

Farmers' Market Manager Poultry Survey

September 2007

RESULTS



Surveys were sent to the 60 Farmers' Markets listed in the Agency of Agriculture's brochure.

Surveys were completed by the following 37 markets:

- Mt. Tom
- Middlebury
- Plainfield
- Royalton
- Milton Grange
- Dorset
- Chester
- Stowe
- Walloomsac
- Adamant
- Bristol
- Westford
- Granite Center
- Richmond
- Old North End (Burlington)
- Brandon
- Burke
- Vergennes
- Danville/St. Johnsbury
- New North End (Burlington)
- Norwich
- Champlain Islands
- Chelsea
- Chelsea Grange Winter Market
- Woodstock Market on the Green
- Brattleboro
- Randolph
- Newport
- Williston at NEFCU
- Burlington at City Hall Park
- Williston Farmers' Market in the Village
- Island Pond
- Hardwick
- Washington
- Morrisville
- Bellows Falls

1. Was "uninspected" poultry sold at your farmers' market in 2007?

YES: 10

NO: 26

NOT SURE: 1

NOTE: 1 vendor at 1 market sold inspected poultry.

2. If yes, how many vendors had "uninspected" poultry for sale?

Total: 22 vendors at the 10 markets.

Average: 2 vendors.

One market had 1 vendor, and one had 5.

3. How many weeks was poultry sold?

Average: 9 weeks

Ranged from 1 week to 22 weeks.

4. Were the vendors able to sell the poultry they brought to the market?

YES: 7 markets

NO: 2 markets

SOME: 1 market

5. Did you receive any feedback about the poultry or the availability of poultry?
(please note what you heard...positive or negative)

- I bought a whole chicken. It was very good.
- The vendors were sold out each week well before market was over. Customers wanted MORE!
- No one approached him – no one sold chix at market.
- Consumers loved being able to purchase chickens at the market. Chickens seem to be in high demand at the market.
- Fresh chickens seem to be in high demand.
- All customers have thoroughly enjoyed our pasture raised roasting chickens.
- Delicious both fresh and frozen. Customers were so pleased they came back to stock the freezer with 5 to 10 more chickens. Pre-orders for next year were a pleasure.
- One woman was supposed to show up but never did.
- Everyone was pleased with the taste of the chicken. It sold well and people missed it the few weeks it wasn't available.
- No.
- We have a vendor from NY who sells chicken at our market. She is licensed in NY to sell at our market.
- We don't have anyone vending poultry yet.
- Customers and restaurants would buy it if available. Certified organic is preferred but not required at this market.
- Did not receive any feedback.
- No.
- Vendors tell me that fresh meat is much more popular than frozen.
- We have a very small market with few vendors. Although no one brought chickens for sale, we did distribute fliers and brochures for one local family who sold chickens direct from their farm.
- Customers are happy to have it, they are not quite used to having it available yet.
- We deal mostly with seniors. They could not afford the price. Also were skeptical about buying unrefrigerated produce.

6. Will you have a Thanksgiving or Winter market?

YES: 7

NO: 25

NOT SURE: 2

NO ANSWER: 3

7. If yes, are you aware of any vendors planning to sell poultry at that market?

YES: 4

NO: 3

8. If yes, how many?
6 total vendors...1 each at 3 markets, and 3 at one market.
9. Any other comments about the new law?
- Makes life just a bit easier for the farmer.
 - Not sure he was aware of possibility of selling chix.
 - When are we going to be able to sell homemade wines at markets OR are we already able to do this for this year? Any restrictions? Guidelines to selling alcohol at markets?
 - Excellent. Small organic farms need to be able to sell locally – corporate scale regulations cripple them.
 - Seems like a good way to help small farms provide their customers with a product that is in demand.
 - Labeling requirements seem a bit cumbersome for f. mkts.
 - Too lengthy to include with a chicken – the handling instructions are more than necessary.
 - It is great, sales got better as the summer progressed and both vendors and customers are still working on getting use to offering or purchasing chicken. I suspect that next year it will be in a higher demand.
 - Our market was very small this year but I really hope that in the future farm fresh poultry will be available there. Thank you!
 - I do sell chickens from my home and at the fair. I raise 250 layers each year. In some respects it's a good law yet it does make me nervous that there could be an issue and without safe guards the buyer and farmer could pay for this choice?
 - Nope.
 - Glad it's in effect. We hope to get a poultry farmer to our market some time in the future.
 - There is general excitement about the new law, as many farmers I know have wanted to get into bird processing, and now feel that they can.
 - We are excited and enthused to have local meat available at market to make one stop shopping.
 - We were contacted by a poultry farmer who decided not to join the market this season. I think our customers would welcome a new farm product, so I hope they will reconsider for next year.
 - This is an excellent improvement in the law and encourages interest in local farm production. The Island Pond Farmers' Market has one vendor selling certified organic beef. Our market has now acquired shelter and will be a "covered" market in 2008.
 - We would really like to have a reliable poultry vendor for the 2008 season.
 - I think this is a good law for small farmers. Although it didn't work at the Chelsea market it does do well at other markets. It takes time and consistency for new concepts to take hold at the Chelsea Market.
 - Thank you, Rural Vermont, for producing and distributing the fact sheets explaining all the rules and regs of the "Chicken Bill." You have provided more help to farmers than the Agency of Ag in this regard. Keep up the good work.
 - Don't know a lot about it – I will ask my vendors.
 - It was a great idea. None of the customers mind that it isn't inspected.