



OROFINO FARMERS MARKET RAPID MARKET ASSESSMENT REPORT JULY 26, 2022



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University of Idaho
Extension

OROFINO FARMERS MARKET

RAPID MARKET ASSESSMENT

JULY 26, 2022

Market Name: Orofino Farmers Market
Year Founded: 2009
Market Website <http://www.orofinofarmersmarket.com/>
Date of Assessment: July 26, 2022
Market Hours: Tuesdays 11:00 am to 3:00 pm
Market Season: June through September
Location: Orofino City Park, Orofino, Clearwater County, Idaho
Market Manger: Angus Hughes orofinofarmersmarket@gmail.com
Fees: Adult vendors \$5 per week or \$70 per season. Youth vendors free.
Vendors: 15 vendors on July 26 selling multiple products:
33% Agricultural (produce & eggs)
20% Specialty Foods (jam & baked goods)
60% Craft/Art
7% Prepared Food (taco vendor)
20% Service/Entertainment
Estimated Market Sales: \$4,376-\$4,862
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
Audra Cochran, Farm & Forestry, UI Extension, Lewis County, Nez Perce
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Introduction: The Orofino Farmers Market was established in 2009 with support from University of Idaho Clearwater County Extension. The market takes place in the Orofino City Park adjacent to the Clearwater River and main road into Orofino. The market is governed by an elected Board of Directors which includes the Market Manager and four additional members. Over the years, the hours of the market have varied between late afternoon-early evening and mid-day on Tuesdays. For the 2022 season, market hours were 11:00 am – 3:00 pm.

On Tuesday, July 26, 2022, University of Idaho Northern District Extension performed a Rapid Market Assessment (RMA) of the Orofino 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.

On the day of the assessment, the temperature was over 100°F and the skies clear. The splash pad was operating on the west side of the park and a taco vendor was serving food from park's pavilion. Throughout the day, most market vendors were fortunate to be in the shade of the large trees which frame the center of the park.

Orofino Farmers Market RMAs were also conducted in 2009, the year the market opened, and again in 2012. Previous Orofino Farmers Market RMA reports can be found at <https://www.idahofoodworks.org/farmers-market-assessments>

PART 1: ADULT CUSTOMER COUNT

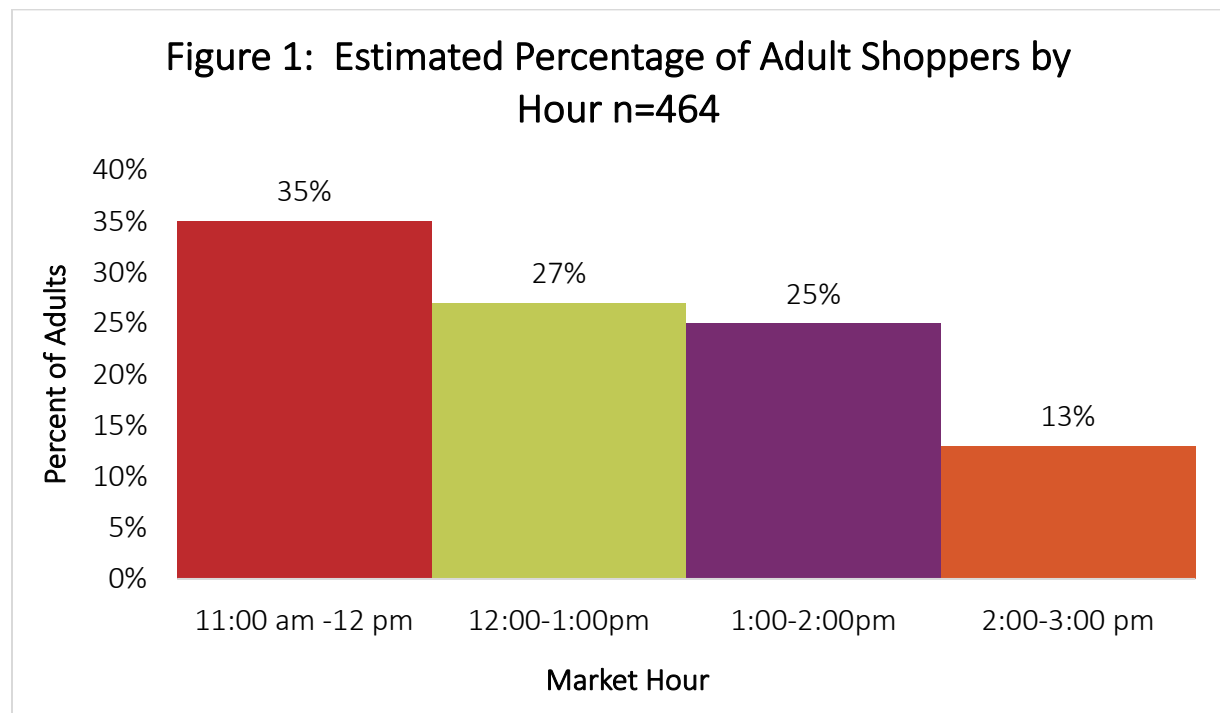
Market customer counts are estimates. They are derived by counting the number of adult shoppers in the Market at opening plus hourly customer estimates. To obtain hourly estimates, volunteers are stationed at each market entrance for 10 minutes (25-35 minutes after each hour the market is open). Using clickers, volunteers count the number of adults entering the Market in that ten-minute period. The ten-minute counts are then multiplied by six (10 minutes x 6 = 60 minutes) to obtain an estimate of adult customers entering the Market during that hour. The number of children entering the market are counted using the same method. Approximately 464 adults and 109 children attended the market on July 26, 2022 (Table 1 and Table 2).

