

August 12, 2017

Kent Farmers Market 2017 Rapid Market Assessment Report



Colleen Donovan and Karen Kinney
September 30, 2017

Kent Farmers Market 2017 Rapid Market Assessment Report

Colleen Donovan
Independent Research Partner
colleendonovan509@gmail.com

Karen Kinney
Washington State Farmers Market Association
karen@wafarmersmarkets.org

Contents

I. Introduction.....	1
II. Estimated Market Attendance	4
III. Dot Survey Results.....	6
IV. Constructive Comments & Observations from RMA Team	15
V. Conclusion	19
Appendix 1. Dot Survey Questions, Responses, and Counts	20
Appendix 2. Tapestry Demographics	22
Appendix 3. Kent Farmers Market Vendor Outreach about the RMA	23

Tables & Figures

Table 1. Estimated Market Visitors by Hour	4
Table 2. Estimated Visitors by Market Entrance	5
Table 3. Estimated Spending at the Farmers Market by Dot Survey Respondents	11
Table 4. Estimated Shopper Groups and Farmers Market Sales for Day.....	12
Table 5. Estimated Spending at Other Downtown Businesses and Restaurants by Dot Survey Respondents	13
Figure 1. 2017 Kent Farmers Market RMA Team	1
Figure 2. Satellite view of market site.....	3
Figure 3. Estimated Number of Market Visitors by Hour, 9:00 am to 2:00 pm.....	4
Figure 4. Where Respondents Live (N = 443).....	6
Figure 5. Where Respondents Live by Location (N = 443)	7
Figure 6. Market Hour by Where Respondents Live (N=443)	7
Figure 7. Where Respondents Live by Market Hour (N=443)	8
Figure 8. How Often Respondents Shop at the Market (N = 427)	8
Figure 9. Market Hour by Shopper Frequency (N=415).....	9
Figure 10. Regular, Occasional, and First Time Shoppers by Hour (N=415)	9
Figure 11. How Much Respondents Spent at the Farmers Market (N = 422).....	10
Figure 12. Estimated Average Farmers Market Spending by Hour.....	11
Figure 13. How Much Respondents Spent at Other Downtown Businesses and Restaurants (N = 412) ...	13
Figure 14. Importance of Low Income People's Ability to Shop at Farmers Market with SNAP EBT (food stamps) or WIC/Senior FMNP (N=416)	14
Figure 15. Primary Reason for Shopping at the Farmers Market (N = 430)	15

I. Introduction

On Saturday, August 12, 2017, a Rapid Market Assessment (or “RMA”) was conducted at the Kent Farmers Market led by Colleen Donovan, in partnership with Karen Kinney of the Washington State Farmers Market Association and Market Manager, Judy Brenden. This RMA is part of a research project funded by the United States Department of Agriculture’s Agricultural Marketing Service, Local Food Research and Development Division. We are grateful for the guidance and support of Samantha Schaffstall.

The purpose of a Rapid Market Assessment is to help a farmers market learn about its shoppers and collect information to improve market operations, strategies, and impacts. A RMA utilizes participatory research methods and includes three parts: 1) shopper counts, 2) a dot survey, and 3) constructive comments and observations from an assessment team about the market’s physical site, atmosphere, and vendor mix. The RMA team typically includes a mix of market managers, board members, managers from other markets, agricultural professionals, students and community volunteers. Participating in a RMA provides opportunities for market managers to learn how to conduct cost-effective research on markets, experience another market, and network with other market professionals.

Figure 1. 2017 Kent Farmers Market RMA Team



Left to right: **Colleen Donovan**, RMA Coordinator; **Doug Farr**, Seattle Farmers Market Association; **Carrie Olson**, Renton Farmers Market; **Samantha Schaffstall**, USDA Local Food Research & Development, **Laura Raymond**, WSDA Food Assistance & Regional Markets; **Karen Kinney**, Washington State Farmers Market Association; and **Judy Brenden**, Kent Farmers Market.

Farmers Market Overview

Market	Kent Farmers Market
Market Opened	1974
Incorporation	A project of the Kent Lion's Club and Foundation
Mission	Giving back to the community through philanthropic projects.
2017 Market	June 3 to September 23, 2017 (16 weeks) Saturday 9:00am to 2:00pm (5 hours)
Location	Adjacent to the "Town Square Plaza" at 2nd Ave & Smith St in downtown Kent, next to the Kent Library and between the Kent Station and Historic Downtown Kent
Market Staff	Two volunteer co-managers: Judy Brenden and Sue Madsen
Market Volunteers	7 per market day, usually 5 dedicated people from the Lions Club and 2 from work release program
Vendor Fees	Flat rate: \$20 farmers, \$25 crafter, \$30 prepared food, \$35 commercial, \$5 for electricity
Vendors	Over 150 in all; there are typically 60 vendors on a summer day
Currencies Accepted	WIC & Senior Farmers Market Nutrition Program
Community Booths	Over 50 nonprofits
Market Information	http://kentfarmersmarket.com/

Market Community

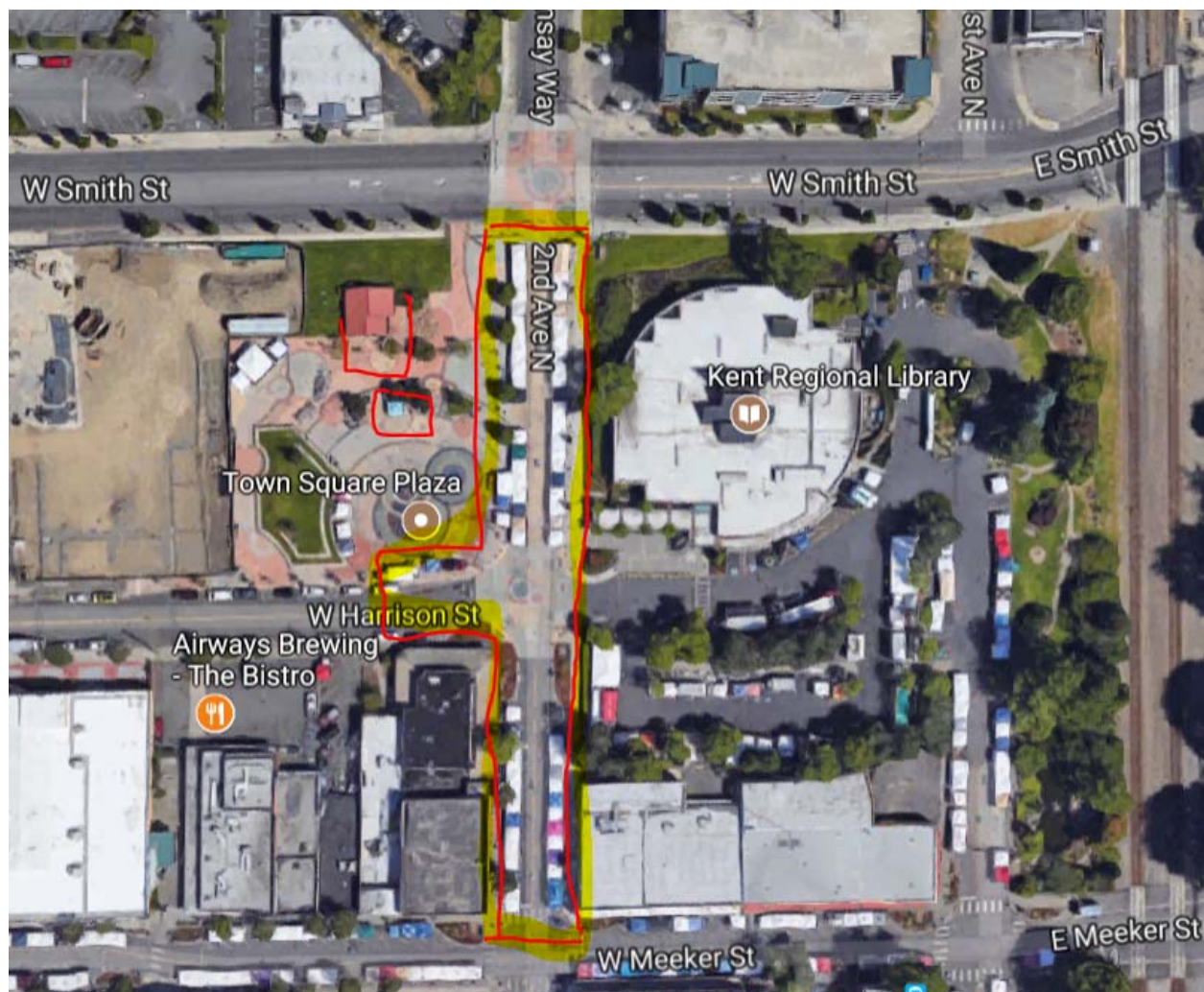
With over 127,500 residents, the City of Kent is the sixth largest in the state. Located in south King County, it is midway between Seattle and Tacoma with easy access to the SeaTac Airport. The valley was once a rich agricultural region, it is currently dominated by Boeing, manufacturing, warehousing and other technology-related industries. According to the ESRI Tapestry ZIP code lookup, 16% of residents in the market ZIP Code are considered part of the "Metro Fusion" market segment, 16% are "Front Porches," and 12% are "Home Improvement" (<http://www.esri.com/data/tapestry/zip-lookup>). See Appendix 2 for a full description of each market segment. In the market zip code area, the median household income is 51K (compared to 71K for the county); median age is 34 (younger than the county and state's 37); and there is a relatively high population density of 2,019 people per square mile. According to the 2012 Census of Agriculture, King County has 382 direct marketing farms. While there are other

farmers markets in neighboring cities of Renton, Auburn, Des Moines, and Maple Valley, this is the only farmers market in Kent.

