



Downtown Saginaw Farmers Market

Rapid Market Assessment

*Thursday
August 27, 2009*



Assessment Team

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Market Hours: May 22 thru October 31

Monday 12:00 p.m. - 5:00 p.m., Wednesday 10:00 a.m.
- 3:00 p.m., Friday 10:00 a.m. - 3:00 p.m., as well as
Saturday 9:00 a.m. - 1:00 p.m.

Location: 507 S. Washington Avenue

Website: <http://www.saginawfarmersmarket.org>

Market Day Mid 60's/low 70's, Fall, sunny with clouds,
Comments: breezy, Harvest Days, overall nice beautiful weather

**Age of
Market:** Established in 2001

Fees: \$325/Season Vendor, \$625/Season Wholesale

Vendors: 22 on day of assessment

**Market Sales
Estimate:** \$12,019

**Market
Attendance
Estimate:** 1,644

Market Staff: Paul Corrion (Market Master), Shelley McGeathy
(Executive Director)

Introduction: The Downtown Saginaw Farmers Market (DSFM) operates four days a week. An early season sees the market open late in May and expands as the Michigan growing season brings more bounty into the city. Community tables are available at the market as well as cooking demos during peak market season. The DSFM also accepts Bridge Cards/EBT and Project FRESH coupons.

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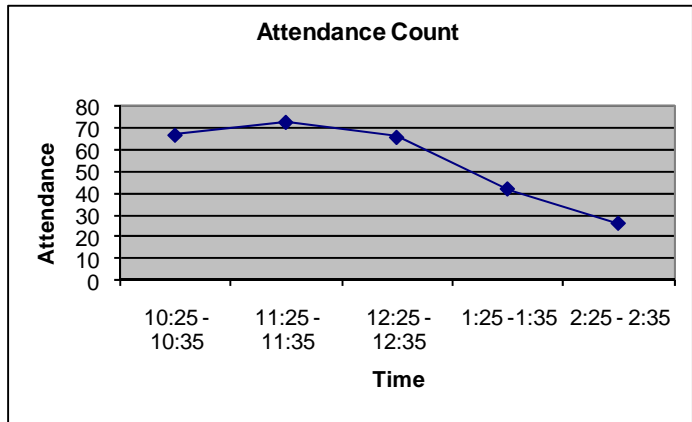
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I. Customer Counts

I. Estimated Attendance: 1,644

1st Hour (10:25 - 10:35) count =	67
2nd Hour (11:25 - 11:35) count =	73
3rd Hour (12:25 - 12:35) count =	66
4th Hour (1:25 - 1:35) count =	42
5th Hour (2:25 - 2:35) count =	26
Total	274

Estimated of total market
customers = 1,644



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 strong and then decreased in the last two hours.

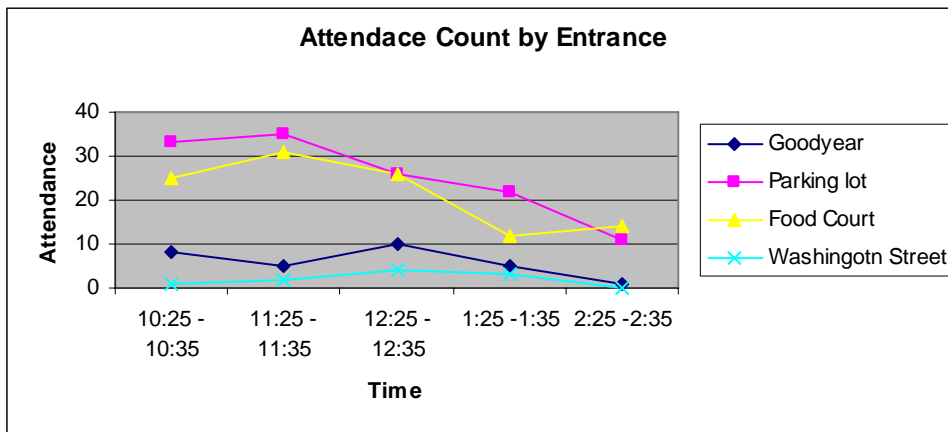
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Attendance by Entrance and Hour

