**RAPID MARKET ASSESSMENT DETAILS**

Date of Rapid Market Assessment: October 2, 2018
Weather: 64°F and slightly overcast
Number of Vendors Present: 8
Estimate of Customer Attendance on Day of Assessment: 130
Estimate of Farmers Market Sales: $500

**MARKET PROFILE**

Market Season: May - October
Market Hours: Tuesdays 3:00 PM - 7:00 PM
Market Location: 18900 Joy Rd., Detroit, MI 48228
Food Assistance Benefits Accepted:

Market Manager: Liz Etim

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### Average Number of Adults in a Shopping Party
1.5

### Average Customer Expenditure Per Market Day
$5.71

### Percentage of Shoppers with Children in Their Household
54%

### Percentage of Shoppers Who Have Experienced At Least Some Food Insecurity in the Last Year
86%

### Travel Distance to the Market was Split Evenly Between Less Than 3 Blocks, 3 to 6 Blocks, and More Than 6 Blocks
CONSTRUCTIVE COMMENTS & OBSERVATIONS

What is working well?

• The market has plenty of parking available and offers a shuttle to and from nearby neighborhoods
• The configuration of the market allows for the market to seem enclosed without being exclusive and creates a great atmosphere for neighborhood members to meet and mingle
• The brightly colored tents showcase a fun and playful environment that projects a positive, welcoming image of the market to passersby
• The market offers a good selection of fruit, vegetables, and baked goods
• There was not excess of a single product, making the market feel diverse
• The cooking demo had an impressive setup where proper food handling, storing and cleaning procedures were observed
• The market provides a community gathering place for families, with children utilizing the center of the market to play games
• Families tended to come and stay for a while to visit, eat, shop and play
• The market was very easily perceived as a community gathering space that is very welcoming and a staple event within the neighborhood

What could be improved?

• The parking lot where the market is located is fairly uneven and causes tables and tents to be unlevel, which poses a potential hazard
• The market location does not drain well after it rains, causing some market days to be canceled due to flooding
• Layout of the market may be improved by separating the two “anchors” (Eastern Market and the cooking demonstration), thus encouraging customers to travel the full length of the market
• Multiple vendors were sold out of product well before the market closed. While selling out is a good sign for vendors, it can be discouraging to customers and prevent them from coming through the end of the market’s posted hours
• Designating a more prominent entrance could help to welcome patrons to the market
• The market could use more outward-facing signs to inform the community about food assistance programs, market events, and available products
• More signage is needed to indicate the locations of the market entrance, bank booth, and Fresh Prescription Veggie Box pickup as well as which food assistance programs are accepted

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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