

## Overview



Survey to be completed by THURSDAY, DEC. 9, 2010.

The survey is presented in seven sections with some fairly detailed questions - if you do not have input for a particular question, please choose "no response".

You may answer part of the survey, then return to complete unfinished sections as needed.

Each section is "saved" when you click "Next" at the bottom of the page.

**NOTE: A PARTIALLY COMPLETED SECTION WILL ONLY BE SAVED BY CLICKING "Next" AT THE END OF THE SECTION.**

Needs assessment sections:

- 1 - common market concerns
- 2 - advocacy, partnerships, community connections
- 3 - inventory of rules & regulations
- 4 - merchandising, product mix management, and market appeal
- 5 - marketing, outreach, and promotion
- 6 - risk management and regulations
- 7 - open-ended response

Click through and respond.

Optional "feedback" space is provided within the survey for user input on survey questions or elements.

**Please enter your name**

## Section 1 - common market concerns

Which (if any) of the following are concerns affecting WATM?

Use the comment space to provide details.

**Check all that apply:**

- 1 - LOCATION & SITE - inadequate for current or future market needs
- 2 - CUSTOMER DEVELOPMENT - too few customers, low or declining sales
- 3 - PRODUCT MIX MANAGEMENT - inconsistent vendor/product representation, gaps or oversupply, lack of product diversity
- 4 - MERCHANDISING - weaknesses in general market appeal or vendor product presentation
- 5 - KEEPING THE PEACE - challenges in the management of disagreements, issues, and conflict
- NO RESPONSE

**1 - LOCATION & SITE - inadequate for current or future market needs**

**Describe issues or concerns:**

**2 - CUSTOMER DEVELOPMENT - too few customers, low or declining sales**

**Describe issues or concerns:**

**3 - PRODUCT MIX MANAGEMENT - inconsistent vendor/product representation, gaps or oversupply, lack of product diversity**

Describe issues or concerns:

**4 - MERCHANDISING - weaknesses in general market appeal or vendor product presentation**

Describe issues or concerns:

**5 - KEEPING THE PEACE - challenges in the management of disagreements, issues, and conflict**

Describe issues or concerns:



**END OF SECTION 1 - optional survey feedback**

**Please indicate if any of the questions in this section are unclear or confusing - your input will be useful in making improvements for future survey efforts.**



## Section 2 - advocacy, partnerships, community connections

WATM has contact or an existing relationship with which of the following potential partners?

- City of Asheville
- Buncombe County
- Chamber of Commerce
- West Asheville Business Association
- Economic Development Coalition, Asheville-Buncombe County
- Advantage West
- Asheville Convention & Visitors Bureau
- Blue Ridge National Heritage Area
- Appalachian Regional Commission
- Blue Ridge Food Ventures
- Pisgah View Community Peace Garden
- Grace Baptist Church
- Suntrust Bank
- Appalachian Sustainable Agriculture Project
- NO RESPONSE

List other possible contacts or partners



**Market advocates - comments:**

5

6



**END OF SECTION 2 - optional survey feedback**

**Please indicate if any of the questions in this section are unclear or confusing - your input will be useful in making improvements for future survey efforts.**

5

6

### Section 3 - inventory of rules & regulations

Check elements from the following lists that are "missing" from WATM's rules & regulations.

#### GOVERNANCE (check any MISSING elements)

- description of governing board or oversight group
- guidelines for representation, election, decision-making
- procedure to update or to amend rules & regulations
- listing of responsibilities for governance
- fiscal oversight
- NO RESPONSE

Is there any area of GOVERNANCE rules, regulations, and policies that needs to improve?

#### MANAGEMENT AND OPERATIONS (check any MISSING elements)

- listing of manager's responsibilities
- market schedule
- applicant review and admission procedure, product mix management process
- vendor scheduling, space assignment, and site use
- general operational policies: pets, parking, etc.
- marketing, outreach, and promotion
- enforcement of rules, regulations, and policies
- grievance resolution process
- budget management
- NO RESPONSE



Is there any area of **MANAGEMENT AND OPERATIONS** rules, regulations, and policies that needs to improve?

