



## Farmers Market at the Capitol Thursday September 16, 2010

### Market Analysis

#### Exhibitor Analysis

- 60 Vendors (Over half were host organizations' members)
- 11 Non-profits and sponsors

**Market Total Vendor Sales Reported: \$35,662**  
**Average sales reported (57 vendors): \$614.86**

Note: July 22, 2010 Market Total Vendor Sales Reported: \$46,699  
Average sales reported (48 vendors): \$979.15

**Estimated Total # of shoppers: 3,480**

**\*Range of Estimated Market Day Sales: \$34,136.29 - \$34,800**

#### Supplemental Nutrition Assistance Program (SNAP) sales: \$628

*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, 37% said that the most important reason they came to the market was to Support MI Farmers and Businesses. 31% of those surveyed said that they came to the market was to Purchase food items. The shaded boxes represent categories that were added to the questions.

#### Approximately how far away do you live from today's farmers market?

Of those that responded, 57% lived less than 10 miles from the Farmers Market at the Capitol. 23% lived 10 to 25 miles away and 10% lived 26 to 50 miles from the market.

\*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 customers (3,480) by the mean number of people customers were shopping for (1.94\*\*) and multiplying by the mean customer expenditure (\$19.03). *This method very conservatively estimates total market sales for the day at \$34,136.29.* A more realistic estimate for total market sales for the day would be closer to \$34,800 (3,480 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.

### **How did you hear about today's market?**

Of those that responded, 43% heard about the market through online communications, 29% heard about the market through Word of Mouth and 13% heard about it through newspaper, radio or TV and 11% passed by the market and saw it.

### **Customer Counts:**

1<sup>st</sup> Hour (10:25 - 10:35) = 220

2<sup>nd</sup> Hour (11:25 - 11:35) = 117

3<sup>rd</sup> Hour (12:25 - 12:35) = 220

4<sup>th</sup> Hour (1:25 - 1:35) = 23

Total: 580

Estimated Total # of shoppers: 3,480

### **Estimated Total # of shoppers: 3,480 (580 X 6)**

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

The mean or average expenditure of shoppers was \$19.03. 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 1.94. The median was 2 and the mode, or most common response was one person.

### **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:**



**Michigan Food &  
Farming Systems-MIFFS**  
Bringing Farmers & Communities Together



### **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, LCC,

Independent Bank, MSU Federal Credit Union, and Food Bank Council.