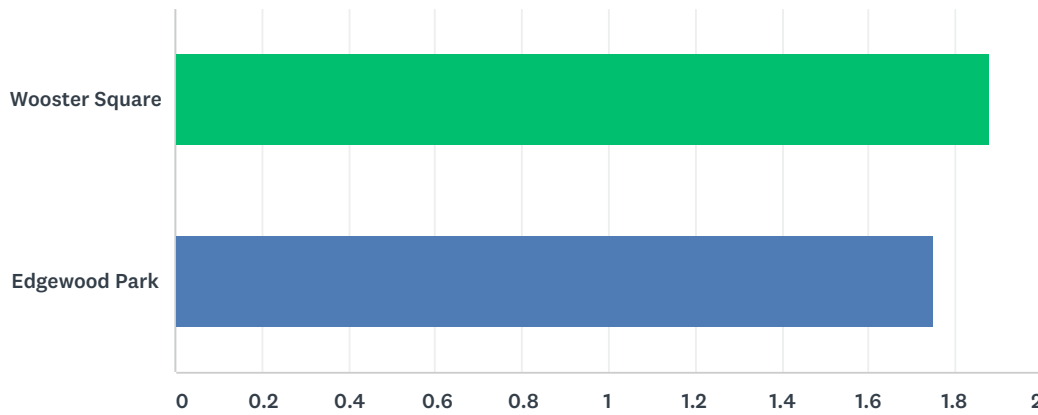


Q1 Compared to the same point last year did you sell more of your product this year with the help of the Apple event?

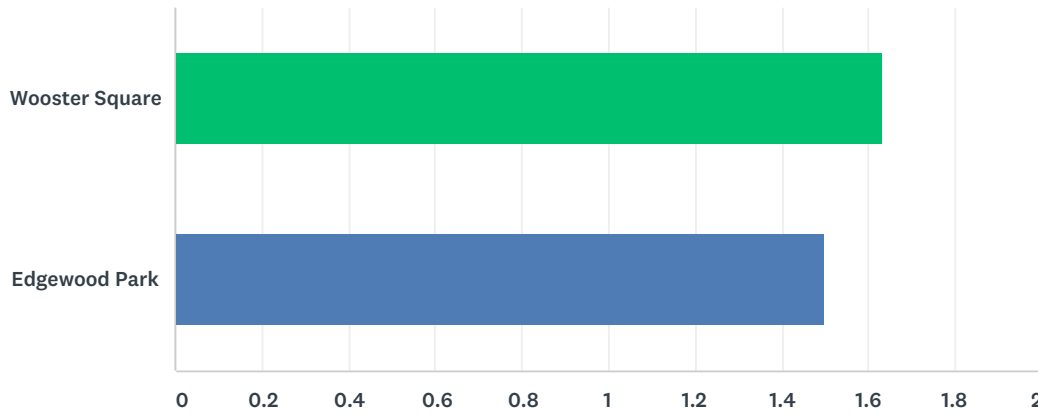
Answered: 10 Skipped: 0



	YES	NO	TOTAL	WEIGHTED AVERAGE
Wooster Square	12.50% 1	87.50% 7	8	1.88
Edgewood Park	25.00% 1	75.00% 3	4	1.75

Q2 Did you see an increase in new customers on the day of the event compared to the prior week? (Only respond for the markets that you attend)