Time	Goodyear		Parking lot		Food Court		Washington Street		Total:	
	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage
10:25 -10:35	8	28%	33	26%	25	23%	1	10%	67	24%
11:25 -11:35	5	17%	35	28%	31	29%	2	20%	73	27%
12:25 -12:35	10	34%	26	20%	26	24%	4	40%	66	24%
1:25 -1:35	5	17%	22	17%	12	11%	3	30%	42	15%
2:25 -2:35	1	3%	11	9%	14	13%	0	0%	26	9%
Total	29	11%	127	46%	108	39%	10	4%	274	100%



Comments: Nearly half the shoppers entering the market used the parking lot entrance. Almost 40% of people used the Food Court entrance to enter as well. Signage and information for shoppers is posted for shoppers entering from the parking lot. Market management could post similar signage in the food court area.

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II. Dot Surveys

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

	10 – 12 p.m.		12 – 3 p.m.		Overall Total	Overall Percentage
1	46	43%	31	37%	77	41%
2	54	50%	42	51%	96	51%
3	3	3%	8	10%	11	6%
4	0	0%	2	2%	2	1%
5	1	1%	0	0%	1	1%
6+	3	3%	0	0%	3	2%
Total	107		83		190	100%

Mean: 1.8

Median: 2

Mode: 2

Comments: The mean or average number of adults per shopping party was 1.8. The median was 2 and the mode or most common response was two people.

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

	10 a.m. – 12 p.m.		12 – 3 p.m.		Overall Total	Overall Percentage
\$0	1	1%	7	8%	8	4%
\$5	21	21%	15	18%	36	19%
\$10	30	29%	27	33%	57	31%
\$15	24	24%	14	17%	38	21%
\$20	14	14%	13	16%	27	15%
\$25	7	7%	3	4%	10	5%
\$30	2	2%	1	1%	3	2%
\$35	2	2%	2	2%	4	2%
\$40	0	0%	0	0%	0	0%
\$45	1	1%	0	0%	1	1%
\$50+	0	0%	1	1%	1	1%
Total	102		83		185	100%

Mean: \$13.16

Median: \$10

Mode: \$10

Comments: The mean or average expenditure of shoppers was \$13.62. The median was \$10, meaning that half the shoppers spent less than \$10 and half spent more than \$10. More shoppers spent \$10 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 (1644) by the mean number of people customers were shopping for (1.8) and multiplying by the mean customer expenditure (\$13.16). This method very conservatively estimates total market sales for the day at (\$12,019).

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

	10 a.m. – 12 p.m.		12 – 3 p.m.		Overall Total	Overall Percentage
Cash	96	92%	82	89%	178	91%
Credit/Debit Card	0	0%	2	2%	2	1%
Bridge Card/EBT/SNAP	2	2%	3	3%	5	3%
Project FRESH	5	5%	4	4%	9	5%
Other	1	1%	1	1%	2	1%
Total	104	100%	92	100%	196	100%

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

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Question 4: How did you find out about today's market?

	10 a.m. - 12 p.m.		12 - 3 p.m.		Overall Total	Overall Percentage
Flyer/ Poster	5	5%	1	1%	6	3%
Newspaper	9	8%	3	4%	12	6%
Radio Ads	7	6%	4	5%	11	6%
Online/Website	1	1%	2	2%	3	2%
Regular Shopper	88	80%	59	70%	147	76%
Other	0	0%	15	18%	15	8%
Total	110	100%	84	100%	194	100%

Comments: More than 75% of participants were regular shoppers at the market. Around 10% of shoppers heard about the market from newspaper or radio ads.

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Question 5: What is your age?

