



Rapid Market Assessment



July 28, 2017 – Driggs, Idaho

**Report Prepared for Teton Valley Farmers Market by:
Jennifer Werlin, University of Idaho Extension Educator**

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Market Overview

Market Name: Teton Valley Farmers Market

Date, Time and Location of Assessment: July 28, 2017
9:00 am – 1:30 pm
60 S. Main
Driggs, Idaho 83422

Market Manager: Steve Thomas

RMA Team: Jennifer Werlin, Tammy Sachse, Liz Nelson, Emily Selleck, Emily Thomas, Doug Self

Report Authors: Jennifer Werlin, *University of Idaho Extension*
Traci Olson, *University of Idaho Extension Intern*



About the Teton Valley Farmers Market

Vision

The market desires to promote a sustainable community event where the public can learn about the relationship of our local and regional farms and food to the health and economy of our valley.

Mission

The Teton Valley Farmers Market strives to provide a venue for farmers, food purveyors, and artisans to have a direct connection to the community through commerce and education.

History and Background of the Market

The Teton Valley Farmers' Market (TVFM) is a community based effort to support local agriculture, food production and healthy food access. The Teton Valley Farmers Market is a weekly gathering of local and regional farmers, bakers, food purveyors and artisans. In 2017, markets were held on Friday from 9 a.m. to 1:30 p.m. In 2018, the market hours will switch to 9 a.m. to 1 p.m. The market season is from early June through the first week of October. In addition, the market is an Idaho Preferred® member and was listed in the Idaho State Dept. of Agriculture's 2017 Farmers' Market Guide. The market began training vendors about accepting EBT/SNAP (food stamp) benefits in July 2017, but didn't start accepting SNAP benefits until after the Rapid Market Assessment was completed.

The market began in 2000 by a handful of local produce vendors. The market is grassroots run and operated by a volunteer board of directors; only within the past decade has there been a formal and paid market manager. Since its inception, the market operated on Main Street in downtown Driggs; however, the location of the market and its operating time and day changed some in its first few years (it operated briefly on Thursday evenings for a couple of years). For several years, the market has operated on Friday mornings in the plaza located in the front of the Driggs City Center on Main Street. The market has always had great community support and continues to grow and evolve over the years to meet consumer and public demand.

2017 vendors included:

Farm Produce:

Biodiverse Gardening; Al Young
Cosmic Apple Gardens; Dale Starkey
Snowdrift Farms; Sue Miller
Food Dudes; Jamie Ashcraft
Green Thumb Nursery; Dennis Meecham
Full Circle Farm; Erika Eschholz & Ken Michael
Corbridge Country Berries; Maurine Corbridge
Farm Dairy, Honey, Nursery & Wool
Lark's Meadow Farms; Kendall Russell
Winter Winds Farm; Nate Ray
Chasing Paradise; Rob Dupre

Knit Together Kinders Farm; Debra Bass
Flying Dog Farm; Krissy Goetz
Rocky Mountain Nursery; Patty & Doug Merrill

Baked Goods & Prepared Food:

Red Cat Bakery; Nancy Hogenson–baked goods
Sissy’s Sweet Shop; Angie Hill–cupcakes
My Family Tradition; Trever Turpin–BBQ sauce, soda
Anna Improta–coffee
Hispanic Resource Center; Juanita Flores–tamales

Art & Jewelry:

Teton Arts Council; Cynthia Stoetzer–pottery & art
Nancie Miller–jewelry
Oslund Creations; Mary Lou Oslund–art
Michelle Miller–jewelry



Rapid Market Assessment

Rapid Market Assessment (RMA) is an efficient method for researchers and markets to easily capture the opinions and habits of market-goers on a single market day. Information collected on attendance, consumer habits and preferences helps market managers, boards and vendors assess how well they are achieving their mission and goals and may be useful in planning and future decision making. The process was developed by Oregon State University.

The key components of an RMA are attendance counts, performed during each hour of market operation, and dot surveys that ask questions previously determined by the market staff and researchers. Volunteers are key to the process.

For the Teton Valley Farmers Market Assessment, University of Idaho Extension staff and volunteers counted all attendees during the three-hour market. The team also solicited information from market attendees through dot surveys made easily accessible at the University of Idaho Extension booth.

There were an estimated 1,145 market attendees and vendors counted on the morning of July 28, 2017. The busiest time was between 9 and 10:30am. The weather was beautiful that morning, averaging 75°F during the market hours.

Approximately 320 market-goers responded to the dot survey.

The four questions asked in our survey were:

Question 1: What brought you to the Teton Valley Farmer's Market?

