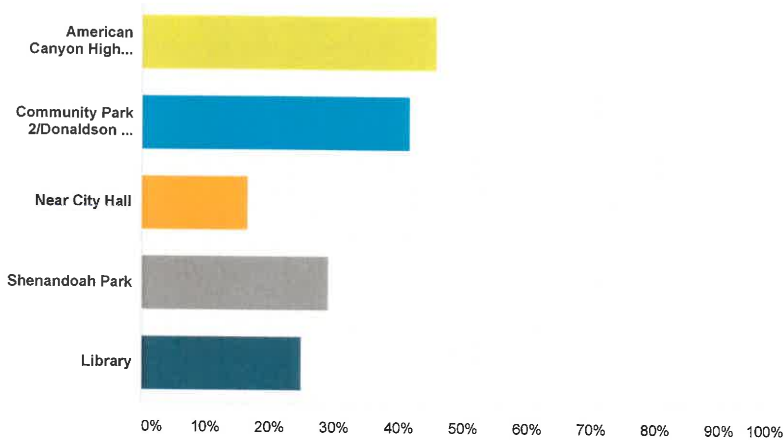
Comments (1)

Answer Choices	Responses	
Seafood	21.43%	6
Cut flowers	50.00%	14
Garden/vegetable transplants/seeds	46.43%	13
Honey and related products	39.29%	11
Processed foods (jams, etc.)	10.71%	3
Baked goods	42.86%	12
Prepared foods	17.86%	5
Ethnic foods	28.57%	8
Arts and crafts	42.86%	12
Beauty and health products	3.57%	1
Total Respondents: 28		
Comments (1)		

