



Bay City Farmers Market Rapid Market Assessment



Assessment Team

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Bay City Farmers Market

Rapid Market Assessment

Thursday, September 3, 2009

Market Hours: May 21 - July 2, Thursdays 10:00 am - 3:00 pm

July 7 - August 29, Tues & Thurs 10:00 am - 3:00 pm
& Saturdays 8:30 am - 12:30 pm

September 1-30, Tues & Thurs 10:00 am - 3:00 pm

Location: City Parking Lot at Corner of Washington Avenue and Sixth Street

Website: <http://www.downtownbaycity.com/FarmersMarket.htm>

Market Day Thursday prior to Labor Day weekend

Comments: Clear, low-mid seventies

Beautiful day, no clouds, sunshine, slight breeze

Blue skies, sunny, calm

Age of Market: Established in 2008

Fees: \$400 Seasonal/\$25.00 Daily

Vendors: 15

Market Sales

Estimate: \$4,808

Market

Attendance 792

Estimate:

Market Staff: Jan Rise (Market manager), Howard Wetters (MSUE Director)

Introduction: The Bay City Farmers Market is located in the City Parking lot in downtown Bay City. The market sells all that the region has to offer in locally-grown fresh produce. It also offers, when available, flowers, plants, fresh bakery items and other special products! SNAP benefits cards are welcome. The market is sponsored by the Downtown Bay City Farmers Market Association.

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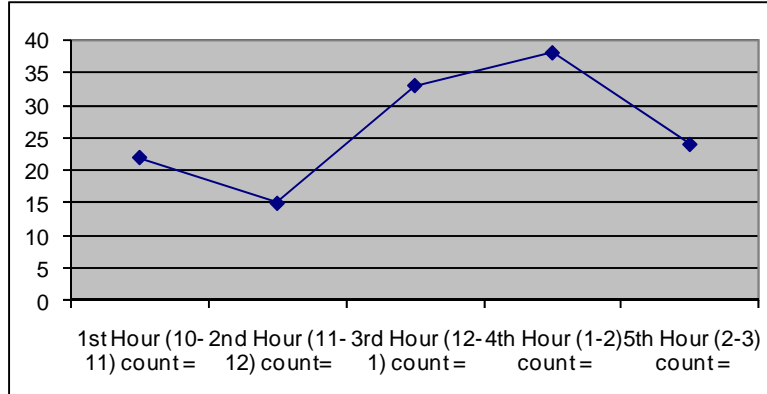
I. Customer Counts

I. Estimated Attendance: 792

1st Hour (10:25-10:35)	22
2nd Hour (11:25-11:35)	15
3rd Hour (12:25-12:35)	33
4th Hour (1:25-1:35)	38
5th Hour (2:25-2:35)	24

Total: 132

Estimated total market
number of customers = 792



Comments: The attendance count represents the total number of people entering the market during a ten minute interval each hour. People were counted by standing at three different locations around the market. We multiplied the sum of the hourly counts by six to estimate total market attendance. Attendance for this day's market started strong and slowly decreased in the second hour before rising steady all day and then decreasing again towards the end of the market day. After reviewing the estimated total market customers for that day, market management felt that this estimate was low compared to other market days but reasonable because it was the day before a holiday weekend.

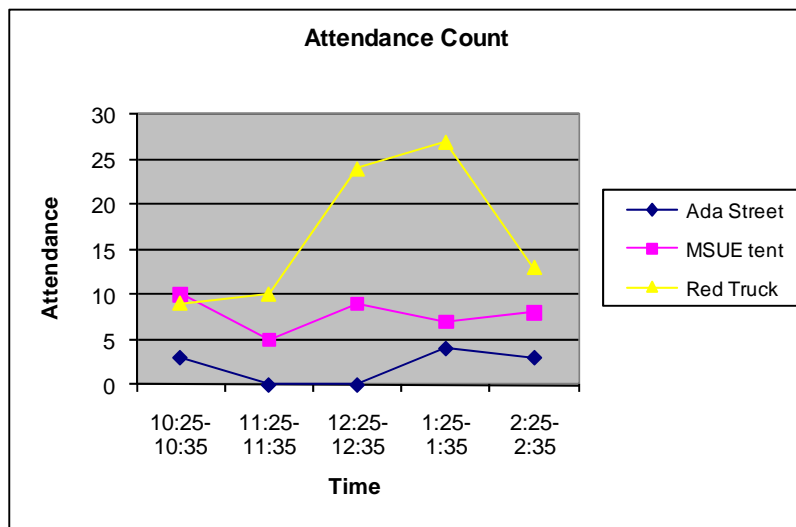
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Attendance by entrance and hour

Time	Adam's Street		Northeast		Northwest		Total:	
10:25-10:35	3	30%	10	26%	9	11%	22	17%
11:25-11:35	0	0%	5	13%	10	12%	15	11%
12:25-12:35	0	0%	9	23%	24	29%	33	25%
1:25-1:35	4	40%	7	18%	27	32%	38	29%
2:25-2:35	3	30%	8	20%	13	16%	24	18%
Total	10	7%	39	30%	83	63%	132	100%



Comments: The Northwest entrance from the parking lot by far the most used, accounting for more than 60% of the customers entering the market.

