



Rapid Market Assessment



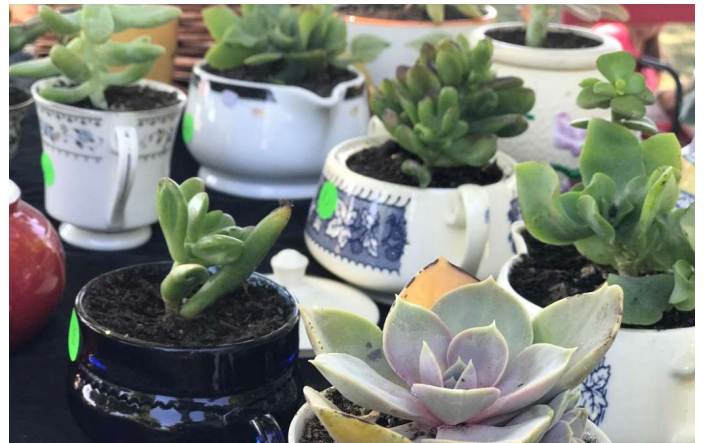
July 16th, 2020 – Homedale Idaho

Report Prepared for Homedale Farmers Market by:
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Market Overview

Market Name:

Homedale Farmers Market

Date & Time of Assessment:

Thursday, July 16th, 2020, 3 pm- 7pm

Location:

Bette Uda Park: 204 E Idaho Ave,
Homedale, ID 83628

Market Director:

Denise Dixon

Board of Directors:

Alice Pegram, Jennifer Adkins,
Carol McMichael, Tanya Quigley:

RMA Team:

Ariel Agenbroad, Kaitlyn Plischke,
Denise Dixon

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About the Homedale Farmers Market

<http://www.homedalefarmersmarket.com/>

Mission

Homedale Farmers' Market is a vibrant community gathering place which seeks to enhance the business success of our region's small farms, chefs, and artisans, provide growth opportunities for entrepreneurial youth, educate youth on sustainability and healthy living, and donate funds in support of the Homedale School District arts programs.

Goal Statement

Our goal is to help the residents of Homedale and the surrounding areas sell what they produce and provide locally grown fresh vegetables to our community, while also helping to fund the arts in the Homedale School District.

History

The Homedale Farmers' Market was founded in 2013 by Denise Dixon, a long-time community member of Homedale, Idaho. She felt that the community needed a market, and she wanted to give back to the community which had provided so much for her and her family. To this day, Denise remains the market manager and works hard to make the market a success!

While the market started off quite small, over the years it has grown and grown. In fact, it continues to double its customer base! There is always room for more vendors and more customers though, and the staff works hard to partner with community members, businesses, and schools to make the market even more successful. Since one of the main goals of the Homedale Farmers' Market is to give back, the market has consistently donated a portion of its proceeds in the form of grants, since its inception in 2013, to the Homedale School District's fine arts programs including the high school drama club, music classes, and the school libraries. The schools continue to show their gratitude for the help that the market is able to provide.

In 2016, Denise became the only representative from Owyhee County on the board of directors for the Idaho Farmer's Market Association, and through this relationship the market was able to learn about and participate in the Double Up Food Bucks program which offers incentives to EBT users. This program will continue into the 2020 market year.

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 help 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 originally developed by Oregon State University (<https://catalog.extension.oregonstate.edu/sr1088>).

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 Homedale Farmers Market Assessment, Ariel Agenbroad from University of Idaho Extension, collaborated with market manager Denise Dixon to develop questions for the assessment. All attendees were counted during the five-hour market and information was solicited from market attendees through dot surveys made easily accessible between some of the vendors.

There were and estimated 177 attendees and 14 vendors counted on July 16, 2020. The busiest time was between 5:00 and 6:00 pm.

The four questions asked in the dot survey were:

- What brings you to the Homedale Farmers Market?
- How did you first find out about the Market?
- When you visit the Market, how much are you typically spending and on what products?
- Do you visit the Market every week? If not, what might cause you to miss it?

