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

1.5

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**Average Customer Expenditure Per Market Day**

$11.38

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**Percentage of Shoppers with Children in Their Household**

34%

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**Percentage of Shoppers Who Have Experienced Food Insecurity in the Last Year**

73%

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**Customers reported seeing flyers, maps, social media posts, and text messages that promoted the market.**

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**RAPID MARKET ASSESSMENT DETAILS**

Date of Rapid Market Assessment: July 17, 2019
Weather: 89°F with clear skies
Number of Vendors Present: 11
Estimate of Customer Attendance on Day of Assessment: 72
Estimate of Farmers Market Sales: $546

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**MARKET PROFILE**

Market Season: June - September
Market Hours: Wednesdays, 3 PM - 7 PM
Market Location: 14150 Woodrow Wilson Street, Detroit, MI
Food Assistance Benefits Accepted:

- [ ] Senior Project FRESH
- [ ] Market FRESH

Market Manager: Sandra White
CONSTRUCTIVE COMMENTS & OBSERVATIONS

What is working well?

• The market feels like a very welcoming and safe space
• There were SO MANY kids’ activities and consumer engagement activities that it made the market feel like a very safe and vibrant space
• There was a nice mix of baked goods, crafts, produce, and specialty products, especially for the market’s size!
• Products were generally fresh and packaged well
• Market is held in a public park with sidewalks that make it accessible to wheelchairs and strollers
• The figure-8 layout of the park encourages shoppers to visit all vendors and allows plenty of green space within the market for activities and picnic tables
• Market provides uniform booth signage to all vendors
• Most vendors displayed their products thoughtfully and indicated clearly what the product was and the price
• It seemed like most people who visited the market stayed for a significant amount of time
• The market DJ was fun and kept the energy up
• Vendors had an opportunity to use the emcee’s mic to promote their business or share info on local programs and events

What could be improved?

• The market felt more like a block party than a farmers market. More emphasis on vendors could help this feel more like a farmers market, if that is the mission of the event.
• Parking is limited
• Only two park entrances are available and it can be confusing for shoppers trying to enter the market
• Many vendors were packing up and leaving throughout the market and about an hour before the market’s end
• If folks who did not hear the announcement about how to use their SNAP Bridge Card, they may not have known where to redeem their benefits
• There was not much signage posted about using SNAP Bridge Cards. Shoppers might not know which vendors accept these benefits
• Vendors should be sure that they are eligible to accept benefits like Double Up Food Bucks before posting signage to avoid confusion
• Very few tents are weighted and this presents a risk during windy conditions
• Electrical cords on the sidewalk near the DJ could pose a tripping hazard
• The volume of the DJ made it difficult to hear vendors, especially the prepared food vendor

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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