**Vendor and PRODUCT POLICIES (check any MISSING elements)**

- description of membership
- description of non-member vending (e.g. seasonal or day vendor)
- vendor or product categories
- fees (membership, weekly, other)
- vendor eligibility (e.g. producer only)
- product preferences (e.g. locally produced)
- application, review process, vending agreement
- vending expectations and requirements
- license, permit, certification, and inspection requirements
- NO RESPONSE

Is there any area of **PRODUCT POLICY** rules, regulations, and policies that needs to improve?

**RISK MANAGEMENT (check any MISSING elements)**

- best practices for food, site, operational safety
- liability insurance
- hold harmless provisions
- NO RESPONSE

Is there any area of RISK MANAGEMENT rules, regulations, and policies that needs to improve?

Overall, if you could make one change in the rules and regulations for WATM, what would it be?



**END OF SECTION 3 - optional survey feedback**

Please indicate if any of the questions in this section are unclear or confusing - your input will be useful in making improvements for future survey efforts.

## Section 4 - merchandising, product mix management, and market appeal

Consider the following elements of effective **INDIVIDUAL VENDOR MERCHANDISING**.  
Estimate the level of vendor compliance with each of these best practices.

check column 1 for more than 75% of vendors

check column 2 for between 50 and 75% of vendors

check column 3 for less than 50% of vendors

IF "NO RESPONSE", PLEASE SKIP TO NEXT QUESTION

	> 75%	50 to 75%	< 50%
farm / vendor name displayed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
vendors include photos and background display materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
product pricing posted clearly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
clean, neat, and accessible vending space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
courteous and helpful customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
product displayed and packaged to feature convenience, choice, and abundance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
product quality, selection, and diversity responsive to demand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
value added promotions - sampling, tips on preparation, recipes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consider the following elements of effective **PRODUCT MIX MANAGEMENT**.

Rate WATM's success in managing these goals.

IF "NO RESPONSE", PLEASE SKIP TO NEXT QUESTION

	excellent	mixed	needs to improve
consistent product availability and supply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
customers assured a choice for most items purchased (avoiding single source vendor exclusives)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
product diversity across vendor categories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consider the following list of APPEALING MARKET ELEMENTS.

Indicate which apply to WATM.

IF "NO RESPONSE", PLEASE SKIP TO NEXT QUESTION

	yes	no
conveniently located for customers	<input type="checkbox"/>	<input type="checkbox"/>
easy to find	<input type="checkbox"/>	<input type="checkbox"/>
well-posted informational & directional signage	<input type="checkbox"/>	<input type="checkbox"/>
plentiful customer friendly parking	<input type="checkbox"/>	<input type="checkbox"/>
accessible, uncongested vending area	<input type="checkbox"/>	<input type="checkbox"/>
market information and customer service booth	<input type="checkbox"/>	<input type="checkbox"/>
accepts credit/debit, SNAP/EBT, FMNP, SFMNP	<input type="checkbox"/>	<input type="checkbox"/>
regularly scheduled music or entertainment	<input type="checkbox"/>	<input type="checkbox"/>
amenities - restrooms, shaded seating, etc.	<input type="checkbox"/>	<input type="checkbox"/>
attractive grounds	<input type="checkbox"/>	<input type="checkbox"/>

Overall, if you could make one change to merchandising, product mix management, and market appeal, what would it be?



END OF SECTION 4 - optional survey feedback

Please indicate if any of the questions in this section are unclear or confusing - your input will be useful in making improvements for future survey efforts.

## Section 5 - marketing, outreach, and promotion

### MARKETING

List WATM marketing efforts - limit response to paid advertising in all media (print, radio, online, posters, etc.)

