

Hope Farmers' Market
Rapid Market Assessment
August 29, 2003

Market Name	Hope Farmers' Market
Date of Assessment:	August 29, 2003
Market Hours:	Fridays, 3pm to 6pm
Location:	Hope Memorial Community Center, Hwy 200 and Centennial Rd, Hope, ID
Market Staff:	Diana May, On-site manager
Market Supervision:	Hope Memorial Community Center Coordinator
Fees:	10% of Gross Sales
Vendors:	14 Vendors 5 Produce/Crafts 4 Crafts 2 Meat 1 Cut Flowers 1 Bakery 1 Jams and Jellies
Estimated Market Sales:	\$1,787
Reported Market Sales:	\$1,744
RMA Team Members:	Colette DePhelps Brown, Executive Director, Rural Roots John Potter, Research Assistant, NW Direct Project, Rural Roots Cathy Weston, Talking Creek, Board of Directors Rural Roots Thom Sadoski, Greentree Naturals, Sandpoint, ID Janet Dhaenens, Community Member, Sandpoint, ID
RMA Report Writers:	John Potter, Research Assistant, NW Direct Project, Rural Roots Larry Lev, Agricultural and Resource Economics, OSU

Part 1: Market Attendance

Estimate Total Attendance: 228

3pm to 4pm	138
4pm to 5pm	72
5pm to 6pm	18

On the day of the Farmers' Market Assessment selling began at 10 minutes to 3pm. At the onset of the market there were approximately 30-40 shoppers waiting in the market area. The Hope Farmers' Market is held on the lawn at the community center. Space is limited within the Market and the 30 to 40 shoppers made it very full and busy.

Attendance at the Market fell dramatically around 4:30 in the afternoon as reflected by the figures above. Most vendors began disassembling their booths at 5:45.

Part 2: Consumer Information

The following questions were asked of shoppers at the Hope Farmers' Market on August 29, 2003. Throughout the course of the market consumers were given the opportunity to answer 4 questions regarding their demographics and reasons for shopping at the market. Responses were compiled in two different time frames, those shopping during the first half of the market (3pm to 4:30pm) and those shopping during the second half of the market (4:30pm to 6pm).

Question #1 Where do you Live?

Year-Round Residents	
Hope/E. Hope/Clark Fork	29%
Sandpoint	3%
Other Bonner County	5%
Noxon, Mt	3%
Other	<u>5%</u>
Total Year-Round Residents	46%
Seasonal Residents	
Hope/E. Hope/Clark Fork	27%
Other Seasonal Residents	<u>6%</u>
Total Seasonal Residents	33%
Tourists	21%

Seasonal residents and tourists accounted for 59% of the early market shoppers. A slight shift occurred in the afternoon as year-round Hope, E. Hope and Clark Fork shoppers increased from 26% early on to 43% during the second half of the market. Seasonal and tourist attendance fell to 39% in the late afternoon segment.

Question#2: What is your primary reason for coming to the market today?

Produce/Vegetables	50%
Baked Goods/Bread	20%
Plants	2%
Flowers	7%
Crafts	8%
Social Atmosphere	3%
Other	11%

Half of all respondents surveyed indicated that they came to the market primarily for agricultural products. Baked goods and bread came in second with 20%. Answers to question #2 varied little between the early and late shoppers. While the only 3% of shoppers indicated their primary reason for coming to the market was the social atmosphere, it is important to note that the physical site of the Hope Market does not have designated areas or facilities (benches, etc.) for engaging in social activities and music is not provided.

Question #3: What one change would you recommend to improve this market?

More Vegetables	22%
More Fruits	20%
More Meat/Fish/Poultry	7%
More Eggs/Dairy/Cheese	8%
Music	16%
Benches/Places to Sit	10%
More Crafts/Fine Arts	17%

Responses to question #3 were spread out fairly evenly and there was little change in responses between the early and late shoppers. It is reasonable to say that adding ‘more produce’ (more vegetables plus more fruits) was indicated as being the most important factor in improving the market, with a combined 42% of the vote. It is worth noting that 26% of shoppers indicated music and benches/places to sit would improve the market. As noted in question #2, neither of these amenities are presently available.

Question #4: How much have you/will you spend at the Farmers’ Market today?

\$0	3%
\$5	21%
\$10	32%
\$20	33%
\$30	4%
\$40	3%
\$60	4%
More than \$70	0%

The average amount of money spent per shopping group is estimated at \$15.68.
The average amount of money spent by the early shopping groups is estimated at \$16.20.

The average amount of money spent by the later shopping groups is estimated at \$13.64.

Total market sales can be estimated as follows:
(228 people/2 people per shopping group) * \$15.68 = \$1787

Comment- Only 3 respondents throughout the course of the RMA indicated that they wouldn't spend any money while at the market. This accounted for less than 3% of the total responses.

Part 3: Team Observations

Physical Site

What the Team Appreciated:

- Booths are well spaced.
- Good circular pattern
- Great public access, right off of the highway.
- Lots of parking right next to the market. Could be a concern if customer base grows.
- Lots of shade.
- Very relaxed setting.
- A great fit for this market.
- Flow of people is uninhibited.

Comments, Suggestions or Questions:

- Grass is dead. It might be nicer to have healthy, green grass.
- Would be nice to have a seating area with benches.
- Music would add some energy.
- No obvious bathrooms available.
- A public trash can would be nice.
- Bigger signs on the highway.
- Watering the area would reduce dust and improve the health of the grass.

Vendors and Products

What the Team Appreciated:

- Even with the limited number of vendors there is a nice mix of produce booths with flowers.
- Meat adds a lot to product mix, very popular beef products.
- Nice cloths on tables and product displays.
- The vertical displays add interest.
- Products are of good quality.
- Most displays are presented very nicely.
- The market is very busy after the opening bell.
- People seem eager to buy. Most wanted to make a purchase before answering the RMA questions.
- Friendly vendors with excellent service.

- Vendors are well informed and friendly.

Comments, Suggestions, Questions:

- Service is excellent.
- Vendor signage could be much improved. Several had no signs or identification on or near booth.
- It is important for vendors to be on time, especially at this market. I had several people ask me why there were no baked goods for sale.
- I would like to see a few more signs with prices on the products for sale and some of the price signs are not well displayed

Market Atmosphere

What the Team Appreciated:

- Community oriented.
- Very busy at the start of the market.
- Friendly vendors, customers.
- People are very eager to buy.
- Very social market and friendly too.

Comments, Suggestions, Questions:

- Music would be a nice addition to the atmosphere.
- Need to promote later shoppers. Over half of all the business was done in the first hour. Possible ways to entice later shoppers include; prizes, drawings, increased advertising.
- There were no educational booths at the market.
- Could advertise the farmers' market as booth supporting local businesses and raising money for the community center.