



LATAH FARMERS MARKET RAPID MARKET ASSESSMENT REPORT AUGUST 20, 2022



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University of Idaho
Extension

LATAH FARMERS MARKET

RAPID MARKET ASSESSMENT

AUGUST 20, 2022

Market Name: Latah Farmers Market
Year Founded: 2021
Market Website <http://www.latahfarmersmarket.com/>
Date of Assessment: August 20, 2022
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@hotmail.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: 15 vendors on August 20:
20% Agricultural
35% Specialty Foods
35% Craft/Art
10% Prepared Food
1 Service/Entertainment (non-vendor musician)
Estimated Market Sales: \$1,240 to \$1,550
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
Special Thanks to: Latah Farmers Market Youth Volunteer Team
RMA Report Author: Colette DePhelps, cdephelps@uidaho.edu, 208-885-4003

Introduction: On Saturday, August 20, 2022, the University of Idaho Northern District Extension Community Food Systems program 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 An RMA is a one-day snapshot of the market that can provide useful insights to market management and vendors. This report provides a summary of the August 20, 2022 RMA findings. Given that RMA was conducted on one market day only, this report and the data provided is not representative of the full 2022 market season.

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 164 adults and 69 children attended the market on August 20, 2022.

Table 1: Estimated Total Adult Customers: 164		
Time	Count	Percentage
9:00 am – at opening	3	2%
9:00 am to 10:00 am	75	46%
10:00 am to 11:00 am	37	23%
11:00 am to 12:00 pm	27	16%
12:00 pm to 1:00 pm	22	13%

Throughout the first hour of the market, there was a steady flow of adult customers. The number of adult customers declined during the remainder of the market. As shown in Tables 1 and 2, the peak hour for adult customers and children appears to be between 9:00 am and 10:00 am. The market attendance was lowest during the last two hours of the market, from 11:00 am to 1:00 pm.

Table 2: Estimated Total Children: 69		
Time	Count	Percentage
9:00 am – at opening	2	3%
9:00 am to 10:00 am	24	35%
10:00 am to 11:00 am	20	29%
11:00 am to 12:00 pm	10	14%
12:00 pm to 1:00 pm	13	19%

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 51% (83) 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 significantly higher during the first half (61 adult respondents) than the second half of the market (20 adult respondents). This response rate corresponds with 70% of adult attendance at market having been during the first half of market (9:00 am to 11:00 am).

Where Market Shoppers Are Coming From

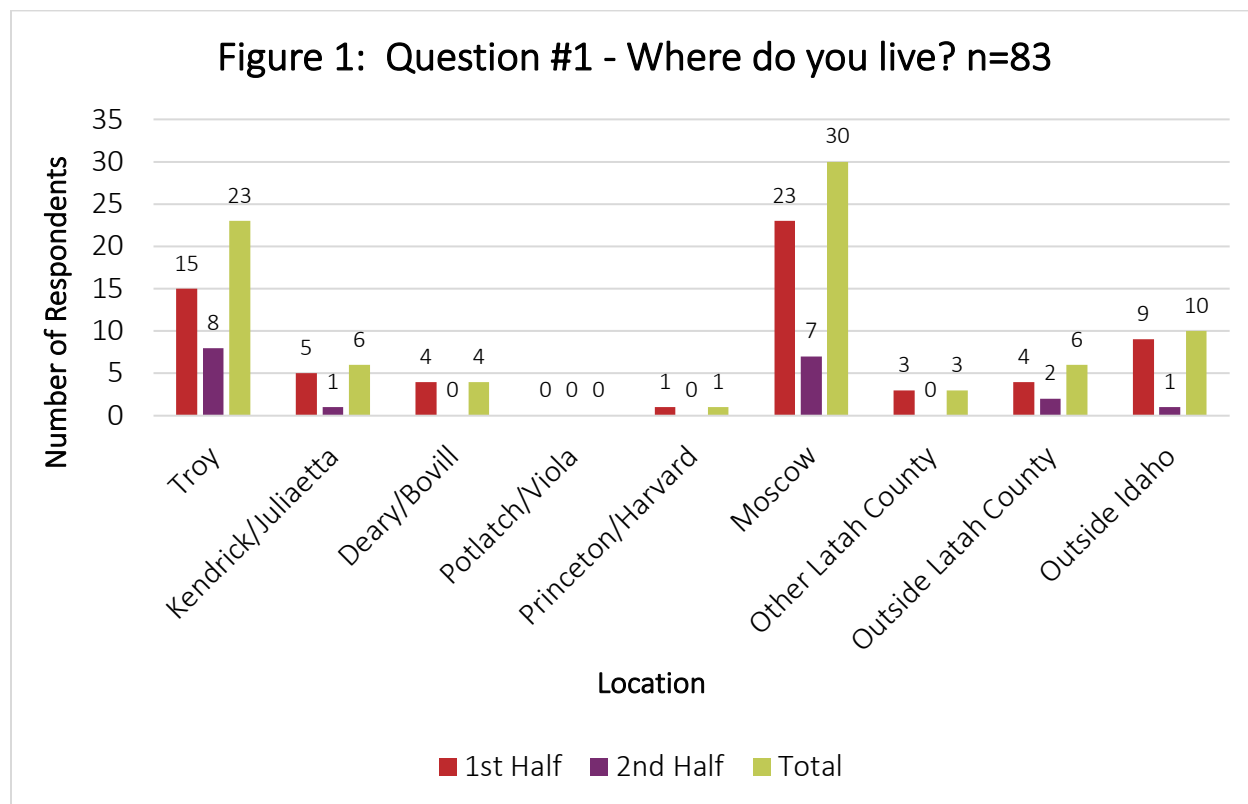
Understanding where market shoppers live is helpful in guiding market promotions and understanding the geographic area the market serves. As shown in Table 3, about 28% of all customers who responded to the dot survey reside in Troy and 36% reside in Moscow. Twelve percent were tourists or visitors residing outside of Idaho.

