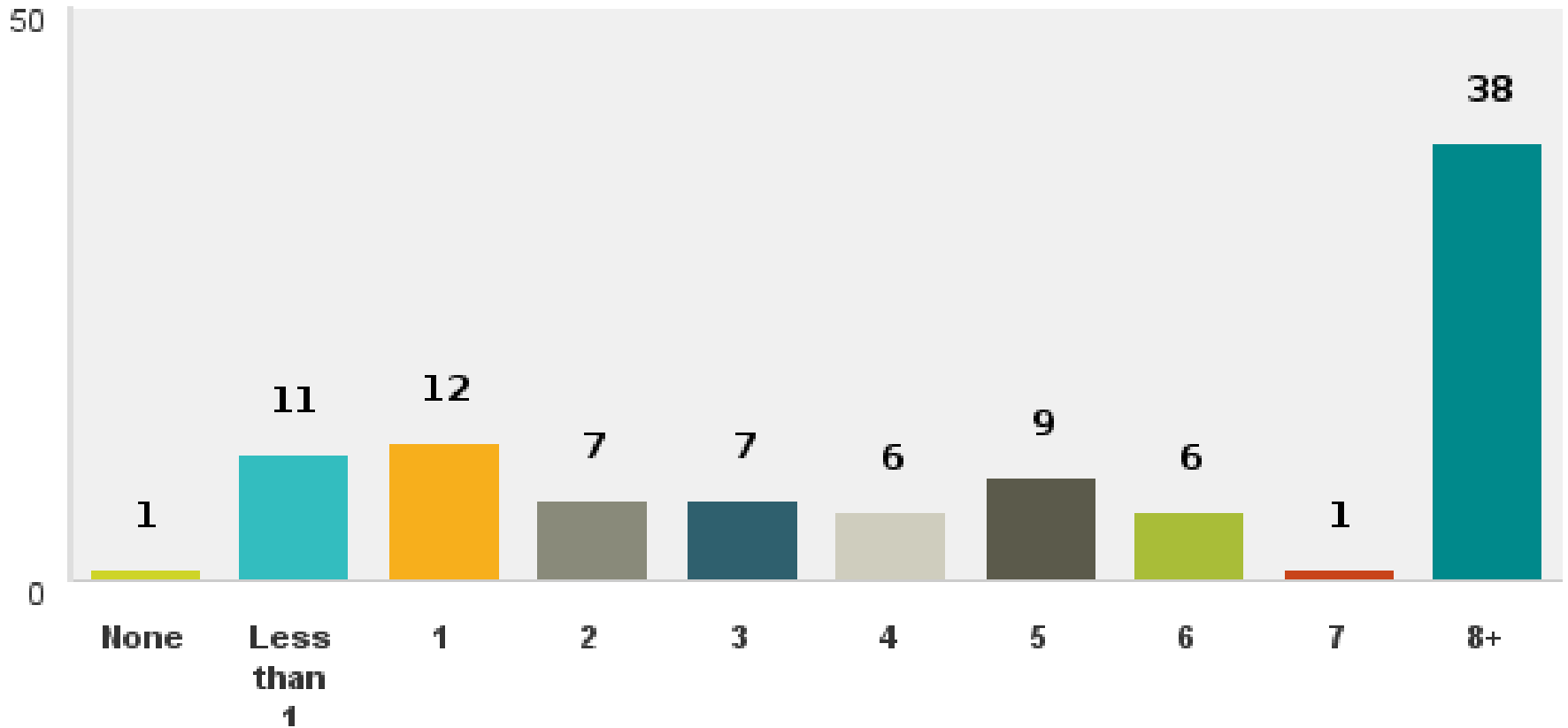


Madison Food Business Survey Results

101 completed surveys

Q2 How many years have you been in business?