Question 2: Where are you from?

Question 3: How often are you attending the Teton Valley Farmers Market?

Question 4: How much have you/are you planning to spend at the market today?

Individuals who completed the dot survey received a raffle ticket for entry to win two farm-to-table and music event tickets for "GeoFest" to be held in late August 2017. Not all customers opted to stop and participate in the dot surveys, but those who took the time were engaged in the process and very supportive of the market. Both adults and children were invited to participate.

The data collected through an RMA is not without limitations and potential biases. Attendance counts are estimated as accurately as possible. Biases may occur in the dot survey participation, since participation is voluntary. Most people attending market will not participate in the survey process without a direct, personal invitation to do so and generally require guidance on the process. University of Idaho (UI) Extension was recruited to assist the market manager in conducting the RMA. Jennifer Werlin, Extension Educator in Community Food Systems, and her summer 2017-18 Interns helped compile the resultant data and prepare this report for the market.

Methods

Estimating Attendance

Attendance counts were conducted at the main two entrances for the entire length of the market (9am-1:30pm), using handheld clicker counters. While some attendees may have entered the market between booths, this was the most reliable method to estimate attendance since the market is enclosed and there are only two main entry and exit points.

Consumer Dot Survey

- Charts
 - Four standing flip charts were placed adjacent to the University of Idaho Extension booth canopy, which also had educational materials on display.
 - The flip charts were easel style. They were provided by UI Extension.
 - Each flip chart had a single question and the possible answers written on it.
 - There were approximately two volunteers attending to the flip chart station at all times. They were responsible for soliciting respondents, handing out dots, answering questions about the survey, and collecting the sheets when finished.

- Survey Questions
 - Questions were developed by Jennifer Werlin and farmers' market staff Steve Thomas and board member Emily Selleck.
 - The questions were chosen to generate the most useful information for future planning decisions.
- Markers
 - 250 ¾" round stickers were purchased.
 - The sheets were cut into strips, giving each survey participant enough dots to answer each of the four questions.
 - A blue dot was reserved for males and a red dot for females.
- Incentive
 - Survey participants were provided with a raffle ticket to a high-end farm-to-table music event.

Volunteers and Materials

UI Extension conducted the RMA.

Materials included: easels, pens/pencils, markers, the dot stickers.

Farmers Market Rapid Market Survey Results

Comments:

The RMA was conducted in the middle of the summer, at the "height" of the summer tourist season. The weather was beautiful and sunny (in the mid to high 70s F), with the primary vendors attending the market that day. Most of the survey participants were female (about 68%), which also corresponded to observations made during the attendance counts; however, this percentage was probably not as high for the market overall. Females also were more willing to participate in the survey than their male counterparts.

