



Rapid Market Assessment



July 18-20, 2016 - Boise, Idaho

Report Prepared for Boise Farmers Mobile Market by:
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Market Overview

<i>Market Name:</i>	Boise Farmers Mobile Market
<i>Date, Time and Location of Assessments:</i>	July 18, 2016 9:00am-10:00am University of Idaho Extension, Ada Co. 11:00am-12:00pm Winstead Park July 19, 2016 10:00am-11:00am Shoreline Plaza 2:00pm-3:00pm Franklin Grove Apartments July 20, 2016 10:00am-11:00am Whitney Community Center 12:00pm-1:00am Veterans Memorial Park 4:00pm-5:00pm Morley Nelson Community Center
<i>Executive Director:</i>	Karen Ellis
<i>Market Staff:</i>	Tamara Cameron <i>Market Manager</i> Gabriela Franco <i>University of Idaho Student Intern</i> Janie Burns <i>Boise Farmers Market Board Member</i> Tami Cirerol (<i>former Market Manager</i>)
<i>Vendors:</i>	<i>Rice Family Farm, Peaceful Belly, Next Generation Organics, Fiddler's Green, True Roots Organics, Albeke Farm, Mbanda Farm, H&H Farms, Blue Barn Produce</i>
<i>Reported Sales:</i>	\$642.75 Total for the week (\$467.25 Total for the 7 Stops)
<i>RMA Team:</i>	Gabriela Franco, Ariel Agenbroad, Janie Burns, Eileen Stachowski, Tamara Cameron
<i>Report Authors:</i>	Ariel Agenbroad, <i>University of Idaho Extension</i> Gabriela Franco, <i>University of Idaho Extension Intern</i>

Introduction

Market Mission, Vision and Goals

Boise Farmers Market — farmers you can trust, food you can trace.

Vision

The Boise Farmers Market is a community marketplace where local food and agricultural products are available year round and the community can learn about and become engaged in food system issues. The Market is a catalyst and incubator for local food-related activities in the region, and helps to build personal and community self-reliance.

Mission

The Boise Farmers Market supports a regenerative, healthy food and agricultural system by operating a vibrant marketplace featuring locally grown and crafted products.

Goal of the Mobile Market

Established in 2015, the Mobile Market delivers farm-fresh produce from the Boise Farmers Market to Boise area neighborhoods. Our goal is to improve the nutritional wellness of the community while supporting local agriculture.

The market accepts cash, cards, EBT (food stamps) and Sprouts Kids Tokens (available weekly to children at the Saturday market). There is up to a \$20 match every visit when customers use their EBT cards to purchase fruits and vegetables.

Boise Farmers Mobile Market 2016 Schedule

JUNE 6TH – AUGUST 17TH

MONDAY

9:00 a.m. – 10:00 a.m.
U of I Extension Office
5880 N. Glenwood St., Garden City

11:00 a.m. – Noon
Winstead Park
6150 Northview St., Boise

1:00 p.m. – 2:00 p.m.
Redwood Park
2675 N. Shamrock Ave., Boise

3:00 p.m. – 4:00 p.m.
Borah Park
801 Aurora Dr.

TUESDAY

10:00 a.m. – 11:00 a.m.
Shoreline Plaza
675 S. 13th St., Boise

Noon – 1:00 p.m.
Ivywild Park
416 W. Ivywild St., Boise

2:00 p.m. – 3:00 p.m.
Franklin Grove Apartments
4929 Franklin Rd., Boise

WEDNESDAY

10:00 a.m. – 11:00 a.m.
Whitney Community Center
1609 S. Owyhee St., Boise

Noon – 1:00 p.m.
Veterans Memorial Park
930 N. Veterans Memorial Pkwy., Boise

2:00 p.m. – 3:00 p.m.
Arbor Crossing Apartments
5122 W. Stoker Lane, Boise

4:00 p.m. – 5:00 p.m.
Morley Nelson Community Center
7701 W. Northview St., Boise



Find us on Facebook

FACEBOOK: Boise Farmers Mobile Market



DOUBLE UP
FOOD BUCKS

We accept cash, debit and credit cards, EBT, and Sprouts Kids Club tokens.

