

Portland Farmers' Market Association

April 2012 Online Vendor Survey for Future Token Program Funding- compiled results

1. Beginning July 1, 2012, funds will no longer be available to continue staffing the Information Booth. Please answer the following questions regarding the immediate action to be taken:

- a. Would you support an online fundraising campaign (through Kickstarter or Indiegogo) to help raise the initial block of money needed to continue the Token Program/Information Booth?

YES=86.2% NO=13.8% #of responses=29

- b. In addition to the online fundraising, would you be willing to pay a 3% fee on your daily redeemed tokens, beginning in May?

YES= 73.3% NO=26.75% #of responses=30

- c. In addition to the online fundraising, and rather than a percentage, would you be willing to pay a flat- per market- day fee of \$4 or \$5, beginning in May?

YES= 55.2% NO=44.8% #of responses=29

- d. Rather than fundraising and developing our own sustainable system, do you think the Token Program/Info Booth should be cancelled once the funds run out in July?

YES= 23.15 NO=76.9% #of responses=26

2. If the online Kickstarter/Indiegogo fundraising is pursued, would your farm be willing to offer a perk/gift to one or more donors? (For example: a farm tour; a greenhouse, animal or tree named in their honor; a market tour; a CSA share or a gift certificate to your farm; a "day at the market" at your booth; artwork or a creative gift of some kind, etc)

Freedom Farm: hats, gift certificate
Tom's Honey: yes
Tourmaline Hill: yes
Kennebec Cheesery: farm tour, gc, "day at the market"
Meadowood Farm: yes
Swallowtail Farm: CSA or gc
Thirty Acre: probably
Piper Ranch: yes
Dandelion Spring: yes
Green Spark: CSA share
Alewives Brook: Loster Tour (\$1000 donor)
Hanson Field Flower: gc

Maple Springs: yes
Old Ocean House: maybe
Cornerston/Fail Better: yes
Lalibela: yes
Merrifield: farm tour, gc, animal
South Paw: gc
Olivias: yes
Kennebec Flower: gc
Snell Farm: probably gc
Meadowbrook: ½ bushel p.y.o apples
Serendipity Acres: yes
Stonecipher: yes
PFMA: bumper stickers

3. If fundraising (in general) is pursued, would you volunteer to be on a Fundraising Committee to help share the work of ongoing fundraising?

(the following vendors volunteered):

Jean Koons, Kennebec Cheesery- limited
Lauren Pignatello, Swallowtail Farm
Dick Piper, Piper Ranch
Beth Schiller, Dandelion Spring Farm- or
someone from the farm
Jodie Jordan, Alewives Brook Farm- limited
Mark Heidman, Maple Springs Farm- maybe
Hanne Tierny, Cornerstone Farm

Jaime Berhanu, Lalibela Farm
Cory, Merrifield Farm
Meg Liebman, South Paw Farm
Scott Howard, Olivia's Garden
Carolyn Snell, Snell Farm
Jules Fecteau, Serendipity Acres
Ian Jerolmack, Stonecipher Farm

4. For a Long Term funding system to sustain the Token Program and the Market Information Booth, please choose "YES" for the options you are in support of, or "NO" for the options you do not support:

- a. Ongoing Fundraising (i.e. merchandise sold at Info Booth, annual Community/Harvest Dinner, creating "Friends of the Market", donations accepted through the market's website, etc)

YES= 73.3% NO= 26.7% # of responses=30

- b. A combination of Ongoing Fundraising and farmers paying 3% of redeemed tokens.

YES=69% NO=31% #of responses= 29

- c. A combination of Ongoing Fundraising and farmers paying a flat fee of \$5/market day.

YES=41.4% NO=58.6% #of responses=29

- d. Farmers share the cost by paying a flat fee of \$5/market day, with no fundraising in place.

YES=32.1% NO=67.9% #of responses=28

- e. Sponsorship through a local Hospital/other Health related organization (this would be an ongoing, annual sponsorship)

YES= 79.3% NO=20.7% #of responses=29

- f. Cancel the Program.

YES=28% NO=72% # of responses= 25

5. Please share any additional short or long term fundraising ideas or constructive comments here:

- weekly raffle with a basket of donated items
- A year end statement of some sort or a stub with the amounts paid by the farmers for tax purposes
- don't really like the idea of subsidizing credit card users, maybe we could separate fees for the snap and credit.
- I like the kickstarter. It's quick. And if we don't get enough 4 we can do plan b
- volunteer for farm dinner at our farm, in the budget, we should include a paid recordkeeping position
- I'll try to think
- The tokens haven't made much difference to my sales one way or another, so while I support the idea of snap in particular, this isn't where I want to put my energy right now.
- Square Up was more efficient for me last year. PayPal offers a similar service.
- I think the more we farmers support the program ourselves, the better off we are.
- As above...find another sponsor (or sponsors) for the program who would be recognized at the booth (LL Bean, etc)
- bake sale