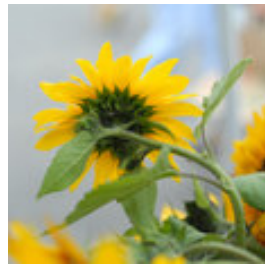
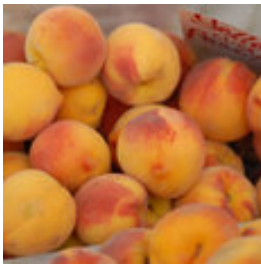




## FARMERS MARKET SURVEY

### EXECUTIVE SUMMARY



## **FARMERS MARKET SURVEY EXECUTIVE SUMMARY**

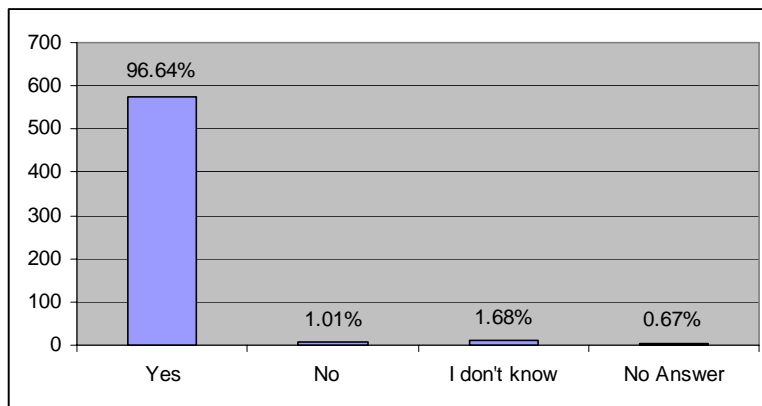
This survey was implemented by the Town of Holly Springs in an attempt to gauge the level of interest its' citizenry has for a Farmers Market in the downtown area. Invaluable ideas and insight was provided by Wake County Cooperative Extension and NC A&T State University – The Cooperative Extension Program. The survey was conducted from mid-October to late-November, 2006.

Interested persons could electronically access the survey from the Town's website or pick-up a hard copy from four sites around Town (Bass Lake Retreat Center, Hunt Community Center, Chamber of Commerce, and Town Hall).

After the deadline, surveys were compiled and analyzed. We had a total of 596 responses. The hard copies produced 52 responses and the electronic version garnered 544, greatly exceeding our expectations. Although the survey was not carried out in a scientific manner (taken from a randomly sampled population), the quantity of surveys returned and quality of responses indicate a strong interest in a Farmers Market.

The Town of Holly Springs would like to thank everyone who took the time to fill out a survey. Below are the responses to individual survey questions, followed by a copy of the survey instrument used:

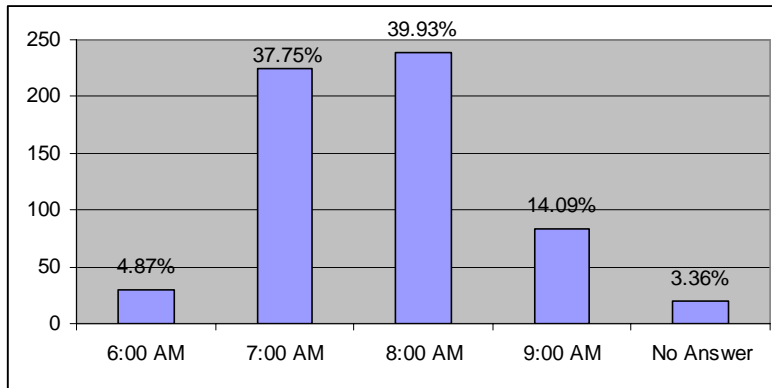
### **Would you shop at a Saturday Farmers Market in downtown Holly Springs?**



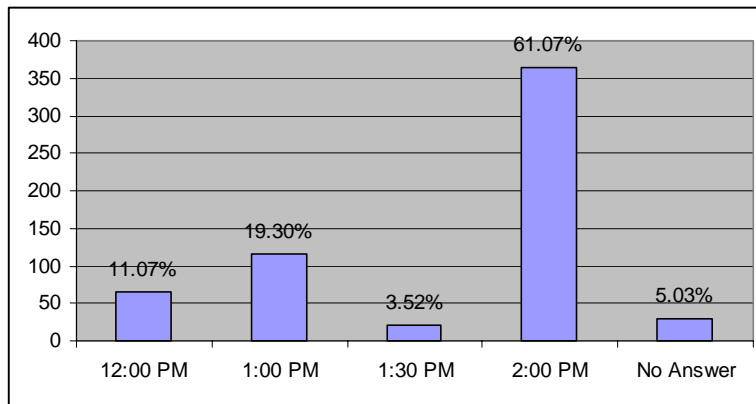
### **On a scale of 1 to 10 (10 = highest), how strongly do you feel that a Farmers Market would be a great opportunity for the citizens of Holly Springs?**

Average = 8.979

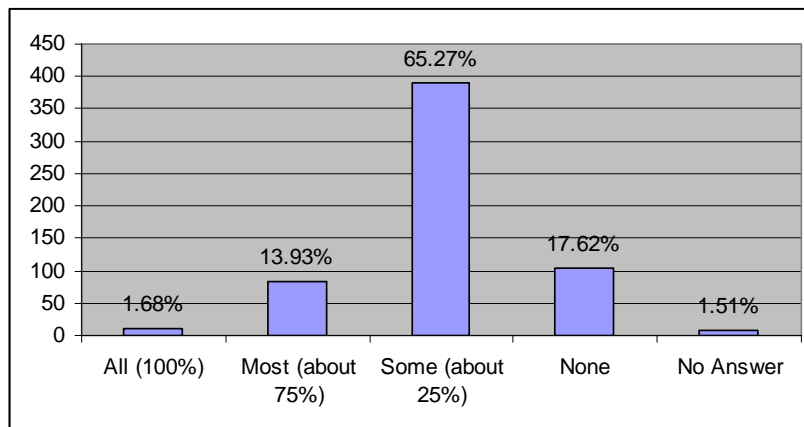
**What time of day should the Market OPEN?**