Ask us about our SNAP Match and Loyalty Card Programs

Rapid Market Assessment

Rapid Market Assessment (RMA) is an efficient method for researchers and markets to easily capture the opinions and habits of market-goers on a single market day. Information collected on attendance, consumer habits and preferences helps market managers, boards and vendors assess how well they are achieving their mission and goals and may be useful in planning and future decision making.

The key components of an RMA are attendance counts, performed during each hour of market operation, and dot surveys that ask questions previously determined by the market staff and researchers. Volunteers are key to the process.

For the Boise Farmers Mobile Market RMA conducted July 18-20, 2016, volunteers counted all attendees at each market site. Staff and volunteers also solicited information from market attendees through dot surveys made easily accessible by the market van entrance.

There were an estimated 79 market attendees counted at the seven stops where the RMA was conducted. The busiest stop was the University of Idaho Extension office, followed by the Shoreline Plaza apartment complex.

Approximately 60 market-goers responded to the dot survey across all stops.

The four questions asked in our survey were:

- How did you find out about the Mobile Market?
- Why do you stop at the Market?
- How long does it take you to get to the Market?
- How could we improve the Market?

We also had a write-in page for sharing “Do you have a great idea for how to promote the Market?”

Individuals who completed the dot survey received an extra stamp on their customer loyalty card and were offered a free bottle of ice water. Not all customers opted to stop and participate in the dot surveys, but those who took the time were engaged in the process and very supportive of the market. Both adults and children were invited to participate.

The data collected through an RMA is not without limitations and potential biases. Attendance counts are estimated as accurately as possible. Biases may occur in the dot survey participation, since participation is voluntary. Most people attending market will not participate in the survey process without a direct, personal invitation to do so and generally require guidance on the process. Active, friendly volunteers are key to attracting significant numbers of survey participants.



University of Idaho (UI) Extension was recruited to assist the Market manager in conducting the 2016 RMA. Ariel Agenbroad, Area Extension Educator in Food Systems and Small Farms and student intern Gabriela Franco compiled the resultant data and prepared this report for the market.



Methods

Estimating Attendance

- For large markets, attendance counts are conducted at all entrances for 10 minutes at the beginning of each hour during market hours of operation, using handheld clicker counters. Due to the smaller nature of the Mobile Market and the short time frame (1 hour) at each site, volunteers simply counted everyone who stopped at the Mobile Market van during the stops.

Consumer Dot Survey

- One set of four flip charts were placed adjacent to the Mobile Market van at each of the seven stops.
 - The flip charts were tabletop and easel style. They were provided by UI Extension.
 - Each flip chart had a single question and the possible answers written on it.
 - The time and location were noted on the upper right corner of each question sheet.
 - There were approximately one to two volunteers attending to the flip chart station at all times. They were responsible for soliciting respondents, handing out dots, answering questions about the survey, and setting up fresh chart pages at each stop.
- Survey Questions
 - Questions were developed by market staff and UI Extension.
 - The questions were chosen to generate the most useful information for future planning decisions and communication with stakeholders.
- Sticker Dots
 - 250 $\frac{3}{4}$ " round stickers were purchased.
 - The sheets were cut into strips, giving each survey participant enough dots to answer each of the four questions.
 - Stickers were color coded for males (blue) and females (yellow).
- Incentive
 - Survey participants were offered an extra stamp on their customer loyalty card and a free bottle of ice water for completing the dot survey.

Volunteers

- UI Extension and the Idaho Hunger Relief Task Force provided volunteers for the RMA.
 - Volunteers were emailed information about the RMA process prior to the event and then briefed about the process at each location.
 - Materials included: easels, pens/pencils, the dot stickers, pens, and a cooler with bottles of ice water.