IF "NO RESPONSE", PLEASE SKIP TO NEXT QUESTION

Of the MARKETING efforts described above, list the three that are MOST effective:

IF "NO RESPONSE", PLEASE SKIP TO NEXT QUESTION

- 1
- 2
- 3

Of the MARKETING efforts described above, list the three that are LEAST effective:

IF "NO RESPONSE", PLEASE SKIP TO NEXT QUESTION

- 1
- 2
- 3

**OUTREACH**

List WATM outreach efforts - limit response to off-site activities pursued in the community (e.g. tabling, participation in community events, presentations, social media, etc.)

**IF "NO RESPONSE", PLEASE SKIP TO NEXT QUESTION**

Of the OUTREACH efforts described above, list the three that are **MOST** effective:

**IF "NO RESPONSE", PLEASE SKIP TO NEXT QUESTION**

1

2

3

Of the OUTREACH efforts described above, list the three that are **LEAST** effective:

**IF "NO RESPONSE", PLEASE SKIP TO NEXT QUESTION**

1

2

3

**PROMOTION**

List WATM promotional efforts - limit response to on-site activities (e.g. music & entertainment, cooking demonstrations, contests, kid activities, special events, etc.)

IF "NO RESPONSE", PLEASE SKIP TO NEXT QUESTION

Of the PROMOTIONAL efforts described above, list the three that are MOST effective:

IF "NO RESPONSE", PLEASE SKIP TO NEXT QUESTION

1

2

3

Of the PROMOTIONAL efforts described above, list the three that are LEAST effective:

IF "NO RESPONSE", PLEASE SKIP TO NEXT QUESTION

1

2

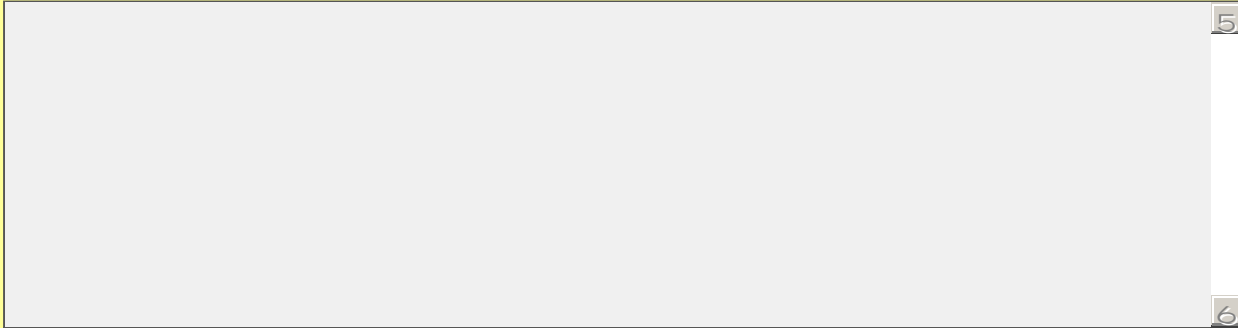
3

Overall, if you could make one change to marketing, outreach, and promotion, what would it be?



**END OF SECTION 5 - optional survey feedback**

**Please indicate if any of the questions in this section are unclear or confusing - your input will be useful in making improvements for future survey efforts.**





## Section 6 - risk management and regulations

Indicate which of the following risk management elements (if any) are areas of concern for WATM.

- food safety best practices
- physical hazards or unsafe conditions at market
- vehicle and pedestrian traffic
- emergency and public safety access
- liability insurance (market or individual vendors)
- vendor agreement hold harmless provisions
- NO RESPONSE

Other (please specify)

Comments:

The following agencies have significant roles in the regulation of products at farmers' markets. Select responses that describe WATM's experience with each agency listed.

