



**Frankenmuth Farmers Market  
Rapid Market Assessment**

**August 2, 2008**

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



**Frankenmuth Farmers Market  
Rapid Market Assessment  
Saturday, August 2, 2008**

**Market Hours:** May 17-October 18, Saturday 8am-2pm;  
November 28, Friday 10am-8pm; November  
29, Saturday 10am-7pm; November 30,  
Sunday 10am-5pm  
Earth Day (April)

**Location:** Downtown Frankenmuth near Cass and Main  
Streets

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

**Market Staff:** Laurajeanne Kehn, Market Mistress; Dietrich  
Bonner, Market President

**Market Day Comments:** Beautiful sunny day, cloudy mid-day, mid-  
70's

**Age of Market:** Established in 2005

**Fees:** \$10/day/season; \$15/four days; \$20/daily

**Vendors:** 21 on the day of this assessment

**Market Sales Estimate:** \$20,359

**Market Attendance Estimate:** 2,286

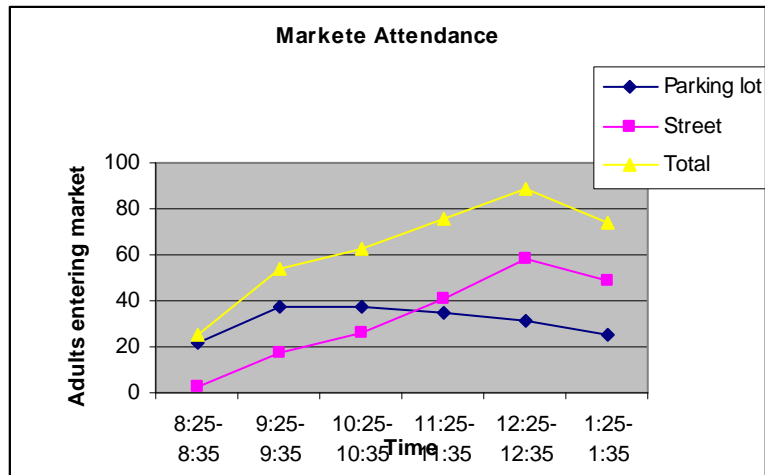
**RMA Team:** Patricia Alameda, MSU; Joanne & Willie  
Manning, Jan Rise, MSU Extension, Bay  
County & Bay City Farmers Market; Susan  
Smalley, MSU; Allie Starrs, Fenton Farmers  
Market

**Introduction:** Frankenmuth Farmers Market is located in the corner of Main Street and Cass Street, across from the Chamber Platz, with accessible parking space behind the market. The Market offers fresh Michigan grown produce, free live music, children's activities, a community partners booth and artist booths every Saturday.

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## I. Total Attendance: 2,286

1 <sup>st</sup> hour (8-9) count =	25
2 <sup>nd</sup> hour (9-10) count =	54
3 <sup>rd</sup> hour (10-11) count =	63
4 <sup>th</sup> hour (11-12) count =	76
5 <sup>th</sup> hour (12-1) count =	89
6 <sup>th</sup> hour (1-2) count =	74
Total Count =	381
Estimation of Total Market Customers =	2,286



*Comments: Team members counted the number 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. The first hour was the slowest, with market arrivals increasing each hour until 1:00 PM, with a slight drop during the market's final hour. The market location, between Frankenmuth's main street and a large parking lot, raises a question about whether some people who were counted as market customers may have been just passing through, walking to or from their parked car.*

## Attendance by Entrance and Hour

<u>Time</u>	<u>Parking lot</u>		<u>Main Street</u>		<u>Total / Percentage</u>	
8:25-8:35	22	12%	3	2%	25	7%
9:25-9:35	37	20%	17	9%	54	14%
10:25-10:35	37	20%	26	13%	63	17%
11:25-11:35	35	19%	41	21%	76	20%
12:25-12:35	31	17%	58	30%	89	23%
1:25-1:35	25	13%	49	25%	74	19%
Total	187	49%	194	51%	381	

*Comments: Even though the parking lot entrance had a high number of customers in the morning, the main street entry had more incoming customers after 11am. This is reasonable due to the fact that the street maintains a high flow of visitors in the afternoon. .*

## II. Dot Survey Questions

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### Question 1: How important is it to you that food / produce sold at the market be locally grown?

