

Appendix VI

Farmers' Market Assessment Tools

**a. Measuring Market
Performance**

Monika Roth, Farmers' Market
Forum



FARMERS' MARKET FORUM

FARMERS' MARKET FEDERATION OF NEW YORK
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MEASURING MARKET PERFORMANCE

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- *Measuring Market Performance*
- *Federation's 2001 Insurance Program*
- *Knowing Your Market*
- *Consumer Appeal one building block of value-added ag.*
- *Managing the Farmers' Market: How 2 masters do it*
- *10 ways to get your news into a newspaper*
- *Lt. Governor Donohue announces Farmers' Market Grants*

A healthy market is built on happy customers and vendors. From this foundation, community social and economic benefits are derived, such as new businesses, jobs, food security and others. To document the benefits of a market for producers, consumers and community, records and surveys are tools for measuring market performance—how effective is your market in serving vendor, customer and community needs?

Having a mission statement and goals for your market is the place to start measuring market performance. Is your market living up to the aspirations of organizers, are the goals established for the market being reached. For example, some markets serve a farmer mission—to provide a viable outlet for local producers. Others have the additional mission of providing consumers with high quality fresh foods. Some are established primarily to serve low income consumers, others for renewal of urban centers or blighted neighborhoods. No matter the mission or goals, the key is to know if you are achieving them.

Information to track market performance may include: customer numbers and demographics; vendor numbers, turnover, satisfaction and sales; product mix and quality; level of community awareness and support; increased consumption of local

fresh foods; improved nutrition; greater access to fresh foods; new businesses and jobs created; tourism benefits; and secondary economic benefits accruing to community businesses where consumers and vendors shop. The type of information you track depends on who needs to know and for what purpose.

Increasingly markets are asked to document their public benefit. This need arises because many markets are subsidized by public funds, operate in public spaces where alternate uses are a constant threat to permanence, or are of concern to contiguous business owners who fear the competition, parking and problems. Being able to document the real community benefits derived from a viable farmers' markets will help allay threats and concerns.

Market benefits that accrue to agriculture include how effective a market is in contributing to farm income, keeping farms viable, and keeping land in farms. To what extent has a market contributed to farm diversification, adding value to farm products or season extending production thereby increasing revenue and reducing risks. To what extent has the farmers' market business contributed to improved vendor selling skills, new jobs or product sales in other channels. Are there farm

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suppliers and service providers that exist because of farm market businesses. And is community awareness of agriculture heightened by the front line connection between farmers and consumers at markets.

Many markets with craft and food vendors, in addition to farmers, are able to document similar benefits. Markets serve to incubate farm, food and craft businesses who are able to test their products and hone their selling skills with minimal financial risk.

Consumer numbers and sales per customer are important indicators of market success. Understanding consumer motivation is critical to maintaining satisfied customers and attracting new ones. It is important to know where customers come from and why they shop at a market. Depending on the demographics, shopping habits, preferences and motivation may vary. For example, some consumers are motivated by the desire to support farmers, others appreciate the quality and selection, the marketplace atmosphere offers a social connection for many, while others shop at market for fresh foods. A market established to improve food access and diets of low income populations may be involved in education and outreach as a means to document success in achieving this goal. Consumers can be important allies in supporting markets so understanding who shops at your market, where they come from, and why is critical to be able to respond to their interests, ensure their loyalty and ultimately guarantee the success of the market.

Community impacts of farmers' markets are not well documented yet anecdotal reports of revitalized urban centers, increased tourism, new businesses and jobs, and more local dollars circulated are common. In addition to economic benefits, the value of having a marketplace as venue for social gathering is a unique opportunity in today's society. A few market studies verify these benefits. Increasingly markets require this information as evidence of their value as a community institution.

