



**The Maine Highlands Farm Products
Promotion Group**
2003 SARE Final Report

1. Project Title: Feasibility of a Farmer Marketing Group in Piscataquis County

Grass Roots Grant Number: FNE03-495

\$7,740

Project Co-Leaders: The Maine Highlands Farm Products Promotion Group: Lorraine Stutzman (Primary Contact), Wallace Sinclair & Linda Clewley
Address: 165 East Main St., Dover-Foxcroft, ME 04426
Telephone: 207-564-8596
E-mail address: doughtyhill@prexar.com

2. Project Goals:

A local farm marketing organization would enhance Maine Highland's area (Piscataquis & Penobscot Counties), farmers' ability to market their products both retail and wholesale. A marketing organization would be able to develop long term marketing strategies to improve the value and volume of farm products marketed. This would enhance farm sustainability in an economically depressed area.

Currently some Maine Highland's Farmers must travel over an hour to participate in Farmers Markets in concentrated population areas.

3. Updated Information:

The farmer leaders and farmer collaborators for this project represent a cross section of vegetable, fruit and livestock farmers in the Maine Highlands region (Piscataquis & Penobscot Counties).

Stutzman's have been full time farmers for over 25 years. They raise a mixture of vegetables and strawberries that are marketed through a seasonal farm stand located at their farm. They also have developed year round wholesale markets for produce that they store on their farm. They own almost 40 acres of cropland with irrigation available on all cropland.

Sinclair has been a part-time sheep farmer for over 15 years. He raises meat and wool breeds of sheep and markets wool through a state wholesale market and International wool market. Meat is marketed through direct sales to consumers by the whole animal, carcass, cuts of meat, or value added meat products. He also wholesales to institutional market (prison) He owns 22 acres of pasture / 100 acres hay land.

Clewley operates a small family farm with ADGA registered Alpine, Oberhasli, Saanen and Recorded Grade dairy goats. She also offers Farm Tour Adventure Programs for

children & adults by reservation. Products sold include goats, goat milk, soap, eggs, chickens, turkeys & pigs.

4. Cooperators and roles:

Lorraine Stutzman of Sangerville, vegetable and fruit farmer and farmstand operator
President

Steve Tudor of Dover-Foxcroft, fruit farmer, participant farmer in Food
Cupboard Project and our Vice President

Linda Clewley of Garland, livestock farmer, Treasurer and co-coordinator of Food
Cupboard Project, participant farmer in Food Cupboard Project

Wallace Sinclair of Brownville, livestock farmer, Secretary and coordinator of
Cupboard Project and leader of Farmers Map Development

Bob Petersen, Sebec; livestock farmer, At Large Director

Richard & Marilyn Wyman, Milo; livestock & vegetable farmers
At Large Director and participant farmer in Food Cupboard Project

Frank & Anita Thomas, Corinth Vegetable Farmer, participant farmer in Food
Cupboard Project

Steve Hobart, Blanchard, Livestock Farmer and participant farmer in Food Cupboard
Project

Jason Kafka vegetable farmer (wholesale and retail) of Parkman, and participant farmer
in Food Cupboard Project

Felix Blinn, Brownville, livestock farmer, and group financial oversight

Mark Scarano, of Dover-Foxcroft, Executive Director Business and planning assistance
Piscataquis County Economic Development Council (PCEDC)

4. What was done:

A. Conduct an agriculture products market analysis

- Consumer survey - Donna Lamb, Extension Educator, Hsaing Ty Cheng, University of Maine Department of Economic and Policy Development - led survey of 2,000 residents in Piscataquis and Penobscot Counties through a respondent mail survey. Consumers were asked about dollars spent and spending patterns on fruits, vegetables and meat purchased directly from farmers, distances they travel to purchase directly from farmers, products they currently buy, how they learn about direct farm markets, etc. (See appendix for consumer survey information.)

- Farmer survey - Linda and Elizabeth Clewley did a phone survey of known farmers in the two county area asking them about their interest in participating in a farm products marketing group and getting general comments about their operation. (See appendix for farmer phone survey information.)