Individuals who completed the dot survey received their choice of an Idaho Farmers Market pin (provided by the Idaho State Department of Agriculture/ Idaho Preferred), a University of Idaho Extension cooling neck wrap, a tiny animal figurine, chocolate, and iced herb 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. With social distancing implemented during the Covid-19 pandemic, people have more reasons to avoid close contact or engagement.

Ariel Agenbroad and Kaitlyn Plischke conducted the dot survey, compiled the data and prepared this report for the market.

Methods

Estimating Attendance

- For markets such as the Homedale Market, attendance counts are conducted throughout the entire five-hour market using handheld clicker counters and numbers are recorded every hour.

Consumer Dot Survey

- One set of four flip charts were placed behind the University of Idaho Extension booth.
 - The flip charts were easel style, provided by University of Idaho Extension.
 - Each flip chart had a single question and the possible answers written on it.
 - The time and location were noted on the bottom left corner of each question sheet.
 - There were two people attending to the flip chart station at all times. 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 and Denise Dixon. The questions were chosen to compare with past RMAs and generate the most useful information for future planning.
- Markers
 - ¾" round stickers were purchased. The sheets were cut into strips, giving each survey participant enough dots to answer each of the four questions.
- Incentive
 - Survey participants were provided with a complimentary Idaho Farmers Market pin (provided by the Idaho State Department of Agriculture/ Idaho Preferred), a tiny farm animal figurine, a cool rag (provided by UI Extension), or chocolate.

Volunteers and Materials

- UI Extension conducted the RMA.
 - Materials included: easels, flip charts, pens, markers, the dot stickers, giveaways and a cooler with iced herb water and cups.

Farmers Market Rapid Market Assessment Results

Attendance and Weather

Attendance and Weather Data							
Time	2:30 - 3:00 pm	3:00 - 4:00 pm	4:00 - 5:00 pm	5:00 - 6:00 pm	6:00 - 7:00 pm	Total for day	Average
Attendance	2	41	45	63	26	177	88
Temperature	91°F	93°F	93°F	94°F	93°F		92.8°F

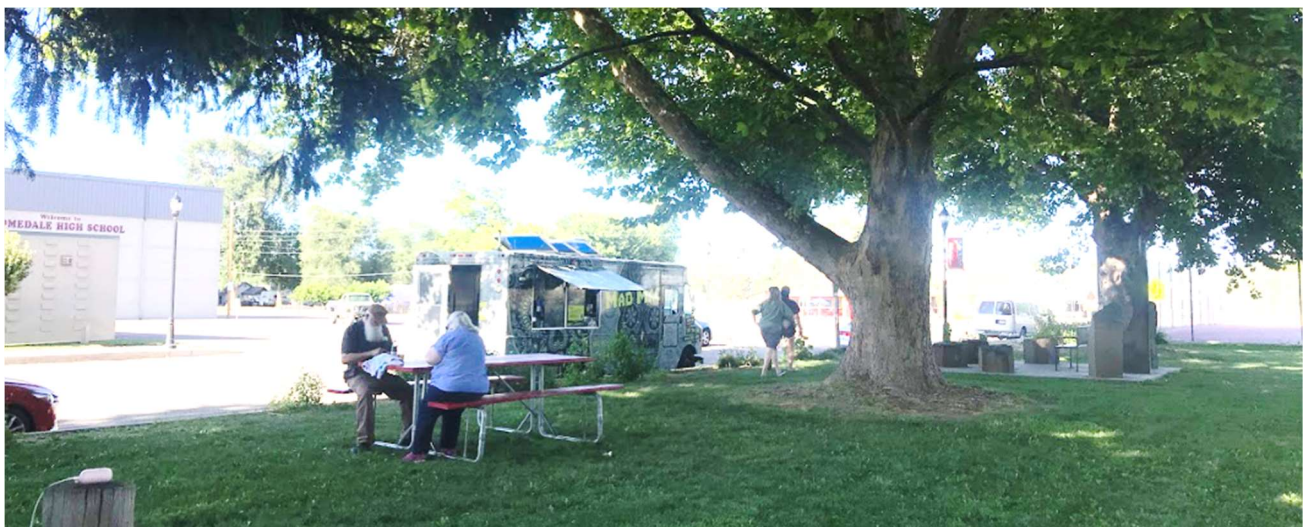
Comments:

The busiest time was from 5:00 PM to 6:00 PM. This could be because as people are getting off of work, it is convenient for them to stop by the market to walk through the vendors and purchase what they need.

