FY 2014

$99,750 to New Castle County, New Castle, DE, to start new farmers' markets with EBT capability and to promote all the markets to the local low-income community.

Final Report

Farmers Market Promotion Program (FMPP)
Final Performance Report

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: USDAFMPPQuestions@ams.usda.gov; Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

Report Date Range: *(e.g. September 30, 20XX-September 29, 20XX)*	September 30, 2014- September 30, 2016
Authorized Representative Name:	Jane Rattenni
Authorized Representative Phone:	302-395-5612
Authorized Representative Email:	jrattenni@nccde.org
Recipient Organization Name:	New Castle County
Project Title as Stated on Grant Agreement:	New Castle County Farmers' Market Promotion Project
Grant Agreement Number: *(e.g. 14-FMPPX-XX-XXXX)*	14-FMPPX-0037
Year Grant was Awarded:	2014
Project City/State:	New Castle County, Delaware
Total Awarded Budget:	$99,750

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?
☒ Same Authorized Representative listed above (check if applicable).
☐ Different individual: Name: _____; Email: _____; Phone: _____

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.

    i. Goal/Objective 1: Increased promotion for three existing New Castle County Farmers’ Markets. The projected outcome will be a 50% increase in the number of farmers/vendors and a 25% increase in sales at each market for years 2015 and 2016.

        a. Progress Made:
        Collectively, in terms of vendors, sales numbers and market attendance, Carousel Park, Glasgow Park and Rockwood Park Farmers Markets each saw expansion in 2016. The number of vendors participating at the three markets increased 88% in 2015 and another 37% in 2016. Sales figures were up $108,000 over 2015 at these three existing markets; an increase of 47%. Attendance numbers at the three markets increased over 9,700 patrons from 2015 attendance; an increase of 48%.

            1. Glasgow Park Farmers Market saw significant increases to both total number of vendors and revenue in 2016. A total of 22 vendors participated consistently in 2016. This was an increase of nine (9) vendors or 69% over 2015. 2015 saw an increase of seven (7) vendors or 46% over 2014. Revenue increased to $98,500 in 2016; this is an increase of 134% over 2014 totals and 83% over 2015 totals.
            2. Carousel Park Farmers Market also saw a significant increase to vendors and total revenues in 2016. Total vendor participation in 2014 was seven (7) vendors. Vendor participation increased to 12 in 2015; a 71% increase; and increased to 16 in 2016 or a total increase of 128%. Revenues also significantly increased. 2014 saw a total of $99,000, which increased to $147,500 (49%) in 2015 and increase again in 2016 to $196,000 (33%). A total increase over two years of $97,000 in revenue or 98%.
            3. Rockwood Park Farmers Market saw minimal increases to sales revenue with similar minimal increases in participating vendors. In 2014, Rockwood Park had four (4) consistent vendors participate and generated over $25,400 in revenue. 2015 saw seven (7) vendors participate and generate over $28,000 in revenue; a 10% increase in revenue. In 2016, the market had six vendors, but did slightly increase revenue to over $32,400; an increase of about 16%. The two-year increase in revenue is about 28%.

        b. Impact on Community:
            1. New Castle County Farmers Markets impacted the community in a variety of positive ways. Customers that patronized the markets were loyal and returned on a weekly basis to purchase regionally grown, fresh produce supporting local farmers, producers and vendors.

In addition to providing communities access to fresh local and regionally grown produce, the markets provided free, fun, family entertainment for patrons of Glasgow Park Market, which had weekly live music and monthly 'Kid's Days' featuring children's themed music and free face painting for all kids.

All of the markets also provided a venue for education and outreach. Organizations such as New Castle County Department of Community Services, YMCA, Nemours, University of Delaware Cooperative Extension Service, Delaware Division of Public Health, Glasgow Lions Club, and Pencader Heritage Association were able to set up exhibits to promote their programs and missions. The University of Delaware Cooperative Extension Service provided free meal preparation demonstrations utilizing seasonal produce being sold at the farmers markets.

Patron feedback for all markets, communicated that the communities which the markets served, greatly appreciated its operation and that the County had supplied resources to bring such a venture to their neighborhoods.

By locating the farmers markets within County Parklands, patrons were encouraged to participate in physical activity such as walking. Special events such as a "Run the Farm 5K Run/Walk" was planned in partnership with Delaware Division of Public Health during the farmers market at Glasgow Park in order to increase awareness of the market and promote healthy eating and active living.

ii. Goal/Objective 2: A market analysis and feasibility study assessing viability

a. Progress Made: Market analyses were completed for both Glasgow Park and Garfield Park by Deardorff and Associates to assess viability, and included surveys of market patrons and community members, along with focus group meetings.

b. Impact on Community:
    1. Garfield Park: The analysis revealed that the surrounding community is disengaged from the market despite being located in a County community park adjacent to a library, community center, and Police Athletic League. The lack of visibility from main roads also hindered the viability of the market as there is no throughway traffic. Pedestrian traffic is very limited.
    2. Glasgow Park: As a result of the market analysis process, the community feels more engaged in the market as well as feeling listened to. Changes within the market operations and advertising were made based on suggestions by both vendors and patrons in an effort to fully integrate the farmers market into the community.

iii. Goal/Objective 3: New Farmers Market at the Garfield Park Community Recreation Center. The projected outcome will be a 50% increase in farmers and vendors in market year 2016 over 2015 and a 25% increase in sales in market year 2016 over 2015.

a. Progress Made:
Garfield Park Farmers Market saw a reduction in consistently participating vendors in 2016 from 2015. One to two farmers participated for the majority of the 2016 season at Garfield Park. Sales revenues echoed the lack of vendor participation decreasing significantly from $5,700 in 2015 to just $1,200 in 2016. These numbers were very disappointing and reflected the out-of-sight location of the market. The lack of visibility from main roads proved to hinder the viability of the market as there is no throughway traffic and pedestrian traffic is very limited.

b. Impact on Community:
While the Garfield Park farmers market was not as successful as projected, it still had a positive impact on the neighborhood in which it resides. Many of the patrons that visited the market at Garfield Park were very loyal and returned weekly. These patrons were given access to fresh regionally grown produce that they otherwise would not have had access to or would have had to go outside of their community to obtain.

iv. Goal/Objective 4: Add EBT/SNAP capability for all market sites

a. Progress Made:
EBT/SNAP capability was available and utilized at all four New Castle County farmers markets, Glasgow Park, Carousel Park, Rockwood Park and the new market at Garfield Park. In 2016 New Castle County Farmers Markets transacted a total of $653.00 in SNAP/EBT purchases. This is an increase over 2015 SNAP/EBT purchases of over almost $200 in sales and reflects a percentage increase of 41% over 2015.

b. Impact on Community:
The ability to transact SNAP/EBT at all of the New Castle County Farmers Markets gives access to low-income, low-food access residents living in the vicinity of our markets. This capability also allows for additional sales dollars for our approved vendors. As these markets grow and expand, the expectation is that the number of SNAP/EBT beneficiaries will also increase, increasing sales dollars.

In addition to the SNAP/EBT program, New Castle County has also worked to partner with the State of Delaware on a Women's Infants & Children's (WIC) Program the gives beneficiaries dollars to spend specifically at farmers markets. This program was widely successful for NCC markets, generating over $2,400 in sales. This program will continue in 2017, with the expectation that the WIC voucher program will also drive customers to our markets who also receive SNAP/EBT benefits.

2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 2014).

   i. Number of direct jobs created:
   The project created two (2) new permanent part-time job positions. The positions were hired as on-site farmers market managers to oversee market operations at Glasgow Park and Rockwood Park. The project also created additional hours for one (1) existing part time employee as an on-site farmers market manager at Carousel Park. Additionally, one (1) contracted seasonal position was also created due to the project. This position served as on-site farmers market manager of Garfield Park market.

   ii. Number of jobs retained:
   A total of two (2) permanent part-time positions have been retained, working year-round to serve as on-site market managers, as well as future planning, promotion, vendor recruitment during "off-season" months.

   iii. Number of indirect jobs created:
   According to vendors, one (1) indirect job was created by the project. This job position was created to directly assist farmer at Glasgow Park Farmers Market. The job position with this farmer would otherwise be unnecessary had the farmer not participated at the farmers market at Glasgow Park.

   iv. Number of markets expanded:
   In terms of vendors, sales numbers and market attendance, Carousel Park, Glasgow Park and Rockwood Park Farmers Markets each saw expansion in 2016. Sales figures were up $108,000 over 2015 at those three markets; an increase of 47%. Attendance numbers at those three markets increase over 9,700 patrons from 2015 attendance; an increase of 48%.

   v. Number of new markets established:
   The project enabled the establishment of Garfield Park Farmers Market, which is located in a census tract deemed by the USDA as a low food access area.

   vi. Market sales increased by $103,400 and increased by 43% from 2015 to the 2016 market season

   vii. Number of farmers/producers that have benefited from the project:
      a. Percent Increase:
      A total of 35 unduplicated vendors participated at Carousel Park, Glasgow Park, Garfield Park and Rockwood Park Farmers Markets. That is an increase of 9 vendors over 2015; a percentage increase of 35% total.

      It should be noted that the New Castle County Farmers Markets have become successful enough that ten (10) vendors participate at multiple markets on multiple days of the week.

3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?

Customer attendance at Carousel Park, Glasgow Park, Garfield Park and Rockwood Park Farmers Markets increased over 9,700 or 48% in total. The project enabled the ability to reach new customers, including reaching low-income, low food access populations and businesses.

Low income and low access populations were reached with the establishment of Garfield Park Market and the sustainability of the Rockwood Park Market both of which serve census tracts identified by USDA as low income/low food access and priority areas, and overall thru the acceptance of EBT/SNAP benefits at all four market locations.

The expansion of Glasgow Park market allowed for the reach of new customers in an already diverse community in terms of income and ethnicity.

The project also gave access to new entrepreneurial opportunities to multiple new farms and start-up businesses such as Rebel Cove Food Truck, Dequa Designs Jewelry, Frampton Designs Jewelry, Roundwood Farms Produce, Veronica's Kitchen and Pine Hill Farms.

4. Discuss your community partnerships.
    i. Who are your community partners?
    Due to the project, the New Castle County Farmers Markets Program was able to work with and collaborate with a number of community partners in the form of local businesses, civic groups, non-profit organizations and agencies, elected officials, law enforcement agencies and volunteers. Partners have included the University of Delaware Cooperative Extension Service, Pettinaro Residential / Rockwood Apartments, Delaware State Police, Glasgow Lions Club, Gable Music Ventures, Delaware 87ers, Delaware Stars Professional Soccer, Delaware State Department of Agriculture, Delaware Farm Bureau, Delaware Nature Society, Delaware Center for Horticulture, Delaware Division of Public Health, Nemours, Pencader Heritage Association, The Party Business, Bear/Glasgow YMCA as well as State and Local elected officials.

    ii. How have they contributed to the overall results of the FMPP project?
    The partners above have contributed to the project in various ways. Many of these partnerships have resulted in additional promotion of our markets as well as providing education, information, activities and entertainment at our markets.

    Some of the listed partners provided feedback and suggestion in community forums to help guide the direction of the farmers markets, particularly Glasgow Park Farmers Market. Other partners like Pencader Heritage Association provided community outreach and education about the history of the Bear-Glasgow community and Glasgow Park. The University of Delaware Cooperative Extension Service provided free food demonstrations at multiple markets, highlighting recipes created with seasonal produce. The Delaware Division of Public Health partnered with Glasgow Park Farmers Market to add a "Run the Farm 5K Run/Walk" during the market. Gable Music Ventures assisted in booking artists to provide local original music entertainment. The Party business provided free face painting for children on designated Kid's Days to help promote market and draw attendance and more families.

iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?

New Castle County plans to continue and cultivate the partnerships we have already established, while also expanding outreach to additional new community partners who will help with the promotion of the farmers markets. We expect that these new and continued partnerships will result in additional opportunities to add information and exhibitions for market patrons, helping to grow attendance.

New Castle County is committed to garnering information, suggestions and feedback as well as cross-promotional opportunities. In addition, New Castle County plans to continue to leverage these partnerships to draw attendance by having partners provide free promotional materials, education and entertainment.

iv. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?

New Castle County utilized contractors for a few components of the program promotion. We partnered with the University of Delaware Cooperative Extension to provide free food demonstrations at all farmers' market locations on a rotating, periodic basis. These demonstrations highlighted use of seasonal produce and other food items, providing instruction on healthy, quick and easy preparation of meals.

New Castle County also contracted with Gable Music Ventures to book artists to provide free local original music entertainment at Glasgow Park and Garfield Park Farmers Markets. Both the food demonstration and live music programs were well received by patrons. Music entertainment worked to keep patrons at market for a longer duration, to enjoy local artists and in turn spend additional dollars at market.

New Castle County contracted for the market analyses thru Deardorff & Associates, an expert in marketing and promotions. The studies have provided recommendations for moving forward with a successful expansion of Glasgow Park Farmers Market location as well as recommendations for the Garfield Park Farmers Market.

5. Have you publicized any results yet?

i. If yes, how did you publicize the results?
An annual report was developed for the 2015 and 2016 Farmers Market seasons. The county conducted stakeholder and focus group meetings with producers and consumers.

ii. To whom did you publicize the results?
Results of the 2015 Annual Report were presented to New Castle County Council at a public committee meeting. Results were presented to producers and consumers who participated in stakeholder and focus group meetings.

iii. How many stakeholders (i.e. people, entities) did you reach?

Conducting focus group meetings and market surveys, we were able to reach approximately 150 stakeholders.

6. Have you collected any feedback from your community and additional stakeholders about your work?
   i. If so, how did you collect the information?
   Glasgow Park Farmers Market conducted and collected over 50 surveys completed by market patrons to obtain feedback and suggestion on how to improve the market experience for patrons. In addition, over 1,000 email addresses were collected at multiple markets, which increased the Farmers Market E-Newsletter recipient list over 300%. The email open rate for these e-newsletters was over 30%, which are almost double most promotional email open rates of 15-19%.

   We also collected feedback and information through the contracted marketing and promotions partner, Deardorff & Associates, who conducted on-site surveys of visitors to Glasgow Park and Garfield Park. Web-based surveys were also a source of information from visitors of Glasgow Park Farmers Market. Deardorff also conducted focus groups of market patrons, local civic and community members, businesses, local non-profits, organizations, agencies and vendors to gain feedback on our markets.

   ii. What feedback was relayed (specific comments)?
   The following feedback was collected from the Glasgow Park Farmers Market survey. Respondents' preferences for future advertisement and market updates are as follows: The majority (44%) through social media updates, 39% through New Castle County's website, 33% through e-Newsletters, 30% through coupons and promotions, 17% through radio, and 13% through print advertisements.
   - Other responses regarding promotion and advertising included requests for:
     - More specific information when advertising, such as address, directions, photos and lists of products
     - Information in other languages
     - A clarification of the message to express that the market is a great place for the community to come together, it helps to empower the community

   - Regarding musical entertainment:
     - Concerts that get the crowd involved
     - A music festival at least once a month in the park from morning to late evening and weekend music festivals with camping in the park.
     -

7. Budget Summary:
   i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report: ☐
   ii. Did the project generate any income?
      a. No, the project did not generate any income.

8. Lessons Learned:
    i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).

    The most significant lesson learned is that the most successful markets are ones which develop a connection to the community, interact with its neighbors and develop partnerships with benefit both the respective partners and the market. At Glasgow Park Market, New Castle County was able to develop connection to the community as well as community groups, local business and non-profit organizations. Although great effort was given to attempt to work similarly with the community surrounding the Garfield Park Market, efforts fell short and the market faced challenges to its success.

    New Castle County also learned that not all markets are the same and not all communities desire the same things from their respective markets. Efforts were taken to individualize each market to suit the wants and needs of its community. For instance, New Castle County scaled back live music entertainment to only two markets – Glasgow and Garfield Park – whereas in previous years it provided music at all markets. Music entertainment did not improve the quality of the market at all locations, thus it was scaled back to only markets which music was highly desired and improved the market experience. This in turn saved the farmers market program valuable financial resources.

    ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:

    The development of a successful market in the low-income, low food access area of the Garfield Park Farmers Market did not meet expectations or goals. It was difficult to draw potential vendors to the market for multiple reasons. Some vendors viewed the area as dangerous. Others vendors were discouraged by the low-income level of potential customers. Lack of visibility greatly hindered establishment of a strong based customer. It is important to recruit vendors committed to the success of their business, the long term success of the market, and to providing fresh foods in a low food access area.

    The location of the market also proved to be a challenge to draw potential customers. The market was located in an area with low visibility surrounded by a residential neighborhood. There was very limited passing traffic. The neighborhoods in this area are also somewhat territorial, discouraging potential customers on foot from visiting market. A more visible, easily accessible location is more desirable to assist the success of the market; a location where both foot and vehicle traffic can easily see and access the market.

    iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:

    In administering such a project, it is vital to keep good record of sales and attendance data. New Castle County relied on vendors to accurately report sales data, collecting sales reports from each vendor at the end of each market, while also recording

attendance numbers. This collection of data helped to accurately report the successes and failures to reach our goals and to consider and address areas of success and where we were finding challenges. Data collection also helps to identify strong or weak periods of the market season and how to best utilize resources to help in historically weaker periods and take advantage in stronger periods.

Hiring staff with agricultural backgrounds is beneficial for a variety of reasons, one of the most valuable is their ability to develop and maintain strong relationships with the vendors who are farmers. Retaining employees over consecutive seasons makes the market operation much more efficient because it removes the need to orient and retrain new staff and allows employees to build on their experience from the previous market year.

9. Future Work:
    i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.

    New Castle County will continue its Farmers Market Program far beyond the reporting period. The Administration of New Castle County Government has fully supported the project; and has encouraged growth and expansion of the program as a whole. Additionally the Administration has provided substantial infrastructural and financial resources for capital improvements at Glasgow Park to construct the market area, including over 3,000 square feet of indoor market space and additional parking for the market. This space will help to possibly expand the operation of the market to year round.

    New Castle County has also planned a project to update and outfit a commercial kitchen at one of its Community Recreation Centers. This commercial kitchen can be used to recruit, encourage and assist potential small business entrepreneurs to get their businesses off the ground and possibly become future market vendors.

    New Castle County will continue to work with and foster the partnerships created to help promote its Farmers Market Program. We hope to continue and cultivate the partnerships we have already established, while also expanding outreach to additional new community partners, to continue to help with the promotion of our markets. We expect that these new and continued partnerships will result in additional opportunities to add information and exhibitions for market patrons, helping to grow attendance. Partners such as Gable Music Ventures will be utilized to bring live local original music and artists. Gable Music Ventures will also work to help provide advisement on social media promotion and outreach.

Glasgow Park
FARMERS
MARKET
Fridays
3 - 7 p.m.
May - October
nccde.org/farmersmarkets
SNAP
We Accept
EBT
New
Castle
County
1673
Delaware
County Executive
Thomas P. Gordon

Glasgow Park
FARMERS MARKET
Delaware 896 & U.S. 40, Bear
EVERY
FRIDAY
Open May Thru October, Rain or Shine
Live Music
Weekly!
3-7 P.M.
We Accept
EBT
SNAP
New Castle County
Farmers Market Program
nccde.org/farmersmarkets
County Executive
Thomas P. Gordon

Cool Spring Park

N JACKSON ST & WEST 10TH ST, WILMINGTON

FARMERS MARKET
THURSDAYS 4-8 P.M.

FRESH FOOD - MUSIC - COMMUNITY

local & live
MUSIC AT THE MARKET
every week 5-8 p.m.

SEPTEMBER 1
JOY IKE

SEPTEMBER 8
NALANI & SARINA

SEPTEMBER 15
FISHCASTLE

SEPTEMBER 22
AUDRA MCLAUGHLIN

SEPTEMBER 29
ACACIA SEARS

COOL SPRING FARMERS MARKET

We Accept EBT SNAP

County Executive Thomas P. Gordon
Department of Community Services
Division of Community Resources

FARMERS MARKETS

Open Fridays, May 2 - October 10*, 3-7pm
Glasgow Park, Carousel Park, & Rockwood Park
*Closed Friday, July 4

BUY LOCAL BUY FRESH

FRESH PRODUCE MEATS PORK EGGS JAMS JELLIES
LOCAL HONEY CAKES PASTRIES HANDMADE SOAPS, LOTIONS, CANDLES
HOMEMADE SPICE MIXES FRESH CUT FLOWERS AND ARRANGEMENTS

VENDORS WANTED

New Castle County is looking for local vendors for farmers markets and special events. We need farmers and producers of vegetables, fruits, meats, cheeses, honey, and other hand-crafted items for three farmers markets at Carousel, Glasgow, and Rockwood Parks. Have a food or ice cream truck? Sign up to vend at one of our many family events throughout the year. Vending permits are affordable, leaving plenty of room for profit. Details at nccde.org/parks. Michael Begatto at 302-395-5624

OPENING DAY MAY 2

STORY TIME IN THE PARK 3PM
ENTERTAINMENT 4 TO 7 PM

GLASGOW PARK - Runaway Train
CAROUSEL PARK - Bootsie the Clown
ROCKWOOD PARK- Kevin Sarkissian

NCCDE.ORG/PARKS

@NCCDE

New Castle County Government

Thomas P. Gordon, County Executive

NEW CASTLE COUNTY

Opening May 21, 3-7 p.m.

THURSDAYS: ROUTE 9 GARFIELD PARK ❦ ROCKWOOD PARK

FRIDAYS: CAROUSEL PARK ❦ GLASGOW PARK

NCCDE.ORG/FARMERSMARKETS OR CALL 302.395.5624

New Castle County Farmers Market Program

#FarmersMarketDE

Thomas P. Gordon
County Executive

VENDORS WANTED

New Castle County is looking for local vendors for

ROUTE 9 FARMERS MARKET

AT GARFIELD PARK

We need local farmers and producers of vegetables, fruits, meats, cheeses, honey and other hand-crafted items for our farmers market at Garfield Park, open on Thursdays, from 3-7 p.m., starting May 21. Vending permits are affordable, leaving plenty of room for profit.

BUY LOCAL BUY FRESH

Vendors are also needed at other market locations at Carousel, Glasgow, and Rockwood Parks.

Applications at nccde.org/farmersmarkets
Contact: Mike Begatto at 302-395-5624
or James Parker at 302-395-5608

New Castle County Farmers Markets

@NCCDE

Thomas P. Gordon
County Executive

New Castle County 1673 Delaware

Glasgow Park Farmers Market

Promotion Project

Market Research Key Findings Report

February 1, 2016

Deardorff

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Executive Summary

Farmers markets have become a significant component of our nation's economy, food system and communities. Farmers markets link rural to urban, farmer to consumer, and fresh ingredients to our diets, and provide individuals with a setting to engage and form a connection with their communities.

The following report provides analysis of the market research conducted in support of the New Castle County Farmers Market Promotion Initiative for the Glasgow Park location. The market research was commissioned by New Castle County to gain valuable insight from the community, its key stakeholders, leaders and businesses and vendors to determine how the Glasgow Park Farmers Market can more effectively meet the needs of the area it serves while providing profitable opportunities for local businesses.

Qualitative market research was conducted with three distinct target audiences to ensure that recommendations for improvement, promotion and growth are grounded in the wants and needs of all involved. Research methods were tailored to the audience and designed to elicit feedback on current market awareness, successes and challenges, methods of communication, community value and potential expansion.

Research found that all audiences equally view the Glasgow Park Farmers Market as a beneficial and enriching component of the Bear, Glasgow and Newark communities with the potential for significant growth in the future. All audiences agreed that the Glasgow Park Farmers Market needs to become a destination – a reliable and consistent source for locally grown/raised food, quality products and social engagement.

The following findings have been identified as key areas of focus in the effort to achieve this:

- The New Castle County Farmers Market Program needs a distinctive and memorable identity to differentiate itself from other markets in the area and become top-of-mind to the public. Currently, the majority of the public is unaware of New Castle County's overall mission and is confused by the affiliation between the Glasgow Park, Carousel Park and Rockwood Park markets, as well as its relationship to Cool Spring market and the New Castle Farmers Market on Route 13.
- There is an opportunity to enhance the value of the farmers market by promoting the health and economic benefits of home-grown products.
- The public's misunderstanding, or lack of knowledge, of the seasonality of fruits and vegetables can result in a poor market experience when expectations are not set. The community needs education about the benefits of locally grown/raised products and seasonal availability to ensure a full and satisfying understanding of the offering.
- The Glasgow Park Farmers Market struggles with a lack of visibility from the surrounding roadways as well as within the park. A comprehensive signage and promotion strategy, including tactics with permanent year-round presence and innovative installations, needs to be implemented to attract area residents to the Glasgow Park Farmers Market.

- As it has started up and evolved, this market has moved locations and experienced changes in hours of operation during the last three years, which are contributing factors to low awareness and some confusion. While research participants discussed at length the pros and cons of changing the day and time of the market, the final takeaway was that the market should remain on Fridays with extended hours until 8 p.m. to accommodate the working population in the surrounding communities as well as key vendors' additional obligations.
- More vendors seem to be the measure of success among the public. The community's primary request is to feature more vendors with a wider range of products, with specific requests for a bread vendor, a baked goods vendor and more produce.
- The addition of entertainment and artisans was also discussed as was the distinction between a farmers market and a flea market. Both were viewed as positive additions as long as the artisans were high quality and the entertainment did not interfere with commerce (noise) and was coordinated with all planned New Castle County activities at the Glasgow Park.
- The Glasgow Park Farmers Market vendors are a close-knit community that recognizes the potential of this location. Many are currently advertising and promoting the market on their own through social media. A seamless and comprehensive link needs to be established between the vendors' digital and social media presences and New Castle County's platform to increase reach and frequency to the community and to disseminate relevant information.
- Key stakeholders, community leaders and local organizations/businesses are in full support of the New Castle County Farmers Market Program. The community is comprised of numerous opportunities for cross collaboration, including the YMCA, the Boys and Girls Club, the University of Delaware, the State of Delaware Police and the New Castle County Police. Enhancing these community partnerships will further demonstrate that the County is aligned with the needs of its constituents.

MARKET RESEARCH TARGETING FARMERS MARKET PATRONS

Methodology

OVERVIEW

Deardorff, in partnership with New Castle County, conducted onsite and online qualitative market research in October and November 2015 to support the New Castle County Farmers Market Promotion Project for the Glasgow Park location.

The purpose of this research was to gain valuable insight on the community's perceptions of the current market and on strategies for success and expansion at the Glasgow Park location. New Castle County will utilize the following survey results as a performance measure for the current operation and to help inform planned enhancements to the Farmers Market in 2016 and beyond.

SURVEY DESIGN

Working in partnership with New Castle County, Deardorff developed the qualitative questionnaire with the goals of improving and expanding the Glasgow Park Farmers Market. The survey instrument included questions on demographics, attendance, awareness, methods of communications, buying behaviors and future vision.

The survey was designed to be effective when used during onsite intercepts as well as online. Intercept surveying allowed for the collection of real-time responses when patrons were most engaged in the market experience. The online survey, posted to the New Castle County Farmers Market Program website, captured feedback from site visitors who were seeking information about or exploring the services provided by the County. Responses from these methods totaled 85 participants, 62 of whom were intercepted between 3 p.m. to 6:30 p.m. on Friday, October 9, 2015, at the Glasgow Park Farmers Market. The date and time for this surveying were selected based on the Farmers Market's regular operating hours and favorable weather conditions. The online survey was open from Monday, October 5, 2015, through Sunday, November 22, 2015.

The survey developed for the onsite intercepts included both multiple-choice and open-ended response questions. A condensed version of the survey was posted to the New Castle County website. The Appendix contains the final survey instrument used for the onsite surveying.

RESEARCH EXECUTION

To conduct the intercept surveying component of the research, representatives from Deardorff distributed surveys individually on clipboards from the Information Center at the Glasgow Park Farmers Market. Participants completed the surveys themselves, and Deardorff and New Castle County representatives collected the completed questionnaires. The Farmers Market on October 9, 2015, attracted 132 attendees and 47% (62 patrons) volunteered to participate in the survey.

The online survey was managed by New Castle County. A condensed version of the survey used for the onsite research was posted to the New Castle County Farmers Market website at http://www.nccde.org/820/Glasgow-Park-Farmers-Market. New Castle County representatives

promoted survey participation through digital outreach and social media. An additional 23 respondents completed the online version of the survey. The online cohort represents 27% of the total (85) respondents.

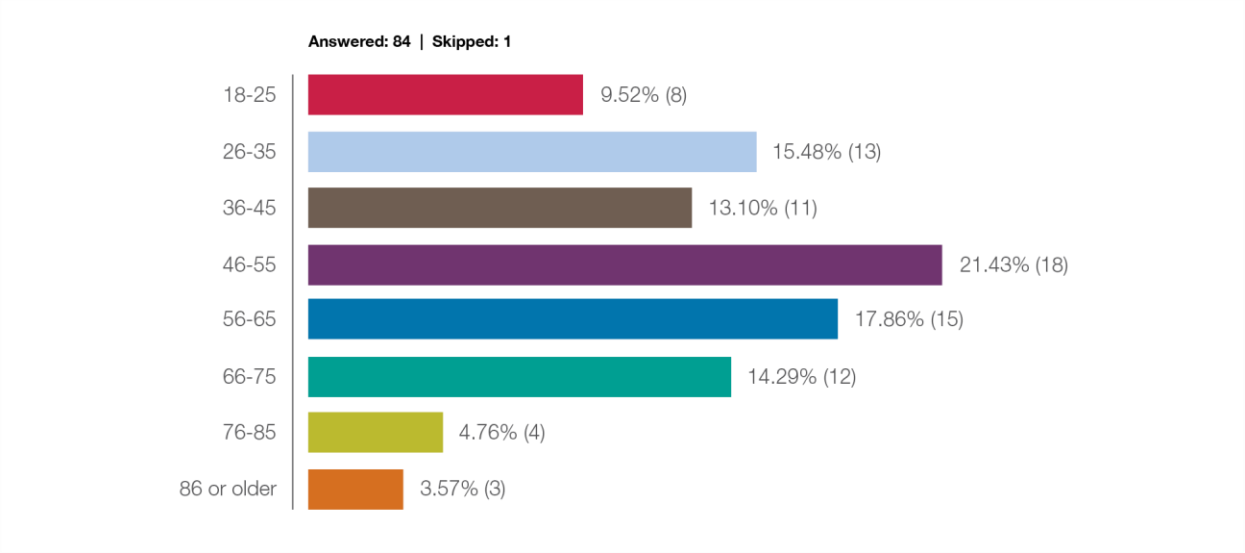
RESEARCH TABULATION

Upon completion of the Farmers Market intercept survey, questionnaires were counted, collated and analyzed by representatives from Deardorff. Responses from the online survey were managed and tabulated by New Castle County using its existing Constant Contact membership and were then released to Deardorff for analysis. The following pages summarize the collected data and provide a detailed question-by-question analysis of the participants' responses. In some cases, total *Answered* does not equal 85 because respondents skipped some questions.

