



Burton Latimer Farmers Market Survey

August / September 2013

Summary of feedback

Number of responses received:	Total 12	Online 7	Paper 5				
How many times have you visited the farmers market in the last 12 months?	Can't remember 0	None 1	Once or twice 2	Three to six times 4	More often than not 3	Every month 2	
What are your views on the quality, range and value for money of products on offer at the farmers market?		No opinion	Very poor	Poor	So-so	Good	Very good
	Quality	1	0	0	0	8	3
	Range	1	0	2	2	6	1
	Value for money	1	0	0	3	5	3
Are there any other stalls that you would like to see at the farmers market?	<ul style="list-style-type: none"> • Bread and bakery products • Fish • Flowers • Drinks • Greater variety of veg / fruit stalls • Seasonings • Game meats • Complementary medicine • Small hand-made gifts 						
What suggestions (if any) do you have for improving the farmers market?	<ul style="list-style-type: none"> • None • How about making more of it by introducing a fun family atmosphere – such as a bouncy castle, music, free tastings? Perhaps advertise it more in nearby towns and villages? Maybe a loyalty card for those who use it? • How about attracting families using live farm animals? A few sheep or goats for example to feed or pet. Make it educational and fun! • Try to maintain current stall holders, as not as many as used to be • Delighted to support the Farmer's market & hope to continue to do so • More stalls • Farmers markets are a good idea – though I'm not a 'market' person and I don't visit any markets. • Performers • School & nursery contributions • Hold it indoors during the winter months • Discount incentives for shoppers to encourage them to visit 						

Do you have any other comments about the farmers market?

- The principle is very good
- It sometimes seems a bit empty, hence my comments about warming up the atmosphere.
- The atmosphere always seems a bit flat and needs hyping up a bit. Maybe some live music to attract more people?
- I enjoy the meat and veg stalls, although sometimes the veg doesn't look as appetizing as nearby farms / shops. The cheese and pickle stall is great and a nice way for the children to sample different cheeses.
- I think it's brilliant – as some of the stalls accommodate for those with illnesses, such as a cake with no fat, eggs, sugar or gluten.
- Invite local organisations, to encourage new membership.
- Involve local artisans.
- Invite the Fire Brigade to promote safety features.
- Promote the Farmers Market on Radio Northampton and in local newspaper
- Place notices at the approach to Burton Latimer to advertise the market
- I love the farmers market. It has a friendly community feel that we don't want to lose
- Excellent to bring together the community
- The same loyal customers visit, but it needs to attract new visitors

If your suggested changes are made, would you visit the farmer's market more often?

Yes	No	No suggestions made
8	0	4