Gathering information on the benefits of markets to farmers and farming, to consumers and communities can be challenging especially when markets are run by volunteer boards and do not have staff to maintain records or conduct surveys. A membership application is a good way to gather information about market vendors. An application can request details about the farm, food or craft business, what is produced, acreage, what is sold annually, number of employees, other outlets, contribution of market to family income, etc. A summary tells the story about the diversity of farms and small businesses the market supports, the acreage devoted to farming as a result of a market, number of employees, and total sales at market, importance of the market as an outlet. Keeping records such as vendor numbers and sales per market provides a way to track growth over time. Vendors may be reluctant to provide sales information but easy techniques, such as an anonymous paper dropped in a box at the end of the day is one method.

At minimum, having a method to estimate the number of customers per market is helpful though may not be practical unless someone is assigned to the task. A guest book, newsletter sign-up or prize drawings are ways to get names and addresses that reveal where customers come from. Interviewing customers is the most effective method of getting more detailed information about who they are, where they come from, what and how much they buy, and what they like about the market. This takes time and some customers may find it annoying. It is, however, a good way of documenting the populations served by the market and learning about why customers value shopping at a market. Additionally, WIC offices track FMNP participation providing documentation of low income populations shopping for fresh produce at market. An alternative to getting at what customers like about a market is to host a customer focus group.

Community benefits, such as land remaining in farms, spin-off enterprises, job creation, low income populations served, tourism, etc., can be derived from information gathered about vendors and customers. Additional efforts to document community impacts may involve surveying other businesses to find out if they feel traffic has increased as a result of market or to resolve problems a market may have created.

Inherent in tracking information is the ability to identify weaknesses or factors that limit the success. Vendor sales and customer response are indicators of how a market is doing and may signal a problem. Additional factors that may limit a market's potential include the location, community demographics, promotion and management. A thorough study of market performance would require an assessment of how these factors impact customer draw and vendor sales. To identify ways in which a market can improve will include an assessment of the location, parking and traffic issues; site and amenities; customer service; season/day/hours of operation; vendor numbers; product mix, quality and display; rules; atmosphere; customer numbers and support. Doing your homework before establishing a market will resolve many of these issues. A market that has been established for several years, will want to know whether they have reached their potential and a mature market, like mature businesses, will need to keep a keen eye on loyal customers and offer innovations that serve to renew and retain public interest. *Tools for conducting market appraisals can be requested from the author.*

www.NYFarmersMarket.com

- A complete listing of farmers' markets in New York State, including location, season, and contact information.
- An Electronic Bulletin Board for posting all kinds of information, questions and suggestions for farmers' market managers, farmers and consumers
- Details of upcoming Federation events
- Resource information for products and services that are important for farmers' market participants.

Shared Wisdom

Selling Your Best at Farmers' Markets

Farmers' Market Evaluation

Market and Location: _____
 Season: _____ Schedule: _____
 Date and time of visit: _____ Weather: _____
 Number of vendors: _____

Location	Yes	No	Needs Improvement
Easy to find			
Accessible to foot traffic			
Accessible car only			
Bus access			
Directional signs			
Near businesses			
Near residents			
Room for Expansion			

Unique features: _____

Parking	Yes	No	Needs Improvement
Easy to find			
Reasonable walking distance			
Entry/exit signs			
Directional signs			
Adequate numbers of spaces			
Traffic circulating well			
Surfaced driving lanes			
Safety concerns addressed			
Attendants to help flow			

Grounds	Yes	No	Needs Improvement
Attractively landscaped			
Clean/debris free areas			

Unique features: _____

Customer Conveniences	Yes	No	Needs Improvement
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Benches, places to sit			
Trash facilities			
Restroom nearby			
Phone nearby			
Handicap accessible			

Other: _____

Customer Service	Yes	No	Needs Improvement
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Info booth			
Bags, baskets			
Credit cards			
FMNP			
Food stamps			
Community information			

