

**Orofino Farmers' Market
Rapid Market Assessment
8 September 2009**

Market Name: Orofino Farmers' Market
Date of Assessment: September 8, 2009
Market Hours: Tuesdays, 3:00 pm to 6:00 pm
Location: Orofino City Park, Orofino, ID
Market Manager: Sarah Schumaker
Market Staff: Market manager

Fees: Weekly fees \$5.00

Vendors: Approximately 26 vendors:
58 % Produce
15 % Specialty food
23 % Crafts
3 % Garden related products

Estimated Market Sales: **\$ 1807**

RMA Team Members: Lydia Clayton UI Extension Educator, Nez Perce County, Lewiston
Kathleen Tiff, UI Extension Educator, Nez Perce County, Lewiston
Sarah Schumaker, UI Extension Educator, Clearwater County, Orofino
Keri Wilson, Lewiston Farmers Marker, Market Manager, Lewiston

RMA Report Authors: Lydia Clayton
Kathleen Tiff

Part 1: Consumer Information:

Estimated Total Audience: 222

	Count	Percentage
3:00 pm to 4:00 pm:	96	43%
4:00 pm to 5:00 pm:	96	43%
5:00 pm to 6:00 pm:	30	14%

Comments: From observation (and numbers reflecting the same) the peak time for customers appears to be between 3 and 5 pm, when the market first opens.

Question #1: What time of day would you prefer that market be held?

8 am- 12 pm	15%
11 am - 3 pm	12%
3 pm- 7 pm	73%

Comments: Overall, 73% of market customers responded that holding the market from 3 pm-7 pm was preferable. It is interesting to note that attendance dropped 30% during the final hour of the market 5-6 pm.

Question #2: About how much have/will you spend at the market today?

<u>Dollar Amounts</u>	<u>Shopper Percentage</u>
\$0	18%
\$10	35%
\$20	38%
\$30	2.5%
\$40	2.5%
\$50	0%
\$60	0%
\$70+	5%

Comments: Spending is estimated by shopping group (adults who spend from one “wallet”) and not per individual. 73% of shoppers indicate they will spend between \$10 and \$20 at the market. It should be noted that although attendance was 30% lower from 5-6 pm as compared to 3-4 pm, the average amount spent per shopping group was almost 3x as much.

Additional information calculated from this question:

Average amount spent per shopping group = \$16.25

Average amount spent per shopping group from 3:00 pm to 4:00 pm = \$ 5.00

Average amount spent per shopping group from 4:00 pm to 5:00 pm = \$ 23.00

Average amount spent per shopping group from 5:00 pm to 6:00 pm = \$ 14.00

Total market sales can be estimated as follows:

222 shoppers divided by 2.0 adults per shopping group = 111

111 (shopping groups) divided by 40 (the number of shoppers who completed survey Q #2) = 2.78. This number factors in the number of people who were in the market that were not surveyed.

We then multiply 2.78 times the dollar amount that survey respondents indicated they would spend or $650 \times 2.78 = \mathbf{\$1,807}$

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

Agricultural Products	69%
Atmosphere	24%
Prepared Foods	1%
Crafts	7%

Comments: Overall, 69% of market customers responded that they attended the farmers market to obtain agricultural products. An additional 24% responded that they attended the market for the atmosphere.

Question #4: Which day of the week would you prefer that the market be held?

Monday	0%
Tuesday	70%
Wednesday	2.5%
Thursday	2.5%
Friday	10%
Saturday	15%
Sunday	0%

Comments: Overall, 70% of market customers responded that they preferred to attend the market on Tuesday. Saturday had the next highest response of 15%.

Question #5: How did you hear about this market?

Radio	0%
Newspaper	30%
Window sign	4.5%
Flyer	4.5%
Word of Mouth	45%
Other	16%

Comments: Overall, 75% of market customers responded that they had heard about the farmers market through word of mouth and the newspaper. This suggests that consistent communication in the region's newspapers would have a positive impact on market attendance.