Table 3: Question #1 - Where do you live?	
Location	Percent of Respondents (n=83)
Troy	28%
Kendrick/Juliaetta	7%
Deary/Bovill	5%
Potlatch/Viola	0%
Princeton/Harvard	1%
Moscow	36%
Other Latah County	4%
Outside Latah County	7%
Outside Idaho	12%

Comparing responses from shoppers during the first and second half of the market, approximately 77% of shoppers in the first half lived outside the City of Troy, compared to 58% of the shoppers in the second half of the market. The percentage of shoppers from Moscow was similar between the first and second half of the market (36% and 37% respectively). Similarly,

the percent of shoppers identifying as from outside Latah County and outside Idaho was 20% during the first half of the market and 16% during the second half of the market.

The highest number of shoppers lived in Troy, Moscow (a larger town 11 miles west of Troy), and outside of Idaho (Figure 1). Most shoppers from Troy and Moscow participated in the first half of the market.

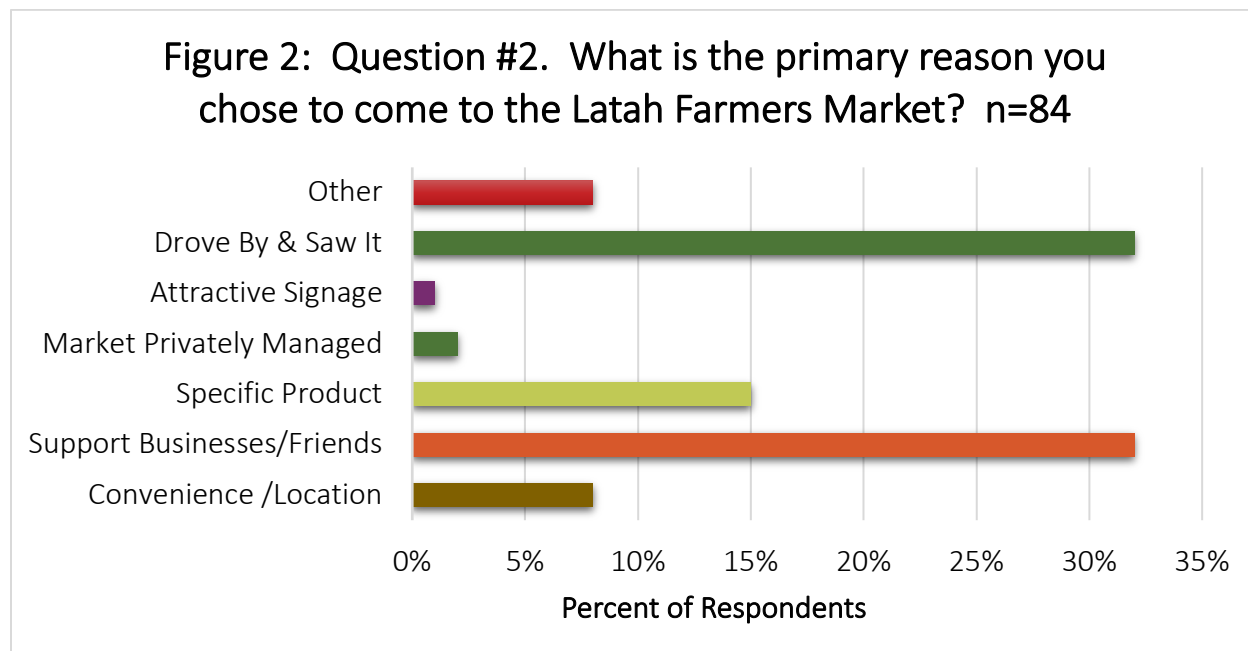


Reasons for Coming to Market

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 2). Market management was particularly interested in understanding if the market being privately organized was a 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.

Thirty-two percent (32%) of survey respondents indicated the primary reason they came to the market was to support Latah County businesses or friends in the market. An equally popular

reason was that they drove by and saw the market (32%), followed by wanting to purchase a specific product (15%). Only two respondents indicated the market being privately organized was their primary reason for coming.