Other: _____

Indoor Facility	Yes	No	Needs Improvement
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Adequate size vendor spaces			
Spaces clearly delineated			
Room to expand			
Adequate aisles			
Non-skid, clean flooring			
Bright lighting			
Good signage			
Logical flow through facility			

Outdoor Facility	Yes	No	Needs Improvement
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Adequate size vendor spaces			
Spaces clearly delineated			
Room to expand			
Adequate aisles			
Easy walking surface			
Good signage			
Logical flow through market			

Atmosphere	Yes	No	Needs Improvement
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Favorable overall			
Entertainment/demos			

Other: _____

Customer Activity	Yes	No	Needs Improvement
Adequate numbers			
Shop entire market			
Linger			
Appear to be enjoying themselves			

Customer Demographics

Approx. Age: 20-40 ___% 40-65 ___% over 65 ___%
 Gender: Male ___% Female ___% Race: White ___% Black ___% Hispanic ___% Asian ___%

Vendors (overall)	Yes	No	Needs Improvement
Adequate numbers			
Friendly with customers			
Have a variety of products			
Good overall presentation			
Good quality products			
Tents or umbrellas to protect products			
Sturdy/safe display equipment			

Vendor Product Summary (indicate number)

- | | | |
|--|---|---|
| <ul style="list-style-type: none"> ___ Flowers ___ Plants ___ Fruits ___ Vegetables ___ Herbs | <ul style="list-style-type: none"> ___ Baked Goods ___ Processed Foods ___ Prepared Foods ___ Maple Syrup ___ Honey ___ Cider | <ul style="list-style-type: none"> ___ Dairy (cheese, milk, yogurt) ___ Eggs ___ Meats ___ Crafts ___ Other: _____ |
|--|---|---|

b. Tools for Rapid Market Assessment

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Oregon Small Farms Technical Report

Tools for Rapid Market Assessments

by

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Oregon Small Farms
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OREGON STATE UNIVERSITY
EXTENSION SERVICE

Tools for Rapid Market Assessments

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Introduction

Most farmers' markets lack the information they would require to make effective changes and improvements. We have designed three simple, low-cost methods to address these information needs. The first two methods, attendance counts and dot surveys, can be used independently by individual markets. They are discussed in the first two sections of this report.

The third section presents a more integrated evaluation approach, the Rapid Market Assessment (RMA). The RMA adds a third method, Constructive Comments/Observations (CCO), to the first two. In our experience, an RMA works best as a collaborative learning process in which a team consisting of external market managers (and others) visits and studies a host market. The learning is two-way: the host market and the visiting RMA team members both gain knowledge and experience.

- The host market benefits from the results of the three data gathering methods. It should be noted, however, that the host market manager is generally so consumed with managing the market that he/she learns little about the data collection methods themselves.
- The RMA team members gain in three ways:
 - They learn to use the data gathering methods.
 - Liberated from their hectic market day routines, they learn through the constructive observation process how to view their own markets with greater understanding.
 - They establish relationships with and learn from their peers.

All three methods use efficiently two resources, time and money, that are generally in short supply for markets and market managers.

Attendance Counts

Knowing how many people shop at your market is a valuable piece of information few markets collect. Attendance counts allow:

- Vendors to estimate their potential sales,
- The market to estimate potential spillover sales for neighboring businesses,
- The market to document for community leaders its role as a social center.

Because most markets have multiple entry points, an accurate attendance estimate requires both planning and personnel. Although greater accuracy would be achieved by counting *everyone* entering the market, that approach is very

labor intensive. In our experience, counting all who enter the market during a specified ten-minute period each hour provides an acceptable estimate. When the attendance count is part of a broader RMA, team members are available for other RMA activities during the balance of the hour.

Collecting this data requires clear communication and cooperation among the individuals involved. Here are the key elements for an accurate counting process.

Who is counted & when are they counted?

