

August 5, 2017

Wenatchee Valley Farmers Market 2017 Rapid Market Assessment Report



Colleen Donovan and Karen Kinney
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I. Introduction

On Saturday, August 5, 2017, a Rapid Market Assessment (or “RMA”) was conducted at the Wenatchee Valley Farmers Market led by Colleen Donovan, in partnership with Karen Kinney of the Washington State Farmers Market Association and Market Manager, Britany Meiklen. This RMA is part of a research project funded by the United States Department of Agriculture’s Ag 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 Wenatchee Valley Farmers Market RMA Team



Front row (left to right): **Mary DiMatteo**, Olympia Farmers Market; **Karen Kinney**, Washington State Farmers Market Association; **Marcy Ostrom**, Washington State University; **Carey Hunter**, Okanogan County goat dairy farmer; **Marcia Espinoza**, farmer/vendor and WVFM board member. *Back row (left to right):* **Deb Stansbery**, farmer/vendor and Wenatchee Valley Farmers Market board member, **Colleen Donovan**, RMA Coordinator; **Pete Spiegel**, Cascade School District; **Britany Meiklen**, WVFM Manager; and **Joan Qazi**, Wenatchee Valley College and farm to school organizer.

Farmers Market Overview

Market	Wenatchee Valley Farmers Market	
Market Opened	1979	
Incorporation	Nonprofit, State of Washington	
Mission	To support local farmers and small businesses by creating a fun, vibrant, community-minded marketplace.	
RMA Market	"Summer Market" Saturday 8:00 am to 1:00 pm (5 hours) May to October	
Other 2017 Markets	"Evening Market" Thursday 3:00 pm to 7:00 pm (4 hours) June to September	Indoor "Winter Market" Saturday 9:00 am to 2:00 pm November and December
Location	Pybus Public Market at 7 N. Worthen St., Wenatchee, Washington 98801	
Market Staff	Britany Meiklen, Market Manager	
Market Volunteers	6 for the season	
Vendor Fees	\$12.00 or 7.5% of sales	
Vendors	41 vendor members, 7 guest vendors; and 2 "Thursday only" vendors. There is an average of 28 vendors per Saturday market	
Currencies Accepted	1. Credit/Debit 2. Wenatchee Valley Farmers Market tokens 3. Pybus Bucks 4. Veggie Vouchers 5. SNAP EBT/Quest card 6. Fresh Bucks 7. WIC and Senior Farmers Market Nutrition Program 8. P.O.P. Club (Power of Produce Club) Buck Source: http://wenatcheefarmersmarket.com/payment-options/	
Vendor Sales	Average of \$15,400	
Visitors	Average of over 3,300	
Community Booths	11 per season; up to 4 per market	
Memberships	Washington State Farmers Market Association; Chamber of Commerce; Cascade Farmlands	
Market Information	http://wenatcheefarmersmarket.com/ https://www.facebook.com/WVFMmarket/	

Market Community

With around 34,000 residents, the City of Wenatchee is the largest population center in North Central Washington. Located along the Columbia River, its growing conditions, history, and electric power, have made it home to the state's tree fruit industry. Wenatchee is also the Chelan County seat and the gateway to year-round recreation destinations. According to the ESRI Tapestry ZIP code lookup, 15% of residents in the market ZIP Code are considered part of the "Front Porches" market segment, 10% are "Green Acres," and 9% are "Parks and Rec" (<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 50K (compared to 57K for the state); median age is 37; and there is a population density of 226 people per square mile. According to the 2012 Census of Agriculture, Chelan County has 135 direct marketing farms. In Wenatchee, there is one farmers market, a public market, an independent grocery supporting small farms, and numerous farm stands in the area.

Market Location

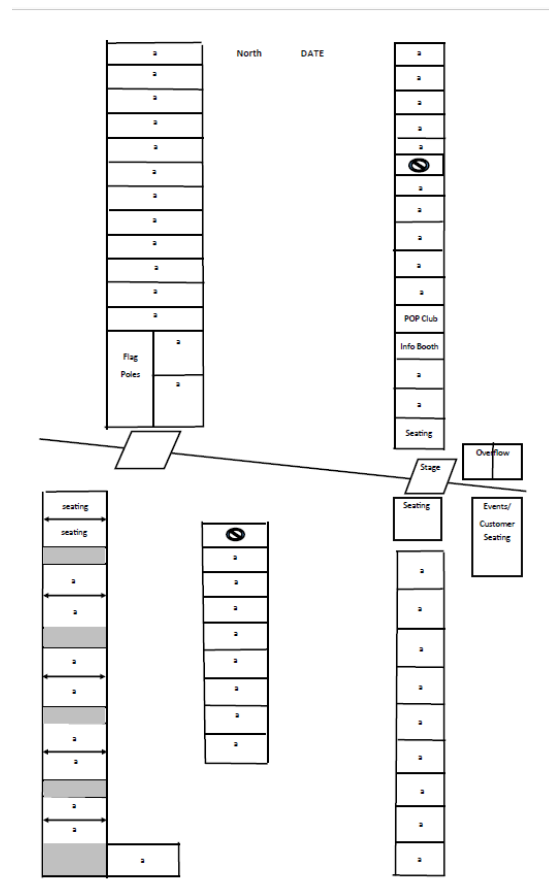
The Wenatchee Valley Farmers Market has operated in the parking lot adjacent to the Pybus Public Market since 2013. It is east of the downtown center, separated by railroad tracks. Further east is the Columbia River with its popular Loop Trail. The market site can fit up to 56 booth spaces and has 90 parking spaces available in the south parking lot with an additional 20 around the back of Pybus and on the street.

Figure 2. Satellite view of market site



Source: Google Maps (accessed 8-6-2017)

Figure 3. Market site map



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 Wenatchee Valley Farmers Market RMA was severely impacted by smoke from wildfires. According to the Department of Ecology, the air quality was considered “hazardous” the night before the RMA. It improved to “very unhealthy” during the market and at 93F was cooler than forecast due to the smoke cover. The Market Manager was prepared to close early but decided to proceed with the market as only a couple of vendors had canceled.

Despite the unpleasant and potentially unhealthy conditions, an estimated 3,798 people came to the Wenatchee Valley Farmers Market on Saturday, August 5, 2017 (Table 1). Potential shoppers entering the market were counted by RMA team members at eight “entrances” into the market site for a ten-minute period during each hour of the market. The eight 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	30	1%
1st hour: 8:00 am to 9:00 am	582	15%
2nd hour: 9:00 am to 10:00 am	552	15%
3rd hour: 10:00 am to 11:00 am	1,014	27%
4th hour: 11:00 am to 12:00 pm	1,044	27%
5th hour: 12:00 pm to 1:00 pm	576	15%
Estimated # of Market Visitors	3,798	100%