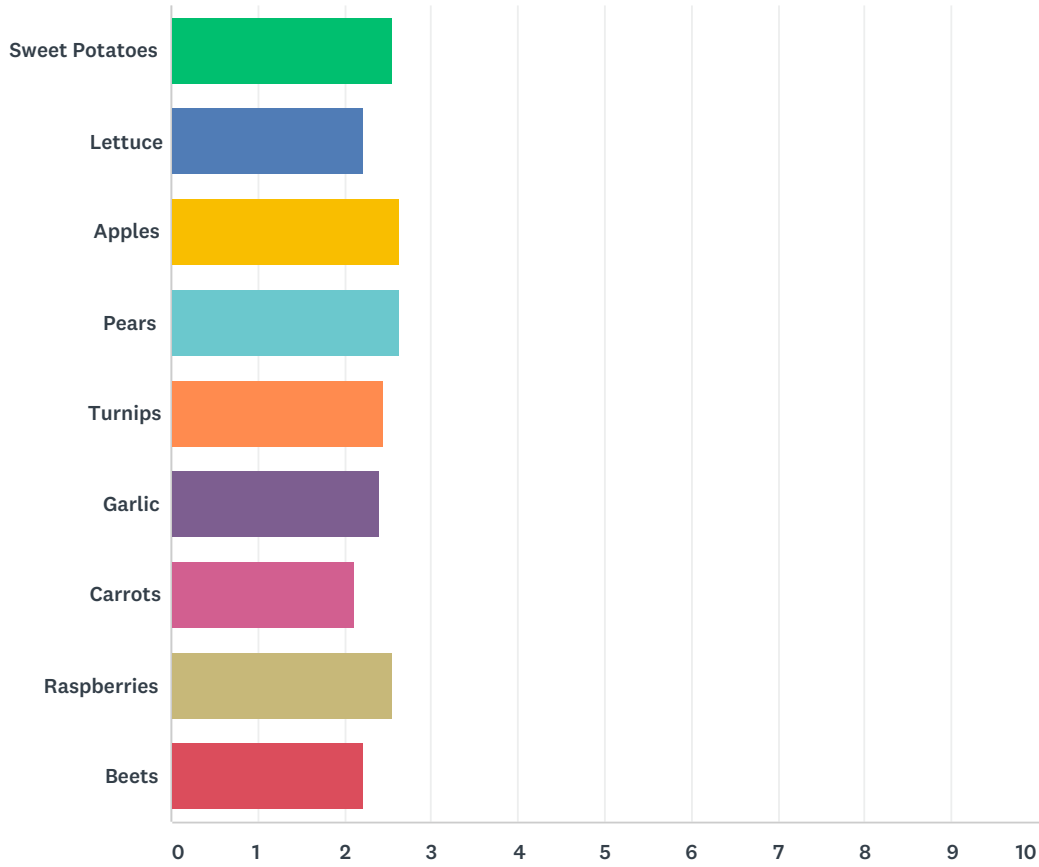
Answered: 10 Skipped: 0



	YES	NO	TOTAL	WEIGHTED AVERAGE
Wooster Square	37.50% 3	62.50% 5	8	1.63
Edgewood Park	50.00% 2	50.00% 2	4	1.50

Q3 Did you see an increase in sales in product promoted including:

