

# **ORGANIC GROWER SURVEY**

**LETTER TO GROWERS**

**COPY OF SURVEY**

**SURVEY RESULTS**



Robert and Judy Sheehan  
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November 10, 1997

(802) 933-2866

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Dear Organic Grower

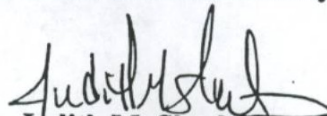
I am completing my work on a SARE grant. I am requesting your help by completing this attached survey, and mailing it back to me. I have enclosed an addressed envelope for your convenience. Please note I will not know who is completing the survey, allowing your effort to be completely confidential.

I am sending this survey to all NOFA-VT organic growers and producers. In addition, as part of my SARE grant outreach, all NOFA-VT organic growers and producers will receive a copy of the research results (a worthwhile return for your efforts!!)

I am the owner of a NOFA-VT certified organic, 208 acre farm located in Franklin, Vermont. I produce chicken, turkey and lamb, and plan to expand my operations with a variety of other organic products.

As I developed my business, I realized Vermont farms must rely on **individualized** efforts towards processing, marketing and distribution. Individual farm efforts are expensive, limited, and fail to fully reach the wide audience interested in organic vegetables, meat and poultry. The long term results of this problem are (1) Increased expense in the retail cost of organic vegetables, meat and poultry, (2) Vermont farms are currently unable to coordinate supply with demand, resulting with in-state retailers and restaurants relying on out-of-state producers for the majority of their organic vegetable, meat and poultry supply, and finally, (3) Vermont farms are not maximizing potential production, therefore, not creating additional jobs and income in Vermont.

With this in mind, please assist me with completing this survey. Your ideas, opinions and comments are extremely valuable to me in my research. Many thanks for offering your valuable time. Good luck with your preparations for the 1998 growing season, and may the sun, wind and rain work in harmony with your farm!

  
Judith M. Sheehan



Farming is a very fine thing, because you get such an unmistakable answer as to whether you are making a fool of yourself, or hitting the mark."  
 - GOETHE



Spring 1997

## ORGANIC PRODUCER/GROWER SURVEY



1. PLEASE LIST ALL ORGANIC PRODUCTS YOU PRODUCE ON YOUR FARM.

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2. PLEASE LIST THE DIFFERENT WAYS YOU MARKET YOUR ORGANIC PRODUCTS (e.g. Word of Mouth, Local Advertising, Flyers, etc.)

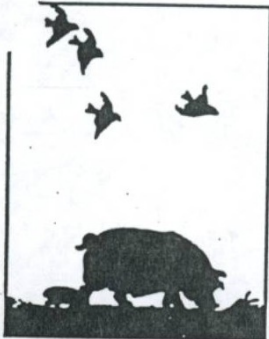
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3. PLEASE LIST THE DIFFERENT WAYS YOU SELL YOUR ORGANIC PRODUCTS (e.g. Retail, wholesale, farmer's market, restaurants, co-ops, etc.)

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4. PLEASE LIST THE DIFFERENT WAYS YOU PROCESS YOUR ORGANIC PRODUCTS (e.g. On farm, sent to processor, sold unprocessed etc.)

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Please use back of page for additional comments.

"I just want to live where I can stretch my arms without hitting someone else in the face." - Unk, National Geographic

**5. IN YOUR OPINION, ARE YOU GROWING AND/OR PRODUCING TO THE MAXIMUM FARM CAPABILITY (Could your farm produce more?)**

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**6. IF YES, WHAT STOPS YOU? (e.g. Demand > supply, capital investment, farm help availability, lack of market, processing, distribution effort?)**

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**7. DO YOU SELL YOUR PRODUCT UNDER YOUR OWN LABEL?**  
(Please do not confuse this with farm logo/identity. By label, I mean does it reach the customer with your label on the package?)

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**8. ARE YOU SATISFIED WITH YOUR PROCESSING, MARKETING AND DISTRIBUTION SYSTEM? (If not, what would you change? )**

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**9. IS YOUR FARM/BUSINESS A FULL TIME OPERATION? PART TIME? DO YOU (or co-owner) WORK ON AN "OFF-FARM" JOB?**

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**10. APPROXIMATELY WHAT IS YOUR GROSS PER WEEK? MONTH? SEASON?**

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Please use back of page for additional comments.

"One swallow, so we say, doesn't make a spring. But, a dozen of them-with a few robins thrown in for good measure-certainly do."  
- John Burroughs, American Nature Writer

**11. DO YOU PRODUCE ORGANICALLY-RAISED MEAT AND/OR POULTRY PRODUCTS. IF SO, WHAT DO YOU PRODUCE?**

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**12. DO YOU PRODUCE ORGANICALLY-RAISED MEAT AND/OR POULTRY BY-PRODUCTS? (e.g. Organically raised soup chickens from your organic egg production, or lamb/mutton from your organically raised sheep used for wool production?)**

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**13. HAVE YOU EVER PRODUCED ORGANICALLY-RAISED MEAT AND/OR POULTRY? IF SO, WHY DID YOU STOP?**

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**14. WOULD YOU CONSIDER (OR RECONSIDER) PRODUCING ORGANICALLY-RAISED MEAT AND/OR POULTRY IF YOU HAD THE WAYS AND MEANS TO PROCESS, MARKET AND DISTRIBUTE YOUR PRODUCT? IF YES/NO, WHY?**

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Please use back of page for additional comments.

## ORGANIC PRODUCER/GROWER SURVEY

Number of surveys sent out: 124

Number of surveys returned: ~~45~~ 52

Number of surveys usable (those still actively producing in VT): ~~43~~ 50

Response rate (# usable/# sent out): ~~35%~~ 40%

Number of organic meat producers: 15

Number of non-organic meat producers: 6

Number of non-meat producers: ~~22~~ 29

29

**NON MEAT PRODUCERS (22 respondents)**

QUESTION	# OF NON-MEAT PRODUCERS	% OF NON-MEAT PRODUCERS
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Please list all organic products you produce on your farm:

fruits/vegetables	19 23	86% 79
herbs	7 9	32 31
dairy products	4 7	18 24
flowers	9 10	41 34
hay	4 7	18 24
trees	1	5 3
grains	3 4	14
syrup	1	5 3

Please list the different ways you market your organic products (all that apply):

word of mouth	15 20	68 69
local advertising	9 12	41
brochures/flyers	5 6	23 21
web page	2	9 7
export brokers	1 2	5 6
direct mailing	1	5 3

Please list the different ways you sell your organic products (all that apply):

retail	9 10	41 34
wholesale	14 18	64 62
farmer's market	8 10	36 34
restaurants	6 8	27
co-ops	8 9	36 31
on farm	5 8	23 21

Please list the different ways you process your organic products (all that apply):

on farm	6	27 21
sent to processor	2	9 7
sold unprocessed	18 24	82 83

If you are not growing to maximum farm capability, what stops you?

NON MEAT PRODUCERS

QUESTION	YES	NO	MAYBE/ SOMETIMES
IN YOUR OPINION, ARE YOU GROWING AND/OR PRODUCING TO THE MAXIMUM FARM CAPABILITY?	9 <del>7</del> 31 32%	18 <del>14</del> 62 64%	1 5%
DO YOU SELL YOUR PRODUCT UNDER YOUR OWN LABEL?	4 14 18%	17 <del>13</del> 59%	5 23%
ARE YOU SATISFIED WITH YOUR PROCESSING, MARKETING AND DISTRIBUTION SYSTEM?	15 <del>13</del> 52 50%	10 <del>8</del> 34 36%	
IS YOUR FARM/BUSINESS A FULL TIME OPERATION?	18 <del>15</del> 62 68%	8 <del>7</del> 27 32%	
DO YOU (OR CO-OWNER) WORK ON AN OFF-FARM" JOB?	7 24 32%	17 <del>15</del> 59 68%	
HAVE YOU EVER PRODUCED ORGANICALLY RAISE MEAT AND/OR POULTRY?	5 <del>4</del> 17 18%	22 <del>18</del> 76 81%	
WOULD YOU CONSIDER PRODUCING ORGANICALLY-RAISED MEAT AND/OR POULTRY IF YOU HAD THE WAYS AND MEANS TO PROCESS, MARKET AND DISTRIBUTE YOUR PRODUCT?	7 24 32%	20 <del>15</del> 69 68%	



capital investment	24	9% 14
time	1	5 3
no interest	45	18 17
supply > demand	3	14 10
farm help availability	56	23 21
lack of farming knowledge	12	5 7
distribution effort	13	5 10

If you have produced organically-raised meat and/or poultry in the past, why did you stop?

no market	2	9 7
too busy	1	5 3
too expensive	1	5 3

Why would you consider producing organically-raised meat and/or poultry if you had the ways and means to process, market and distribute your product?

soil improvement (due to animal waste)	12	5 7
fits interest	46	18 21
if market was there	13	5 10

Why wouldn't you? --

want to avoid government	1	5 3
discomfort with killing	1	5 3
like to remain part-time	1	5 3
dislike of animal chores	1	5 3
too busy	3	14 10
cannot make enough money	1	1 3

Approximately what is your gross per year?

< \$10,000	13	5 10
\$10,001 - \$20,000	46	18 21
\$20,001 - \$40,000	1	5 3
\$40,001 - \$60,000	4	18 14
\$60,001 - \$80,000	2	9 7
\$80,001 - \$100,000	12	5 7
\$100,001 - \$150,000	21	9 3
> \$150,001	3	14 10
refused	34	14 14

5

## NON ORGANIC MEAT PRODUCERS (6 respondents)

QUESTION	# OF PRODUCERS	% OF PRODUCERS
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Please list all organic products you produce on your farm:

fruits/vegetables	4	67 %
herbs	1	17
dairy	1	17
flowers	2	33
hay	2	33
trees	0	0
grains	0	0
syrup	0	0
eggs	1	17
<b>NON ORGANIC MEAT</b>	<b>6</b>	<b>100</b>
beef	2	33
poultry	5	83
lamb	1	17
pork	1	17
sheep	1	17

Please list the different ways you market your organic products (all that apply):

word of mouth	6	100
local advertising	1	17
brochures/flyers	2	33
web page	0	0
special events	0	0

Please list the different ways you sell your organic products (all that apply):

retail	2	33
wholesale	3	50
farmers market	2	33
restaurants	3	50
co-ops	2	33
on farm	0	0

Please list the different ways you process your organic products (all that apply):

<b>on farm</b>	5	83 %
<b>sent to processor</b>	2	33
<b>sold unprocessed</b>	2	33

If you are not growing and/or producing to the maximum farm capability, what stops you?

<b>capital investment</b>	4	67
<b>time</b>	1	17
<b>supply &gt; demand</b>	1	17
<b>farm help availability</b>	2	33
<b>processing</b>	2	33
<b>distribution effort</b>	0	0

If you have produced organically-raised meat in the past, why did you stop?

<b>grain too expensive</b>	1	17
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Why would you consider producing organically-raised meat and/or poultry if you had the ways and means to process, market and distribute your product? If...

<b>grain was less expensive</b>	3	50
<b>there was enough demand</b>	1	17
<b>farm was bigger</b>	1	17
<b>grain was easily accessible</b>	1	17

Approximately what is your gross per year?

<b>&lt; \$10,000</b>	2	33
<b>\$10,001 - \$20,000</b>	0	0
<b>\$20,001 - \$40,000</b>	1	17
<b>\$40,001 - \$60,000</b>	1	17
<b>\$60,001 - \$80,000</b>	0	0
<b>\$80,001 - \$100,000</b>	0	0
<b>\$100,001 - \$150,000</b>	2	33
<b>&gt; \$150,001</b>	0	0

NON ORGANIC MEAT PRODUCERS

QUESTION	YES		NO		MAYBE/ SOMETIMES	
IN YOUR OPINION, ARE YOU GROWING AND/OR PRODUCING TO THE MAXIMUM FARM CAPABILITY?	2	33%	3	50%	1	17%
DO YOU SELL YOUR PRODUCT UNDER YOUR OWN LABEL?	2	33%	2	33%	2	33%
ARE YOU SATISFIED WITH YOUR PROCESSING, MARKETING AND DISTRIBUTION SYSTEM?	3	50%	3	50%		
IS YOUR FARM/BUSINESS A FULL-TIME OPERATION?	5	83%	1	17%		
DO YOU (OR CO-OWNER) WORK ON AN OFF-FARM" JOB?	3	50%	3	50%		
DO YOU PRODUCE ORGANICALLY-RAISED MEAT AND/OR POULTRY BY-PRODUCTS?	0	0%	6	100%		
HAVE YOU EVER PRODUCED ORGANICALLY-RAISED MEAT AND/OR POULTRY?	2	33%	4	67%		
WOULD YOU CONSIDER PRODUCING ORGANICALLY-RAISED MEAT AND/OR POULTRY IF YOU HAD THE WAYS AND MEANS TO PROCESS, MARKET AND DISTRIBUTE YOUR PRODUCT?	5	83%	1	17%		

## ORGANIC MEAT PRODUCERS (15 respondents)

QUESTION	# OF MEAT PRODUCERS	% OF MEAT PRODUCERS
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Please list all organic products you produce on your farm:

fruits/vegetables	9	60 %
herbs	4	27
dairy	4	27
flowers	2	13
hay	6	40
trees	1	7
grains	1	7
eggs	4	27
meat	15	100
poultry	8	53
beef	8	53
pork	1	7
lamb	4	27
turkey	0	0
goat	1	7

Please list the different ways you market your organic products (all that apply):

word of mouth	13	87
local advertising	4	27
brochures/flyers	3	20
web page	0	0
special events (e.g., Taste VT)	3	20

Please list the different ways you sell your organic products (all that apply):

retail	11	73
wholesale	8	53
farmers market	5	33
restaurants	3	20
co-ops	8	53
on farm	4	27

Please list the different ways you process your organic products (all that apply):

<b>on farm</b>	8	53 %
<b>sent to processor</b>	8	53
<b>sold unprocessed</b>	6	40

If you are not growing to the maximum farm capability, what stops you?

