

FARMERS' MARKETS IN KANSAS: A PROFILE OF VENDORS AND MARKET ORGANIZATION



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CONTENTS

	page
INTRODUCTION	1
Farmers' Markets Past and Present	1
Customers of Farmers' Markets	2
Need for Study of Farmers' Markets	3
ANALYSIS OF KANSAS FARMERS' MARKETS	3
RESULTS AND DISCUSSION	
Characteristics of Markets	4
Market Organization	4
Location	6
Publicity	7
Product Availability and Quality	7
Market Improvements and Vendor Satisfaction	7
Comparison of Lawrence Market to Other Markets	8
Description of Vendors	8
Benefits to Vendors	9
Comparison of Lawrence Vendors to Other Vendors	9
Markets Meet Basic Human Needs	9
Summary and Future Outlook	10
CONCLUSIONS	11
LITERATURE CITED	11
TABLES	13
FIGURES	18

FARMERS' MARKETS IN KANSAS: A PROFILE OF VENDORS AND MARKET ORGANIZATION¹

MEGAN ELIZABETH HUGHES AND RICHARD H. MATTSON²

ABSTRACT

The number of farmers' markets in Kansas doubled from 26 to 55 between 1987 and 1990. The national average of markets per state is 36. This study focused on 12 markets across the state to understand how they were organized and to determine some of the key factors involved in creating and maintaining a healthy market. Vendor satisfaction was the basis for judgment, and 136 vendors responded to questions about the strengths and weaknesses of their particular markets. Vendors participating in markets with written guidelines, a market coordinator, and some form of organization were more highly satisfied, suggested fewer improvements, and had a more positive outlook for the future of their markets. Offering a variety of products for sale, especially baked goods, had a positive impact on vendors' satisfaction. Demographic information was gathered from the vendors to understand who they were and what their motivations were for participation. Retired people made up the largest group, followed by professional working people, then farmers. Through their participation, vendors benefitted socially as well as economically, indicating that the markets serve an important and versatile community function.

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² Former graduate student and professor, Department of Horticulture, Forestry and Recreation Resources, Kansas State University, Manhattan, KS 66506-4002

INTRODUCTION

Early morning bustle, mounds of freshly picked fruits and vegetables, tempting home-baked goods, nest-laid brown eggs, the hum of customers and vendors mingling with each other...these are just some of the sights and sounds of a farmers' market. Defined as a "public place where those who grow (or produce) food sell it directly to consumers" (25), farmers' markets have increased by over 453 percent nationwide during the past 20 years, from 342 in 1970 to 1,890 in 1989 (27). The number of markets in Kansas has also increased, from 26 in 1987 to 55 in 1990 (9).

What accounts for this surge in popularity? First, minimal inputs of energy and money are required for the markets to happen. A central and inexpensive marketplace, vendors, and customers are the three necessary ingredients (21). Secondly, farmers' markets meet a variety of individual and community needs, from the most basic requirements of food and income to the more intangible need for self-esteem. In Kansas, the majority of markets are open to all vendors who wish to participate at whatever level is individually appropriate. The same is true for consumers, who may "shop and go" or spend hours socializing and "making the rounds." This openness increases the appeal of farmers' markets.

Farmers' Markets: Past and Present

Farmers' markets in the United States began with the arrival of the European colonists and continued until the late 1800's when several factors contributed to their decline. Improved transportation and refrigeration made it possible to ship perishables long distances from growing areas to locations all over the United States (5,6,21). Seasonal eating patterns were no longer necessary, because a variety of produce became available year-round. Large grocery stores and the American fascination with convenience and efficiency made "one-stop shopping" the norm.

The past 20 years have seen the convergence of a different set of factors that are reviving farmers' markets across the nation. Health conscious consumers are purchasing more fresh fruits and vegetables, but they may be getting less quality for their money when they buy from grocery stores. The produce that is available, although beautiful to behold, is often picked before it is fully mature. It is then shipped across country, which results in several days' delay between harvest and arrival in the produce section. Despite all attempts to the contrary, flavor and freshness are necessarily sacrificed. Food safety concerns, as evidenced by the recent Alar controversy, have increased and will continue as more produce comes from countries where production requirements are not as stringent as those in the United States. Farmers' markets offer an alternative to these consumer dilemmas.

The fight to survive by many medium- to small-sized farms has pushed them into production of new crops, such

as fruits and vegetables, and new methods of marketing. Selling directly to the consumer through farmers' markets, farm stands, and pick-your-own operations allows the small producer to avoid the wholesale market and middlemen, thus receiving a higher price (5,15,28,30). Estimates of increased earnings over wholesale range from 25 to 80 percent (14,23).

Farmers' markets provide a ready source of customers during a specific, limited period, without the overhead involved in other direct marketing approaches. In a study of Alabama producers, Adrian (1) found that two-thirds to three-fourths of those surveyed preferred farmers' markets over other forms of direct marketing because of the "presence of more buyers, easy way to sell, convenience, and better prices."

Many analysts consider farmers' markets as secondary, rather than primary, outlets for farm produce (5,25). Indeed, average vendor earnings from markets ranged from approximately \$2,500 per season in Louisiana in 1978 (19) and Alabama in 1981 (1) to \$8,000 in Texas in 1989 (7). Estes' North Carolina study in 1981 indicated that 82 percent of the vendors reported gross earnings under \$10,000 (5). Although most vendors cannot depend on market sales for a living, they can supplement and diversify the sources of their income. In the case of a farmer struggling to survive on grain sales, the earnings from a farmers' market may be enough to make the difference or may provide an opportunity to begin a transition to fruit and/or vegetable production. Vendors in urban markets should be able to count on greater earnings than those in more rural areas, where population densities are lower and less is spent per year on fresh produce (2).

Many chambers of commerce and downtown associations have become interested in farmers' markets as promotional tools. Sommer et al. (27) have studied the effect that farmers' markets have on downtowns and found them to be positive. They tend to draw people downtown that otherwise would not be there. Many of these people, as well as vendors, will then shop in the surrounding stores because they are convenient. The result is favorable attitudes about the downtown among customers and vendors.

Markets vary greatly from state to state and town to town in size, organization, and vigor. State laws regulate the production, packaging, and sale of produce, baked goods, and other processed foods (12), thus influencing the variety of products a market has to offer. Other factors include geographic location, climate, and population. The internal organization of markets ranges from nonexistent, where vendors simply gather weekly at a certain location on a given day and time, to markets where a paid coordinator is responsible for managing the market, to markets where the vendors are self-regulating, to everything in between. Some markets in areas of high population density are quite large, having sections for both wholesale and retail sales and grossing millions of dollars each year.

Customers of Farmers' Markets

Although this study focuses on vendors and market organization, customers are a critical element for the health of any market. Being familiar with their motivation for shopping at farmers' markets is important in order to determine how markets might function to meet their needs.

Studies of farmers' market customers show that they are primarily attracted by three factors: the overall quality (freshness and taste) of the products offered, the lower prices compared to those in supermarkets, and the market's atmosphere (2,3,4,5,10,15,16,18,20,24,25). Results of several studies verify the accuracy of these consumer perceptions about what the markets offer.

Double-blind taste tests of nine different produce items (where neither researcher nor subject knew the origin) showed that farmers' market produce was significantly preferred over that from supermarkets for four items, with no preference indicated for the other five (24). In other studies where farmers' market and supermarket customers were polled on the quality of produce from each source, farmers' market produce was consistently rated higher by both groups (2,3,4,18,20).

A 1980 study showed price savings of approximately 33 percent at California markets in comparison to supermarket prices (26). Social interaction was found to be greater at farmers' markets than in grocery stores. Interaction counts showed "a similar amount of perfunctory conversation (e.g., 'excuse me', 'have a good day') in the two settings but more social and informational encounters at farmers' markets." Shoppers also were attracted by the festive atmosphere of farmers' markets, which are perceived by their customers as "more friendly, personal, rural, smaller and happier settings than are the supermarkets by their customers" (23).

Surveys of farmers' market customers from across the nation consistently portray them as above average in income, education, and age (1,2,3,5,20,21,25,26). This may be explained partially by a finding by Buitenhuys et al. (3), who state that "most notably, lower income consumers were more concerned with the price of produce, while those in high income brackets were more concerned with quality factors when purchasing produce." Indeed, food quality is the primary reason given by farmers' market customers for shopping at the markets. Lower price is the second most common reason and may be linked to the high percentage of retired patrons, many of whom live on fixed incomes. The third reason, social atmosphere, is also likely to attract older people.

The most common reason given for not shopping at farmers' markets is that they are "inconvenient", followed by "none nearby" (2,3,4,5,18). Other reasons include: "limited variety and volume", and "the supermarket has what I need" (2,4). Smith and Cravens (21) found that farmers'

market shoppers patronized a significantly greater number of food stores than those who don't shop at farmers' markets. This might explain the relatively lower number of average and lower income customers who, despite the price savings at farmers' markets, would not be inclined to make as many stops because of the extra time and gasoline involved.

Such findings can be helpful in selecting market location or increasing clientele. A market located in a low-income area could stress price savings in its advertising, whereas another in a wealthier area might focus on food quality. It might be advantageous for another to locate within easy walking distance of a center for elderly persons.