Boise Farmers Mobile Market Rapid Market Survey Results

Attendance

Location	Females	Males	Total
UI Extension	16	7	23
Winstead Park	5	3	8
Shoreline Plaza	12	3	15
Franklin Grove Apartments	9	2	11
Whitney Community Center	6	0	6
Veterans Park	8	3	11
Morley Nelson Com. Cent.	7	2	9
Totals	63	20	83

Comments:

The busiest location on the day of the RMA was the University of Idaho Extension office. This was partly due to the presence of Eat Smart Idaho and Master Food Safety Advisors offering activities concurrent with the market booth. These staff and volunteers were regular shoppers at the market as well and participated in the survey.



Dot Survey Results

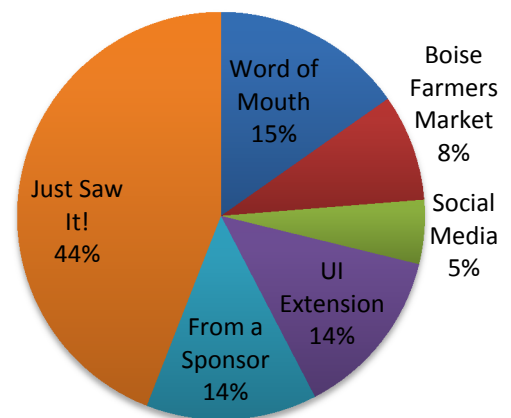
Total respondents surveyed: ~60 Female respondents: ~52 Male respondents: ~8

Question 1: How are customers learning about the Boise Farmers Mobile Market?

How did you find out about the Market?						
Location	Word of Mouth	Boise Farmers Market	Social Media	UI Extension	From a Sponsor	Just Saw It!
UI Extension	3	0	1	6	2	2
Winstead Park	0	0	0	0	1	4
Shoreline Plaza	2	3	0	0	3	2
Franklin Grove Apartments	2	2	0	0	1	4
Whitney Community Center	1	0	0	0	1	4
Veterans Park	1	0	2	0	0	3
Morley Nelson Com. Cent.	0	0	0	1	0	7
Total	9	5	3	7	8	26

Comments:

The Mobile Market was advertised through a number of channels, including promotional events at the Boise Farmers Market, emails sent out by all partners and sponsors, social media, posters, on-site signage and more. However, 44% of respondents simply saw the Market operating at the site and stopped to shop. Direct emails from partners and sponsors, and word of mouth were the next most effective means of communicating the Market's presence, hours and other details to potential customers.



The least used medium was social media. While this may increase with subsequent seasons, pertinent information such as changes in schedule, new or discontinued items, specials, etc. and more about the market may be best communicated to customers and stakeholders through direct, person-to-person channels and on-site advertising. Due to the significance of word of mouth and direct communication, perhaps for communicating upcoming items of interest, changes in market schedule, holiday hours, etc., flyers could be included the week prior in customer's shopping bags.

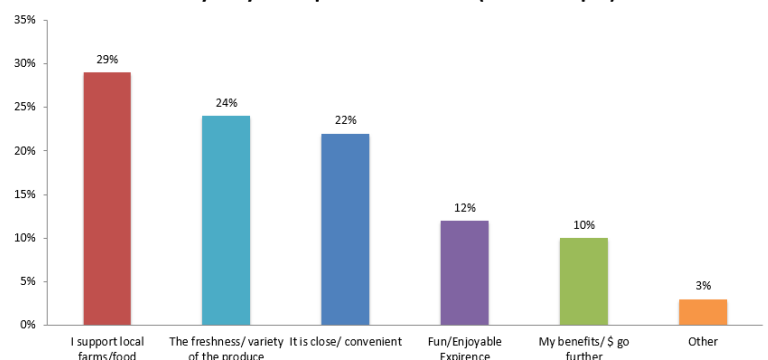
Question 2: Why do customers stop at Boise Farmers Mobile Market? What are their top motivations?

