



WASHINGTON STATE
FARMERS MARKET
ASSOCIATION

Doin' the Dots

Rapid Market Assessment

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2024 WSFMA Conference

February 23-24, 2024

Sleeping Lady, Leavenworth

Why collect market data?



Methodology Matters

Valid & Reliable

Timely information, tips, and templates to build your market organization

1. INTRODUCTION ▶

2. ORGANIZATIONAL BLUEPRINTS ▶

3. FARMERS MARKET DATA ▶

4. HUMAN RESOURCES ▶

5. FINANCES, FUNDRAISING & BUSINESS MANAGEMENT ▶

6. HAPPY VENDORS, HAPPY MANAGERS ▶

7. ACCEPTING SNAP EBT & OTHER CURRENCIES ▶

8. MARKETING YOUR MARKET ▶

9. LEGAL, REGULATORY & POLICY ISSUES ▶

10. MARKET RULES & FORMS ▶

RAPID MARKET ASSESSMENTS

The Rapid Market Assessment or “RMA” is a key tool for farmers markets to collect baseline data, gain new insights and ideas for improvement, measure progress, build consensus and inform big decisions. Using a participatory methodology, a team of local community members and managers from other markets spend an intensive day at the farmers market:

1. Counting shoppers;
2. Recruiting shoppers to answer a “dot survey” (questions written on flip charts that people answer with round, sticky dots); and
3. Providing constructive comments and observations about the market’s physical site, atmosphere, and vendor mix.

If you are interested in being part of a RMA team or having a RMA at your market, please contact Colleen Donovan or the WSFMA.

[Rapid Market Assessment Overview](#) (Sept. 2016)

[OSU’s Tools for Rapid Market Assessments \(2008\)](#)

[OSU’s Oregon Small Farms Technical Reports – Farmers’ Markets](#)

2017 RMA Reports

- [Everett Farmers Market RMA Report](#)
- [Kent Farmers Market RMA Report](#)
- [Olympia Farmers Market RMA Report](#)

Rapid Market Assessment



2003 RMA at Pasco FM

Special Report 1088-E

Originally published in this format in 2002

Oregon Small Farms Technical Report No. 6

May 2008

Tools for Rapid Market Assessments



What can you learn from a RMA?

Pasco Farmers' Market Rapid Market Assessment October 25, 2003

Market Hours: Saturday 8 a.m. – Noon
Location: 4th & Columbia, Pasco, WA
Market Season: May through mid-November (also Wednesday market)
Market Staff: Manager, assistant manager and administrative assistant – all P/T
Opened: 1985
Fees: \$20 daily plus \$100/yr. for reserved space or \$25/yr. non-reserved
Vendors: 40, including 35 farmers, 4 processed foods, 1 restaurant
Market Attendance: 2,200 estimated adults
RMA Team:

Vance Corum, Washington State University Small Farms Program, Vancouver
 Suzanne Butler, Mt. Vernon Farmers Market
 Katie Deremegio, Tacoma Farmers Market
 Colleen Donovan, Heifer International
 Melisa Evangelos, Tacoma Farmers Market
 Zach Lyons, Washington State Farmers Market Association
 Veronica Yzquierdo, Pasco Downtown Development Association

I. Total Attendance: 2,200 adults

Pre-opening shopper estimate =	24	1%
1 st Hour (8:00-9:00) estimate =	444	20%
2 nd Hour (9:00-10:00) estimate =	492	22%
3 rd Hour (10:00-11:00) estimate =	726	33%
4 th Hour (11:00-12:00) estimate =	510	23%

Comment: Shoppers were well distributed over the four market hours. Given past experience at this market, we believe the relatively low turnout (44%) coming during the first half of the market was due to the freeze just hours earlier.

Entrances (by number and percentage each hour)

	<u>4th St.</u>		<u>Columbia</u>		<u>Plaza/Alley</u>		<u>ALL</u>	
1 st Hour	114	5%	222	10%	108	5%	444	20%
2 nd Hour	174	8%	276	13%	42	2%	492	22%
3 rd Hour	186	8%	420	19%	120	5%	726	33%
4 th Hour	162	7%	306	14%	42	2%	510	23%
	<u>636</u>	<u>29%</u>	<u>1224</u>	<u>56%</u>	<u>312</u>	<u>14%</u>	<u>2172</u>	<u>99%</u>

[When added, percentages may not be exact due to rounding to the nearest whole number.]

Three Parts of a RMA

1. Dot Survey

2. Shopper Counts

**3. Constructive Comments
& Observations**

Starts with Planning

- 1. Why? What do you need to find out?**
- 2. What's your budget, including time?**
- 3. When to have it?**
- 4. What kind of report do you need?**
- 5. Who is leading RMA?**
- 6. Who to invite to RMA Team?**
- 7. Communicating plan**
- 8. Dot Survey Questions & Responses**

Planning Template

Project:	XXX Farmers Market RMA																		
Start date:																			
End date:																			
Prepared by:																			
Phase	Activities	Deliverables	Hours	Direct Expense	July				August										
					Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4							
Planning & prep	1) Call with FM Mgr (and any other market organizers) to review purpose of the RMA, including dot survey questions and responses; strategy to recruit volunteers (local and external). 2) Draft and finalize dot survey questions; 3) recruit external volunteers; 4) arrange travel logistics; 5) prep RMA Team Training; 6) prep all flip charts, dots, clip boards, materials.	1) volunteer team; 2) dot survey questions prepped on flip charts; 3) list of supplies needed; 4) travel logistics.	20	Time (assumes new supplies needed purchased by FM)															
Conducting the RMA:	1) Travel to/from FM; 2) training for volunteers; 3) Market RMA; 4) clean up	1) completed customer counts; 2) dot survey; 3) CCO forms; 4) photos	14	Time, plus mileage and per diem.															
Follow up	Thank volunteers (via email and written); share photos. Compile initial results. Transcribe CCO comments*. Draft report. Finalize report.	1) initial results; 2) final report	30	Time plus postage, cards															
			64																
	* help with this or alternative scope of reporting could cut time																		
		Budget																	
		RMA fee																	
		Travel costs																	
		Materials																	

Your RMA Team



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Proctor FM , 2017

Dot Survey

Responses as Important as Questions to Get Right



San Juan Island FM , 2011

Must add to not take away from market day.