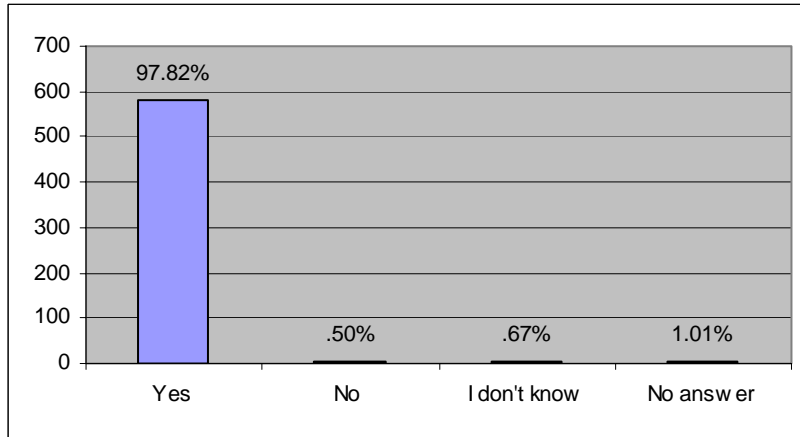
**What time of day should the Market CLOSE?**



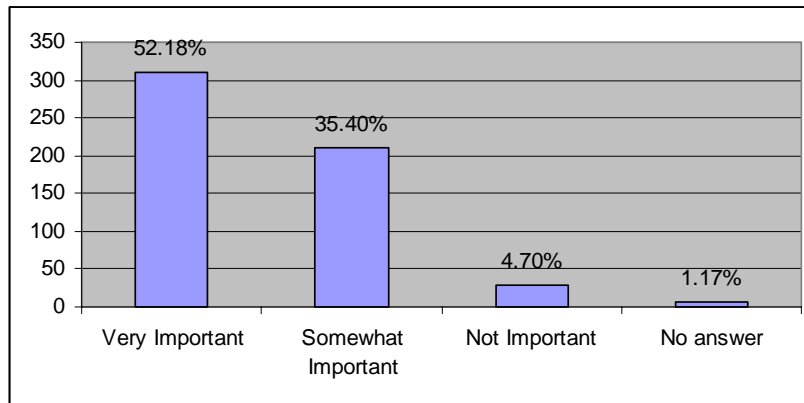
**How much of your produce do you currently buy from non-traditional outlets (for example: Farmers Markets, Community Supported Agricultural Programs, Roadside stands?)**



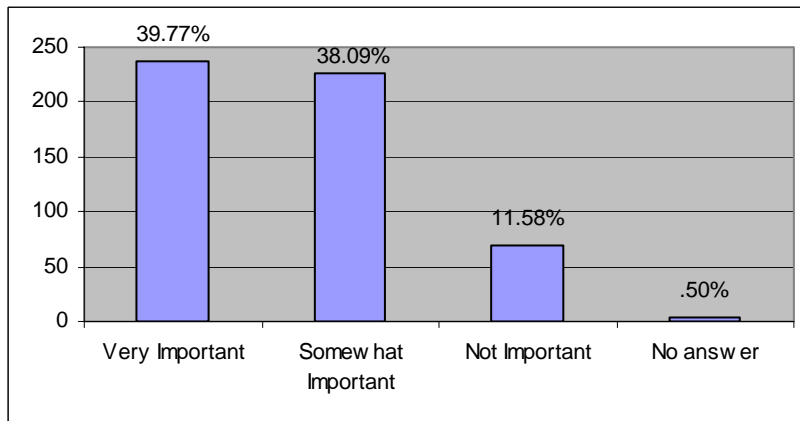
**Would you like to buy more produce directly from growers?**



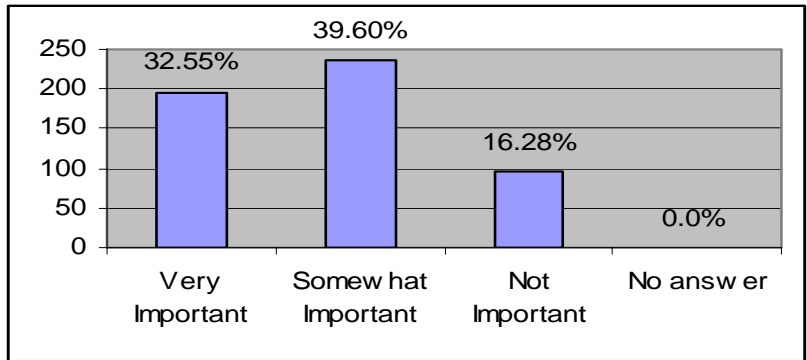
**Sustaining LOCAL FARMING COMMUNITIES is something I consider when deciding to buy from local farms**



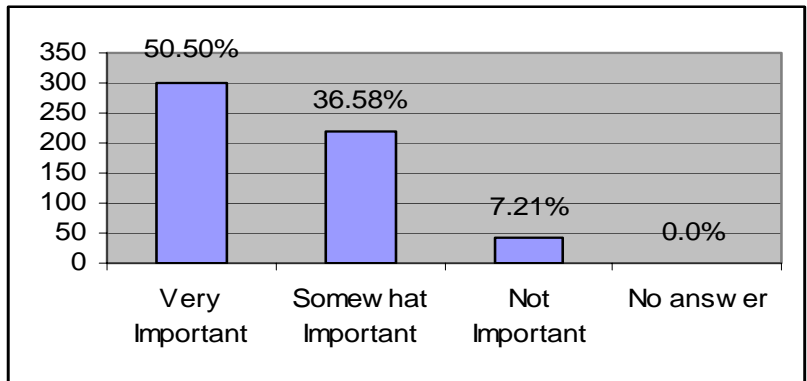
**Promotion of OPEN SPACE AND RURAL CHARACTER is something I consider when deciding to buy from local farms?**



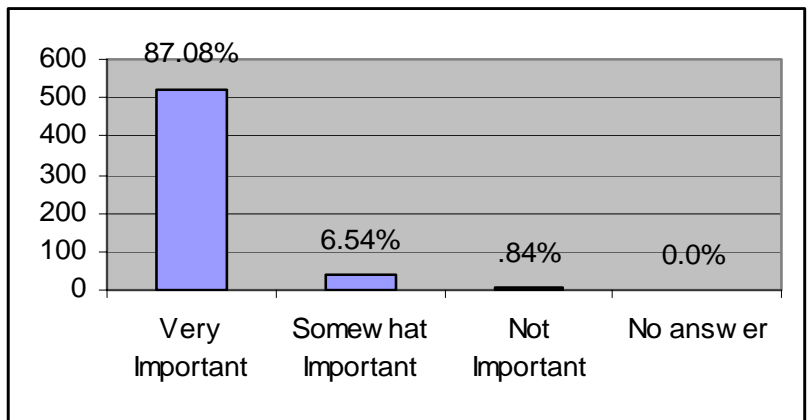
**Helping Counter URBAN SPRAWL is something I consider when deciding to buy from local farms?**



