



Oregon Small Farms Technical Report

Tigard Area Farmers' Market Rapid Market Assessment

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Technical Report
Number 19

July 2004

Oregon State University
Extension Service

**Tigard Area Farmers' Market
Rapid Market Assessment
July 11, 2004**

Market Name:	Tigard Area Farmers' Market
Market Hours	9:00 AM to 2:00 PM
Location	Hall Blvd. and Greenburg Rd.
Market Staff:	Manager plus 1 assistant, 4 weekly volunteers and 1.5 ad hoc volunteers. At this time, there are 2 volunteers weekly on voter registration.
Began	Began in 1993; moved to Sundays in 2004.
Fees:	\$25 flat fee
Vendors	About 50 total, including produce, prepared food, plants, fish/seafood, and 25% crafts.
Market sales	\$29,200
Market attendance	2885
RMA Team Members:	Ginger Rapport, Beaverton Farmers' Market Bill Blank, Scappoose Community Club Farmers Market Sasha Illahee Pollack, Eastbank Farmers' Market Rebecca Landis, Corvallis Albany Farmers; Markets Greg Mistell, Hollywood Farmers' Market Sarah Cline, People's Coop Barbara Boyer, McMinnville Farmers' Market Suzanne Briggs, Oregon Farmers' Markets Association Larry Lev, Dept. of Ag and Resource Economics, OSU Linda Brewer, Dept. of Ag and Resource Economics, OSU Jiayin Lia, Dept. of Ag and Resource Economics, OSU

Dot Poster Results

Table 1. How much have you - or will you - spend at the Farmers' Market today? (n=557)

Amount Spent	% Buying This Amount
\$0.00	2
\$2.50	0
\$5.00	11
\$7.50	0
\$10.00	22
\$12.50	0
\$15.00	19
\$20.00	26
\$25.00	1
\$30.00	11
\$40.00	5
\$50.00	0
\$60.00	1
(More) \$100.00	1

- Average spending for the market per shopping group was \$18.34.
 - 9-11 AM, average purchase was \$19.81
 - 11- 1:30 PM average purchase was \$17.32
- The spending for the early shoppers averaged 14% more than for the late shoppers.
- 35% of the shoppers spent \$10 or less.

Total Market Spending

To calculate total market spending we need to first calculate the number of shopping groups. We didn't keep track of shopping group size but based on prior research and what I observed I would estimate that 80% shopped in couples and 20% shopped as individuals (this provides a conservative estimate of market sales).

Therefore we take the total numbers of shoppers (2865) and divide by 1.8 to get 1592 shopping groups (**it is very important to remember this step and not just multiply attendance times average spending**).

Next multiply 1592 * \$18.34 to get market spending of **\$29,200**

Table 2. To increase your spending, the market should offer more (choose only one) (n=535):

Choice of Product	% of Respondents
Organic produce	45
Cheese	28
Prepared food	14
Meat	8
Poultry	5

- These results hold promise for the right new vendors
- Some who choose “organic produce” really just meant more produce.
- Note that interest in cheese far exceeds interest in meat and poultry. The market previously had a cheese vendor.

Table 3. Would you shop at a Thursday 3-8 PM market in a downtown Tigard location? (n=578)

Response	% of Respondents
Yes frequently	34
Yes, once in a while	30
Probably not	20
No, never	12
I don't know	5

- It is important to remember that this represents responses from current Sunday shoppers. Potential Thursday shoppers may represent a quite different pool.

Table 4. Where do you live? (n= 570)

Zip Code	% of Respondents
97223	38
97224	18
97219	12
97008	7
97035	2
97034	1
other	22

- Results can be used to target advertising.
- Hidden within the “other” category may be one or more zip codes that represent 7% or more of the respondents.

Constructive Comments and Observations (CCO)

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 may 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. There are three sections – market site, vendors and products, and market atmosphere.

Market Site

What team members appreciated about the market site:

- Well organized, compact site with wide aisles and great circular flow
- **Aisles wide enough for table seating; not applicable for many markets but quite effective here in improving the atmosphere.**
- Reserved “honored citizen” parking nearby (3 spaces).
- **Controlled access entrances – it helps to know how customers approach the market (for announcements etc.)**
- No obvious liability issues within the market such as tripping hazards.
- **Customers really appreciate a hand washing station at the portapotties! A very nice touch.**
- **How nice to have parking adjacent to the market. It is a wonderful perk for the customers.**
- Traffic control in the parking lot provided by volunteer staff during all hours of market. Plastic cones. *[Note: Once provided, customers grow to expect this type of service. Then they complain when it is not provided.]*

Suggestions and questions related to the market site:

- Mix up the vendors - produce seemed all in one section
- **Planters are a lovely addition to the market because they make the asphalt parking lot seem less harsh. They are also a convenient place for vendors to dump their boxes and increase their space size. This often makes your beautiful planters look nasty. One of the vegetable vendors is the worst offender. I keep after all my vendors to leave planters and sidewalks clear.**
- Music seemed lost at its location – could it be moved?
- Need a signs for toilets. Also is there a bathroom that is handicapped accessible? Get only one because they cost more.
- My wife came and it took her a while to park. Do customers know about all the parking options? Could there be a handed out sheet?

