



MOSCOW FARMERS' MARKET RAPID MARKET ASSESSMENT REPORT SUMMER 2018



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University of Idaho
Extension

MOSCOW FARMERS MARKET RAPID MARKET ASSESSMENT SUMMARY SUMMER 2018

Market Name: **Moscow Farmers Market**
Assessment Dates: **July 28th**, **August 11th**, and **September 8th**
Market Hours: Saturdays, 8:00 am to 1:00 pm
Location: Main Street, between 3rd and 6th, including Friendship Square and 5th Street between alley and Main Street
Market Manger: Amanda Argona, City of Moscow
Market Staff: Paid, full-time, Community Events Coordinator (FM Manager); full-time AmeriCorps Volunteer; part-time sound technician, all City of Moscow employees
Fees: Tiered fee structure based on number of market days attending. Base booth fees range from \$15-\$30 per market. Annual registration fee is mandatory. Other daily fees may apply.
Estimated Market Sales: **July 28th** \$117,829 to \$147,323
September 8th \$104,940 to \$131,174
Estimated Market Attendance: **July 28th** Adults: 10,1082
August 11th Adults: 10,387, Children: 1748
September 8th Adults: 10,248, Children: 1245
RMA Team Leaders: Colette DePhelps, Area Extension Educator, Community Food Systems, University of Idaho (U of I) Moscow
Jenny Ford, Director, Moscow Chamber of Commerce, Moscow
Steven Peterson, U of I College of Business and Economics, Moscow
RMA Volunteers: Michelle Blankas, Whitman Community Action Center, Pullman
Kathryn Bonzo, Moscow City Council Member, Moscow
Erin Carroll, Moscow Farmers Market Commission, Moscow
Forest DePhelps, Moscow
Raven DePhelps, Moscow
Jamie Hill, Moscow Farmers Market Commission, Moscow
Haifeng (Felix) Liao, U of I College of Science (Geography), Moscow
Iris Mayes, U of I Extension Latah County
Kerry Morsek, Moscow Farmers Market Commission, Moscow
Joann Muneta, Moscow Farmers Market Commission, Moscow
Soren Newman, U of I Office of Grant and Project Development, Moscow
David Pierce, Moscow Farmers Market Commission, Moscow
Jason (Ty) Thompson, City of Moscow, Moscow
Cinda Williams, former Moscow Farmers Market Commission, Troy

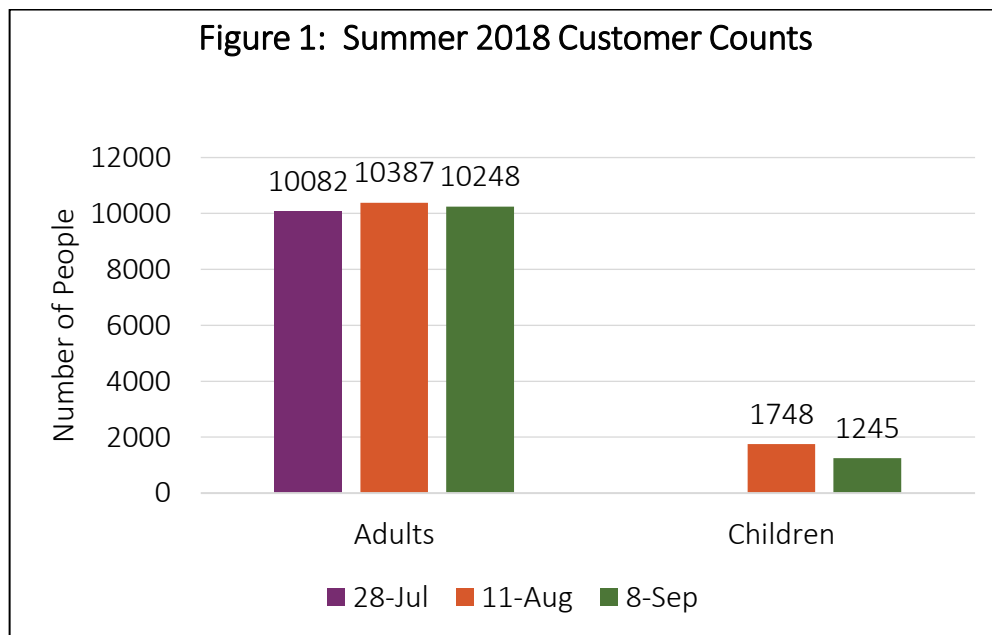
RMA Report Author: Colette DePhelps, cdephelps@uidaho.edu, 208-885-4003

Introduction: During the summer of 2018, a team of community members, led by University of Idaho Extension, performed a Rapid Market Assessment (RMA) of the Moscow Farmers Market. The assessment data was collected on three market days, July 28th, August 11th, and September 8th. The July 28th assessment had three components: 1) adult customer count, 2) four-question dot survey, and 3) constructive comments and observations by the RMA Team. On August 11th, only adult and child customer counts were undertaken. The September 8th assessment had two components: 1) adult and child customer counts, and 2) four-question dot survey.

This report contains the 2018 RMA customer count and dot survey findings. For ease of comparison, figures and tables are color coded by date: July 28th purple; August 11th orange; September 8th green. The report appendix includes a summary of the RMA Team’s July 28th constructive comments and observations.

