

Farmers' Market at Sandpoint
Rapid Market Assessment
August 30, 2003

Market Name: Farmers' Market at Sandpoint
Date of Assessment: August 30, 2003
Market Hours: Saturdays, 9am to 1pm
Location: Farmin Park, 3rd & Oak, Sandpoint, ID
Market Staff: Janell Schabell, On-site manager
Estimated Market Sales: \$13,700
Market Supervision: Vendor Board of Directors
Fees: 6% of gross sales for ag products, 8% for crafts
Vendors: 51 Vendors
16 produce/flowers
23 crafts
4 prepared foods
4 baked goods
3 plants
1 dairy
RMA Team Members: Colette DePhelps-Brown, executive director, Rural Roots
John Potter, research assistant, Northwest Direct project, Rural Roots
Cathy Weston, Board of Directors, Rural Roots
Margaret Gilman, Board of Directors, Rural Roots
Janet Dhaenens, Sandpoint community member
Tahnee Bockas, Sandpoint community member
Ben Larson, Sandpoint community member
RMA Report Writers: John Potter, Northwest Direct project, Rural Roots
Larry Lev, Agricultural and Resource Economics, Oregon State U.

Part 1: Market Attendance

Estimated Total Attendance: 1598

9:00 – 10:00 a.m.	528
10:00 – 11:00 a.m.	366
11:00 – 12:00 a.m.	354
12:00 – 1:00 p.m.	350

When the Farmers' Market opened at 9 a.m., there were approximately 90 customers within the park. The weather was warm and sunny with a slight breeze. The RMA participants noted that attendance was steady throughout the course of the market. This observation was confirmed by the attendance counts that were performed.

Part 2: Consumer Information

The following questions were asked of shoppers at the Sandpoint Farmers' Market on August 30, 2003. Throughout the course of the market consumers were given the opportunity to answer four questions regarding their demographics and reasons for shopping at the market. Responses were compiled in two different time frames, those shopping during the first half of the market (9 a.m. to 11 a.m.) and those shopping during the second half of the market (11 a.m. to 1 p.m.).

Question #1 Where do you live?

Sandpoint	46%
Sagle/Algoma	11%
Ponderay	2%
Hope/Clark Fork	3%
Other Bonner County	8%
Newport/Priest River	1%
Other Pend Oreille County	<1%
Tourists/Other	28%

Comment: Sandpoint residents comprised over half (53%) of the early market shoppers. This number dropped to 36% of the late market shoppers. Tourists and "other" represented 22% of the early market shoppers and 39% of the later market shoppers. All other resident categories surveyed remained steady throughout the course of the market.

Question #2: What is your primary reason for coming to the market today?

Ag Products	53%
Fine Arts/Crafts	19%
Social Atmosphere	12%
Plants/Flowers	8%
Music	4%
Baked Goods	3%
Prepared Foods	1%

Over half of the market shoppers (53%) indicated that their primary reason for coming to the market was to purchase Agricultural Products. Sixty-two percent of early market shoppers indicated that agricultural products were their primary reason for coming to market. This fell to 37% of respondents in the second half of the market segment. Alternatively, fine arts/crafts and music/socialize received 15% and 12% of the early shoppers segment, respectively. Fine arts/crafts rose to 26% and music/socialize moved to 23% of the later market shoppers surveyed.

Comment: These findings are typical of other markets surveyed. Early shoppers tend to live locally and they tend to buy more food products, whereas late market shoppers live farther away from the market and comprise a higher percentage of tourist shoppers. These late market shoppers still rate agricultural products as their primary reason for coming to the market, but other categories such as crafts and atmosphere (music and socializing) rate higher with this segment than they do with early market shoppers.

Question #3: What products would you like to see more of?

Produce	32%
Fine Arts/Crafts	29%
Meat/Poultry/Fish	10%
Eggs	9%
Dairy/Cheese	9%
Prepared Foods	5%
Baked Goods	6%

Comment: Responses to this question experienced very little change in responses between the early and late shoppers. Produce and fine arts/crafts split the majority vote position with 32% and 29% of the vote, respectively.

Question #4: How much have you/will you spend at the Farmers' Market today?

\$0	6%
\$5	19%
\$10	26%
\$20	26%
\$30	13%
\$40	6%
\$60	1%
More than \$70	2%

Comment: The average amount of money spent per shopping group is estimated at \$17.15.
 The average amount of money spent by the early shopping groups is estimated at \$18.52.
 The average amount of money spent by the later shopping groups is estimated at \$15.41.

Part 3: Team Observations

Physical Site

What the Team Appreciated:

- Great Downtown Location and the look of the market draws people in.
- Trees and grass are inviting and “park like.”
- Mix of sun & shade is good.
- Great area space within the market for people to hang out and mingle.
- The trees are great and they offer a good balance of shade.
- Easy access, no barriers. You can enter from any side.
- Well organized.
- Good customer flow.
- Organization of booths was excellent.
- Picnic tables and healthy grass is a nice feature.
- The park is very well maintained. Sidewalks, landscape, trees, grass – all very nice.

Comments, Suggestions or Questions:

- Restrooms would benefit shoppers and vendors.
- Need a disabled parking area for loading and unloading seniors and the handicapped.
- Parking and accessibility was an issue with the streets torn up and traffic flow altered.
- There should be adherence to the no dog rule or there should be a place to tie up dogs.
- Some of the tables should be set back a bit further to facilitate flow of traffic.
- Need more garbage cans.
- Hectic downtown traffic.
- Lack of public restrooms is a nuisance.

Vendors and Products

What the Team Appreciated:

- Cleanliness. The display of produce at this market is a great model for others.
- Most booths are displayed nicely. This enhances the beauty of the vegetables.
- Most vendors have nice signage, but it is somewhat variable with the smaller booths having less attractive signs.
- Some business signs are great, others are bland.
- Very friendly vendors.
- Product mix is excellent as is the quality.
- Good signage on most vendors.
- Appreciate having products marked with individual prices.
- Displays are colorful, attractive, well presented – easily identifying the products.
- Product quality is excellent. Compared to other markets I’ve attended, this one ranked at the top.

Comments, Suggestions, Questions:

- Encourage vendors to have farm business names more prominent.

- May want to encourage regional tree fruit vendors to participate in the market when local product is not available.
- There is a great lack of vertical displays. Most everything is flat.
- Some vendors seemed a little overanxious or overly ambitious to sell.
- More fruit.
- One bench was blocked by a vendor's table.

Market Atmosphere

What the Team Appreciated:

- Very open atmosphere.
- Inviting to both locals and tourists.
- Nice mix of tourists and locals.
- Market seems to have its own culture.
- Like the addition of music/musicians that varies from week to week.
- Atmosphere is relaxed.
- Busy, but friendly.
- Very lively market, steady.
- Community is dedicated to the market and visa-versa.
- Really appreciated the fact that the musicians were farmers.
- Market is happy and alive.
- Lots of conversation, visiting.
- Music is fun and upbeat.
- There is a great range of shoppers, but mostly produce.
- Enjoyable, welcoming atmosphere.
- Great place to say "hi" to a lot of people that I know.
- Great variety of shoppers.
- Vendors willing to talk and share.

Comments, Suggestions, Questions:

- Not much to offer in terms of educational activities.
- Lots of buyers.
- Definition of organic is cloudy. Isn't clear if vendors are certified or not.
- No educational activities.
- Would be nice if the music lasted throughout the market.