

ID.language Language used to conduct the interview

- ☐ English
- ☐ Welsh (United Kingdom)

The Welsh Government have commissioned Wavehill to undertake research into Farmer's Markets in Wales to better understand how (if at all) they could support the markets in the future. I wondered if you could spare 5 minutes of your time to answer a very brief survey.

Any comments that you make will be confidential and the information you provide will only be used for the purposes of this research. Comments that you make will not be attributed to you unless we have your explicit permission to do that. It is also important to note that the team undertaking the research do not work for the Welsh Government, this is independent research.

Q1 Business Name

Q2 Have you ever sold your goods at Farmer's Markets in Wales?

- ☐ Yes
☐ No

Q2a For what reasons do you not sell your goods at farmer's markets in Wales (open answer)
now go to q16

Q3 Can you recall approximately what year you first started selling goods at farmer's markets?

- ☐ 2016
☐ 2015
☐ 2014
☐ 2013
☐ 2012
☐ 2011
☐ 2010
☐ Before 2010 - state below

Q3a State what year

Q4 How important has attending Farmers Markets been to the development of your business?

- ☐ Very important
☐ Quite important
☐ Not Very important
☐ Not at all important

Q4a Why do you say that?

Q5 Have you sold your goods at Farmers Markets in Wales over the past 12 months?

☐ Yes

☐ No

Q5a For what reasons have you stopped using farmer’s markets to sell your goods? now go to q9

Q6 Is regular selling at farmers markets now part and parcel of your business model?

Q7 Which Farmer’s Markets have you attended (if you attend more than 5 please just refer to those farmer’s markets you attend most frequently

Farmer’s Market (1)	
Location (1)	
Farmer’s Market (2)	
Location (2)	
Farmer’s Market (3)	
Location (3)	
Farmer’s Market (4)	
Location (4)	
Farmer’s Market (5)	
Location (5)	

Q8 Which of these markets would you describe as the most successful and why do you say this?

Q9 What factors influence the choice of which farmer's markets you attend? (e.g. location / cost of stall / popularity / size of event etc.)

Q10 What types of goods do you sell at farmers markets? (Please tick all that apply)

- ☐ Dairy products and Eggs
- ☐ Confectionary
- ☐ Other baked goods
- ☐ Preserves / Honey
- ☐ Condiments / Spices / Seasonings
- ☐ Red Meat
- ☐ Desserts
- ☐ Takeaway food / Teas and Coffees
- ☐ Red Meat products
- ☐ Prepared foods / Ready meals
- ☐ Alcoholic drinks
- ☐ Fruit and vegetables
- ☐ Non-alcoholic drinks
- ☐ Poultry and Game
- ☐ Fish and Seafood
- ☐ Breads / Grains / Cereals
- ☐ Poultry and Game products
- ☐ Dried foods
- ☐ Other

Q10a Other

Q11 For what reasons did you start selling goods at farmer's markets? (Read out and tick all that are applicable)

- ☐ New start up business
- ☐ Opportunity to sell direct to the public
- ☐ Chance to market my product locally
- ☐ To test new products or brands
- ☐ Because I enjoy attending farmer's markets
- ☐ To network with other producers and suppliers
- ☐ To assess competition
- ☐ To support my local farmer's market
- ☐ Chance to market my product elsewhere/develop new market
- ☐ Other

Q11a Other

Q12 Outside of farmer's markets, how do you normally sell your goods?

- ☐ Through farm shops
- ☐ Through retail shops (excluding farm shops)
- ☐ Through food festivals
- ☐ At fairs or other events (excluding festivals/markets)
- ☐ Through box schemes
- ☐ Online
- ☐ Private customers
- ☐ Business to business direct
- ☐ Other

Q12a Other

Q13 Approximately what percentatge of your annual sales are sescured through farmer's markets? %

Q13a Approximately, what proportion of your sales over a financial year would you say are “influenced by” (i.e. not just the sales you make at the market but sales/businesses generated as a result of you exhibiting at farmer’s markets e.g. networks established, subsequent purchases)?

- ☐ 0-20%
- ☐ 21-40%
- ☐ 41-60%
- ☐ 61-80%
- ☐ 81-100%

Q14 Has attending farmer’s markets influenced any of the following with regards to your business?

	Yes	No	Not yet but intend to
What you sell i.e. developed new products, new recipes, changed price of your goods etc.	☐	☐	☐
How you sell? I.e. changed the way you market your business or product, introduced deliveries etc.	☐	☐	☐
Where you sell? i.e. are you now selling in new geographical areas or online etc.	☐	☐	☐

If yes or intend to, to any of the above, please explain

Q14d Please explain [Interview note: please get as much information as possible with regards to any changes they have made to their business as a result of attending farmer’s markets]

What you sell i.e. developed new products, new recipes, changed price of your goods etc.

Q14e Please explain [Interview note: please get as much information as possible with regards to any changes they have made to their business as a result of attending farmer’s markets]

How you sell? I.e. changed the way you market your business or product, introduced deliveries etc

Q14f Please explain [Interview note: please get as much information as possible with regards to any changes they have made to their business as a result of attending farmer's markets]
Where you sell? i.e. are you now selling in new geographical areas or online etc.

Q15 Has attending farmer's markets had any other influence on the decisions you make within your business? [Interviewer note: we are interested in what the producers learn from attending these and how this influences their business.]

- ☐ Yes
☐ No

Q15a Please explain how

Q16 Bearing in mind the constant reduction in funding throughout the UK, financial assistance aside, what else could Welsh Government do to assist farmer's markets in the future?

Q17 What else could farmers/ traders/ industry do to improve the sustainability of farmer's markets?

Q18 Do you buy goods at farmer's markets yourself?

- ☐ Yes
☐ No

Q18a what type of goods do you typically buy?

Q18b How much on average would you typically spend (in total and not on each specific good) £

Finally.... can I just check / have the following information please?

Q19 Contact Name

Q20 Postcode only

Q21 Local Authority Area

- | | | |
|--|--|--|
| ☐ Blaenau Gwent | ☐ Flintshire | ☐ Powys |
| ☐ Bridgend | ☐ Gwynedd | ☐ Rhondda Cynon Taf |
| ☐ Caerphilly | ☐ Isle of Anglesey | ☐ Swansea |
| ☐ Cardiff | ☐ Merthyr Tydfil | ☐ Torfaen |
| ☐ Carmarthenshire | ☐ Monmouthshire | ☐ Vale of Glamorgan |
| ☐ Ceredigion | ☐ Neath Port Talbot | ☐ Wrexham |
| ☐ Conwy | ☐ Newport | ☐ Other |
| ☐ Denbighshire | ☐ Pembrokeshire | |

Q21a County outside of Wales

Q22 Year business started trading

Thank you for your time

Q23 ID number from excel

Q24 Interviewer

- ☐ Bex
☐ Paula
☐ Emma
☐ Karen
☐ Leyla
☐ Ben

Q25 Interviewer Comments