

I. THE MILIEU

Frequency of Attending This Market

Overall, 86% of the vendors said they weekly attended this market. Seven percent responded they only attend during their products' season and 5% came every two weeks. As seen in Table I, 92% of the vendors who attended the Thursday Market attended it on a weekly basis compared to 87% of those attending the Saturday Market and 83% of those participating in the Tuesday Uptown Square Market.

TABLE I

FREQUENCY OF ATTENDING THIS MARKET

<u>FREQUENCY</u>	<u>TL</u>	<u>T1stPh</u>	<u>T2ndPh</u>	<u>TSat</u>	<u>TTues</u>	<u>TThurs</u>
Weekly	86	83	91	87	83	92
Every 2 weeks	5	4	6	4	8	2
Monthly	1	1	2	1	2	0
Product season	7	11	1	7	7	6
DK/Refused/blank	1					

Relationship to Business

As seen in Table II, 82% of those responding to the Vendors' Survey were the owner or a co-owner of the business, while another 9% were family members and only 5% were employees. Seventy-four percent of the Thursday Market vendors were owners or co-owners compared to 84% found at the other two markets.

TABLE II
RELATIONSHIP TO BUSINESS

<u>RELATIONSHIP</u>	<u>TL</u>	<u>T1stPh</u>	<u>T2ndPh</u>	<u>TSat</u>	<u>TTues</u>	<u>TThurs</u>
Owner/co-owner	82	82	82	84	84	74
Family member	9	7	12	6	11	14
Employee	5	7	3	7	1	8
Don't Know/ref/blank	4					

Where Business Is Located

Twenty percent of the vendors were located in St. Tammany Parish compared to 15% in Orleans and 14% in Tangipahoa. Eleven percent were in St. Bernard and 10% were in the state of Mississippi. Besides those listed in the table, vendors came from Washington Parish, St. John the Baptist, Livingston, and West Feliciana Parishes. Some did not indicate in what parish their business was located.

TABLE III
WHERE BUSINESS IS LOCATED

<u>LOCATION</u>	<u>TL</u>	<u>T1stPh</u>	<u>T2ndPh</u>	<u>TSat</u>	<u>TTues</u>	<u>TThurs</u>
St. Tammany Parish	20	18	22	16	17	31
Orleans	15	15	15	12	13	27
Tangipahoa	14	15	14	18	12	10
St. Bernard	11	12	10	14	10	6
Mississippi	10	11	9	11	13	4
Jefferson	5	4	6	6	8	0
Plaquemines	4	4	3	3	2	8
Other	18	18	17	14	24	12
Don't know/ref/blank	4	3	5	6	2	2

Distance Traveled to Reach Market

As seen in Table IV, 52% of the vendor surveys indicated they traveled more than fifty miles to reach the market. Better than two-thirds traveled more than thirty miles to reach the market. Only 16% traveled ten miles or less.

TABLE IV
DISTANCE TO REACH MARKET

<u>Miles Traveled</u>	<u>%</u>
50+	52
31-50	16
21-30	7
11-20	7
0-10	16

II. THE WORK FORCE

Full Time Employees

Thirty-six percent of the vendor surveys indicated they were one person full time owners. Forty-three percent of the Saturday Market vendors were in this category compared to 16% of the Thursday vendors, as seen in Table I. Twenty percent of the businesses had one full time employee in addition to the owner. This could be the spouse. So over half of the vendors were one or two person operations. Eleven percent had four employees while 9% had three.

TABLE I
FULL TIME EMPLOYEES, INCLUDING YOURSELF

<u>Number</u>	<u>TL</u>	<u>T1stPh</u>	<u>T2ndPh</u>	<u>TSat</u>	<u>TTues</u>	<u>TThurs</u>
One	36	32	40	43	38	16
Two	20	20	20	15	25	22
Three	9	12	6	11	8	10
Four	11	10	14	7	13	18
Five	2	4	1	0	3	6
Six	1	2	0	1	0	2
Seven	2	1	4	0	3	2
Eight	2	2	1	2	1	2
Part Time	10	10	9	12	7	12
Blank	6	8	4	10	3	4

Only 7% of the Saturday Market businesses had four or five employees compared to 24% of the Thursday vendors.

Part Time Employees

Eleven percent of the vendors had two part time employees while 9% had one, 8% had three part time employees, and 7% had four part time employees. Forty-four percent answered they only had a full time employee or employees.