B. Assess/ Develop an Agriculture Products Marketing Group

1. The Maine Highlands Farm Products Promotion Group was established in March 2003 and is a tax-exempt non-profit organization. Meeting minutes and announcements of upcoming meetings are surface mailed or emailed to over 150 folks. Newspaper articles about the Maine Farm Products Promotion Group have been carried in the local and regional newspapers. (Bangor Daily, Piscataquis Observer, Dexter Gazette, Moosehead Messenger)
2. Twenty-six farmers who produce fruits, vegetables, livestock products and forestry products joined the group.
3. Monthly meetings were held with speakers and or discussion on the following topics
 - a) Renee Speh, Piscataquis Public Health Council (PPHC) Piscataquis Public Health Grant helped the group provide \$2,000 of farm products to food cupboards:
 - b) Dr. Russell Hazen, UM Food Science Dept. discussed his recent Maine Food Survey findings, presented ideas for future value added grants and a refresher about good production standards for summer processed foods.
 - c) Donna Lamb, Extension Educator shared information and application materials from the Woman Infant and Children (WIC) Farmers' Market Nutrition Program and Food Stamps programs.
 - d) Gabe McPhail, Coastal Enterprises Inc. Maine Farms Project: Image Building Concepts talked about the Farm's Business Image
 - e) David Ledew with the Division of Property Tax, Maine Revenue Services Department spoke about Property Tax Alternatives for Farmers
 - f) Dale Binan and Jeff MacDonald, Allen /Freeman / McDonnell Agency talked about farm property and liability insurance for individual farms and for farm organizations.

C. Enhance Current Farm Marketing Efforts

- a) Develop annual fund raising brochure with map of local farm stands and eco-tourism destinations
 - Test Farmers Market at the Stutzman's Farm. After numerous newspaper articles, newsletter mentions and minutes of meetings no other farmers were willing or able to set up a stand at the Stutzman's Farm. Reasons included, farmers are currently unable to staff a stand in addition to their current on-farm stand or tail gate market due to increased labor costs. This year the

production of the member farms was able to be marketed on their home farm or established tailgate market.

- Food cupboard Project. As a result of the MHFPPG efforts the PPHC \$2,000 grant from the Healthy Maine Partnership paid farmers retail price for extra produce and meat during the summer and early fall. All dollars used to purchase food for cupboards from group members and no deductions were taken for administration of this program or transport as individual farmers centralized and delivered produce at no extra charge. As a result of such contacts made through this grant, these same food cupboards additionally purchased \$500 to \$1,000 worth of farm products wholesale from our new organization member farmers.
- Heritage Festival Booth. Nine members offered a variety of fresh, and value added farm products to festival attendees. While sales were not large it was a public opportunity to highlight products from the Maine Highlands Farmers.

6. Results, accomplishments and unexpected results

- Information gathered from contacted farmers in our phone survey was used to form a marketing organization that would provide marketing options for regional farmers.
- Twenty-six farmers joined the marketing organization.
- A map and directory of participating farms was created and distributed to area chambers of commerce.
- The PPHC grant to pay for \$2,000 worth of fresh fruit, vegetable and meats for area food cupboards resulted in an additional \$1,500 worth of farm products purchases or \$3,500 additional business.
- Three farm group members were later selected to participate in the Maine Farms for the Future program phase 1 which will provide business plan development assistance (maximum total value \$15,000). These farms will be eligible for an additional \$75,000 in cost share for the phase 2 of this program. A speaker brought news of this state program to the group's attention and these members responded.
- As a result of participating in monthly meetings and learning about new programs:
 - one farm is now accepting WIC coupons
 - one farm just started with the Senior Farm Share Program for the first time in 2003
 - one farm received a grant to provide nutrition education programs at the farm during the summer.
- Also several direct marketing farmers started carrying farm products from other member farmers. Farm stands are now able to offer one or more of the following that they do not produce: organic vegetables, sheepskins, blueberries, and apples.
- Several farms are participating in the state's *Get Real Get Maine* Campaign by purchasing stickers for wholesale food sales at one farm, farm listing in the Maine Department of Agriculture Web site and print materials.

