



## Rapid Market Assessment



**August 17, 2019 – Nampa, Idaho**

**Report Prepared for Nampa Farmers Market by:**  
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## Market Overview

<i>Market Name:</i>	Nampa Farmer's Market
<i>Date &amp; Time of Assessment:</i>	Saturday, August 17, 2019. 9:00 am – 1:00 pm.
<i>Market Manager:</i>	Michelle Anderson
<i>RMA Team:</i>	Ariel Agenbroad, Michelle Anderson, Bob Wagner
<i>Volunteers:</i>	Evan, Ava, Jammi, Jered and Dylan
<i>Report Authors:</i>	Ariel Agenbroad, <i>University of Idaho Extension</i> Kaitlyn Plischke, <i>UI Extension Intern</i>





## ***Introduction***

### **About the Nampa Farmers Market**

#### **Motto**

“Quality Products from People You Know”

#### **Mission**

The mission of the Nampa Farmers’ Market is to provide a venue where local farmers, producers, crafters and artisans come together to provide a variety of fresh produce and locally crafted products directly to the consumer. The market encourages direct communication between consumers and producers and promotes nutritious food choices. Our goal is to provide support for vendors and enhance the quality of life in the local area by providing a quality community activity which fosters education, entrepreneurship, social gathering, community building and interaction in a friendly, vibrant open air market.

#### **History and Background of the Market**

The Nampa Farmers Market was founded in 1989 by John and Afine Relk. Originally, The Nampa Farm and Garden Market (as it was called then) was held in the parking lot across from what is now the Nampa Library. The first day for the Market was July 15th, 1989. That first year there were only three vendors participating and customers were few. Some would call that first year a bust. But John and Afine had a vision that was indelible. They persevered. The market continued and began to grow. Since the beginning, the market has grown in both customers and vendors. In 1998 the market moved to Downtown Nampa in front of the Nampa Train Depot Museum. In 2010 the market moved again, to Lloyd Square. With the conversion of Lloyd Square to a park, in 2016 the Market moved to the Longbranch Parking Lot on Front Street between 12th and 13th adjacent to the market’s former location, but now the market is back home in Lloyd Square Park between Front and 1st Street South and between 13th and 14th Avenue South.

The market encourages direct communication between consumers and producers and promotes nutritious food choices. Their goal is to provide support for vendors and enhance the quality of life in the local area by providing a quality community activity which fosters education, entrepreneurship, social gathering, community building and interaction in a friendly, vibrant open air market.

The market has grown to an average of 60 to 70 vendors per week, offering a large variety of produce, foods, crafts, plants and flowers from local vendors.

Each Saturday, rain or shine, from 9:00 AM to 1:00 PM, The Market is a bustling community of farmers, crafters, food vendors, and bakers selling their wares from the last Saturday in April through the last Saturday in October. The market accepts EBT/SNAP benefits.

## 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 help 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 Nampa Farmers Market Assessment, Ariel Agenbroad from University of Idaho Extension and Eileen Stachowski from the Idaho Farmers Market Association, collaborated with market manager David Zink and the board to develop questions, recruit volunteers, and conduct the assessment. Volunteers counted all attendees during the four-hour market and solicited information from market attendees through dot surveys made easily accessible near the main market entrance.

**There were an estimated 1521 attendees counted on August 17, 2019. The busiest time was between 10:30 am and 11:00 am.**

**Approximately 125 vendors and market-goers responded to the dot survey.**

The four questions asked in the dot survey were:

- What brings you to the Nampa Farmers Market (choose your top two)?
- How do you find out about Market and what is happening each week?
- How often do you visit the Market and how much on average do you spend when you visit? Do you stay and shop downtown?
- The market provides a full calendar of activities. Which ones have you made a part of your market experience?

Individuals who completed the dot survey received their choice of an Idaho Farmers Market pin or totebag (provided by the Idaho State Department of Agriculture/Idaho Preferred), and iced mint water. 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.

Ariel Agenbroad conducted the RMA with help from market volunteers. Kaitlyn Plischke helped to compile the data and prepare this report for the market.

## **Methods**

### **Estimating Attendance**

- For large markets such as the Nampa Market, attendance counts are conducted at all entrances for 10 minutes at the beginning of each half hour during market hours of operation, using handheld clicker counters. The Nampa Farmers Market identified five entrances to estimate attendance.

