

**Moscow Farmers' Market
Rapid Market Assessment
July 30, 2011**

Market Name: Moscow Farmers' Market
Date of Assessment: July 30, 2011
Market Hours: Saturdays, 8:00 am to 1:00 pm
Location: Friendship Square, between Main and Jackson Streets, Moscow, ID
Market Manager: Erica Dolinky
Market Staff: Paid full-time, Arts Director; part-time seasonal, paid FM Manager;
Part-time sound technician and one seasonal part-time volunteer
Fees: Season pass approximately \$7 to \$30 per week for a 26 week season;
Walk-on space fees are \$10 to \$25
Vendors: Approximately 65 vendors (including 21 walk-ons) on that day:
35.5% Produce
26% Specialty Food
38.5% Crafts
Estimated Market Sales: **\$53,067**
RMA Team Members: **Cinda Williams**, UI Extension Educator, Latah County, Moscow
Kristen Koenig, UI Sustainable Ag Program Associate, Moscow
Lisa Duplessei, Capital City Market staff, Boise
Pat Munts, WSU Spokane County Extension, Spokane
John Allen, Orofino Farmers' Market vendor, Orofino
Kathryn Allen, Orofino Farmers' Market volunteer, Orofino
Joann Muneta, Moscow Arts Commission, Moscow
Mary Ellen Brewick, Moscow Food Coop Volunteer, Moscow
Laurie Mooney, UI Master Gardener Volunteer, Moscow
Mary Estes, UI Master Gardener Volunteer, Palouse
Kerry Morsek, UI Master Gardener Volunteer, Moscow
Nate Suhr, UI Engineering student volunteer, Moscow
Cathy Perillo, Rural Roots BOD, Moscow

RMA Report Author: Cinda Williams

Part 1: Consumer Information:

Estimated Total Audience: 5329

	Count	Percentage
8:00 am to 9:00 am:	806	15%
9:00 am to 10:00 am:	1252	23%
10:00 am to 11:00 am:	1484	28%
11:00 am to 12:00 pm:	1267	24%
12:00 pm to 1:00 pm:	520	10%

Comments: From observation (and numbers reflecting the same) the peak time for customers appears to be between 9 am and 12 pm. Peak time appears to be from 10 am to 11 am. (This is reflected in the numbers completing the survey with 27% of dot survey responders occurring in the same time frame.)

The highest percentage of shoppers (31%) entered from south Main Street. The north Main Street entrance accounted for 26% of shoppers. All shoppers entering the market from Jackson Street entrances were counted together and made up 25% of the total. The remaining shoppers (18%) came in from the alley or across the parking lot located south of the market.)

Question #1: How much have you (or will you) spend at the market today?

<u>Dollar Amounts</u>	<u>Shopper Percentage</u>
\$0	5%
\$5	12%
\$10	18%
\$15	14%
\$20	23%
\$30	13%
\$40	7%
\$50+	8%

Comments: Spending is estimated by shopping group (adults who spend from one “wallet”) and not per individual. About 55% of shoppers indicate they will spend between \$10 and \$20 in the market. Total shopper spending in the market was estimated at \$18,920.

Additional information calculated from this question:

Average amount spent per shopping group = \$19.92

Average amount spent per shopping group from 8:00 am to 10:00 am =\$23.35

Average amount spent per shopping group from 10:00 am to 1:00 pm =\$17.61

Average amount spent per shopping group is calculated by dividing the total amount shoppers indicate they spent (\$18,920) by the number of shopping groups surveyed on this question (950).

This equals the average amount spent per shopping group.

Total market sales can be estimated as follows:

5329 shoppers (total count for market) divided by 2.0 adults per shopping group = 2664
(The number of adults per shopping group ranges from 1.6 to 2.0. We are using 2.0 to reflect a more conservative estimate on spending.)

2664 (shopping groups) multiplied by the average amount spent per shopping group (\$19.92).

Total market sales = \$53,067

Question #2: Where do you live?

<u>Locations</u>	<u># of shoppers</u>	<u>Percentage</u>
Moscow	462	48%
Other Latah County	91	9%
Pullman and Whitman County	230	24%
LC Valley; Asotin and Nez Perce County	49	5%
Other N. ID and E. WA	32	3%
Out of area, visitor, and tourist	103	11%

Comments: About 48% of the shoppers responding to the survey were from Moscow. Almost one fourth of shoppers were from Pullman/Whitman County, with only 9% from greater Latah County outside of Moscow.

