



LATAH FARMERS MARKET RAPID MARKET ASSESSMENT REPORT AUGUST 28, 2021



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University of Idaho
Extension

LATAH FARMERS MARKET

RAPID MARKET ASSESSMENT

AUGUST 28, 2021

Market Name: Latah Farmers Market
Year Founded: 2021
Market Website: <http://www.latahfarmersmarket.com/>
Date of Assessment: August 28, 2021
Market Hours: Saturdays from 9:00 am to 1:00 pm
Market Season: June through October
Location: Troy City Park, Troy, Latah County, Idaho
Market Manger: Erika Sattler latahfarmersmarket@gmail.com
Market Staff: Latah Farmers Market Youth Volunteer Team
Fees: Vendor fees are based on a voucher system. The more market vouchers purchased, the lower the cost per market. Full season, 16 vouchers, \$160 for a one booth (10'x10') additional \$80 for a double booth space (10'x20'). Half season, 8 vouchers, \$96 for one booth, \$48 for second booth. Monthly, 4 vouchers, \$60 for one booth, \$30 for second booth. One-time, 1 voucher, \$20 for one booth, \$10 for second booth. Youth vendor fees are half price (same as second booth).
Vendors: 18 vendors on August 28:
32% Agricultural
27% Specialty Foods
27% Craft/Art
9% Prepared Food
5% Service/Entertainment
Estimated Market Sales: \$1,657 to \$2,071
RMA Team Members: Colette DePhelps, Area Extension Educator, Community Food Systems, University of Idaho (UI), Moscow
Mackenzie Lawrence, Administrative Coordinator, Community Food Systems and Small Farms, UI Extension, Moscow
Kathe Tifft, Extension Educator, Community Development, Family and Consumer Sciences, UI Extension, Nez Perce County, Lewiston
Special Thanks to: Latah Farmers Market Youth Volunteer Team
RMA Report Author: Colette DePhelps, cdephelps@uidaho.edu, 208-885-4003

Introduction: On Saturday, August 28, 2021, University of Idaho Northern District Extension performed a Rapid Market Assessment (RMA) of the Latah Farmers Market. The assessment had three components: 1) adult customer count, 2) four-question dot survey, and 3) constructive comments and observations by the RMA Team.ⁱ This report provides a summary of the RMA findings.

PART 1: ADULT CUSTOMER COUNT

For this four-hour market, a full customer count was conducted by the Latah Farmers Market Youth Volunteer Team with instruction from the UI Extension RMA lead. Using clickers, youth team members counted the total number of adults entering the market each hour (Table 1). The number of children entering the market were counted using the same method (Table 2). Approximately 193 adults and 75 children attended the market on August 28, 2021.

Table 1: Estimated Total Adult Customers: 193		
Time	Count	Percentage
9:00 am – at opening	3	2%
9:00 am to 10:00 am	45	23%
10:00 am to 11:00 am	38	20%
11:00 am to 12:00 pm	62	32%
12:00 pm to 1:00 pm	45	23%

Throughout the four hours of the market, there was a steady flow of adult customers. As shown in Tables 1 and 2, the peak hour for adult customers and children appears to be between 11:00 am and 12:00 pm. The largest percentage of adults and children (92%) entered the market from the parking lot and main play area, with the remaining 8% entered using the back entrance near the event pavilion.

Table 2: Estimated Total Children: 75		
Time	Count	Percentage
9:00 am – at opening	2	3%
9:00 am to 10:00 am	9	12%
10:00 am to 11:00 am	18	24%
11:00 am to 12:00 pm	34	45%
12:00 pm to 1:00 pm	12	16%

PART 2: FOUR-QUESTION DOT SURVEY

One adult per household was asked to participate in a four-question dot survey. Each survey question was written on a separate poster board. Customers were asked where they live, how often they come to the market, their primary reason for coming and how much they anticipated spending in the market. Children's dots, distinguished by color, were not counted.

Approximately 56% (108) of the adults who visited the market participated in the dot survey by answering one or more of the dot survey questions. Dot survey posters were changed mid-market, at 11:00 am, to test whether there were substantial differences in responses between the first and second half of the market. Participation in the survey was essentially the same during the first half (54 adult respondents) and second half of the market (55 adult respondents).

