



Oregon Small Farms Technical Report

Eastbank Farmer's Market Rapid Market Assessment

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**Eastbank Farmers' Market
Rapid Market Assessment
June 9, 2005**

Market Name: Eastbank Farmers' Market
Date of Assessment: June 9, 2005
Market Hours: Thursday 3:30 to 7:30 PM
Location: SE 20th at Salmon Blvd. (Parking lot)
Market staff: Manager plus volunteer staff
Began: 2003
Fees: \$30 for a 10' by 10' space
Vendors: 17
Market sales: Not calculated
Market attendance: 966
Team Members: Larry Lev, Agricultural and Resource Economics, OSU
Garry Stephenson, OSU Extension Small Farms
Linda Brewer, AREc, OSU
20 participants in the 2005 Agriculture, Food and Human Values Conference
Attendance: 966 adults
Market Website: <http://www.ebfm.org/>

About the market: "The Eastbank Farmers' Market (EBFM) brings local growers and artisan food vendors into the heart of Portland's Eastside. As a neighborhood market, our goal is to provide fresh locally-grown foods to residents while, at the same time, creating a profitable environment for our vendors. We work with local vendors from Oregon and Southern Washington. Most of our growers use sustainable farming practices or are certified organic. EBFM is funded through vendor fees, generous donations, and countless hours of volunteer time."

Dot Poster Results:

Question 1: How did you travel to the market today? *n*=334

Car	47%
Walk	35%
Bicycle	16%
Bus (includes senior transport)	2%

Comment: The 53% who walk/biked/rode the bus is definitely a headline number for a metro Portland market. This demonstrates that Eastbank is succeeding in its intended role as a community market.

Question 2: Where do you live? *n*=329

Buckman	32%
Sunnyside	12%
Mt. Tabor	9%
Richmond	7%
Hosford Abernathy	7%
Laurelhurst	4%
Other	28%

Comment: The 28% from outside the target neighborhoods demonstrates an unexpected customer base for the market. This provides the opportunity for the market to redirect some advertising to additional areas.

Question 3: What stopped you from buying more in the market today? *n*=329

Fully satisfied	45%
Didn't have what I want	25%
Out of money	19%
Couldn't carry more	5%
Prices too high	5%
Out of time	2%

Comment: The "fully satisfied" category received fewer responses (45%) than we typically see. The manager expected a fairly high percentage of responses in the "didn't have what I wanted" category because she recognizes that her market has a narrower range of products compared to many other Portland area markets. The "out of money" response of 19% also exceeded what we typically see. This higher response may be consistent with the market demographic (older adults and young mothers) and the socioeconomic status of the neighborhood. In addition the market should consider better promoting the availability of a debit machine at their information booth. "Prices too high" results are consistent with results from many other markets and indicate that prices were not a significant constraint for those who shopped that day. We don't know the views of those who choose not to shop at the market.

Question 4: What is your #1 reason for coming to the market today? *n*=330

Farm products in general	62%
Strawberries	14%
Socializing	8%
Ready to eat	7%
Entertainment	6%
Bakery, jam, other processed products.	4%

Comment: Having 76% of the responses in the first two categories points out the importance of farm products to farmers' markets. Other factors may also be important, but those who attend this market place their first priority on the farm products

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.

This RMA was conducted within the context of the Agriculture, Food and Human Values conference meeting in Portland, OR June 9-12, 2005. The observations were made by conference attendees who participated in a pre-conference tour which included training in RMA techniques. The group noted observations only during the interval from 3:30 to 5:15.

Atmosphere/Community

Who was there?

- More women than men, all ages including young adults (some "counter-culturery") plenty of little kids in strollers, few teens, plenty of pets ("love the dog bowls")
- How will the very little kids remember the trips to the market?
- Footwear: flip flops to high heel stilettos
- Some lower income in the mix
- Some ethnic diversity
- Lots of cyclists
- Many of the shoppers come prepared with cloth bags etc..

Characteristics of the space/market:

- Residential location –sense of people meeting their neighbors,.
- Overall the market had a friendly, local feel
- A wonderful market that blends getting shopping done & festiveness
- Many moms with their kids
- Spacious parking lot (but one end of the space feels too empty)
- Could get hot in summer
- Nice to see EBT well advertised at entrance to the market
- Lots of conversation, especially near music. Music seems like a real draw.
- Music well appreciated and like the consistent musical theme for the season

- Ready to eat food encourages people to hang out.
- Enough space for very little kids to dance and play ball in front of the music.
- Like the booth for retired people
- Vendors provide assistance carrying purchases.
- Lots of parking
- Tables are nice and in the shade.
- Space available for more vendors
- Greeters at entrance

Suggestions:

- Should there be a more clearly defined main entrance
- Put bulletin board in more central location
- More announcements on board?
- Have activities for kids such as crafts – would displaying kids art work draw families?
- Could use bike racks
- Would wine be allowed?
- Can more be done in term of signage to welcome people approaching from the “back” of the market.
- What would happen if music was in center and the vendors were pushed out to the edges of the space in a circular fashion around the music?
- Could use more tables/chairs, more shade
- Information booth faces inward and the booth and signage visually block one of the entry points

Products/Vendors

- About 17: Fruit/veg 6; bread 3; meat 2; flowers/plants 2; prepared 1; coffee 1; fish 1; community 1
- Two diversified veg producers used as end caps great displays– one certified organic and one uncertified no chemical
- Good variety and quality
- Many of the vendors are young and provide good service
- Sense that some customers were buying berries to can/freeze
- Some producers identified varieties and others didn't (from a foodie observer)
- German bread – clear example of craftsmanship

Suggestions:

- Overall need more vendors
- More photos etc to tell story of vendors
- Some vendor signs are hidden
- Some vendors need to be encouraged to stand and seem more engaged
- Easy to overlook fish vendor
- Ice cream vendor not getting much business is there a way to better integrate him
- Coffee vendor should have samples
- How about a smoothie stand?