



Oregon Small Farms Technical Report

Hillsboro Farmers' Market Rapid Market Assessment

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**Hillsboro Farmers' Market
Rapid Market Assessment
August 3, 2003**

Market Name: Hillsboro Market at Orenco Station
Date of Assessment: August 3, 2003
Market Hours: Sunday 11 AM -- 3 PM
Location: Orenco Station (Parking lot)
Market staff: Manager plus volunteer staff
Began: 2003
Fees: Basic is \$30/week
Vendors: About 30
Market sales \$17,000 (approximate sales for this day)
Market attendance 2500
Team Members: Larry Lev, Agricultural and Resource Economics, OSU
Garry Stephenson, Benton County Extension, OSU
Linda Brewer, AREc, OSU
Chris Curtis, Neighborhood FM Alliance Seattle
Robb Luckow, Portland Oregon
Kirsten Saylor, OSU
Donna Schmidt, Hillsboro Tuesday FM
Ralph Vacca, Auburn Washington

Attendance

11 AM to Noon	780
Noon to 1 PM	546
1 PM to 2 PM	588
2 PM to 3 PM	<u>630</u>
Total	2544

Comment: Attendance was quite stable throughout. As is true for many weekend markets, most shopped in groups of two. For the entire market, 70% entered from the direction of the New Seasons parking lot.

We had about 640 respondents to the DOT posters

Question 1: How much have/will you spend in the market?

Amount	Percentage
\$0	8%
\$5	22%
\$10	31%
\$20	30%
\$30	8%
\$40	1%
\$60	0%
\$80	0%

Spending per shopping group (whole market): **\$13.44**
Spending per shopping group (11 AM to 1 PM): \$14.60
Spending per shopping group (1 PM to 3 PM): \$12.20

Total spending for the market: Calculated by dividing the attendance (2544) by 2 to get the number of shopping groups: 1272

1272*\$13.44= \$17, 000 (estimated total spending for the market)

Comment: Only 9 % of the shoppers spent more than \$20. Spending per shopping group was on the low side for a weekend market. As an example, in 2002 we studied the Hillsdale market, a Sunday market that is similar in size and was also in its first season. The average spending there of \$16.93 is 26% more than the Hillsboro average (and in general 2003 farmers' market shoppers are spending more than 2002 shoppers did).

Time comment: Early shoppers spent 20% more than late shoppers. This result is consistent for weekend markets. Many more of those who came later in the day did not spend anything (11% versus 4%).

Question 2: What is your primary reason for being at Orenco Station today? Choose only one.

Reason	Percentage
Farmers' Market Products	49%
New Seasons and Farmers' Market	21%
Farmers' Market Atmosphere	14%
Other Orenco Station Retail/Restaurant	9%
New Seasons	8%

Comment: The Farmers Market products are clearly the key draw. The market products combine well with what is available at the neighboring New Seasons supermarket and with the atmosphere in the market.

Time Comment: The responses were quite similar for the two halves of the market. The percentage that came for atmosphere was higher in the second half of the market (17% versus 12%) while the percentage who came for product decreased (to 44% from 52%)

Question 3: How did you first find out about this market?

How Found Out	Percentage
Word of mouth	25%
Saw it and shopped	22%
Advertising/newspaper	17%
New Seasons	16%
Hillsboro Saturday Market	10%
Other/Don't know	5%
Flyer	4%
Hillsboro Tuesday Market	2%

Comment: As a first year market, this is a particularly interesting question. "Word of mouth" and "Saw it and shopped", two methods that are difficult to influence, had the highest percentages. Overall the data reveal that shoppers find out about the market in many different ways.

Time comment: Responses varied little between the early and late shoppers. Early shoppers were slightly more likely to have found out through New Seasons (18% for early shoppers versus 14% for later shoppers).

Question 4: Where do you live?

Location	Percentage
Orencia Station	25%
Hillsboro N.	13%
Hillsboro Central	21%
Aloha/Hillsboro S.	7%
Beaverton	7%
N of 26 Hwy.	12%
W. Washington Co.	5%
Out of Area	10%

Comment: This data is easier to understand when it is displayed as a map.

Time comment: Residence data is quite similar between the two time periods. Early shoppers were a bit more likely to be from the immediate area (28% versus 22%).

Part 2: 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 compiled report represents the views of many individuals. As a result, the report does not try to be consistent – the very same feature that some liked others put on the “needs to be improved list”. The RMA process is about sharing – both the market being observed and the markets that sent the observers should gain new insights and ideas.

Market Site

What team members appreciated about the market site:

- Attractive and roomy site with good availability of parking. Multiple access points seem to smooth flow of people and add convenience to getting into – and out of – market.
- No bottlenecks.

- Easy for shoppers to move about. Good access for wheel chairs and strollers
- Good friends of market booth.
- Love location in parking lot, like neighborhood feel and area is growing.

Suggestions or questions about the market site:

- Market is too spread out, too much space between vendors. Too many blank spots and aisles are too wide. Market would look better if vendors pushed their booths forward a few feet to reduce the aisle size. More excitement would be generated by a tighter fit
- Pay attention to trip hazards -- orange extension cord behind entertainment not taped down and represents a trip hazard. Extension cord behind "Boys & Girls Aid" not taped down.
- Need more trash cans – especially on east end. Strategic locations might include ends of row and entrances for higher visibility. Collapsible cardboard containers might also be more visible & create another sponsor opportunity. Most existing cans could be made more visible.
- For safety reasons it would be good to enhance the barriers that prevent cars from entering area Comment: This may be a problem since some cars access private parking during the market session.)
- Dogs should be restricted. They increase liability and it is not good to have them around food stuffs. Comment: Not all markets agree.
- Rest rooms that can be used by shoppers should be identified with signage.

Vendors and Products

- Vendors are doing "OK" and hold realistic expectations for a young, developing market. They see strong potential growth and good possibilities for connecting with commercial customers.
- Good quality and product mix.
- Nice balance between produce and prepared or packaged items.
- Farmer presence is ok-
- Vendors seemed friendly and professional

Suggestions:

- "Information" sign should be placed on canopy of "Friends of Market" booth so patrons can identify market management and connect with those in charge. This will direct patrons to information about market and also would define communication point in event of an emergency or lost items.
- Vendor sales occurred before market opening. Comment: Some team members do not view this as a problem.
- Vendors selling unusual product such as "bitter melon" might benefit from having recipes or handouts.

- Farmers would benefit from more education about display.
- Vendor signage could be larger and more professional, should provide more information about farm names, location, production approach.
- Some produce of poor quality -- close to 'dumping.'

Market Atmosphere

- Market feels well connected to the area. It has a good foundation to build on.
- Many patrons arrive with morning coffee in hand and walk around.
- Patrons at ease in interaction with vendors. Vendors seem relaxed – lots of smiles & vendors eager to answer questions.
- No long lines. Comment: Sales seemed slow at north end.
- Sun canopies over seating areas on both ends make those areas very nice
- Good ethnic diversity among customers.
- Lots of first time shoppers.

Suggestions: Key atmosphere suggestions were captured in the site discussion. The market would be improved if it had a more compact feel.