Studies examining the demographics of the surrounding community may also be helpful in predicting the success of a market.

The farmers' market's greatest competition is the grocery store. Many are open 24 hours, 7 days a week, and in addition to food and household needs, provide a growing variety of other services. Studies show that most supermarket shoppers have favorable attitudes toward farmers' markets, even though they do not shop there. "Even non-shoppers give produce purchased at farmers' markets higher ratings than supermarket produce for its freshness, quality, appearance and price (4). And "it seems possible to infer that if various forms of direct markets and grocery stores were equally convenient and accessible, there is a general consumer inclination toward patronizing the direct market" (18). This seems to suggest that being open longer hours on more days of the week might be the method for markets to win over more shoppers.

Increasing the hours and days the markets are open is not always feasible, nor is changing locations, so markets that want to grow must explore other options. They must find a way to make the extra stop at the farmers' market worthwhile and overcome non-shoppers' complaints of inconvenience and limited variety. This is most likely accomplished by offering a wide variety of items in addition to produce and by offering items that are not found anywhere else. Produce alone is not sufficient enticement for the majority of shoppers. A study of Kansas City area consumers found that over half spent less than \$10 per week on fresh produce and approximately two-thirds purchased only one to three different vegetables a week (18). For most of these shoppers, the price savings and produce quality found at the farmers' market will not offset the convenience of the supermarket.

Supporting the need for variety is a statement by Connell et al. (4), who suggest that "offering a wide variety of non-produce items may increase overall sales and patronage at direct (i.e., farmers') markets since shoppers appreciate wide selection. In addition to baked goods, flowers and plants, cider, milk, eggs and honey, consumers indicate a willingness to purchase meat and cheese at direct markets."

Pelsue found that “farmers’ market customers are as likely to buy baked goods as they are fruits and vegetables” (16). These sentiments are echoed in many of the popular articles and extension publications dealing with farmers’ markets (4,5,10,15,16,18,30).

Need for Study of Farmers’ Markets

Despite their popularity, in-depth research has yet to be conducted on farmers’ markets. What has been done focused primarily on consumers to ensure that their needs were being met. Although customer satisfaction is important and helpful in structuring a market, two other parts of the equation are overlooked: the vendors and the organization of the market. Sommer (22) reported that only 22 percent of the vendors at a Missouri farmers’ market held attitudes that could be called positive or optimistic; 11 percent were clearly pessimistic about the future of the market or their continued presence there.

Even though customers of farmers’ markets may be satisfied, if the vendors are not, the markets may not continue. The fate of farmers’ markets may be more precarious than we have realized. For these reasons, this study focused on the vendors and the market organization in order to find ways to make the markets equally satisfying to the vendors. Their opinions on needed improvements and areas of satisfaction offer insights for strengthening the markets.

The successful operation of a farmers’ market depends on many factors, few of which have been examined systematically. Extension and other publications offer “how to’s” on forming markets and generally include the following as important: some form of coordination within the market between vendors, market promotion (advertisement), a prominent and easily accessible location, and sufficient numbers of vendors and variety of products to ensure customers that the trip will be worthwhile (12,30). This study analyzed how 12 Kansas farmers’ markets function in light of these suggestions and examined the reaction of vendors to the workings of these markets.

ANALYSIS OF KANSAS FARMERS’ MARKETS

The 1990 Kansas State Board of Agriculture’s “Farmers’ Market Directory” listed 54 markets. At least one active market was not included in the directory, which would bring the actual total to 55. Eleven of the markets are in areas with populations of over 25,000. Twelve are located in towns between 10,000 and 25,000. There are six in towns between 5,000 and 10,000, and 26 in towns with populations under 5,000. Other than the directory, no published information exists about these markets. Compared to the national average of 36 per state (29), Kansas has a higher number of farmers’ markets.

An analysis of how markets currently function and whether vendors’ expectations are being met is a first step toward ensuring their perpetuation. A second step is to understand what benefits vendors receive from participation. The final step is to recommend ways to integrate this information to ensure the continued growth and success of farmers’ markets.

Variety exists in the organization, atmosphere, size, and offerings of farmers’ markets in Kansas. For this reason, it is difficult to compare markets to one another or to determine whether a market is functioning to its capacity. Therefore, perhaps the best judges of a market’s success are its vendors. Their satisfaction is the key to their continued participation. By asking their opinions of the markets in which they participate, it is possible to avoid making judgments based on superficial comparisons.

Two survey questionnaires were developed for this study. The first provided a description of each market: how it began, how it is organized, when and how often it meets, how it handles promotion, whether it has a market coordinator and, if so, what his or her responsibilities are. This was filled out by the market coordinator or a person knowledgeable about the market.

The second questionnaire was filled out by the vendors and was designed for two purposes: to provide a description of the vendors and to gather their opinions about how their markets function. The descriptive section included questions about age, profession, income, market earnings, one-way distance to the market, frequency of participation in the market, and benefits derived. Then vendors were asked for their opinions about the future of the market and what improvements were needed. They also were asked to rate their level of satisfaction with various aspects of the market on a Likert scale.

Because market organization was one of the major components addressed in this study, survey markets were selected based on two population levels. Eleven markets located in towns with populations between 10,000 and 25,000 were chosen with the expectation that they would be large enough to provide a sufficient sample of vendors and that some level of organization would be needed. Markets in towns with populations of 25,000 and greater were not included because they were not considered representative of the majority of markets in Kansas. Markets in the west included Great Bend, Dodge City, and Hays. Markets in central Kansas were Newton, McPherson, Winfield, and Arkansas City. Eastern markets were Parsons, Independence, Ottawa, and Emporia.

Although Lawrence has a population of 66,000 (8), it was included in the study as a “model market.” It is well attended by customers, so much so that it is able to convene three times weekly. The market has a paid coordinator, and vendor spaces in the parking lot where it meets are sold out on Saturdays. It has been in existence since 1979 and con-

tinues to grow. Lawrence's population is above average in education, which indicates that the market could expect strong community support. Because of a university, the population includes many international students and their families who are accustomed to shopping in markets rather than grocery stores. The town population increases by about 20,000 when school is in session, providing a plentiful source of customers. This market appears to be successful and many of its practices may be transferable to the other markets of the study. Comparisons with the other markets gives an indication as to the accuracy of this observation.

The State Board of Agriculture's "Farmers' Market Directory" lists contact persons for each market. These individuals agreed to fill out survey forms describing their particular market and to provide a list of vendor names and addresses where vendor surveys would be sent. Where this was not possible, either the contact person agreed to pass out the vendor surveys or the researcher made a personal visit to the market to do so. All of the market sites were visited at least once during the summers of 1990 and 1991: In all, 236 vendor surveys were distributed, and 136 or 58 percent were returned. All of the market descriptions were returned.

Analysis of variance was completed on vendor responses and market data. Chi-square statistics were used to compare different market features with the Lawrence model and each other. Differences between markets based on vendors' perceptions were determined at the .05 significance level.

RESULTS AND DISCUSSION

Characteristics of Markets

This section provides an overview of how the 12 markets function and vendors' assessment of that functioning. This information should be helpful to those working to improve existing markets or organizing new ones. Data are taken from the surveys received from the market coordinators and contact people and are organized according to the four features deemed important to markets by Zimet, Hewitt, and Henry (30): management/organization, location, publicity, and product availability and quality.

As shown in Table 1, 11 of the markets have existed for an average of 8.2 years, with a range from 5 to 16 years. Number of vendors ranged from three to 30, with 12.9 being the average. Markets began in mid-May and ended in October, i.e., approximately 5 months. Ottawa and Emporia met twice weekly; seven met on Saturday morning, with Arkansas City's held on Wednesday morning and Independence's on Thursday morning. The twelfth market, Lawrence, was considered separately and was 12 years old, with 30 vendors per market day. It began in May and ended in late November and operated 3 days each week (Tuesday, Thursday, and Saturday).

Convenience to shoppers and growers was indicated by 75 percent of the market coordinators as the reason for the choice of market days (Figure 1). One-third mentioned that they chose Saturdays because "farmers' markets traditionally meet on this day." Indeed, consumer surveys have indicated that Saturday morning is the preferred shopping day and time (1,3,4,5,18,19,21). Because many vendors have weekday jobs, Saturday is more convenient for them as well. However, a market that was open an additional day during the afternoon and early evening hours would probably pick up a new group of customers who are not "early-birds", as was the case with Ottawa, Emporia, and Lawrence. Only two of the markets mentioned that they chose their market time to "correspond to big shopping days or times."

The markets were sponsored by various groups within a community. Six of the 12 markets were started by county agents working with growers, and five of them have continued in that partnership. Two were initiated by chambers of commerce or downtown promotion groups, and two others were started by individuals, although one of those has been in existence for so long that no one is quite sure how it started. The Emporia market was initiated by a group of growers involved with a community education organization called the Neosho River Free School. The association has continued to this day, and part of the earnings from the market help support the school.

The Lawrence market began with growers working with a downtown promotion organization. It appears to be a positive situation, except for the fact that the market has outgrown its parking lot location. If it were to relocate outside of downtown, the association would probably end, causing potential financial difficulties because of the withdrawal of that support.