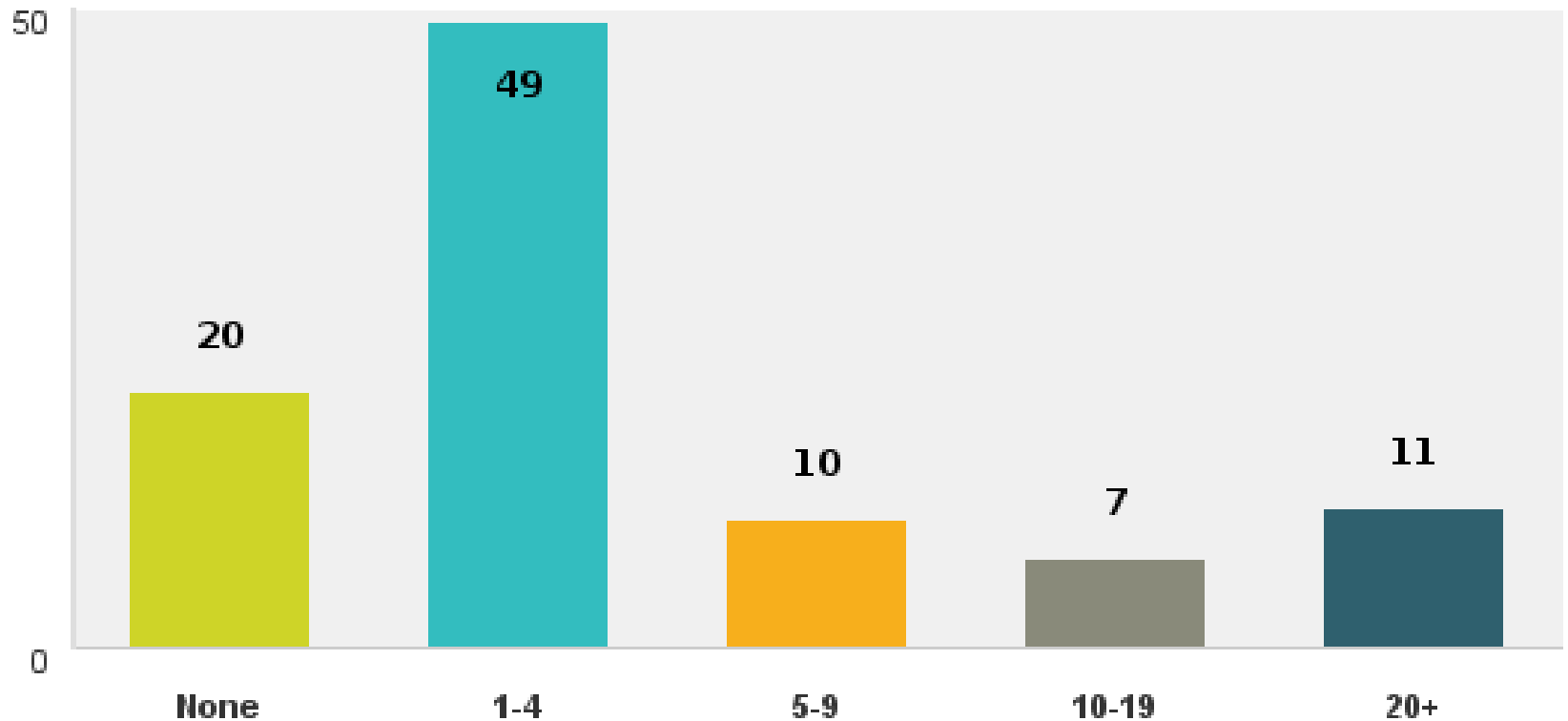
Answered: 98 Skipped: 3



Conclusion: over half of respondents have been in business at least 5 years

Q7 How many employees does your business employ?

