

FINAL REPORT

2016 Jackson County Farmer's Market Survey

April 12, 2016

1. Do you live within the city limits of Black River Falls?

(choose one)

#	Answer	Response	%
1	Yes	135	38%
2	No	222	62%
	Total	357	100%

2. What is your zip code? (choose one)

#	Answer	Response	%
1	54615	221	73%
2	54611	15	5%
3	54635	30	10%
4	54754	16	5%
5	54643	0	0%
6	54642	13	4%
7	54659	8	3%
	Total	303	100%

3. Will you visit the new Lunda Community Center?

#	Answer	Response	%
1	Yes	282	81%
2	No	68	19%
	Total	350	100%

4. *If yes, when?*

#	Question	Morning	Afternoon	Early Evening	Total Responses
1	Weekdays	74	73	126	273
2	Saturday	74	71	52	197
3	Sunday	45	46	39	130

5.

When are you most likely to do your shopping in Black River Falls?

(select all that apply)

#	Question	Morning	Afternoon	Early Evening	Total Responses
1	Weekdays	91	127	138	356
2	Saturday	108	106	39	253
3	Sunday	74	84	36	194

6.

Have you visited a farmer's market in Black River Falls in the past?


(choose one)

#	Answer	Response	%
1	Yes	202	57%
2	Sometimes	56	16%
3	No. Why?	97	27%
	Total	355	100%

6.

Have you visited a farmer's market in Black River Falls in the past?

(Write-in responses: Not aware-27, schedule conflict-12, size too small-7, parking-2)

Sometimes	No. Why?
Not a convenient time/day.	New to the area
My husband and I used to go to the one at Scholze's, then we started going to the Amish one located past the Sunset Tavern.	New to the area
All	Would go more but location was difficult for parking
.All of them	No parking, not many vendors, not well advertised
LOVE the Amish stand on 54 and it's closer to my home.	Not aware there was one
I was at ace one three? years ago, before I lived here 	Didn't know there was one
selection is usually too limited. items are not what I am interested in or they are not of the quality I want. need basic fruits and vegetables. not flowers and crafts.	Didn't know there was one.
There's little selection, though.	Not aware they are available
this is a great thing for our community however it should remain in the hands of the Downtown Association	Just moved here.

7. *When might you visit a farmer's market?*

(select all that apply)

#	Question	Morning	Afternoon	Early Evening	Total Responses
1	Weekdays	82	103	113	298
2	Saturday	214	136	43	393
3	Sunday	82	83	33	198

8. *Where might you visit a farmer's market?*

(select all that apply)

#	Answer	Response	%
1	New Lunda Community Center/high school area	239	71%
2	Downtown Black River Falls	175	52%
3	Other:	132	39%

8. Where might you visit a farmer's market?

(write-in responses: Anywhere-27, Ace-17, Fairgrounds-14, Lunda-10, Hwy54-10, Downtown-6, Chamber-4, Walmart/Theisens-4, other-10)

Other:
I love the idea of the Lunda area!!
Love the idea of the Lunda area!!
If traveling through other towns.
Lunda Park, Hospital, School, any BRF parks
Easier parking than downtown
ACE or HWY 54 West
On County Road A since it is near where I would come into and leave town.
Fairgrounds?
Scholze's
Amish stands
Theisens or Walmart parking lot
Wherever I know it is!
In the parking lot of the County Fair grounds
Chamber of c. Fair park. uw extension. Thiesens lot.
Someplace on north side of town. Near Holiday??
Scholzes

9. *How important do you feel it is for this community to have a farmer's market? and why?* (293 write-in responses)

Text Response
Very.
Great to get local fresh foods!!
Local, fresh fruits and vegetables :)
I feel it is a very nice option to have for consumers. I think it offers a healthy choice and helps promote local growers. It's a nice opportunity to have.
Very! For the social and community atmosphere, as well as fresh produce/fruit and increased options for all
Extremely important! Currently I attend the one going out of town by woods sales and service and Madison Wi
very important. I like getting produce locally if at all possible and know that I'm getting the freshest food available.
I feel that with the right mix of people and location, that a farmers market could do well, and could play a very important role in bringing community members together for health social interactions.
Would be a great addition to have healthy organic produce at reasonable prices.
Fresh fruits and vegetables are great for everyone more interested in eating fresh than in the store when available.
All people, especially elderly and others who live in town who don't have transportation should be able to have easy access to purchase fresh produce. Individuals who are not physically able to grow a garden or have land for planting need to be able to purchase fresh produce. In addition, community support and socializing is vital for all communities. Farmers' Markets are popular in all thriving communities. However, we need more than a handful of vendors for this to be a success. I would also like to add my husband and I have gone to the