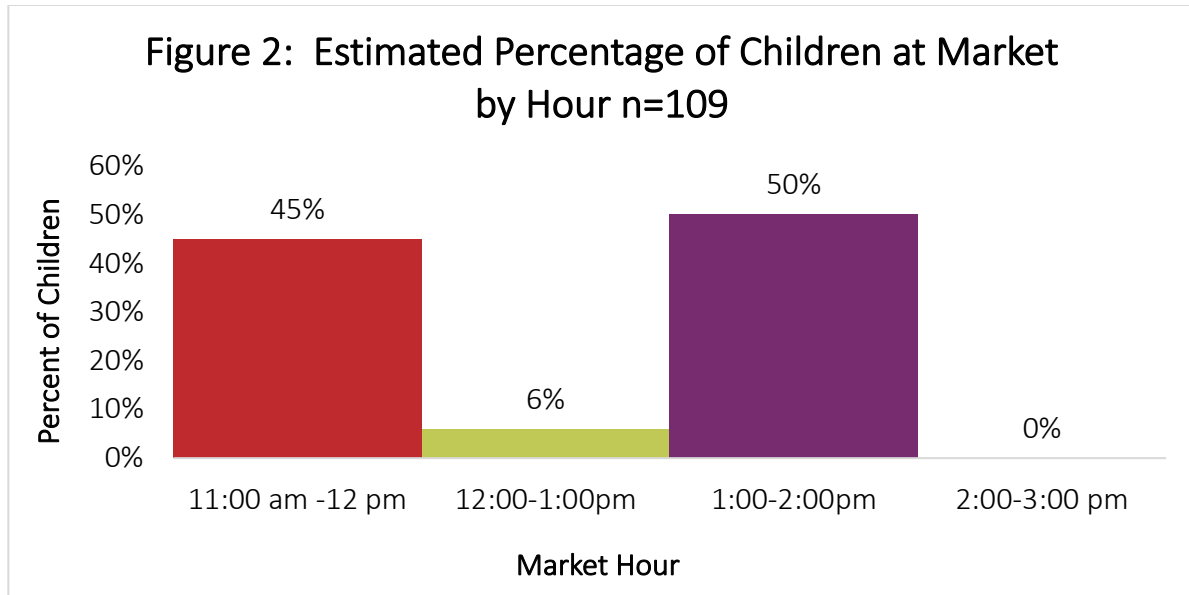
Table 1: Estimated Total Adult Customers: 464		
Time	Count	Percentage
11:00 am – at opening	20	4%
11:00 am to 12:00 pm	144	31%
12:00 pm to 1:00 pm	126	27%
1:00 pm to 2:00 pm	114	25%
2:00 pm to 3:00 pm	60	13%

During the first three hours of the market, there was a steady flow of adult customers. As shown in Table 1, the peak hour for adult customers appears to be during the first hour of market and the fewest number of adult customers during the last hour of market. The largest percentage of children (50%) entered the market between 1:00-2:00 pm (Table 2).

Table 2: Estimated Total Children: 109		
Time	Count	Percentage
9:00 am – at opening	7	6%
11:00 am to 12:00 pm	42	39%
12:00 pm to 1:00 pm	6	6%
1:00 pm to 2:00 pm	54	50%
2:00 pm to 3:00 pm	0	0%

While market attendance for adults was highest during the first hour (Figure 1), the largest number of children were observed entering the market before and after the lunch hour (Figure 2).