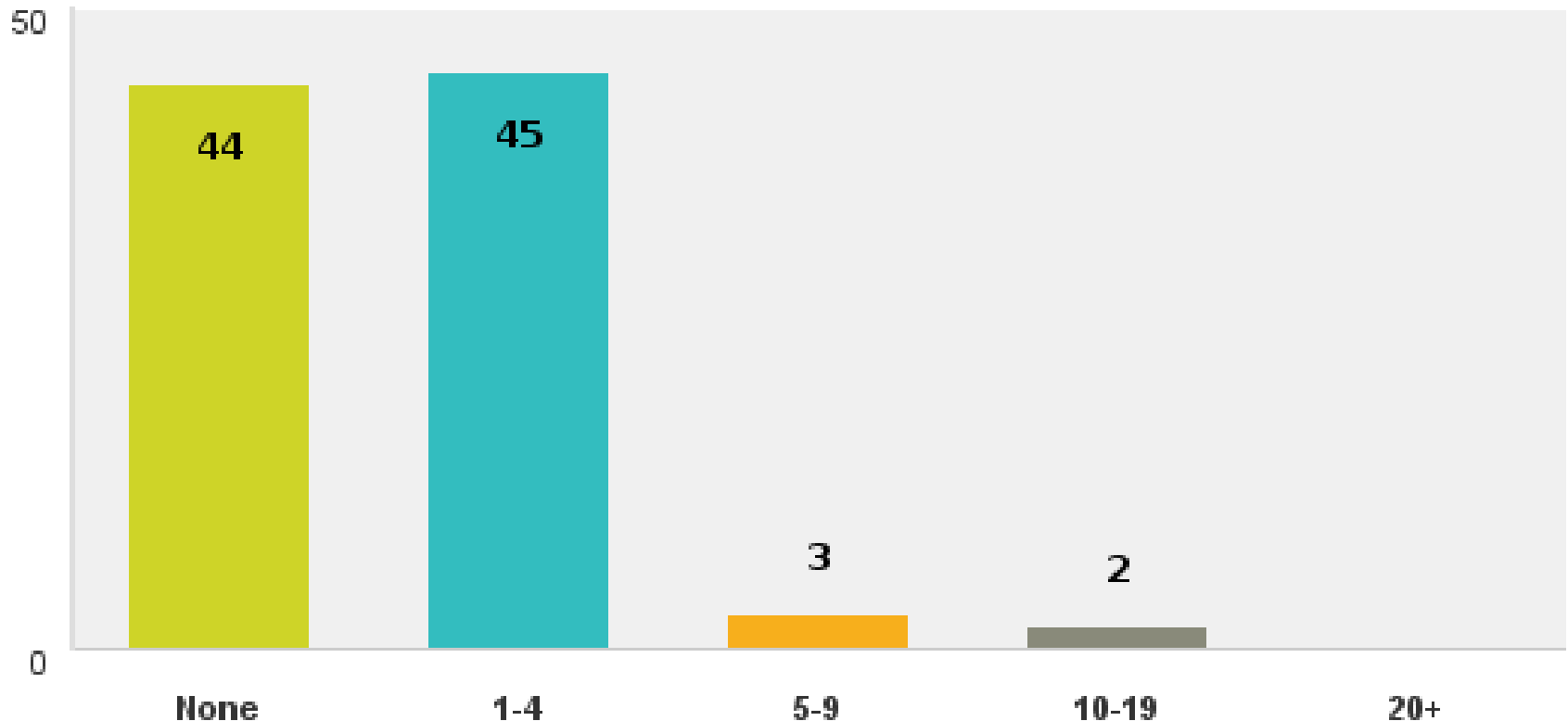
Answered: 97 Skipped: 4



Conclusion: Majority of respondents are very small businesses

Q8 How many of your employees are members of your family?

Answered: 94 Skipped: 7



Conclusion: About 50% of respondents employ family members to operate their businesses

What products do you sell: year-round & seasonally?

Year-round top responses:

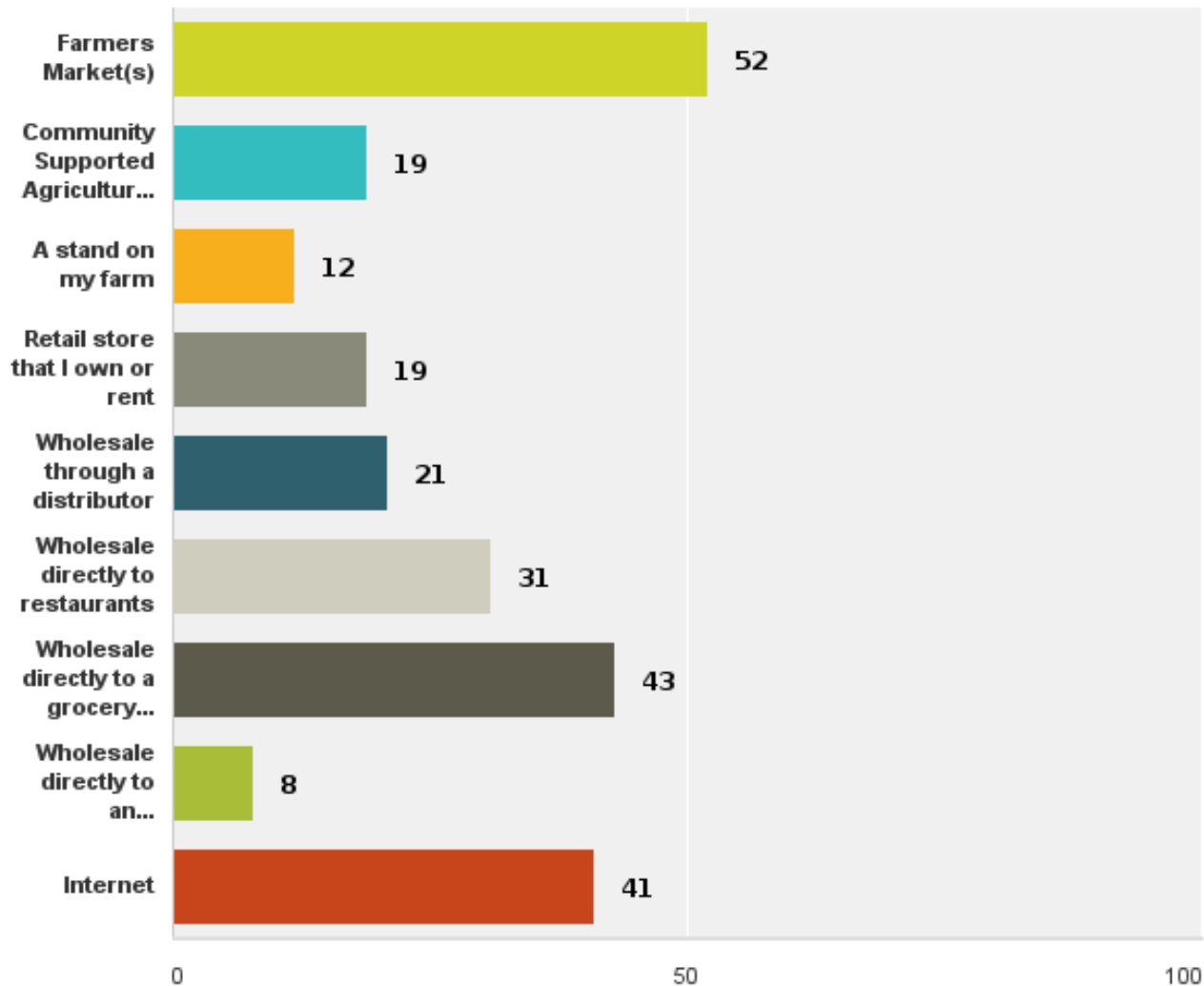
- Value-added – 24
- Meat – 17
- Bread/baked goods – 17
- Prepared foods – 15
- Candy/chocolate – 14
- Cheese – 13
- Vinegars/oils/spices - 13

