



## **Farmington Farmers & Artisans Market Rapid Market Assessment**

**October 6, 2007**

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&  
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**Farmington Farmers & Artisans Market**  
**Rapid Market Assessment**  
**Saturday, October 6, 2007**

**Market Hours:** May 19–October 27, Saturday 9 a.m. -  
2 p.m.

**Location:** Corner of Grand River and Grove St.,  
2 blocks east of Farmington Rd.

**Website:** [www.downtownfarmington.org](http://www.downtownfarmington.org)

**Market Staff:** Scott Stevenson, Annette Knowles

**Market Day Comments:** Sunny weather, upper 80's

**Age of Market:** Started in 1996

**Fees:** \$20/day, full season rates vary with  
stall size

**Vendors:** 24

**Market Sales Estimate:** \$42,866

**Market Attendance Estimate:** 3,786

**RMA Team:** Robin Danto, Randall Fogelman, Dan  
Keane, Dru Montri, Tracy Patterson

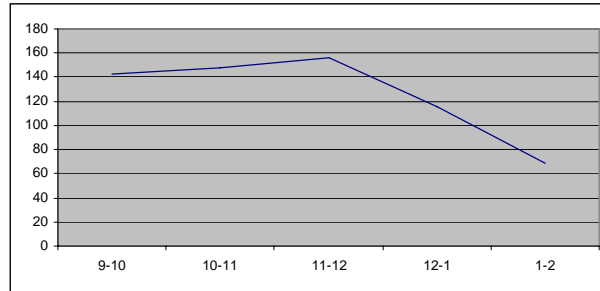
**Introduction:**

Farmington Farmers & Artisans Market is a family friendly place to shop for local fresh produce. It indulges live entertainment, cooking demonstrations, institutional classes and an array of produce. Products available at the market are fruits and vegetables, honey and maple syrup, eggs, prepared foods and bakery goods, sweet preserves, cut and dried flowers, wood products and other artisan products. Farmington Farmers & Artisans Market is owned by the City of Farmington and located at the corner of Grand River and Grove St., 2 blocks East of Farmington Road.

**Farmington Farmers & Artisans Market  
Rapid Market Assessment  
Saturday, October 6, 2007**

**I. Estimated Attendance: 3786 Adult**

1st Hour (9-10) count = 143  
 2nd Hour (10-11) count = 148  
 3rd Hour (11-12) count = 156  
 4th Hour (12-1) count= 115  
 5th Hour (1-2) count= 69



Estimated of total market customers= 631

*Comments: The market starts off with a very high amount of attendance from early morning till noon. However it drops instantly after more or less 12:30 p.m.*

**Attendance by entrance and hour**

<u>Time</u>	<u>Quiznos</u>		<u>Cold Stone</u>		<u>Main Entrance</u>		<u>Ace Hardware</u>		<u>Bell</u>		<u>Total/ Percentage</u>	
9-10	19	36%	24	17%	31	20%	47	22%	22	36%	143	23%
10-11	15	28%	33	24%	46	30%	40	19%	14	23%	148	24%
11-12	7	13%	39	28%	34	22%	51	24%	15	25%	146	24%
12-1	7	13%	25	18%	29	19%	47	22%	7	11%	115	19%
1-2	5	9%	19	14%	14	9%	28	13%	3	5%	69	11%
Total	53		140		154		213		61		621	

*Comments: A great amount of shoppers are entering through the Ace Hardware side entrance. As to the other entrances they are not beating Ace Hardware on the amount of entrances but they seem to be doing well, with the exception that the entrance by Quiznos and Bell need some enhancing so customers will use those entry points.*

**II. Dot Survey Questions**

**Question 1: What would you most like added to the market?**

	<u>9:00-11:00</u>		<u>11:00-12:40</u>		<u>12:40-2:00</u>		<u>Total/ Percentage</u>	
More organic produce	57	38%	54	35%	15	29%	126	35%
More prepared food products	25	16%	26	17%	17	33%	68	19%
More arts/crafts	39	26%	35	22%	10	20%	84	23%
More activities for kids	21	14%	29	19%	9	18%	59	16%
Other	10	7%	12	8%	0	0%	22	6%
Total	152		156		51		359	

**Farmington Farmers & Artisans Market**  
**Rapid Market Assessment**  
**Saturday, October 6, 2007**

*Comments: Throughout the day a high percentage of customers who answered the question would like more organic produce to be added to the market (35%).*

