

Spokane Farmers' Market Rapid Market Assessment 6 August 2005

Market Name: Spokane Farmers' Market
Date of Assessment: August 6, 2005
Market Hours: Saturday, 8:00 am to 1:00 pm
Location: Second & Division (in the First Covenant Church parking lot)
Market President: Jeff Herman
Market Staff: 1 Paid On-site Market Manager
Fees: 5% fee on gross sales with a \$15 minimum if gross sales are under \$300
and a \$35 maximum if sales are over \$700
Vendors: 25 produce, herb, plant and food vendors (baked goods, fish & Honey)
3 information booths
Estimated Market Sales: \$18,267.69
RMA Team Members: Colette DePhelps, Executive Director, Rural Roots, Moscow, ID
David Bauermeister, Spokane Ag Bureau, Spokane, WA
Jennifer Hall, WSU Spokane County Cooperative Extension, Spokane,
WA
Maurice Robinette, Lazy R Ranch, Washington Sustainable Food and
Farming Network, Cheney, WA
Jim Schrock, Friend of the Market, Spokane, WA

Field Analysis of Food Systems Class Participants (assisted with RMA from 8:00 am to 10:00 am)

Tim Bernthal, WSU Snohomish County Cooperative Extension, Everett,
WA
Colleen Donovan, Heifer International, Ellensburg, WA
Sara Foster, Rural Roots, Moscow, ID
Barrett Gifford, Bellingham, WA
Mike Hackett, WSU Learning Center / Snohomish County Cooperative
Extension, Everett, WA
Kalil, Puyallup, WA
Al Kowitz, WSU Stevens County Cooperative Extension, Colville, WA
Tammy Morales, Seattle, WA
Cindy Murray-Armstrong, WSU Center for Sustaining Agriculture and
Natural Resources, Puyallup, WA
Marcy Ostrom, WSU Small Farms Program, Puyallup, WA
Cathy Perillo, WSU Department of Crop & Soil Sciences, Pullman, WA
Alan Petro, Pullman, WA
Suphasuk Pradubsuk, Prosser, WA

RMA Report Author: Colette DePhelps

Part 1: Consumer Information

Estimated Total Attendance: 1734

Shoppers in market at 8:00	24
8 am to 9 am	402
9 am to 10 am	408
10 am to 11 am	444
11 am to 12 pm	318
12 pm to 1 pm	138

Question #1: What one change would you recommend to improve the market?

Additional Parking	32%
Different Location	22%
Sitting Area	10%
More Produce	18%
More Prepared Foods	7%
Arts & Crafts	6%
Other (please write in)	5%

Comment: When asked what one change would improve the market, one fifth to one third of the respondents recommended additional parking, different location and more produce. The percentage of participants recommending additional parking increased from 28% to 37% between the first and second half of the market while the number of participants requesting more produce declined from 20% to 15% in the same time period.

Other suggestions for improving the market, written in by survey respondents, included: Longer hours, more Blues music, live music and recycling bins; evening weekday market and more frequent market days; children's activities and kids art area; more variety of things to buy / hear & eat, more organic produce, smaller portions for single people, organic milk, liquids to consume on site, wheat free baking (one person indicated missing the Sandpoint Bakery), fresh / handmade cheeses and to keep only vendors who grow or make their own. In terms of location, people recommended shade and a place to hangout, grass, a permanent structure, and a permanent space. Specific suggestions for relocating the market were the old space occupied by the Spokane Marketplace 10+ years ago (building by Division), downtown at Wall Street, the U District, and the Gonzaga Campus.

**Question #2: What advertising method should the market use to reach you?
(choose only one)**

Inlander	34%
KPBX	12%
Out There	3%
1280 am	3%
Spokesman Review	28%
Spokane Sizzle	0%
Website	6%
None	2%
Don't Know / Other	12%

Comment: During the first and second halves of the market, a consistent 34% of shoppers indicated the Inlander was their top choice (of those provided) as to how the market should reach them. Respondents second choice was the Spokesman Review with 26% of early shoppers and 30% of later shoppers indicating this would be a successful advertising method.

Other suggestions for advertising, written in by respondents, included email, Thin Air Radio, KYRS, and a country station.

Question #3: Would you shop at a weekday evening market? If yes, what day?