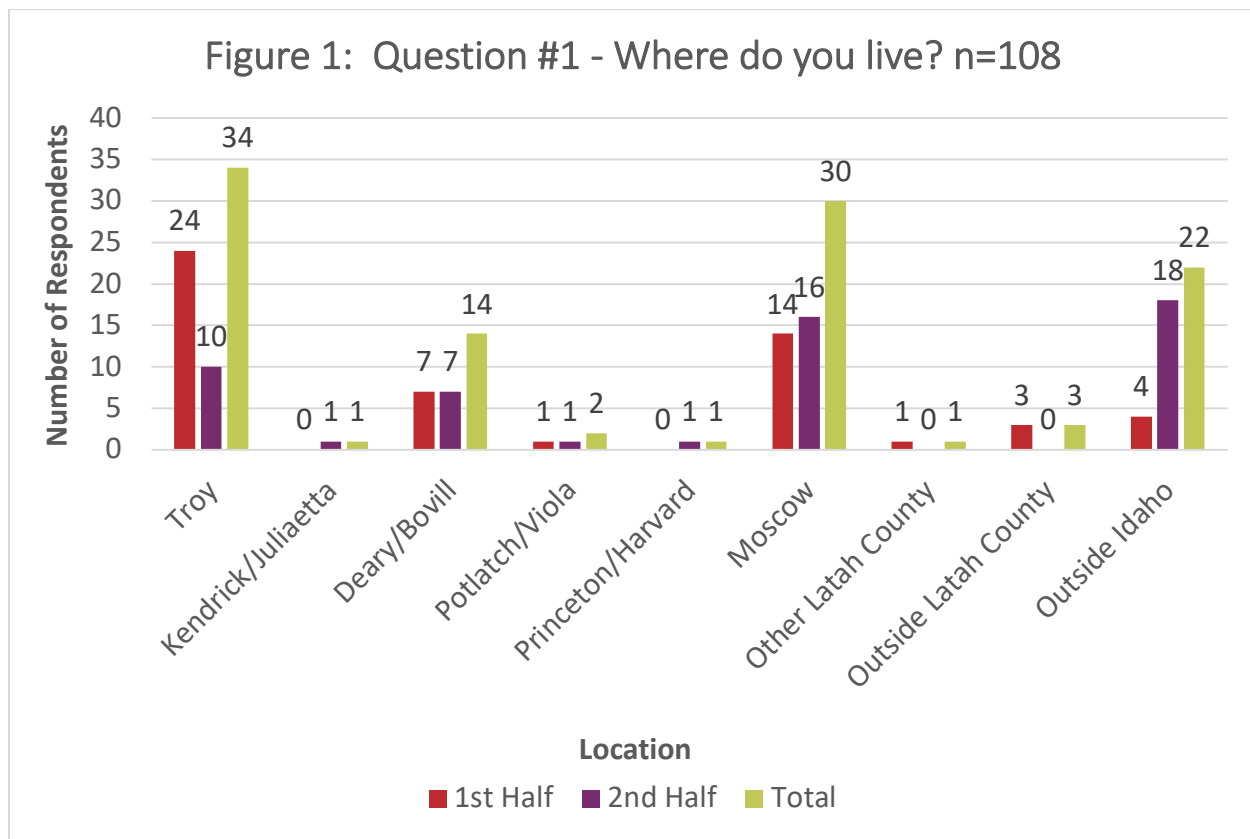
Where Market Shoppers Are Coming From

As shown in Table 3, about 31% of all customers who responded to the dot survey reside in Troy and 28% reside in Deary or Bovill. Twenty percent were tourists or visitors residing outside of Idaho.

Table 3: Question #1 - Where do you live?	
Location	Percent of Respondents (n=108)
Troy	31%
Kendrick/Juliaetta	1%
Deary/Bovill	13%
Potlatch/Viola	2%
Princeton/Harvard	1%
Moscow	28%
Other Latah County	1%
Outside Latah County	3%
Outside Idaho	20%

Comparing responses from shoppers during the first and second half of the market, approximately 56% of shoppers in the first half lived outside the City of Troy, compared to 81% of the shoppers in the second half of the market. The percent of shoppers identifying as from outside Latah County was 23% during the first half of the market and 13% during the second half of the market.

The highest number of shoppers lived in Troy, Moscow and outside of Idaho (Figure 1). While there was an almost equal number of shoppers from the cities of Troy and Moscow (a larger town 11 miles west of Troy), most shoppers from Troy participated in the first half of the market.



The day of the RMA, there was a youth football event in town in which a Moscow team was participating, which may have impacted the number of shoppers from Moscow and from outside of Idaho. To better understand the impact of this event (or similar events) on market attendance, it would be beneficial for the market to survey shoppers as to where they live on a market day that does not correspond with other in-town events that might attract visitors that otherwise would not be in town on a market day.

Shopping Frequency

The second dot survey question asked shoppers how often they come to the Latah Farmers Market. A majority of market shoppers (63%) indicated it was their first time at the market (Figure 2). Another 14% indicated they shop the market occasionally and 9% indicated they shop once a month. Fourteen percent of shoppers indicated they shopped at the market more than once a month (total of “every week,” “3x per month” and “twice a month” responses). Only 2% indicated they were weekly shoppers. Frequency of shopping at the market varied very little between the first half and second half of the market (Figure 3).

To develop a more regular clientele base, the market and/or market vendors might consider developing incentives for repeat shopping, such as discount coupons. Vendors and market management might also consider encouraging shoppers to sign-up to receive email reminders

about the market and what will be available each week. Finally, due to the large number of children at the market, market managers might consider developing a regular children’s program that includes vouchers for children to “spend” at the market for small items such as a piece of fruit or snack vegetable of their choice.

Figure 2: Question #2 - How often do you come to this market? n=107

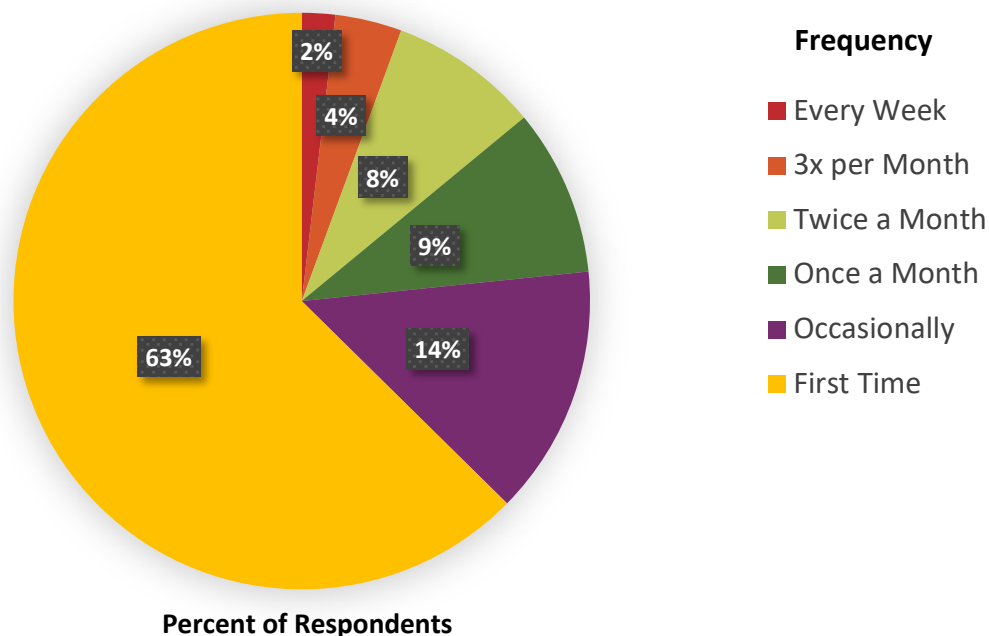


Figure 3: Comparison of Shopping Frequency between First Half and Second Half of Market n=107



Reasons for Coming to Market

The Latah Farmers Market management was interested in learning why customers chose to come to the market. Survey respondents were encouraged to choose their primary reason for attending from a pre-determined list of responses or provide their own written comments (Figure 4). Market management was particularly interested in understanding if the market's policy to not require masks during the COVID-19 pandemic was a primary motivating factor for market attendance by customers. An "all of the above" response was not provided to understand the relative priority of each reason provided by the market.