Market Location

The Kent Farmers Market is located in the heart of downtown Kent, occupying two generous blocks on 2nd Avenue North, between Smith Street to the north and Meeker Street to the south. A half a block of West Harrison Street and the parts of the distinctive Town Square Plaza are also used. To the east is the Kent Regional Library. West Harrison Street remains open during the market so that people can access the library. The market provides traffic monitors to ensure shopper safety. The market site typically has up to 60 booth spaces. It is a typical street market layout which is very functional for vendors. There are apartments and other mixed-use buildings nearby. There is street parking available as well as the free Kent Station Parking garage across Smith Street. Market parking is not allowed in the library lot.

Figure 2. Satellite view of market site



Source: Google Maps (accessed 9-25-2017)

II. Estimated Market Attendance

The results presented here represent detailed findings from a **single market day**. Throughout a market season numerous factors influence attendance, including the growing season, weather, and other community events. The week of the Kent Farmers Market RMA, Western Washington was impacted by smoke from wildfires. However, the day of the RMA turned out to be very comfortable.

An estimated 2,908 people came to the Kent Farmers Market on Saturday, August 12, 2017 (Table 1). Potential shoppers entering the market were counted by RMA team members at six “entrances” into the market site for a ten-minute period during each hour of the market. The six entrances were consolidated into four main entrances for this report. The hourly sample counts for each “entrance” were multiplied by six to get the estimated shoppers per hour. RMA team members counted shoppers already in the market prior to the opening bell using the walk-through method. The hourly counts plus the pre-opening count were totaled to get the estimated attendance. Tally counters were used to improve count accuracy.

Table 1. Estimated Market Visitors by Hour

Time	Estimated # of Visitors	Percentage of Total
Pre-opening count	76	3%
1st hour: 9:00 am to 10:00 am	426	15%
2nd hour: 10:00 am to 11:00 am	690	24%
3rd hour: 11:00 am to 12:00 pm	654	22%
4th hour: 12:00 pm to 1:00 pm	528	18%
5th hour: 1:00 pm to 2:00 pm	534	18%
Estimated # of Market Visitors	2,908	100%

Figure 3. Estimated Number of Market Visitors by Hour, 9:00 am to 2:00 pm

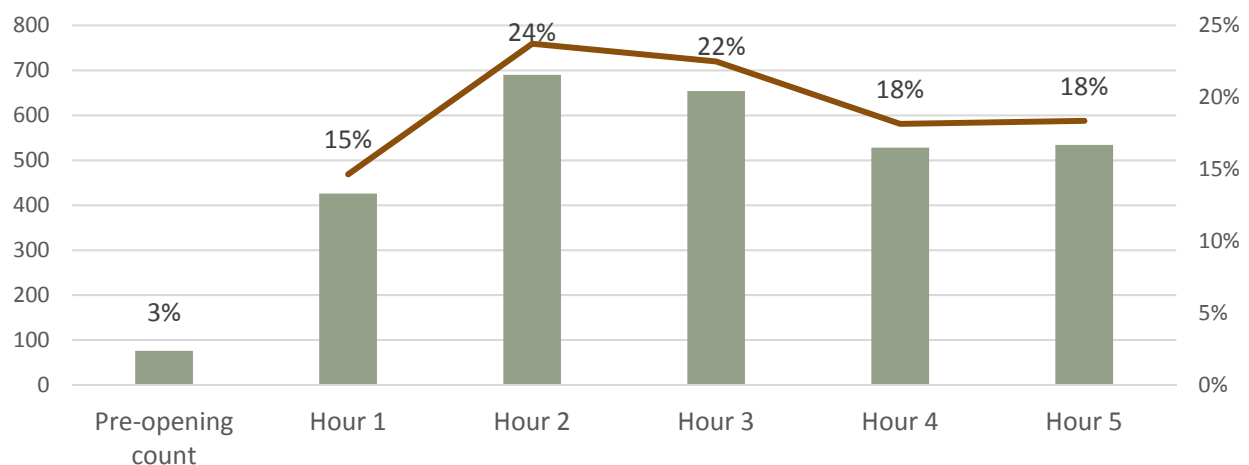






Table 2. Estimated Visitors by Market Entrance

Library: East side of 2nd Ave N	South Entrance: 2nd Ave N & Meeker	Plaza Entrances	North Entrance: 2nd Ave N & W Smith St
			
516	654	498	1,164
18%	22%	17%	40%

Note: The total (97%) does not include the pre-market count of market visitors who were already in the market when it opened at 9:00 am.

Visitor Count Findings and Observations:

- An estimated 2,908 potential shoppers were counted by the RMA Team during market hours. This does not include the significant number of people in the market buying from vendors well before the market started at 9:00am. If the pre-market shoppers had been counted the estimated total would have likely exceeded 3,000. Our pre-market count at 8:55am equates to an estimate of 3% of market shoppers.
- According to RMA Team observations and our counts, the shoppers seemed to come in distinct waves. The second hour was the busiest with 24% of shoppers, followed by the third hour with 22%.
- The last two hours were still steady, but slower; each with 18% of estimated shoppers.
- The north entrance at the intersection of 2nd Ave and W. Smith St was by far the busiest with 40% of shoppers. This is expected as it is directly across from a free parking garage. The RMA team observed people entering the market at the north entrance, walking to the south end to peruse vendor offerings and then shopping on their return to the north entrance.
- The south entrance represented another 22% of shoppers, while another 17-18% entered from either the library side or the large, open plaza with a water feature.
- The RMA Team also observed an early rush before the market even starts with people purchasing in large quantities. Different ethnic groups shopping at the market at different times.

III. Dot Survey Results

Six dot survey questions and responses were written on large flip charts and set up on easels in the center of the market (Appendix 1). Throughout the market, the RMA team actively encouraged shoppers to participate in the survey. Most market visitors willingly participated and some commented that it is “easy,” “fun,” and “a good idea.” However, there were potentially more language and cultural barriers at this market due to the diversity of its shopper base. The objective was to obtain a representative sample of all shopping groups in the market that day. Each person was given a strip of six dots to indicate his/her answer to each question. The sheets were refreshed at the top of each hour of the market. This allows analysis as to how shopper answers varied by the hour of the market. Starting each hour with a blank flip chart sheet also helps minimize any response bias. On average, 425 people answered the six dot survey questions. This represents an estimated 15% of all people at the market that day.

The first question asked people in the farmers market **“Where do you live?”** and had 443 responses. Among these respondents, over a third (36%) live in the “East Hill” area of Kent and another 14% live in “Downtown Kent” (Figure 4). “West Hill” and “Other” Kent had smaller representation with 7% and 6% respectively (Figure 4). In all, 63% of dot survey respondents live in some part of Kent. Another 25% live in neighboring Covington (3%), Auburn (6%), or Renton (6%) or some other part of King County (10%) (Figure 4). Among dot survey respondents, only 9% reporting living in an “Other” location outside of Western Washington (Figure 4).

Figure 4. Where Respondents Live (N = 443)

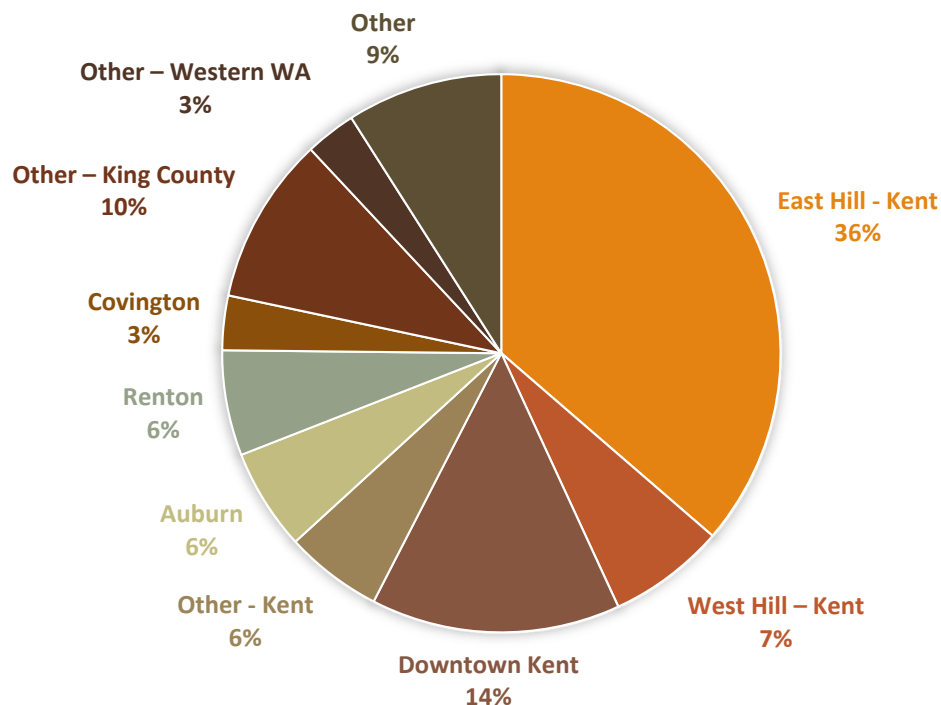


Figure 5. Where Respondents Live by Location (N = 443)