TABLE II

PART TIME EMPLOYEES

<u>Number</u>	<u>%</u>
One	9
Two	11
Three	8
Four	7
Five	2
Six	7
Seven	1
Eight	1
Nine	1
Full Time	44
Blank	7

Did the Business Exist before Joining The Market?

Seventy-one percent of the vendors replying said their business existed before they joined the market while 29% did not exist.

TABLE III

BUSINESS EXIST BEFORE JOINING MARKET?

<u>EXIST</u>	<u>TL</u>	<u>T1stPh</u>	<u>T2ndPh</u>	<u>TSat</u>	<u>TTues</u>	<u>TThurs</u>
Yes	71	75	67	67	75	71
No	29	25	33	32	25	29

Fifty-four percent of the new businesses have only one full time employee - the owner. Twenty-four percent have one additional full time employee.

A third of the new businesses had one to four part time employees while 47% had only full time.

Number Employed Full Time before Joining The Market

As seen in Table IV, 32% of the vendors responded they had two full time employees before they joined the market while 18% said they had one and 13% replied three.

Sixty-three percent had one to three full time employees before they joined the market. Sixty-four percent of those who said they had one full time employee including themselves today had one full time employee before they joined the market.

TABLE IV

NUMBER OF FULL TIME EMPLOYEES, BEFORE JOINING MARKET

<u>Number</u>	<u>TL</u>	<u>T1stPh</u>	<u>T2ndPh</u>	<u>TSat</u>	<u>TTues</u>	<u>TThurs</u>
One	18	21	15	23	23	0
Two	32	30	34	29	34	34
Three	13	16	8	7	11	26
Four	2	2	3	3	0	6
Five	5	3	7	3	3	11
Six	1	1	0	0	1	0
Seven	1	1	0	0	0	3
Eight	2	3	1	3	1	3
Nine	1	0	1	0	0	3
Ten	1	1	0	0	0	3
Part Time	14	17	10	10	19	11
Blank	12	6	21	23	7	0

Forty-six percent of those who had two full time employees before they joined the market have two full time employees today. Approximately 40% of that group have more than two full time employees today, with 21% having three full time employees.

Of those having three full time employees before joining the market, 36% still have three full time employees while 18% have four full time and 14% have five full time employees. Nine percent have two full time employees today.

Number of Employees Part Time Before Joining The Market

Seven percent of the vendor respondents had one part time employee before joining the market while 11% had two. Most did not have any part time employees before they joined the market with 49% answering “full time” and 15% leaving the question blank, for a total of two-thirds not having any part time employees before joining the market.

TABLE V

NUMBER OF PART TIME EMPLOYEES, BEFORE JOINING MARKET

Number	TL	T1stPh	T2ndPh	TSat	TTues	TThurs
One	7	7	7	3	7	14
Two	11	10	12	9	13	11
Three	2	2	1	1	4	0
Four	3	3	4	3	4	3
Five	1	1	0	1	0	0
Six	5	6	3	3	6	6
Seven	2	2	1	1	1	3
Eight	1	1	1	1	1	0
Nine	1	2	0	1	1	0
Twenty-five	1	1	0	0	1	0
Twenty-six	2	2	3	3	3	0
Full Time	49	52	45	49	44	60

Blank 15 11 22 24 13 3

Forty-two percent of those who had one part time employee before they joined the market now have three part time employees while 17% have four. Seventeen percent have either one or two part time employees today and seventeen percent have either eight or nine part timers.

Thirty-two percent of those who had two part time employees before joining the market have two part time employees today while 21% have six part time employees and 5% seven. Ten percent each have either one part time employee, three part time employees, or four part time employees today.

One hundred percent of those who had three part time employees before joining the market had four today. Thirty-three percent of those who had four part time employees before joining the market have four employees today while 33% have two. One hundred percent of those who had five part time employees before joining the market still have five part time employees. Fifty percent of those who had six part time employees have six part time employees today while 13% have eight part time employees.

III. VENDORS' TOTAL SALES AT THE MARKET

The vendors were asked what were the total sales they made that day at the market. These are the cumulated sales totals from the four times the vendors were surveyed. Vendors who sold their products at more than one market per week were asked, as were all vendors, to fill out the questionnaire on each occasion. This question was left blank on 21% of the vendors' questionnaires.

