

## Costs

Flat rate for preparation, analysis and education of the final report:	MIFMA Member Rate	Non-Member Rate
<i>Includes conversations with market managers to understand market layout and day-of logistics, organizing volunteers, organizing and packing supplies, data collection, data analysis, preparation of draft report, follow-up conference call with market, and preparation of final report. A follow-up presentation is not included - this would be an additional cost.</i>	\$500	\$1000
<b>Travel</b>		
<i>Travel will be billed at the current IRS rate for one roundtrip from the MIFMA office (480 Wilson Road, East Lansing, MI 48824) to the market site. Additionally, three volunteers will be given \$50 travel stipends. The total travel cost will be one roundtrip plus \$150. Overnight lodging may be additional if necessary.</i>	Variable	
<b>Flat rate for on-site assessment, dependent on market hours</b>		
4 hour market	\$150	\$300
6 hour market	\$200	\$400
8 hour market	\$250	\$500
10 hour market	\$300	\$600
12 hour market	\$350	\$700
<b>Flat rate for Travel + Hourly rate for on-site assessment =</b>	<b>Total cost</b>	

## About MIFMA

MIFMA was started in 2006 as a statewide association serving community-based farmers markets and the farmers and vendors who sell at these markets.

**Mission:** MIFMA advances farmers markets to create a thriving marketplace for local food and farm products.

**Vision:** MIFMA places farmers markets at the forefront of the local food movement and works to ensure all residents have access to healthy, locally grown food and that Michigan farmers markets receive policy support.

MIFMA defines a farmers market as a public and recurring assembly of farmers or their representatives selling direct-to-consumer food and products which they have produced themselves. In addition, the market may include a variety of vendors as determined by market management. A farmers market is organized for the purpose of facilitating personal connections that create mutual benefits for local farmers, vendors, shoppers and communities.

MIFMA focuses its efforts in five areas: professional development, organizational development, policy advocacy, marketing and increasing food access.

480 Wilson Road, Room 172  
East Lansing, MI 48824

Ph: 517-432-3381

[www.mifma.org](http://www.mifma.org)



# Rapid Market Assessments



## What is a Rapid Market Assessment?

MIFMA utilizes the Rapid Market Assessment model designed by Larry Lev, Linda Brewer and Garry Stephenson of the Oregon State University Extension Service in the Oregon Small Farms Technical Report Number 6 (Revised December 2004).

Included in this assessment are three simple, tested methods to evaluate markets and collect information they need to make important market decisions.

The first two, **attendance counts** and **dot surveys**, are quantitative methods that can be used independently by individual markets.

The third method incorporated into the Rapid Market Assessment, which provides comprehensive and qualitative observations from multiple parties, is the **constructive comments/ observations** method.

MIFMA has found that a Rapid Market Assessment is of most benefit and works best as a collaborative learning process in which a team consisting of external market managers and other market experts visits and studies a host market. The learning is two-way — the host market and the visiting team members both gain knowledge and experience.

## Why Should We Invest in a Rapid Market Assessment?

A Rapid Market Assessment provides you with tangible data and information required to make effective changes and improvements.

As the host market/recipient of the Rapid Market Assessment, you will:

- ✿ Benefit from the results of the three data gathering components
- ✿ Receive a full written report with observations, conclusions and recommendations
- ✿ For an additional fee, have the option for MIFMA to present the report and findings to your market's governing body or the community
- ✿ Give your customers, vendors and the community an opportunity to give input in a fun, engaging and truly beneficial way

As a team member, you will:

- ✿ Learn to use the data gathering methods
- ✿ Learn, through the constructive observation process, how to examine your own market(s) more analytically
- ✿ Establish collaborative relationships with and learn from your peers

When utilized together in an organized Rapid Market Assessment, all three methods make efficient use of the resources, time and money that are generally in short supply for farmers markets and market managers.

## What MIFMA Provides:

MIFMA will provide a complete Rapid Market Assessment for your market. This will include:

- ✿ Recruiting, assembling and training a team of Market Managers and MIFMA staff to conduct the assessment
- ✿ Collecting information about the market and what it hopes to learn from the assessment. For example: What are your most pressing issues? What questions do you want answered?
- ✿ Providing all needed equipment, forms and materials for the market day activities
- ✿ Follow up interviews, debriefings and meetings as needed to complete the assessment of collected data
- ✿ A full written report with observations, conclusions and recommendations
- ✿ The option for MIFMA to present the full report to the market's governing body or the community (for an additional fee) at a venue/meeting in your community