Detailed Findings

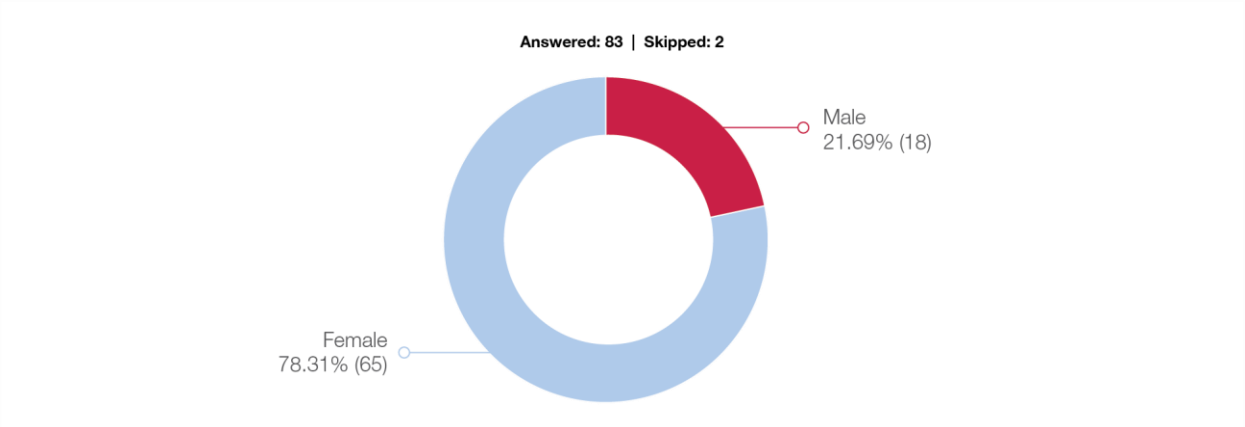
1. Please select your age range.

While the sample population included individuals from all age groups, more than half of the respondents (53.58%) were between the ages of 46 and 75. Interestingly, exactly 25% of the respondents were between the ages of 18 and 35. The breakdown is as follows:



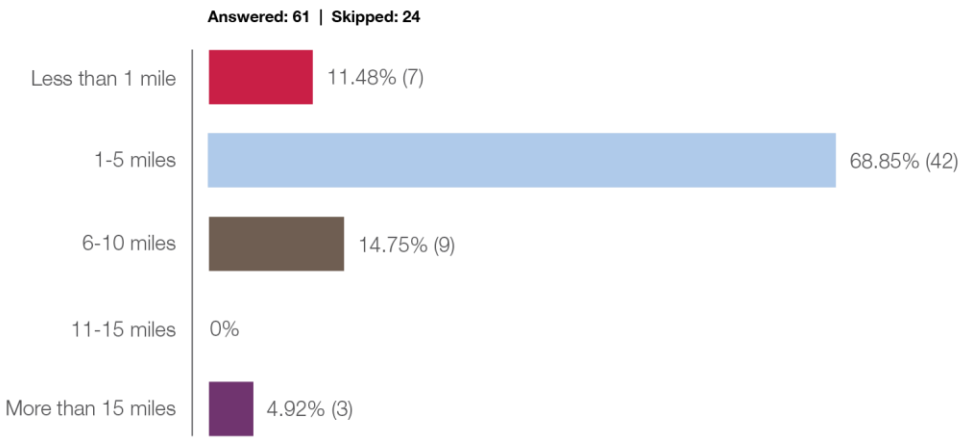
2. Please select your gender.

There were significantly more female respondents (78.31%) than male (21.69%).



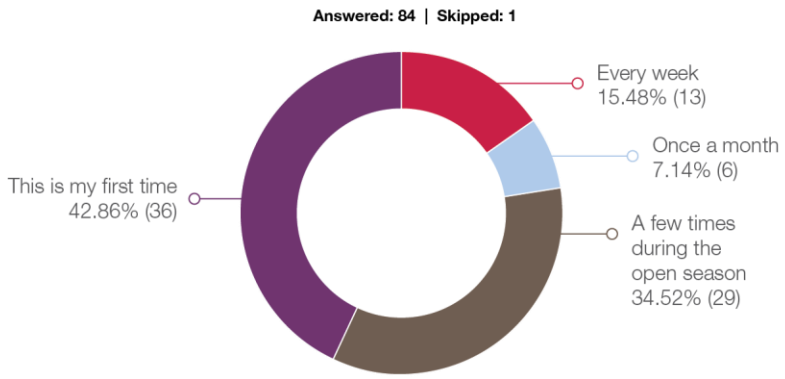
3. How many miles did you travel to attend the Glasgow Park Farmers Market?

An overwhelming percentage of respondents traveled 1 – 5 miles (68.85%) to attend the Farmers Market with the second highest answer being 6 – 10 miles (14.75%). The breakdown is as follows:



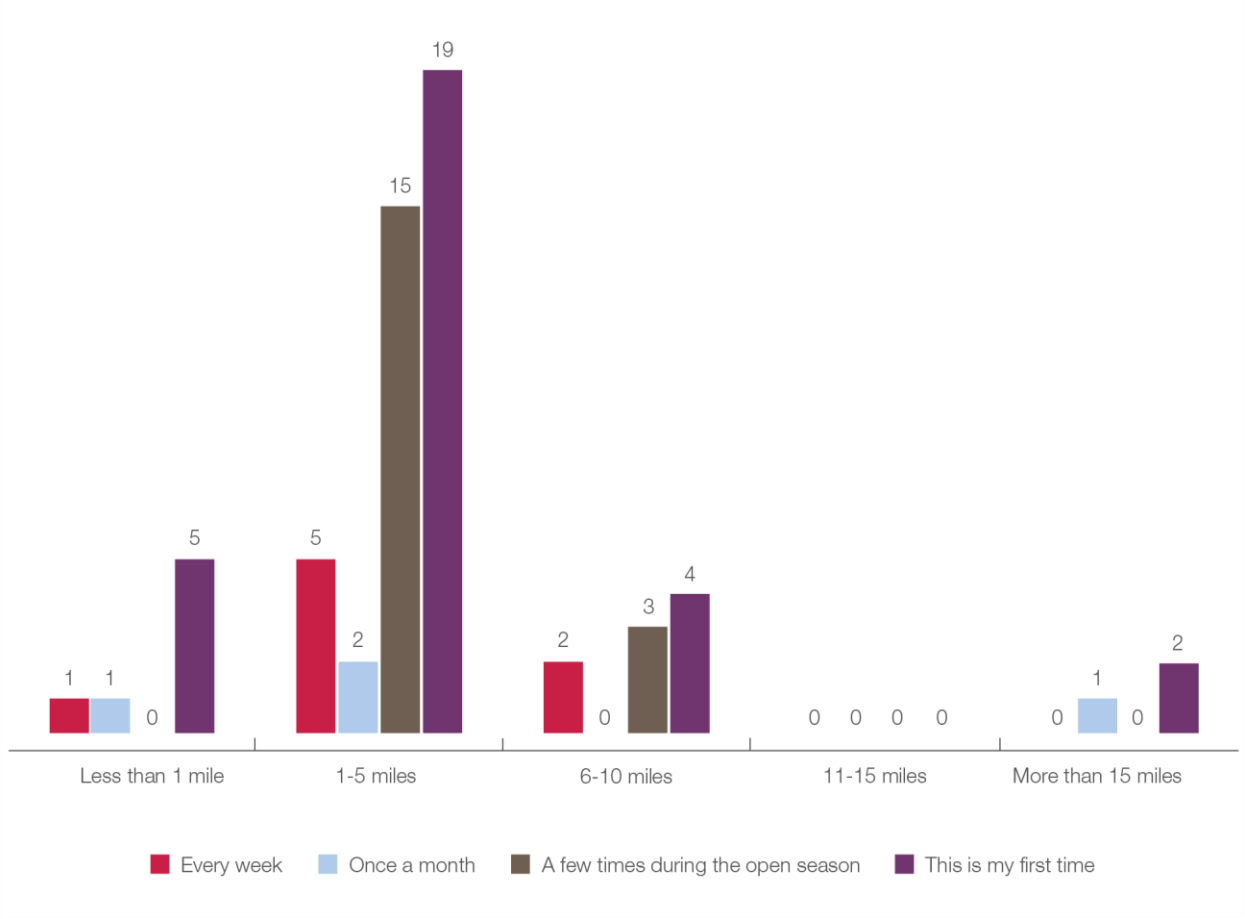
4. How frequently do you attend the Glasgow Park Farmers Market?

Almost half of the respondents (42.86%) indicated that this was their first time attending the Farmers Market, followed by 34.52% who attend a few times throughout the season. The Glasgow Park Farmers Market season for 2015 was May 22, 2015, to October 31, 2015.



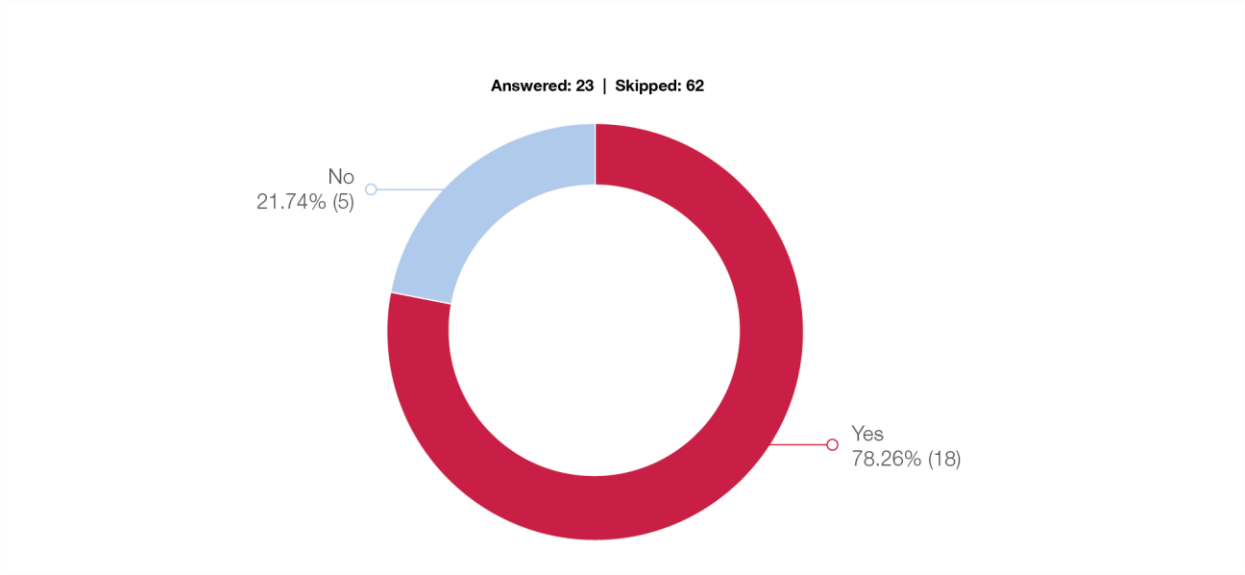
Cross-tabulating by age group reveals that first-time attendees (36) varied widely in age, but the majority of the respondents in this category (8) fell between the ages of 26 and 35.

It is also significant to note that cross-tabulating by miles traveled to attend the Farmers Market revealed respondents living within 1 – 5 miles of Glasgow Park were more likely to attend at least a few times throughout the market season. In addition, this group also represented the majority of first-time attendees.



5. If this is your first visit, would you return?

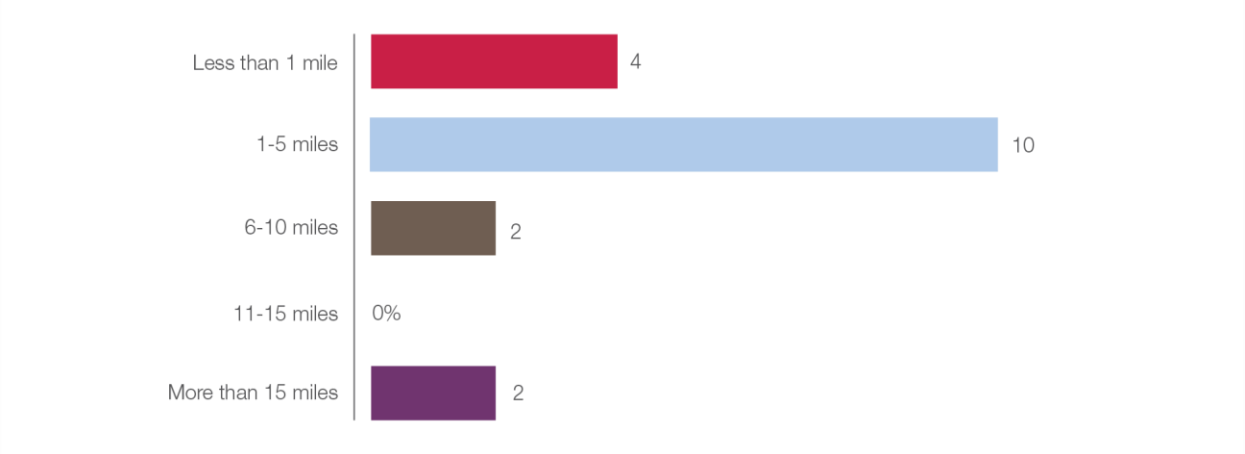
Of the 36 respondents who were attending the Glasgow Park Farmers Market for the first time, 50% (18 respondents) indicated that they would return, while 5 respondents indicated they would not. Thirteen of the 36 respondents who were attending for the first time did not answer the question.



*This question was omitted from the online survey.

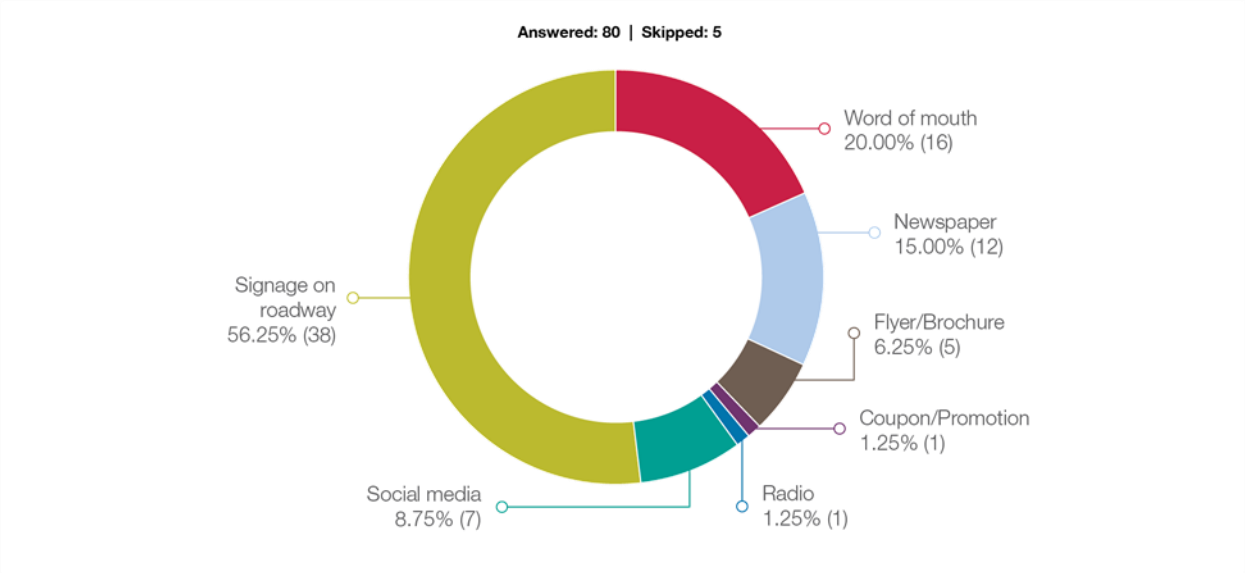
Cross-tabulation by age reveals that the majority of respondents who stated they would return were between the ages of 18 and 35 (39.13%). Of the 5 respondents who stated that they would not return, 4 respondents were between the ages of 36 and 45, and 1 respondent was between the ages of 56 and 65.

Further cross tabulation of miles traveled to attend the Farmers Market indicated that respondents traveling 1 – 5 miles to the Farmers Market were more likely to return.



