



University of Idaho
Extension



Rapid Market Assessment



August 28, 2018 – Payette, Idaho

Report Prepared for Payette Farmers Market by:
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Market Overview

<i>Market Name:</i>	Payette Farmers Market
<i>Date, Time and Location:</i>	August 28, 2018 4:00 pm – 7:00 pm Payette Kiwanis Park 515 S Main St, Payette, ID 83661
<i>Market Manager:</i>	Carolann Tracy
<i>Number of Vendors/Booths:</i>	15 Vendor Booths, 30 Vendors (5 Youth Vendors)
<i>RMA Team:</i>	Ariel Agenbroad, Joey Peutz
<i>Report Authors:</i>	Ariel Agenbroad, <i>University of Idaho Extension</i> Elena Paz, student volunteer, <i>Boise State University</i>



Introduction

About the Payette Farmers Market

Mission

To provide the Payette Valley area with locally grown produce and connect farmers with the community.

Goals

- Provide access to nutritious and local produce
- Connect farmers with consumers
- Support and strengthen the community
- Build a strong foundation on farming, artisans, relationships and families

Market Theme

“Local Food for Local People, It’s a Community Thing!”

History and Background of the Market

Payette Farmers’ Market (PFM) is a community-based effort to support local agriculture, food production and healthy food access. PFM is sponsored by Payette Community Alliance Network (PCAN), a non-profit corporation, partnered with Payette Valley Food Connection, a grassroots group and hosted by Payette City Kiwanis Park. In addition, the market is an Idaho Preferred® member and listed in the Idaho State Dept. of Agriculture’s 2019 Farmers’ Market Guide. **The market accepts EBT/SNAP benefits.**



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 process was developed by Oregon State University.

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 Payette Valley Farmers Market Assessment, Ariel Agenbroad and Joey Peutz, University of Idaho Extension, counted all attendees during the three-hour market. They also solicited information from market attendees through dot surveys made easily accessible at one of the market entrances.

There were an estimated 256 market attendees and vendors counted on the evening of August 28, 2018. The busiest time was between 4:00 and 5:00 pm. The temperature was comfortable that evening, averaging 77°F during the three hours of operation. Approximately 65 vendors and market-goers responded to the dot survey.

The five questions asked in our survey were:

- What are your primary reasons for coming to the Payette Farmers Market?
- How often do you visit the Payette Farmers Market?
- How did you hear about the Payette Farmers Market?
- If the market kept going into September, would you attend?
- What are the impacts you have experienced from shopping at the Payette Farmers Market?

Individuals who completed the dot survey received a complimentary Idaho Farmers Market shopping bag, provided by the Idaho State Department of Agriculture/Idaho Preferred. 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. University of Idaho (UI) Extension was recruited to assist the market manager in conducting the RMA. Ariel Agenbroad 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 Payette Farmers Market and the short time frame (3 hours) we simply counted everyone who entered the market location.

Consumer Dot Survey

- One set of four flip charts were placed adjacent to the main parking area under the University of Idaho Extension booth canopy, which was also sampling iced herb water.
 - 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.
 - Two individuals (Ariel Agenbroad and Joey Peutz) attended to the flip charts. They were responsible for soliciting respondents, handing out dots, answering questions about the survey, and collecting the sheets when finished.
- Survey Questions
 - Questions were developed by Ariel Agenbroad, Joey Peutz and Carolann Tracy.
 - The questions were chosen to generate the most useful information for future planning decisions.
- Dot Stickers
 - 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 five questions.
- Incentive
 - Survey participants were provided with an Idaho Farmers Market shopping bag.

Volunteers and Materials

- UI Extension conducted the RMA.
 - Materials included: pop up canopy, table cloth, chairs, standing and tabletop easels, pens/pencils, markers, the dot stickers, totebags for giveaway and a cooler with iced herb water and cups.

2018 Payette Farmers Market Rapid Market Survey Results

Attendance

Location	4-5 PM	5-6 PM	6-7PM	Total
Payette Farmers Market	99	80	47	226

Comments:

The RMA was conducted on the next to last week of the market. Thirty vendors were present, with five of them being youth vendors. The weather was comfortable, and an important factor affecting attendance, starting out at 75°F at 4:00 pm the afternoon of the RMA and ending at 77°F by 7:00 pm.



Dot Survey Results

Question 1: What is bringing community members to the Payette Farmers Market?