- The group has become a clearinghouse for information on property tax on farm land and farm buildings.
- Farmers have participated in standard USDA farm programs as a result of membership with the Maine Highlands Farm Products Promotion Group speakers, and clearing house materials, provided at meetings.

7. Site Conditions that may have affected results:

Due to other commitments, Linda Clewley replaced Felix Blinn as a co-leader in this project.

Since consultant costs were less than expected with the donation of time from Dr. Hsiang Tai Cheng, a follow-up farmers eco-tourist map will be developed for 2004 with a portion of the second half of the grant funding and additional advertising recruitment to establish an annual fundraising brochure. Also, a detailed publication of our consumer survey results will be printed for farmers and researchers with a portion of the balance of the present grant funding.

8. Economic Findings:

See section 6. Results, accomplishments and unexpected results

9. Generation of new ideas

A variety of new ideas have been discussed at the monthly meetings. Currently there is a discussion about the feasibility of a transported mobile farmers market that would load up with farm products (fresh, value added and frozen) to take outside the Maine Highlands area to higher population and coastal centers for retail or wholesale marketing.

Farmers are now more aware of the desperate need of families in the area who are utilizing food cupboards. In an effort to assist our neighbors while assisting local farms the Maine Highlands Farm Products Promotion Group is presently developing additional multiple grant requests to expand the amount of food that can be purchased for food cupboards. We are also re-examining planting needs and livestock retention with equitable arrangement for meeting such local economically depressed and documented nutritional needs.

10. Why plan to continue practice?

Farmers have found meeting regularly has enhanced their marketing efforts and has improved farm incomes. Such meetings provide an important opportunity to learn about farm issues by inviting in speakers to talk about current topics of interest. Also, there is a fresh need to assist the less fortunate folks in the area that utilize local food cupboards. This represents almost ten percent of the population of Piscataquis County alone who depend upon such cupboards from our data gained this summer conducting our Food Cupboard grant. While some of our produce was delivered to one Penobscot County Cupboard in 2003, an actual percentage for need there hasn't been determined yet and would be an effort for our group to consider in our 2004 grant planning.

11. Outreach program

- Established regular meeting schedule (every fourth Wednesday at 7 pm) for all interested farmers in the Maine Highlands area. (See appendix for meeting minutes.)
- Publicize results of meetings through press releases to local papers and direct mail or email to interested individuals. (See appendix for press releases.)
- Inviting other farmers to participate in the organization through press releases to local papers, phone survey and direct mail or email to interested individuals. (See appendix for membership brochure.)
- Heritage Festival Booth. Nine members offered a variety of fresh, and value added farm products to festival attendees. While sales were not large it was an opportunity to highlight products from the Maine Highlands Farmers.
- Working with the Soil and Water Conservation Districts in Piscataquis, Penobscot and Kennebec Counties the group has created and printed 2,000 copies of a farm map and directory in full color for 2003. They are now distributed to consumers through chambers of commerce, libraries, SWCD, Extension Offices, Town Offices, and by participating farmers and will be available at the 2004 State Agriculture Trade Show. (See appendix for map.)

12. Name and date.

Lorraine Stutzman

November 24, 2003

By-Laws

Article 1: The name of the organization shall be

The Maine Highlands Farm Products Promotion Group

Products and services of the organization's members will be marketed under the name of

The Maine Highlands Farm Products

Article 2: Purpose of this organization will be to:

- Promote locally produced agriculture products
- Identify and locate farmers in The Maine Highlands area (Piscataquis, Penobscot Counties and surrounding areas)
- Identify and develop new direct and indirect (wholesale) markets
- Develop feasible cooperative marketing plans to provide local farm products to the residents of this area. Enhance the ability of local farms to market their fresh and value added products and improve the profitability of their farm.
- Provide educational opportunities for area farmers to learn more about marketing agricultural products and value-added products.
- Work with commodity associations including the Maine Highlands and local craft associations to promote the area.
- This will be a not for profit corporation.