Figure 4. Estimated Number of Market Visitors by Hour, 8:00 am to 1:00 pm

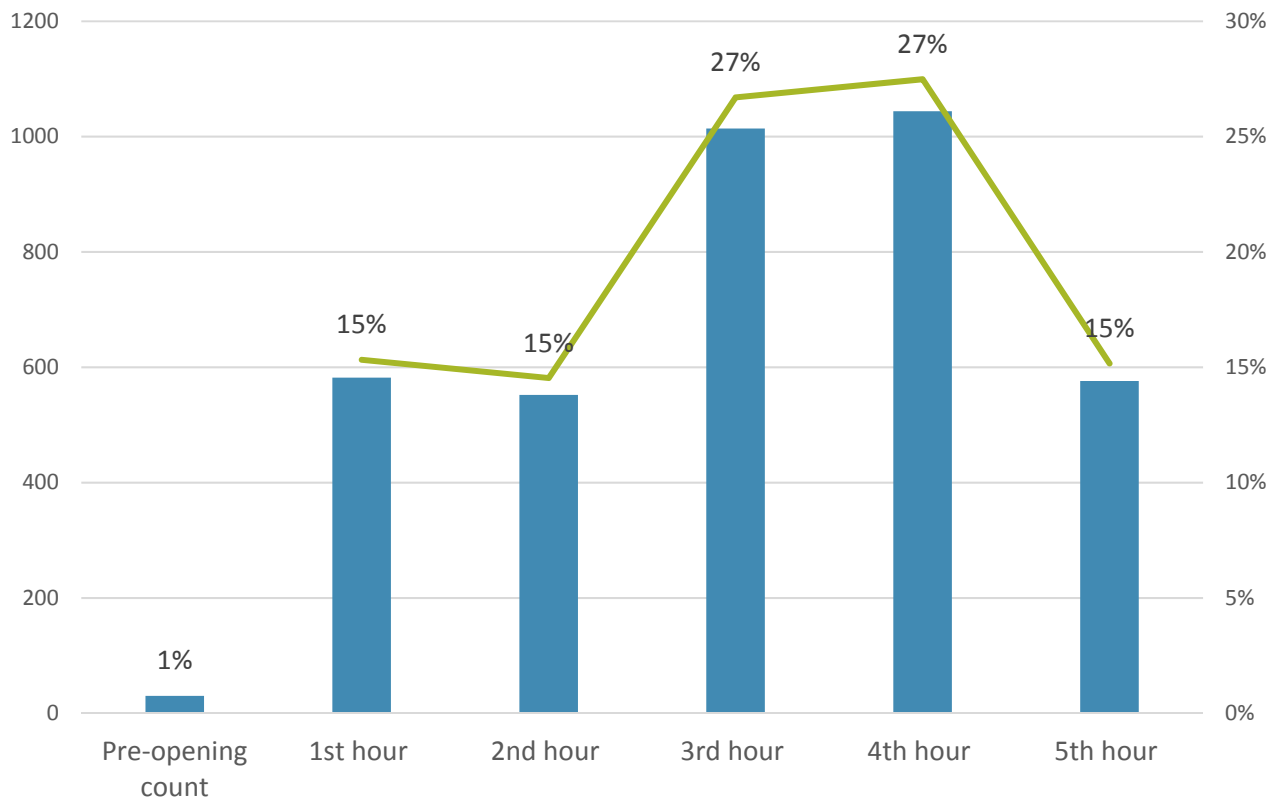






Table 2. Estimated Visitors by Market Entrance

Westside N. Worthen St	Northside	Pybus - central door	Southside
			
270	1,380	366	1,752
7%	36%	10%	46%

Note: The total (99%) does not include the pre-market count of shoppers who were already in the market when it opened at 8:00 am.

Visitor Count Findings and Observations:

- An estimated nearly 3,800 potential shoppers entered the farmers market over a five-hour period.
- Due to the heat and air quality, we expected shoppers to come early but the initial findings indicate that over half (54%) entered the market during the 3rd and 4th hours, between 10:00am and 12:00pm.
- The first, second and final hour of the market were steady but slower at 15% each.
- The two main entrances, as expected, were on the north and south sides of the market near parking. The south entrance (near "Orondo Ave") was more active with an estimated 46% of shoppers entering. The north entrance represented over a third (36%) of potential shoppers.
- Relatively few shoppers entered the farmers market via Pybus or from the westside adjacent to N. Worthen St.

RMA Team comments:

There seems to be a big drop off in the last hour. A lot of products sold out.

Early a.m. shoppers carrying bags with veggies and fruit. Two shoppers appear to spend approximately 15 minutes shopping at booth and then leave.

A wonderful mix of shoppers: all ages, different races, genders, Spanish and English speakers.

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. All questions and responses were translated into Spanish given the high number of Spanish speaking people in the community (Appendix 1). Throughout the morning, 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.” 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, 557 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 576 responses. Among these respondents, 45% live in Wenatchee, with another 1% in South Wenatchee and 4% in Sunnyslope, for a total of 50% in the immediate area (Figures 5, 6). These respondents tended to come during Hours 1 to 3 (Figures 7, 8). The second most frequent response was from across the river in East Wenatchee with 19% and they tended to come in the middle of the market (Figures 5-8). Few (7%) market visitors reported living in other communities of Chelan County or “Other Eastern Washington” (3%) (Figure 5, 6). One in five (20%) reported living in “Other” which may mean Western Washington, another US state, or Canada. Both “Other Eastern WA” and “Other” tended to come later in the market.

Figure 5. Where Respondents Live (N = 576)

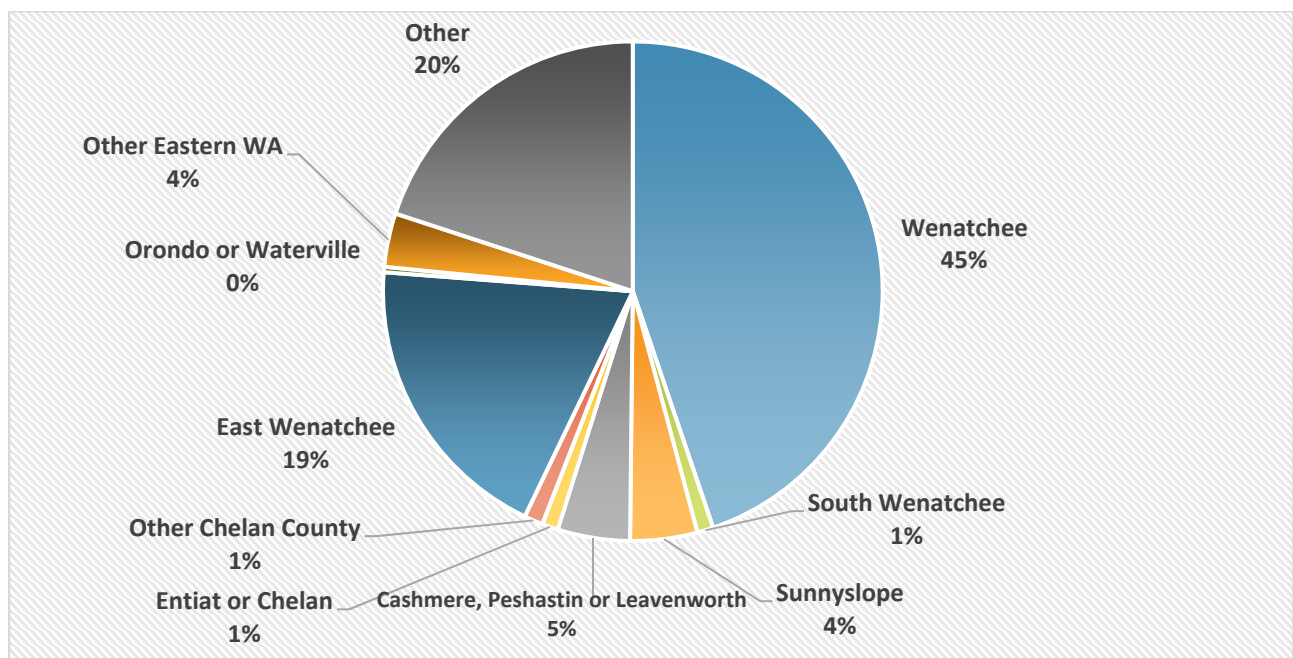


Figure 6. Where Respondents Live by Location (N = 576)

