Wayne State University Farmers Market
Rapid Market Assessment

**RAPID MARKET ASSESSMENT DETAILS**
Date of Rapid Market Assessment: October 10, 2018
Weather: Warm and sunny, 74°F
Number of Vendors Present: 16
Number of Community Partners Present: 4
Estimate of Customer Attendance on Day of Assessment: 1,130
Estimate of Farmers Market Sales: $6,530

**MARKET PROFILE**
Market Season: June - October
Market Hours: Wednesdays 10:00 AM - 3:00 PM
Market Location: Woodward and Warren, Detroit, MI 48202
Food Assistance Benefits Accepted:
Senior Project FRESH/Market FRESH

Market Manager: Stathis Pauls

<table>
<thead>
<tr>
<th>Average Number of Adults in a Shopping Party</th>
<th>1.6</th>
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<tbody>
<tr>
<td>Average Customer Expenditure Per Market Day</td>
<td>$9.62</td>
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<tr>
<td>Percentage of Shoppers with Children in Their Household</td>
<td>26%</td>
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<tr>
<td>Percentage of Shoppers Who Have Experienced at Least Some Food Insecurity in the Last Year</td>
<td>63%</td>
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<tr>
<td>Percentage of Shoppers Who Visited the Market Due To Its Location</td>
<td>44%</td>
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CONSTRUCTIVE COMMENTS & OBSERVATIONS

What is working well?

• The location is convenient, on a visible intersection near the Student Welcome Center
• The market is accessible by multiple transit stops
• Located on a wide sidewalk that supports steady flow of food traffic, including dog walkers
• Courtyard seating prevents crowding during lunch rush
• The market included many informational booths for the university, insurance agencies, and other non-food vendors staggered throughout the market
• Food vendors represented a good variety, including produce, baked goods, food trucks, and coffee
• The market issues uniform signage to each vendor accepting food assistance benefits
• Most vendors could speak knowledgably, comfortably and conversationally about their products and practices
• The music and activities helped the market atmosphere feel relaxed and vibrant
• Market shoppers appeared to be a mix of city residents and members of the Wayne State University community
• Many community activities were offered during the market such as yoga, live music, bike repair, cooking demonstrations, and medical insurance information distribution

What could be improved?

• Vendors began breaking down their booth approximately half an hour before the end of the market. This practice can discourage shoppers from attending at the end of the posted market hours
• Market attendance dipped significantly after lunch; the market may want to consider changing the hours from 9 AM to 2 PM
• Signage or advertising is needed so customers know the market accepts multiple forms of food assistance benefits
• SNAP Tokens need to be updated to reflect program requirements. MIFMA provides guidance on designing SNAP tokens in its “Accepting SNAP and Michigan Farmers Markets” Manual. The market may also want to consider offering tokens in more denominations than just $1
• The market needs a working point of sale device so they can run SNAP transactions at the market
• The market bank could be more visible to make it easier for shoppers to find
• Signage promoting the ability to utilize all food assistance programs can be expanded 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
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