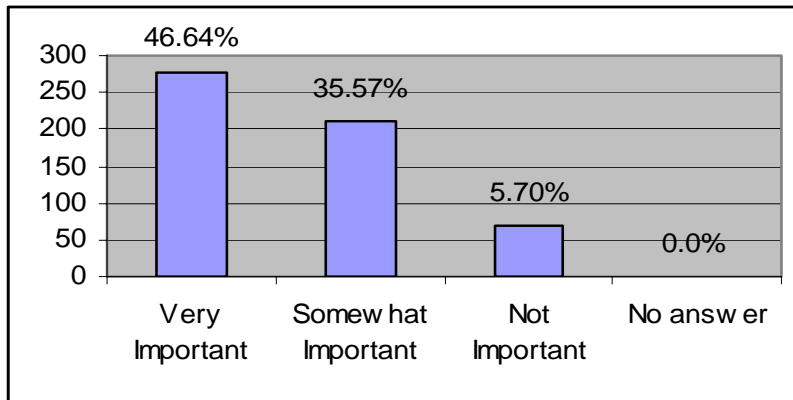
**CONVENIENCE is something I consider when deciding to buy from local farms?**



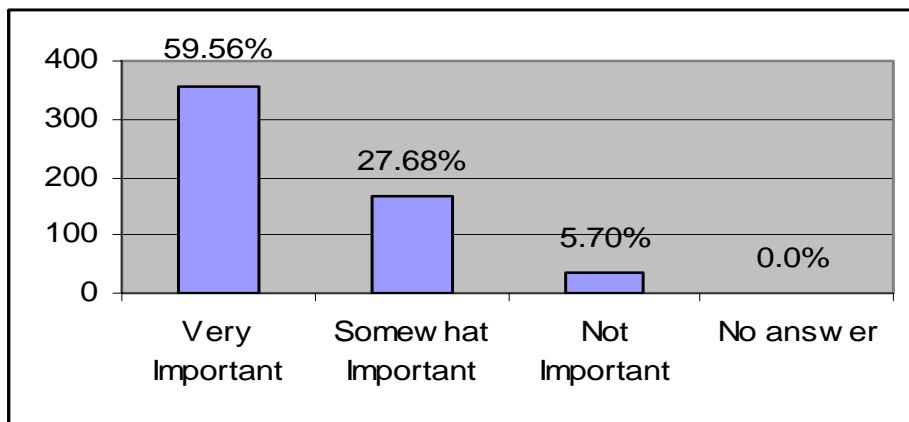
**FRESHNESS (Most products are harvested and delivered on the same day) is something I consider when deciding to buy from local farms?**



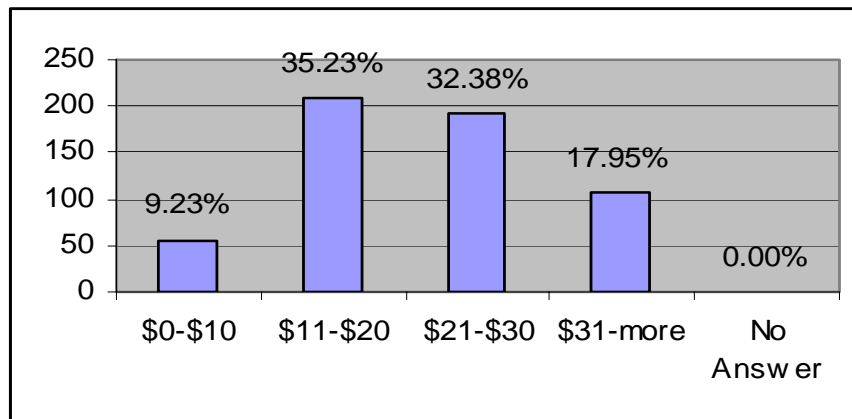
**Products are grown in ACCORDANCE WITH USDA NATIONAL ORGANIC STANDARDS is something I consider when deciding to buy from local farms?**



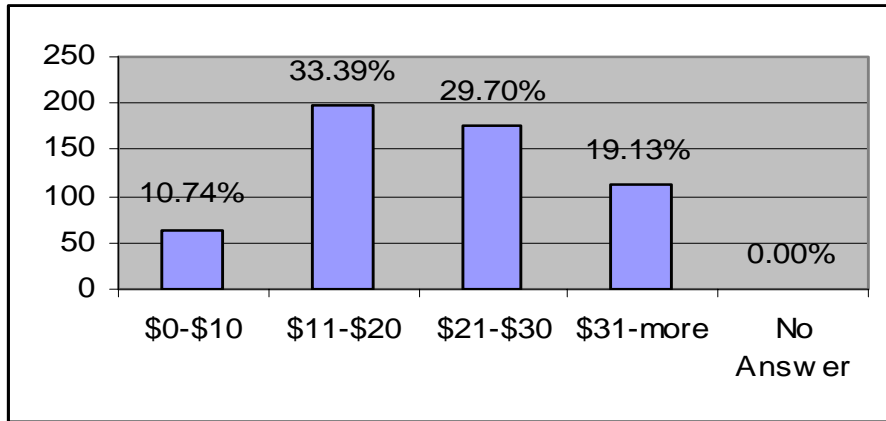
**Products are grown with ENVIRONMENTAL SOUND FARMING PRACTICES is something I consider when deciding to buy from local farms?**



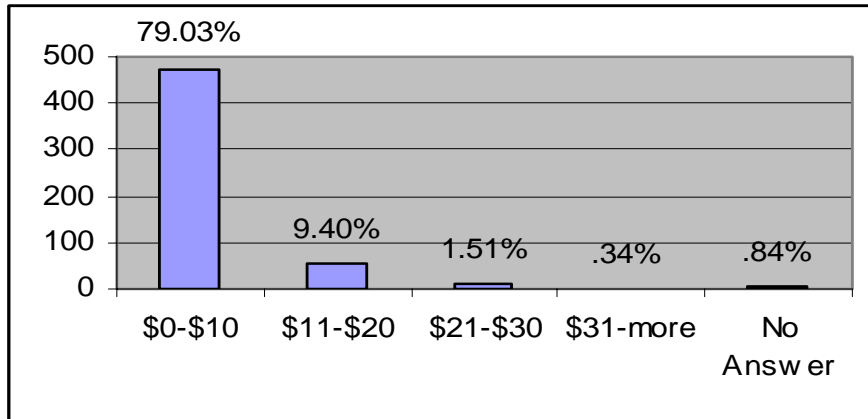
**How much do you currently spend on FRESH PRODUCE weekly?**



