



# Ann Arbor Farmers Market

## Rapid Market Assessment

*Wednesday  
October 7, 2009*



### Assessment Team

**Dru Montri**

**Simon Wang**

**Laurajeanne Kehn**

*Michigan Farmers Market Association*

*Northwest Detroit Farmers Market*

*Frankenmuth Farmers Market*



# Ann Arbor Farmers Market

## Rapid Market Assessment

Wednesday, October 7, 2009

**Market Hours:** Wednesdays & Saturdays May - December, 7 am - 3 pm,  
Saturdays only January - April, 8 am - 3 pm

**Location:** 315 Detroit St, Kerrytown

**Website:** <http://www.a2gov.org/market>

**Market Day Comments:** Cold windy, dark morning, windy, cloudy, cool then sunny,  
windy then not sunny  
48 degrees

**Age of Market:** Established in 1919

**Fees:** \$25/stall/day; \$250/stall/year, \$575/two stalls/year, \$970/three stalls/year

**Vendors:** 40 vendors on day of market, 138 total vendors, 110-112 maximum number of vendors on the busiest day

**Market Sales Estimate:** \$43,431

**Market Attendance Estimate:** 3,792

**Market Staff:** Molly Notarianni (Market Manager),  
Annie Palmer (Assistant Market Manager)

**Introduction:** The Ann Arbor Farmers Market features locally grown food, plants, prepared food items, and handcrafts, all sold by the people who make them. The open-air market is located in the historic Kerrytown District. Bridge Cards/EBT and Project FRESH coupons are also accepted there.

# Ann Arbor Farmers Market

## Rapid Market Assessment

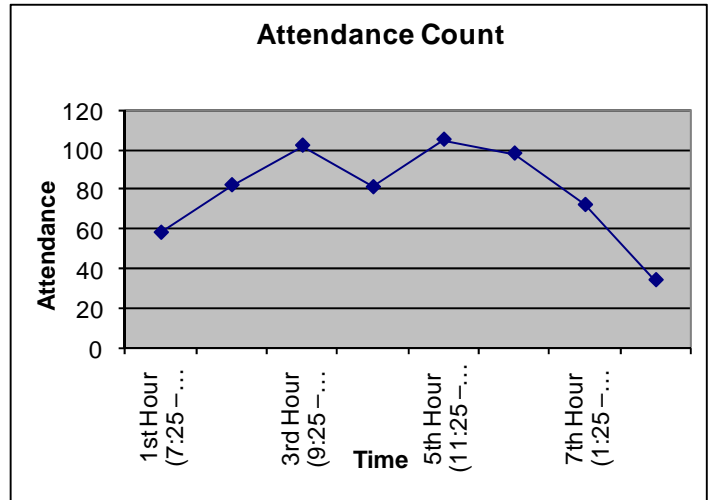
Wednesday, October 7, 2009

### I. Customer Counts

#### I. Estimated Attendance: 3,792

1 <sup>st</sup> Hour (7:25 – 7:35) count =	58
2 <sup>nd</sup> Hour (8:25 – 8:35) count =	82
3 <sup>rd</sup> Hour (9:25 – 9:35) count =	102
4 <sup>th</sup> Hour (10:25 – 10:35) count =	81
5 <sup>th</sup> Hour (11:25 – 11:35) count =	105
6 <sup>th</sup> Hour (12:25 -12:35) count =	98
7 <sup>th</sup> Hour (1:25 – 1:35) count =	72
8 <sup>th</sup> Hour (2:25 – 2:35) count =	34
Total:	632

Estimated of total market customers : 3,792



**Comments:** Team members counted the numbers of adults entering the market for ten minutes of each hour. The total number of adult customers counted was multiplied by six to estimate total market attendance. Attendance for this day's market started off slow and rose steady with a slight decrease around noon and then remained steady before decreasing the last few hours.