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:
<ul style="list-style-type: none">• Friendly vendors are great!• Educational materials for children—hand-washing, growing vegetables, etc...• Get rid of yard sale junkies
Most significant observations team members will take back with them:
<ul style="list-style-type: none">• Happier vendors spend \$• Nice family feel

What team members appreciated about the atmosphere of the Market:

- Very friendly , mostly happy vendors
- Love the kids play area...need a science-based learning kit for them
- Great shoppers...spending \$
- People like their market—one woman told me she has come to every market since it started. Another woman told me she plans to build a shop and hopes to sell custom jewelry at market by 2011.
- Lots of green! Cushy grass, beautiful leaves

Suggested changes or improvements regarding the atmosphere of the market:

- Music would make it the event of the week!
- Adding music would potentially attract more families
- A child’s activity—coloring, puzzles, paint, markers, etc... (worksheets with mazes or word-find, etc.)
- Any engagement by the market organization about nutrition or health would be great

Vendors and Products

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

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

- Good mix of products
- Signage that allows customers to establish relationships with vendors beyond “Susie the bread lady”
- Check on resellers—if you say it—MEAN it. If you don’t produce the product (i.e. peaches) know who does or don’t sell

Most significant observations team members will take back with them:

- No yard sales
- Friendliness of vendors with each other
- Laid back, family atmosphere

What team members appreciated about the vendors and products:

- Great mix of products—good balance of crafts/produce/prepared food etc.
- Wonderful customer service at each booth—vendors smile, make eye-contact, greet each customer
- Great mix of vendors--prepared food, produce, jewelry, crafts
- Banner across street is nice
- Wide variety of produce
- Fairly good signage with vendors
- Excellent customer service & good rapport
- The displays are nice; lots of two-dimensional showcasing
- I liked the eye-contact & willingness to explain products
- High quality scales for accurate weights

Suggested changes or improvements regarding the products or vendors:

- Signage for each vendor indicating who they are and how they can be contacted
- No yard sales
- Could have some kind of unifying signage on each booth with name of vendors or their business name
- Post “vendor of week” columns on each booth
- Maybe a “community news” area—a bulletin board or white board with announcements
- Vendors were absent from booths, smoking vendors, produce on ground
- Visibility from the road is minimal, any flags or directions would be good

- Need signage off main road, at park (full-time), in town, flyers, (might have this I didn't check☺)

Physical Site

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

<p>Most important message to Market Manager about the physical site:</p> <ul style="list-style-type: none"> • Great family space • Park atmosphere is best for farmers market • WOW, CLEAN!
<p>Most significant observations volunteers will take back with them:</p> <ul style="list-style-type: none"> • Grass/trees are key to happy vendors/customers • People will stay at a market in a park—they will linger and enjoy • I want a toilet block & playset

What volunteers appreciated about the atmosphere at the Market:

- Trees and soft luscious, green grass makes for a very inviting site
- Conveniently located to both sides of the river
- Bathrooms a plus...I hate port-a-potty's
- Playground for kids makes shopping less stressful for parents...are they likely to stay longer and buy more?
- Benches, tables & a cabana & a gazebo stage
- Lots of shade beneath beautiful trees
- Bathrooms & playground for children
- Good amount of parking even during football practice
- Slow but consistent flow of people
- Plenty of room to move among booths
- The shade, grass & general lushness of the setting
- The play area is fantastic
- Great drive in off main road

Suggested changes or improvements regarding the physical site:

- Accommodating sporting events
- If live music, maybe moving vendors closer to include stage
- Garbage cans
- Yard sale table is first visible table from that entry—cigarette smoke & junk—detracts from the community feeling the vendors share
- Loading/unloading looks hard

- Smoothness of surface may be prohibitive to handicapped or elderly
- The spread of vendors is quite a distance for those who are shaky or unsteady
- (teenagers....oooh icky)

General Public Comments

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

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

- | |
|---|
| <ul style="list-style-type: none"> • Music • Vendors are huge asset |
|---|

<p>Most significant general observations or things heard that volunteers will take with them:</p>
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| <ul style="list-style-type: none"> • Music isn’t there, invite it to the market • Bread lady is AB fab |
|--|

General positive comments from volunteers, market attendees or vendors:

- Great vendors

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

- Music—local bands willing to play for tips
- More publicity

Comments from customers (as collected on separate flip chart):

- Advertise to vendors; let them know this market exists outside of the Clearwater valley
- Put out sample bites (protect with netting)
- More vendors
- Keep up the great work, look forward to each Tuesday
- Keep it up, you all are great at what you do
- I really enjoy looking at the stuff here and can’t wait until next Tuesday
- Live music – “Amen!”
- Keep up good work

Comments from kids (as collected on separate flip chart):

- I absolutely love the art painting and jewelry, keep it up.
- I liked everything, mainly the paintings and jewelry.