	<u>8:00-10:00 am</u>		<u>10:00am-12:00 pm</u>		<u>12:00-2:00 pm</u>		<u>Total</u>	
I prefer that ONLY food/produce grown within about 100 miles of here is sold	45	49%	30	38%	28	62%	103	47%
I prefer that food/produce grown locally within 100 miles be sold supplemented with clearly labeled Michigan produce.	31	34%	30	38%	4	9%	65	30%
I prefer that only food/produce grown in Michigan be sold	11	12%	18	23%	7	16%	36	17%
It is OK to sell food/produce grown outside Michigan if it is clearly labeled	3	3%	1	1%	1	2%	5	2%
I don't have a preference	2	2%	1	1%	5	11%	8	4%
Total	92	42%	80	37%	45	21%	217	

*Comments: Market customers surveyed indicated a strong preference to limit food sold at the market to local food. Nearly half (47%) prefer that the market include ONLY food grown within 100 miles. About the same number are willing to include products grown elsewhere in Michigan, at least to supplement more local items and if clearly labeled.*

### Question 2: Where do you live?

	<u>8:00-10:00 am</u>		<u>10:00 am-12:00 pm</u>		<u>12:00-2:00 pm</u>		<u>Total</u>	
Frankenmuth	62	66%	45	60%	23	48%	130	60%
Bridgeport	4	4%	2	3%	1	2%	7	3%
Birch Run	7	7%	7	9%	2	4%	16	7%
Somewhere else in Saginaw County	3	3%	1	1%	1	2%	5	2%
Tuscola	2	2%	4	5%	5	10%	11	5%
Bay	1	1%	0	0%	1	2%	2	1%
Genesee	2	2%	1	1%	5	10%	8	4%
Outside this area	13	14%	15	20%	10	21%	38	18%
Total	94	43%	75	35%	48	22%	217	

*Comments: The market clearly serves local people, with 60% of those surveyed coming from Frankenmuth. Just over one-fifth (22%) customers surveyed came from several nearby communities.*

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Nearly one-fifth (18%) live outside the area, possibly stopping at the market while in town visiting other Frankenmuth attractions. The market may want to explore possibilities of cross-promoting the market with other local visitor attractions.

### Question 3: How many adults are in your shopping party today?

	<u>8:00-10:00 am</u>		<u>10:00am -12:00 pm</u>		<u>12:00-2:00 pm</u>		<u>Total</u>	
1	44	46%	34	44%	20	43%	98	45%
2	43	45%	38	49%	22	47%	103	47%
3	3	3%	3	4%	1	2%	7	3%
4	4	4%	2	3%	3	6%	9	4%
5	0	0%	0	0%	0	0%	0	0%
6+	2	2%	0	0%	1	2%	3	1%
Total	96	44%	77	35%	47	21%	220	
Mean	1.7							
Median	2							
Mode	2							

*Comments: The mean or average number of adults in each shopping party was 1.7, with the median and mode both 2.*

### Question 4: How much money do you plan to spend at Frankenmuth business OUTSIDE the market during your market trip today?

	<u>8:00-10:00 am</u>		<u>10:00am -12:00 pm</u>		<u>12:00-2:00 pm</u>		<u>Total</u>	<u>Money Spent</u>	<u>Percentage</u>
\$0	24	26%	23	31%	13	28%	60	\$ -	28%
\$10	22	24%	15	20%	6	13%	43	\$ 430.00	20%
\$20	10	11%	13	17%	11	23%	34	\$ 680.00	16%
\$30	10	11%	2	3%	8	17%	20	\$ 600.00	9%
\$40	5	5%	7	9%	1	2%	13	\$ 520.00	6%
\$50	9	10%	9	12%	4	9%	22	\$ 1,100.00	10%
\$60	1	1%	1	1%	1	2%	3	\$ 180.00	1%
\$70	0	0%	0	0%	1	2%	1	\$ 70.00	0%
\$80	2	2%	3	4%	0	0%	5	\$ 400.00	2%
\$90	0	0%	0	0%	0	0%	0	\$ -	0%
\$100	9	10%	2	3%	2	4%	13	\$ 1,300.00	6%
Total	92	43%	75	35%	47	22%	214	\$ 5,280.00	
Mean	\$24.67								
Median	\$20								
Mode	\$0								