Sixty percent (60%) of survey respondents indicated the primary reason they came to the market was to support Latah County businesses or friends in the market. The next most popular reason was the convenience and location of the market (10%) followed by wanting to purchase a specific product or the market's policy to not require masks (both 6%). Only one of the respondents indicated attractive signage was the primary reason that drew them to the market (1%).

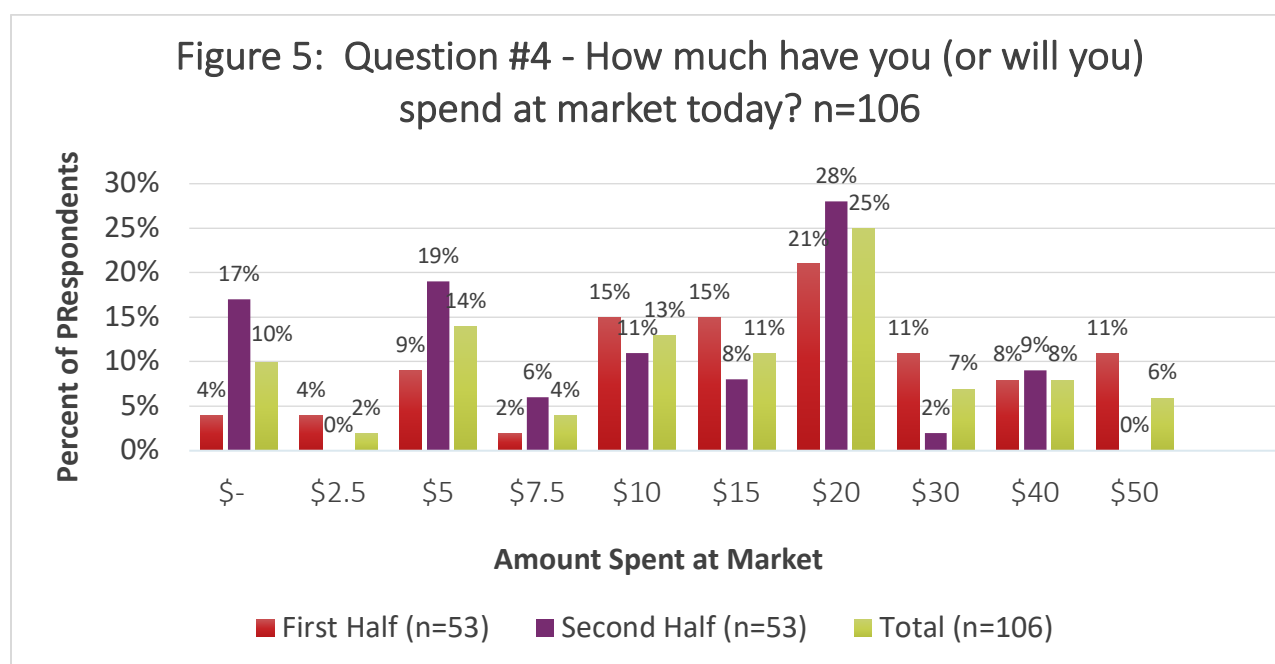


Eighteen percent of the survey respondents selected the "other" category. If they selected the "other" category, shoppers were given the opportunity to provide written comments. Six

written comments were received. Two people wrote in that they drove by and saw the market, other write-in comments included: music, no taxes and to volunteer.

Customer Spending at Market

Spending is estimated by “shopping group” – adults who spend from one “wallet.” A shopping group is generally one or two adults. A “basket” refers to the total market purchases made by a shopping group. Adults from the same shopping group were asked to answer the survey together using one dot per question to avoid over counting. Market customers were asked how much they had or would spend at the market that day. Response categories were provided.



Based on survey responses, approximately 70% of total market sales were in baskets ranging in value from \$0 to \$20.00, while 30% of total market sales were in baskets ranging from \$30.00 to \$50.00 in value (Figure 5).

In the first half of the market, 4% of respondents indicated they would spend less than \$5, while in the second half of the market, 17% selected this category (Figure 5). Overall, participants in the second half of the market indicated a lower intended (or actual) level of spending, with 89% responding that they would spend \$20 or less.

Overall, the average amount spent per shopping group was \$17.17 (Table 4). However, spending patterns differed between the first half and the second half of the market. Customers shopping

during the second half of the market spent approximately \$7.00 less per basket than customers shopping during the first half of the market, a per basket decrease of approximately 33%¹.

Table 4: Average Amount Spent in the Market by Shopping Group

Time Period	Average \$ Spent
All of Market (9:00 am to 1:00 pm)	\$17.17
First half of Market (9:00 am to 11:00 am)	\$20.71
Second half of Market (11:00 am to 1:00 pm)	\$13.63

Given the trend of higher spending during the first half of the market, market management might consider doing additional research on the type of products, services and/or experiences customers are looking to find during the second half of the market.

Estimated Total Market Sales

Using the Rapid Market Assessment methodology, **total market sales** can be estimated as follows:

- Number of shoppers divided by the number of adults per shopping group equals the number of shopping groups.
- Number of shopping groups multiplied by the average amount spent per shopping group equals the estimated total market sales.

The number of adults per shopping group is estimated to range from 1.6 to 2.0. Using 2.0. reflects a more conservative estimate on spending².