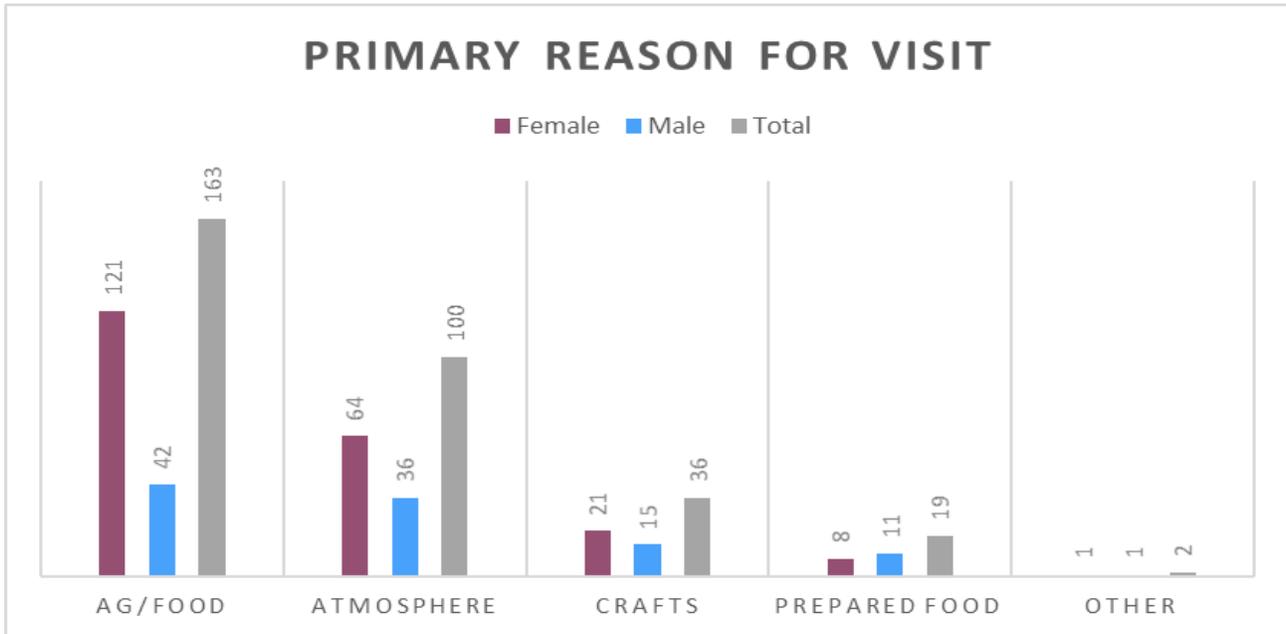
Dot Survey Results

Total respondents surveyed: ~320 Female respondents: ~214 Male respondents: ~106

Attendance: ESTIMATED VISITORS: 1,145

Question 1: What is bringing community members to the Teton Valley Farmers Market?

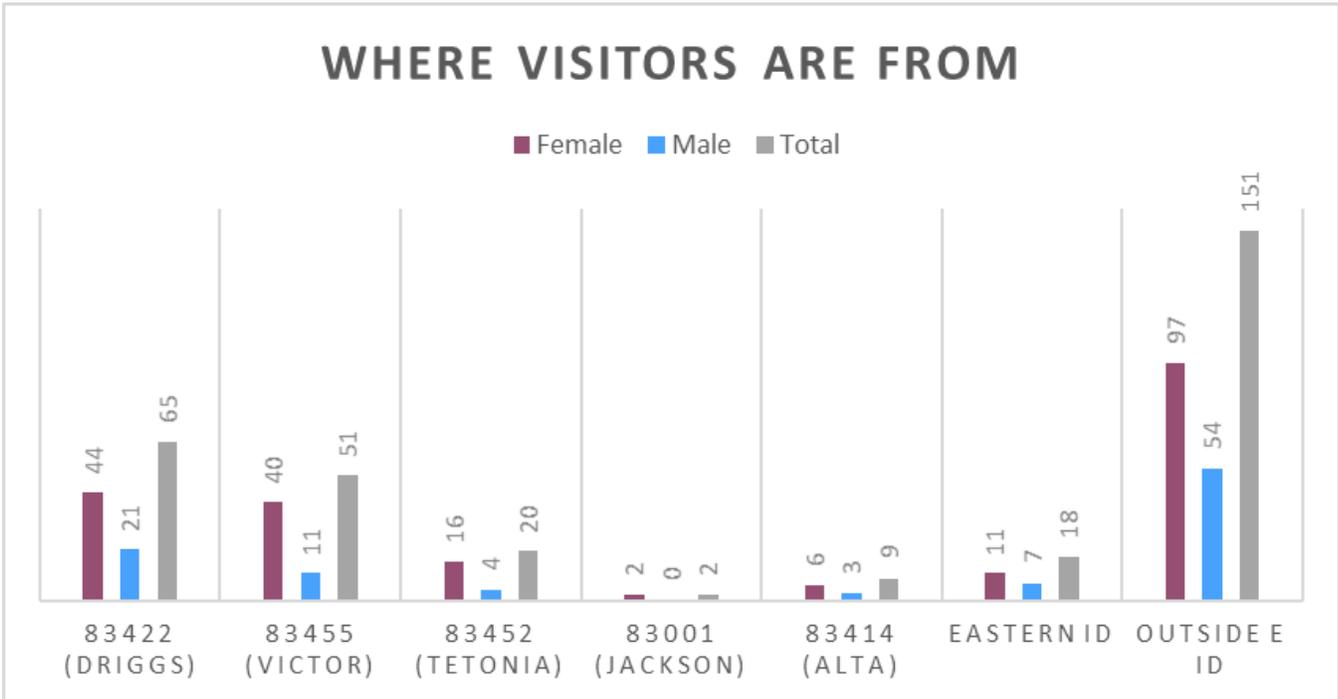
	Female	Male	Total	%
What is your primary reason for visiting the market?				
Agricultural Food Products	121	42	163	50.9%
Atmosphere	64	36	100	31.3%
Crafts	21	15	36	11.3%
Prepared Food	8	11	19	5.9%
Other	1	1	2	0.6%
TOTAL PARTICIPANTS	215	105	320	
Percentage female vs male	67.2%	32.8%		
Percent participation out of total attendance			27.9%	



Most attendees expressed that agricultural food products were the primary reason for visiting the market. Local food is certainly the primary reason for holding this type of market, but atmosphere came in second place. Certainly, providing the whole market experience is important for attracting and maintaining customers.