Q5

**What do you think would be the best location for the farmers' market in American Canyon?**

Answered: 24 Skipped: 4

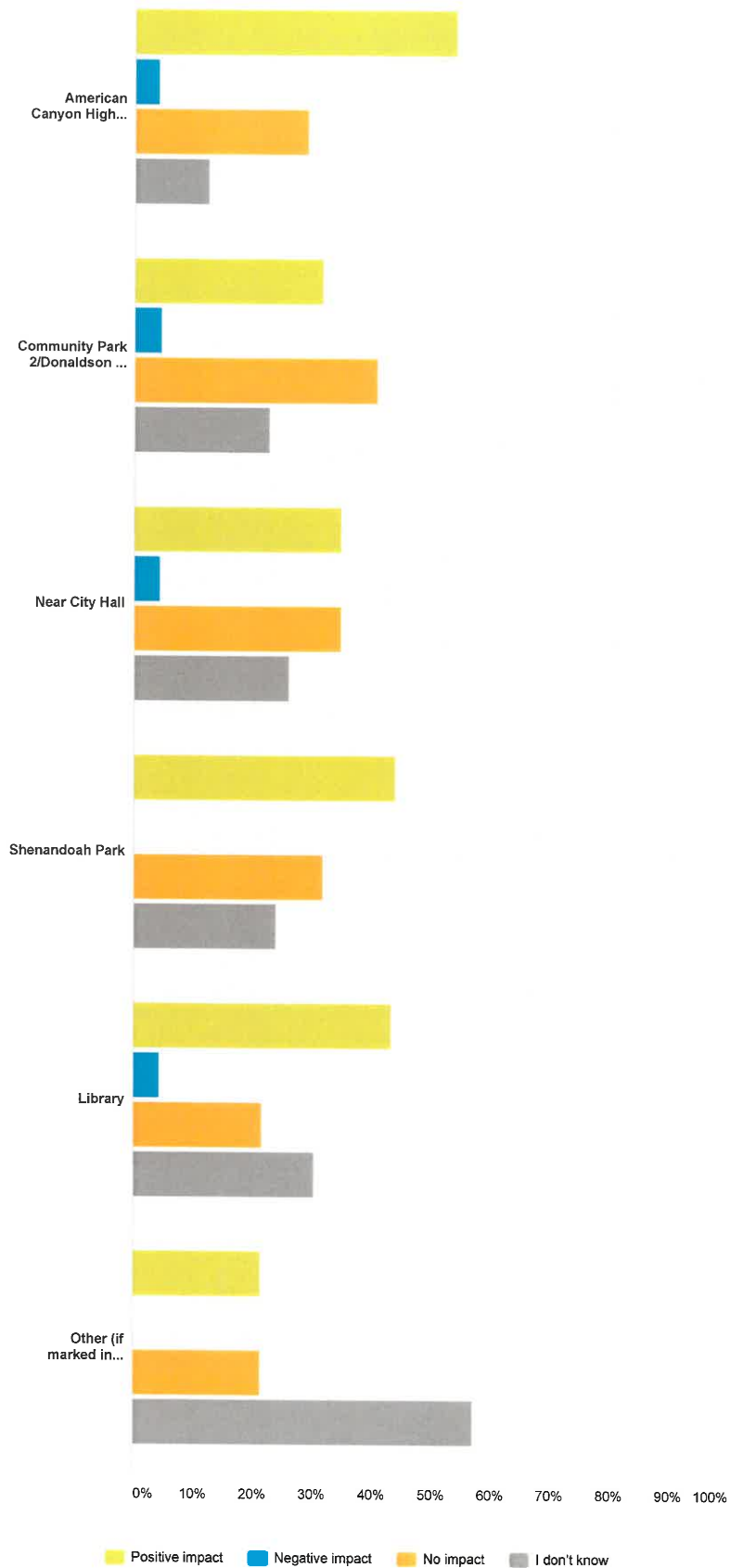


Answer Choices	Responses	
American Canyon High School	45.83%	11
Community Park 2/Donaldson Way Elementary School	41.67%	10
Near City Hall	16.67%	4
Shenandoah Park	29.17%	7
Library	25.00%	6
Total Respondents: 24		
Comments (6)		

Q6

**What impact would you expect a farmers' market would have on your business if it were held in the following locations?**

Answered: 28 Skipped: 0



	Positive impact	Negative impact	No impact	I don't know	Total
American Canyon High School	54.17% 13	4.17% 1	29.17% 7	12.50% 3	24
Community Park 2/Donaldson Way Elementary School	31.82% 7	4.55% 1	40.91% 9	22.73% 5	22
Near City Hall	34.78% 8	4.35% 1	34.78% 8	26.09% 6	23
Shenandoah Park	44.00% 11	0.00% 0	32.00% 8	24.00% 6	25
Library	43.48% 10	4.35% 1	21.74% 5	30.43% 7	23
Other (if marked in previous question)	21.43% 3	0.00% 0	21.43% 3	57.14% 8	14

Q7

**Please list other ways you are concerned your business might be affected by a farmers' market. Impacts could relate to parking availability, foot traffic and exposure, ambiance, diversity of clientele, etc.**

Answered: 7 Skipped: 21

I don't have a business  
5/3/2015 6:42 AM

N/A  
4/22/2015 4:46 PM

Traffic Congestion and unwelcome Strangers in our community...  
4/19/2015 12:49 AM

I perceive no negative impacts from a Farmer's Market. Positive impacts include community branding and increased economic activity.  
4/16/2015 12:49 PM

foot traffic  
4/15/2015 1:00 AM

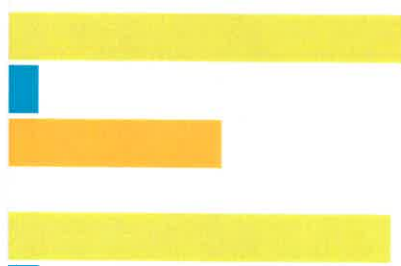
great idea  
4/14/2015 5:41 PM

I think that you should definitely have food trucks too.  
4/14/2015 4:00 PM

Q8

**Do you think your business would be impacted by a farmers' market in American Canyon offering the following goods and services?**

Answered: 21 Skipped: 7





	My business would be positively affected	My business would be negatively affected	I don't know	Total
Ready-to-eat prepared foods and drinks	61.90% 13	4.76% 1	33.33% 7	21
Prepared foods and drinks to take home	60.00% 12	5.00% 1	35.00% 7	20
Live music or entertainment	66.67% 14	4.76% 1	28.57% 6	21
Youth education activities	70.00% 14	5.00% 1	25.00% 5	20
Health services or programs	66.67% 12	5.56% 1	27.78% 5	18
Cooking demos and workshops	65.00% 13	5.00% 1	30.00% 6	20
Art or cultural projects	65.00% 13	5.00% 1	30.00% 6	20
Gardening demos and workshops	65.00% 13	5.00% 1	30.00% 6	20
Sustainable living workshops	63.16% 12	5.26% 1	31.58% 6	19
Food and beverage tasting events	65.00% 13	5.00% 1	30.00% 6	20

Comments (2)

Q9

**Would the following types of collaboration between a farmers' market, the business community, and the city positively impact your business?**

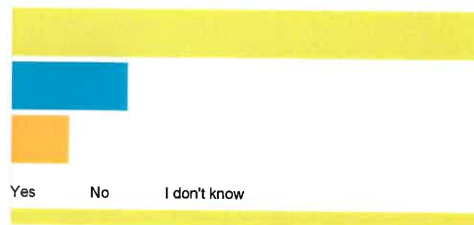
Answered: 24 Skipped: 4

Joint/cross marketing an...