*Comments: Surveyed customers indicated plans to spend from 0 to over \$100 at Frankenmuth businesses OUTSIDE the market during their market trip. The mean or average amount was \$24.67, the median amount was \$20, and the mode was 0. A conservative estimate of money spent in Frankenmuth OUTSIDE the market sales on the assessment day is developed by dividing the estimated total number of adult customers (2,286) by the mean number of adults*

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*per shopping group (1.7) and multiplying by the mean OUTSIDE the market customer expenditure (\$24.67). This method conservatively estimates that market customers spent \$33,173 outside the market on the day of the assessment in addition to their market expenditures.*

**Question 5: How much did/does your shopping party plan to spend today at the market?**

	<u>8:00-10:00 am</u>		<u>10:00-12:00 pm</u>		<u>12:00-2:00 pm</u>		<u>Total</u>	<u>Money Spent</u>	<u>Percentage</u>
\$0	3	3%	1	1%	0	0%	4	\$ -	2%
\$5	21	22%	19	27%	12	29%	52	\$ 260.00	25%
\$10	17	18%	20	29%	10	24%	47	\$ 470.00	23%
\$15	15	15%	7	10%	8	20%	30	\$ 450.00	14%
\$20	22	23%	10	14%	7	17%	39	\$ 780.00	19%
\$25	7	7%	7	10%	2	5%	16	\$ 400.00	8%
\$30	2	2%	4	6%	0	0%	6	\$ 180.00	3%
\$35	2	2%	0	0%	2	5%	4	\$ 140.00	2%
\$40	3	3%	0	0%	0	0%	3	\$ 120.00	1%
\$45	0	0%	0	0%	0	0%	0	\$ -	0%
\$50	1	1%	1	1%	0	0%	2	\$ 100.00	1%
\$50 or more	4	4%	1	1%	0	0%	5	\$ 250.00	2%
Total	97	47%	70	34%	41	20%	208	\$ 3,150.00	
Mean	\$15.14								
Median	\$15								
Mode	\$5								

*Comments: Customers surveyed indicated that they had spent or planned to spend a range of 0 to over \$50 per shopping group at the market on the day of the assessment. The average or mean amount was \$15.14, with a median of \$15 and a mode of \$5.*

**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 (2,286) by the mean number of adults per shopping group (1.7) and multiplying by the mean customer expenditure (\$15.14). This method very conservatively estimates total market sales for the day at \$20,359.

**III. Comments / Suggestion directly from Customers**

- I think dogs should not be allowed- at least only allow small, less than 20 lbs.

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- Have an organic food / snack stand! This is a great market!

## III. Constructive Comments / Observations

### Market Atmosphere

#### What team members feel is working well

##### Market “feel”

- Mini festival feel
- Meeting place for community, “ Social place to converse and greet neighbors after a long winter,” according to one customer
- Market is very welcoming to people traveling by
- Music is great
- Therapy dogs are great

##### Shopper Demographics

- Predominantly middle age adults
- Older shoppers in the morning, age group 50 and up; young shoppers in the afternoon
- Many shoppers appeared to be upper income
- Mostly white shoppers
- Very few young shoppers

##### Interactions, conversations

- Customers are very friendly and everyone seemed to know each other
- “Naturally grown is a lot better than organic” according to one customer
- Most vendors eager to answer questions and explain their product
- Market staff very friendly easy to talk to
- “This is the place where you go find out what is happening—who is getting married, etc”
- Staff is very helpful and interact with shoppers very well



##### Educational or Entertainment Activities

- 4-H was evident
- Frankenmuth newsletter distribution works; a lady knew about the RMA from the newsletter
- Children get to paint their own rocks
- Mid-Michigan Therapy Dog Program visiting market
- Handouts available at Market Mistress Booth, self serve
- Musical entertainment is a good background to the market

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## Other

- Transportation service for the retired (elderly)
- Visitors all the way from France
- “Community Partners” booth very good
- Market club provided opportunity to showcase their interests

## What could be improved upon

### Shopper Demographics

- Very few young shoppers

### Educational or Entertainment Activities

- Music was perhaps a bit loud

## Physical Characteristics

## What team members feel is working well

### Market Access

- Very accessible. With the parking lot in the back, shoppers didn't have to cross the street
- Two walking lanes
- Great entries to the market and parking
- Parking lot convenient- noticed many customers using canes
- Excellent access from parking area