4 to 6 questions

Borrow from questions used in other RMAs

No double barreled questions

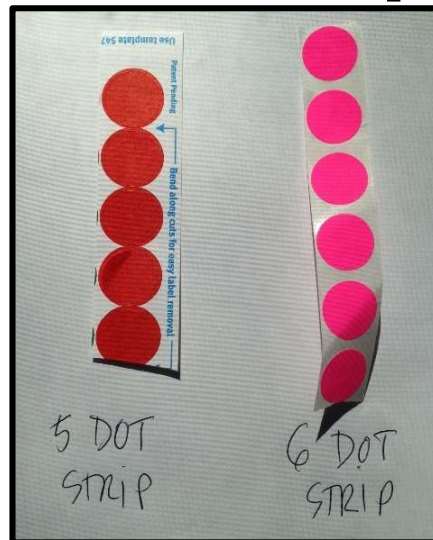
Location is important

Managed the entire market day

Goal is to get a representative sample of the shoppers

Dot Survey Prep

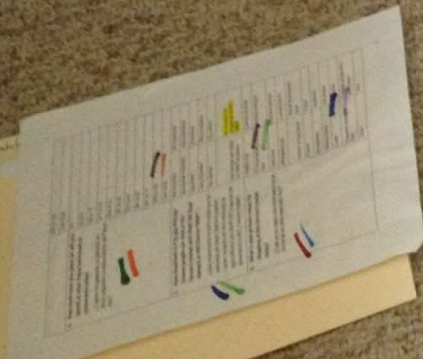
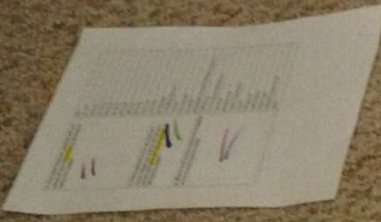
- One question per flip chart/easel
- ~ 4 to 6 questions
- Write big enough to see from afar
- Have ~ 6 to 10 responses
- Prep 1 sheet for every hour of the market plus a back up
- Cut # dots



How important is it to you that low-income people can shop at this farmers market with SNAP EBT (food stamps) or WIC/Senior FMNP?

Not important Somewhat important Important Very important No opinion

Handwritten: How important is it to you that low-income people can shop at this farmers market with SNAP EBT (food stamps) or WIC/Senior FMNP?



Everett FM 2017



Where do you live?

Marine District Everett	North Everett	Central Everett	South Everett	Maple Valley	City of Snohomish	Other Snohomish County	Skagit County	Saint Louis	King County	Other
●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●

How much have you (or will you) spend at this

Once or twice a season	This is my first visit	Other
●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●

How much have you (or will you) spend at the farmers market today?

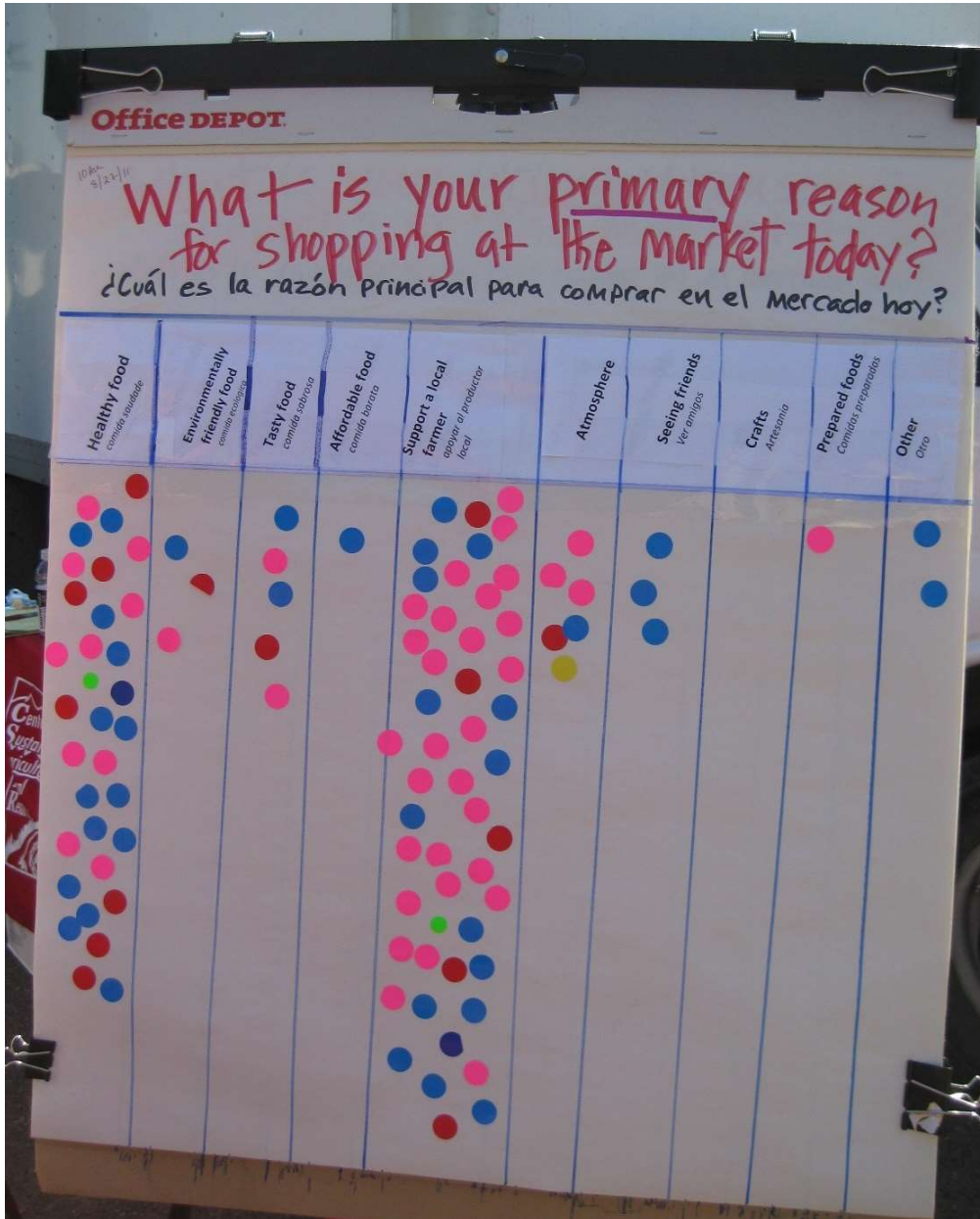
\$1 to \$5	\$6 to \$10	\$11 to \$15	\$16 to \$20	\$21 to \$30	\$31 to \$40	\$41 to \$50	\$51 to \$75	\$76 to \$100	Over \$100
●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●

How much have you (or will you) spend at water front businesses or restaurants today?

