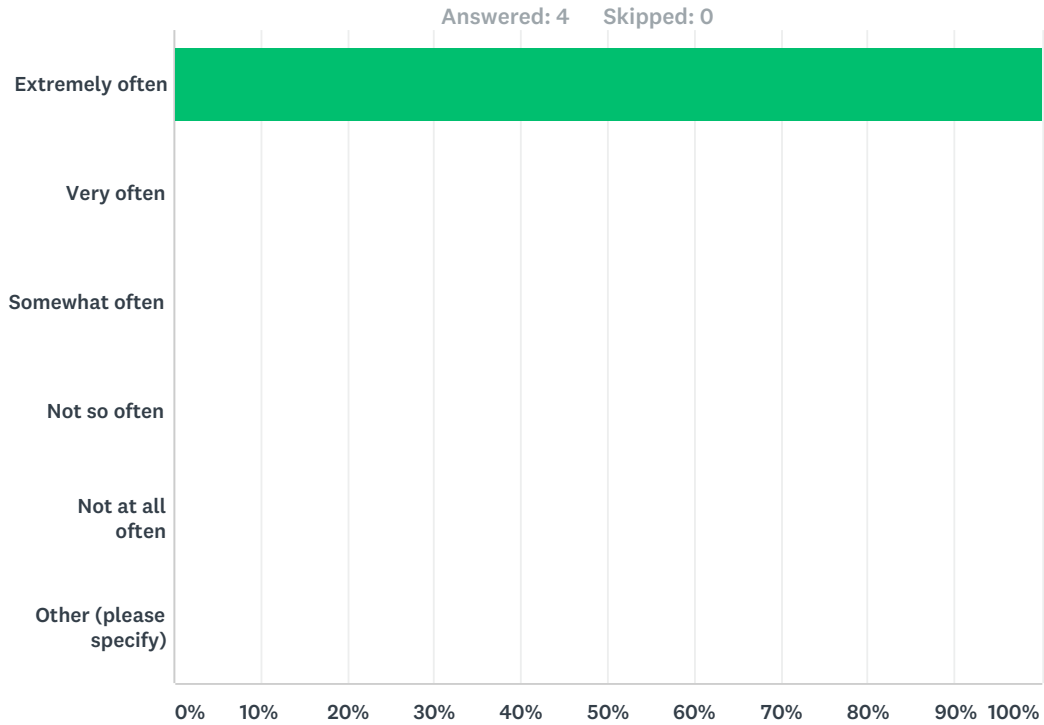
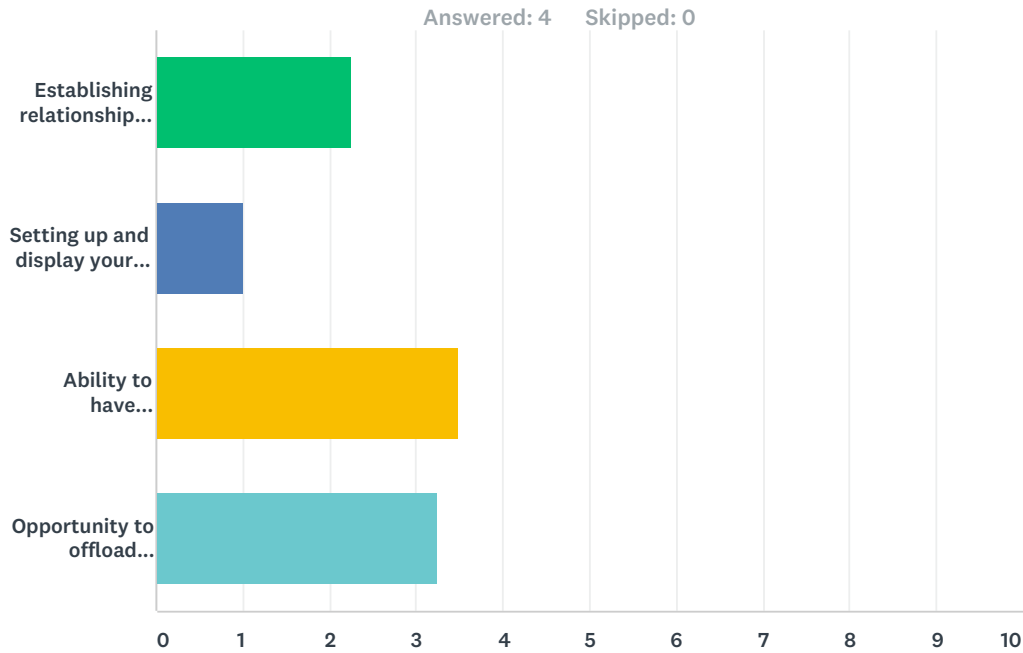