6. How did you initially learn about the Glasgow Park Farmers Market?

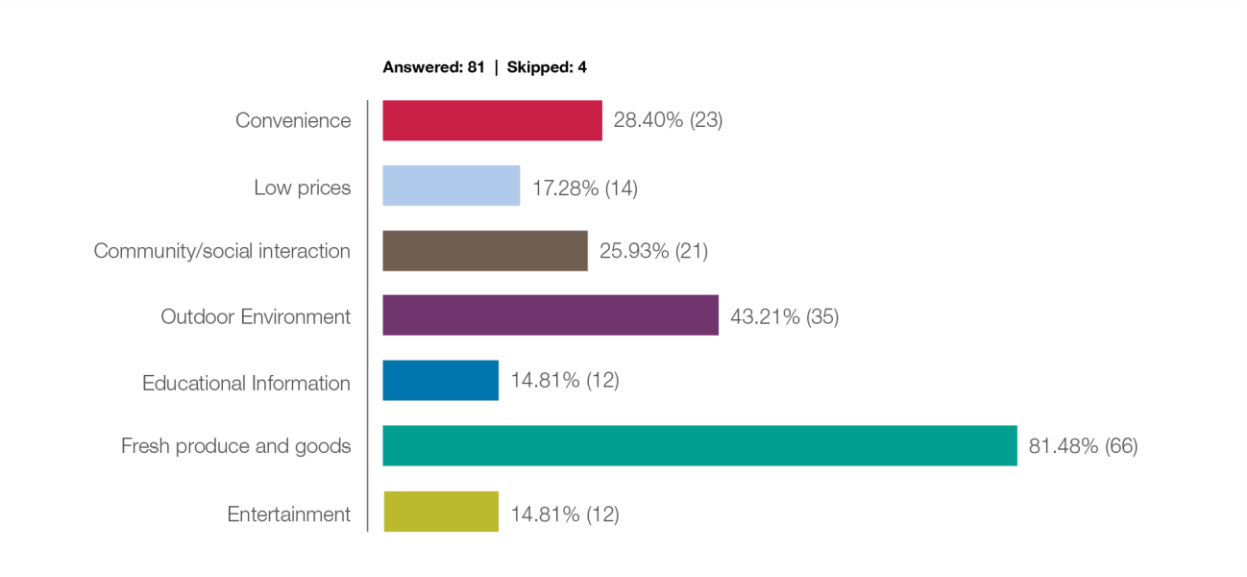
More than half of respondents (56.25%) initially learned about the Farmers Market from the signage that New Castle County has placed prominently along the roadway. Word of mouth and newspaper were the second and third methods indicated by respondents, respectively. Only 8.75% of respondents learned about the Farmers Market through social media promotions.



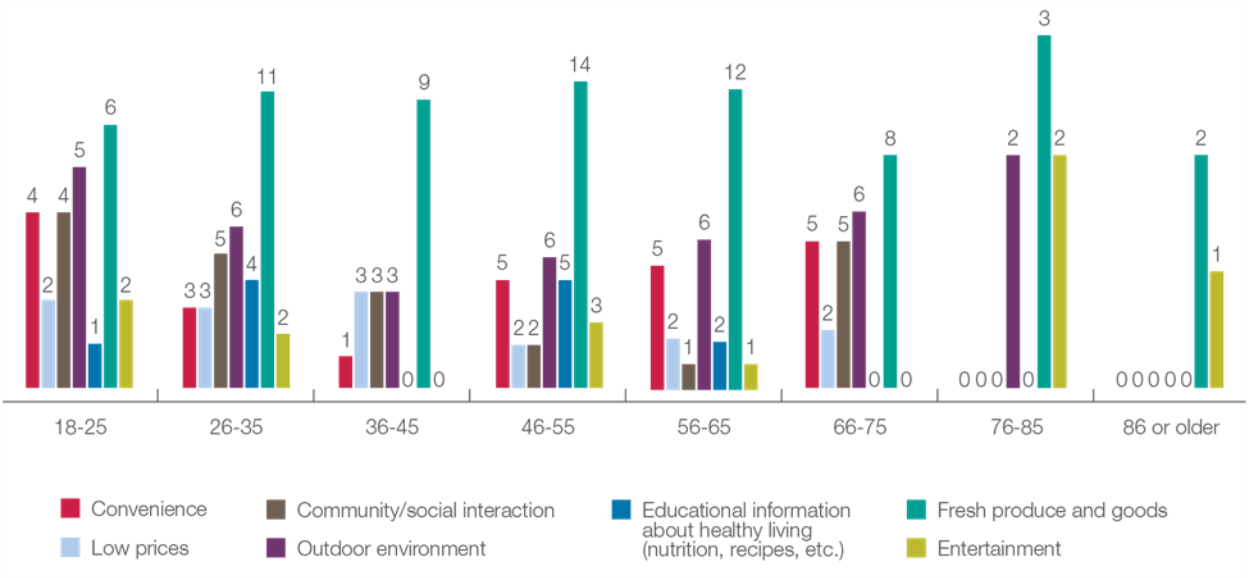
Given the overwhelming percentage of respondents who initially learned about the Farmers Market through roadway signage, cross-tabulation of the results by age revealed relatively equal distribution.

7. Why do you come to the Glasgow Park Farmers Market? [Check all that apply.]

The most highly rated reason for attending the Farmers Market was, overwhelmingly, Fresh Produce and Goods at 81.48%, with Outdoor Environment rated next at 43.21%. Other primary responses included Convenience (28.40%) and Community/Social Interaction (25.93%).

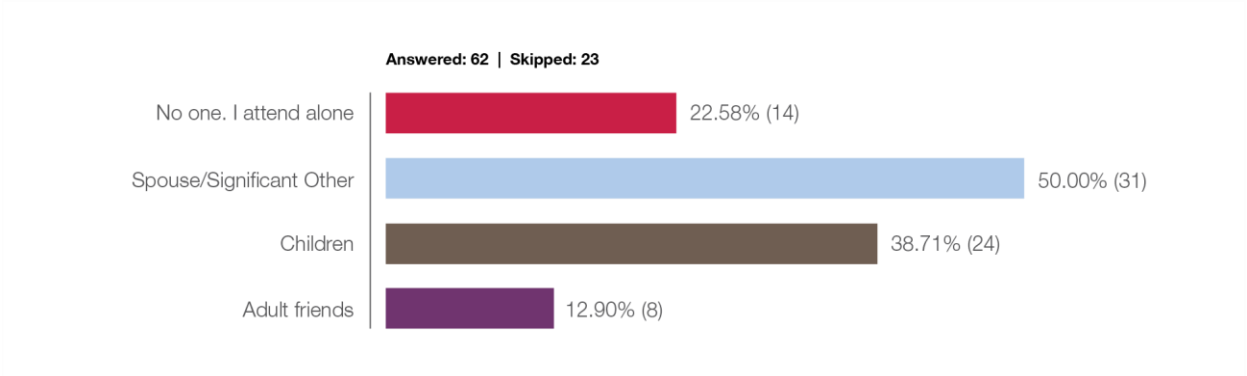


Cross-tabulating responses by age group provides significant insight into the buying and motivating behaviors. In all age groups up to 75 years old, Fresh Produce and Goods were more important than Price, as is Convenience, except for respondents between 36 and 45 years old.



8. Who attends the Glasgow Park Farmers Market with you?

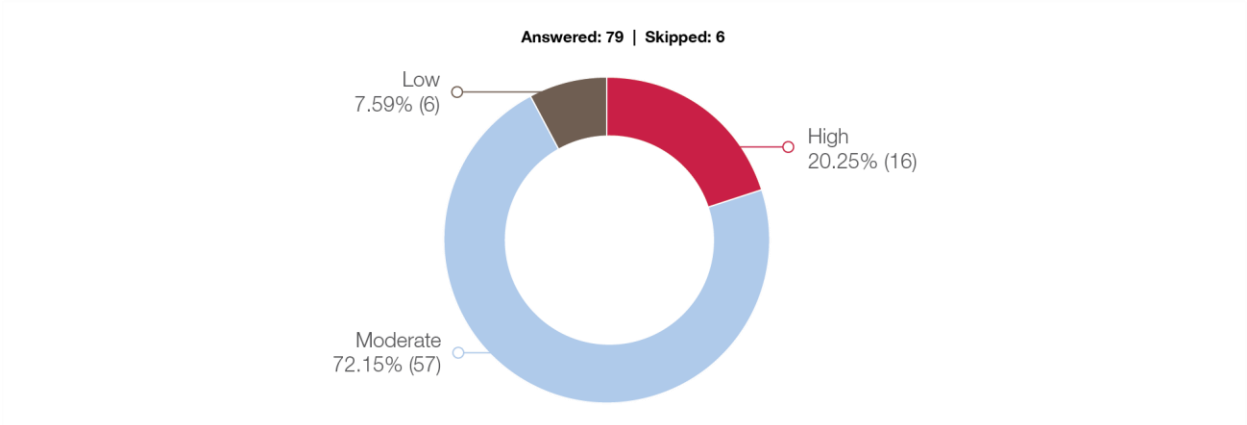
The majority of respondents indicated that they attend the Farmers Market with their spouse/significant other (50%) or their children (38.71%). A considerable percentage of respondents (22.58%) attend alone.



*This question was omitted from the online survey.

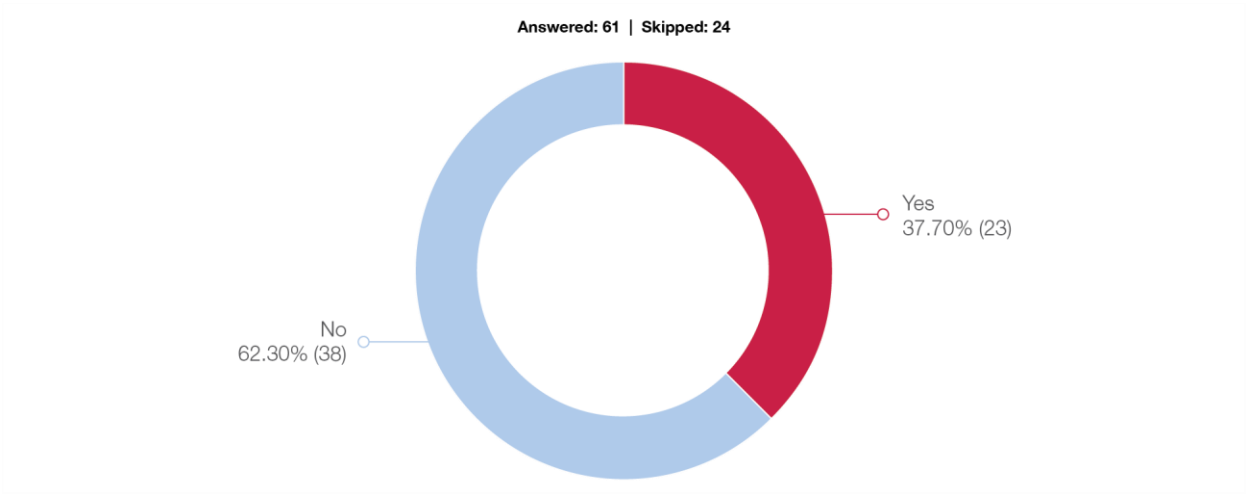
9. Do you think the prices for farm products (fruits, vegetables, meat, eggs and honey) at the Glasgow Park Farmers Market are High, Moderate or Low?

The majority (approximately 72%) of respondents (57 out of 79) thought the prices for the farm products are moderate. Sixteen respondents think that the prices are high.



10. Are you aware that the Glasgow Park Farmers Market accepts SNAP/EBT?

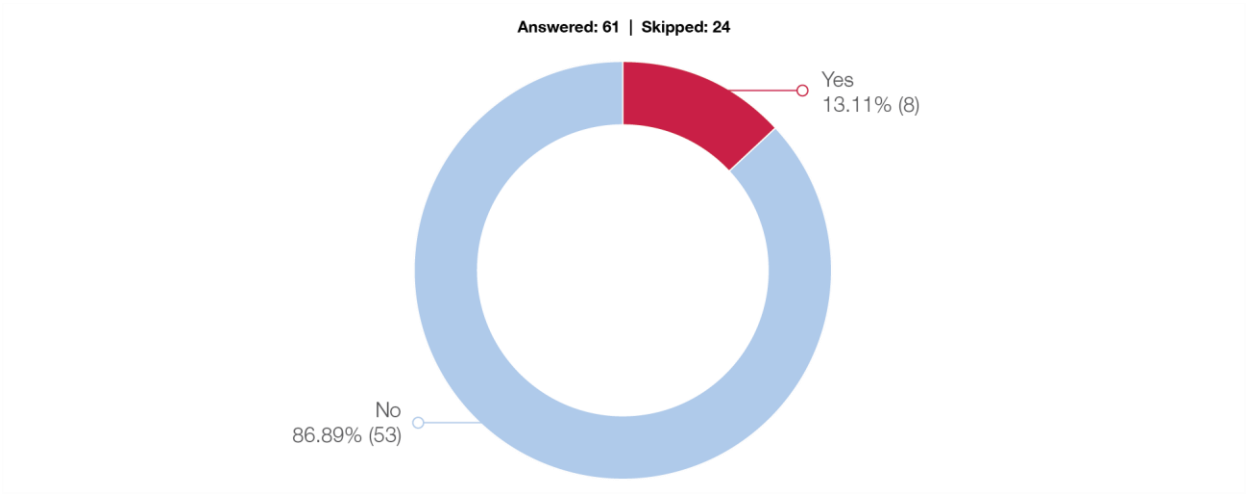
More than one-third (37.70%) of respondents were aware that the Farmers Market accepts SNAP/EBT.



*This question was omitted from the online survey.

11. Are you a SNAP benefits recipient?

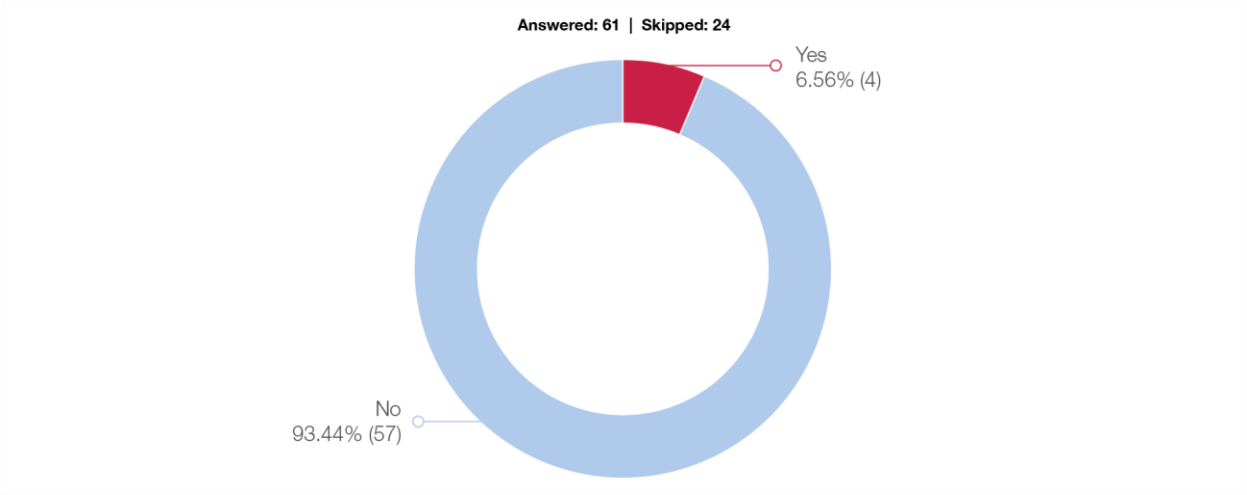
Of the 61 respondents that answered this question, only 8 (13%) are SNAP benefits recipients.



*This question was omitted from the online survey.