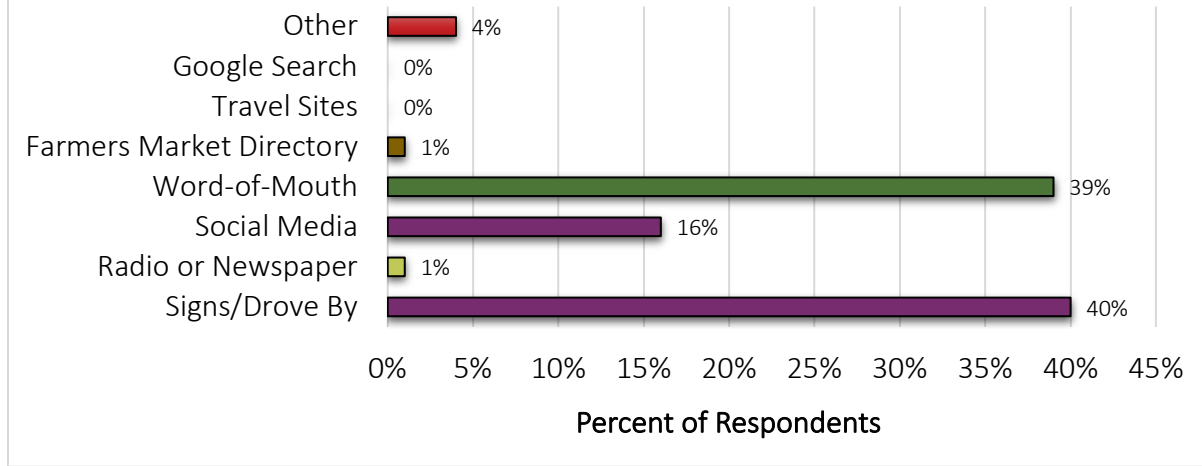
Eight percent of the survey respondents selected the “other” category. If they selected the “other” category, shoppers were given the opportunity to provide written comments. Five written comments were received. Write-in reasons for coming to market included: to meet a friend, visiting Troy/family, riding trail, “looking to see if there was any good stuff” and to volunteer.

How Customers Heard About the Market

Understanding the effectiveness of market promotions is important information for market management and for vendors. To better understand how customers learned about the market, the RMA dot survey included the question “How did you hear about the Latah Farmers Market?” Response categories provided included outreach and marketing strategies being used to promote the Latah Farmers Market during the 2022 season.

As shown in Figure 3, the top two responses were “signs or saw it driving by” (40%) and “word of mouth” (39%). The third most popular response (16%) was social media (Instagram or Facebook). One percent or less of respondents indicated hearing about the market through the radio or newspaper, farmers market directory, travel sites or a Google search. Three respondents chose the “other” category writing in they heard about the market by “chance” or one respondent wrote in that they were a vendor the previous market season.

Figure 3: Question #3 How did you hear about the Latah Farmers Market? n=83



Responses were generally consistent between the first and second halves of the market. A slightly higher percentage of respondents in the second half of the market indicated hearing about the market through social media (Table 4).