Seasonal top responses:

- Vegetables – 18
- Fruit – 15
- Flowers/bedding – 7

Q10 Through what venue do you sell your product(s)? (Please, check all that apply)

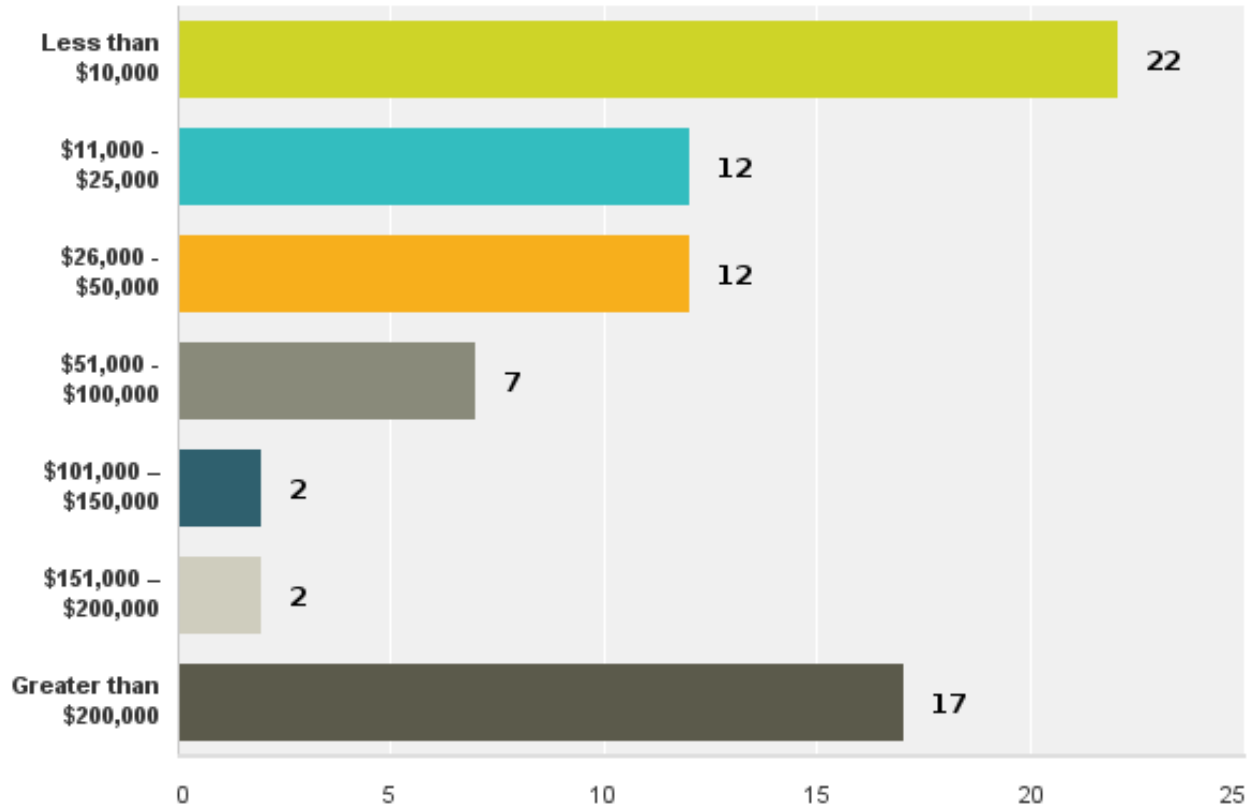
Answered: 81 Skipped: 20



Conclusion: respondents familiar with both direct and wholesale marketing models – also many products have a non-regional reach

Q11 What are your average annual sales (including wholesale, direct sales, etc)? (Optional)