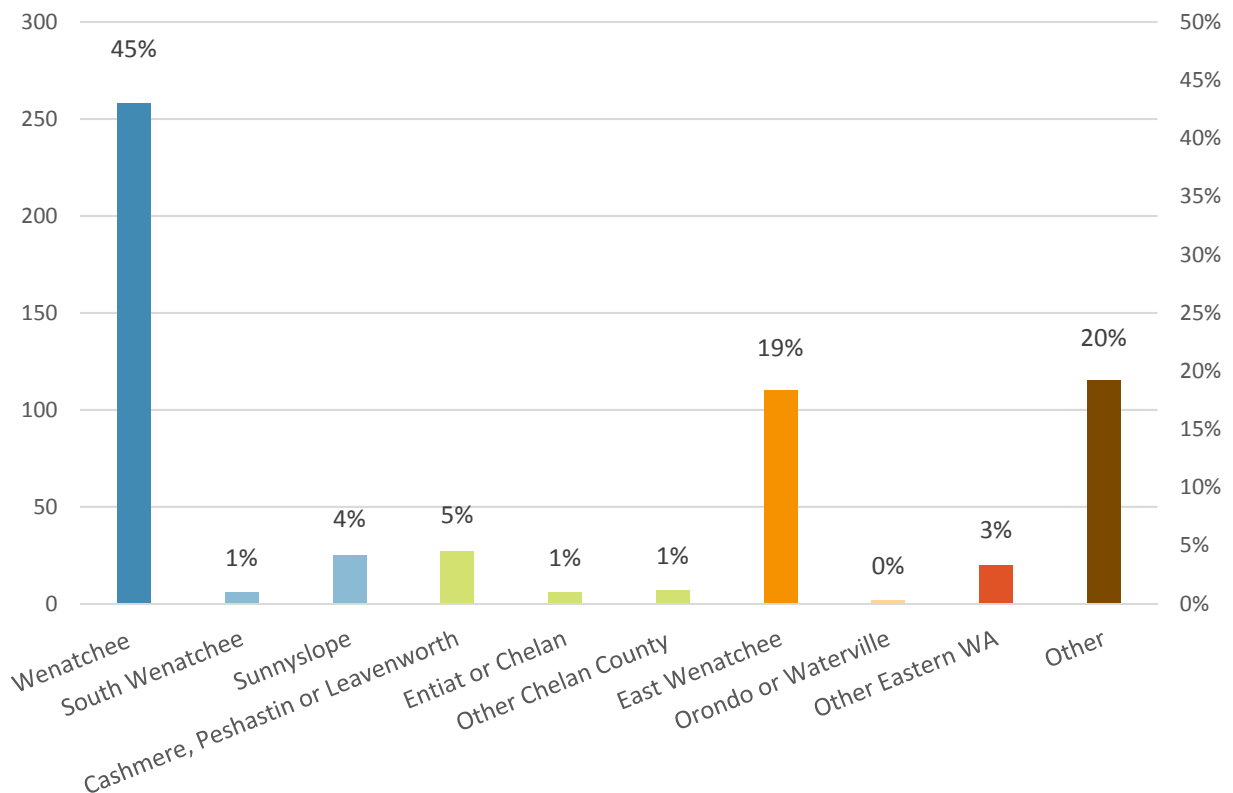


Figure 7. Market Hour by Where Respondents Live (N=576)

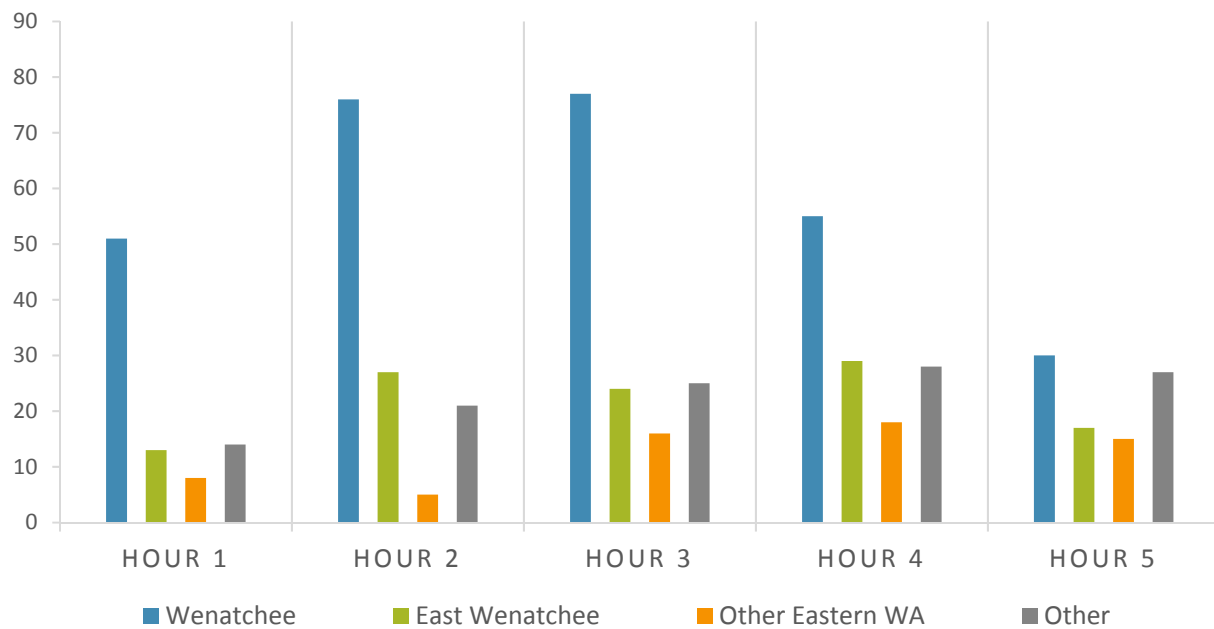
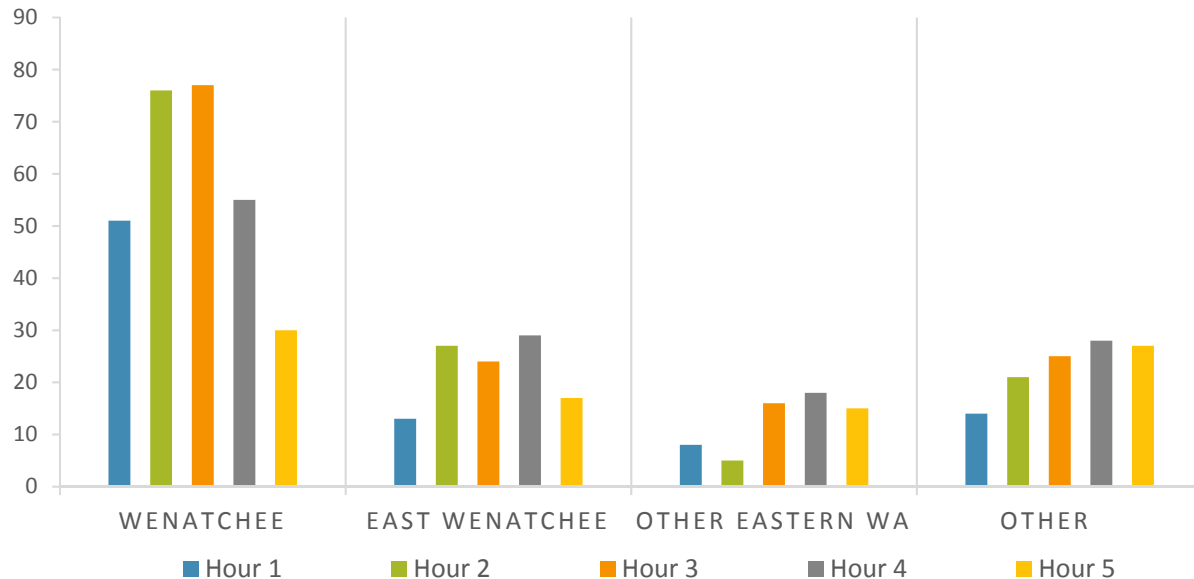
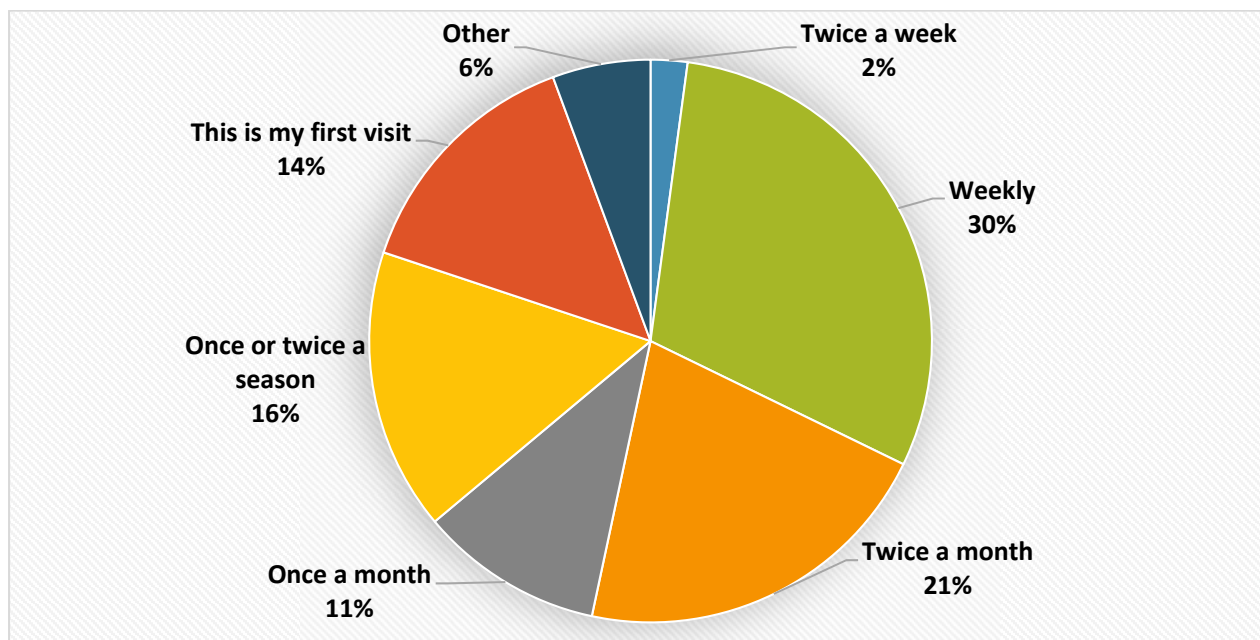