### **Consumer Dot Survey**

- One set of five flip charts were placed under the University of Idaho Extension booth canopy, which was also sampling iced herb water.
- The flip charts were tabletop and easel style. They were provided by UI Extension.
- Each flip chart had a single question and the possible answers written on it.
- The time and location were noted on the upper right corner of each question sheet.
- There were approximately one to 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 Ariel Agenbroad and the Nampa Farmers Market Board of Directors.
    - The questions were chosen to generate the most useful information for future planning decisions.
- **Markers**
  - 2000 ¾" round stickers were purchased.
    - The sheets were cut into strips, giving each survey participant enough dots to answer each of the five questions.
- **Incentive**
  - Survey participants were provided with a complimentary Idaho Farmers Market pin or totebag (provided by the Idaho State Department of Agriculture/Idaho Preferred).

### **Volunteers and Materials**

- UI Extension conducted the RMA with assistance in counting from market volunteers.
  - Materials included: easels, flip charts, pens/pencils, markers, the dot stickers, giveaways and a cooler with iced herb water and cups.

## Farmers Market Rapid Market Survey Results

### Attendance

Counting Location	9:00 - 9:10	9:30 - 9:40	10:00 - 10:10	10:30 - 10:40	11:00 - 11:10	11:30 - 11:40	12:00 - 12:10	12:30 - 12:40	Actual Station Total	Estimated Attendees
<b>Temperature</b>	<b>62° F</b>	<b>62° F</b>	<b>68° F</b>	<b>68° F</b>	<b>72° F</b>	<b>72° F</b>	<b>74° F</b>	<b>76° F</b>		
14th St	15	15	11	23	6	10	13	6	99	297
Long Bldg./Alley	9	13	8	13	10	15	8	11	87	261
1918 Lounge	12	13	16	7	11	3	12	1	75	225
Main Entrance	19	24	30	49	14	37	25	5	203	609
Front St.	3	9	2	6	5	5	8	5	43	129
Totals	58	74	67	98	46	70	66	28	507	<b>1521</b>

### Comments:

August is typically a busy month at the market, and the numbers estimated were consistent with numbers from previous RMAs. The temperatures were also considerably cooler than normal.

Consistent with the RMA in 2017, the main southwest entrance on 13<sup>th</sup> Ave. is the most popular market entrance. The market has done a good job of locating important signage, directions to restrooms and the market booth adjacent to this entrance.

Market attendance was steady throughout the day, however, the 10:30-11:30 hour was the most popular time to visit the market on the day of this assessment. If doing this assessment again, we might choose to count visitors for ten minutes even in 2017, 10:00-11:00 am was the busiest time, but that year we had noticed that there was an influx of visitors right around 10:30 am. So it would seem that 10:30 am might be consistently the busiest time frame at the Nampa market from year to year.

## Dot Survey Results

Total respondents surveyed: ~ 125

**Question 1:** What brings you to the Nampa Farmers Market (choose your top two)?

Time Frame	Atmosphere	Entertainment	Buying local	Farm Products	Specialty Foods	Arts & Crafts	Total Responses
9:00:00 am - 11:00 am	24	12	61	49	31	13	190
11:00:00 am - 1:00 pm	17	3	32	17	18	8	95
Total	41	15	93	66	49	21	285

### Comments:

This question was designed to determine customer's primary motivations for visiting the Nampa Farmers Market. This can help market managers, partners and sponsors understand where to focus or balance their mix of vendors.

We asked shoppers to select their top two choices.

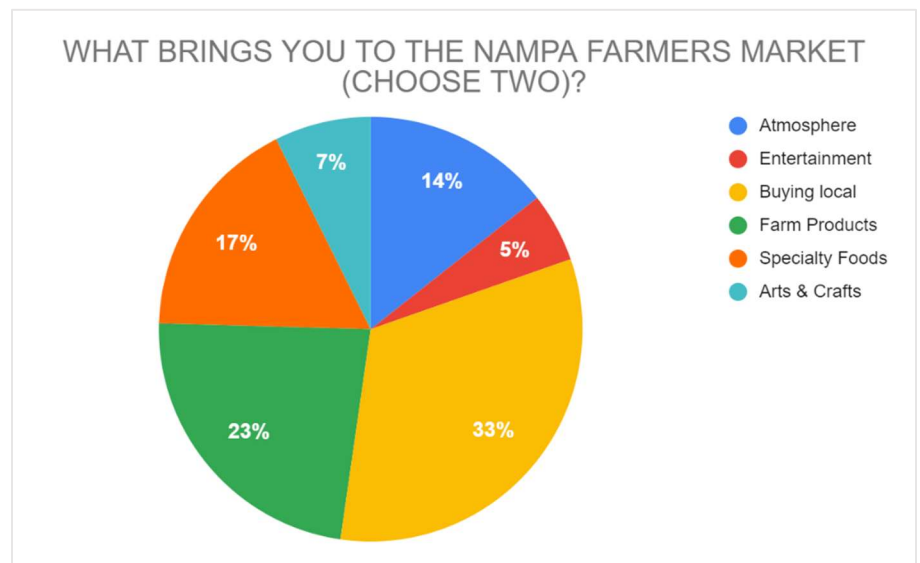
Shoppers are coming to the Nampa Farmers Market first and foremost for the opportunity to "buy local".