PART 1: ADULT CUSTOMER COUNT

Market customer counts are estimates. They are derived by counting the number of adult shoppers in the Market at opening plus hourly customer. To obtain hourly estimates, volunteers are stationed at each market entrance for 10 minutes (25-35 minutes after each hour the market is open). Using clickers, volunteers count the number of adults entering the Market in that ten-minute period. The ten-minute counts are then multiplied by six (10 minutes x 6 = 60 minutes) to obtain an estimate of adult customers entering the Market during that hour.



Adult customer counts were estimated on three different dates during the summer of 2018: July 28th, August 11th and September 8th (Figure 1). These dates were chosen as

they did not correspond with other large-scale community events that might attract an unusual number of market shoppers. On each of the three Saturdays, the estimated adult customers attending the market exceeded 10,000 (Tables 1, 2 and 3). The number of children attending market was estimated to be 1748 on August 11th and 1245 on September 8th.

Table 1: July 28th Estimated Total Customers (Adults only):		
10,082		
Time	Count	Percentage
8:00 am – at opening	314	3%
8:00 am to 9:00 am	1626	16%
9:00 am to 10:00 am	2004	20%
10:00 am to 11:00 am	2646	26%
11:00 am to 12:00 pm	2094	21%
12:00 pm to 1:00 pm	1398	14%

Table 3: Aug. 11th Estimated Total Customers (Adults only):		
10,387		
Time	Count	Percentage
8:00 am – at opening	121	1%
8:00 am to 9:00 am	1512	15%
9:00 am to 10:00 am	2046	20%
10:00 am to 11:00 am	2670	26%
11:00 am to 12:00 pm	2634	25%
12:00 pm to 1:00 pm	1404	14%

Table 3: Sept. 8th Estimated Total Customers (Adults only):		
10,248		
Time	Count	Percentage
8:00 am – at opening	96	1%
8:00 am to 9:00 am	1290	13%
9:00 am to 10:00 am	1866	18%
10:00 am to 11:00 am	2430	24%
11:00 am to 12:00 pm	3174	31%
12:00 pm to 1:00 pm	1392	14%

As shown in Tables 1, 2, and 3, customer counts varied little between July, August, and September. For all three dates, between 32% to 39% of customers attended the first half of the market (8 am to 10 pm) and between 61% to 65% of customers attended the second half of the market (10 am to 1 pm). The peak time periods for Market customers

appears to be between 9 am to 12 pm. The peak hour for customers was from 10 am to 11 am in July and August and from 11 am to 12pm in September.

The majority of market shoppers enter through 3rd and 6th streets (Tables 4, 5 and 6). The second busiest entrances are 4th street from the Jackson Street parking lot, near the Friendship Square playground, and 5th street entrance near the Moscow Food Co-op.

Table 4: July 28 th Number of Customers Using Market Entrances	
Entrance	Percent of Shoppers
3 rd Street	27%
4 th Street (playground)	25%
4 th Street (fountain)	5%
5 th Street (Co-op)	17%
6 th Street	26%

Table 5: Aug. 11 th Number of Customers Using Market Entrances	
Entrance	Percent of Shoppers
3 rd Street	25%
4 th Street (playground)	14%
4 th Street (fountain)	4%
5 th Street (Co-op)	21%
6 th Street	36%

Table 6: Sept. 8 th Number of Customers Using Market Entrances	
Entrance	Percent of Shoppers
3 rd Street	30%
4 th Street (playground)	16%
4 th Street (fountain)	5%
5 th Street (Co-op)	13%
6 th Street	36%

PART 2: DOT SURVEY

On both July 28th and on September 8th, adults in the market, one per household, were asked to complete a four-question dot survey. Adults were also asked to indicate where they lived and how much they anticipated spending in the market.

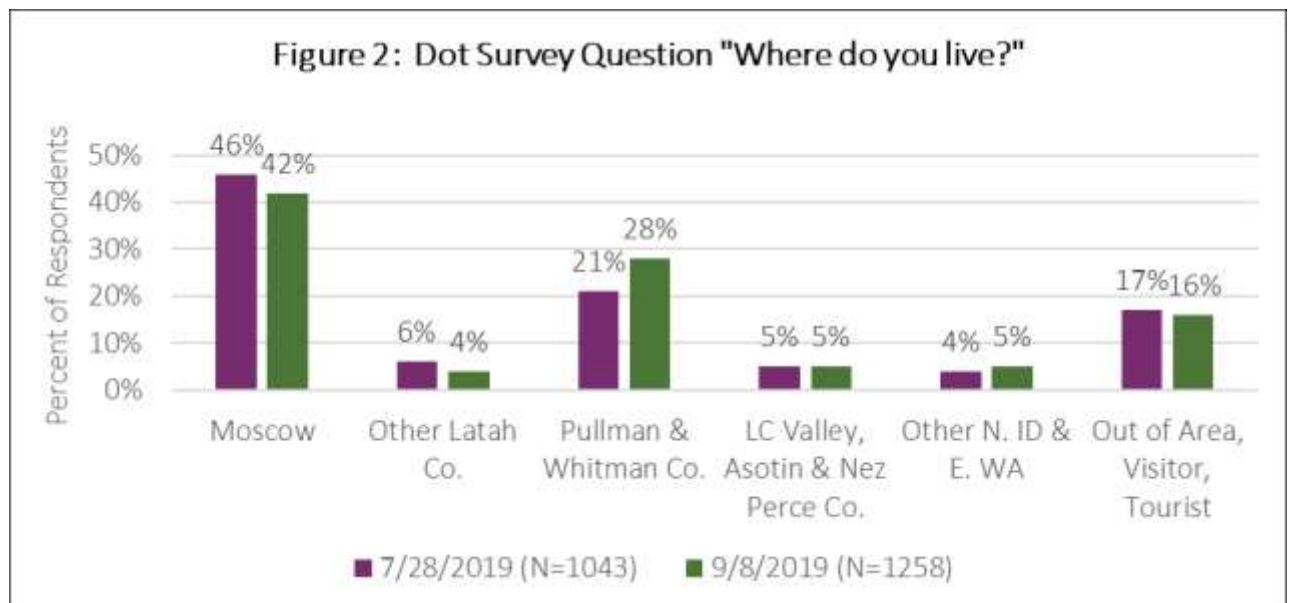
On July 28th and on September 8th were asked slightly different questions about whether they planned on doing any additional shopping or eating outside the market that morning and how much they anticipated spending outside the market. On July 28th, adults were asked how much they anticipated spending outside the market in the *downtown area* and on September 8th, they were asked how much they anticipated spending outside the market in *Moscow*.

