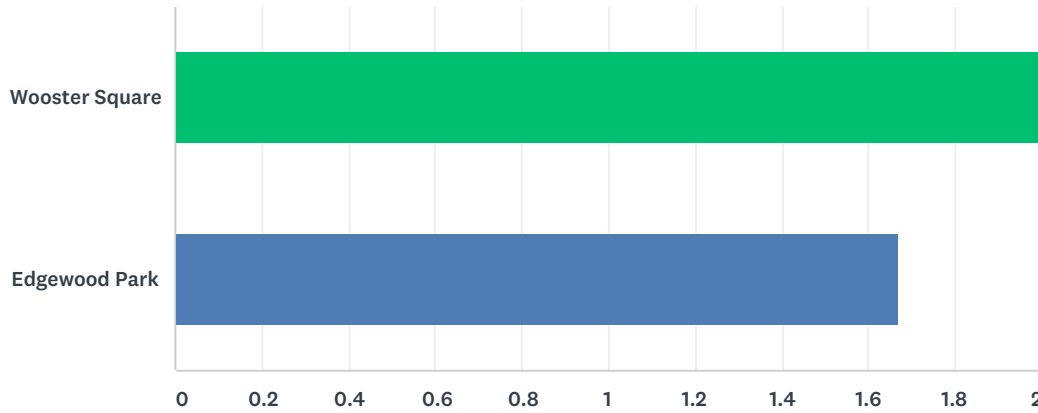


Q1 Compared to the same point last year did you sell more of your product this year with the help of the Squash event?

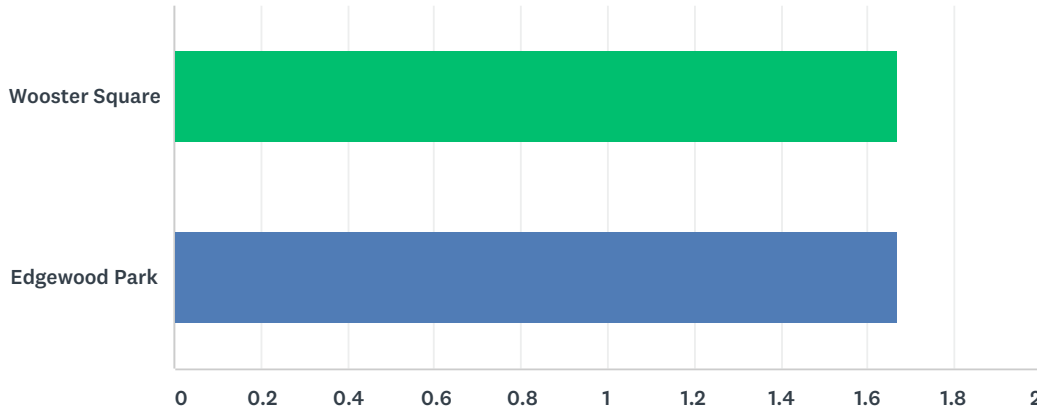
Answered: 7 Skipped: 0



	YES	NO	TOTAL	WEIGHTED AVERAGE
Wooster Square	0.00% 0	100.00% 6	6	2.00
Edgewood Park	33.33% 1	66.67% 2	3	1.67

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: 7 Skipped: 0



	YES	NO	TOTAL	WEIGHTED AVERAGE
Wooster Square	33.33% 2	66.67% 4	6	1.67
Edgewood Park	33.33% 1	66.67% 2	3	1.67

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

Answered: 7 Skipped: 0



	YES - WOOSTER	NO - WOOSTER	YES - EDGEWOOD	NO - EDGEWOOD	I DO NOT SELL THIS PRODUCT	TOTAL	WEIGHTED AVERAGE
Sweet Potatoes	16.67% 1	16.67% 1	0.00% 0	16.67% 1	50.00% 3	6	2.50
Winter Squash	14.29% 1	28.57% 2	0.00% 0	0.00% 0	57.14% 4	7	2.43
Apples	14.29% 1	28.57% 2	0.00% 0	0.00% 0	57.14% 4	7	2.43
Pears	16.67% 1	16.67% 1	0.00% 0	0.00% 0	66.67% 4	6	2.50
Potatoes	0.00% 0	42.86% 3	0.00% 0	0.00% 0	57.14% 4	7	2.57
Garlic	0.00% 0	33.33% 2	16.67% 1	0.00% 0	50.00% 3	6	2.67

