**Oakland Avenue Farmers Market**

**Rapid Market Assessment**

**RAPID MARKET ASSESSMENT DETAILS**

Date of Rapid Market Assessment: September 29, 2018
Weather: 54°F and sunny
Number of Vendors Present: 3
Actual Customer Attendance on Day of Assessment: 43
Estimate of Farmers Market Sales: $110

**MARKET PROFILE**

Market Season: June - October
Market Hours: Saturdays 11:00 AM - 3:30 PM
Market Location: 9354 Oakland Ave., Detroit, MI 48211
Food Assistance Benefits Accepted:*

* Benefits were only accepted by the Eastern Market Farm Stand

Market Manager: Constance King

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<thead>
<tr>
<th>Metric</th>
<th>Details</th>
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<tbody>
<tr>
<td>Average Number of Adults in a Shopping Party</td>
<td>2.3</td>
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<tr>
<td>Average Customer Expenditure Per Market Day</td>
<td>$6.43</td>
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<tr>
<td>Percentage of Shoppers with Children in Their Household</td>
<td>23%</td>
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<tr>
<td>Percentage of Shoppers Who Have Experienced At Least Some Food Insecurity in the Last Year</td>
<td>60%</td>
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<td>Customers Identified that the Best Way to Share Information About the Market is Through Social Media or Flyers</td>
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CONSTRUCTIVE COMMENTS & OBSERVATIONS

What is working well?

• The market is very visible from the road due to its close proximity to the road and the brightly-colored tents provided by the market
• All booths are very approachable and easily accessible
• The market supplies tents to vendors and does not charge a vendor fee. This reduces barriers for new vendors and supports the participation of small businesses
• Produce was clean, not bruised, greens are not wilted and all products were presented well across vendor booths
• Each customer received individual attention
• All vendors were friendly and helpful
• A farm staff person took some shoppers on a tour of the farm, adding a very nice personal touch
• Two stands offered CSA and other food program pick-up during the market. This provides customers with a consistent need to attend the market and was very supportive of overall customer attendance
• Colorful tents, tablecloths, signage and a view of gardens gives the market an inviting feel
• Interactions were always friendly between customers and vendors, as well as between vendors

What could be improved?

• The market could use designated parking on busy days as street parking is the only parking available
• The inclusion of a bike rack could encourage passing cyclists to stop and visit
• More directional signage is needed in the area around the market to guide residents and passers-by to the market location
• More value-added and/or prepared food products could be included to attract new customers
• For the vendors selling only produce, some recipe cards or serving suggestions would go a long way towards encouraging purchases
• Prices were not clearly or consistently labeled at any vendor booths
• Could be clearer about who each vendor is and information on growing practices could be displayed to tell the story behind the farms represented
• Incorporating more activities, especially those that are “kid friendly,” may help bring customers to the market
• Greater participation in food assistance acceptance from all vendors would allow for more opportunities for the customers
• There was no signage to indicate that the market participates in any food assistance programs

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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