	It is close/convenient	I support local farms/food	My benefits/ \$ go further	Fun/ Enjoyable Experience	The freshness/ variety of the produce	Other
UI Extension	11	11	1	5	10	0
Winstead Park	4	6	2	2	4	0
Shoreline Plaza	7	11	5	4	7	1
Franklin Grove Apartments	3	9	2	1	7	1
Whitney Community Center	4	4	1	1	4	0
Veterans Park	3	3	0	0	5	0
Morley Nelson Com. Cent.	3	2	5	6	0	3
Total	35	46	16	19	37	5

Comments:

This question was asked to gauge customer motivations for stopping at the Mobile Market. Because reasons for shopping at the market are often multi-faceted, we encouraged customers to choose their top three reasons from a list of suggestions.

Why do you stop at the Market? (Choose Top 3)



The most popular motivation selected by those surveyed was “I support local farms and food,” followed by “freshness and variety of produce” and “it is close/convenient.” Signage in and out of the van identified produce by farm, and the layout inside the van and the changes made for the 2016 season meant that the food was kept fresh and looked great all week long. For its size, the van also was able to support a good diversity of products from week to week, which customers noticed and appreciated. While many people shop the downtown markets to support local farms and food and to get the freshest product possible, few rate convenience as a reason for attending. This means that the mobile market is achieving its goal of making accessing and buying local produce a relatively easy choice for shoppers.

Coming to the market for a “fun/enjoyable experience” and because “my benefits go further were chosen by 12% and 10% of shoppers, respectively. While many people attend the weekend markets for the atmosphere, customers still found the experience of shopping at the mobile market enjoyable and genuinely appreciated the SNAP benefits match. “Other” was not a choice, but a customer wrote in “organic produce.”

For future marketing/outreach efforts, it will continue to be important to develop, advertise and emphasize the qualities most valued by Boise Farmers Mobile Market shoppers: locally grown, fresh products; convenient, accessible locations and hours; and the potential for SNAP benefits match.

Customers may appreciate even more emphasis on the farms and farmers behind the food. Perhaps posters featuring one farm each week, or a special event week when a farmer is present at one of the most popular stops would be well received.

Question 3: How far are customers traveling to get to the Boise Farmers Mobile Market?

How long does it take you to get to the Market? (Walking or Driving Distance)						
	Walking Distance	Less than 5 Minutes	5 Minutes	10 Minutes	15 Minutes	Longer than 15 Minutes
UI Extension	6	4	2	1	1	0
Winstead Park	0	4	1	0	1	0
Shoreline Plaza	8	0	0	0	1	0
Franklin Grove Apartments	7	2	0	1	0	0
Whitney Community Center	1	3	2	0	0	0
Veterans Park	1	4	1	0	0	0
Morley Nelson Com. Cent.	4	0	0	0	0	0
Total	27	17	6	2	3	0

Comments:

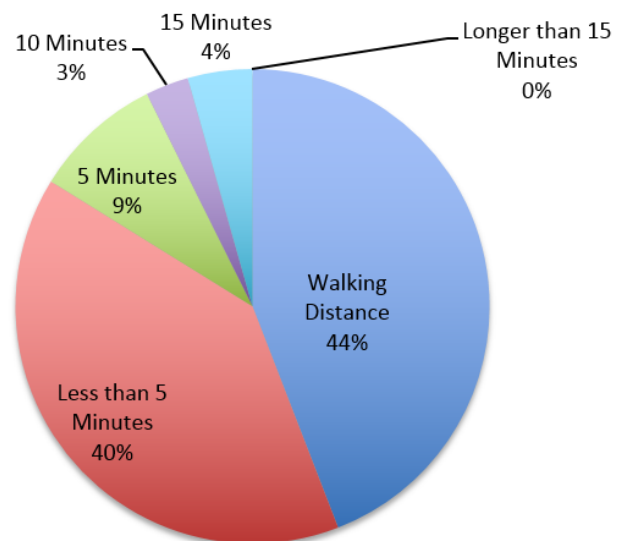
A goal of the Boise Farmers Mobile Market is to increase access to fresh, locally grown food in underserved neighborhoods. One way to measure the effectiveness of the Mobile Market in meeting this goal is to determine where the customers at each location are coming from and how long it takes them to get to the Mobile Market.