What are your #1 & #2 Reasons for coming to the Market?		
Fresh Produce	52	60%
Specialty Food Products	9	10%
Atmosphere	17	20%
Arts & Crafts	8	9%
Total Responses	86	100%

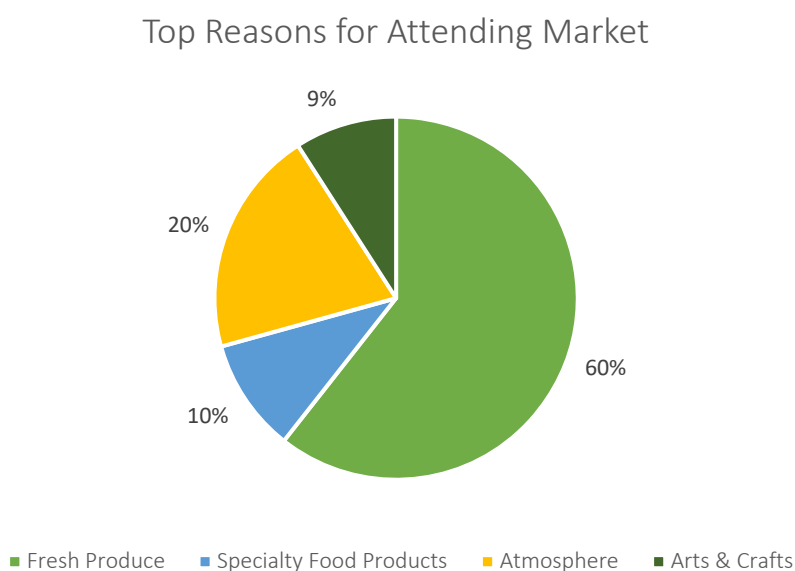
Comments:

This question was designed to determine customers' primary motivations for visiting the Payette Farmers Market. This can help market managers, partners and sponsors understand where to focus or balance their mix of vendors.

We asked shoppers to select their first and second choices for attending the Payette Farmers Market.

Sixty percent of shoppers are coming first and foremost for the fresh produce. The second most popular choice was the atmosphere of the market, followed by specialty food products and arts and crafts.

This supports the markets vision and mission, and also indicates that the market is filling an entertainment or social need for some members in the community. There is also good support for the specialty food and art vendors.



As much as possible, however, every effort should be made to preserve the agricultural focus of the market and incentivize continued, consistent participation from high volume produce vendors.

Question 2: How often are community members attending the Payette Farmers Market?

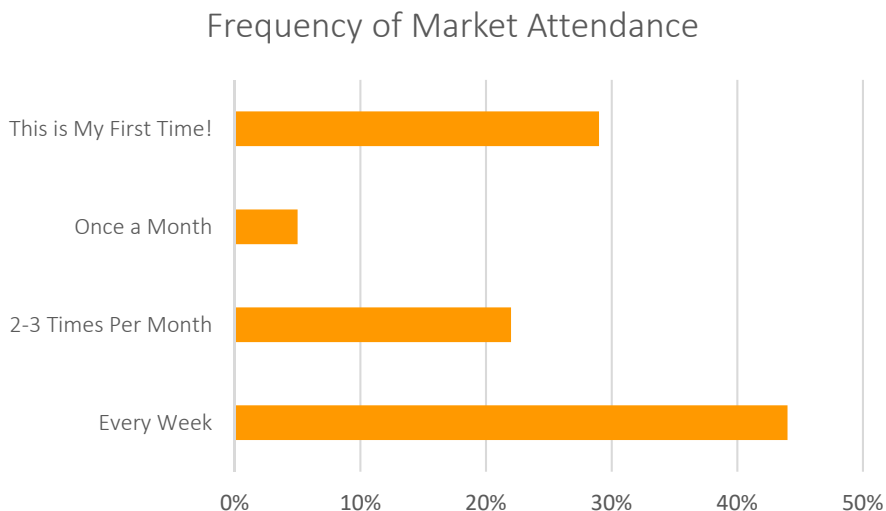
How often do you visit the Payette Farmers Market?		
Every Week	28	44%
2-3 Times Per Month	14	22%
Once a Month	3	5%
This is My First Time!	18	29%
Total Responses	63	100%

Comments:

Farmers Markets are most successful when they become a regularly attended public event with loyal customers and community support. This question sought to understand how often community member are attending the Payette Farmers Market.