- Any public transit possibilities? Bike racks? Area is probably not conducive to bikes.
- The left/right flow issue (only if vendors express a concern).
- A lot of recyclable beverage containers go in the trash here – could provide recycling possibilities.

Vendors and Products

What team members appreciated about vendors and products:

- Nice mix of vendors/products: produce, plants, crafts, prepared food, wine, seafood and salmon.
- More crafts than I personally like, but well interspersed.
- Product quality overall excellent.
- People seem very price conscious. Lone Elder is the cheapest and the busiest.
- Good signage and displays:
 - Lone Elder eraser board sign with full product line and place to write prices – really effective
 - Muddy Shovel – good wooden secondary sign saying, “got plants?” in a huge question mark. Owner/operator has a “compost happens” T-shirt.
 - Gail Austin: beautiful photo banner. Too bad they were not present to sell.
 - “Viridian Produce” by Lukas Farm. Fresh, local, pesticide-free, chemical-free, family farmed.
 - Very nice plants!
- Vendor interaction with customers was wonderful
- Vang’s: four people in one booth bustling with flowers is attractive.
- Dog water = excellent idea.
- Saw a friend in the market who usually shops at Hillsdale. I asked her why she chose to come here instead. She responded:
 - Goldberg’s – her husband used to eat their cinnamon rolls from the Raleigh Hills bakery that has recently been closed.
 - The aisles are wider and less crowded than at Hillsdale, so it is easier for her to watch her children.
 - Flowers – she loves the \$10.00 bouquets from the Asian vendors here. She wasn’t sure if they had flowers at Hillsdale. She had never noticed flowers there.

Suggestions and questions related to vendors and products

- The dot survey said it all – organics and/or heirloom and unusual varieties. Market shoppers then have an opportunity to be more creative in the kitchen.
- MANY SHOPPERS suggested a greater variety of products would be nice (as if you can wave a magic wand to get those products.) I explained that good customer support allows markets to attract vendors who sell a variety of products. Hopefully this will be in Tigard's future.
- Other Customer Comments:
 - CUSTOMER suggested that they would like to see more economical choices at the market.
 - CUSTOMER suggested more eggs - they sell out early.
 - CUSTOMER commented that she would like to see more fresh fish.
 - 2 CUSTOMERS mentioned lack of tomatoes in the market.
 - CUSTOMER suggested lamb.
- Prepared food vendors seem “state fair” like. Better to have market-oriented food. This is a problem in all markets I have visited. Too bad somebody can't figure this one out.
- Corn?! Green peppers?! Are these really grown and ready? Vendors need better signs if they are a) from Sherwood?? b) buying others'. This would make it less offensive. I understand that each market decides what is OK.
- Good signs except: “PLEASE recipes for customers only.” Who else is here?
- Dungeness misspelled (“Dugenss”) on Linda Brand banner.
- Vang's garden: name obscure (fixed by 10 AM) but good display for small family operation.
- Right hand “lane” of market gets a lot more traffic – how to get people around to the “left” lane?
- Market info booth is pretty hard to find.
- Noticed some vendors breaking down early.
- Do you require canopy weights? Many vendors' canopies were not weighted.

Market Atmosphere

What team members appreciated about the market atmosphere:

- Loved the wagons – nice touch. Do they ever disappear?
- Some thought keeping shoppers out of market before 9 AM was great while others questioned whether it was necessary.
- Coming attractions for entertainment is a nice thing I might try.
- Good feel -- “Yuppie clean and neat” rather than “Old fashioned” FM, yet still folksy, friendly and comfortable.
 - Nice mix of families – good to see Latino families shopping.
 - Lots of dedicated shoppers.

- Lots of seniors at this market – it is very senior friendly. Close parking, open aisles, compact shopping area.
- People are conversational within their own group and seem to be enjoying themselves.
- Voter registration: a great display of community involvement that other markets should consider.
- Master Gardeners' information booth.
- Tables and chairs in the aisle are excellent. People seemed to enjoy them and they change the “feel” of the market.
- Good musicians.
- Vendor comment: Exposure worth the cost to grow [his] external business. Hopes market does not grow bigger, to avoid duplication of vendors. Move to Sunday HAS NOT reduced customer turnout.

Problem identified/suggested change or improvement:

- More shade structures for public -- Tables are nice but umbrellas would be better, if more storage room could be found.
- Parents would probably appreciate more things for kids.
- FM might join with volunteer organization to consider the possibility of carry out service for older customers to their cars in the lots.
- Music is good but more visibility would be nice – it's hard to find a good place without displacing vendors. At a minimum put chairs in front of music; this would encourage more socializing.
- Consider more activity, displays, demonstrations, and themes
- Before and after the music, market atmosphere seemed almost solemn.
- Dog sitting service offered at Lake Oswego market may be an option here.
- The coffee cart is loud.
- Not many canvas bags brought by customers – sell them at market booth?
- Possibly more Latino outreach – Spanish language material/signage.
- People need to be educated about the safety of buying seafood/meat at the market.
- Feedback from a vendor: Location is great but more traffic is needed by promoting FM as a “Sunday Market” and extension of Washington Square experience inside the mall.