PENNSTATE

College of Agricultural Sciences
Cooperative Extension

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	☐	_____
Permanent structure at roadside	☐	_____
Self-service, or honor unit, at roadside	☐	_____
Temporary structure at a Farmers' Market	☐	_____
Permanent structure at a Farmers' Market	☐	_____
C.S.A. with on-farm pick-up	☐	_____
C.S.A. with off-farm pick-up	☐	_____
Other	☐	_____

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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All replies are treated with the strictest confidence.