No	25%
Tuesday	7%
Wednesday	43%
Thursday	8%
Friday	10%
Anyday (write-in)	7%

Comment: Seventy-five percent of the survey respondents indicated they would shop at a weekday evening market. The majority of these respondents, 43%, said they would prefer a Wednesday evening market, while 10% indicated a Friday evening market would be their preference. A slightly higher number of morning shoppers said they would prefer a Wednesday market, 48%, than later shoppers, 35%. Only 7% of morning shoppers said they would shop at a Friday evening market, while 15% of later shoppers said they would shop at a Friday evening market. The percentage of respondents who indicated they would not shop at a weekday evening market was markedly higher during the first half of the market, 30%, than the latter half of the market 18%.

Question #4: How much have/will you spend at the market today?

<u>Dollar Amount Spent</u>	<u>Shopper Percentage</u>
\$0	3%
\$10	30%
\$20	42%
\$25	1%
\$30	12%
\$40	6%
\$50	2%
\$60+	3%

Average amount of money spent per shopping group = \$21.07

Average amount of money spent per shopping group from 8:00 am to 10:30 am = \$21.99

Average amount of money spent per shopping group from 10:30 am to 1:00 pm = \$19.70

Total market sales can be estimated as follows:

(1734 people/2 people per shopping group) 867 * \$21.07 = \$18,267.69

This estimate is more likely to be low than high because the average size of shopping groups (based on market research elsewhere in the Pacific Northwest) tend to be less than 2.

Comment: Spending is by shopping group (adults who spend from one “wallet”) and not per individual. Only about 3% of respondents said they spent nothing in the market. Early arrivers spent slightly more then shoppers who arrived later (\$21.99 versus \$19.70). This result is common for weekend markets.

Part 2: RMA Team Member Comments/Suggestions/Observations

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. Unique to this RMA, in addition to the RMA team, students from Washington State University and University of Idaho’s *Field Analysis of Food Systems Class* assisted with the market assessment from 8:00 am to 10:00 pm. Their insights and comments are reflective of the market during this time frame and have been noted as such below. In conclusion, it is important to remember the RMA process is about sharing – both the market being observed and the observers should gain new insights and ideas.

Physical Site

Most important messages about the physical site RMA team members wanted to convey to the Market:

- Good that there are multiple entry points—never appears too full to enter
- A better site would make the market more successful
- Parking is a problem

****Please Note:** *These comments were made before 10 a.m. before the music*

- Things seem to be going smoothly, comfortable presentation, just keep building on good basics
- Consider swapping sides and using east side of parking lot as it gets shade in the late afternoon, if feasible
- Good layout and amenities, but at capacity for customers at a given time
- Good arrangement
- Good flat location, having a location near other open businesses (i.e. Starbucks helps with curiosity)
- Parking is a big issue
- Parking creates a stagnant energy out entrance and blocks view
- Advertising and directions from main roads
- Education on parking- nearby parking available
- Successful market. Nice atmosphere

Most significant observations about the physical site team members said they would take back with them:

- Much improved over the past 2-3 years
- People wanted more shade
- The market has done an excellent job making the current site successful

- Biz is good!

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- Selection of the site and the openness of the place.
- Crowd changed over time—seniors early, mixed age as it got later.
- Proportionate size of market to population of city.
- Nice market.
- If samples are provided there needs to be a place to put the remains—garbage cans at least at each corner.
- The image that will stick with me the most is the flower booths. They are beautiful and Tolstoy farm!
- Good section of products- clear pricing.
- Easy flow of people.
- Good location. Having Starbucks next door does not hurt.

What team members appreciated most about the physical site:

- Good size now for the # of vendors- large enough for good traffic flow, but not too spread out.
- Open and ready on time.
- Good variety.
 - Other survey?'s:
 - What part of town are you from?
 - Are you from out of the area?
 - Is this your first time here?
- The site is well laid out, there was a great variety of produce available. Good central location to draw people.
- Overall location is pretty good but parking is a problem.
- Use of tents by vendors creates nice atmosphere and connectivity.
- Easy circular flow through vendors.
- Center aisle had no vehicles.