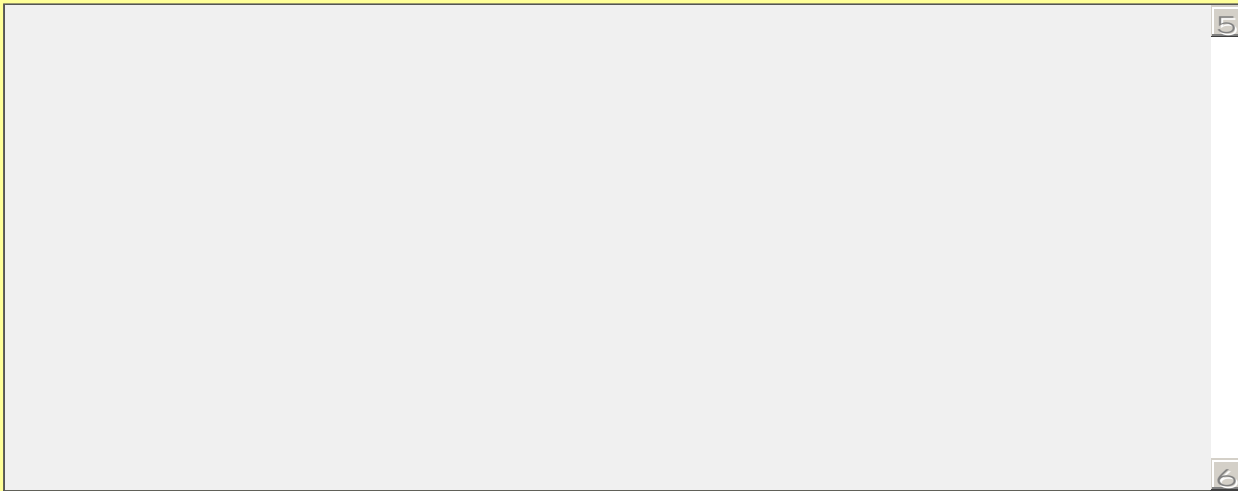
County Health Department regulates:

ready-to-eat foods (foods served to the consumer for immediate consumption) and meals prepared on site

(select any that apply)

- has provided information, training, or support
- inspection or compliance contact(s)
- no contact
- NO RESPONSE

**Comments:**

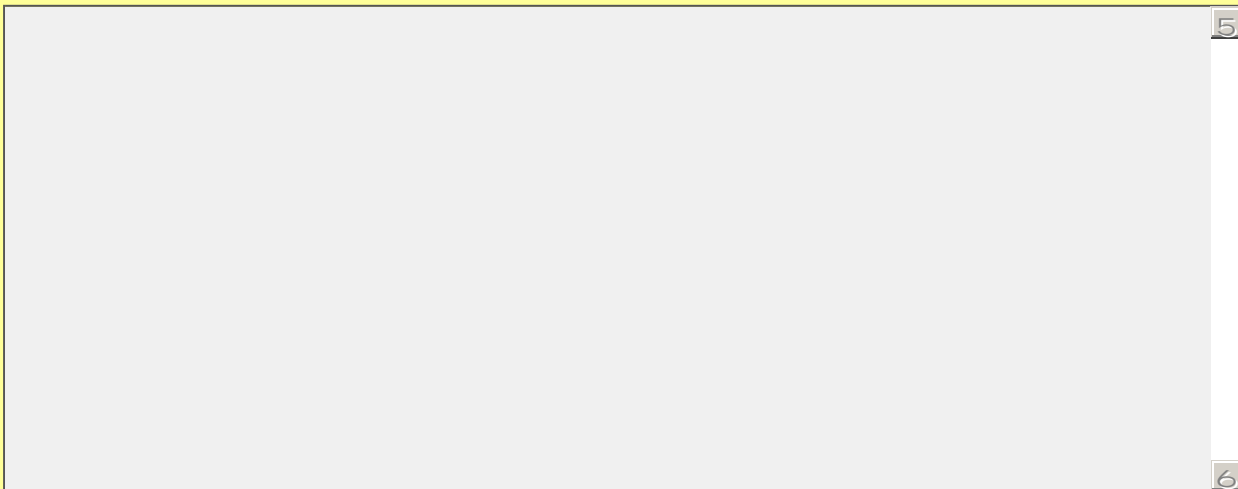
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**NC Dept. of Environment & Natural Resources, Division of Environmental Health  
Environmental Health Services Section, Dairy & Food Protection Branch regulates:  
dairy products - "Grade A" (e.g. cow milk, cottage cheese, yogurt)**