\$1 to \$5	\$6 to \$10	\$11 to \$15	\$16 to \$20	\$21 to \$30	\$31 to \$40	\$41 to \$50	\$51 to \$75	\$76 to \$100	Over \$100
●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●

What is your primary reason for shopping at this farmers market today?

To make shopping at the farmers market better for you	Other
●●●●●●●●●●	●●●●●●●●●●



Date and time
Water bottle



Pasco FM , 2011

Office DEPOT

How much have you (or will you) spend at the market today?

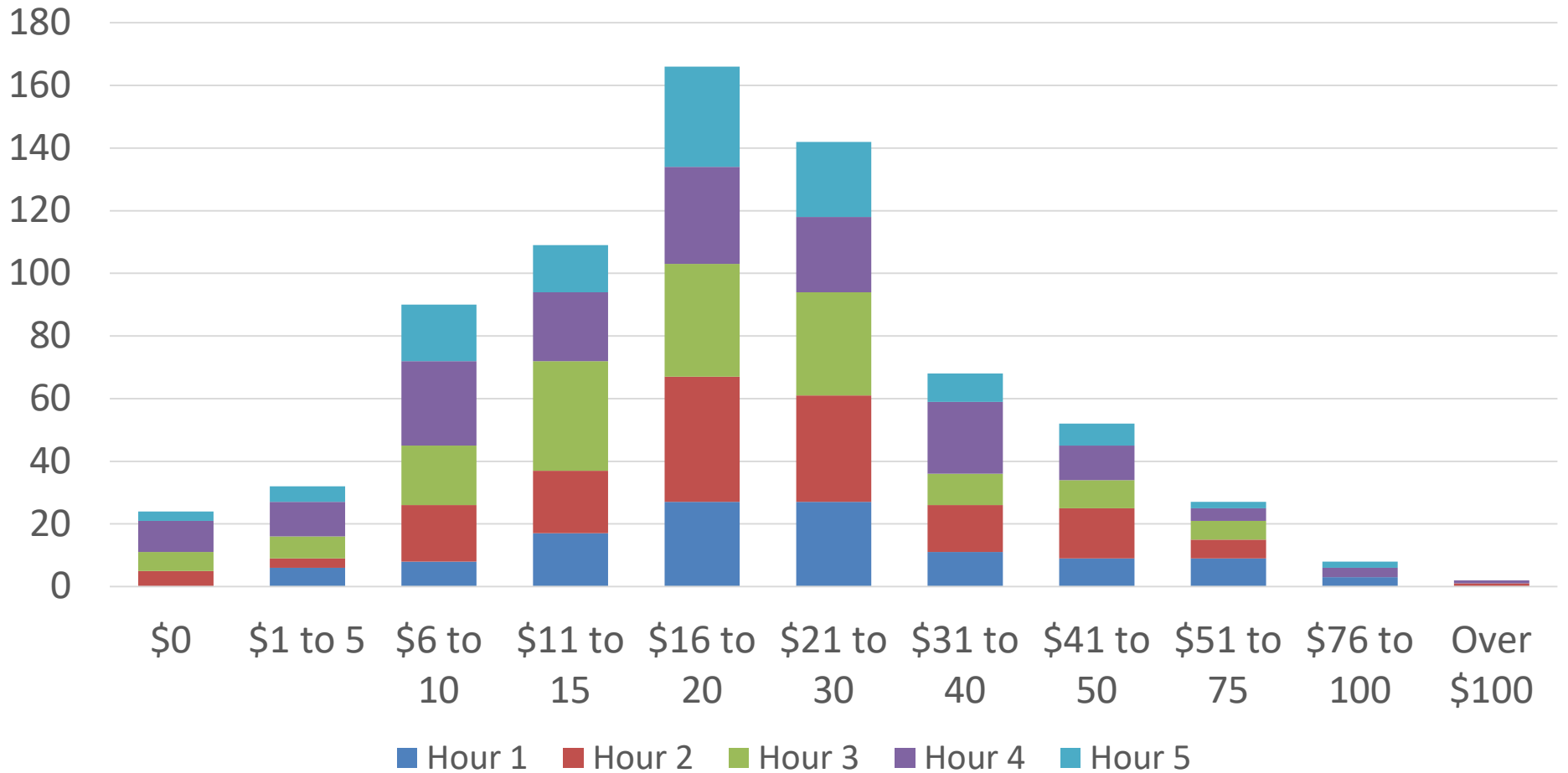
¿Cuánto ha gastado o gastará en el mercado hoy?



Calculating Shopper Reported Sales

Okanogan Valley FM ,
2011

How much have you (or will you) spend at this farmers market today?



