



Rapid Market Assessment



August 19, 2017 – Nampa, Idaho

Report Prepared for Nampa Farmers Market by:
Ariel Agenbroad, University of Idaho Extension Educator
Eileen Stachowski, Idaho Farmers Market Association Program Director

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Market Overview

Market Name: Nampa Farmers Market

Date, Time and Location of Assessment:
August 19, 2017
9:00 am – 1:00 pm
13th Ave and Front St.
Nampa, ID 83653

Market Manager: David Zink

RMA Team: Ariel Agenbroad, Eileen Stachowski, Steve Peterson,
David Zink, Michelle Anderson

Volunteers: Jackie Agenbroad
Youth volunteers: Kimberly, Tim, Adam

Report Authors: Ariel Agenbroad, *University of Idaho Extension*



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. 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 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 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 1932 attendees and 39 vendors counted on August 19, 2017. The busiest time was between 10:00 am and 11:00 am.

Approximately 170 vendors and market-goers responded to the dot survey.

The five 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's 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?
- Where do you live?

Individuals who completed the dot survey received their choice of an Idaho Farmers Market pin (provided by the Idaho State Department of Agriculture/Idaho Preferred), a temporary tattoo, candy, 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 and Eileen Stachowski compiled the data and prepared 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 hour during market hours of operation, using handheld clicker counters. The Nampa Farmers Market identified four entrances to estimate attendance.

Consumer Dot Survey

- One set of five flip charts were placed at the 13th Ave. S entrance 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 two to three 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, Eileen Stachowski, and David Zink, 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 (provided by the Idaho State Department of Agriculture/Idaho Preferred), a temporary tattoo, or candy.

Volunteers and Materials

- UI Extension conducted the RMA.
 - 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

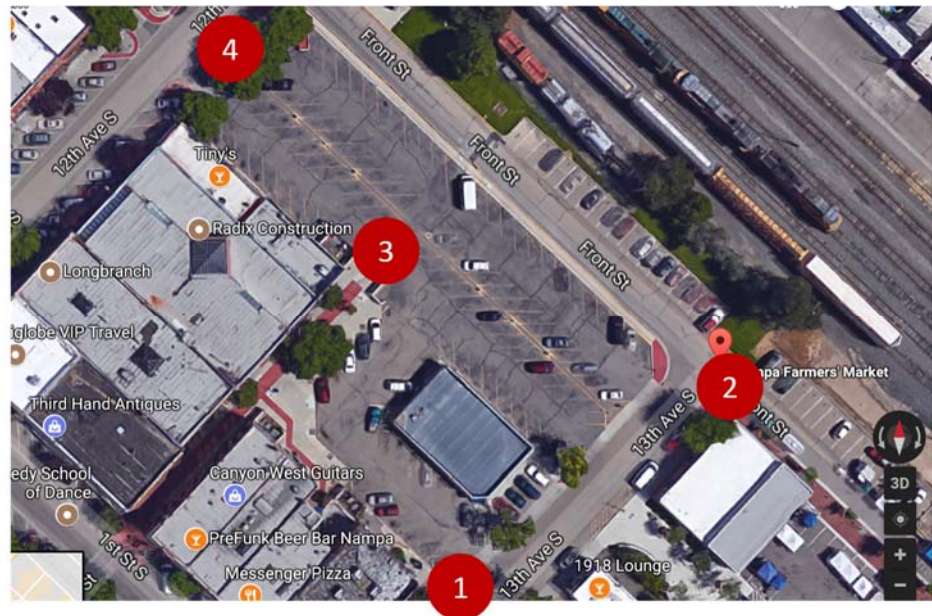
Station	9:00-9:10	10:00-10:10	11:00-11:10	12:00-12:10	Actual Station Total	Estimated Attendees
1	46	97	24	36	203	1218
2	10	8	9	9	36	216
3	7	42	11	0	60	360
4	9	0	5	9	23	138
Totals	72	147	49	54	322	1932

1. 13th Ave.
Southwest – Kimberly

2. 13th Ave. Southeast
and Front – Steve

3. Alleyway between
12th and 13th – Tim

4. 12th Ave. S., all
directions - Adam



Comments:

Although August is typically a busy month at the market, there were initial concerns that high temperatures, irregular air quality and the Solar Eclipse could influence attendance.

However, the market seemed to have a typical number of visitors for the weekend.

Clearly the southwest entrance on 13th Ave. (#1 on the map) 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 10:00 hour was by far 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 every half hour, instead of every hour, as we believe we may have under-estimated attendance. For example, we noticed that there was an influx of visitors right around 10:30 am, and those numbers may not have been accurately reflected in the 10:00-10:10 am count.