Table 4: Question #3 – How did you hear about the Latah Farmers Market? N=83

	First Half of Market	Second Half of Market
Signs or Saw it Driving By	41%	37%
Radio or Newspaper	0%	5%
Social Media (Instagram or Facebook)	14%	21%
Word of Mouth	41%	32%
Farmers Market Directory	2%	0%
Travel Sites	0%	0%
Google Search	0%	0%
Other	3%	5%

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. Shopping groups were asked how much they had or would spend at the market that day. Response categories were provided.

Based on survey responses, approximately 79% of total market sales were in baskets ranging in value from \$0 to \$20.00, while only 21% of total market sales were in baskets ranging from \$30.00 to \$50.00 in value (Figure 4).

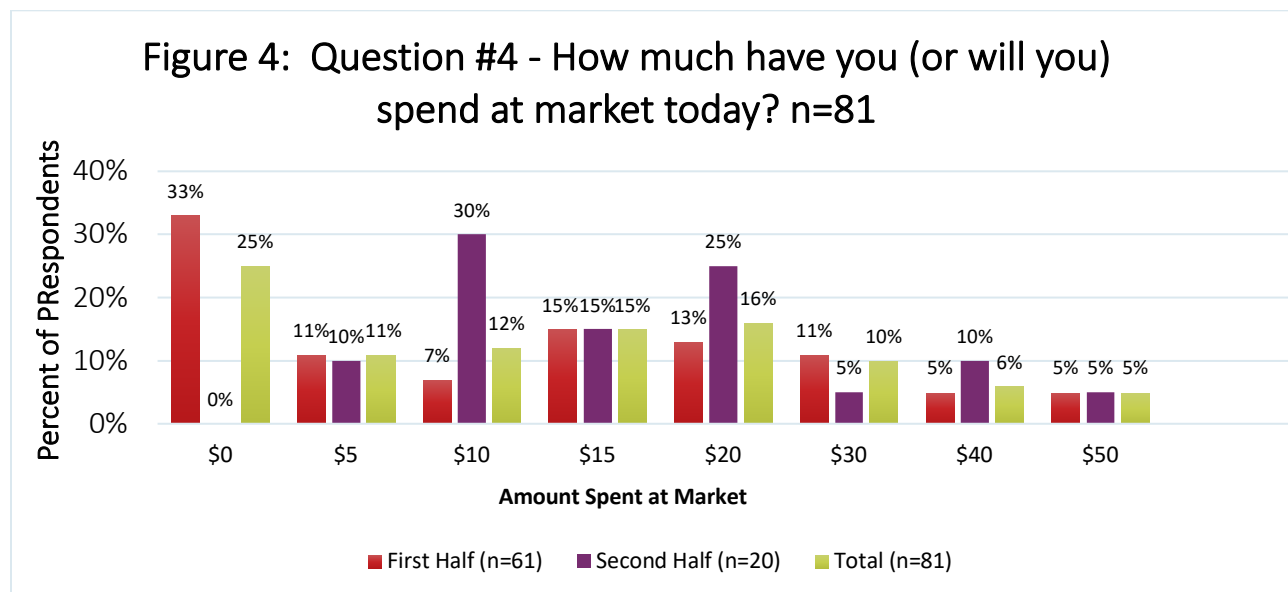
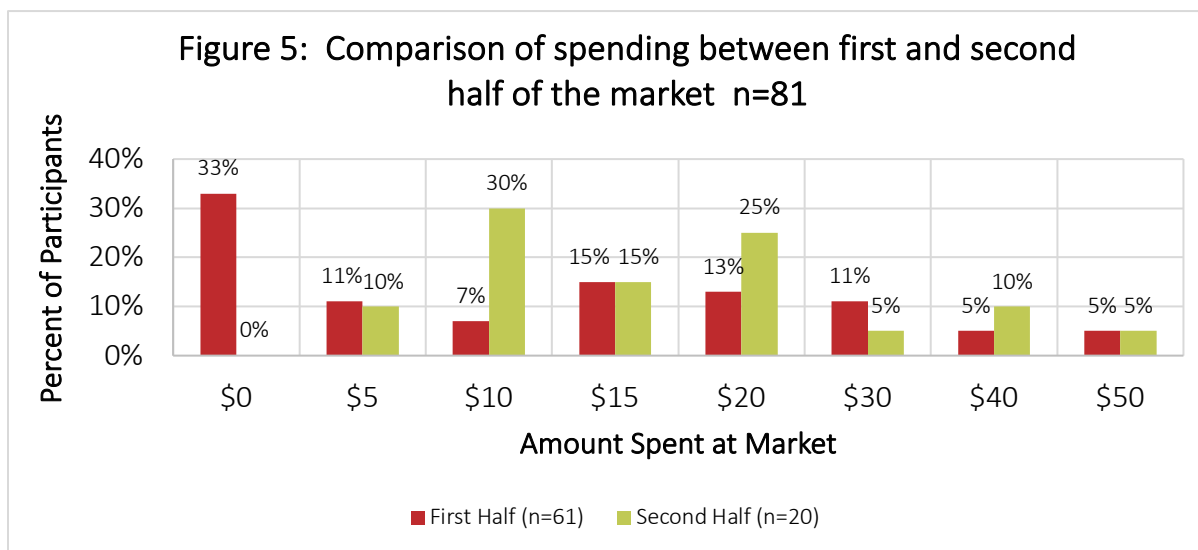