Table 5: Estimated Total Market Sales on August 28, 2021

Estimated Total Number of Shoppers	Shopping Group Size	Number of Shopping Groups	Estimated Market Sales (\$17.17 basket)
193	2.0	97	\$1,657
193	1.8	107	\$1,841
193	1.6	121	\$2,071

Estimated total market sales to customers ranged from \$1,657 to \$2,071 (Table 5). Since at least 69% of the survey respondents indicated they lived outside Troy, Idaho (see Table 3), we can estimate that approximately 69% of Market sales (between \$1,143 and \$1,429) were to

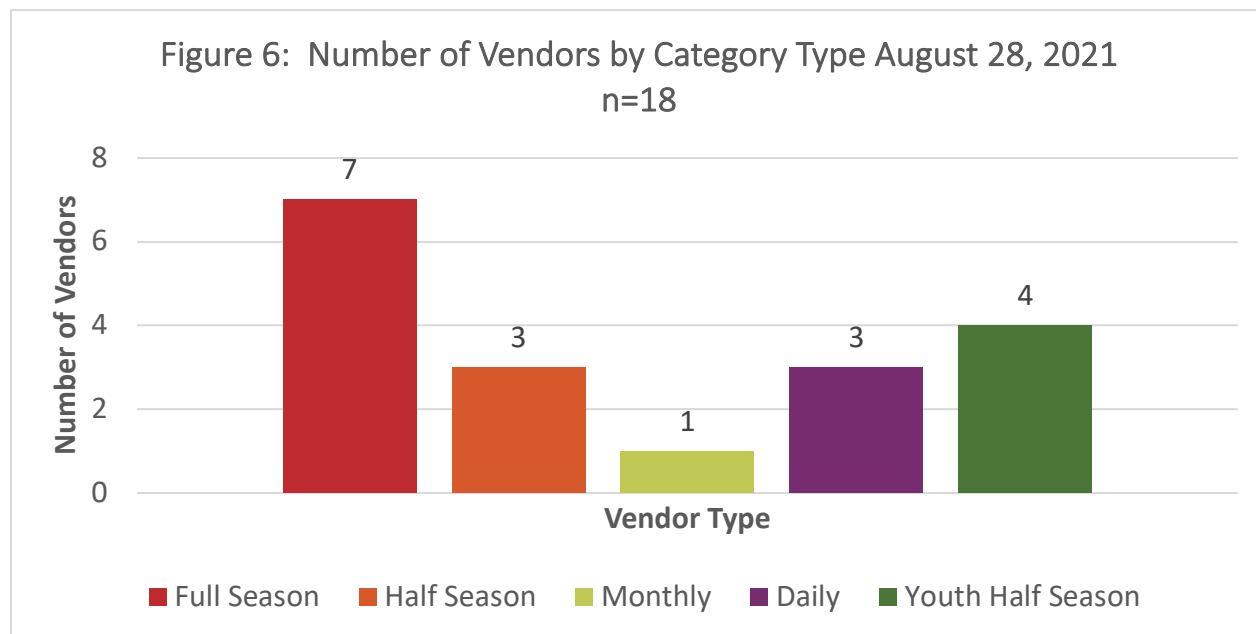
¹ The average amount spent per shopping group is calculated by dividing the total amount survey respondents indicate they spent (\$1,820) by the total number of shopping groups who completed the survey question (106).

² While people shop at farmers markets alone, effectively being a shopping group size of 1, more conservative shopping group numbers of 1.6, 1.8 and 2 are used to prevent overestimating market spending.

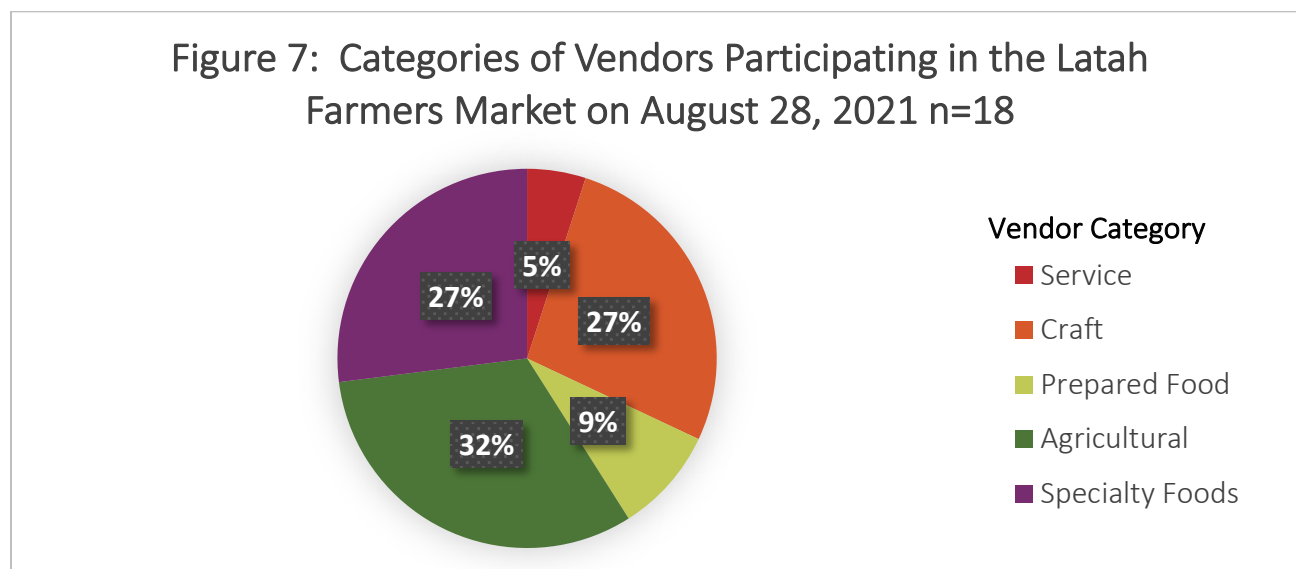
customers residing outside of Troy, Idaho. We can also estimate 23% of sales (between \$381 and \$476) were to visitors from outside Latah County.