Article 3: Goal of this organization, in the Maine Highlands area, will be to work together to promote and market agricultural related products to consumers and improve the profitability of their farm.

Article 4: Membership:

- **Voting Member**– People who are actively raising or producing and marketing agricultural related products or other Maine made products, who have paid annual dues as determined by the Board of Directors.
- **Associate Members** – Those interested in locally produced and marketed agriculture products, who have paid annual dues as determined by the Board of Directors. (Non-voting)
- **Youth Members** – Any youth eighteen years or younger interested in farming and marketing agricultural products. No dues will be assessed for youth members. (Non-voting)
- No non-voting member of the organization may utilize the organization name and or logo for advertising purposes.

Article 5: A slate of officers shall be elected for two years. Any Voting Member in good standing is eligible for nomination and election. Annual dues must be paid annually in order to remain in good standing. The President will appoint a nominating committee to present a slate of officers to the general membership who will elect the officers.

Article 6: Officers shall include a President, Vice President, Secretary, Treasurer and Publicity Chair. These officers and at least two (2) and no more than six (6) at large voting members shall be the Board of Directors. The Board of Directors will have the authority to appoint a member to fulfill the duties of a vacated position. The board of directors will appoint a "Clerk of the Corporation".

Article 7: The President shall exercise general supervision over the affairs of the organization, preside at all regular and special meetings, is a member of all committees, ensures that the vote of the organization is fulfilled and appoints the chairperson of all committees. The president shall appoint committees as needed and approved by the Board of Directors.

Article 8: The Vice President shall perform the duties of the President in the absence of the President, and be a member of all committees, and shall approve bills for payment, and submit a list of outstanding bills to the secretary to be included in the monthly report.

Article 9: Duties of the Secretary shall be to keep an accurate record of the proceedings of the organization; keep a record of all motions made and seconded and the vote thereof; conduct all the correspondence for the organization; and submit a written report of activities at each meeting and maintain a list of voting, non-voting and youth members.

Article 10: The duties of the treasurer shall be to keep an accurate accounting of all money received and disbursed. A receipt shall be issued for money received. The treasurer shall pay all bills approved by the Vice President or the President in the absence of the Vice President.

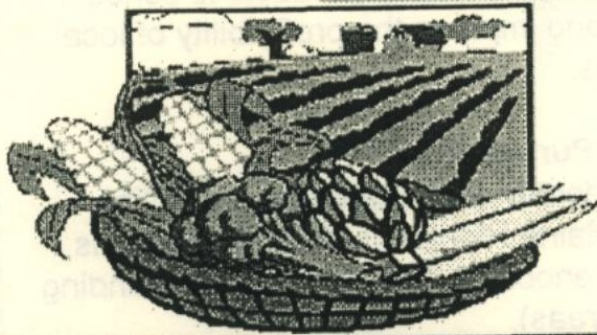
Article 11: The Publicity Chair shall lead a committee to plan, develop and maintain a current map of farms producing agricultural products and services to be distributed to area businesses. The Publicity Chair will also lead the group's publicity for marketing member's agriculture products.

Article 12: Quorum of at least six (6) voting members in good standing must be present to conduct business at meetings. An annual meeting and regular meetings will be called by the executive committee. A minimum of four meetings will be held each year.

Article 13: The by-laws may be amended by a two-thirds (2/3) vote of members present at the next meeting after proposed changes have been presented. Members must be notified in writing at least one month prior to a vote to adopt by-laws amendments.

Article 14: Rules of Order: All proceedings of this organization shall be conducted pursuant to Robert's Rules of Order, except as here in otherwise provided.

Approved March 24, 2003



**The Maine Highlands
Farm Products
Promotion Group**

*Enhancing
local farm
marketing
efforts*

165 East Main St.
Dover-Foxcroft,
ME 04426

The Maine Highlands Farm Products Promotion Group

Our Goal:

To work together to promote and market agricultural related products to consumers and improve the profitability of local farms.