Figure 8. Where Respondents Live by Market Hour (N=576)



The second question asked **“How often do you shop at this farmers market?”** Among the 568 dot survey respondents at the Wenatchee Valley Farmers Market, 30% indicated that they shop “weekly,” and another 21% said they shop “twice a month.” Only 2% reported shopping “twice a week,” suggesting the Thursday and Saturday markets are attracting different people. Among less frequent shoppers, 11% said they shop “once a month” and 16% reported shopping “once or twice a season.” There were also 14% indicating that this was their “first visit” to the market (Figure 9).

Figure 9. How Often Respondents Shop at the Market (N = 568)



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 “Twice a week,” “Weekly” or “Twice a month” (57%);
2. **Occasional shoppers:** people who selected either “Once a month” or “Once or twice a season” (28%); or
3. **First time visitors:** those who selected “This is my first visit” (15%).

The 32 people who selected “Other” were not included in the above percentages or Figures 10 and 11.

Figure 10. Market Hour by Shopper Frequency (N=536)

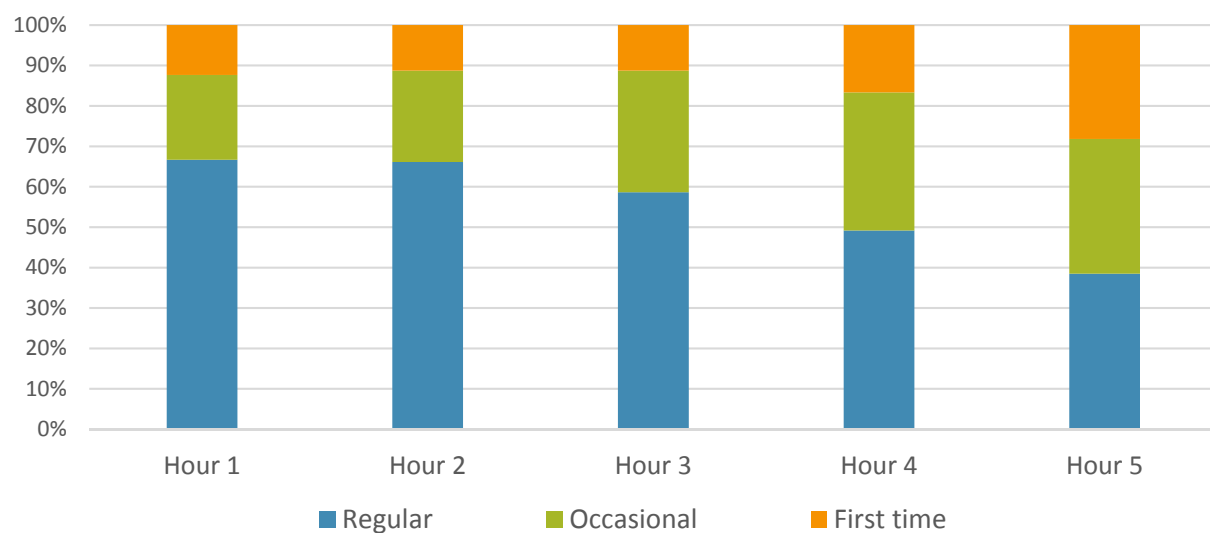
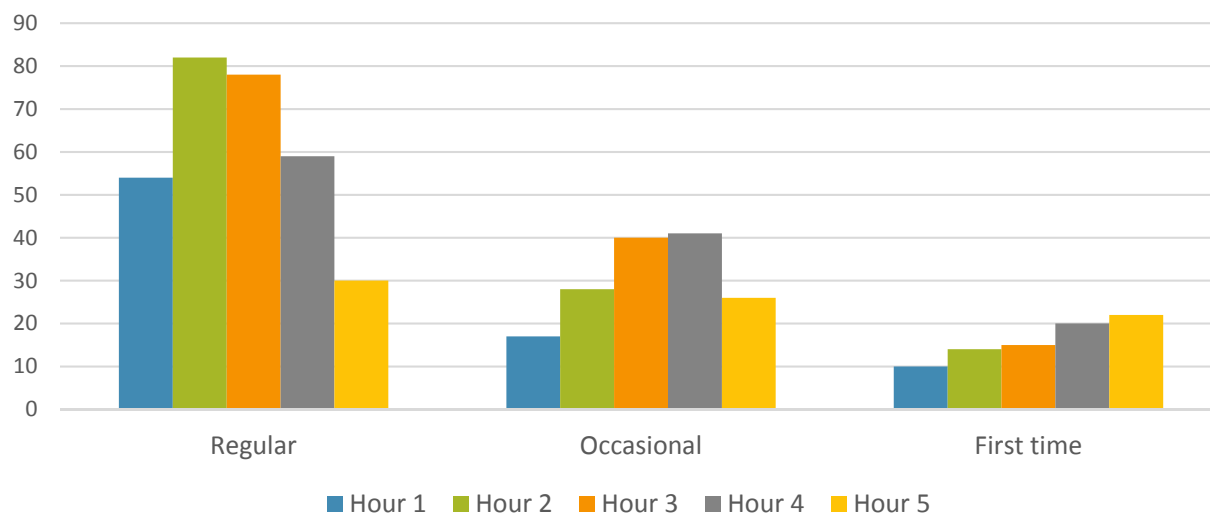