Market Organization

Zimet et al. (30) stated that "the organization of the market is the vital element for success." Marr and Gast (12) cautioned that markets sometimes fail, not from lack of customers, but from "squabbles or disagreements among participants" and because "leadership to... continue a market may be lacking." Zimet et al. also noted that "fair and reasonable rules that are known by participants are important. They must be applied in a fair way by persons designated to do so by the participants. The rules should conform to the situation at hand. Thus, the rules at a small rural market need not be as specific as those at the larger markets."

Comparisons of Organized vs. Nonorganized Markets. Despite the admonitions about the importance of organization, the four nonorganized markets averaged 19.5 vendors per market day compared to nine at the organized markets (Table 2). They have been in existence for 11 years and the organized markets for 6 years. Their earnings were somewhat lower, however; \$57 compared to \$70.

The four markets where growers were not involved as a group in market initiation are the nonorganized markets. State extension specialist in vegetables, Charles Marr, who has been involved with farmers' markets, offered an explanation for the difference in age between organized and nonorganized markets. The Manhattan market, which began in 1972, was probably the first market in the state. As the news spread, several markets were started somewhat spontaneously in other locations. As the markets became established, county extension agents became involved in working with growers to form others across the state, thus accounting for the newer and "organized" markets.

Several other significant differences and relationships were found between the organized and nonorganized markets. Strong feelings were expressed by some vendors of nonorganized markets about the disadvantages of organization: "Our market is just fine, and we certainly do not need a committee or organization to mess with it." Another individual described her market's nonorganization as its "biggest strength and weakness."

Despite these feelings, significantly more vendors in nonorganized markets than in organized markets expressed the need for better cooperation between vendors (Table 3). A significant number also indicated the desire for market guidelines and for a market master or coordinating committee to organize the market.

Vendors in nonorganized markets were also less satisfied by the overall organization of the market and by the (lack of) rules and regulations. Their outlook for the future of the market was significantly less optimistic than that of vendors in the organized markets, where the majority felt that their market would grow over the next 2 years. Vendors of nonorganized markets planned on their markets staying the same size. These results indicate a strong need for organization within a market to ensure vendor satisfaction.

Organized markets are not without problems, however. Vendors wanted fewer restrictions on the items they can sell and the chance for more vendors to participate (Table 3). This reminds us of the need for fair and reasonable rules (30) and introduces the role of the market coordinator.

Coordinator Responsibilities. All eight of the organized markets had coordinators. The nonorganized markets often had an individual who assumed a limited leadership role. Typically, this person would be informally known as the one to contact for information about the market. However, the role did not involve formal recognition by the market or any powers of enforcement.

In the organized markets, coordinator responsibilities varied (Figure 2). The most common task was the enforcement of guidelines, followed equally by trouble shooting and serving as a contact person for the public and for vendors. Only three of the eight market coordinators felt their responsibilities included recruitment of new vendors. Two

were involved in market promotion. Collection of fees and taxes and ringing of the bell to indicate the start of the market were other duties mentioned. Vendors' comments about the coordinators were favorable.

The Lawrence coordinator assumed all of the aforementioned tasks, except vendor recruitment. Considering the current large number of vendors and lack of space, this is quite understandable. However, in a beginning market or one lacking variety, this could be a task of critical importance, as is market promotion.

Five of the eight market coordinators were paid, with wages ranging from \$5 per market day to \$900 per season. Only two of the coordinators (unpaid) were also vendors. Whether a coordinator was paid or not did not appear to be a factor in determining the number of responsibilities he or she assumed. Both groups averaged four tasks.

Despite the fact that the majority of the markets were organized, most coordinator efforts were focused on the market day and not promotion and development of the market. This was because most worked for nominal payment or voluntarily or because their market responsibilities were just parts of their overall job, as was the case with county extension agents. And because most vendors tended not to be involved beyond the selling of their products, there was really no mechanism for the markets to develop or grow other than what "just happens."

An example of a different organization can be seen in the markets of Maine (11,17), where vendors have organized to run and promote their markets. By-laws were written, a governing body was elected, and tasks were delegated to committees. This required a greater commitment of time and energy but also resulted in greater "ownership" of the market by the vendors. Seven of the organized markets in Kansas had vendor associations that met at least once with the market coordinator prior to the start of the market season. However, these were generally to present suggestions for the coordinator to carry out, rather than to promote vendor involvement in the running of the market.

Among the 12 markets, the Ottawa market came closest to achieving the Maine type of organization and also had the highest total level of vendor satisfaction. One vendor described the way it works: "Growers organized to govern the market, hire the manager, and purchase liability insurance (for members of the organization). Growers set fees, make and regulate rules of the market. Anyone not satisfied with the market has the opportunity to join the grower's organization and make needed changes."

The Lawrence market functioned in a typical fashion, with the coordinator making most of the decisions independently or by conferring informally with certain vendors. However, because of its size, the Lawrence market could benefit from structured vendor input in the form of an advisory committee.

Rules and Regulations. Many of the rules and regulations affecting markets in Kansas are state laws that govern the use of weights, the payment of taxes, and the preparation and sale of food. Most markets were careful to abide by these, although they can limit participation and, thus, be detrimental to the market.

The most basic self-imposed rule found in seven of the eight organized markets was that of restricting participation to actual growers and producers of local goods and defining what is meant by local. Most of the markets defined a grower or producer as “any person offering for sale articles which have been raised or grown by him/herself or persons in his/her employ. “Local” had various definitions, ranging from within the state, to within the county, to within a 30-mile radius of the market. Shipped-in produce was either prohibited or strongly discouraged in all markets, whether organized or nonorganized. This ensured that the markets stayed true to their original intent of providing “consumers and producers an outlet for locally grown produce and other goods.”

Despite such prohibitions, however, participation by resellers remained a source of frustration for many vendors in both organized and nonorganized markets. Agreed-upon rules and their enforcement are essential for the peaceful functioning of a market. With regard to shipped-in produce, some markets did allow supplemental sales of items not available locally in order to increase the product mix, but this was done on a week-by-week basis and was dependent upon approval of the market manager.

Stall assignment. Only Lawrence and Ottawa of the eight organized markets assigned stalls on a seasonal basis. The other six, as well as the nonorganized markets, worked on a first come, first served system that required an early arrival and some maneuvering for those vendors who wish to set up shop in the same location each week. In the smaller markets, lack of assignment was not a serious problem, but in the larger markets where the “premium” space was limited, it could become quite competitive.

Several vendors commented on the situation. “The majority of vendors arrive at 4:00 am in order to reserve their space. A lot of possible customers that I have spoken with say the market is over before they wake up.” Another market does not assign spaces and allows vendors to enter the market area only 10 minutes before the market opens, causing unfair competition. Finally, the problem of a single vendor occupying more than one space was mentioned by three respondents from the same market.

Another issue was the opening time of the market. Some markets, such as Lawrence and Ottawa, prohibited any sales prior to the ringing of a bell, signalling the official start of the market. Coordinators were given the power to expel anyone not complying. This worked well in assuring vendors adequate sales and customers adequate choice of products, ending the cycle of earlier and earlier market openings.

However, if delegation of stall spaces remains a problem, then vendors will continue to arrive early in a race to get the best location.

Markets having written guidelines and a market coordinator or some sort of organizing body have a built-in means for dealing with these issues. It is more difficult for the nonorganized markets, because no such mechanism exists. Unresolved problems may result in vendors dropping out or, at least, lowered morale within the market.

Market Fees. A minimal fee for participation was charged by seven of the eight organized markets. This fee took a variety of forms: percentage of sales, season-long passes, association dues, daily fees ranging from \$.50 to \$7.50, or some combination of the above. Judging from the average vendor earnings, minimal fees are important so that participation is not discouraged. One of the markets gave the manager the discretion of determining amounts, and another allowed vendors to voluntarily pay within a certain range, depending upon their

earnings. Of the seven markets collecting fees, four specified that the money would be used for advertising and other expenses, one indicated that it would go to the sponsoring agency, and two did not address the issue. The nonorganized markets did not charge.

Location

Zimet et al. (30) indicated that “markets should be located in places that experience a busy, but not congested, traffic flow. In the event that the market site is not on a major thoroughfare, its location should be well known and easy to reach.”

This observation is supported by consumer data indicating that an important way of first learning about a farmers’ market was passing it on the road (2,3,4,16). In towns the size of those surveyed, the likelihood of passing by the market would be much greater than in a city. Even Lawrence, which is considerably larger than the other market towns, has the advantage that its major shopping area is still downtown, where the market is located. Data indicating that attendance drops when consumers have to travel over 5 miles to reach the market are encouraging to markets in small towns, where almost everything is accessible within that distance (1,4,6,16,18,25).

Of the 12 markets, seven were located on municipal parking lots, four on lots of businesses such as discount or grocery stores, and one on the county fairgrounds. All 12 locations were used free of charge and were chosen for that reason and because of convenience to customers (Figure 3). One advantage mentioned of city lots over private lots was the freedom from liability. Eight locations were highly visible. One was offered because it was the least used downtown parking lot. Only three provided any sort of shelter, although a fourth contained shade trees.