<b>capital investment</b>	7	47
<b>time</b>	2	13
<b>no interest</b>	2	13
<b>supply &gt; demand</b>	2	13
<b>farm help availability</b>	2	13
<b>competition</b>	1	7

What organically-raised meat and/or poultry products do you produce?

<b>beef</b>	8	53
<b>poultry</b>	8	53
<b>lamb</b>	3	20
<b>pork</b>	1	7
<b>goat</b>	1	7
<b>eggs</b>	3	20

Why would you consider (or reconsider) producing organically-raised meat and/or poultry if you had the ways and means to process, market and distribute your product?  
If.....

<b>processing was affordable</b>	3	20
<b>feed/grain was affordable</b>	2	13
<b>processing was accessible</b>	1	7
<b>feed/grain was accessible</b>	1	7
<b>market was substantial</b>	1	7
<b>had the time</b>	1	7
<b>wider distribution available</b>	1	7
<b>animals were affordable</b>	1	7

Why would you not consider producing organically-raised meat and/or poultry products....?

<b>more committed to other things</b>	1	7
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Approximately what is your gross

per year?

< \$10,000	2	13 %
\$10,001 - \$20,000	4	27
\$20,001 - \$40,000	1	7
\$40,001 - \$60,000	2	13
\$60,001 - \$80,000	1	7
\$80,001 - \$100,000	1	7
> \$100,001	1	7
refused/not sure	2	13

MEAT GROWERS

QUESTION	YES	NO	MAYBE/ SOMETIMES
IN YOUR OPINION, ARE YOU GROWING AND/OR PRODUCING TO THE MAXIMUM FARM CAPABILITY?	5 33%	9 60%	1 7%
DO YOU SELL YOUR PRODUCTS UNDER YOUR OWN LABEL?	9 60%	4 27%	2 13%
ARE YOU SATISFIED WITH YOUR PROCESSING, MARKETING AND DISTRIBUTION SYSTEM?	7 47%	8 53%	
IS YOUR FARM/BUSINESS A FULL TIME OPERATION?	7 47%	8 53%	
DO YOU (OR CO-OWNER) WORK ON AN OFF-FARM" JOB?	9 60%	6 40%	
DO YOU PRODUCE ORGANICALLY-RAISED MEAT AND/OR POULTRY BY-PRODUCTS?	4 27%	11 73%	



## ORGANIC PRODUCER SURVEY RESULTS

### 1. Listed below are the sources for the organic producer survey results:

- a. NOFA-Vermont's Green Mountain Organic Grower's Directory 1994.
- b. NOFA-Vermont's Green Mountain Organic Grower's Directory 1995.
- c. NOFA-Vermont's Green Mountain Organic Grower's Directory 1996.
- d. NOFA-Vermont's Green Mountain Organic Grower's Directory 1997.
- e. Results from The Women's Agricultural Network Co-op Survey.
- f. Results from my own Organic Producer Survey.

### 2. FACTS:

1994 Organic Meat Producers out of a total of 89 entities certified by NOFA-VT.

- 2 out of 89 produce poultry = 2.2%
- 2 out of 89 produce meat products = 2.2%
- 3 out of 89 produce beef = 3.4%
- 1 out of 89 produce lamb = 1.1%
- 4 out of 89 produce milk/cheese = 4.5%

**1994: Total of 8 out of 89 organic producers produced organic meat/meat products = 9%**

**1994: An additional 4 of 89 organic producers were potential producers of organic meat/meat products (includes dairy culls and males) = 4.5% INCREASING ORGANIC MEAT POTENTIAL TO 13.5%**

1995 Organic Meat Producers

- 3 out of 98 produce poultry = 3%
- 1 out of 98 produce meat products = 1%
- 3 out of 98 produce beef = 3%
- 2 out of 98 produce lamb = 2%
- 12 out of 98 produce milk/cheese = 12.2%

**1995: Total of 9 out of 98 organic producers produced organic meat/meat products = 9.2%**

**1995: An additional 12 out of 98 organic producers were potential producers of organic meat/meat products (includes dairy culls and males) = 12.2% INCREASING ORGANIC MEAT POTENTIAL TO 21.4%**

1996 Organic Meat Producers

7 out of 141 produce Lamb = 5 %  
6 out of 141 produce Poultry = 4.3%  
1 out of 141 produce Pork = .7%  
9 out of 141 produce Beef = 6.4%  
29 out of 141 produce milk (indicating potential organic meat by-product if animal is raised to organic standards) = 20.5%  
3 out of 141 produce eggs (indicating potential organic meat by-product if animal is raised to organic standards.) = 2.1%

**1996: Total of 23 of 141 organic producers produced organic meat/meat products = 16.3%**

**1996: An additional 32 of 141 organic producers were potential producers of organic meat/meat by-products (includes dairy culls, males and egg layers.) = 22.6% INCREASING ORGANIC MEAT POTENTIAL to 39%**

1997 Organic Meat Producers

9 out of 161 produce Lamb = 5.6%  
8 out of 161 produce Poultry = 5%  
2 out of 161 produce Pork = 1.2%  
8 out of 161 produce Beef = 5%  
34 out of 161 produce milk (indicating potential organic meat by-product if animal is raised to organic standards) = 21%  
3 out of 161 produce eggs (indicating potential organic poultry by-product if animal is raised to organic standards.)

**1997: Total of 27 out of 161 organic producers produced organic meat/meat by product in Vermont = 16.7%**

**1997: An additional 37 out of 161 organic producers were potential producers of organic meat/meat products in Vermont = 23% INCREASING ORGANIC MEAT POTENTIAL TO 39%**

### ORGANIC GROWER'S SURVEY COMPARISION

Year	Organic Growers (%)	Potential Growers (%)	TOTAL
1994	9%	4.5%	13.5%
1995	9.2%	12.2%	21.4%
1996	16.3%	22.6%	39%
1997	16.7%	23%	39%

**RETAIL OUTLETS**

**RANDOM ROUTE**

**OUTLETS ON ROUTE**

**SURVEY RESULTS**

## RETAIL OUTLETS

### RETAIL OUTLETS SURVEY RESULTS

#### QUESTION

How interested are you and/or your establishment in carrying Vermont produced organic meat and poultry products?