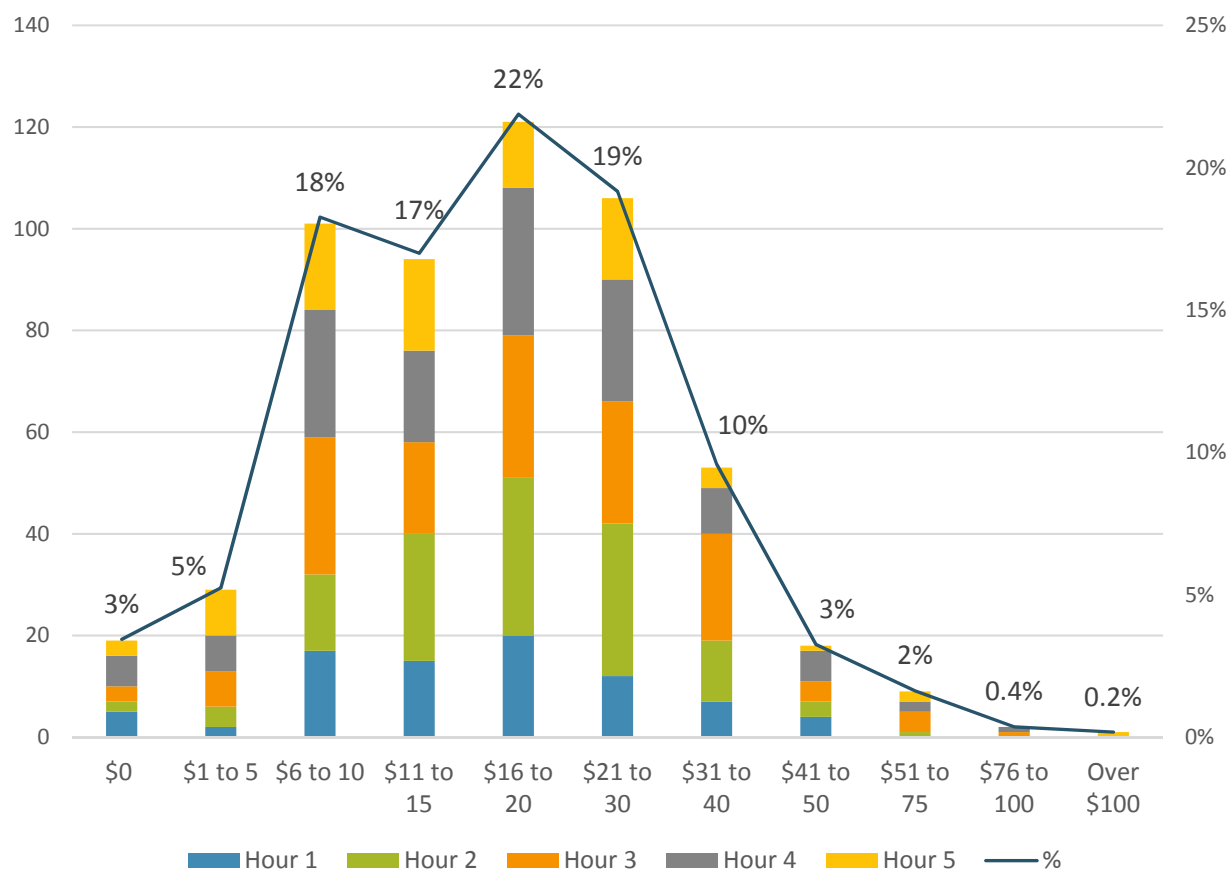
Figure 11. Regular, Occasional, and First Time Shoppers by Hour (N=536)



Looking at the composition of the market hour by shopper frequency by suggests that the market composition favored “regular” shoppers earlier, and “occasional” and “first time visitors” later in the market (Figure 10). Looking at the type of shopper by market hour in terms of an actual count (and not a percentage) reflects a similar pattern with more “regular” shoppers peaking in Hours 2 and 3, and “Occasional” shoppers in Hours 3 and 4 (Figure 11). The number of “first time” visitors increased throughout the market day (Figure 11). Given the extreme weather and air quality conditions, it is especially impossible to say how typical these patterns are to the market.

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 Pybus 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 12. How Much Respondents Spent at the Farmers Market (N = 553)



As indicated in Figure 12, the most frequent category selected for spending at the farmers market was \$16 to 20 (22%), followed by \$21 to 30 (19%). Ninety-seven 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 most (82%) said they would spend \$30.00 or less (Figure 12).

AVERAGE SPENDING PER SHOPPER

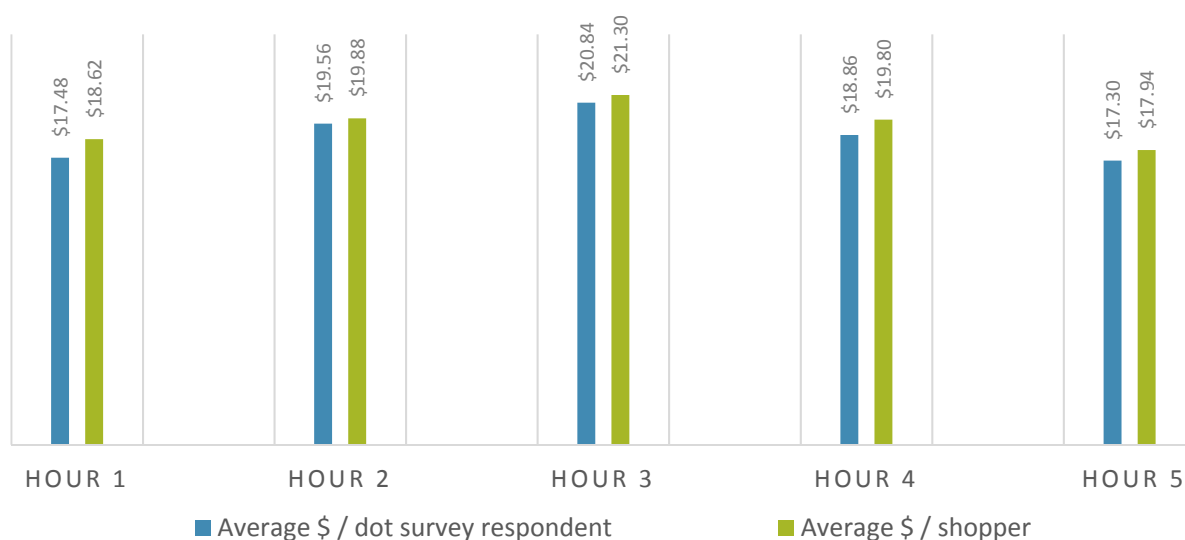
This data from questions 3 and 4 is also used to calculate the average shopper spending and the estimated total sales for the day. The estimated average sales per shopping group are calculated by assigning a dollar value for each response category. So, for “\$16.00 to \$20.00,” the value is \$18.00 or 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 5, 2017, the estimated average spending among all dot survey respondents was \$19.06 and \$19.74 among shoppers or respondents who had spent at least \$1.00 (Table 3). When the average sales is estimated by market hour, Hour 3 has the highest averages (\$20.84 and \$21.30, respectively) and Hour 5 has the lowest with both under \$18.00 (Figure 13).

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

Respondents		Estimated Total Farmers Market Spending	Estimated Average Farmers Market Spending
All Dot Survey Respondents	553	\$ 10,543	\$19.06
“Shoppers” (respondents that spent at least \$1.00)	534	\$ 10,543	\$19.74

Figure 13. 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 Number of Shopper Groups and Farmers Market Sales for Day

Shopping Group Size	Number of Shopping Groups	Estimated Sales for August 5, 2017
1.7	2,234	\$ 42,592
1.8	2,110	\$ 40,225
2.0	1,899	\$ 36,203

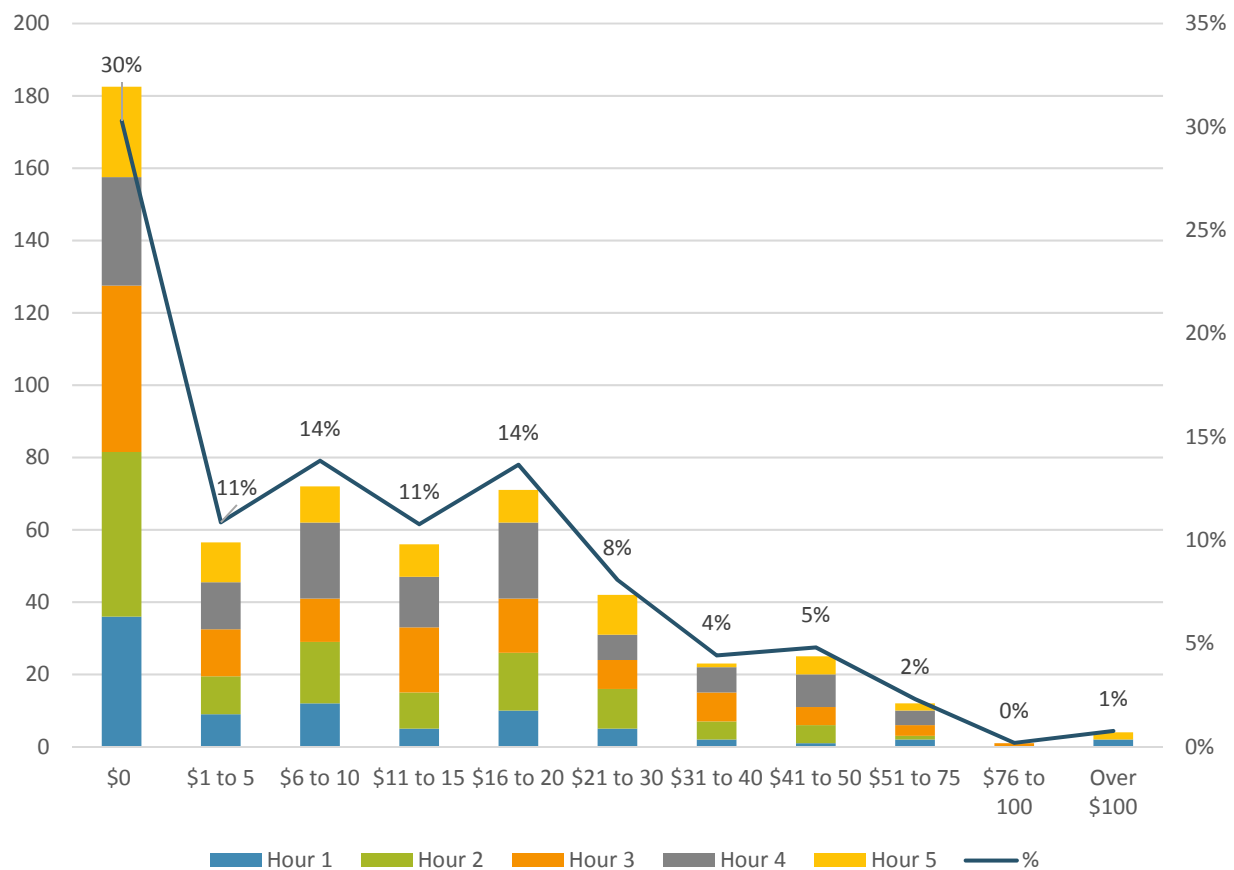
With a total shopper estimate of **3,798**, the number of shopper groups ranges from 1,899 to 2,234. Likewise, the estimated total shopper-reported sales ranges from over \$36,200 to nearly \$42,600 (Table 4). Methods for collecting or estimating farmers market sales vary widely and precision is a significant 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. As indicated in Figure 14, 70% of dot survey respondents spent at least \$1.00 at other Pybus businesses or restaurants, indicating that they were shopping in Pybus as well as the farmers market. The most frequent category selected for spending at other businesses was “\$6 to 10” followed by “\$16 to 20” (both with 14%) (Figure 14).

