Adrian Farmers Market
Rapid Market Assessment Report
Saturday, August 29, 2015

Assessment Team:
- Dru Montri, Executive Director
- Amanda Shreve, Manager of Programs and Partnerships
- Sydney Debien, Food Access Coordinator
- Samantha Collins, Communications Manager
- Tyler Vuillemot, Hoophouses for Health Program Manager
- Yadira Perez, Administrative Assistant
Introduction to Rapid Market Assessment Report

A Rapid Market Assessment is an intensive, one-time market-day snapshot of a farmers market. This Rapid Market Assessment was organized and led by the Michigan Farmers Market Association (MIFMA) to use simple, tested methods to count market customers, survey customers using the dot survey technique, and compile market observations and recommendations. This report summarizes the data collected during the assessment.

Rapid Market Assessments were developed by Larry Lev, Linda Brewer and Garry Stephenson of Oregon State University (see http://smallfarms.oregonstate.edu/oregon-small-farms-technical-reports) and have been adapted for use in Michigan.
Adrian Farmers Market Information

The Adrian Farmers Market is located in Downtown Adrian, Michigan, in the Pavilion in the Toledo Street Parking Lot. It is held on Saturdays from 9 a.m. to 1 p.m. from early May through the end of October.

Edward Monday is the market manager. He can be contacted at 517-265-6348.

Douglas and Stacie Dubin coordinate the food assistance programs including Prescription for Health. They can be reached at 517-306-7997.
Market Day Information for August 29, 2015

*Weather:* Cloudy, not hot or cold, great day for market

*Number of Vendors Present:* 12

*Number of Community Partners Present:* 0

*Estimate of Farmers Market Sales:* $2,560

*Estimate of Farmers Market Customer Attendance:* 300 adults and 30 children

Attendance estimates were made by counting all adults and children entering the market during a specified 10-minute period from 25 minutes after the hour to 25 minutes till each hour. Four team members were assigned to four entrances. Team members only counted shoppers entering the market during the specified time.

**Table 1. Actual Customer Attendance Counts**

<table>
<thead>
<tr>
<th></th>
<th>Parking Lot, E</th>
<th>Parking Lot, N</th>
<th>Parking Lot, W</th>
<th>Toledo St.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>Children</td>
<td>Adults</td>
<td>Children</td>
<td>Adults</td>
</tr>
<tr>
<td>9:25AM-9:35AM</td>
<td>3</td>
<td>0</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>10:25AM-10:35AM</td>
<td>9</td>
<td>4</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>11:25AM-11:35AM</td>
<td>7</td>
<td>0</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>12:25PM-12:35PM</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Figure 1. Customer Count Estimates

Estimates were made by multiplying the 10-minute per hour totals by six to achieve an hourly estimate. Hourly estimates were summed to estimate total farmers market customer attendance. Based on this method, this total customer attendance for the day was estimated as 300 adults and children.
A dot survey is a simple data collection method in which five questions are posted on large posters. Market customers indicate their response to the survey questions using colorful, dot stickers – one “dot” or answer per question.

On average, customers spent $13.66 at the market on August 29, 2015. A conservative estimate of total market day sales is calculated by dividing the estimated total number of adult customers (300) by the average number of adults per shopping group (1.6) and then multiplying that number (187.5) by the average amount customers indicated they spent at the market that day ($13.66). This method conservatively estimates total market days sales of $2,560.
**Question 3: How often do you usually visit this farmers market?**

<table>
<thead>
<tr>
<th></th>
<th>9:00AM-1:00PM</th>
<th>Overall %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every week</td>
<td>25</td>
<td>36%</td>
</tr>
<tr>
<td>1-2 times per month</td>
<td>18</td>
<td>26%</td>
</tr>
<tr>
<td>Less than 5 times per year</td>
<td>15</td>
<td>22%</td>
</tr>
<tr>
<td>This is my 1st time</td>
<td>11</td>
<td>16%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>69</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**Question 4: How far do you travel to get to this market?**