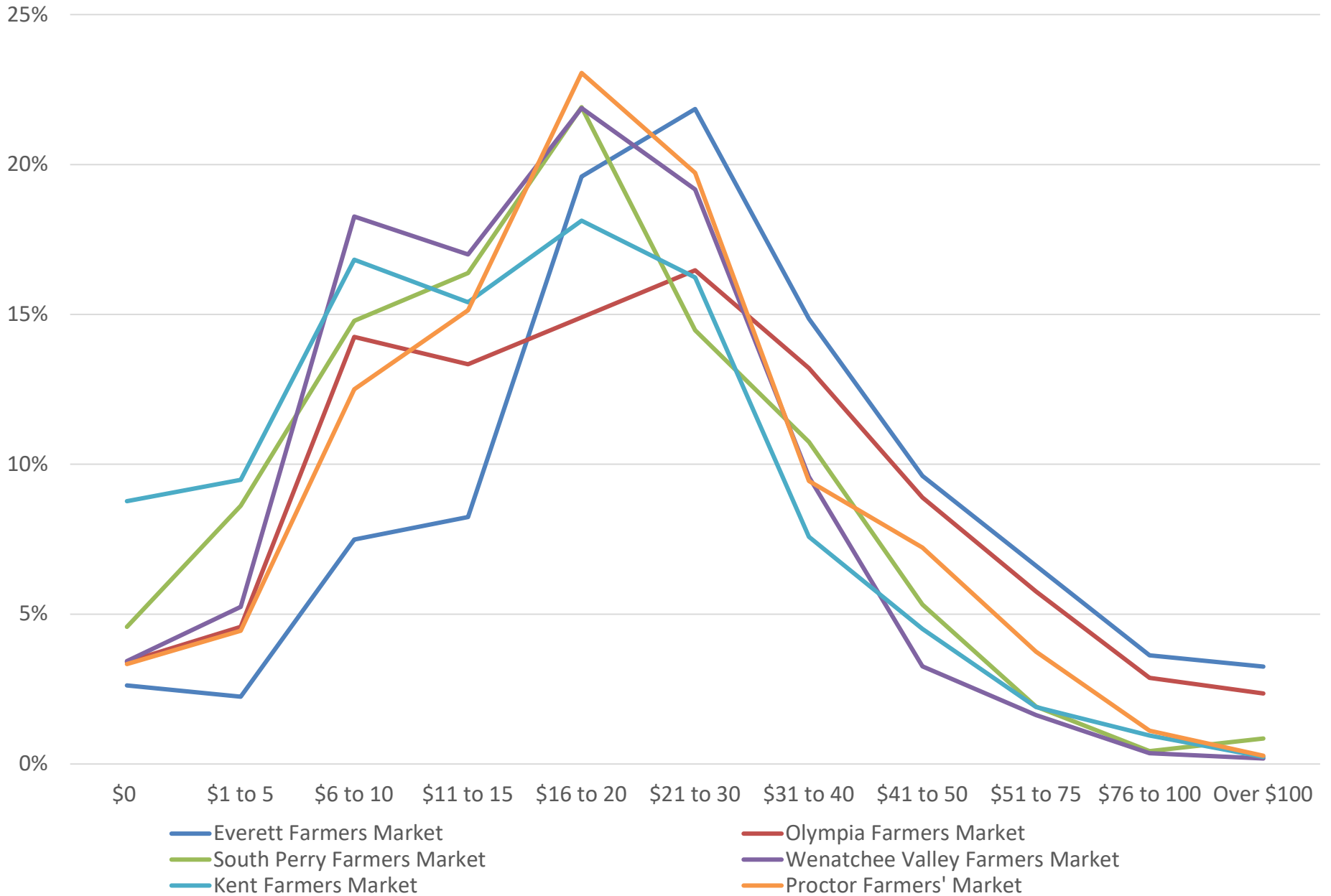
N=720

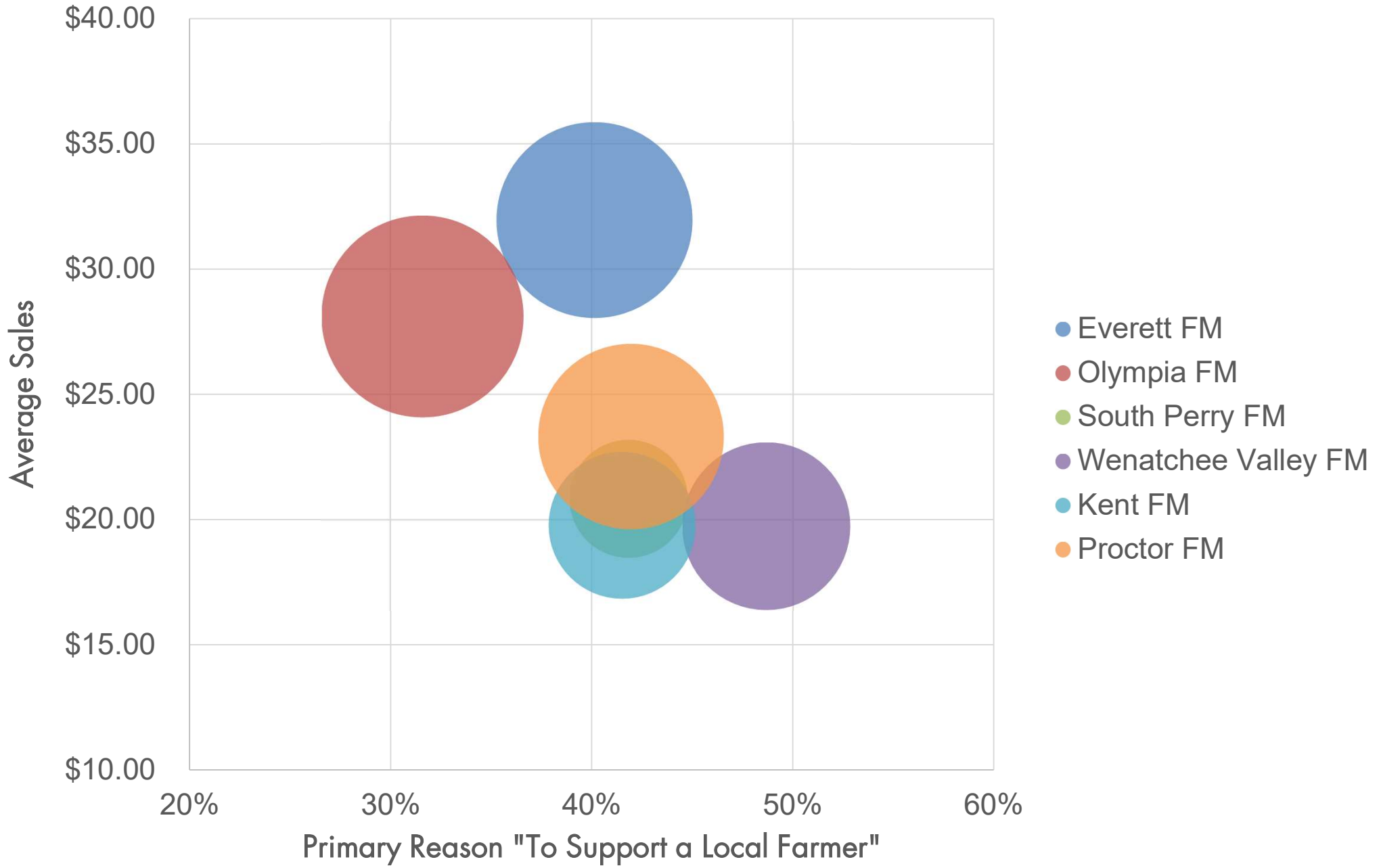
Proctor FM, 2017

\$ value given to range	Range	Farmers Market	Amount
\$-	\$0	24	\$ -
\$3.00	\$1 to 5	32	\$ 96.00
\$8.00	\$6 to 10	90	\$ 720.00
\$13.00	\$11 to 15	109	\$ 1,417.00
\$18.00	\$16 to 20	166	\$ 2,988.00
\$25.50	\$21 to 30	142	\$ 3,621.00
\$35.50	\$31 to 40	68	\$ 2,414.00
\$45.50	\$41 to 50	52	\$ 2,366.00
\$63.00	\$51 to 75	27	\$ 1,701.00
\$88.00	\$76 to 100	8	\$ 704.00
\$101.00	Over \$100	2	\$ 202.00
		720	\$ 16,229.00
average \$ / dot survey respondent		720	\$ 22.54
average \$ / shopper		696	\$ 23.32

Shopper group

How much have you (or will you spend) at this farmers market today?







Office DEPOT