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 14. How Much Respondents Spent at Other Pybus Businesses and Restaurants (N = 520)



On average, dot survey respondents reported spending an estimated \$13.51 at other Pybus businesses and restaurants. Among those that reported spending at least \$1.00, the average jumps to \$19.38, just under the comparable average spending at the farmers market (Table 5).

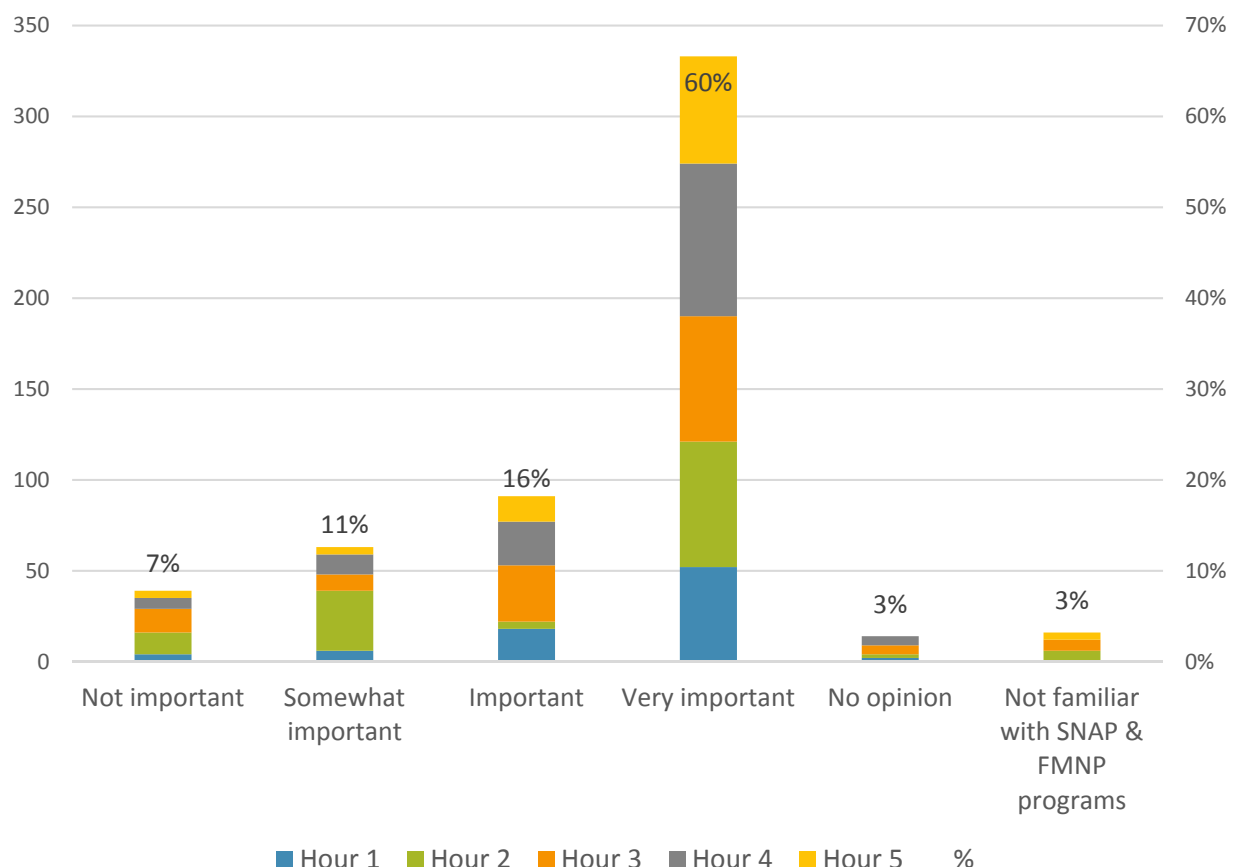
Table 5. Estimated Spending at Other Pybus Businesses and Restaurants by Dot Survey Respondents

Respondents		Estimated Total Pybus Spending	Estimated Average Pybus Spending
All Respondents	520	\$ 7,024.50	\$ 13.51
Respondents that spent at least \$1.00 at Pybus	363	\$ 7,024.50	\$ 19.38

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.

Figure 15. Importance of Low Income People’s Ability to Shop at Farmers Market with SNAP EBT (food stamps) or WIC/Senior FMNP (N=556)

