

FARMERS' MARKET AT BONNERS FERRY RAPID MARKET ASSESSMENT REPORT AUGUST 31, 2019



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University of Idaho
Extension

FARMERS' MARKET AT BONNERS FERRY

RAPID MARKET ASSESSMENT

AUGUST 31, 2019

Market Name: Farmers Market at Bonners Ferry
Year Founded: 1980
Market Website: <https://www.bonnerrsferryfarmersmarket.org>
Date of Assessment: August 31, 2019
Market Hours: Saturdays 8:00 am to 1:00 pm
Market Season: Last Saturday in April through the first Saturday in October
Location: Intersection of Highway 95 and Kootenai Street, next to the Visitors' Center, downtown Bonners Ferry, Boundary County, Idaho
Market Manger: Stephanie (Sam) Smith, (208) 597-2927
Market Staff: Jordan Dyck, Board Chair board@bonnerrsferryfarmersmarket.org
Fees: All vendors pay a one-time membership fee of \$25 plus 5% of gross sales. One space is (10'x10'). There is no charge for nonprofit booths on a space available basis but no sales are allowed.
Vendors: 27 vendors on August 31, including 5 produce vendors, 3 food vendors
Estimated Market Sales: \$5,206 to \$6,507 on August 31 (vendor reported sales \$4817)
RMA Team Members: Kate Painter, Agriculture Extension Educator, UI Boundary County Extension, Bonners Ferry
Colette DePhelps, Area Extension Educator, Community Food Systems, University of Idaho (UI), Moscow

Volunteers: Gray Henderson, Professor Emeritus, U. of Missouri
Hannah Knaack, PhD Candidate, U. of Colorado-Boulder
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Introduction: On Saturday, August 31, 2019, University of Idaho Extension personnel performed a Rapid Market Assessment (RMA) of the Farmers’ Market at Sandpoint. The assessment had three components: 1) adult customer count, 2) four-question dot survey, and 3) constructive comments and observations by the RMA Team (Lev, Brewer and Stephensen, 2008). This report provides a summary of the RMA findings.

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 estimates. To obtain hourly estimates, volunteers are stationed at each market entrance for 10 minutes, from 25 to 35 minutes after the hour. 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 each of the first two hours and by three (10 minutes x 3 = 30 minutes) to estimate the last half hour (Table 1). Children were counted with a separate clicker, using the same methods (Table 2).

Table 1: Estimated Total Adult Customers: 568

<i>Time</i>	<i>Count</i>	<i>Percentage</i>
<i>8:00 am – at opening</i>	10	2%
<i>8:25 am to 8:35 am</i>	102	18%
<i>9:25 am to 9:35 am</i>	180	32%
<i>10:25 am to 10:35 am</i>	102	18%
<i>11:25 am to 11:35 am</i>	138	24%
<i>12:25 am to 12:35 am</i>	36	6%

Table 2: Estimated Total Children: 81

<i>Time</i>	<i>Count</i>	<i>Percentage</i>
<i>8:00 am – at opening</i>	0	0%
<i>8:25 am to 8:35 am</i>	0	0%
<i>9:25 am to 9:35 am</i>	18	22%
<i>10:25 am to 10:35 am</i>	33	41%
<i>11:25 am to 11:35 am</i>	30	37%
<i>12:25 am to 12:35 am</i>	0	0%

As shown in Table 1, the peak hour for adult customers appears to be between 9 am and 10 am, with the second highest attendance recorded between 11 am and 12 pm, while the peak hour for children was between 10 am and 11 am, closely followed by the 11 am to 12 pm time slot

(Table 2). The largest percentage of adults and children (51% and 68%, respectively) entered the market from the north end of the market, followed by the main southern entrance (35% of adults and 21% of children), with the remaining 10% of adults and 11% of children entering via the tunnel under Highway 95.

PART 2: DOT SURVEY

One adult per household was allowed to participate in the four-question dot survey. Each survey question was written on a separate poster board. They were asked where they lived, how much they anticipated spending in the market, how much they anticipated spending outside the market in Bonners Ferry that day, and what type of products they purchased most often.