Figure 5 shows a comparison of spending between the first and second halves of the market.



In the first half of the market, 33% of respondents indicated they would not be spending any money at market, while in the second half of the market all respondents indicated they would/did spend \$5.00 or more. The majority of survey respondents from both halves of market indicated they would/did spend \$20.00 or less at market (79% first half, 80% second half).

Overall, participants in the second half of the market indicated a higher intended (or actual) level of spending.

The average amount spent per shopping group was \$15.12 (Table 5). 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 \$5.00 more per basket than customers shopping during the first half of the market, a per basket increase of approximately 35%¹.

Table 5: Average Amount Spent in the Market by Shopping Group

Time Period	Average \$ Spent
All of Market (9:00 am to 1:00 pm)	\$15.12
First half of Market (9:00 am to 11:00 am)	\$13.93
Second half of Market (11:00 am to 1:00 pm)	\$18.75

Given the trend of higher spending during the second 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 first half of the market. Rapid Market Assessments of other farmers markets in the north Idaho region indicate the purchase of agricultural products as the primary reason customers attend other markets, especially during the first half of market (RMA reports for other farmers market assessment across Idaho can be found at <https://www.idahofoodworks.org/farmers-market-assessments>).

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.

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).

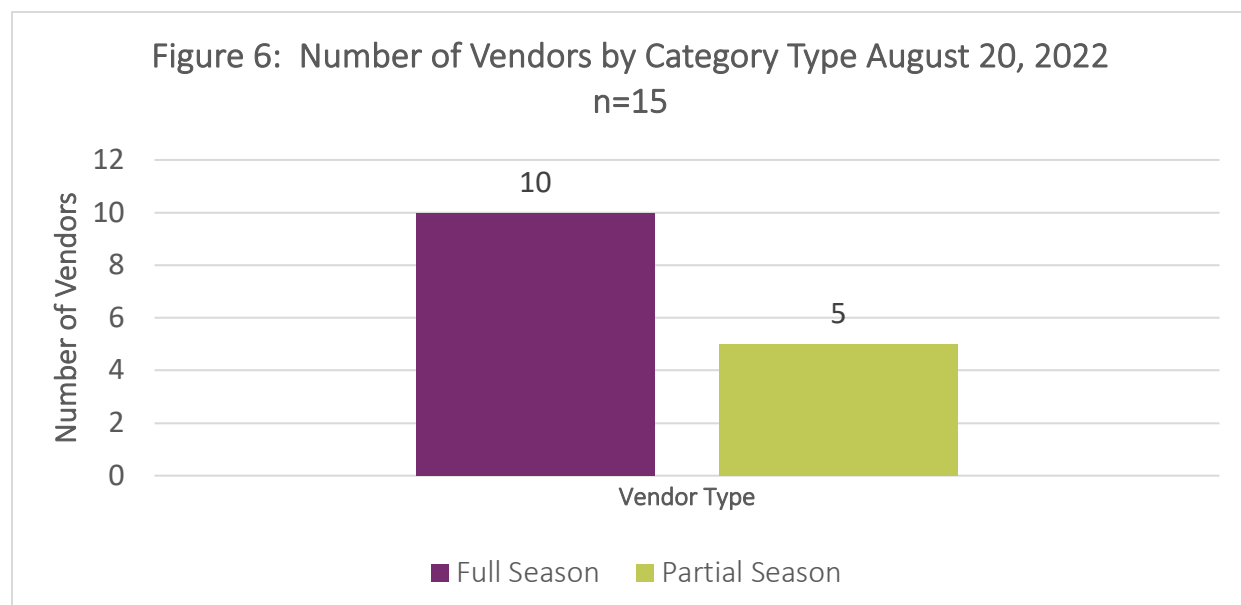
² While people shop at farmers markets alone, effectively being a shopping group size of 1, more conservative shopping group numbers of 1.6, 1.8 and 2 are used to prevent overestimating market spending.