*Because of the open air nature of the market, there are no specific entrances and exits, making it challenging to accurately estimate the number customers. Market Management felt that (3,792) was likely an overestimate for the total number of customers at the market that day.*

# Ann Arbor Farmers Market

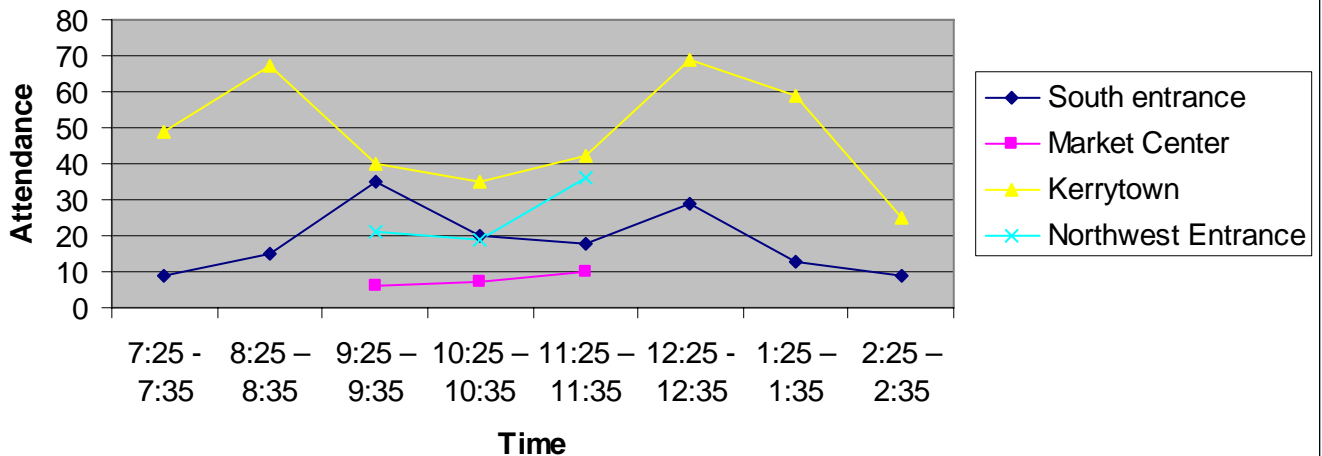
## Rapid Market Assessment

Wednesday, October 7, 2009

### Attendance by Entrance and Hour

Time	Market South entrance		Market Center		Kerrytown		Northwest entrance (N. 4 <sup>th</sup> St.)		Total	
7:25 - 7:35	9		6%		49		13%		58	9%
8:25 - 8:35	15		10%		67		17%		82	13%
9:25 - 9:35	35	24%	6	26%	40	10%	21	28%	102	16%
10:25 - 10:35	20	14%	7	30%	35	9%	19	25%	81	13%
11:25 - 11:35	18	12%	10	43%	42	11%	35	47%	105	17%
12:25 - 12:35	29		20%		69		18%		98	16%
1:25 - 1:35	13		9%		59		5%		72	11%
2:25 - 2:35	9		6%		25		6%		34	5%
<b>Total</b>	148	23%	23	4%	386	61%	75	12%	632	100%

### Attendance by Location



**Comments:** The market was the busiest between 8 am and 12 pm with almost 75% of shopper coming between those hours. The North part of the market was busiest with 61% of shoppers entering there. This is likely due its proximity to the Kerrytown shops and may also be affected by CSA shareholders picking up from vendors located in this part of the market.

# Ann Arbor Farmers Market

## Rapid Market Assessment

Wednesday, October 7, 2009

### II. Dot Surveys

**Question 1: How many ADULTS are in your shopping party this afternoon?**

	7 - 11 am		11 am – 3 pm		Total	Percentage
1	46	65%	68	68%	114	67%
2	16	23%	30	30%	46	27%
3	3	4%	1	1%	4	2%
4	5	7%	1	1%	6	4%
5	0	0%	0	0%	0	0%
6+	1	1%	0	0%	1	1%
<b>Total</b>	71	100%	100	100%	171	100%

**Mean:** 1.5

**Median:** 1

**Mode:** 1

**Comments:** The mean or average number of adults per shopping party was 1.5. The median was 1 and the mode or most common response was one person. Team members witnessed a large number of moms and young, preschool aged children shopping. For a mid-week market, it makes sense that most shopping parties had one adult.