The number of separate households making purchases at the market are calculated by dividing the estimated attendance by an estimate of the number of persons per household attending the market. Especially at a farmers' market, shoppers will come as a family or a couple. We asked just one person per household to participate in the survey. Using the attendance estimate of 568, we calculate the number of households by dividing attendance by a constant. Previous studies have used 1.6 as a lower bound of persons per household, and 2.0 as a more conservative estimate (Lev et al., 2008). For this survey, these values result in a household count ranging from 284 to 355, with an average value of 320. We will use this average value in this report.

Dot Survey Participation: Approximately 75% (240) of the estimated 320 households who visited the market participated in the dot survey by answering two or more of the dot survey questions.

Spending at the Market:

The first question asked participants how much money they planned on spending at the Farmer's Market that day. There were 240 responses, with 12% responding that they did not intend to spend any money (Table 3, Figure 1). The most common amount spent was \$20. Half of the respondents spent between \$0 to \$15, one quarter spent \$20, and the remaining 25% spent \$30 or more. Spending is estimated by "shopping group" – adults who spend from one "wallet." A shopping group is generally one or two adults. Adults from the same household were asked to answer the survey using one dot per question to avoid over counting. Total spending at the market by the survey participants of \$4,400 was estimated by multiplying spending by category by the number of responses for that category (Table 3). The average amount spent, calculated by multiplying percent of total for each category and summing over each category, is estimated at \$18.33 per household.

Table 3: Question #1 - How much money do you plan on spending (or did you spend) at the Farmer's Market in Bonners Ferry today?

<i>Dollar Amount Spent at the Farmers Market</i>	<i>Percent of Respondents (n=240)</i>	<i>Percent of Spending (Total = \$4,400)</i>	<i>Total Spending by Category (\$)</i>
<i>\$0</i>	12%	0%	0
<i>\$5</i>	10%	3%	120
<i>\$10</i>	18%	10%	440
<i>\$15</i>	10%	8%	360
<i>\$20</i>	25%	28%	1,220
<i>\$30</i>	10%	16%	690
<i>\$40</i>	8%	16%	720
<i>\$50+</i>	7%	19%	850
<i>Total</i>	<i>100%</i>	<i>100%</i>	<i>4,400</i>

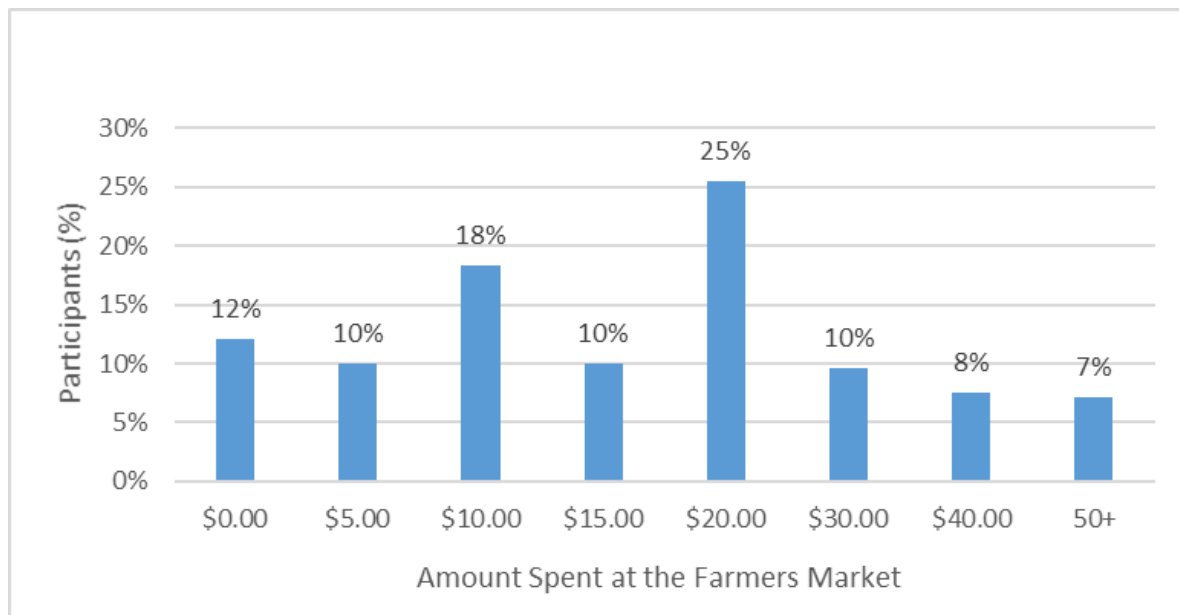


Figure 1. Responses to Q1: *How much money do you plan to spend at the farmer's market today?*

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. In this report we will use an average number of 1.8 adults per shopping group, since it appeared to the researchers that at least 20% of the shoppers attended as single person shoppers per household group on this day.