PART 2: FOUR-QUESTION DOT SURVEY

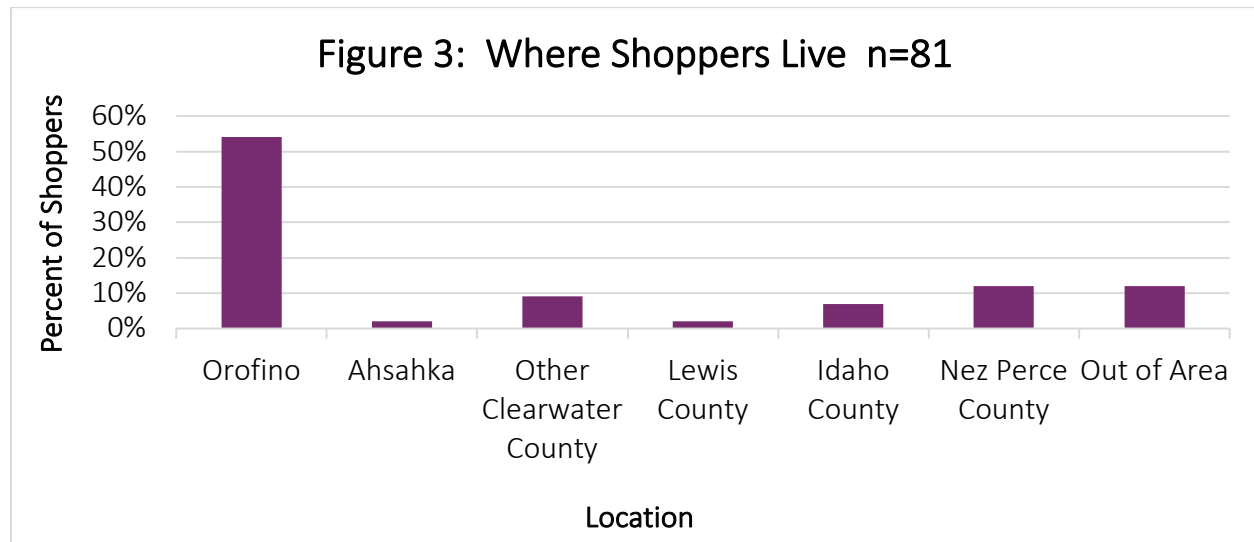
One adult per household was asked to participate in a four-question dot survey. Each survey question was written on a separate poster board. Customers were asked where they live, their primary reason for coming, how they learned about the market and how much they anticipated spending in the market. Children's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

Approximately 18% (81) of the adults who visited the market participated in the dot survey by answering one or more of the dot survey questions.

Where Market Shoppers Are Coming From

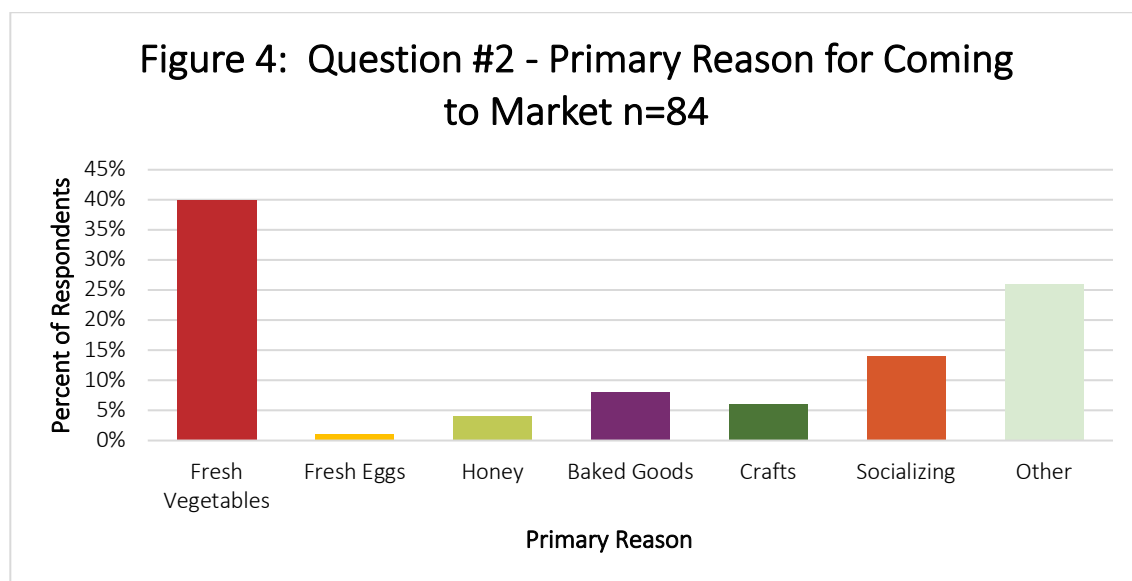
As shown in Table 3 and Figure 3, about 54% of all customers who responded to the dot survey resided in Orofino and 35% resided outside of Clearwater County.