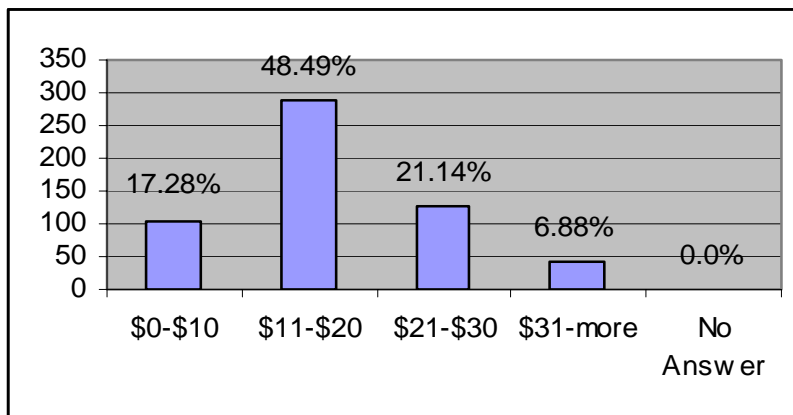
**How much do you currently spend on FRESH MEATS weekly?**



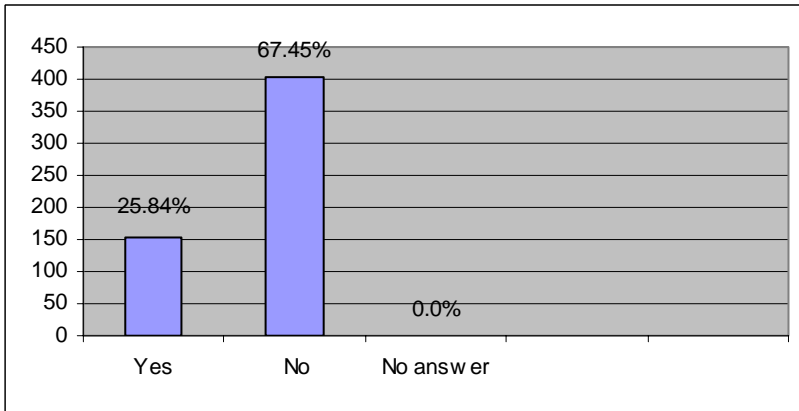
**How much do you currently spend on FRESH FLOWERS weekly?**



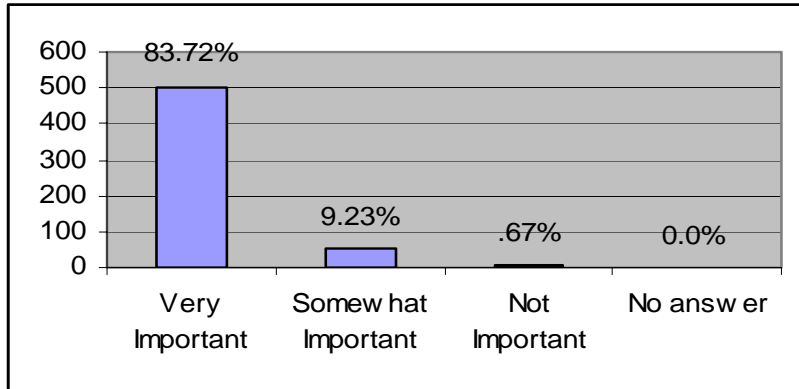
**How much do you currently spend on DAIRY PRODUCTS (cheese, milk, etc) weekly?**



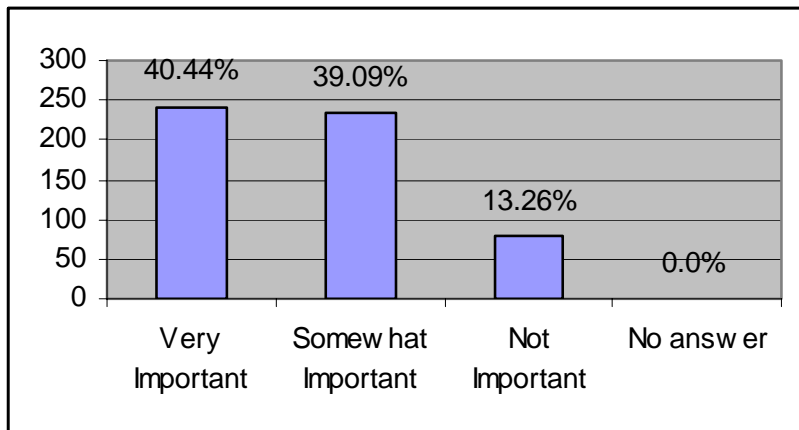
**Do you or family members grow your own fruits or vegetables?**