Total number of establishments surveyed: 106

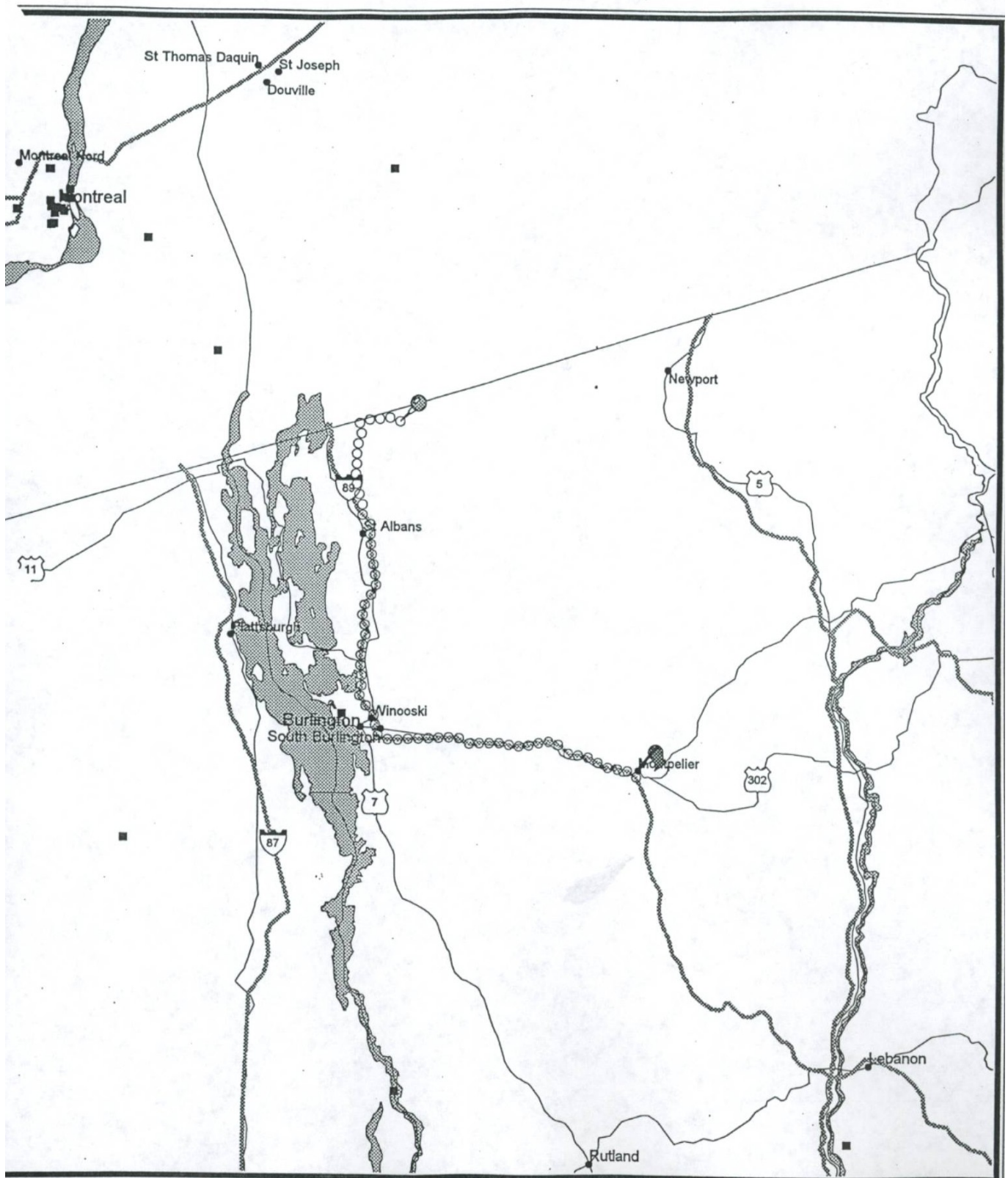
No. responding "Interested" 38

No. responding "Possibly interested with more information" 46

No. responding "Not interested" 22

**PERCENTAGE OF ESTABLISHMENTS  
SHOWING INTEREST: 79%**

# Overview Map Franklin, VT to Montpelier, VT



-INTERESTED

-INTERESTED w/ More info -possibly interested

• NOT INTERESTED / DON'T CARRY PRODUCT

**FRANKLIN TO MONTPELIER**

quickest: ST235-ST207-I-89-ST12

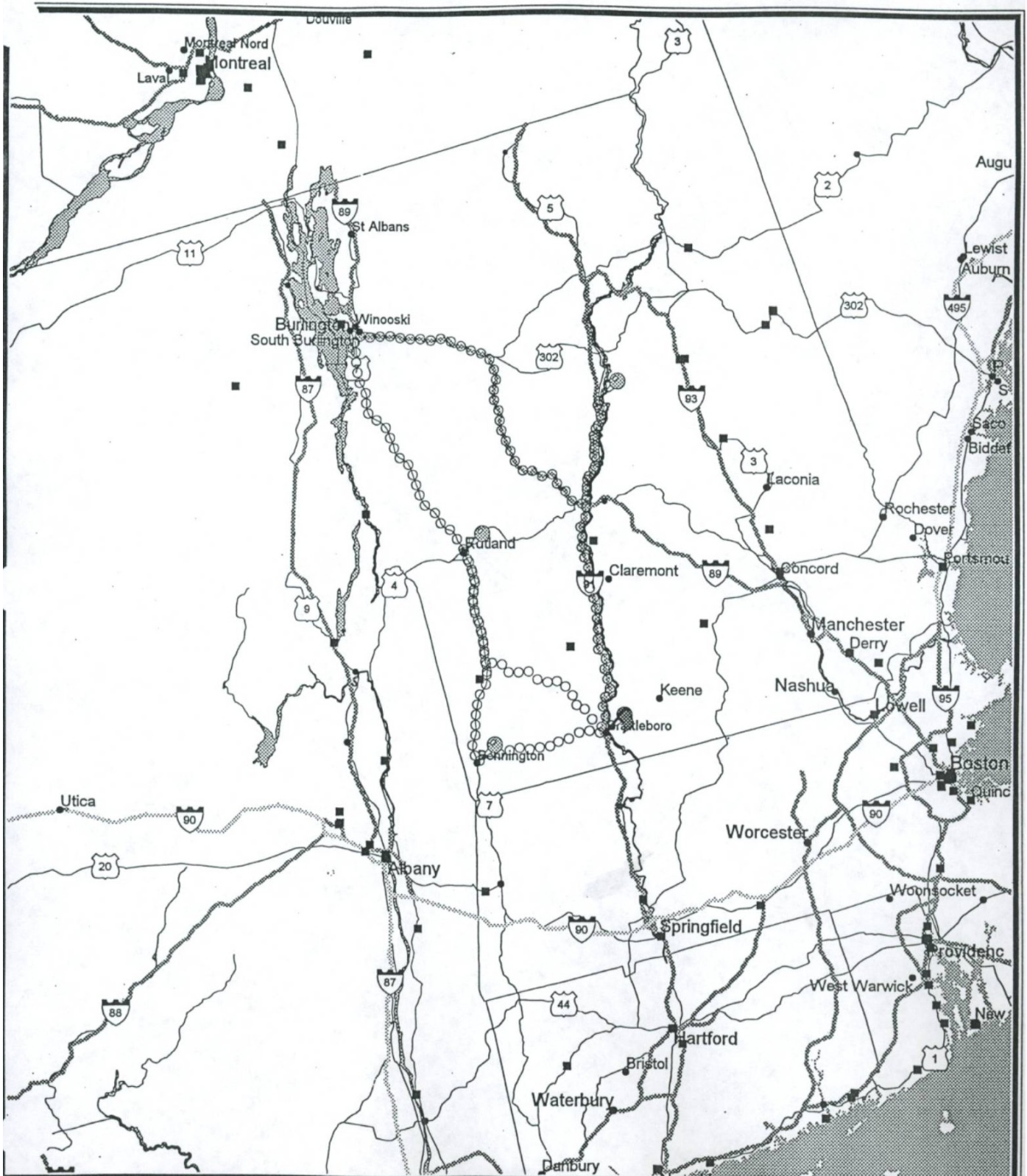
NAME	ADDRESS	TOWN	PHONE
EAST END QUICK STOP	RTE 7	GEORGIA	527-1088
GRAND VIEW MKT	SHELDON RD	ST ALBANS	524-6334
*TODD'S QUICK STOP	RTE 105	SHELDON	933-5587
BOB'S MEAT MKT	23 BARLOW	ST ALBANS	524-6195
CENTER MKT	?	GEORGIA	524-3240
• *SHELDON'S CREEK MKT		BRIDGE	SHELDON
	933-4783		
STE MARIE'S INC	31 GRAND AV	SWANTON	868-3538
BLOUIN J A IGA	1 CANADA		868-3385
BLOUIN J A INC	LAKE	ST ALBANS	524-3856
*BROWN'S ABC MKT	RTE 36	FAIRFIELD	827-3248
EAST HIGHGATE MKT	RT 78	HIGHGATE	868-5012
FRANKLIN GENERAL STORE	MAIN	FRANKLIN	285-2033
GAUDETTE'S MKT	RT 7	GEORGIA	527-1100
HANNAFORD'S	HIGHGATE SHOPPING PLAZA	ST ALBANS	524-2157
ST ALBANS DISCOUNT FOODS	CHMPLN COMMONS		524-5579
SANDY'S QUIK STOP	RT 36		524-3164
• *SHELDON MINI MART	RT 105	SHELDON SPGS	933-5533
AIRPORT GROCERY	1223 AIRPORT DR	S BURLINGTON	862-
7502			
BRANCH'S	?	MILTON	893-4906
COUNTRY MOON DELI AND GROCERY	88 HEINEBERG DR	COLCHESTER	658-4463
JOLLEY ASSOCIATES	RT 7 REDWOOD PLAZA		MILTON
	893-6536		
KENNY'S	293 MAIN	WINOOSKI	655-1979
LAKESHORE VARIETY	93 LAKESHORE DR	COLCHESTER	878-2199
LEW'S CORNER STORE	89 HEINEBERG		862-0775
DICK MAZZA'S GENERAL STORE	279 LAKE SHORE DR		862-4065
SHELBURNE COLONIAL MART	2040 SHELBURNE RD	SHELBURNE	985-4110
• SHORT STOP	1830 SHELBURNE RD	BURLINGTON	658-2965
	1555 NORTH AV		660-8680
	977 SHELBURNE RD	S BURLINGTON	864-
9654			
	1314 WILLISTON RD		658-4635

*SIMON'S 5 CORNERS STORE	2 PARK	ESSEX JCT	878-1505
*BREAD AND BOTTLE FRENCHY'S MEAT MKT	45 RIVER RD RT 7	MILTON	878-3140 893-1585
LAROW'S MKT	144 NORTH ST	BURLINGTON	864-0363
LONGE BROS. STORE	457 ST. PAUL ST		864-6011
NUTCRAKER SWEET	516 SHELBURNE RD	S BURLINGTON	862-6939
*A&P FOOD STORES	70 PEARL ST	ESSEX JCT	878-4902
B & J MKT	?	WILLISTON	878-2243
● BAYSIDE SQUARE QUICK STOP	336 MALLETTS BAY AV	COLCHESTER	863-5595
BRENNAN'S QUICK STOP	50 PORTER'S PT RD		863-2830
CHAMPLAIN FARMS	219 MAIN	BURLINGTON	863-1998
	56 PEARL ST	ESSEX JCT	879-5232
● CHICK'S MKT	60 HICKOK	WINOOSKI	655-0112
COLCHESTER IGA	CREEK FARM RD PLZ	COLCHESTER	878-2339
CRACKER BARREL	RTE 15	ESSEX	878-8517
GALIPEAU'S GROCERY STORE	102 FALLS RD	SHELBURNE	985-2677
GRAND UNION	HINESBURG RD	S BURLINGTON	864-9176
● GREEN MTN DISCOUNT FOODS	RT 7	MILTON	893-8336
HANDY'S GROCERY AND DELI	79 KING ST	BURLINGTON	862-2804
HANNAFORD'S	UNIVERSITY MALL/ DORSET STREET	S BURLINGTON	863-6311
	40 FAYETTE RD		864-0105
	21 ESSEX WAY	ESSEX JCT	878-0274
	14 MARSHALL AV	WILLISTON	878-0032
J & L SAV-MOR VARIETY		40 AIRPORT RDS	
BURLINGTON 658-4049			
J & M GROCERIES	68 ARCHIBALD	BURLINGTON	658-9695
● K L QUICK STOP	357 MAIN	WINOOSKI	655-3344
● KERRY'S KWIK STOP	249 ST PAUL	BURLINGTON	863-9279
KORNER KWIK STOP	RT 2	WILLISTON	878-8927
M M ITALIAN MKT	77 PEARL	BURLINGTON	862-1942
OLD NORTH END VARIETY STORE	142 N WINOOSKI AV		863-1764
ONION RIVER CO-OP	274 N WINOOSKI AV		863-3659
ORIGANUM NATURAL FOODS INC	227 MAIN		863-6103
*PARK ST STORE	62 PARK	ESSEX JCT	878-8440
PRICE CHOPPER	SHELBURNE RD PLZ	BURLINGTON	864-9505
	?	S BURLINGTON	862-4916
SHAW'S	500 MTN VIEW DR	COLCHESTER	654-7803



SHELBURNE SUPERMKT	FALLS RD	SHELBURNE	985-8520
SHOPPING BAG INC	166 NORTH ST	BURLINGTON	658-4790
SIMON'S CHIMNEY CORNER STORE	CHIMNEY CORNER	COLCHESTER	878-2954
• SUNNY HOLLOW QUICK STOP	RTE 2		655-2882
• SUPERVALUE FOODS #6066	1 MAIN	WINOOSKI	655-0435
WILLARD ST MKT	141 N WILLARD	BURLINGTON	864-6913
CAFORIA'S MEATS & DELI	?	COLBYVILLE	244-8897
BROOKSIDE COUNTY STORE	RTE 14	BARRE	476-5560
• CREAMERY'S COUNTRY STORE	RTE 2	E MONTPELIER	223-6817
JIFFY MART	342 N MAIN	BARRE	479-3675
SIMON'S STORE AND DELI	RTE 302	MONTPELIER	229-0314
MAPLE AV DELIMART	39 MAPLE AV	BARRE	476-5516
CAPITAL MKT	83 MAIN	MONTPELIER	223-2331
CENTRAL MKT	50 SUMMER	BARRE	476-4888
LADUE'S RIVERSIDE MKT	56 RIVER	MONTPELIER	229-9311
QUALITY MKT	155 WASHINGTON	BARRE	476-3401
ADAMANT CO-OP INC	?	ADAMANT	223-5760
BUD'S MKT INC	521 N MAIN	BARRE	476-4029
CANO'S MKT	279 ELM	MONTPELIER	223-3474
CUMBERLAND FARMS	20 SOUTH ST	BARRE	479-9043
DUDLEY C P STORE	?	E MONTPELIER	223-2792
E M DISCOUNT GROCERY	RTE 14		223-2792
GROCERY OUTLET	BARRE-MONTP. RD	BARRE	479-9448
HARDWICK U-SAVE GROCERY	533 N MAIN		479-2670
HUNGER MTN	3 GRANITE	MONTPELIER	223-8000
• MAIN ST QUIK MART	129 N MAIN	BARRE	479-0234
• MATT'S MINI MART	1 SCHOOL	MONTPELIER	223-7051
MOE'S MINI MART	125 WASHINGTON	BARRE	476-7321
NORTH END DELI MART	475 N MAIN		479-1930

# Overview Map Rutland, VT to Brattleboro, VT to BURLINGTON, VT



## RUTLAND TO BRATTLEBORO

scenic: US7/US4-US7-ST9-ST100-ST9-I-91-US5-I-91-ST25-US5-US5-ST25-I-91-I-89-I-189-US7-US7-US7/US4-US7-ST30

• BOVE MART	213 N MAIN	RUTLAND	775-7901
CUMBERLAND FARMS	212 MAIN		773-9819
SHORT STOP	WOODSTOCK AV		773-1732
STEWART'S SHOPS	110 MAIN	W RUTLAND	438-2079
	194 WOODSTOCK AV	RUTLAND	775-8984
*KEITH'S COUNTRY			
STORE	RT 7	PITTSFORD	483-6489
KILLINGTON MKT	KILLINGTON RD	KILLINGTON	422-7736
SUNSHINE NATURAL			
MKT AND DELI	42-44 CENTER	RUTLAND	775-2050
BELLOMO'S MKT	31 FOREST		775-1632
*KAMUDA'S SUPERMKT	?	PITTSFORD	483-2361
*PRUNIER'S MKT	?	BOMOSEEN	265-4516
SOUTH-END FOOD MKT	102 STRONGS AV	RUTLAND	773-7660
TENNEY BROOK MKT	217 N MAIN		775-1040
BONFARE FINE FOODS	60 WEST ST		775-7473
DISCOUNT FOOD OF			
RUTLAND INC	88 CLEVELAND AV		773-6001
HANNAFORD'S	241 S MAIN		775-8900
MAIN ST CASH MKT	192 MAIN	W RUTLAND	438-9880
PHIL'S DISCOUNT CTR	122 MARBLE		438-6155
*PITTSFORD VILLAGE			
STORE	MAIN	PITTSFORD	483-2223
PRICE CHOPPER	MERCHANTS ROW	RUTLAND	775-5933
	OLD RTE 4	W RUTLAND	438-6119
VIC'S DISCOUNT	1 SCALE AV	RUTLAND	775-0959
BOSTON BARN	80 FLAT	BRATTLEBORO	254-8403
FOODSTOP INC	209 RIVER	SPRINGFIELD	885-5310
• JIFFY MART	360 RIVER		886-2899
LOU'S COUNTRY MKT		WEST	
		DUMMERSTON	254-2880
SANDRI FARM STORE	PUTNEY RD	BRATTLEBORO	254-9861
S NEWFANE GENERAL			
STORE	?	S NEWFANE	348-6322
BELLOWS FALLS CASH			
MKT	92 ATKINSON	BELLOWS FLS	463-4118
JAKE'S PARK ST MKT	114 PARK	SPRINGFIELD	885-9177
NORTH END MKT	PUTNEY RD	BRATTLEBORO	254-9775
PUTNEY CONSUMERS'			
CO-OP INC	MAIN	PUTNEY	387-5866
PUTNEY GENERAL			