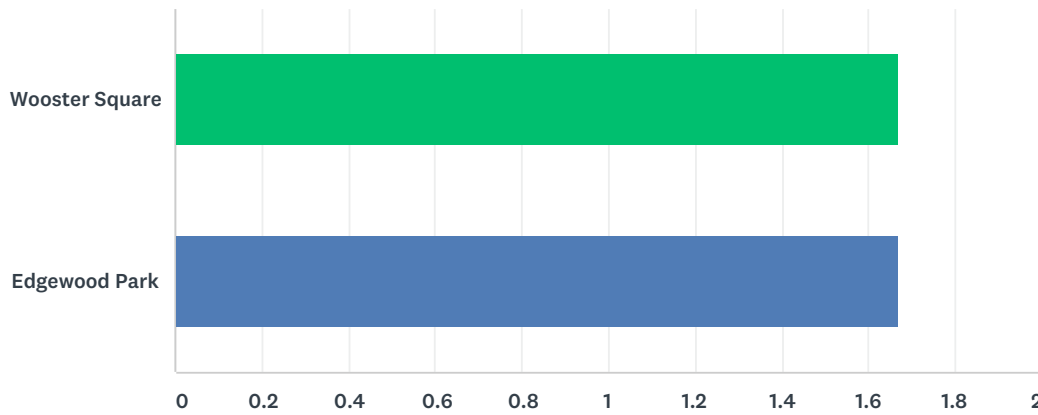
Squash Fest Post Event Survey

SurveyMonkey

Carrots	0.00% 0	50.00% 3	0.00% 0	33.33% 2	16.67% 1	6	2.50
Turnips	0.00% 0	57.14% 4	0.00% 0	14.29% 1	28.57% 2	7	2.43
Cauliflower	0.00% 0	33.33% 2	0.00% 0	16.67% 1	50.00% 3	6	2.67
Greens	14.29% 1	57.14% 4	14.29% 1	0.00% 0	14.29% 1	7	2.14
Lettuce	0.00% 0	57.14% 4	14.29% 1	0.00% 0	28.57% 2	7	2.43

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

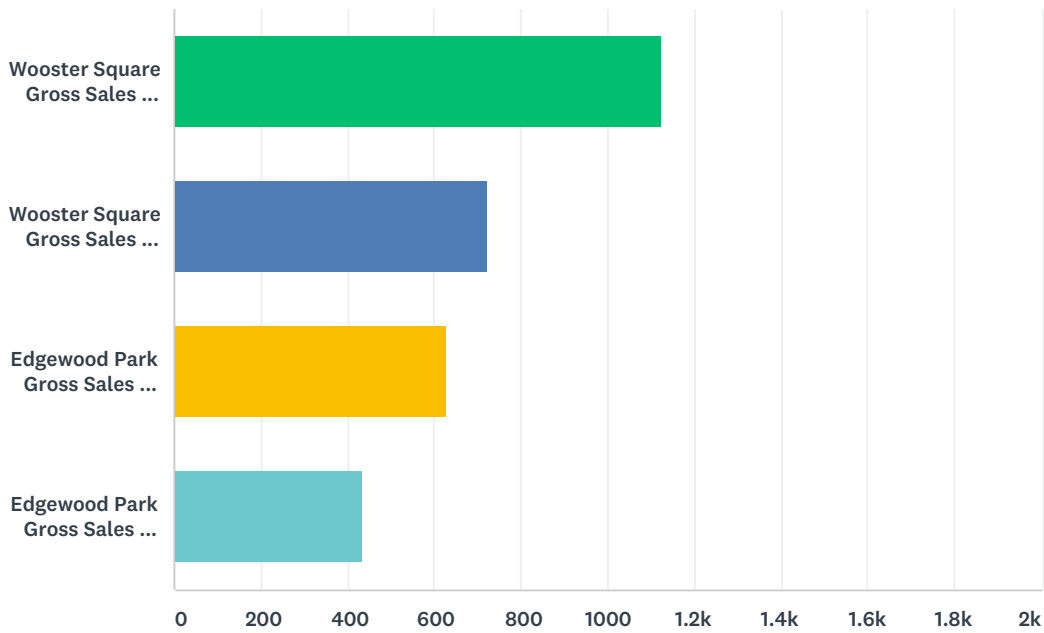
Answered: 7 Skipped: 0



	YES	NO	TOTAL	WEIGHTED AVERAGE
Wooster Square	33.33% 2	66.67% 4	6	1.67
Edgewood Park	33.33% 1	66.67% 2	3	1.67