As seen in Table I, total sales reported by the vendors at the three markets for both phases combined totaled \$79,674. Fifty-four percent of that amount accounted for sales completed in Phase 1 while 46% was from Phase 2. Forty-five percent of the sales were conducted at the Saturday Market compared to 37% at the Tuesday Market and 18% at the Thursday Market.

TABLE I

SALES REPORTED BY VENDORS

<u>TL.</u>	<u>T1stPh</u>	<u>T2ndPh</u>	<u>TSat</u>	<u>TTues</u>	<u>TThurs</u>
\$79,674	42,866	36,808	36,036	29,665	13,963
Average per week:					
\$19,919	10,717	9,202	9,012	7,416	3,491
	53.80%	46.19	45.24	37.23	17.52

The average per week sales were \$19,919 during the four weeks in which the vendors were interviewed.

IV. THE VENDORS AND THE GENERAL PUBLIC

Sell at Farmers’ Markets Not Connected to The Crescent City Farmers’ Market?

The respondents were asked, “Do you sell at other farmers markets not run by the Crescent City Farmer’s Market?” Thirty-nine percent of the vendors replied they sell at other farmers’ markets not run by the Crescent City Farmers’ Market, while 61% replied in the negative.

TABLE I

SELL AT FARMERS’ MARKETS NOT CONNECTED TO THE CRESCENT CITY FARMERS’ MARKET

<u>Sell</u>	<u>TL</u>	<u>T1stPh</u>	<u>T2ndPh</u>	<u>TSat</u>	<u>TTues</u>	<u>TThurs</u>
Yes	39	41	36	34	44	39
No	61	58	63	64	56	61
DK/Ref/Blank	1	1	0	1	0	0

Sell Your Products to Outlets Other Than Farmers’ Markets?

The vendors were asked “Do you sell your products to other outlets such as stores or restaurants to contacts you made through the market?” Sixty-three percent of the vendors replied they sell their products to other outlets such as stores or restaurants to contacts they made through the market, as seen in Table II on the following page.

TABLE II

**SELL TO OTHER OUTLETS TO CONTACTS MADE THROUGH
THE MARKET**

Sell	TL.	T1stPh	T2ndPh	TSat	TTues	TThurs
Yes	63	68	56	56	71	61
No	35	31	39	39	29	37
DK/Ref/Blank	2	1	4	4	0	2

Seventy-nine percent of those who sell at other farmers' markets not run by the Crescent City Farmers' Market also sell products to other outlets such as stores or restaurants.

Percentage of Sales Made to Other Outlets at The Market Itself

Sixty-five percent have 10% or less of their sales taking place at the market while 8% have over 90% taking place at the market.

TABLE III

**PERCENTAGE OF OTHER OUTLETS SALES TAKING PLACE
AT THE MARKET**

Number	%
0-10	65
11-20	6
21-40	2
41-60	1
61-70	3
71-80	3
81-90	2
91-100	8
Don't know	1
Blank	9

**Estimating A Dollar Amount in Sales This Week to
Other Market Related Outlets Like Restaurants or Stores**

When asked to estimate a dollar amount in sales this week, the week they were being interviewed, to those other market related outlets like restaurants or stores resulted in estimates being given from a low of \$8 to a high of \$50,000. Assuming the estimates given were correct, a minimum of \$111,560 worth of business was done during the four weeks the interviews were conducted. The average of the four weeks would be \$27,891. The total included one estimate of \$ 5 0 , 0 0 0 and another of \$29,000.

V. REINVESTING INTO YOUR BUSINESS

The vendors were asked “Are you reinvesting all, some, or none of your income into your business?” As seen in Table I, 35% of the vendors were reinvesting all of their income into their business while 61% were reinvesting some. Two percent were not investing any.

TABLE I
REINVESTING INCOME INTO YOUR BUSINESS

<u>REINVESTING</u>	<u>Total</u>
All	35
Some	61
None	2
Blank	2

Types of Purchases

Those that were reinvesting in their business were given a list of types of purchases and asked if they were making such purchases. Seventy-seven percent of the vendors who were reinvesting were doing so in fertilizer, seeds, and things of that type. Sixty-one percent were also investing in marketing materials, as seen in Table II on the following page. Forty-four percent were investing in heavy equipment while 33% invested in information technology. Twenty-one percent invested in financial improvements.

TABLE II

TYPES OF PURCHASES

<u>TYPE</u>	<u>Total</u>
Fertilizer/seeds, etc.	67
Marketing materials	67
Heavy equipment	44
Information technology	33
Financial improvement	21
Blank	6