

Nevada Farmers Markets Needs Assessment



Reynolds School of Journalism
University of Nevada, Reno



EXTENSION
College of Agriculture,
Biotechnology & Natural Resources



School of Public Health
Making Health Happen™



SP-24-01

PEER
REVIEWED

Nevada Farmers Markets Needs Assessment

Submitted by

University of Nevada, Reno

Submitted to

Farmers Market Promotion Program
U.S. Department of Agriculture

Funding

This report and all related data collection activities were supported by a grant from the Agricultural Marketing Service of the U.S. Department of Agriculture (FAIN: AM22FMPPNV1089). However, the content of this report is solely the authors' and does not reflect USDA's opinions.

Authors, from the University of Nevada, Reno

Sung-Yeon Park, School of Public Health
Elizabeth Christiansen, School of Public Health Center for Program Evaluation
Gi Woong Yun, School of Journalism
Sabina Malik, Extension Health and Nutrition
Annie Lindsay, Extension Health and Nutrition
Brittnee Aldea, School of Public Health
Stephanie Purnell, School of Public Health
Anna Miller, Experiment Station Desert Farming Initiative
Rachell Villasenor, Extension Health and Nutrition
Ashley Andrews, College of Agriculture, Biotechnology, & Natural Resources
Todd Felts, School of Journalism

The University of Nevada, Reno is committed to providing a place of work and learning free of discrimination on the basis of a person's age (40 or older), disability, whether actual or perceived by others (including service-connected disabilities), gender (including pregnancy related conditions), military status or military obligations, sexual orientation, gender identity or expression, genetic information, national origin, race (including hair texture and protected hairstyles such as natural hairstyles, afros, bantu knots, curls, braids, locks and twists), color, or religion (protected classes). Where discrimination is found to have occurred, the University will act to stop the discrimination, to prevent its recurrence, to remedy its effects, and to discipline those responsible.

Copyright © 2024, University of Nevada, Reno Extension.

All rights reserved. No part of this publication may be reproduced, modified, published, transmitted, used, displayed, stored in a retrieval system, or transmitted in any form or by any means electronic, mechanical, photocopy, recording or otherwise without the prior written permission of the publisher and authoring agency.

Nevada Farmers Markets Needs Assessment

Table of Contents

Nevada Farmers Markets Needs Assessment	1
<i>Tables and Figures</i>	<i>4</i>
<i>Executive Summary</i>	<i>5</i>
<i>Overview of Nevada Farmers Markets, Spring-Summer 2023</i>	<i>6</i>
<i>Current Marketing Practices of Nevada Farmers Markets and Farms</i>	<i>12</i>
On-site Marketing of Nevada Farmers Markets	12
Online Marketing of Nevada Farmers Markets	16
Online Marketing of Nevada Farms	19
<i>Nevada Food Growers' Participation in Farmers Markets</i>	<i>23</i>
<i>Stakeholder Research: Nevada farmers market manager interviews, farmer survey and consumer survey</i>	<i>28</i>
Methods	28
Results	29
Farm Characteristics	30
Farmers Market Marketing Practices	34
Market Manager and Farmer Interest in Training and Technical Assistance	37
Other Assistance Farmers Markets Could Use	39
Other Roles Farmers Markets Could Serve in the Community	40
Consumer Perceptions and Behaviors	41
Comparison of Farmer and Consumer Beliefs about Farmers Markets	43
Discussion	46

Nevada Farmers Markets Needs Assessment

Tables and Figures

Table 1. Name, location, time of Nevada farmers markets, spring-summer 2023	9
Table 2. On-site marketing of Nevada farmers markets	14
Table 3. Online marketing of Nevada farmers markets	21
Table 4. Nevada food growers participating in farmers markets	24
Table 5. Methods for tracking visitors to farmers markets	30
Table 6. Written-in responses as “other” sales outlets for farm produce	31
Table 7. Farmers markets where farmers participated as vendors	32
Table 8. Marketing methods to keep current customers engaged	34
Table 9. Marketing methods to attract new customers	35
Table 10. Marketing methods tried that worked well and did not work well	36
Table 11. Gaps in farmers market consumer marketing	36
Table 12. Other assistance needed from the community	40
Table 13. Other roles of farmers markets in the community	41
Figure 1. Map of Nevada farmers markets in operation, spring-summer 2023	7
Figure 2. Road signs for Nevada farmers markets	13
Figure 3. Website homepages of farmers markets: Riverside and Fresh52	16
Figure 4. Facebook pages of farmers markets	17
Figure 5. Instagram pages of farmers markets	18
Figure 6. Participant zip codes of farmer and consumer surveys	29
Figure 7. Sales outlets for farm produce	31
Figure 8. Number of farmers markets Nevada farms were participating in as vendors	31
Figure 9. Number of years farms participated in farmers markets as vendor	32
Figure 10. Farms’ gross sales at farmers markets last year	33
Figure 11. Percentage of total annual sales from farmers markets	33
Figure 12. Vendor challenges at farmers markets	34
Figure 13. Farmers’ and market managers’ interest in learning more about marketing tactics	38
Figure 14. Farmers’ preferred mode of training	39
Figure 15. Frequency of consumer attendance at farmers markets	42
Figure 16. Consumer plans regarding shopping at a farmers market	42
Figure 17. Consumer importance ratings of how the produce was grown	43
Figure 18. Farmer and consumer beliefs about farmers markets	44

Nevada Farmers Markets Needs Assessment

Executive Summary

In 2023, 31 farmers markets were in operation in Nevada, concentrated in the three major population centers surrounding Las Vegas, Reno-Sparks-Carson City and Elko. In southern Nevada, all but one market was open year-round. In contrast, in northern and eastern Nevada, all but one market were seasonal, open between late May and early October. Seven and 10 markets were located in low-income and low-access census tracts respectively, with two markets serving food deserts that had both characteristics. The smallest rural market had only a couple of produce vendors, whereas larger urban/suburban markets had more than 50 vendors selling food and nonfood merchandise, as well as agricultural products. Except for a few large markets in the north, however, Nevada farmers markets typically had only one produce vendor in any given category, offering limited choices. Despite the extreme climate of Nevada, only one market was held indoors, with four additional markets in covered outdoor spaces. All others were outdoors. Most markets displayed signs with varying levels of visibility. Vendors at the markets had room for improvement in price display, credit card acceptance and other signage.

In terms of online presence, both farmers markets and farmers used Facebook most commonly, followed by websites and Instagram. Post frequency, recency and content were widely varied. Considering the small number of food growers in Nevada, their participation in farmers markets was high, with 81 farms across the 31 markets. At the same time, most farms were in only one market. Results from market manager interviews and farmer and consumer surveys complemented these findings. The top training and technical assistance needs expressed by both farmers market managers and farmers were generating free news coverage, using social media, having a presence on Google Maps and making a strategic marketing promotion plan. Market managers identified effective use of social media and content creation for social media as a gap in their consumer marketing. Other potentially fruitful avenues to explore in training and technical assistance include how to interact with customers, signage for markets and vendors, partnering with health programs and other organizations, educating the public about where food is grown and the benefits of eating fresh fruits and vegetables, and shoring up more support from local governments and the community. For farmers, the biggest challenge was not enough consumers at the markets. Indeed, consumer survey participants reported infrequent visits to farmers markets. At the same time, consumers held positive beliefs about farmers markets and the produce sold there, and were highly open to attending farmers markets.

Nevada Farmers Markets Needs Assessment

Overview of Nevada Farmers Markets, Spring-Summer 2023

As of spring-summer 2023, 31 farmers markets¹ were operating in Nevada. In the east², there were three markets, one each in Elko, Wells and Lamoille, all in Elko County. In the north, 16 farmers markets were scattered across a dozen different cities (Carson City, Dayton, Fallon, Fernley, Gardnerville, Incline Village, Minden, Reno, Sparks, Stagecoach, Winnemucca and Yerington), spanning five counties (Churchill, Douglas, Humboldt, Lyon and Washoe). In the south, 10 farmers markets were concentrated in Clark County encompassing Las Vegas and its suburbs, with two additional markets in rural areas (Caliente in Lincoln County and Pahrump in Nye County). See [Figure 1. Map of Nevada farmers markets in operation, spring-summer 2023.](#)

Reflecting Nevada's vast geography and climatic variability, markets in southern Nevada – except for the one in Caliente – were open year-round, whereas markets in northern and eastern Nevada – except for one year-around market in Reno – were open for approximately four months, from late May until early October. Saturday morning was the most popular time, with many markets (n = 12, 39%) operating for three - six hours between 7:30 a.m. and 2 p.m. The second most popular time was Friday (n = 6, 19%), either morning (8 a.m. - 2 p.m.) or late afternoon (5 - 9 p.m.). See Table 1 for detailed information about market locations, seasons, days and hours.

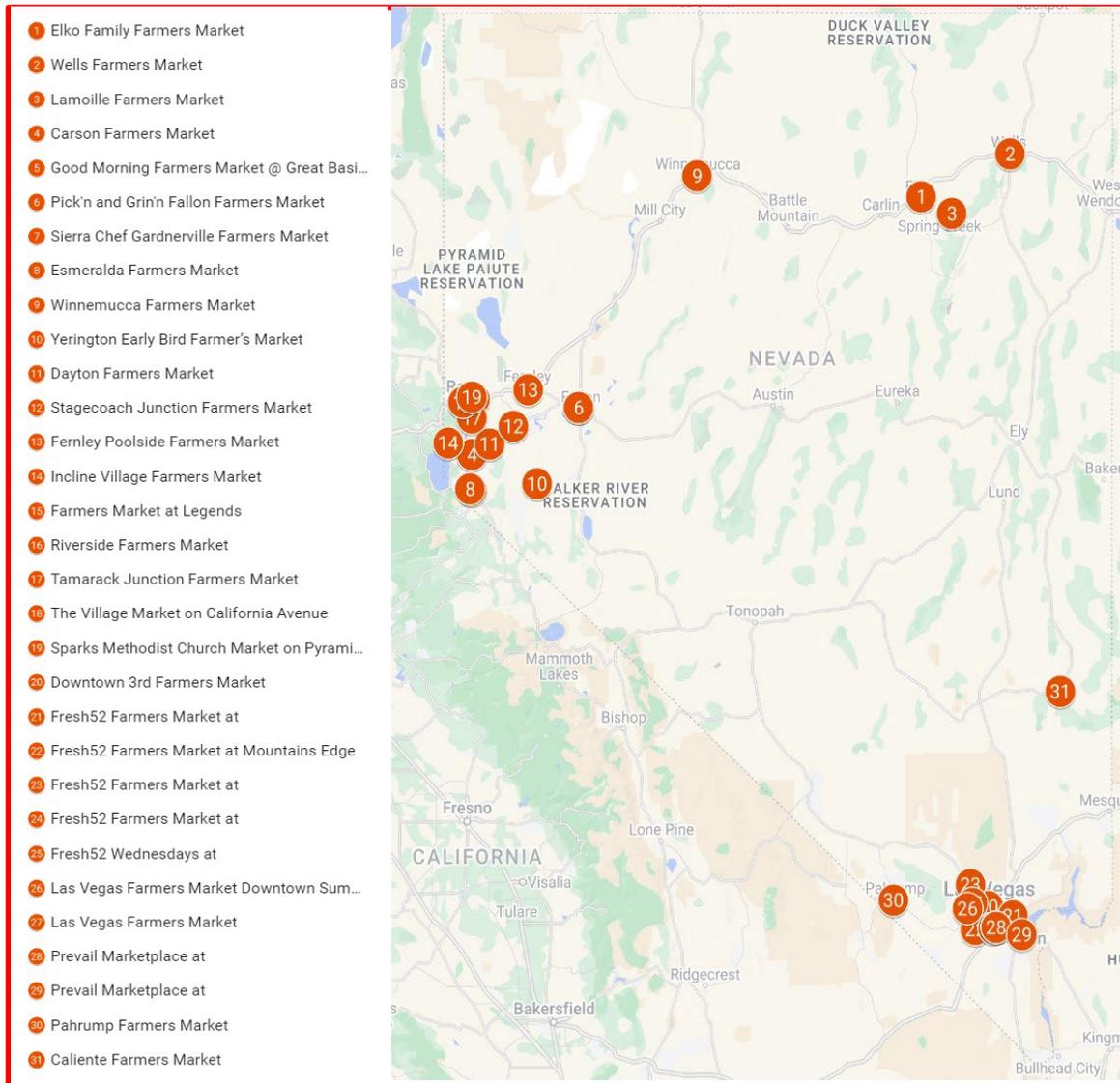
The markets were diverse in their ownership and offerings. Almost half of Nevada farmers markets were managed by farmers who were operating a market (or two) while also running a produce stall there. The other half of Nevada farmers markets were operated by nonfarmers, such as local business owners, nonprofit community organization personnel and University Extension educators. The markets were also widely varied in the number and variety of vendors. The smallest market in a rural area had only a couple of produce vendors, whereas larger markets in urban/suburban areas included more than 50 vendors. Larger markets were offering a variety of locally grown products, including vegetables, herbs, fruit, honey, microgreens, meat, mushrooms and other specialty crops. Shoppers in the larger markets were also able to find other agricultural products, such as eggs, lamb, bison and fresh flowers. Additionally, many markets featured food vendors offering baked goods and ready-to-cook-at-home or ready-to-eat items. Many farmers markets also included nonfood vendors such as artisanal craft and other retailers.

¹In this report, farmers markets are defined as a public and recurring assembly of farmers or their representatives selling the food (e.g., vegetables, fruit) they produce directly to consumers. Hence, produce stands operated by a single producer are excluded. Also excluded are markets that opened less frequently than once a month.

²To better organize the market information, the state was divided into three regions: eastern Nevada, including Elko, Eureka, Lander and White Pine counties; northern Nevada, including Carson City, Churchill, Douglas, Humboldt, Lyon, Pershing, Storey and Washoe counties; and southern Nevada, including Clark, Esmeralda, Lincoln, Mineral and Nye counties.