12. Do you use SNAP benefits at the Glasgow Park Farmers Market?

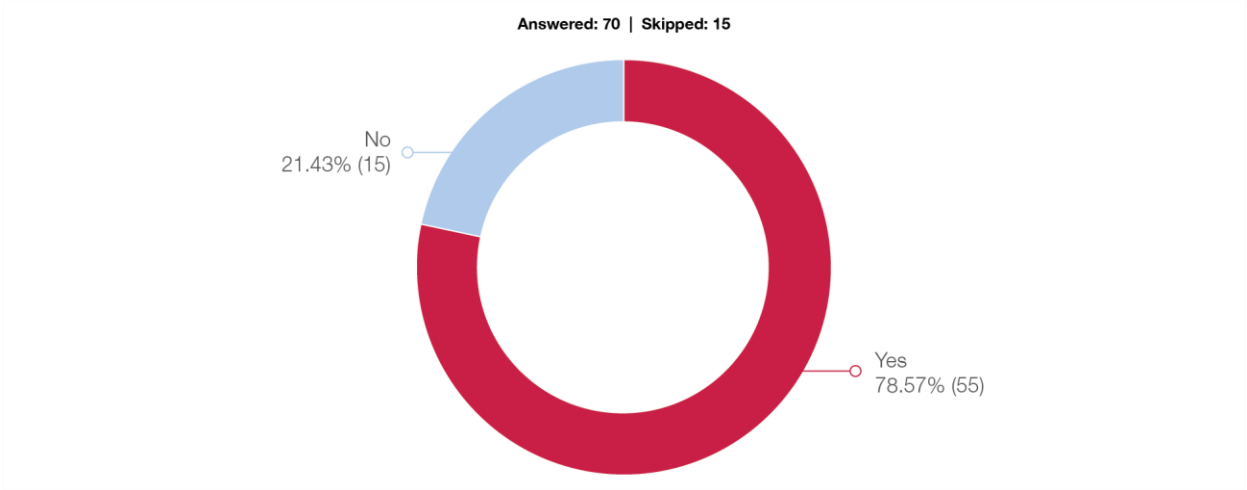
Only 4 of the 8 respondents who are SNAP benefits recipients utilize those benefits at the Farmers Market.



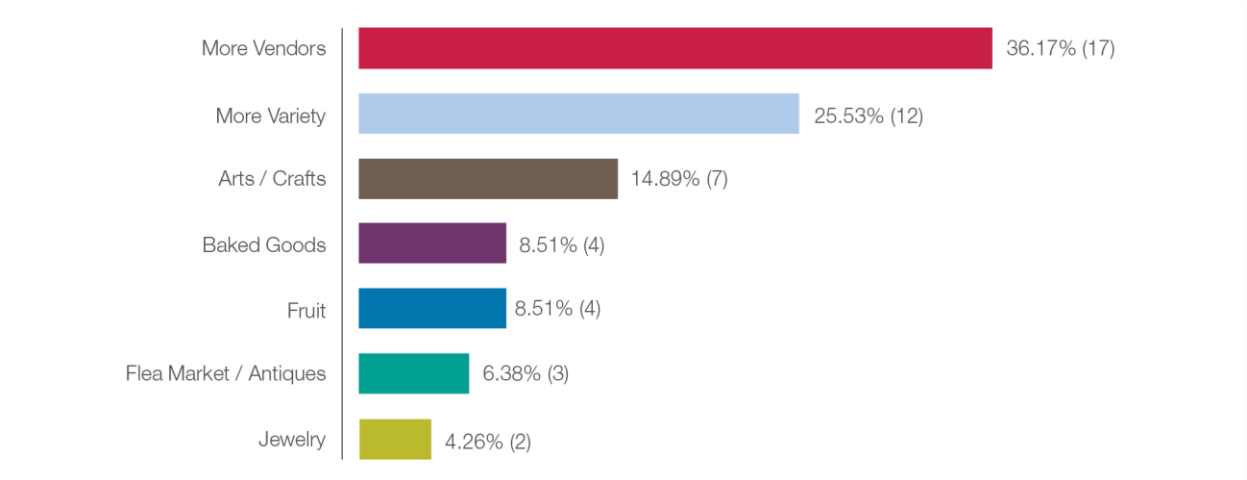
*This question was omitted from the online survey.

13. Are there other types of vendors and/or products you would like to see at the Glasgow Park Farmers Market?

A majority (78.57%) of the respondents would like other types of vendors and/or products to be made available at the Farmers Market, while 21.43% of respondents are happy with the current offering.

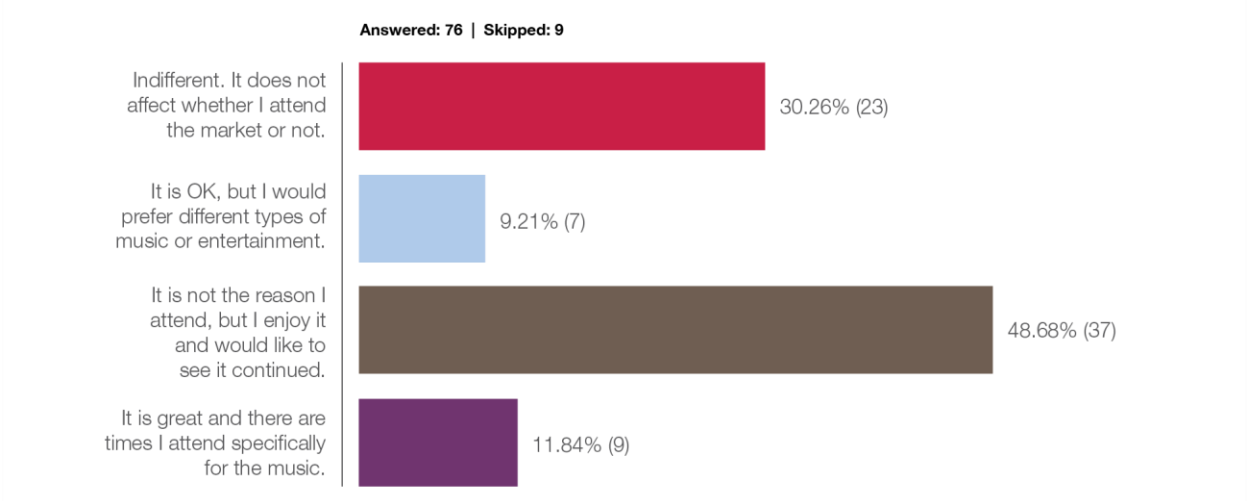


Respondents who answered “Yes” to this question provided several suggestions regarding the additional types of vendors and/or products they would like to see. The write-in responses and the frequency in which they were listed by respondents are as follows:



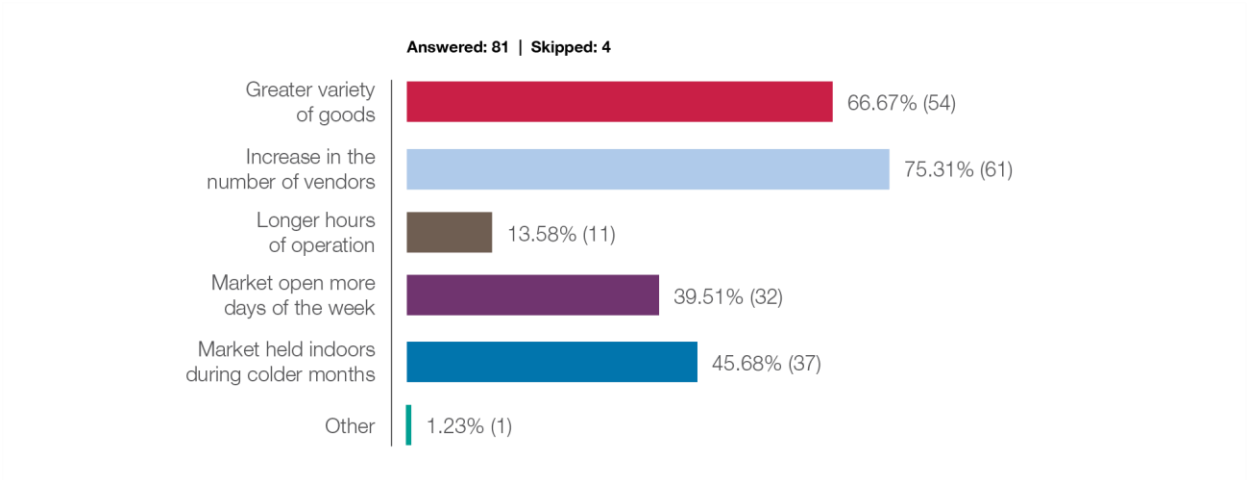
14. How do you feel about the musical entertainment at the Glasgow Park Farmers Market?

More than three quarters of respondents (78.94%) either did not attend or were indifferent to attending the Farmers Market for musical entertainment. Specifically, 11.84% of respondents think the musical entertainment is great and sometimes attend specifically to hear it; 48.66% enjoy the music even though it is not the reason they attend, and would like to see it continued; 30.26% are indifferent to it and will continue to attend the market regardless of it being offered; and 9.21% think it is OK but would prefer different types of music or entertainment.



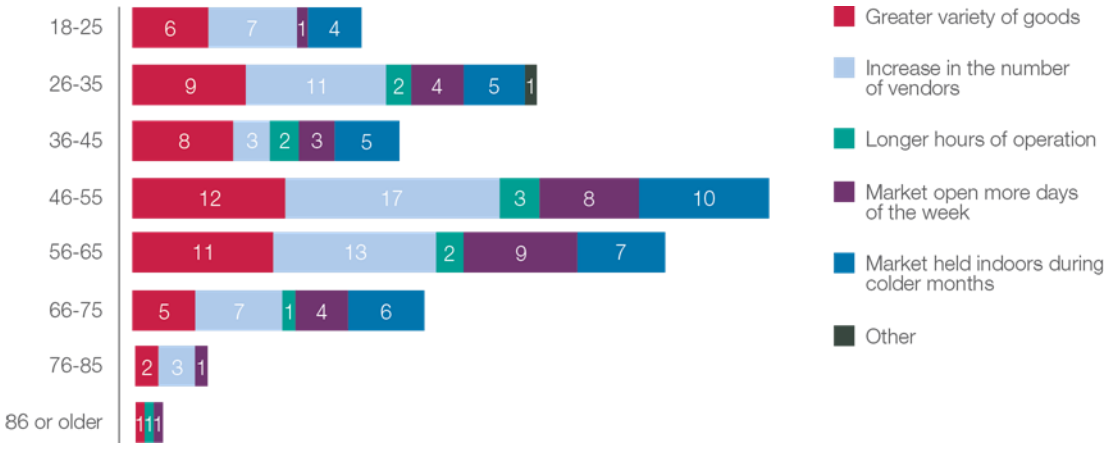
15. What enhancements would you like to see made to the Glasgow Park Farmers Market? [Check all that apply.]

Overall, 66.67% of respondents would like to see a greater variety of goods; 75.31% would like more vendors; 13.58% would like longer hours of operation; 39.51% would like to see the Farmers Market open more days of the week; and 45.68% would like the Farmers Market held indoors during the colder months.



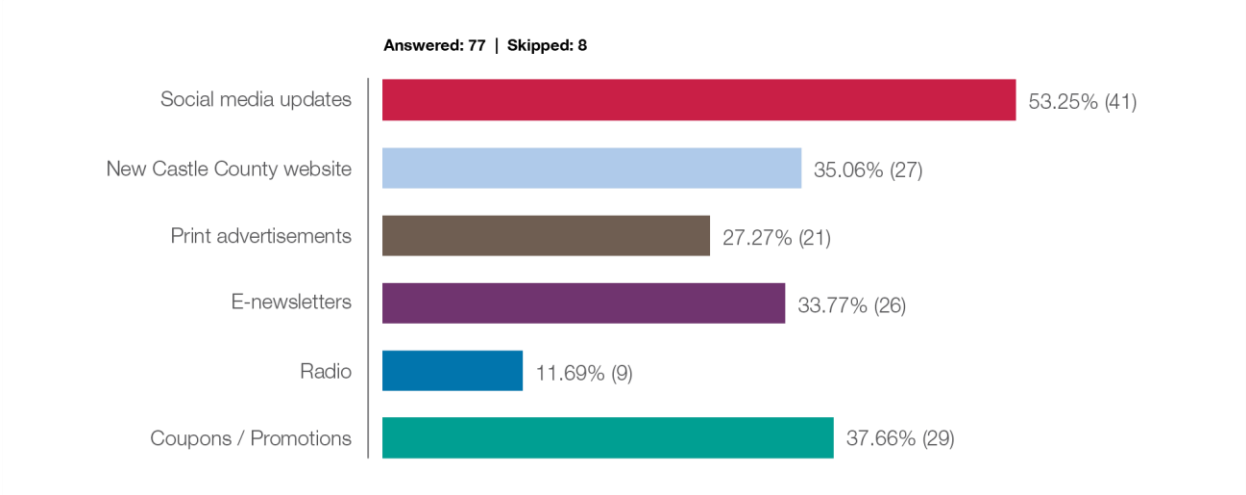
Less than 2% of respondents specified "Other" with write-in responses, and noted "flea market," "year round," "better parking," "open earlier in the day," and "community engagement and night market."

Cross tabulation revealed some correlation between suggested market improvements to age. For example, older respondents between the ages of 46 and 75 are interested in an expanded Farmers Market. Respondents between the ages of 36 and 45 desired to see a greater variety of goods. The request for more vendors was the highest ranked request across all age groups.

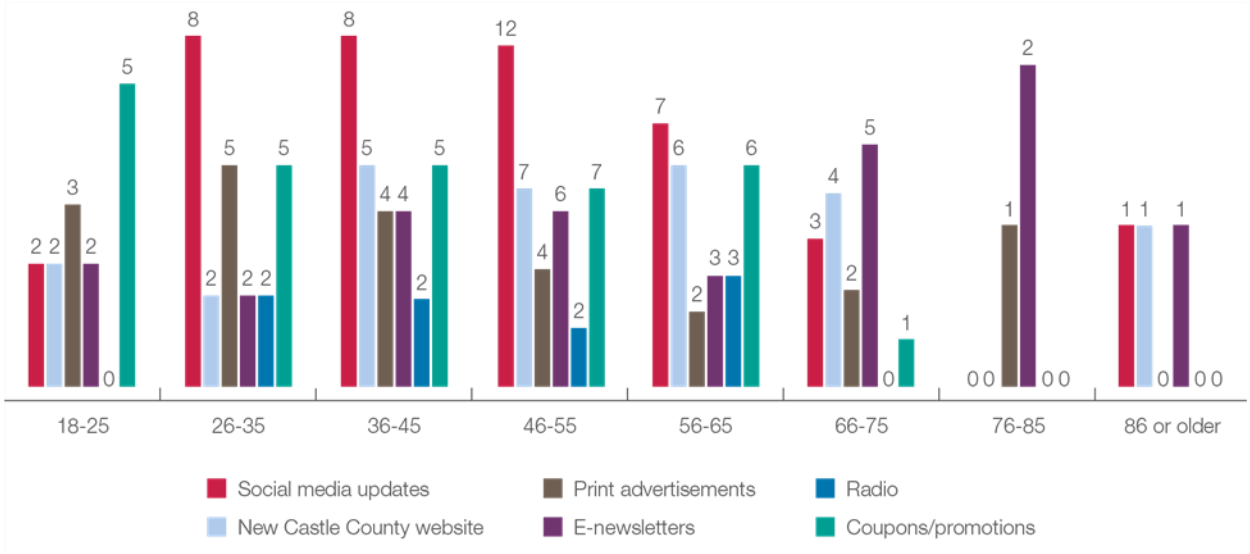


16. How would you like to learn more about potential changes coming to the Glasgow Park Farmers Market?

The majority of respondents indicated that they would like to learn more about the potential changes to the Farmers Market through digital outreach even though previously less than 10% of respondents (8.75%) learned about the Farmers Market through social media. Interestingly, 53.25% of respondents want social media updates; 35.06% would like information posted to the New Castle County website; and 33.77% would like to receive E-newsletters. In addition, 37.66% of respondents are interested in coupons/promotions, which would increase attendance at the Farmers Market. Print advertisements and Radio were the least popular methods selected, at 27.27% and 11.69%, respectively.