Question #3: What is your primary reason for coming to the market today?

Agricultural Products	68%
Crafts	6%
Prepared Foods	7%
Socializing	16%
Music	3%

Comments:

Overall, 68% of shoppers indicated the primary reason they come to the market is for agricultural products. In the first half of the market (8 - 10 am), 78% of the respondents said they came for agricultural products in contrast to the latter half of the market (10 am - 1 pm) when 62% of those surveyed came for agricultural products. Socializing as the primary reason for attending the market increased from 10% in the first half of market to 20% later in the market.

Many respondents indicated this was a difficult question to answer because they go to the market for multiple reasons.

Question #4: Do you plan on doing any additional shopping or eating in the downtown area this morning? If yes, how much do you anticipate spending?

Market Average

Yes	66%
No	34%

Breakdown for early vs. later hours in the market

	<u>8 am to 10 am</u>	<u>10 am to 1 pm</u>
Yes	60%	70%
No	40%	30%

Comments:

Sixty-six percent of shoppers at the market indicated they would be shopping at other downtown merchants that day. The average dollar amount spent by each shopping group that answered “yes” to “planning to do additional shopping in the downtown area” was \$13.11

Total outside market spending: Calculated by the average dollar amount that shopping groups anticipated spending downtown (\$13.11) multiplied by the total number of shopping groups (2664) in the market = \$34,925.

Part 2: RMA Team Member Comments, Suggestions and Observations

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 volunteers used their “fresh eyes” to provide feedback about the individual elements that they observed. They noted what they liked, what they thought could be changed or improved and questions they had. The RMA process is about sharing – both the market being observed and the observers should gain new insights and ideas.

Atmosphere

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

Most important messages about the atmosphere to convey to Market Manager:

- It’s fun!
- Happy atmosphere

Most significant observations team members will take back with them:

- Great place to be! I want to come back!
- Friends meeting friends

What team members appreciated about the atmosphere of the market:

- Everyone is sharing.
- A great social atmosphere to learn, laugh, try something new, and meet someone new
- Music
- Lots of room to wander
- Shade in many places
- Friendly, lots of young and old
- Mix of educational booths are good overview of community.
- Very busy! A lot more than I expected
- Loved that the Extension office was there with a food demo
- A lot of produce buyers...yea!
- Liveliness, color, variety
- Music really added to the atmosphere when it started
- Local produce information
- Very busy and congested when we arrived at 10 am – made it seem more festive to have a lot going on.

Suggested changes or improvements regarding the atmosphere of the market:

- Music a little quieter – seemed too loud
- More wagons

Vendors and Products

Product mix, product quality, signage, display, customer service, etc.

Most important messages about the vendors and products to convey to Manager:

- Add debit/credit

Most significant observations team members will take back with them:

- Importance of signage. I want to know who they are and where they come from.
- Encourage vendors to reach out to shoppers

What team members appreciated about the vendors and products:

- Good mix of produce, fruit, bakery, spread out throughout the market
- Craft and artisans are good.
- Many vendors had products up where you could see them.
- Color themed booths drew me in.
- Great price points for the art products.
- Great variety of products, etc. something for everyone.
- Happy atmosphere and pleasant vendors
- Good variety of food and crafts

Suggested changes or improvements regarding the products or vendors:

- One furniture booth was too crowded to really see.
- Could use more veggies and flowers.
- Some vendors lacked signage – wasn't sure who/what they were
- No reselling of any ag products
- Would be great to take debit/credit along with EBT. You have the machine, seems like good addition.
- Saw one vendor that had a handmade sign hanging from their table like this:

<p>Organic \$4.50/lb. BLUEBERRIES</p>
--

It appeared that “organic” was crossed out, but not clear if it was or not and it made me suspicious of that vendor. Were they reselling WinCo berries?