Many vendors and people mentioned that this was one of the slowest days that the market had had all season. This could be attributed to the hot weather, Covid-19 concerns, or conflicting obligations. There were also four vendors not attending on this day, so that contributed to the lower vendor numbers and possibly even fewer customers if customers attend to shop from particular vendors.

The last hour was particularly slow and not many customers were shopping the market. During this time it was noted that several vendors used that time to browse other vendors' tables and goods.

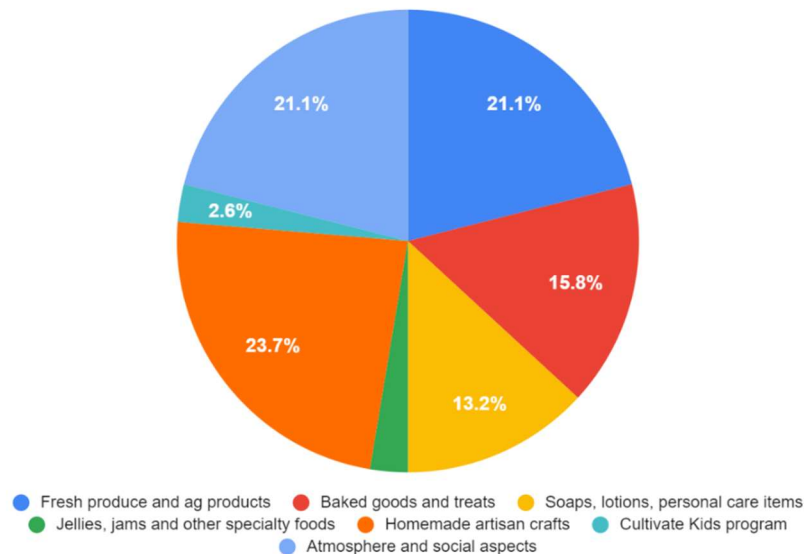
It might be a consideration to end the market at 6:00 PM and possibly open it an hour earlier at 2:00 PM. This would allow the market to be open the same amount of hours and also allow vendors to make more sales to the customers that come early to the market.



Dot Survey Results

Question 1: What brings you to the Homedale Farmers Market? (Choose your top 3).

What brings you to the Homedale Farmers Market? (Choose top 3)



Comments:

This question was designed to determine customer’s primary motivations for visiting the Homedale Farmers Market. This can help market directors, partners and sponsors understand where to focus or balance their mix of vendors. We asked shoppers to select their top three choices.

On the day that we assessed them, “homemade artisan crafts” was the most selected option. The second most popular response was a tie between “fresh produce and ag products” and the “atmosphere and social aspects.”