Q1 How often do you participate/sell at a farmers' market?



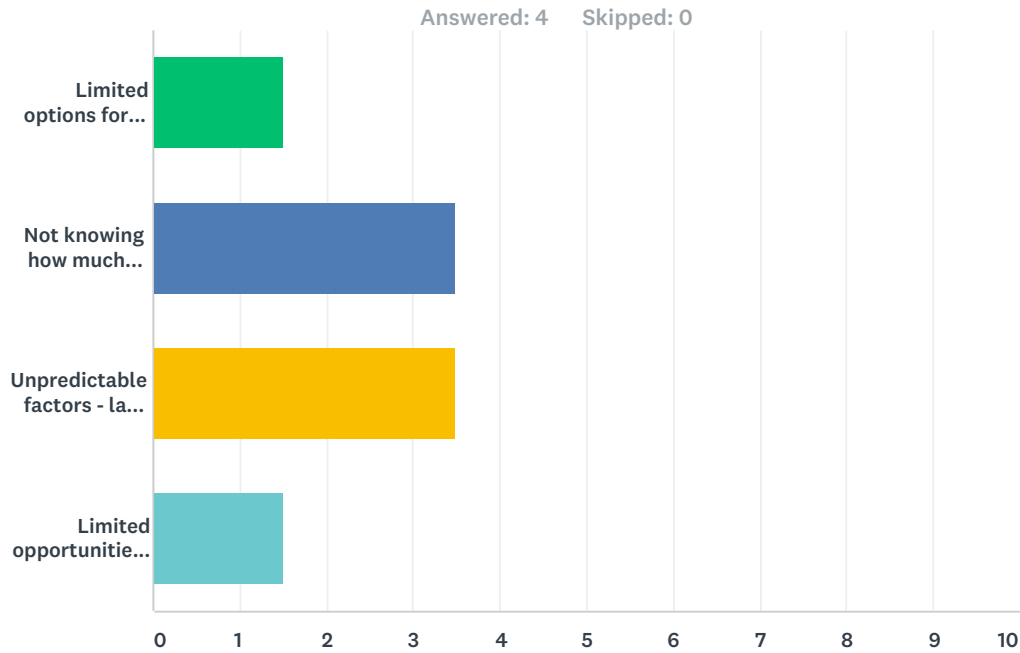
Answer Choices	Responses	
Extremely often	100.00%	4
Very often	0.00%	0
Somewhat often	0.00%	0
Not so often	0.00%	0
Not at all often	0.00%	0
Other (please specify)	0.00%	0
TOTAL		4

Q2 What do you enjoy most about selling your goods at a Farmer's Market?