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- Appears to be outgrowing this space. That's great! Nice that there's not a lot of loud car traffic going by.
- Layout seems good—all stalls have visibility and space. All areas seem to be filled, but not too crowded. Good signs on (?) Ave. and 2nd Ave. entries.
- This market is open spaced. There is no congestion at all. Moreover, I don't presume any parking problem. People of different backgrounds are also taking part by having their stalls in the market which is a good sign of common understanding.
- Parking on site is convenient. Easy to walk around, through.
- Good WIC signage.
- Liked the circular flow.
- Nice, professional tents (compared to tarps we used in old days).
- Nice signs on chain-linked fence.

- Lack of strong wind, but breeze was wonderful.
- Clean site.
- Pleasant info stall with brochures.
- Bathroom available.
- Colorful, informal but neat and professional setup of the booths—festive atmosphere!
- Seemed like good traffic flow, room to move and see.
- Restroom and hand washing facilities on site!
- Good arrangement, price lists.
- Location is good to attract people.
- Booth proportions are good to flow people.
- Good flow and area to move.
- Having a location where there are other businesses helps to market, makes it a curiosity to others coming around for another purpose.
- The flow of people seems to work out. Vendors are very friendly and welcoming. Vendors seemed as organized as I've seen at other markets in terms of getting started and set up by market opening and the manager was available and seemed willing to help, so that was good!
- It's nice that everyone has tents! Makes it look more uniform and more professional.
- Nice people. It's bigger than the last time. The Pastor and congregation are very supportive.
- Obvious easy access vendors.
- Plenty of space to move around.
- Fresh produce- huckleberries! No clutter! Clean, friendly, "professionally-run," vendors are proud and loyal.
- I appreciate and envy the concern of the staff and board. To continue to learn from vendors and customers on how to improve. Wow!

Suggested changes or improvements regarding the physical site:

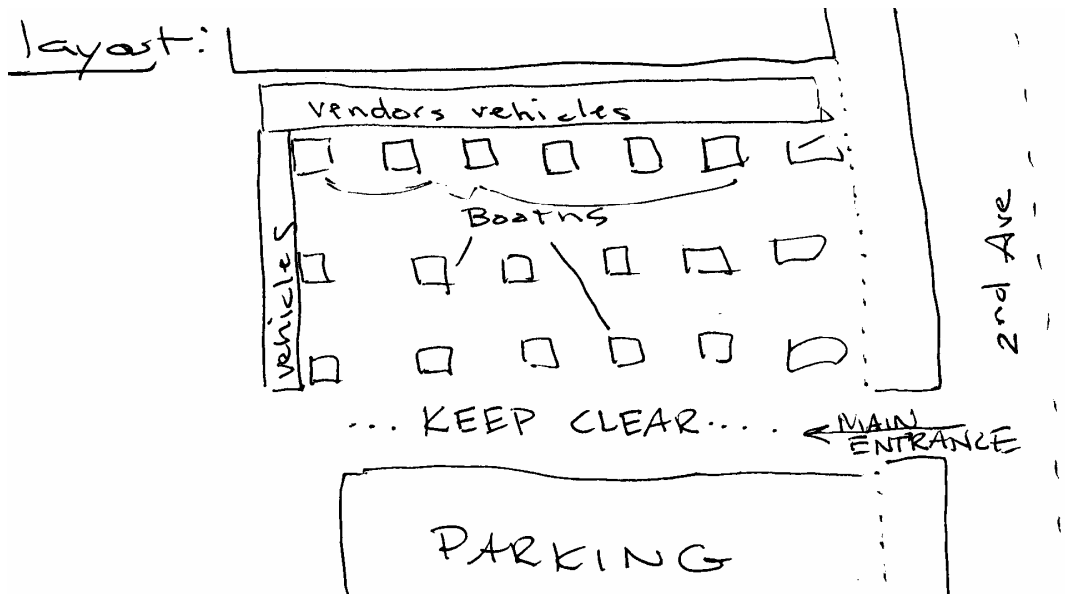
- Cords running quite a distance through area most folks enter.
- Steep grade from upper parking lot.
- Muffle generator more.
- Bike yard?
- Where are the trash cans?
- Convenience of site is an issue. Cars and people use the same gate.
- Green space would provide cooling.
- Restrooms with water needed.
- Put on brick wall for cooling.
- Water fountain critical on hot day.
- Jay-walking on 2nd Ave. a hazard.
- More parking; need some garbage cans; need a shaded place just to hang out.
- Street noise is a problem.
- Permanent cover for stalls.
- Access limited from street.
- Need somebody to push a broom during the day—some trash on the lot.

