**The Pearl Market**

**Rapid Market Assessment**

**RAPID MARKET ASSESSMENT DETAILS**

- Date of Rapid Market Assessment: Friday, July 12, 2019
- Weather: 85°F with clear skies
- Number of Vendors Present: 33
- Estimate of Customer Attendance: 2,268
- Estimate of Farmers Market Sales: $13,580

**MARKET PROFILE**

- Market Season: May - October
- Market Hours: Tuesdays & Fridays, 10:30 AM - 2:00 PM
- Market Location: Pearl Alley & Gay Street, Columbus OH
- Food Assistance Benefits Accepted:

  ![Food Assistance Benefits Accepted](image)

- Market Manager: Sam Sharkey

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**Percentage of Shoppers who Walked Less than 5 Minutes to Get to the Market**

71%

**Average Amount of Time Spent in the Market**

18.5 Minutes

**Average Number of Adults in a Shopping Party**

1.7

**Average Customer Expenditure per Market Day**

$10.29

**Percentage of Shoppers that Stopped Spending at the Market Because they Bought Everything they Wanted**

46%
CONSTRUCTIVE COMMENTS & OBSERVATIONS

What is working well?

• Easily accessible by being centrally located within the city
• Large volumes of foot traffic and cars driving by
• Tents are arranged well in the alley and on the sidewalk adjacent to Gay Street, resulting in a nice vendor layout
• Music, public art, colored tents, and prepared food via restaurants in alley all bring “flavor” to the market
• The market offered a little bit of everything! Good product mix.
• The market showcased high-quality products displayed nicely
• Excellent customer service without being overpowering
• Several market shoppers brought with them the market’s branded tote bags. This creates a great visual in the market and shows the market has several loyal customers!
• Shoppers appear to be diverse by gender, race, and ethnicity
• The staff of the market stay busy and make sure everything goes well
• The music is well done, well positioned, and well-received by shoppers and vendors

What could be improved?

• The market does not feel like it creates a space, but rather that it exists in a space meant for passing through
• More signage is needed to communicate that this market accepts SNAP and Produce Perks and to educate shoppers on which vendors accept these and other food assistance benefits
• More signage is needed to advertise that the market can help facilitate credit/debit card transactions
• Because of the width of Pearl Alley, people can walk through the market without really seeing any product or interacting with any vendors. A narrower walkway would encourage greater interaction between vendors and those passing through.
• It is a missed opportunity not to have prepared, ready-to-eat foods for the lunch crowd
• No seating area is available for folks to stay in the market and linger, enjoy music, and/or eat market purchases
• The concentration of all produce vendors in one area means that some shoppers could skip over that area altogether
• Some product sampling techniques did not follow best practices for food safety
• A bike rack or place for bicycle parking was not observed and may limit this mode of transportation

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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