Nevada Farmers Markets Needs Assessment

Figure 1. Map of Nevada farmers markets in operation, spring-summer 2023



According to the USDA's [Food Access Research Atlas](#), these seven markets were located in low-income census tracts:

- Good Morning Farmers Market @ Great Basin Apothecary
- Pick'n and Grin'n Fallon Markets Market
- Yerington Early Bird Farmers Market
- Farmers Markets at Legends
- Sparks Methodist Church Market on Pyramid Way
- Downtown 3rd Farmers Market
- Pahrump Farmers Market

In addition, these 10 markets were located in low-access census tracts:

Nevada Farmers Markets Needs Assessment

- Lamoille Farmers Market
- Wells Farmers Market
- Esmeralda Farmers Market
- Winnemucca Farmers Market
- Fernley Poolside Farmers Market
- Downtown 3rd Farmers Market
- Fresh52 Farmers Market at Mountain's Edge
- Prevail Marketplace at Boulder City
- Pahrump Farmers Market
- Caliente Farmers Market

Combining the two lists, two markets were located in census tracts that met the criteria for a [food desert designation](#):

- Downtown 3rd Farmers Market
- Pahrump Farmers Market

Nevada Farmers Markets Needs Assessment

Table 1. Name, location and time of Nevada farmers markets, spring-summer 2023^a

Name	Region	County	Address	Season	Day	Time
1. Elko Family Farmers Market	East	Elko	1405 Idaho St. Elko, NV 89801	6/10/23 - 9/30/23	Saturdays (except 1 st)	8 a.m. - noon
2. Wells Farmers Market	East	Elko	Western Heritage Park, Sixth St. & Lake Ave., Wells, NV 89835	6/1/23 - 10/19/23	1 st and 3 rd Thursdays	4 - 6 p.m.
3. Lamoille Farmers Market	East	Elko	592 Lamoille Highway Lamoille, NV 89828	6/3/23 - 10/7/23	1 st Saturdays	8 a.m. - noon
4. Carson Farmers Market	North	Carson City	1111 E. William St. Carson City, NV 89701	6/10/23 - 9/30/23	Saturdays	8:30 a.m. – 1 p.m.
5. Good Morning Farmers Market @ Great Basin Apothecary	North	Churchill	1525 W. Williams Ave., Suite K Fallon, NV 89406	6/3/23 - 9/30/23	Saturdays	8 - 11 a.m.
6. Pick'n and Grin'n Fallon Farmers Market	North	Churchill	1560 W. Williams Ave. Fallon, NV 89406	6/2/23 - 10/6/23	Fridays	5 - 9 p.m.
7. Sierra Chef Gardnerville Farmers Market	North	Douglas	1447 Courthouse Alley Gardnerville, NV 89410	5/17/23 - 9/6/23	Wednesdays	8 a.m. - 1 p.m.
8. Esmeralda Farmers Market	North	Douglas	1604 Esmeralda Ave. Minden, NV 89423	5/16/23 - 9/26/23	Tuesdays	4 - 8 p.m.
9. Winnemucca Farmers Market	North	Humboldt	185 W. Winnemucca Blvd. Winnemucca, NV 89445	6/10/23 - 9/16/23	Every other Saturday	9 a.m. - 2 p.m.
10. Yerington Early Bird Farmer's Market	North	Lyon	45 N. Main St. Yerington, NV 89447	6/2/23 - TBD	Fridays	8 a.m. - 1 p.m.
11. Dayton Farmers Market	North	Lyon	60 Second Ave. Dayton, NV 89403	6/1/23 - 9/28/23	Thursdays	3 - 6 p.m.
12. Stagecoach Junction Farmers Market	North	Lyon	5955 Apache Drive Stagecoach, NV 89429	6/9/23 - 9/29/23	Fridays	noon - 3 p.m.
13. Fernley Poolside Farmers Market	North	Lyon	300 Cottonwood Lane Fernley, NV 89408	6/3/23 - 9/30/23	Saturdays	8 a.m. - noon
14. Incline Village Farmers Market	North	Washoe	845 Alder Ave. Incline Village, NV 89451	5/25/23 - 8/31/23	Thursdays	3 - 6 p.m.
15. Farmers Market at Legends	North	Washoe	1310 Scheels Dr. Sparks, NV 89434	6/3/23 - 9/30/23	Saturdays	8 a.m. - 1 p.m.
Name	Region	County	Address	Season	Day	Time

Nevada Farmers Markets Needs Assessment

Name	Region	County	Address	Season	Day	Time
16. Riverside Farmers Market	North	Washoe	2055 Idlewild Dr. Reno, NV 89509	Year-round	Sundays	8 a.m. - 1 p.m.
17. Sparks Methodist Church Market on Pyramid Way	North	Washoe	1231 Pyramid Way Sparks, NV 89431	6/6/23 - 9/26/23	Tuesdays	8 a.m. - 1 p.m.
18. Tamarack Junction Farmers Market	North	Washoe	13101 S. Virginia St. Reno, NV 89511	6/3/23 - 9/30/23	Saturdays	8:30 a.m. - noon
19. The Village Market on California Avenue	North	Washoe	1119 California Ave. Reno, NV 89501	6/3/23 - 10/7/23	Saturdays	8 a.m. - noon
20. Downtown 3rd Farmers Market	South	Clark	814 S. Commerce St. Las Vegas, NV 89106	Year-round	Fridays	9 a.m. - 2 p.m.
21. Fresh52 Farmers Market at Lake Las Vegas	South	Clark	40 Costa Di Lago Henderson, NV 89011	Year-round	2 nd and 4 th Fridays	3 - 7 p.m.
22. Fresh52 Farmers Market at Mountain's Edge	South	Clark	7929 W. Mountain's Edge Parkway, Las Vegas, NV 89134	Year-round	Tuesdays	3 - 7 p.m.
23. Fresh52 Farmers Market at Skye Canyon	South	Clark	10111 W. Skye Canyon Park Drive Las Vegas, NV 89166	Year-round	Thursdays	2 - 6:30 p.m.
24. Fresh52 Farmers Market at St. Rose	South	Clark	2550 St. Rose Parkway Henderson, NV 89074	Year-round	Sundays	8:30 a.m. – 1:30 p.m.
25. Fresh52 Wednesdays at Bruce Trent Park	South	Clark	8851 Vegas Drive Las Vegas, NV 89128	Year-round	Wednesdays	2 - 6:30 p.m.
26. Las Vegas Farmers Market Downtown Summerlin	South	Clark	1980 Festival Plaza Drive Las Vegas, NV 89135	Year-round	Saturdays	9 a.m. - 2 p.m.
27. Las Vegas Farmers Market The District at Green Valley Ranch	South	Clark	2240 Village Walk Drive Henderson, NV 89052	Year-round	Thursdays	9 a.m. - 1 p.m.
28. Prevail Marketplace at Dollar Loan Center	South	Clark	200 S. Green Valley Parkway Henderson, NV 89012	Year-round	Mondays	9 a.m. - 2 p.m.
29. Prevail Marketplace at Boulder City	South	Clark	1100 Adams Blvd. Boulder City, NV 89005	Year-round	1 st and 3 rd Fridays	10 a.m. - 2 p.m.
30. Pahrump Farmers Market	South	Nye	900 E. Highway 372 Pahrump, NV 89048	Year-round	Saturdays	7:30 - 11 a.m. / 8:30 a.m. - noon ^b
31. Caliente Farmers Market	South	Lincoln	360 Lincoln St. Caliente, NV 89008	5/20/23 - 10/28/23	Saturdays	8 a.m. - noon

Nevada Farmers Markets Needs Assessment

^aIn Nevada, the list of farmers markets in operation can change week-by-week, based on weather, produce availability and business considerations. This list is based on our best efforts to confirm their operation through visits and direct communication with managers between March and August 2023. The number for each market corresponds to the number on [Figure 1. Map of Nevada farmers markets in operation, spring-summer 2023.](#)

^bThe market has seasonal hours, 7:30 - 11 a.m. between May and September and 8:30 a.m. - noon between October and April.

Nevada Farmers Markets Needs Assessment

In this needs assessment, we will first present the current marketing practices of Nevada farms and farmers markets as examined by our market visits and independent research. Subsequently, we will report the findings from interviews with Nevada farmers market managers and surveys of Nevada farmers and consumers. The stakeholder research will validate and complement our independent research. Further, it will illuminate market managers' and farmers' needs for marketing assistance, as well as consumer behaviors and perceptions about farmers markets.

[Summary and Comments] Overall, 31 farmers markets were confirmed to be in operation throughout the entire state of Nevada in spring-summer 2023. Half of the markets were concentrated in northern Nevada within a 65-mile radius of Reno. The next highest concentration was found in the Las Vegas metropolitan area with 10 markets. The markets were widely varied in the number and type of vendors. Half of the markets were run by individuals or organizations that owned more than one market. Multimarket ownership was more common in southern Nevada. The total number of farmers markets in Nevada (N = 31) was low in comparison to Iowa (N = 153), the state closest to Nevada in population size, New Mexico (N = 62), a neighboring state with about two-thirds of Nevada's population size, and Utah (N = 36), another neighboring state with a population size similar to Nevada. We discovered that several markets that had been known to the farming and food systems communities were closed, while others started in recent years, showing a high turnover rate. Several Nevada farmers markets serve low-income or low-access neighborhoods, but can be expanded to address food insecurity in more communities, both urban and rural.

Current Marketing Practices of Nevada Farmers Markets and Farms

On-site Marketing of Nevada Farmers Markets

In terms of produce variety, all markets had at least one vegetable vendor (N = 31, 100%). Fruits were also available in most markets (n = 24, 77%). Honey was the next most common food product, sold in almost two out of three markets (n = 20, 65%). Microgreens (n = 13, 42%), meat (n = 11, 39%) and mushrooms (n = 11, 35%) were additional product categories found in the markets more regularly than other categories. Specialty meats such as bison and lamb were also available in a few markets.

Most markets were held outdoors, whether in parks, shopping mall walkways or parking lots. Downtown 3rd Farmers Market, which may also be known as Intuitive Forager's Farmers Market, in Las Vegas was the only market held indoors regularly. Four additional markets — Carson, Stagecoach Junction, Las Vegas Downtown Summerlin and Caliente farmers markets — were held in covered spaces. A majority of markets displayed market signs by the roadside or major intersections close to their locations during market hours (n = 26, 84%). At the same time, only three of them — Dayton, Lamoille and Fresh 52 Skye Canyon farmers markets — had a permanent sign that could inform potential customers of the market on off-market days. All other markets were using signs that would be displayed only during market hours. Examples

Nevada Farmers Markets Needs Assessment

include A-frame folding sidewalk signs, feather flags or banners tied to poles. See Figure 2 for a few examples of market signs.

Overall, “organic” signs were not highly utilized. They were completely absent or rare in two-thirds of markets (n = 21, 68%). In the remaining markets (n = 10, 32%), the signs were present but not prevalent. Price signage was split, with about one-third of markets having all or almost all vendors marking the prices (n = 11, 35%), another one-third missing some (n = 10, 32%), and a third of markets with many vendors who did not display prices (n = 10, 32%). Most vendors in all markets accepted credit cards: nine markets had all vendors accepting credit cards (n = 9, 29%) and the remaining markets had most vendors accepting them (n = 22, 71%). “Cash only” signs were not common in any of the markets, whether rural or urban. In terms of entertainment the markets provided to customers, live music (n = 11, 35%) was the most common. Recorded music, yoga and library story hour were also offered in one market each. See Table 2 for a summary of the findings from market visits.

Figure 2. Road signs for Nevada farmers markets

a. Temporary market signs



b. Permanent market signs



Nevada Farmers Markets Needs Assessment

Table 2. On-site marketing of Nevada farmers markets, spring-summer 2023

Name	Produce variety ^a						Setting	Market signage	Market entertainment	Vendor organic signage ^e	Vendor price signage	Vendor accepting cards
	V	F	H	Mg	Mt	Mu						
Elko Family Farmers Market	Yes	Yes	Yes	Yes	Yes	Yes	Outdoor	Yes	None	Low	Moderate	Most
Wells Farmers Market	Yes	Yes	Yes	Yes	Yes	Yes	Outdoor	Yes	None	Low	Moderate	Most
Lamoille Farmers Market	Yes	No	Yes	Yes	Yes	Yes	Outdoor	Yes	None	Low	Moderate	Most
Carson Farmers Market	Yes	Yes	Yes	Yes	Yes	Yes	Covered	Yes	Live music	Moderate	High	Most
Good Morning Farmers Market @ Great Basin Apothecary	Yes	No	Yes	No	No	No	Outdoor	No	None	Low	High	Most
Pick'n and Grin'n Fallon Farmers Market	Yes	No	No	No	No	No	Outdoor	Yes ^b	None	Low	Moderate	Most
Sierra Chef Gardnerville Farmers Market	Yes	Yes	Yes	No	No	No	Outdoor	Yes ^c	Library story hour	Moderate ^f	High	Most
Esmeralda Farmers Market	Yes	Yes	Yes	No	Yes	No	Outdoor	No	Live music	Low	High	Most
Winnemucca Farmers Market	Yes	Yes	No	No	No	No	Outdoor	No	Live music	Low	Moderate	Most
Yerington Early Bird Farmer's Market	Yes	Yes	No	No	No	No	Outdoor	Yes	None	Low	High	Most
Dayton Farmers Market	Yes	Yes	No	No	No	No	Outdoor	Yes	None	Low	High	All
Stagecoach Junction Farmers Market	Yes	Yes	No	No	No	No	Covered	No	None	Low	Low	All
Fernley Poolside Farmers Market	Yes	Yes	No	No	No	No	Outdoor	Yes	None	Low	High	Most
Incline Village Farmers Market	Yes	Yes	Yes	No	Yes	Yes	Outdoor	Yes	None	Low	Moderate	All
Farmers Market at Legends	Yes	Yes	No	No	Yes	No	Outdoor	Yes	Live music	Low	High	All
Riverside Farmers Market	Yes	Yes	Yes	Yes	Yes	Yes	Outdoor	No	Live music and yoga	Moderate	High	All
Sparks Methodist Church Market on Pyramid Way	Yes	s	Yes	No	Yes	No	Outdoor	Yes	Live music	oderate	igh	Most
Tamarack Junction Farmers Market	Yes	Yes	No	Yes	Yes	No	Outdoor	Yes	None	Moderate	Moderate	Most
The Village Market on California Avenue	Yes	Yes	Yes	Yes	es	Yes	Outdoor	Yes	e music	derate	Moderate	Most

