



Fremont Farmers Market Rapid Market Assessment

August 30, 2007

**Patricia Alameda
Kathryn Cummings
Thomas Dudek**

**Laura Kassenbrock
Kathryn Koch
Susan Smalley**



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

**Fremont Farmers Market
Rapid Market Assessment
Thursday, August 30, 2007**

Market Hours: June 26 - October 13
Thursday 4-7 pm
Saturday 7:30 am - 12:30 pm

Location: One block north of Main Street
between Division and Merchant Avenues

Websites: [n/a](#)

Market Staff: Kay Cummings, Michele Ribant

Market Day Comments: 75°, sunny, perfect weather
Evening of local school football game

Age of Market: Open since 1990

Fees: \$5 per day

Vendors: 19

Market Sales Estimate: \$1,959

Market Attendance Estimate: 336

RMA Team: Kathryn Cummings, Thomas Dudek,
Kathryn Koch, Susan Smalley

Introduction:

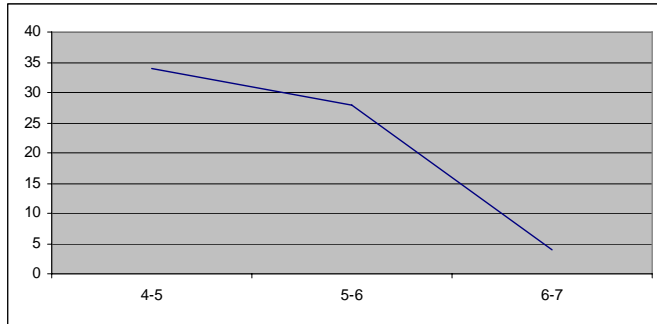
The Fremont Farmers Market moved in 2007 to the Fremont Market Place Pavilion, a multi-use pavilion. A partnership the City of Fremont, Fremont Area Chamber of Commerce and Newaygo County MSU Extension sponsors the market. Their goal is to create a community where people want to shop, eat and visit.

Fremont Farmers Market Rapid Market Assessment Thursday, August 30, 2007

Estimated Attendance: 336 Adults

1st Hour (4-5) count = 34
 2nd Hour (5-6) count = 28
 3rd Hour (6-7) count = 4
 Total count = 56

Estimated of total market customers = 336



Comments: Team members counted the adults who entered the market for ten minutes of each hour. The number of customers was multiplied by six to estimate total market attendance. Over half the customers shopped during the first hour the market was open and there were very few customers during the last hour.

This may have resulted in part from the resumption of school sports for the fall and the market competing with a football game. If this attendance pattern is typical, market organizers may wish to consider adjusting the Thursday market to a better time.

Attendance by entrance and hour

Time	North		South		Total	
4-5	21	66%	13	38%	34	55%
5-6	9	28%	19	56%	28	45%
6-7	2	6%	2	6%	4	6%
Total	32		34		62	

Comments: Customers entered the market about equally from entrances on both sides of the pavilion.

**Fremont Farmers Market
Rapid Market Assessment
Thursday, August 30, 2007**

I. Dot Survey Questions

Question 1: What is your PRIMARY reason for coming downtown this afternoon?

	<u>Number/Percentage</u>	
Farmers Market	57	68%
Eat downtown	4	5%
Shop downtown	3	4%
Go to/from my job	10	12%
Other	10	12%
Total	84	

Comments: About two thirds of the customers surveyed had come downtown primarily to shop at the market. This indicated that the market is an attraction for the City of Fremont and other businesses operating there. There may be a potential for the market to develop co-promotions with downtown businesses.

Question 2: What one change in this market would most likely cause you to shop more here?

	<u>Number/Percentage</u>	
Change day of week	5	6%
Change market time	0	0%
Additional product variety	30	37%
Extend market season	25	30%
None of these	22	27%
Total	82	100%

Comments: Two changes in the market that appear most likely to generate additional business from current shoppers would be to offer a wider variety of products and to extend the market season. It is not surprising that changes in market day or time elicited lower responses. Many people who may prefer a different day or time may be unable to shop at the market during its current day and time, so are not reached by surveys conducted at the market.

**Fremont Farmers Market
Rapid Market Assessment
Thursday, August 30, 2007**

Question 3: How much have you / will you spend today at the Farmers' Market?

	<u>Number/Percentage</u>	
\$0	4	3%
\$5	20	5%
\$10	30	17%
\$15	16	11%
\$20	8	21%
\$25	4	25%
\$30	1	1%
\$35	0	0%
\$40	0	0%
\$45	0	0%
\$50 or more	0	0%
Total	83	
Mean	\$11.08	
Median	\$10	
Mode	\$10	

Comments: The mean or average expenditure that shoppers reported was \$11.08. 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.

Question 4: How many adults are you shopping for today:

	<u>Number/Percentage</u>	
1	34	40%
2	36	43%
3	5	6%
4	6	7%
5	0	0%
6+	3	4%
Total	84	
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. Over 80% of customers were shopping for one or two people. Vendors may wish to package appropriately and consider how to best serve this customer segment.