	10 - 12 p.m.		12 – 3 p.m.		Overall Total	Overall Percentage
Under 18	0	0%	0	0%	0	0%
19-27	5	5%	3	4%	8	4%
28-39	6	6%	8	10%	14	8%
40-55	24	24%	21	27%	45	25%
56-70	42	42%	36	46%	78	44%
70+	24	24%	10	13%	34	19%
Total	101	100%	78	100%	179	100%

Comments: More shoppers were between the ages of 56 - 70 than any other age range at the market. Market management could have more programs or information for this age range of people since they frequent the market the most. In addition, this information shows that only 12% of people shopping at the market were younger than 40. The market manger could consider outreach that targets a younger demographic.

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III. Constructive Comments/Observations

Physical Characteristics. What is working well?

Market Access

- Lots of areas where people can enter market
- S. Washington seems like high traffic street, easily visible tents
- Entrances welcoming and large

Flow of People and Traffic

- Market is a loop-people down one aisle and up the next
- Tables in middle good for people to rest, lots of older people with canes
- Flow seems good
- People can walk through the tents easy
- Congested once in a while in the aisles

Liability Issues

- Floor areas kept clear, good past MI licenses

Organization of the Market

- Trash cans throughout and tables, nice for people
- Vendors in 2 rows, easy to navigate, products spread out by type
- Layout of market is nice
- Easy access
- Well done

Access to Electricity and Telephone Line

- Cables and cords seem to run to outlets
- Vendors have access to electricity for a fee

Additional Comments

- Entertainment a nice extra
- A customer commented it was nice to have shelves on tables to put up grocery bags

Physical Characteristics. What could be improved?

Market Access

- Entrance from Good Year lot is kind of blocked by tables, not many people utilize this entrance, although there are spots
- Pretty limited to people with cars

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Flow of People and Traffic

- Aisles a little cramped
- A little hard for people to move around each other by some popular stalls
- Is there a bus route from campus?
- Make a bike rack available
- Aisles are narrow with picnic tables in middle, can be crowded
- Parking seems to be an issue when really busy, mornings

Liability Issues

- Ropes from tents could be tripped over
- One man complained over lack of samples, had been told it was because of health dept, but he didn't believe it.
- Is there a public phone, or first aid for emergency?
- Accidents with cars

Organization of the Market

- Tables very close together
- One vendor said tent got hot, hoped for a structure like Bay City
- Difficult sometimes to see where one vendor ended & another started

Access to Electricity and Telephone Line

- Wireless system is easier

Additional Comments

- Today seems targeted toward older people (harmonic and drum, polka-ish) could be more things to attract youth
- Recycling container, a be "green" initiative
- One big sign from the road to identify market

Market Atmosphere. What is working well?

Market "Feel"

- Festive mood, possibly because of music
- Pie contest, soup kitchen, good ideas, looks like a craft show from outside
- Very interacting, makes you want to enter
- Friendly, market full, good full
- Comfortable, social gathering for many people

Shopper Demographics

- Very diverse in terms of race and socio-economic status.
- Mix of men and women
- Appears to be a good mix of all
- Morning seemed to be mostly older crowd, both male and female

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- Slowed down after 1 pm

Interactions, Conversations

- See people joking with farmers
- Farmers very nice, conservative with people
- Vendors very friendly
- Engage in conversations with customers
- Majority of people very friendly, more so those in the age group of 50-65
- Most willing to take the dot survey

Educational or Entertainment Activities

- Music good idea, drums out sounds of cars on road
- Vendor commented enjoyed music
- Master gardeners, good informational booth
- Music was entertaining although loud when too close
- Harvest Days going on, pie contest (judges)
- 4H mum sale
- Other activities this week
- Music was well accepted

Other

- Brought own chair, farmers mostly standing

Market Atmosphere. What could be improved upon?

