



**So you think you want to start a farmers market?
Questions for Discussion and Investigation**

Megan L. Bruch
Marketing Specialist

- 1. Why are you interested in developing a market in _____?**

- 2. Is there a need for a farmers market? Why? Who needs the market?**

- 3. Are there farmers interested in selling at a farmers market? How many? What products would they be willing to offer at the market? How much product might they be willing to offer at the market?**

- 4. Is there sufficient customer demand to support the market if established?**

- 5. Is there a general consensus in the community that a farmers market is needed?**

- 6. Is there any opposition to the formation of a farmers market? What are the objections? Why do these objections exist? How intense are the objections?**

- 7. Is there financial support for the market for start-up and continued operation?**

8. What do you envision the market will look like?

Where will the farmers market be located? Who will own, manage and maintain the site?

Are electricity, water, restrooms and parking readily available?

What type of facility will be used, if any? Does a facility exist or need to be built?

Who will be allowed to market?

What products will be allowed at the market?

How many vendors are vendors are needed and expected?

How many customers are needed and expected?

What will be the day and hours of operation?

How will the market be managed? Who will manage the market?

Will the market earn revenue? How?

9. Are there local government issues that may be obstacles or that need to be considered/investigated (zoning, health department, liability insurance)?

10. How will vendors be recruited?

11. How will potential customers be informed about the market?

12. How will you collect information in order to evaluate the progress of the market and plan for future years once it is established?