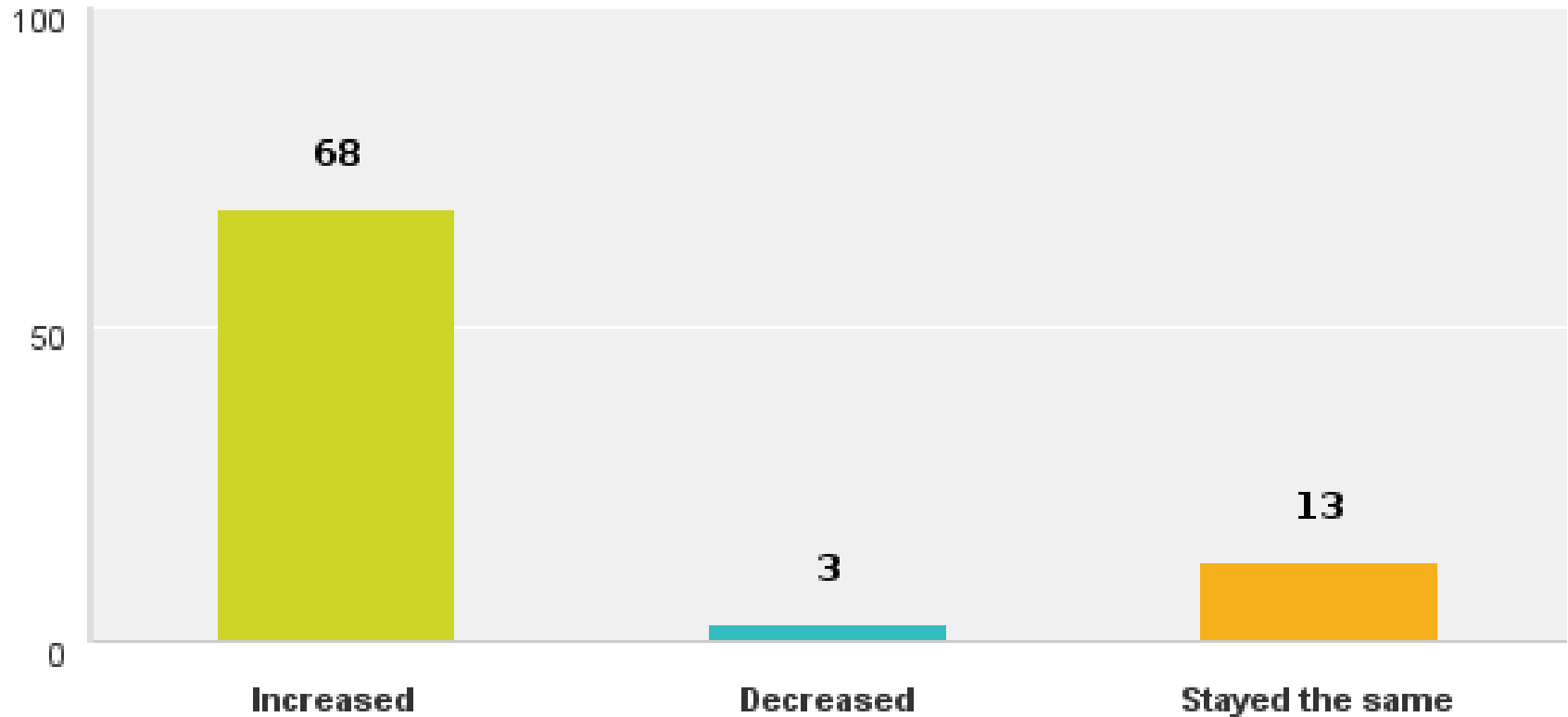
Answered: 74 Skipped: 27



Conclusion: majority of respondents have low-level sales (under \$50K)

Q12 In the past five years, have your sales:

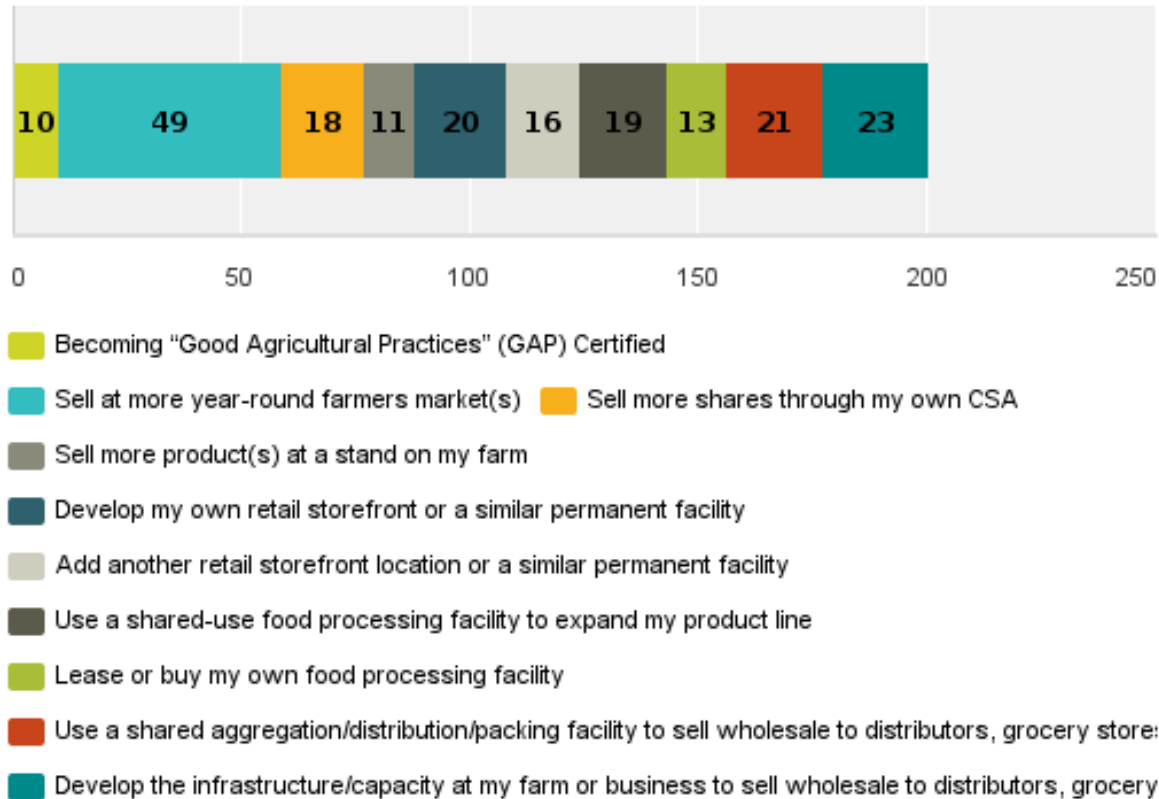
Answered: 84 Skipped: 17



Conclusion: business is booming!

Q13 How do you envision your business growing or changing in the next three to five years? (Please, check all that apply)

Answered: 77 Skipped: 24



Conclusion: High interest in retail (year-round farmers markets and retail store/stall) and wholesale

What products do plan on selling in the next three to five years: identify year-round and seasonally?

Year-round top responses:

- Value-added – 36
- Prepared foods – 22
- Café/restaurant/catering – 21
- Bread/baked goods – 21
- Meat -19
- Candy/chocolate - 16

Seasonal top responses:

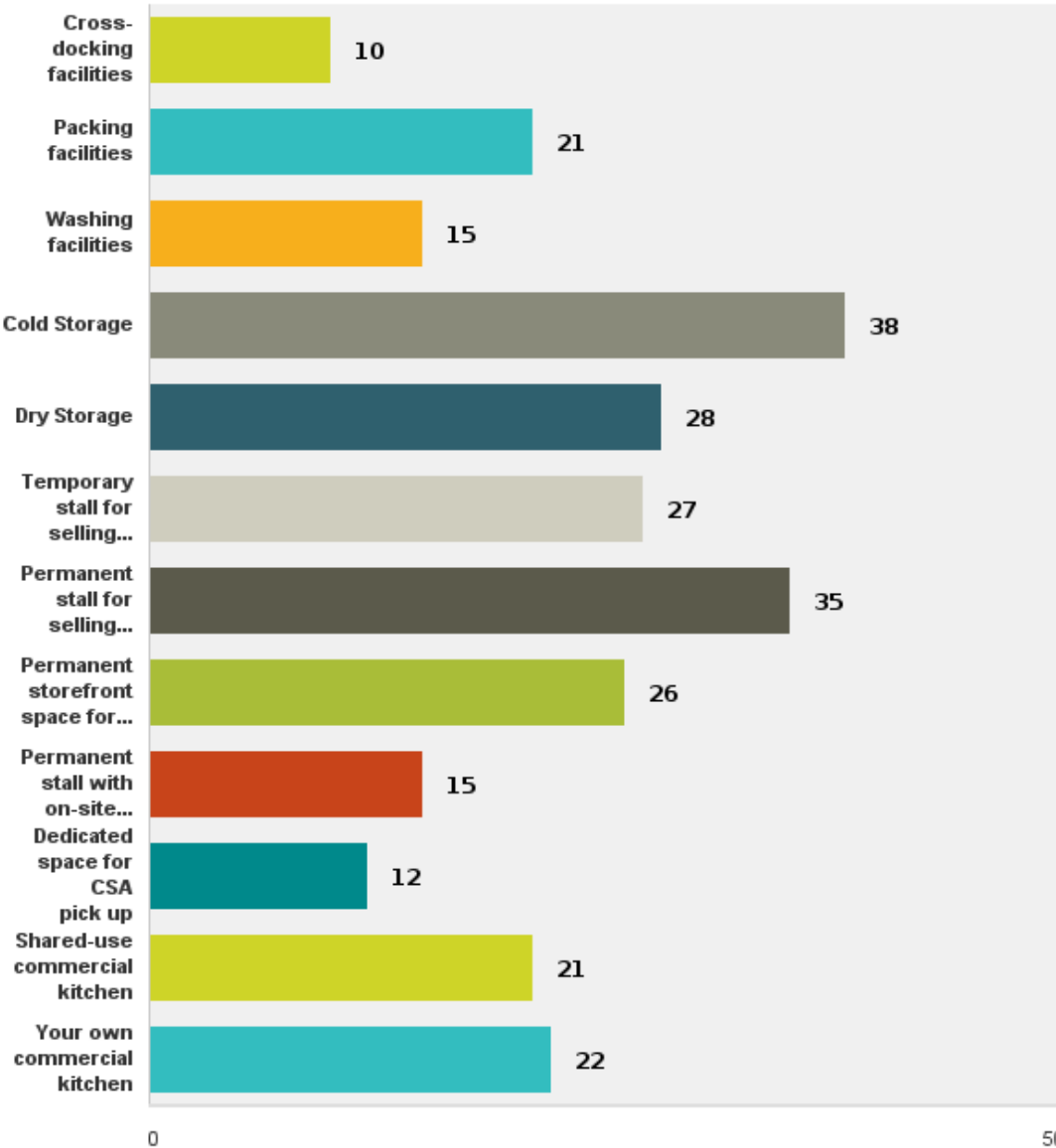
- Fruit – 16
- Vegetables - 15
- Flowers/bedding - 7