**I would be interested in purchasing SEASONAL AND LOCAL GROWN FRUITS AND VEGETABLES at the Farmers Market.**

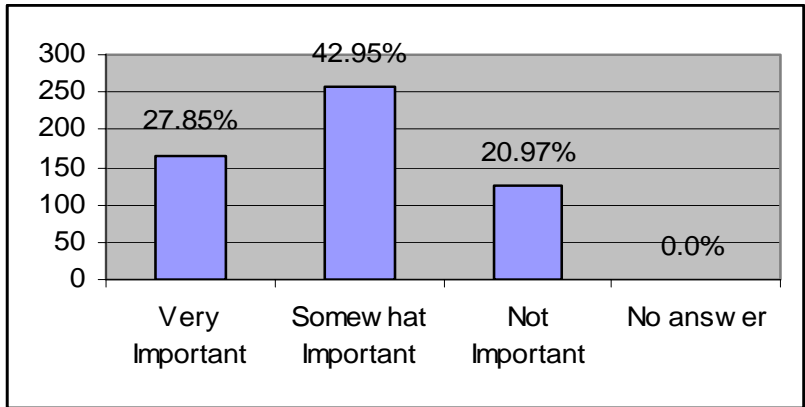


**I would be interested in purchasing FRESLY BAKED GOODS at the Farmers Market.**

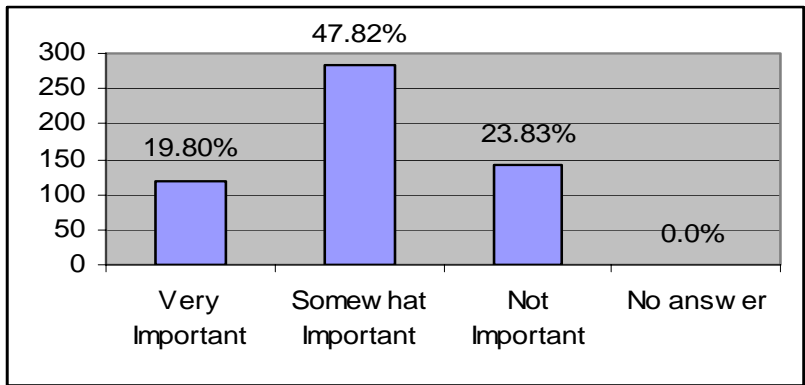




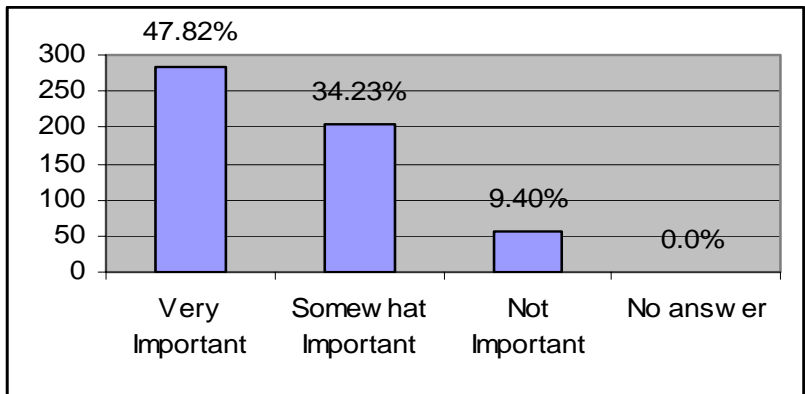
**I would be interested in purchasing JELLIES, JAMS, HONEY, AND SYRUPS at the Farmers Market.**



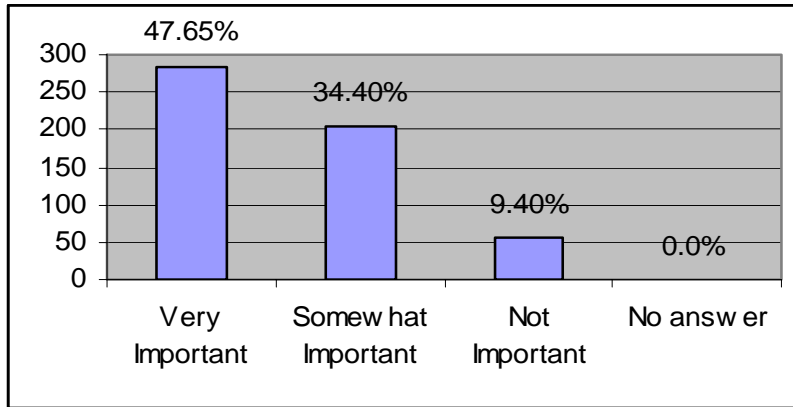
**I would be interested in purchasing SALADS, MUSTARDS, SAUCES, RELISHES, AND VINEGARS at the Farmers Market.**



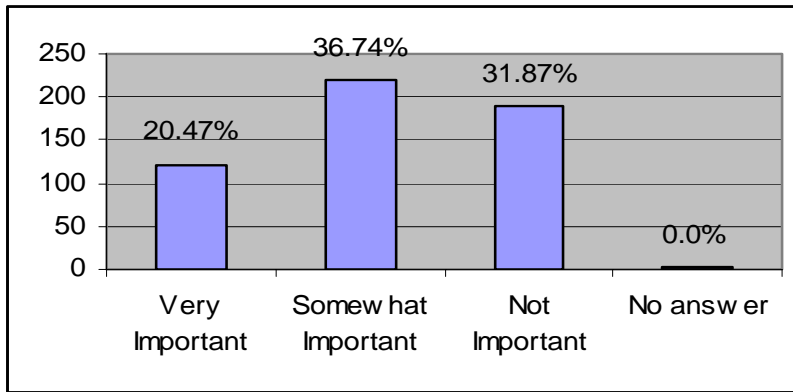
**I would be interested in purchasing FRESH HERBS at the Farmers Market.**



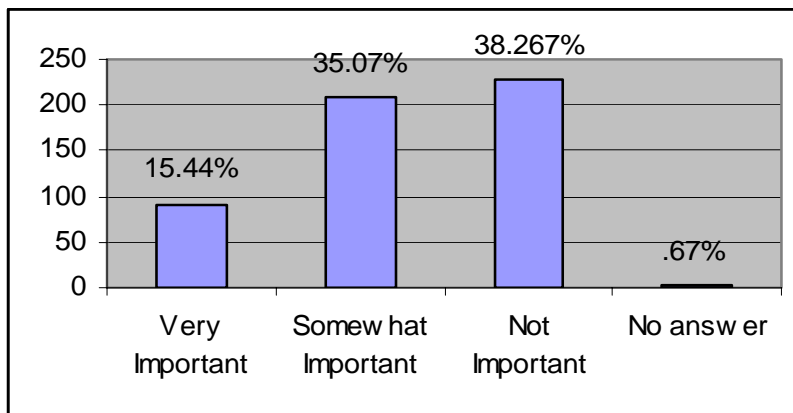
**I would be interested in purchasing GARDEN PLANTS (VEGETABLES AND HERBS) at the Farmers Market.**



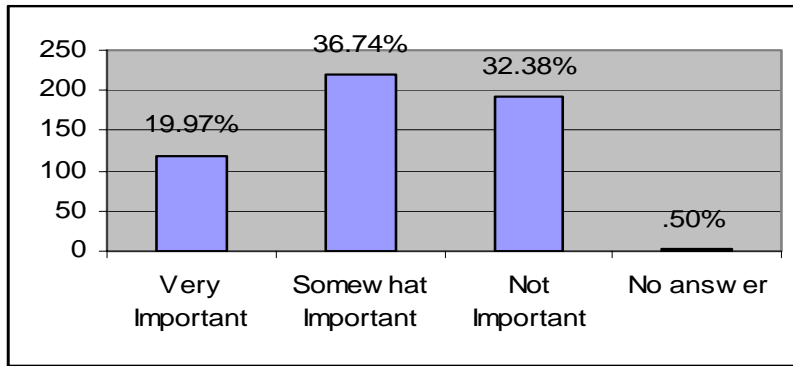
**I would be interested in purchasing POULTRY MEATS at the Farmers Market.**



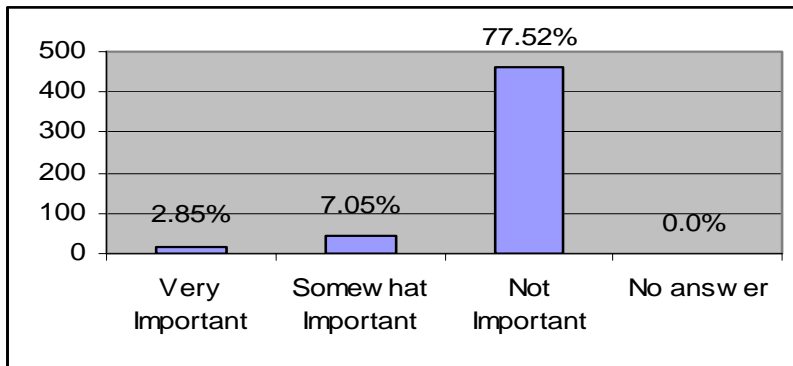
**I would be interested in purchasing PORK MEATS at the Farmers Market.**