Table 3: Question #1 - Where do you live?	
Location	Percent of Respondents (n=81)
Orofino	54%
Ahsahka	2%
Other Clearwater County	9%
Lewis County	2%
Idaho County	7%
Nez Perce County	12%
Out-of-Area	12%



Reason for Coming

The Orofino 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). Forty percent (40%) of market shoppers indicated fresh vegetables as their primary reason for attending (Figure 4).

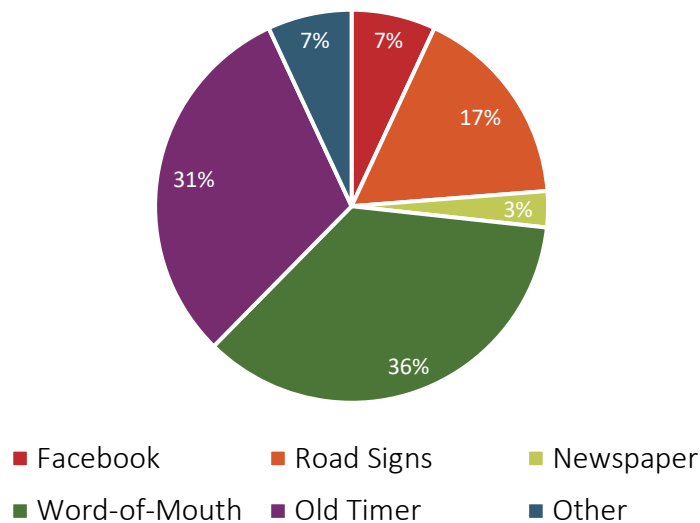


Another 14% indicated they came to socialize. Twenty-six percent selected the “other” category with seven people indicating they were browsing and five indicating they had come for food from the taco vendor. Other specific reasons for attending included the water pad, soap, jelly, music and to volunteer.

How Customers Learned About the Market

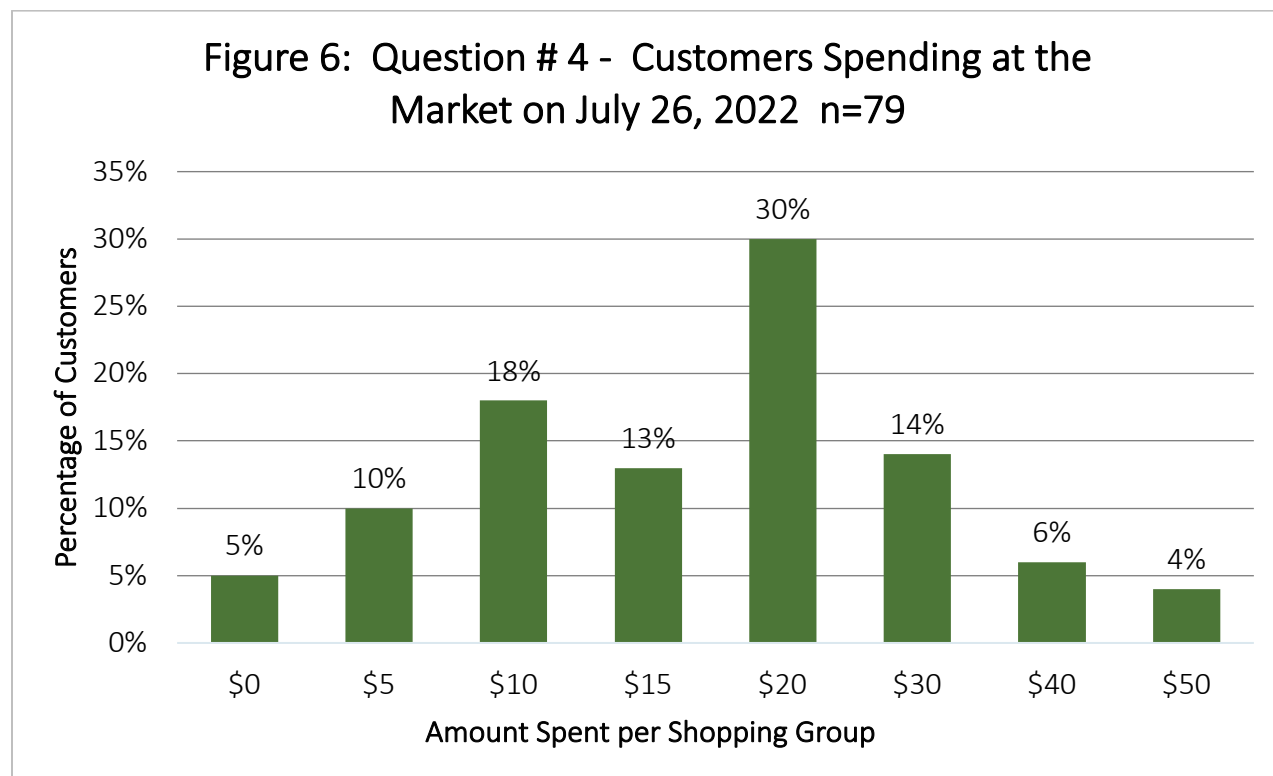
The third dot survey question asked customers how they learned about the market. In addition to being able to select Facebook, road signs, newspaper and word-of-mouth, customers who had been attending the market for over two years were able to select the option of “old timer.” Customers could also select “other” and write in their response. Of the 75 customers who answered this question, 36% indicated they heard about the market through word-of-mouth and 31% indicated they were “old timers” (Figure 5). Another 17% indicated they learned about the market from road signs. While 5 respondents (7%) selected “other”, no write-in explanations were given.

