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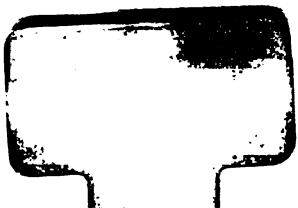
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**A REPORT OF**  
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**A FARMERS MARKET FAIR IN JAMAICA**  
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**A REPORT OF  
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# A REPORT OF FARMERS MARKET FAIR IN JAMAICA

## I. INTRODUCTION

Within the Hillside Agriculture Sub-Project (HASP), it is contemplated to devise a marketing system for small farmers in the project area. In this regard, in November 1990 a Farmers Market Fair (FMF) was designed and implemented as a marketing system to bring producers and consumers into direct contact for marketing agricultural produce. Since then, and up to the time of this report, there have been several FMFs in which operational, organizational and institutional strengthening experience have been derived.

This report encompasses the methodological aspects of the Farmers Market Fair, its organisation, administration, characteristics of producers and consumers, and nature of the produce. It also provides empirical evidence regarding this marketing experience with reference to the producers and consumers who have participated.

## II. OBJECTIVE

The objective of this report is to document the initial phases of the Farmers Market Fairs which have taken place in Jamaica. So it will constitute evidence for reflecting upon the experience gained, and thus lead to the elaboration of a plan for the establishment of FMFs at a national level.

## III. THE FARMERS MARKET FAIR

### 1. Definition

The Farmers Market Fair is a specific marketing system where arrangements are in place to facilitate a direct interchange among producers and consumers.

It is primarily devised for the small to medium size farmers, and targeting low income urban consumers. Thus, it contributes to generation of additional income to farmers who sell directly to consumers at prices above farm gate prices, while the consumer makes savings by purchasing at prices lower than at the local markets.

Participation from the small and medium size farmers is encouraged, for it is suggested that their crop economic returns is not enough income to satisfy the basic necessities of life.





On the other hand, in the urban centres where the demand for fresh food is high (be it grains, vegetables or fruit), the purchasing power has deteriorated affecting greatly the low income class. This results in agricultural produce being bought in less and less quantities each time, due fundamentally to the relatively high prices for that income level.

It is expected that a Farmers Market Fair program can contribute in some way to alleviate the situation for it constitutes a mechanism through which agricultural produce can be sold directly by the producers to consumers. This shortens the trading process, allowing both parties to share in the marketing margins which would normally remain in the hands of the intermediaries and/or marketing agents.

Granted, the FMF is not designed, nor would it be possible, to mobilize all the agricultural production of the small and middle size growers. It only provides them with an alternative to market themselves directly, and thus increase their income. The mutual exposure can be fundamental in the process of establishing organizations at the producer and consumer level. This might be important in ensuring continuity of a programme of this nature, and rationalizing agricultural trade on the national scale.

## 2. Objectives

The primary objectives pursued through the establishment of the Farmers market Fairs, there are the following :

- a) improve the small and medium farmers' income
- b) strengthen the entrepreneurial capacity of the small farmer, primarily his marketing skills
- c) enhance the consumption patterns of fresh agricultural produce by the low income population of the urban sector
- d) provide an option for the urban consumers of an accessible, clean and safe market facility for their purchasing
- e) foster joint collaboration and support among public and private entities
- f) promote the FMF as a viable mechanism for the



marketing of agricultural produce in the country, specifically for the small and medium farmer and the low-income consumer.

### 3. Conceptual Framework

The Farmers Market Fair is conceptualized within a territorial physical establishment model, where its location is of critical importance.

In the Annex there is an outline of the Farmers Market Fair theoretical framework. Needless to mention that once the physical facility has been chosen, then supply and demand aspects of the model are incorporated. The FMF must be established at the urban centres where there is a significant demand for agricultural produce and the supply is not available.

The establishment of the Farmers Market Fair went through the following methodological process :

- a) Conceptualization and definition of the methodology
- b) Training of HASP and RADA technical personnel in methodological aspects of the FMF
- c) A series of technical meetings were held to decide on the establishment of the FMF
- d) Recognition of marketing agricultural produce throughout the markets in Jamaica
- e) Interviews with marketing specialists, producers, and consumers regarding marketing arrangements, primarily in reference to the "higgler" system in the country
- f) Definition of the physical facilities in which the FMF were to take place
- g) Organizational and operational support to the producers
- h) Promotion of the FMF among the urban communities
- i) Collection of information among participating producers and consumers

### 4. Operation

Within the FMF operation the relation of the organization and administration of the fair is highlighted. Both aspects have been covered by HASP



with the collaboration of RADA, using its local resources at a central as well as regional level.

#### 4.1. Organization

To deal with this aspect, HASP personnel have undertaken specific activities which have made it possible to implement the programme.

