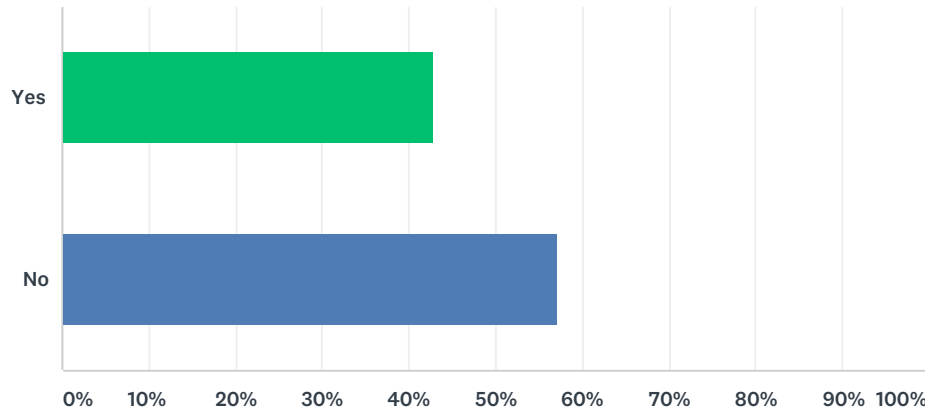


# Q1 Compared to the same point last year did you sell more of your product this year with the help of the Strawberry Fest event?

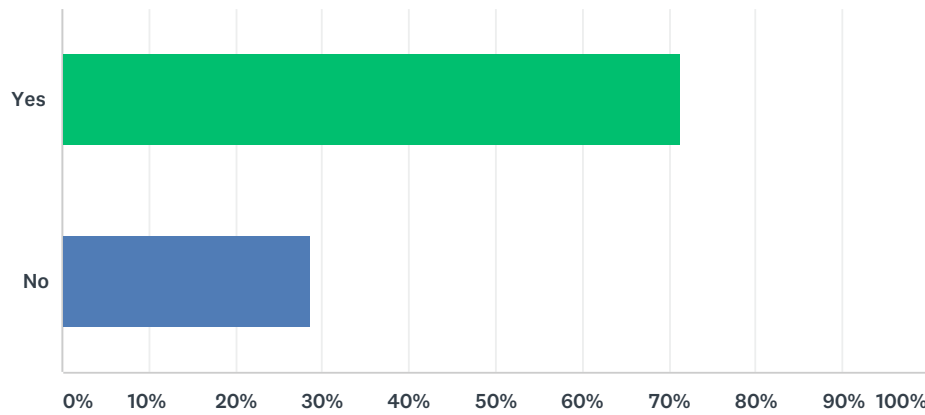
Answered: 7 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	42.86%	3
No	57.14%	4
TOTAL		7

## Q2 Did you see an increase in new customers on the day of the event compared to the prior week?

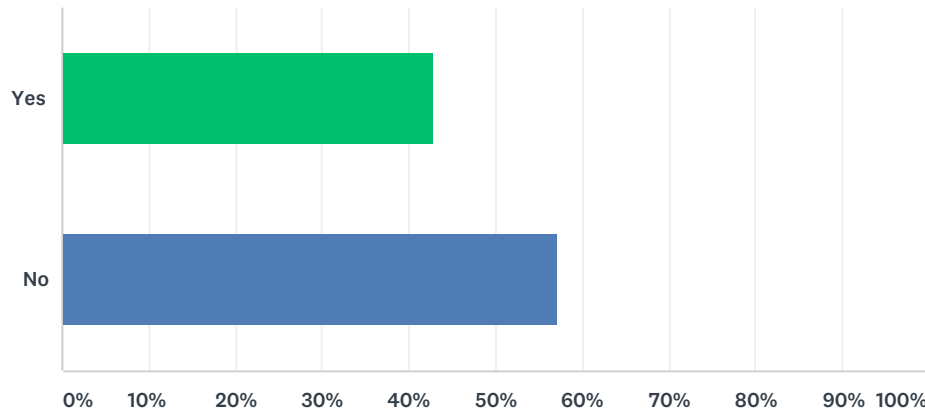
Answered: 7 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	71.43%	5
No	28.57%	2
TOTAL		7

### Q3 Did customers engage in more conversations about products promoted and their uses (e.g. snap peas, greens, cucumbers, squash, berries)?