STORE	MAIN	387-5842
TED'S MKT	257 N MAIN	BRATTLEBORO 254-2925
AVENUE GROCERY	24 WESTERN AV	257-1846
BRATTLEBORO IGA	MARLBORO RD	258-2411
● C & S BEVERAGE & DAIRY	RT 100	WILMINGTON 464-8062
ELIOT GROCER	94 ELIOT	BRATTLEBORO 254-8055
PRICE CHOPPER	241 CANAL	254-3424
	?	SPRINGFIELD 885-3126
PUTNEY RD MKT	3 1/2 PUTNEY RD	BRATTLEBORO 254-8501
RIVER BEND MKTPLACE	RT 30	TOWNSHEND 365-4600
GRAND UNION	LOWER PLAIN	BRADFORD 222-5287
BRADFORD MINI MART	RT 5	222-9294
CHAMPLAIN FARMS	16 N MAIN	RANDOLPH 728-6511
EVANS EXPRESSMART	RT 5	WHT RIV JCT 295-7643
FOODSTOP	RT 5 SOUTH	295-7529
LOCUST CREEK COUNTY STORE	RT 107	BETHEL 234-5270
MCCULLOUGH'S QUIK STOP		800-286-9365
M & N'S MINI MART		S ROYALTON 763-2444
GRAND UNION	MAIN	RANDOLPH 728-9183
PROGRESSIVE MKT	63 S MAIN	WHT RIV JCT 295-7860
*GREEN MKT	8 WOOD RD	QUECHEE 457-3641
WING'S SUPERMKTS	?	E THETFORD 785-2163
AL'S COUNTRY STORE	407 WOODSTOCK RD	WHT RIV JCT 295-7563
BAKER'S GENERAL STORE	?	POST MILLS 333-9170
BETHEL'S U-SAVE DISCOUNT GROCERIES	PLEASANT	BETHEL 234-6330
CENTRAL MKT	MAIN	234-9010
DOWNTOWN GROCERY	23 S MAIN	WHT RIV JCT 295-6666
FRAN'S FOOD STORE	?	S ROYALTON 763-8130
GRAND UNION	2 MAPLE	WHT RIV JCT 295-9778
JEFFERSON MKT	?	ROYALTON 763-7230
*KEN'S COUNTRY STORE	?	TUNBRIDGE 889-3312
PENNY SAVER OUTLET	RT 14	SHARON 763-2002
SHOP & SAVE FOOD MKTS INC	HIGHWAY ST RT 12	RANDOLPH 728-5563
TIP TOP ONE STOP	35 N MAIN	WHT RIV JCT 295-3325
● TRACY'S MIDWAY STATION	N MAIN	SHARON 763-8177
WHITE RIVER CO-OP	3 WESTON	RANDOLPH 728-9554
WHITE RIVER DISCOUNT FOODS	7 SYKES AV	WHT RIV JCT 295-6264

CAFORIA'S MEATS & DELI	?	COLBYVILLE	244-8897
BROOKSIDE COUNTY STORE	RTE 14	BARRE	476-5560
<del>CREAMERY'S COUNTRY STORE</del>	<del>RTE 2</del>	<del>E MONTPELIER</del>	<del>223-6817</del>
JIFFY MART	342 N MAIN	BARRE	479-3675
<del>SIMON'S STORE AND DELI</del>	<del>RTE 302</del>	<del>MONTPELIER</del>	<del>229-0314</del>
<del>MAPLE AV DELI MART</del>	<del>39 MAPLE AV</del>	<del>BARRE</del>	<del>476-5516</del>
CAPITAL MKT	83 MAIN	MONTPELIER	223-2331
CENTRAL MKT	50 SUMMER	BARRE	476-4888
LADUE'S RIVERSIDE MKT	56 RIVER	MONTPELIER	229-9311
QUALITY MKT	155 WASHINGTON	BARRE	476-3401
<del>ADAMANT CO-OP INC</del>	<del>?</del>	<del>ADAMANT</del>	<del>223-5760</del>
BUD'S MKT INC	521 N MAIN	BARRE	476-4029
CANO'S MKT	279 ELM	MONTPELIER	223-3474
CUMBERLAND FARMS	20 SOUTH ST	BARRE	479-9043
DUDLEY C P STORE	?	E MONTPELIER	223-2792
E M DISCOUNT GROCERY	RTE 14		223-2792
GROCERY OUTLET	BARRE-MONTP. RD	BARRE	479-9448
<del>HARDWICK U-SAVE GROCERY</del>	<del>533 N MAIN</del>		<del>479-2670</del>
<del>HUNGER MTN</del>	<del>3 GRANITE</del>	<del>MONTPELIER</del>	<del>223-8000</del>
<del>MAIN ST QUIK MART</del>	<del>129 N MAIN</del>	<del>BARRE</del>	<del>479-0234</del>
<del>MATT'S MINI MART</del>	<del>1 SCHOOL</del>	<del>MONTPELIER</del>	<del>223-7051</del>
MOE'S MINI MART	125 WASHINGTON	BARRE	476-7321
NORTH END DELI MART	475 N MAIN		479-1930
AIRPORT GROCERY	1223 AIRPORT DR	S BURLINGTON	862-7502
COUNTRY MOON DELI AND GROCERY	88 HEINEBERG DR	COLCHESTER	658-4463
KENNY'S	293 MAIN	WINOOSKI	655-1979
LAKESHORE VARIETY	93 LAKESHORE DR	COLCHESTER	878-2199
LEW'S CORNER STORE	89 HEINEBERG		862-0775
<del>DICK MAZZA'S GENERAL STORE</del>	<del>279 LAKE SHORE DR</del>		<del>862-4065</del>
<del>SHELBURNE COLONIAL MART</del>	<del>2040 SHELBURNE RD</del>	<del>SHELBURNE</del>	<del>985-4110</del>
<del>SHORT STOP</del>	<del>1830 SHELBURNE RD</del>	<del>BURLINGTON</del>	<del>658-2965</del>
	<del>1555 NORTH AV</del>		<del>660-8680</del>
	<del>977 SHELBURNE RD</del>	<del>S BURLINGTON</del>	<del>864-9654</del>
	<del>1314 WILLISTON RD</del>		<del>658-4635</del>
SIMON'S 5 CORNERS STORE	2 PARK	ESSEX JCT	878-1505

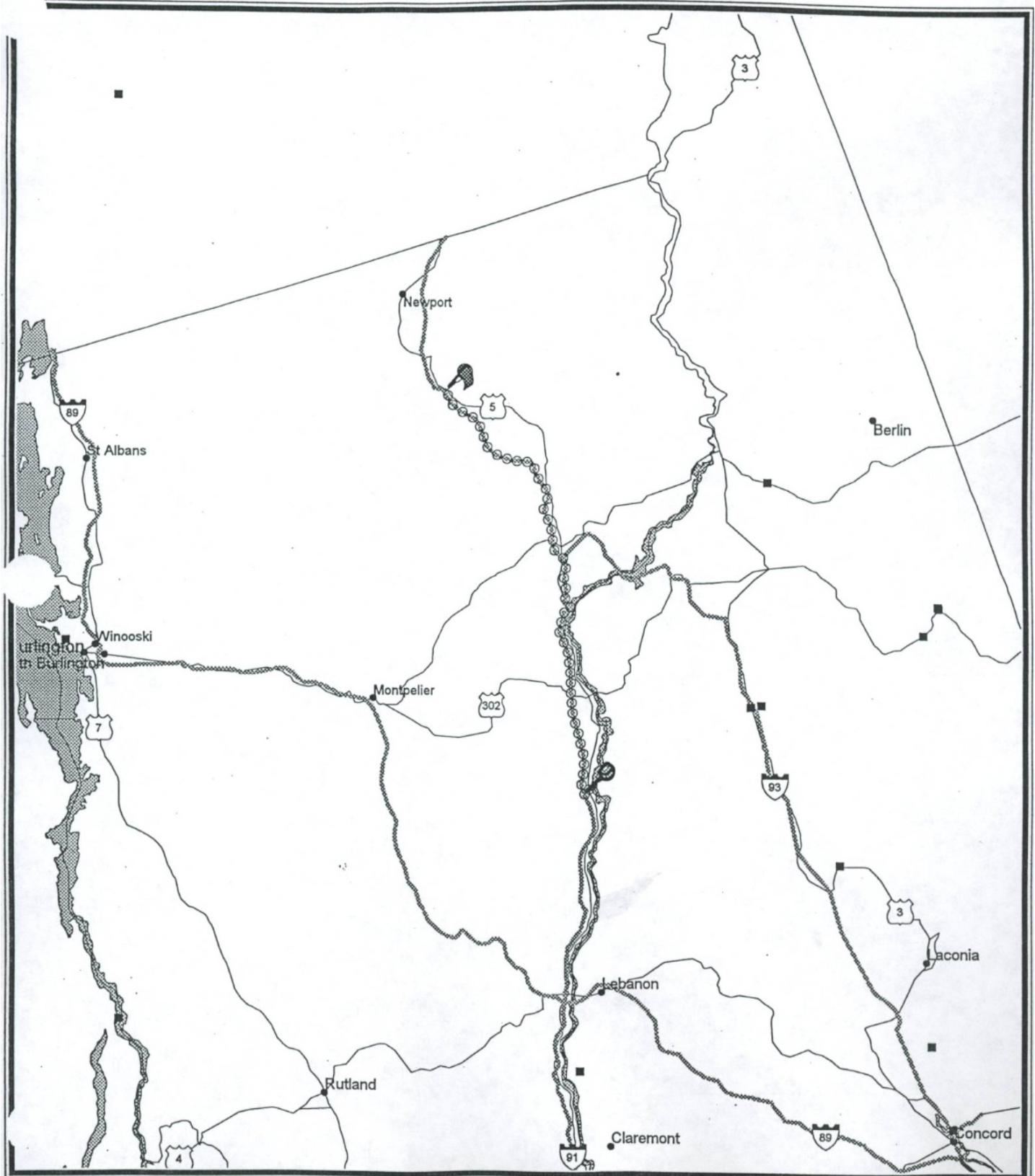
BREAD AND BOTTLE	45 RIVER RD		878-3140
<del>LAROW'S MKT</del>	<del>144 NORTH ST</del>	<del>BURLINGTON</del>	<del>864-0363</del>
<del>LONGE BROS. STORE</del>	<del>457 ST. PAUL ST</del>		<del>864-6011</del>
NUTCRACKER SWEET	516 SHELBURNE RD	S BURLINGTON	862-6939
A&P FOOD STORES	70 PEARL ST	ESSEX JCT	878-4902
B & J MKT	?	WILLISTON	878-2243
<del>BAYSIDE SQUARE</del>			
<del>QUICK STOP</del>	<del>336 MALLETT'S BAY AV</del>	<del>COLCHESTER</del>	<del>863-5595</del>
BRENNAN'S QUICK STOP	50 PORTER'S PT RD		863-2830
CHAMPLAIN FARMS	219 MAIN	BURLINGTON	863-1998
	56 PEARL ST	ESSEX JCT	879-5232
<del>CHICK'S MKT</del>	<del>60 HICKOK</del>	<del>WINOOSKI</del>	<del>655-0112</del>
<del>COLCHESTER IGA</del>	<del>CREEK FARM RD PLZ</del>	<del>COLCHESTER</del>	<del>878-2339</del>
<del>GALIPEAU'S GROCERY</del>			
<del>STORE</del>	<del>102 FALLS RD</del>	<del>SHELBURNE</del>	<del>985-2677</del>
<del>GRAND UNION</del>	<del>HINESBURG RD</del>	<del>S BURLINGTON</del>	<del>864-9176</del>
<del>HANDY'S GROCERY AND</del>			
<del>DELI</del>	<del>79 KING ST</del>	<del>BURLINGTON</del>	<del>862-2804</del>
<del>HANNAFORD'S</del>	<del>UNIVERSITY MALL/</del>	<del>S BURLINGTON</del>	<del>863-6311</del>
	<del>DORSET STREET</del>		
	<del>40 FAYETTE RD</del>		<del>864-0105</del>
	<del>21 ESSEX WAY</del>	<del>ESSEX JCT</del>	<del>878-0274</del>
	<del>14 MARSHALL AV</del>	<del>WILLISTON</del>	<del>878-0032</del>
J & L SAV-MOR VARIETY	40 AIRPORT RD	S BURLINGTON	658-4049
J & M GROCERIES	68 ARCHIBALD	BURLINGTON	658-9695
<del>K L QUICK STOP</del>	<del>357 MAIN</del>	<del>WINOOSKI</del>	<del>655-3344</del>
<del>KERRY'S KWIK STOP</del>	<del>249 ST PAUL</del>	<del>BURLINGTON</del>	<del>863-9279</del>
KORNER KWIK STOP	RT 2	WILLISTON	878-8927
<del>M M ITALIAN MKT</del>	<del>77 PEARL</del>	<del>BURLINGTON</del>	<del>862-1942</del>
<del>OLD NORTH END</del>			
<del>VARIETY STORE</del>	<del>142 N WINOOSKI AV</del>		<del>863-1764</del>
<del>ONION RIVER CO-OP</del>	<del>274 N WINOOSKI AV</del>		<del>863-3659</del>
<del>ORIGANUM NATURAL</del>			
<del>FOODS INC</del>	<del>227 MAIN</del>		<del>863-6103</del>
<del>PARK ST STORE</del>	<del>62 PARK</del>	<del>ESSEX JCT</del>	<del>878-8440</del>
<del>PRICE CHOPPER</del>	<del>SHELBURNE RD PLZ</del>	<del>BURLINGTON</del>	<del>864-9505</del>
	?	S BURLINGTON	862-4916
<del>SHAW'S</del>	<del>500 MTN VIEW DR</del>	<del>COLCHESTER</del>	<del>654-7803</del>
<del>SHELBURNE SUPERMKT</del>	<del>FALLS RD</del>	<del>SHELBURNE</del>	<del>985-8520</del>
SHOPPING BAG INC	166 NORTH ST	BURLINGTON	658-4790
SIMON'S CHIMNEY			
CORNER STORE	CHIMNEY CORNER	COLCHESTER	878-2954
<del>SUNNY HOLLOW QUICK</del>			
<del>STOP</del>	<del>RTE 2</del>		<del>655-2882</del>
<del>SUPERVALUE FOODS</del>			