Nevada Farmers Markets Needs Assessment

Name	Produce variety ^a						Setting	Market signage	Market entertainment	Vendor organic signage ^e	Vendor price signage	Vendor accepting cards
	Yes	Yes	Yes	Yes	No	Yes						
Downtown 3rd Farmers Market	Yes	Yes	Yes	Yes	No	Yes	Indoor	Yes	None	Moderate	High	Most
Fresh52 Farmers Market at Lake Las Vegas	Yes	Yes	Yes	Yes	No	No	Outdoor	Yes	None	Low	Low	Most
Fresh52 Farmers Market at Mountain's Edge	Yes	Yes	Yes	No	No	No	Outdoor	Yes	None	Moderate	Low	Most
Fresh52 Farmers Market at Skye Canyon	Yes	No	No	No	No	No	Outdoor	Yes	None	Low	Low	Most
Fresh52 Farmers Market at St. Rose	Yes	Yes	No	No	No	Yes	Outdoor	Yes ^d	Live music	Low	Low	Most
Fresh52 Wednesdays at Bruce Trent Park	Yes	Yes	Yes	Yes	No	Yes	Outdoor	Yes	Live music	Low	Low	Most
Las Vegas Farmers Market Downtown Summerlin	Yes	Yes	Yes	Yes	No	No	Covered	Yes	Live music	Low	Low	All
Las Vegas Farmers Market The District at Green Valley Ranch	Yes	Yes	Yes	No	No	No	Outdoor	Yes	Live music	Low	Low	All
Prevail Marketplace at Dollar Loan Center	Yes	No	No	No	No	No	Outdoor	Yes	None	Low	Low	All
Prevail Marketplace at Boulder City	Yes	Yes	Yes	Yes	Yes	No	Outdoor	Yes	Recorded music	Moderate	Moderate	All
Pahrump Farmers Market	Yes	No	Yes	Yes	No	Yes	Outdoor	Yes	None	Moderate	Moderate	Most
Caliente Farmers Market	Yes	No	Yes	No	No	No	Covered	Yes	None	Low	Low	Most

^a Produce variety: V stands for vegetables, F fruits, H honey, Mg microgreens, Mt meat and Mu mushrooms. Here meat (includes beef, pork or chicken, but not specialty meats such as rabbit or bison). The data presented here reflect the produce vendors present at the market on our visit and may miss those absent on that particular day.

^b The sign simply said "Tomato," but did not mention the farmers market.

^c Signs were very small and difficult to read.

^d In addition to street signs, there was one sign spinner at the intersection near the market.

^e

Nevada Farmers Markets Needs Assessment

[Summary and Comments] The types of produce available at the markets varied greatly. At least one vegetable vendor was found in all markets, with fruit and honey in approximately two-thirds of markets, and microgreens, meat and mushrooms in about one-third of markets. Except for a few large markets in northern Nevada, however, there was only one vendor in any given category, offering limited choices for consumers.

Only one market was held indoors, with four additional markets in covered outdoor spaces. Given the extreme climate of Nevada, covered or indoor space will provide some protection against elements for consumers and keep produce fresher for vendors during the typical four - five hours of market operation. In fact, we had to change our market visit schedule a few times because several markets were canceled on short notice due to heavy wind and otherwise unseasonable weather. Market signs were commonly used, but their visibility was not consistently high. Visually appealing and easily recognizable farmers market signs could increase awareness of farmers markets among consumers and invite them to pay a visit. Vendors in Nevada farmers markets had some room for improvement in price display, credit card acceptance and other signage. Entertainment was more common in urban markets than in rural markets.

Online Marketing of Nevada Farmers Markets

Online marketing was assessed in spring-summer 2023. Almost half of farmers markets (n = 15, 48%) had a website. However, only four of them had a website dedicated to a single market. The remaining 11 markets were represented by four websites because they were run by four different managers. The four multimarket managers set up only one website each, and the websites contained generic content that was applicable to the two to five markets owned by one manager. In sum, there were eight unique websites dedicated to farmers markets in Nevada. Additionally, a few affiliated organizations allocated one page of their organization's website to a farmers market (n = 5, 16%). Eleven markets did not have any websites (n = 11, 35%). The vast majority of the websites — whether a farmers market was the primary or secondary topic — were kept up to date. Figure 3 shows two examples of market website homepages.

Figure 3. Website homepages of farmers markets: Riverside and Fresh52



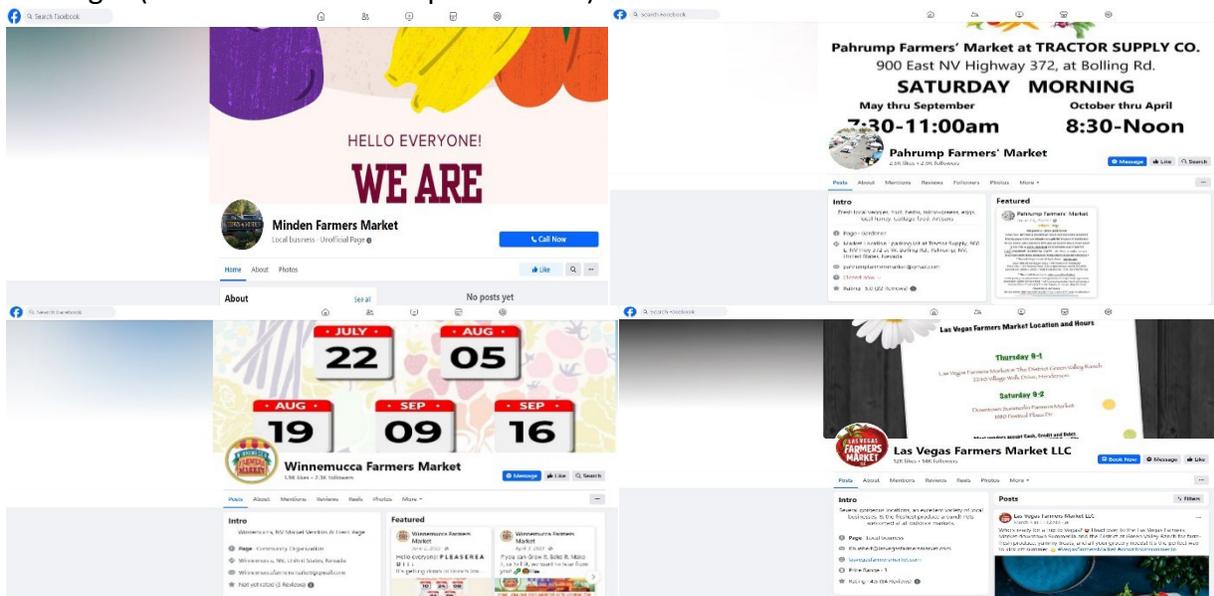
Nevada Farmers Markets Needs Assessment

The most actively utilized online marketing tool was Facebook. Most markets had a Facebook Page (including one public Group) dedicated to the market (n = 26, 84%). At the same time, similar to websites, many of the Facebook Pages were for two or more markets, resulting in 18 unique Facebook Pages promoting 26 markets. In addition, three markets did not have dedicated Facebook Pages, and instead the managers posted about the markets on the Facebook Pages they created for other events or businesses (n = 3, 10%). Therefore, the three Facebook Pages did not take their names after the markets, making it hard for consumers to instantly recognize them as the markets' Pages. The farmers market Facebook Pages were widely varied in their posting frequency. The number of posts during the past 30 days ranged from zero to 55.

It was noted that Caliente Farmers Market set up a public Facebook Group rather than a Page. By doing so, the market's Facebook presence was not completely dependent on the manager. Instead, the Group setting allowed the public to create posts in addition to commenting and reacting to the manager's posts.

Sierra Chef Gardnerville Farmers Market was one of two markets without a Facebook Page. Its only presence on Facebook was an event posted by the manager in March 2022. Wells Farmers Market was the other market with no Facebook presence.

Figure 4. Facebook Pages of farmers markets: Minden (Esmeralda), Pahrump, Winnemucca and Las Vegas (clockwise from the top left corner)



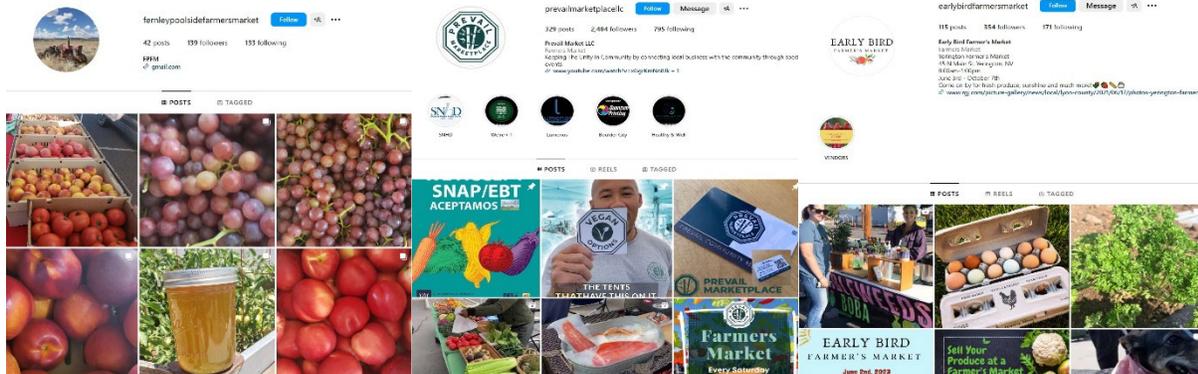
More than half of the markets (n = 17, 55%) had an Instagram account named after the market, and 10 of them were unique accounts. Four managers controlled a total of 11 markets, and they each had only one Instagram account posting about all of their markets. Additionally, one market did not have a designated Instagram page and, instead, the market manager shared

Nevada Farmers Markets Needs Assessment

information about the market on their personal profile, alongside the posts about their other businesses. Instagram was not used by more than one-third of markets (n = 13, 42%).

In terms of posting frequency, as of spring-summer 2023, Carson Farmers Market stood out with 19 posts during the past 30 days, followed by Riverside Farmers Market and Las Vegas Farmers Markets. Instagram pages for four markets, two markets controlled by two different managers respectively, had been dormant for one year or longer.

Figure 5. Instagram accounts for farmers markets: Yerington, Prevail and Fernley



About one-third of markets had a Twitter (rebranded to the social media platform “X”) account (n = 10, 32%). All but one market — Carson Farmers Market — had been set up by the managers of multiple markets, and thus one account represented two to five different markets. In addition, one account belonged to a market manager, not the market, and contained Tweets about the market as well as other businesses of the market manager (n = 1, 3%). Unlike Facebook and Instagram, most markets did not have a Twitter account (n = 20, 65%). Moreover, none of the existing Twitter accounts were active. They had been dormant for several years. Table 3 contains a summary of online marketing activities by Nevada farmers markets and hyperlinks to all online marketing pages.



[Summary and Comments] Only four farmers markets in Nevada had a dedicated website. Eleven markets did not have any website at all. The remaining markets had some presence, but

Nevada Farmers Markets Needs Assessment

not to the full extent allowed by a functioning website. Facebook was more widely adopted by Nevada farmers markets than websites. At the same time, posting frequency was widely varied across the markets, revealing the gap between adoption and active use. One rural market seemed to address the maintenance issue by setting up a Facebook Group, rather than a Page, and allowing everyone to post messages. This could be a solution for rural markets with limited resources. However, managers must be aware that monitoring and moderating the posts could be challenging. Instagram was the second most utilized social media. Yet, the posting frequency was far lower than that of Facebook. In many cases, managers set up an Instagram account but did not update it. At best, it was used as the secondary outlet for a post primarily created for Facebook. Twitter was the third most popular social media in terms of account ownership. All of the accounts were dormant.

Online Marketing of Nevada Farms

In 2022, there were 200 farms on the Certified Producer list published by the Nevada Department of Agriculture. By comparing the roster with the farms listed on the NevadaGrown website, we identified 101 additional farms. By combining the two lists, we concluded that a total of 301 farms³ were in operation in 2022.

Despite its dry climate, the state of Nevada had farms dispersed throughout, with high concentrations near water sources. In the northern area, 203 farms were located in Carson City and Churchill, Douglas, Humboldt, Lyon, Pershing, Storey and Washoe counties. In the south, encompassing Clark, Esmeralda, Lincoln, Mineral and Nye counties, 84 farms were found. In the east, 14 farms were in operation in Elko, Eureka and Lander counties.

The farms grew a variety of produce, including vegetables, herbs and fruits, as well as nonfood crops, such as lavender, fresh flowers, hemp and nursery plants. Also, there were many ranches raising chickens, cows, goats, bison and sheep. Further, some farms focused on honey and apicultural derivatives. Although traditional farms based on sizable land and employing traditional irrigation system were still the norm, urban farms using a small plot of land or indoor facilities – including hydroponics – were also noticeable. These farms often cultivated microgreens or mushrooms and were found in urban areas.

Internet searches using the names and locations generated some insights about the current online consumer marketing programs of Nevada farms. Among the 301 farms identified from the Nevada Department of Agriculture Certified Producer list and NevadaGrown website, almost half of them (n = 146, 49%) had a website. Many of the websites had an online shopping and/or subscription function, suggesting that a significant percentage of these Nevada farms are involved in direct-to-consumer marketing and sales. Compared with websites, Facebook was more widely (n = 173, 57%) and Instagram was less widely (n = 113, 39%) adopted by Nevada farms. Farms with a Twitter account were a small minority (n = 18, 6%).

³ "Farms" in this report means operations growing or raising agricultural products *for human consumption*.