**Fremont Farmers Market
Rapid Market Assessment
Thursday, August 30, 2007**

Question 5: Where do you live?

	<u>4:00-7:00</u>
Fremont 49412,49413	60 72%
Holton 49425	2 2%
Grant 49327	2 2%
Newaygo 49337	4 5%
White Cloud 49349	3 4%
Hesperia 49241	2 2%
Town Lake 49457	1 1%
Bailey 49303	0 0%
Other	9 11%
Total	83

Comments: The market, at least on this day, clearly serves local people, with nearly three quarters of the customers surveyed living in Fremont. Is there potential to promote the market through area lake associations?

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 (336) by the mean number of people customers were shopping for (1.9) and multiplying by the mean customer expenditure (\$11.08). This method very conservatively estimates total market sales for the day at \$1,959.

II. Constructive Comments/Observations

Physical Site

What Team members appreciated about the physical site

Access:

- ❖ Nearby parking
- ❖ Convenient to downtown
- ❖ Multiple points of entry
- ❖ Handicap access
- ❖ Close parking
- ❖ Fantastic pavilion-glass panels let in lots of light; very attractive

Flow of people and traffic:

- ❖ Great!
- ❖ Several people with wheelchairs were able to shop

**Fremont Farmers Market
Rapid Market Assessment
Thursday, August 30, 2007**

Liability Issues:

- ❖ One senior commented that railings were needed on stairways

Organization of market:

- ❖ Stalls on both sides
- ❖ Room for center row of stalls
- ❖ Logical arrangement
- ❖ Convenient rest rooms and storage

Access to electricity:

- ❖ Electricity, lights in pavilion
- ❖ Restrooms at market

Improvements and Questions

Access:

- ❖ No back-ups at any vendor

Flow of people and traffic:

- ❖ No back up at any vendor

Other:

- ❖ Some products end up in the sun as it gets lower-need protection

Atmosphere

What team members appreciate about the market atmosphere

Market feel:

- ❖ Good light
- ❖ Friendly, not too busy
- ❖ Relaxed

Shopper Demographics:

- ❖ Older, retired, white, middle income, few minorities
- ❖ Some people in work, office clothes
- ❖ Caucasian, mixed ages

Interactions, Conversations:

- ❖ People are having questions answered
- ❖ Lots of people meet and greet
- ❖ Friendly vendors

**Fremont Farmers Market
Rapid Market Assessment
Thursday, August 30, 2007**

Educational or Entertainment Activities:

- ❖ No special activities noticed

Other:

- ❖ Community people interacting with neighbors and friends
- ❖ Mayor was at market, meeting and greeting

Improvements and Questions

Market feel:

- ❖ Vendor signs were varied. Some were very clear and attractive; others were much less effective.

Shopper Demographics:

- ❖ What market features might draw families, young adults? Is there potential for links with JayCees or other organization with a younger membership?

Educational/Entertainment Activities:

- ❖ Increase opportunities for music, chefs, special events, face painting
- ❖ Market would be a good venue for music, even recorded

Vendors and Products

What team members appreciate about vendors and products

Product Mix:

- ❖ Nice mix of products for a small market
- ❖ Good mix for number of vendors
- ❖ Includes produce, cut flowers, landscape plants, bakery, honey, syrup

Product Quality:

- ❖ Generally good quality

Signs:

- ❖ Diamond View farm, Fremont Marketplace banners were especially nice
- ❖ Variable price signs for vendors

Display:

- ❖ Pre-packaged
- ❖ Some nice use of baskets to display produce
- ❖ Some table cloths added color

Customer Service:

- ❖ Friendly, helpful vendors

**Fremont Farmers Market
Rapid Market Assessment
Thursday, August 30, 2007**

Other:

- ❖ Vendor meeting might be most convenient for vendors if held immediately following the market (comment from one vendor)

Improvements and Questions

Product Mix:

- ❖ Can you add meat, poultry, cheese, jams or jellies, ready-to-eat? These and similar products would add the variety desired by some shoppers
- ❖ Might there be customers interested in organic or ecologically produced items?

Product Quality:

- ❖ Need to keep produce out of the sun
- ❖ Non-local foods should be labeled as to origin to highlight local products
- ❖ Noticed green beans in sealed bag with visible moisture

Signs:

- ❖ Vendors are not using eyelets in rafters to hang signs
- ❖ Need more info about products on signs
- ❖ Some vendor signs are hard to read
- ❖ Clearer identification of farms and farmers

Display:

- ❖ Most vendors are not using vertical space effectively to attract customers, display products
- ❖ No one is showing items on a tilted display; that allows customers to better see products

Customer Service:

- ❖ One shopper asked about availability of market baskets
- ❖ Some vendors wait for customers to ask questions. Few vendors initiate conversation, need some education in this area

Food Safety:

- ❖ Trash cans too near market stalls
- ❖ Consider sampling. Might there be a licensed kitchen near the market where vendors could prepare samples?