

## **A Summary of the 2006 Vermont Farmers' Markets**

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Vermont had 59 active farmers' markets in 2006. The Northeast Organic Farming Association of Vermont (NOFA-VT) surveyed the market managers during the winter of 2007 to request information on sales, the status of their markets, and potential areas requiring assistance. This report highlights answers from a sample of 32 markets (54 percent response rate).

In 2006 the estimated revenue for the 28 markets reporting figures was \$2,935,644. Total revenues ranged from \$1,000 to over \$500,000, with a median revenue of \$51,881. The trend of a small number of markets producing most of the reported revenue continued in 2006, with the top seven grossing markets accounting for 73 percent of gross revenues. Market managers (N= 30) reported expenses ranging from \$75 to nearly \$30,000 with median expenses of \$1,837. Market managers also reported income ranging from \$100 to nearly \$30,000, with a median income of \$3,252. The seven largest grossing markets had, on average, 24 agricultural vendors and 27 non-agricultural vendors, while the remaining markets had an average of 10 agricultural vendors and 12 non-agricultural vendors. The top eight grossing markets also had market managers, while the bottom nine markets did not. Interestingly, twenty-five of the 32 respondents (78 percent)—mostly market managers—were women.

Non-agricultural related vendors accounted for 54 percent (N= 437) of total vendors, while agricultural vendors made up the remaining 46 percent (N= 376). Although non-agricultural related vendors accounted for more than half of the vendors, 58 percent, or approximately \$1,680,806, of the reported sales were from agricultural vendors, followed by 22 percent (\$632,211) from prepared food vendors, 19 percent from craft sales and a negligible amount from other sales. These figures are roughly the same as results from 2005. The average weekly vendor fee for the 25 reporting markets was a little over \$10.

Market managers reported music as their most common special event, followed by NOFA-VT's "Shop with the Chef" program, food events, crafts, kid events, and animal attractions. Kid events were most frequently rated "very successful", while the music, Shop with the Chef, crafts and animal attractions were "somewhat successful". Food events received a mixed rating, mainly due to bad weather.

Only two of the respondents reported owning their market location (Winooski and Chelsea Grange). Seventy-nine percent of the markets were on public locations. Respondents reported an interest in workshops on advertising, customer relations, vendor support,

market management, insurance/liability issues, board development, EBT (Electronic Benefits Transfer), and several miscellaneous topics.

For more information about this report, please contact NOFA-VT at [info@nofavt.org](mailto:info@nofavt.org).