Dot Survey Results

Total respondents surveyed: ~170

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

Attractor	Atmosphere	Entertainment	Buying local	Farm Products	Specialty Foods	Arts & Crafts
Number of Respondents	38	43	118	80	53	41

Comments:

This question was designed to determine customers' 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.

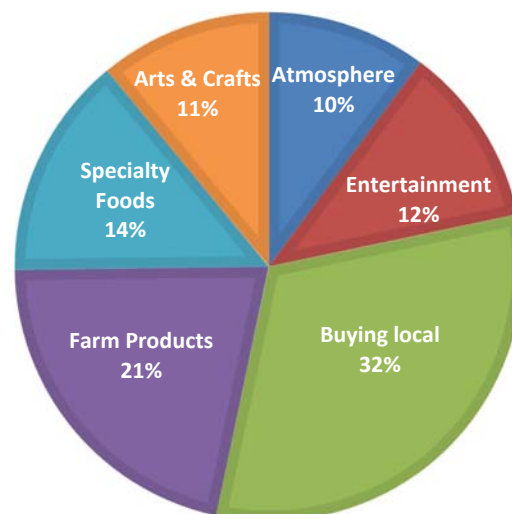
We asked shoppers to select their top two choices.

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."

Specialty foods, entertainment, atmosphere, and arts & crafts all followed, ranked similarly.

WHAT BRINGS YOU TO THE NAMPA FARMERS MARKET (CHOOSE TWO)?



These findings support the market's motto and mission, and also indicates that the Nampa community prioritizes buying local and values this about the market. Visitors uniformly value specialty food and art vendors as well as the atmosphere and entertainment that market provides.

As much as possible, every effort should be made to preserve the agricultural focus of the market and focus messaging around the unique and local flavor of the Nampa Farmers Market.

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

Method	Word of Mouth	Signs Downtown	Market Website	Facebook	Google	Other
Number of Respondents	67	43	16	25	9	21
Percentage of Responses	37%	24%	9%	14%	5%	12%

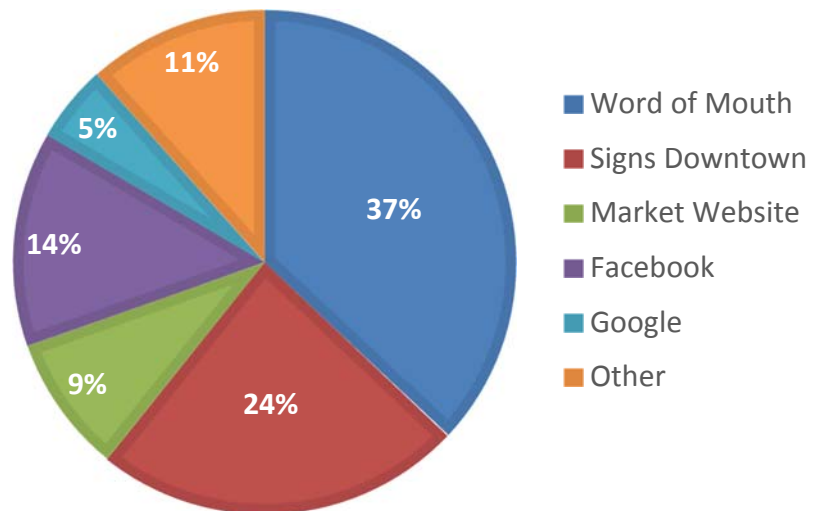
Comments:

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-seven percent of community members attending the market on August 19 find out about market happenings through word-of-mouth. Twenty-four percent had learned about the market from signs downtown, 14% through Facebook, 5% through Google, 9% through the market website, and 12% selected the “other” category, primarily citing that the market was just part of their regular routine or that they visit regularly no matter what.

HOW DO YOU FIND OUT ABOUT THE MARKET AND WHAT'S HAPPENING EACH WEEK?



When allocating time and resources to marketing and communications, it would be beneficial to consider the value of word of mouth and signage.

Encouraging (and possibly even rewarding) customers for telling their friends, family and neighbors about the market could be very powerful. Continue to advertise the market through signage around town during the week, and keep up with a consistent social media presence to spread the word about the market and communicate with community members.