- Need bike rack- especially for a.m. shoppers.
- Power cords are a liability issue. Put power users by power source. Saw an elderly person trip over them.
- People perceive lack of parking to be a serious issue.
- Entrance use changed as parking filled up.
- Remove vehicles from inner row of vending to allow market expansion.
- Need trash cans throughout market.

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- Might consider moving cars out of the entry way—would allow for more booths and better flow into the fun space.
- Information or signs about where to park would be helpful. As a new person to the area, it was difficult to know which parking options were legal.
- The market could use more signage facing different directions. It would be nice to have some kind of signage or banners at all the major entry points, including the entrances from the parking lot side. Also could use one more corner sign or sandwich board at 3rd and Brown and at the parking lot entrance.
- One thing I noticed was that the fruit sellers are less and they are almost selling the same fruits. So they should be encouraged for the diversification of their products. Also, I did not observe any meat stall.
- One more sign over fence entry way would help visibility. Need a covered place to sit for customers out of sun.
- Bike rack or portable fixture for lowering bikes would help. People might buy more if some form of carts, bulk carrying containers were offered.
- Because of heat, complementary water, refreshment stand might be nice.
- Recycling.
- Women had to unload truck with flowers in opposite corner and “wagon” flowers to stall against the street. Are there other options?
- Garbage cans?
- Cold beverage options on warm summer mornings.
- Crossing three lane street would be mental barrier for me later in the morning, but perhaps locals know a better route.
- In general, entrances seemed like they could be better marked for easy viewing. Add welcome sign?
- Used website address/directions to get here, but hadn’t been here before. Might be helpful to include parking info/tips on the website (esp. since in area of one-way roads).
- Parking lot is not enough in the late morning.
- People who have to walk far don’t like to carry things, so they might buy very few products.
- Tents provide shade or cover as well as give the market uniformity and a community feeling.
- If samples are provided there needs to be a place to put the remains—garbage cans at least at each corner.

- I talked to some vendors and also observed issues with parking. The market might consider signs pointing people to legal places to park or try to negotiate with nearby businesses to arrange for market parking.
- Cords around the market might be a liability issue. Vendors might consider bringing a few extra extension cords so that they can reach to the outside of tents or put all vendors needing electricity in one place. Maybe you could find a way to put up a permanent, festive sign for even when the market is not operating. Maybe a mural (although if you're moving soon you might consider it for the new location). Oh, I just looked up and saw the sign I missed! Oops. Looks good!
- Better accessibility and advertising.
- Directions.
- Concerns: quite a bit of confusion in small adjoining parking lot. Steep asphalt bank at south of parking- customers cautiously walking down.
- Need trash receptacles by each 3-4 booths so customers have a place to put melon rinds, peach pits, other samples. Also some people come to graze and eat some foods. They need a place to sit too. Some older people may stay longer and buy more if they could rest a bit.
- Suggested Layout:



Vendors & Products

Most important messages about the vendors and products RMA team members wanted to convey to the Market:

- Lots of opportunity to increase amount spent per person. Should have signs/flyers at entrance with days, hours, and web site.
- Had several people ask to add musician of the day and market hours.
- A more diverse mix of vendors could help the market.
- Vendors have good rapport with customers.

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- Encourage vendors to use better signage and include where their product comes from (Tolstoy's is great!).
- Add a cold beverage vendor—water, lemonade, etc.
- Keep up the good work—this market has really grown in a good way.
- To encourage the sellers for diversification.
- Variety is really important in taking market from moderately successful—growing
- Nice mix! Quality looked good!
- Nice mix of products
- Good quality product
- Good variety—nice addition of bakery products and fish
- Vendors could have better signs. Especially with their farm names so that people can begin to recognize local producers. The market might also contact me sara@rualroots.org about the Buy Fresh, Buy Local labels.
- Where is the “shepherds grain”/ local wheat/flour booth?
- Same products sold at all vendor sites. Flowers, blueberries most common.
- Improve signage.
- Mix is excellent—super quality/fresh- if possible, signage up higher, like on arch way
 - Customer service is good- have trash cans.

Most significant observations about the vendors and products team members said they would take back with them:

- Busiest stall had least signage, but the best variety
 - No prices
 - No farm name visible
- Market has a strong core of vendors.
- Friendly vendors.