#6066	1 MAIN	WINOOSKI	655-0435
<del>WILLARD ST MKT</del>	<del>141 N WILLARD</del>	<del>BURLINGTON</del>	<del>864-6913</del>
● 7-17 CORNER STORE	?	NEW HAVEN JUNCTION	453-3788
<del>SHELBURNE COLONIAL MART</del>	<del>2040 SHELBURNE ROAD</del>	<del>SHELBURNE</del>	<del>985-4110</del>
● CHAMPLAIN FARMS	25 COURT	MIDDLEBURY	388-2122
GREG'S MEAT MKT	3 ELM		388-2162
A & P FOOD STORE	MDLBURY PLAZA		388-9028
CHAMPLAIN DISCOUNT FOODS	MAIN ST	VERGENNES	877-3048
GRAND UNION	WASHINGTON	MIDDLEBURY	388-0930
MIDDLEBURY BEEF SUPPLY & GROCERY	?	EAST MIDDLEBURY	388-7114
MIDDLEBURY DISCOUNT FOODS	RT 7		388-0003
<del>SHELBURNE SUPERMKT</del>	<del>FALLS RD</del>	<del>SHELBURNE</del>	<del>985-8520</del>
SMALL CITY MKT	5 S WATER	VERGENNES	877-2416
VERGENNES IGA	MONKTON RD	FERRISBURG	877-3418

{RUTLAND PART OF ROUTE AGAIN}

BENNINGTON AREA

# Overview Map Bradford,VT to Barton,VT



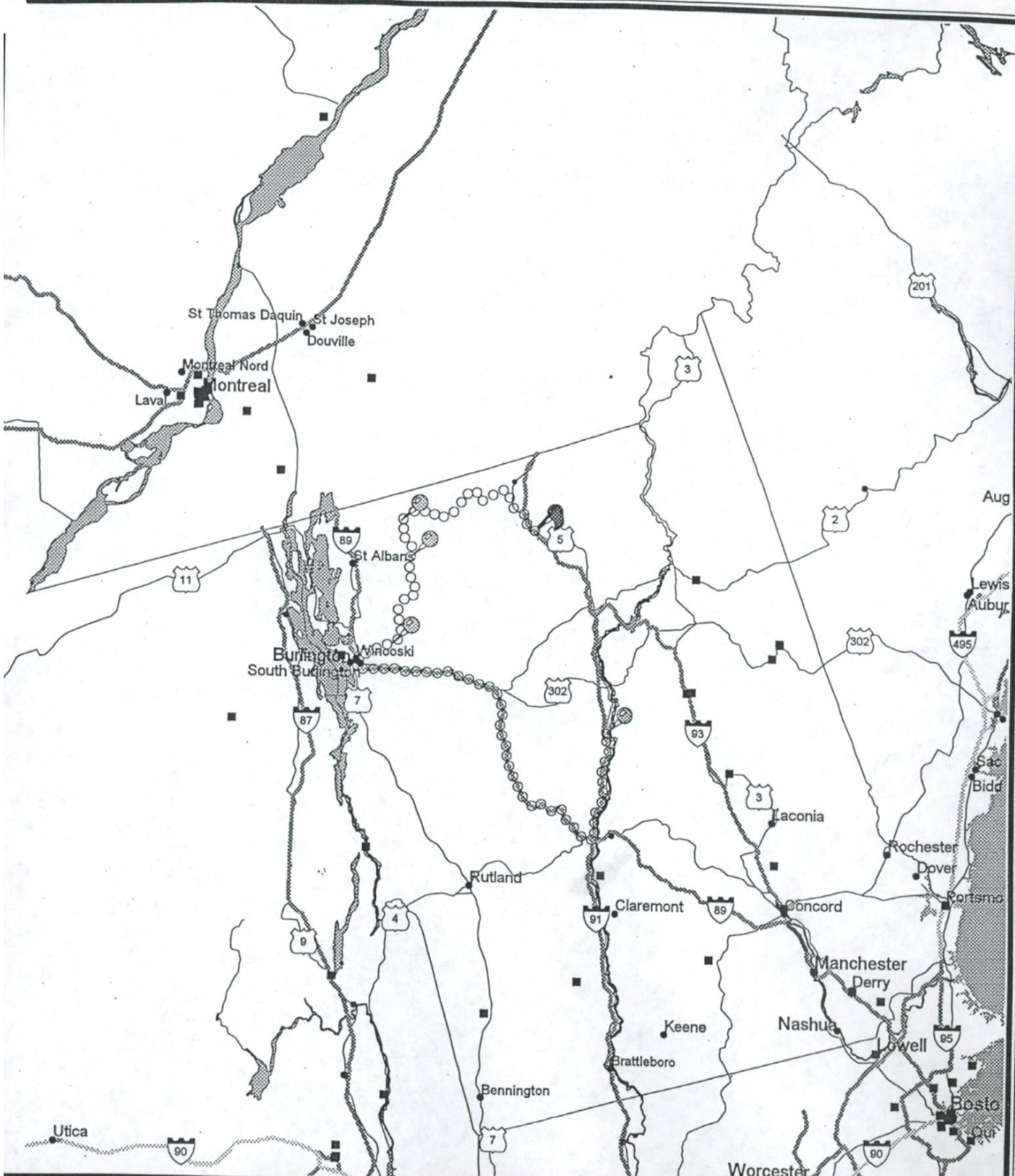


**BRADFORD TO BARTON**

quickest: US5-ST25-1-91-ST16

NAME	ADDRESS	TOWN	PHONE
GRAND UNION	LOWER PLAIN	BRADFORD	222-5287
BRADFORD MINI MART	RT 5		222-9294
DYNAMIC DISCOUNT	MAIN		222-5677
BAYLEY HAZEN			
COUNTRY STORE	S MAIN	PEACHAM	592-3630
CENTER TOWER	RTE 5	ST JOHNSBURY	748-8449
CHAMPLAIN FARMS	125 RAILROAD ST		748-4000
*COPP'S STORE	?	N CONCORD	695-8816
MARTY'S 1ST SHOP	RT 2	DANVILLE	684-2574
ST JOHNSBURY IRVING			
MAINWAY	15 RAILROAD	ST JOHNSBURY	748-4775
SPEEDWELL MINIMART	RT 5	LYNDONVILLE	626-4594
TWIN VILLAGE QUICK			
STOP	MAIN	BARNET	633-9382
BUTSON'S SUPERMKT	GRN MTN MALL	ST JOHNSBURY	748-2663
GRAND UNION	RAILROAD ROW		748-9898
ALDRICH'S GENERAL			
STORE	MAIN	W BURKE	467-3367
BURKE JCT GROCERY			
AND DELI INC	RIVER		467-3261
CUMBERLAND FARMS	?	ST JOHNSBURY	748-9828
FOUR SEASONS MKT			
AND DELI	RT 5 NORTH		748-1065
GRAND UNION CO	RAILROAD		748-4724
JODY'S DISCOUNT	29 RAILROAD		748-0975
LOWELL'S CORNER	216 RAILROAD		748-3746
LYNDONVILLE U-SAVE	MEMORIAL DR	LYNDONVILLE	626-4490
PRICE CHOPPER	RT 5	ST JOHNSBURY	748-1109
SHOP & SAVE FOOD			
MKTS	RT 122	LYNDONVILLE	626-3818
TEMPLE STORE	RT 114	E BURKE	626-5010
UTLEY GLENDON	?	E ST JOHNSBURY	748-9071
WHITE MKT	69 DEPOT	LYNDONVILLE	626-5339
	78 PORTLAND	ST JOHNSBURY	748-
5099			
C & C SUPERMKT	CHURCH	BARTON	525-3444
CURRIER'S QUALITY			
MKT	?	GLOVER	525-8822

# Overview Map Bradford, VT to Barton, VT



**BRADFORD TO BARTON**

scenic: US5-ST25-I-91-I-89-ST15-ST108-ST105-ST118-ST242-ST101-ST100-ST14-US5-I-91-ST16

NAME	ADDRESS	TOWN	PHONE
GRAND UNION	LOWER PLAIN	BRADFORD	222-5287
BRADFORD MINI MART	RT 5		222-9294
● CHAMPLAIN FARMS	16 N MAIN	RANDOLPH	728-6511
EVANS EXPRESSMART	RT 5	WHT RIV JCT	295-7643
FOODSTOP	RT 5 SOUTH		295-7529
LOCUST CREEK COUNTY STORE	RT 107	BETHEL	234-5270
MCCULLOUGH'S QUIK STOP			800-286-9365
● M & N'S MINI MART		S ROYALTON	763-2444
GRAND UNION	MAIN	RANDOLPH	728-9183
PROGRESSIVE MKT	63 S MAIN	WHT RIV JCT	295-7860
*GREEN MKT	8 WOOD RD	QUECHEE	457-3641
WING'S SUPERMKTS	?	E THETFORD	785-2163
AL'S COUNTRY STORE	407 WOODSTOCK RD	WHT RIV JCT	295-7563
BAKER'S GENERAL STORE	?	POST MILLS	333-9170
BETHEL'S U-SAVE DISCOUNT GROCERIES	PLEASANT	BETHEL	234-6330
CENTRAL MKT	MAIN		234-9010
DOWNTOWN GROCERY	23 S MAIN	WHT RIV JCT	295-6666
FRAN'S FOOD STORE	?	S ROYALTON	763-8130
GRAND UNION	2 MAPLE	WHT RIV JCT	295-9778
JEFFERSON MKT	?	ROYALTON	763-7230
*KEN'S COUNTRY STORE	TUNBRIDGE	?	889-3312
PENNY SAVER OUTLET SHOP & SAVE FOOD MKTS INC	RT 14 HIGHWAY ST RT 12	SHARON RANDOLPH	763-2002 728-5563
TIP TOP ONE STOP	35 N MAIN	WHT RIV JCT	295-3325
TRACY'S MIDWAY STATION	N MAIN	SHARON	763-8177
WHITE RIVER CO-OP	3 WESTON	RANDOLPH	728-9554
● WHITE RIVER DISCOUNT FOODS	7 SYKES AV	WHT RIV JCT	295-6264
CAFORIA'S MEATS & DELI	?	COLBYVILLE	244-8897
BROOKSIDE COUNTY STORE	RTE 14	BARRE	476-5560

STORE	?	UNDERHILL	899-2507
*JACQUES COUNTRY STORE	?	HUNTINGTON	434-2674
UNDERHILL COUNTRY STORE	?	UNDRHLL CTR	899-4056
KEVIN'S KORNER MKT	COR MAIN, RT15	ENOSBURG FALLS	933-4545
PAUL'S QUICK STOP	RT 108	BAKERSFIELD	827-3025
LYN'S MKT	?	E FAIRFIELD	827-3272
BAKERSFIELD GENERAL STORE	?	BAKERSFIELD	827-3738
BLOUIN J A IGA	1 NOYES	RICHFORD	848-3633
*BROWN'S ABC MKT	RT 36	FAIRFIELD	827-3248
FRUITLAND	7 DEPOT	ENOSBURG FLS	933-4327
HARP MKT	?	FAIRFAX	849-6872
PATTEE'S 108 MKT	RT 108	ENOSBURG FLS	933-5001
UNCLE FLOYD'S	182 MAIN		933-2503
BONIN'S BORDER MINI MART INC	RAILROAD	TROY	988-4747
JAY ONE STOP	RT 242	JAY	988-4344
NEWPORT CTR VILLAGE STORE	NEWPORT CTR	NEWPORT	334-5111
TROY GENERAL STORE	?	TROY	744-2200
B & D SUPERMKT	MAIN	N TROY	988-2545
EAST MAIN MINI MART	1045 E MAIN	NEWPORT	334-8460
GREENWOOD'S MKT	72 MAIN	ORLEANS	754-6365
NEWPORT MINI MART	RAILROAD SQ	NEWPORT	334-8195
SHOP & SAVE FOOD MKTS	DERBY ROAD		334-6945
TROY COUNTRY STORE	ELM	TROY	744-6146
C & C SUPERMKT	CHURCH	BARTON	525-3444
COOK'S MKT	52 MAIN	ORLEANS	754-6015
FOUR CORNERS MINI MART	RT 101	N TROY	988-2632
HILLIKER'S STORE	RT 105	NEWPORT CTR	334-5622
INDIAN PT ST MKT	257 INDIAN PT	NEWPORT	334-8685
LITTLE JOHN'S GROCERY AND GAS	RT 105		334-2245
RJ'S FRIENDLY MKT	84 MAIN		334-8661
RAY'S MEATS AND GROCERIES	?	IRASBURG	754-6591
ST MARIE'S MKT	MAIN	N TROY	988-2285

# **GROWTH ANALYSIS**

## **GROWTH ANALYSIS STUDY AND RESULTS OF**

**1994 ORGANIC GROWERS**

**1995 ORGANIC GROWERS**

**1996 ORGANIC GROWERS**

**1997 ORGANIC GROWERS**

**WAGN CO-OP SURVEY**

**NATIONAL ORGANIC FARMER SURVEY**

**BURLINGTON MARKET SURVEY**

**PUBLIC MARKET SURVEY**

Burlington Market Survey  
Preliminary Tabulations

We have tabulated about 268 surveys. This number of responses provides a variance of about  $\pm 6$  percent from the mean.