On July 28th adults were asked why they came to the market. On September 8th adults were asked how often they shop at the market.

Dot Survey Participation: On July 28th, approximately 10.6% (1070) of adults who visited the Moscow Farmers Market participated in the dot survey. On September 8th, approximately 12% (1258) of adults participated. Respondent numbers by question varied slightly (less than 5%) which indicates most answered all dot survey questions. Slight variations on question response numbers are expected as some customers are unwilling to answer certain questions, primarily, those regarding spending inside and outside the market.

Where Market Shoppers Are Coming From

On July 28th, approximately 48% of shoppers at the Moscow Farmers Market lived outside of Latah County and approximately 43% of shoppers lived outside of Idaho. On September 8th, approximately 54% of shoppers lived outside Latah County and 49% lived outside of Idaho (Figure 2). Between 16-17% of shoppers self-identified as being visitor or tourists from out of the area.



Approximately one half of the shoppers living outside Idaho resided in Pullman, Washington or Whitman County, Washington which borders Latah County to the west. Pullman has a small mid-week, Wednesday afternoon farmers market and does not have a competing Saturday farmers market.

Customer Spending at Market

Spending is estimated by “shopping group” – adults who spend from one “wallet.” A shopping group is generally one or two adults. On both July 28th and September 8th, adults from the same shopping group were asked to answer the survey using one dot per question (one answer per shopping group) to avoid over counting. Market customers were asked how much they had or would spend at the market that day. Response categories for spending were provided (Figure 3).

Given that Moscow, Idaho and Pullman, Washington are both college towns, there are often instances where there are multiple shopping groups from one household (e.g. non-related roommates or housemates) each spending from their own wallet. Therefore, it is important to be clear a shopping group is not synonymous with a household.

A “basket” refers to the total dollar value of the market purchases made by a shopping group. The size of the average basket (average amount spent per shopping group) is calculated by dividing the total amount survey respondents indicate they spent by the total number of shopping groups who completed the survey question. Tables 7 and 8 summarize the average basket size per shopping group on July 28th and September 8th.

Table 7: July 28th Average Market “Basket” Size

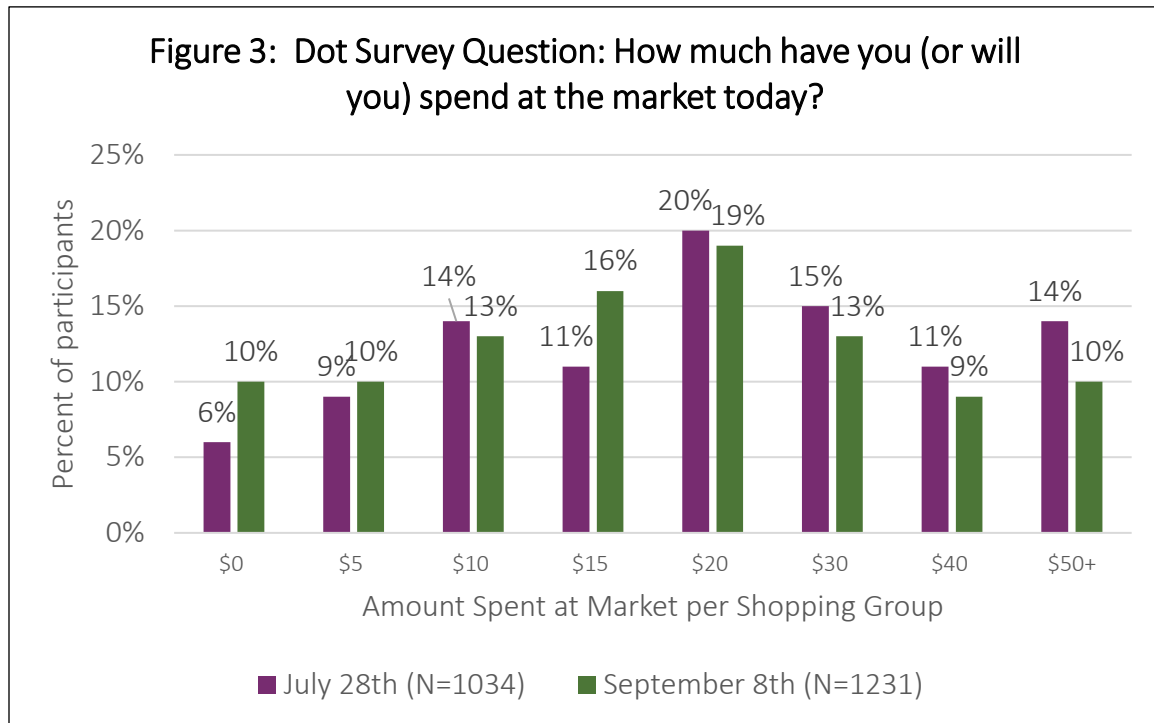
Time Period	Average \$ Spent
All of Market (8:00 am to 1:00 pm)	\$23.38
First half of Market (8:00 am to 10:00 am)	\$24.83
Second half of Market (10:00 am to 1:00 pm)	\$22.38