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- Vendors spray veggies to keep them from getting dried out and rubbery. Good to know!

- The Spokane market is a thriving place!
- Talking to one of the ladies, I concluded that we can sustain our life by working only a few hours in the farmers market selling only a few items, if we are good with our money.
- Individual reputation/familiarity makes a big difference (longest lines were unsigned, variety—producer people must have known).
- Of ~29 vendors, ~9 or 1/3rd were Latino or SE Asian; of produce vendors, 4 had signs on production methods (i.e. organic).
- Oiled or water sprayed veggies sell and look appetizing and fresh
- The honey booth, the bread booth, flower vendors, and Tolstoy farms' site.
- Small market.
- Good product mix- friendly vendors.

What team members appreciated most about the vendors and products:

- Could use a little more variety.
- Displays stayed clean and full.
- Producers friendly and informative.
- Good product mix- Yakima/Columbia Basin growers add variety.
- 25 vendors are selling products, 3 info booths, etc.
- Nice mix of produce available.
- Color is lovely, both the displays and variety of table cloths.
- Fish great addition.
- Appreciated the nice mix of value-added products.

****Please Note:**

These comments were made before 10 a.m. before the music

- Nice mix of produce, bread, flowers. I don't miss the crafts.
- Great looking produce-informative vendors.
- WIC table busy and integrated well.
- Product mix seems to be good right now—I saw a full range of fruits and vegetables. Bakery items also seemed good. This market has really improved its product range and amounts over the past few years—good work.
- Products are displayed well, but some stalls have very few items, which I doubt will be economically viable.
- Good identification of the organic certification—Tolstoy Farm, nicely displayed, nice job of identification of potatoes.
- People seem to be chatting, spending time with vendors.
- Water bucket weights for tents.
- Mix of fruits, honey/bee products/potatoes, fish, and flowers.
- Quality looked good.
- Most folks had nice table cloths.
- Farmers took time to talk with people.
- Some folks had excellent signs and really like photo of woman in a field of flowers.
- Lots of flowers, but they seem to be selling (color)!

- Some have good signage as to who they are. Most have good signage as to the products, costs.
- Nice individual displays on almost all. Many have good sense of how to display products—several quite attractive.
- Impressive # of signage for WIC/senior.
- Good display of organic products.
- Potted plants/herbs are a nice addition.
- Seemed like a pretty good product mix for smaller sized market of different items (produce, flowers, specialty items, breakfast, etc.).
- The product quality seems great! The flowers are beautiful, veggies look good. Huckleberries smell great and the candle crafts are very nice! Also, the customer service seemed adequate to great!
- The size of the market gives it a particular intimacy and neighborhood feel. I particularly appreciate “farmer” vs. “craft” focus at the market.
- Vendor knowledge of product, “This one has the best stuff.” Duane Weidrich is a lot of fun.
- Most vendors attentive- one reading newspaper; 50% of displays attractive, others disorganized or flat.
- Models of signage: Cliffside, Olsen farms, Tolstoy Farms.
- The freshness of product and exuberance of the vendors are great.

Suggested changes or improvements regarding the products and vendors:

- Could have more visible signage at individual stalls—better farm name, marketing.
 - Exception: WIC signage well-placed throughout.
- Parking can cause traffic around corner.
- Some significant difference in pricing on similar items.
- Offer recipe card suggestions.
- Customer suggestions—more organic meats, local wineries.
- Very few places offered brochures, business cards or flyers about where else in town you can find their products.
- Market bags should be sold @ entrance and some vendor stalls—discount price for WIC.
- Some vendors do not display a farm name- do not build following as well.
- Should help with educating farmers about marketing.
- Vendors could not take money fast enough to keep customers moving.
- A more diverse mixture of products/vendors could draw more people to the market.
- Most vendors need to look at how to handle volume more efficiently- customers do not like to wait.
- Potential vendors to add
 - Fine arts
 - Ready-to-eat food/drinks
 - Items made from wood, etc.
- Vendors should not leave before market closes.
- Need more variety of produce, and beef and chickens.
- Not all vendors had signs about their farm.

- If you could get a fish vendor, that would be great.
- Really need drink vendors- people may rush out of the market when it's hot due to lack of refreshments.
- Improved pricing by vendors- maybe go over with them at pre-season market meeting. Some vendors noted frustration with vendors not pricing items.
- Many vendors could improve the visibility of their farm name signage.
- Require table cloths for professional/uniform look throughout the market.
- If they have more than one space require farm name to be on each space.

