

Farmers' Market Economic Impact Analysis

The Kansas Department of Agriculture can create an economic impact analysis for a farmers' market. It is important for market managers to coordinate the collection of necessary information from their vendors in order to ensure the analysis is as complete as possible. In order to complete the analysis the following information needs to be provided. A summary of the information can be recorded using the spreadsheet available for download at FromtheLandofKansas.com/FMAAnalysis. Please send your markets information to farmersmarkets@kda.ks.gov for analysis.

In order to collect the necessary information the market manager can distribute the spreadsheet/form to each of their vendors electronically or in print. Upon completion of the form, please compile vendor information into the summary spreadsheet. Each vendor should record:

1. Total annual dollars of market sales
2. Classify themselves as one of the following:
 - Producer (Produce/grow and sell your own food or produce)
 - Non-Producer (Sell food or produce, but do not grow it yourself)
 - Prepared Food Vendor/Restaurant
 - Other (Please specify: _____)
3. Record one of the following:
 - Sales in dollars from each specified types of goods/products found on the chart
 - Example: \$843 from vegetables and \$455 on wooden furniture
 - If sales in dollars is not tracked, percentage of sales for types of goods/products being sold
 - Example: Roughly a 30% of sales comes from vegetables, a 50% from baked goods, and 20% from arts and crafts

Vendor Name: _____

- Producer (Produce/grow and sell your own fresh food or produce)
- Non-Producer (Sell fresh food or produce but do not grow it yourself)
- Prepared Food Vendor/Restaurant
- Other (Please specify: _____)

In order to gain the most accurate understanding of the economic impact we would ask the following:

1) Total annual dollars of sales at market

Record either of the following information:

2) Sales divided into dollars of revenue from specified types of goods/products found on the chart below

Eg. \$843 from vegetables and \$455 on wooden furniture

OR

3) If specific dollars not recorded, percentage of sales for types of goods/products being sold

Eg. Roughly a 30% of sales comes from vegetables, a 50% from baked goods, and 20% from arts and crafts

Total annual sales at market: <i>*required*</i>	\$	-
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<i>Description</i>	<i>Examples</i>	<i>\$ of sales</i>	<i>% of sales</i>
Vegetable and Melon farming	tomato, cucumber, zucchini, eggplant, etc		
Fruit farming	apples, blueberry, strawberry, raspberry, grapes, raisins, blackberry, huckleberry, etc		
Tree nut farming	walnut, pecans, other tree nuts		
Greenhouse, Nursery, and Floriculture production	bedding plants, cut flowers, flowers, landscape plants		
Poultry and Egg production	chicken eggs, turkey eggs, duck eggs, processed chicken		
Fruit and Vegetable canning, pickling, and drying	homemade jams and jellies, canned fruits and vegetables, pickling		
Animal (except poultry), slaughtering, rendering, and processing	bacon, beef cuts, hams, summer sausages, jerky, etc.		
Bread and Bakery product manufacturing	baked goods, bagels, breads, cakes, desserts, pastries, pies, pretzels		
Snack Food manufacturing	kettle corn, roasted nuts and seeds		
Coffee and Tea manufacturing	coffee roasting, tea blending		
Seasoning and Dressing manufacturing	homemade sauces, salad dressing, vinegars, cider vinegar, cider (nonalcoholic), grinding spices		
Wineries	wine, alcoholic cider, blending		
All other food manufacturing	honey, egg noodles, pasta, maple syrup, sorghum syrup, etc		
Fiber, Yarn and Thread	spun yarn, dyed yarn, spooling of yarn		
Curtains and Linens	bedspreads, blankets, towels, tablecloths, placemats (must be made from bought fabric not resold)		
Apparel Accessories and other apparel	gloves, mittens, scarves (must be made from bought fabric not resold)		
Pharmaceutical preparation manufacturing	lip balm		
Soap and Cleaning compounds	homemade soaps and cleaners		
Cosmetic, deodorant, and perfume	homemade creams, lotions, and oils		
Wood furniture and manufacturing	wood furniture, hammocks, wood lawn furniture, wood porch furniture		
Jewelry and Silverware manufacturing	jewelry, precious metal work, wallets, engraving		
Wholesale trade businesses	goods including books, clothing, arts and crafts (resale items)		
Independent artists, writers, and performers	arts and crafts if not defined under another sector including paintings, photography, services (homemade/handmade by seller)		
<i>*Please note that if the item is not created or produced from raw material, but instead resold at market - RECORD under wholesale trade business</i>			
	Total:		