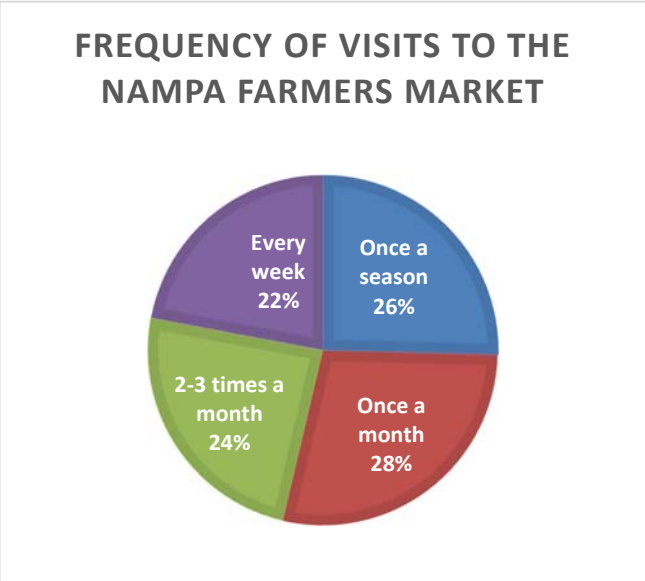
Question 3: How often do you visit the Market and how much on average do you spend when you visit? Do you stay and shop downtown?

FREQUENCY OF VISITS	AMOUNT SPENT					TOTAL
	\$10 or less	\$20	\$30	\$40	\$50+	
Once a season	15	14	7	5	4	45
Once a month	20	20	7	1	2	50
2-3 times a month	21	15	5	1	1	43
Every week	12	16	7	0	4	39

Do you stay downtown to shop?	Yes	No
	57%	43%

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 from the August 19th RMA were almost equally split between the four options.

Twenty-eight percent of those surveyed claimed that they visited the Nampa Farmers Market once a month. Twenty-six percent responded with once a season, 24% with 2-3 times a month and 22% with every week.

However, when numbers are combined, **74% of Nampa Farmers Market customers are visiting at least once per month**. There are many competing priorities for a



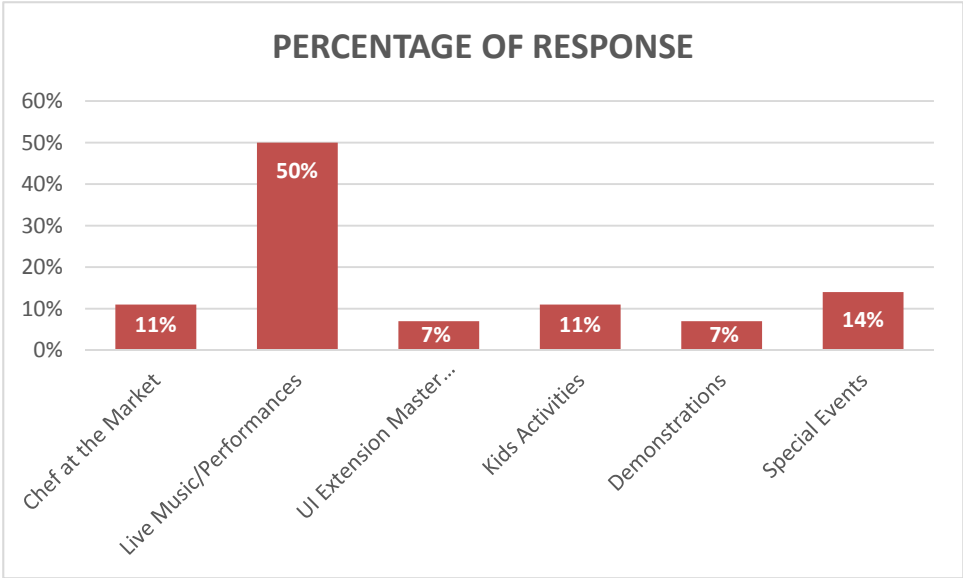
57% OF MARKET VISITORS STAY AND SHOP DOWNTOWN NAMPA

Saturday morning in the Treasure Valley, so these are significant numbers. The market and vendors would benefit from looking into how to continue to reward and recognize frequent visitors to the market and keep experiences fresh.

For the second part of this question, 57% of respondents indicated that with their visit to the Nampa Farmers Market often coincides with staying downtown to shop. 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: The market provides a full calendar of activities. Which ones have you made a part of your market experience?

Event	Chef at the Market	Live Music/ Performances	UI Extension Master Gardeners	Kids Activities	Demonstrations	Special Events
Number of Respondents	23	105	14	23	14	29



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

Live mustic and special events seem to be the most popular.