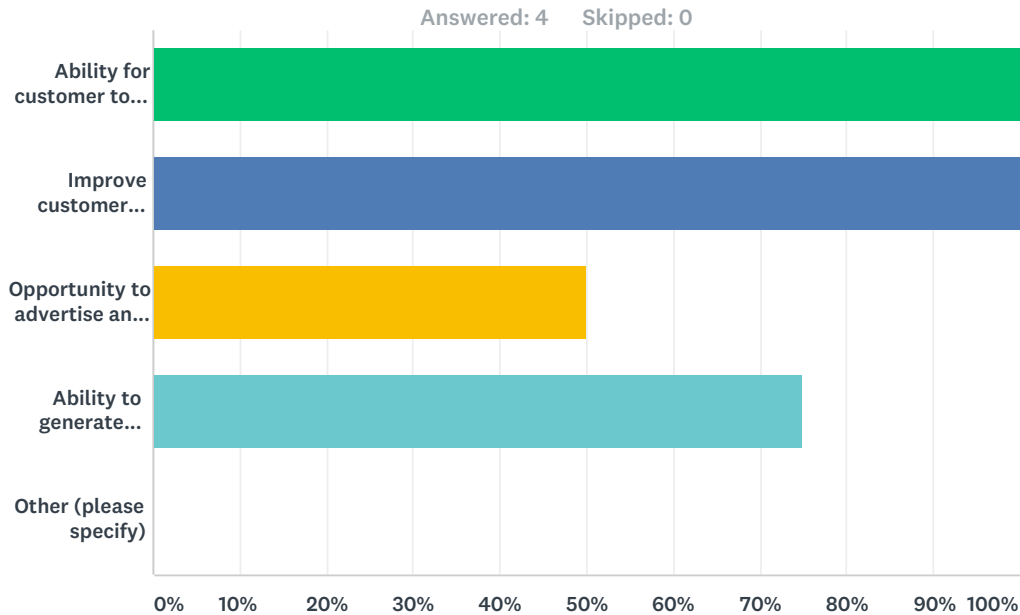
	1	2	3	4	Total	Score
Establishing relationships with other vendors/farmers	0.00% 0	25.00% 1	75.00% 3	0.00% 0	4	2.25
Setting up and display your brand/business remotely	0.00% 0	0.00% 0	0.00% 0	100.00% 4	4	1.00
Ability to have one-on-one, intimate interaction with consumers about product	50.00% 2	50.00% 2	0.00% 0	0.00% 0	4	3.50
Opportunity to offload inventory	50.00% 2	25.00% 1	25.00% 1	0.00% 0	4	3.25

Q3 What do you like least about selling your goods at a Farmer's Market?



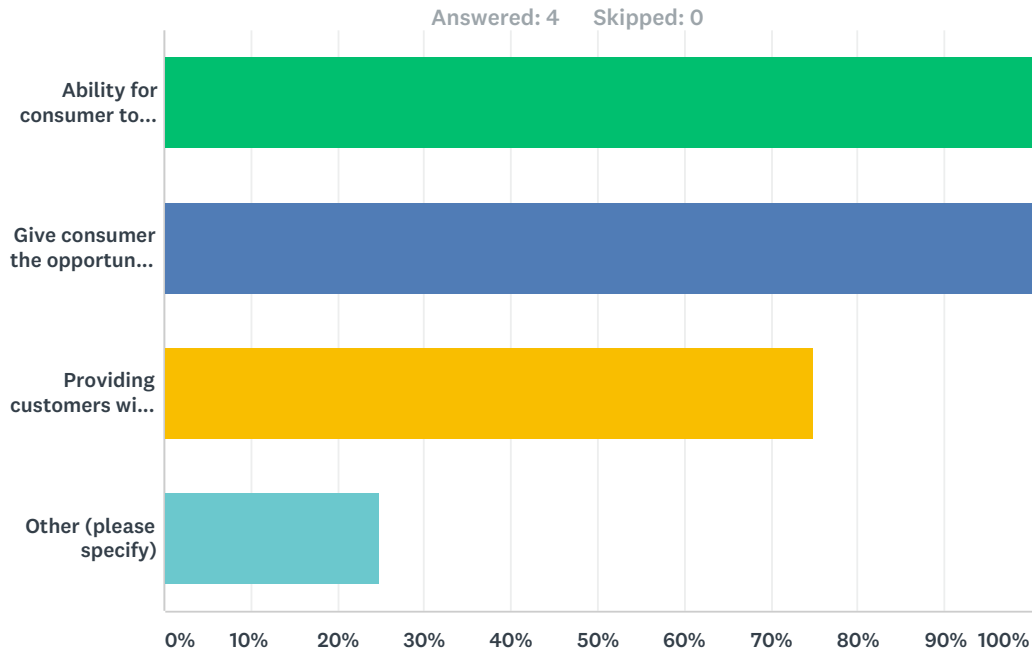
	1	2	3	4	Total	Score
Limited options for payment	0.00% 0	0.00% 0	50.00% 2	50.00% 2	4	1.50
Not knowing how much inventory you will need to meet the customer demand that day	50.00% 2	50.00% 2	0.00% 0	0.00% 0	4	3.50
Unpredictable factors - lack of attendance, weather issues	50.00% 2	50.00% 2	0.00% 0	0.00% 0	4	3.50
Limited opportunities differentiate your brand from other vendors	0.00% 0	0.00% 0	50.00% 2	50.00% 2	4	1.50