- Only adults are counted
- Only shoppers **entering** the market during the counting period are included in the count. If possible, counters will recognize shoppers who have placed purchases in their cars and are returning to the market. *These re-entering shoppers would not be counted again.*
- For markets that open on the hour (e.g., 9:00), the count should take place every hour from 00:25 to 00:35. Consistency and precision in timing the counting periods yields a more accurate estimate.

How should the counting process be organized?

- Determine lines of sight in the market between and among all entrances. This will determine how many counters you need.
- At each entrance, determine the exact line separating people who are in the market from those who are not. It is important to set this so that all counters stay true to the ten-minute counting period.
- The use of counters, available at stationary stores, results in easier and more accurate counts.
- Some shoppers enter the market between booths rather than through established entrances. It's important that these shoppers be counted only once. Count takers at opposite ends of the same line of site must agree on a boundary between their zones of responsibility.
- The ten-minute hourly totals are multiplied by 6 to provide individual hour estimates for the number of shoppers who entered the market. The sum of these hourly estimates provides a market attendance estimate for that date.
- **Whenever attendance estimates are published it should be made clear that they are for a specific day. Seasonality, weather, and other factors have a significant influence on attendance.**

What Are Dot Surveys?

Conducting consumer research in farmers' markets presents significant challenges. Traditional techniques, such as interviews and written questionnaires, are not well suited to this venue. Small sample size and bias introduced by the non-representativeness of those agreeing to be interviewed reduce the accuracy of face-to-face interviews. Written questionnaires, whether

to be completed in the market or returned by mail, have very poor response rates, once again biasing the sample.

The Dot Survey approach significantly increases both the number of consumers surveyed and the percentage who agree to participate. Consequently, this approach provides more accurate assessments of consumer preference and behavior. The Dot Survey technique is "self-service" research approach that asks a limited number of questions displayed on easels in the market. We call the individual questions "Dot Posters" because consumers indicate their responses using colorful, round, self-stick labels.

This survey technique differs from other approaches in that respondents can see how others have responded. This is both strength and a weakness. It is strength because respondents view the process as much less extractive – they appreciate inclusion in the research process. It is a weakness because respondents may be influenced by what they observe on the posters. This is not an issue for the majority of questions. For example, people don't change their answer to, "Where do you live?" based on others' answers. For a few question this may be an issue and it is important to be sensitive to this point when crafting the survey questions.

These two steps should reduce this potential source of bias:

- "Seeding" posters with randomly placed dots (later removed) so that the crowd doesn't follow the early answers;
- Replacing the poster sheets with fresh sheets at intervals throughout the day. Fresh posters reduce prior information given to respondents and allow the data to be analyzed by time period.

Seven Steps to Successful Market Research Using Dot Posters

1. Identify information needs and carefully craft up to four closed-ended questions
 - Develop questions with the market manager and/or market board to address their most urgent concerns.
 - Each question should be clear and succinct. The number of answers should be as few as possible while still providing the information needed. Respondent comprehension of the question and answers is a priority.
 - Through careful wording, one poster may accommodate two closely related questions. Example: "Will you be doing any additional shopping or eating in the downtown district this morning? If yes, indicate how much you anticipate spending."
 - In general, consumers are quite willing to answer four questions; more questions may reduce the response rate. Each additional question also increases the space needed in the market to conduct the research.