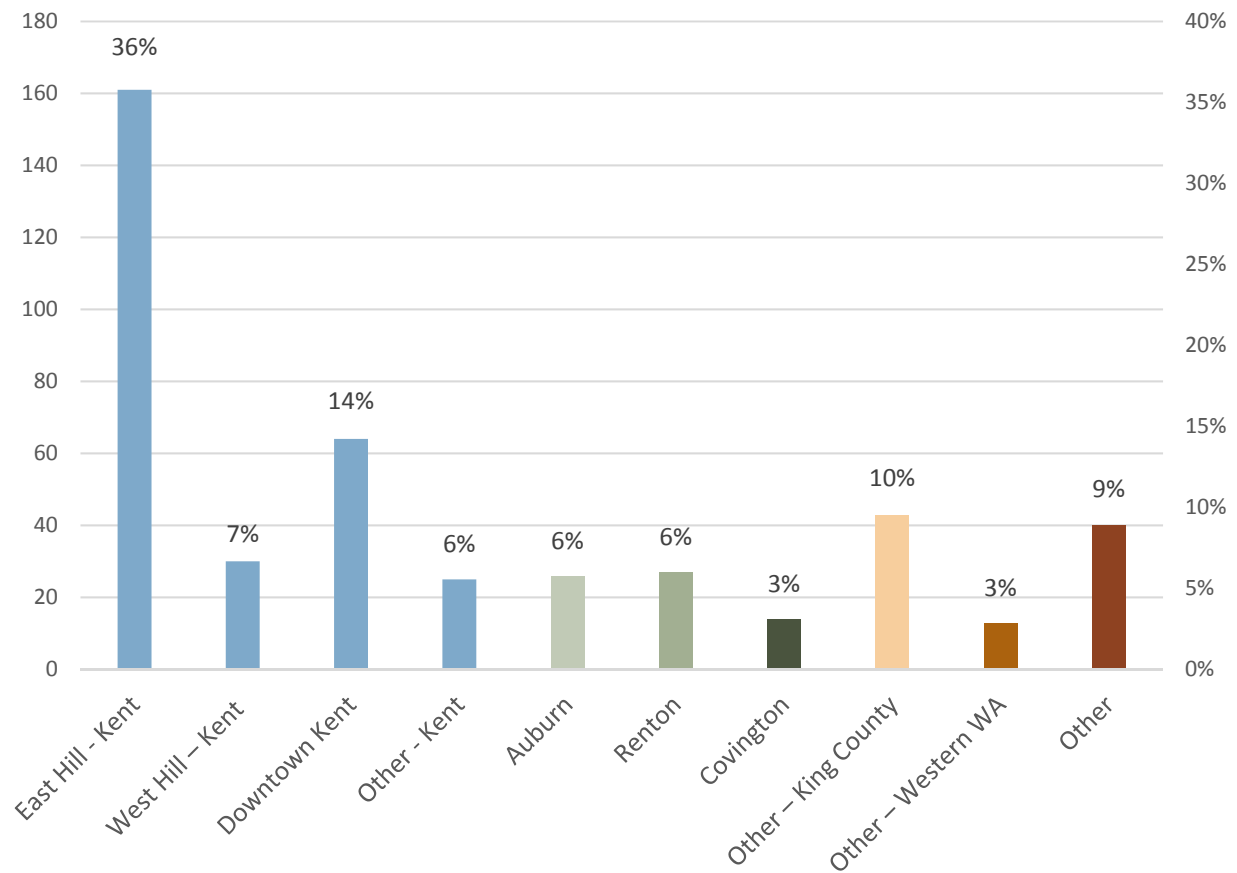


Figure 6. Market Hour by Where Respondents Live (N=443)

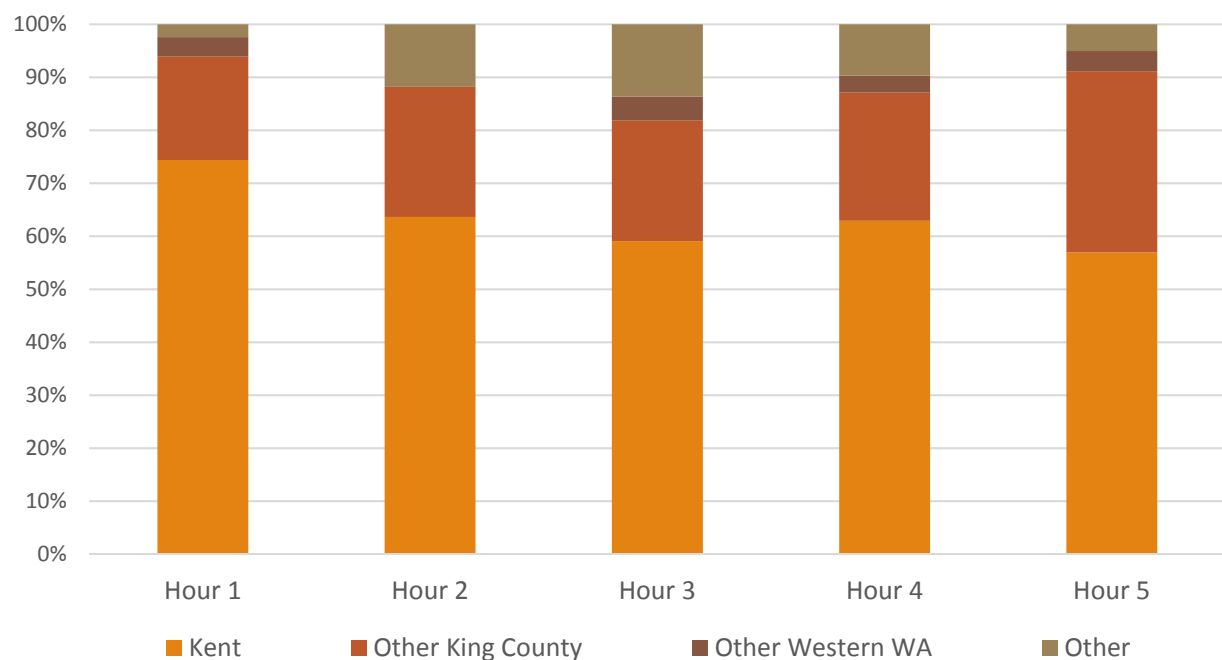
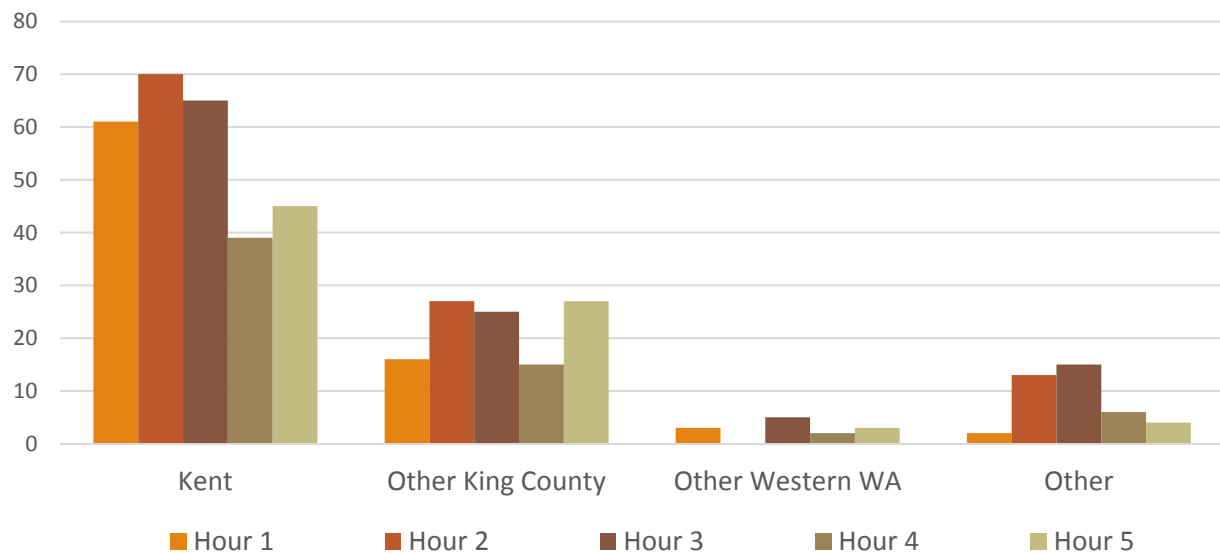
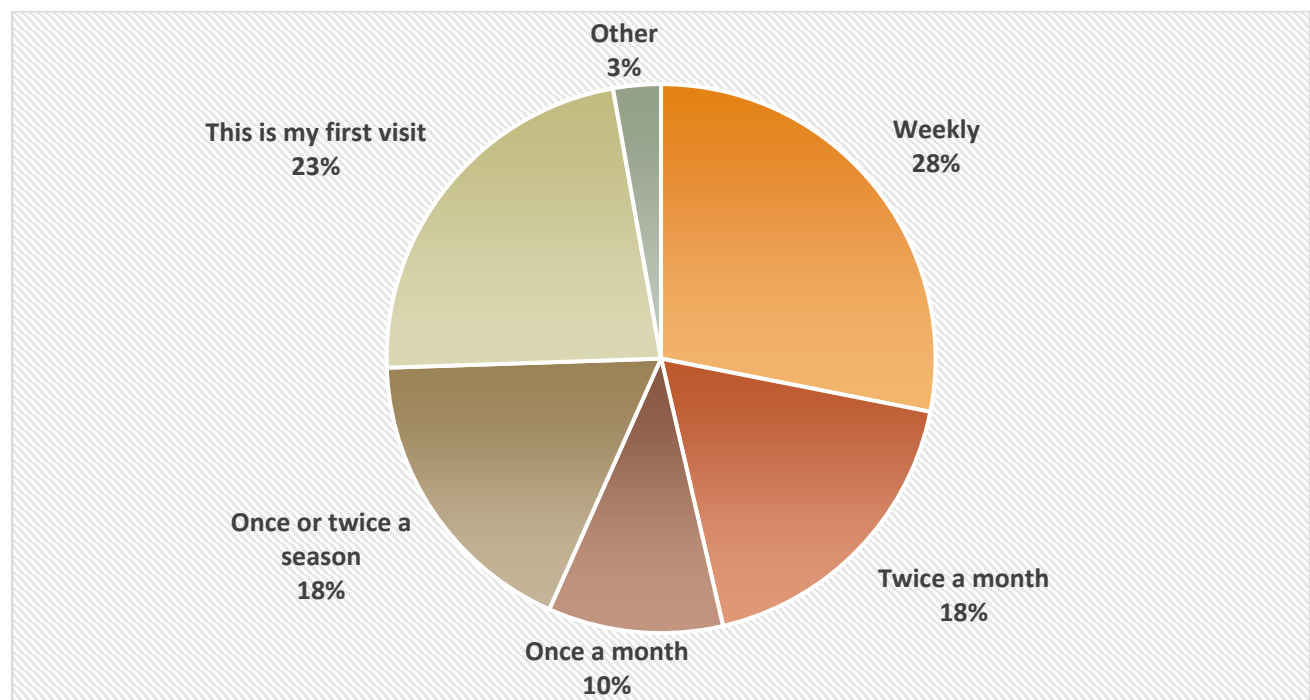