Depending on number of adults per shopping group, estimated total market sales ranges from \$5,206 to \$6,507, with an average of \$5,866 for a shopping group size of 1.8 (Table 4). The \$4,400 value indicated by the survey participants is 75% of this average value, which matches the survey participation by household of 75%, which validates the population estimates and survey responses. Calculating total sales based on the 5% fee collected from vendor sales, market sales were estimated to be \$4,817 for that day. The difference between the RMA estimated sales and the vendor reported sales may be due to an overestimation of market spending by survey participants. The difference could also be due to vendors misreporting their sales. (Vendors would have some incentive to underreport their sales, and this fee is collected on a self-reporting, honor-based system.)

Table 4: Estimated Total Market Sales on August 31, 2019

<i>Estimated Total Number of Shoppers</i>	<i>Shopping Group Size</i>	<i>Number of Shopping Groups</i>	<i>Estimated Market Sales (\$18.33 basket)</i>
568	2.0	284	\$5,206
568	1.8	320	\$5,866
568	1.6	355	\$6,507

Estimated Sales outside of the Farmer's Market

In order to better understand the economic impact of the Farmer's Market on other businesses in town, survey respondents were asked whether they planned on doing additional shopping or eating in the Bonners Ferry area (outside of the market) and, if yes, how much they anticipated spending. Approximately 68% of respondents indicated they would be shopping at other Bonners Ferry locations on the day of the assessment (Table 5). About 26% of shoppers indicated they would spend between \$5 and \$20.00 outside of the Market and 42% indicated they would

Table 5: Question #2 - How much do you plan to spend at other locations in Bonners Ferry while you are in town today?

<i>Dollar Amount Spent Outside the Market</i>	<i>Percent of Respondents (n=226)</i>	<i>Percent of Spending (Total = \$5,065)</i>	<i>Total Spending by Category (\$)</i>
<i>\$0</i>	32%	0%	0
<i>\$5</i>	3%	1%	30
<i>\$10</i>	5%	2%	120
<i>\$15</i>	4%	3%	135
<i>\$20</i>	14%	12%	620
<i>\$30</i>	12%	15%	780
<i>\$40</i>	3%	6%	280
<i>\$50+</i>	27%	61%	3,100
<i>Total</i>	<i>100%</i>	<i>100%</i>	<i>5,065</i>

spend \$30.00 or more in town. The average expenditures anticipated by survey respondents was \$22.41 per shopping group. The total downtown spending reported by survey respondents was \$5,065. The majority (61%) of the amount spent per shopping group were baskets valued at \$50 or more. Approximately 32% of the survey participants did not plan to make any purchases in town that day.

Table 6: Estimated Spending Outside the Farmers Market on August 31, 2019

<i>Total Number Shoppers</i>	<i>Shopping Group Size</i>	<i>Number of Shopping Groups</i>	<i>Estimated Spending (\$22.41 basket)</i>
<i>568</i>	2.0	284	\$6,364
<i>568</i>	1.8	320	\$7,171
<i>568</i>	1.6	355	\$7,956

The estimated total downtown spending by market shoppers using estimated market counts ranged from \$6,364 to \$7,956, depending on shopping group size assumption (Table 6). Based on a 75% response rate for shopping groups visiting the farmers market on August 31, the reported spending of \$5,065 would be equivalent to \$6,753 for 100% of the population ($\$5,065/0.75 = \$6,753$). This estimate falls within the lower range of the spending estimates in Table 6.

Characteristics of the Survey Participants: Home Location

The third question in our Rapid Market Assessment asked survey participants to indicate where they lived. Boundary County is the northernmost county in the Idaho Panhandle. Bonners Ferry is just 27 miles south of the Canadian border, 19 miles west of Montana, 17 miles north of Bonner County to the south, and 86 miles east of Washington, based on road miles. The majority of participants (61%) reside in Boundary County (Figure 2). Just 2% came from neighboring Bonner County. Another 7% were from Montana, 9% came from Washington and 6% were from Canada. Another 15% listed “Other” as their home location, probably representing visitors and tourists from outside the area.