Nevada Farmers Markets Needs Assessment

[Summary and Comments] Among Nevada food growers, Facebook was the most widely used online marketing platform, followed by websites and Instagram. At the same time, farms were widely varied in posting frequency, recency and information offered. The use of different types of Facebook accounts was noticeable, including the farmer's personal profile, a private Group, a public Group and a Page.

Nevada Farmers Markets Needs Assessment

Table 3. Online marketing of Nevada farmers markets, spring-summer 2023

Name	Website	Updated year	Facebook	# of posts past 30 days (if 0, last updated in)	Instagram	# of posts past 30 days (if 0, last updated in)	Twitter	# of posts past 30 days (if 0, last updated in)
Elko Family Farmers Market	No ^{a1}	2023	Yes	12	No	-	No	-
Wells Farmers Market	No	-	No	-	No	-	No	-
Lamoille Farmers Market	No ^{a1}	2023	Yes	12	No	-	No	-
Carson Farmers Market	Yes	2023	Yes	25	Yes	19	Yes	0 (July 2019)
Good Morning Farmers Market @ Great Basin Apothecary	No ^a	2023	No ^b	55	No	-	No	-
Pick'n and Grin'n Fallon Farmers Market	No	-	No ^b	3	No	-	No	-
Sierra Chef Gardnerville Farmers Market	No	-	No ^c	-	No	-	No	-
Esmeralda Farmers Market	No	-	Yes	25	No	-	No	-
Winnemucca Farmers Market	No	-	Yes	18	No	-	No	-
Yerington Early Bird Farmer's Market	No	-	Yes	9	Yes	4	No	-
Dayton Farmers Market	No ^a	2022	Yes	7	Yes	3	No	-
Stagecoach Junction Farmers Market	No	-	Yes	9	No	-	No	-
Fernley Poolside Farmers Market	Yes	2023	Yes	14	Yes	4	No	-
Incline Village Farmers Market	Yes	2023	Yes	30	No	-	No	-
Farmers Market at Legends	No	-	Yes	5	Yes	4	No	-
Riverside Farmers Market	Yes	2023	Yes	8	Yes	9	No	-
Sparks Methodist Church Market on Pyramid Way	No	-	No ^b	6	No	-	No	-
Tamarack Junction Farmers Market	Yes ²	2023	Yes ⁶	2	Yes ¹⁰	0 (Aug. 2020)	Yes ¹⁴	0 (Oct. 2019)
The Village Market on California Avenue	Yes ²	-	Yes ⁶	2	Yes ¹⁰	0 (Aug. 2020)	Yes ¹⁴	0 (Oct. 2019)
Downtown 3rd Farmers Market	No ^a	2022	Yes ^b	0 (May 2023)	No ^b	0 (Feb. 2013)	No ^b	0 (Jan. 2020)
Fresh52 Farmers Market at Lake Las Vegas	Yes ³	2023	Yes ⁷	1	Yes ¹¹	3	Yes ¹⁵	0 (Jan. 2020)

Nevada Farmers Markets Needs Assessment

Name	Website	Updated year	Facebook	# of posts past 30 days (if 0, last updated in)	Instagram	# of posts past 30 days (if 0, last updated in)	Twitter	# of posts past 30 days (if 0, last updated in)
Fresh52 Farmers Market at Mountain's Edge	Yes ³	-	Yes ⁷	1	Yes ¹¹	3	Yes ¹⁵	0 (Jan. 2020)
Fresh52 Farmers Market at Skye Canyon	Yes ³	-	Yes ⁷	1	Yes ¹¹	3	Yes ¹⁵	0 (Jan. 2020)
Fresh52 Farmers Market at St. Rose	Yes ³	-	Yes ⁷	1	Yes ¹¹	3	Yes ¹⁵	0 (Jan. 2020)
Fresh52 Wednesdays at Bruce Trent Park	Yes ³	-	Yes ⁷	1	Yes ¹¹	3	Yes ¹⁵	0 (Jan. 2020)
Las Vegas Farmers Market Downtown Summerlin	Yes ⁴	2023	Yes ⁸	8	Yes ¹²	10	Yes ¹⁶	0 (Jan. 2020)
Las Vegas Farmers Market The District at Green Valley Ranch	Yes ⁴	-	Yes ⁸	8	Yes ¹²	10	Yes ¹⁶	0 (Jan. 2020)
Prevail Marketplace at Dollar Loan Center	Yes ⁵	2023	Yes ⁹	0 (Nov. 2022)	Yes ¹³	0 (Sept. 2022)	No	-
Prevail Marketplace at Boulder City	Yes ⁵	-	Yes ⁹	0 (Nov. 2022)	Yes ¹³	0 (Sept. 2022)	No	-
Pahrump Farmers Market	No	-	Yes	17	No	-	No	-
Caliente Farmers Market	No	-	Yes	21/10 ^d	No	-	No	-

^a A website primarily for another affiliated organization that also contains a page for the farmers market.

^b A Facebook/Instagram/Twitter account primarily for another affiliated organization that also contains posts about the farmers market.

^c Sierra Chef Gardnerville Farmers Market was shown on Facebook as an event hosted by Sierra Chef, the market manager, and the event notification was posted in March 2022.

^d Caliente Farmers Market was set up on Facebook as a public Group, not a Page. The total number of posts made last month was 21, of which 10 were about the market.

¹⁻¹⁶ Farmers market websites or social media pages with the same number superscript are the same websites or social media pages.

Nevada Farmers Markets Needs Assessment

Nevada Food Growers' Participation in Farmers Markets

In spring-summer 2023, a substantial number of Nevada food growers were found in Nevada farmers markets (n = 81). See Table 4 for the list. The number of Nevada food growers found in the markets varied from one to 16, with a median of 4.5, illustrating a wide variation in the number of Nevada food growers across the markets. Among the 31 markets identified as in operation between the spring and summer of 2023, Pahrump Farmers Market in southern Nevada featured the highest number of Nevada food growers, followed by farmers markets in Reno, Sparks and Carson City.

Among the 81 food growers, First Fruits Sustainable Farms stood out for their strong presence in seven northern Nevada markets all run by different managers. Miller Bison, the next most active participant, was found in eastern as well as northern markets run by five different managers. Mountain Mushrooms, Snowball Ranch, The Bramble Farm and The Radish Hotel were present in the markets located in Carson City, Reno and Sparks run by three different managers. In the south, Pahrump Honey Co. was present in the markets run by three different managers. In addition, 14 Nevada food growers were found in the markets operated by two different managers. The remaining 60 food growers participated in one market or multiple markets run by one manager. In most of the markets, needs for fresh produce unmet by Nevada food growers – especially fruit, but also vegetables – were addressed by farmers from California and Utah.

[Summary and Comments] Considering the total number of farmers in Nevada, the number of food growers participating in Nevada's farmers markets was high, illustrating their awareness and desire to be part of farmers markets. However, almost three-quarters of the farmers worked with only one market manager. The farms may not have enough to sell at more than one market. The distance between markets may also make it unprofitable for farmers to travel. Also, the farmers may not have enough labor available to staff their stall in more than one market. It is also possible that managers limit the number of food growers in their markets to avoid competition. Further research with the farmers who participate in multiple markets might inform other farmers whether and how they can expand their operation to more than one market.

Nevada Farmers Markets Needs Assessment

Table 4. Nevada food growers participating in farmers markets^a

Name	1 & 2 ^b	3	4	5	6	7	8	9	10	11 & 12 ^b	13	14	15	16	17	18 & 19 ^b	20	21 & 25 ^b	26 & 27 ^b	28 & 29 ^b	30	31
Lotspeich Farm	Y	Y																				
Miller Bison Ranch	Y	Y											Y	Y		Y						
MushNV	Y	Y																				
Silver Sage Honey	Y	Y																				
Four Stones Farm	Y	Y																				
Brough Ranch	Y																					
Kennedy Ranch		Y																				
Black Rock Bison			Y																			
First Fruits Sustainable Farms			Y				Y					Y	Y	Y	Y	Y						
Eagle Valley Livestock			Y																			
Holley Family Farms			Y																			
Mountain Mushrooms			Y											Y		Y						
Mountain View Micros			Y																			
Park Ranch			Y																			
Pleasant Valley Farm			Y																			
Rau Bees			Y																			
Snowball Ranch			Y											Y		Y						
Chattin Ranch				Y																		
Circle K Farms				Y																		
Fisk Farm				Y										Y								
Salisha Odum				Y																		
Two Ravens Farm				Y																		
Dave's Green Acres					Y					Y												
Pick'n and Grin'n Fallon Farmers Market					Y																	

1 & 2. Elko Family and Wells; 3. Lamoille; 4. Carson; 5. Good Morning Farmers Market @ Great Basin Apothecary; 6. Pick'n and Grin'n Fallon; 7. Sierra Chef Gardnerville; 8. Esmeralda; 9. Winnemucca; 10. Yerington Early Bird; 11 & 12. Dayton and Stagecoach Junction; 13. Fernley Poolside; 14. Incline Village; 15. Farmers Market at Legends; 16. Riverside; 17. Sparks Methodist Church Market on Pyramid Way; 18 & 19. Tamarack Junction and The Village Market on California Avenue; 20. Downtown 3rd; 21-25 Fresh52; 26 & 27. Las Vegas; 28 & 29. Prevail Marketplace; 30. Pahrump; 31. Caliente

Nevada Farmers Markets Needs Assessment

Name	1 & 2 ^b	3	4	5	6	7	8	9	10	11 & 12 ^b	13	14	15	16	17	18 & 19 ^b	20	21 & 25 ^b	26 & 27 ^b	28 & 29 ^b	30	31
Misbeehaven Farm						Y				Y												
Dayton Intermediate School Garden										Y												
Dayton High School Garden										Y												
Healthy Communities Coalition										Y												
Mother Flokkers Furry Patch										Y												
Riverview Elementary School Garden										Y												
Silver Stage Middle School Garden										Y												
Sutro Elementary School Garden										Y												
Desert Stream Farm							Y															
Nana's Berry Patch							Y															
Golden Rooster Farms								Y														
Howard Family Farms								Y														
G Lazy B Ranch									Y													
Blair Family Farm											Y											
Flock Yeah Free Range Poultry											Y											
Hardie Nursery											Y											
No BS Farm											Y											
The Path Around											Y											
ALE Sheep Company														Y								
Biggest Little Mushrooms														Y								
Bridge 33 Farm														Y		Y						

1 & 2. Elko Family and Wells; 3. Lamoille; 4. Carson; 5. Good Morning Farmers Market @ Great Basin Apothecary; 6. Pick'n and Grin'n Fallon; 7. Sierra Chef Gardnerville; 8. Esmeralda; 9. Winnemucca; 10. Yerington Early Bird; 11 & 12. Dayton and Stagecoach Junction; 13. Fernley Poolside; 14. Incline Village; 15. Farmers Market at Legends; 16. Riverside; 17. Sparks Methodist Church Market on Pyramid Way; 18 & 19. Tamarack Junction and The Village Market on California Avenue; 20. Downtown 3rd; 21-25 Fresh52; 26 & 27. Las Vegas; 28 & 29. Prevail Marketplace; 30. Pahrump; 31. Caliente

Nevada Farmers Markets Needs Assessment

Name	1 & 2 ^b	3	4	5	6	7	8	9	10	11 & 12 ^b	13	14	15	16	17	18 & 19 ^b	20	21 & 25 ^b	26 & 27 ^b	28 & 29 ^b	30	31
Growth & Greens														Y		Y						
North Valley Sunshine Farm														Y								
Prema Farm														Y		Y						
Radiant Valley Organics														Y								
River School Farm														Y								
The Bramble Farm														Y	Y	Y						
The Radish Hotel											Y			Y	Y							
University of Nevada, Reno Experiment Station ^c														Y	Y							
Joy's Honey Ranch															Y	Y						
Workman Farms																Y						
Meadow Valley Farm																	Y					
Micro Queen																	Y					
Desert Moon Mushrooms																		Y	Y			
Herbs by Diane																		Y				
Life on the Grow																		Y				
Pahrump Honey Co																		Y	Y		Y	
702 Greens																			Y			
Black Market Greens																			Y			
Hammons Honey																			Y			
KD Farms																			Y			
Atomic Mushrooms																						Y
Best Friends Farms																						Y
Begonia Farms																						Y
Crippen Ranch																						Y
Desert Bloom Eco Farm																						Y

1 & 2. Elko Family and Wells; 3. Lamoille; 4. Carson; 5. Good Morning Farmers Market @ Great Basin Apothecary; 6. Pick'n and Grin'n Fallon; 7. Sierra Chef Gardnerville; 8. Esmeralda; 9. Winnemucca; 10. Yerington Early Bird; 11 & 12. Dayton and Stagecoach Junction; 13. Fernley Poolside; 14. Incline Village; 15. Farmers Market at Legends; 16. Riverside; 17. Sparks Methodist Church Market on Pyramid Way; 18 & 19. Tamarack Junction and The Village Market on California Avenue; 20. Downtown 3rd; 21-25 Fresh52; 26 & 27. Las Vegas; 28 & 29. Prevail Marketplace; 30. Pahrump; 31. Caliente

Nevada Farmers Markets Needs Assessment

Name	1 & 2 ^b	3	4	5	6	7	8	9	10	11 & 12 ^b	13	14	15	16	17	18 & 19 ^b	20	21 & 25 ^b	26 & 27 ^b	28 & 29 ^b	30	31		
Desert Buddha Farming																						Y		
Desert Forest Farm																							Y	
Dole's Yum Yum's																							Y	
Green Life Produce																			Y				Y	
I H Research																							Y	
Lovelace Family Farm																							Y	
MaGee Urban Farm																							Y	
Olsen Farms																							Y	
University of Nevada, Reno Extension ^d																							Y	
Rosestead Farm																							Y	
LeFevre Farm																								Y
# of participating Nevada food growers	6	6	10	5	2	1	3	2	1	8	7	1	2	16	5	10	2	4	7	0	16	1		

1 & 2. Elko Family and Wells; 3. Lamoille; 4. Carson; 5. Good Morning Farmers Market @ Great Basin Apothecary; 6. Pick'n and Grin'n Fallon; 7. Sierra Chef Gardnerville; 8. Esmeralda; 9. Winnemucca; 10. Yerington Early Bird; 11 & 12. Dayton and Stagecoach Junction; 13. Fernley Poolside; 14. Incline Village; 15. Farmers Market at Legends; 16. Riverside; 17. Sparks Methodist Church Market on Pyramid Way; 18 & 19. Tamarack Junction and The Village Market on California Avenue; 20. Downtown 3rd; 21-25 Fresh52; 26 & 27. Las Vegas; 28 & 29. Prevail Marketplace; 30. Pahrump; 31. Caliente

^aFarms are organized by geographic region.