Table 8: Sept. 8th Average Market “Basket” Size

Time Period	Average \$ Spent
All of Market (8:00 am to 1:00 pm)	\$20.48
First half of Market (8:00 am to 10:00 am)	\$22.61
Second half of Market (10:00 am to 1:00 pm)	\$19.44

The size of the average market basket was approximately \$2.90 greater on July 28th than on September 8th. When comparing spending during the first half of the market and the

second half of the market, we see similar spending trends. On both July 28th and September 8th, market spending per shopping group was 13-14% higher during the first half of the market. On July 28th, during the first two hours of market, baskets were averaged \$2.45 per basket higher than in the latter half of the market and on September 8th, market baskets averaged \$3.17 higher during the market's first two hours.



Overall, shopping groups spent more at the market on July 28th than on September 8th (Figure 3). On July 28th, about 54% of survey respondents indicated they would spend between \$5.00-\$20.00 in the market and 40% indicated they would spend over \$20.00 (Figure 3). On September 8th, 58% said they would spend between \$5.00-\$20.00 and 32% indicated they would spend over \$20.00

Estimated Total Market Sales

Using the Rapid Market Assessment methodology, total market sales can be estimated as follows:

- Number of shoppers divided by the number of adults per shopping group equals the number of shopping groups.
- Number of shopping groups multiplied by the average amount spent per shopping group equals the estimated total market sales.

The number of adults per shopping group is estimated to range from 1.6 to 2.0. Using 2.0 reflects a more conservative estimate on spending.

Shown in Table 9, the estimated July 28th total market sales range from \$117,829 to \$147,323. Since an estimated 48% of the survey respondents indicated they lived outside Latah County (Figure 2), we can estimate that 48% of Market sales (between \$56,577 and \$70,715) were to customers residing outside of Latah County.

Table 9: Estimated Total Market Sales on July 28, 2018			
Total Number Shoppers	Shopping Group Size	Number of Shopping Groups	Estimated Market Sales (\$23.38 basket)
10,082	2.0	5041	\$117,859
10,082	1.6	6301	\$147,323

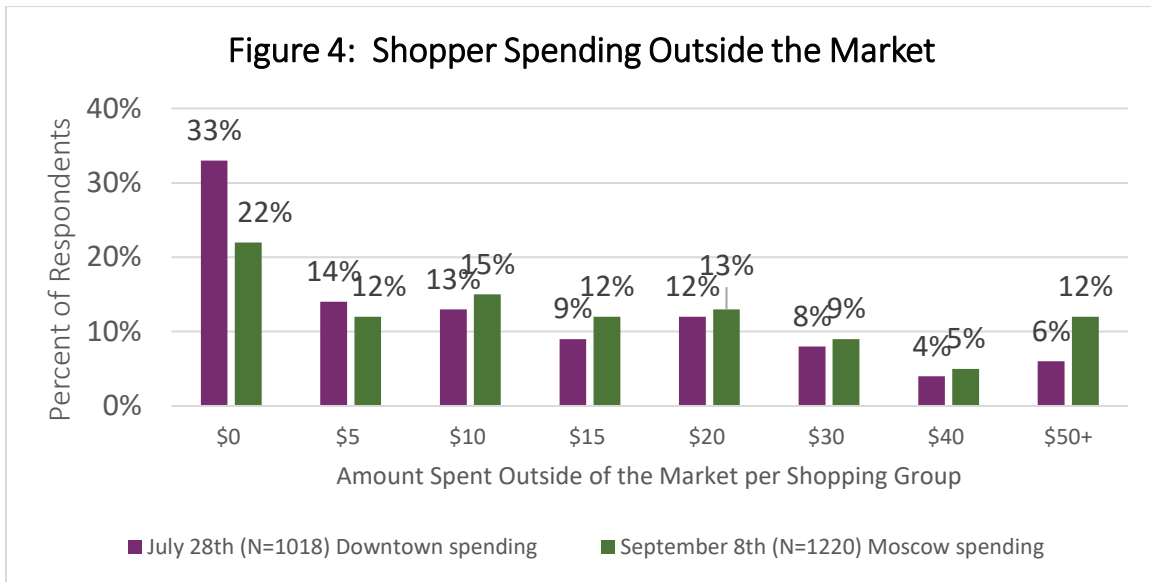
Table 10 shows the estimated September 8th total market sales range from \$104,940 to \$131,174. Since an estimated 54% of the survey respondents indicated they lived outside Latah County (Figure 2), we can estimate that 54% of Market sales (between \$56,668 and \$70,834) were to customers residing outside of Latah County.