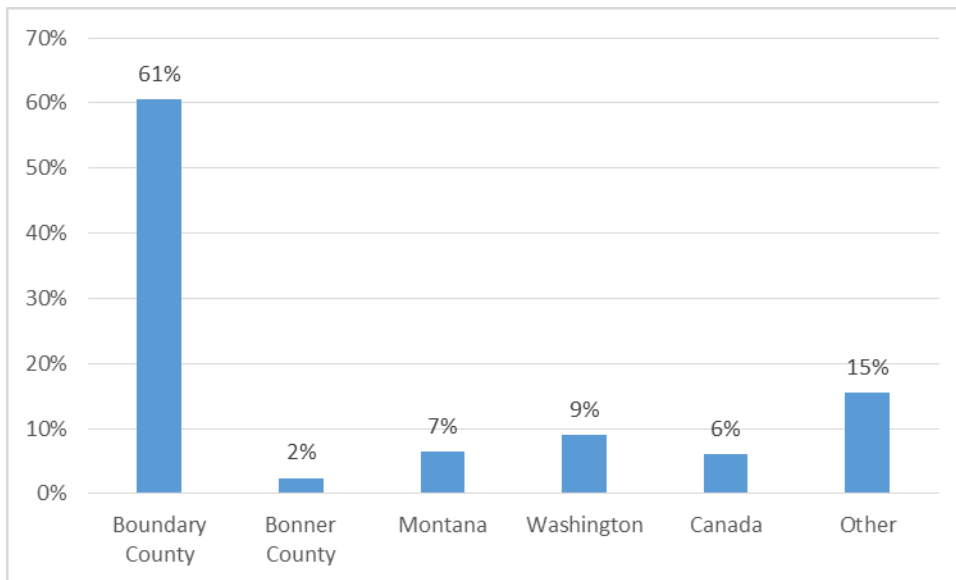


Figure 2. Responses to Q3: *Where do you live?*

Approximately 9% of respondents for Q3 reported that they did not spend any money at the farmers market on the day of the survey. Examining only those respondents who did make purchases at the market on this day, Boundary County residents made up 46% of this group but made up 53% of the spending (Figure 3). Another 19% of the spending was by those indicating “Other” as their home location, which represented 21% of this group. Washington residents represented 10% of the spending and Montanans spent 8%. Participants from Canada represented just 6% of the spending. (There are many produce restrictions when crossing back into Canada, which would limit their purchases in this area.) In conclusion, local residents made up the majority of the shoppers at the market and spent more than the overall average at the market. Out-of-town shoppers were an important demographic at the market, making up 19% of

sales. Shoppers from neighboring areas outside Boundary County, including Bonner County, Montana, Washington, and Canada, made up approximately 28% of sales.

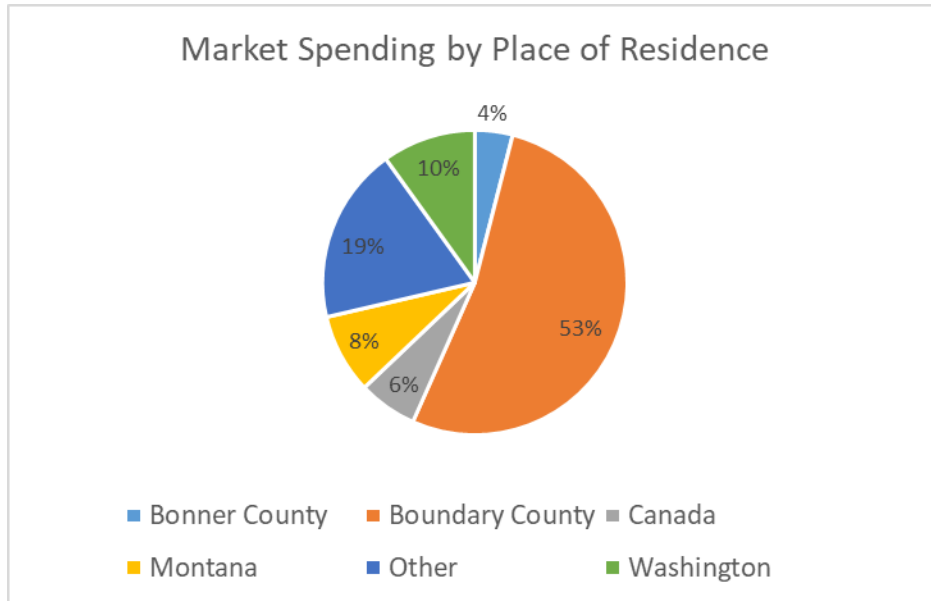


Figure 3. Market spending by place of residence.