Conclusions:

- No change in seasonal interests
- Great interest in expanding into – café/restaurant/catering (13 more), value-added (12 more), prepared foods (7 more)

Q15 What infrastructure is necessary to grow your business? (Please check all that apply)

Answered: 80 Skipped: 21



High interest in:

- permanent stalls/stores
- storage (dry and cold)

Interest in:

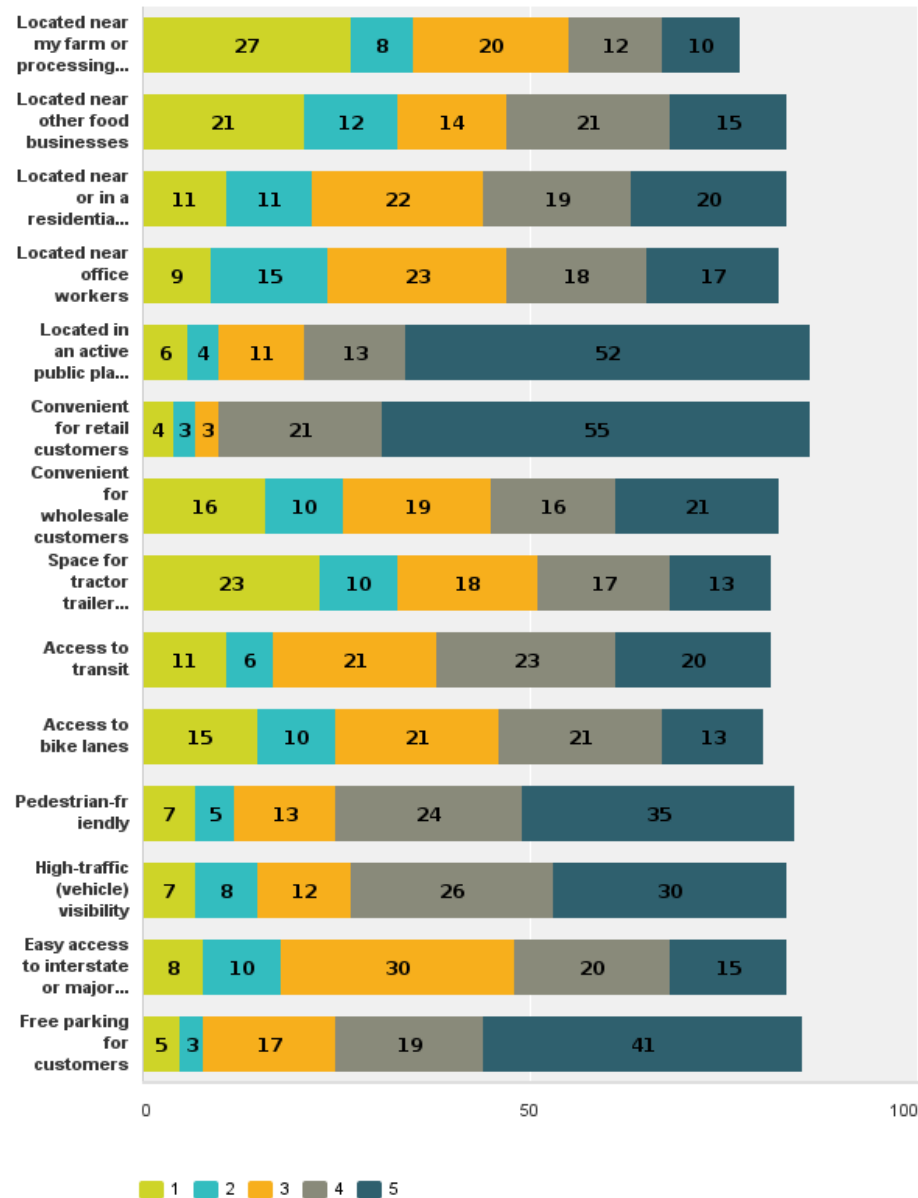
- shared-use and personal commercial kitchens