Table 10: Estimated Total Market Sales on September 8, 2018			
Total Number Shoppers	Shopping Group Size	Number of Shopping Groups	Estimated Market Sales (\$20.48 basket)
10,248	2.0	5124	\$104,940
10,248	1.6	6405	\$131,174

Estimated Spending Outside the Market by Market Shoppers

To better understand the economic impact of the Market on downtown businesses and Moscow overall, July 28th and September 8th dot survey respondents were asked about their plans for additional shopping or eating while in town for market. On July 28th, shoppers were asked about their plans for shopping or eating in the downtown area (outside of the market). On September 8th, shoppers were asked a broader question about their anticipated spending in Moscow.

On July 28th, approximately sixty-seven percent (67%) of dot survey respondents indicated they would be shopping at other downtown establishments that day (Figure 4). About 48% of shoppers indicated they would spend between \$5-\$20.00 in the downtown area and 19% indicated they would spend between more than \$20.00 in the downtown area. The average downtown expenditures anticipated by survey respondents was \$13.05 per shopping group.



On September 8th, approximately seventy-eight percent (78%) of dot survey respondents indicated they would be shopping at other Moscow establishments that day (Figure 4). About 52% of shoppers indicated they would spend between \$5-\$20.00 outside of the Market in Moscow and 26% indicated they would spend between more than \$20.00 outside of the Market in Moscow. The average Moscow expenditures anticipated by survey respondents was \$17.05 per shopping group.

Table 11: Estimated <u>Downtown</u> Expenditures by Market Shoppers on July 28, 2018			
Total Number Shoppers	Shopping Group Size	Number of Shopping Groups	Estimated Expenditures (\$13.05 per shopping group)
10,082	2.0	5041	\$65,785
10,082	1.6	6301	\$82,228

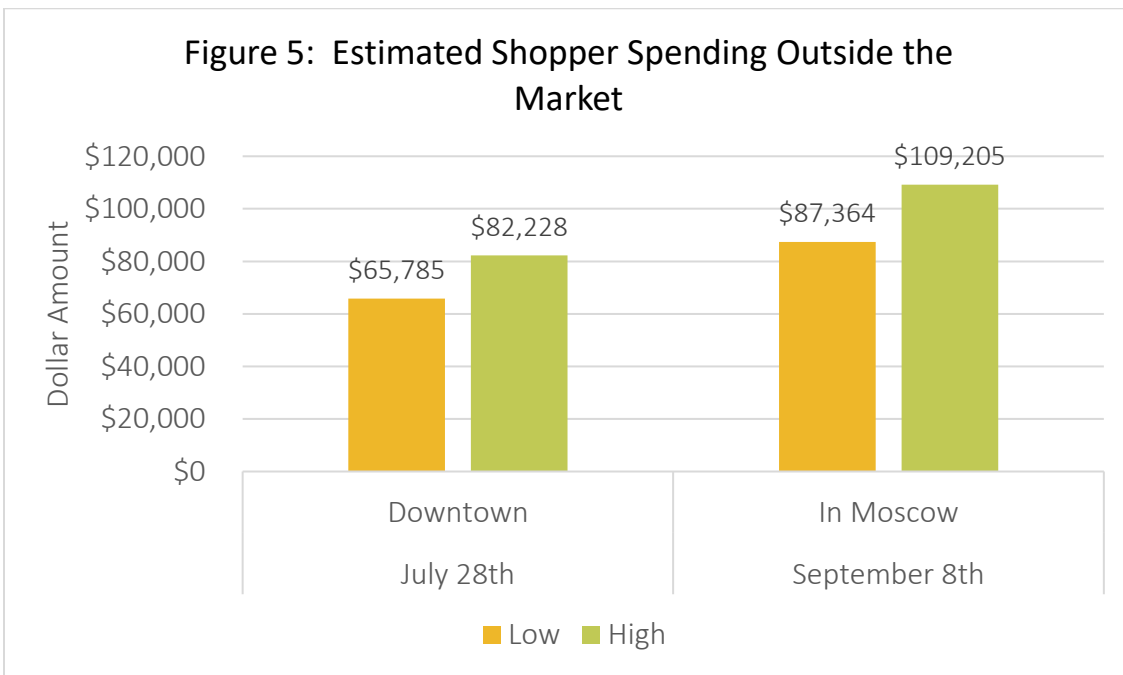
Total outside market spending in the downtown area: Outside market spending is calculated by taking the average dollar amount that shopping groups anticipated spending downtown (\$13.05) and multiplying it by the total number of shopping groups.

On July 28th, the estimated total downtown expenditures by Market customers ranged from \$65,785 to \$82,228 (Table 11). Estimated downtown expenditures by customers living outside Latah County ranged from \$31,577 to \$39,469.

Table 12: Estimated <u>Moscow</u> Expenditures by Market Shoppers on September 8, 2018			
Total Number Shoppers	Shopping Group Size	Number of Shopping Groups	Estimated Expenditures (\$17.05 per shopping group)
10,248	2.0	5124	\$87,364
10,248	1.6	6405	\$109,205

When asked about a broader spending radius of Moscow on September 8th, shoppers indicated an anticipated spending of \$17.05 per shopping group.