#### Location

The Farmers Market Fairs have been located in the Portmore area, on the premises of the HEART Academy.

For the location site of the FMF, accessibility, facilities, visibility, space, population density, functionality and security were among the variables subjected to analysis to determine and choose the location.

The physical location for a Farmers Market Fair, demands consideration and ought to be established where :

- there is easy access for people, vehicles and produce
- there is sufficiently extended area to allow for consumers' mobility and proper display of farmers' produce
- enclosed compound offering farmers and consumers security
- environmental and health considerations

#### Advertisement

Initially it is considered necessary to undertake activities conducive to make the public aware of this new marketing system being introduced. In Jamaica, these activities were addressed to agriculturalists and the general public.

As for the agriculturalists, a series of private meetings were held, and personal invitations were distributed for them to attend the pilot FMF.

As to the general public, the activities were :

- a) pamphlets (see various samples - Annex )
- b) radio advertisement
- c) newspaper articles
- d) banners
- e) mobile loudspeaker system (car)



All activities were oriented to make the public aware of this new market mechanism, and to assure a well attended Farmers Market Fair.

### Installation

Since the beginning, HASP personnel have staged the FMF at Portmore; the last Saturday of every month.

There were no physical facilities built in the premises like sanitary, recreational and display facilities. The farmers placed their produce on the ground and/or their trucks and are positioned freely in places of their own preference. There are no specific sections within the market assigned for the different types of produce being sold.

### Security

Under the premise that Farmers Market Fairs display large numbers of people, vehicles, and high mobility, the security aspect for the producers and consumers is important as they prefer to undertake marketing free of security concerns.

At the FMF in Portmore, besides the presence of police servicemen, the facility is enclosed. Thus, only duly identified farmers with produce are allowed to come into the premises and unwanted and/or nondesirable consumers can be easily denied entrance and/or expelled out of the facility. This provides a relatively secure marketing arrangement.

### Money Exchange

In light of the farmers lack of experience in marketing their produce directly to the consumer, the project staff provided money exchange services at the initial stages of the FMF.

In the initial stages to provide the facility to change small denomination currency for coins, contributed to accelerate the marketing process of buying and selling. As of today, the farmers now bring small change, and this service is no longer made available.

### Recreation

This is a service which ought to be contemplated in the operation of a FMF. The concept is to provide some entertainment by way of music, musical groups, etc. so the FMF will incorporate a pleasant and festive atmosphere.





The recreational aspect of the FMF has been contemplated by way of providing music through a car loud-speaker system. This service is mobile, and the JIS has been contracted to provide it. The service is not restricted only to music, but also for announcing special news for the public.

#### Price Information

The price information to the producers, regarding maximum prices to be charged at the FMF for the different produce is conveyed two days before the event. This helps the farmer to decide whether or not he will participate, which produce and volume to take to the FMF.

As to the price information to consumers this is conveyed through the mobile unit which announces the prevailing maximum prices, as well as bulletin boards strategically located for them to see.

#### Cleaning

After the FMF has finished, a crew of men hired through the project clean the premises. The participating farmers are asked to collect their debris, so the cleaning process can be accelerated and orderly.

Special garbage collector deposits are in the facilities which contributes to provide a relatively clean market.

#### 4.2 Administration

The FMF is administered by HASP personnel with the technical assistance of IICA, and the support of RADA and the Ministry of Agriculture facilitating transportation units.

The HASP personnel are in charge of the FMF administration, coordinating all the operational aspects. The control and supervision activities consist primarily of providing assistance to the farmers, inspecting accessibility to the compound by non-farmers, exercising some control in that the prices (the maximum) be respected, as well as coordinating the advertisement and transportation for the farmers.

It is expected that RADA and/or jointly with the Jamaica Agriculture Society (JAS) would be the institutions in charge of the FMF administration.



The activities undertaken in administration are as follows :

Farmers Selection.

The farmers are selected primarily through HASP and RADA. Basically, the farmers who are participating are the ones from the project areas. Some other farmers from other communities are encouraged to participate, but up to now their involvement has been minimal.

In order to get access to the FMF, an identification card is issued to each of the farmers. See the Figure in the Annex which illustrates the I.D. Cards issued to the farmers.

Stands

There has been no erection of stands for selling depending on the nature of the produce, i.e. vegetables, fruits, cereals, etc.

Due to the mix of produce brought to the market, it was decided that they should position themselves to their liking, within the compound.

Time

The FMF have had a frequency of one on the last Saturday of every month, starting at 6:30 a.m. until 4:00 p.m.

The compound is open for the arrival of the farmers before 6:00 a.m., to get settled. Up to this point the peak hour, in terms of the number of consumers, seems to be between 7:30 to 11:00 a.m.

