



Oregon Small Farms Technical Report

Oregon Market Assessment Highlights 2001

By Larry Lev and Garry Stephenson

Oregon Small Farms
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Oregon Farmers' Market Assessment Highlights, Summer 2001

As a part of the Northwest Direct Project, the OSU Small Farms Extension program with assistance from the Oregon Farmers Market Association (OFMA) conducted three Rapid Market Assessments (RMAs) in 2001. A total of 16 individuals representing 13 markets and organizations participated in the 2001 RMAs. This report provides highlights from the consumer information and market assessment sections of those RMAs.

The participatory RMA process delivers four outputs:

1. Accurate consumer information (numbers, spending etc.) for individual markets.
2. Detailed outside assessments of market infrastructure, vendors, and atmosphere.
3. Training in low cost and simple research methods that the markets themselves can use.
4. Improved exchange of ideas among farmers' markets across the state.

Detailed reports and a comprehensive explanation of the RMA process are available at: <http://smallfarms.orst.edu/marketing.htm>. No two Oregon markets are the same. The RMA process celebrates the uniqueness of each market while also suggesting areas for improvement.

Selected Shopper Traits and Trends

Hood River Saturday Market August 18, 2001. 1650 shoppers and 50 vendors

- Established 1991
- Forty-seven percent of the shoppers were tourists.
- Although agricultural products are the primary draw, crafts also play an important role in attracting shoppers to the market.
- Craft purchases represent a significant percentage of sales, especially to shoppers who come later in the market.

Portland Thursday Market August 23, 2001 1578 shoppers and 23 vendors

- Established 2001
- Thirty-two percent of the shoppers were first-time patrons (at this the 8th market of the 2001 season).
- The market draws shoppers from throughout the Portland metro area and not just nearby neighborhoods.
- Forty-three percent of the shoppers patronize either the Portland Wednesday Farmers' Market or the Portland Saturday Farmers' Market or

- both while 33% of the shoppers had not attended any other markets in 2001.

Grants Pass Growers Market September 22, 2001, 2985 shoppers and 82 vendors

- Established 1980
- Spillover sales at neighboring businesses are equal to 92% of the inside market spending.
- Although purchasing agricultural products dominated as a motive for shopper attendance at the market, market atmosphere was a clear second choice.
- Eighty-four percent of the shoppers came from Josephine County.

Why Each Market Is Worth a Visit

All three markets provide a broad array of excellent quality local products. Each market, however, has certain elements that set it apart.

Hood River Saturday Market:

- Beautiful site & well laid out market with good parking.
- Good mix of agricultural, craft, and prepared food vendors.
- Low-keyed, cheerful market.

Portland Thursday Market:

- Beautiful, convenient site with ample seating for those who want to linger.
- Nice balance of organic/conventional produce, flowers, baked goods, value-added products, plants, interesting ready-to-eat choices.
- Good music and social interactions.

Grants Pass Growers' Market:

- Good parking, free trolley transport, plantings, benches and public facilities make this a people-friendly market.
- The farmers themselves are in the booths so there is direct farmer/consumer contact
- The market serves both as an important community-meeting place and an impressive dog show.