



Brandywine Farmers Market

PLSC 433: Technology of Fruit and Vegetable Production
Fall 2020



Overview

- Farmer Data
- Survey of Farmers
- Local Farmers' Markets Data
- Summary



Farmer Data

We searched for local farmers and specialties available in greater Brandywine and the surrounding areas:

- 27 potential clients
- Location and available contact information
- Schedule availability
- Types of produce or products offered

Zekiah Farms



- Local producers of meat, eggs, honey, seasonal vegetables
- Currently involved in a CSA

Waldorf, MD

(240) 216-4065

Dicot Farm



- Year-round vegetables
- Certified USDA Organic
- Involved in a CSA

Waldorf, MD

dicotfarm@gmail.com

P.A. Bowen Farmstead



- Producer of artisan meats and dairy

Brandywine, MD
(301) 579-2727

Survey of Farmers

1. Would you be interested in participating in a farmers market in Brandywine? If we have a market set up at Southern Area Aquatics and Recreation Complex (SAARC), 13601 Missouri Avenue Brandywine, MD 20613, would you be interested in setting up a stand?

If no, no further questions

If yes?



2. What products would you be interested in selling? (refer to Alaska doc linked at the bottom for potential multiple choice options)

- Fresh, local vegetables
- Fresh, local fruits
- Eggs
- Cheese
- Plant
- Fresh cut flowers
- Fresh herbs
- Meats
- Crafts
- Homemade baked goods
- Wines
- Homemade jams and jellies
- Other, please specify: _____

Survey For Farmers

3. What days of the week would you be available to participate in the farmers market? Select all that apply.

- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

4. How frequently would you be able to participate in the farmers market?

- Weekly
- Bi-weekly
- Monthly
- Other, please specify: _____

5. Would you need any setup equipment, such as tents and tables, provided for you?

- Yes, I need setup equipment provided
- No, I will provide my own setup equipment
- No, but I would prefer to use the provided setup equipment if possible

6. Are you comfortable with sharing your contact information with PALS? If yes, please provide the following information. If no, no further information is required.

- Your name
- Name of business
- Address of business
- Preferred phone number
- Preferred email address

7. Do you already participate in a Farmer Market?

- Yes
- No
 - If yes, please specify where _____

8. Would you be willing to accept EBT or SNAP benefits?

- Yes
- No

9. Would you come if you have exclusivity?

- Yes
- No
- Indifferent

How far are you willing to travel for a farmers market?

Farmer Survey - Future Directions

Potential questions for follow-up interviews:

- Transportation?
- Parking for large trucks?
- Parking for vendors and customers?



Cost per stand:

- What are they willing to pay?
- Are there local businesses nearby that may be interested in participating as well?
- Any businesses that may be interested in offering parking for market customers in exchange for advertising and promotions?

Local Farmers' Markets Data

We searched farmers' markets in greater Brandywine and the surrounding area:

- 13 farmers markets identified
- Location and available contact information
- Hours of operation
- Products offered

Goal: Analyze the area competition to determine the feasibility of a farmer's market in Brandywine

Waldorf Farmers Market



- About 9 miles, 15 minutes from Brandywine
- Saturday 9am - 1pm
- May through November
- Farm produce, cut flowers, baked goods, etc.

La Plata Farmers Market



- About 15 miles, 25 minutes from Brandywine
- Wednesday and Saturday, 9am - 2pm
- April through November
- Fresh produce, ready-made food, honey, local beer and wine, etc.

Montpelier Farm and Market



- 15 miles, 20 minutes from Brandywine
- Friday/Saturday/Sunday.
- F: 5-11pm; Sa: 10am-11pm; Su: 11am-7pm
- Open year-round: tours, agro-education and agrotourism

Bowie Farmers Market



- About 25 miles, 35 minutes from Brandywine
- Sunday 8am-12pm
- May through November
- Farm produce, chicken products, candles, some retail products, etc.