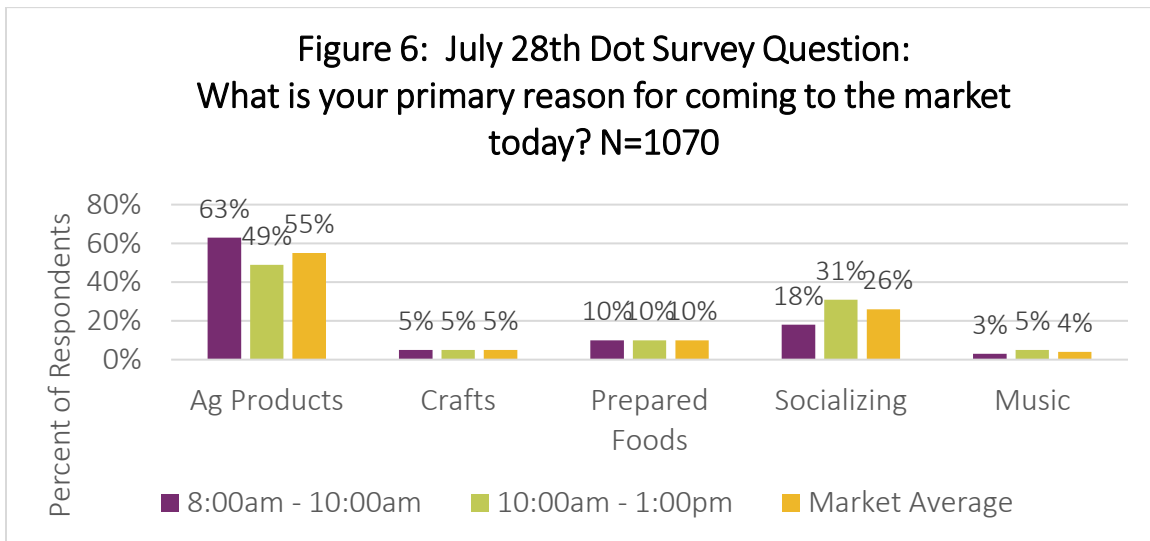
The estimated total Moscow expenditures by September 8th market customers ranged from \$87,364 to \$109,205 (Table 12). Estimated downtown expenditures by customers living outside Latah County ranged from \$47,177 to \$58,971.



Moscow spending on September 28th was estimated to be \$4.00 more than per shopping group than estimated for downtown-only spending on July 28th. Total for estimated market spending on July 28th and September 8th are shown in Figure 5.

Primary Reasons for Coming to the Market

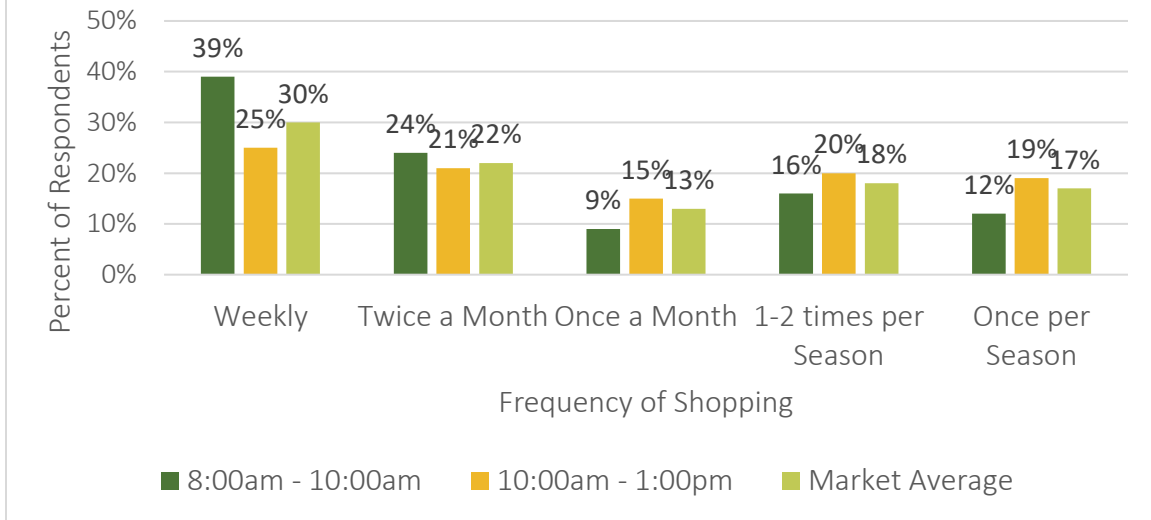
On July 28th, a majority of survey respondents (55%) indicated the primary reason they came to market was for agricultural products (Table 4). In the first half of the market (8-10 am), 63% said they came for agricultural products and, in the second half of the market (10 am – 1 pm), 49% came for agricultural products, a 14% decrease. Overall, 26% of respondents indicated coming to the market to socialize. There was a 13% increase in the number of customers coming to socialize between the first half of the market (18%) and second half of the market (31%).