# Ann Arbor Farmers Market

## Rapid Market Assessment

Wednesday, October 7, 2009

### Question 2: How much did you/will you spend at the farmers market TODAY?

	7 – 11 am		11 am – 3 pm		Total	Percentage
\$0	4	6%	6	6%	10	6%
\$5	9	13%	15	15%	24	14%
\$10	14	19%	11	11%	25	15%
\$15	16	22%	17	17%	33	19%
\$20	18	25%	25	25%	43	25%
\$25	5	7%	13	13%	18	10%
\$30	1	1%	3	3%	4	2%
\$35	1	1%	2	2%	3	2%
\$40	1	100%	3	3%	4	2%
\$45	0	0%	1	1%	1	1%
\$50+	3	4%	4	4%	7	4%
Total	72	42%	100	58%	172	100%

**Mean:** \$17.18

**Median:** \$15

**Mode:** \$20

**Comments:** The mean or average expenditure that shoppers reported was \$17.18. The median was \$15, meaning that half the shoppers spent less than \$15 and half spent more than \$15. More shoppers spent \$20 than any other single amount.

An estimate of total market sales for the day is developed by dividing the estimated total number of adult customers (3,792) by the mean number of people customers were shopping for (1.5) and multiplying by the mean customer expenditure (\$17.18). This method estimates total market sales for the day at \$43,431. This might be an overestimate due to difficulties in counting shoppers.

# Ann Arbor Farmers Market

## Rapid Market Assessment

Wednesday, October 7, 2009

### Question 3: What was your primary form of payment at the market today?

	7 – 11 am		11- 3 pm		Total	Percentage
Cash	66	92%	88	89%	154	90%
Bridge Card	2	3%	4	4%	6	4%
Project FRESH	0	0%	0	0%	0	0%
Other	4	6%	7	7%	11	6%
Total	72	42%	99	58%	171	100%

**Comments:** Overwhelmingly, people use cash as their primary form of payment. Customers did not use their Project FRESH coupon this is likely due to the seasonality of Project FRESH, which runs from June 1<sup>st</sup> thru October 31<sup>st</sup>. The rapid market assessment fell near the end of the season so many people had used their coupons. In addition less than 5% used their Bridge Cards. About 6% of survey participants indicated other explaining that their primary form of payment was their CSA share.

# Ann Arbor Farmers Market

## Rapid Market Assessment

Wednesday, October 7, 2009

### Question 4: What was the most important reason you came to the market today?

	7 - 11 am		11 am - 3 pm		Total	Percentage
<b>Food items</b>	43	43%	37	48%	80	45%
<b>Arts and crafts items</b>	0	0%	0	0%	0	0%
<b>Atmosphere and experience</b>	8	8%	7	9%	15	8%
<b>Buy local</b>	43	43%	22	29%	65	37%
<b>Purchase Organic</b>	4	4%	7	9%	11	6%
<b>None of these</b>	3	3%	4	5%	7	4%
<b>Total</b>	101	57%	77	43%	178	100%

**Comments:** The most important reasons shoppers came to the market were to purchase food items and buy local.

# Ann Arbor Farmers Market

## Rapid Market Assessment

Wednesday, October 7, 2009

### Question 5: How did you find out about today's market?

	7 - 11 am		11 am - 3 pm		Total	Percentage
<b>Flyers/Posters</b>	1	1%	1	1%	2	1%
<b>Newspaper ads</b>	0	0%	0	0%	0	0%
<b>Online/Website</b>	0	0%	2	3%	2	1%
<b>Farmers Market emails</b>	0	0%	1	1%	1	1%
<b>Word of mouth</b>	9	9%	8	11%	17	10%
<b>Regular Shopper</b>	90	90%	62	84%	152	87%
<b>Total</b>	100	58%	74	42%	174	100%

**Comments:** More than 87% of the people at the market were regular shoppers. About 10% of people heard about the market through word of mouth and decided to come to market.