Opportunity for business...

A year-round farmers market





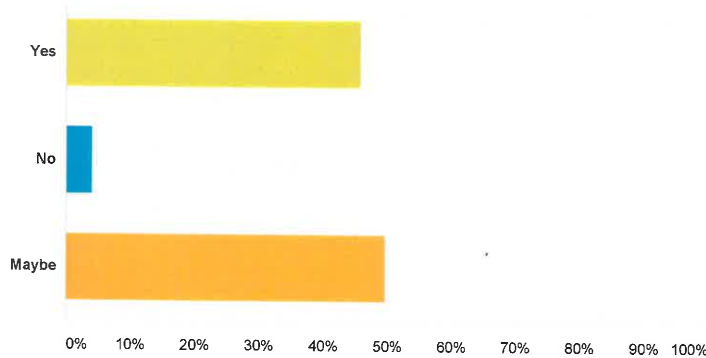
	Yes	No	I don't know	Total
Joint/cross marketing and promotion	72.73% 16	18.18% 4	9.09% 2	22
Opportunity for businesses to sell products at farmers markets	73.91% 17	17.39% 4	8.70% 2	23
A year-round farmers market	75.00% 18	12.50% 3	12.50% 3	24
Special events that draw more people to the area	81.82% 18	9.09% 2	9.09% 2	22

Comments (1)

Q10

**Would your business purchase products from the farmers' market?**

Answered: 24 Skipped: 4



Answer Choices	Responses	
Yes	45.83%	11
No	4.17%	1
Maybe	50.00%	12
Total		24

Q11

**Do you have any other comments or suggestions regarding a possible farmers' market, including how it relates to your business?**

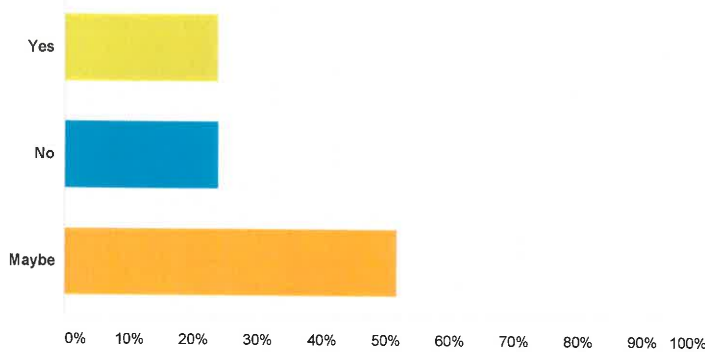
Answered: 7 Skipped: 21

- I don't have a business  
5/3/2015 6:42 AM
- Local musicians playing during the farmers market would be delightful.  
4/21/2015 12:30 PM
- We are an apartment complex so having the farmers market as close to our property as possible would effect it the most  
4/21/2015 9:26 AM
- We are the Chamber of Commerce and the Welcome Center for American Canyon. A Farmer's Market would positively impact much of what we do in myriad ways.  
4/16/2015 12:49 PM
- Electricity, bathroom/washroom, seating/rest areas,  
4/14/2015 10:41 PM
- Yes- it would improve if we could sell at the farmers market!  
4/14/2015 4:00 PM
- A good thing would be to make the booth fees affordable

Q12

### Would you like to be involved in the planning process for a new farmers market?

Answered: 25 Skipped: 3



Answer Choices	Responses	
Yes	24.00%	6
No	24.00%	6
Maybe	52.00%	13
Total		25

Q13

### What is your business type?

Answered: 13 Skipped: 15

- Food retail
- Other retail
- Restaurant



Answer Choices	Responses
Food retail	7.69% 1
Other retail	61.54% 8
Restaurant	7.69% 1
Service	38.46% 5

Total Respondents: 13

Comments (12)

Q14

### Business information:

Answered: 19 Skipped: 9

Answer Choices	Responses
Your name	100.00% 19
Business name	78.95% 15
Email address	73.68% 14
Telephone	84.21% 16

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