Cross tabulation reveals that age impacts how respondents would like to learn more about the potential changes coming to the Farmers Market. Surprisingly, the youngest respondents ranked coupons/promotions highest, while respondents between the ages of 26 and 65 prefer social media updates. Digital outreach remained the most preferred method of communication with older respondents age 66 and up ranking E-newsletters highest.



An opportunity was given to provide additional feedback regarding the current Glasgow Park Farmers Market and its potential expansion. Only six respondents answered and provided the following additional feedback:

"Perhaps moving the Farmers Market back by the tennis courts would bring more foot traffic."

"Need more produce vendors."

"Open more days of the week."

"This is a great start to a good program!"

"Add an animal/petting zoo or collaborate with local restaurants for promotions."

"It is a great place. The people are so nice and helpful."

MARKET RESEARCH TARGETING VENDORS

Methodology

OVERVIEW

Deardorff, in partnership with New Castle County, planned and facilitated a focus group in January 2016 with current New Castle County Farmers Market vendors to obtain their input in support of the New Castle County Farmers Market Promotion Project, with specific focus on the Glasgow Park location.

The purpose of this research was to gain valuable insight on the vendors' perceptions of the current Farmers Market Program and on strategies for success and expansion at the Glasgow Park location. Vendor feedback will be utilized to help inform planned enhancements to the market operations, marketing/advertising and expansion in 2016 and beyond.

RESEARCH EXECUTION

Planning and execution of the focus group were collaborative efforts between New Castle County and Deardorff. The focus group invite list was prepared by New Castle County, and was comprised of current Glasgow Park Farmers Market vendors as well as vendors from other, established markets within the overall program who currently attract more patrons and achieve higher sales (i.e., the Carousel Park and Rockwood Park Farmers Markets). Invitations were emailed to these vendors, and resulted in 13 participants in person representing 10 businesses.

The focus group was conducted on Friday, January 8, 2016, from 10 a.m. to 11:30 a.m. using a pre-approved Discussion Guide to lead the conversation and elicit information on a wide range of topics. Michael Begatto Jr., Executive Assistant of the New Castle County Department of Community Services, began the meeting with a presentation of the rehabilitation project currently being conducted at the new location for the Glasgow Park Farmers Market, the Hermitage Building. Deardorff then facilitated the meeting using the Discussion Guide comprised of open-ended questions designed to gain opinions on the benefits and challenges of being a New Castle County Farmers Market vendor, proposed improvements, experiences/successes with other markets, marketing/advertising opportunities, and interest in an expanded market at Glasgow Park. Please see the Appendix for the final Discussion Guide.

PARTICIPANTS

Participant	Affiliation
Salvador Balan	Sals BBQ
Alice Breger	Anchor Nursery
James Breger	Anchor Nursery
Christine Burno	Nut-N-Better
Dolton Burno	Nut-N-Better
Henry Fisher	Fisher's Farm
Bree Loveland	French Women Pasta
Carolyn Palo	Pine Hill Farms
Jim Piovoso	Rosehill Plantery
Bruce Southard	Pet Treats and Goodies
Linda Tease	French Women Pasta
Jeremy Vannoy	Vannoy Meats
Neil Vostens	Randalia Bee Hives

Cynthia Greene, Community Service Worker for New Castle County, also conducted telephone interviews with the following vendors who were unable to attend the focus group:

Participant	Affiliation
Cindi Filasky	Filasky's Produce
Joan Powers	Powers Farm
Vic Priapi	Priapi Gardens

The focus group yielded the following insight:

FARMERS MARKET BEST PRACTICES

- Produce is the anchor of traditional farmers markets.
- Products must be locally grown, as defined by the Department of Agriculture.
  - Products must be grown within 100 miles or grown on farmer-owned property. Wholesale products are discouraged.
- Given the timing of the New Castle County Farmers Market season, an allowance should be made for some wholesale produce, such as fruit, as customers expect availability even though they are out of season locally.
  - Vendors suggested that New Castle County should require 80% of products at its farmers markets to be locally sourced.
- Customers need to be informed of the seasonality for all produce offered at the farmers market.
  - This misunderstanding has led to unrealistic expectations by customer that results in a negative experience (i.e., Customers expect the markets to always sell sweet corn, tomatoes and watermelon despite their seasonal availability).
  - New Castle County should disseminate this information via the program's website, social media, e-newsletters and new, printed materials to help set customer expectations.
- Vendor diversity is important, but criteria should exist to maintain the overall quality of the market experience.

- Consistency in vendors, location and day/time are important for attracting and retaining customers.

VENDOR EXPERIENCE AT THE CURRENT GLASGOW PARK FARMERS MARKET

1. Verbatims
   - "It could be the best market in the city. It is a good location with a lot of potential."
   - "I like the village feel from the vendors being set up in close proximity."
   - "The farmers market adds to the popularity of that area and to the community."
   - "It's an anomaly that definitely requires more signage to be successful."
2. Demographics
   - The Glasgow Park Farmers Market attracts patrons of all ages, while Carousel Park and Rockwood Park tend to attract an older demographic.
   - Typically, each market occurrence yields approximately 50% repeat customers and 50% new or infrequent customers.
3. Hours of operation
   - There is a desire among the vendors to slightly extend the market season (currently mid-May to the end of October).
     - While the non-produce vendors were interested in starting as early as March, the group agreed that end of April or early May would be best to ensure produce was available.
     - Lengthening the season to Thanksgiving was also discussed, but the majority of the participants did not express a significant interest here.
   - Vendors provided varying feedback on whether the day/time of the market should be changed.
     - Some vendors participate in other markets, including other New Castle County markets, and changing the day of the Glasgow Park market could affect their ability to do so.
     - Changing the day could also initially reduce sales, as regular customers are aware and plan for the existing Friday market.
     - If the day is changed, Wednesday was considered the best option.
     - Opening the market earlier in the day would cause operational issues for vendors who need the morning/early afternoon for preparation and travel.
     - The majority of vendors are in favor of extending the market from 7 p.m. to 8 p.m.
4. Areas for expansion
   - Enhance vendor composition by increasing the number of vendors and the type of products being offered.
     - Produce vendors expressed that they are okay with having multiple produce vendors at a market. While it does present competition, the diversity and larger offering will enhance the experience for patrons.
     - Vendors unanimously agreed that a bread vendor is needed.
     - New Castle County should consider engaging in a recruitment effort to attract more vendors.
   - Advertising and promotion of the farmers market were indicated as the greatest need in growing the success of the Glasgow Park location.
     - The market's lack of visibility from the surrounding major roadways is one of the primary reasons that this focus is necessary.
     - Heavy signage should be a key priority for the upcoming season.
5. Complementary offerings
   - Given the location, day and time of this market, introduce more grab-and-go opportunities such as food trucks or ready-made/prepared meals.
     - High-quality vendors of this type will increase sales for the other vendors.

- This location could benefit from additional activities, attractions and entertainment, especially for children.
- Consider adding food trucks, cooking demonstrations or samples. This could include cooperative opportunities with the University of Delaware and local restaurants.

VENDOR EXPERIENCE AT OTHER FARMERS MARKETS

- "Each farmers market has a different vibe based on location, community and day, so success is achieved by having the vendors and entertainment that work with that vibe."
- Swarthmore College market appeals to families through regularly scheduled entertainment and interactive activities.
  - Caters to children through storytelling and butterfly exhibits.
  - Features weekly guest artisan.
- Cool Springs Market attracts people looking for something to do. Entertainment is a focus at this market and is supported with a considerable number of food truck vendors.
- Cowtown was frequently mentioned, although most vendors felt that it is more of a flea market than a farmers market.
  - Cowtown is held year-round with indoor and outdoor facilities for vendors.
  - Patrons know their way around because the vendors and the placement of their booths remain consistent.
- Efforts at the Dover Farmers Market failed due to poor vendor quality.
- Rodney Square market has a grab-and-go downtown audience, so the market occurs during lunchtime and relies heavily on its food truck vendors.

METHODS OF MARKETING, ADVERTISING & PROMOTION

1. How vendors advertise on their own
   - Social Media. Facebook and Instagram accounts are used to inform followers at which markets they will be selling.
     - Many vendors have found that adding photos to posts have helped grab users' attention who would normally scroll by text-only posts.
   - Word of mouth
   - Flyers on bulletin boards in community locations
2. Messaging
   - Ensure messaging emphasizes the market's key differentiators, with a focus on "home-grown" products, to set customer expectations.
   - Determine a way to communicate the difference between the New Castle County Farmers Market Program and the New Castle Farmers Market on Route 13.
   - Include messaging that educates the public on the seasonality of produce.
3. Proposed media and promotion
   - Add more permanent signage, and even start advertising before the market opens.
     - Billboard advertising.
     - Consider increasing visibility along Route 40 with flags.
   - Enhance the Farmers Market Program presence on the New Castle County website.
     - Add a vendor listing for each market within the program that provides links to vendor websites, if applicable.
   - Plan and execute a season-opener event.
     - While the first few weeks of any market are slow, traffic increases around the fourth week, which would be a good time to hold a special market-opening event.
   - Highlight one vendor a week. Tell their story and offer a promotion that ties to their product.

    - Partner with the University of Delaware to recruit students to write the stories about the vendors.
    - Could include posters that promote weekly vendor specials.
- Coupons are viewed positively by vendors.

POTENTIAL GLASGOW PARK EXPANSION

- Interest in an expanded 9- to 12-month market varied across vendors, but all vendors agreed they are open to any efforts that create greater awareness for the market and increase traffic.
    - Produce vendors would not be able to participate in a year-round market due to the seasonality of goods.
    - Vendors agreed that if a 9- to 12-month market was implemented, product availability would be driven by season and community education would be required to set expectations.
    - Vendors from the Carousel Park and Rockwood Park markets could participate at Glasgow Park once their respective markets have closed for the season.
- All vendors are excited for the newly renovated buildings that will become the new market location; however, there is some concern that this will be the third move within the Park for the market.
- "Glasgow Park has the potential to be the best market, but there needs to be more marketing, more awareness and a community that embraces it."

MARKET RESEARCH TARGETING KEY STAKEHOLDERS & COMMUNITY LEADERS

Methodology

OVERVIEW

Deardorff, in partnership with New Castle County, planned and facilitated a focus group in January 2016 with key stakeholders, community leaders and businesses to obtain their input in support of the New Castle County Farmers Market Promotion Project, with a specific focus on the Glasgow Park location.

The purpose of this focus group was to gain valuable insight on how the Glasgow Park Farmers Market can better serve the wants and needs of the surrounding communities and on strategies for success and expansion at this location. Stakeholder and community feedback will help identify what needs to be done to increase awareness and attendance at the farmers market, and ultimately will help inform the strategies and tactics recommended in the strategic plan.

RESEARCH EXECUTION

Planning and execution of the focus group were collaborative efforts between New Castle County and Deardorff. New Castle County handled the participant recruitment process by identifying organizations, businesses and individuals within the community that not only could speak to the needs of the community, and could benefit from the services offered by the Farmers Market Program. Invitations were emailed to the potential community representatives, and resulted in a focus group of 19 highly engaged participants.

The focus group was conducted on Friday, January 15, 2016, from 11 a.m. to 12:30 p.m. using a pre-approved Discussion Guide to lead the conversation and elicit opinions on a wide range of topics. Michael Begatto Jr., Executive Assistant of the New Castle County Department of Community Services, began the meeting with a presentation of the rehabilitation project currently being conducted at the new location for the Glasgow Park Farmers Market, the Hermitage Building. Deardorff then facilitated the meeting using the Discussion Guide comprised of open-ended questions designed to gain feedback on current market awareness, community value, methods of advertising and promotion, enhancements and future vision. Please see the Appendix for the final Discussion Guide.

PARTICIPANTS

Participant	Affiliation
Lynn Allen	New Castle County resident
Corporal Michael Austin	Delaware State Police
Reverend John Coleman	EverSpring Church
Gayle Dillman	Gable Music Ventures
Valerie George	New Castle County Council, 11th District
Melinda Gregory	First State Symphonic Band
Jeremy Hebbel	Gable Music Ventures
Amber Hickman-Taylor	Greater Newark Boys & Girls Club
Earl Jacques	State Representative, 27th District
Alexandra Mazzo	Gable Music Ventures
Rick Mickowski	New Castle County Conservation District, Delaware Urban Farm and Food Coalition
Bill Powers	New Castle County Council, 6th District
Joan Powers	Powers Farm
Robin Shank	Pettinaro Residential
Barry Shotwell	CLNCC and 7/40 Alliance
Lisa Snyder	7/40 Alliance
Bill Statzall	Glasgow Park Farmers Market volunteer
Mallory Vogl	University of Delaware Cooperative Extension
Kristin Wieno	University of Delaware

The focus group yielded the following insight:

COMMUNITY DEMOGRAPHICS

- The main community is comprised of zip codes 19701 (Bear) and 19702 (Glasgow/Newark), with a population of approximately 140,000 residents.
- The Glasgow Park Farmers Market serves a diverse community, including young, working families and older residents.
- Due to the makeup of the community, Glasgow Park tends to be busy very early in the morning, or later in the evening, when people typically exercise, walk their dogs or go to spend time as a family.

PROPOSED IMPROVEMENTS TO THE GLASGOW PARK FARMERS MARKET

1. Days and hours of operation

- Selecting the day and time of any farmers market is a balancing act when it comes to vendor availability and community demand.
  - Vendors work at different markets every day of the week, and will not being willing to give up the sales from another market to accommodate a time change to the Glasgow Park market.
  - It would be difficult for some vendors to participate in the market more than one day a week given the time involved in preparation, travel, set-up and tear-down. This is an all-day event for most vendors.
- Hours of operation should be specific to the market, and the type of demographic it draws. "What works for one market will not necessarily work for another."

- If any changes are being made to the hours of operation, consider extending the market from 7 p.m. to 8 p.m.
  - The community likes the Friday market because it gives them the opportunity to buy fresh produce and meat for the weekend on their way home. The extra hour would provide more convenience.
  - The addition of lighting in the new location makes the extension possible throughout the entire market season, but the County should extend it during the summer regardless.
- Changing the day and time of the market will make it more difficult to generate more returning customers.
  - A Saturday market would be problematic in Glasgow Park. In the summer, there are programs and activities scheduled that would create a parking issue for the farmers market.

2. Types of vendors/products
   - "The backbone of any farmers market must be healthy food that encourages healthy living and products that are locally grown."
     - The group agreed that meat and produce are the core of every farmers market, and the other vendors enhance the experience.
   - The community wants more vendors and more variety.
     - The County needs to recruit a bread vendor and a baked goods vendor.
     - Consider adding cottage industry vendors to the lineup, and qualify applicants using a Board to ensure that the potential vendors meet the standards.
   - Market patrons responded very positively to the food demonstrations provided by the University of Delaware's Cooperative Extension, and they have requested that this vendor increase its presence from every other week to every week.
     - In order to promote healthy living and eating, Cooperative Extension features an ingredient of the month that is sold at the market to show patrons an easy way to prepare a meal with it. Samples are distributed to introduce unfamiliar foods and also help increase sales for the other vendors.
   - New vendors need to pass Board of Health regulations. The Department of Agriculture and other governing organizations are implementing new rules and regulations to help specialty food and cottage industry vendors receive the necessary certifications to participate.
     - New Castle County can help educate the public about these new regulations, as it provides market managers the ability to onboard new vendors with a range of products.
     - The University of Delaware's Cooperative Extension could also be a good resource for potential vendors, as they have extensive experience in applying and obtaining licenses for food preparation and demonstrations.
     - New Castle County's licensing requirements are consistent with other farmers markets, and have been implemented to ensure that reputable businesses with quality products are being selected.
   - The vendor fee for participating in the market is currently 3.5% of daily sales, and is based on the honor system. The vendor fee for this program is less on a per-market basis than many other farmers markets. New Castle County worked with Councilman David Tackett, 11th District, to implement a fee structure that provides opportunities for small businesses.

