



Farmers Market at the Capitol Thursday July 22, 2010

Market Analysis

Exhibitor Analysis

- 48 Vendors (Over half were host organizations' members)
- 5 Non-profits

Market Total Vendor Sales Reported: \$46,699
Average sales reported (48 vendors): \$979.15

*Note: July 23, 2009 Market Total Vendor Sales Reported: \$34,692.25
Average sales reported (50 vendors): \$693.85*

Estimated Total # of shoppers: 6,288
***Range of Estimated Market Day Sales:** \$47,902 to \$62,880

Supplemental Nutrition Assistance Program (SNAP) sales: \$297

The number of farmers' markets licensed to accept SNAP benefits is increasing nationwide. As people discover the benefit of buying fresh, nutritious, local products, farmers and farmers' markets are seizing the opportunity to broaden their customer base by adding a SNAP payment option.

What was the most important reason you came to the market today?

Of those that responded, 41% said that the most important reason they came to the market was to Support MI Farmers and Businesses. Thirty-one percent of those surveyed said that they came to the market to purchase food items.

How did you hear about today's market?

Of those that responded, 38% heard about the market by E-mail, 27% heard about the market through Word of Mouth and 15% heard about it through another resource.

*Ranges of Estimated Market Day Sales:

A conservative estimate of total market sales for the day is developed by dividing the Estimated total number of adult MI customers (6,288) by the mean number of people customers were shopping for (2.33**) and multiplying by the mean customer expenditure (\$17.75). *This method very conservatively estimates total market sales for the day at \$47,902.* A more realistic estimate for total market sales for the day would be closer to \$62,880 (6,288 X \$10 per shopper)

** At most markets when there are more than two people in a shopping party only one of them is buying, however at this market it was observed that almost all members of the shopping party were purchasing at the market.

Customer Counts:

1st Hour (10:25 - 10:35) = 281
2nd Hour (11:25 - 11:35) = 215
3rd Hour (12:25 - 12:35) = 352
4th Hour (1:25 - 1:35) = 133
*5th Hour (2:25 - 2:35) = 67
Total: 1,048

Estimated Total # of shoppers: 6,288 (1,048 X 6)

**Although we didn't physically count customers during the last hour of the market, there were still shoppers. We decided that a fair measurement would be half the number of customers as the 4th hour.*

How much did you/ will you spend at the farmers market today?

The mean or average expenditure of shoppers was \$17.75. The median was \$15, meaning that half of the shoppers spent less than \$15 and half spent more than \$15. The most popular amount spent at the market was \$10.

How many ADULTS are in your shopping party this afternoon?

The mean or average number of adults per shopping party was 2.33. The median was 2 and the mode, or most common response was also two people.

Questions about market analysis?

Contact:
Maggie Smith
Michigan Farmers Market Association
Administrative Assistant
517-432-3381
smithm833@gmail.com

Want to sponsor future markets?

Contact:
Elaine Brown
Michigan Food and Farming Systems
Executive Director
517-432-0712
browne@msu.edu

Mailing address:

172 Natural Resources Building
East Lansing, MI 48824

Host Organizations:



Sponsoring Organizations:

Michigan Department of Agriculture GreenStone Farm Credit Services
CS Mott Group for Sustainable Food Systems at Michigan State University (MSU)
Lansing City Market MSU Product Center for Agriculture and Natural Resources