Latah Farmers Market Vendors

On the day of the RMA, there were 18 vendor booths at the market. Four (23%) of the vendor booths were managed by youth (Figure 6). Several vendor booths had more than one person working the booth.



The Latah Farmers Market classifies vendors by the category of products sold at their booth. On the day of the RMA, four vendors were selling two categories of product at the market.



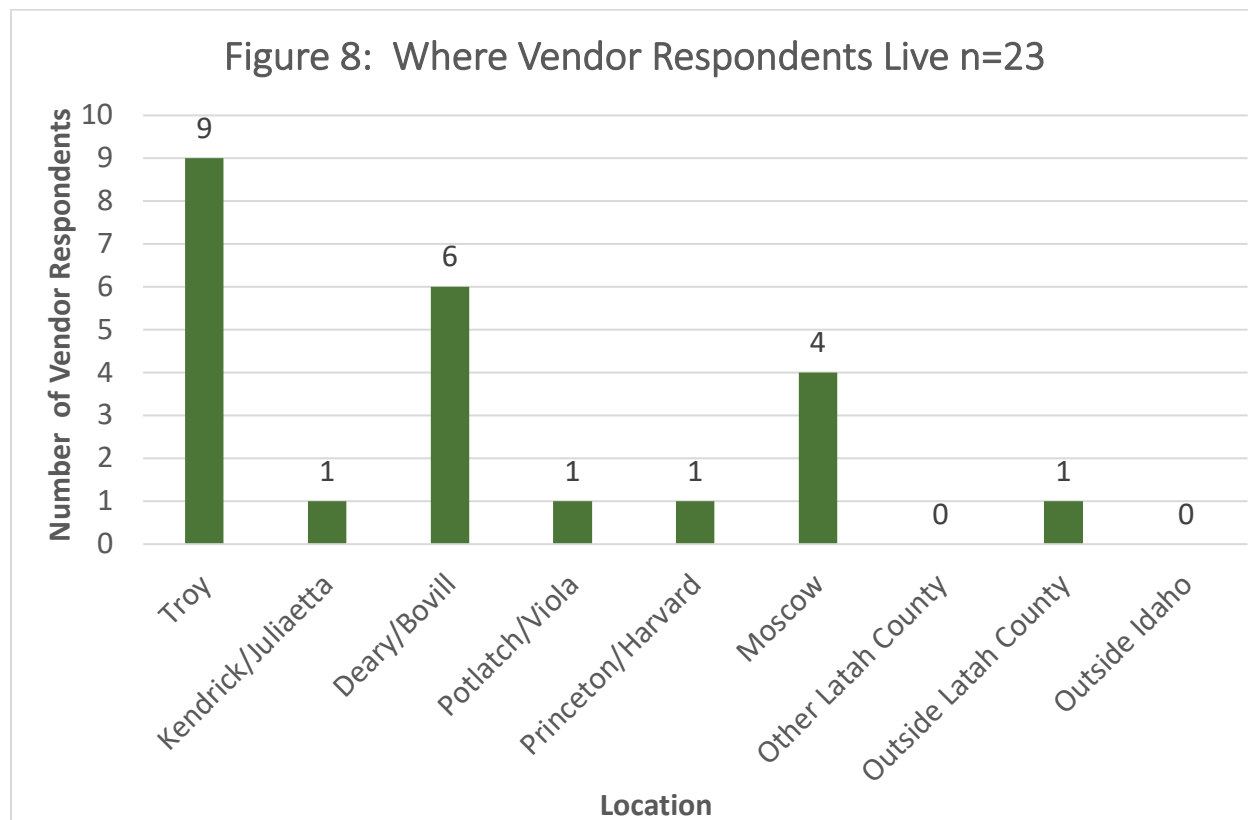
Approximately one-third of the vendors (32%) were selling agricultural products and another 27% were selling specialty foods and another 27% were selling crafts (Figure 7). Two vendors (9%) were selling prepared foods – a coffee truck and a local meat vendor cooking and serving their farm-raised burgers and sausages. One service vendor made and sold balloon figures at market.

Vendor Responses to Dot Survey Questions

Latah Farmers Market vendors were invited to participate in the August 28, 2021 dot survey questions. Vendors dots were a different color allowing their responses to be distinguished from those of market customers. Vendors were not included in the market customer count and vendor responses to all four dot survey questions were not included in the market customer data provided above. Twenty-three individual vendors participated in the RMA dot survey.