Is the farmers market your primary reason for coming to the U-District neighborhood today?

Yes No Not Sure OTHER



How much have you spent today?

\$-75 to 100
Over \$100



Office DEPOT
What is your favorite U-District farmers market?

They don't buy direct from farmer/market
the playground, Tenobozzy, and fresh groceries + fruit and berries

buying direct from the Farmer!
The vibrancy, the color, the product of industry, the smells, the people, the enthusiasm. Farmers Markets are my religion.

U-District FM , 2012

Standard Questions

1. Where do you live?

2. How often do you shop at this farmers market?

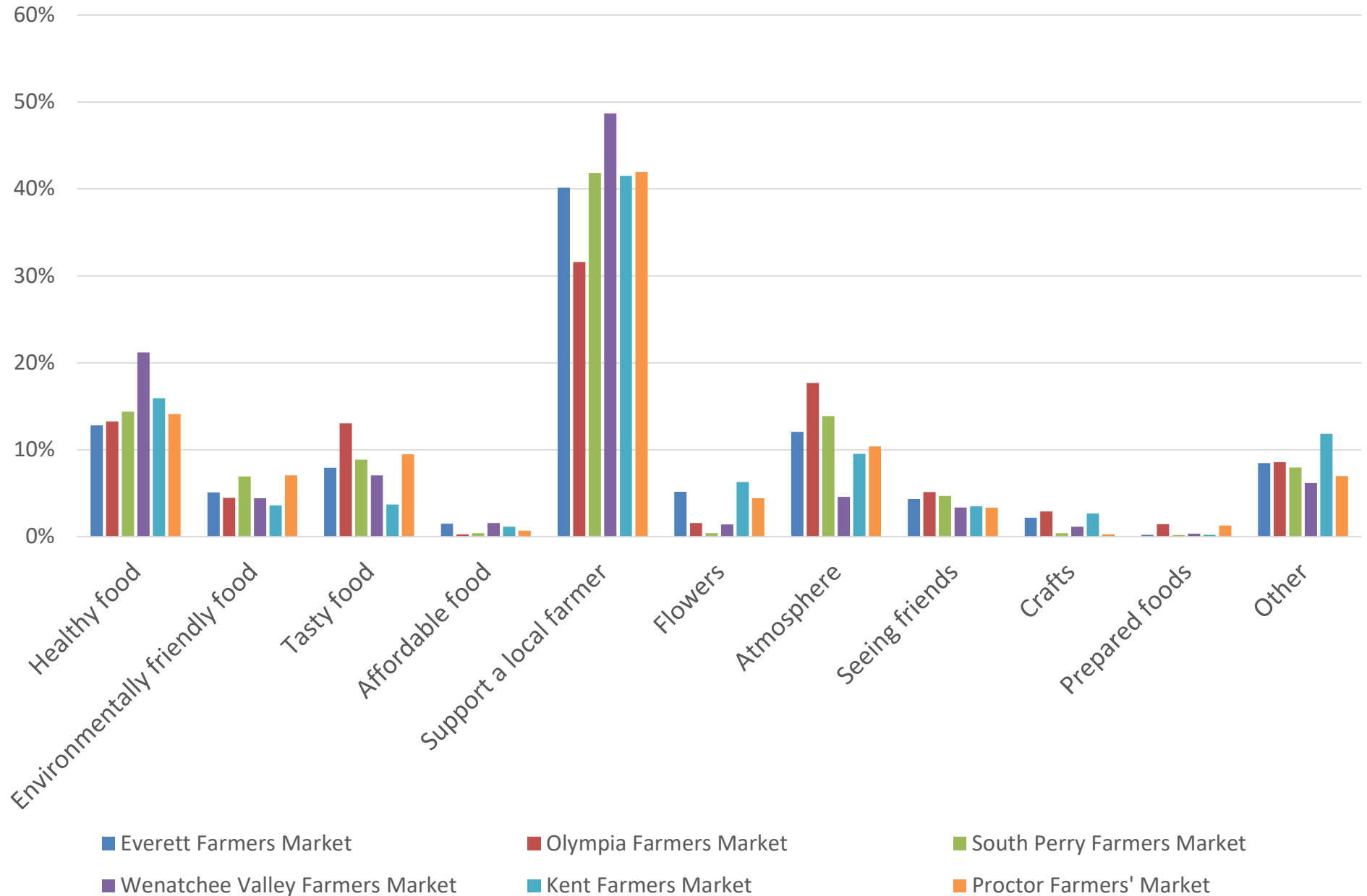
3. How much have you (or will you) spend at the farmers market today?