Q4 What changes would improve selling your goods at a Farmer's Market?



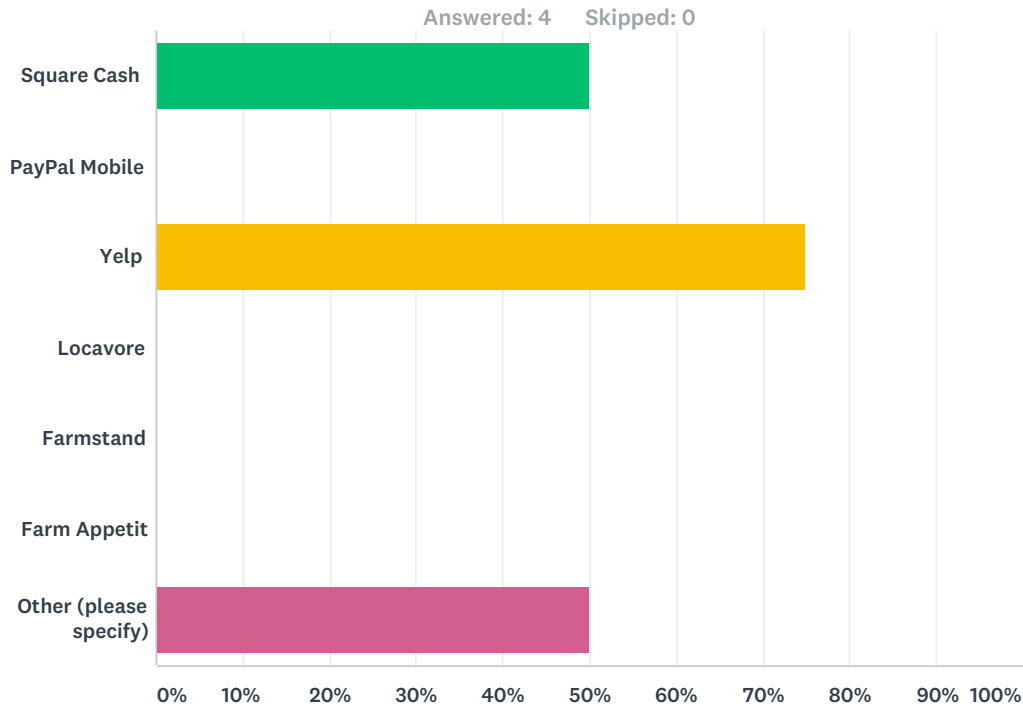
Answer Choices	Responses
Ability for customer to reserve and prepay for goods	100.00% 4
Improve customer knowledge about your brand/goods	100.00% 4
Opportunity to advertise and provide customers with incentives to buy your goods (loyalty program, coupons, specials)	50.00% 2
Ability to generate consumer feedback and communicate directly with consumers 24/7	75.00% 3
Other (please specify)	0.00% 0
Total Respondents: 4	

Q5 What features or services would you like for our mobile app to provide?



