



Oregon Small Farms Technical Report

Hillsdale Winter Farmer's Market Rapid Market Assessment

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Hillsdale Winter Farmers' Market Rapid Market Assessment March 13, 2005

Market Name: Hillsdale Winter Farmers' Market
Date of Assessment: March 13, 2005
Market Hours: Sunday 10 AM to 2 PM (twice monthly in winter)
Location: Capitol Highway near Sunset (Parking lot)
Market staff: Manager plus volunteer staff
Began: 2004 as a Winter market
Fees: \$25 for 10'X10' stall
Vendors: 37 (agricultural and food)
Market sales: \$21,660 (approximate sales for this day)
Market attendance: 2226
Team Members: Larry Lev, Agricultural and Resource Economics, OSU
 Linda Brewer, AREC, OSU
 Bill Blank, Scappoose Community Club Farmers' Market
 Hallie Mittleman, Portland Farmers' Market
 Katie McNeil, Newport Farmers' Market
 Noa O'Hare, Lane Co. Farmers' Market
 Kate Van Ummersen, Silverton Farmers' Market
 Corey Lawson, Sheep Shape Farm

Dot Poster Results:

Question 1: *Including today's market, there have been 7 winter market sessions this season. How many market sessions have you attended? Total Responses: 678*

	1	2	3	4	5	6	7
Early (373)	26%	14%	15%	13%	12%	10%	9%
Late (305)	28%	18%	20%	11%	10%	7%	6%
Whole market	27%	16%	17%	12%	11%	9%	8%

Comments: At 27%, first time customers were the single highest category at the winter market. Shoppers arriving before noon (early shoppers) were more loyal: 44% of them had attended four or more markets. Only 34% of the later shoppers had attended four or more markets.

Question 2: *At which farmers' market did you shop most last summer? Total Responses: 688*

	Early (381)	Late (307)	Total
Hillsdale	48%	61%	53%
Equally Hillsdale and Portland Saturday	2%	1%	1%

Farmers' Market			
Portland Saturday Farmers' Market	23%	17%	20%
Hollywood	2%	2%	2%
Equally Hollywood & Beaverton	0	<1%	<1%
Beaverton	13%	8%	11%
Lake Oswego	3%	2%	2%
Tigard	2%	2%	2%
Eastbank	1%	0	<1%
People's	1%	1%	1%
Milwaukie	1%	<1%	<1%
Other/none	7%	6%	6%

Comments: Just over half of the shoppers indicated that Hillsdale was their primary summer market. Interestingly, that percentage was lower for the early shoppers. One interpretation is that serious shoppers come early (see the spending data below) and some of those serious shoppers frequent other markets in the summer. Portland Saturday and Beaverton were by far the most frequently cited markets. These are the largest farmers' markets in the Portland metro area.

Question 3: *How much did you or will you spend at the farmers market today? Total Responses: 687*

	Early (377)	Late (310)	Total (687)
\$0	3%	6%	4%
2.50	<1%	1%	<1%
5.00	8%	16%	12%
7.50		2%	1%
10.00	25%	27%	26%
15.00	2%	5%	3%
20.00	32%	18%	26%
25.00	2%	3%	2%
30.00	13%	11%	12%
35.00		1%	<1%
40.00	9%	8%	9%
50.00		1%	<1%
60.00	5%	2%	3%
More than \$60.00	1%		1%

Comment: There are dramatic differences between early and later shoppers, as is best seen in the amount spent. On average, late shoppers spent 26% more (\$21.49 versus \$16.99). Sixty-two percent of the early shoppers spent \$20 or more while only 43% of the late shoppers spent \$20 or more.

Question 4: *Where do you live?*

2 miles or less	70%
2 to 5 miles	15%
5 to 10 miles	12%
More than 10 miles	3%

Comment: These results are quite similar to the August 2002 results with 70% this time coming from within 2 miles and 74% in the previous survey. Given the absence of other winter markets, it had seemed likely that more avid shoppers would travel more than 2 miles to attend. These results confirm Hillsdale's role as a neighborhood market.

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. The team of outsiders used their "fresh eyes" to provide feedback about the individual market elements observed. They noted what they liked, what could be changed or improved, and questions that they had. The RMA process is about sharing – both the market being observed and the markets sending observers should gain insights and fresh perspectives.

Physical Site

What team members appreciated about the market site:

- Nice, good flow
- Nice vendor layout; Great to have flowers up front on the street – eye catching
- Tight space adds dynamic, energetic, "better buy it now or I may not get it" urgency
- Wagons -- kids love 'em (are they a danger with slope of site?)
- Really great considering the slope
- Proximity to library and shops a plus
- Great to have storage
- Garden color sort of an island
- Entrances
 - Access by professional building used a lot more than others because of parking. Easy entrance. Good flow into market.
 - Access near information booth is narrower, attracts occasional customer but as businesses across from market see increase in customers there is an increase in traffic.
 - Entrance from parking lot near Hot Lips smaller than others, but not as busy. News vendor near exit/entrance, but out of way of customers.
 - Entrance from Capitol Hwy large and wide, although another Street. Roots vendor is situated on sidewalk in front.
- People are sticking around so physically speaking it is a close-knit market. No access liability issues noticed. Signage identifies market entrance.
- Well-organized, information booth is centrally located.