### Flow of People and Traffic

- Very spacious for strollers and disabled shoppers
- Great location
- Able to walk up one aisle and down the other
- Shoppers able to shop up one side/ down the other or hit vendors of interest
- Set up encourages traffic flow to see entire market

### Liability Issues

- Bench covering the speed bump
- Good handling of traffic bump- with humor and visibility

### Organization of Market

- Stalls placed along the walls of the alley gives shoppers access to parking lot and to the Main St. of Frankenmuth
- Easy access
- Bench was well located
- Well organized-conducive to strolling stall-to-stall



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- Setup makes you want to keep moving down the stall, not seeing entire market at a glance makes you move through it

#### Access to Electricity and Phone Line

- Buildings surround market that can potentially allow electricity access

#### Other

- Friendly staff willing to interact with shoppers
- Newsletter and tabloid that the market staff puts together
- Market mistress highly visible- also board members, volunteers
- Visible, attractive trash cans

### What could be improved upon

#### Market Access

- More handicap parking; many older people parked close to the entrance because handicap spots were all taken
- Refuse cans by entry ways
- The market was hard to locate, even some who are familiar with Frankenmuth could not find it. It will be challenging to make the market more visible because of all the other colorful and interesting things in the streets of Frankenmuth and because of the market's location with limited visibility of the space from the street. Consider ways to make simple maps available to potential customers.
- In need of better signs to easily spot and locate the market
- Farmer Market signs located a lot Main St. are not visible for drivers to capture it

#### Liability Issues

- Dogs in the market could pose liability issues
- Bikers traveling through the market

#### Organization of Market

- If possible spread the farmers and artists apart

#### Access to Electricity and Telephone Line

- None sighted
- Electricity might allow meat/ poultry/ cheese/ eggs



### Vendors and Products

#### What team members feel is working well

##### Product Mix

- Quite a variety; beans, carrots, pickles, zucchini, onions and more
- Corn was very popular that day, great sell

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- Mix of farmers, artists and soaps; add something different
- Good variety
- Nice mix of products
- Good vegetable variety; some nice fruit, flowers, bakery, value-added

### Product Quality

- Products all looked very fresh
- Growers only so customers know everything is fresh
- All appeared to be excellent
- Looks good overall

### Signage

- Vendor signs looks good
- Vendors had sign that said either homegrown or naturally grown produce
- Some vendors have great signs; others are not well identified
- Booths with signs received more attention from customers
- Large signs identifying each farm/vendor



### Display

- Pretty organized
- Produce in small buckets
- Booths are all displayed very nice with produce
- Nice table cloths
- Displays with plenty of items
- Very appealing- makes you want to investigate further
- Colorful table cloths

### Customer Service

- Vendors seem very eager and patient with attending their customers
- Great market staff, very involved
- Everyone was nice and friendly informing
- All the vendors were eager to help and talked to customers, answered question
- Most vendors had adequate staff to assist shoppers (important)
- Wagon available to help transport products

### Food Safety

- Baked goods were in plastic bags
- Appeared rules are followed

### Other

- Large bags (recycling bag were available to use)
- Dogs on leashes and not leaving produce on the floor is good
- Vendors friendly, talking to customers explaining their "wares"

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- Taking time to answer questions

**What could be improved upon**

Product Mix

- Something to get children involved so more families could attend, example face painting
- You can always diversify but size of market would be limiting
- Mixing up vendors locations- crafter/farmers keeps it interesting

Product Quality

- Some bruised products however shoppers didn't seem to mind
- Some produce was not washed, for example the onions

Signage

- Prices could be more visible, lifted up a bit could help
- Some vendors do not have signs at their booth; by the road entrance a sign with farmers market today would be great for people traveling through the town
- More signs on tents
- Prices listed
- Signs hard to read
- Some vendors had no signs
- Frankenmuth had so much color, signs, flowers that the market is hard to find, even with signs

Display

- Stacking displays
- Plant display need some work

Customer Service

- Great market staff, very involved
- One vendor knew little about the certification noted on booth signs- could not explaining what is meant

Other

- Instead of too many plastic bags, maybe encourage and promote the use of fabric bags that can be reused many times and are sturdy