4. How much have you spent (or will you spend) at other downtown businesses or restaurants today?

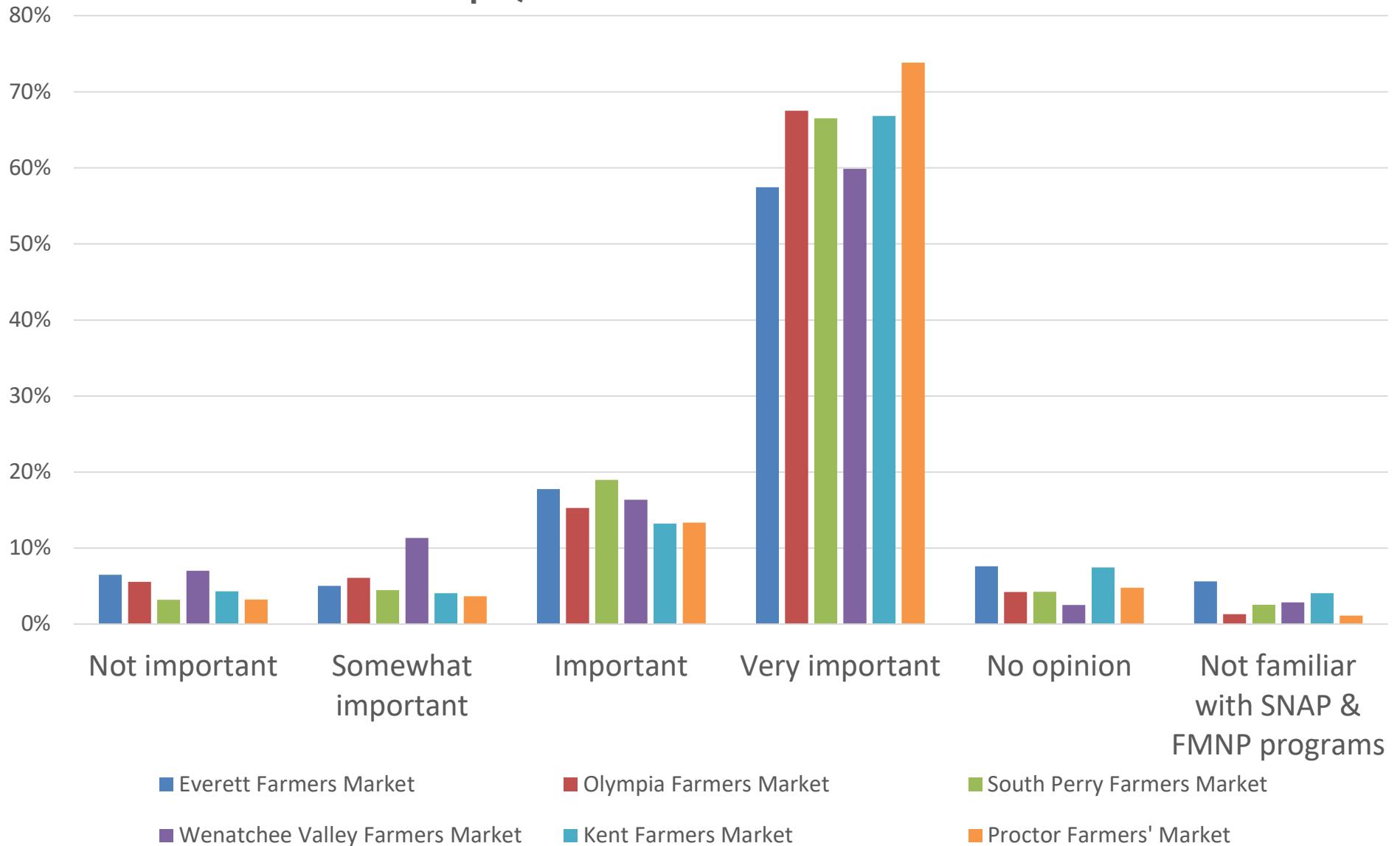
5. How important is it to you that low-income people can use SNAP EBT or WIC/Senior FMNP checks to shop at this farmers market?

6. What is your primary reason for shopping at this farmers market today?

What is your primary reason for shopping at this farmers market today?



How important is it to you that low income people can shop at this farmers market with SNAP EBT (food stamps) or WIC / Senior FMNP?