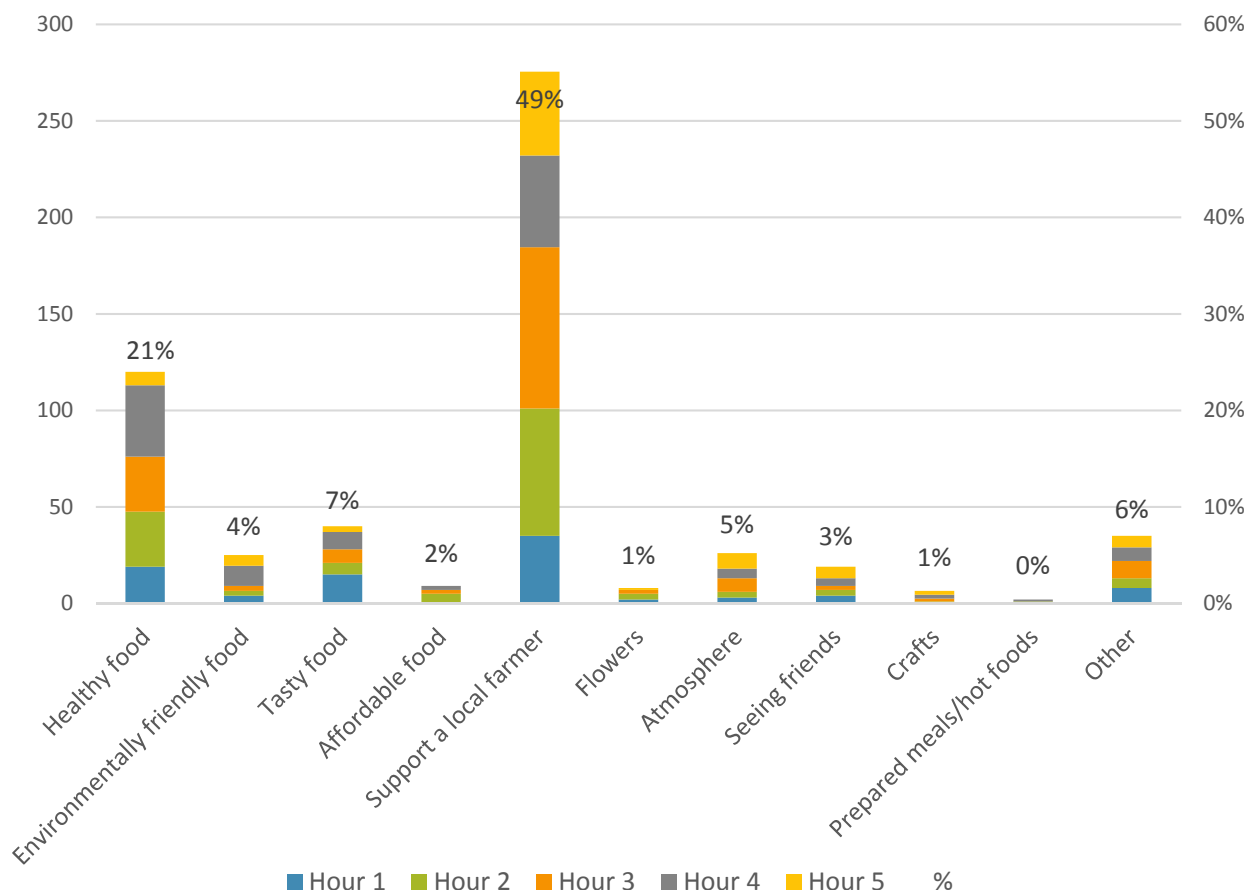


Among the almost 556 respondents, 76% indicated that it was “important” or “very important” that low-income people can use their food nutrition benefits to shop at the Wenatchee Valley Farmers Market. Another 11% indicated that it was “somewhat important” and 10% selected “not important” or “no opinion.” Few respondents (3%) 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.

The sixth dot survey question asked “**What is your primary reason for shopping at the market today?**” and had a total of 566 responses. The most frequent response (49%) was to “support a local farmer” followed by “healthy food” (21%) (Figure 16). “Affordable food,” “Flowers,” “Crafts” and “Prepared meals/Hot food,” were the least frequent responses with from 0% to 2% of responses. On multiple occasions the RMA Team observed shoppers expressing a desire to

“pick more than one option.” It is highly likely that some of these shoppers opted to select “Other” rather than pick one primary reason.

Figure 16. Primary Reason for Shopping at the Farmers Market (N = 566)



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.

We understand that the market 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.*

Surfaces, Accessibility & Railroad Tracks

Like the yellow paint on the railroad tracks (still rough)

By 9:50 AM I had seen about six or seven seniors stumble on the slight changes in slope of parking lot. Most recovered before falling and had canes. Railroad tracks seem unsafe. One section doesn't have rubber protections on tracks. There's gravel all over.

Seems like easy access for all, including disabled.

Booths along Worthen Avenue are set back on the gravel. Saw two people trip and fall between gravel and cement.

Railroad tracks run through middle of walkway. Wheelchair got stuck.

Railroad crossing in middle of market was troublesome for walkers, strollers, older folks to navigate. Needed rubber strip from performer to the stall opposite to avoid mishap.

Misters, Heat, Shade

Would like a few more misters, perhaps an eating area? Nice eating area.

Nice to have misters.

Is there a better location for the misting station? Perhaps near POP for kids?

Heat is overwhelming issue on one side due to lack of shade and concrete.

Worthen sides gets way more sun. One veggie vendor has to put up a shade cloth which impairs visibility.

Farmers market location is hot but glad concrete is white not black.

Hot on pavement after 10 o'clock. Really hot after 11 o'clock.

Starting to get hot around 10:30. Heat radiates off the cement. People seem okay with temps as they are hanging out listening to music, purchasing prepared foods and beverages (from inside). Only one vendor with drink options outside.

Nice to have Pybus market next-door for cooling off, restrooms, water fountains etc.

Seating

It is great to have a seating area for people to chill out especially since it is covered. Can it be expanded?

Sitting area next to music provides nice shade spot to rest. Seven people sitting there at 9:30 - at capacity.

Seating is limited but, where available, is close in proximity to the stage.

Underutilized areas for seating by "walk-through" fountain.

Market Visibility

A small bare space at south entrance. Could this be more lively? Could the vendors have signage on more sides of their booth especially the booth that you can see from the end of the market on the backside?

No A-boards or signage on street at North entrance. Banner on divider at north entrance could be brighter and more inviting looking. Little traffic on east side by river but could have farmers market signage. Should have A-boards or signage at big intersections west of market and railroad tracks. Farmers market needs signage for day of and permanent at Worthen and Orondo intersection. Somehow need more visibility of farm produce, flowers, products that can draw shoppers in when dining or walking by. Worthen and Orondo, I see back of master gardeners and would like to see something drop dead beautiful and colorful. Vendors could have farm signs on back of their tent so shoppers could read from the road. Would add to color and interest.

No signage about farmers market inside Pybus.

Signage to distinguish public market from farmers market. More signage about farmers market to motorist and public market shoppers. Farmers market info booth could use info about farmers markets in general particularly important when farmers market is in the shadow of a public market.

North entrance could be more visually enticing for passersby. Right now you can only see the barricade with a small black and white banner, the back of the library truck and the blank side of the vendor truck. It helps that the library truck keeps the back door shut because it has a pretty picture.

Market Flow

Lots of people who work out at the gym across the way shop here. Nice bonus. People usually enter from South or North, go from one end and then return to the other. First circuit they check out is what is available and then shop.

The Royal Produce people are overlooked since they are tucked away.

A lot of flow comes from Pybus into the market, could there be more? Opening of a big door? People love to get coffee from inside and then come out. Can a coffee vendor (Columbia) have a stall outside?

Flow seems okay. No constrictions or corners. Lower end of market tighter and looks busier. Top end more spread out. People walk through faster. Mostly walk-through market not much lingering. One person standing and listening to music at 9:30.

Walkable inviting space. Wide aisles, people flow.

Good flow, adequate space for number of vendors (except for railroad tracks).

Lots of open space at south end. More spread out and doesn't feel as busy. Lines of 5-8 at North end veggie booths. Lines of 2 to 3 at South end. Veggie booths at North end are all two stalls. South end are all one stall.

I appreciate the distinction between organic and conventional market sections.

Other Comments:

Easy site for vendors to load and unload in an orderly and safe manner.

There is plenty of parking.

Parking need more spaces.

Bike rack is inviting.

No clear signage for people to get cash or tokens from credit card. They technically have two options information booth and ATM but not clear.

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

Shopper mix

People seem to be shopping purposefully and happy to stop and visit.

Come despite the heat. With bags.

Lots of kids, pets, grandparents, all ages. At first when it was cooler people seem to visit and socialize more.

Shoppers seemed very interested in helping the market to do the dots. Really nice mix of shoppers’ age, family structure.

Customer comments: "I come early to start my day happier and see friends that come down too."

I saw Asian, Hispanic, Americans local and out of town customers that as a vendor I didn't have the time to see who comes down to our market. Welcome family atmosphere and for our kids to learn and ask questions. For this Saturday, lots of out of town. Camping and making time to stop by and check it out.

Lovely views of the river and park like atmosphere close to Apple's trail is huge plus. Lots of people seem to combine exercise and trail use with shopping. Cyclists, walkers and runners were evident; can we cater to them?

Activities

Customer comments: "They would like to see a bigger market. More activities to invite more friends. They hope the survey will help the market grow." Another “wants shuffleboard or another game for entertainment purposes.”

Like the activities for kids, lots of families.

Nice family activity. Balloons for kids. Music.

More information for customers of activities. Calendar and dates?

POP club booth not consistently staffed. Activity of the day is scavenger hunt. Lots of kids.

Love the library's bookmobile, WIC and WSU Master Gardener program, POP. Well distributed throughout the market.

Music

Like the music when it wasn't too loud or too much percussion.

Great music, sounds wonderful and inviting outside of the market.

Music is upbeat but not too loud.