**Question 2: Which of the following would be most important to you?**

	<u>9:00-11:00</u>		<u>11:00-12:40</u>		<u>12:40-2:00</u>		<u>Total/ Percentage</u>	
Different market hours	3	2%	7	4%	4	8%	14	4%
More parking	28	18%	35	22%	9	18%	72	19%
Additional market day	75	47%	50	31%	13	25%	138	37%
More special events	37	23%	55	34%	18	35%	110	30%
None of these	16	10%	15	9%	7	14%	38	10%
Total	159		162		51		372	

*Comments: 37% of the customers would like and think it is important that the market adds an additional day other than Saturday to operate. If this suggestion is acquired there is a chance that the market will profit more because there is a greater chance that people who couldn't attend on a Saturday will attend the market on new operating day. A possible choice could also be to open the market on Sunday too. The market hours are convenient for the people who are getting out of church, for example.*

**Question 3: How much have you / will you spend at the market today?**

	<u>9:00-11:00</u>		<u>11:00-12:40</u>		<u>12:40-2:00</u>		<u>Total/ Percentage</u>	
\$0	4	3%	4	3%	2	4%	10	3%
\$5	11	5%	14	9%	3	6%	28	8%
\$10	30	17%	29	18%	15	29%	74	20%
\$15	24	11%	25	16%	5	10%	54	15%
\$20	25	21%	38	24%	14	27%	77	21%
\$25	18	25%	19	12%	3	6%	40	11%
\$30	20	13%	10	6%	4	8%	34	9%
\$35	9	6%	3	2%	1	2%	13	4%
\$40	6	4%	7	4%	1	2%	14	4%
\$45	2	1%	3	2%	0	0%	5	1%
\$50 or more	11	7%	7	4%	3	6%	21	6%
Total	160		159		51		370	
Mean							\$20.38	
Median							\$20.00	
Mode							\$20.00	

*Comments: The mean or average expenditure that shoppers reported was \$20.38. The median was \$20, meaning that half the shoppers spent less than*

**Farmington Farmers & Artisans Market**  
**Rapid Market Assessment**  
**Saturday, October 6, 2007**

*\$20 and half spent more than \$20. More shoppers spent \$20 than any other single amount.*

**Question 4: How many adults are in your shopping party today at the market?**

	<u>9:00-11:00</u>		<u>11:00-12:40</u>		<u>12:40-2:00</u>		<u>Total/ Percentage</u>	
1	65	40%	56	35%	26	49%	147	39%
2	72	44%	82	52%	22	42%	176	47%
3	20	12%	15	9%	4	8%	39	10%
4	6	4%	5	3%	1	2%	12	3%
5	0	0%	0	0%	0	0%	0	0%
6+	0	0%	0	0%	0	0%	0	0%
Total	163		158		53		374	

*Comments: The majority of shopping parties consist of either one or two adults. The mean number of adults per shopping party is 1.8.*

**Question 5: Where did you hear about the market?**

	<u>9:00-11:00</u>		<u>11:00-12:40</u>		<u>12:40-2:00</u>		<u>Total/ Percentage</u>	
Newspaper	20	13%	8	5%	5	10%	33	9%
Web	2	17%	4	3%	1	2%	7	2%
Poster/postcard/sign	12	8%	17	11%	5	10%	34	9%
Word of mouth	45	29%	54	34%	23	47%	122	33%
Other	78	50%	76	48%	15	31%	169	46%
Total	157		159		49		365	

*Comments: It would be very interesting to know in what other manner the customers heard about the market (46%). Possibly finding out will help the market improve and extend the usage of that other way to attract more customers. The second highest in the form of how they hear about the market was word of mouth (33%).*

**Estimated Market Day Sales:**

A very conservative estimate of total market sales for the day is determined by dividing the total number of adult customers (3786) by the mean number of adults per shopping group (1.8) and multiplying by the mean customer expenditure (\$20.38). The estimated market day sales were \$42,866.

