



**Downtown Gaylord Farmers Market
Rapid Market Assessment**

August 25, 2007

**Jim Bingen
Carol Buxton
Cathy Elsesser**

**Mary Ann Lester
Fred Champ
Wendy Wieland**



**Michigan Farmers Market Association
&
Michigan State University
East Lansing, Michigan**

**Downtown Gaylord Farmers Market
Rapid Market Assessment
Saturday, August 25, 2007**

Market Hours: June- November,
Wednesday and Saturday 8 am - 2 pm

Location: Downtown Gaylord Pavilion
100 Court Street

Websites: N/A

Market Staff: Sherry Burns Schuster,
Ivan Witt, Susan Witt

Market Day Comments: Light rain in the morning, around 60
degrees. Mid-market day was sunny
with cool, strong wind

Age of Market: Open since 2001

Fees: \$10/day per stall
\$ 250/season per stall

Vendors: 20

Market Sales Estimate: \$27,666

Market Attendance Estimate: 3,180

RMA Team: Jim Bingen, Carol Buxton, Candy
Elesser, Mary Ann Lester, Fred
Shamp, Wendy Wieland

Introduction:

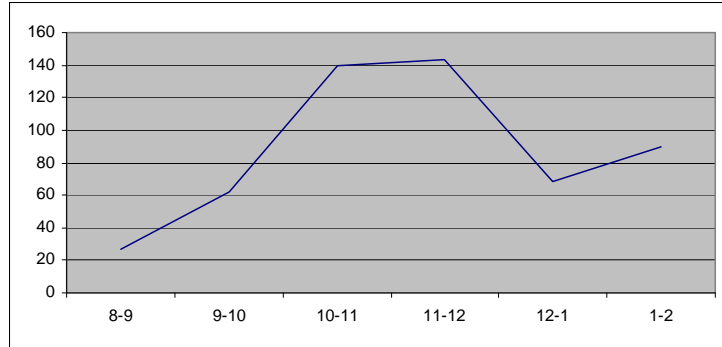
Downtown Gaylord Farmers Market is located at 100 East Gaylord Street under Pavilion on Court. It is a busy place with a variety of products such as fruits and vegetables, prepared food, cut and dried flowers, poultry, nuts and seeds, and sweet preserves. The market is sponsored by the Gaylord Downtown Development Authority.

Downtown Gaylord Farmers Market Rapid Market Assessment Saturday, August 25, 2007

I. Attendance Estimate: 3,180 Adults

1st Hour (8-9) count =	27
2nd Hour (9-10) count =	62
3rd Hour (10-11) count =	140
4th Hour (11-12) count =	143
5th Hour (12-1) count=	68
6th Hour (1-2) count=	90
Total	530

Estimate of total market customers 3,180



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. Although the first hour of the market was relatively slow, attendance picked up rapidly, peaking from 10 to 12, but maintaining a reasonable level until market close at 2 pm.

Attendance by entrance and hour

<u>Time</u>	<u>North</u>		<u>Middle</u>		<u>South</u>		<u>Total</u>	
	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage
8-9	0	0%	5	6%	22	9%	27	5%
9-10	6	3%	10	12%	46	19%	62	12%
10-11	85	42%	12	14%	43	18%	140	26%
11-12	52	26%	43	51%	48	20%	143	27%
12-1	33	16%	8	9%	27	11%	68	13%
1-2	25	12%	7	8%	58	24%	90	17%
Total	201		85		244		530	

Comments: Most customers entered the market from the north or south ends, with relatively few entering via the middle entrance.

**Downtown Gaylord Farmers Market
Rapid Market Assessment
Saturday, August 25, 2007**

II. Dot Survey Questions

Question 1: The best time for me to shop at this market?

