



RAPID MARKET ASSESSMENTS



What is a Rapid Market Assessment?

A Rapid Market Assessment (RMA) includes three simple tested methods to evaluate markets and collect information they need to make important market decisions.

The first two, **attendance counts** and **dot surveys**, are quantitative methods that can be used independently by individual markets.

The third method incorporated into the Rapid Market Assessment, which provides comprehensive and qualitative observations from multiple parties, is the **constructive comments/observations** method. When utilized together in an organized Rapid Market Assessment, all three methods make efficient use of the resources, time and money that are generally in short supply for farmers markets and market managers.

MIFMA has found that a Rapid Market Assessment is of most benefit and works best as a collaborative learning process in which a team consisting of external market managers and other market experts visits and studies a host market. The learning is two-way – the host market and the visiting team members both gain knowledge and experience.

Why should my farmers market invest in an RMA?

A Rapid Market Assessment provides you with tangible data and information required to make effective changes and improvements.

As the host market/recipient of the Rapid Market Assessment, you will:

- Benefit from the results of the three data gathering components
- Receive a full written report with observations, conclusions and recommendations
- For an additional fee, have the option for MIFMA to present the report and findings to your market's governing body or the community
- Receive a two-page summary report that highlights key findings and is easy to share with customers, sponsors, and market supporters
- Give your customers, vendors and the community an opportunity to give input in a fun, engaging and truly beneficial way

As a team member, you will:

- Learn to use the data gathering methods
- Learn, through the constructive observation process, how to examine your own market(s) more analytically
- Establish collaborative relationships with and learn from your peers

Document Last Updated: October 2024

MIFMA utilizes the Rapid Market Assessment model designed by Larry Lev, Linda Brewer and Garry Stephenson of the Oregon State University Extension Service in the Oregon Small Farms Technical Report Number 6 (Revised December 2004). Learn more [here](#).

What is the cost?

Flat rate for preparation, data analysis, and production of a final and summary report	MIFMA Member Rate
Includes conversations with market managers to understand market layout and day-of logistics, organizing volunteers, organizing and packing supplies, data collection, data analysis, drafting of both a full and summary report, follow-up conference call with market, and publication of final full and summary reports. A follow-up presentation is not included and would be an additional cost.	\$1200
Travel	
Travel will be billed at the current IRS rate for one roundtrip and travel time from the MIFMA office (480 Wilson Road, East Lansing, MI 48824) to the market site. Up to three market manager volunteers may each be given \$50 travel stipends. Overnight lodging may be additional if necessary.	Variable
On-site assessment and data collection	
Based on the hours of market operation. For example, a 9 AM to 1 PM market day equals four hours.	\$150/hr
Flat rate for consumable materials	
Materials necessary for data collection, including dot stickers and easel pads.	\$50

If this cost is prohibitive, please reach out to MIFMA for support in securing financial support to cover these costs for your market.

MIFMA provides Rapid Market Assessments as a Fee for Service offering to members only. If your market is interested in having an assessment completed and is not yet a MIFMA member, please join at www.mifma.org/become-a-member.

Example RMA Cost for market located in Howell, MI that operates for 4 hours:

- \$1200 (flat rate) + \$45.56 (68 miles at \$0.67/mile) + \$150 (1 hour of travel time) + \$600 (4 hours of on-site assessment) + \$50 (materials)
- Total for assessment: \$2,045.56

What does MIFMA provide?

MIFMA will provide a complete Rapid Market Assessment including:

- Recruiting, assembling and training a team of market managers and MIFMA staff to conduct the assessment
- Collecting information about the market and what it hopes to learn from the assessment. For example: What are your most pressing issues? What questions do you want answered?
- Providing all needed equipment, forms and materials for the market day activities
- Follow up interviews, debriefings, and meetings as needed to complete the assessment of collected data
- A full written report with all quantitative data and observations
- A two-page summary report highlighted key metrics and observations in an easy to share format
- High-quality digital photographs of the market
- The option for MIFMA to present the full report to the market's governing body or the community (for an additional fee) at a venue/meeting in your community