**(select any that apply)**

- has provided information, training, or support
- inspection or compliance contact(s)
- no contact
- NO RESPONSE

**Comments:**

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**NC Dept. of Agriculture, Meat & Poultry Inspection Division regulates:  
slaughtering and sale of meat and poultry products**

**(select any that apply)**

- has provided information, training, or support
- inspection or compliance contact(s)
- no contact
- NO RESPONSE

**Comments:**

**NC Dept. of Agriculture, Marketing Division regulates: eggs**

**(select any that apply)**

- has provided information, training, or support
- inspection or compliance contact(s)
- no contact
- NO RESPONSE

**Comments:**

**NC Dept. of Agriculture, Food & Drug Protection Division regulates:  
packaged foods, wrapped & labeled for consumer purchase including jams & jellies, apple butter, honey,  
molasses, smoked trout, salsa, herbal vinegars, farmstead dairy products, baked goods, raw fish**

**(select any that apply)**

- has provided information, training, or support
- inspection or compliance contact(s)
- no contact
- NO RESPONSE

**Comments:**

5

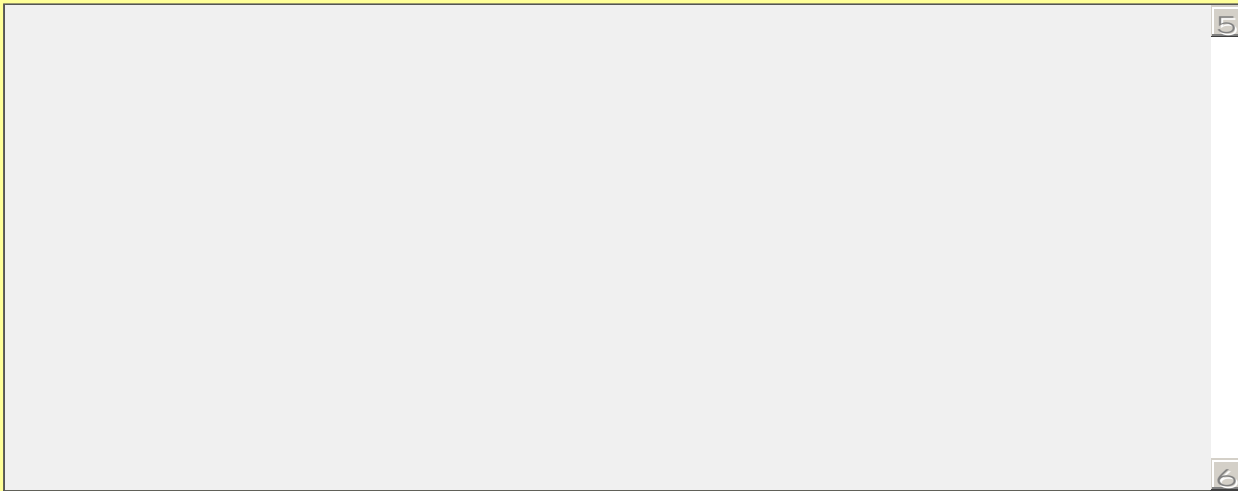
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**NC Dept. of Agriculture, Standards Division, Measurement Section regulates: scales**

**(select any that apply)**

- has provided information, training, or support
- inspection or compliance contact(s)
- no contact
- NO RESPONSE