As previously mentioned, the Lawrence market was located in a downtown parking lot that, for the Saturday market at least, has become too small. The location also was not considered highly visible by the market manager. However, it was well-known by customers and centrally located, and these advantages weighed heavily in its favor. Among all the vendors, those in Lawrence were the most dissatisfied with their location. This might be explained by the fact that Lawrence vendors spend more time there because the market is open three days a week and also by its crowding. Both of these factors would serve to emphasize the limitations of the location. Other suggestions by Lawrence vendors included the needs for shade and shelter, toilets, and storage facilities.

Publicity

Word of mouth is the primary way customers learn about farmers' markets (2,4,18). A market in a visible location adds to the number of potential passers-by who can spread the word. Signs indicating the presence of a less visible market or placed strategically to guide customers and the curious can make up for a less than ideal location. Advertising is the second most common way of learning about farmers' markets and is particularly important, according to Zimet et al. (30), because the markets are "seasonal, have varying opening and closing dates, have difference product mixes as the season progresses, may change location, and have varying sales days and hours from year to year."

Nine of the 12 Kansas markets actively advertised in one way or another (Figure 4). The remaining three (nonorganized) did no paid advertising but relied on the newspaper, radio, or television to provide public service announcements or features and all other "free ways we can think of!" Eight markets had permanent signs, and the same number advertised on the radio, with seven using the newspaper and fliers. Two markets had developed T-shirts or shopping bags for publicity, and another was in the process of doing so. One market advertised on bank marquees.

Although the Lawrence market advertised in all of the ways mentioned, 40 percent of the vendors felt that market promotion was inadequate. Although attendance was high, so was the number of vendors. Increased promotion should result in even greater numbers of customers. With the space limiting vendor numbers, earnings would increase.

Persons who do not normally shop at a farmers' market might be enticed by additional attractions. The possibilities are bounded only by the imagination and energy available and include: special features such as quilts, art shows, animal petting days, or antique cars; demonstrations; performances of dance, music, and puppetry; and contests. Two of the markets, Lawrence and Newton, had special attractions like "sick plant clinics" by the county extension agent, a free watermelon feed on "growers' appreciation day," and a fiddle player.

Product Availability and Quality

The markets surveyed offered a variety of products in addition to fruits and vegetables (Table 4). Eleven offered honey; eight sold baked goods, seven had bedding plants; and four sold cut flowers, arts and crafts, jams, jellies, and home-canned goods. Two sold ethnic food. Other items sold included eggs and apple cider.

Restricting the sale of baked goods in the Emporia market during the 1990 season, although in previous years it had been allowed, had a devastating effect on customer patronage. Most upset were the fruit and vegetable vendors, who felt that their sales had been severely diminished. Their comments included: "First year we can't sell baked goods. It cut our customers by more than half." "Not selling baked goods and jellies killed the market."

Comparing the Emporia market to the Lawrence market, which did offer baked goods and a full variety of other foods, shows some significant differences in vendor morale and feeling about the market (Table 5). Community support of the market was perceived as significantly lower by Emporia vendors. They also felt fewer restrictions should be placed on what could be sold and that a greater variety of saleable items was needed. Emporia vendors were also less satisfied with community support of the market. They predicted that the Emporia market would continue at the same size or decrease, whereas the Lawrence vendors felt their market would increase in size.

Because of the significant impact the loss of baked goods had on the outlook of Emporia vendors, data from the Emporia market were excluded from Tables 3,6, and 7. It was also examined separately in Figure 5, which shows clearly the effect of the restricted sales.

Market Improvements and Vendor Satisfaction

Vendors indicated what improvements they felt were necessary for their respective markets by choosing from a list of possibilities. Overall, the greatest need felt by vendors in all markets was for more customers (Table 6). Next, vendors in organized markets felt that a significantly greater variety of saleable items was needed. Advertising and promotion were significantly less adequate in nonorganized markets. And again, the Lawrence vendors' frustration with their location stood out, although the difference was not statistically significant.

Vendors were also asked to rank their level of satisfaction on several variables within their market. Answers could range from dissatisfied (1) to highly satisfied (5). Although vendors felt the need for improvements, overall they were satisfied with their markets (Table 7). Areas of highest satisfaction were the days and hours chosen for the markets, as well as the prices they were paid for their products. Areas of least satisfaction were the community support for the

market and their amount of sales. In three categories, market organization, rules and regulations, and community support of the market, nonorganized markets were significantly different from organized markets and the Lawrence model.

Comparison of Lawrence Market to Other Markets

An overall satisfaction rating index was determined by adding “scores” on three sections of vendor responses: the future of the market (decrease, stay the same, increase); number of improvements not listed (a higher number indicated fewer problems in the market); and level of satisfaction on 11 variables (Figure 5). A total score of three was possible. Lawrence’s score was 2.48, followed by the organized markets at 2.44, and nonorganized at 2.12. Emporia was separated from the organized markets in this instance by the dramatic effect of the restriction on sale of baked goods. Other than that change, the Emporia market did not differ much from the other organized markets, but the effect was seen in its overall satisfaction rating of 2.08. No difference existed between Lawrence and the organized markets, which is not surprising because of the many similarities in their organization. Market ratings are presented in Table 8.

The main difference between Lawrence and the organized markets was the greater population base and the advantages that affords the Lawrence market. More customers result in more vendors, who generate more market fees to pay for a coordinator, advertising, and other expenses. The Lawrence coordinator position was unique in that a significant wage was paid and it was not part of another job. This allowed greater input of energy by the coordinator into the market in dealing with vendor issues and market promotion. This may be why Lawrence vendors suggested the lowest number of improvements (2.2 vs 3.4 for organized and 3.8 for nonorganized).

Because most markets could not afford to pay a special coordinator, more effort on the part of vendors was required to accomplish the same tasks. The other markets will never have the population base that Lawrence has, but still could capture a “greater market share” by adopting many of the suggestions discussed throughout this report.

Description of Vendors

Questionnaires were received from 136 vendors. As shown in Table 9, vendors have spent 4.2 years participating. An average vendor sold on 15 days out of a season that was 29 days long and drove 13 miles one-way to the market. The average vendor was 52 years old and earned \$23,420 yearly from a separate occupation. Vendor earnings were \$66 per market day and totalled \$990 per season.

For the purpose of understanding the economic impact of farmers’ markets, these figures can be extrapolated to give a rough approximation of the statewide annual earnings from farmers’ markets, which is \$528,660 (Table 10).

This is done by multiplying the following factors: (number of markets) x (number of vendors) x (number of days participating) x (earnings per market day). State retail sales taxes of 4.25 percent would total approximately \$22,468. These figures indicate that farmers’ markets are contributing to state and community income yet require minimal inputs in return.

Knowledge of vendor occupations allows an understanding of who is attracted to the markets. From the 136 vendor questionnaires, 185 occupations were described because of more than one person per booth. The variety of vendors’ occupations is an indication of the attractiveness of farmers’ markets to a wide range of people. Specific occupations of the vendors are listed in Table 11.

Contrary to what the name would indicate, Kansas farmers’ markets were more heavily populated with retired and working people than with farmers (Figure 6). This may be due partly to the fact that the markets surveyed, and indeed the majority of the markets in the state, were located in areas of relatively low population where vendors are not able to sell large quantities of products. This reinforces the view of the markets as incremental or secondary, rather than as primary, outlets for farmers and may explain their relatively low numbers among vendors.

Hobbyists and part-time workers, on the other hand, are able to participate in the markets without the pressure of having to produce the large amounts that would be necessary in city markets. They can enjoy their hobbies or avocations and, at the same time, have an appropriate, money-making outlet for what they produce.

Indeed, when asked about the level of involvement with what they sell at the markets, the majority of retired people (52.5 percent) saw themselves as hobbyists (Figure 7). Forty percent considered their involvement as part-time, with the purpose of earning supplemental income. None of the retired participants were full-time growers or producers. In contrast, 56 percent of the farmers were full-time producers of what they sold at the markets. Only 12 percent were hobbyists, and 32 percent were involved on a part-time basis. Working people fell between the two groups, with 60.5 percent involved part-time, followed by 28.9 percent who were hobbyists. As would be expected, there were no full-time growers among the working people.

Farmers that did participate in the markets earned 50 percent more, or \$99 per market day, compared to the overall mean of \$66. Even these earnings would not be sufficient, if one were completely dependent on market sales for income, but as supplementary earnings, they could be helpful.

Retired persons averaged \$51 per market, which was 23 percent less than the mean. In conversations with older vendors during market visits, the value of market earnings as supplementary to a fixed income was often mentioned, as were the social aspects of the markets. The fact that 67 per-

cent of retired participants worked alone, compared to 44 percent of all other groups, is perhaps an indication of the relative isolation of older people.

Comments from working people indicated that their motivations for market participation included enjoying a hobby, getting rid of extra produce, and earning extra spending money.

The variety found among participants was an indication of the markets' broad appeal. The openness of the markets makes involvement possible on a level appropriate to each individual's interests, abilities, and needs.

Benefits to Vendors

Vendors were asked to indicate the benefits of farmers' markets by choosing all appropriate answers from a list of six. The opportunity to meet and visit with people was the top response, followed by "provides a seasonal source of income" and "outlet for excess produce" (Figure 8). Judging from the small amount earned per market day for the work and time involved, it makes sense that vendors would be motivated in several ways, rather than just economically.