Improvements and questions:

- Wonder about parking and ease of access -- finding parking for non-regulars appears to be difficult
- Slope of back part of site -- uneven, hilly surface may be more difficult for physically impaired shoppers and affects their maneuverability.
- Are the aisles wide enough?
- Un-weighted canopies are a wind hazard
- Need more signage at entrances of market & for parking
- Dogs might be an issue
- Customer seating: eliminate or move

- Move more vendors back up into dogleg. Find right vendor for, or move info into, etc.
- Traffic clusters on the ends of the market – how to spread out?
- Musicians moving between both ends?
- Vendors have bags, etc., but what about plastic baskets from market to hold purchases?
- Speed bump up top is a tripping hazard.
- Little tight on space most of market – some shoppers may not come because it is too crowded.
- Some corners under-utilized
- Market is about maxed out in regard to vendors so it is a crowded market (but also understand this market day is their busiest yet)
- Musicians near entrance and booths restricting what entry to exit so some people choose to either work around or go to exit near Professional building.

Vendors/Products

What team appreciated about the vendors and products:

- Good variety of vendors and products -- dispersal within the market good.
- Locally grown (not just produce vendors).
- Great winter diversity
- Good signage & some really nice displays -- some need more or longer table cloths
- Vendors seem friendly, knowledgeable, & happy to be there/ open: Good customer service.
- Great product mix, lots of value added, good to have prepared foods.
- Terrific quality, especially in produce
- Good banners: clearly printed, Bakery products look and taste great, very high quality
- Info booth: very helpful, answer lots of questions.
- Love the motorcycle used as a booth!
- Produce vendors helpful with “How to Cook” questions
- Vendors appear to handle food appropriately.

Improvement and questions

- Nursery folks need better, larger sign
- Vendor name tags and/or aprons would be good
- Maybe move Soda George over by Pizza/prepared food vendors
- Some displays seem too thin
- Some need aprons/nametags
- Seems to be a good traffic of dog walkers, but no dog products (neat bones, dog bones, etc.)
- Some signs a little tired
- Inadequate quantity of meat for sale?

Market Atmosphere

What team members appreciated about the market atmosphere:

- Good age mix, kids having fun – including small ones in strollers

- Good that dogs are permitted – most are well-behaved
- Customers change: 10 AM serious shoppers and dog walkers, 12 PM more casual shoppers, families
- Good feel, happy, friendly.
- People stay: enough space to linger, stop and chat
- Lots of talking, laughing, relaxed
- Encouraged to interact, friendly folks
- Market generates many interesting conversations about local, seasonal food
- Sunny in March -- People relaxing in the sun
- Friendly, informative vendors
- Customers seemed to live close and the market was very social
- This is an established market – not a lot of “looky loo” shoppers, at least between 10 -12. Seems to become more casual shopping later, though.
- The farm product focus really is key
- Great volunteers!-- they really add to the ease and feel of market, both for customers and vendors
- Great! Wonderful, dynamic energetic feel. Not just because of weather, but because of how this was organized – business, community and market.
- It is nice you have enough traffic for music to compensate itself.
- Surprisingly white upper crust crowd for suburban/almost urban Portland.
- Most shoppers are “urbanites.” A lot different than McMinnville which is more Hispanic.
- Community, casual
- Families
- Spoke w/ regular customer. He said that he and his wife w/ baby shop here all the time. He enjoys shopping here because of choice of products. He has shopped here during good weather and bad. Lingers on nice days and in and out on not so nice days. He and his wife spend quite a bit at market, but doesn't mind because they want what money sells. They live nearby and seem proud of the success of a community effort.
- Market has a CA, hilly feel such as San Francisco. Vendors are packed in a tight area but done so well with five entrances. More vendors than customers may realize. People seem to enjoying themselves. A mix of old and young, probably more affluent than some markets, but a good cross section.
- Very family- and pet-friendly. Dog water station good and a must. Posted pet manners.
- Good, well decorated & informative information booth with volunteers actively recruiting other volunteers.

Improvements and questions:

- Would be nice to have music in both legs of the market -- Music and seating disconnected.
- A little tight between booths (good and bad)
- Non-profit selling newspapers @ Capitol & Back entrance (would be nice to move 'em out)
- OSU research station: needs to be moved back to avoid causing a traffic jam
- Educational Activity: need more visible “Why buy local . . .”
- Vendors: some had info and more should (brochures, many could benefit with literature to go)
- Lots of dogs in AM, no dog product sellers, meat, bones, etc.
- More families w/ children later – maybe one or two more “kid vendors”