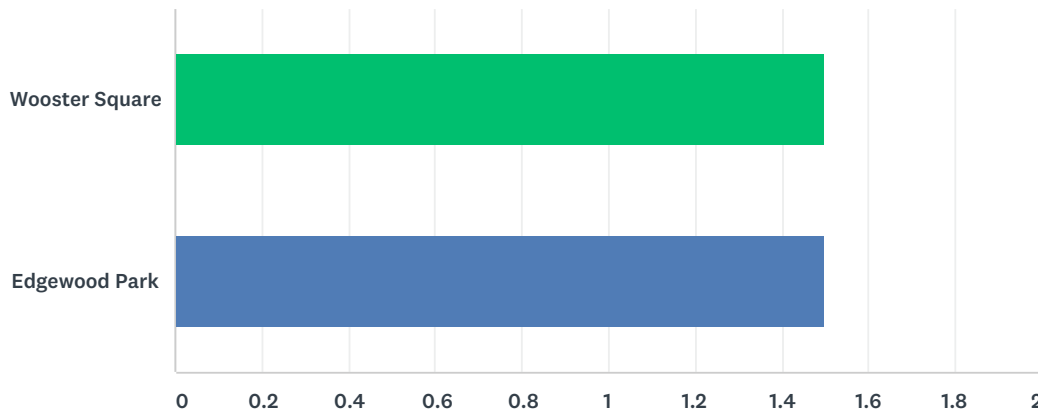
Answered: 10 Skipped: 0



	YES - WOOSTER	NO - WOOSTER	YES - EDGEWOOD	NO - EDGEWOOD	I DO NOT SELL THIS PRODUCT	TOTAL	WEIGHTED AVERAGE
Sweet Potatoes	0.00% 0	44.44% 4	0.00% 0	0.00% 0	55.56% 5	9	2.56
Lettuce	11.11% 1	55.56% 5	22.22% 2	0.00% 0	11.11% 1	9	2.22
Apples	0.00% 0	37.50% 3	0.00% 0	0.00% 0	62.50% 5	8	2.63
Pears	0.00% 0	37.50% 3	0.00% 0	0.00% 0	62.50% 5	8	2.63
Turnips	0.00% 0	55.56% 5	11.11% 1	11.11% 1	22.22% 2	9	2.44
Garlic	10.00% 1	40.00% 4	10.00% 1	0.00% 0	40.00% 4	10	2.40
Carrots	22.22% 2	44.44% 4	22.22% 2	0.00% 0	11.11% 1	9	2.11
Raspberries	0.00% 0	44.44% 4	0.00% 0	0.00% 0	55.56% 5	9	2.56
Beets	11.11% 1	55.56% 5	11.11% 1	11.11% 1	11.11% 1	9	2.22

Q4 Did customers engage in more conversations about products promoted and their uses (e.g. apples, garlic, carrots, lettuce)?

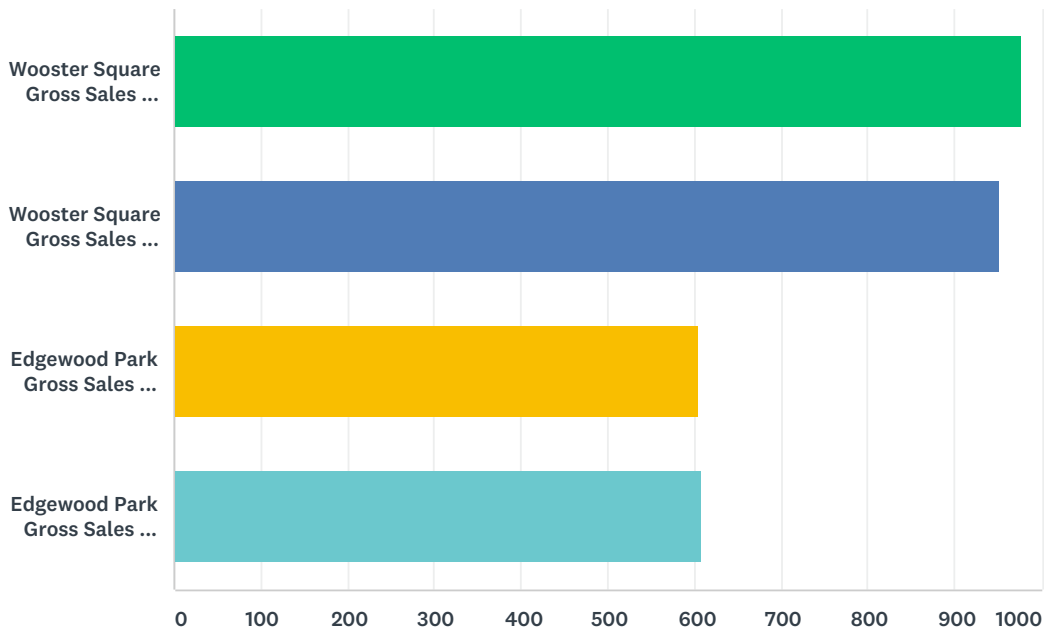
Answered: 10 Skipped: 0



	YES	NO	TOTAL	WEIGHTED AVERAGE
Wooster Square	50.00% 4	50.00% 4	8	1.50
Edgewood Park	50.00% 2	50.00% 2	4	1.50

Q5 Please provide your overall sales data from Wooster Square and/or Edgewood Park on the week prior and the week of the event.

