

Mendocino County Farmers Market Member Survey

Dear MCFARM Members,

January 2008

MCFARM Board Members would like to hear from you! We are entering a new era. Farmers markets are an important component of our communities and is a valuable venue for local farmers to sell at retail prices. We are now in a growth phase and need to hear from you, the majority of MCFARM members. Let us know what may be done to enhance your experience with MCFARM markets and make it a valuable and viable farmers market-place for your products. **One survey per membership, please.** Don't put your name on it for confidentiality.

As a vendor, I attend _____ number of market locations (Boonville, Gualala, Mendocino...)

Please comment on as many markets as you attend

Circle your response 1-5. Make comments at each section, if you desire.

1- Poor, not satisfactory

2- Below Average

3- Adequate

4- Good

5- Excellent

My overall satisfaction with MCFARM markets is (1-5): 1 2 3 4 5

Compliments:

Complaints:

Individual Market Satisfaction

Market #1 _____ (name of market)- My satisfaction with market is (1-5): 1 2 3 4 5

Compliments:

Complaints:

Market #2 _____ (name of market)- My satisfaction with market is (1-5): 1 2 3 4 5

Compliments:

Complaints:

Market #3 _____ (name of market)- My satisfaction with market is (1-5): 1 2 3 4 5

Compliments:

Complaints:

Advertising

I feel MCFARM advertising is: 1 2 3 4 5

I have heard/ seen MCFARM advertising: On the radio _____; In the newspaper _____; on websites _____;

In Chamber mailers _____; In publications/ magazines _____; Fliers _____; Posters _____; Other _____

Stall Fees

I feel the stall fees for booth spaces at market are fair and equitable: 1 2 3 4 5 Suggestions:

General Satisfaction with MCFARM as your Farmers Market Association 1 2 3 4 5

Compliments/ comments/ suggestions:

Please return survey to MCFARM PO Box 2176, Fort Bragg, CA 95437 OR in the box at Annual Meeting.
Thank you for your time!