Figure 7. Where Respondents Live by Market Hour (N=443)



The second question asked **“How often do you shop at this farmers market?”** Among the 427 dot survey respondents at the Kent Farmers Market, 28% indicated that they shop “weekly,” and another 18% said they shop “twice a month.” Among less frequent shoppers, 10% said they shop “once a month” and 18% reported shopping “once or twice a season.” More than one in five (23%) indicated that this was their “first visit” to the market (Figure 8).

Figure 8. How Often Respondents Shop at the Market (N = 427)



Another way to look at this data, is to group shoppers into three groups based on their frequency of shopping at the farmers market:

1. **Regular shoppers:** respondents who selected “Weekly” or “Twice a month” (48%);
2. **Occasional shoppers:** people who selected either “Once a month” or “Once or twice a season” (29%); or
3. **First time visitors:** those who selected “This is my first visit” (23%).

The 12 people who selected “Other” were not included in the above percentages or Figures 9 and 10.

Figure 9. Market Hour by Shopper Frequency (N=415)

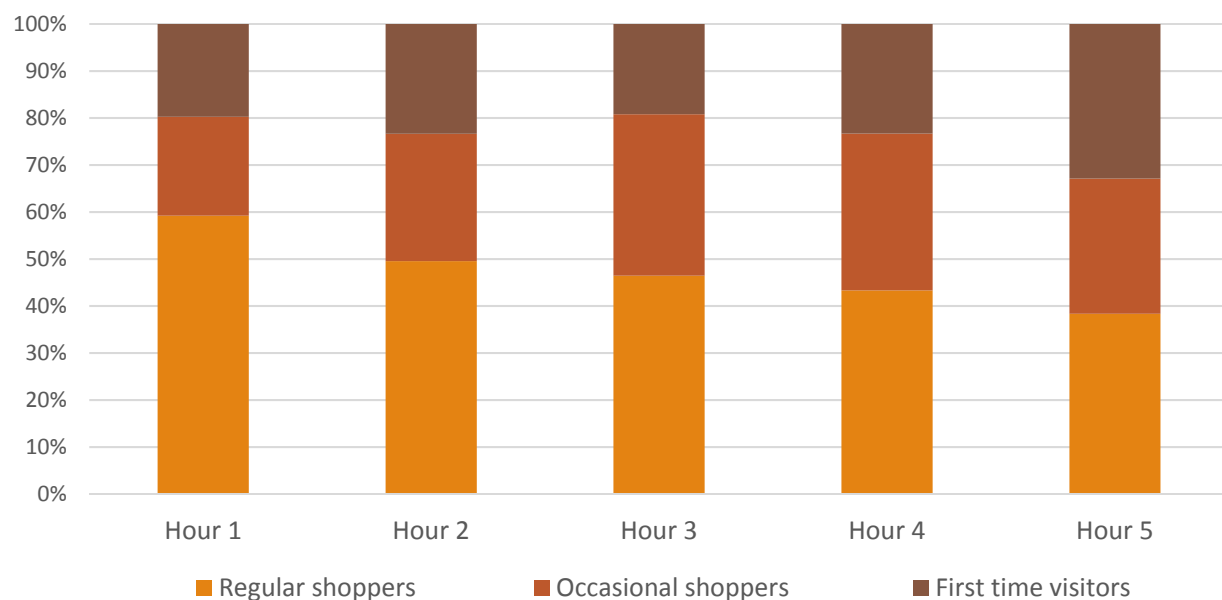
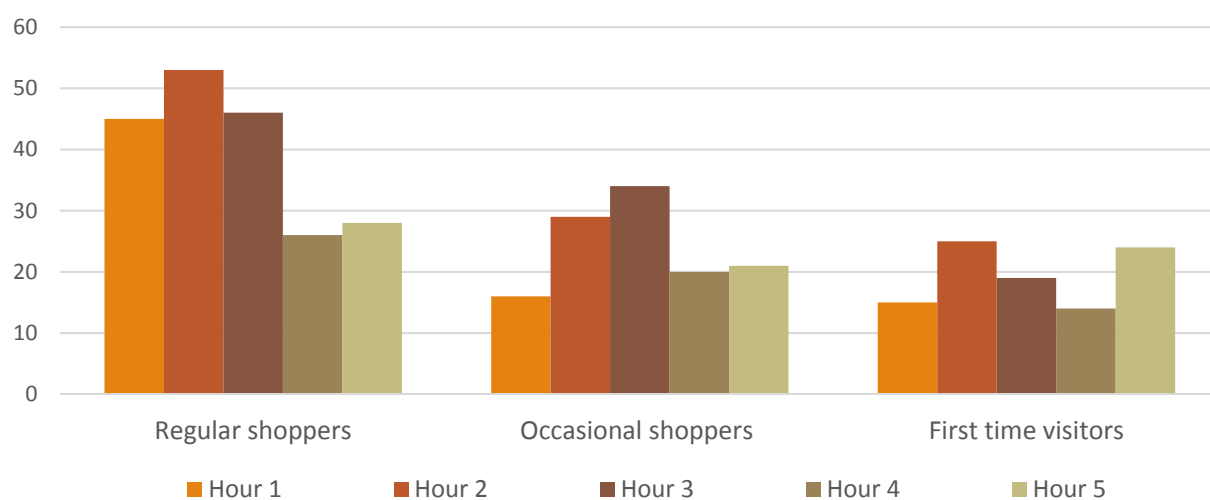


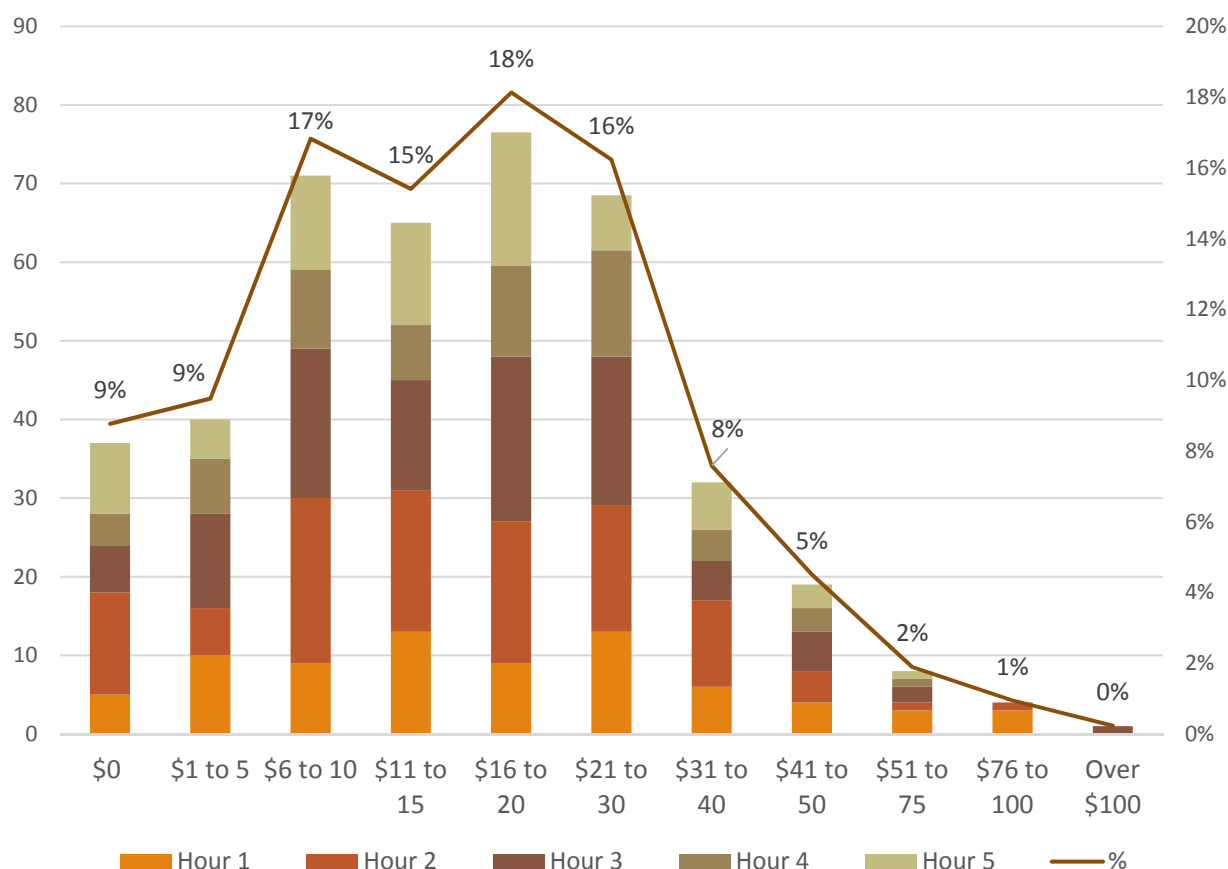
Figure 10. Regular, Occasional, and First Time Shoppers by Hour (N=415)