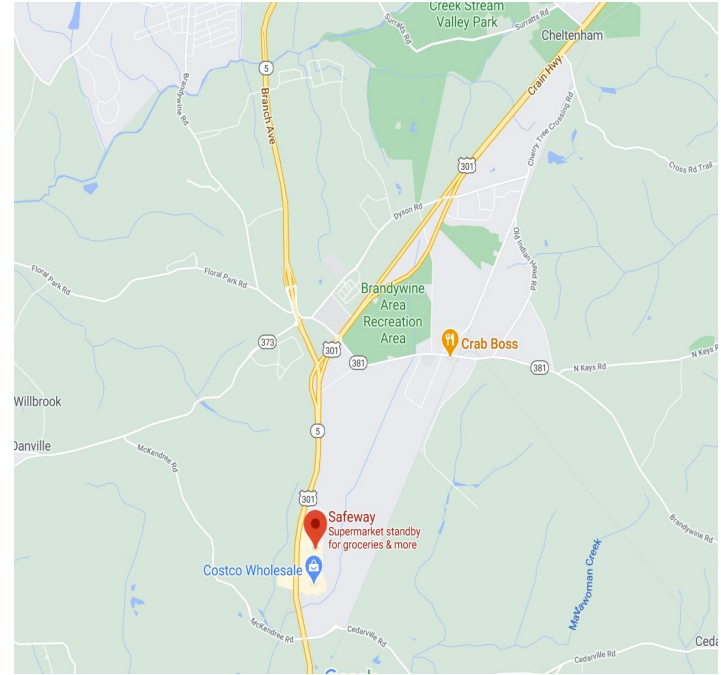
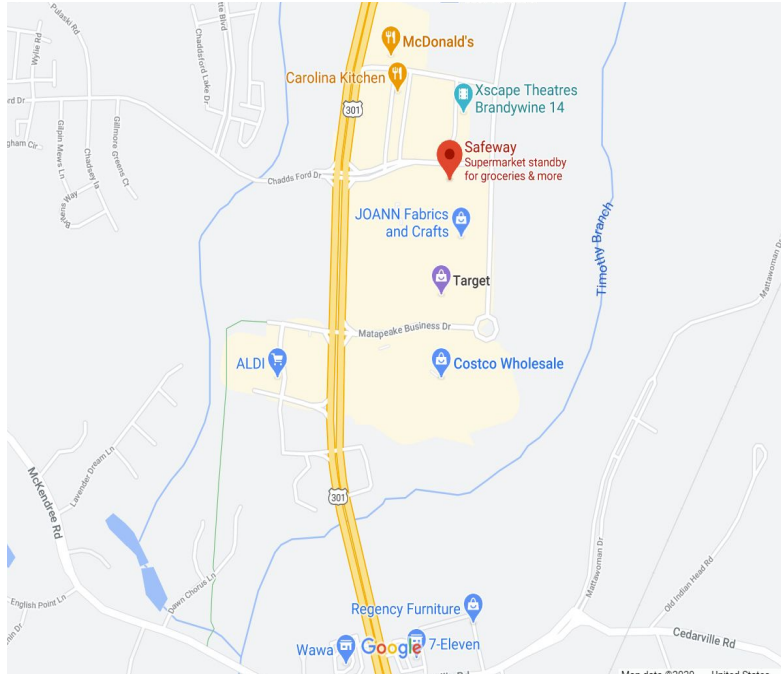
Brandywine Access to Food

- Our research shows that Brandywine lacks nutritional food options in the area
- Four “grocery” stores in the area:
 - Costco (membership required)
 - Safeway
 - Aldi (recently added)
 - Target (sells groceries but not primarily)