- Questions that have been successfully used as dot posters are listed at the end of this article.
2. Prepare the dot posters for use at the market
- Write each question at the top of a large flipchart sheet. Legibility is critical. Print very clearly or paste large font, typed questions on the flipchart sheet.
 - Define the answers and place them in a horizontal line across the top and bottom of the sheet.
 - Divide the answer scale with vertical lines extending the length of the sheet. When dividing the space recognize that while it is preferable to divide the space evenly (so that space allocation does not influence the respondents) it is often necessary to allot more space to the more frequent responses. For example, when asking, "How much did you spend?" we know more respondents will answer \$10, \$15, and \$20 than \$40, \$60, or \$80.
 - For quantitative questions, the order of the answers is straightforward. For these questions, the lines between answers can serve as additional responses. For example, the line between \$20 and \$30 represents \$25. Note, however, that *within* a column all the answers are counted as the same.
 - Ordering the answers for subjective questions is less clear-cut. There is no logical order for the answers to the question, "Why did you come to the market today?" As a result, respondents cannot split their votes between all two-category combinations. Note: some respondents do tear dots in half to split their vote. This makes the counting process more difficult so it should not be encouraged.
3. Prepare sufficient color coding labels or dots
- The $\frac{3}{4}$ inch size self-stick dot is most easily handled, however, the $\frac{1}{2}$ inch size dots fill much less space on the posters. In a crowded market using the $\frac{3}{4}$ inch dots will necessitate changing the posters more frequently.
 - Cut the dots into strips, providing exactly one dot per question. Participants are limited to one response per question. Since this high volume survey technique permits as many as 3 respondents per minute, it is important to keep the respondent's task as simple and clear-cut as possible.
 - Use of a single dot color reduces participant confusion. Individuals receiving multiple colors frequently ask, "Does it make any difference which color I use for which question?" Individuals receiving one color and observing that others have used a different color may draw conclusions regarding the demographic significance of the colors.

- Changing the dot color at a set time during the market day permits time analysis of market activity (are the responses from early in the market different than those from late in the market?) As mentioned above, changing to a fresh poster sheet provides the same opportunity.

4. Position the dot posters in the market

- Confer with the market manager in advance to understand the traffic pattern through the market. If possible, select a high-traffic site, but one that does not interfere with sales of surrounding vendors.
- Set up the flip charts in a row.
- Use your institution's signage to identify yourself to the public. A canopy will provide protection from rain and sun, and better blend into market culture.
- Be prepared for the effect of wind and rain on the easels. Large binder clips and tape will eliminate paper blowing. In very windy sites, concrete blocks or other weights may be necessary to keep the easels erect and in place.

5. Actively recruit participants

- **Most people will not participate without a direct, personal invitation to do so.** Approach potential participants, giving visual cues that you're part of the market's business.
- Limit respondents to one set of dots per "shopping group." A shopping group is defined as a group of adults who are shopping together and managing their money in common. The shopping group concept is particularly important for questions about purchases, both inside the market and at surrounding businesses.
- From scripted comments, explain the market research, and ask for a minute or two of the participant's time. Be brief. Examples of introductory lines we have used: "Do you have just a minute to help out the market?" or, "Have you had a chance to do the dots?" People tend to associate the word, "survey" with something much more time-consuming; avoid its use.
- Distribute strips of dots to willing participants. Our university prohibits distributing dots directly to minors, although parents can have children place their dots. Offer to place dots for customers whose hands are full. The loss of anonymity does not appear to effect participation.

6. Provide guidance on how the process works

- Instruct participants to **place only one dot per poster** "where it most makes sense". Team members must monitor the posters.

Gently stop participants who are placing more than one dot on a single poster. A percentage will miss a poster, and have an extra dot; they may need help determining which poster was missed.

- Most shoppers have never participated in this type of data collection before. It is important that each team member is familiar with the process and is able to answer questions about it.
- The question, "How much did you spend in the market today?" will be handled in various ways by participants. While it is best to poll shoppers as they leave the market, that isn't always possible. Some will save a dot, and return after shopping. The dots are removable; shoppers can return and move a dot if their actual spending differs from the initial estimate.
- Encourage participants to indicate their actual expenditures on the day of the survey, rather than what they "usually" spend at the market. Markets vary week by week; consumer spending is a reflection of what is in season. The survey is a snapshot of a specific market day rather than an indicator of average shopping practices.