4.3 Farmers

For a more explicit appreciation of the FMF, in the Annex there is a sample of a farmers questionnaire which conveys this experience as a marketing instrument for the small farmer.

Origin

Most of the farmers participating in the FMF originate from the project area of HASP primarily. There is not really a significant participation of farmers from other regions, except those few selected from St Elizabeth.



### Usual Market

The usual way the farmers participating in the FMF sell and/or market their production, is through the "higgler" system at the farm gate. Very few farmers market their production directly within the local well established markets.

### Number of Farmers

It has been estimated that approximately seventy is the average number of farmers participating and selling their produce. However the number of farmers being exposed to this instrument is higher because they are accustomed to bring along family members to help in selling and marketing.

Certainly at the Portmore FMF the physical space could properly accommodate around one hundred and fifty farmers to respond appropriately to the demand.

## 4.4 Produce

At the FMF the only produce marketed is fresh agricultural produce coming from the HASP area. Vegetables are brought from South St. Catherine, and up to now, no agro-industrial or non-fresh products have been marketed, thus a potential still exists to market other non-fresh agricultural produce.

The produce marketed in the FMF are usually : oranges, breadfruits, sugar cane, dasheen, yams, scotch bonnet peppers, plantains, Irish potatoes, coco, green and ripe bananas, grapefruits, carrots, dried coconuts, tomatoes, cabbage, callaloo, jelly coconuts, limes, pumpkin, pack choy, etc.

### Quantity

On the average, the FMF brings in total about five truck loads of produce. It has been estimated that farmers bring about 40 tons of different agricultural produce grown on their own farms. So, each of the participating farmers displays a variety of produce, reflecting the crop production pattern of his farm.

Through the process of the FMF, the farmers have learned what quantity of each product they must bring according to demand. It has been estimated that 95% of the produce is sold.



### Quality

The produce display at the FMF is of good quality, grade and ripeness, for they are harvested a day before the event. Consequently, these produce have not been subjected to any type of storage, for it basically comes from the field to the market.

The produce is presented at the market as fresh produce, without any form of packaging. And it is displayed in its original box, sack, bundle, and/or bulk form in which it was transported.

### Prices

The prices observed at the FMF are a function of the bargaining process between the farmers and consumers based upon a maximum suggested selling price by the producer. The project staff responsible for the FMF calculates for each of the products a list of maximum selling prices which are above farm gate and below normal market prices. Thus, the market margin derived from the difference between farm gate prices and normal market prices is shared among producers and consumers, as the middlemen and/or intermediary do not participate in this marketing mechanism.

In the Annex, there are the list of maximum prices suggested and the market prices surveyed at two locations.

It is worth highlighting that about 81% of the farmers consider the suggested maximum prices good, and it jointly with safety considerations and expeditious marketing, convey that 100% of the surveyed farmers would come regularly to the FMF.

### Transport

The produce from the project area is transported by the Ministry of Agriculture and RADA's trucks, together with the farmers, either in the same trucks and/or HASP vehicles. The farmers are charged a nominal fee to partially cover transportation costs.

The farmers questionnaire suggests that the transportation issue constitutes a major constraint for this marketing mechanism. The total of the surveyed farmers responded that transportation would constitute a problem to participate regularly at the FMF. 42% accrued it that there was no transportation, 32% answered it was too expensive and 26% said it was unreliable.





The analysis of the survey and rapport with the participants suggest that if the FMF are to be extrapolated and expanded as a national program, the transportation component has to be examined critically, and appropriate solutions devised. Indeed, 75% of the farmers indicated their reluctance and difficulty in attending the FMF if transportation would not be provided and/or arranged, granted they are willing to pay for the service.

#### 4.5 Consumers

The FMF is targeted to the urban low income consumers, and it is estimated that between 5 to 7 thousand consumers attend the market. It should be noted however, that while the FMF is open to the general public, it is usually located at high density populated urban areas and low income sectors.

##### Convenience

Most of the consumers, 61% reported that they lived near where the FMF was taking place, and 39% from far. But one is to assume that the majority came from the Portmore community.

##### Transport

The radius of influence of the FMF is relatively extensive in the area, as the consumers surveyed reported that 25% came by car, 40% by bus and only 35% walked to the FMF. This portrays the idea that the distance travelled by the consumers ranges up to 10 kilometers.

##### Usual Market

Since the Portmore community does not possess a public market, it is to be assumed that the consumers usually do their agricultural marketing at either the Spanish Town and/or Coronation markets. Also, at the supermarkets and/or local street vendors.

Indeed, the lack of a public market in the community has contributed positively to the good acceptance of the FMF by the consumer, who indicated their 100% willingness to come regularly to the FMF. The reasons substantiating this preference was reported as 80% due to the prices, 15% freshness of the produce and 5% security.