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: 6 Skipped: 1



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Wooster Square Gross Sales - October 29th	1,125	5,625	5
Wooster Square Gross Sales - November 5th	723	3,614	5
Edgewood Park Gross Sales - October 30th	628	2,510	4
Edgewood Park Gross Sales - November 6th	435	1,739	4
Total Respondents: 6			

#	WOOSTER SQUARE GROSS SALES - OCTOBER 29TH	DATE
1	1611	7/14/2017 12:12 PM
2	940	7/12/2017 4:52 PM
3	774	7/12/2017 11:10 AM
4	1700	7/11/2017 5:40 PM
5	600	12/21/2016 7:43 PM

#	WOOSTER SQUARE GROSS SALES - NOVEMBER 5TH	DATE
1	761	7/14/2017 12:12 PM
2	930	7/12/2017 4:52 PM
3	443	7/12/2017 11:10 AM
4	900	7/11/2017 5:40 PM
5	580	12/21/2016 7:43 PM

#	EDGEWOOD PARK GROSS SALES - OCTOBER 30TH	DATE
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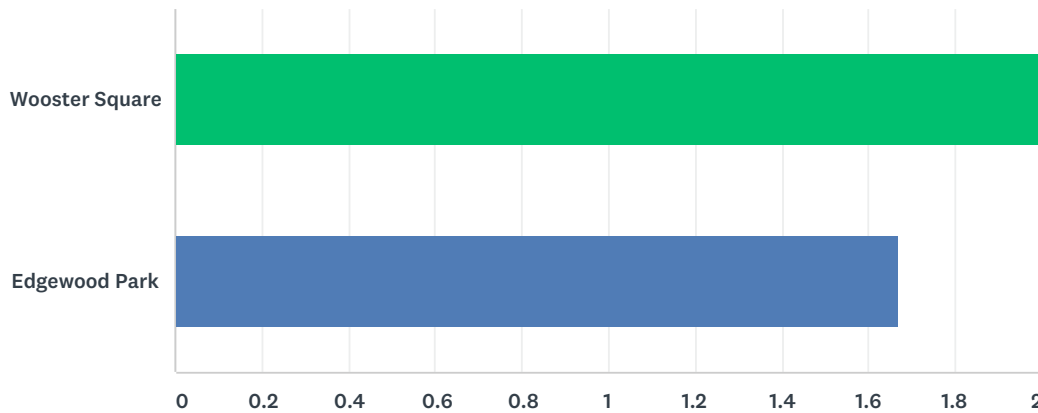
Squash Fest Post Event Survey

SurveyMonkey

1	0	7/12/2017 11:10 AM
2	1164	7/11/2017 5:40 PM
3	0	12/21/2016 7:43 PM
4	1346	12/20/2016 6:45 PM
#	EDGEWOOD PARK GROSS SALES - NOVEMBER 6TH	DATE
1	0	7/12/2017 11:10 AM
2	600	7/11/2017 5:40 PM
3	0	12/21/2016 7:43 PM
4	1139	12/20/2016 6:45 PM

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

Answered: 6 Skipped: 1



	YES	NO	TOTAL	WEIGHTED AVERAGE
Wooster Square	0.00% 0	100.00% 5	5	2.00
Edgewood Park	33.33% 1	66.67% 2	3	1.67

#	COMMENTS	DATE
1	basically we were flat.	7/12/2017 4:52 PM
2	cityseed doesn't care about farmers	7/11/2017 5:40 PM
3	See below.	12/20/2016 6:45 PM

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

#	RESPONSES	DATE
1	I wish we sold winter squash! But the excitement for squash did seem to bubble over into overall excitement for fall produce.	7/12/2017 11:10 AM
2	It's unfair to compare Squash Fest at Edgewood with the week before because it was the Puppet Parade which also brought hordes of new people to the market. So, even though we didn't strictly make more money, I firmly believe that there were more people there at Squash Fest than there would have been without Squash Fest	12/20/2016 6:45 PM