### RAPID MARKET ASSESSMENT DETAILS

Date of Rapid Market Assessment: September 27, 2018  
Weather: Mild temperature and clear skies  
Number of Vendors Present: 12  
Number of Community Partners Present: 3  
Estimate of Customer Attendance on Day of Assessment: 230  
Estimate of Farmers Market Sales: $1,570

### MARKET PROFILE

Market Season: June - September  
Market Hours: Thursdays 9:00 AM - 1:00 PM  
Market Location: 5635 W. Fort St., Detroit, MI 48209  
Food Assistance Benefits Accepted:*  
*Benefits were only accepted at Eastern Market farm stand and one other produce vendor  
Market Manager: Cassandra Van Dam

| **Average Number of Adults in a Shopping Party** | **1.4** |
| **Average Customer Expenditure Per Market Day** | **$9.56** |
| **Percentage of Shoppers with Children in Their Household** | **71%** |
| **Percentage of Shoppers Who Have Experienced At Least Some Food Insecurity in the Last Year** | **95%** |
| **60% of Shoppers Prefer to Receive Information about the Market through Social Media** | |
CONSTRUCTIVE COMMENTS & OBSERVATIONS

What is working well?

• Market was very welcoming and community-based and felt festive
• The steady flow of people coming into and out of the clinic increased foot traffic to the market
• Vendors were appropriately spaced and easily accessible to all shoppers
• The product mix felt like it reflected well the predominant demographics of the market attendees which included Latinx and African American residents, the majority of which were mothers with young children
• Interactions between customers and vendors took place in both Spanish and English
• Produce at the market was very high quality and looked clean, fresh, and ripe
• Great food handling and sampling techniques at the market
• Vendors have a geographic tie to the market which contributed to creating a sense of place
• The market offered several activities for children which were very well utilized throughout the market period
• The market offered a Fresh Prescription program where patients can receive a prescription for fresh produce inside the clinic and can immediately redeem it at the market

What could be improved?

• The fence around the market could be perceived as a physical barrier between the market and the neighborhood. It was not observed that any residents walked to the market from the neighborhood on the other side of the fenced lot.
• The placement of the market limits the ability to add additional vendors
• There were few other food items outside of produce at the market
• Shoppers reported that they missed the food truck that was formerly parked at the market
• Prices could be more clearly indicated on signage
• Most vendors lack prominent signs of who they are and where they’re from
• The market could use more signage to engage the surrounding community. Perhaps yard-signs through the adjacent community could help remind area residents when the market is in operation
• 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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