Northwest Detroit Farmers Market
Rapid Market Assessment

**RAPID MARKET ASSESSMENT DETAILS**
Date of Rapid Market Assessment: October 11, 2018
Weather: 46°F and windy
Number of Vendors Present: 14
Estimate of Customer Attendance on Day of Assessment: 290
Estimate of Farmers Market Sales: $3,750

**MARKET PROFILE**
Market Season: June - October
Market Hours: Thursdays 4:00 PM - 8:00 PM
Market Location: 18445 Scarsdale St., Detroit, MI 48223
Food Assistance Benefits Accepted:

![Food Assistance Logo]

Market Manager: Cassandra Van Dam

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Average Number of Adults in a Shopping Party
1.4

Average Customer Expenditure Per Market Day
$18.13

Percentage of Shoppers with Children in Their Household
29%

Percentage of Shoppers Who Have Experienced At Least Some Food Insecurity in the Last Year
56%

Supporting the Community was the Primary Reason Most Customers Came to the Market

CONSTRUCTIVE COMMENTS & OBSERVATIONS

What is working well?

• Market has both street and lot parking available and is centrally located within a residential neighborhood
• Two rows of tents allowed people to move easily throughout the market and seating areas for eating and/or socializing encouraged visitors to stay at the market longer
• Market provided vendors uniform tents, tables, and chairs which created visual uniformity and helps to remove barriers for new vendors and small businesses
• Diverse product selection at the market including produce, Cottage Foods, value-added products, ready-to-eat items, and non-food products
• The market has a friendly, welcoming feel with a strong sense of community
• Several community activities were taking place at the market, including a chili cookoff and pumpkin bowling
• The market was well-supported by volunteers

What could be improved?

• Many vendors arrived to the market late. Lack of consistent and timely attendance by vendors can result in a decline in customer attendance which can compound in a cyclical fashion to dismantle a market
• Shoppers’ vehicles sometimes blocked the market entrance while searching for parking spots.
• More signage directing shoppers to the market bank could be helpful. The market bank was not labelled and this can cause under utilization by new customers and lacks reminder of the services provided for returning customers
• 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.

Assessment Team
Diane Huhn, MIFMA, Communications and Membership Manager
Josh Prusik, MIFMA, Professional Development Manager
Amanda Shreve, MIFMA, Executive Director
Emily Syrja, MIFMA, Operations Director