<table>
<thead>
<tr>
<th></th>
<th>9:00AM-1:00PM</th>
<th>Overall %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 mile</td>
<td>22</td>
<td>38%</td>
</tr>
<tr>
<td>1-5 miles</td>
<td>31</td>
<td>54%</td>
</tr>
<tr>
<td>6-10 miles</td>
<td>4</td>
<td>7%</td>
</tr>
<tr>
<td>10-20 miles</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>58</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**Question 5: What is the best way to remind you to come to the farmers market?**

<table>
<thead>
<tr>
<th></th>
<th>9:00AM-1:00PM</th>
<th>Overall %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>6</td>
<td>14%</td>
</tr>
<tr>
<td>Text</td>
<td>6</td>
<td>14%</td>
</tr>
<tr>
<td>Flyers</td>
<td>9</td>
<td>21%</td>
</tr>
<tr>
<td>Yardsigns</td>
<td>10</td>
<td>23%</td>
</tr>
<tr>
<td>Facebook</td>
<td>12</td>
<td>28%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>43</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Constructive Comments and Observations

The Rapid Market Assessment team focused on market strengths and suggested changes and improvements for four key areas: physical characteristics, vendors and products, market atmosphere, and food assistance programs. The following comments were recorded throughout the day:

Physical Characteristics

What is working well?

Market Access
- Easy to get to if you know exactly where you are going.
- Easy parking and open area for market.
- Great parking available, nice even for strollers and wheelchairs.

Flow of People and Traffic
- Convenient parking, open and airy. The space has a lot of potential.
- Good flow, not crowded, plenty of room to move around.
- Steady flow of people.

Organization of Market (vendors, stalls, etc.)
- Lots of room for each vendor. U-shaped pavilion works well.
- Good vendor layout. Like that vendors park away from the pavilion - makes it feel very open.
- Nice that the pavilion provides a roof to provide shade and protect from rain.

Other
- Market is friendly to walkers.

What could be improved?

Market Access
- Hard to find if you are not familiar with the market or haven’t been to the location before. Signage is needed including wayfinder signage, at nearby intersections, and at the market itself including a “welcome” sign.
- Feels like the area around the market is underutilized on Saturday morning.

Flow of People and Traffic
- Slow start.
- Would bike racks attract people to ride to the market?
- One vendor’s booth is oriented sideways. Could cause traffic flow issues.
**Organization of Market (vendors, stalls, etc.)**
- More creative use of the space would help with overall aesthetic.

**Liability Issues**
- Many dogs at the market, and there was some produce displayed on the ground. Produce should be stored and displayed at least 18" off the ground.

**Other:**
- Stacie is divided between vending, running the food assistance programs and coordinating health and children programming. It can be a lot to manage on market day.
- No sight of restrooms and not clear where to find any.
- For the port-a-potty, hand sanitizer or a hand-washing station should be provided to maintain food safety.
- It is a barrier that public transportation is not available on weekends. Having a conversation with the local transit authority about this topic is advised.

**Vendors and Products**

**What is working well?**

**Product Mix**
- Good variety of fruit and vegetable for sale and overall nice selection for a small market.

**Product Quality**
- High quality produce for sale.

**Display**
- Tables are functional, things are displayed adequately.

**Customer Service**
- Stacie is friendly and eager to help.
- Friendly vendors who spend time talking with shoppers.
- Vendors were helpful and friendly.

**What could be improved?**

**Product Mix**
- More vendors, less crafts.
- Feels a little heavy on crafts and lacking value-added products.

**Product Quality**
- Some fruit and vegetables were bruised.
**Signage**
- Should have market signage welcoming shoppers to the Adrian Farmers Market.
- Did not see any signs for vendors who accept SNAP or DUFB.
- Vendors should all have signage with the name and location of their business as well as point of sale signage with the price of their products. For example, Ed Monday’s banner - wish more vendors had business name proudly displayed and items priced.