	<u>8-10</u>		<u>10-12</u>		<u>12-2</u>		<u>Total/ Percentage</u>	
Weekday 8am- 1pm	53	37%	53	19%	5	10%	111	24%
Weekday 2:30-6:30pm	1	1%	24	9%	4	8%	29	6%
Saturday 7am- noon	62	43%	84	31%	41	80%	187	40%
Saturday 8am-1pm	29	20%	113	41%	1	2%	143	30%
Total	145		274		51		470	

Comments: There seems to be a higher preference in having time to shop at the market on Saturday's. The best time was Saturday from early morning till noon; the second was Saturday at 8 am however extending the closing time till 1 p.m. with 30%, with not much of a difference.

It is important to remember that the people responding to this question were those who had come to the market on a Saturday. We would expect high preferences for Saturday shopping from people who were already shopping on Saturday.

Question 2: Please place dot to indicate how far your home is from this market:

	<u>8-10</u>		<u>10-2</u>		<u>Total/ Percentage</u>	
0-1 miles	18	16%	37	11%	55	12%
1+ -10 miles	54	47%	136	41%	190	43%
10+ - 50 miles	28	25%	62	19%	90	20%
50+ miles	12	11%	75	23%	87	20%
Other	2	2%	22	7%	24	5%
Total	114		332		446	

Comments: Slightly over half (53%) of the customers surveyed live within ten miles of the market. One way to interpret this figure is that the market is doing a good job of attracting local people AND people who may be visiting the area.

**Downtown Gaylord Farmers Market
Rapid Market Assessment
Saturday, August 25, 2007**

Question 3: How many people are you shopping for today including yourself?

	<u>8-10</u>		<u>10-12</u>		<u>12-2</u>		<u>Total</u>	
							<u>Percentage</u>	
1	49	43%	70	31%	46	35%	165	35%
2	54	48%	116	52%	60	45%	230	49%
3	2	2%	19	8%	8	6%	29	6%
4	8	7%	13	6%	12	9%	33	7%
5	0	0%	3	1%	5	4%	8	2%
6+	0	0%	3	1%	1	1%	4	1%
Total	113		224		132		469	
Mean					1.9			
Median					2			
Mode					2			

Comments: The mean or average number of people each customer was shopping for was 1.9, with the median or middle 2, and the mode or most common also 2.

Suggestion: Vendors may want to emphasize packages with appropriate amounts for two people and provide recipes for two.

Question 4: How much have you / will you spend at the Farmers' Market?

	<u>10:00-11:45</u>		<u>11:45-1:15</u>		<u>1:15-3:00</u>		<u>Total</u>	
							<u>Percentage</u>	
\$0	0	0%	4	3	7	5	11	3
\$5	9	8%	10	8	27	19	46	12
\$10	31	29%	40	30	32	23	103	27
\$15	25	23%	27	20	21	15	73	19
\$20	18	17%	27	20	26	18	71	19
\$25	10	10%	14	11	13	9	37	10
\$30	1	1%	4	3	7	5	12	3
\$35	2	2%	0	0	1	1	3	1
\$40	6	6%	3	2	5	4	14	4
\$45	0	0%	2	2	0	0	2	1
\$50 or more	5	5%	2	2	3	2	10	3
Total	107		133		142		382	
Mean					\$16.53			
Median					\$15			
Mode					\$10			

Comments: The mean or average expenditure that shoppers reported was \$16.53. The median was \$15, meaning that half the shoppers spent less than

Downtown Gaylord Farmers Market
Rapid Market Assessment
Saturday, August 25, 2007

\$15 and half spent more than \$15. More shoppers spent \$10 than any other single amount.

Estimated Market Day Sales

A conservative estimate of total market sales for the day is developed by dividing the estimated total number of adult customers (3,180) by the mean number of people customers were shopping for (1.9) and multiplying by the mean customer expenditure (\$16.53). This method very conservatively estimates total market sales for the day at \$27,666.