Our Purpose:

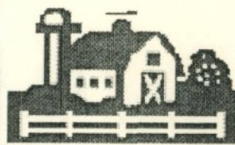
- Identify and locate farmers in The Maine Highlands area (Piscataquis, Penobscot Counties and surrounding areas).
- Identify and develop new direct and indirect (wholesale) markets
- Develop feasible cooperative marketing plans to provide local farm products to the residents of this area
- Enhance the ability of local farms to market their fresh and value added products
- Provide educational opportunities for area farmers to learn more about marketing agricultural products and value-added products

- Work with commodity associations including the Maine Highlands and local craft associations to promote the area.



Officers and a Board of Directors:

*Pres. Lorraine Stutzman, Sangerville 564-8596
V. P. Steve Tudor
Sec. Wally Sinclair, Brownville 965-8432
Publicity: Donna Lamb, Sebec
Treasurer: Linda Clewley, Garland 924-5506
At Large Directors: Bob Petersen, Sebec;
Richard Wyman, Milo;
and Alan Clemence, Charleston.*



A number of subcommittees have formed to work on the projects the group received funding for from the Sustainable Agriculture

Research and Education (SARE) Grant and other grants.

Subcommittees:

- Identify local farms and farm products
- Develop a map of area farms,
- Identifying new market opportunities
- Conduct a consumer survey
- Develop a logo and advertising plan
- Piscataquis Public Health Council Grant to make healthy foods available to area residents.

All farmers and interested individuals are invited to join our new organization and participate on any of our subcommittees.

We hope to hear from you soon!

Membership Application



- \$10 Membership
- \$25 both membership and include on map

Farm Name

Address

Phone

Owner's Name(s)

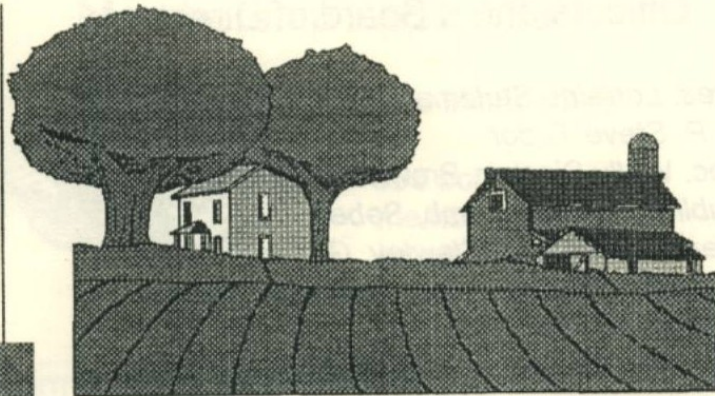
Hours of Operation

Products:

Description of Farm: (35 words or less):

Mail this completed application and check (made out to TMHFPPG) to:

The Maine Highlands Farm Products
Promotion Group
165 East Main St.
Dover-Foxcroft, ME 04428



Meetings:

Every Fourth Wednesday of the month
starting at 7pm.

Meeting place :

Usually at the
University of Maine Cooperative Extension
Piscataquis County Office
at 165 East Main St. in Dover-Foxcroft.

Email: milkssheep@prexar.com



The Maine Highlands Farm Products Promotion Group

A history

November 2002

It all started with an Agriculture Networking Meeting and Local Farm Marketing Meetings in November of 2002. The meeting was initially designed to inform farmers about the various agriculture agencies in the area, yielded a continued interest in joining together to formulate a marketing plan for local farms. The mailing list for folks receiving notes of the meetings is over 100 surface mail and over 50 through email. As a result of these meetings three grant applications were submitted and the group established a formal association at their meeting March 24th meeting.

December 2002

Sustainable Agriculture Research and Education (SARE) Grant Request

*\$7740 request with \$2200 in-kind funding
- successfully funded*

Although there are some farm stands, there are currently no established Farmers Markets in Piscataquis County. This grant project will help determine if it is feasible to establish a marketing organization in Piscataquis County for farmers from Piscataquis, Penobscot and Somerset Counties (Penquis Region). Also, this grant will determine the best organizational system and type of marketing method(s), such as a farmers market, selling to institutions (schools, hospitals, etc), suited to the mix of participating farmers. We want to enhance and expand the current marketing methods of farmers in the region without impinging on their current

markets. Market promotion materials will include a localized map with participating farms identified and website with map that easily locates participating local farms.

