



Oregon Small Farms Technical Report

Grants Pass Growers Market Rapid Market Assessment

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Oregon Small Farms
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**Grants Pass Growers Market
Rapid Market Assessment
September 22, 2001**

Market Name	Grants Pass Growers Market
Date of Assessment	September 22, 2001
Market Hours	Saturday, 9AM until 1 PM
Location	Downtown parking lot
Market Staff	Manager plus 1 assistant
Began	1980
Fees	Flat fee per space; \$17 heart of season, \$15 beginning and end of season
Vendors	82 (including agricultural, food and crafts)
Estimated Market Sales	\$24,000
Team Members	Larry Lev, Agricultural and Resource Economics, OSU Garry Stephenson, Benton County Extension, OSU Erica Frenay, Friends of Zenger Farm Leilani Esping, Cedar Mills Farmers' Market Janet Bierbower, Rogue Valley Growers Markets Rebecca Douglas, Friend of Zenger Farms

Part 1: Consumer Information

Estimated total attendance: 2985

Before market	135
9:00-10:00	876
10:00-11:00	852
11:00-12:00	630
12:00-1:00	492

Question 1: How much did you spend in the market?

Average per shopping group = \$16.09

Total market sales **can be estimated as follows:**

(2985 people/2 people per shopping group) * 16.09= \$24, 014

This estimate is more likely to be low than high because the size of the shopping group (based on previous research) is likely to be less than 2. Using 1.8 per shopping group instead of 2.0 increases the estimate for market spending to \$26,683

Comment: Spending is by shopping group (adults who spend from one “wallet”) and not per individual. About 2% reported that they spent nothing. Our hunch is that the spending figures reported by individual customers are more likely to be low than high. Each of us observed people coming back to increase their spending figure as they made additional purchases. There were probably others who did not. We prefer to provide conservative, defensible estimates.

Question 2: Will you be doing any additional shopping/eating in downtown Grants Pass on this trip? If yes how much do you anticipate spending?

No	35%
Yes	65%

Average per shopping group = \$14.76

Total spillover sales can be estimated as follows:

Multiply the number of shopping groups by the average sales to get total outside market spending:

$$(2985 \text{ people} / 2 \text{ per shopping group}) * 14.76 = \$22,029$$

Comment: This represents 92% of the inside market spending. Outside market spending across all respondents averaged \$14.76 per shopping group.

Question 3: What was your primary reason for coming to the market today?

Agricultural Products	61%
Crafts	7%
Prepared Foods	8%
Market Atmosphere	25%

Comment: Agricultural products dominated but atmosphere was a clear second choice.

Question 4: Where do you live?

Josephine County	84%
Jackson County	8%
Other Oregon	3%
Other	5%

Comment: Many of the respondents in the “Other Oregon” and “Other” categories were visitors accompanied by local residents. As is true for most farmers’ markets in the state, the market is primarily a place for locals to meet and buy. This may differ, during the primary tourist months.

Part 2: RMA Team Member Comments/Suggestions/Questions

The purpose of this section of the report is NOT to provide an overall grade to this market or rank it against any other market. Rather the team of outsiders used their “fresh eyes” to provide feedback about the individual market elements that they observed. They noted what they liked, what they thought could be changed or improved and questions that they had. The RMA process is about sharing – both the market being observed and the markets that sent the observers should gain new insights and ideas.

Physical Site

What team members most appreciated about the physical site

- The site is well organized!
- Market has great flow of people and no bottlenecks; because there is a central loop it is easy & clear to know when one has completed the circuit (and customers will “automatically” get around the circle to all booths, except those on the street). The “circle” set-up probably keeps customers in the market longer
- Aisles are nice & wide.
- Parking doesn't seem to be too much of a problem (even though trolley doesn't work as it was intended).
- The market appeared very alive with activity throughout the day
- There was more activity towards the SW corner of the market than where survey was stationed.
- I like that the adjacent streets are low traffic, creating a safer and quieter atmosphere.
- I appreciate the 2 port-a-potties and washing space in between the restrooms.
- I love all of the median plantings and benches at various entrances.
- Easy access to the market
- Electricity on site
- Trolley car offers free rides – advertising on side of Trolley car
- 3 park benches w/garbage cans
- Water hose on site
- Importance of flow – having an obvious path to lead customers around to all vendors
- It is useful to have “outsiders” walk around to get a sense of the space...more of a shoppers viewpoint.
- My market should work to obtain a permanent site.