Table 6: Estimated Total Market Sales on August 22, 2022			
Estimated Total Number of Shoppers	Shopping Group Size	Number of Shopping Groups	Estimated Market Sales (\$17.17 basket)
164	2.0	82	\$1,240
164	1.8	91	\$1,378
164	1.6	103	\$1,550

Estimated total market sales to customers ranged from \$1,240 to \$1,550 (Table 6). Since at least 72% of the survey respondents indicated they lived outside Troy, Idaho (see Table 3), we can estimate that approximately 72% of Market sales (between \$893 and \$1,116) were to customers residing outside of Troy, Idaho. We can also estimate 19% of sales (between \$236 and \$294) were to visitors from outside Latah County.

Latah Farmers Market Vendors

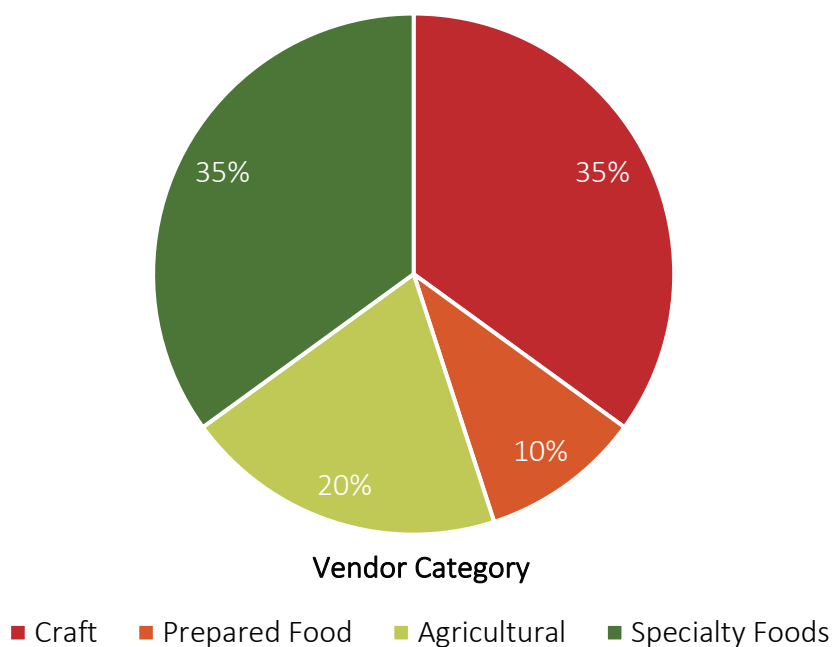
The Latah Farmers Market classifies vendors by the category of products sold at their booth, whether they are signed up to sell for the full season or a partial season, if they are new to the market this season or returning, and whether they are youth. On the day of the RMA, there were 15 vendor booths at the market. One of the vendor booths was managed by youth. Several vendor booths had more than one person working the booth.



Approximately two-thirds of the vendors at market were full season (Figure 6). Four of the full season vendors were new to the market.

Latah Farmers Market vendors sell a wide variety of products. On August 20th, four market vendors were selling two or more categories of product. Approximately 20% of the vendors were selling agricultural products, 35% were selling specialty foods and 35% were selling crafts (Figure 7). Two vendors (10%) were selling prepared foods, one of which was a coffee truck located in the market parking lot and a second was a food truck also located in the market parking lot. On the day of the market, there were also two musicians who played at the market entrance, one in the first half and one in the second half of the market.