^b Markets operated by the same managers are shown in one column.

^c University of Nevada, Reno Experiment Station's Desert Farming Initiative. The Experiment Station is a unit of the College of Agriculture, Biotechnology & Natural Resources.

^d University of Nevada, Reno Extension's Master Gardener Program in Southern Nye County (Pahrump). Extension is a unit of the College of Agriculture, Biotechnology & Natural Resources.

Nevada Farmers Markets Needs Assessment

Stakeholder Research: Nevada farmers market manager interviews, farmer survey and consumer survey

Methods

Farmers Market Manager Interviews

Interviews were conducted by phone or online through Zoom with 19 individuals who represented 29 farmers markets. The number of years they had managed their markets ranged from one to 30 years with a mean of 6.2 years. Most (n = 17, 89%) of the managers had marketing included in their roles.

Farmer Survey

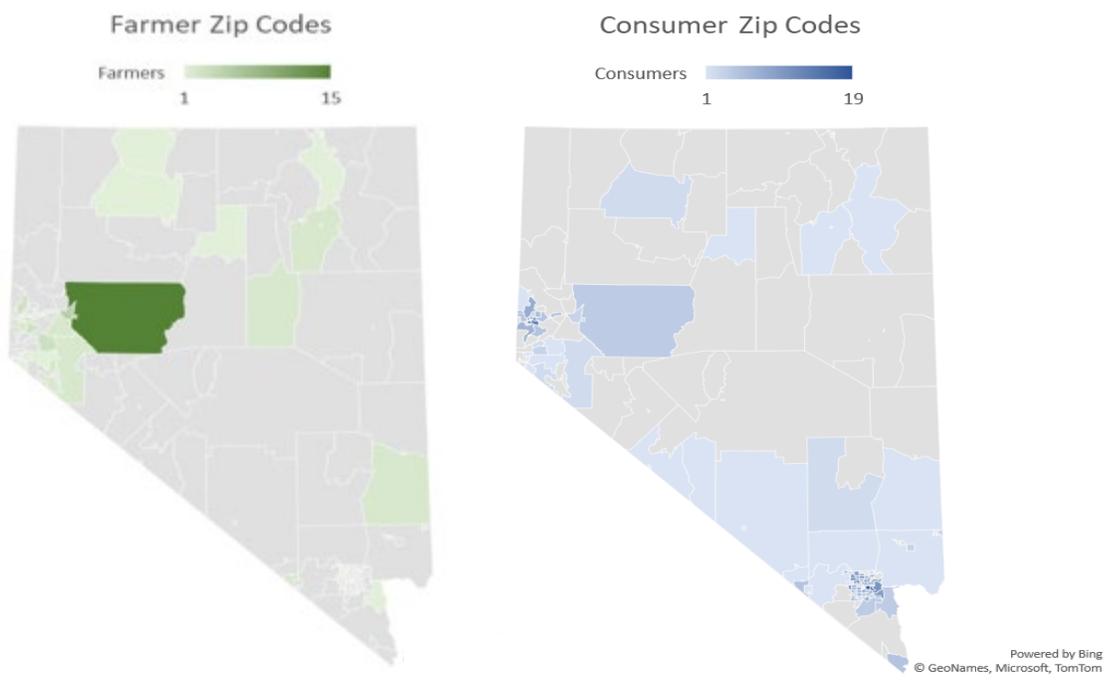
The farmer survey was administered online. The survey was first distributed by using the email addresses we compiled by merging the Nevada Certified Grower list and NevadaGrown farm list. Because the initial response rate was low, we followed up with multiple reminders and phone calls. Subsequently, at the farmers markets we visited to conduct our on-site research, we asked farm vendors to take the survey, if they had not done it yet. After the multiple approaches, we collected 81 completed surveys, resulting in a 27% response rate. Farmers who completed the survey received \$20 e-gift cards. Most of the respondents were farm owners (n = 74, 91%). The remaining respondents identified their roles as manager, director or farm worker (n = 7, 9%). Many of the respondents selected more than one role (n = 30, 37%). In terms of their demographic characteristics, the number of women (n = 44, 54%) was higher than men (n = 37, 46%). Non-Hispanic white was the most common race/ethnicity (n = 57, 70%). More than half of respondents were 50 years or older (n = 47, 58%), and almost half of them completed a bachelor's degree (n = 41, 51%). The largest concentration of farmer respondents (n = 15, 19%) was in ZIP code 89406 — the Fallon area in northern Nevada.

Consumer Survey

The consumer survey was completed by 563 Nevada residents. The majority (79%) lived in southern Nevada, which was in proportion to the geographical distribution of the state's population. Sixty-four percent of respondents were female; 65% were non-Hispanic white; 56% were 48 years or older; and 29% had completed at least a bachelor's degree. One-third (33%) were employed fulltime outside the home. Half (50%) had an annual household income under \$50,000. Eighty-percent said their own car was their primary mode of transportation.

Nevada Farmers Markets Needs Assessment

Figure 6. Participant ZIP codes of farmer and consumer surveys



Results

Farmers Market Characteristics

Geographic Distribution

All six market managers running 12 markets in southern Nevada and a market manager who was in charge of two eastern Nevada markets participated in the interview. In the north, 11 out of 14 market managers participated. Additionally, one person in northern Nevada who was running a produce stand and was familiar with farmers markets and the food system participated in the interview. Almost half the interviewees were managing markets in rural areas ($n = 10, 53\%$), with the rest managing markets in urban areas, such as Carson City, the Las Vegas metropolitan area, Reno and Sparks ($n = 9, 47\%$).

Vendors

The approximate number of vendors — produce and nonproduce vendors combined — at farmers markets ranged from three to 75. Eleven of the respondents gave a range of vendors as “it varied.” The approximate median number of vendors was 20 (Mean = 24.5).

The number of produce vendors ranged from one to 19. Six of the respondents gave a range of produce vendors as “it varied.” The approximate median number of *produce* vendors was four (Mean = 6.1). The number of nonproduce vendors ranged from zero to 72. Eleven of the

Nevada Farmers Markets Needs Assessment

respondents gave a range of nonproduce vendors as “it varied.” The approximate median number of nonproduce vendors was 15 (Mean = 20.6). The median cost of a booth for produce vendors was \$25 (Mean = \$26.14). The median cost for nonproduce vendors was \$35 (Mean = \$30.40). Some vendors had other variations to their pricing, including \$17.50 for nonprofits (as opposed to \$35 for others); a 10% discount for paying upfront for the whole season; \$50 for multiple locations (as opposed to \$40 each location); a \$0 fee but \$7 suggested donation; and sponsor tiers of \$80 or \$100.

Visitors

The approximate number of visitors per day ranged from 40 to 5,000. Eleven of the respondents gave a range of visitors as “it varied.” The approximate median number of visitors was 250 (Mean = 912). While five of the managers indicated they did not track visitors, the remainder used a variety of methods, such as visually, clickers, sign-up sheets, and social media analytics.

Table 5. Methods for tracking visitors to farmers markets

	(n)
Visually	9
Do not track	5
Count	4
Sign-up sheet (giveaways, newsletters, etc.)	3
Clicker	2
Social media analytics	2
Estimate by sales	1
On-site survey	1
Coupon program	1
Board at market (people put where coming from/age)	1

Farm Characteristics

Farm Outlets for Produce

Farmers market was the most common outlet for farmers’ produce at 59% of respondents (n = 48). Community-supported agriculture programs (CSAs), restaurants and farm stands were outlets for 25% or more of the farmers. Thirty-five percent selected “other” and wrote in a variety of responses, including direct to consumer, direct on farm or word of mouth (n = 14, 17%); Home Feeds Nevada; florists; and food banks. See Figure 7 for details.

Nevada Farmers Markets Needs Assessment

Figure 7. Sales outlets for farm produce

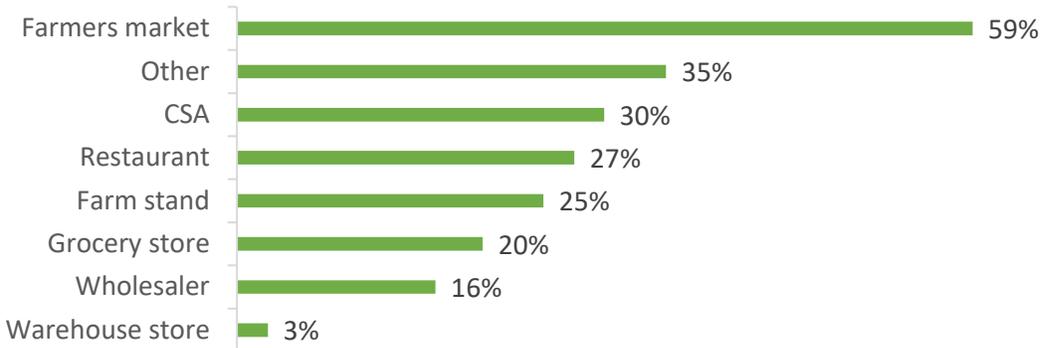


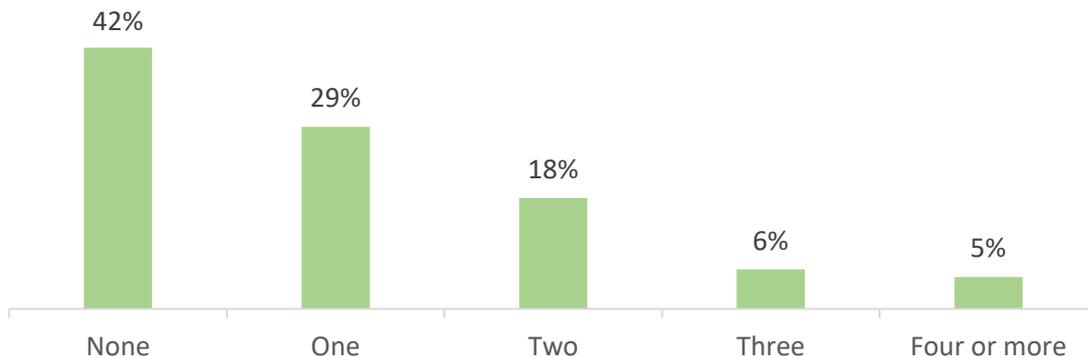
Table 6. Written-in responses as “other” sales outlets for farm produce

Written-in response	(n)	Written-in response	(n)
Direct to consumer/word of mouth	14	None at this time	2
Florists	3	Do not sell (501c3)	1
Home Feeds Nevada	3	Landscape projects	1
Food bank/food pantries	3	Livestock auction	1
Health food store/food hub	2	Nevada Department of Agriculture	1

Farm Participation in Farmers Markets

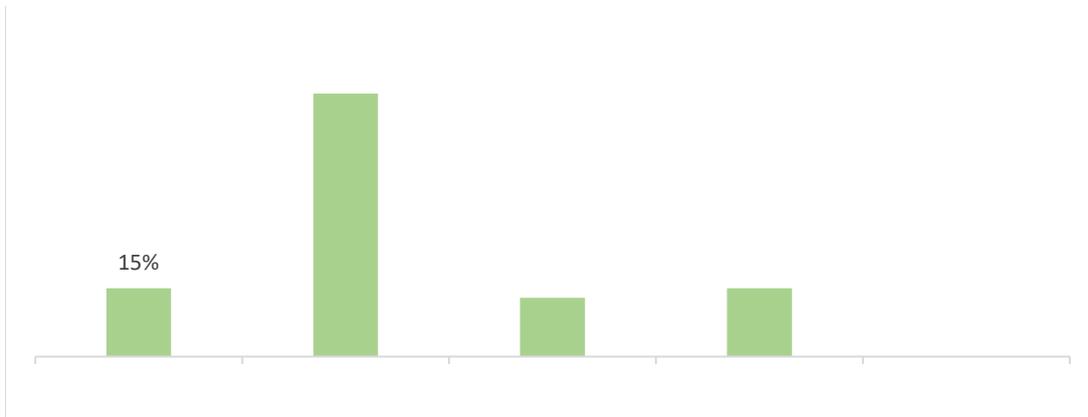
More than half of the farms (n = 47, 58%) participated in at least one farmers market. Twenty-eight percent (n = 23) participated in one market, and 28% (n = 23) participated in two or more markets (Figure 8). Of those who participated in farmers markets (n = 47), 57% had been a farmers market vendor for one to five years (Figure 9).

Figure 8. Number of farmers markets Nevada farms were participating in as vendors



Nevada Farmers Markets Needs Assessment

Figure 9. Number of years farms participated in farmers markets as vendors



Respondents wrote in the names and locations of the farmers markets in which they participated. All regions of the state were represented, with approximately 13 in southern Nevada, three in eastern Nevada, 19 in northern Nevada and four outside of Nevada.

The markets with the highest number of farmer respondents participating were Riverside Farmers Market in Reno, Carson Farmers Market in Carson City, Sparks United Methodist Church Farmers Market in Sparks and Shirley’s Tamarack Junction Farmers Market in Reno. See Table 7 for details.