Comments, suggestions or questions about the physical site

- When the market is not as full, you might want to consider closing off the side street and squeezing all the vendors into the parking lot.
- The circular set-up is inviting to customers.
- There was plenty of space for vendors to set up & for shoppers to browse – market felt full but not crowded.
- Market should consider helping vendors to have farm/business name on visible sign, providing more garbage cans, and having recycling available.
- The “F street area is a bit “hidden”, especially for those who enter from the South. Maybe some sort of signage on the N side (E & West) of the parking lots to tell people that there are more goodies around the corner.
- Closed-off side street of market feels empty & a bit disconnected from rest of market – needs better access or signage and would make parking available
- Providing additional benches and tables may slow people down & provide a place to talk, hang out, meet others. Possibly this could be in conjunction with a performance space (and would be in addition to the space by the food truck with motor)
- There are a fair number of holes in the market -- did vendors not show up, or is it due to the narrowing down this time of year?
- I noticed one woman searching for bike parking. Is there a sufficient amount?

Vendors and Products

What team members most appreciated about the vendors and products

- Great product mix (from conventional to organic) and product quality
- Nice variety in the type of display too
- Customer service seemed excellent overall (vendors are friendly to customers and actively participate in sales)
- Most but not all booths have signs – provide information on organic, WIC, etc.
- I appreciated the informative displays
- I liked Audubon’s “interactive: display with the bird sounds, etc.
- Samples are fun & a good way to engage customers
- I’d love to see some more vendors in crafts like pottery (bowls, mugs). However, I am not sure of what your consumer base would be interested in. If you do another survey, perhaps you could ask participants if they were “unable to find a product they were looking for”
- I enjoyed the unique products like succulent planters and good variety: massage therapist, sewing repairs on site, eggs, herbal products, organic pasta, ceramics, myrtle wood, stained glass; farms/restaurants, clothing, trees, cooked beef, corn tortillas, garden art, doggie biscuits.
- You’re doing a great job! Maybe would be good to increase agric. vendors, since that’s the primary draw for most customers.
- Great product mix.
- It is important to know whom you are serving.

Comments, suggestions and questions about the vendors and products

- It would be great to have a sign at each corner/entrance
- Many of the booths (30 vendors) lacked adequate signage;— no farm or business sign
- Some vendors commented they weren't doing as well because they aren't in the same spot.
- Is there a way to get a permanent (or semi-permanent) sign placed on the main street that advertises the market?
- Check to see if scales are certified & check for hand washing stations if sampling.

Market Atmosphere

What the team members most appreciated about the market atmosphere

- Vendors & shoppers love this market & are very proud of it
- The landscaping is essential & will provide needed green space/shade once it's grown more.
- Market shopper composition shifts as day goes on. First rush of people bought out popular items as soon as opening bell rang (peaches & brown eggs) – then these serious shoppers leave & the family crowd moves in.
- While some people complained about too many dogs at market, for others the dogs were a main attraction (a fair number of dogs even dressed up for the market)
- Some shoppers were hesitant to talk during the survey or when you had a clipboard in hand, but otherwise were very friendly.
- Lots of seniors – both vendors & shoppers – I worry about what will happen if senior nutrition coupons don't get funded! Relatively few 20-30 year olds. (They come later in the day.)
- There were sheets at many vendors' which adds depth to their stands as well as another level (based on education) of interaction
- I enjoyed the outreach of the master gardeners and that they are here every week!
- I appreciated the kettle corn folks having their popcorn making equipment visible;
- I saw many friendly interactions – like a true community gathering space.
- Lots of reusable bags
- The market feels comfortable, and is inviting.
- Many people come to market for the pleasant community atmosphere! Lots of wonderful feedback.
- This is a happy place to be!
- The elder women lining up for fruit to can in the morning are impressive. Each market meets different community needs.

Comments, suggestions and questions about the market atmosphere

- Music or performance would be nice additions (I enjoyed Marti's granddaughters' performance!)
- It would be great to have some kind of live music or entertainment and a shady sitting/resting/eating area (other than the vendor who sells the Adirondack chairs).
- No recycling.
- Market itself provides little in the way of education and could do more.
- It would be nice to have some other vendors share their trades (maybe once a week have a "featured" vendor who rolls dough for their cinnamon rolls) for people to view.

Suggested Discussion Issues

- What is the role/responsibility of the market with respect to consumer education?
- What else can the market do to gain increased support from the town?
- What can/should the market do to encourage improved signage by individual vendors?
- What are the plusses and minuses of the type of board that this market has – little turnover and all are market vendors – versus other types?