**Comments:**

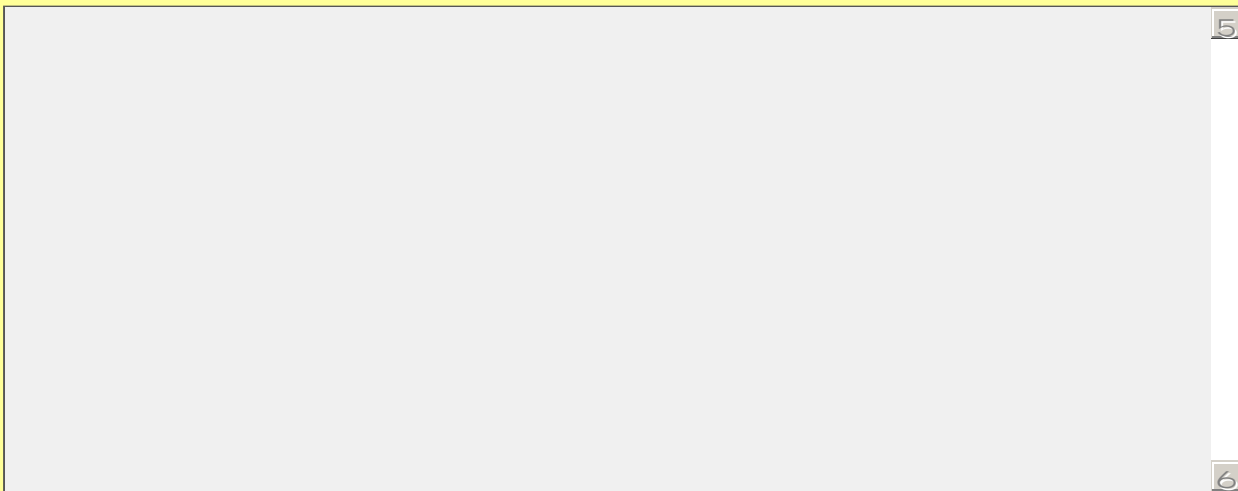
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**Assess the overall regulatory experience for WATM vendors and management.**

**Vendors informed regarding product regulations and are in compliance.**

- acceptable
- needs to improve
- NO RESPONSE

**Comments:**

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**Ease of access to regulatory contacts, information, and updates.**

- acceptable
- needs to improve
- NO RESPONSE

**Comments:**

5

6

**Issues, concerns, or questions (involving regulatory contacts) resolved with definitive guidance or directive.**

- acceptable
- needs to improve
- NO RESPONSE

**Comments:**

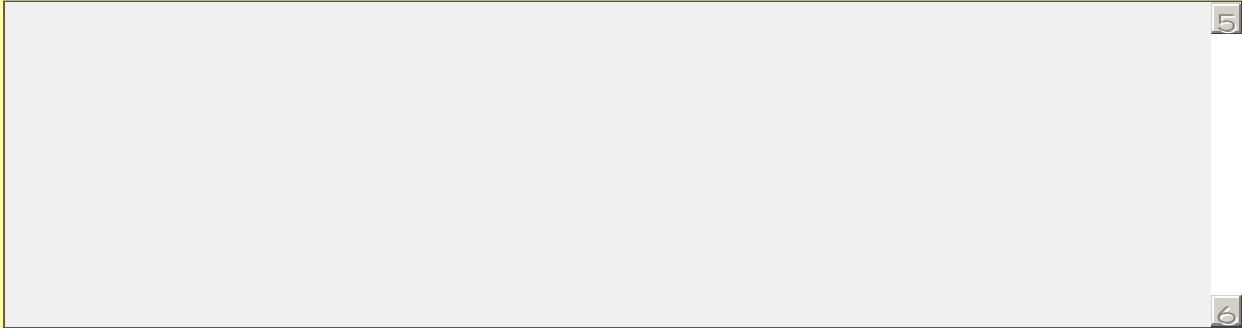
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**END OF SECTION 6 - optional survey feedback**