Table 7. Farmers markets where farmers participated as vendors*

	(n)		(n)
Northern Nevada	62	Eastern Nevada	9
Riverside Market Reno	11	Elko Farmers Market, Elko	4
Carson Farmers Market, Carson City	7	Lamoille Farmers Market, Lamoille	4
Sparks UMC Farmers Market	5	Wells	1
Shirley's Tamarack, Reno	5	Southern Nevada	15
Shirley’s Village Market, Reno	4	Downtown Summerlin	2
Shirley’s Reno (unspecified)	2	Fresh52 Farmer's Market, Henderson	2
Fernley Poolside Fernley, NV	4	Bruce Trent Park, Las Vegas	1
Dayton Farmers Market	3	Intuitive Forager Farmer's Market Las Vegas	1
Fallon	3	Clark County Government Center, Las Vegas	1
Green Goddess, Fallon	3	First Friday Las Vegas	1
Gardnerville	2	Occasional pop-ups in Las Vegas	1
Early Morning, Fallon	2	St Rose Corporate Center, Henderson	1
Stockman’s Casino, Fallon	2	Prevail Marketplace in Henderson	1
Minden	2	Prevail Marketplace in Boulder City	1
Sparks Farmers Market at Legends	2	Mesquite Community Market, Mesquite	1
Winnemucca Farmers Market	1	Pahrump Tractor Supply	1
Incline Village	1	Caliente Farmer's Market, Caliente, Nevada	1
Good Morning Fallon, NV	1	Outside of Nevada	4

Nevada Farmers Markets Needs Assessment

Pick'n and Grin'n, Fallon	1	McCloud, CA	1
		Romano's Farmers Market, Beckwourth, CA	1
		Tahoe Food Hub online market, Truckee, CA	1
		Second Saturday-Logandale	1

*The farmers market names are noted as farmers wrote them down in the survey.

Farmers Market Sales

More than half of those who participated in farmers markets last year reported gross sales of less than \$10,000. See Figure 10. One-third reported that the sales from farmers markets represented 76% to 100% of their total annual sales. See Figure 11.

Figure 10. Farms' gross sales at farmers markets last year

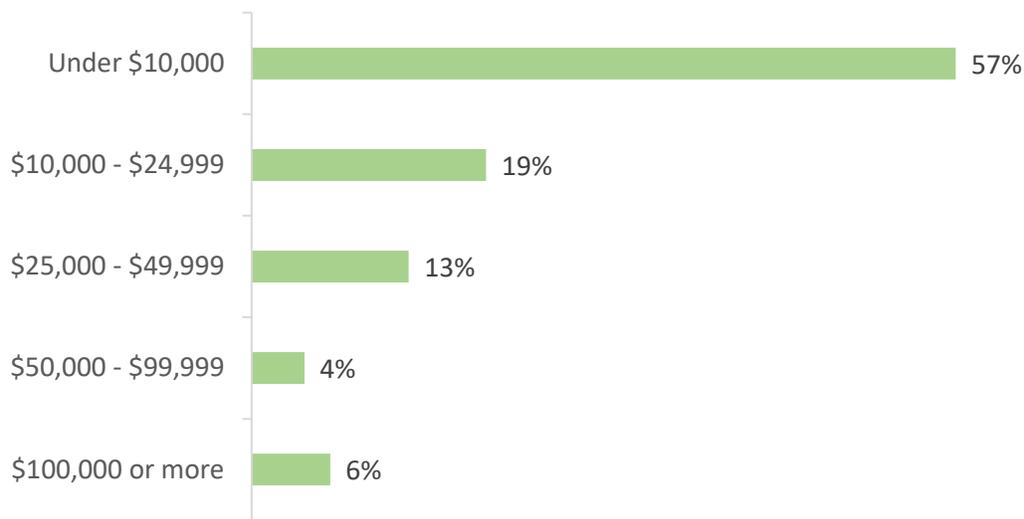
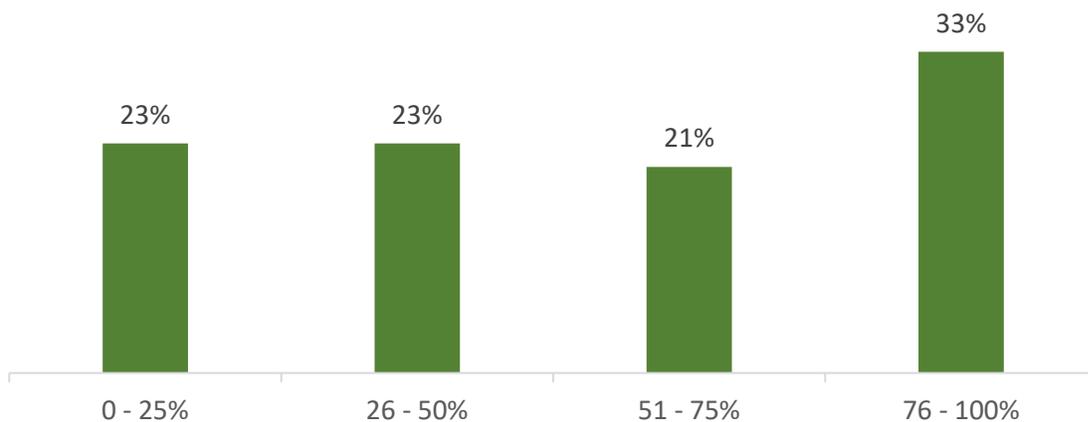


Figure 11. Percentage of total annual sales from farmers markets

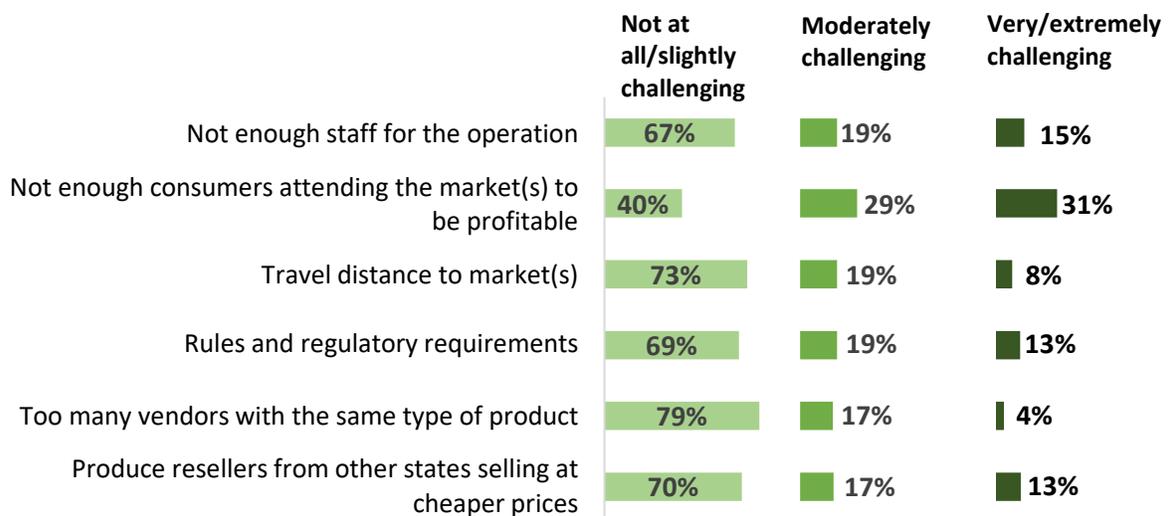


Nevada Farmers Markets Needs Assessment

Challenges Farmers Face as Farmers Market Vendors

Farmers were asked to rate how challenging the six aspects of being a vendor at a farmers market were on a scale from 1 = not at all challenging to 5 = extremely challenging. Most of the aspects listed in the survey were not very challenging for farmers as vendors. However, 31% indicated that not having enough consumers attend the markets was very or extremely challenging. See Figure 12 for details. Some respondents wrote in additional challenges, including the elements (heat, sun and wind), lack of community support, low producer turnout, inability to make a profit, physical disability of the farmer and consumer ignorance of the product (e.g. mushrooms).

Figure 12. Vendor challenges at farmers markets



Farmers Market Marketing Practices

Marketing to Engage Current Customers

The most frequently used method for marketing to current customers was social media. More specifically, Facebook was the most common social media platform used, followed by Instagram. A few used paid social media ads. Other frequently mentioned methods included a website, signs at the location, a newsletter and email.

Table 8. Marketing methods to keep current customers engaged

	(n)		(n)
Social media	41	Website	7
Facebook	19	Signage at locations	7
Facebook ads	2	Newsletter	4
Facebook community Groups and Pages	1	Email	2
Facebook live	1	Google	1
Instagram	11	Mailed brochure/postcards	2

Nevada Farmers Markets Needs Assessment

Incentives for liking on Instagram	1	Community coupon cards	1
TikTok	2		
Nextdoor	1		
Twitter	1		
Social media	1		
Paid social media ads	1		

Marketing to Attract New Customers

Social media was also the most frequently mentioned method for marketing to new customers. Signage near the market location was another frequently mentioned method for reaching new customers. In addition, market managers used:

- Various listings of farmers markets (e.g., NevadaGrown, Local Harvest, etc.)
- Self-publications, such as flyers, posters and brochures
- Paid advertising in local broadcast and print media (radio, newspaper, TV, magazines, news websites, etc.)
- Partnerships with other entities, such as the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) or coalitions
- Word of mouth
- Coupons targeted to the participants of social programs, such as WIC, Supplemental Nutrition Assistance Program (SNAP) or senior nutrition programs

See Table 9 for more on the list.

Table 9. Marketing methods to attract new customers

	(n)		(n)
Social media	19	Publicity in local media	5
Social media posting	12	Online media (e.g., Carson Now)	2
Social media ads/boosting	2	Radio	1
Location's social media	2	Newspaper	1
Vendor social media	1	Press coverage (unspecified)	1
Incentivize people to share	1	Advertising in local media	8
Yelp ads	1	Magazines (e.g., Edible Reno-Tahoe, Rural Life, etc.)	4
Signage	8	Radio	2
Listings	8	TV	1
NevadaGrown	3	Newspaper	1
Nevada Dept. of Agriculture	1	Partnerships with other entities	6
Map of state of Nevada	1	Dignity Health and WIC partnership	2
Map of Las Vegas markets	1	Promotion with farmers market coalition	1
Event calendars	1	WIC clinics	1
City of Sparks Recreation Guide	1	Share with partner organizations	1
Self-publications	12	Desert Farming Initiative to promote SNAP benefits at farmers markets	1

Nevada Farmers Markets Needs Assessment

Flyers	4	Coupons	3
SNAP and senior nutrition flyers	2	Senior coupon	1
Posters	2	WIC coupon	1
Rack cards (condominiums)	2	EBT card with a freebie	1
Brochures	1	Other	3
HOA neighborhood leaflets	1	Create CSA farm share	1
Word of mouth	4	Recruit new vendors	1
		Newsletter	1

Marketing Successes, Challenges and Gaps

Social media was the most frequently mentioned method that worked well. Other methods mentioned by more than one manager included signs near the market location and word of mouth.

The two most frequently mentioned methods that did not work well included flyers and commercial radio. Other methods that did not work well included newspaper ads, newspaper coupons, TV ads, print marketing and press releases. See Table 10 for marketing methods that worked well and did not work well.

Table 10. Marketing methods tried that worked well and did not work well

Worked well	(n)	Did not work well	(n)
Social media		Flyers	4
Social media (not specified)	7	Radio	4
Facebook	3	Pamphlets	1
Instagram	3	Some social media	1
Social media ads	2	SNAP marketing	1
Nextdoor	1	Signs	1
Sign in the street/highway signs	3	TV ads	1
Word of mouth	2	Newspaper coupon	1
Salesmanship	1	Newspaper ads	1
Real estate agents	1	Press releases	1
Posters	1	Newspapers	1
Newsletter	1	Giveaway/drawing	1
Mailers to SNAP recipients	1	Print ads	1
Chamber of Commerce	1	Publications	1
Flyers	1	Chamber of Commerce	1
Emails	1		
City of Sparks Recreation Guide	1		
Local business restroom and checkout laminated bulletin board	1		

Market managers identified some gaps in their consumer marketing. Several mentioned improving social media, including more effective use and content creation. Other ideas included:

Nevada Farmers Markets Needs Assessment

- Website marketing
- Mailers, flyers and signs
- Getting local support for farmers markets
- Mass marketing, radio spots and news stories
- Marketing to groups, such as consumers ages 30 to 40, or SNAP and WIC participants

See Table 11 for the complete list.

Table 11. Gaps in farmers market consumer marketing

	(n)
Social media (effective use, content creation)	3
Mailers	1
Radio spot	1
News story	1
Ages 30 - 40	1
Mass marketing	1
Reach people on SNAP and WIC	1
Website	1
Flyers	1
Signs	1
Visiting businesses around town	1
Getting local support for farmers markets	1

Market Manager and Farmer Interest in Training and Technical Assistance

Market managers and farmers were asked to rate their interest in learning more about and getting help with each of eight marketing tactics on a five-point scale, with one being not at all interested and five being extremely interested. Market managers were most interested in:

- Generating free news coverage
- Using social media
- Having a presence on Google Maps
- Making a strategic marketing promotion plan
- Maintaining a website or blog

Overall, farmers were less interested than market managers in each of the tactics. However, similar to the market managers, the top interests of farmers were:

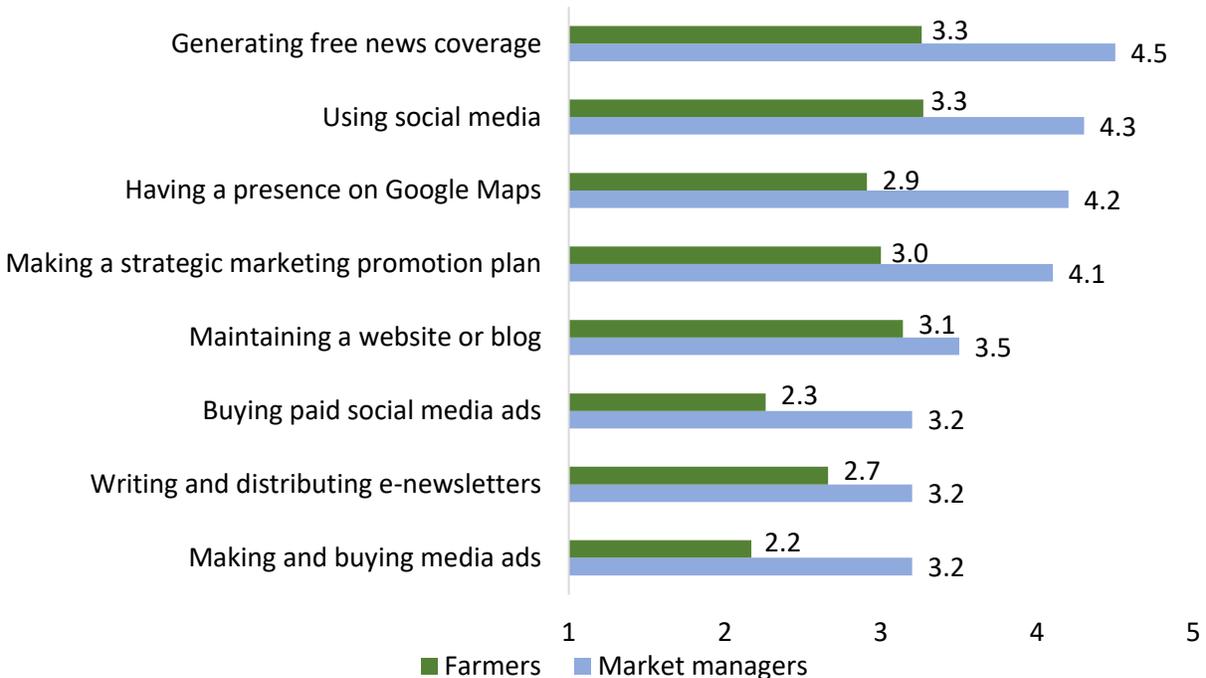
- Generating free news coverage
- Using social media
- Maintaining a website or blog
- Making a strategic marketing promotion plan

Nevada Farmers Markets Needs Assessment

- Having a presence on Google Maps

See Figure 13 for more details.