7. Data analysis and interpretation

- The data analysis process is simple and straightforward. Be sure to double-check all counts and calculations as you proceed.
- Tabulate the data by counting the dots assigned to each answer.
- Ensure accuracy of the count by (1) leaving a small mark on each dot as it is counted and (2) having a second person repeat the count. Don't worry if the two counts differ by five or less. If the counts differ by more, recount.
- While each question should have the same total number of responses, this won't happen. In all surveys, some respondents fail to answer a specific question. Conversely, some will have used two dots for one question. It's not possible to correct for either of these problems during data analysis. The variation in total responses across questions will be quite small.
- Compute responses as percentages of total responses. Quantitative data can be further analyzed. For example, mean spending per shopping group or total spending per time segment may be of interest to a market manager. Have someone check your calculations.
- The sampling unit in this technique is the "shopping group," not the individual (although many shopping groups will consist of individuals). The average size of a shopping group will vary by market and is best determined by asking a dot poster question.

From results to date, we have found the average shopping group size to be 1.5 to 1.8 people for most markets.

- To determine total spending in the market for the that survey day:
 - Divide the market population count by the average shopping group size to get an estimate of the number of shopping groups.
 - Multiply the number of shopping groups by the average purchase amount.
 - Recognize that an estimated market total based on the simple market population count would result in a significant overestimate of market sales.
- Analysis of identical or similar questions across markets is often undertaken to compare and contrast locations.
- **Always make it clear that the results are for a single market day on a specific date. It is inappropriate to assume that the data from a single day represents what takes place over an entire market season.**
- **Be careful not to “go beyond the data” in your interpretation of the results.**

The Rapid Market Assessment Process: Recruiting Teams & Adding Constructive Comments and Observations

As mentioned in an earlier section, in an RMA, a small group of outside market managers, or others, study a specific host market, which benefits from the insights provided by “fresh” eyes. The RMA team members gain from establishing relationships with, and learning from their peers. They begin to view their own markets with greater perception.

The RMA consists of market counts, dot posters, and a third research technique, Constructive Comments and Observations (CCO). Whereas attendance counts and dot surveys can be stand-alone exercises undertaken by individual markets, we have always conducted a CCO as a part of a complete RMA. Organizing and conducting an RMA requires substantially more preparation and coordination than does making use of either or both of the stand-alone techniques.

The RMA process requires intense participation by the team members on the day of the study and only limited other demands. For a morning market, they travel to the market the night before, conduct the study components, hand in their worksheets, and participate in a phone debriefing several weeks later.

The RMA process should not be regarded as a comprehensive market assessment or evaluation. The host market receives an attendance count, dot survey results and a report that focuses on market strengths and suggested changes/improvements.

Here is a five step RMA process with a focus on what is needed to conduct the CCO part of the process.

1. Recruit team members
 - Form ad-hoc teams of a minimum of 4-5 managers or board members from markets around the state. These teams will study a specific market on a specific date and collect qualitative and quantitative information.
 - While it would be ideal to collect and share whatever market information is available in advance, we generally have not done this.
 - For morning markets, we try to arrange a pre-market dinner for the team and the host market's manager and board. Market history, current situation and goals for the next 5 years are shared at this time. The dinner also allows the RMA team members and host market representatives to form relationships. For afternoon and evening markets the team members travel during the day so this dinner meeting is not possible.
2. Market day responsibilities
 - On market day, the team members are responsible for three things:
 - Attendance counts
 - Dot surveys
 - Completing three CCO sheets based on their own observations of the market.
 - Sometimes a fourth element– interviews with community/business leaders on their market interactions - is added.
 - The team leader establishes a schedule to ensure that each member has a chance to participate in all activities and that the RMA is completed.
3. Filling out the CCO worksheets
 - For the CCO sheets the RMA participants focus on three major themes: site physical characteristics, vendors and products, and atmosphere. Each theme is developed on a separate worksheet.
 - **Physical characteristics of the market site:** access, flow of people and traffic, liability issues, and organization.
 - **Vendor and products:** product mix, product quality, signage, display, and customer service. If the market is not too busy, it is useful to spend some time interacting with vendors. In busy markets this may not be feasible.
 - **Market atmosphere:** the "feel" of the market, shopper demographics, interactions/conversations, and educational activities.
 - On each worksheet, team members record constructive comments, noting what is effective in the market and what could be changed or improved. Also, team members are encouraged to record observations

of ideas they will apply in their own markets. They are instructed "Do whatever it takes" -- follow people, listen to conversations, initiate conversations, investigate the neighborhood, etc. to find out about how the market is operating.