Frequency of Shopping at the Market

On September 8th, market customers were asked how often they shop at the market. Response categories ranged from weekly to once per season (Figure 7). Approximately 52% of respondents were frequent market shoppers with 30% of respondents indicating they shopped at the market weekly and another 22% indicating that they shopped twice a month. Approximately 35% were infrequent market shoppers, with 18% only shopping once or twice during the market season and another 17% shopping once per season.

Figure 7: September 8th Dot Survey Question: The Moscow Farmers Market is open from May to the end of October. How often do you shop at the market?



References:

Lev, Larry, Linda Brewer and Garry Stephenson. Tools for Rapid Market Assessments. Special Report 1088-%, Oregon Small Farms technical Report No. 6. Oregon State University, May 2008. Retrieved from http://smallfarms.oregonstate.edu/sites/default/files/small-farms-tech-report/eesc_1088-e.pdf.

APPENDIX: CONSTRUCTIVE COMMENTS AND OBSERVATIONS SUMMARY

Note: The purpose of this section of the report is to provide the Market with feedback about individual aspects of the market observed by the RMA Team. The comments summarized below were received by people very familiar with the Moscow Farmers Market: five community members and three farmers market commission members. These remarks are intended to be comprehensive nor do they provide an overall “grade” to the market. Rather, the feedback provides information as to what team members appreciated and what they thought might be changed or improved.

Vendors and Products

Product mix, product quality, signage, display, customer service, etc.

Most important message to Market Manager from this sheet:

Community Members:

- A good mix of different products, nice group of different food products
- More clear sign for the restroom? Water?
- Great selection of products!
- Vendors are customer focused!
- Great mix of goods available
- The variety is excellent across the board

Farmers Market Commission Members:

- 11 am & produce vendors still have a lot to sell.
- Great diversity of products, great quality of crafts.
- Love addition of youth vendors.

Most significant observation I will take back with me:

Community Members:

- Very sizable market, one of the best in Idaho
- You can't see everything in just one visit.
- Range of vendors / skill/resources for display
- People linger and also really use this place to shop, socialize and be at a place.
- Happy people everywhere

Farmers Market Commission Members:

- Lots of shoppers & they keep coming
- I am surprised that more of the vendors don't have their farm or business name more visible on their booth.

What I appreciated about the Market:

Community Members:

- Farmers' market is one of the major attractions in town. It contributes significantly to the local community.
- We should make every effort to support its development.
- Lots of family owned vendors & products
- There is a diverse mix of products available – plenty of produce, but also a range of crafts and prepared foods. Everything I saw was well presented and seemed of fine quality
- An example of customer service – a woman ordered 5 plums and the vendor threw in a couple extra for free.
- Interactions I observed were friendly.
- Its pretty varied. I liked the assortment available.
- The crowd is great and the farmers and shop owners are quick to share their story if you stop and talk to them.
- Their displays were clear; some vendors were simple (corn) or sat there w/o a sold out sign (blueberry? Huckleberry?)
- Variety of fresh produce
- Prepared food variety

Farmers Market Commission Members:

- Amount of choice options
- Knowledge of produce vendors.
- A wonderful place to gather. Everyone looks happy even in the heat.
- Produce variety & all looks good.
- Diversity & quality are excellent!
- The addition of UI College of Ag (and other colleges) is an excellent addition to market.

Changes or improvements that may be needed:

Community Members:

- More promotion for people in the region beyond Moscow!
- Some diversity of food (Chinese food, Indian, others, not just hamburger or cookies)
- Perhaps more advertising (social media...market & vendors, more sign advertising)
- Some displays/signage is campier than others, but I don't see this a bad thing necessarily.

Farmers Market Commission Members:

- Another corn vendor?

Physical Site

Access, parking, flow of people, liability issues, organization

Most important message to Market Manager from this sheet:

Community Members:

- Main street location is essential!
- Main Street wide enough to accommodate crowds
- I think it is great. Much better than other towns/cities I've been at.
- Main St. just south of 5th is a bottleneck. The vendors on either side of the street are closer to each other than anywhere else.
- May provide more instruction for parking!
- Traffic congestion would be an issue if there are more visitors

Farmers Market Commission Members:

- Crowded but not bogged down – flow is manageable.
- Flow of traffic good, might use signage to direct traffic up to 5th St. booths

Most significant observation I will take back with me:

Community Members:

- Don't be afraid to expand the market.
- It is easy to access & navigate this market.
- Site is great / at the best location in town.
- Parking needs more work.

Farmers Market Commission Members:

- Lots of families & visitors
- I noticed rotation of vendors from 5th street to Main. Would be curious about vendors comparative sales – how did they do on 5th St?

What I appreciated about the Market:

Community Members:

- Community focused event!
- Broad community support

- There is plenty of room for people to navigate on main street – even when there are a lot of people.
- If people want to by pass heavy crowds on the street, they use the sidewalks instead, which are largely open.
- I am from NYC. The crowds that are attracted here remind me of that.
- Plenty of room to move through the entirety of the market for the most part.
- Multiple ways to enter/exit.
- Parking is easy to find, especially if you don't mind walking a few blocks.
- The addition of the public restroom is a great improvement.
- More information is supplied for the market's location.