The second most popular response was "farm products".

Atmosphere, specialty foods, arts & crafts, and entertainment followed with the atmosphere and specialty foods being more prevalent than arts & crafts and entertainment.

This data supports the Nampa Farmers Market motto and mission, as well as shows that the community enjoys and values having the opportunity to buy locally sourced goods. Visitors also value specialty foods and the atmosphere that the market provides them; and they appreciate the arts & crafts that can be found and any entertainment that the market provides.

When possible, any and every effort should be made to preserve the agricultural focus of the market and focus advertising around the unique and local aspects of the Nampa Farmers Market.





**Question 2:** How do you find out about Market and what is happening each week?

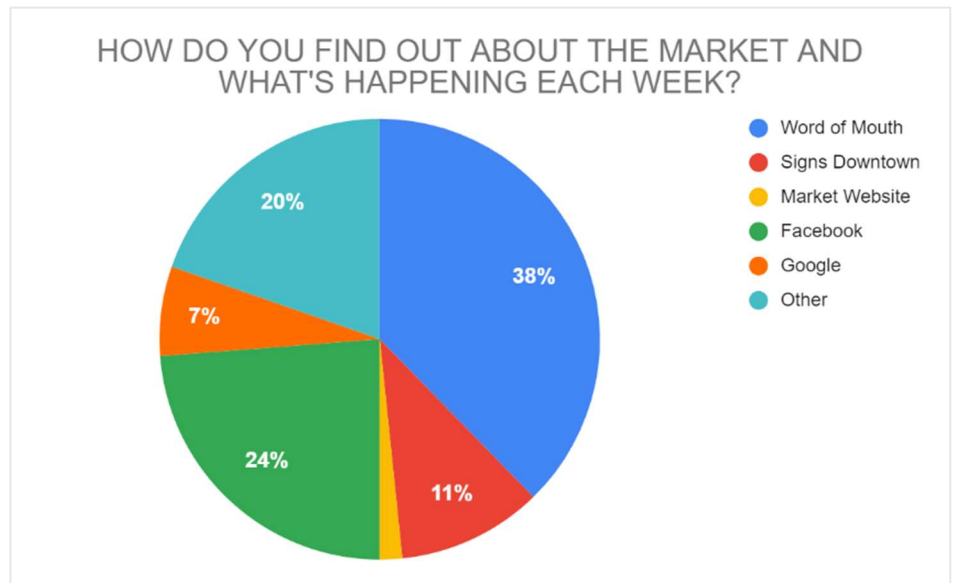
Method	Word of Mouth	Signs Downtown	Market Website	Facebook	Google	Other	Total Responses
9:00	36	8	0	15	7	16	82
11:00	10	5	2	14	1	8	40
Total	46	13	2	29	8	24	122

**Comments:**

Efforts to inform the public about the Nampa Farmers Market are multifaceted and include social media, a regularly updated website, and community signage.

This question was designed to find out where most shoppers were getting information about the market, and how best to communicate market news and events to them.

Thirty-eight percent of community members attending the market this day found out about the market happenings through word-of-mouth. Twenty-four percent of people learned about the market from Facebook, 11% learned through signs that were downtown, 7% through Google, 2% through the Market Website, and 20% of people selected the “other” category.



When allocating time and resources to marketing and communications; it would be beneficial to keep social media and word of mouth in mind.

Being able to capitalize on the “other” category where people are saying that they just make the market a part of their normal weekend routine, would be beneficial. Finding a way to get those people to tell their friends, family and neighbors about the market would be a good way to keep “word of mouth” a primary way of communicating with the community. Continue to advertise the market through signage and flyers throughout town and keep up the active Facebook presence to spread market information to community members.

