

Harbor Springs Farmers Market Rapid Market Assessment

Average Number of Adults in a Shopping Party

2

Average Customer Expenditure Per Market Day

\$33

Average Customer Expenditure at Local Businesses Per Market Day

\$30

Percent of Shoppers that Identify as Year-Round Residents

35%

Percent of Shoppers Who Reported the Market as the Primary Reason for Coming to the Area

66%



RAPID MARKET ASSESSMENT DETAILS

Date of Rapid Market Assessment: Saturday, August 6, 2022

Weather: 85° with sun and clear skies

Number of Vendors Present: 32

Estimate of Customer Attendance on Day of Assessment: 2,500

Estimate of Farmers Market Sales: \$36,175

MARKET PROFILE

Market Season: May-October

Market Hours: Wednesdays & Saturdays, 9 AM-1 PM

Market Location: 161 State Street, Harbor Springs, MI

Food Assistance Benefits Accepted:



Senior Project FRESH/
Market FRESH

Market Manager: Hannah Bianchi



CONSTRUCTIVE COMMENTS & OBSERVATIONS

What is working well?

- The market is located downtown and is easily walkable
- Lots of street parking and parking lots nearby
- The street where the market is held is well-maintained and poses no tripping hazards or mobility issues
- Heavy foot traffic throughout the first few hours of the market, very well attended!
- Most vendors almost always have customers present
- Barricades are located at the front and back of the market to block vehicle traffic
- Did not observe any unweighted tents
- Vendor booths are well organized making the flow of the market feel very natural
- Love the energy of the young entrepreneurs
- Good mix of products with lots of produce and flowers available
- Most vendors have business signage clearly displayed
- Vendor booths are pleasing to the eye and look very professional
- Vendors, market staff, and volunteers are very attentive and engaged
- The market seems like a positive family experience
- Customers seem to enjoy the market a lot and are happy to be there!
- Saw lots of shoppers bringing their own tote bags and market-branded tote bags!
- Observed the market manager distributing signage to vendors for food assistance benefits before the market

What could be improved?

- Many shoppers travel to the market by bicycle, it would be nice if they had a bike rack to park at while shopping
- The market's side entrance occasionally got congested. Moving the live music tent a little more to the left or right could help with that.
- Market attendance really dies down during lunch hours. Adding one or two more prepared food vendors might help with this.
- Observed some unfriendly and/or untrained dogs at the market which could be a liability risk
- One customer commented that not all vendors had prices displayed
- Some dogs were observed entering vendor booths where food was being sold
- The market shoppers seem to be limited in socioeconomic and racial diversity
- The live music was a little loud at times. The assessment team had some trouble communicating with customers at the dot survey.
- While most vendors were displaying WIC Project FRESH and Senior Project FRESH/Market FRESH signage, not many were displaying SNAP signage

What is a Rapid Market Assessment?

A Rapid Market Assessment is an intensive, one-time market-day snapshot of a farmers market. This Rapid Market Assessment was organized and led by the Michigan Farmers Market Association (MIFMA) to use simple, tested methods to count market customers, survey customers using the dot survey technique, and compile market observations and recommendations. This report summarizes the data collected during the one-day assessment.

Rapid Market Assessments were developed by Larry Lev, Linda Brewer and Garry Stephenson of Oregon State University (see <https://catalog.extension.oregonstate.edu/sites/catalog/files/project/pdf/sr1088.pdf>) and have been adapted for use in Michigan.

For more information, visit: www.mifma.org/rma.

Assessment Team

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