# Ann Arbor Farmers Market

## Rapid Market Assessment

Wednesday, October 7, 2009

### III. Constructive Comments/Observations

#### **Physical Characteristics. What is working well?**

##### Market Access

- Very accessible through all vantage points
- Seemed good

##### Flow of People and Traffic

- Adequate aisle space for people flow
- Good, easy flow of people
- In and out with no problems

##### Liability Issues

- There's always "these" issues
- Market is well marked as to hazards

##### Organization of the Market

- Plenty of stall space
- Great

##### Access to Electricity and Telephone Line

- Electricity and telephone in market office

##### Additional Comments

- Nice new lightening over vendor spaces
- I was surprised vendors pull out before close, even when they had produce left
- Heat lamps for cold months

#### **Physical Characteristics. What could be improved?**

##### Flow of People and Traffic

- Parking seems to be an issue, could designate lots as market lots

##### Access to Electricity and Telephone Line

- No electricity for stalls

# Ann Arbor Farmers Market

## Rapid Market Assessment

Wednesday, October 7, 2009

### Market Atmosphere. What is working well?

#### Market "Feel"

- Very good, switched to a social time as well
- Open access from many areas, lots of people, regulars

#### Shopper Demographics

- Wide range, honestly it is somewhat difficult to tell the "rich" from the "poor"
- Mostly middle aged shoppers, shopped with little children

#### Interactions, Conversations

- People are on a mission to shop
- Most people are very friendly

#### Educational or Entertainment Activities

- The market is the education; these folks use the market to educate their children
- Movie being filmed

#### Other

- Passport, collect stamps from vendors to get a T-shirt

### Market Atmosphere. What could be improved upon?

#### Shopper Demographics

- Get more students from campus

#### Educational or Entertainment Activities

- No education or entertainment observed
- Speaker system installed, could have market music (SEED CD)

### Vendors and Products. What is working well?

#### Product Mix

- Great diversity of fresh fruits, vegetables, flowers (including organic option), baked goods, fruits, bread, cheese and crafts
- 17 vendors
- Late in season
- Nice offerings

# Ann Arbor Farmers Market

## Rapid Market Assessment

Wednesday, October 7, 2009

### Product Quality

- Looks great!
- Certified organic vendors
- Overall high quality, especially for later in the season
- Upon inspection (fresh and clean)

### Signage

- Good

### Display

- Good vendor display of prices
- Very good

### Customer Service

- Nice to have a market office
- Every vendor seemed extremely cordial

### Food Safety

- Would not work well in Saginaw county, but I'm all for reasonable food laws

### Other, Including Vendor Comments

- Variety is nice, little cupcakes, pasta, a little art

## Vendors and Products. What could be improved?

### Product Mix

- Add meat or seafood vendor
- We'd all love to see more canned products and meats

### Signage

- More signs around AA/Kerrytown
- Standard market signage with farm name for seasonal vendors
- Uniform but small

### Customer Service

- Some vendors seemed almost rude

### Food Safety

- Didn't notice much sampling, provide vendors with safe sampling guidelines

# Ann Arbor Farmers Market

## Rapid Market Assessment

Wednesday, October 7, 2009

### Food Assistance Programs. What is working well?

#### Project FRESH

- Had a woman ask about using coupons so know they are being used
- Vendors stated they had a lot of Project FRESH coupons
- Lots of vendors use them

#### SNAP Program (EBT, Bridge Cards)

- Accepted for tokens

#### Signage

- Noticed A-frame signage
- Uniform

### Food Assistance Programs. What could be improved?

#### Project FRESH

- Not everyone has "Project FRESH" signs

#### SNAP Program (EBT, Bridge Cards)

- More visible signage
- Better signage stating EBT can be used at the market

#### Signage

- Cleaner signage