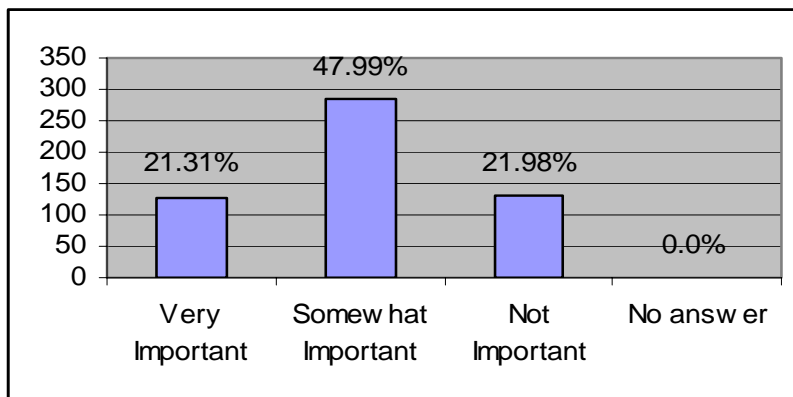
**I would be interested in purchasing BEEF MEATS at the Farmers Market.**



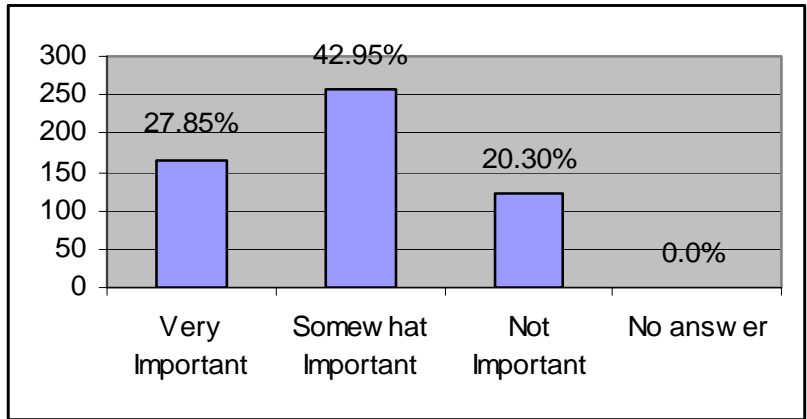
**I would be interested in purchasing GOAT MEATS at the Farmers Market.**



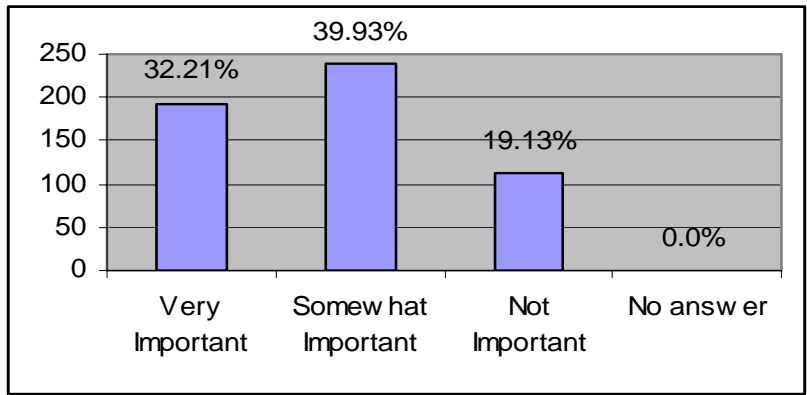
**I would be interested in purchasing CUT FLOWERS at the Farmers Market.**



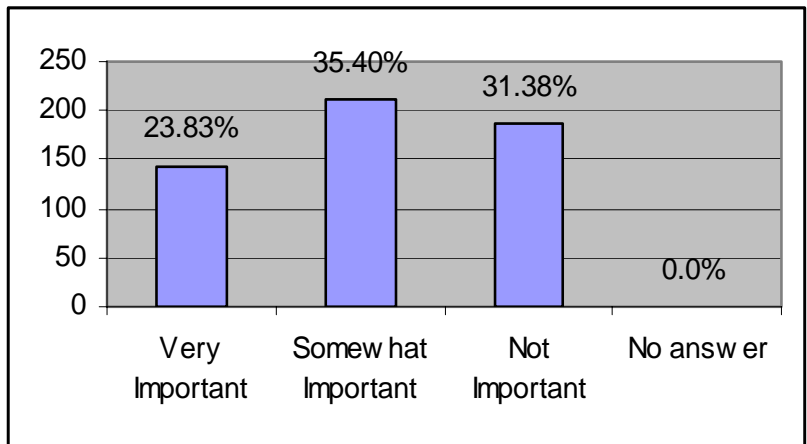
**I would be interested in purchasing MILK AND CHEESE PRODUCTS at the Farmers Market.**



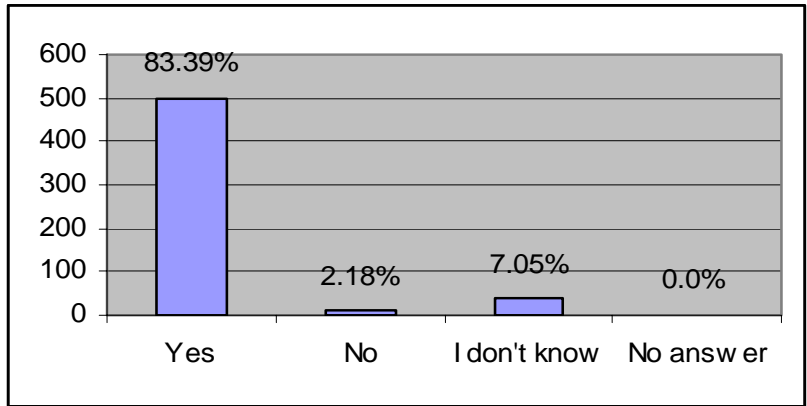
**I would be interested in purchasing EGGS at the Farmers Market.**