**Display**
- Vendors should use tablecloths.

**Customer Service:**
- Stacie is divided between too many things - needs more people or a better division of responsibilities.
- Not clear who is running market or who to talk to for help. Some market managers wear a t-shirt or name badge that indicates s/he is the manager.

**Food Safety:**
- Food should not be stored on the ground.
- Cottage foods need to be labeled properly.
- Handwashing station for vendors should be provided if one is not available near the bathroom facility.

**Other, Including Vendor Comments:**
- Customer commented that the City built a pavilion, but no one comes to the market.
- Some craft vendors seem to be selling whatever they find around the house. These would not be considered handcrafted items in many markets, instead would be identified as flea market type items.
- Customer commented that it would be nice if a list of available products were published online every week.
- Vendors commented that they see the same shoppers most times and they need to start getting different people.
- One vendor reported that they wished the market could be better advertised.

**Market Atmosphere**
**What is working well?**

**Market “Feel”**
- People are friendly.
- “Feels” like many people know each other.
- Nice camaraderie between vendors.
- Quiet, relaxed and informal.
Once you’re at the market, it’s very welcoming and friendly.
Friendly and lots of talking from the vendors.

Shopper Demographics
- Many customers seem to be loyal weekly shoppers who come often and know the vendors by name.
- Wide age range: young children, senior citizens.
- Attracts predominantly older white shoppers leaving an opportunity for the market to engage Adrian’s Hispanic and Latino residents.

Interactions and Conversations
- Vendors seem content/passionate about the market.
- Intimate environment, conducive to interacting with vendors.
- Close knit/friendly group of vendors who interact with each other.
- Vendors knew people by name and asked how they were doing.

Educational and Entertainment Activities
- Great center area for activities like the availability of chalk.
- First Prescription for Health session was decently attended.

What could be improved?

Market “Feel”
- Are new shoppers being attracted to the market?
- A little slow, could use more traffic.
- Quiet - add music or activity.

Shopper Demographics
- Few families with children.
- Not very diverse - does it reflect community makeup?
- Not many young adults or middle-aged parents.

Interactions and Conversations
- One vendor mentioned lack of enforcing rules and policies because market management is uncomfortable doing so as a fellow vendor.

Educational and Entertainment Activities
- There is a kids’ area, but no one to encourage its use. Perhaps a sign could welcome kids to use it?
- Need more activities and music, etc. Add a schedule of activities.
Other
- This market prides itself on representing growers. Could be better emphasized with signage and better communicated to shoppers.
- Many people are quick to talk about the market split and how it has negatively affected the market. More efforts should be made to build a relationship with the other market operating on the same day at the same time. Cross promotion could benefit both markets.

Food Assistance Programs:
What is working well?

Project FRESH
- Some signs at information table.

SNAP
- Neon posters were eye-catching.
- Brightly colored, clear signs at table.

Double Up Food Bucks
- Saw tokens being spent on fruit.

Prescription for Health
- Vendors using signs after we provided them.

What could be improved?

Project FRESH
- Every food assistance is accepted, but no one knows that because there’s no real sign/both (same for all other programs).
- No signs visible at vendor booths (same for all other programs).

Market FRESH
- No signs at all, not evident that they accepted it.

SNAP EBT Program (EBT, Bridge Cards)
- Vendors not using any signage.
- Not clear who the table attendant is - nobody sitting at table consistently.

Double Up Food Bucks
- Not much signage at vendor booths, only sign at info table.

Prescription for Health
- MIFMA will provide general information cards for people who have not been referred but are interested in learning more.
Alternative Redemption Systems
- Suggestions provided for SNAP script.

Signage
- In general, more signs are needed to make things clear.
- Only saw Prescription for Health signage that MIFMA distributed.

Other:
What partnerships do you have with groups that can help you get the word out about the market?