Market "Feel"

- A little dark under tents
- One customer remarked the 'No husking' gives a negative vibe. Maybe set up an area to do husking that's outside.
- Diversity of people also may impact how customers interact, didn't see a lot of conversations.
- Parking

Shopper Demographics

- Lots of older people
- Few young 20s, being advertised to? Is there a facebook page? Twitter?
- Few kids
- Was a week day, and that probably effects the age of customers

Interactions, Conversations

- Don't notice many customer conversations amongst each other
- People seem hesitant to do dot survey being approached by a stranger

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Educational or Entertainment Activities

- Have music throughout the day
- More activities for kids?
- Difficult to hear and conduct business next to music
- Work on education for the next season maybe have the Master Gardeners do a few presentations

Other

- Could provide mats to stand on or chairs
- Could approach local high school national honor society for youth volunteers

Vendors and Products. What is working well?

Product Mix

- A good variety and diversification of products
- Lots of vegetables, growers, plants, no crafts today
- Great diversity of produce, dried beans
- Bees interesting to look at
- Candles, baked goods
- Interesting products/diversity i.e. yellow raspberries, popcorn

Product Quality

- Everything looks fresh and appealing
- Seemed very fresh, good variety
- Very, very good
- Firm and not wilted greens, green broccoli (not yellow) even late in day

Signage

- Vendor signage, good prices, easily visible
- Did not know where market masters table was
- Everyone seemed to have good signage
- Prices were all in the same range
- Signs are in place and well displayed
- Product prices generally clearly labeled
- Some varieties labeled but not all

Display

- Displays appealing, colorful and inviting "eye candy," clean and attractive
- Displays seems nice
- Very good
- Colorful displays of vegetables, flowers, gourds, pumpkins
- Baskets worked well

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Customer Service

- Vendors seemed to wait on people as quickly as possible
- Vendors helpful, friendly
- Vendors joking with people, friendly service.
- All vendors had change, were willing to make deals

Food Safety

- Checks by Saginaw Health Dept. constantly
- Prepared foods are wrapped, including breads, baked goods, etc.

Other, Including Vendor Comments

- Most people carrying bags of produce
- Comments from Dot Survey: How I learned about market, just drove by
- Its no one business how much I spend or how I spend my money

Vendors and Products. What could be improved?

Product Mix

- One customer wished for meat and eggs
- Don't see many people buying flowers

Product Quality

- Don't see anything labeled organic or pesticide free

Signage

- Market signs could be more uniform
- Not all tables had signs identify growers
- Unclear which products are homegrown or resold? Location of farm and name should be seen
- Place signs out at ends of market by food

Display

- Include recipes, ideas for dinner but not on tables, no room

Other, Including Vendor Comments

- I was shocked to see smoking in a food booth
- Vendors automatically put things in bags, didn't ask if bags were needed.
- Could encourage bags re-use or cloth bags, farms could sell
- Post recipes at mid and end of market to give more people ideas
- More permanent structure

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Food Assistance Programs. What is working well?

Project FRESH

- Signs up and showing for acceptance
- Good accepted
- It appears all fruits and veggies vendors accept Project FRESH

SNAP Program (EBT, Bridge Cards)

- Accepts at market, tokens sold for EBT (debit, credit and bridge cards)
- Signs about EBT & debit on food vendors good, not sure people know how to use

Signage

- Price signage seemed good
- Project FRESH signs clearly identified

Food Assistance Programs. What could be improved?

Project FRESH

- Not many people using
- Maybe a big sign by road let people know is accepted
- One vendor said hardly anyone used

SNAP Program (EBT, Bridge Cards)

- Wireless system is easier, doesn't pose a problem with location etc.
- One lady & child with a bridge card said she was used WIC and came up to me and looked confused, didn't know where to go, had to find market manager for help. Make it easier for people.

Alternative Redemption Systems

- Most of the time, no one at the table with machine

Signage

- Not all vendors had name signage
- Signs would be useful for Debit/EBT, tokens. It's not identified

Other

- No sign to designate where to use your EBT, Debit, Credit cards