**I would be interested in purchasing SEAFOOD at the Farmers Market.**



**Would a downtown Farmers Market increase you Quality of Life?**



**Please list specific produce requests and any other product suggestions here:**

Garlic,
Love white Asparagus (i'm German)
Blackberries... tomatoes.. green beans... mmm mmmm!
That they be cheaper than the competitive grocers in the area - which are outrageous!
I would be interested in purchasing and selling local crafts, quilts, and other handmade products.
We buy a lot of our plants (trees, shrubs, flowers) for our landscaping at Raleigh's Farmer's Market
Fruit, vegetables, plants
I come from York/Lancaster, PA which is filled with markets, <a href="http://www.ams.usda.gov/farmersmarkets/States/Pennsylvania.htm#E">http://www.ams.usda.gov/farmersmarkets/States/Pennsylvania.htm#E</a> We very much miss shopping for fresh vegetables and meats at a farmer's market.
Goat dairy would be a nice addition
Beef and poultry in packaged quantities, such as 25 lb to 100 lb bulk packages.
Blackberries Tomatoes Corn Peaches Beans Organic Meats Watermelon
Tie Died Onesies for babies.
It would be nice to see vendors with homemade goods such as quilts, crafts, etc
peppers green beans tomatoes onions apples peaches
Perhaps some crafty items, art work, etc.
goat cheese salsa fresh fruits
Live Blue Crabs
tomatoes, potatoes, cucumbers, corn, okra
Coffee Beans Specialty Chocolates Hand-made crafts, hand-made and hand-knit clothing wine
Fresh Seafood
Chair Caning, quilts, artwork, punched tin

Perhaps freshly barbequed pork, beef, chicken???????
I am interested in organically grown produce and dairy and meat that meet with all oatural, organic standards.
organic meats, eggs, organic lettuce, tomatoes, cucumbers, peppers and other seasonal produce
Fresh seasonal produce, esp. berries, tomatos, peaches, fresh baked goods, prepared dairy products (cheese spreads), herbs
Corn in the summer!!!
Fresh salsa, red peppers, honey, bread
ALL fruits & veggies
Bringing a farmers market down south would be awesome. HS is a good middle location for others.
Local, local, local... food products of any kind.
Would it be worthwhile to set up an adjacent flea market type area as well? I would be interested in selling landscape plants...
spinach, green beans, lima beans, peppers, onions, corn, strawberries, peaches
Root vegetables peppers Anything you can get at the Farm Market outside
fruits and vegetables would be my main interest at a farmer's market
Must have honey! And feta and goat cheeses, I love it all!
I would like to sell my NC grown Fraser Fir Christmas trees and garlands at the farmers market.
Baked fresh breads (not sweets)
It all sounds good. Freshness and quality are what sells.
veggie cheeses (tofu) unsweetened soymilk organic breads gluten-free breads & cookies
Fresh fruits and vegetables in season
Fresh corn, in season. Melons, herbs, strawberries,
plants (flowers, greenery) variety of vegetables cut flowers
breakfast diner inside farmers market
Bakery products from La Farm bakery. Reasonably priced fresh cut flowers. Bedding plants other than fruits & vegatables, ie: annuals & perinnials
E.g.- when strawberries are in season I'd be interested in strawberry jam, ice cream, etc...
Seasonal plants/flowers, pumpkins, potatoes, fruits, eggs, veggies (all kinds), gift baskets, crafts
Although a farmers market in Holly Springs would be somewhat interesting, I would only shop there about once a month during the spring and summer months for fresh fruit.
apples, tomato, green beans, corn, cantelope, watermelon, etc..
produce that is readily available locally
I think a famers market is a good idea, but what would really be great is if the town council and those of surrounding communities scaled back their, develop every last square inch of ground blitzkrieg, so there actually would be some local farms to buy from rather than have to have it trucked in. This only provides the illusion that we are buying local produce. pretty sad.

Local Artisan Crafts and country artwork
Fresh veggies and fruits at good prices. The produce at our grocery stores is not very good...I would like to see better quality.
shrimp, scallops, tomatoes, cucumbers, asparagus, garlic, FRESH fruits & veggies
Local crafts and music would add to the atmosphere (like the Carrboro market)and draw folks in.
tomatoes beans
melons, okra, squash, corn on cob, mustard greens, lettuce, cucumbers, tomatoes, apples, oranges
peppers, onions, cucumbes,tomatoes,eggplant,squash,lettuce,carrots, all
Bulk grains
I would love to see this happen in our town :-)
I would like bobble head Jesus dolls, Bobble head Elvis Dools, bobble head George Bush dolls, or one doll that looks like all 3 at the farmer's market
Greens (mustard, collard, turnip), tomatoes, squash, root vegetables, asparagus, corn, berries, etc.
Seasonal produce
apple butter, fresh fruit
Live Blue Crabs Fresh Tuna
Christmas Trees, Craft Shows, Local art, Lawnsaping plants/flowers, Halloween pumpkins, etc...
Locally grown products for freshness and--particularly fruits in season and vegetables.
berries of all kinds and if you had pumpkin day with free recipes, samples, etc. like the State Farmer's Market, that could be a good draw
I would suggest having other vendors involved. Such as local artists and businesses.
a weekday market
squash, corn, green beans, cucumbers, bell peppers, hot peppers, carrots, potatoes, celery, watermelon, strawberries
Model ours after the produce co-op in Chapel Hill. Not sure of name, heard on radio.
squash, cucumbers, carrots, salad, potatoes, watermelons actually all fruits and vegetables
blackberries, strawberries, green beans, zucchini, tomatoes, corn, apples, etc.
Strawberries,greenbeans,brocoilli,Pears,apples,oranges, bannas
Anything Organic
All natural, Organic
Plants
Bedding Plants,Perienials
Tomatoes," supper sweet" corn, cucumber, sweet onions, squash, watermelons, cantelopes, honey dew
Summer veg., strawberries, cantalope, watermelons, apples, pears
Apples, peaches, strawberries, tomatoes, flowers
Vegetables! Freshness/quality is top priority.
vegetables and fruits, pumpkins and Christmas garland

carry some perennial flowers, vegetable plants and herb plants
I would like to see handmade soaps and lotions for sale made from fresh herbs.. ie rosemary/lavendar
seasonal fruits and vegetables, including organics honey and other canned goods
natural soaps, lotions, candles
Kettle Corn
Organic dairy and produce, free range and organic meat products
none
Home garden products and candies
Would love to see Organic, items without antibiotics and hormones, pesticides, etc.
Great idea! I like to stop by local stands on occasion and would make a habit of visiting here.
peppers onions corn tomatoes
turnips, collards, sweet potato,tomato,
Seasonal Produce, Tomatoes, apples, cucumbers, lettuce.
Seasonal items - pumpkins, Christmas trees, greenery, crafts
Organic Produce All types of berries
I would really love to see organic foods, particularly fruits and vegetables, meats, and dairy prod.
Plants and Holiday items are also very important items to me
Fresh fruit,
I think the market should have extended hours on certain days so as to accommodate everyone.
Would also be interested in non-food items, like local crafts, handmade yarns and textiles.
fresh tomatoes, greens, beans, peas, peaches, plums, apples, all seasonal fruits and veggies
handmade items
Cheeses
we are most interested in purchasing fresh fruits and vegetables.
Potted plants
seasonal nuts.
RAPINI (BROCCOLI RABE) ARTICHOKEs, BOTH LARGE AND BABY
NC Wines
Plenty of fresh seasonal vegetables, herbs, cut flowers and plants would be perfect.
Variety of honeys, seasonal items like fruitcake at Christmas, NC wines like Duplin.
The farmers market should be limited to locally grown and/or made products, no mass market booths