Looking at the composition of the market hour by shopper frequency by suggests that the market composition favored “regular” shoppers earlier and steadily decreased by each market hour (Figure 9). “Occasional” shoppers peaked in Hour 4 and then dropped off (Figure 9) whereas and “first time visitors” was fairly steady throughout the market and increased somewhat in Hour 5 (Figure 9). Looking at the type of shopper by market hour in terms of an actual count (and not a percentage) reflects a similar patter with more “regular” shoppers peaking in Hour 2, and “Occasional” shoppers in Hours 2 and 3 (Figure 10).

Questions 3 and 4 asked about shopper spending at both the farmers market and other neighboring businesses or restaurants: **How much have you (or will you) spend at the farmers market today?** and **How much have you (or will you) spend at other downtown businesses or restaurants today?** In both cases, respondents are given a range of spending instead of indicating an exact dollar amount which would be too cumbersome for the dot survey method.

Figure 11. How Much Respondents Spent at the Farmers Market (N = 422)



As indicated in Figure 11, the most frequent category selected for spending at the farmers market was \$16 to 20 (18%), followed by \$6 to 10 (17%). Ninety-one percent of dot survey respondents spent at least \$1.00 at the market, indicating that they were a *shopper* and not just a visitor. Nearly one in seven (15%) reported spending over \$30.00, but three-quarters (76%) said they would spend \$30.00 or less (Figure 11).

AVERAGE SPENDING PER SHOPPER

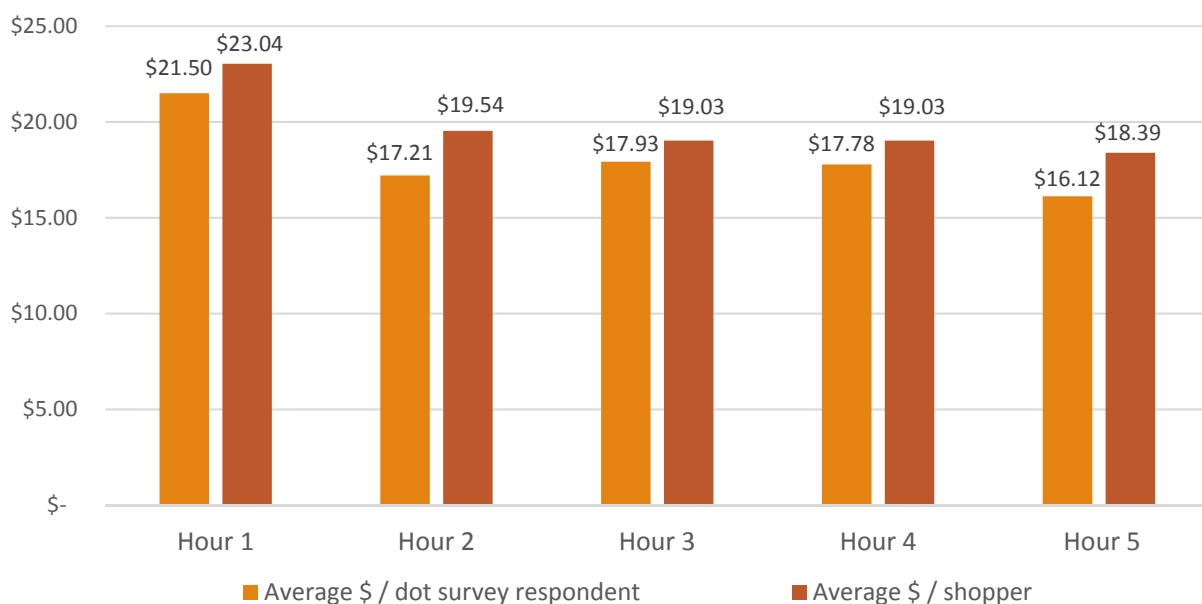
This data from questions 3 and 4 is also used to calculate the average shopper spending and the estimated total sales for the day. The estimated average sales per shopping group are calculated by assigning a dollar value for each response category. So, for “\$16.00 to \$20.00,” the value is \$18.00 or the mid-point between the lower and higher possibilities. These values are then multiplied by the number of respondents in each category. The total for each category is then added together to get a total estimated spending from all respondents. This total is then divided by the total number of respondents to get the estimated Average Spending per Shopping Group.

On August 12, 2017, the estimated average spending among all dot survey respondents was \$18.04 and \$19.78 among shoppers or respondents who had spent at least \$1.00 (Table 3). When the average sales is estimated by market hour, Hour 1 has the highest averages (\$21.50 and \$23.40, respectively) and Hour 5 has the lowest (Figure 12).

Table 3. Estimated Spending at the Farmers Market by Dot Survey Respondents

Respondents		Estimated Total Farmers Market Spending	Estimated Average Farmers Market Spending
All Dot Survey Respondents	422	\$ 7,614.25	\$18.04
“Shoppers” (respondents that spent at least \$1.00)	385	\$ 7,614.25	\$19.78

Figure 12. Estimated Average Farmers Market Spending by Hour



ESTIMATED MARKET SALES FOR DAY

Estimated sales are based on the Average Sales per Shopping Group (including those reporting \$0) multiplied by the Number of Shopping Groups¹. Given that there is no validated estimate of the shopping group size, three different shopping groups sizes were used for the calculations. The smallest, 1.7, would represent more single people and couples. The largest, 2.0, would represent shopping groups with larger households or families.

Table 4. Estimated Shopper Groups and Farmers Market Sales for Day

Shopping Group Size	Number of Shopping Groups	Estimated Sales for August 5, 2017
1.7	1,711	\$30,859
1.8	1,616	\$29,145
2.0	1,454	\$26,230