3. Community involvement

- Adding a State Police and New Castle County Police presence to the Farmer Market will create a communicative environment between the departments and the community.
  - Police departments can provide education on public safety, traffic safety, crime prevention and substance abuse, as well as jurisdictional coverage to help the community understand how the two departments work in partnership.
  - The State Police just launched its community outreach venture on June 1, 2015, and is exploring ways to engage with the public. The market would also provide an opportunity for patrons to have more personal, one-on-one conversations with police officers.
  - In an effort to add activities for children, the police departments could offer *Ident-A-Kid*, a fingerprinting activity that attracts families.
- Incorporate a Community Table to allow community organizations, such as the YMCA, Boys and Girls Club, Lion's Club, Firehouses, etc., to interact with patrons, tell their stories and work to recruit new members.
  - Feature one group each week and focus on the services they offer to generate awareness. In turn, the organizations will learn about the market and share their experiences with their members and patrons as well.
- Partner with the University of Delaware's 4H Youth Program to help educate the public on the importance of healthy eating and fitness and the value of this organization as a resource in the community.

METHODS OF MARKETING, ADVERTISING & PROMOTION

1. Messaging

- The community is most likely not aware that the products are locally grown and locally raised.
  - This is a great story to tell and should be woven through all aspects of the marketing and promotion of the market.
- Educate the public about the seasonality of the products.
- "Tap into the emotionality of the initiative." Feature a vendor each week and tell their story.

2. Marketing and community outreach

- Ideas to create awareness ranged from billboards, in-park signage and healthy eating messaging on park kiosks to brochures/flyers explaining the mission of the Farmers Market Program, social media outreach and greater communication with the civic associations in the surrounding neighborhoods.
- Community apartment complexes and condos attract a significant number of out-of-state or out-of-country residents who are not familiar with the area or offered events.
  - The property owners distribute welcome bags to each new resident. These could include information about the farmers market.
- The Boys & Girls Club currently has more than 3,000 members and is open to partnering with New Castle County.
  - Consider setting up a table at the Club during scheduled activities to allow interactive discussions between kids and vendors.
  - Also interested in programs focusing on sustainability.

Appendix

NEW CASTLE COUNTY

FARMERS MARKET

New Castle County wants your views on how to improve and expand the Glasgow Park Farmer's Market. Please note that your comments will be kept confidential.
We thank you in advance for your time. *Please include your email address to receive Glasgow Park Farmer's Market news and promotions.* _____

1. Please select your age range:
   ☐ 18 – 25 ☐ 26 – 35 ☐ 36 – 45 ☐ 46 – 55
   ☐ 56 – 65 ☐ 66 – 75 ☐ 76 – 85 ☐ 86 or older

2. Please select your gender:
   ☐ Male ☐ Female

3. How many miles did you travel to attend the Glasgow Park Farmer's Market?
   ☐ Less than 1 mile ☐ 1 – 5 miles ☐ 6 – 10 miles
   ☐ 11 – 15 miles ☐ More than 15 miles

4. How frequently do you attend the Glasgow Park Farmer's Market?
   ☐ Every week ☐ Once a month
   ☐ A few times throughout the open season
   ☐ This is my first time

   If this is your first visit, would you return?
   ☐ Yes ☐ No

5. How did you initially learn about the Glasgow Park Farmer's Market?
   ☐ Word of mouth ☐ Radio
   ☐ Newspaper ☐ Social media
   ☐ Flyer/Brochure ☐ Signage on roadway
   ☐ Coupon/promotion

6. Why do you come to the Glasgow Park Farmer's Market? [Check all that apply]
   ☐ Convenience ☐ Fresh produce and goods
   ☐ Low prices ☐ Entertainment
   ☐ Community/social interaction
   ☐ Outdoor environment
   ☐ Educational information about healthy living (nutrition, recipes, etc.)

7. Who attends the Glasgow Park Farmer's Market with you?
   ☐ No one, I attend alone ☐ Children
   ☐ Spouse/significant other ☐ Adult friends

8. Do you think the prices for farm products (fruits, vegetables, meat, eggs and honey) at the Glasgow Park Farmer's Market are:
   ☐ High ☐ Moderate ☐ Low

9. Are you aware that the Glasgow Park Farmer's Market accepts SNAP/EBT?
   ☐ Yes ☐ No

10. Are you a SNAP benefits recipient?
    ☐ Yes ☐ No

11. Do you use SNAP benefits at the Glasgow Park Farmer's Market?
    ☐ Yes ☐ No

12. Are there other types of vendors and/or products you would like to see at the Glasgow Park Farmer's Market?
    ☐ Yes ☐ No

    If yes, please specify the types of vendors and/or products.

    _____

    _____

    _____

13. How do you feel about the musical entertainment at the Glasgow Park Farmer's Market?
    ☐ Indifferent. It does not affect whether I attend the market or not.
    ☐ It is OK, but I would prefer different types of music or entertainment, like_____.
    ☐ It is not the reason I attend, but I enjoy it and would like to see it continued.
    ☐ It is great and there are times I attend specifically for the music.

14. What enhancements would you like to see made to the Glasgow Park Farmer's Market? [Check all that apply]
    ☐ Greater variety of goods
    ☐ Increase in the number of vendors
    ☐ Longer hours of operation
    ☐ Market open more days of the week
    ☐ Market held indoors during colder months
    ☐ Other. Please add your suggestions.

    _____

    _____

    _____

    _____

15. How would you like to learn more about potential changes coming to the Glasgow Park Farmer's Market?
    ☐ Social media updates ☐ e-Newsletters
    ☐ New Castle County website ☐ Radio
    ☐ Print advertisements ☐ Coupons/promotions

We appreciate and encourage any additional feedback you would like to provide about the current Glasgow Park Farmer's Market or its potential expansion.

_____

_____

_____

_____

_____

Vendor Focus Group Discussion Guide

2015 MARKET SEASON IN REVIEW

1. Using a single word or short sentence, describe your experience as a vendor for the New Castle County Farmers Markets?

2. What do you like best about being a vendor for the New Castle County Farmers Markets?

3. How important is the New Castle County Farmers Market to your overall sales?

4. Do you participate in other Farmers Markets? Which ones? How do the New Castle County markets compare?

5. What were the biggest challenges you faced in participating in the New Castle County Farmers Markets?

METHODS OF MARKETING AND PROMOTION

6. How do you publicize your participation in the New Castle County Farmers Markets?

7. How do coupons and/or promotions offered by New Castle County impact your sales at the Farmers Markets?

8. What types of marketing would attract more customers for you?

2016 MARKET SEASON OUTLOOK

9. How early/late in the season will you have a variety of produce available?

10. Do you expect your sales to increase or decrease in 2016 versus 2015?

11. How much of this will you attribute to the expanded indoor/outdoor Glasgow Park Farmers Market versus other changes you are planning for your business?

12. What day(s) of the week and time of day are best for business?

13. Will you be able to participate in a year round (or 9 months) market with no heat?

14. What additional improvements could be made to generate more sales for you/provide better service to your customers?

Key Stakeholders & Community Leaders Focus Group Discussion Guide

CURRENT PERCEPTIONS OF THE MARKET

1. Using a single word or short sentence, describe your experience with or your knowledge of the Glasgow Park Farmers Market?

2. What are some reasons to support the Glasgow Park Farmers Market?

3. What are the benefits of the Glasgow Park Farmers Market on the community?

4. What are some of the issues/concerns with the Glasgow Park Farmers Market?

2016 MARKET SEASON OUTLOOK

5. Based on your experience with the Glasgow Farmers Market, what types of improvements would you recommend (e.g., improvements related to vendor products, pricing, entertainment, activities, hours/dates of operation, advertising and promotion)?

6. What are the greatest challenges for this market?

7. What does success look like?

METHODS OF MARKETING AND PROMOTION

8. How would you describe the community surrounding the Glasgow Park Farmers Market to help us to better understand the opportunities and potential barriers in this market?

9. How have you heard about the Glasgow Park Farmers Market?

10. How could communications about the Glasgow Park Farmers Market be improved?

11. How could the community better participate in the Glasgow Park Farmers Market? And how could New Castle County better serve the community through its Glasgow Park Farmers Market?

Garfield Park Farmers

Market Promotion Initiative

Market Research Key Findings Report

September 30, 2016

Deardorff

Executive Summary

Farmers markets have become a significant element of our nation's economy, food system and communities. Farmers markets link rural to urban, farmer to consumer, and fresh ingredients to our diets, and provide individuals with a setting to engage and form a connection with their communities.

The following report provides analysis of the market research conducted on the New Castle County Farmers Market Promotion Initiative for the Garfield Park location.

Qualitative market research was conducted with members of the Garfield Park neighborhood as this is the primary audience the Farmers Market serves. The research method was designed to elicit feedback on food shopping behaviors, current market awareness, successes and challenges, methods of communication, community value and relocation interest. The market relocation is planned for Spring 2018, when construction of a new community library is complete.

Research found that overall the community has low awareness of the Farmers Market, its mission, and specifically what it offers. In addition, the current location poses some challenges for New Castle County, as it limits the customer base to those within the surrounding neighborhood.

Specifically, the research yielded the following key findings:

- The Garfield Park Farmers Market struggles with a lack of visibility from the main roadways as well as within the park. The neighborhood's structural composition acts as a natural barrier, and therefore reduces opportunities to attract passersby. A more aggressive, vibrant and engaging signage and promotional strategy could increase attendance.
- There seems to be some disengagement among the community and the services/facilities offered by the County, including the Farmers Market. Traffic in and around the Lending Library and Police Athletic League (PAL) is currently slow, and could suggest that the neighborhood is not interested, or that the offering is not meeting the overall needs of the audience.
- Price is a major factor for this audience when it comes to food shopping. However, the majority of respondents were unaware that the market accepts SNAP/EBT. Greater promotion of this capability could raise attendance and ultimately lead to the market being a reliable source of certain types of food.
- Surprisingly, lack of variety was not a reason for the respondent's lack of attention and/or interest in the market. Respondents cited no awareness and inconvenient market hours as the reasons. In addition, the market's hours of operation changed in the past year, which could be contributing to the lack of awareness.
- A comprehensive event strategy and promotional plan need to be developed for the market season to provide an opportunity to truly engage the community. Initially, combining the Farmers Market with a larger community event that offers more than goods and music could help a draw crowd and provide an introduction to the market.
- Respondents indicated an interest in the relocation of the Farmers Market to Route 9. To ensure a seamless transition in 2018, an integrated marketing initiative should be developed and implemented to inform and promote the market and its full offering.

Research Methodology

OVERVIEW

Deardorff, in partnership with New Castle County, conducted onsite qualitative market research in September 2016 on the New Castle County Farmers Market Promotion Project for the Garfield Park location. Currently, the Garfield Park Farmers Market occurs every Wednesday from 3 p.m. to 7 p.m. during May through October.

The purpose of this research was to gain insight on food shopping behaviors, the community's perceptions of the current market at Garfield Park, and also to gauge interest in the relocation of the market to Route 9. Relocation to Route 9 would allow market patrons to benefit from other County services/facilities, including a new community library which will be completed in 2017. New Castle County will utilize the following survey results to help inform the market structure and offerings once it has relocated.

SURVEY DESIGN

Working in partnership with New Castle County, Deardorff developed a qualitative questionnaire with the goal of learning how best to improve the Garfield Park Farmers Market. The survey instrument included questions on demographics, buying behaviors, attendance, awareness, methods of communications and market relocation.

The survey was designed to be effective when used to conduct intercept surveys in the Garfield Park neighborhood, specifically at the Garfield Park Lending Library, the PAL and the Farmers Market. Intercept surveying allowed for the collection of real-time responses – when community members were utilizing the neighborhood's other community offerings and when current patrons were most engaged in the market experience.

The survey developed for the intercepts included both multiple choice and open-ended response questions. Appendix A contains the final survey instrument.

RESEARCH EXECUTION

Surveying was scheduled to coincide with the Garfield Park Lending Library and the PAL's busiest hours of operation, as well as during one market day. Surveying was completed on the following days:

- Thursday, September 1, 2016
- Wednesday, September 7, 2016
- Thursday, September 8, 2016

To conduct the intercept surveying, representatives from Deardorff distributed surveys individually on clipboards to willing community members. Participants completed the surveys themselves, and Deardorff representatives collected the completed questionnaires.

Over the course of the three-day research timeframe, Deardorff approached and encouraged participation of 41 individuals. 16 of those individuals agreed to participate and completed the survey.

Initially, Deardorff planned to field the survey over two days; due to the low response, a third day was added.

During data collection, Deardorff faced additional challenges that resulted in a low response rate. Even during the busiest hours of operation, the Garfield Park Lending Library and PAL were sparsely populated. The majority of individuals available for surveying in the neighborhood were children. Parents picking children up at the PAL did not get out of their cars and were in a hurry to get home. The Farmers Market on Wednesday, September 7 featured one vendor and one musician, and attracted less than 10 customers.

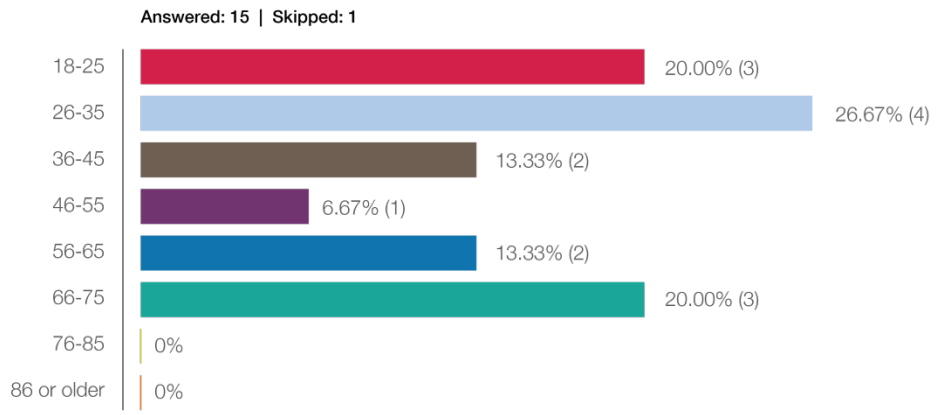
RESEARCH TABULATION

Upon completion of intercept surveying, questionnaires were counted, collated and analyzed by representatives from Deardorff. The following pages summarize the collected data and provide a detailed question-by-question analysis of the participants' responses. In some cases, total *Answered* does not equal 16 due to respondents skipping questions.

Detailed Findings

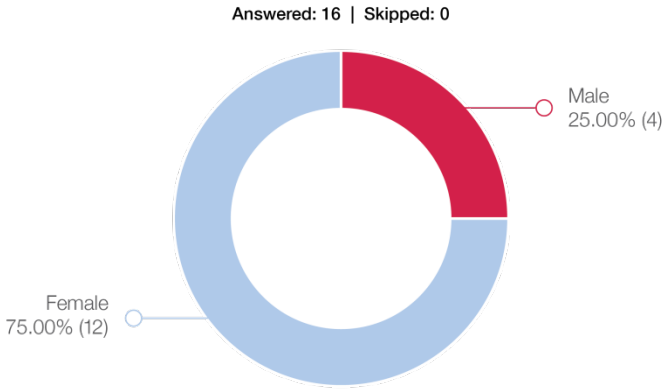
1. Please select your age range.

The sample population included individuals from all age groups, but did skew slightly younger with almost half of the respondents (46.67%) age 35 or younger. The breakdown is as follows:



2. Please select your gender.

Female respondents comprised 75% of the sample population.