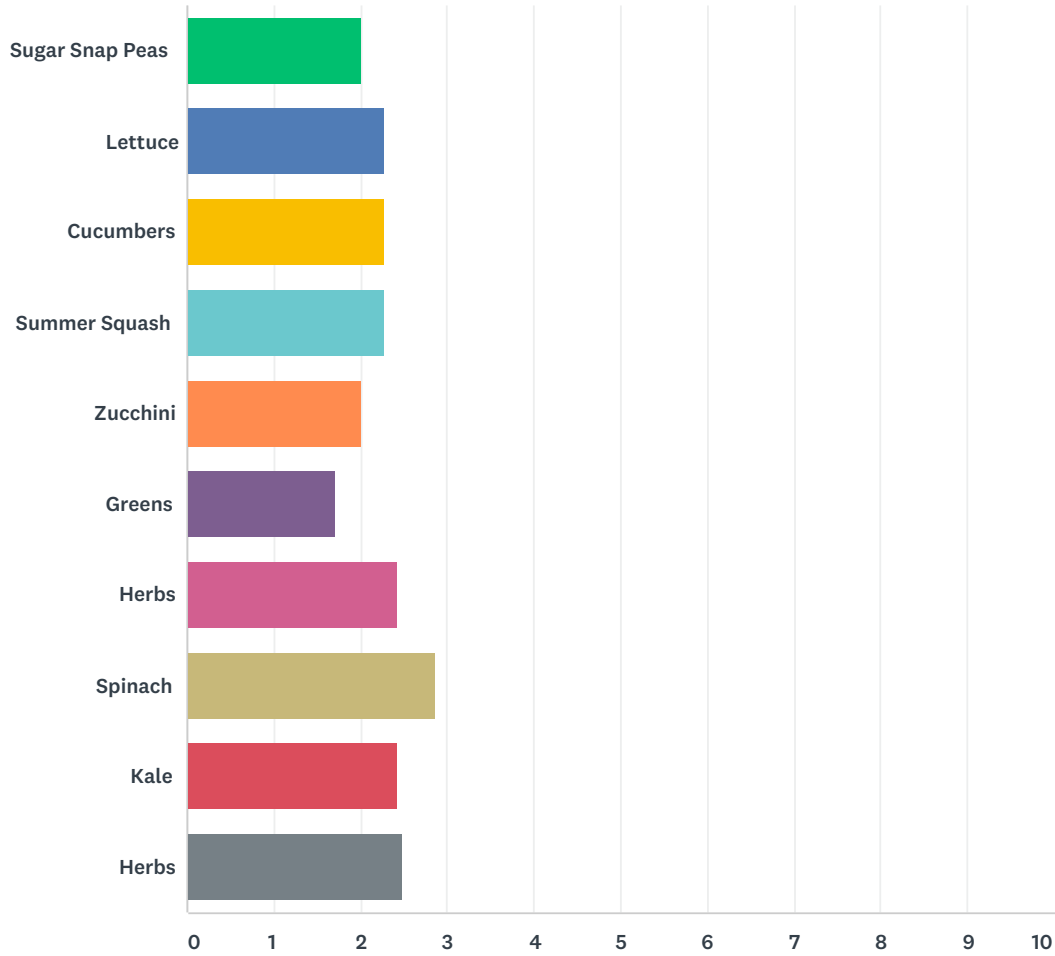
Answered: 7 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	42.86%	3
No	57.14%	4
TOTAL		7

