

Moscow Farmers' Market
Rapid Market Assessment
July 19, 2003

Market Name: Moscow Farmers' Market
Date of Assessment: July 19, 2003
Market Hours: Saturday, 8 am to Noon
Location: Friendship Square, Downtown Parking Lot, Moscow
Market Staff: 1 Paid Market Manager, 1 Paid Sound Technician
Market Supervisor: Deena Heath, Moscow Arts Commission
Fees: Season Pass Premier space: \$270
Season Pass other space: \$190
Season Pass table space: \$100
Walk-on vehicle: \$15
Walk-on table: \$10
Vendors: Approximately 60 vendors;
40% Produce
40% Crafts
20% Foods
Estimated Market Sales: \$25,500
RMA Team Members: Larry Lev, Agricultural and Resource Economics, OSU
Colette DePhelps Brown, Executive Director, Rural Roots
John Potter, Research Assistant, NW Direct Project, Rural Roots
Deena Heath, Moscow Arts Commission
Cinda Williams, Extension, U of I
Skeeter Lynch, Full Circle Farms/Rural Roots
Gary Angell, Board Member, Spokane Market Place
Jennifer Farley, Communications Coordinator, Rural Roots
Mike DePhelps, Consumer/Visitor from Kent, WA
RMA Report Authors: Larry Lev, John Potter

Part 1: Consumer Information

Estimated Total Attendance: 3234

8 am to 9 am:	624
9 am to 10 am:	936
10 am to 11 am:	888
11 am to Noon:	786

Question #1: Where do you live?

Moscow:	51%
Other Latah County:	6%
Pullman and Other Whitman:	23%
Lewiston/Clarkston & Other Nez Perce:	2%

Other: 18%

Comment: Moscow residents comprise over half of the farmers’ market shoppers on this day. “Other”, which we interpret as tourists, represented 18% of the shoppers. This number may be slightly higher than a typical Saturday because of the RV workshop that was being held at the University of Idaho. Attendance from Latah County may have been slightly under represented because of community day celebrations in Troy, Potlatch and Bovill. Responses to this question did not vary between the first half (8AM – 10AM) and second half (10 AM – 12:00 PM) of the market.

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

Agricultural Products	55%
Crafts	7%
Prepared Foods	9%
Socializing	22%
Music	7%

Comment: In the first half of the market, 65% of the respondents said they came for agricultural products and 19% said they came for music and socializing. In contrast during the second half of the market, 45% of those surveyed came for agricultural products and 38% came for music and socializing. This difference could be attributed to the musical performance that began at 9:30.

Crafts and prepared foods did not vary between the two time periods. This was a difficult question for many respondents because they wished to select multiple answers. Forcing them to choose only one still allowed the varying reasons for attending the market to show through.

Question #3: How much have you/will you spend at the farmers’ market today?

<u>Dollar Amount Spent</u>	<u>Shopper Percentage</u>
\$0	9%
\$5	22%
\$10	25%
\$20	26%
\$30	10%
\$40	3%
\$60	2%
More than \$70	2%

Average amount of money spent per shopping group = \$15.80
Average amount of money spent per shopping group from 8am to 10am = \$16.75
Average amount of money spent per shopping group from 10am to Noon = \$14.81

Total market sales can be estimated as follows:

(3234 people/2 people per shopping group) * \$15.80 = \$25,554.

This estimate is more likely to be low than high because the average size of shopping groups (based on previous research) tend to be less than 2.

Comment: Spending is by shopping group (adults who spend from one “wallet”) and not per individual. About 9% reported that they spent nothing. The early arrivers spent 13% more then shoppers who arrived later (\$16.75 versus \$14.81). This result is common for weekend markets.

**Question #4: Do you plan on doing any additional shopping in the downtown area?
If yes, how much?**

	Market Average	
Yes	55%	
No	45%	

	8am to 10am	10am to Noon
Yes	47%	63%
No	53%	37%

The average dollar amount spent by each shopping group that answered “yes” to doing additional shopping in the downtown area was \$21.69

Total outside market spending = \$19,360.

Comment: Later shoppers (from 10 AM to Noon) were much more likely to also shop outside the market (63%) than were early shoppers (47%). The early shoppers may be more focused on their market purchases and/or they came downtown before many of the stores opened.

Part 2: RMA Team Member Comments/Suggestions/Questions

The purpose of this section of the report is NOT to provide an overall “grade” to this market or rank it against any other market; rather the team of outsiders used their “fresh eyes” to provide feedback about the individual market elements that they observed. They noted what they liked, what they thought could be changed or improved and questions that they had. The RMA process is about sharing--both the market being observed and the markets that sent the observers should gain new insights and ideas.

