Fulton Street Farmers Market
Rapid Market Assessment

Rapid Market Assessment Details
Date of Rapid Market Assessment: Saturday, July 20, 2019
Weather: 92°F and sunny
Number of Vendors Present: 67
Estimate of Customer Attendance on Day of Assessment: 4,296
Estimate of Farmers Market Sales: $58,139

Market Profile
Market Season: May-October (main season); November-April (winter market)
Market Hours: Wednesdays, Fridays, Saturdays 8 AM - 2 PM
Market Location: 1145 East Fulton Street, Grand Rapids
Food Assistance Benefits Accepted:

Senior Project FRESH/Market FRESH

Market Manager: Rori Weston

Average Number of Adults in a Shopping Party
2.1

Average Customer Expenditure Per Market Day
$28.42

Percentage of Shoppers with Children in Their Household
32%

Percentage of Shoppers Who Have Experienced Food Insecurity in the Last Year
40%

Percentage of Shoppers Who Spent a Majority of Their Dollars on Fruits & Vegetables
92%
CONSTRUCTIVE COMMENTS & OBSERVATIONS

What is working well?

• Accessible by public transit, bicycles, and foot traffic, and to individuals using wheelchairs and strollers
• Vendors are well organized in market stalls, with produce vendors spread throughout the market
• Produce is fresh, clean, and as cool as the weather would allow
• Vendor booths were well labeled with attractive displays
• Vendors are polite and interact positively with customers
• The market’s permanent structure is well maintained
• Children’s activities were engaging
• Many shoppers appeared to be returning customers
• The market feels warm and welcoming, and provides a friendly space for community members to gather
• The food assistance programs signs that were displayed were very visible, in good condition, and eye-catching

What could be improved?

• The market aisles and parking lot can become congested during peak market hours
• South entrance near the offices is not handicap accessible
• Liability issues were observed, including power loss and sandwich boards overturned by wind
• Some food safety issues were observed, including produce crates on the ground and improper produce sampling
• No signage pointing shoppers to the market bank was observed
• Approximately 1/3 of vendors were gone by 1:00; more began packing up at or shortly after 1:00
• Not all vendors that could accept food assistance benefits were displaying signs
• Vehicle traffic continually backed up into the street from customers waiting for parking spots

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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