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- Aesthetically, booths with an abundance of products are more appealing. Would help attract folks to table to have more product and more “clutter.” Bare tables make me walk past. Herbal remedies make me nervous without disclaimers.
- Not all stalls have signs. Some signs are turned sideways so that you can't tell which booth they belong to. I would like to see a coffee vendor (is there an independent local roaster?). Right now a lot of people are giving their business to Starbucks. I think having coffee would make this more of a Saturday morning destination.
- Put out prices. Some displays are better than others. Could enhance vertical displays more like Tolstoy and Cliffside.
- I just think that looking at the flow of people, it will be good to encourage a couple more stalls for the already cooked food, which is locally grown and locally prepared. It will not only make the people stay here for longer time, but will also reflect the importance of locally grown and locally prepared food.
- Bring in cheese producers for greater variety, interest.
- Try to recruit a few more full-line producers to get increased fruit vegetable offerings.
- Might encourage a little more use of electronic scales, visible proof of purchase weights/amounts.
- A little uncomfortable with prepared food displays, unwrapped, without sneeze guard.
- Add a coffee vendor.
- Add “what's fresh” and info and recipes for products.
- Only one person I saw was sampling. If allowed, may help sales for delicious tree-ripe items and berries?
- Some vendors were setting up at start, may help to have everyone ready when “bell” rings.
- The ones that have canopies that provide shade to the customer seem to provide an added benefit—more likely to linger and buy additional products.
- Cheeses?
- More variety of products (vegetable, prepared food, and handicraft).
- Some products have no price list. Customer sometimes hesitate to ask and buy the same product from other booths that have the same products.
- Some vegetable products overlap. Seller should have more value-added products (especially those from organic food).
- Add cider, wines, meat (if possible).
- Many booths need better signs. Some are hand written on crinkled paper. People could benefit from having their farm name clearly and beautifully visible. Vendors could also

benefit from having larger, more colorful, more informative tags. Tags with price, name, and details about the product. They could also include recipe cards for the product they sell if that's applicable. Table cloths and produce containers which are placed to be attractive might make the booths look more interesting and professional. A good example if this would be Tolstoy and the flower booths at the NW corner and North corner. Flowers still need better signs, but their displays look great!

- Obviously more diversity is a draw but the current status of the market is impressive.
- Variety of vendors- customers.
- Signage is quite sloppy or missing
 - Each vendor should identify their farm/operation
 - Product signage very sloppy
 - All vendors should show pricing
- Trash cans—composting buckets strategically located.

Atmosphere

Most important messages about the atmosphere RMA team members wanted to convey to the Market:

- Lots of kids- would be great to have some entertainment, temporary tattoos or something.
- Edible food painting station.
- Great atmosphere!

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- Try to add a few activities to keep folks hanging out longer.
- Very nice social space.
- There should be some free publications available for the customers for letting them know about new information (possibly on a weekly basis).
- People are spending some money, but could be doing more with wider variety.
- People seemed relaxed and happy- very nice!
- Very good atmosphere.
- Friendly atmosphere, healthy lifestyle.
- Tents create community structure.
- Music could improve atmosphere as well as removing generators and cars if possible.
- Music? Local music/theater, etc. makes a great atmosphere and draws people.
- Perhaps start the music a little earlier.
- Site atmosphere with vendors.
- Some events.
- The WIC farmers' market booth is wonderful.

**Most significant observations about the atmosphere team members
said they would take back with them:**

- Good opportunity for additional sales- children's, ready to eat foods
- Site is difficult to work with.

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- Most vendors had long lines at some point in the morning.
- This is a fun market to visit.
- It is again appreciable that the local government is somehow concerned of the importance of farmers market, and there are some educational activities taking place.
- By having surveys and some free publications, the farmers market can become a place, where the people will come share and take information.
- Visual appeal of colors, signage, display variety makes a big difference in customer appeal.
- Tents create community structure.
- Happy people visiting booths with friendly vendors.
- Hot parking lot.
- Nice mix of customers.
- The caring nature of the staff and board is remarkable.