March 2003

A group of twenty local farmers raising vegetables, fruits and livestock products met to formally organize **The Maine Highlands Farm Products Promotion Group**. Products and services of the organization's members will be marketed under the name of **The Maine Highlands Farm Products**.

The goal of this organization, in The Maine Highlands area, will be to work together to promote and market agricultural related products to consumers and improve the profitability of their farms. The Purpose of this organization will be to: Promote locally produced agriculture products, identify and locate farmers in The Maine Highlands area (Piscataquis, Penobscot Counties and surrounding areas).

They also plan to identify and develop new direct and indirect (wholesale) markets, and develop feasible cooperative marketing plans to provide local farm products to the residents of this area. Enhance the ability of local farms to market their fresh and value added products and improve the profitability of their farm.

The group will also provide educational opportunities for area farmers to learn more about marketing agricultural products and value-added products and

work with commodity associations including the Maine Highlands and local craft associations to promote the area.

Officers and a Board of Directors for the group include President – Lorraine Stutzman, Sangerville; Vice President- Steve Tudor, Dover-Foxcroft; Secretary – Wally Sinclair, Brownville; Publicity- Donna Lamb, Sebec; Treasurer- Linda Clewley, Garland; At Large Directors – Bob Petersen, Sebec; Richard Wyman, Milo; and Alan Clemence, Charleston.

A number of subcommittees have formed to start working on the projects the group received funding for from the Sustainable Agriculture Research and Education (SARE) Grant. They will be working on identifying local farms and farm products, development of a map of area farms, identifying new market opportunities, consumer survey, logo and advertising. They will also be working on a Piscataquis Public Health Council Grant to make healthy foods available to area residents.

October, 2003

The Maine Highlands Farm Products Promotion Group now have twenty-five paid members and another hundred-fifty receive notification of their meetings. As a group they received a \$2,000 grant from the Maine Healthy Communities to provide fresh fruit, vegetables and meat to the food cupboards in the area. This has been an opportunity for farmers to learn to work together to schedule deliveries of products to the cupboards.

They have sent eggs, beans, cucumbers, tomatoes, potatoes, greens, venison, sweet corn, squash, apples, strawberries and blueberries. They folks that use the

food cupboards have been able to use the fresh products to prepare more healthy meals for themselves and their families.

The educational programs at the meetings are open to all interested farmers and have included:

- Talk on accepting food stamps, senior farm share and WIC program
- Talk from food safety researcher on campus
- Farm logo development with Image Concepts and Farms for the Future
- Property tax alternatives for farmers learning about open space, farm use and forest use property tax designations
- Senior Farm Share, Piscataquis Public Health Council grants
- Get Maine Get Real Campaign
- Farm Service Agency programs

The MHFPPG is developing a map locating member farms and the products they sell. The first printing will be this fall with 2,000 copies of a full color two-sided map. Next year they plan to print a 2004 version. In the process of putting together the map, someone from the MHFPPG has called all known farmers in the two county area asking if they would like to join the organization. Many positive comments were given on the accessibility and valuable assistance received from the Piscataquis County Extension Office.

I have been involved with the consumer survey that is being mailed to 4,000 residents selected at random from Piscataquis and Penobscot Counties. The survey will help determine consumer preferences for locally produced agriculture products and how farmers market more effectively to local consumers. Dr. Hsiang Tai Cheng with the Department of Resource Economics and Policy Development has been assisting with this project. His office will

be evaluating the returned surveys and assisting in writing a report of our findings.

The consumer survey was mailed to 2,000 rural homes and 2,000 urban homes to help farmers learn how to better serve these populations.