Figure 5: Question #5 - How Customers Learned About the Market n=75



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 76% of total market sales were in baskets ranging in value from \$0 to \$20.00, while 24% of total market sales were in baskets ranging from \$30.00 to \$50.00 in value (Figure 6). Approximately one third of the survey respondents indicated they would spend \$20.00 at the market. Overall, the average amount spent per shopping group was \$18.86¹.

¹ The average amount spent per shopping group is calculated by dividing the total amount survey respondents indicate they spent (\$1,490) by the total number of shopping groups who completed the survey question (79).

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 1.8 to 2.0. Using 2.0. reflects a more conservative estimate on spending².

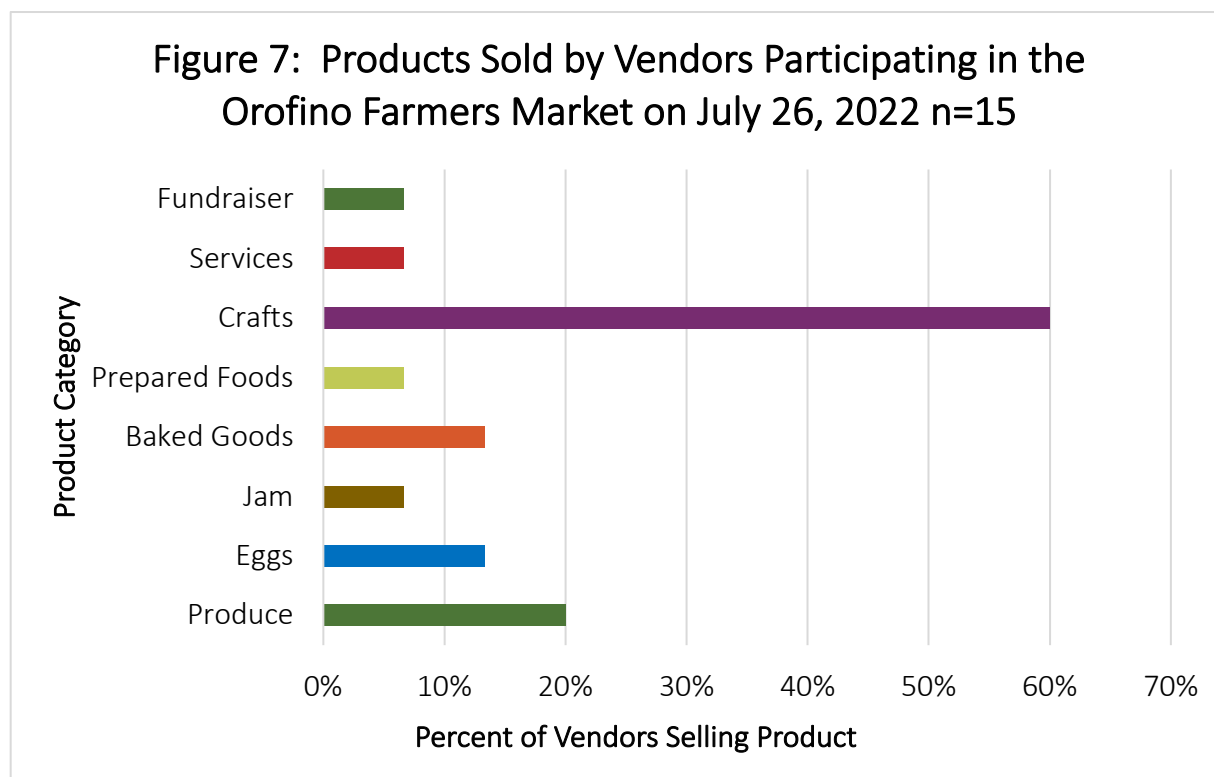
Table 4: Estimated Total Market Sales on July 26, 2022			
Estimated Total Number of Shoppers	Shopping Group Size	Number of Shopping Groups	Estimated Market Sales (\$18.86 basket)
464	2.0	232	\$4,376
464	1.8	258	\$4,862