Farmers Market Commission Members:

- Space layout. No matter what people say about Main St. vs. Jackson lot – Jackson was so much worse.
- Non-profit / free speech area gives lots of diversity
- Very clean market.
- Appreciate tables for people to sit in shade and off to the side (not in middle of market)

Changes or improvements that may be needed:

Community Members:

- Keep community leaders involved in the market – maybe a booth for community leaders to man.
- Keep governmental leaders involved as well.
- Traffic + pedestrians + issue at 6th street
- Perhaps more shade in mid-summer
- Parking is always tough downtown. That said, I saw several people in the market who use a wheel chair or other assistive mobility device – so access must be at least okay for people w/ physical disabilities.
- Can get congested around 5th & Main to the south.
- Stollers cause congestion/block flow
- Could use more seating for eating prepared food
- Recycling a& composting bins are poorly marked, could use more of them.
- More parking or guidelines for parking.
- May organize some public bus services for the market?

Farmers Market Commission Members:

- Some people on Fifth St. but need more
- No music playing 9:30-11 this week
- More use of larger signage?
- Didn't see list of musicians today (??)

- Signs pointing out “gaps” to enter downtown businesses. Encourage shopping at other downtown businesses.
- Pretty hot in sunny locations.
- Any way to add shade cloths above vendors in sunny area (from building to building) (just thinking outside the box)

Atmosphere

Feel of the market, type of shoppers, conversations, educational activities, color, etc.

Most important message to Market Manager from this sheet:

Community Members:

- Keep up the good work!
- Good mix of music, events and fun activities.
- Friendly atmosphere
- Market is a draw for a very diverse range of people

Farmers Market Commission Members:

- Great atmosphere with activities, music, education, information, food and products

Most significant observation I will take back with me:

Community Members:

- Happy people meeting friends everywhere
- Keep the market as a major cultural attraction
- Community meeting venue
- My kids liked the grasshopper cookies or whatever it was CALS was serving

Farmers Market Commission Members:

- Lots of different ag/food related things for customers to get involved in.

What I appreciated about the Market:

Community Members:

- Overall, plenty of space to move through the market, even at peak times.
- Hard to find someone having a bad time.
- “Eat Smart” demonstration was great
- Good to see City of Moscow officials supporting & enjoying the market.

- Fund buskers playing at appropriate volume.
- Give opportunities for local farmers
- It helps the city be more appealing
- Liked the music and entertainment!
- Family friendly, lots of children
- Entertainment is very important
- Make local downtown businesses feel welcome
- I saw a diversity of people – from very young families to elders, people w/ disabilities, people from a variety of countries, people expressing different ethnicities and religions – all seemed relaxed and welcome.
- I also talked to several people who said they are from out of town.
- I love the chess area!
- The shoppers here are very diverse!

Farmers Market Commission Members:

- Positive feedback from CALS involvement in the Market.
- Music today was at a good sound level.
- People were enjoying themselves
- Very appealing market visually

Changes or improvements that may be needed:

Community Members:

- Very important to maintain inclusion in market activities, bridge local political divisions.
- I've seen handicaps, maybe accommodate handicaps more?

Farmers Market Commission Members:

- Feedback rec'd that the dot poster assessment is a great tool and way to collect data.
- Folks love the farmers market.
- I spoke to four individual people that were not even from the State of Idaho that did the dot poster. How cool is that!!
- Main Street location has been a great improvement!!

General Public Comments

Additions to dot answers, conversation points, comments on survey, market, etc.

Most important message to Market Manager from this sheet:

Community Members:

- Lots of smiles, very few frowns.
- Keep doing this
- Keep the size / variety
- Great job
- Most new visitors are very impressed...awesome!
- Many people come to market for specific products from specific vendors

Farmers Market Commission Members:

- People are enjoying themselves – they love this market

Most significant observation I will take back with me:

Community Members:

- Lots of smiles, very few frowns.
- Product mix / fair / diversity / different type of farm
- Many products sell out fast.
- Market is social and functional

Farmers Market Commission Members:

- How eager/agreeable customers were to do survey!

What I appreciated about the Market:

Community Members:

- “love the music!” – busker @ 5th & Main
- “there’s our Tamales!” – Maria’s Tamales
- Great efforts
- People friendly
- Grown by people who sell it
- Exceptional
- Fresher produce (such as onions)
- Our Saturdays revolve around the market!

- I load up on fruits and vegetables for the week!
- Walking around the market, I heard people commenting/showing others what they'd purchased – one guy talked about getting the last of the huckleberries, another woman showed off lovely flowers. Sharing/showing seemed a conversation starter for other conversations and socializing.
- People telling each other which vendors had what.
- People were on a mission to get what they came for in many cases.
- People liked how the dot survey was conducted.
- It [dot survey] seemed to attract a lot of attention.
- Having multiple volunteers to catch passersby's was affective.

Farmers Market Commission Members:

- In general our market is LOVED.
- Overall – the customers were more than agreeable to take the survey – indicates a high level of investment in the market!!

Changes or improvements that may be needed:

Community Members:

- "Huckleberries sell out too fast."
- "Wish 'that' vendor that was here last time was here today."
- "I need some shade." x2
- Parking, but still ok
- Public parking
- For what it's worth – I overheard one conversation where a guy was complaining about produce prices at the market.

Farmers Market Commission Members:

- People wanted to put multiple dots on Q31 during 11:00 hour (see Colette)
- There was a long break between demo food and music – a couple of people commented on why no music today.
- Not sure the main stage is best place for chef demonstrations?