Comparison of Lawrence Vendors to Other Vendors

Few differences existed between vendors participating in the Lawrence "model market" and those in the other markets. The most important difference was the number of times vendors sold per season. There was more opportunity for participation in the Lawrence market, which met three times weekly compared to an average of 1.3 for the others. Because vendors did participate with such frequency (38 vs 15 times) and earned \$70 (vs. \$66) per market over a season's time, Lawrence vendors will earn almost three times more than vendors in other markets. Although it has taken time for the Tuesday/Thursday markets to build up customer and vendor participation, the two extra days are now well attended.

In spite of the extra days, Lawrence vendors did not earn significantly greater amounts per market day than the others. Although Lawrence had more customers, it also had more vendors, so the earnings were diluted. One way of increasing earnings would be to limit the number of participants and avoid duplication in what is being offered, as was the case with many of the farmers' markets in Maine (1,17). Vendors met, determined a favorable product mix and the number of spaces available, and chose from the candidates. The disadvantages to this system are that the market could stagnate over time, because the vendors would not vary, and many people would be shut out of the market.

Another area of difference between the Lawrence vendors and those in the other markets was the value placed on the benefit of "provides advertising and contacts for on-farm and in-home operations" (Figure 8). This was important to

47.4 percent of the Lawrence vendors compared to 27.4 percent and 22.2 percent of the organized and nonorganized market vendors, respectively. This may indicate that the Lawrence vendors were more involved with what they sell at the markets, which would coincide with the previous finding that they earned more during a season, i.e., the market can be a more serious outlet.

Benefits were compared for four occupational groups: retired persons, farmers, working persons, and "other" (Figure 9). For retired persons, meeting and visiting with people were the primary benefits followed by "provides a seasonal source of income." This is what might be expected for a group that has fewer consistent social contacts and limited income. For working people and the "other" group, the markets served principally as outlets for excess produce, followed by the social aspects. This might indicate that the gardening itself is of primary importance, and the market serves the secondary function of an outlet for what is produced.

Farmers valued the social aspects of the market as much as the benefit of the market as an outlet for excess produce. Although the economic benefits were limited, farmers were able to make contacts through the markets for on-farm operations, which might result in bulk sales. They valued this benefit more highly than any of the other groups.

Under "other benefits", vendors indicated a variety of motivations for their participation in the markets. Parents saw it as a way to teach children "the value of manual work, organization, business practices, money management, and experience in dealing with the public." Three responses were from members of various clubs, who used the market as a way to make money for scholarships, garden work, and high school projects. Two responses were from couples using the markets to gain retail experience and to experiment with products for possible future businesses. For them, the market functioned as a "business incubator." Others saw farmers' markets as offering an alternative to grocery store produce with better quality and lower prices. Finally, there are those for whom the farmers' market provided an opportunity to "fulfill a desire to accomplish something worthwhile by fulfilling needs of people in the community" and to "help out the less fortunate."

Markets Meet Basic Human Needs

It is possible to view these benefits in light of Maslow's theory of human needs (13). He proposed a five-step pyramid, with each level representing a more complex human need. On the bottom level is the basic physiological requirement of food. The second level represents the need for safety and security, and the peace and tranquility provided by a familiar location. Nurture and social needs are on the third level, and esteem/psychological success are on the fourth. The fifth level is that of self-actualization, a meshing of mind and spirit.

Farmers' markets can provide unique opportunities for those needs to be met. Income from market sales contributes to an individual's ability to obtain food and shelter. It also offers a certain amount of security. For a retired person on a fixed income, market earnings may make the difference between poverty and comfort. Security also can be viewed in terms of the regularity of the market and the predictability of its rhythms.

Comments from vendors about the "family" feel between market vendors and customers show how the third level needs for belonging and nurturance are met. "I think ours (market) is nice because most of the vendors are like a big family." "My sales and the friendliness between sales people keep me going back. We are always glad to see each other, even if we don't know each other's names. Names aren't important, but actions are."

Esteem and psychological needs are met by the public recognition of the results of one's work and interests. Every purchase communicates to the vendor the attractiveness and desirability of his or her offerings. It is a confirmation of one's choices, from what one plants or makes, how it tastes, how it is displayed, to the personality of the vendor.

Self-actualization comes from meshing one's desires and dreams with one's actions. Although few people ever realize this in every aspect of their lives, it is possible to achieve in little ways. Gardening is one example. For many people, a garden is where they feel a true integration of body and soul. Advocates of horticultural therapy have long recognized this. For others, this integration is found in the kitchen or in the wood shop or working with animals. A farmers' market often offers the only outlet for what is produced. As previously mentioned, the farmers' market allows some people to fulfill the deep personal desire "to accomplish something worthwhile."

Summary and Future Outlook

The 12 farmers' markets of this study might be described more aptly as community markets (12), because less than 20 percent of the vendors were actually farmers and a wide variety of other community members were involved. The value of farmers' markets is found in the obvious: providing an outlet for fresh fruits, vegetables, and home-produced goods and in the not-so-obvious: social interaction, a focal point for community spirit, educational opportunities for children and youth, incubators for small business, and a meaningful way for older people to stay involved in community life. They are social and economic entities for customer and vendor alike and contribute to a healthy community.

Satisfied vendors are one sign of a well run and supported market. Although many factors go into such a market, two are basic: some form of market organization and a wide variety of products offered for sale in the market. With organization, whether it be a market coordinator, vendor committees, or a combination of the two, a market has

a mechanism for dealing with the many issues and needs that arise. Two important examples are vendor disagreements and market promotion. Each market is different and can address these issues according to the purposes and energy of those involved. The second factor, a wide variety of products, is more easily achieved in larger markets that have more vendors.

The flexibility of farmers' markets in meeting vendors' needs accounts for a great deal of their popularity. Markets can be structured to emphasize certain aspects over others, as is done in other states. For example, focusing on the economic potential of a farmers' market may result in restricting participation to farmers only or to a certain number of vendors, so that earnings are increased for those who remain. However, this will have a negative impact on the many others who enjoy the market for the reasons previously discussed. It is a choice that each market makes.

Because many Kansas farmers' markets are in towns with populations under 25,000, the current mix of retired, working, farmer, and other vendors probably will continue to be representative of markets in the state. Also, markets in more densely populated areas probably will have a higher percentage of farmers and other full-time producers and smaller markets will have more retired, working, and other vendors. This relates to the fact that farmers' sales are generally not a sideline but an integral part of farm earnings. However, working people want an outlet for what their enjoyment of gardening (or other hobbies) produces, and retired people want the social contact, extra income, and physical activity.

Is it possible to keep everyone satisfied? Probably not, but all should agree on one aspect: to maintain prices at a reasonably high level. This should not have an adverse effect on consumer patronage, because those who shop farmers' markets do so primarily for the quality of produce followed by price, which is consistently below that of grocery stores anyway. Maintaining good prices should provide positive returns for all vendors and avoid the problems of the hobbyist vendor underselling the farmer vendor.

Each market has a life and a dynamic of its own, which makes markets very desirable in an era of uniformity and predictability in food retailing. Individual initiative and creativity are encouraged and add to the market's attractiveness. A farmers' market is an exciting and important form of free enterprise.

CONCLUSIONS

A survey of 12 farmers' markets in Kansas revealed the following major points:

- The average age of the markets was 8.2 years; the average number of vendors was 12.9; the average yearly time-span of the markets was 5 months (mid-May to late October); most were open on Saturday morning.
- Eight markets had some kind of formal organization; four were non-organized; vendors in nonorganized markets identified several problems and indicated dissatisfaction.
- All organized markets had a coordinator, whose responsibilities usually included enforcement of guidelines, trouble shooting, and serving as contact person for vendors and the public.
- A majority of markets restricted participation to actual growers and producers of local goods.
- Most markets did not assign stalls on a seasonal basis, which caused competition and dissatisfaction among vendors, especially in larger markets.
- Most of the organized markets charged a minimal fee for participation.
- Most markets were located on municipal parking lots; all market locations were used free of charge and were convenient to customers.
- A majority of markets actively advertised in some way (e.g., signs, radio, newspapers).
- All markets offered a variety of products in addition to fruits and vegetables (e.g., honey, baked goods, bedding plants, cut flowers).
- Retired and professional working people were more numerous than farmers among vendors surveyed.
- Vendors indicated that the most needed improvement in farmers' markets was more customers, followed by greater variety of saleable items, and better promotion and advertising.
- The average vendor's income of \$66 per market day was extrapolated to estimate statewide, annual earnings from farmers' markets at \$528,660, which would provide state sales tax of \$22,468.
- Vendors identified benefits of farmers' markets as meeting and visiting with people, seasonal source of income, and outlet for excess produce.

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TABLES

Table 1. Characteristics of individual Kansas farmers' markets studied.

Location	Market Age (yrs)	Vendors (no)	Frequency (days/wk)	Days	Months ¹ Open
Lawrence	12	25	2	W,S	5-10
Arkansas City	7	5	1	S	5-9
Dodge City	8	15	1	S	6-9
Emporia	9	25	2	W,S	5-10
Great Bend	14	30	1	S	5-10
Hays	5	14	1	S	6-10
Independence	16	20	1	S	6-10
McPherson	5	3	1	S	6-10
Newton	7	7	1	S	7-10
Ottawa	5	7	2	W,S	5-9
Parsons	7	13	1	S	5-10
Winfield	7	3	1	W	5-9
Mean	8.2	12.9	1.2		5.2 ²

¹Months are represented numerically.