Estimated total market sales to customers ranged from \$4,376 to \$4,862 (Table 4). Since at least 46% of the survey respondents indicated they lived outside Orofino, Idaho (see Table 3), we can estimate that approximately 46% of Market sales (between \$2,013 and \$2,236) were to customers residing outside of Orofino, Idaho. Since 35% of the survey respondents indicated they live outside of Clearwater County, we can also estimate 35% of sales (between \$1,531 and \$1,702) were to visitors from outside Clearwater County.

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

Orofino Farmers Market Vendors

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. Most vendors sold more than one category of product. Figure 7 shows the percentage of vendors selling specific products.



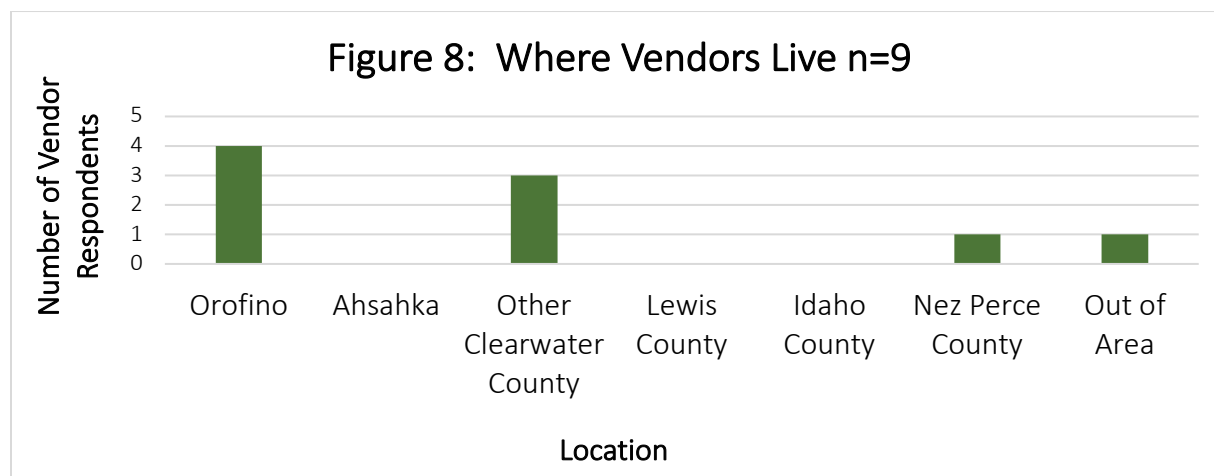
Three vendors (20%) sold produce and two vendors (13%) sold eggs. In terms of prepared foods, there were two baked goods vendors (the bread vendor sold out in the first half of the market!), one vendor selling jams and one prepared food vendor selling tacos. Nine vendors (60%) sold a wide variety of crafts such as jewelry, soaps, cards, candles, and wooden items. One service vendor was sharing information about health care and there was one fundraising booth for the local high school.

Vendor Responses to Dot Survey Questions

Orofino Farmers Market vendors were invited to participate in the July 26, 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