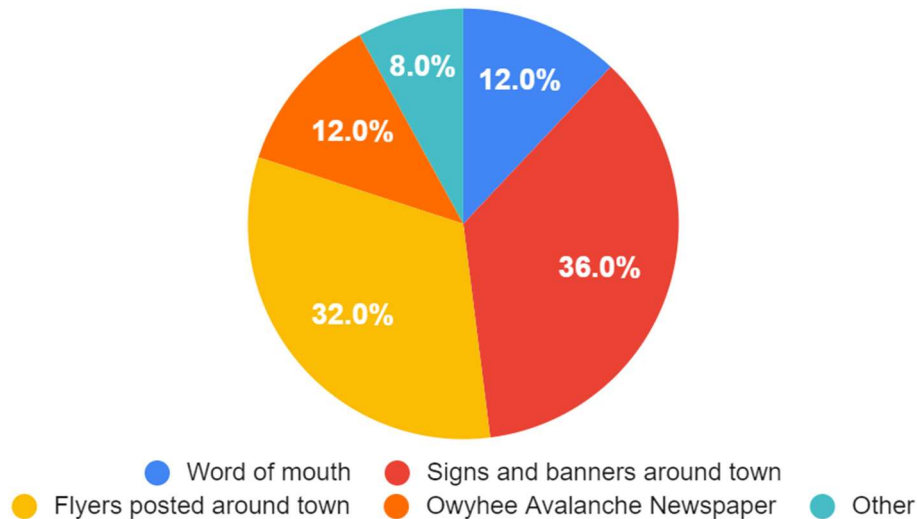
Baked goods and treats, soaps, lotions, and personal care items, jellies, jams and other specialty foods and the Cultivate Kids Program followed, with baked goods and treats and soaps, lotions, and personal care items more prevalent than jellies, jams and other specialty foods and the Cultivate Kids program.

The data shows that the community enjoys the opportunity to buy artisanal crafts and fresh foods while being able to socialize with one another and the vendors. Visitors seem to value every aspect of the market and it seemed as though each respondent enjoyed the variety of vendors that the market has to offer.

Having a food vendor like Mad Mac, which happened to be there on the day of the assessment, could continue to attract more customers, especially during dinner hours; efforts should be made to continue to have a food vendor option. It could also be beneficial to have some sort of market deal with the local Idaho Pizza Company shop that is right across the street from the market.

Question 2: How did you first find out about the Market?

How did you first find out about the Market?



Comments:

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

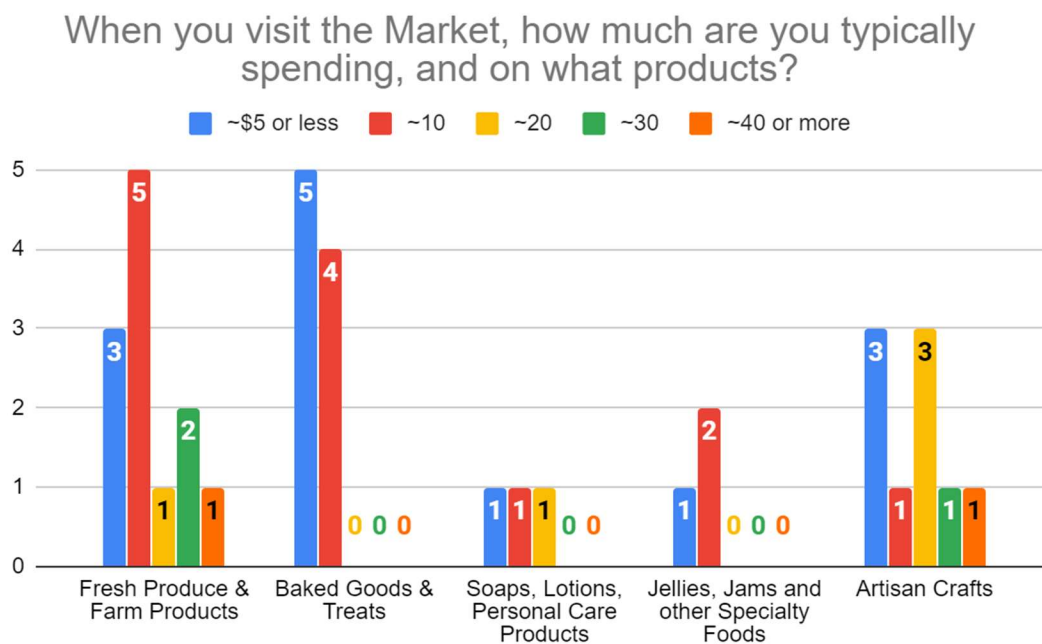
Thirty-six percent of community members attending the market on July 16th found out about the market through signs and banners around town. Thirty-two percent of respondents found out through flyers posted around town, 12% through the Owyhee Avalanche Newspaper, 12% through word of mouth and 8% of visitors found out in other ways.