²The average number of months open.

Table 2. Comparisons between organized and nonorganized farmers' markets in Kansas.

Characteristics	Organized ¹ (n=7)	Nonorganized (n=4)
Vendors (number)	9.1	19.5
Existence (years)	6.4	11.3
Earnings (dollars/market)	70.0	57.0
Frequency (markets/week)	1.3	1.0
Variety (number of 9 possible items)	4.1	4.8

¹Lawrence market was excluded because it was considered the "model market."

Table 3. Percentage comparisons between opinions of vendors in organized and nonorganized farmers' markets.

Organizational Conditions/Needs	Organized ¹ (n=35)	Nonorganized (n=30)	Chi-square ²
Better cooperation between vendors	3.3 b	30.8 a	.01
Market master, coordinating committee	0.0 b	26.9 a	.003
Guidelines for vendors	3.3 b	38.5 a	.001
Highly satisfied with overall organization	86.7 a	46.2 b	.001
Highly satisfied with rules and regulations	79.3 a	52.6 b	.035
Fewer restrictions on what is sold	23.3 a	3.9 b	.04
More vendors at the market	46.7 a	11.5 b	.005
Future outlook:			
a) stay the same size	35.7 b	69.2 a	.005
b) increase in size	64.3 a	26.9 b	.005

¹Lawrence and Emporia markets were excluded from organized market percentages.

²Percentages followed by different letters in rows are significantly different at Chi-square value shown.

Table 4. Percentage of farmers' markets selling items.

Items	Organized (n=7)	Nonorganized (n=4)	Lawrence
Fruits and vegetables	100.0	100.0	100.0
Honey	85.7	100.0	100.0
Baked goods	42.8	75.0	100.0
Bedding plants	57.1	50.0	100.0
Cut flowers	28.6	25.0	100.0
Arts and crafts	28.6	25.0	100.0
Jams and jellies, home-canned goods	14.3	50.0	100.0
Ethnic foods	0.0	25.0	100.0
Other ¹	28.6	0.0	100.0

¹Other includes: eggs, apple cider, barbeque sauce.

Table 5. Percentage comparisons of organization between the Lawrence and Emporia farmers' markets.

Organizational Conditions	Lawrence (n=38)	Emporia (n=33)	Chi-square ¹
Highly satisfied with community support	70.3 a	35.5 b	0.01
Fewer restrictions needed on what is sold	5.3 b	34.4 a	0.002
Greater variety of saleable items needed	5.3 b	68.8 a	0.0001
Highly satisfied with rules and regulations	78.1 a	53.3 b	0.05
Future outlook of the market:			
a) stay same size	36.8 b	67.7 a	0.0001
b) increase in size	63.2 a	12.9 b	0.0001

¹Percentages followed by different letters in rows are significantly different at Chi-square value shown.

Table 6. Percentages of vendors suggesting improvements for farmers' markets.

Improvements	Organized ¹ (n=35)	Nonorganized (n=30)	Lawrence (n=38)	Chi-square ²
More customers	73.3 a	63.0 a	52.6 a	ns
Greater variety	46.7 a	18.5 b	5.3 b	.001
More adequate advertising	23.3 b	55.6 a	39.5 a	.01
Better location	6.7 a	11.1 a	29.0 a	ns

¹Emporia market was not included.

²Percentages followed by different letters in rows are significantly different at Chi-square value shown; ns = non-significant.

Table 7. Vendors' satisfaction with farmers' markets¹.

Conditions	Nonorganized (n=30)	Organized (n=35)	Lawrence ² (n=38)	Chi-square ³
Organization of market	3.4 b	4.7 a	4.2 a	.002
Rules	3.6 b	4.5 a	4.4 a	.04
Sales	3.4 a	3.9 a	4.0 a	ns
Prices received	4.0 a	4.5 a	4.4 a	ns
Community support	3.7 b	4.0 a	4.1 a	.04
Market days	3.8 a	4.5 a	4.7 a	ns
Market hours	4.1 a	4.6 a	4.2 a	ns
Market location	4.6 a	4.5 a	3.8 b	.03
Fees	4.2 a	4.4 a	4.4 a	ns

¹Ranking from 5 = highly satisfied to 1 = dissatisfied.

²Emporia data were not included.

³Means followed by different letters in rows are significantly different at Chi-square value shown.

Table 8. Index¹ of overall satisfaction rating by vendors of individual farmers' markets.

Location	Rating Index ²	Market Management
Ottawa	2.602 a	Organized
Hays	2.566 a	Organized
Lawrence	2.479 a	Organized
Arkansas City	2.479 a	Organized
Newton	2.358 a	Organized
McPherson	2.311 ab	Organized
Great Bend	2.179 ab	Nonorganized
Parsons	2.166 ab	Nonorganized
Winfield	2.164 ab	Organized
Emporia	2.082 b	Organized
Independence	2.070 b	Nonorganized
Dodge City	1.954 b	Nonorganized

¹Index calculations based on three variables: 1) future of the market (decrease, stay the same, increase); 2) number of improvements not listed of 11 possible (fewer improvements = more vendor satisfaction with market); 3) satisfaction levels on 11 variables (dissatisfied, satisfied, highly satisfied). Total possible score = 3.

²Means followed by same letter are not significantly different at .05 LSD.

Table 9. Description of farmers' market vendors (n= 136).

Location	A	B	C	D	E	F
Lawrence	3.8	38.0	13.2	49.6	21,613	70.44
Arkansas City	6.5	8.5	14.8	51.5	11,250	54.25
Dodge City	3.4	13.8	9.1	55.1	19,000	39.00
Emporia	4.8	14.8	12.9	54.1	22,792	51.13
Great Bend	5.4	16.3	10.1	46.2	27,917	61.50
Hays	2.8	9.0	10.6	56.3	10,714	49.38
Independence	4.7	13.3	10.3	50.5	45,000	58.33
McPherson	2.5	9.0	16.0	43.5	35,000	86.67
Newton	5.1	7.7	12.5	64.6	23,750	119.00
Ottawa	2.4	28.8	8.8	56.5	14,000	75.60
Parsons	5.6	11.2	18.6	46.8	25,000	70.00
Winfield	3.3	10.3	20.0	54.0	25,000	56.00
Means	4.2	15.1	13.1	52.4	23,420	65.94

A = Years participating

B = Number of days selling per season

C = One-way distance between home and market

D = Age of vendor

E = Income from occupation (dollars)

F = Earnings per market day (dollars)

Table 10. Statewide estimate for farmers' market earnings in 1990.

Population	Markets ¹ (no.)	Vendors (no.)	Market Days/ Season	Earnings Vendor/ Market Day	Total Group
Less than 5,000	26	4	15	\$66	\$102,960
5 - 10,000	6	7	15	66	41,580
10 - 25,000	12	14	15	66	166,320
More than 10,000	11	20	15	66	217,800
	<u>55</u>				<u>528,660</u>

¹Based on data gathered in study and personal observation of various sized markets. Estimates are conservative, especially for markets in towns with populations greater than 25,000.

Table 11. Occupations of farmers' market vendors.

Professional	Skilled
Artist	Carpenter
Biologist	Clerk
Certified Public Accountant	Cook
Food Service Director	Dock Worker
Hospital Administrator	Factory Worker
Insurance Agent	Feed Mill Operator
Landscape Designer	Firefighter
Manager	Grinder
Medical Technologist	Hairstylist
Minister	Heavy Equipment Operator
Nurse	Housekeeper
Peridontist	Mechanic
Pharmacist	Oilfield Worker
Professor	Secretary
School Administrator	Tree Trimmer
Teacher (10)	Truck Driver
Union Representative	Utility Worker

FIGURES

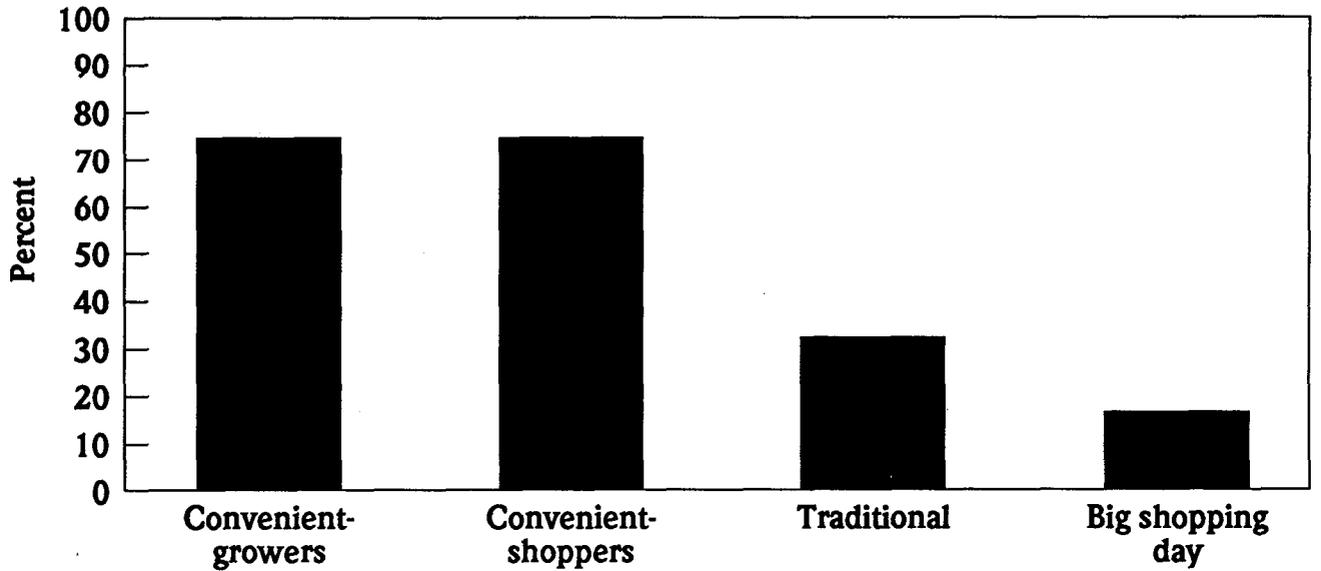


Figure 1. Market coordinator's reasons for choice of market day(s) (multiple answers given)

