RAPID MARKET ASSESSMENT DETAILS
Date of Rapid Market Assessment: September 11, 2018
Weather: 67°F and partly cloudy
Number of Vendors Present: 32
Estimate of Customer Attendance on Day of Assessment: 3,260
Estimate of Farmers Market Sales: $29,650

MARKET PROFILE
Market Season: June - September
Market Hours: Tuesdays 9:00 AM - 3:00 PM
Market Location: 2934 Russell St., Detroit, MI 48207
Food Assistance Benefits Accepted:

Market Manager: Jim Sutherland

Average Number of Adults in a Shopping Party
2.3

Average Customer Expenditure Per Market Day
$20.92

Percentage of Shoppers with Children in Their Household
25%

Percentage of Shoppers Who Have Experienced At Least Some Food Insecurity in the Last Year
37%

Percentage of shoppers reported traveling to the market in their personal vehicle
80%
CONSTRUCTIVE COMMENTS & OBSERVATIONS

What is working well?

• The market had multiple points of entry and good parking, making it very easy to access
• Charter and public buses were able to unload near market entrances without any issues
• Aisles were spacious and made the market easy to navigate
• Product quality was consistently good with visually appealing booths
• The food truck and prepared foods appeared to be popular with shoppers, particularly around the lunch hour
• Vendors were frequently friendly, knowledgeable, and enthusiastic about their product
• Market feels friendly, vibrant, and like part of the city
• Several languages were spoken around the market
• Many shoppers were engaged and asked questions
• Many vendors appeared to have well-established relationships with their shoppers
• Lots of eligible products for all food assistance programs
• Yoga and Zumba are both offered by the market
• A Meet Up and Eat Up program in partnership the Detroit Lions was taking place on this market day
• A cooking demonstration was engaging and well attended

What could be improved?

• Market aisles did get quite congested during peak times, with some areas becoming more congested than others
• Vendors were sometimes unevenly spaced, crowded together in some areas with large gaps between vendors in others
• Shopper demographics lacked the diversity of the city’s population
• Signage promoting the ability to utilize all food assistance programs was severely lacking throughout the market

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

Michelle Gagliardi, MIFMA, Programs Director
Josh Prusik, MIFMA, Professional Development Manager
Amanda Shreve, MIFMA, Executive Director
Emily Syrja, MIFMA, Operations Director