Fulton Street Farmers Market
Rapid Market Assessment

**RAPID MARKET ASSESSMENT DETAILS**
Date of Rapid Market Assessment: Tuesday, August 13, 2019
Weather: 86°F and sunny
Number of Vendors Present: 29
Estimate of Customer Attendance on Day of Assessment: 672
Estimate of Farmers Market Sales: $4,780

**MARKET PROFILE**
Market Season: May - October (main season); November - April (winter market)
Market Hours: Tuesdays, 5 PM - 8 PM
Market Location: 1145 East Fulton Street, Grand Rapids
Food Assistance Benefits Accepted:
- Senior Project FRESH/
- Market FRESH

Market Manager: Rori Weston

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**Average Number of Adults in a Shopping Party**
2.4

**Average Customer Expenditure Per Market Day**
$17.07

**Percentage of Shoppers with Children in Their Household**
38%

**Percentage of Shoppers Who Have Experienced Food Insecurity in the Last Year**
50%

**Percentage of Shoppers Who Attended the Market to Shop from Vendors or Food Trucks**
74%
CONSTRUCTIVE COMMENTS & OBSERVATIONS

What is working well?

• Shoppers were observed walking, biking, and driving to the market, where parking was sufficient and accessible
• There was a steady flow of foot traffic throughout the market
• Food products appeared to be of consistently good quality
• Signage for food assistance programs was visible
• Space for alcohol sales was clearly defined, and market staff/volunteers were observed checking shopper IDs
• Live music, children’s activities, and a sketch artist were positive additions to the market
• Waste options for trash, recycling, and composting were provided

What could be improved?

• Signage for credit/debit acceptance and vendor information could have been more prominent
• The market layout felt disjointed, and the west side of the market was not well utilized
• The relocated market bank needed SNAP signage
• Shade should have placed on opposite side of market area for an evening market
• Placing handwashing stations and removing produce containers from the ground could help alleviate food safety concerns

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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