**Figure 7: Product Categories of Vendors Participating
in the Latah Farmers Market on August 22, 2022**
n=15

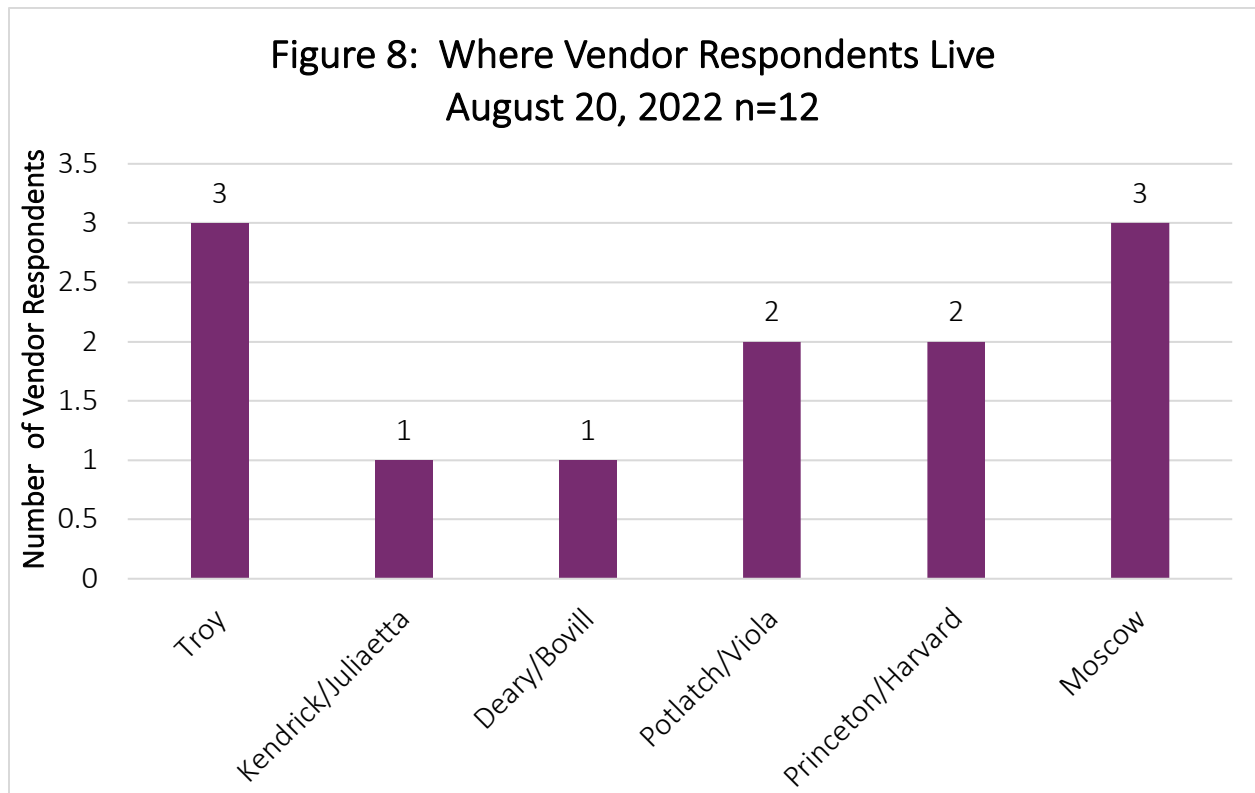


Vendor Responses to Dot Survey Questions

Latah Farmers Market vendors were invited to participate in the August 20, 2022 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. Twelve individual vendors participated in the RMA dot survey.

Where Vendors Live

The Latah Farmers Market requires vendors be from Latah County or surrounding counties. On the day of the RMA, three market vendors indicated they live in Troy, two said they live in Potlatch/ Viola, two in Princeton/Harvard and three said they live in Moscow (Figure 8). Two of the vendors indicated they live in other towns in Latah County.