**Question 3:** How often do you visit the market and how much, on average, do you spend?

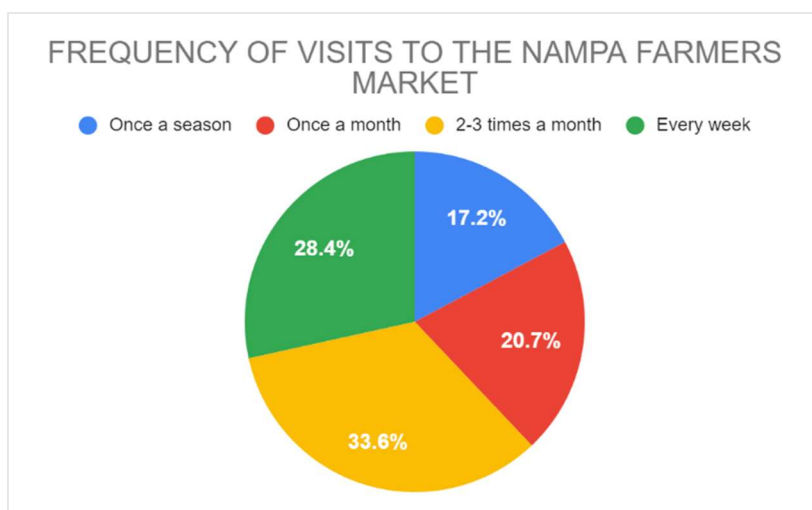
FREQUENCY OF VISITS	AMOUNT SPENT					
	\$10 or less	\$20	\$30	\$40	\$50+	TOTAL
Once a season	11	6	0	2	1	20
Once a month	1	11	6	3	3	24
2-3 times a month	8	25	3	1	2	39
Every week	10	12	7	4	0	33

Do you stay downtown and shop?	Yes	No
	64%	35%

**Comments:**

Farmers Markets are most successful when they become a regularly attended public event with loyal customers and community support. Community support can in part be influenced by the impact the farmers market has on surrounding business. Therefore, these questions sought to understand how often community members are attending the Nampa Farmers Market, how much they spend, and whether they remain downtown to shop.

Overall, responses showed that a little over half of the people stop by the market at least 2-3 times a month if not every week. Thirty-three percent said they attend 2-3 times a month. Twenty-eight percent said that they attend the market every week, 20% responded with once a month, and 17% with once a season.



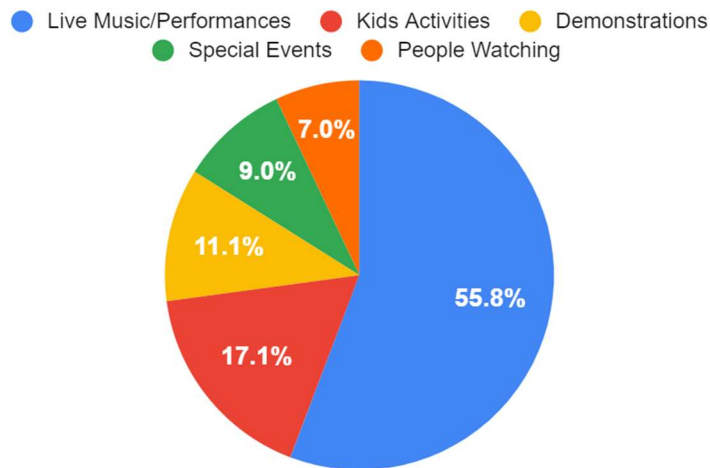
When combining numbers even further, about **82% of Nampa Farmers Market customers are visiting at least once per month**. These are significant numbers because there are many other competing priorities for a Saturday morning in the surrounding area. Vendors and the market as a whole could benefit from looking in to how to continue to reward and recognize frequent visitors to the market as well as looking into ways to give them new and fresh experiences.

Another important number to look at is that 64% of respondents said that they often stay downtown to shop local stores. Other downtown businesses would also be advised to consider how to use the market to reach potential new customers. Market day specials, a booth promoting their local stores, or collaborations with vendors may all be possibilities.

**Question 4:** What events have you made a part of your Market experience?

Time Frame	Live Music/Performances	Kids Activities	Demonstrations	Special Events	People Watching	Total
9:00:00 am - 11:00 am	74	25	13	10	14	136
11:00:00 am - 1:00 pm	37	9	9	8	0	63
Total	111	34	22	18	14	199

**PERCENTAGE OF RESPONSE**



**Comments:** The board, staff and volunteers at Nampa Farmers Market put considerable time and effort into coordinating, promoting, and managing several educational and entertainment events each season. These range from live music to performances to demonstrations.

Live music and kids' activities are the most popular.

Some respondents have said that the music and entertainment are not the main reason why they attend the market, however the music and entertainment add to the positive atmosphere at the market and can cause guests to linger. Events can bring newcomers to the market, which can be a huge benefit.

Providing kid activities is a really good way to make the farmers market family friendly. If one family has a positive experience and the kids enjoy the activities, then they will be more likely to not only come again but also recommend the market to other families in the area.

It is important to look at which events and specific reasons bring the biggest crowd to the market so that in future seasons money can be allocated to the most profitable events. Spending money and time on those events can keep customers coming back for seasons to come, in addition to increasing sales, building community, and bringing value to the market.



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