Metro Health Farm Market
Rapid Market Assessment

<table>
<thead>
<tr>
<th>Average Number of Adults in a Shopping Party</th>
<th>1.7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Customer Expenditure Per Market Day</td>
<td>$15.18</td>
</tr>
<tr>
<td>Percentage of Shoppers with Children in Their Household</td>
<td>51%</td>
</tr>
<tr>
<td>Percentage of Shoppers Who Have Experienced Food Insecurity in the Last Year</td>
<td>37%</td>
</tr>
<tr>
<td>Percentage of Shoppers Who Were Familiar with The Double Up Food Bucks Program</td>
<td>20%</td>
</tr>
</tbody>
</table>

**RAPID MARKET ASSESSMENT DETAILS**
Date of Rapid Market Assessment: Thursday, August 1, 2019
Weather: 81° and sunny
Number of Vendors Present: 34
Estimate of Customer Attendance on Day of Assessment: 1,158
Estimate of Farmers Market Sales: $13,555

**MARKET PROFILE**
Market Season: May - October
Market Hours: Thursdays, 9 AM - 2 PM
Market Location: 5900 Byron Center Ave. SW, Wyoming, MI
Food Assistance Benefits Accepted: Senior Project FRESH/
Market FRESH
Market Manager: Michelle Rademacher
CONSTRUCTIVE COMMENTS & OBSERVATIONS

What is working well?

• Market is accessible by public transit and by individuals using wheelchairs, has sufficient vehicle parking, and is conveniently located near the hospital
• Market layout supported a steady flow of foot traffic throughout the day
• Street closures and intersections were well indicated to pedestrians
• The market boasted a good product mix and consistent product quality
• Shopper demographics appeared to be diverse and included young families and hospital employees
• Signage and displays in hospital buildings directed health system patients and employees to the market
• Health care information and children’s activities were available to market shoppers
• Safe food sampling protocols were observed

What could be improved?

• The market could use additional signage to indicate market location and designated parking areas
• Many vendors had missing or incomplete food assistance signage
• Signage could be better utilized to direct shoppers using food assistance benefits and/or credit and debit cards to the market bank
• More community outreach could help encourage public transit users to attend the market, which is located on a bus line
• Additional outreach could help diversify the market audience beyond those already affiliated with the health system
• More prepared food options would likely be appreciated by lunchtime shoppers

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

Jenny Radon, MIFMA, Student Intern
LeeAnn Viera, MIFMA, Student Assistant
Michelle Gagliardi, MIFMA, Programs Director