Over 44% of customers surveyed during the RMA walked to the market. This was especially true among residents at the two apartment complexes.

Only a handful of people were traveling more than 10 minutes to get to the market.

This means that the Mobile Market was indeed primarily serving residents in the neighborhoods where it stopped each week.

How long does it take you to get to the Market?



Question 4: In what ways, if any, could the market serve its customers better?

How could we improve the Mobile Market?						
	Offer more than produce	Have more "ready to eat" items	Preorder produce for delivery	Longer stops	More stops	Other
UI Extension	4	4	1	7	0	0
Winstead Park	6	2	0	0	0	0
Shoreline Plaza	8	2	2	0	0	2
Franklin Grove Apartments	5	0	0	0	0	3
Whitney Community Center	5	0	2	0	0	0
Veterans Park	6	0	1	0	0	0
Morley Nelson Com. Cent.	1	1	1	2	0	0
Total	35	9	7	9	0	5

Comments:

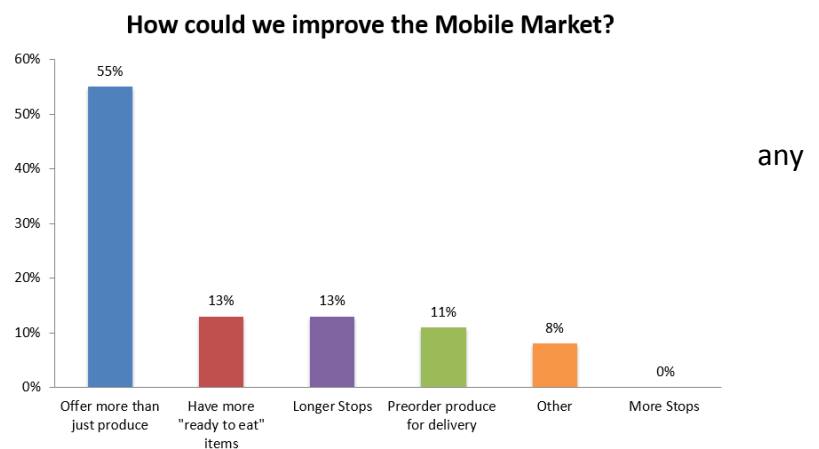
During the RMA, feedback from Mobile Market customers was overwhelmingly positive. However, it is important to learn if changes would increase participation or serve more of customers' needs.

Over 55% of customers were enthusiastic about seeing more products in the van. This included the possibility of fresh local eggs, dairy and meat, as well as fresh locally baked breads, and value added products like jam, pickles or additional dried foods.

About 13% of customers were interested in longer stops at their location.

Fewer customers were interested in ready to eat or prepared items than we thought. And while some were interested in the option to pre-order items, it was not a sizeable interest. However, in conversations with some customers, it was determined that many would be interested in pre-ordering high value items like eggs, meat or dairy if that would increase the likelihood of their availability.

In the write in "other" category, customers wrote in specific items: namely, local meats, eggs, dairy, and bakery items.



Increasing Boise Farmers Mobile Market food traffic: ideas from current customers.

At each stop, we had a sheet of paper available with the prompt: “Do you have a great idea for how to promote the Mobile Market?”

Here were the suggestions offered by market customers:

- Partner with the libraries (suggested twice)
- Advertise in Family Magazine
- Stop at the same time as Foodbank kid lunches
- Advertise with RV Park next to UI Extension
- Advertise on Craigslist
- Walk the neighborhood where you are parked & introduce yourself with a flyer.
- Hire to drive bus for publicity or tell your friends

The market may already be employing some of these tactics, but customers would not necessarily be aware of these efforts. For example, the market stopped at several parks concurrent with the Summer Feeding Program offered by the Idaho Foodbank, so that comment would have come from a customer at a stop other than one of the parks.



University of Idaho Extension



For more information on this report, please contact:

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