Purchase Characteristics of the Survey Participants

The last question in the Rapid Market Assessment asked participants which products they bought most often at the Bonners Ferry Farmers Market. Four categories were listed (produce, plant starts, ready-to-eat, and items from local artists), plus an “other” category. The majority of the purchases (59%) were for produce (Figure 4). The next most common purchase was for items from local artists, making up 24% of the categorized responses. Ten percent of the purchases were for ready-to-eat items, and 7% were plant starts. For the “other” responses, some participants wrote in a specific item. These included honey (2 responses), beeswax, wooden signs, handmade soap (2 responses), chapstick, and kitchenwares.

Survey participants were also asked what products they felt they would like more of at the farmers market. The overwhelming response was for ready-to-eat foods, with 10 write-in

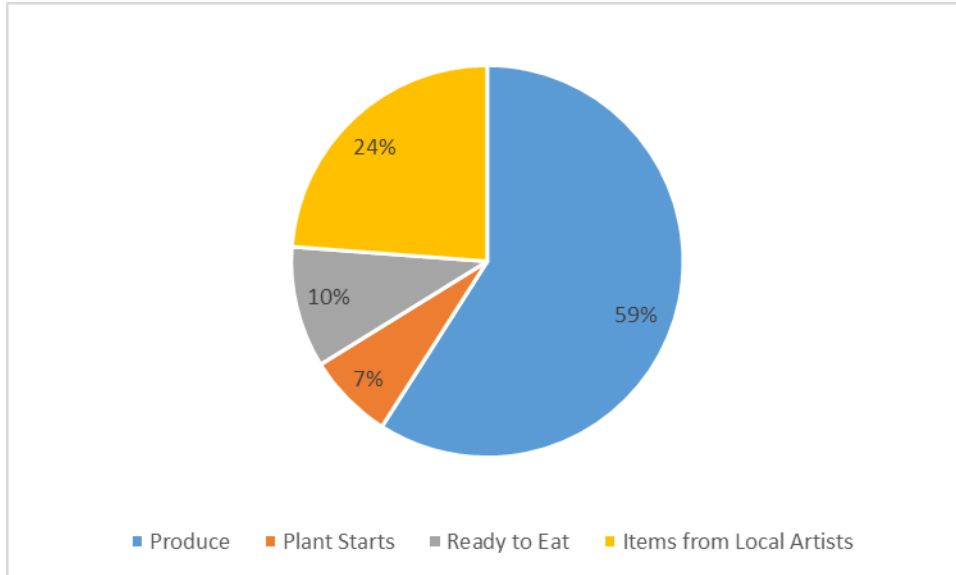


Figure 4. Responses to Q4: *What products do you buy most often at the market?*

responses for some kind of food item to eat at the market. More hot beverages was specified by 3 participants. More fruit was requested of 3 participants, and another 3 requested more organic fruit. Some participants wanted more value-added foods, like preserves, pickles, and salsa. Participants also requested to have music more often, and more variety.

PART 3: 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. These remarks are not 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:

- Good mix of artists and produce with the exception of food and beverage vendors.
- Nice arrangement of spacing different types of vendors throughout the market.
- It would be nice if more vendors accepted credit cards.
- Missing music, and coffee/hot food vendors.

Most significant observation I will take back with me:

- Very vibrant for a small market.