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II. Dot Surveys

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

	10:00 am – 12 pm		12:00 – 3 pm		Total	Percentage
1	36	55%	44	51%	80	52%
2	23	35%	30	34%	53	35%
3	0	0%	7	8%	7	5%
4	7	11%	6	7%	13	8%
5	0	0%	0	0%	0	0%
6+	0	0%	0	0%	0	0%
Total	66		87		153	

Mean: 1.7

Median: 1

Mode: 1

Comments: The mean or average number of adults per shopping part was 1.7. The median was 1 and the mode or most common response was one person. For a mid-week market, it makes sense that most shopping parties had one adult.

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

	10:00 am – 12 pm		12:00 – 3 pm		Total	Percentage
\$0	6	9%	7	8%	13	8%
\$5	21	33%	27	30%	48	31%
\$10	17	27%	27	30%	44	29%
\$15	12	19%	13	15%	25	16%
\$20	5	8%	11	12%	16	11%
\$25	2	3%	1	1%	3	2%
\$30	0	0%	3	3%	3	2%
\$35	0	0%	0	0%	0	0%
\$40	1	2%	0	0%	1	1%
\$45	0	0%	0	0%	0	0
\$50+	0	0%	0	0%	0	0
Total	64	97%	89	96%	153	100%

Mean: \$10.32

Median: \$10

Mode: \$5

Comments: The mean or average expenditure of shoppers was \$10.32. The median was \$10, meaning that half the shoppers spent less than \$10 and half spent more than \$10. More shoppers spent \$5 than any other single amount.

A conservative estimate of total market sales for the day is developed by dividing the estimated total number of adult customers (792) by the mean number of people customers were shopping for (1.7) and multiply by the mean customer expenditure (\$10.32). This method very conservatively estimates total market sales for the day at \$4,808.

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

	10:00 am – 12 pm		12:00 – 3 pm		Total	Percentage
Cash	56	90%	74	85%	130	87%
Credit	0	0%	1	1%	1	1%
Debit	0	0%	0	0%	0	0%
Check	1	2%	0	0%	1	1%
Bridge Card	1	2%	2	2%	3	2%
Project FRESH	3	5%	6	7%	9	6%
Other	1	2%	4	5%	5	3%
Total	62	100%	87	100%	149	100%

Comments: Overwhelmingly people use cash as their primary form of payment. Less than 10% of participants used Bridge Cards or Project FRESH coupons. Market management

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

	10:00 am – 12 pm		12:00 – 3 pm		Total	Percentage
Saw flyer/poster	2	3%	2	2%	5	3%
Newspaper ad	1	2%	1	1%	2	1%
Weekly e-mail	1	2%	5	6%	6	4%
Word of mouth	11	17%	12	14%	23	15%
Regular Shopper	36	55%	36	42%	72	48%
Other	14	22%	30	35%	44	29%
Total	65		86		151	100%

Comments: The Bay City Farmers Market draws a substantial amount of regular shoppers. There were a number of participants that indicated other. In conversation, we also learned that many people noticed the market while driving by and decided to stop.

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Question 5: What was your primary reason for coming downtown today?

	10:00 am – 12 pm		12:00 – 3 pm		Total	Percentage
Shop @ farmers market	37	59%	51	57%	88	58%
Eat Downtown	0	0%	4	4%	4	3%
Shop downtown	3	5%	6	7%	9	6%
Go to/from my job	10	16%	15	17%	25	16%
Other	13	21%	14	16%	27	18%
Total	63	100%	90	100%	153	100%

Comments: More than half the number of people came downtown just to attend the farmers market. About 16% of people came downtown to go and from work. In conversation, we learned that many of those that indicated other came downtown to go the library which is located near the farmers market.

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III. Constructive Comments/Observations

Physical Characteristics. What is working well?

Market Access

- Easily accessible
- Easy to access, but farmers market parking is not clearly marked (permit parking in lot and three hour parking on edges)
- Customers appeared to be parking in permit spaces
- Seems to be easily accessible from just about all angles

Flow of People and Traffic

- Easy flow of people
- Spacious and not cramped which allows for more people

Organization of the Market

- Market master was clearly visible

Access to Electricity and Telephone Line

- There was a pole in the Southwest corner of market for electrical access
- N/A but it seemed like vendors work around it

Physical Characteristics. What could be improved?