V. SUMMARY AND CONCLUSIONS

The FMF which have been taking place on the last Saturday of every month for the last eight months at Portmore, have been totally accepted by participating producers and consumers.

The analysis of the farmers and consumers surveys substantiate the success of the FMF as a marketing option which can be extrapolated and implemented in other metropolitan areas in the country.

From the experience so far derived through the FMF, the major critical components which need to be analysed critically and addressed are : producers participation, transportation, location and operation of the FMF itself.

Following are presented the survey results from the participants (producers and consumers) according to the theoretical framework devised : market, produce and prices which are self-explanatory. The results are presented in percentages and/or as indicated.

1. FARMERS QUESTIONNAIRE (in percentages)

A. MARKET

1. How did you find the market facilities ?

Poor	10
Regular	25
Good	65

2. Would you come again to the Farmers Market Fair?

Yes	100
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3. What day of the week would you prefer the Farmers Market Fair to be held ?

Day	Saturday
At what time?	mornings

4. How would you come to the Farmers Market Fair ?

Bus	10
Truck	90



5. Would transportation be a problem for you to come to the Farmers Market Fair?

Yes 100  
No -

If yes, why ?

No transportation 42  
Unreliability 26  
Too expensive 32

B PRODUCE

1. What produce did you bring?

Oranges, breadfruit, cane, dasheen, yam, scotch bonnet peppers, plantains, Irish potatoes, coco, green bananas, ripe bananas, grapefruits, carrots, tomatoes, dry coconuts, jelly coconuts

2. What produce will you bring next time?

Vegetables in general

3. Did you sell all your produce ?

Yes 95  
No 5

If no, which one did you not sell ?

Cane

C. PRICES

1. Did you like the prices ?

Low 14  
Good 81  
High 5

2. What produce price didn't you like?

Green bananas

3. Did you change the maximum suggested selling prices?

Yes 10  
No 90

If yes, which produce ?

Green bananas and cane



4. What did you like about the Farmers Market Fair?

Prices, security

5. Would you come again to the Farmers Market Fair?

Yes 100

No -

Why? Prices, security and fast

6. Would you come again to the Farmers Market Fair if transportation is not provided? (in percentage)

Yes 25

No 75

If yes, how would you come ? Truck.

2. CONSUMERS' QUESTIONNAIRE (In Percentages)

A. MARKET

1. How did you know about the Farmers Market Fair?

Radio 17

Pamphlet 9

Passing by 17

Newspaper 5

Loudspeaker 35

Friend 17

2. How did you come ?

Walk 35

Car 25

Bus 40

3. How far from the Farmers market Fair do you live?

Near 61

Far 39

4. Why did you come?

To buy 77

To see 19

For the entertainment 4

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5. How did you find the market facilities?

Poor	21
Regular	47
Good	32

6. What other facilities do you suggest?

Shade, market lay-out, vendors

7. Would you come again to the Farmers market Fair?

Yes	100
No	

Why ?

Prices	80
Freshness of produce	15
Security	5

8. How often would you like the Farmers Market Fair to be held ?

Daily	9
Weekly	86
Fortnightly	5
Monthly	

9. What day of the week would you prefer the Farmers Market Fair to be held ?

Saturday	75
Friday	25

At what time ? a.m.

B. PRODUCE

1. Did you buy anything ?

Yes	100
No	-

2. How did you find the quality ?

Poor	-
Adequate	40
Good	60

3. Did you buy what you wanted ?

Yes	55
No	45



If no, why not ?

Not available	100
Too expensive	-
Poor quality	

4. What produce did you want but could not find ?

fish, corn, pineapples, ackees and avocado pears

5. Would you come to the Farmers Market Fair if higglers were allowed to sell in it ?

Yes	52
No	48

If no, why ? Higglers charge high prices

C. PRICES

1. Did you see the prices advertised in the Farmers Market Fair?

Yes	88
No	12

2. How did you find the prices ?

Low	10
Good	80
High	10

3. Did you pay higher prices than those advertised ?

Yes	25
No	75

If yes, on what items ? Oranges and yam

4. Would you come again to the Farmers Market Fair?

Yes	100
No	
Why ?	

Good prices	90
Farmers	3
Quality	4
Pleasant atmosphere	3



Based on the analysis, one can infer that the FMF does, indeed, constitute a successful, viable marketing mechanism, which has benefitted both small farmers and consumers. Thus, the expectation is that the FMF could be extrapolated and implemented in other high density urban populated areas as a national program, under which different private and public institutions and organizations would have a role to play.