- More interaction of artisans with the public as they pass by

Physical Site

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

Most important message to Market Manager about the physical site:

- Keep doing what you are doing!
- Recycle/compost/bathroom signs
- It's a great market!
- Really organized
- Info booth could be used better.
- Nice job overall
- Local, local, local
- Good layout – all makes sense and easy to learn for newcomers

Most significant observations volunteers will take back with them:

- How nice and supportive the people are here.
- Talking to people you may have never met...
- Wonderful market
- Parking areas around the market should be advertised
- Reconsider layout of their own market from seeing how well MFM is laid out

What volunteers appreciated about the physical site of the Market:

- The variety of goods being sold
- The quality of everything
- Great access, flow of market works...
- Central to town, easy to find, easy to park
- Good amount of space for each vendor.
- Great parking
- Friendly manager
- Bathrooms were great and accessible
- Enjoyed the seating area
- Good flow to set up – real easy to walk through and see everything
- Like the wagons
- Local fresh produce
- Artisan products
- Layout – enough room to maneuver but not too spread out. Food in one area, good variety of vendors
- Good idea to have one booth for the market manager

Suggested changes or improvements regarding the physical site:

- Parking issue is the only thing I see – but not sure what you can do about that.
- Better recycling/composting
- Bathrooms are hidden.
- During my time at the market I saw a lot of dog arguments. It seems to be an issue.
- Information booth could be set up better (Banner was covering the booth.)

- Parking is always iffy
- Use merchant sidewalks to promote businesses
- On a hot July day, would be nice if there were shade tents in 2 and 3rd bays, especially where tables set up for eating). By midmorning, it is pretty hot down there – correlates with fewer people in that area. (esp. Bay 2)

General Public Comments

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

Most important ‘general messages (some overheard from the public) to convey to the Market Manager:

Most significant general observations or things heard that volunteers will take with them:

General positive comments from volunteers, market attendees or vendors:

- Majority of people were happy to give input
- Impressed at the number of people from outside the area
- Most people said they were spending money at the Coop after leaving market (Q #4)
- People said the dot survey was a great way to get information.
- Many people were VERY positive about the “dot survey.”
- Response from folks regarding “doing the dots” was more positive/higher if asked “did you do the dots yet?” compared to “do you want to do the dots?”
- Happy social atmosphere

General comments and suggestions for changes from volunteers, attendees or vendors:

- A couple more Do the Dots signs would be helpful. To really cover market and especially get people from the food end up to the dot survey area. (May result in better representation of attendees.)
- Arrows on the “do the dots” signs are helpful (to direct people to the right place).
- Worry about dogs
- Parking
- One person thought the music should run as long as the market is open – It adds to the shopper’s experience. She liked the type of music.

Comments from customers (as collected on separate flip chart and in no particular order):

- Love it! Music is great! Market is great!
- Too many dogs sniffing your legs and/or feet!
- We love the option to bring dogs. Love the music.
- Keep it the same!!!
- Do not remove growers from Lewiston/Clarkston or Prosser/Yakima. They are the reason we drove 30 miles to shop here. Growers yes, resellers no.
- Love everything except the dogs!
- Bring back the fabulous India bead artist! Some of the finest work here.
- Love the Market! Fresh food, good prices, music, social.
- The market is wonderful. But please, no dogs. And keep the level of the music sound system down so we can converse!
- I love it! One of the best I've enjoyed.
- We don't all find the dogs lovable – here there are too many!
- From Michigan – I came to see what the Moscow market was like. It looks great! 😊
- It's the best!
- It's great to have all the growers! I like that you can bring dogs and the music! I love the family farms! And the local crafty products!
- I love the market but the music is very loud and the space is tight. Any way it could be expanded? Love, love it 😊
- Wonderful event and food; too many dogs.
- This kind of market should be a common denomination across America! Great community builder – imagine it!
- Move the booths to along Main St. to get people to buy in shops and businesses. Use parking lot primarily for parking.
- I really value buying direct from the growers, glad you have so far discouraged resale.
- I love the market but the music is often too loud to allow conversation.
- I love the market here – better group dynamics than on one street.
- Too many dogs: an accident waiting to happen with kids and elderly. Tangled in leashes, barking, dog fights seem to be almost erupting. Many markets ban dogs from the local market.
- Please allow vendors to come from Yakima valley. Local is good, but we have few farmers here who grow the variety available from further south.

About RMA:

- Should have been a category for “the whole experience” that is our reason (for coming)!
- I came for all the reasons mentioned (on survey) music, socializing, arts and crafts, etc...! Love it!
- I came because of ag products, crafts, music and socializing all in one place.