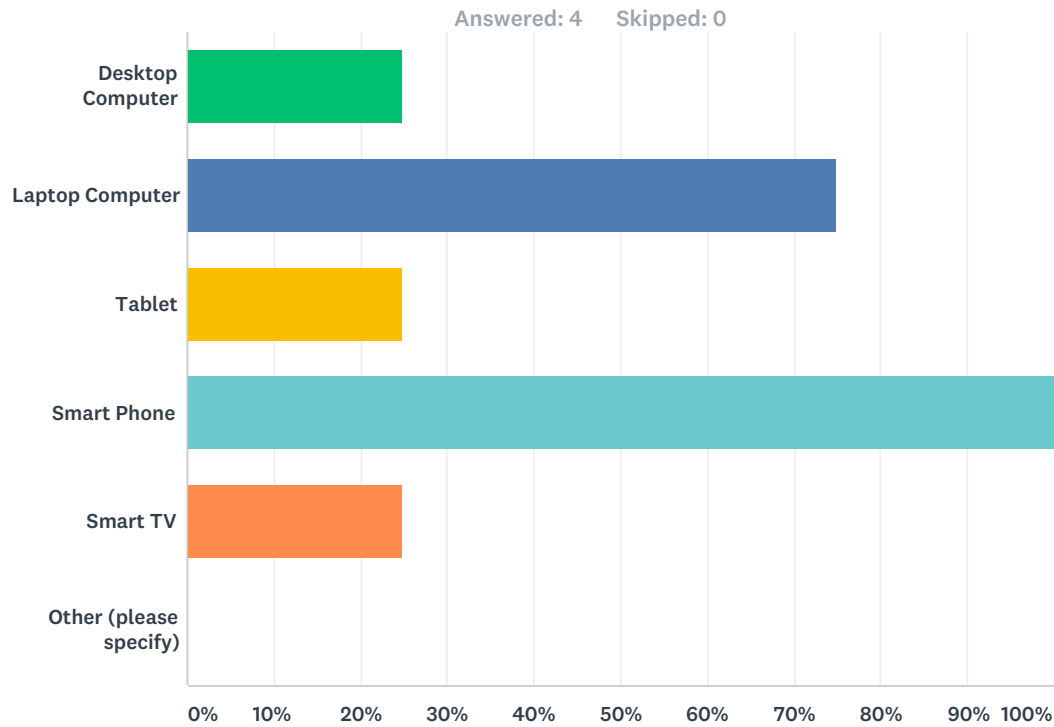
Answer Choices	Responses	
Ability for consumer to view available products, reserve and pay for them on a mobile phone	100.00%	4
Give consumer the opportunity to see specials, what's in season	100.00%	4
Providing customers with a "storefront" and way to communicate with you outside of the Farmers' Market	75.00%	3
Other (please specify)	25.00%	1
Total Respondents: 4		

Q6 What other apps or similar services have you used for payment and/or advertising?



Answer Choices	Responses	
Square Cash	50.00%	2
PayPal Mobile	0.00%	0
Yelp	75.00%	3
Locavore	0.00%	0
Farmstand	0.00%	0
Farm Appetit	0.00%	0
Other (please specify)	50.00%	2
Total Respondents: 4		

Q7 What devices do you currently use?



Answer Choices	Responses	
Desktop Computer	25.00%	1
Laptop Computer	75.00%	3
Tablet	25.00%	1
Smart Phone	100.00%	4
Smart TV	25.00%	1
Other (please specify)	0.00%	0
Total Respondents: 4		

Q8 Do you have any other comments, questions, or concerns?

Answered: 3 Skipped: 1