Answered: 9 Skipped: 1



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Wooster Square Gross Sales - September 24th	977	6,841	7
Wooster Square Gross Sales - October 1st	951	6,656	7
Edgewood Park Gross Sales - September 25th	605	2,418	4
Edgewood Park Gross Sales - October 2nd	608	2,431	4
Total Respondents: 9			

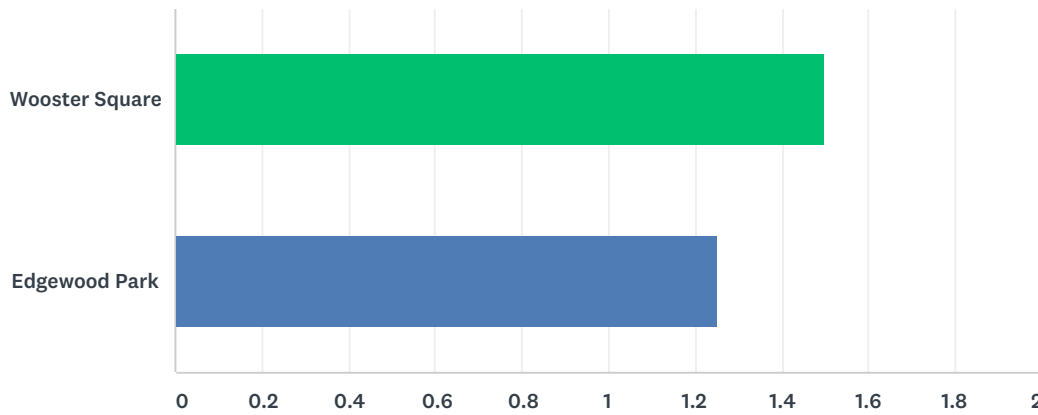
#	WOOSTER SQUARE GROSS SALES - SEPTEMBER 24TH	DATE
1	681	7/12/2017 11:12 AM
2	1450	7/11/2017 5:43 PM
3	480	12/21/2016 7:47 PM
4	750	11/3/2016 10:38 AM
5	681	11/3/2016 10:27 AM
6	1000	10/10/2016 8:28 AM
7	1799	10/7/2016 7:56 PM

#	WOOSTER SQUARE GROSS SALES - OCTOBER 1ST	DATE
1	1053	7/12/2017 11:12 AM
2	1100	7/11/2017 5:43 PM
3	500	12/21/2016 7:47 PM
4	750	11/3/2016 10:38 AM

5	410	11/3/2016 10:27 AM
6	1100	10/10/2016 8:28 AM
7	1743	10/7/2016 7:56 PM
#	EDGEWOOD PARK GROSS SALES - SEPTEMBER 25TH	DATE
1	969	7/11/2017 5:43 PM
2	0	12/21/2016 7:47 PM
3	315	11/3/2016 2:18 PM
4	1134	10/8/2016 9:29 PM
#	EDGEWOOD PARK GROSS SALES - OCTOBER 2ND	DATE
1	800	7/11/2017 5:43 PM
2	0	12/21/2016 7:47 PM
3	375	11/3/2016 2:18 PM
4	1256	10/8/2016 9:29 PM

Q6 If you saw an increase in sales, do you contribute the increase as a result of the event?

Answered: 8 Skipped: 2



	YES	NO	TOTAL	WEIGHTED AVERAGE
Wooster Square	50.00% 3	50.00% 3	6	1.50
Edgewood Park	75.00% 3	25.00% 1	4	1.25

#	COMMENTS	DATE
	There are no responses.	

Q7 Any additional comments, antidotes or suggestions about this event or future events?

Answered: 4 Skipped: 6

#	RESPONSES	DATE
1	same as squash event. Cityseed received \$15,000 farmers got less \$\$	7/11/2017 5:43 PM
2	n/a	11/3/2016 2:18 PM
3	our apples are on an off year, so wasn't able to capitalize but great event...	11/3/2016 10:38 AM
4	We didn't see an increase in sales, but the customer enthusiasm resulted in new and deeper relationships with Wooster Square customers.	11/3/2016 10:27 AM

Q8 Farm Name

Answered: 9 Skipped: 1

#	RESPONSES	DATE
1	Yale Farm	7/12/2017 11:12 AM
2	Stone Gardens Farm	7/11/2017 5:43 PM
3	blue slope	12/21/2016 7:47 PM
4	Massaro Community Farm	11/3/2016 2:18 PM
5	Waldingfield	11/3/2016 10:38 AM
6	Yale Farm	11/3/2016 10:27 AM
7	Star light	10/10/2016 8:28 AM
8	Four Root Farm	10/8/2016 9:29 PM
9	northfordy	10/7/2016 7:56 PM