Q1. Price Chopper is most popular store with about 45 percent market share. Costco had a 20 percent share which is high for a single store.

Q2. More than half of the respondents had been to one of the speciality food stores that we listed during the past month.

Q3. About 45 percent had gone to the Burlington Farmers Market last year

Q4. About 20 percent went to the Winooski Farmers Market last year

Q5. About 15 percent went to the Old North End Farmers Market last year

Q6. About half went to a farm stand in the Burlington area

Average Level of Satisfaction with supermarkets in Burlington Area (one to six scale, med. 3.5)

Q 7. Meat avg. 4.04

Q 8. Poultry avg. 4.23

Q9. Fish avg. 3.87

Q10. Produce avg. 4.17

Q11. Baked avg. 4.15

Q12. Flowers 3.54

Q 13. Importance of organic foods about 59 percent said yes. This is very high!

Q 14. 69 percent said they would pay more for Vermont grown produce

Q 15. More than two out of five people favored the Battery and College Street location  
More than one fifth said favored S. Winooski Ave and Bank Street by the Old Police Station  
Another fifth said neither site is convenient. And one fifth were undecided.

Q 16. About 20 percent were familiar with other food markets in the U.S. and Canada. And of this group about 80 percent were likely to shop at such a facility if in Burlington.

Q 18. More than 60 percent of respondents were female

Q 19. About 60 percent had no children under 18 now living at home.

Q 20. More than half of the respondents live in zip code 05401. This zip code is the City of Burlington. The Winooski zip code 05404 had 13% respondents. About 34% of the respondents to this survey were outside of the primary trade area, compared with 25% anticipated for the market.

Q 21. About 41 percent were less than 35 years, 45 percent between 35 and 55, and 14 percent more than 55 yrs. In primary trade area 49% are less than 35 years, 29% between 35 and 55, and 22% are more than 55 years.

## FEASIBILITY STUDY REPORT

The idea for a year-round public market was first proposed in the fall of 1996. The City of Burlington, The Vermont Department of Agriculture, the Burlington Community Land Trust, The Women's Agricultural Network at UVM and other groups and individuals came together to form the Public Market Steering Committee in order to determine the feasibility of the market, identify potential sites, and develop an implementation strategy. In August of 1997, the committee contracted with the Project for Public Spaces (PPS) to collect information and data that would help determine the feasibility of a year-round, indoor market for the city. Over the past 20 years, PPS has worked with nearly 700 communities throughout the US and abroad to assist them with public market development.

A public market requires a high capture of fresh food expenditures in its immediate vicinity to be successful. With this in mind, it is essential that the public market:

- . Be knowledgeable about its customers, especially those in densely populated areas.
- . Attract quality vendors representing diverse product lines and across price lines.
- . Be located in a visible and accessible place that has adequate and convenient parking.
- . Provide quality management.

**RESULTS:** The Burlington study began with an analysis of the demographics of the Burlington population, their food spending patterns and where people currently use their fresh food dollar. With this information, there could be an estimate of the economic potential of the public market. The research documented that there are adequate numbers of both people and dollars to support a Burlington Public Market. \* Specifically, the research shows that a 20,000 square foot public market in the downtown area has the potential to achieve market share sufficient to support an adequate number of vendors in the critical categories of meat, fish, dairy, bakery and produce. Although the research showed that the market trade area is not as highly populated by those who are the highest spenders on fresh food items compared with the metropolitan region, other factors-including population density, concentration of higher income households, and solid "lifestyle" interests in fresh food- helped to compensate for this shortcoming.

This conclusion is based on a model with limitations in predicting consumer behavior. The next step in the feasibility process is a food marketing survey of Burlington residents. This survey will measure people's current food shopping behavior and satisfaction with the choices they now have in the area and will shed on their likely patronage of a new Burlington Public Market.

The survey will also measure resident's perceptions of potential market sites and will augment the survey of farmers market customers, already conducted, which showed strong interest in a public market.

#### Other important findings:

- \* The 20,000 gross sq. ft. represents 10,000 leasable sq.ft. with 60% (about 12 vendors) in key product categories of produce, meat and bakery and 40% (about 8 vendors) in specialty and prepared foods. The indoor, year round vendor space would be augmented by outdoor seasonal vending space.
- \* According to the model, 75% of customers will come from within a 10 minute drive, (primarily downtown, hospital, university and New North End) and a 25% share extending up to three miles. The model does not include tourist dollars.

#### Next Steps

- \* Complete consumer survey and tabulate results. (275 surveys have been completed, results not tabulated)
- \* Analyze feasibility of sites as they relate to convenience of parking, accessibility of consumers and cost implications.
- \* Survey Vermont food producers and other vendors and prepare rough tenant mix.
- \* Prepare development and operating budgets.

#### New Development

A Shaw's Supermarket development on Pine Street, south of the Maltex Building, is being explored by a private developer. A large-scale store of 50,000 sq.ft. would significantly change the viability of a Burlington Public Market. The Steering Committee plans to move forward with the feasibility study while being aware that market conditions may shift.



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## PUBLIC MARKET SURVEYS

### I. General Consumer Food Marketing Survey

275 Surveys completed, February, 1998, Surveys were done at shopping centers and malls.

#### Results:

- a. Half of the respondents had been to a specialty food store in the last month like Cheese Traders, Origanum, Onion River Food Co-op, Fresh Market.
- b. 45 percent had been to the Burlington Farmers Market in 1997 and half went to farm stands.
- c. 60 percent said organic foods were important to them.
- d. 69 percent said they would pay more for Vermont Grown produce.
- e. 20 % said they were familiar with Public Markets in the U.S. & Canada & 80% were likely to shop in such a facility.
- f. Almost two out of five favored a Waterfront location. One fifth favored the old Police Station site. One fifth favored either site and one fifth were undecided.
- g. The level of satisfaction with foods in the Supermarket was a little above average or 3.5 on a scale of 1-6 for meat, poultry, fish, produce, baked goods and flowers.

### II. CONSUMER FARMER'S MARKET SURVEY

The food shopping habits & interest of people who shop at the three Farmer's Markets in the Burlington Area: City Hall Park, Winooski Mill & Old North End. 101 survey were completed in the fall of 1997.

#### Results:

- a. Favorite choices of food group purchases:  
91- fruits & vegetables    46- flowers    30-baked goods  
23-organic foods    9- meat & poultry    11- non-food items  
7 -crafts
- b. The main reasons people shopped at the markets:  
45- fresh food    24- support local    23- community,  
12- quality    Other lower scores included convenience,  
organic and service.
- c. Comparison of Farmers Market with Supermarkets  
Quality of Products            - Much Better  
General Prices                 - A Little Better  
Convenience of Parking        - About the same  
Variety of Products            - Better
- d. The likelihood of shopping at a Year Round Public Market in Downtown or the Waterfront. The categories were: Very Unlikely, Unlikely, Likely, Very Unlikely & Don't Know. The highest scores were for likely & very likely. The Downtown & the Waterfront scoring almost even.

# Apprenticeship Program Gatherings a Success



*NOFA Apprentice gathering in July at Cate Farm, Plainfield, with Richard Wiswall. Photo/Kirsten Bower*

The apprenticeship and farm worker program hosted 3 summer on-farm education/social events during the months of June, July and August. Twenty to forty apprentices and farmers attended each of the

gatherings. It was an opportunity for apprentices to meet their peers, share experiences as well as learn about another working organic farm. Certified organic farms Luna Bleu Farm, Cate Farm and

Seven Oaks Farm each hosted a gathering. In addition to tours specific topics were addressed including weed control and garlic harvest. Apprentice feedback for the gatherings was very positive.

We hope to have more gatherings during the 1997 season covering a wider region of Vermont as well as help organize work trade days between farms.

Thirty seven farms advertising over 75 positions listed with NOFA-VT's apprenticeship and worker program in 1996. We have already received requests from apprentices for the 1997 season. If you are interested in participating as a farm host and would like to receive an application to be included in our directory please contact the office. Listings are free to NOFA members and VOF farmers.

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## Organic Farmer Survey

The Organic Farming Research Foundation (OFRF) has released the results of its national survey of certified organic farmers. The results provide OFRF, academic institutions and government agencies with a clear set of organic research priorities, based on the growers' on-farm experiences. The survey results also offer startling examples of how organic farmers are straining to meet the extraordinary demand for organic produce.

Over 66% of the respondents grow vegetable crops; a little under 50% grow fruit, nut, tree crops and/or field crops; and only 33% grow livestock or poultry products for the organic marketplace. Organic farms are family farms: 83% of respondents are sole proprietors or family partnerships. The respondents have been farming, on average, a little more than sixteen years, nine of them organically, certified 4.7 years. The average age of the respondents is 46.

The survey revealed that organic farmers seek to develop a whole-systems approach to managing their operations which includes generating as many inputs on the farm as is possible, both for fertility and pest management.

The top three research priorities identified by the organic growers are: relationship of growing practices to crop quality and nutrition, crop rotations for fertility and pest management, and consumer demand for organic products. Other high-ranking research priorities included cover crops/green manure and flea beetle & cucumber beetle life cycle and management. Lack of information was cited as a serious barrier to organic farmers.

Katherine DiMatteo, Executive Director of the Organic Trade Association pointed out, "When Congress passed the Organic Foods Production Act as part of the 1990 Farm Bill they dropped the section which mandated a research and promotion program for the organic food industry because they felt such a program would be premature. The valuable information provided by this survey of organic farmers demonstrates that government investment in organic industry research and promoting is long overdue." Organics are now estimated to be a three billion dollar industry.

More information on the survey is available from Grower's Survey 95, OFRF, PO Box 440, Santa Cruz, CA 95061; 408-426-

6606. For a copy of the complete results, send a check for \$10.

(Reprinted with permission from *The Organic Broadcaster*, Volume 4 Number 4, July-August 1996)

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## NOFA's Annual Meeting

Although we have tried (unsuccessfully) to hold our annual meeting at our winter conference, the day is too action-packed, and the staff and board are too fried. We are trying a different approach this year, hoping to combine some discussion with a lot of socializing and dancing. On November 16, we will hold our meeting at the Montpelier Grange Hall; Joe Smillie will lead us in discussion about the future of the organic industry; we will have a large fall harvest feast; and then we will join the evening contradance, regularly held on the second and fourth Saturdays at the Grange (one of the best dances in Vermont!). I have often balanced and swung and "hayed" with many a NOFA member, so I look forward to a concentration of them on November 16. Full details of the meeting will be mailed separately. —Enid Wonnacott

**OUTREACH PROGRAM**

**SHEEPOSIUM**

**WATERFRONT MARKET**

## A MARKET ON THE WATERFRONT. A VISION



**Date: Wednesday, March 26**

**Place: Contois Auditorium, City Hall, Burlington**

**Time: 7 to 9 PM**

*The Burlington waterfront is well on its way to becoming the central recreation and transportation hub of the city. A year-round, enclosed market, offering a wide variety of food, fresh produce, crafts and other locally-produced goods, could make the area much more lively and would attract a broad range of people. While the new Champlain Science Center and the Wing building will attract a larger public to the waterfront, there needs to be something that will draw people on a daily basis, all through the year. Most importantly, a Waterfront Market would provide a real income for small growers, crafters and food vendors and keep the dollars circulating locally.*

### Progress to Date

For the past four months, a steering committee has been meeting to discuss the feasibility of a market on the Waterfront. The group is made up of citizens and organizations including the Burlington Community & Economic Development Office, the Burlington Community Land Trust, and the Women's Agricultural Network.