Shopper Counts



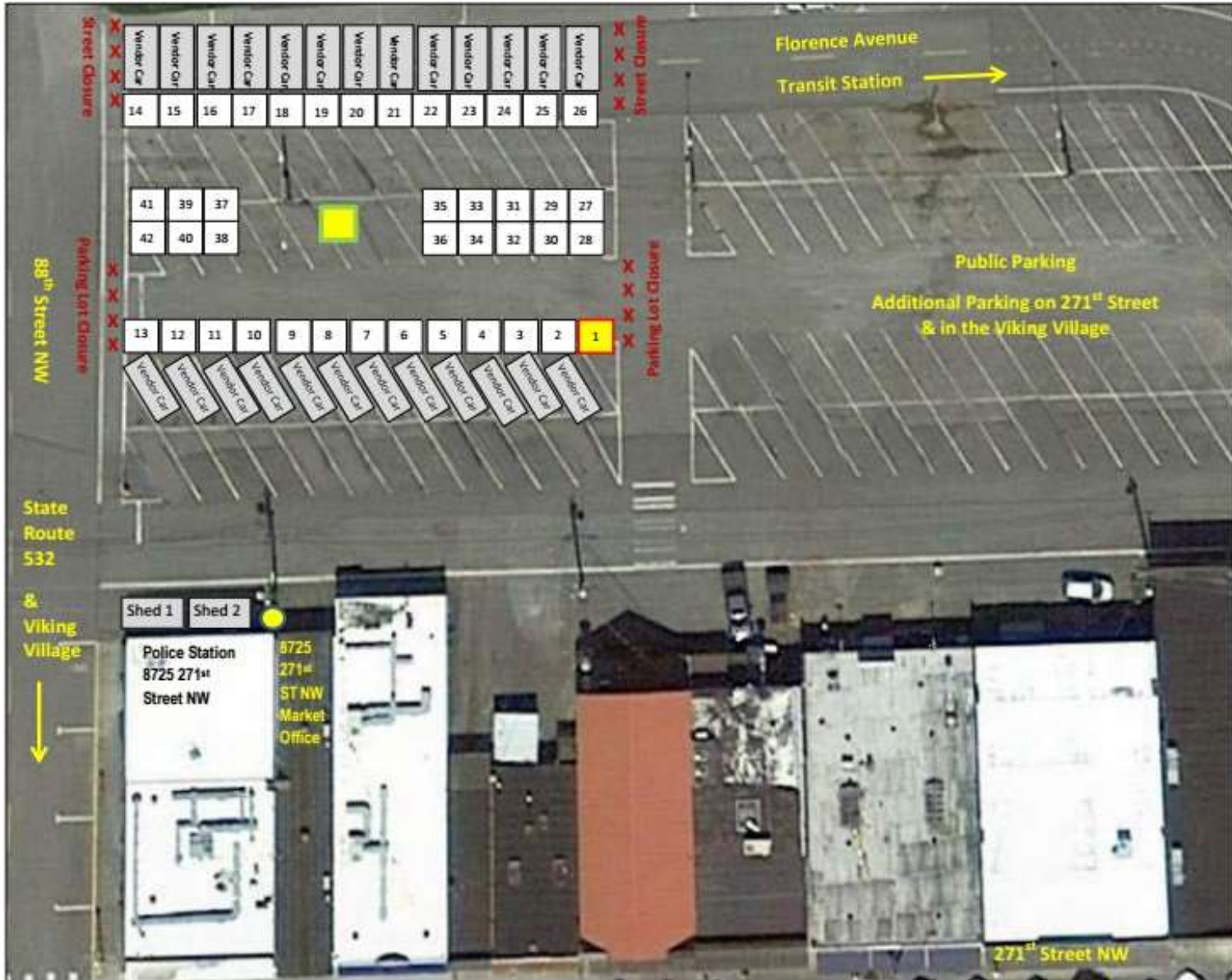
Who to count?

- Shopper vs Visitor
- Vendors? Staff? Volunteers?
- Kids?

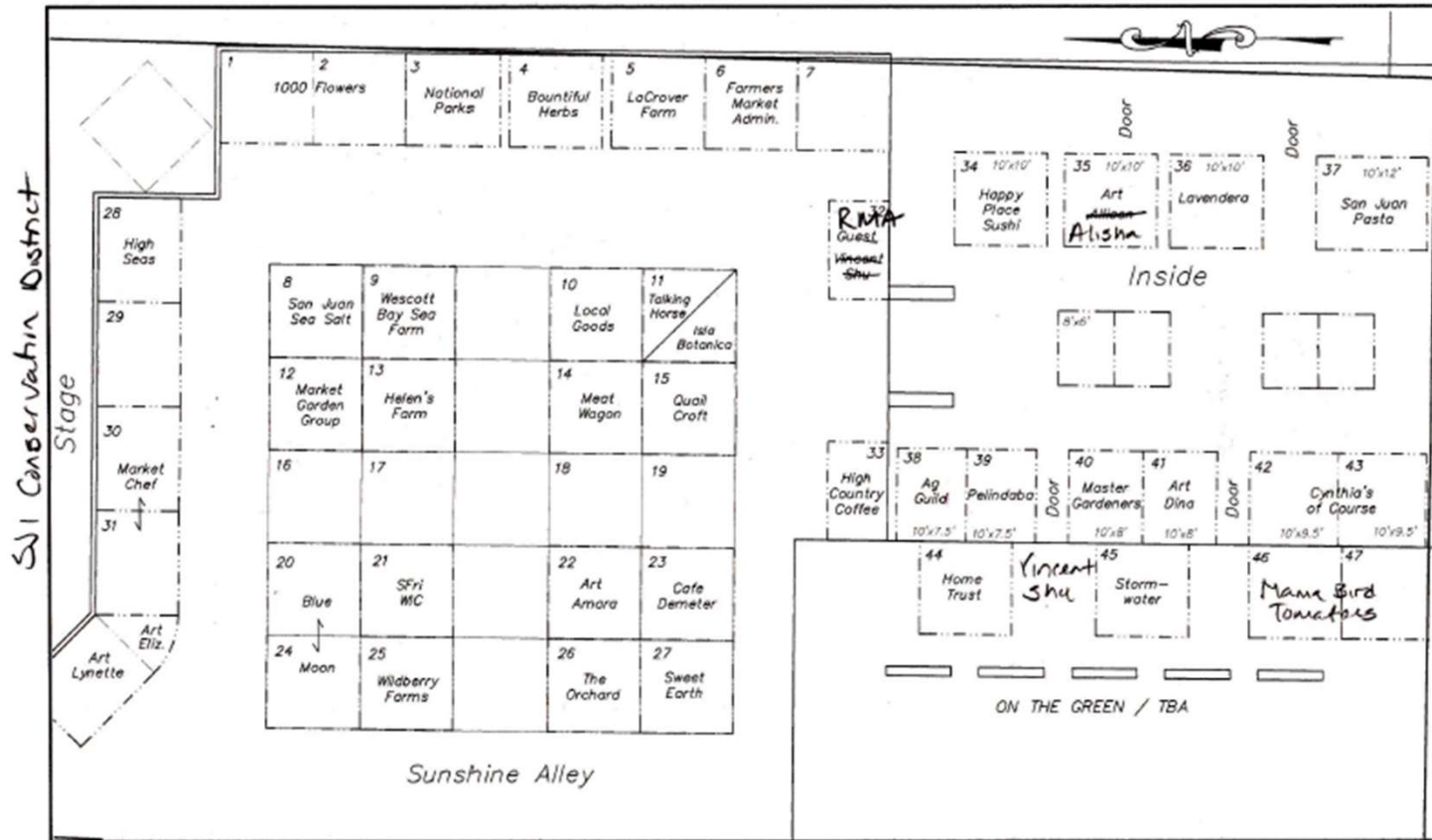
How/when to count?

