Farmers’ Market Vendor Gap Analysis

Where are the gaps in products?

1. Have vendors list all products they expect to grow and sell on their application or renewal application for the year.
   * Let them know of up front that you will be doing a gap analysis.
   * They may be allowed to sell certain items, but not others.
   * Have group decide if limits set on number of vendors selling a specific product, i.e. – only 4 sweetcorn vendors because market only has 20 possible stalls.
2. Create your own chart to get started
   * Enter data from current farmer vendors
   * Add even more new columns based on
     + Products at other markets
     + Customer requests (voiced to vendors, manager)
     + A customer survey at the market
   * Review chart with board, vendors.
   * What other products may bring in new customers?
3. Let current vendors know of holes they can fill in the gap analysis
   * “Nobody else is growing it.”
   * What else can we try?

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| Vendor | Tomatoes Early | Tomatoes peak | Tomatoes  Heirloom | Sweet Corn | Berries | Stone Fruit | Pome Fruit | Value Added | Dairy  Cheese | Eggs | Root Crops | Greens | Meat |  |
| ABC Farm |  |  |  | x |  |  |  |  |  | x |  |  |  |  |
| DEF Farm |  | x |  | x | x |  |  |  |  |  |  |  |  |  |
| GHI Farm |  | x |  | x |  |  |  |  |  |  |  |  |  |  |
| JKL Farm | x |  |  | x |  |  |  |  |  |  |  |  |  |  |
| XYZ Farm |  |  |  | x |  | X |  | X |  |  |  |  |  |  |