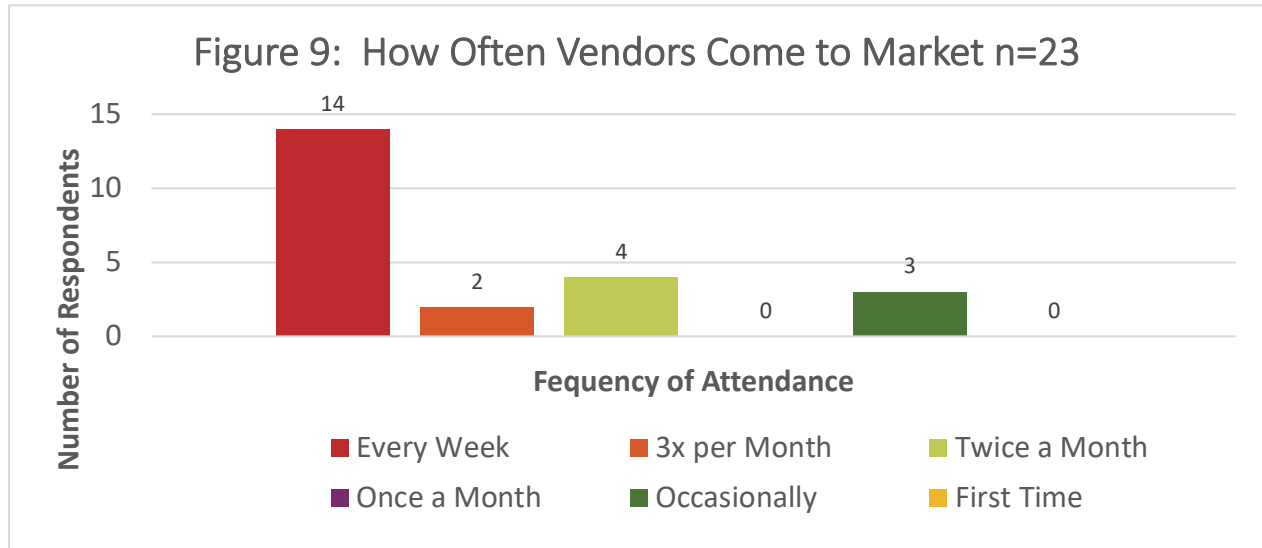
Where Vendors Live

On the day of the RMA, thirty-nine percent of market vendors indicated they live in Troy, 26% said they live in Deary or Bovill and 17% said they live in Moscow (Figure 8). Three of the vendors indicated they live in other towns in Latah County and one vendor indicated living in Idaho outside Latah County.



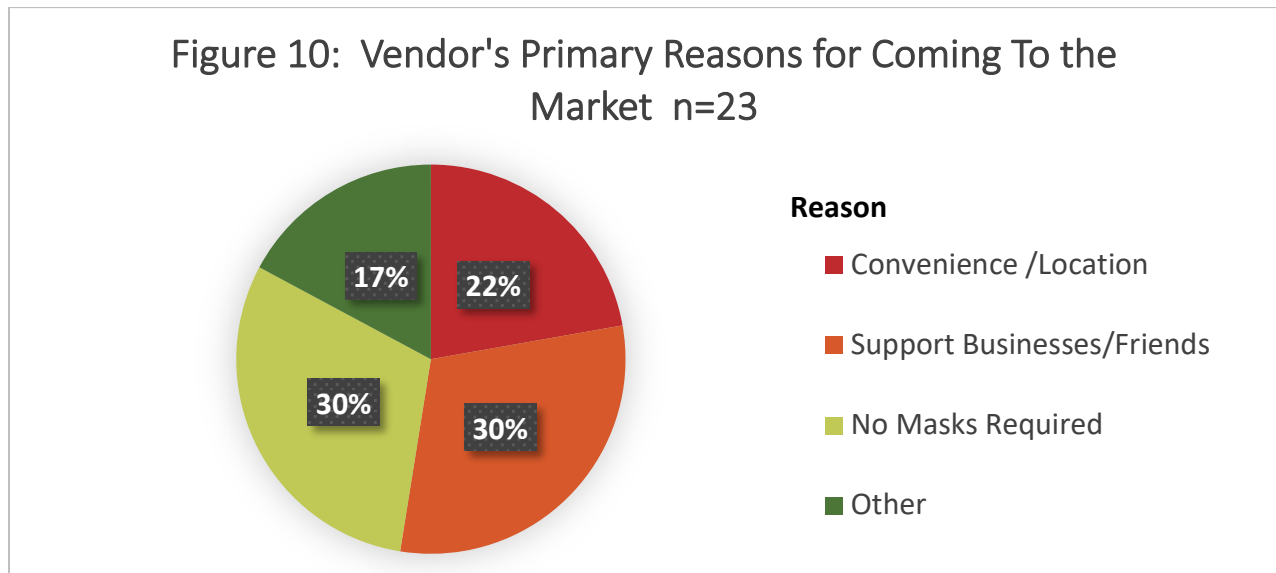
How Often Vendors Come to Market

When asked how often they come to the market, 61% indicated they come every week. Other vendors participation varied from occasionally to twice or three times per month (Figure 9). All vendors had previously participated in the market.



Primary Reason Vendors Come to Market

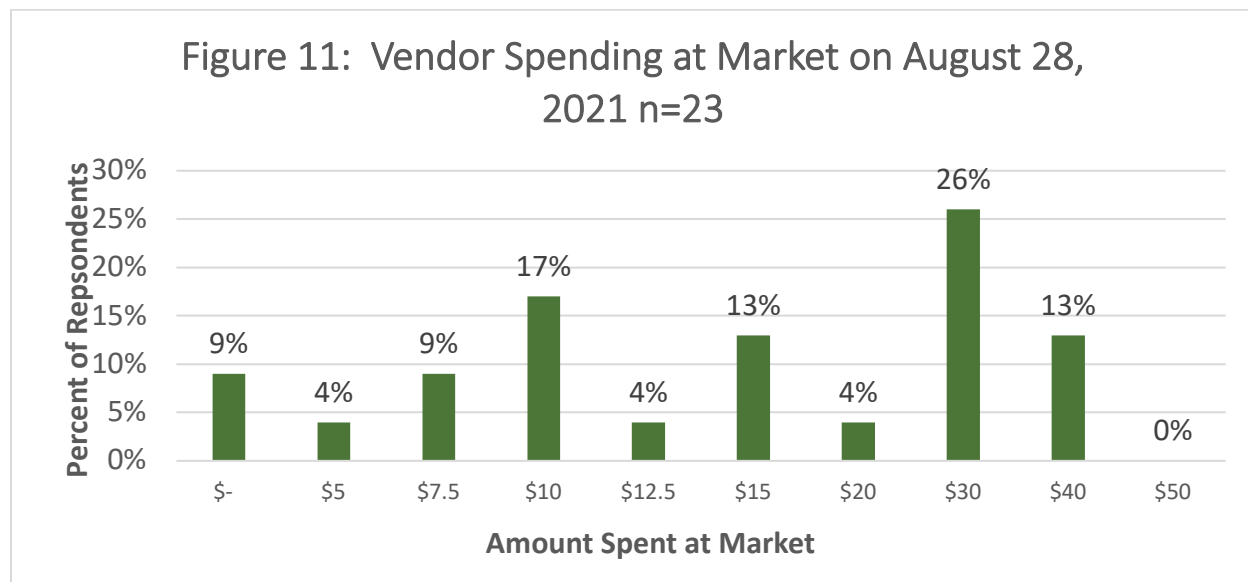
Vendors' primary reason for attending the market varied. For 30% (7) vendors, their primary reason for coming to market was to support Latah County businesses or friends in the market. For another 30%, the primary reason was the market's policy to not require masks (Figure 10).