Physical Site

What team members appreciated most about the physical site.

- The downtown location is a plus and enhances downtown Moscow’s atmosphere.

- Access is good. You can enter from many directions.
- There is good flow of people.
- Good organization and variety of vendor products.
- I notice many people socializing and bringing their children and dogs. A lot of people are gathered along the steps in friendship square.
- The market makes going downtown fun and enhances the atmosphere.
- The central downtown area is the best place for this market
- Shade available if needed, great!
- Play ground areas as part of the market is an asset to market.

Comments and suggestions regarding the physical site

- Remove dumpster and install additional trash receptacles in their place and around the market.
- I don't like the dumpster on the SE side.
- The parking lot isn't pretty.
- Parking is always limited.
- I don't like to stop in corner areas or narrow walkways. It's easier to look at booths that are along the side of wider walkways.
- South side of market is very congested.

Vendors and Products

What team members appreciated most about vendors and their products:

- Prepared foods are excellent.
- Vendors are helpful and friendly
- Broad mix of products.
- Strength of market is the diversity- ag products, crafts and music!
- Good mix of fruit and veggies, bedding plants, crafts, foods.
- Overall customer service is excellent. Most vendors seem very engaged, especially ag producers.
- Great diversity of shoppers, very friendly and helpful in doing the survey.

Comments and suggestions about vendors and their products:

- Too much product in the sun.
- Poor displays.
- Few farm names on displays.
- Stronger on fruit than on vegetables.
- Some vendors using sheets to shield from sun. This is good when shade helps to protect produce from the sun; however it is bad when it blocks booth visibility.
- No meat, cheese, chicken or eggs.
- Many people are buying cherries only.
- Having non-profits is good.
- Like the 'restroom available' sign.
- Signage could be better on many of the vendor booths.

Market Atmosphere

What team members appreciated most about the market atmosphere

- Liked the music – no tip box out for musicians
- People in shade listening
- Benches already in use at 8:55
- Coffee house (Zume) crowded at 8:55
- No kids in playground yet (8:55)
- Very good nonprofit booths – they seem to be successful
- Great diversity of shoppers, very friendly (& helpful to the survey)
- Music is a plus for the atmosphere
- Playground area as part of the market is an asset to market
- Shoppers are enthusiastic, browse, stop & touch

Comments and suggestions regarding the market atmosphere

- Dumpsters in alleyway distract from atmosphere
- If room, could I have more educational booths

General comments about the market from vendors and customers

- I like the market very much but there is a lot of resale. Maybe you should change the rules to accommodate and legitimize what is already being sold.
- Complaints about re-sellers at the market.
- Market should check-up on vendors claiming to be certified organic.
- There are no vendors that have a vote in market decisions. There should be a board of directors that represent vendors and have the right to vote on market decisions.
- Market decisions are made only by the manager. This is not fair to us vendors. How can we get this changed? Decisions should not be made by one person.
- Could have advertised the farmers' market at the RV conference, and more attendees would have stayed.
- RV tourists are very favorable for produce sellers. They can purchase more perishable goods.
- Many people are socializing and bringing their children and dogs to the market. A lot of people are gathered along the steps in friendship square.
- The market makes going downtown fun and enhances the atmosphere.
- Large numbers of people seem to be leaving without buying anything.
- Great atmosphere, like a carnival without the toys, rides and junk.

Comments about animals from customers

- I don't like that dogs are allowed. There is no water for them and the pavement is hot on their feet. If the market is going to allow them they should take care of them.
- Don't like the dogs. Maybe if the market supplied water it would be better. I'd support the market better if they made humane treatment of animals a priority.
- There should be more water available for the animals.

- There are some people who come to the market to look at the dogs
- Some people come to market because they need to walk their dogs, then they end up buying miscellaneous items.

Comment: It is very difficult (impossible) to satisfy everyone on the dog issue. Presently there are lots of negative comments about allowing dogs at the market; however, banning dogs from the market will probably alienate more market attendees. There is a high probability that dog owners will stop frequenting the market if dogs are banned.

Suggested Discussion Issues

1. What can be done to promote vendor involvement in market management?
2. What steps can the market take to encourage improved booths and displays?
 - a. Improved signage of business/farm name
 - b. Overall product displays
3. What is the role/responsibility of the market with respect to consumer education?
4. What else can the market do to gain increased support from the town?