What I appreciated about the Market:

- Lots of artists and crafts vendors. Friendly atmosphere. Dogs allowed.
- Good mix of friendly vendors.
- Several market vendors put backdrops up to block view of their vehicle—really enhances the booth.
- Bonners Ferry Farmers Market aprons worn by multiple vendors.
- Creative displays. Produce color arrays well done.
- Prices are moderate.
- Level of artisan craftsmanship is high.
- Excellent quality produce.
- Depth of booths helps conceal vehicles

Changes or improvements that may be needed:

- More produce, particularly fruit. Noticed a couple people commenting that they didn't find what they were looking for.
- Would be nice to have more ready-made food/drink vendors, e.g. breakfast, coffee, drinks, etc. Might help with early turnout if breakfast were available at market.
- Surprised there was no meat or milk or much fruit.
- Live music would be very nice. Coffee/hot food. Square/credit cards.
- I would like to see more fruit for sale: peaches, plums, apples, etc.
- Also, there is a lack of hot food and beverage available.
- Suggest asking vendors to elevate all produce boxes off of walkway and keep within booth space.
- Could more clearly sign what type of payments are accepted.
- All vendors ought to clearly display their business name & have cards for people to take.
- Might benefit from increasing the number of prepared food & drink vendors.
- To meet the FMSA Produce Safety Rule requirements, produce vendors need to have their full farm name and business address displayed at their booth. ISDA is requiring all produce vendors to register with ISDA and declare whether they are exempt, qualified exempt, or fully covered under the FMSA Produce Safety Rule.
- Food vendors must register with FDA under the preventative controls in Human Food Rule.

Physical Site

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

Most important message to Market Manager from this sheet:

- Group vendors by type?
- Flow of people is good. Site (parking lot) is hot.
- Relaxed atmosphere. Could benefit from shaded socializing area.
- Good flow in general. Dogs seem to be OK at this market.

Most significant observation I will take back with me:

- No shade.
- You have made this parking lot location work!
- Highway doesn't interfere with the market experience.

What I appreciated about the Market:

- Easy access, not too crowded.
- Easy to go from one vendor to the next.
- Market is relaxed and friendly. Significant number of elderly shoppers. Customers stop and chat with each other.
- Parking lot centrally located in downtown with good visibility and easy access.
- Flow is smooth through market with gives all vendors good visibility.
- Clean, well-groomed, beautiful flower planters & gardens make welcoming perimeter.

Changes or improvements that may be needed:

- Not much extra room if new vendors are interested in joining.
- Lots of parking. Easy flow of people through market.
- Might be nice if vendors were loosely grouped by type, e.g., artists all at one end.
- Nowhere to sit & linger.
- Could benefit from having seating areas for market customers.
- Bathroom signage (if available) (YES!) would be helpful.
- Parking is limited. Would be helpful to consider whether vendors could put their vehicles elsewhere.
- Sure would like a site with some grass and shade. I realize this might be a trade-off with the visibility and accessibility of the current site. It probably draws some people just because it's visible from the highway.
- Is there a possibility of adding music?
- Market could benefit from having children's activities
- Add youth vendors—create more of a multi-generational feel to the market

Atmosphere

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

Most important message to Market Manager from this sheet:

- Very nice, friendly, small-town feel (two responses)

Most significant observation I will take back with me:

- People (both vendors & customers) are willing to engage in conversation.

What I appreciated about the Market:

- Very friendly vendors, appreciated amount of casual conversation as opposed to sales-focused conversation.
- Very friendly. Lots of people chatting.
- Ability to connect with friends and meet new people with similar interests.

Changes or improvements that may be needed:

- No concerns, great atmosphere!
- Educational activities? May be nice if there were seasonal demos or activities for kids? A place to dump kids while you shop!
- Other than physical location, atmosphere is good.

General Public Comments

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

Most important message to Market Manager from this sheet:

- Most people are more than willing to participate.
- The most desired addition to the market is more prepared food & drinks.

Most significant observation I will take back with me:

- Some people require a little nudge to participate but usually do when pressed.
- Customers love & appreciate the market!

What I appreciated about the Market:

- Pets/dogs allowed.
- Surprising amount of excitement/participation in survey.
- Overall very cute little market.
- Customer comments: This is the best year of the market ever. This is a wonderful market. Not sure what could improve it!

Changes or improvements that may be needed:

- Noticed a lot of Canadian customers. Any way to use or attract Canadian vendors?
- A lot of comments overheard about the lack of hot food.
- My husband would come every week if there were hot food. He doesn't come at all now.
- Many customers noted they would like to see hot food—breakfast and lunch.



Reference:

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 <https://catalog.extension.oregonstate.edu/sr1088>