- As they complete the worksheets, team members often find it useful to spend 20 or 30 minutes "shadowing" the market manager. This provides them with additional insight into differences between the host market and their own markets.
- As they complete their process of observation, members review their worksheets and select:
 - Their most important message to the host's manager,
 - The most important lesson or observation they will take back to their own markets
 - Any observations that should be excluded from the public report.

4. End of market activities

- At the end of the market, the team debriefs for a short time. It would ideal to have the host manager participate, but he or she is generally too busy and too tired to absorb much.
- Before leaving the market, each team member gives his or her worksheets to the person responsible for report preparation.

5. Report writing

- The collated report combines the comments of individual team members. No attempt is made to provide a single view of the market; individuals may submit conflicting comments. Neither is there a separate report for each participant. The guarantee of individual anonymity reduces the potential for tension between any of the team members and the host market.
- In general, attendance counts and dot survey reports are distributed to the host market and to the team members within three or four days of the RMA. **This rapid turnaround is a key strength of the research process.**
- The compiled CCO is distributed within two weeks of the RMA. At the end of the RMA report, three to five suggested discussion questions are presented.
- At this point a phone debriefing is arranged for the RMA team members and the host market manager. Discussion questions form the focus for this conference call. The debriefing looks at major issues rather than touching on everything that occurred during the RMA.

Questions Successfully Used at Farmers' Markets

Spending and Pricing Questions

How much have you (or will you) spend in the Farmers' Market this morning?

Do you plan on doing additional shopping or eating downtown this morning? If yes, how much do you anticipate spending?

On average, if a specific item costs \$1.00 in the grocery store, how much would you be willing to pay in the farmers' market for a similar product produced locally?

Has shopping at this farmers' market caused you to shop at Hillsdale businesses and restaurants more often?

Do markets attract customers? Why? What would make them more attractive?

Was the Farmers' Market your primary reason for coming downtown this morning?

What is your primary reason for coming to the market today: agricultural products, the atmosphere, prepared foods or crafts?

What products would you buy if they were sold in the market? (Must provide options)

What ONE CHANGE would you recommend to improve this market? (MUST provided a restricted number of potential changes)

If pastured poultry were sold in this market in a weekly basis would you change the frequency of your visits to the market?

Geographic pull of the market & interactions with other markets and distribution channels for local products

Where do you live? (Answer indicated by county, city or by zip code in urban areas.)

What stopped you from buying more at the market today?

Have you also shopped at other farmers' markets this summer? If yes, which one most often?

This summer, what will be your primary source of purchased locally produced agricultural products?

Market attendance questions

How often do you shop at this market? (Either a specific number or categories)

What market advertising, if any, influences your attendance at this market?

How did you find out about the market? (Include an "old-timer" category to separate out those who have shopped at the market for more than 2 years.)

How long have you shopped at this market? (Include an "old-timer" category to separate out those who have shopped at the market for more than 2 years.)

How did you travel to the market?

How long have you shopped here?

What other area markets have you shopped this season (select all that apply)?

What area markets did you shop last season (select all that apply)?

Miscellaneous

What do you prefer - answering a written questionnaire or using DOTS (this technique) to answer questions?

When you have a choice between organic and non-organic produce at the farmers' market, which do you choose?

This year, have you encouraged anyone to shop at this farmers' market? If YES, what was your one main selling point?