III. Constructive Comments/Observations

Physical Site

What Team members appreciated about the physical site

Access:

- ❖ Great parking on Saturday; lots adjacent and across street
- ❖ Multiple entrance spots

Flow of people and traffic:

- ❖ Good size parking lots
- ❖ Can enter from many points
- ❖ Busy day/time period "survey jams,"- could help to widen the aisle a bit during "high harvest"

Liability Issues:

- ❖ Like that street under pavilion should be is completely blocked off
- ❖ Room for wheel chairs / electric carts

Organization of market:

- ❖ Very good. Room between allows for customer ingress and egress, which minimizes congestion
- ❖ Reasonable spacing between tables accommodates shoppers well most of time
- ❖ Nice flow down center

Access to electricity:

- ❖ Electrical outlet at every pillar of pavilion

Other:

- ❖ Good market manager shows dedication and commitment
- ❖ Have not seen rules

Downtown Gaylord Farmers Market
Rapid Market Assessment
Saturday, August 25, 2007

Improvements and Questions

Access:

- ❖ Customer noted parking problems on Wednesday markets (when much of lots are by permit only)
- ❖ A “free parking” sign or two with arrow

Flow of people and traffic:

- ❖ Lane in middle of market sometimes congested; tough for those with disabilities
- ❖ But slower quarter may encourage stopping longer to peruse a table

Liability Issues:

- ❖ City cross walks painted on south end of pavilion

Access to electricity, phone line:

- ❖ Nothing

Other:

- ❖ Manager is a vendor himself. Does this ever pose a problem? Time or otherwise?

Atmosphere

What team members appreciate about the market atmosphere

Market feel:

- ❖ Positive, little bit social; people seem focused on shopping: buying and then leaving
- ❖ They all seem like happy shoppers
- ❖ Variety of goods, variety of needs
- ❖ People love the farmers market

Shopper Demographics:

- ❖ Representative of Gaylord community solid middle class with some lower income
- ❖ Mostly white
- ❖ Seems like a good mix of income levels
- ❖ Located downtown; workers on lunch

Interactions, Conversations:

- ❖ A great “buzz”
- ❖ Good vendor/ customer interaction
- ❖ Repeat customers

Downtown Gaylord Farmers Market
Rapid Market Assessment
Saturday, August 25, 2007

Educational or Entertainment Activities:

- ❖ A “corn boil” began mid-market; great idea
- ❖ Benches to sit on

Other:

- ❖ Volunteer that brings food occasionally for vendors

Improvements and Questions

Shopper Demographics:

- ❖ May reach few low income shoppers; Project Fresh vendor reported good sales

Educational/Entertainment Activities:

- ❖ Music? Even recorded, not live. Probably only noticed on slow days, which is not today!

Vendors and Products

What team members appreciate about vendors and products

Product Mix:

- ❖ Very good, some meat certified organic
- ❖ This time of year it's great

Product Quality:

- ❖ High: everything looks appealing local or Michigan product source
- ❖ Clean; 2nds are offered usually behind counter
- ❖ Most vendors dress appropriately

Signs:

- ❖ Very good front sign signals traffic from busy state highway: 3 other 2 close to expressway
- ❖ When produce is labeled with type and price

Display:

- ❖ Some very nice displays: Vendors that was a chef had true “food art” display
- ❖ Creative containers used by a number of vendors adds to visual appeal; a “caring” vendor

Downtown Gaylord Farmers Market
Rapid Market Assessment
Saturday, August 25, 2007

Customer Service:

- ❖ Good; vendors are professionals!
- ❖ Most vendors have a smile, are willing to help you make a selection

Other:

- ❖ Customers comment- "we travel from Lewiston, 25 miles one way," to come to this market
- ❖ Very busy market; first vendors sold out by 1:00 pm

Improvements and Questions

Product Mix:

- ❖ More meat, fish, cheese (normally have a fish vendor that couldn't come)
- ❖ Wish fisheries would be more consistent!

Signs:

- ❖ Wind factor- hard to keep signs in place

Display:

- ❖ Clips to hold table covers down in breezes

Customer Service:

- ❖ One vendor (young foragers) didn't interact much, sat

Food Safety:

- ❖ Is permit pulled for corn boil? Or needed?