

## **ST. PAUL FARMERS' MARKET SURVEY**

**November, 2010**

### **DID YOU ATTEND ANY WEDNESDAY OR SATURDAY MARKETS?**

- I was a regular at the Wednesday market but infrequent at the Saturday market.
- I attended Wednesday (primarily) and Saturday (occasionally).
- Attended at least one Wednesday and one Saturday.
- Yes, I attended the market.
- I attended two or three on Wednesdays and one or two on Saturdays.
- I attended a few but, as always, it's tough to get to Farmers' Markets that happen during the day when I don't work in town.
- Yes, I did attend Wednesdays three times this summer.
- Yes, Wednesdays.
- I attended the Wednesday market.
- It's tough for me to attend during the business day and I only got there once this year and it was during Pan-O-Prog.
- I attended the Wednesday market several times. Would have liked to attend more Wednesdays but couldn't get there much of the time.
- I attended both the Wednesday and Saturday markets and the Saturday market was much smaller and some of the items I was looking for were not available on Saturday. For me having the Saturday market was great as I can't make it during the week.

### **WHAT IS YOUR OPINION OF THEM?**

- The Wednesday market met my basic needs but I felt like there was too much duplicate product and not enough new things to spark my interest above and beyond the basics. It would be more fun to have more variety.
- Saturdays seem a little quiet, although a good opportunity to have some kids events long with it.
- My opinion is: always clean.
- I thought they were fine.
- I like the market but it would be better if the markets extended into the evening.
- Each time I purchased a couple of items.
- I enjoy going and generally the quality is good, but the variety is minimal. I would like to see more variety of goods.
- Everything appeared normal and I enjoyed going. My opinion is that the event was as I expected it to be.
- After 5:00 during the week is better time for me to shop. Saturday's are always busy with kid games and stuff.
- Good variety, friendly vendors, quality produce/flowers, etc.
- I would like to see the Saturday market grow in vendors so that it was more like the larger markets that offered more of a variety of items. The one comment I did hear from the vendors was that the Saturday market did not draw much of crowd; therefore many of the vendors would not come.

## **ST. PAUL FARMERS' MARKET SURVEY**

**November, 2010**

**Page 2**

### **ARE YOU SATISFIED WITH THE VARIETY OF VENDORS?**

- The product for the most part was good although we bought corn on the cob one Saturday that we were disappointed in.
- Wednesdays definitely were larger – with more to choose from. Saturday had some different vendors from Wednesday (maple syrup, fresh bread – specialty) but in general could use more vendors. It would be nice to have more variety on Saturday too. I tried going on Wednesday's knowing that there would be more to choose from.
- Could always use more variety.
- Would like to see more variety of vegetables (it seems that they are all selling the same stuff). More vendors, flowers are beautiful and reasonably priced.
- There does seem to be a number of vendors selling the same thing in terms of vegetables. I enjoyed the other types of vendors such as salsa and fresh cut flowers, etc.
- Variety has always been an issue and continues to be.
- It did seem as though there were too many vendors selling the same items. But if each made enough money to want to continue to participate – I guess that is OK.
- No, there is too much similarity in the food choices.
- Variety was great, some duplication but expected.
- The variety seems to be good. Most vendors seem to carry similar items, but there are only so many items that are “in season” at any given time. The other “non seasonal” items get to be along the lines of craft fairs so the opportunity is endless for variety there. I could see more of that, but don't know if that's the true vision for the farmer's market.

### **DO YOU HAVE IDEAS FOR IMPROVEMENTS TO THE MARKETS?**

- I would love to see an expanded or an enhanced market but I think the most important thing for downtown Lakeville is to keep it on Market Plaza close to all of the retailers. Since the Saturday market was smaller I would love to see that closer to the “core” of downtown and utilize the parking lot of the Community Ed building. I also think that the Wednesday hours need to go until 6:00 p.m. so that people can stop on the way home from work!!
- Love having the farmers market as a part of downtown Lakeville!
- Add some entertainment, maybe let a kids sports team do a carwash each Saturday.
- I always look forward to the market season.

## **ST. PAUL FARMERS' MARKET SURVEY**

**November, 2010**

**Page 3**

### **DO YOU HAVE IDEAS FOR IMPROVEMENTS TO THE MARKETS?**

#### **(CONT'D)**

- Not really unless there is a desire to change the format, location or hours of operation.
- Make the hours 4:30 to 7:30 and combine them with entertainment and food vendors to create a festival atmosphere similar to the Eagan Market Fest.
- I would prefer an afternoon/evening option and it would be good to combine it with the shops (if they are open) and music.
- No ideas at this time.
- My only suggestion would be to stay open until 6:00 p.m. on Wednesdays. Maybe more lunch options (and publicize them) - would bring people who work in Lakeville over at noon.
- I get a lot of calls from people looking for the times, locations, etc. on it so it must be popular!
- The farmer's market is really a great asset to Lakeville and I'm happy to see the number of vendors and, most importantly, the number of customers that come down to shop.
- I wonder if there was enough communication out to the community that there was a Saturday market. Like so many of the events it seems like there is a vast majority of households that don't know what is available in the community and I'm not sure how to get that message out. I think we have tried various medias and I'm not sure what is successful anymore.