**Farmington Farmers & Artisans Market**  
**Rapid Market Assessment**  
**Saturday, October 6, 2007**

**III. Constructive Comments/Observations**

**Physical Site**

**What Team members appreciated about the physical site**

Access:

- ❖ Able to use parking lot at TJ Maxx and lot at market
- ❖ Lots of entrances and exits
- ❖ Ample parking, some is super close!
- ❖ Seems to be sufficient parking in nearby lots (2 hr parking), but lots of honking
- ❖ Many points of entry

Flow of people and traffic:

- ❖ Good flow in and out, but flow through market is difficult
- ❖ There are no “dead-ends” which is great
- ❖ No congestion
- ❖ Lots of people
- ❖ Not linear or all that easy to navigate, but it seems to be working for this market
- ❖ Traffic flow appeared to be comfortable but was also quite random.
- ❖ So many vendors that aisles are cramped. Many don’t know where to go.

Organization of market:

- ❖ Nice flow, encourages browsing
- ❖ Organic feel
- ❖ Very nice, apparently new central building; most of the craft people were placed there
- ❖ Wagons were very nice and utilized by many shoppers

Access to electricity:

- ❖ Access to electricity

Other:

- ❖ A couple of vendors have very large spaces. Apparently next year these large spaces are being reduced in favor of more vendors, more product diversity. I would support that.
- ❖ Paid market manager on site and accessible
- ❖ Port-o-johns available and restrooms onsite

# **Farmington Farmers & Artisans Market**

## **Rapid Market Assessment**

**Saturday, October 6, 2007**

### **Improvements and Questions**

#### Access:

- ❖ More parking
- ❖ Main entrance (by Big Apple Bagels), no one would be able to access the market here. Even folks with strollers are having to get around physical barrier with some difficulty
- ❖ Do customers know where the entrances are?
- ❖ Some customers did look confused as to where to enter and where they wanted to go

#### Liability Issues:

- ❖ Dogs, bicycles parked at entrance
- ❖ Bale of hay on sidewalk, vendor tripped over it and landed flat on his back
- ❖ Disability access
- ❖ Access to handicapped shoppers; wheelchairs, canes, amigos, etc.
- ❖ Curb and paved area seemed to be a place where people needed to use caution. Noted a number of shoppers who had difficulty managing this change in elevation (especially older shoppers)
- ❖ Dogs in the market. Some are even without leashes

#### Organization of Market:

- ❖ Flow isn't easy through the market
- ❖ One produce vendor set with arts vendor?
- ❖ Other color tents? Most are white with some blue
- ❖ Aisles and space for shoppers to move between areas within the market
- ❖ Could be improved. So many vendors and people that there were no clear aisles

#### Access to electricity, phone line:

- ❖ Phone?
- ❖ Seems like a market where debit and credit could be used
- ❖ Is there access to either?

#### Other:

- ❖ Unsure of market rules

## **Atmosphere**

### **What team members appreciate about the market atmosphere**

#### Market feel:

- ❖ "Homey"
- ❖ Friendly vendors; lots of neighbors meeting up
- ❖ It is nice to have tables for people to sit
- ❖ The space for the market is great; very welcoming, peaceful, nice green space

**Farmington Farmers & Artisans Market**  
**Rapid Market Assessment**  
**Saturday, October 6, 2007**

- ❖ Some folks were socializing
- ❖ Great autumn theme
- ❖ Nicely decorated for autumn
- ❖ Surprisingly nice for being in the middle of a parking lot
- ❖ Busy, upbeat, family market
- ❖ Nice feel; great display of rich colors everywhere
- ❖ Very comfortable, relaxed feel at the market
- ❖ People are very casual and are taking their time
- ❖ Very busy!

**Shopper Demographics:**

- ❖ Great age range
- ❖ Very typical of downtown Farmington demographics
- ❖ Glad dogs are welcome
- ❖ Nice mix of families with kids, older couples, young singles and couples
- ❖ Good mix of all ages; lots of kids
- ❖ Market is definitely drawing families
- ❖ Heard several languages spoken
- ❖ Mostly white
- ❖ White, middle-upper middle class (most vendors are of the same race)

**Interactions, Conversations:**

- ❖ Neighbors meeting up
- ❖ Most people were friendly
- ❖ Lots of social interaction
- ❖ Lots of places to sit down
- ❖ Lots of benches and picnic tables that allow for conversation and interaction
- ❖ Several people commented on how they enjoy the market

**Educational or Entertainment Activities:**

- ❖ Photography talk was at a good time; before it got too hot
- ❖ Scarecrow display
- ❖ Photography class
- ❖ Music
- ❖ Seems like a nice schedule of art and events for the rest of the season
- ❖ Great!
- ❖ Scarecrow contest, dress up as a scarecrow, clown and face painting, photography class, cooking demo, music
- ❖ Market music was well done today; adds to market
- ❖ I did see several nice activities as the day went on; Well done!