While some respondents shared that the events and entertainment are not what bring them to the market, there is no doubt that these efforts contribute to the festival-like feel of the market and provide reasons for visitors to linger. During the Rapid Market Assessment, a youth dance performance was part of the day’s entertainment. The parents and supporters who came to watch the performers nearly doubled the market attendance during that time frame. Many stayed after the dancing to visit the vendors. A few mentioned that this was the first time they’d ever been to the market. So sometimes the events have unintended benefits!

If these events take a significant amount of time and money to coordinate, the market may want to spend the next season carefully evaluating which efforts bring the most value to the market, increase sales, or build community.

Question 5: Where do you live?

Location	Nampa	Caldwell	Other Canyon County	Boise	Other (anywhere)
Number of Respondents	124	12	3	9	18

Comments:

It may not come as a surprise to the market that at least 75% of shoppers are coming from Nampa.

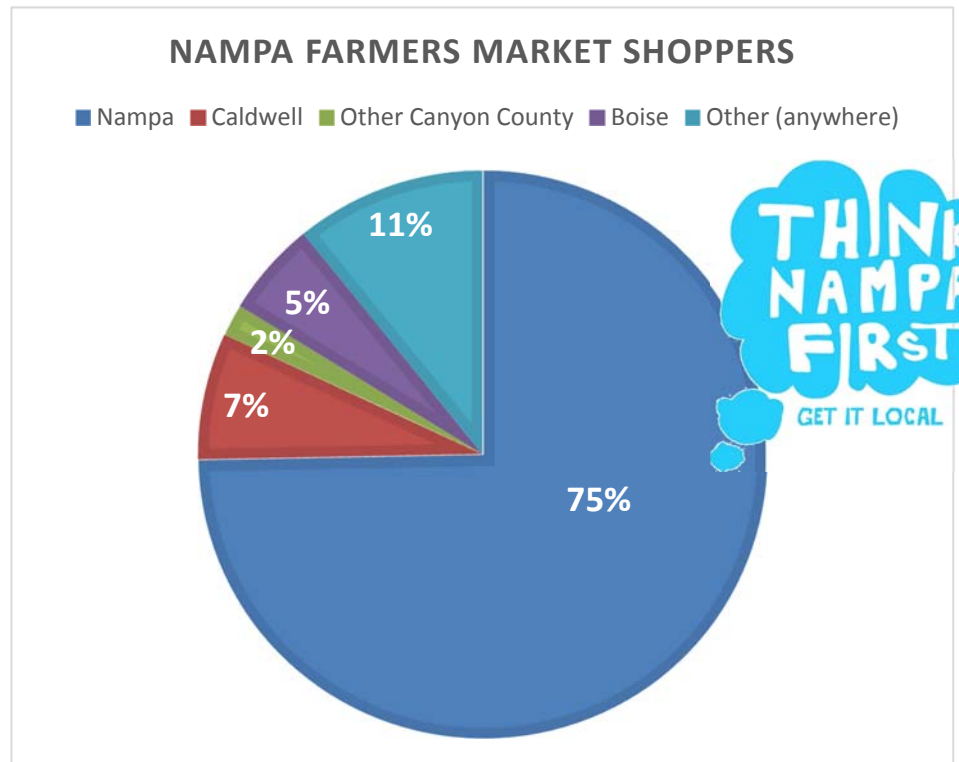
This supports the belief that the Nampa Market is by, for and of its residents and is supported primarily by those in the community.

The market is kid-friendly, dog-friendly, senior friendly and welcoming to lower income families (through the availability of EBT/SNAP benefits). The market also makes it easy to get tokens for credit card users, and is in a location where parking is free and fairly available. The market is wheelchair accessible. These are all outstanding attributes of the Nampa Farmers Market. These should be highlighted whenever possible in marketing, outreach and communications. Also, staying local and buying local should continue to be an important part of the messaging and marketing.

However, as Nampa continues to become a diverse, vibrant small city, the market may want to consider whether or not the market is appealing to all in the community. What steps could be taken to attract and engage younger, more urban or ethnically diverse audiences without alienating the core customers who shop the market faithfully.

Having some signage and materials (even Vendor applications) available in Spanish might create an even more welcoming, accessible market.

Also, highlighting the affordability and quality of produce and specialty foods would also be a valuable draw to younger, urban families and new transplants from other parts of the state or country.



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For more information on this report, please contact:

Ariel Agenbroad, Area Extension Educator, Community Food Systems & Small Farms
University of Idaho Extension, Ada County
5880 Glenwood St., Boise, ID 83714
208-287-5900 ariel@uidaho.edu



Eileen Stachowski, Program Director
Idaho Farmers Market Association
info@idahofma.org
<http://www.idahofma.org>