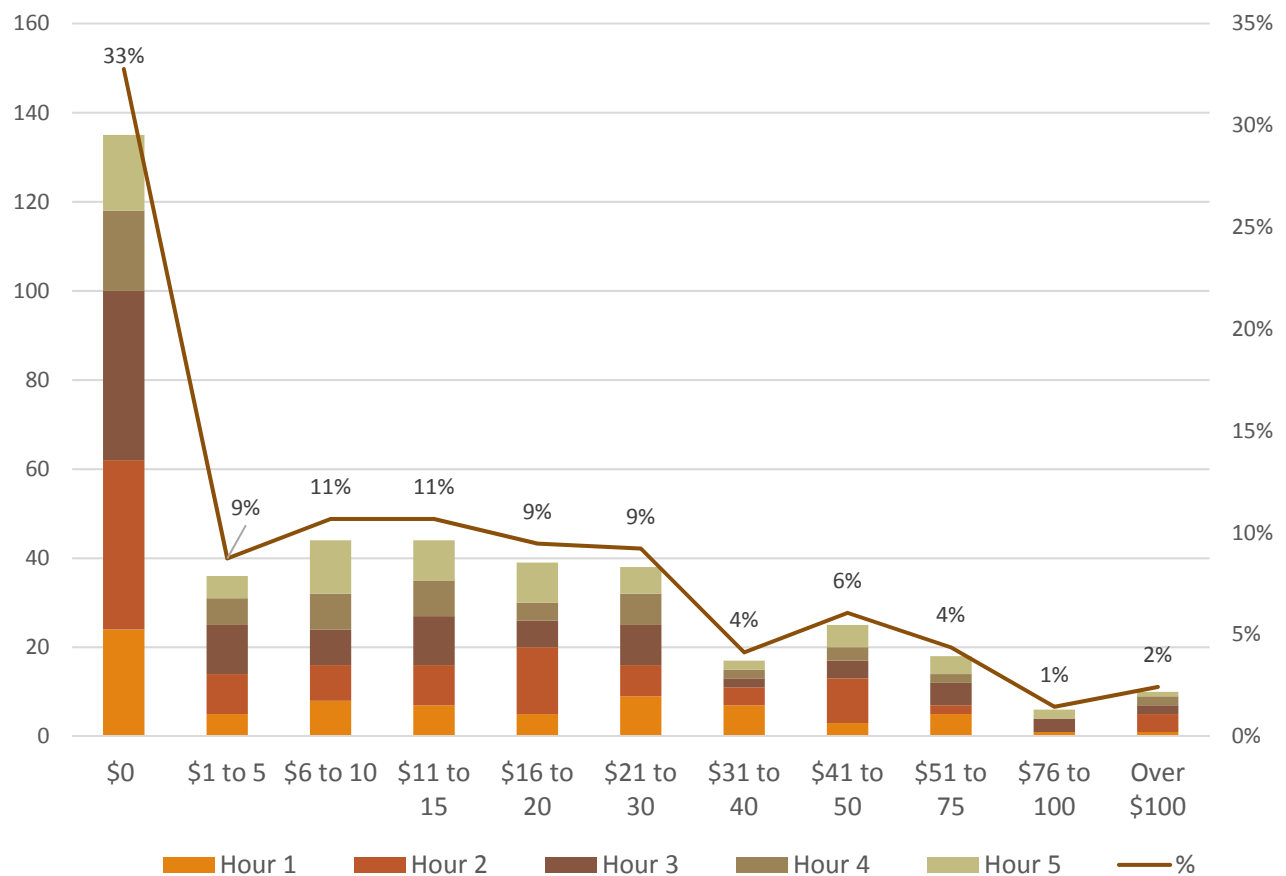
With a total shopper estimate of **2,908**, the number of shopper groups ranges from 1,454 to 1,711. Likewise, the estimated total shopper-reported sales ranges from over \$26,200 to nearly \$30,900 (Table 4). Methods for collecting or estimating farmers market sales vary widely and precision is a significant challenge for vendors as well as the market. Most transactions are cash, inventory controls can be hard to manage, and prices may vary throughout the day as well as by market. In addition to fatigue and imprecise real-time accounting too, there are also potential motivations for vendors to underreport sales to markets. Customer reported sales are also problematic. Nevertheless, there does seem to be a consistent tendency in previous RMAs for customer-reported spending to significantly exceed vendor-reported sales.

While Question 3 focused on the farmers market itself, the purpose of Question 4 is to capture “spill over” spending by farmers market shoppers at other nearby businesses or restaurants. The market is surrounded by mixed-use apartment buildings, a library, bars, shops, and a movie theater. As indicated in Figure 13, 63% of the 412 dot survey respondents spent at least \$1.00 at other downtown businesses or restaurants. The most frequent category selected for spending at other businesses was “\$6 to 10” and “\$11 to 15” (both with 11%) (Figure 13).

¹ The sampling unit in RMAs is the “shopping group”; shopping groups may consist of individuals, couples, or families. The average size of a shopping group varies by market, depending on the demographics of the area, day of the week, nature of the market, and time of year. If we have an estimated number of shopping groups and an estimate of the average spending, then we can calculate the estimated sales for the day based on these assumptions.

$$\begin{aligned} \text{Total Estimated Shoppers/Shopping Group Size} &= \text{Number of Shopping Groups} \\ \text{Average Spending per Shopping Group (\$)} \times \text{Number of Shopping Groups} &= \text{Estimated Total Sales (\$)}. \end{aligned}$$

Figure 13. How Much Respondents Spent at Other Downtown Businesses and Restaurants (N = 412)



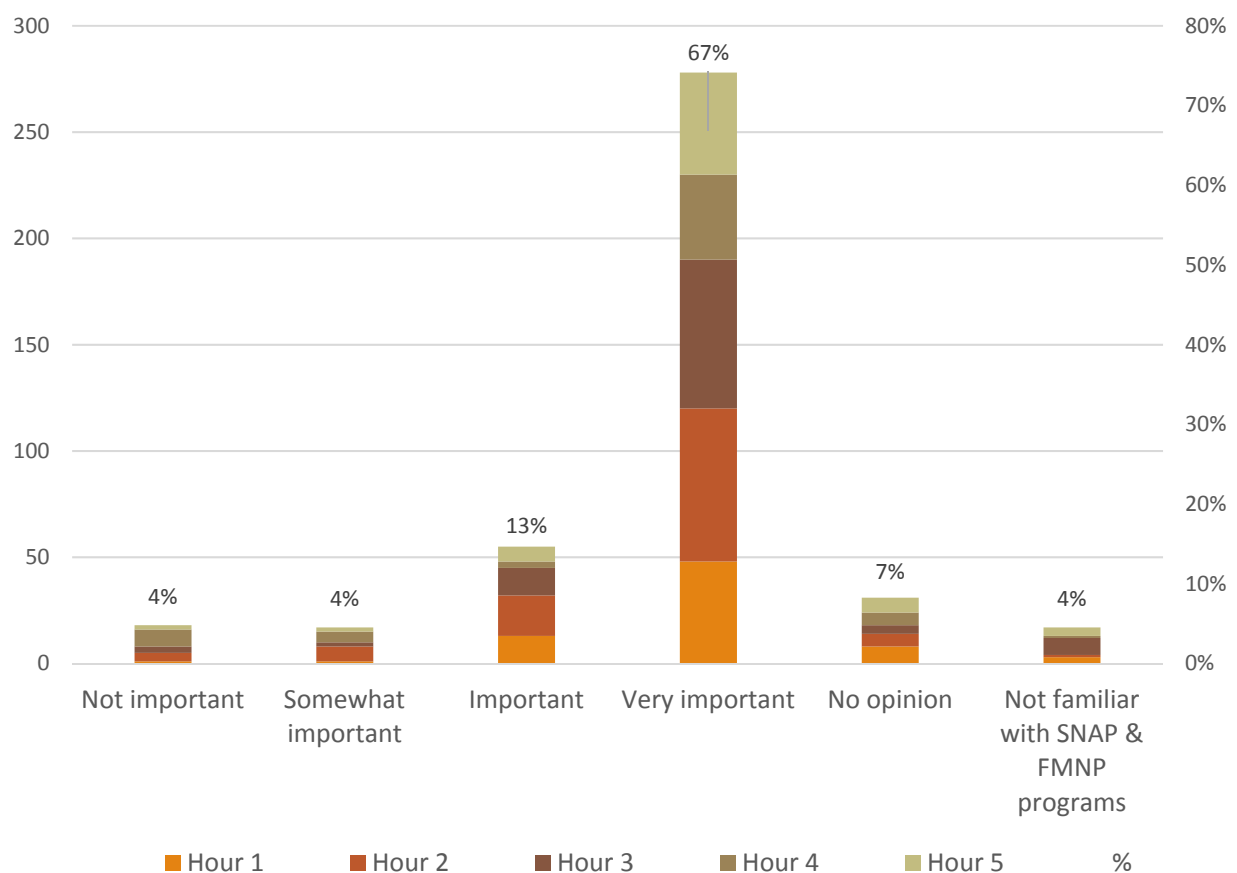
On average, dot survey respondents reported spending an estimated \$17.27 at other downtown businesses and restaurants. Among those that reported spending at least \$1.00, the average jumps to \$25.69, over the comparable average spending among shoppers the farmers market (Table 5).

Table 5. Estimated Spending at Other Downtown Businesses and Restaurants by Dot Survey Respondents

Respondents		Estimated Total Downtown Spending	Estimated Average Downtown Spending
All Respondents	412	\$ 7,116	\$ 17.27
Respondents that spent at least \$1.00 downtown	277	\$ 7,116	\$ 25.69

The fifth “dot survey” question was designed to collect data on how all farmers market visitors feel about food access programs such as the Supplemental Nutrition Assistance Program (SNAP), formerly known as food stamps, and the Farmers Market Nutrition Program (FMNP). The latter includes a program for Women Infants and Children (WIC) clients and one for low income seniors. SNAP is not accepted at the Kent Farmers Market, nevertheless the question was not changed so that there would be consistency with the other five RMAs done this season as part of the same research project.