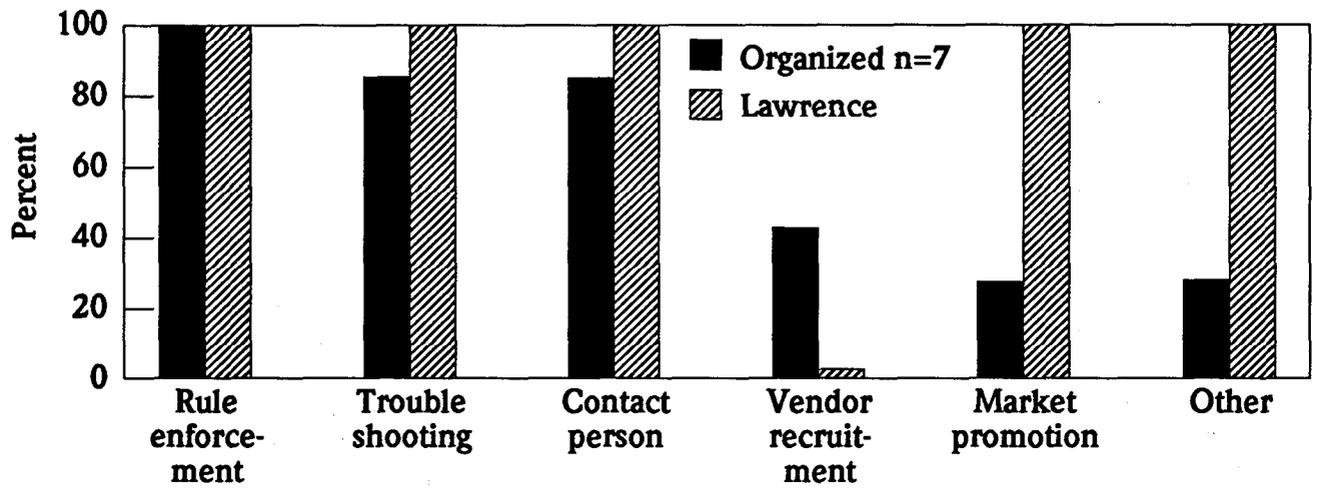


Figure 2. Responsibilities of market coordinators (multiple answers given)

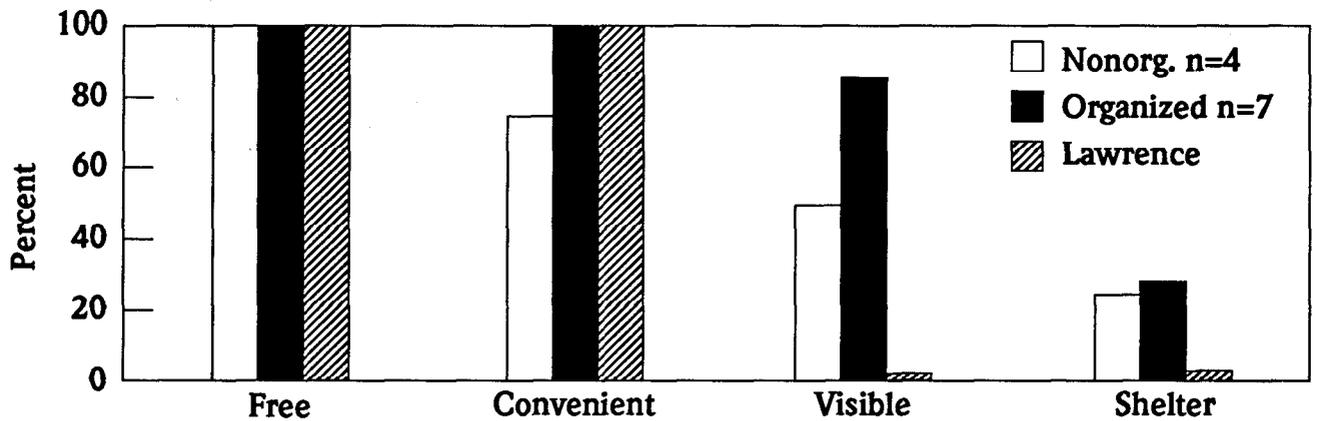


Figure 3. Reasons for choice of location for farmers' markets (multiple answers given)

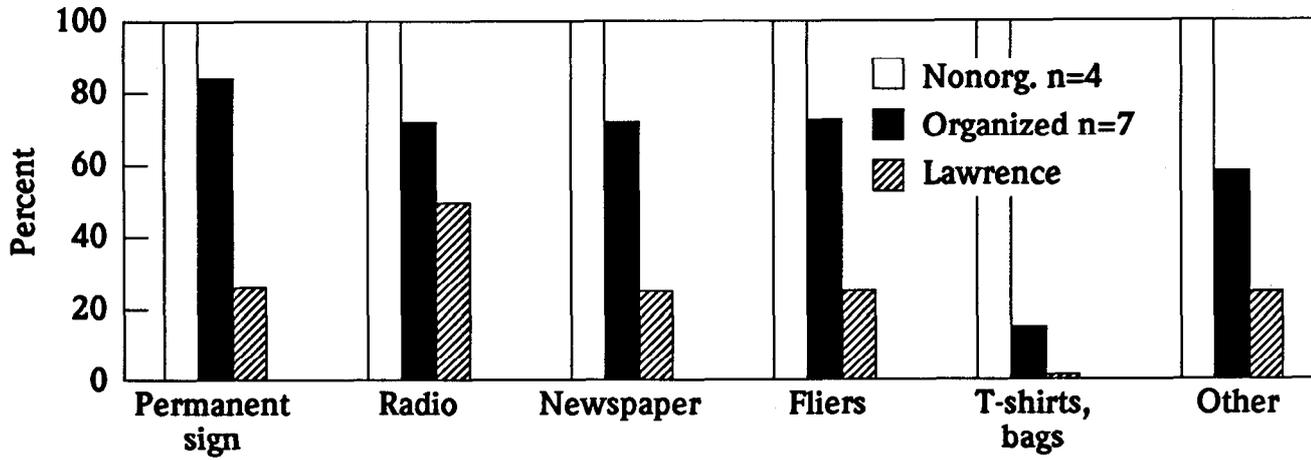


Figure 4. Methods of advertising used for farmers' markets (multiple answers given)