### Presentations

The meeting on March 26 will begin with brief presentations:

- Ron Krupp, Project Coordinator: A Vision of the Waterfront Market;
- Janet VanLiere, Americorps VISTA volunteer with CEDO: successful markets around the U.S.;
- Tom Cullins, architect with Truex Cullins & Partners: Slide presentation on markets around the world.

### Discussion

Rita Markley, Executive Director of the Committee On Temporary Shelter will moderate discussion of the presentations and facilitate an open conversation about the market. Bring your imaginations!

For more information, please call Ron Krupp at 658-9974.

## THE MARKET ON THE WATERFRONT

The Burlington Waterfront is well on its way to becoming the central recreation and transportation hub of the city. A year-round, enclosed market, offering a wide variety of food, fresh produce, crafts and other locally-produced goods, could make a significant contribution to the vitality of the area. While the new Champlain Science Center and the Wing building will attract the public to the waterfront, there needs to be something more that draws people on a daily basis, all through the year. Just as The McNeil Wood Burning Plant of Burlington Electric supports the Vermont forest industry — the forester, logger, wood-lot owner, trucker — and keeps the energy dollar in Vermont, the Waterfront Market would provide a real income for small growers and producers and keep the dollars circulating locally.

### Description of Market

The Waterfront Market would include a wholesale and retail component. The wholesale market could be open from 6-9 A.M. and the retail market would begin at 9:30 A.M. Small farmers and gardeners, craft-people & artisans would provide fresh garden vegetables and fruit, cheese, poultry and eggs, beef, prepared foods, fresh and dried flowers & herbs, clothes, quilts, jewelry, wood products, shoe and clothing repair, baked goods & crafts and an array of Vermont products all year round. There could be small fish markets and affordable food concessions and senior citizens' craft booths. Add to this a micro-brewery and an up-scale restaurant like one from the New England Culinary Institute and you would have a mix of stores & shops which would serve the entire community.

The only requirement would be that the items be locally grown or produced. This would give the market a particular appeal as "Vermont Grown & Produced" and would be an alternative to the Mall concept.

The market would be open for retail trade 6 or 7 days a week. Two or three days a week would be for the wholesale trade. For example, on Tuesdays, the wholesale floriculture business would be operating with sales of green and potted plants, cut flowers, bedding plants, perennials, etc.. If there was a floriculture market, garden stores, grocery stores and florists would have an alternative for flowering plants. Another day would be set aside for wholesale vegetables and fruits, restaurants and food service businesses. There would be special days for Christmas fairs, Easter, mother's days, etc. Local musicians, story tellers and actors would be included in these events.

The key to the market's success would lie in its diversity and unique qualities. Of course, accessibility and parking would be necessary even though people will need to be educated as to new ways to move about. We don't always have to drive right up to the store. Alternatives can be found. It was the same with recycling. At first people resisted the concept, then they embraced it.

### Other Examples

There are other examples of year-round markets located throughout the country. There are the famous enclosed markets at the Reading Terminal Market in Philadelphia and in Lancaster County, Pa. which is home to the Amish. Closer to home are the large markets in Montreal and the Haymarket district in Boston which serve thousands of people. These are enclosed, all-season markets where people can meet many of their shopping needs. A new open-air farmers market opened in Ithaca, New York recently and is a success.

### Educational Workshops & Performance Space

Space could be provided for on-going craft, food and art workshops: painting, pottery, ceramics, cooking classes. This would take involvement by organizations such as Frog Hollow, the Church Street Center, Burlington City Arts, etc. Also, space could be set aside for a performance area for drama groups.

### Greenhouse

If a greenhouse was integrated into the market, it would be a real draw to the people who live and work in Burlington and Chittenden County, along with tourists coming in on the trains and boats. This would be especially true in the winter, when the lake freezes and the skaters are out on the ice. A place where people could sit in a glass house with the smell of flowers, drinking hot coffee or tea, eating pastries would give the Waterfront a focal point in the winter.

VERMONT MFG

## The Intervale

Currently, there is strong initiative in the Intervale to develop market gardens in vegetables, fruits, flowers, herbs and more. A planned greenhouse will produce bedding plants for spring sale. Canneries are planned for the future. The Intervale Compost Project has been in place for two years. All of these ventures need viable markets if they are to prosper.

## Other Resources

Potential vendors could be identified through: Frog Hollow, the Women's Ag Network, the Vermont Crafts Council, the Vermont Department of Agriculture, CVOEO's Micro Business Development Program, the Minority Business Association, the Shelburne Crafts School, the Burlington City Arts, the cut flower marketing group, the Women's Small Business Project, the Community and Economic Development Office of the City of Burlington & others.

## History

In 1970, there weren't any Farmers Markets in Vermont. Ron Krupp set up one of first markets in Vermont in the Brattleboro area & remembers the reluctance of the community to support such a venture during the first two years. Once people arrived at the market and saw the booths filled with fresh vegetables and fruits, homemade pies and other baked items, local crafts from the senior centers, herbs, flowers, food stands and much more, the market took off and became a success. There are now markets set up throughout the Green Mountains. They operate one to two days per week, generally on weekends and mid-week, from early summer through fall.

However, more sustainable markets are needed to provide a viable and reliable living for small producers, artisans and craftspeople. This is where The Waterfront Market comes into play. It would provide a daily wholesale and retail market for restaurants, food services, consumers, tourists, senior centers, catering firms and so on.

## The Plan

The idea of a Waterfront Market would fit well within the design for the new highway & train service coming into Burlington. The Waterfront area has already begun the development of office space, condominiums, new shops & the creation of the new transportation center close to Union Station. In place is the ferry service, the boat house, the boardwalk & science museum, Main Street Landing and the potential development of an Inn.

## What's Happening?

A steering committee was created in October of 1996 and meets about every 2-3 weeks. It is made up of:

- Brenda Torpy, the Executive Director of the Burlington Community Land Trust;
- Betsy Rosenbluth of the Burlington Community & Economic Development Office;
- Don Jamison of the Old North End Enterprise Community's New Leaf Community Enterprise Project;
- Ron Krupp, the Waterfront Market project coordinator.

The CEDO office is gathering information on other enclosed markets. The Burlington Community Land Trust is putting numbers together on cost, etc. regarding information on the development aspects of the site. Ron Krupp is contacting potential vendors and groups, developing a survey for growers and producers, setting up open meetings for the community along with a slideshow, providing PR and marketing for the project, organizing the project and acting as the over-all catalyst.

A series of open meetings is planned during the spring. The steering committee will begin to add more members and/or set up more committees.

For more information, please write or call:

Ron Krupp  
8 Lyons Avenue  
South Burlington, Vermont 05403  
658-9974



Robert and Judy Sheehan  
RR1 • Box 2240 • Enosburg Falls, Vermont 05450

(802) 933-2866

Women's Agricultural Network  
590 Main Street  
University of Vermont  
Burlington, Vermont 05405-0059

April 5, 1996

Dear Mary,

Thanks for inviting Bob and I to the Waterfront Market Meeting. I know I didn't say much (unusual for me), but I wanted to soak in the intent of the meeting, the group, and then gather my thoughts. Well, here they are (I'm using Ron's Hand-out sheet as reference):

"What is the role of the committee?" A mission statement is paramount. We will not have any focus without it. I sat and thought about it on the way home, and I came up with these thoughts.

**MISSION STATEMENT: The Waterfront Market - Agricultural Sub-Committee will identify the following for small agricultural businesses/individuals participating in the Waterfront Market.**

- 1. Develop the "vision" of the agricultural section of the Waterfront Market. Are we an attraction? Are we an educational entity-support the Vermont Farmer, Eat Seasonally-Buy Locally etc.,?**
- 2. Identification of seasonal and year round agricultural vendors.**
- 3. Needs of agricultural vendors participating in the market.**
- 4. Develop the appropriate "mix" of agricultural vendors (small business) and established vendors (anchor businesses) to meet the Waterfront market needs.**

1. I understand the Steering Committee will develop the waterfront market as a whole entity. The Steering Committee will consider site location, anchor businesses, etc. The Steering Committee must have a total picture, and consider the life blood of the entire project.

2. However, you made some interesting comments about the fact that you want the Burlington Farmer's Market to "take ownership" of this project. Also, that the



Burlington Farmer's Market will be an anchor business in itself (a seasonal major draw to the area). To consider taking the Burlington Farmer's Market into the Waterfront "fold", you must consider some important aspects:

(1) Our by-laws. I'm sending you a copy. If the Burlington Farmer's Market moves to the Waterfront, our total entity comes with us, By-laws and all (unless we change them.) This includes who we allow to sell at the market (agriculture, prepared foods, crafters etc.,) day vendors, seasons pass vendors, our jurying policy, etc. You must consider that we are an established organization. I know that members will protect the interests of the market. The Steering Committee must be totally aware of this as they develop the total vision.

(2) Where does the Burlington Farmer's Market fits into the "total picture?" I pushed Ron to give me an idea of space at the Waterfront. If I remember right, he mentioned approximately 25,000 sq feet for the total project. 10,000 sq feet (approximately) reserved for vendors. In the same breath, he said the 10,000 sq feet included restaurants. I know my math isn't the best, but I begin to wonder where exactly the Burlington Farmers Market fits in. Is it in the building? Is it outside the building, under awnings (during the growing season) for the majority of the vendors? This starts to fit in with my question as to whether or not the Burlington Farmer's Market is an attraction, or a key anchor business in itself.

3. How do we find out about the interest in the Agricultural Community? The best way (I think) is to let them come to you. Then you'll get a good idea of who is really interested (in the initial development stage.) Advertising/Announcement blitz's (based on one generic statement sent to everyone) in the periodicals, magazines etc. that target the people you want (For example, identify (through Lindsey) all the Associations in Vermont that are agricultural based. They all have newsletters, (I read alot of them!). Periodicals such as Chets Chatter-Vermont Sheep Breeder's Association, Beef-Vermont Beef Producer's Association, **Agriview**-Read by every agricultural producer in Vermont, **NOFA-VT**, read by every organic producer in Vermont, Beekeepers Associations, Dairy Associations, Specialty Foods Associations, etc., etc., etc., I have no doubt that every specialty agricultural group in Vermont has some sort of newsletter.

4. Find out about the concerns of small growers and producers (vendor fees , commitments etc.) Table these subjects for now. Its a bit to early to even consider it. Discussing it will really put the cart before the horse. The more appropriate subject is the general needs of small growers; electricity, water source, ease of loading/unloading into vending space, overhead protection, vending hours, storage (cooler and freezer) & availability.

5. Clarify the process by which growers and producers can get involved with the market. This will logically follow the mission statement. It will mean by-laws, etc., not much different than what the Burlington Farmer's Market is doing now.

6. To research and design a wholesale distribution system for the market. This is my speciality. I'm sending you excerpts from my approved SARE grant. **I request that you keep it confidential.** This is an area that I am truly interested, and as you can see, willing to tackle. I think there is a way to build a wholesale market. I will keep you informed.

7. To determine the balance between established businesses and small growers and producers. Again, as the Burlington Farmer's Market Vice President, and an interested grower, this is an area I am really concerned about. I have a feeling this will be a major concern of **all** agricultural vendors involved. If agricultural vendors are **not** included in the total planning process, this aspect/area of the Waterfront Market will fail. Please, Please, encourage-entice-force Lindsey to participate. She truly understands the heart and soul of the Vermont agricultural producer. You need her voice on your Steering Committee.

8. To help set up the governance for the market. Again, table this concern for now. It is too early. This is the nit-picky stuff. Once most everything else is developed and approved, this section almost writes itself.

9. Time frame for the Agricultural Committee in terms of the development of the Market. Again the cart before the horse. We need more information on the entire Waterfront Market itself. We can report back some of this information, but it is difficult to forge ahead. It is like planning what your kitchen is going to be, when we haven't discussed/decided on the plans for the house yet.

10. Grants and funding. We first need to further develop our vision. Who we are and what we are doing will dictate what grants and funding are available. I think we need to have a clear picture of what **is** available. This may help us decide our vision, our next step etc.

11. How do we proceed? We need to practice good meeting management. The next meeting is scheduled for April 14. We all need an agenda prior to attending. (Either by phone, fax etc.) It will focus the meeting, and help us be prepared to address the issues.

Thanks for reading this, and allowing me to get my thoughts put out. I have no problem if you share this with Ron prior to the meeting (I did not have his address). See you soon.

May 1<sup>135</sup> - steering committee

(TUES)  
May 6 1300 next meeting

April 14, 1997

**Questions for the Steering Committee:**

??