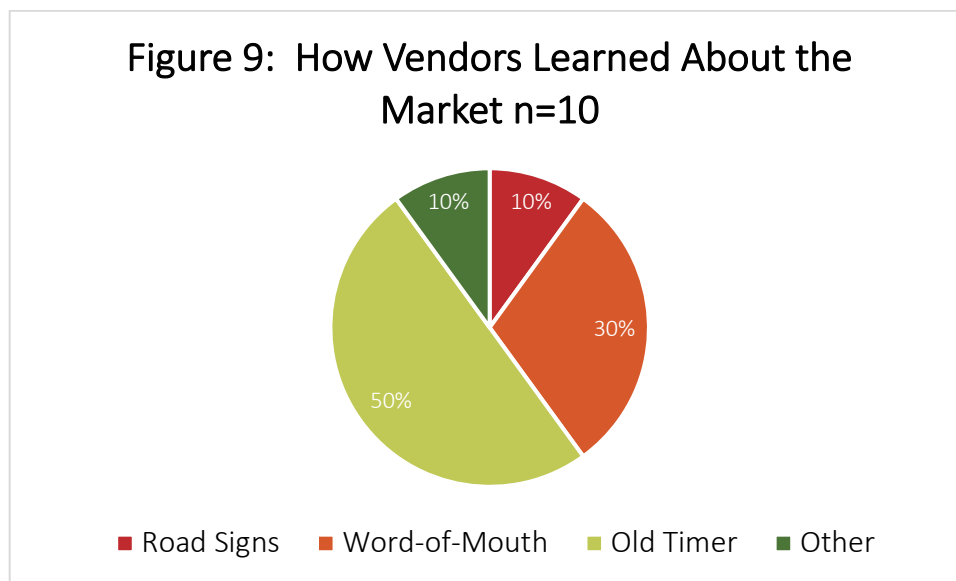
data provided above. Ten individual vendors participated in the RMA dot survey (only nine vendors answered the question about where they live).

On the day of the RMA, 40% of market vendor respondents indicated they live in Orofino, 30% said they live in outside of Orofino in Clearwater County (Figure 8). Two of the vendors indicated they lived outside of Clearwater County.



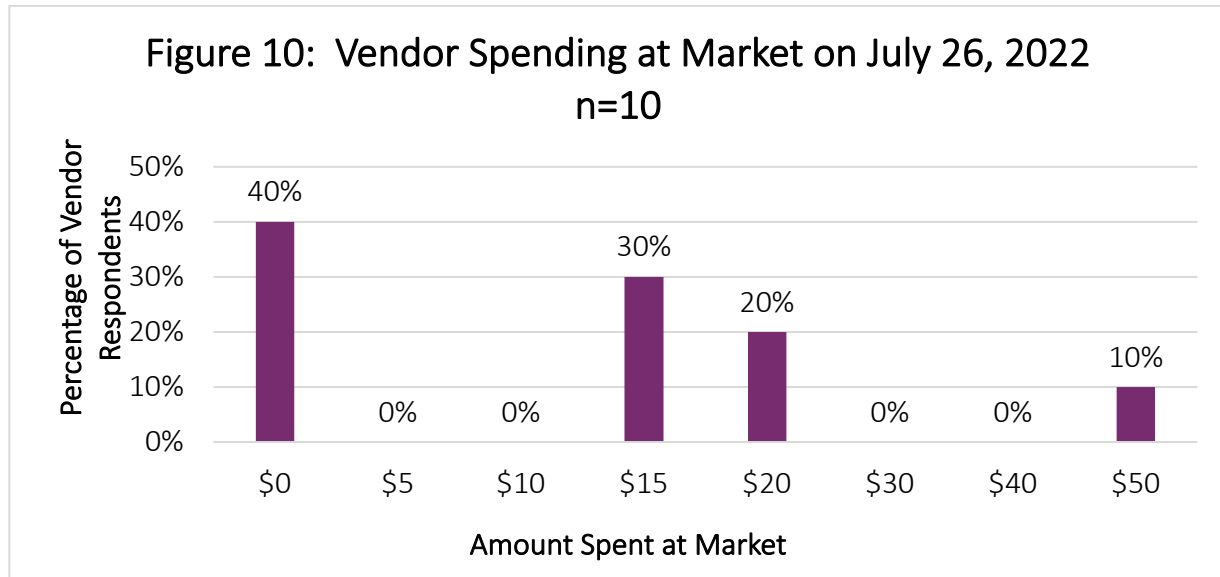
How Vendors Learned About the Market

When asked about how they heard about the market, half of the vendors indicated there were “old timers” and 30% indicated they had heard about the market through word-of-mouth (Figure 9). No vendors indicated they learned about the market from Facebook or the newspaper.



Vendor Spending at Market

Several vendor respondents indicated that they are also market shoppers (Figure 10). When asked “how much have you (or will you) spend at the market today?” vendors indicated a total of \$135, an average basket size of \$13.50 per vendor.