Less interest in:

- cross-docking facilities
- CSA pick-up (may be because CSA exclusive farms didn't take survey)
- washing facilities
- permanent stalls w/ on-site cooking equipment

Q16 How important are the following locational factors to the future success of your business? (On a scale of 1-5: 1 being not important at all, 5 being very important)

Answered: 90 Skipped: 11



Important for businesses to:

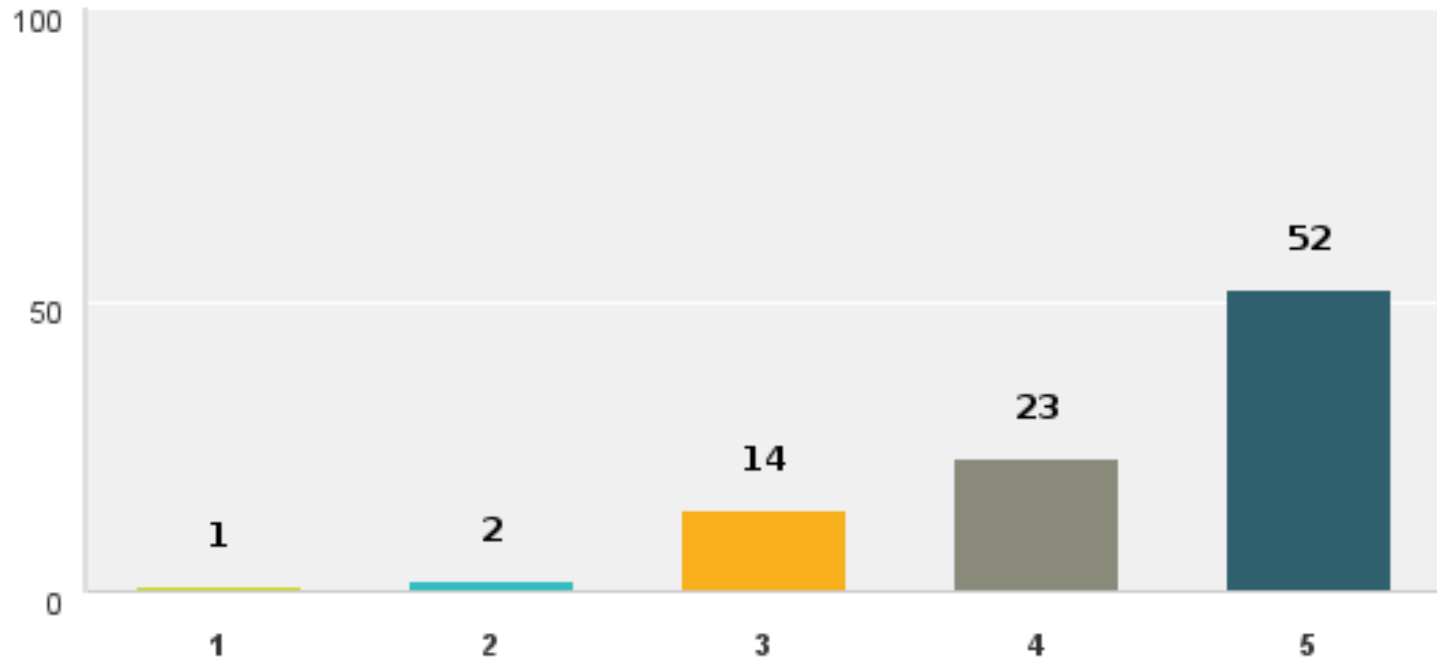
- be near active public places
- be convenient for retail customers
- provide free parking for customers
- be pedestrian-friendly
- have high-traffic visibility

Less important for businesses to be:

- near farm/processing facility
- have space for tractor trailers
- located near other food businesses

Q17 How interested are you in locating your business or doing business in a public market in the City of Madison? (On a scale of 1-5: 1 being not interested at all, 5 being very interested)

Answered: 92 Skipped: 9



Conclusion: Interest in the MPM is high

New Businesses – 4 respondents

- Interested in selling – coffee/tea, prepared foods, café/restaurants/catering
- Want to sell through – their own storefront, farmers markets, internet
- Need – permanent storefront/stall with on-site cooking equipment
- Want location to be – active place, convenient for retail, pedestrian-friendly, high-trafficked, free customer parking