### Bangla Town Farmers Market

#### Rapid Market Assessment Details

- **Date of Rapid Market Assessment:** October 13, 2018
- **Weather:** 47°F and overcast
- **Number of Vendors Present:** 4
- **Number of Community Partners Present:** 0
- **Actual Customer Attendance on Day of Assessment:** 25
- **Estimate of Farmers Market Sales:** $260

### Market Profile

- **Market Season:** May - October
- **Market Hours:** Saturdays 9:00 AM - 2:00 PM
- **Market Location:** 12818 Joseph Campau Ave., Detroit, MI 48212
- **Food Assistance Benefits Accepted:** *Benefits were only accepted by the Eastern Market Farm Stand
- **Market Manager:** Akm Rahman

### Summary Table

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Number of Adults in a Shopping Party</td>
<td>1.3</td>
</tr>
<tr>
<td>Average Customer Expenditure Per Market Day</td>
<td>$13.75</td>
</tr>
<tr>
<td>Percentage of Shoppers with Children in Their Household</td>
<td>50%</td>
</tr>
<tr>
<td>Percentage of Shoppers Who Have Experienced At Least Some Food Insecurity in the Last Year</td>
<td>100%</td>
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</tbody>
</table>

Shoppers reported that completing their weekly shopping and socializing were the primary reasons they were drawn to the market.
What is working well?

• The market is located off of a main road, with highway access nearby
• The market is positioned well, with neighborhoods surrounding the market site
• Residents are able to walk or bike to the market site
• There is plenty of parking available along the main road and alongside streets for market shoppers
• The market utilizes butterfly banners and yard signs to promote the market to potential visitors
• The market layout is spacious, allowing shoppers to easily navigate from booth to booth
• Vendors are able to use a private alley behind the market for loading and unloading
• The market offers tents and weights to vendors who are unable to provide their own
• The produce available at the market is high quality, unique, culturally relevant, and locally produced
• Most vendors spoke Bengali, one of the languages used by neighborhood residents
• Vendors use clean, organized displays to show their products
• The market manager and assistant create a friendly atmosphere and give visitors context to both the market and the neighborhood
• The urban farm behind the market showcases both unique, cultural foods and the local growing efforts

What could be improved?

• Buildings surrounding the market site limit the visibility of vendor tents positioned away from the main road
• The vendor tents set away from the main road block visibility of the urban farm behind the market
• Accepting food assistance benefits throughout the market may increase accessibility to the market and may drive new market sales
• The vendor layout forces ping-pong shopping (jumping from one vendor to another), rather than introducing a flow to the market
• The uneven parking lot may be a tripping hazard for shoppers and a liability to the market
• The market lacked vendors offering value-added, Cottage, or prepared foods
• The market could benefit from advertising the unique produce available
• Vendors lacked pricing signage for their products, which may limit transactions, especially from shoppers that require translation assistance
• All vendors had not arrived and set up at the market’s advertised start time
• The market may benefit from offering music and kids’ activities to draw in shoppers from the neighborhood
• Culturally relevant recipies and food demonstrations may encourage shoppers to buy and sample the unique offering of produce

What is a Rapid Market Assessment?

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 one-day 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.

For more information, visit: www.mifma.org/rma.

Assessment Team

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