Twenty-two percent indicated convenience and location were their reasons for attending and one vendor who chose the “other” response category wrote in “close, convenient, not overwhelmingly large” as their reason for coming. The three other vendors who chose the “other” category, only indicated they attended because they were “vendors.”

Vendor Spending at Market

Vendors at the market indicated that they are also market shoppers. When asked “how much have you (or will you) spend at the market today?” vendors indicated a total of \$438, an average basket size of \$19.02 per vendor.



Combining Vendor & Customer Spending

When estimated vendor spending at market, \$438, is added to the estimated customer spending at market, \$1,657 to \$2,071, total estimated market sales on August 28, 2021 range from \$2,095 to \$2,509.

PART 3: CONSTRUCTIVE COMMENTS AND OBSERVATIONS SUMMARY

The purpose of this section of the report is to provide the market with feedback about individual aspects of the market observed by the University of Idaho Extension RMA Team. Comments and observations were not solicited from or by the market's youth volunteers. These remarks are not intended to be comprehensive, nor do they provide an overall "grade" to the market. Rather, the feedback provides information as to what RMA team members appreciated and what they thought might be changed or improved.

Vendors and Products

Product mix, product quality, signage, display, customer service, etc.

Most important message to Market Manager from this sheet:

- Significant youth entrepreneur influence – measure the impact
- Assign vendors permanent spots in market with priority for weekly vendors
- Great product mix that needs more signage to promote it!
- Signage is very inconsistent, maybe a training on marketing and basic display of sale items would be beneficial to vendors

Most significant observation I will take back with me:

- I was greeted by each vendor and had pleasant, informative conversations – high level of quality customer service
- The value of a market volunteer team for open and close
- Vendor to vendor relationships are really strong

What I appreciated about the market:

- Coffee trailer did steady consistent business
- Music – acoustic guitar – set up at 10 am
- List of ingredients and allergy info for consumers
- Friendly vendors answering questions – very knowledgeable
- Youth-run booths of youth-made products – balloon animals, baked goods
- Hand sewn dresses, hairbows, baked goods, soaps and chapsticks (great signage!), plants/trees, pelts, handmade jewelry
- Sticky Kitchen – excellent display and business cards available
- Meat for sale/order had prices displayed well
- Wide product mix – a bit of everything for a full market experience in a small market
- Saw early vendor with berries which were eaten in market
- Appreciate prepared food being [made with] local ingredients

- Prices affordable yet reflect value of items & craftsmanship (not under-valuing products)
- Coffee vendor very popular and draw for customers – asset to vendors/market volunteers
- Unique crafts and other goods
- Great booth designs and set-ups
- Market branding is very bright, fun, and consistent
- Good variety of products like fresh veg, meat, baked goods, crafts, prepared foods, etc.
- Volunteer team has great customer service
- Great range of prices – products are priced to reflect value/quality but also items are accessible to a wide range of incomes

Changes or improvements that may be needed:

- More teen volunteers for set-up and tear-down
- Use empty spaces between booths for some type marketing – plant a banner in the gravel with a “picture your booth here” hook or “what do you wish was in this space?”
- Set up a children’s table with drawing/coloring cues like “draw your favorite thing at market” or “things I’d sell at my market booth”
- I like the information booth with the sunflower and Latah Farmers Market. I would use the sunflower as an identifier and unifier for the market. Perhaps each booth could have a small laminated sunflower sign with their booth name listed across the seed center.
- Consider asking produce vendors to package “snack” size for adding to food available at market. And, for people to eat when biking from trail, attending in-town sporting events (i.e. football game) or out sightseeing
- Have coffee vendor use electricity or have quieter compressor
- Have “espresso” sign on the road
- Remove open spots from market footprint
- Assign vendors permanent spots if they come regularly at front of market – preferred spots. Encourage weekly attendance. Post weekly vendors on social media
- Make sure every vendor has a tent or umbrellas to create uniform market look and preserve product quality – and customers appreciate shade for transactions
- Consider vendor training on hydration and quality of produce and vertical display
- Outside of the name of the market, there is no way for customers to know all products are from Latah County
- Elevate region/market footprint
- Consider incentives for consistent vendor participation
- More signage for the market in the park at entrances (front, back, side) ex. “Welcome to...” – lots of people stopped by from the trail and didn’t know what was going on
- Some vendors could put more information about their business (name, location, producers/makers, etc.) in and around their booth
- Some baked goods were exposed to sun/customers/etc. for the entire market day – could use covered dishes, containers, etc. – maybe leave one of each product out as a “display” and keep rest of supply covered/ in containers

Physical Site

Access, parking, flow of people, liability issues, organization

Most important message to Market Manager from this sheet:

- Additional signage about location is always helpful
- Great market location with room to grow
- Great location with many assets to the market

Most significant observation I will take back with me:

- Well organized mix of vendors designed to be easily accessed by customers doing a slow stroll through the market on a paved walkway
- Having play structures for kids beneficial to both customers and vendors with kids
- The market is welcoming, and location makes it really easy to stay and enjoy!

What I appreciated about the market:

- FM team of youth (often vendor's children) help vendors unload and reload at market location in parking lot – approx. 1/3 of parking lot space at front; also take weekly head count
- Vendors lined up nicely on both sides of paved walkway facing flow of people
- In city park with plenty of outdoor activities and equipment to keep children active and entertained, green grass and trees
- Consistent, steady flow of people
- Bathrooms with water, sinks, paper towels and soap – and that market team checks on them hourly
- Shade/partial shade throughout the day
- Market has 5G which is great for iPhone 12 but less service for phones without 5G capability
- Easy and paved path through market allows for ADA access
- Play equipment used by families visiting market
- Bike trail resulted in number of “bike by” customers
- Plenty of parking for current customers, as market grows may need signage for additional parking
- Area for music
- Areas for coffee and prepared food as “end caps”
- Love the layout – easy to see where market is and where to go, easy to walk through
- Lots of seating options!!
- Very family friendly with playground and park area
- Sunny, shady, and combo options!