What team members appreciated most about the atmosphere:

- Good, causal atmosphere.
- Variety of ages and other demographics in shopper mix.
- Music is a great component.
- Good market "feel"- vendors/music/crowd.
- Good mix of vendors, but similar products.
- Good atmosphere: friendly, helpful, everybody is cheerful. You can hear laughter regularly.
- It's a good social event but would be better with a few changes.
- Having the WIC program is great! I saw a lot of mom's with their children using coupons. The vendor signage for accepting WIC coupons is really welcoming and eliminates the potential for "stigma" with coupon users. It makes them feel part of the norm.
- Great to see so many young families and elderly shoppers.
- Music made a huge difference in creating a festive atmosphere. Can music be started earlier?

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- Seem to be lots of regulars. Vendors know their customers. Lots of neighbors catching up on news.
- A nice amount of activity. Vendors and customers alike seemed to be interacting enthusiastically. A nice social space—people seem glad to be here.

- There are some very regular customers here who know all the vendors and come prepared to do their weekly shopping. People were very willing to help out with dot research as a way of helping the market—good customer support!
- Vendors were very open, willing to engage shoppers with info. People seemed to be meeting here as a destination, very casual.
- Very friendly, low-key.
- Well organized internally.
- Lots of shoppers with bags and familiarity with market.
- Nice mix of families, single people, kids, older.
- Color.
- All vendors I spoke with were quite friendly.
- Fairly efficient shoppers, a lot wait, but friendly.
- Friendly and clean atmosphere.
- Sellers are very friendly and open-minded to talk to customers.
- Good flow.
- Many families. A diversity of people. Many people look like they are meeting at the market, but could be more social. Vendors are cheery.
- Most people look like they are having a good time. I talked with several new people to the market, so that is great.
- Lots of products, the people are nice.
- Friendly fell good atmosphere.
- Mix of young, older, parents with children.
- It's open, friendly, and stocked well.

Suggested changes or improvements regarding the atmosphere:

- Music start earlier—started @ 10:15am.
- Someone talking that previous location was good and not sure why moved.
- Covered seating would be nice to enjoy music—maybe at least sell bottled water.
- Hard to hear music because of traffic noise.
- Generator should be replaced with back-up.
- Seating area for customers.
- Ready-to-eat food.
- Could sell cotton produce bags that could be re-used (oops-never mind).
- Brochure about the Spokane Farmers' market should be more available (written for consumers).
- A public relations/info booth about the market- a place for regular feedback.
- Someone available to talk about the market, e.g. other relevant issues.
- Would be great to have tent with children's activities—maybe art program, face painting.
- If move to a new location, look for a place with trees and grass, where children can play.
- Like the market tent. Maybe have vendors sell the market shopping bags.
- Having the vendors who sell out leave the market early is distracting and takes away from the market's uniformity and overall atmosphere. It's really detrimental (the positive is sales are good enough they sell out).

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- Consider adding things that would keep folks around longer—music, cooking demo, games for kids...small 2-4 table café vendor for folks to have a snack; lots of older customers—any special activities or accommodations for them?
- Maybe add a tent with tables so folks can get out of the sun for a few minutes.
- Coffee vendor would be great—this would make it more of a Saturday morning destination point.
- Would like to see some things for kids—how about a juggler now and then?
- Music would be fun (oops—you just got some; super).
- Overall, it is a good place for the farmers' market, but it will be nice to encourage some of the stall owners to use white tents for the reflection of sunlight, as some of them are dark blue or green, which could be hot in this weather.
- WIC booth had good handouts, but needed more/better signage to attract attention- a display maybe.
- Visuals with food, besides large signs would be helpful.
- Start music earlier.
- Could vendors put outdoor rugs down to lessen impact of asphalt?
- Doesn't seem like folks are coming to socialize (at least not at 8-9am); are shopping.
- There should be some activities/products for kids to attract people to come with family to come more and spend longer time.
- Music would be a great addition. The atmosphere could be even better if the location was such that there could be a music area and parking out of the main market area. Also, it's always fun to have events for the kids, maybe an educational booth about local food. Maybe a chef who comes to cook.
- What about food (i.e., preferably those that use local produce). Local restaurants running booths in combination with music by local artist = creates social/entertaining atmosphere to draw people on a regular/habitual basis. This also supports a larger community web.
- Seasonal festivals with entertainment also make for great marketing and good times (i.e. specific peak harvest) Berry fest/Peach Days?).
- Harvest oriented festivals are great community education opportunities to create awareness of our local food sheds and the economic/environmental relationship to the community.
- Shaded seating areas.
- Coffee/beverage- it's hot out here.
- Is there opportunity for NGO/non-profit booths for organizations that work locally on ag issues?
- More variety.
- Limited educational events.
- Trash and compost receptacles located in several areas would be most helpful.