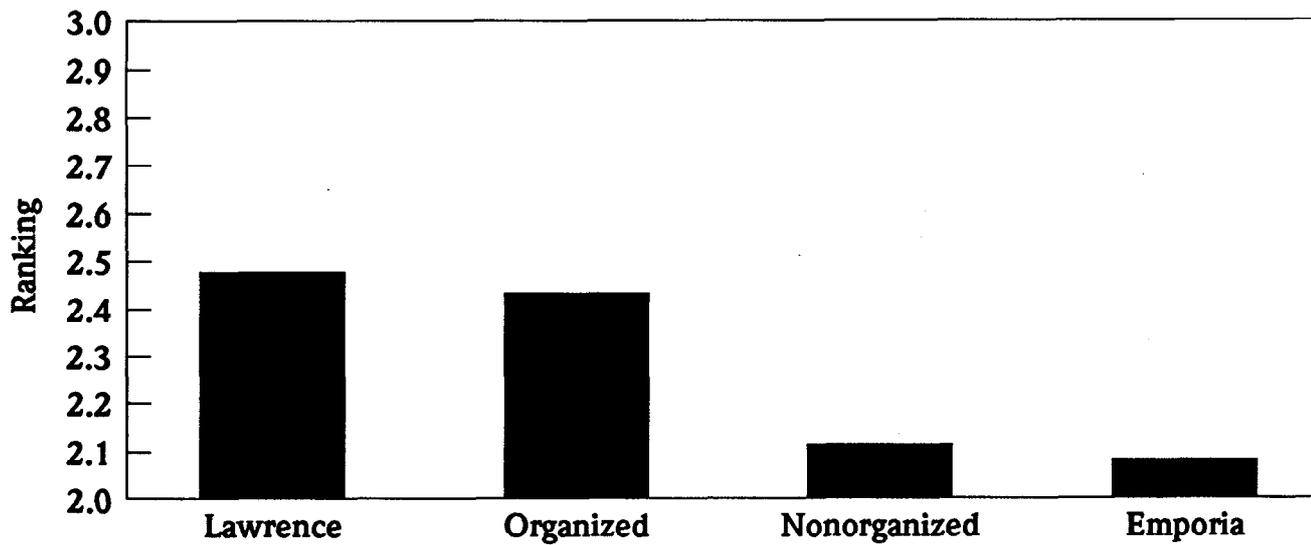


Figure 5. Overall satisfaction rankings for vendors of farmers' markets

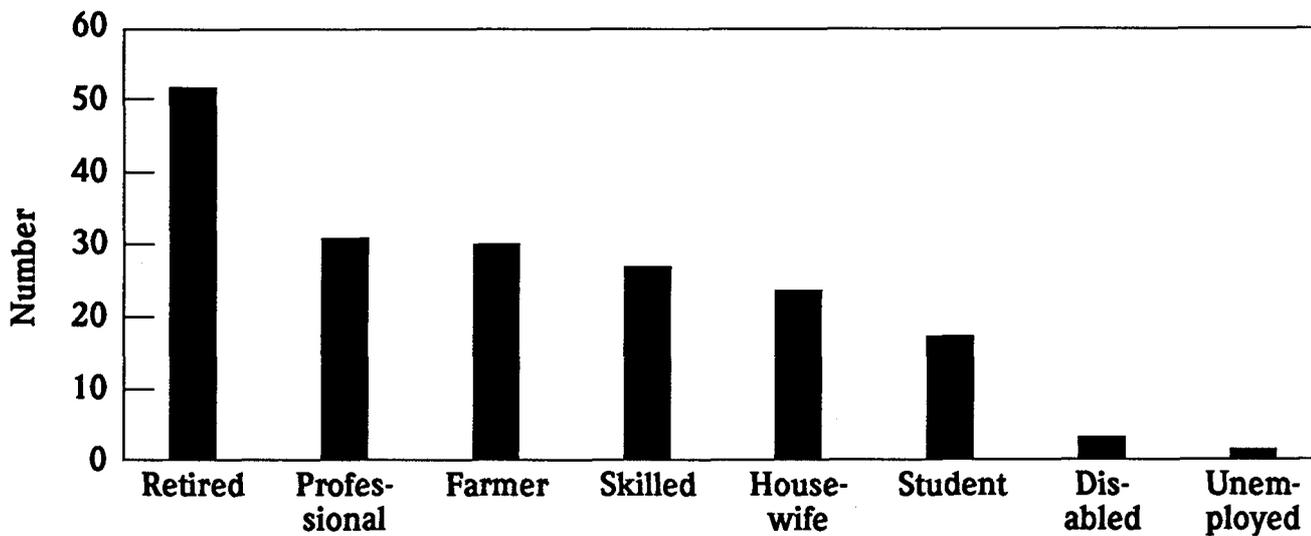


Figure 6. Occupations or status of vendors of farmers' markets

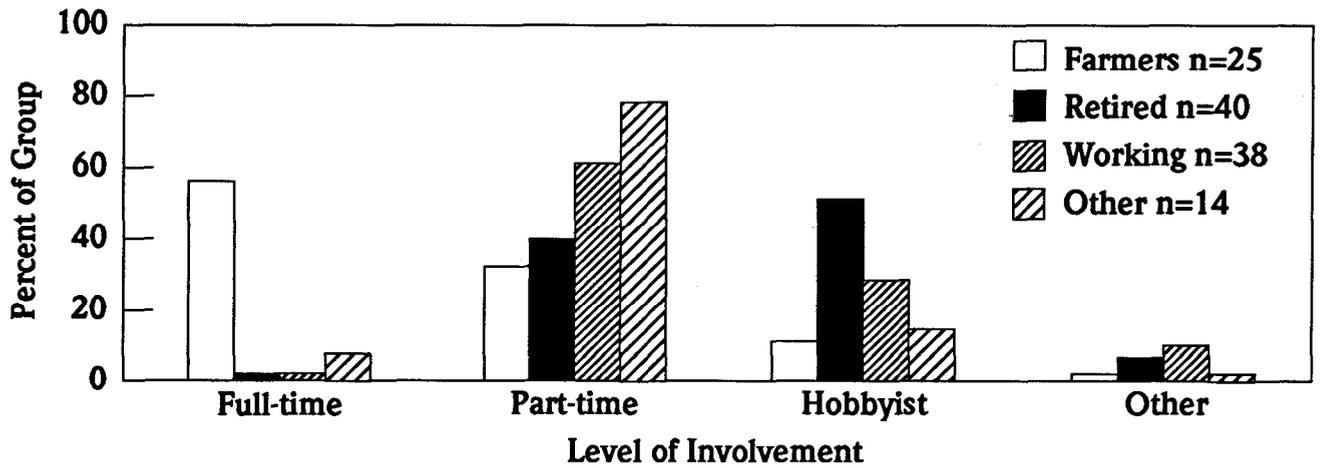


Figure 7. Involvement of vendors (by occupational groups) with items sold at farmers' markets

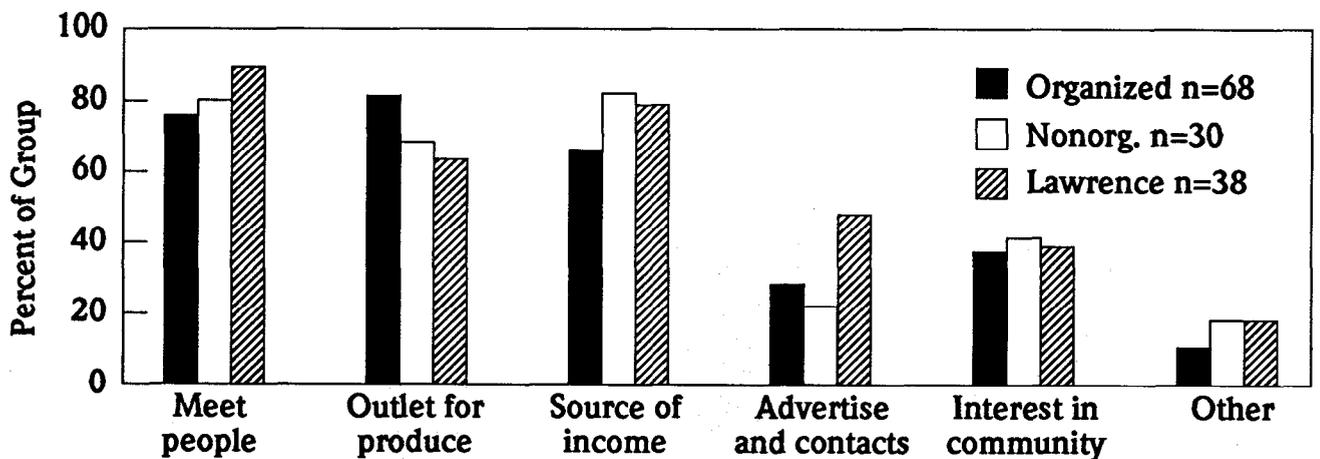


Figure 8. Benefits of farmer's markets to vendors (compared by market types)

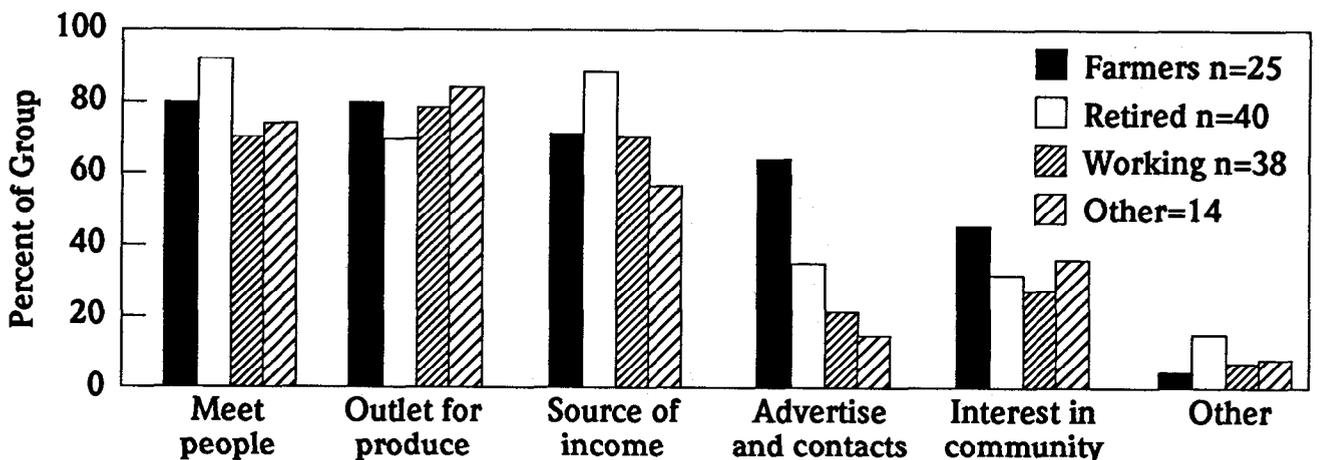


Figure 9. Benefits of farmers' markets to vendors (compared by occupational groups)



Agricultural Experiment Station, Kansas State University, Manhattan 66506-4008
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