## 5-MINUTE HOLLY SPRINGS FARMERS MARKET SURVEY

Have you ever wanted to buy fresh fruits and vegetables directly from the farmers who planted them? Have you ever wished there was some place closer than the State Farmer's Market to get these items? Are you interested in fresh produce that hasn't undergone the treatment of pesticides and other chemicals? Would you like to have the luxury of getting all this right here in downtown Holly Springs? If so, we would appreciate your responses to the following questions, which will guide us as we move forward in determining the feasibility of this consumer driven, farmer-direct marketing initiative.

1. Would you shop at a Saturday Farmers Market in downtown Holly Springs?  
 Yes  
 No  
 I don't know
  
2. On a scale of 1 to 10 (10 = highest), how strongly do you feel that a farmer's market would be a great opportunity for the citizens of Holly Springs? \_\_\_\_
  
3. What time of day should the market OPEN?  
 6 AM  
 7 AM  
 8 AM  
 9 AM
  
4. What time of day should the market CLOSE?  
 12 Noon  
 1 PM  
 1:30 PM  
 2 PM
  
5. How much of your *produce* do you currently buy from non-traditional outlets (for example: Farmers Markets, Community Supported Agriculture programs, Roadside Stands?)  
 All (100%)  
 Most (about 75%)  
 Some (about 25%)  
 None
  
6. Would you like to buy more produce directly from growers?  
 Yes  
 No  
 I don't know
  
7. What are your most important considerations when deciding to buy from local farms?  
V = Very Important  
S = Somewhat Important  
N = Not Important

- A. It sustains local farming communities \_\_\_\_
- B. It promotes open space and rural character \_\_\_\_
- C. It can help counter urban sprawl \_\_\_\_
- D. It is convenient \_\_\_\_
- E. It is fresh (most products harvested and delivered on same day) \_\_\_\_
- F. It is grown in accordance with USDA National Organic Standards \_\_\_\_
- G. It is grown with environmentally sound farming practices \_\_\_\_

8. How much do you currently spend on fresh produce weekly?

- \_\_\_ \$0.00-\$10.00
- \_\_\_ \$11.00-\$20.00
- \_\_\_ \$21.00-\$30.00
- \_\_\_ \$31.00 or more

9. How much do you currently spend on fresh meats weekly?

- \_\_\_ \$0.00-\$10.00
- \_\_\_ \$11.00-\$20.00
- \_\_\_ \$21.00-\$30.00
- \_\_\_ \$31.00 or more

10. How much do you currently spend on fresh flowers weekly?

- \_\_\_ \$0.00-\$10.00
- \_\_\_ \$11.00-\$20.00
- \_\_\_ \$21.00-\$30.00
- \_\_\_ \$31.00 or more

11. How much do you currently spend on dairy products (cheese, milk, etc) weekly?

- \_\_\_ \$0.00-\$10.00
- \_\_\_ \$11.00-\$20.00
- \_\_\_ \$21.00-\$30.00
- \_\_\_ \$31.00 or more

12. Where do you currently shop for fresh produce?

- \_\_\_ Grocery Store: \_\_\_\_\_
- \_\_\_ Farmers Market: List name here: \_\_\_\_\_
- \_\_\_ Other, Describe here: \_\_\_\_\_

13. Do you or family members grow your own fruits & vegetables?

Yes

No

14. Which of these products would you be interested in buying at your farmers market?

V = Very Important

S = Somewhat Important

N = Not Important

A. Seasonal and Local grown fruits and vegetables

B. Freshly baked goods

C. Jellies, Jams, Honey, and Syrups

D. Salsas, mustards, sauces, relishes, and vinegars

E. Fresh herbs

F. Garden plants: vegetables and herbs

G. Poultry meats

H. Pork meats

I. Beef meats

J. Lamb meats

K. Goat meats

L. Cut Flowers

M. Milk & Cheese Products

N. Eggs

O. Seafood

P. Please list specific produce requests and any other product suggestions here (Please type in space below) \_\_\_\_\_

15. Would a downtown farmers market increase your quality of life?

Yes

No

I don't know

16. If you would like to participate in a Holly Springs Farmers Market community initiative (as a vendor, volunteer, etc.), or receive timely information concerning the development of the Holly Springs Farmers Market, please provide your name, email address, and phone number in the space below:
- 

***This survey can be returned to the spot where you picked it up or to the Holly Springs Town Hall front desk.***

*The Town of Holly Springs is working with the Wake County Cooperative Extension and NC A&T State University-The Cooperative Extension Program to connect local farms to the residents of Holly Springs through the planting of a Downtown Farmers Market. Your opinion is highly valued by The Town of Holly Springs.*

If you have further related questions, please contact the following individuals:

For Downtown Holly Springs Farmers Market Development related questions, contact:

The Town of Holly Springs Department of Administration  
Daniel Weeks, Project Analyst  
Phone: 919-557-2924  
Email: daniel.weeks@hollyspringsnc.us

The Town of Holly Springs Department of Planning and Zoning  
Jeff Jones, Planner II  
Phone: 919-557-3905  
Email: jeff.jones@hollyspringsnc.us

For Local Food Systems related educational questions, contact:  
Morris J. Dunn, Horticultural Science Agent  
North Carolina Cooperative Extension, Wake County Center  
4001-E Cary Drive, Raleigh, North Carolina 27610-2914  
Phone: 919-250-1117 Email: mdunn@co.wake.nc.us

Theresa J. Nartea, Agribusiness & Marketing Specialist  
NC A&T State University-The Cooperative Extension Program  
Coltrane Hall, 1601 E. Market Street, Greensboro, NC 27411  
Phone: 336-334-7956, ext. 2109 Email: tjnartea@ncat.edu