- Preliminary results of the rural residents have found that 72% of consumers purchase apples from direct farm markets and 67.5% purchase sweet corn from these markets.
- Also 56% of rural residents report that they process food products in bulk for the winter including 42.5% process berries, 36.5% process tomatoes and 21% process squash.
- On the average consumers travel 11.7 miles to direct farm markets, while some will travel up to 50 miles to go to a farmers market.
- About 10% of the consumers noticed either poor flavor in their vegetables, bruised fruit or tough vegetables from direct farm markets. Limited hours of farmer's markets disappointed consumers. But the number one disappointment with farm stands were high prices.
- Almost half of consumers spend less than \$10 at each farm stand visit. These consumers reported that they purchase vegetables 80% of the time and fruits 65% of the time. A quarter of the consumers spend between \$10 and \$20 at a pick your own farm and almost half the time they are purchasing fruits.

Members of the group coordinated a Maine Highlands Farm Products Booth at the recent Heritage Festival at the local fair grounds. Nine members provided products to decorate and sell at the booth

as well as staffing the booth. Products included pumpkins, apples, maple syrup, vegetables, soap, sheep skins, jams, jellies, antlers, and baked goods.



While the weather for the first day was questionable and the crowd was small the second day was canceled due to the downpour of rain. But the members learned that it was possible to join together to offer event participants a cross section of products from local farmers.

The group continues to meet regularly on the fourth Wednesday of the month. The latest meeting featured a talk from the Maine Revenue Service Department, Division of Property Tax on property tax alternatives for farmers learning about open space, farm use and forest use property tax designations.

The Maine Highlands Farm Products Promotion Group will continue to meet to complete their SARE grant report for their 2003 funding and to plan for future grant requests as supported by the consumer survey results and the member's needs.

Farmer Survey

Although our group relied heavily on written publicity in local newspapers, we felt it was important to try and contact area farmers personally to explain about our goals and extend an invitation to attend one of our educational and business meetings. We first tried to discover the number of farmers in our area. We were able to obtain lists of known farmers from both the Penobscot and Piscataquis County Soil and Water Conservation Districts as well as from the Maine Department of Agriculture, Division of Market and Production Development. Our core group of members also supplied names of known farmers who might not be listed in the various state programs. Casual observation of people that had farm stands or animals in our area was also used to try and compile a complete list.

Next, a college student was recruited to verify phone numbers, eliminate duplication of names among the lists, and come up with a sample dialogue for phone contact. Over 100 phone contacts were attempted. If no one answered the phone a brief message was left on the answering machine with a follow up phone number for further information. At least 2 calls were attempted to non-answering numbers. Follow up to individual phone calls was in the form of emails regarding meeting dates or direct mailing of group information.

Not all farmers in the Highlands area were reached by phone. An effort was made to divide the number of attempted contacts between the two county areas. Most of the contacts were positive regarding the group's efforts and the majority of contacts requested further information. The most common concern was the longevity of our group since we just started in March of 2003.

Linda Clewley

Preliminary Results 2003 Consumer Mail Survey

These are some quick summary statistics from the 200 completed surveys (175 rural, 25 urban) we have received and entered into the database. Since there are so few completed urban surveys at this time, the preliminary results below are based on the 200 observations.

1. Usually make a shopping list before going shopping: (Question 1)

Yes:	78.5%
No:	22%
No response:	4.5%

2. **Process food products at home**

- 112 respondents (56%) reported that they process food products in bulk for the winter. (Question 4)
- Fruits and Vegetables typically process: (in number of respondents reported and in % of the total 200 respondents) (Question 5)
 Berries 85 (42.5%), Tomatoes 73(36.5%), Squash 42 (21%), Apples 39 (19.5%),
 Cucumbers 39 (19.5%)