General Comments:

Most important general comments RMA team members wanted to convey to the Market:

- “good idea” to survey like this
- # of new WIC clients needing info/directions
- Good format for high public participation.

****Please Note:** *These comments were made before 10 a.m. before the music*

- This is really nice to get information from the people for improving the market according to their needs. This should be countered with different dynamic ideas.
- People are spending some money, but could be doing more with wider variety.
- Very good place to directly distribute organic products from seller to customer.
- Consistency of the market location, vendors, etc.
- Parking is an issue, even with people who have decided to come. People would prefer no cars in immediate area.
- Fresh! Fresh! Fresh! Parking is limited; local neighbors values the location=alternative to trucking it to store.
- Advertising, direction signs needed.
- Solid, friendly customer base.
- Higher (in the air) signage—“don’t move so often—hard to find.”

Most significant general observations team members said they would take back with them:

- Great method for getting public input

****Please Note:** *These comments were made before 10 a.m. before the music*

- Most of the people coming to the market for buying are spending an average of \$20, so it means that by spending less money they can get fresh, nutritious food.
- Value-added food is missing, could increase sales.
- Consistency of the market location, vendors, etc.
- There are many people here excited about fresh food.
- Community members have a strong sentiment of support for the market.
- Small market, hot parking lot.
- There’s much variety- fresh- most vendors are informed.

General comments from RMA team members, market attendees and vendors:

- Good produce.
- Good for Spokane
- Format was great for getting participation!
- One customer told me that coming to the market is the best part of her week.

****Please Note:** *These comments were made before 10 a.m. before the music*

- It was good to see that most of the people were taking part in the survey.
- Homey, busy feel to market, people seem to be staying around to shop leisurely.
- Kids with families participating.
- Buy every year. Prices are high but quality is good.
- First-time vendors were enthusiastic, “learned a lot.” Seemed like it was easy for them to come in and get set-up. My observation that making sure they’re introduced to the organizing person (e.g. “How do I redeem my WIC coupons?”).
- People come here to buy products because they are enjoying the atmosphere. They like to talk with farmers to know how fruits and veggies are grown and how food products are prepared. Most of them like organic products.
- People appreciated the surveys. For the most part, they were grateful for the market being interested in their opinion.
- There’s strong community support for the market.
- Nice people.
- People very willing to participate.
- Talked about shopping at market.
- How often (do people shop here)?
- The genuine concern of the staff and board to continually improve, plus, the loyalty and pride shown by many of the vendors in their products and their market. It’s my market and not someone else’s.

General comments and suggestions for changes or improvements from RMA team members, market attendees and vendors:

- More organic meats, wines.
- Comments from public
 - Chaos
 - Several first time visitors
 - Some people from out of town
 - Parking
 - E-mail was left off communication options
- The question, “which one change would you recommend to improve the market” did not allow public to adequately gain input on this subject.
- Many said that they wanted, 1) different location, 2) more parking, 3) sitting area, 4) more variety.
- Boards should be in shade.
- Customer suggested location with trees if the market moves.

****Please Note:** *These comments were made before 10 a.m. before the music*

- Overheard conversations about inadequate parking.
- Sharing information with the people will be an important for enhancing local farmers markets. So I will suggest having more educational activities here. This way we can understand their needs in a more appropriate way.
- Maybe provide info on what’s newly harvested, fresh, to highlight local seasons.

- One conversation about parking-suggested this is a problem. Small farms extension person also indicated that it is a big/unsafe traffic problem on 2nd intersection.
- Open, covered shelters that could be used as multi-purpose evening market.
- More bakery, jams, jellies, cider, fruit juices would like Greenbluff farmers to participate, organic wine.
- More vendors added...people wanted to/and some unfortunately did answer multiple times to the question about additions to the market. Some people wanted to have an email list available for the market.
- One guy was adamant that the cars and generators be removed from the site. He feels that the atmosphere is impacted by these things.
- Just higher placed signage and more trash/compost containers.