- People in market vs people entering market
- X Entrance
- X Hour

Determining Market Perimeter



Determining Market Perimeter



Bio bags 46-23



Determining Market Entrances



Thursday Market at South Perry, 2017

Determining Market Entrances



Thursday Market at South Perry



Wenatchee Valley Farmers Market

5 or 10 minutes
Same time each hour
+ # people in market when bell rings
Name entrances

MARKET:

DATE:

MARTKET HOURS:

MARKET HOUR:	1	2	3	4	5	6
TIME:						
ENTRANCE: where/who						
ENTRANCE: where/who						
ENTRANCE: where/who						
ENTRANCE: where/who						
ENTRANCE: where/who						
ENTRANCE: where/who						
TOTAL:						
TOTAL X _____ =						

TOTAL (all entrances)

PRE-MARKET COUNT:

ESTIMATED COUNT:

NOTES:

Shopper Count x Hour & Entrances

Time	Playground to sidewalk (Anna)	Sidewalk to shrub (Chris)	North corner, shrub to tree (Des)	Tree to green tent weight (Pat)	Casper Fry to Chile pepper (Sonora)	Back alley (Shane)	Subtotal:	Estimated # of Customers	Percent of Total
Pre-opening count								38	2%
1st hour (3:00 pm to 4:00 pm)	8	15	9	8	26	5	71	426	23%
2nd hour (4:00 pm to 5:00 pm)	3	20	13	5	25	3	69	414	22%
3rd hour (5:00 pm to 6:00 pm)	5	18	20	8	28	1	80	480	26%
4th hour (6:00 pm to 7:00 pm)	2	21	15	2	47	0	87	522	28%
Subtotal [of 10 minute sample]	18	74	57	23	126	9	307	1,842	
Estimated # of Customers									
[subtotal x 6]	108	444	342	138	756	54	1,842	1,880	100%
Percent by Entrance	6%	24%	18%	7%	40%	3%	98%		
Time	E 9th Ave	S Perry St, north (lower mkt)	S Perry St, south (upper mkt)	Back Alley	Subtotal:	Estimated # of Customers	Percent of Total		
Pre-opening count						38	2%		
1st hour	23	9	34	5	71	426	23%		
2nd hour	23	13	30	3	69	414	22%		
3rd hour	23	20	36	1	80	480	26%		
4th hour	23	15	49	0	87	522	28%		
Subtotal [of 10 minute sample]	92	57	149	9	307	1,842			
Estimated # of Customers									
[subtotal x 6]	552	342	894	54	1,842	1,880	100%		
Percent by Entrance	29%	18%	48%	3%	98%				

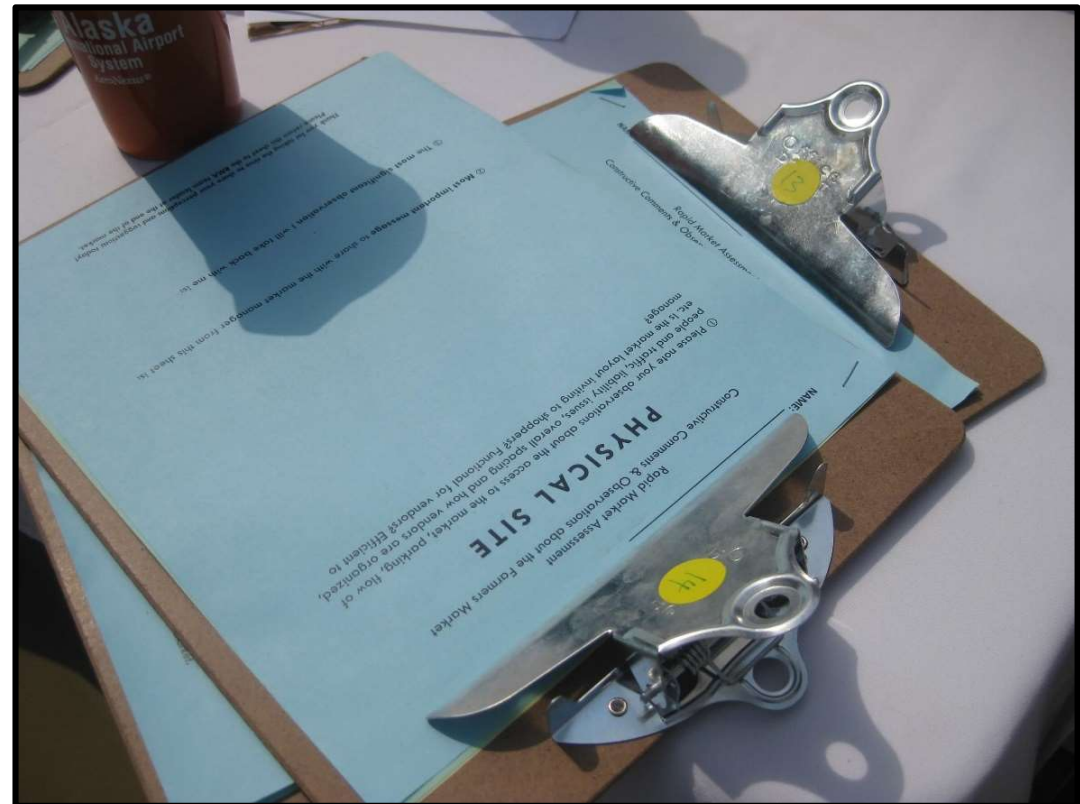
Thursday Market at South Perry

“Constructive Comments”

ATMOSPHERE

PHYSICAL LAYOUT

VENDOR MIX



“Constructive Comments & Observations”



Throughout market day
Different spots in market
Challenge assumptions, look for evidence

RMA Report: Data to Info

July 27, 2017

South Perry Farmers Market 2017 Rapid Market Assessment Report



South Perry Farmer Market 2017 Rapid Market Assessment Report

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Colleen Donovan and Karen Kinney
September 20, 2017

Share What You Learn



Scaling Down

- 1. Use existing templates**
- 2. Only do 1 or 2 parts of RMA**
- 3. Limit dot survey questions to 3**
- 4. Limit to a few hours of market**
- 5. Limit to one part of market footprint**
- 6. Collect and clean data, but keep report simple**
- 7. ???**



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Thank You!



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