Brightmoor Artisans Farmers Market
Rapid Market Assessment

RAPID MARKET ASSESSMENT DETAILS
Date of Rapid Market Assessment: October 5, 2018
Weather: 51°F and overcast
Number of Vendors Present: 3
Actual Customer Attendance on Day of Assessment: 25
Estimate of Farmers Market Sales: $90

MARKET PROFILE
Market Season: June - October
Market Hours: Fridays 4:00 PM - 7:00 PM
Market Location: 22735 Fenkell Ave., Detroit, MI 48223
Food Assistance Benefits Accepted:

Market Manager: Brittany Bradd

Average Number of Adults in a Shopping Party
1.6

Average Customer Expenditure Per Market Day
$5.91

Percentage of Shoppers with Children in Their Household
54%

Percentage of Shoppers Who Have Experienced At Least Some Food Insecurity in the Last Year
69%

Most Shoppers are Finding Out About the Market Through Word of Mouth or Other Means


CONSTRUCTIVE COMMENTS & OBSERVATIONS

What is working well?

• There is street and sidewalk access to the market, as well as a parking lot and bus stop making the market accessible to multiple forms of transportation
• The market is located at the Artisans Collective and Café, a space designed for members of the community
• The market is kid-friendly and most people stay the duration of the market to socialize
• Product quality was excellent with clean, fresh food available
• Tablecloths, neon tents and colorful containers are used to enhance the visual appeal of the booths
• The market was a very friendly and respectful environment with a nice sense of community
• The diversity of shoppers at the market appeared to reflect the surrounding community
• Both vendors and shoppers appeared to take pride in the market
• The market featured a cooking demonstration, woodworking station, and kids’ area
• The market has a good volunteer base and the community is actively involved in decision-making at the Collective which includes decision making for the market

What could be improved?

• The market could use additional signage indicating market times, upcoming events, and location of the market bank
• Signage at the cooking demonstration would help showcase the recipe of the day and reinforce the demonstration’s learning objective(s)
• Additional vendors and product variety could really add to the market
• The parking lot is beginning to degrade and potholes are starting to form which will cause tripping hazards and can affect the feel of the market
• Signage about the market bank being located inside the café is necessary. Physically removing the bank from within the market can cause a reduction in utilization if the location of the bank is not clearly communicated with signage within the market space
• Signage promoting the ability to utilize all food assistance programs was severely lacking throughout the market. Consistent and visible signage can destigmatize usage of food assistance benefits, increase access for customers and boost sales for vendors

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.

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