A N N E X





# FARMERS MARKET FAIR

## I THE THEORETICAL FRAMEWORK

## II OPERATIONALIZATION OF THE FRAMEWORK

1. Characterization of supply
2. Characterization of demand
3. Characterization of the market.
  - a. suppliers
  - b. consumers
  - c. physical setting
  - d. prices
  - e. quantity & quality
  - f. time frame
  - g. authority
  - h. selling
  - i. services

## III. PROPOSAL

1. Suppliers
  - a. quantity & quality
  - b. number & members
  - c. transportation
  - d. identification
  - e. dues & fees.
2. Consumers
  - a. number & members
  - b. quantity & quality

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c. services

3. Market

a. quantity & quality

b. location

c. market services  
-identification  
-security  
-mobility  
-clean-up

d. prices

e. information

f. plant & animal health

IV. OTHER MATTERS



A decorative border surrounds the text, featuring a top row of four tractors, a left column of five circular icons (possibly representing farm equipment or produce), a right column of seven tractors, and a bottom row of four tractors.

# FARMERS' MARKET FAIR

VENUE : Portmore Heart Academy

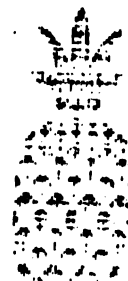
DATE : Saturday, March 23, 1991

**TIME : 7:30am**

FRESH FARM GATE PRODUCE -

**AT FARM GATE PRICES**





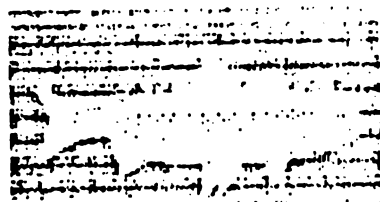
# FARMERS MARKET FAIR

AT  
PRISON OVAL SPANISH TOWN

COME BUY FRESH FOOD  
AT BEST PRICES  
FROM THE FARMERS

ON  
SATURDAY 17, NOVEMBER 1990.

--- 730am UNTIL---







# FARMERS MARKET FAIR

venue: Prison Oval (Spanish Town)

date: Sat. Nov. 17. 1990 - time: 7:30am.

- Fresh Farm Gate Produce

- Farm Gate Prices







RADA/Hillside Agricultural Sub-Project (HASP)

# FARMERS MARKET FAIR

Sponsored by: RADA, Hillside Agriculture Sub-Project (HASP)  
Hillside Agriculture Project (HAP) - USAID, Ministry of Agriculture (MINAG),  
Inter-American Institute for Co-operation on Agriculture (IICA)

NAME: .....

PERMIT #.....

LOCATION OF FARM:.....

.....  
Farmers Signature

.....  
Supervisor's Signature





c. services

3. Market

a. quantity & quality

b. location

c. market services  
-identification  
-security  
-mobility  
-clean-up

d. prices

e. information

f. plant & animal health

IV. OTHER MATTERS





# FARMERS' MARKET FAIR

VENUE : Portmore Heart Academy

DATE : Saturday, March 23, 1991

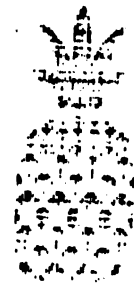
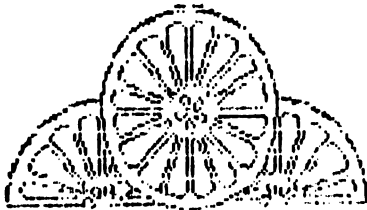
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FRESH FARM GATE PRODUCE -

**AT FARM GATE PRICES**







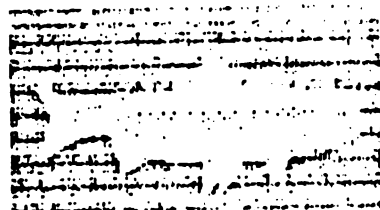
# FARMERS MARKET FAIR

AT  
PRISON OVAL SPANISH TOWN

COME BUY FRESH FOOD  
AT BEST PRICES  
FROM THE FARMERS

ON  
SATURDAY 17, NOVEMBER 1990.