Question 2: Where are you from?

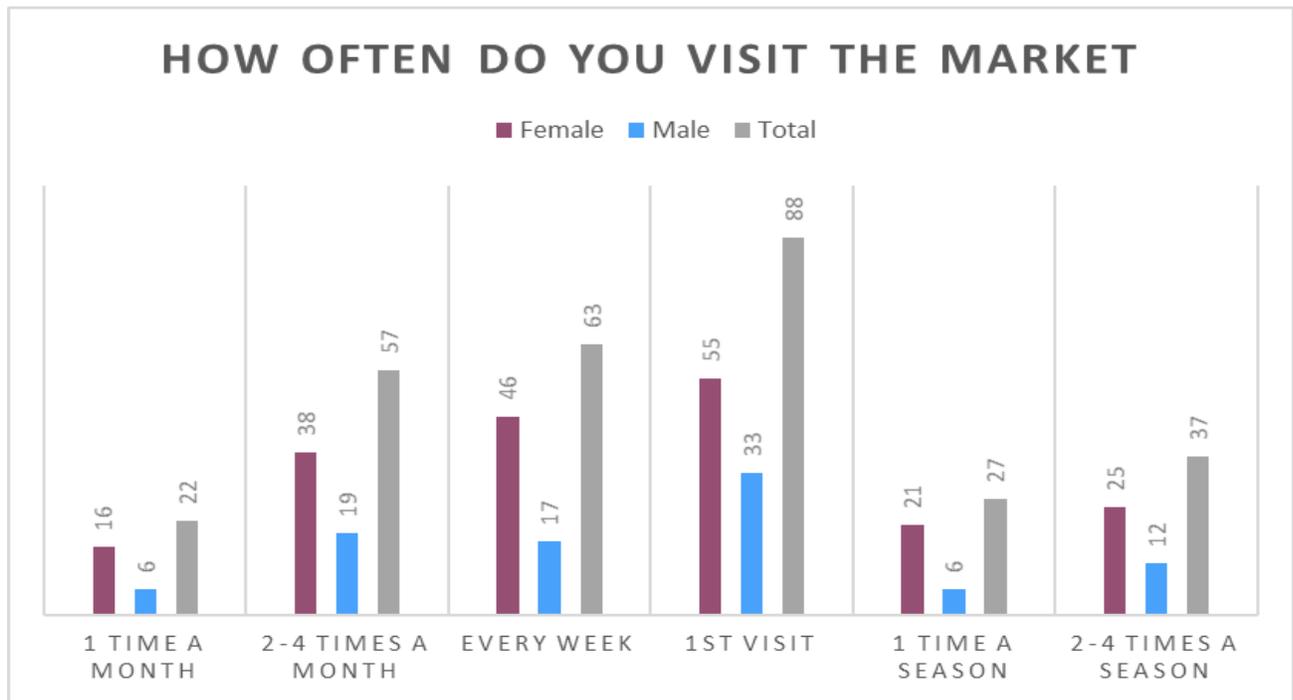
	Female	Male	Total	%
Where are you from?				
83422 (Driggs)	44	21	65	20.6%
83455 (Victor)	40	11	51	16.1%
83452 (Tetonia)	16	4	20	6.3%
83001 (Jackson)	2	0	2	0.6%
83414 (Alta)	6	3	9	2.8%
Eastern ID (other)	11	7	18	5.7%
Outside Eastern ID	97	54	151	47.8%
TOTAL PARTICIPANTS	216	100	316	
Percentage female vs male	68.4%	31.6%		
Percent participation out of total attendance			27.6%	



Nearly half, 48%, of those surveyed were from outside of the area. This could be bias due to the nature of the survey attracting people who are attending specifically for the tourist experience. Or it may be that the farmer’s market itself attracts those tourists. The location of the market is in a prime spot for attracting visitors who drive by the market. Driggs, Idaho is in the Greater Yellowstone Ecosystem, where millions of tourists travel yearly to visit our national parks and public lands.

Question 3: How often are community members attending the Teton Valley Farmers Market?