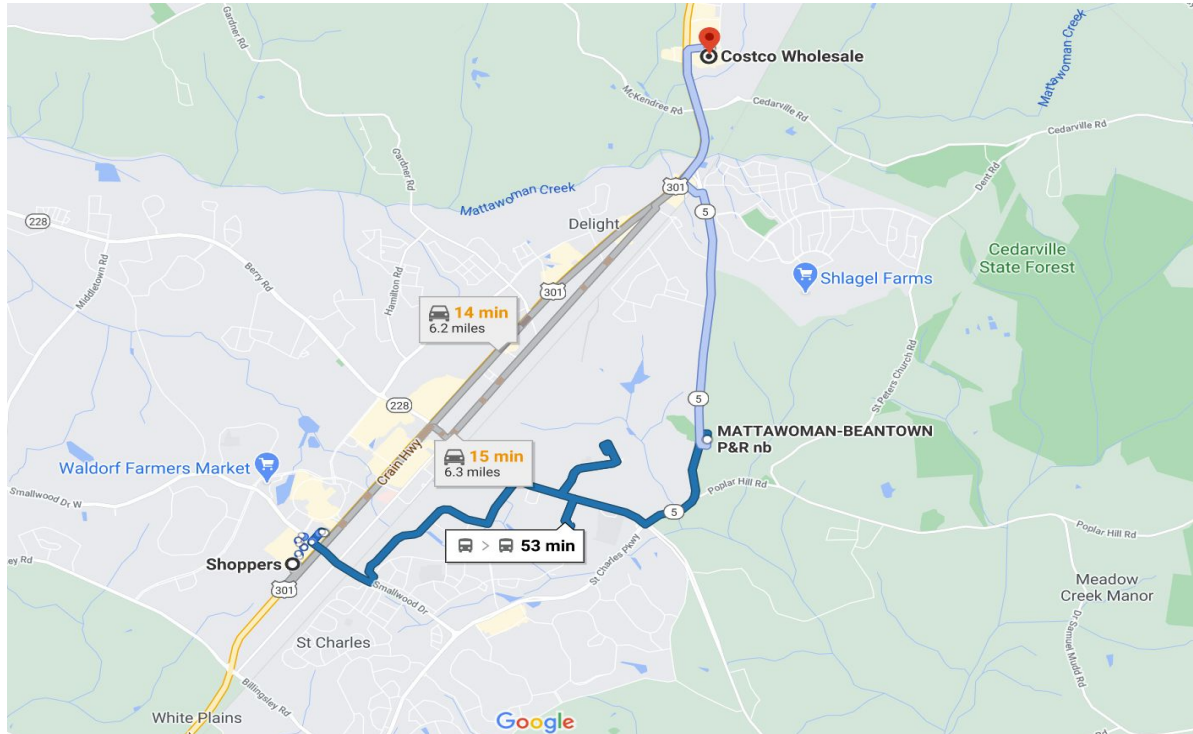
Brandywine Access to Food

- Residents of northern Brandywine have to travel to the southern Brandywine for grocery shopping
- The next closest grocery stores are in Waldorf, a 15-min drive or 50-min bus ride from southern Brandywine; a 20-min drive and no bus routes from northern Brandywine

Brandywine Access to Food



Brandywine Access to Food



Summary

- Brandywine area farmers have been identified and a contact list compiled.
- A preliminary survey can help determine farmers' interest in a farmers market and the products they might sell.
- Farmers' markets in the area have been identified to determine the competition.
- Data collected can be used to determine the feasibility of a Brandywine farmers market.

Future Steps

1. Determine the number and type of vendors to create a successful market.
2. Finish the IRB submission process. Send survey to farmers.
3. Create a follow-up interview with interested farmers.
4. Use interview information to decide how to proceed with a farmers market.

Document Links

Farmers:

<https://docs.google.com/spreadsheets/d/1Pj2Nr6nHV-5lXo4DwudVqoZLx-A8ATm3N0QF6QEIaNaQ/edit?usp=sharing>

Survey:

<https://docs.google.com/document/d/1bn2S5-LIQDUubSWAyhQJkIFw2AC4ob0i5nEyv7oJato/edit>

Farmers Markets:

https://docs.google.com/document/d/1JgWnkcmOviMeEVyo69hF5qUtDY8KMrmLHAV9LJ_e9vg/edit#heading=h.acka3xszp0e8