Forty-four percent of those surveyed claimed that they visited the Payette Farmers Market every week. Because vendors were invited to participate in the survey, this number may have been higher than if vendors had not participated in the survey. However, those individuals that were regular weekly vendors were also regular weekly shoppers. Vendors actively bought from each other when there was a lull in the customer traffic.

Nearly one-third of shoppers who completed our survey (29%) were visiting the Payette Farmers Market for the first time that season. We did not ask attendees if they were visitors or locals. Often at other markets, first timers are from out of town. Having this information might help the market decide whether to put more time and resources into local advertising.



About 22% of those surveyed said they visited the market 2-3 times per month and 5% claimed to visit once per month.

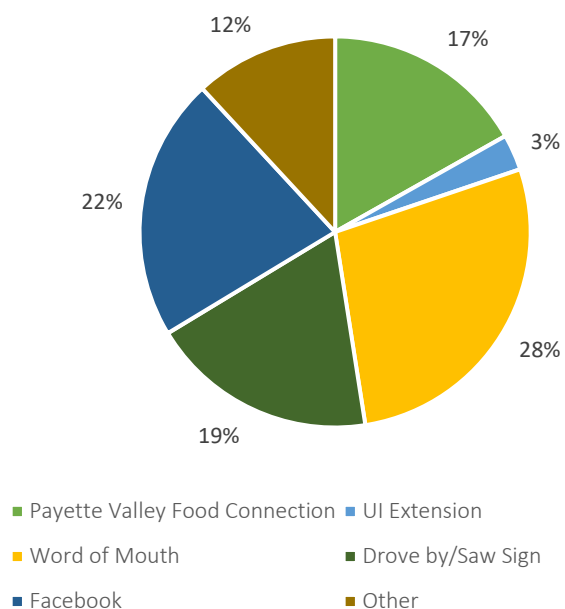
Question 3: How are community members finding out about the Payette Farmers Market?

How did you learn about the market? or ... How do you keep up with the market?		
Payette Valley Food Connection	12	17%
UI Extension	2	3%
Word of Mouth	19	27%
Drove by/Saw Sign	13	19%
Facebook	15	22%
Other	8	11%
Total Responses	69	100%

Comments:

Efforts to inform the public about the Payette Farmers Market were multifaceted and included traditional and social media, the support of sponsoring and collaborating partners and lots of networking with community members and organizations.

Market Messaging and Awareness



This question was designed to find out where most shoppers were getting their information about the market, and how best to communicate market news to them.

Twenty-seven percent of community member attending the market and participating in our survey on August 28th learned about the market by word of mouth.

Twenty-two percent used social media, particularly Facebook. Nineteen percent of the attending community members had simply driven by and noticed the market. 11% selected the other category without further specification.

Attendees are trusting friends and family who share information about the market, and using Facebook to keep up with market events and updates. Because of the strength of word of mouth advertising, managers or vendors might consider loyalty programs or incentives for bringing a friend to market. Continuing to advertise the market through signage during the off days, flyers in even more locations, and keeping up with a consistent social media presence would all be good strategies to spread the word about the market and communicate with community members.

Question 4: If the market kept going into September, would you attend?

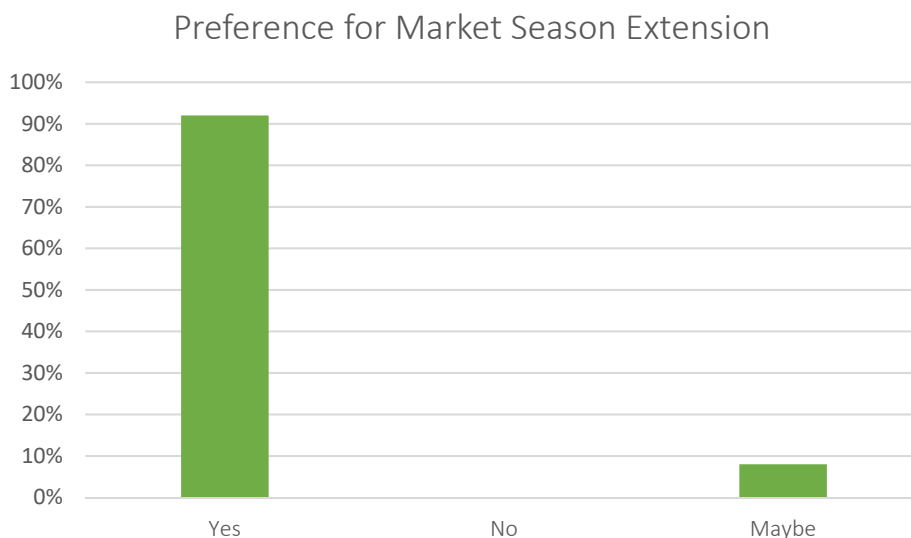
If the Market kept going into September, would you attend?		
Yes	45	92%
No	0	0%
Maybe	4	8%
Total Responses	49	100%