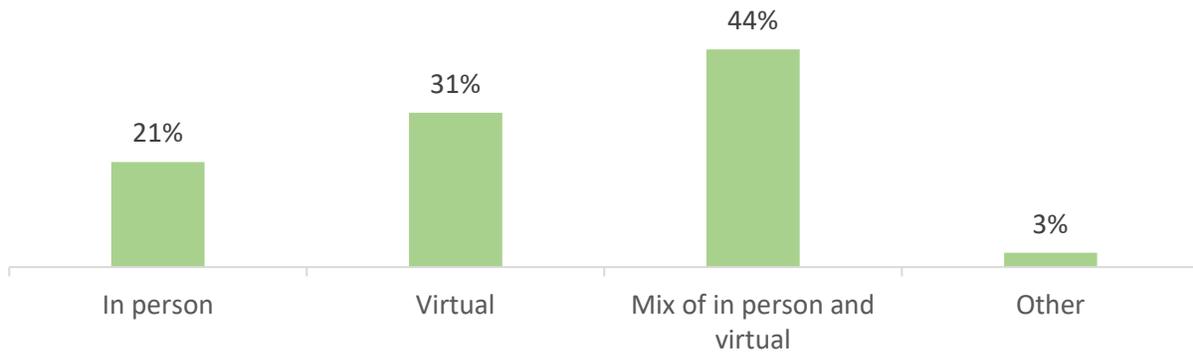
Figure 13. Farmers’ and market managers’ interest in learning more about marketing tactics



Some market managers mentioned other areas of interest, including marketing to SNAP and other benefit shoppers, marketing to vendors, targeted marketing, Search Engine Optimization, radio, finding out what has worked for other markets, how to get email addresses, student marketing interns, postcards, mailing, QR codes, building relationships, leveraging websites, and finding funding. Other areas of interest farmers mentioned included help creating a CSA, indoor farmers markets, networking, encouraging more local food producers to participate in farmers markets, help with branding concepts, SEO and maximizing Google searches, how to set prices, public relations advice, how to train employees to be effective at a farmers market booth, strengthening the market operators, and alternatives to TV or radio marketing in rural areas. Market managers’ preferred time of year to host markets was late fall to winter months. Market managers’ preferred days to host markets were weekdays or midweek, and the time of day preferred was mornings. Farmers’ preferred days and times for training were Tuesday afternoon, Wednesday morning, Thursday morning, Friday morning, Wednesday afternoon, and Tuesday morning. Farmers’ preferred mode for training was a mix of in-person and virtual. See Figure 14.

Nevada Farmers Markets Needs Assessment

Figure 14. Farmers' preferred mode of training



Other Assistance Farmers Markets Could Use

When asked what other assistance farmers markets would like to get from the community to be successful, the most frequent responses were more:

- Support from government entities, such as the city, county and state
- People coming to shop
- Support from community leaders
- Consumer education, such as informative signs and education about what local means

Other ideas included:

- Free or affordable space
- More community participation as vendors
- Help for farmers regarding how to operate a business at farmers markets
- Interns
- Getting the word out about the ability to use SNAP, WIC and other public benefits at the markets
- More volunteers and assistance with volunteer coordination

See Table 12 for details.

Nevada Farmers Markets Needs Assessment

Table 12. Other assistance needed from the community

	(n)
Support from the city	5
More people coming to shop	4
Support from community leaders, Chamber of Commerce	3
Consumer education (informative signs, educating about what "local" means, etc.)	3
Free/affordable outdoor space with good location	2
Assistance for teaching farmers business aspect of selling at farmers markets	2
More community participation in being vendors at market	2
Interns	2
Municipal code issues, regulations	2
Getting word out to people about using SNAP, WIC and other benefits at markets	2
Sponsored indoor space	1
Commercial kitchen space for people to rent to scale up cottage food businesses	1
Support from county commissioners	1
Participation of more community nonprofits	1
Marketing funds	1
More volunteer assistance	1
Help with volunteer coordination	1
Help understanding what consumers want from the farmers market	1
How to help new vendors be successful	1
Health department issues	1
Cities and other organizations promoting farmers markets on their social media and websites	1
Farmers market managers working together to support one another	1
Getting people to care more about vegetables	1
Cross promotion with other companies and organizations that are health focused	1

Other Roles Farmers Markets Could Serve in the Community

When asked what other roles farmers markets could serve in the community, market managers most frequently mentioned ideas related to public outreach. Some examples included:

- Educating the public about where their food comes from, how it is grown, eating seasonally and why farmers markets are a good choice for various reasons
- Providing
 - A venue for nonprofits and government programs to participate
 - Healthy recipes, nutrition information and cooking demonstrations
 - Kids and family activities
 - Education about how to garden
- Partnering with health programs that provide vouchers to buy produce to people with chronic health conditions

Nevada Farmers Markets Needs Assessment

Other roles mentioned included creating a more resilient local food system, bringing people together, increasing tourist traffic and offering part-time jobs. See Table 13 for the frequency of each response.

Table 13. Other roles of farmers markets in the community

	(n)
Education about where food comes from, how food is grown, safety, eating seasonally, why farmers markets are a good choice	11
Having nonprofits and government programs participate	9
Creating a more resilient local food system	5
Provide healthy recipes, how to use and cook produce, cooking demonstrations	4
Kids and family activities	4
Bringing people together	4
How to garden	3
Partnership with health programs (e.g., “Food is Medicine” programs)	2
Offer part-time jobs for the summer	1
Bring in tourist traffic to the area	1

Consumer Perceptions and Behaviors

Awareness of Farmers Markets

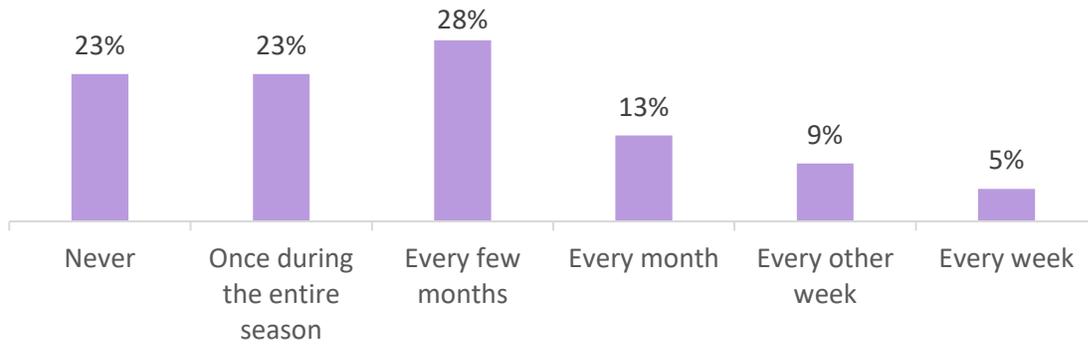
More than half of consumer respondents (n = 306, 54%) indicated they were aware of farmers markets in their area. At the same time, a significant portion of respondents answered that they were aware of none (n = 138, 25%). There also were a large number of markets written in that were not specific enough to identify. Interestingly, some respondents wrote in names of supermarkets or other chain retail stores. See Appendix A for a comprehensive list of all markets named by survey respondents.

Frequency of Farmers Market Visits

Once every few months was the most common frequency with which consumers reported going to a farmers market in their area during the market season last year. See Figure 15 for how often consumers attended farmers markets.

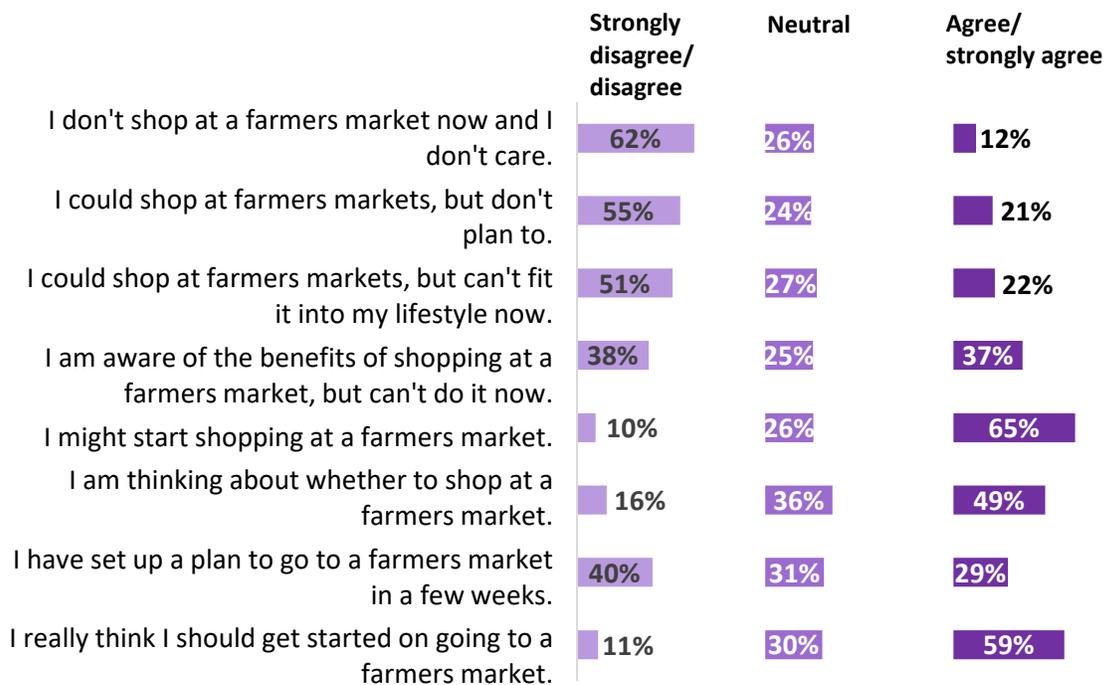
Nevada Farmers Markets Needs Assessment

Figure 15. Frequency of consumer attendance at farmers markets



Consumers were asked their level of agreement with eight statements describing different intentions and plans for shopping at farmers markets. The largest percentage of respondents agreed with “I might start shopping at a farmers market,” “I really think I should get started on going to a farmers market,” and “I am thinking about whether to shop at a farmers market.” See Figure 16 for the responses.

Figure 16. Consumer plans regarding shopping at a farmers market



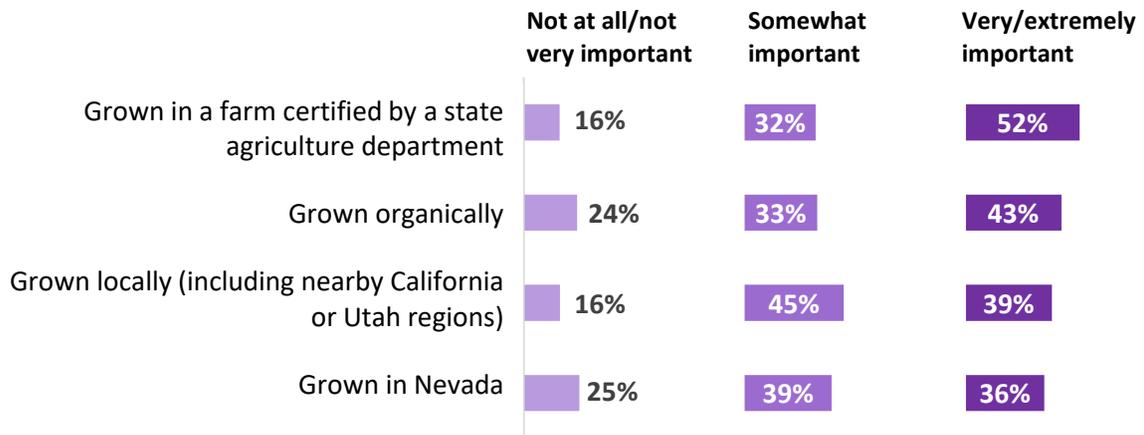
Important Food Facts for Farmers Market Shoppers

Consumer survey respondents were asked to rate the importance of the following four factors related to how the food was grown if they were buying produce at a farmers market on a scale from 1 = not at all important to 5 = extremely important. Grown in a farm certified by a state agriculture department was the factor with the highest percentage of very or extremely

Nevada Farmers Markets Needs Assessment

important ratings (n = 276, 52%). Grown organically was the second most important factor. See Figure 17 for details.