Smells

Smell of roasted peanuts is strong. Give out samples which engages people.

The peanut roasting is overpowering and too much! Allergies and kids seems dangerous. Smell.

Signage suggestions:

More colorful sign needed in the middle of the market saying "Welcome! Dogs are welcome but keep them on leash."

Add "thank you for shopping/see you at the next week" signs at exits. No farmers market poster this year, shoppers ask for it. Volunteers want recipes to hand out. Market info tent moves all the time.

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

Signage & Displays

There are still a few vendors without distinctive signage or banners. One without any identifier at all. WIC signage was prominently displayed in many booths which was good.

Vendor has a tiered stand; makes it easier to see veggies on two levels with the top level slanted -- looks great, good use of limited space.

Majority of vendors have excellent signage and banners, nicely displayed product lines.

Only 1 farm had EBT information displayed. A-board by info tent was good; need more signs. Only three farms had location on their sign.

Product mix

Nice product mix. Most notably missing were greens, especially salad greens, salad mix lettuces etc. Some kale but maybe not enough.

Thought there would be even more soft fruit and berries.

One customer asked about boysenberries and marionberries.

Missed seafood and dairy vendors.

Would like other food vendors to bring in more shoppers.

More vegetable, meat and cheese.

Pastured poultry or chicken -- did not observe any in the market. Only beef. Found the pork and eggs! Very happy to see winery. Produce prices that I observed seem very competitive.

Nice product and fresh. I think we need more mix and more of everything.

One breakfast food vendor - prepared pastries. No other breakfast food to bring in shoppers or eaters.

Market vendor product promotion

Could the prepared vendors use more local ingredients?

Seems like there are similar vendors inside Pybus and in the market. Flowers, lotions, meat, veggies etc. Is this problematic?

Vendors need to find ways to communicate to each other and know more of what goes on.

Customer service

Customer service at the part of farmers seemed excellent; noticed lots of conversations. More information provided about each phone locations, business cards, websites etc.

I see friendly vendors.

Noticed lots of smiles from vendors. Many customers and vendors engaged in longer conversations than just buying and selling. Noticed this at six booths.

Especially great to have bilingual vendors.

Some stalls (peanuts, cherries) giving samples but not all. Is this encouraged? Is this helpful?

From 8 AM to 8:30 AM pepper guy at North and very busy. Line of 6 to 8 people buying bags of peppers for a great price. Veggie growers at North end much busier. About 15 to 20 people at 8:20 compared to south end, no shoppers. Difference is north end is not organic and South Bend is certified organic. Signage is not obvious but prices are different. Non-veggie booths: soaps, jewelry, clothing, peanuts not as busy in the morning. 1-2 shoppers at 8:30 AM.

V. Conclusion

The Wenatchee Valley Farmers Market is a medium-sized, seasonal market operating on Saturday mornings next to the Pybus Public Market between downtown and the Columbia River. The market is in its 38th season and draws visitors regionally with an estimated 3,768 visitors on a smoky day in early August 2017. Attendance peaked in Hours 3 and 4 of the market and the RMA Team commented on how dedicated the vendors and shoppers were to come despite the poor air quality. Currently, 50 unique farm, processor, prepared food, and craft businesses vend at the Wenatchee Valley Farmers Market.

The dot survey results for August 5 indicate that 97% of visitors are farmers market shoppers (Figure 12). The market primarily draws shoppers locally -- from the immediate Wenatchee area (50%) and East Wenatchee (19%). Another 7% of visitors were from other parts of Chelan County, Douglas County, or Eastern Washington. One in five (20%) selected "Other," meaning they did not live in one of the options listed in the dot survey (Figure 5, 6). Visitors primarily entered the market through the "south side" (46%) and the "north side" (36%) (Table 2). Only 10% entered the farmers market from the Pybus Market.

On average, market shoppers spent an estimated \$19.74 at the Wenatchee Valley Farmers Market on August 5, 2017 (Table 3). The estimated spending peaked during the third hour at \$21.30 (Figure 13). There were more "regular" shoppers in the market during the first two hours, whereas "occasional" shoppers were more present during Hours 3 and 4 (Figure 10, 11). "First time" visitors came later, peaking in Hour 5 (Figures 10, 11). The number of "Wenatchee" shoppers were more frequent in Hours 2 and 3, whereas "East Wenatchee" shoppers peaked between Hours 2 and 4 (Figures 7, 8). Visitors from "Other" (meaning not one of the local communities or counties listed) increased throughout the market day (Figures 7, 8). Further research is needed to determine the precise relationship between people visiting Pybus and the Wenatchee Valley Farmers Market.

Seventy percent of farmers market visitors reported also shopping at other Pybus businesses and restaurants, spending an estimated average of \$19.38, just under the average spending at the farmers market (Figure 14, Table 5). The Wenatchee Valley Farmers Market currently manages a wide variety of "market currencies" including a token program for credit and debit cards, SNAP EBT, and the Fresh Bucks incentive program. It is also participating in the WIC and Senior FMNP program. Most (76%) 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 15). When asked about their primary reason for shopping at the Wenatchee Valley Farmers Market, the most frequent response was "to support a local farmer" (49%), followed by "healthy food" (21%) (Figure 16).

Appendix 1. Dot Survey Questions, Responses, and Counts

Wenatchee Valley Farmers Market: August 5, 2017 Rapid Market Assessment

An average of 556 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? ¿Dónde vive?	Wenatchee	258	45%
	South Wenatchee	6	1%
	Sunnyslope	25	4%
	Cashmere, Peshastin or Leavenworth	27	5%
	Entiat or Chelan	6	1%
	Other Chelan County	7	1%
	East Wenatchee	110	19%
	Orondo or Waterville	2	0%
	Other Eastern WA	20	3%
	Other	115	20%
	Total Q1	576	100%

2. How often do you shop at this farmers market? ¿Con qué frecuencia hace compras en este mercado?	Twice a week	12	2%
	Weekly	171	30%
	Twice a month	120	21%
	Once a month	60	11%
	Once or twice a season	92	16%
	This is my first visit	81	14%
	Other	32	6%
	Total Q2	568	100%

3. How much have you (or will you) spend at the farmers market today? ¿Cuánto ha gastado (o gastará) en este mercado hoy?	\$0	16	3%
	\$1 to 5	29	5%
	\$6 to 10	101	18%
	\$11 to 15	94	17%
	\$16 to 20	121	22%
	\$21 to 30	106	19%
	\$31 to 40	53	10%
	\$41 to 50	18	3%
	\$51 to 75	9	2%
	\$76 to 100	2	0%
	Over \$100	1	0%
	Total Q3	550	100%

Dot Survey Question	Responses	Total	%
4. How much have you spent (or will you spend) at other Pybus businesses or restaurants today? <i>¿Cuánto ha gastado (o gastará) en otros negocios o restaurantes de Pybus hoy?</i>	\$0	157.5	30%
	\$1 to 5	56.5	11%
	\$6 to 10	72	14%
	\$11 to 15	56	11%
	\$16 to 20	71	14%
	\$21 to 30	42	8%
	\$31 to 40	23	4%
	\$41 to 50	25	5%
	\$51 to 75	12	2%
	\$76 to 100	1	0%
	Over \$100	4	1%
	Total Q4	520	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? <i>¿Qué tan importante es para usted que las personas de bajos ingresos pueden hacer compras en este mercado de agricultores con SNAP EBT (cupones de alimentos) o WIC / Senior FMNP?</i>	Not important	39	7%
	Somewhat important	63	11%
	Important	91	16%
	Very important	333	60%
	No opinion	14	3%
	Not familiar with SNAP & FMNP programs	16	3%
	Total Q5	556	100%

6. What is your primary reason for shopping at this farmers market today? <i>¿Cuál es su razón principal para hacer compras en este mercado hoy?</i>	Healthy food	120	21%
	Environmentally friendly food	25	4%
	Tasty food	40	7%
	Affordable food	9	2%
	Support a local farmer	275.5	49%
	Flowers	8	1%
	Atmosphere	26	5%
	Seeing friends	19	3%
	Crafts	6.5	1%
	Prepared meals/hot foods	2	0%
	Other	35	6%
	Total Q6	566	100%

Appendix 2. Tapestry Demographics

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