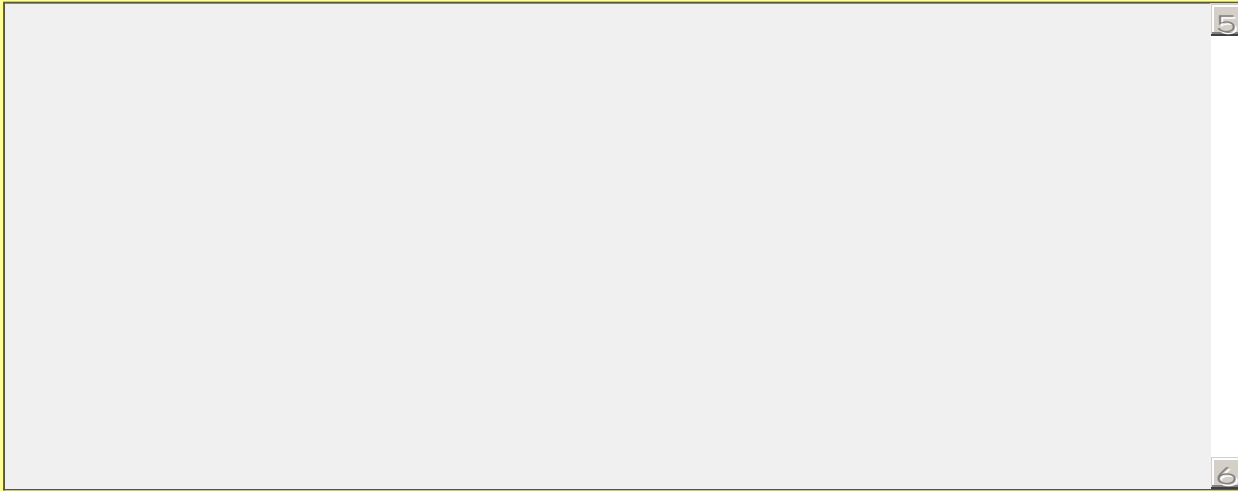
**Please indicate if any of the questions in this section are unclear or confusing - your input will be useful in making improvements for future survey efforts.**



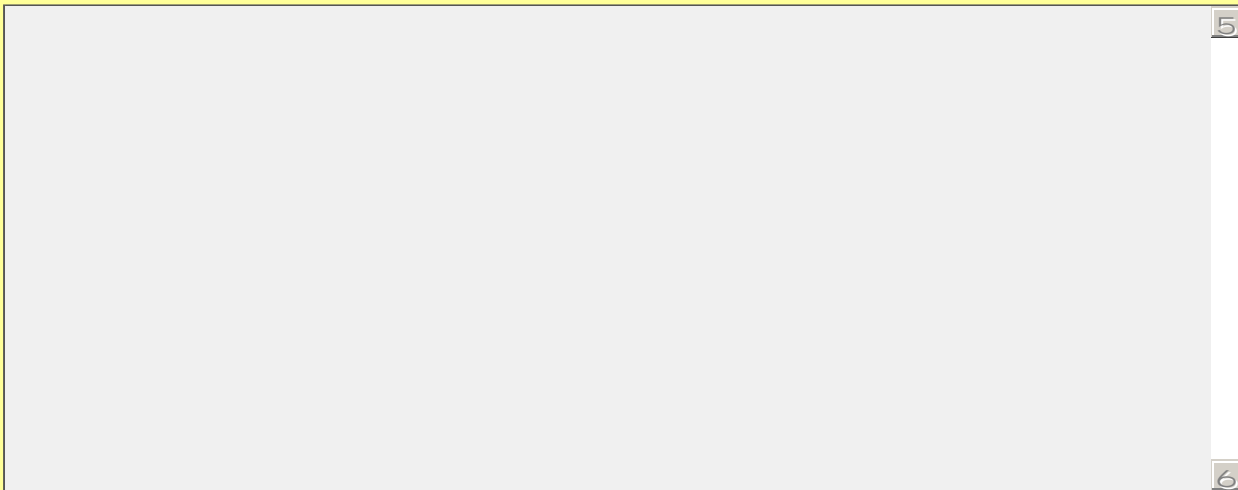
## Section 7 - open-ended response

List and describe any significant needs, issues, or areas of concern for WATM that were not included in previous responses - be as specific as possible in your descriptions.

#1



#2



#3