Comments:

To establish a market that is valued and supported by the community, however, the market must serve that community's needs. The market wanted to know if there was significant interest in extending the market into September.

Forty-nine market attendees responded, and ninety-two percent said they would keep going into September. Eight percent said maybe, and not one said no. The customers seem genuinely enthusiastic about the market, committed to supporting it, and hopeful for its future and sustainability.

Extending the dates of the market should be discussed with vendors to see if it would be feasible. The people that attend seem to value market and show interest to keep attending in September. This should be considered especially if forty-four percent of the community members attend every week, and twenty-two percent attend 2 -3 times per month. The clientele base seems to be built and customers keep returning week after week.



Question 5: As a result of shopping at the Payette Farmers Market, are you...?

As a result of shopping at the Payette Farmers Market, are you...? (Choose all that might apply)		
Spending More \$ Locally	39	26%
Eating More Fruits and Vegetables	48	32%
Trying New Foods	21	14%
Cooking at Home More	11	7%
Seeking out more local food (Not at Market)	28	18%
Other (Please share!)	5	3%
Total Responses	152	100%

Comments:

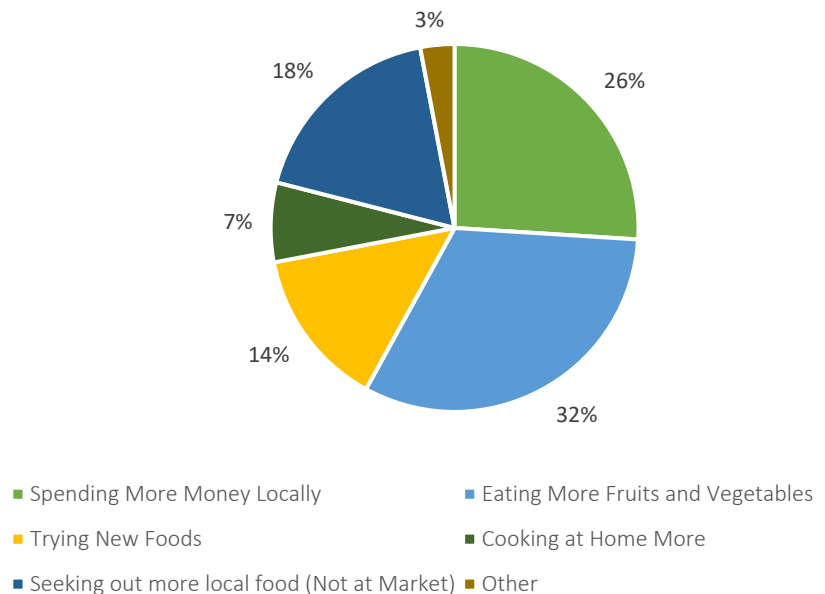
Farmers Markets are in a unique position to impact the communities that support them. This question was designed to identify the role Payette Farmers Market has had in behavior change among the people that shop attend.

Thirty-two percent of community members attending noticed that they were eating more fruits and vegetables. This is consistent with the high value placed on fresh produce in the previous questions.

Twenty-six percent noted that they are spending more money locally. Eighteen percent mentioned that it made them seek out more local food outside the market. Decreasing the amount of food that is shipped also reduces the amount of natural resources consumed. Similarly, eating locally helps support local family farmers and produces healthier communities overall. Fourteen percent of community members mentioned being more willing to try new foods. The vendor's willingness to give samples increases the variety of foods that the community is exposed to. Seven percent noticed that they have been cooking more at home.

One customer commented on their selection of "other" that they were now growing their own fresh vegetables in a home garden.

Actions Resulting from Shopping at Market





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