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:

- A large "Welcome to Orofino's Farmers market" sign or banner on both sides of the center tree would be unifying
- Great resource for local people to help them access fresh, local goods & food

Most significant observation I will take back with me:

- Good set up in a nice park with bathrooms & outdoor play area and benches in shade
- Always busy. Not just market goers but people came just to buy food from certain vendors

What I appreciated about the Market

- The market has a good product mix but light on produce
- Bread & baked goods, jewelry, woodwork, produce, soap, home health/hospice, jam, postcards, used books, Orofino Maniacs shirts/shorts, food vendor (tacos, nachos)
- Friendly vendors who greet and smile at customers – good eye contact
- It is a great way to promote local food & agricultural production in an area that is not typically associated as an "ag" community
- Good product mix – more veggies and produce would be great!
- Friendly & happy vendors
- Taco stand is awesome addition to market
- Veggies sold out before market end
- Bread sold out in first 90 minutes – wow!
- Crow Bench sold out by 12:30
- Crescent Arrow sold out by 1:30
- Mix of products and price points
- Taco vendor is a main draw

Changes or improvements that may be needed:

- [Vendor] signage is inconsistent ranging from large banners across canopies to small table top signage to nothing at all
- Displays could use baskets or small racks/shelving to draw the eye more to variety of items available. Scanning a flat table doesn't "animate" or emphasize items well.
- There is a range in quality that is very evident in jewelry and woodwork specifically – don't know what the jury process is
- I personally would like to see an after work time/hours offering. I would support the market more, but I travel out of town daily for work so I don't get to town during the markets open hours of operation.
- Lots of vendors ran out of products early or closed early....good for them but bad for folks who may stop by for a quick shop. If I stopped by one week and didn't have the option to buy something, I would be hesitant to stop by the next week unless marketing showcased what would be there.
- Lots of vendors packing up early – likely because of heat and selling out of product. Some customers commented on lack of vendors in last 30-60 minutes of market.

Physical Site

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

Most important message to Market Manager from this sheet:

- Flat pavement to flat lawn are the surfaces – wheelchair & stroller accessible with minimal additional effort
- Great use of city park; central location

Most significant observation I will take back with me:

- Parking is close and accessible and community seems comfortable waiting briefly in car for available spot
- Good shade/cover opportunities for all weather

What I appreciated about the Market:

- There is parking in a circular drive in and out of the market
- Slow steady flow of vehicles closest to the food vendor – busiest vendor
- Booths arranged well for shape of park; plenty of strolling room
- The park offers good space & resources (i.e. splash pad, volleyball pit, basketball hoop) for families that may come to the market. Kids can play, parents can shop.
- Seating for eating, enjoy music, etc.
- Great location! Love the shade, visibility and proximity to town/highway.
- Playground and water feature area are great assets to the market
- Good parking available
- Nice flow of customers
- Love all the picnic tables and places to sit/eat throughout the market
- Shade trees, picnic tables, play area & splash pad
- Most vendors have shade much of the market

Changes or improvements that may be needed:

- I think the space available for parking is used efficiently. People seem to cruise slowly a couple times to look for a space.
- None that I can think of now
- Signage or banners on the highway and nearby streets to promote the market during operating hours – permanent banners with market day/time would also be very helpful.

Atmosphere

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

Most important message to Market Manager from this sheet:

- A lot of visiting in friend groups & family groups around the park
- Nice casual family atmosphere

Most significant observation I will take back with me:

- Community feels ownership of their market. Older couple took a nap under the tree in the middle of market. Vendors visit with each other and some came over to the RMA to say hi and welcome us
- Relaxed and laid back vibe

What I appreciated about the Market:

- Friendly atmosphere – conversations & laughter
- “Taking a lap” is a phrase I heard more than once. The social activity at the market is the playground for youth and the food vendor with picnic benches for adults. Definite gathering spots for both age groups
- Older couples/individuals came at market opening, young families and children in the park playing and then moved to food booth for snacks/food/treats 11:30 – 12:30.
- Slow pace, with a causal atmosphere
- Park creates welcoming space
- Great atmosphere! Very community oriented market.
- Family friendly; lots of customers shopping with dogs
- Lots of older shoppers & professionals on lunch
- Relaxed atmosphere

Changes or improvements that may be needed:

- Some music might be nice – there was a bagpipe musician for a while. Maybe guitar under the tree.
- Is the music the same every week? Same artist? Same play time? Consider bringing different artists to appeal to a wider audience.

General Public Comments

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

Changes or improvements that may be needed:

- People commented on closed booths/lack of produce (especially in the last half of market)
- Noticed a few people smoking in the market/while walking around
- Customer comments:
 - “You should put a sign or info about market at RV park”
 - “Would love to see as many natural/organic products as possible”



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. Available as a free download at <https://catalog.extension.oregonstate.edu/sr1088>.