When considering where to spend money on advertising, it is crucial that the market continues to have banners, signs and flyers downtown, even during the off season. Continuing to have flyers available in local businesses could also be beneficial to help advertise the market.



Question 3: When you visit the Market, how much are you typically spending, and on what?

When you visit the Market, how much are you typically spending and on what products?					
	Amount Spent				
Product	~\$5 or less	~10	~20	~30	~40 or more
Fresh Produce & Farm Products	3	5	1	2	1
Baked Goods & Treats	5	4	0	0	0
Soaps, Lotions, Personal Care Products	1	1	1	0	0
Jellies, Jams and other Specialty Foods	1	2	0	0	0
Artisan Crafts	3	1	3	1	1



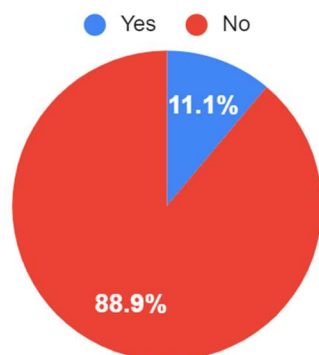
Comments:

When farmers markets have a variety of vendors each week at the market, this ensures there will be something for everyone. This question was asked in order to figure out what most customers are buying, and how much they are spending.

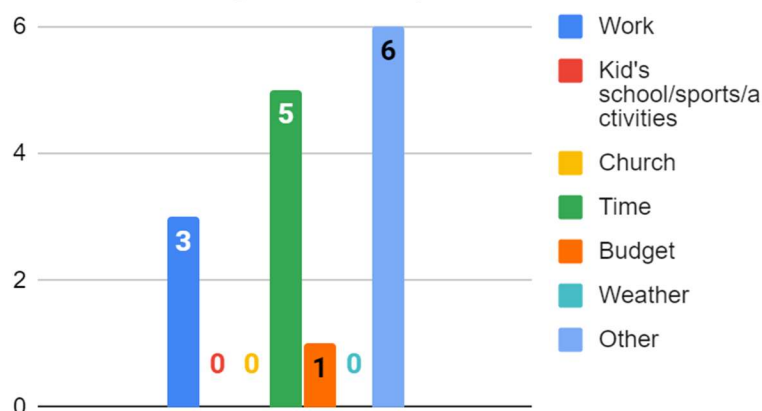
The data suggests that for the most part people are primarily spending their money on fresh produce and farm products and on baked goods and treats. Most visitors are spending \$5-\$10 dollars on all of the products that the market has to offer. The data also suggest that community members are willing to spend a little more money on artisan crafts.

Question 4: Do you visit the Market every week? If no, what might cause you to miss it?

Do you visit the Market every week?



What might cause you to miss it?



Comments:

The purpose of this question was to see what reasons customers had for not making it to the market each week. The market can use this data to see if there are any big events or reasons that they should work around or adjust the times for the market next season.

Almost eighty-nine percent of visitors said that they do not attend the market every single week. Eleven percent of customers surveyed on July 16th come every week to support the market.

Most respondents said that they had “other” reasons for missing the market, and when asked, a common response was “I just forget!” Among the choices we suggested, conflicts with “work” or lack of “time” were common choices. One person said that they miss the market because of their budget. This year, no one stated that “kid’s school/sports/activities”, “church”, or the “weather” were reasons that they would miss the market.

One suggestion to gain more of a weekly following could be to have some type of loyalty program, in which visitors that come each week have a punch card. The punch cards could be punched about five times and then can be redeemed for free things or coupons to use at either the vendors at the market, or coupons for local restaurants and stores. This might be appreciated by both the customers who make market a priority every week and those who don’t.

Continuing to promote the market through local and social media, email reminders, etc. may also encourage more frequent visitation. Of course, 2020 is not a typical year, and there are likely other factors that customers are not sharing that impact attendance.



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