Changes or improvements that may be needed:

- More signage clearly identifying location of market and available parking
- Cap end of market with prepared hot food vendor (farthest from main entrance) to remove ALL open spaces in market footprint.
- Have hand sanitizer in bathrooms or right outside
- Put sandwich board on back parking lot about market to capture drive-by traffic
- Consider placing food vendors on west side of aisle for shade and food quality
- Kids riding bikes in main walkway of market caused congestion, changes the flow of the market and is potentially hazardous to customers, especially when market is busy – witnessed several near collisions of young children on bikes and market customers
- No signage for overflow or “back lot” parking
- Music vendors were confused about unloading timeframe and process – could not find the vendor parking lot and had heavy equipment they were not able to utilize at market because it could not be carried far
- Is there designated handicap parking? Could consider adding additional designated spots during market

Atmosphere

Feel of the market, type of shoppers, conversations, educational activities, color, etc.

Most important message to Market Manager from this sheet:

- Strong potential to become established as social hub and community information source – maybe a “this week in Troy” bulletin board at info booth
- Customers and vendors love being in this market and are having fun!
- Perfect Saturday morning market vibe!

Most significant observation I will take back with me:

- The community is becoming aware of their new market and they are enjoying it
- Important to consider each musician’s logistics and provide instructions to market team regarding set-up and transitions.
- There is lots of interest/support for the market in Troy and surrounding areas.

What I appreciated about the market:

- Lots of color in variety of vendor canopies, display items outside of canopies also catch the eye
- Shoppers came in family groups, market feeling is laid back and social
- Shoppers lingered at booths – lots of interaction among groups of shoppers and with vendors
- Have provisions in place (distance between booths, set backs, hand sanitizer) that allow for customers with health safety concerns to opt for social distancing without requiring masks!
- Very social market – observed lots of customer conversations
- Vendors friendly and engaging
- Welcoming to families, bikers, dogs and their people
- Music and art provide festive vibe
- Market team “yellow shirts” very helpful at opening and close
- Very welcoming environment – vendors are very approachable and customers are happy
- Lively, family friendly atmosphere
- Variety of shoppers – first time, weekly, and semi-regular customers
- Feels very community oriented – lots of chatting, “hellos”, and vendor to vendor relationships

Changes or improvements that may be needed:

- The park atmosphere is great but I would add a coloring table and reading table to direct youth to slower safer activities in the middle of market – ALOT of fast bike riding by very young children on paved path among shoppers
- Market team exhibits some “stress” and frustration when things are hectic and boredom as market wears on. Consider having “shifts” where team members have shorter on duty periods and show alertness and greet people entering market
- Limit number of youth volunteers at welcome booth to 2-3 and provide active engagement tasks
- The market seemed very spaced out – long distances between booths and a long market footprint for the number of vendors – consider shortening footprint when there are fewer vendors
- Welcome tent could offer activities/education, especially for kids, to keep them and customers busy – consider lawn games like cornhole, ladder golf, etc.

General Public Comments

Additions to dot answers, conversation points, comments on survey, market, etc.

Most important message to Market Manager from this sheet:

- Continue to add veg vendors – most associated with a farmers market
- There is a diverse customer base for this market which attests to how welcoming the location, vendors, and market team are
- Customers and vendors really wanted to share feedback!

Most significant observation I will take back with me:

- Afternoon was small waves of customers – vendors began visiting each other's booths during last 30 min for conversation and purchases
- Youth need to be actively engaged as volunteers throughout market and need "activities" that can be managed by 2-3 people
- Evaluate connectivity/reception in market to understand where/who has limitations for credit card processing

What I appreciated about the Market:

- "We really like coming to the market; its family friendly – we've been here several times already plus I know some of the vendors."
- "If there were more fresh veggies/fruits/closer to grocery greens, I would come every week."
- There was a football game against Moscow in Troy which may have attracted more Moscow customers than a "regular" market day
- A number of people attending from "outside Idaho" came with a friend from Latah County
- Customers expressed they really liked the dot survey format and being able to participate

Changes or improvements that may be needed:

- Put sticker between \$5 and \$10 and said "I usually blow all my money" (youth vendor)
- 2 vendors discussed trying [to] market into community events such as football games and community yard sale
- A customer expressed some vendors had difficulty accepting credit cards because of poor cell service/reception – customer would have spent more money in market, if able – and suggested a mobile atm or cell signal booster
- One customer expressed disappointment that she came specifically for croissants and the vendor was not there

- A vendor expressed that booth assignments (location) seem random. Does not know the reasoning behind changes in location week-to-week (this vendor was not upset, just confused)
- Discuss connectivity issues with vendors – reiterate that the market has Wi-Fi available for vendors to use if needed
- Vendor expressed desire for more consistency on space assignments week to week and better advertisement of who will be at the market each week – suggested weekly social media posts about vendors and their space assignments. Recommended more signage for market in Moscow – ex. signs/sandwich boards at Highway 8 and Mountain View Road intersection to catch people heading out of town. They also mentioned that having to take weekends off of the market has hurt vendor/customer relationships when customers come expecting a market and it is gone



ⁱ The Rapid Market Assessment methodology was developed by Larry Lev, et. al, at Oregon State University. For more information on Rapid Market Assessments, see Oregon Small Farms Technical Report No. 6: Lev, Larry, Linda Brewer and Garry Stephenson. Tools for Rapid Market Assessments. Special Report 1088-E, Oregon Small Farms Technical Report No. 6. Oregon State University, May 2008. Retrieved from <https://catalog.extension.oregonstate.edu/sr1088>