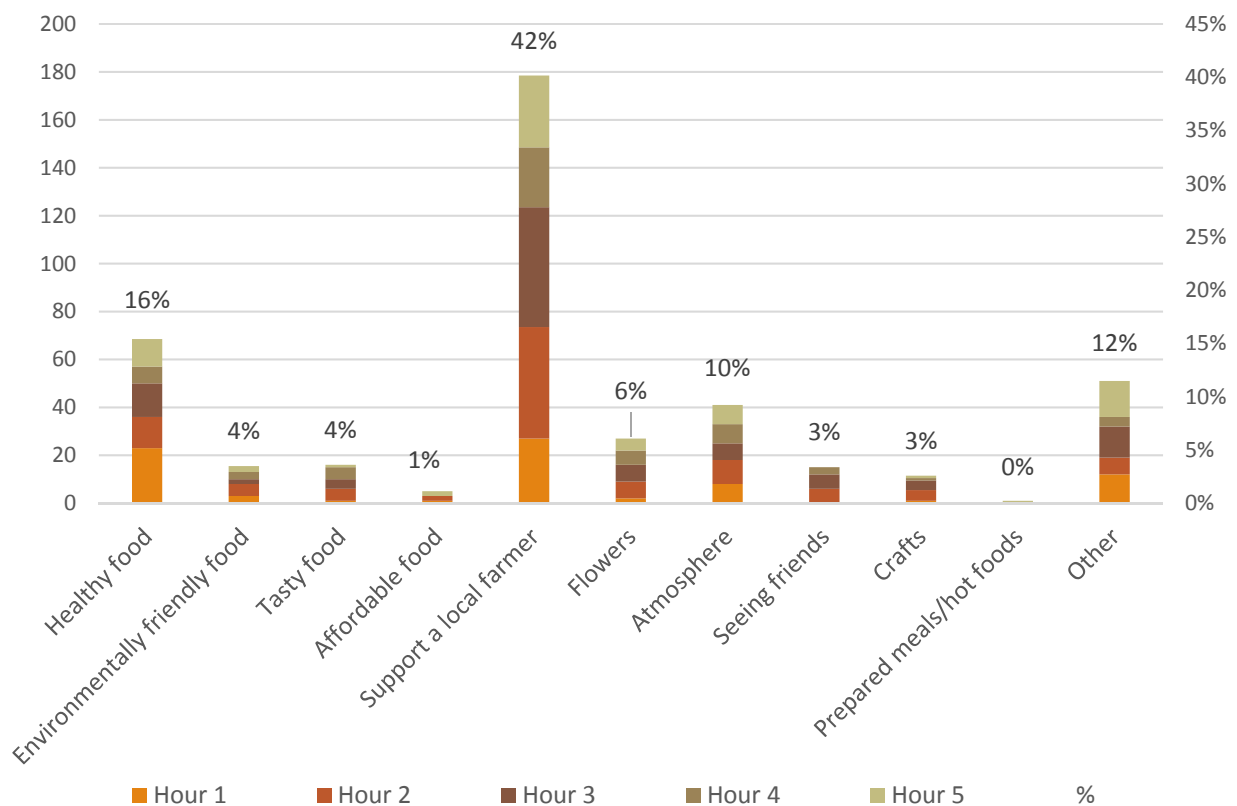
Figure 14. Importance of Low Income People’s Ability to Shop at Farmers Market with SNAP EBT (food stamps) or WIC/Senior FMNP (N=416)



Among the almost 416 respondents, 80% indicated that it was “important” or “very important” that low-income people can use their food nutrition benefits to shop at the Kent Farmers Market. Another 4% indicated that it was “somewhat important” and 11% selected “not important” or “no opinion.” Few respondents (4%) indicated they were not familiar with these programs. The Quest card (for SNAP EBT) and Washington State FMNP logos were included on the dot survey flip chart sheet as a visual cue. We cannot assume that shoppers knew that SNAP, the Quest card, and EBT all refer to the same program. Please note that the Kent Farmers Market accepts FMNP but does not currently accept SNAP.

The sixth dot survey question asked “**What is your primary reason for shopping at the market today?**” and had a total of 430 responses. The most frequent response (42%) was to “support a local farmer” followed by “healthy food” (16%) (Figure 15). “Affordable food” and “Prepared meals/Hot food,” were the least frequent responses with 1% to 0% respectively. On multiple occasions the RMA Team observed shoppers expressing a desire to “pick more than one option.” It is possible that some of these shoppers opted to select “Other” rather than pick one primary reason.

Figure 15. Primary Reason for Shopping at the Farmers Market (N = 430)



IV. Constructive Comments & Observations from RMA Team

As part of the RMA, each member of the assessment team was asked to note his or her observations about the market’s physical site, atmosphere, and vendor and product mix. The purpose was to offer helpful ideas from a “fresh” perspective. Below is a summary of key themes that were noted at the RMA for August 12, 2017. *We understand that the Kent Farmers Market managers may have tried ideas before or have conditions that limit their ability to implement solutions.* RMA Team comments are summarized below to share their best thinking

for managers' consideration. In some cases, differing suggestions are presented without attempts at reconciliation.

Physical Site: *This includes access to the market, parking, flow of people and traffic, liability issues, organization, etc.*

Automobile traffic on Harrison Street

While acknowledging that the intersection was well staffed, the RMA Team expressed serious safety concerns about the automobile traffic on Harrison Street that crosses through the market into the library parking lot.

Cars driving through feels unsafe. Farmers market has a done a good job having several people focused on it. May want to consider a way to mitigate a car turning into the aisles. Creative bollards?

Traffic through the middle of the market going to the library.

Huge liability with cars going through middle of market to library. But is well-staffed.

The yellow reflectors in the street also seemed like a potential safety issue for people who don't notice them.

Plaza next to the market

The RMA Team was very impressed with the large, open plaza with a water feature and bathrooms. The seating provided by the market was also appreciated.

Water feature is great for kids.

Could the market work with the city and use the adjacent park? Consolidate two street blocks into a central market on one block. Turn off the water to create space. Could limit the liability of traffic in the middle.

Great water feature, green space to hang out. Permanent bathrooms a big plus.

Love the seating area with umbrellas.

Farmers Market trailer visibility and suggested signage

The RMA Team suggests adding signage to the Lion's Club trailer that the farmers market uses as its information booth. It was not clearly labeled as an "Info Booth" and visitors did not know all that was available there (e.g., information, free coffee, drinks). People approached the RMA Team to ask questions as they did not know where to get information. It is brightly colored and clearly labeled for the "Kent Cornucopia Days."

Additional Comments:

The RMA Team was impressed with the ample availability of free and easy parking.

The RMA Team suggested adding recycling cans for shopper use.

Consider adding more street signage about farmers market to increase visibility.

*Very open. Many vendors are open on all sides. Seems like a security issue.
First time with security officers at the market. New addition.*

Atmosphere: *This includes the overall “feel” of the market, type of shoppers, conversations, educational activities, community connections, etc.*

Shopper Diversity

The RMA Team commented on the “amazing diversity of shoppers. Age, race, family, good number of wheelchairs. Shoppers, languages.”

Heard pockets of Eastern European shoppers later in the day.

Serious Shoppers

The RMA Team also noted the volume of shoppers’ purchases.

Impressive amount of big bags of greens and veggies purchased by a number of shoppers. I like the variety of greens and melons and squashes. Very nice relaxed feel.

People come on a mission. Come to buy groceries and not messing around.

Perhaps as a function of being shopping-oriented, the RMA Team also noted that they “didn’t observe a lot of interaction among shopper groups, as in friends seeing each other.”

Kids

The RMA Team observed a high number of kids at the market.

Parents buy kettle corn and hot dogs to feed kids. Having alternative healthy options would be great.

No kids activities at the market on the RMA. Might be nice addition since there are so many kids.

Fountain with kids playing.

Music

I liked the music. I also advise to welcome buskers at appropriate spots.

Additional Comments:

Frequent train. Love the train. Unique.

Museum historical Society booth was great.

No library involvement. Seems like a natural fit to get them in the market?

Vendors and Products: *This includes access to the market, parking, flow of people and traffic, liability issues, organization, etc.*

Prepared Food

And why does the city not work with the market for prepared food. Big part of the younger generation.

Need to work on prepared food.

No prepared foods, fresh meats vendors or seafood.

People stated they would spend more money if there were food trucks and ready to eat foods.

Displays and signage

Tents are not uniform and some may not be clearly labeled. Vendors that accept WIC and Senior are clearly labeled. Vendors displays could be improved.

Vendors were friendly when asked questions. Many did not have business signs. Most had easy-to-read pricing signage.

Farmers could maybe benefit from vendor signage. Display. Huge product purchasing.

Vendors could use training on displays and marketing.

Signage could use some work. Many vendors did not have identifying signs for businesses. Pricing was hard to find too.

Vendor Mix

Good mix of crafters and farmers.

Excellent mozzarella on RMA day.

Prices were exceptionally cheap compared to Seattle markets. Showed in long lines at farm booths.

I was surprised to see one vendor selling clothes with made in China labels. Does not fit with vendor guidelines.

Great variety of farmers products. Reasonable price.

Mix twice as many crafters as farmers.

More craft and prepared foods and flowers than actual farm vendors. Seem to have a good diversity of product. Need liquid refreshments.

Only one berry vendor? (Normally there are two.)

Market Layout

Question why one farmer was on the other street and the WIC was out in the park alone. Plenty of open spaces on the street to accommodate them.

Additional Comments:

Lots of people at WIC booth. WIC booth workers state that people inquire about SNAP.

People want to wash fruit and eat at market.

Prices seem competitive between farmers.

Quality of product is good.

Vendor tents not weighted consistently.

V. Conclusion

The Kent Farmers Market is a medium-sized, seasonal market operating on Saturday mornings in downtown Kent. The market is in its 43rd year and is run entirely by Lion's Club volunteers with all net proceeds donated to community projects. On August 12, 2017, there were an estimated 2,908 visitors. Attendance peaked early in the market and the RMA Team commented on how many people were in the market shopping before it opened. Currently, 60 unique farm, processor, prepared food, and craft businesses vend at the Kent Farmers Market. The market manager informed the vendors about the RMA with an excellent informational flyer (Appendix 3).

The dot survey results for August 12 indicate that 91% of visitors are farmers market shoppers (Figure 11). The market primarily draws shoppers locally – especially from Kent (63%). Another 25% of visitors were from other parts of King County. Nine percent selected “Other,” meaning they did not live in one of the options listed in the dot survey (Figure 4, 5). Visitors primarily entered the market through the “North Entrance” (40%), followed by the “South Entrance” (22%) (Table 2).