1. Is this a *for profit* or *not for profit* organization? [Who is financing this and who answers for what?] *not answered yet*
2. What are the agricultural and agricultural marketing goals for the Burlington Waterfront Market (BWM)? [ Is the BWM promoting or exploiting local agriculture?]
  - a. Promote family farms? [ Increase- diversity, farm income, & rural culture?]
  - b. Preserve the landscape? [ Save what open land is left; promote stewardship?]
  - c. Secure a quality food source for Burlington? [ Provide what is not available thru mega-chain supermarkets?]
  - d. Draw customers to non-farm vendors? [ Use agricultural vendors to draw customers to crafters, prepared food merchants, or commercial businesses?]
  - e. Secure agricultural marketing grants? [ Get free money to finance non-farm interests?]
  - f. Image? [ Use the positive farmer/agricultural image to promote the BWM?]
  - g. Promote the environment? [ Eat regionally and seasonally!]
  - h. Promote a sustainable city and hinterland? [ Mayor Clavelle's sustainable city policy!]
  - i. Increase citizen awareness of the agricultural, environmental, and ethical choices involved in buying food? [ Perhaps the most important issue of the entire BWM project!]

The interests of big food distribution corporations often conflict with the betterment or status quo of local customs, consumer ideals, environmental quality, local farmers, and responsibility for global actions.

**Survey topics:** Small growers could be questioned on preferences for or priorities for the following-

1. Space per booth
2. cost per booth-
3. unloading area
4. electricity
5. cold water
6. rest rooms
7. permanent fixtures - tables
8. overhead cover
9. protection from the wind
10. heat
11. air conditioning
12. lighting-type (certain lights make produce and meats look bad)
13. arrangement or grouping of vendors
14. waste disposal and receptacles ( BFM vendors now take care of their own waste plus customers)
15. drains
16. cleanliness of area prior to occupying

THE WATERFRONT MARKET - Agriculture Committee

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I. Introductions

- Introductions of participants
- the progress of the steering committee
- a report on the public meeting
- the work of the site committee
- the creation of a mission statement and the guiding principles and other current work.
- the development of a marketing-feasibility study
- interest by Claussions, Vt. Floral, Vt. Food Venture

II. Ag. Committee Meetings

- a. Who will take notes?
- b. Who will facilitate the meetings?
- c. How often will the committee meet?  
Let's decide at end of meeting?

III. What is the role of the committee?

- to find out what interest there is in the Ag. community for the market. This would include the food service industry, chefs, the Fresh Market Network, growers & producers and others.
- to find out the concerns of small growers and producers- vendor fees, commitments, etc.
- to clarify the process by which growers and producers can get involved with the market.
- to research and design a wholesale distribution system for the market. This would be the development of co-ops among some farmer- gardener groups.
- To determine the balance between established businesses and small growers and producers.
- to set standards for the market.
- to help set up the governance for the market.

IV. What other questions and concerns need to be addressed?

IV. What is the time frame for the Agriculture Committee in terms of the development of the market?

V. Grants and funding

VII. How do we proceed?

1. Survey- What interest is there with the Waterfront Market in the Agriculture community. This would include local growers & producers, local farm related businesses, the food service industry- chefs, restaurants, food services, the Fresh Market Network, Vermont value added businesses & others.

\* Please write out questions you would like to include in survey. including perhaps some of the questions stated below for the next meeting on April 14th at 1:00 P.M.

\*Please work on survey for next meeting\*

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2. The survey could include questions about the concerns of small growers and producers, including vendor fees, commitments, needs-electricity, refrigeration, water, etc..

3. Vendor Fees and What gets sold-  
How would a fee system be set up for vendors? Would it be based on the degree to which the grower, producer, small business grows their own and or uses Vermont products in the production of the product. What would get sold & what not? Please give suggestions. (see minutes)

4. Relationship- What would the relationship be between the Burlington Farmers Market and the Waterfront Market? (see minutes)

5. Wholesale Distribution System  
How would you research and design a wholesale distribution system for the market? This could mean the development of co-ops among some farmer-gardener groups. (see minutes)

6. Balance- How would a balance in vendors be established between larger Ag. related businesses and local growers?

7. Standards- How would standards be set for the market vendors? Would a juried system be used & how would it be set up?

8. Governance-How would the governance of the market be set up in order to create a representative structure? For example, there could be representatives from the Intervale, the Burlington Farmers Market, consumer and community groups, craft organizations, Garden related businesses, the arts community and others.

9. Customers- How would the market focus on potential customers: residents tourists lunch crowd.  
How would the market maintain the balance and not become a tourist-yup market?

## Second Draft

vision - conceive

## Mission Statement

The mission of the Waterfront Market is to provide a public space in which local farmers, crafters, artists, small business people, consumers and local residents can carry on traditional local market activities. Especially important is the commitment to: *accessibility* to the broadest possible public; *affordability* to consumers and vendors; *sustainability*, to increase local production of food and crafts, keeping the dollars in Vermont; *diversity* in the size and type of businesses and in the products offered; and *participation* by citizens and community groups in the governance of the market.

DO NOT TALK

## Guiding Principles

1. Accessibility. The market needs to be accessible to the broadest possible public — residents and visitors — through adequate parking, frequent and reliable shuttle and bus service, walkways, trains, the ferry and the bikepath.
2. Affordability. The market needs to be affordable to both the consumers and the vendors. Support and encouragement will be given to low- and moderate-income Vermont growers and producers, with a portion of space allocated to such businesses.
3. Diversity. The market should provide a mix of vendors, from new micro enterprises to well-established businesses, selling a wide variety of products and services. Cultural diversity will be encouraged.

As a way of helping ensure year-round use, a greenhouse/floral space will be integrated into the structure, a solarium for the public during the long Vermont winter. Throughout the year, there will be arts, entertainment and educational events.

A greenhouse/solarium space will be integrated into the structure, as well as an area for performances, classrooms and a gallery. This will help ensure year-round use.

4. Sustainability. The market will foster a healthier and more diversified local economy, keeping the dollars in Vermont. The Vermont Seal of Approval will be an integral means of securing support for Vermont-made products.

vt. makes it special -  
Quality

5. Citizen Participation. It's critical that the community be involved in the development of the market through public meetings, committees and a newsletter. The public will be represented on the market's governing body, as will vendors and community groups.

NON-PROFIT

## Waterfront Market Development Timetable

Winter 1996-97: Formation of steering committee.

Summer 1997: Location of market site.

Summer 1997: Development of feasibility plan, including market analysis, organizational structure, square footage costs, cost analysis, etc.

Fall 1997: Funding secured. (USDA fund for public markets?)

Fall 1997: Governance procedures, vendor contracts.

Fall 1997: Design and architectural plan.

Fall 1997: Approval of the project by regulatory bodies (planning and zoning, environmental board, etc.).

Winter/Spring 1997-98: Construction.

Summer 1998: Opening.



Greenhouse market

ferries



Permanent vendors



Truox + Collins

WAC 1984

## A Farmers Market on the Waterfront

Burlington Waterfront is well on its way to becoming the central recreation and transportation hub of the city of Burlington. What's lacking is a full-scale commercial market, and one way of meeting this need is a year-round, enclosed retail/wholesale market offering a wide variety of local fresh food, crafts, small food concessions and other micro-businesses.

The Waterfront Market would provide a real income for small growers and producers and keep the dollars in Vermont. It could include a wholesale and retail component. The wholesale market could be open from 6-9 A.M. and the retail market would begin at 9:30 A.M.

Small farmers and gardeners, craftspeople and artisans would provide fresh garden vegetables and fruit, cheese, poultry and eggs, beef, prepared foods, fresh and dried flowers and herbs, bake goods, shoe and clothing repair, and an array of Vermont products all year round.

Small fish markets and affordable food concessions and senior citizens crafts booths. Add to this a micro-brewery and an upscale restaurant like one from the New England Culinary Institute and you would have a mix of stores & shops serving the entire community. The only requirement would be that the items be locally grown or produced. This would give the market a particular appeal and would be an alternative to the Mall concept.

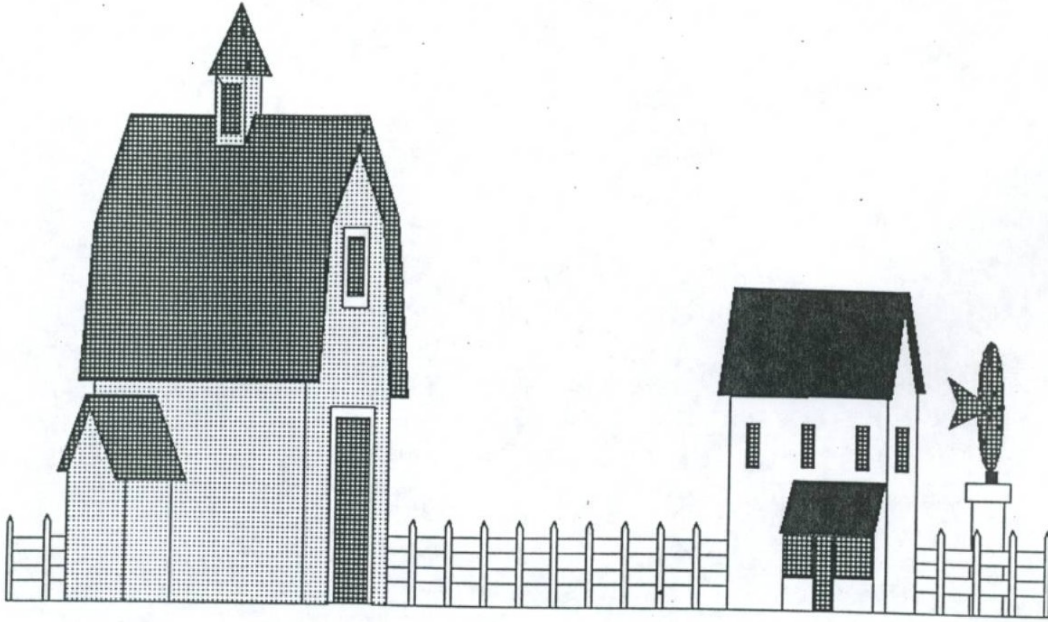
Integrating a greenhouse would be a real draw to the people who live and work in Burlington, along with tourists coming in on the trains and boats. In the winter, when the lake freezes and the skaters are out on the ice, to be able to sit in a glass house with the smell of flowers, drinking hot coffee or tea, eating pastries would give the Waterfront a focal point in the winter.

In 1970, Vermont did not have any Farmers Markets. Ron Krupp set up one of first markets in Vermont in the Brattleboro area

and remembers the reluctance of the community to support such a venture during the first two years. Once people arrived at the market and saw the colorful booths filled with fresh vegetables and fruits, baked items, local crafts, herbs, flowers, and much more, the market took off and became a success. Now markets throughout the Green Mountains operate one to two days per week, generally on weekends and midweek, from early summer through fall.

The Waterfront Community Market Group was created in October of 1996 to help start the process of planning and developing a market. A series of open meetings is planned during the spring in order to inform the community about the market and to enlist the support and participation of the farm community.

For information, write or call Ron Krupp, 8 Lyons Avenue South Burlington, Vermont 05403 (802-658-99740).



**Farmer/Vendor Requirements**  
**Agricultural Subcommittee Response**  
**to the**  
**Burlington Waterfront Market Steering Committee**

# **Types of Farmer Vendors**

## **Vermont Local Farmers**

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- **Occasional vendors with seasonal product or surplus**  
maple syrup, pumpkins, apples
- **Once a week regular vendor with consistent product**  
vegetables, poultry, flowers, herbs, meat
- **More than once a week vendors**  
Wednesday/Saturday
- **Anchor vendors**  
Monday thru Saturday  
cooperating/sharing vendors  
larger and more established producers
- **Vendors may be in transition between categories**

# **Farmer/Vendor Requirements**

## **Minimum Requirements of Vendors**

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- **Market Manager for coordination and assistance**
- **A paved, well drained, and marked area**
- **Parking/unloading area close to rented spaces especially for large volume products & bulky products**
- **An area accessible to customers stroll saunter browse**
- **An area definable as the farmers' market**
- **Reasonable fees**
- **Access to Restrooms and Cold Water**
- **Easy customer access**
- **Drains**
- **Containers for Litter**

# **Anchor Vendor Needs**

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- **Electrical outlets**
- **Secure/Locking booths  
pull across/down screens**
- **Custodial service for common areas**
- **Lighting**
- **Regular Hours/Days/Seasons**
- **Trash disposal**
- **Pest Control**
- **Cooler/Freezer**

# Booth Space

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- **Size**  
width and depth, aisles  
multiple blocks
- **Arrangement**  
back to back  
rows  
customer circulation
- **Allocation of space**  
eclectic  
consistent priority  
customer flow

# Above the Minimum

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- **Overhead protection from the elements**  
tent, canvas fly, overhang
- **Permanent Fixtures**  
tables  
dollies  
carts  
ramps
- **Advertising**
- **Events/Entertainment/Music**  
detractions:  
parades  
protests  
volume of noise