--- 730am UNTIL---





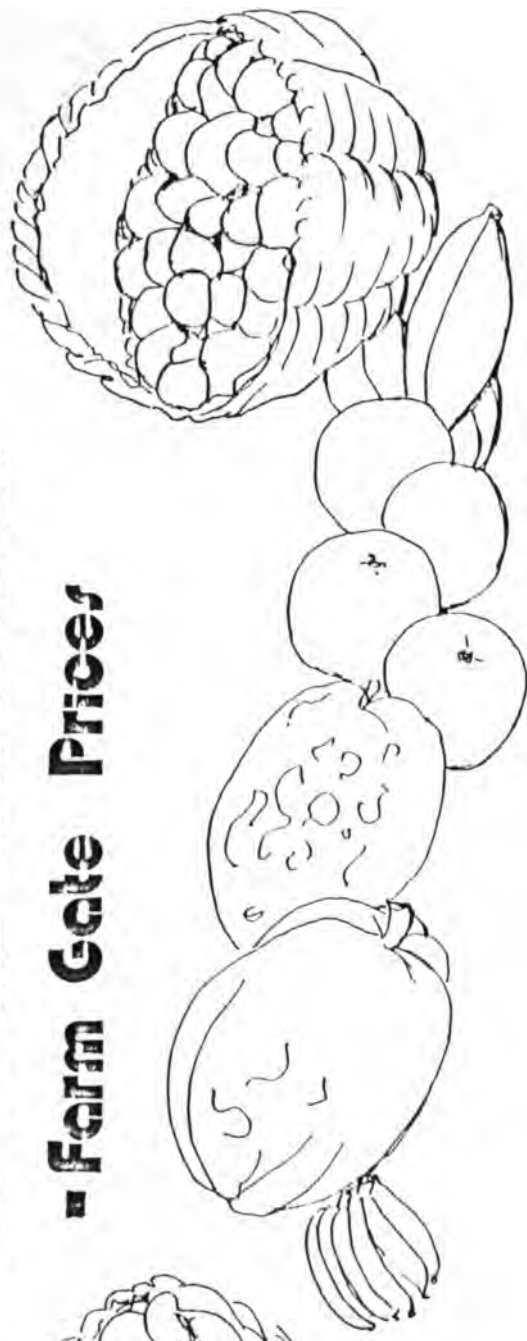
# FARMERS MARKET FAIR

venue: Prison Oval (Spanish Town)

date: Sat. Nov. 17, 1990    time: 7:30am.

— Fresh Farm Gate Produce

— Farm Gate Prices



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RADA/Hillside Agricultural Sub-Project (HASP)

# FARMERS MARKET FAIR

Sponsored by: RADA, Hillside Agriculture Sub-Project (HASP)  
Hillside Agriculture Project (HAP) - USAID, Ministry of Agriculture (MINAG),  
Inter-American Institute for Co-operation on Agriculture (IICA)

NAME: .....

PERMIT #.....

LOCATION OF FARM:.....

.....  
Farmers Signature

.....  
Supervisor's Signature



## ITEMS

SUGGESTED MAXIMUM  
FARMERS' MARKET PRICE

ITEMS	SUGGESTED MAXIMUM FARMERS' MARKET PRICE	
YAM (LB.)	4.00	
PLANTAIN (EACH)	1.75	1.30
CABBAGE (LB.)	5.00	
ORANGES (DOZ.)	7.00	
BREADFRUIT (EACH)	4.00	3.50
SUGARCANE (EACH)	3.00	
SCOTCH BONNETT (DOZ.)	1.50	2.50
RIPE BANANA (DOZ.)	4.00	3.50
COCO (LB.)	2.00	1.60
DRY COCONUT (EACH)	5.00	5.00
JELLY COCONUT (EACH)	2.50	3.00
PUMPKIN (LB.)	3.00	3.50
GRAPE FRUIT (DOZ.)	6.00	5.50
PACK CHOY (LB.)	4.00	
VEGETABLES	OPEN PRICE	





MARKET PRICES

DECEMBER 7, 1920

ITEMS	MARKETS	
	CORONATION (\$ / lb/dec	SPANISH TOWN (\$ / lb/dec
Yam (Yellow, Sweet, etc.)	2 - 2.50	2 - 1
Coco	3 - 4	2
Plantain	1 - 2 / finger	1 - 2 / finger
Breadfruit	3 - 5 / fruit	2 - 5
Pumpkin	3 - 5 / fruit	3 - 5
Irish Potato	5.00	5.00
Dry Coconut	1 - 4 each	2 - 5
Jelly Coconut	3.00	4.00
Scotch Bonnet	8 - 9 /lb	2 / lb
Escallion	4.00	1.00
Onion	4 - 5	5.00
Thyme	1.00 /bundle	1.00 /lb
Ripe Banana	6 - 9 / hand	1.00 /hand
Oranges	3 - 8 / dec	6 - 8 /dec
Grape Fruits	6.00 / dec	6 - 8 /dec
Limes	1.50 - 2 /dec	1.50 - 2 /dec
Tomato	14.00	11.00
Carrots	7 - 9	5 - 9
String Beans	5 - 7	6.00
Pak Choi	1.5 - 1.00	2.00
Cabbage	4.00	5.00
Broad Beans	1.00 - 4.50	4.50 / 1 1/2 pt.