Flow of People and Traffic

- Cars were driving next to the stalls which could potentially be dangerous to shopping customers.
- Should block off vendor areas to vehicle traffic

Liability Issues

- After market starts there should be no vehicle traffic in the market, need a barrier (traffic cones)
- No clear entrances or exits
- Vehicle traffic
- Hand washing

Organization of the Market

- For a small market, it appeared too spread out. It might help to have the market clustered together in one area.
- Mix up the layout so all produce is not together vs. all specialty

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Access to Electricity and Telephone Line

- Pole in the southwest corner of the market for electrical access

Additional Comments

- Seems to be a bit of a bee issue, not really sure what could necessarily be done

Market Atmosphere. What is working well?

Market "Feel"

- Laid-back
- Market felt laid back, no pressure
- It was easy to browse

Shopper Demographics

- Most customers were elderly; a few mothers with children and a few customers appeared to be shopping on a lunch hour
- Income level not apparent

Interactions, Conversations

- Conversations were taking place between customers and vendors
- Vendors were very friendly
- Several customers commented that they like this market because its easily accessible
- Different clientele than other markets

Educational or Entertainment Activities

- Market master had information at booth

Market Atmosphere. What could be improved upon?

Market "Feel"

- Not very lively, a little slow
- Feels like a parking lot. Maybe having more vendors, and activities
- Setup picnic tables, umbrellas, and flower pots

Shopper Demographics

- Looked ethnically diverse

Interactions, Conversations

- Customers would like the market to be open longer
- Seemed to be in direct competition with other market, holding the market on opposite days would help.

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Educational or Entertainment Activities

- No educational or entertainment activities
- It would be helpful to have information about the downtown (shopping and dining guide) available at the booth

Other

- Hold market later in the day so working shoppers could more easily attend.

Vendors and Products. What is working well?

Product Mix

- Nice mix for a small market: fruits, vegetables, jam, jellies, salsa, meat (beef, pork, smoked fish, eggs), baked goods, cheese, popcorn, fudge, pretzels and honey

Product Quality

- Nice quality
- Products seem fresh, nice variety
- Seems to be high quality

Signage

- Some vendors had signs, some had signs with their locations and others did not have anything

Display

- Loved Corrian Farms table covering
- Some vendors put a lot of thought into displays tablecloths, crates, etc.
- Some vendors have excelled with appealing displays

Customer Service

- Friendly vendors
- Excellent customer service, vendors were very friendly and ready to sell
- Greeted at almost every booth
- Good information at market master tent

Food Safety

- Sampled cheese, where the cheese was kept in a cooler and also fudge

Other, Including Vendor Comments

- 13 vendors
- Vendors seem to like this market. Commented that today was slower than usual. A couple farmers offered CSA's.

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Vendors and Products. What could be improved?

Product Mix

- Cut flowers
- Maybe mix up layout a bit alternate produce and specialty goods
- Sell plants and flowers

Signage

- Vendors should label where product is coming from what's theirs and what is from another farm or another state
- Include farm names
- No signage on street approaching market
- Vendors should be encouraged to display signage with business name and location
- Better signage from street

Display

- Some need "displays"

Food Safety

- Cheese vendor offering crackers or pretzels to sample cheese products not using gloves and spreading cheese with a knife
- Would like to see a hand-washing station, not just sanitizer
- Cleanliness of port-a-potty

Other

- Some just seemed to put up table/tent and call it a day
- Parking seems to be some what confusing due to "permit" sign

Food Assistance Programs. What is working well?

Project FRESH

- Observed seniors using them at the market
- Several vendors offered Project FRESH one farmer commented that the program was working well

SNAP Program (EBT, Bridge Cards)

- Some vendors had signage at individual booths
- Per Market Master EBT working well this year. Customers appear to spend more with EBT services.

Alternative Redemption Systems

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- Tokens
- It was great to accept debit and credit!

Signage

- Project FRESH signs clearly displayed. Blackboard sign indicated that EBT services were available. Noticed customers using EBT.
- Several vendors have prominent, effective signage

Other

- Vendors on Adams St. had nice displays

Food Assistance Programs. What could be improved?

SNAP Program (EBT, Bridge Cards)

- Consistent signage at vendor booths
- Most vendors did not appear to accept

Alternative Redemption Systems

- Would like to see more visible signs for it

Signage

- Some vendors are lacking signage name of business and products
- All vendors names should be visible