	Female	Male	Total	%
How often do you shop at the market?				
1 time a month	16	6	22	7.5%
2-4 times a month	38	19	57	19.4%
Every Week	46	17	63	21.4%
1st visit	55	33	88	29.9%
1 time a season	21	6	27	9.2%
2-4 times a season	25	12	37	12.6%
TOTAL PARTICIPANTS	201	93	294	
Percentage female vs male	68.4%	31.6%		
Percent participation out of total attendance			25.7%	

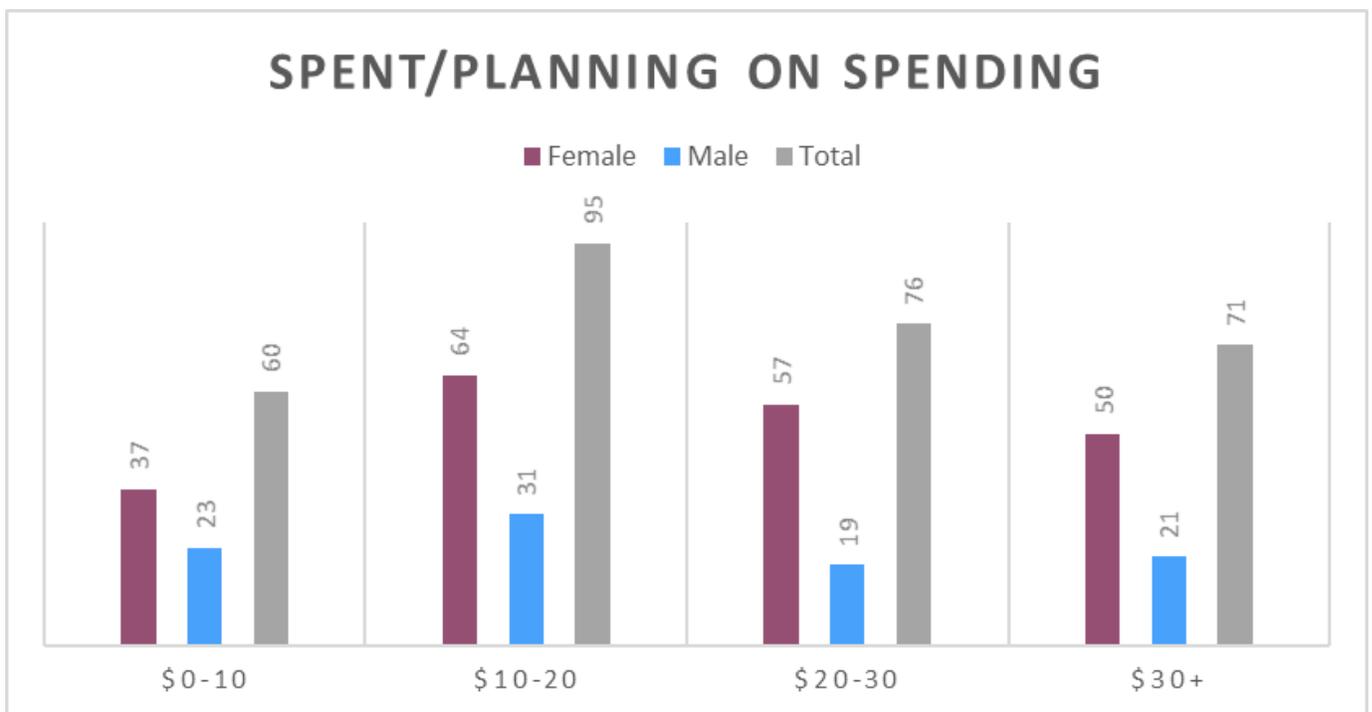


Farmers Markets are most successful when they become a regularly attended public event with loyal customers and community support. This question sought to understand how often community members are attending the Teton Valley Farmers Market.

About 30% of those surveyed said they were visiting for the first time. While the next largest percentage, 21%, of respondents said they attend every week.

Question 4: How much have you/are you planning to spend at the market today?

	Female	Male	Total	%
How much have you/are you planning to spend at the market today?				
\$0-10	37	23	60	19.9%
\$10-20	64	31	95	31.5%
\$20-30	57	19	76	25.2%
\$30+	50	21	71	23.5%
TOTAL PARTICIPANTS	208	94	302	
Percentage female vs male	68.9%	31.1%		
Percent participation out of total attendance			26.4%	



This question sought to understand some of the economic impacts the market has on our community for a given day. Over 30% of survey respondents reported that he/she was going to spend between \$10-20 at the market, with 25% of respondents reporting that they were going to spend between \$20-30. Estimates of sales at each market were conducted throughout the 2017 season, with nearly \$13,000 reported on July 28th and \$140,000 in sales voluntarily reported for the entirety of the season.



University of Idaho Extension



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