LICA OFFICE IN JAMAICA

FARMERS MARKET FAIR

FARMERS QUESTIONNAIRE

1. How did you find the market facilities?

Poor \_\_\_\_\_ Regular \_\_\_\_\_ Good \_\_\_\_\_

2. Would you come again to the Farmers Market Fair? Yes \_\_\_\_\_ No \_\_\_\_\_

If no, why? \_\_\_\_\_

3. What day of the week would you prefer the Farmers Market Fair to be held?

\_\_\_\_\_ At what time? \_\_\_\_\_

4. How would you come to the Farmers Market Fair?

Bus \_\_\_\_\_ Truck \_\_\_\_\_

5. Would transportation be a problem for you to come to the Farmers Market Fair?

No \_\_\_\_\_ Yes \_\_\_\_\_

If yes, why? No transportation \_\_\_\_\_ Unreliability \_\_\_\_\_

Too expensive \_\_\_\_\_

PRODUCE

1. What produce did you bring?

2. What produce will you bring next time?

<u>Type</u>	<u>Quantity</u>	<u>Type</u>	<u>Quantity</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____



3. Did you sell all your produce?

Yes \_\_\_\_\_ No \_\_\_\_\_

If no, which one did you not sell \_\_\_\_\_

PRICES

1. Did you like the prices?

Low \_\_\_\_\_ Good \_\_\_\_\_ High \_\_\_\_\_

2. What produce price didn't you like?

\_\_\_\_\_

3. Did you change the suggested prices?

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, which produce? \_\_\_\_\_ How much? \_\_\_\_\_

4. What did you like about the Farmers Market Fair? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

5. Would you come again to the Farmers Market Fair?

Yes \_\_\_\_\_ No \_\_\_\_\_ Why? \_\_\_\_\_

\_\_\_\_\_

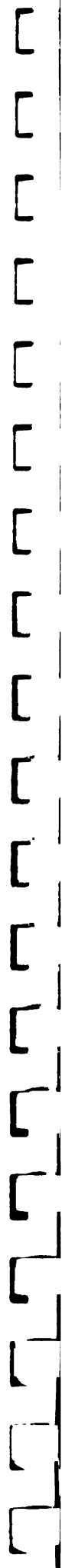
6. Would you come to the Farmers Market Fair if transportation is not provided?

Yes \_\_\_\_\_ No \_\_\_\_\_ If yes, how would you come? \_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_



LICA OFFICE IN JAMAICA  
FARMERS MARKET FAIR  
CONSUMERS QUESTIONNAIRE

MARKET

How did you know about the Farmers Market Fair?

Radio \_\_\_\_\_ Passing by \_\_\_\_\_ Newspaper \_\_\_\_\_  
Pamphlet \_\_\_\_\_ Loudspeaker \_\_\_\_\_ Friend \_\_\_\_\_

How did you come?

Walk \_\_\_\_\_ Car \_\_\_\_\_ Bus \_\_\_\_\_

How far from the Farmers Market Fair do you live?

Near \_\_\_\_\_ Far \_\_\_\_\_

Why did you come?

To buy \_\_\_\_\_ To see \_\_\_\_\_ For the entertainment \_\_\_\_\_

How did you find market facilities?

Poor \_\_\_\_\_ Regular \_\_\_\_\_ Good \_\_\_\_\_

What other facilities do you suggest?

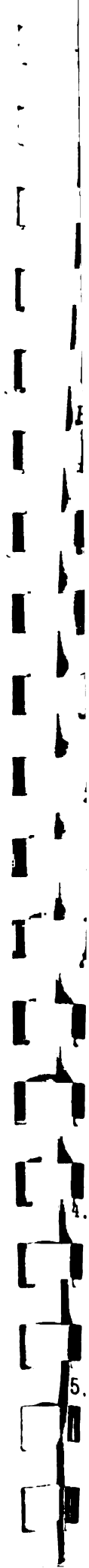
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Would you come again to the Farmers Market Fair? Yes \_\_\_\_\_ No \_\_\_\_\_

Why? \_\_\_\_\_

How often would you like the Farmers Market Fair to be held?

Daily \_\_\_\_\_ Weekly \_\_\_\_\_ Fortnightly \_\_\_\_\_ Monthly \_\_\_\_\_





What day of the week would you prefer the Farmers Market Fair to be held?

\_\_\_\_\_ At what time? \_\_\_\_\_

**PRODUCE**

Did you buy anything?

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, what ?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How did you find the quality?

Poor \_\_\_\_\_ Adequate \_\_\_\_\_ Good \_\_\_\_\_

Did you buy what you wanted?

Yes \_\_\_\_\_ No \_\_\_\_\_

If no, why not? Not available \_\_\_\_\_

Too expensive \_\_\_\_\_

Poor quality \_\_\_\_\_

What produce did you want but could not find?

\_\_\_\_\_  
\_\_\_\_\_

Would you come to the Farmers Market Fair if higglers were allowed to sell in it?