Figure 17. Consumer importance ratings of how the produce was grown

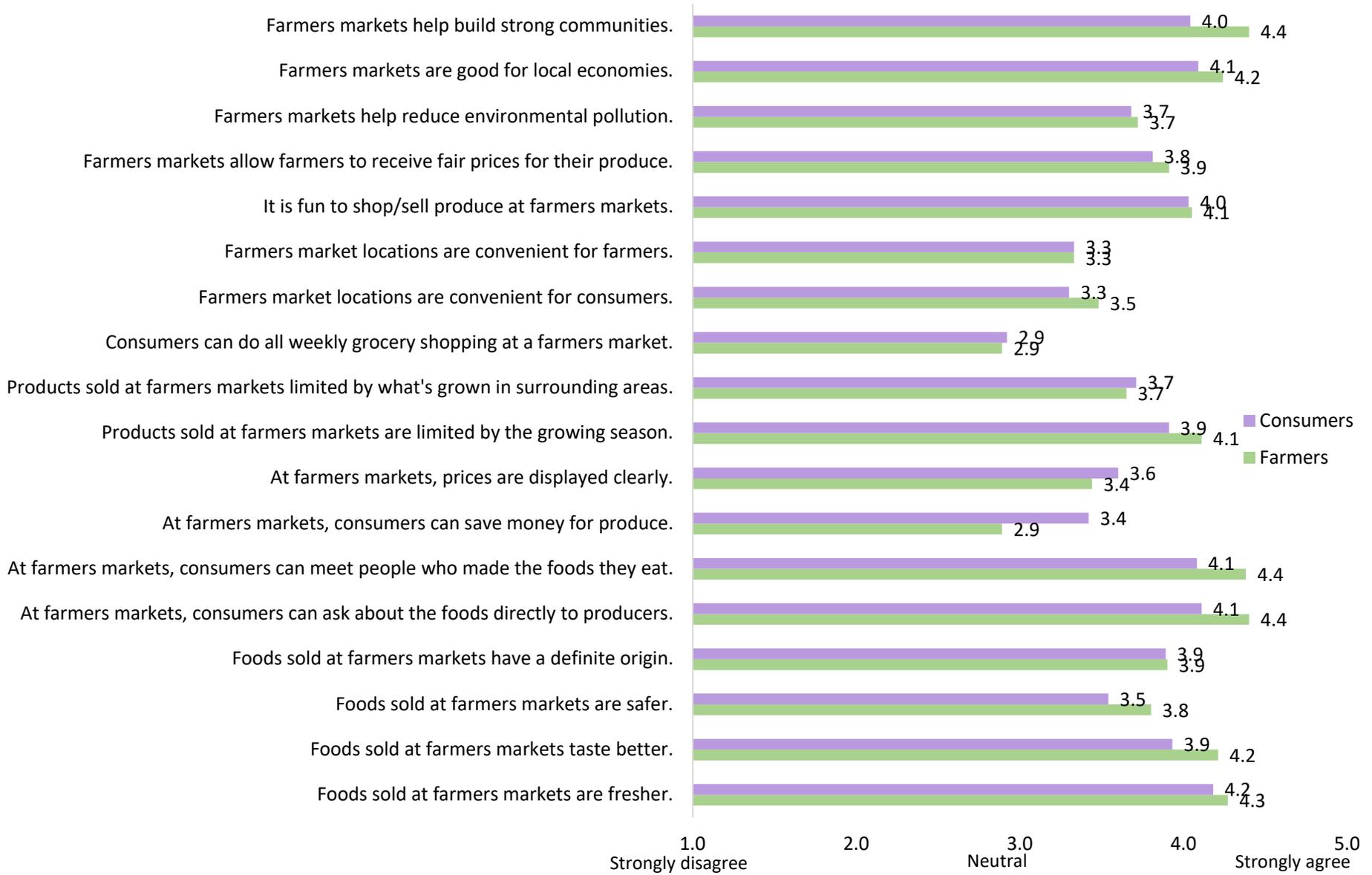


Comparison of Farmer and Consumer Beliefs about Farmers Markets

Farmer and consumer respondents were asked to rate their level of agreement with 18 statements about farmers markets. For most items, the mean level of agreement was very similar for farmers and consumers and reflected a generally positive view of farmers markets. For one item, “consumers can do all weekly grocery shopping at a farmers market,” the mean rating was below neutral for both consumers and farmers. Another item, “at farmers markets, consumers can save money for produce,” had a mean rating of above neutral for consumers and below neutral for farmers. See Figure 18 for details.

Nevada Farmers Markets Needs Assessment

Figure 18. Farmer and consumer beliefs about farmers markets



Nevada Farmers Markets Needs Assessment

Nevada Farmers Markets Needs Assessment

Discussion

The top training and technical assistance needs expressed by both farmers market managers and farmers were generating free news coverage, using social media, having a presence on Google Maps, and making a strategic marketing promotion plan. Although buying paid social media ads had lower interest from both market managers and farmers, it might be an important topic to cover in training about using social media, as many may not be aware of the importance of using paid social media to reach target audiences. Only a few market managers mentioned paid social media ads as a current marketing strategy. Market managers identified effective use of social media and content creation for social media as a gap in their consumer marketing.

Other potentially fruitful avenues to explore in training and technical assistance include how to interact with customers, signage for markets and vendors (e.g., certified grower, local, organic, etc.), partnering with health programs and other organizations, educating the public about where food is grown and the benefits of eating fresh fruits and vegetables, and shoring up more support from local governments and the community. Farmers' top challenge to being a vendor at farmers markets was not enough consumers in attendance to be profitable.

Although consumer survey respondents' attendance at farmers markets was infrequent, consumers expressed positive opinions about farmers markets and positive intentions about attending farmers markets. Produce that was grown on a farm certified by a state agriculture department was the most important factor, and the other factors, such as grown locally, grown organically and grown in Nevada, were all similarly important to the consumers who participated in the survey. Consumers also held positive beliefs about farmers markets and the produce sold there in terms of the benefits on health, the environment and the community.

The research findings pointed to the lack of clarity as to what is a farmers market and what is not. Also, we often observed that one market was called by several different names by the manager, farmers and consumers, while being listed on farming- and farmers market-related websites under yet slightly different names. The confusion might contribute to the lack of farmer and consumer participation, and a branding campaign could address the problem.

Nevada Farmers Markets Needs Assessment

Appendix A. Farmers' additional thoughts about marketing training and technical assistance

Question: "Do you have any other thoughts about direct-to-consumer marketing training and technical assistance?"

-
- help with concepts of branding would be useful
 - how to set prices, is there a better way to set them?
 - I am only interested as far as having a speaker present to my beekeeping students.
 - I have been to many, and they are never very useful
 - I think public relations advice would be worthwhile. Having a PR expert teach farmers how to build a media list and write their own press release, etc., would be beneficial.
 - I think that farmers markets are most helpful for new, small farms to establish and build relationships with new customers. Over the long run, I haven't observed farmers markets to be a sustainable primary sales channel for farms. I think they are tough for owner-operated farms, because they require you to physically be at the market. It could be helpful to train owner-operators with a focus on how they can best train *employees and hired help* to be effective workers at a farmers market booth. This helps make it easier for the owner/operator to not have to spend so much time traveling to/from, and staffing, markets, and I think would help shift small farmers' quality of life towards something that is more sustainable.
 - I think that trainings like these are absolutely integral to localizing our food system
 - I think the more effective avenue is strengthening the market operators with more marketing capital and tools, who can then promote all the vendors at once
 - If we are going to participate in Farmers market are structure one in a local or present area it is difficult to get one up and going without local farmers Something needs to be done.
 - It sounds awesome!
 - Know your customer and understand you need not be everything to everyone
 - Marketing ideas for rural areas without tv or radio
 - Northern Nevada has a distinct off season, December through mid-Feb. Training/conferences, etc. are best held on Fri/Sat during this time.
 - not at this time.
 - on-line is best for me
 - Online training is the best platform for me
 - Shop Made in Nevada and the Reno Mobile Market have been valuable resources.
 - SOE KEYWORD SEARCH, Google Search
 - We're a large farm with an in-house marketing department, so we do not need this training, but hopefully small farms in the area will benefit from it.
 - We're farmers. No interest in marketing management. Wouldn't it be easier just to have a 3rd party business to be contracted and available for the farmers that want the marketing assistance and let the 3rd party marketing company manage the advertising. Then the only survey you need to do, would be who wants help? And then go back a year later and see how those sales compare and I can guarantee. The professional third party is probably gonna do a lot better than the farmer ever would.
 - Would have to be late mornings or afternoons... animals have to be cared for first thing in the morning.
-

Nevada Farmers Markets Needs Assessment

Appendix B. Consumer awareness of farmers markets

Question: “Do you know the name(s) of the market(s)? Even if you do not remember the exact name, tell us anything you know about the market(s) (e.g., location, nearby landmark, what they were selling, etc.) If you know of more than one market, list anything you remember about each market in a different text box. If you don't remember any, put ‘none’ in the first text box.”

	(n)
None	138
Eastern Nevada	4
Elko	2
Lamoille	1
Wells	1
Northern Nevada	86
Bonsai Farmers market	1
Riverside Farmers Market, Reno	10
Reno Farmer's Market	6
Victorian Square, Sparks	5
Legends in Sparks	1
Market on Jones St.	1
Tamarack Junction Market Virginia Street,	7
Shirley's Farmers' Market	3
Shirley's Farmers Market on California Ave	3
Shirleys Farmers Market Reno NV	1
Sparks Farmers Market	6
Sparks Methodist Church	12
Carson City Farmers Market	10
Fernley pool	2
Incline village	1
Minden	1
located next to a large community garden where much of the produce is grown	1
Sands	1
South Lake Tahoe	1
Summit Farmers Market	1
Grid parking lot in Fallon	1
Fallon Farmer's Market	3
Dayton Farmer's Market	2
Early bird farmers market	2
Gardnerville	2
At the casino parking lot	1
Winners parking lot	1
Southern Nevada	216
Summerlin Farmers Market	53

Nevada Farmers Markets Needs Assessment

Downtown Las Vegas (Intuitive Forager Farmers Market)	25
Bruce Trent Park Farmers Market	15
Henderson Farmers Market	15
Las Vegas Farmers Market	14
The district at Green Valley Ranch, Las Vegas	12
Vegas and Rampart on Wednesday nights	10
Fresh 52	10
Tivoli Village	9
Skye Canyon Farmers Market	7
Water Street Farmers Market, Henderson	7
North Las Vegas Farmers market	5
Boulder City Farmers Market	4
Mountain's Edge Farmers Market	4
Inspirada	4
Southern Highlands Farmers Market	4
Cornerstone Park, Henderson	3
At Anthem Community Center	1
Garden Park	1
Lake Las Vegas	1
Mesquite farmers market	1
On St. Rose near the Pecos turn	1
Pahrump	1
Sansone plaza	1
St rose and 215	1
There is a good one located about 25 miles north of Las Vegas	1
Town Center	1
Townsquare	1
Vegas and Durango	3
Vegas Drive	1
Other Responses	190
Sprouts Farmers Market	26
Farmers Market	10
Gilcrease Orchard	8
Trader Joe's	7
Farmers Market at The Farm	4
Smiths	4
Walmart	4
Whole Foods	3
Boca Park	2
Bullhead City	2
Cardenas	2

Nevada Farmers Markets Needs Assessment

Eastern by BJs	2
El rancho market	2
Fresh fruits	2
Green Life Produce, Pahrump	2
Kroger	2
State farm	2
Winco	2
Awesome place	1
Big lots	1
BILLY	1
Blue Mountain	1
Charleston	1
Centennial Hills	1
Catholic Charities Las Vegas	1
Catholic Charities/Reno	1
Community co op	1
Community Mart	1
Costco	1
CRYSTAL	1
CVS	1
Don't know where just know they have one downtown, fresh fruits and vegetables	1
Downtown Reno sells vegetables.	1
El super	1
Family Dollar	1
farm rd	1
Floyd Lamb Park Farmers Market	1
Food	1
Fresh n easy	1
Fresh vegetables	1
Fruits and jams and vegetables	1
Galleria	1
Gallery	1
Garden Farms of Nevada	1
Great prices	1
Green Beret Farmers market	1
Greens	1
Grocery Outlet	1
Hannah	1
Helping hands	1
Henry's	1

Nevada Farmers Markets Needs Assessment

Hii	1
Hillcrest Farms	1
Home grown	1
Honey market	1
Hualapai	1
Hugh center	1
individual	1
It has great produce and available on the weekends	1
It's south of Cactus, 3 streets pass Smith market. When I go I buy spices	1
james	1
joes	1
johns	1
Just 1 projects	1
Korea town market	1
La Bonita supermarket	1
located downtown	1
Lots of people there	1
Lots of stuff to choose from	1
Mariana's supermarket	1
Market in the Alley	1
Market on Mayberry Ave.	1
Marketon	1
Martela's	1
Mesa Moo	1
Mill	1
Misfits	1
Misquote market	1
Mt Rose Highway	1
Nationwide	1
naturals select	1
near downtown	1
Near Great Harvest	1
North	1
Plumb	1
Project One	1
Rancho	1
Renners	1
Ruby's	1
Sahara market place	1
San Rafael Park farmers market	1
Sells a variety of greens like Collards, Mustards, Kale, and Spinach as well as many other vegetables	1

Nevada Farmers Markets Needs Assessment

Siverton	1
Sky pointe	1
Solista	1
South Eastern Ave	1
South Valley	1
Spanish Springs Library	1
Spring Preserve	1
Super	1
Super Market Marianas	1
Swap Meet	1
Target	1
The park on Thursdays	1
There was a farmers market and it had mushrooms, plants, homemade candy, and honey.	1
Theresa's farm with land grown fruit and veggies they sell	1
Tractor Supply	1
Tule springs	1
unsure where	1
Vegas market	1
Vegetable market	1
Vegetables	1
Walgreens	1
Watermelon	1
West Lake Village	1
Winn farmers market	1
Yellow Green	1

Note: Answers referring to farmers markets that ceased operation in recent years were still counted here. Also counted as references to farmers markets were answers containing the locations or part of the market names that we could attribute to a market.