**Other:**

- ❖ Management of the market; the market appears to be actively managed. He made adjustments as needed or requested to support the customers and the farmers. Well done!

# **Farmington Farmers & Artisans Market**

## **Rapid Market Assessment**

### **Saturday, October 6, 2007**

- ❖ Located downtown, so people doing their shopping come here
- ❖ Located near popular restaurants

#### **Improvements and Questions**

##### Market feel:

- ❖ How welcoming is it to people of lower social economic status?
- ❖ More people
- ❖ Physical layout seems quite random (just an observation that is not a problem if it works)

##### Shopper Demographics:

- ❖ More people; I wonder if Sunday would be better?
- ❖ Not very diverse in terms of ethnicity/race of shoppers, but may be reflective of community

##### Interactions, Conversations:

- ❖ Smoker was annoying to some customers
- ❖ 2-3 people commented on how they really wanted the market to stay open during the Founder's Day Festival, when they apparently close

##### Educational/Entertainment Activities:

- ❖ Could have been louder; noise level from market a small problem
- ❖ Couple of requests for background music (before the music began playing)
- ❖ Music; very quiet in the early morning, but did show up eventually!
- ❖ Could use a recycling program; educated clientele would appreciate it and participate

##### Other:

- ❖ Different spot for Bearclaw, so not everyone is drinking Starbucks
- ❖ Some farmers interested in having their voices heard and represented on the board
- ❖ I was given one request; that there be more cooking demonstrations (there was one later in the market with Oakland C.C., though it seemed to start later than scheduled)

## **Vendors and Products**

#### **What team members appreciate about vendors and products**

##### Product Mix:

- ❖ Good mix of vendors/variety of products
- ❖ Great mix of products (produce)
- ❖ Nice quality of crafts
- ❖ Nice mix of produce, prepared, value added with art
- ❖ Very good product selection

**Farmington Farmers & Artisans Market**  
**Rapid Market Assessment**  
**Saturday, October 6, 2007**

- ❖ Great variety (baked goods, plants, artisan, herbs, veggies, fruit)

**Product Quality:**

- ❖ Nice
- ❖ Looks great (9-10 a.m.)
- ❖ Produce-A+
- ❖ High quality produce and farm products
- ❖ Most of the product seemed to be of good to very good quality, especially this late in the season
- ❖ Seems to be good

**Signage:**

- ❖ Value added-B
- ❖ I like the logs
- ❖ Beautiful signage, plentiful
- ❖ Price signage was almost always available, well-displayed
- ❖ Price tags are all clearly marked

**Display:**

- ❖ Produce is organized
- ❖ Most displays were very well done
- ❖ Nice job by most vendors
- ❖ Many vendors do a nice job with height, baskets, nice signs

**Customer Service:**

- ❖ Vendors seem nice and let you browse
- ❖ Tree access to carts is great
- ❖ Seems to be a good mix between the number of vendors and the number of shoppers (good balance)
- ❖ Very friendly market
- ❖ Vendors and farmers were very busy with their customers
- ❖ Saw many vendors help customers to their car with produce

**Food Safety:**

- ❖ I did not notice any concerns in the area of food safety

**Other:**

- ❖ ATM is close by, good!

**Improvements and Questions**

**Product Mix:**

- ❖ Clientele seem to want more arts and crafts
- ❖ More ready-to-eat items rather than just baked goods

**Farmington Farmers & Artisans Market**  
**Rapid Market Assessment**  
**Saturday, October 6, 2007**

**Product Quality:**

- ❖ Prepared food-C, but there are tons of restaurants in the surrounding mall

**Signage:**

- ❖ Many vendors without signs
- ❖ A lot of vendors don't have signs as to where they are from
- ❖ Sign at info booth is too small
- ❖ Farm location or where produce was grown was seldom seen
- ❖ Any organic signage?

**Display:**

- ❖ Might work with vendors on pricing signage

**Customer Service:**

- ❖ Market staff person is not always easy to find
- ❖ Vendors by themselves seemed to have a hard time keeping up (they were quite busy, that's good)

**Food Safety:**

- ❖ Concern with cheesecake sitting out without refrigeration all day
- ❖ Dogs sniffing and nibbling produce on the ground
- ❖ Lots of food sitting out all day; not being cooled or covered during peak sun