Yes \_\_\_\_\_ No \_\_\_\_\_ If no, why? \_\_\_\_\_

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PRICES

1. Did you see the prices advertised in the Farmers Market Fair?

Yes \_\_\_\_\_ No \_\_\_\_\_

2. How did you find the prices ?

Low \_\_\_\_\_ good \_\_\_\_\_ high \_\_\_\_\_

3. Did you pay higher prices than those advertised?

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, on what item(s)? \_\_\_\_\_

4. Would you come again to the Farmers Market Fair?

Yes \_\_\_\_\_ Why? \_\_\_\_\_

No \_\_\_\_\_ Why not? \_\_\_\_\_

FECHA DE DEVOLUCION			
19 JUL 1999			

IICA  
E72-159r

Autor

Título A report a farmers market fair  
in Jamaica

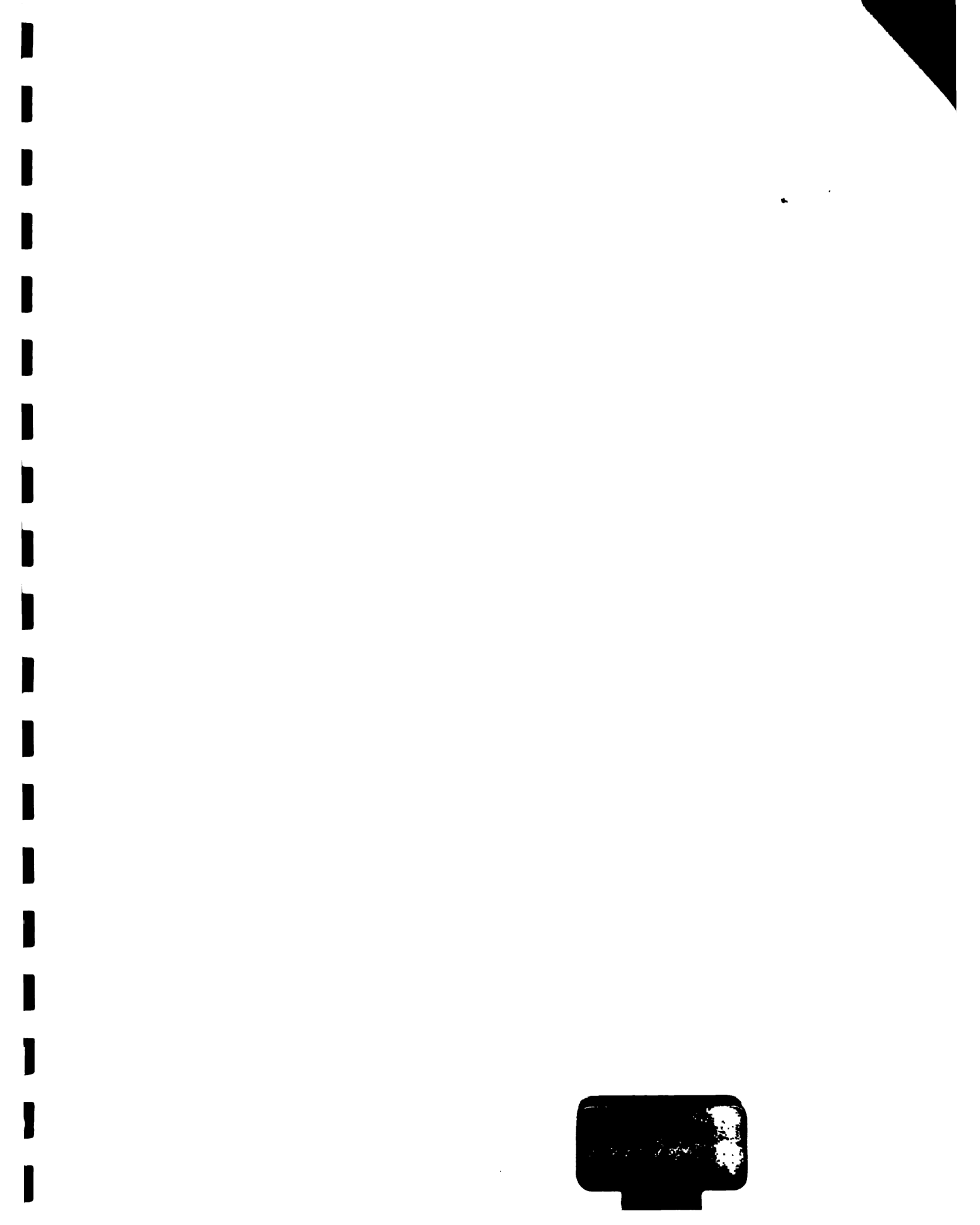
Fecha  
Devolución

Nombre del solicitante

19 JUL 1999

27 JUL 1999

S. Uvra



INTER-AMERICAN INSTITUTE FOR COOPERATION ON AGRICULTURE  
11 Fairway Avenue, Kingston 5, P.O. Box 349 Kingston 6, Tel.: (809) 927-6462, 927-4837  
FAX: 809 927-6933, Cable: IICAJA