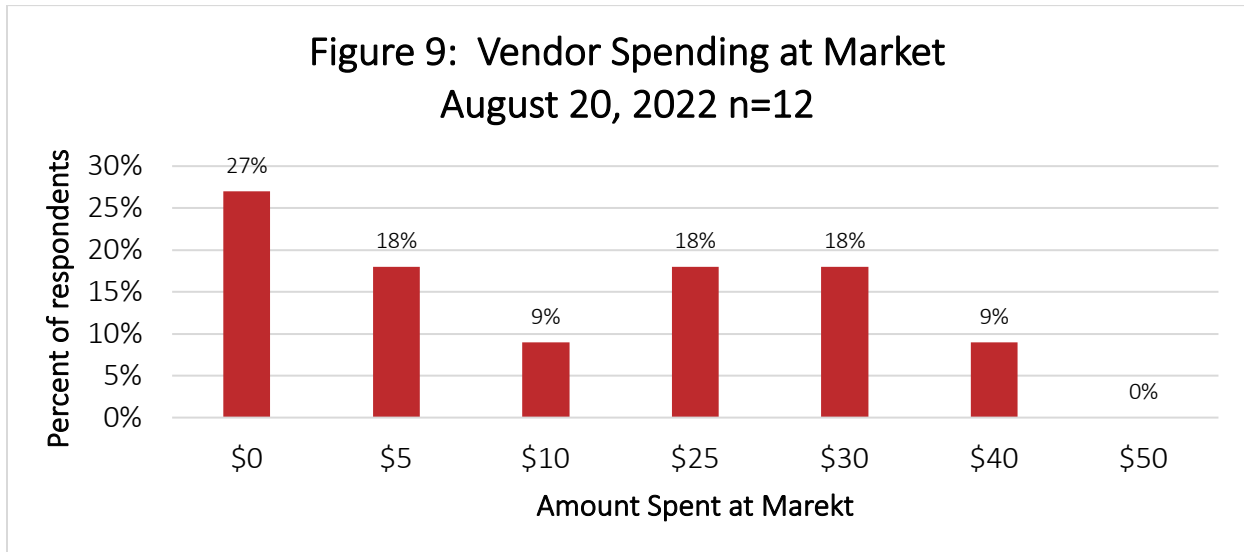
Primary Reason Vendors Come to Market

Vendors' primary reason for attending the market varied. For 50% of vendor respondents, their primary reason for coming to market was to support Latah County businesses or friends in the market. For another 8%, the primary reason was convenience of the market location.

Five vendors chose the "other" response category. Write in reasons included advertisement (2 responses), friends and family environment (1 response) and simply that they were a "vendor" (1 response).

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 \$213, an average basket size of \$17.73 per vendor respondent. Approximately 54% of vendor respondents indicated they had or would spend less than \$10.00 at market and approximately 45% indicated they would spend more than \$25.00 (Figure 9).



Combining Vendor & Customer Spending

When estimated vendor spending at market, \$213, is added to the estimated customer spending at market, \$1,240 to \$1,550, the total estimated market sales on August 20, 2022 range from \$1,678 to \$1,988.

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.

What we appreciated about the market:

- Vendors are friendly
- Vendor customer service is top notch
- Wide variety of products available – very little duplication

Changes or improvements that may be needed:

- Encourage vendors to consider creating more depth in their market booths
- Encourage better and consistent signage, including visible pricing
- Create vertical displays or ways to better highlight each different product type
- Additional vendor awareness about food safety and holding products at market for freshness and quality
- Ensure vendors are aware of local health department rules for specialty foods/value-added products
- Consider working to attract more produce vendors
- Quality of products (including baked goods) was variable throughout the market
- Consider whether the market's size can support two coffee vendors

Physical Site

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

What we appreciated about the market:

- The way the market footprint was condensed to ensure a feeling of cohesiveness between vendors
- Ample parking
- Good flow of traffic through the market with multiple entrances and wide walkway between booths
- Market can accommodate bikes, children, and dogs

Changes or improvements that may be needed:

- A bike rack at the market entrance would help flow through the market (bikers had to push bikes or lay them on the ground) – perhaps the City could invest in bike racks for the park in general (could be a grant opportunity/request)
- Signage for bikers coming through on the trail (many bikers asked us what was happening in the park, so signage on the trail facing bikers could let them know it is a farmers market before they enter the park from the west).
- It seems wasps and yellow jackets are nesting in the black border around the play area/grass area – could be a significant risk for vendors and customers and deterrent for location vendor booths in that area
- Make sure to have a first aid kit available at the market booth

Atmosphere

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

What we appreciated about the market:

- Welcoming
- Relaxed
- Play areas great for kids/families
- Lots of dog walking
- Youth market volunteers greeting customers and assisting vendors are such an asset to the market – they are remarkable!

Changes or improvements that may be needed:

- Generators at entrance to the market were very loud
- Might consider moving generator vendors/truck vendors away from market entrance
- Generators made it difficult to enjoy the music – not pleasant to hang out and listen
- Generators might disturb vendors and interactions with customers close to the entrance

General Public Comments

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

What customers noted they appreciated about the market:

- Customers enjoyed walking through the market
- Many customers were meeting up with friends

Changes or improvements that may be needed:

- Customers were looking for produce and/or ready to eat foods that could be easily eaten on the go, both of which were limited on the day of the RMA



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>