On average, market shoppers spent an estimated \$19.78 at the Kent Farmers Market on August 12, 2017 (Table 3). The estimated spending peaked in the first hour at \$23.04 (Figure 12). There were more “regular” shoppers in the market during the first three hours, whereas “occasional” shoppers were more present during Hours 2 and 3 (Figure 9, 10). “First time” visitors came in two waves, peaking in Hours 2 and 5 (Figures 10, 11). The number of “Kent” shoppers were more frequent in Hours 1 to 3, whereas “Other King County” shoppers seem to come in two waves (Hours 2 and 3, and Hour 5) (Figures 6, 7). Visitors from “Other” (meaning not one of the local communities or counties listed) seemed to come earlier (Figures 7, 8).

Two-thirds (67%) percent of farmers market visitors reported also shopping at other downtown businesses and restaurants, spending an estimated average of \$25.69, over the average spending at the farmers market (Tables 3, 5). The Kent Farmers Market has a robust FMNP program but does not accept currently SNAP. Most (80%) dot survey respondents indicated it is “important” or “very important” that low-income people can shop at this market with their SNAP EBT and FMNP benefits (Figure 14). When asked about their primary reason for shopping at the Kent Farmers Market, the most frequent response was “to support a local farmer” (42%), followed by “healthy food” (16%) (Figure 15).

Appendix 1. Dot Survey Questions, Responses, and Counts

Kent Farmers Market: August 12, 2017 Rapid Market Assessment

An average of 425 people answered each of the dot survey questions. This represents an overall estimated intercept rate of 15%.

Dot Survey Question	Responses	Total	%
1. Where do you live?	East Hill - Kent	161	36%
	West Hill – Kent	30	7%
	Downtown Kent	64	14%
	Other - Kent	25	6%
	Auburn	26	6%
	Renton	27	6%
	Covington	14	3%
	Other – King County	43	10%
	Other – Western WA	13	3%
	Other	40	9%
	Total Q1	443	100%

2. How often do you shop at this farmers market?	Weekly	120	28%
	Twice a month	78	18%
	Once a month	44	10%
	Once or twice a season	76	18%
	This is my first visit	97	23%
	Other	12	3%
	Total Q2	427	100%

3. How much have you (or will you) spend at the farmers market today?	\$0	37	9%
	\$1 to 5	40	9%
	\$6 to 10	71	17%
	\$11 to 15	65	15%
	\$16 to 20	76.5	18%
	\$21 to 30	68.5	16%
	\$31 to 40	32	8%
	\$41 to 50	19	5%
	\$51 to 75	8	2%
	\$76 to 100	4	1%
	Over \$100	1	0%
	Total Q3	422	100%

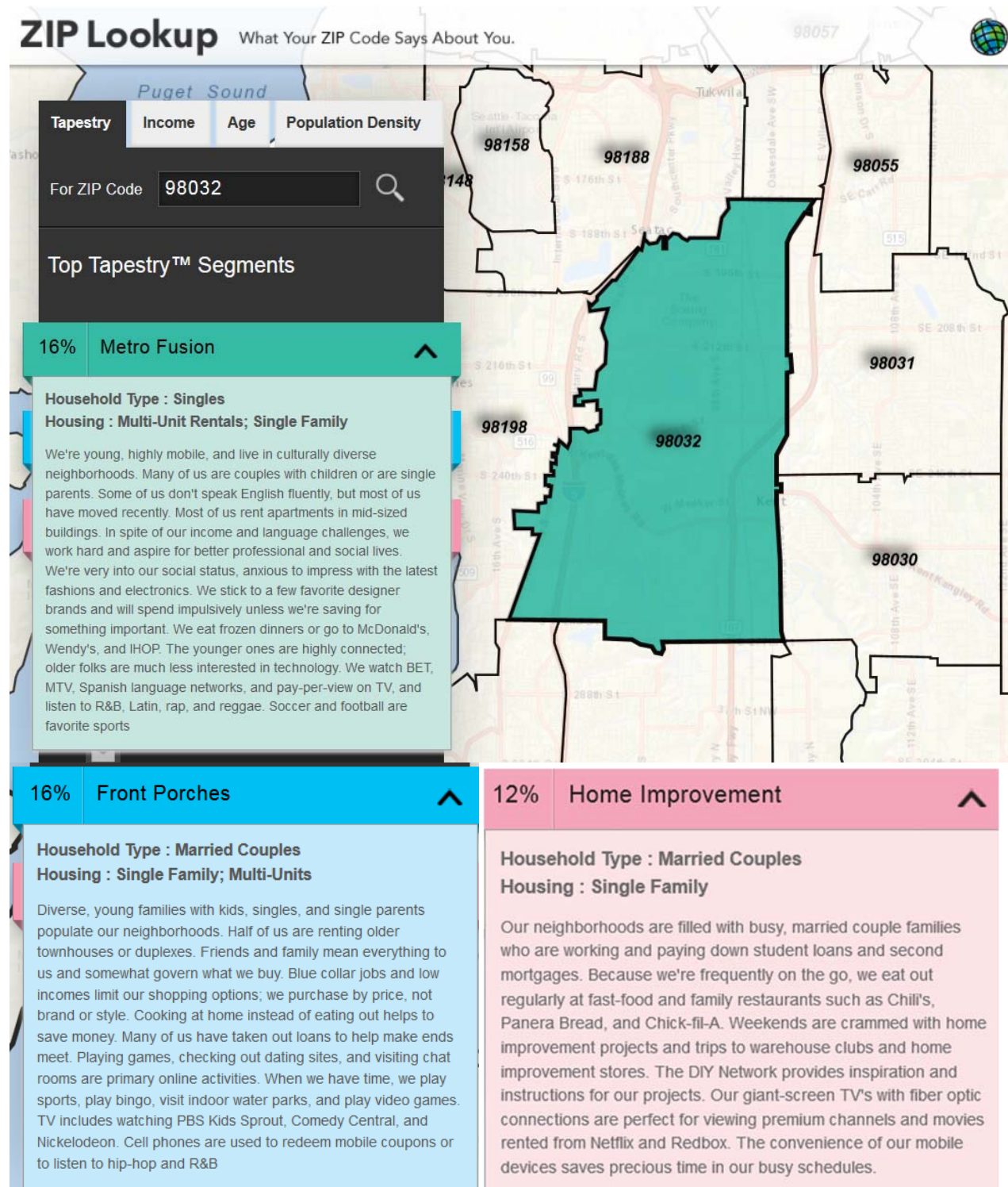
Dot Survey Question	Responses	Total	%
4. How much have you spent (or will you spend) at other downtown businesses or restaurants today?	\$0	135	33%
	\$1 to 5	36	9%
	\$6 to 10	44	11%
	\$11 to 15	44	11%
	\$16 to 20	39	9%
	\$21 to 30	38	9%
	\$31 to 40	17	4%
	\$41 to 50	25	6%
	\$51 to 75	18	4%
	\$76 to 100	6	1%
	Over \$100	10	2%
	Total Q4	412	100%

5. How important is it to you that low-income people can shop at this farmers market using SNAP (food stamps) or WIC/Senior FMNP?	Not important	18	4%
	Somewhat important	17	4%
	Important	55	13%
	Very important	278	67%
	No opinion	31	7%
	Not familiar with SNAP & FMNP programs	17	4%
	Total Q5	416	100%

6. What is your primary reason for shopping at this farmers market today?	Healthy food	68.5	16%
	Environmentally friendly food	15.5	4%
	Tasty food	16	4%
	Affordable food	5	1%
	Support a local farmer	178.5	42%
	Flowers	27	6%
	Atmosphere	41	10%
	Seeing friends	15	3%
	Crafts	11.5	3%
	Prepared meals/hot foods	1	0%
	Other	51	12%
	Total Q6	430	100%

Appendix 2. Tapestry Demographics

Source: <http://www.esri.com/data/tapestry/zip-lookup>



Appendix 3. Kent Farmers Market Vendor Outreach about the RMA

Kent Farmers Market Rapid Response Assessment is happening on Saturday, August 12th

RMA is a part of a special research project supported by the USDA Ag Marketing Service's Local Food Research Team in partnership with the WSFMA.



The Rapid Market Assessment – or RMA – has become part of the farmers market vocabulary. The purpose of a RMA is to help farmers markets gain new insights and ideas for improvement. RMAs are done in a participatory way with a diverse assessment team, typically including local market organizers and community members, as well as managers from other markets, agricultural professionals, and students. A RMA consists of three complementary parts:

- Shopper counts;
- A “dot survey” (with questions written on flip charts that people answer with round, sticky dots); and
- Constructive comments and observations from the assessment team about the market’s physical site, atmosphere, and vendor mix.

Here’s what you as a vendor can expect:

- We will have volunteers from other markets, King Co., USDA, WSDA to just name a few.
- A lot of activity will be going on all day. Our volunteers will be there starting 7 a.m.
- You may be interviewed from the Rapid Response Team and asked for your comments about the Kent Farmers Market, please keep your answers constructive.
- Their main goal is to gather information to present to the market manager on planning future market offerings for our vendors and shoppers by determining what aspect of a market is of value to their clientele.

So let’s show them our family atmosphere and dedication to our market which makes it the huge success that we are.

Any questions please contact me.
Judy Brenden, KFM Manager.