3. **Farmers' market**

- The top five products most likely to purchase from farmers (Question 2):
 Apples (72% consumers selected)
 Sweet Corn (67.5% consumers selected)
 Berries (48.5% consumers selected)
 Squash & Pumpkin (44% consumers selected),
 Potatoes (42% consumers selected).
 Cucumbers (32%) and Tomatoes (31.5%) rank sixth and seventh.
- Distance from home to food markets when shop (Question 6):
 Farmer's market: 72 respondents (36%) reported. Average--11.7 miles.
 Maximum distance: farm stand 30 miles, Pick-your-own 45 miles, Tailgate market 50 miles, Farmer's market 50 miles, and Grocery 40 miles.
- Miles willing to travel for purchase from farm direct market (Question 7):
 Average--11.4 miles.
 Maximum—50 miles,

4. Problems with products:

- Problems noticed about farm direct products: (Question 8)

Top complains	Percent of respondents:
Poor Flavor of Vegetable:	11%
Bruised Fruit:	9.5%
Tough Vegetable	9.5%
- Most identified reasons why respondents were disappointed with the markets: (Question 9)
 Farm stand and Grocery: "high price"

Tailgate market and Home delivery: “don’t know of any of this kind of market in their area”

Farmer’s market: “limited hours”

Pick-your-own: “raise my own garden produce”.

Overall, “High prices” is the most often identified reason, the second is “Raise my own garden produce” and third is “Don’t know of any in my area”.

5. Average numbers of outlets the respondents know in their areas that are near enough to get to easily: (Question 10)
farm stand, 1.73; Pick-your-own, 1.14; Tailgate market, 0.53, Home Delivery, 0.05; Farmer’s market, 0.71, and Grocery, 2.03.
6. Typical amount spent at each visit to various markets: (Question 11)
 - Farm stand: less than \$10: 48% of respondents; \$10-19.99: 31.5%; Over \$20: 3%.
 - Pick-your-own market: less than \$10: 14.5%; \$10-19.99: 26.5%; over \$20: 8.5%.
 - Farmer’s market: 18% consumers spent less than \$10, 13.5% spent \$10-19.99; 6% spent over \$20 at each visit.
 - Only 7.5% of respondents reported spending on the tailgate market and 4.5% on Home Delivery.
7. Type of products most likely to purchase at each market outlet: (Question 12).
 - In Farmer’s market, the most likely to purchase products are vegetables (30.5%), fruits (20.5%), organic produce (14.5%), eggs (12.5%), Jams and Jellies (9.5%), and flowers (9.5%).
 - Farm stand: vegetables (80%), fruits (65%), and eggs (25%).
 - Pick-your-own market: fruits (46%), vegetables (14%), organic produce (4%), and flowers (3%).
 - Tailgate market: vegetables (18%), fruits (13%), flower (6%), for organic produce (5%).
 - Home delivery: frozen meat (3.5%), only about 2% of the responds reported most likely to purchases from home delivery.
 - Grocery: fresh meat (70.5%), cheese (69%), butter (69%), vegetables (64.5%), fruits (63.5%), eggs (59%), and frozen meat (52.5%).

Most likely outlets for farm products:

- Fruits: the grocery stores (63.5% of the respondents);
- Vegetables--Farm stand (80%);
- Precut vegetables—grocery store (28.5%);
- Precut fruit--grocery store (29%);
- Jams and Jellies--grocery store (44%);
- Pickles--grocery (43.5%)
- Organic produce--Farm stand (18% consumers) grocery (15.5%) and Farmer’s market (14.5%);
- Greenhouse produce--farm stand (14% consumers), grocery (12%) and Farmer’s market (5%);

- Flowers-- farm stand (23% consumers), grocery (11.5%) and Farmer's market (8.5%);
- Shrubs-- farm stand (6% consumers), and Farmer's market (2.5%);
- For Fresh meat, consumers will most possibly chose to purchase at grocery (70.5%);
- Frozen meat--grocery (52.5%);
- Processed Meats--grocery (49%);
- Cheese--grocery (69%);
- Butter--grocery (69%)
- Eggs--grocery (59%);
- Wool Products--grocery (3%) and Farmer's market (3%);
- Crafts--Farmer's market (6%);
- Homemade Foods--Farm stand (17%) and Farmer's market (12%).

LiLi Dang, Graduate Student, University of Maine, Department of Economics and Policy Development, Orono, ME, November 2003