### Q4 Did you see an increase in sales in product promoted including:

Answered: 7 Skipped: 0

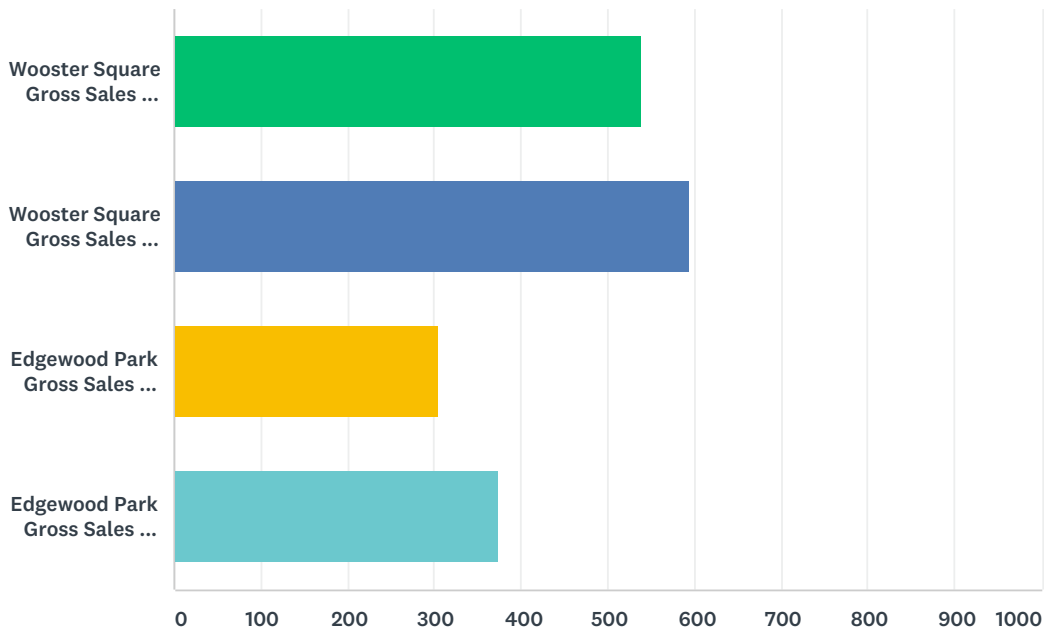


	YES	NO	I DO NOT SELL THIS PRODUCT	TOTAL	WEIGHTED AVERAGE
Sugar Snap Peas	42.86% 3	14.29% 1	42.86% 3	7	2.00
Lettuce	14.29% 1	42.86% 3	42.86% 3	7	2.29
Cucumbers	28.57% 2	14.29% 1	57.14% 4	7	2.29
Summer Squash	28.57% 2	14.29% 1	57.14% 4	7	2.29
Zucchini	42.86% 3	14.29% 1	42.86% 3	7	2.00
Greens	42.86% 3	42.86% 3	14.29% 1	7	1.71
Herbs	0.00% 0	57.14% 4	42.86% 3	7	2.43
Spinach	0.00% 0	14.29% 1	85.71% 6	7	2.86

Kale	0.00% 0	57.14% 4	42.86% 3	7	2.43
Herbs	0.00% 0	50.00% 3	50.00% 3	6	2.50

### 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: 7 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Wooster Square Gross Sales - June 18th	540	3,240	6
Wooster Square Gross Sales - June 25th	594	3,566	6
Edgewood Park Gross Sales - June 19th	306	1,223	4
Edgewood Park Gross Sales - June 25th	374	1,497	4
Total Respondents: 7			

#	WOOSTER SQUARE GROSS SALES - JUNE 18TH	DATE
1	485	7/12/2017 11:13 AM
2	885	7/11/2017 5:53 PM
3	450	12/21/2016 7:49 PM
4	593	7/5/2016 10:31 PM
5	527	7/1/2016 4:57 PM
6	300	6/29/2016 3:50 PM

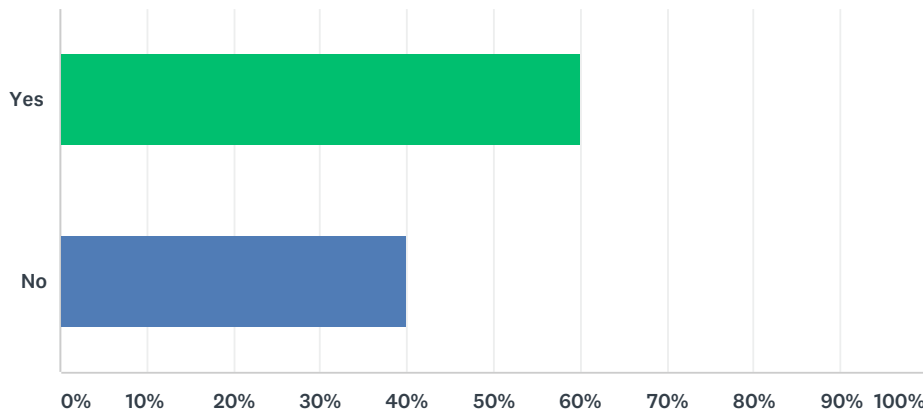
  

#	WOOSTER SQUARE GROSS SALES - JUNE 25TH	DATE
1	946	7/12/2017 11:13 AM
2	828	7/11/2017 5:53 PM
3	400	12/21/2016 7:49 PM
4	736	7/5/2016 10:31 PM
5	356	7/1/2016 4:57 PM

6	300	6/29/2016 3:50 PM
<b>#</b>	<b>EDGEWOOD PARK GROSS SALES - JUNE 19TH</b>	<b>DATE</b>
1	298	7/11/2017 5:53 PM
2	0	12/21/2016 7:49 PM
3	700	7/7/2016 8:32 AM
4	225	7/1/2016 4:57 PM
<b>#</b>	<b>EDGEWOOD PARK GROSS SALES - JUNE 25TH</b>	<b>DATE</b>
1	300	7/11/2017 5:53 PM
2	0	12/21/2016 7:49 PM
3	890	7/7/2016 8:32 AM
4	307	7/1/2016 4:57 PM

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

Answered: 5 Skipped: 2



ANSWER CHOICES	RESPONSES
Yes	60.00% 3
No	40.00% 2
TOTAL	5

#	COMMENTS	DATE
1	i think it was a combination of us the event and us having more product	7/7/2016 8:32 AM
2	I also had more product	7/5/2016 10:31 PM
3	n/a	7/1/2016 4:57 PM
4	everyone has got lettuce. hard to stand out at this time.	6/29/2016 3:50 PM



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

#	RESPONSES	DATE
F	very well done!	7/5/2016 10:31 PM
G	Mid June would be better for strawberry fest. We brought our largest volume of berries on 6/11. WE brought a large amount on 6/4 as well, but probably half that volume on 6/18 and very few on 6/25. We had far fewer berries and less product to bring to market overall on 6/25 and 6/26 than the previous three weeks, which accounts for the dip in overall sales. Definitely saw new faces at market and had more inquiries/enthusiasm about the strawberries with the event on the 25th/26th though.	7/1/2016 4:57 PM
3	i'm sure you'll get this a lot: earlier! strawberry festival should be two weeks earlier	6/29/2016 3:50 PM