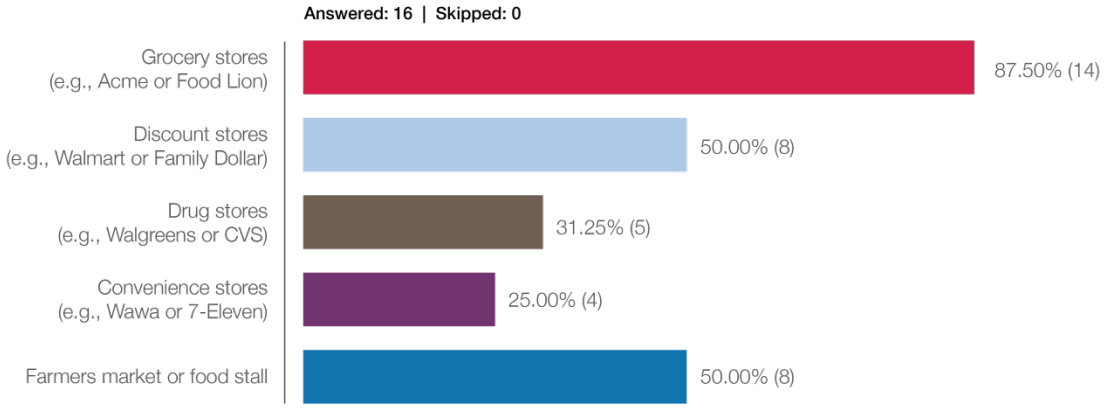


3. Where do you currently shop for groceries? [Rank the top 3, with 1 being where you shop the most.]

During the surveying, Deardorff received a number of questions regarding how to rank the options. Therefore, the ranking may or may not have significance. In order to understand the sample's food shopping behaviors, Deardorff focused on how frequently an option was selected vs. the ranking.

The majority of the respondents (87.50%) shop for food at grocery stores. Discount stores and farmers markets or food stall were equally indicated second by respondents.

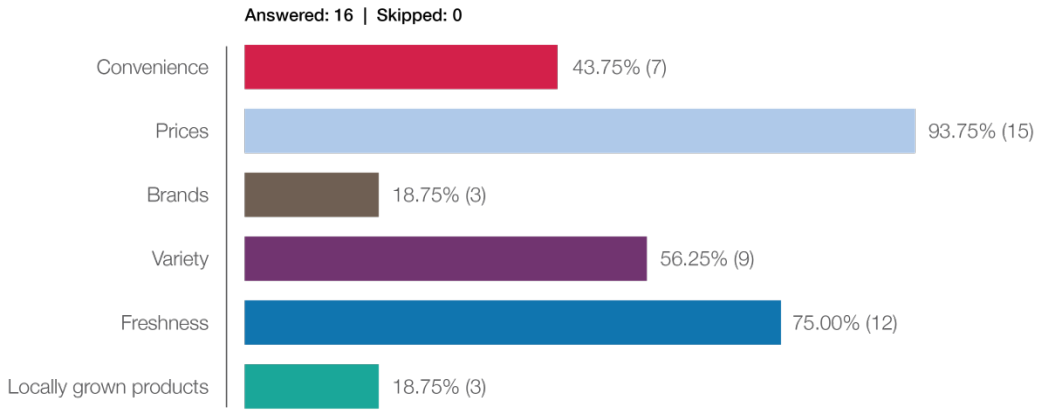
It is significant to note that convenience stores were selected the least by respondents (25.00%). Prior to market research, it was hypothesized that the majority of the population in this area completed the majority of their food shopping at local convenience stores, hence the need to provide access to fresh, locally grown fruits and vegetables.



4. When you food shop, what is important? [Check all that apply.]

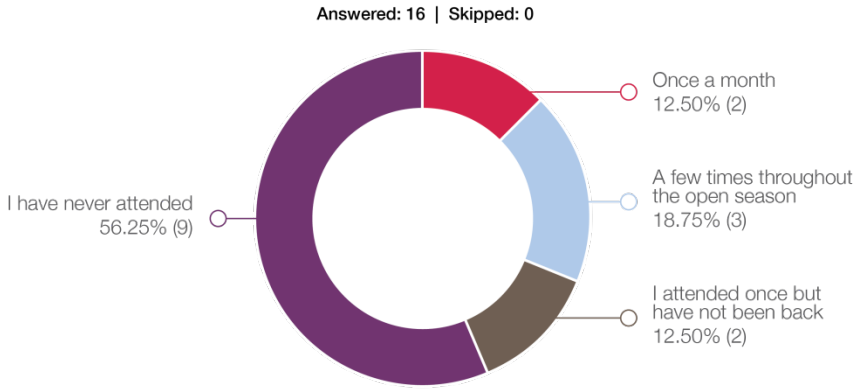
Overwhelmingly, 93.75% of respondents indicated that prices are important. 75% said freshness is important; 56.25% look for variety; 43.75% feel convenience is important; and 18.75% said brand and locally grown products are important.

Interestingly, market research conducted at the Glasgow Park Farmers Market in October and November of 2015 revealed that its customers value freshness over price, brand, variety and convenience.



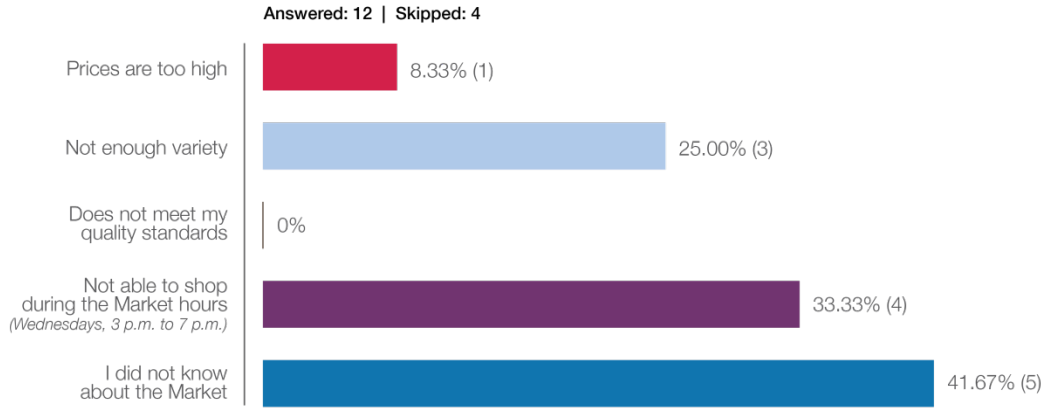
5. How frequently do you attend the Garfield Park Farmers Market?

More than half of the respondents (56.25%) indicated that they have never attended the Farmers Market, followed by 18.17% that attend a few times throughout the season. The Garfield Park Farmers Market season for 2016 was May 6, 2016 to October 31, 2016.



6. If you only attended the Farmers Market once, or have never attended, please let us know why. [Check all that apply.]

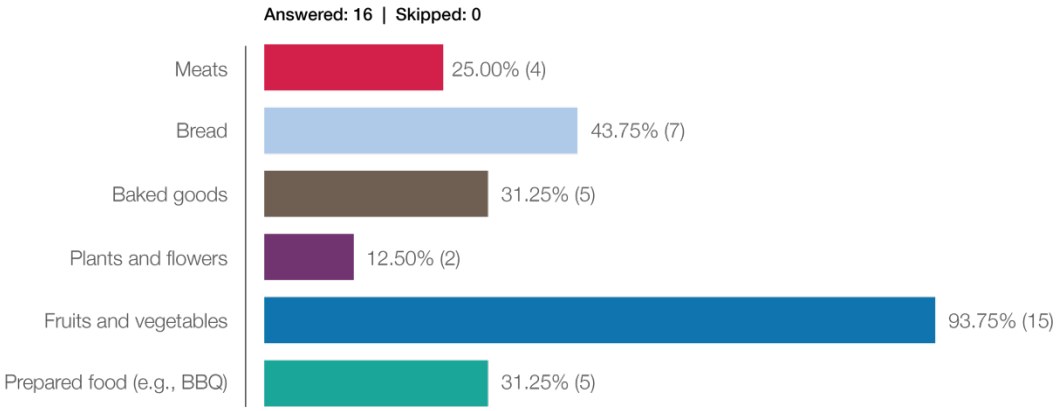
Of the 12 respondents who attended the Garfield Park Farmers Market for the first time or have never attended, 41.67% (5 respondents) indicated that they did not know about the market, while 4 respondents indicated they couldn't attend due to the timing of the market. 3 respondents said the market did not have enough variety; 1 said that the prices were too high.



These findings are extremely significant, as it suggests that lack of promotion and operational misalignment (market hours) are key contributors to low attendance.

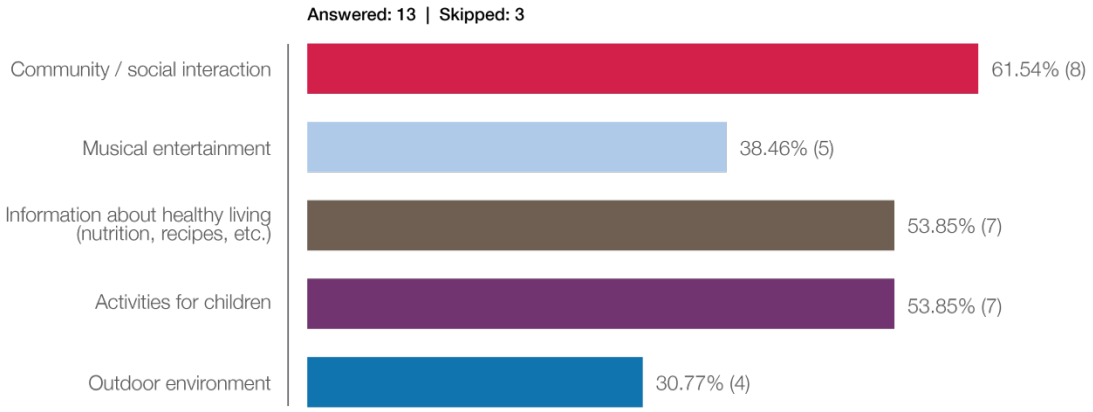
7. What types of food and goods would you most like to see at the Garfield Park Farmers Market? [Check all that apply.]

A majority (93.75%) of the respondents would like to see fruits and vegetables at the Farmers Market; 43.47% would like to see bread; 31.25% would like to see baked goods or prepared food; 25% would like more meats, and 12.50% would like to see plants and flowers.



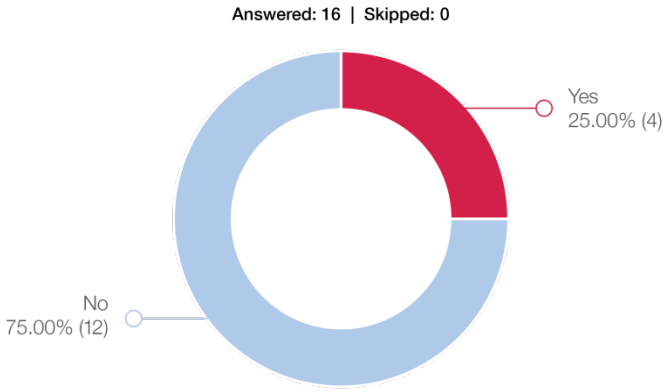
8. What are some other reasons you would come to the Garfield Park Farmer's Market? [Check all that apply.]

The most highly rated reason for attending the Farmers Market was Community/ Social Interaction with information about healthy living and Activities for children rated next at 53.85%. Other responses included Musical Entertainment (38.46%) and Outdoor environment (30.77%).

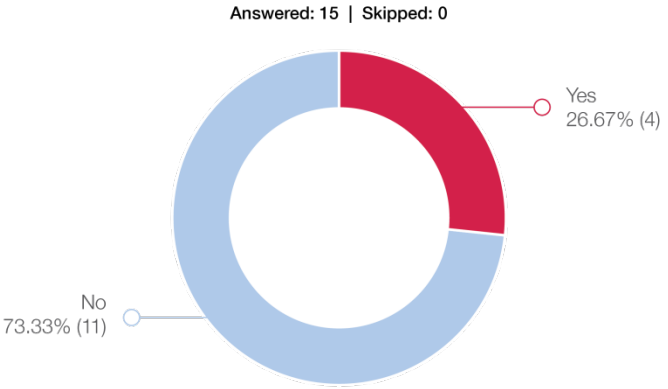


9. Are you aware that the Garfield Park Farmers Market accepts SNAP/EBT?

An overwhelming number of respondents (12) was not aware that the Farmers Market accepts SNAP/EBT.

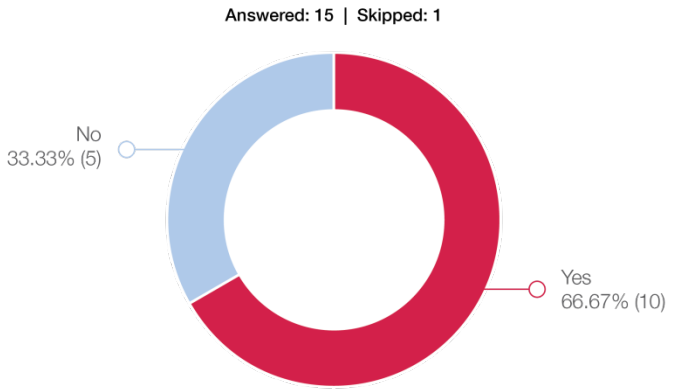


Cross tabulation shows that of the respondents who said prices were important when they food shop, 73.33% did not know that Garfield Park accepts SNAP/EBT.



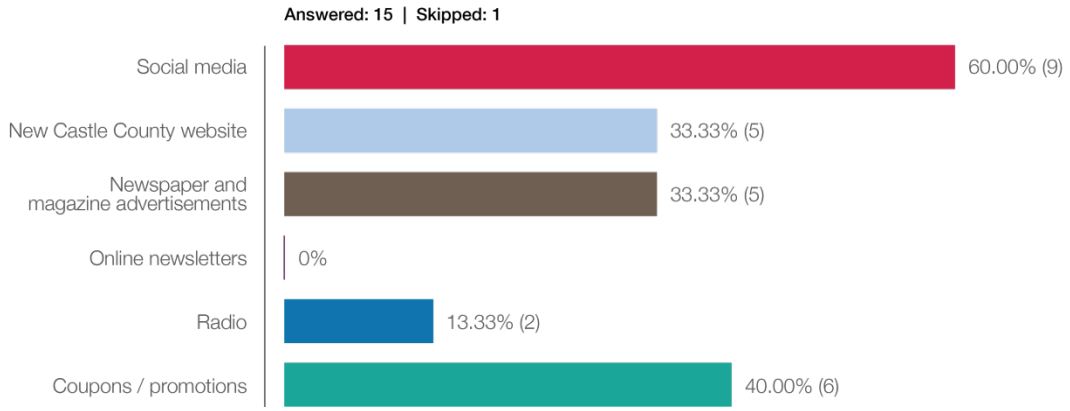
10. Have you ever seen or heard any advertisements or signage for the Garfield Park Farmers Market?

Those who had seen signage, had seen it almost exclusively at the Lending Library and only because they worked there. One respondent had seen signage on Route 9 and 13.



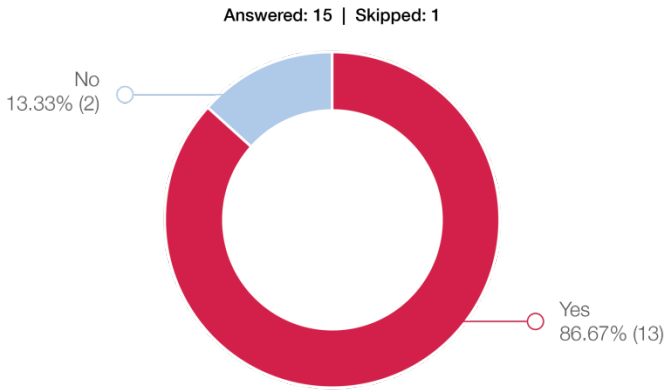
11. How would you like to learn more about the Garfield Park Farmers Market?

The majority of respondents (60%) indicated that they would like to learn more about the Farmers Market through Social media updates. In addition, 40% of respondents are interested in Coupons/promotions, which is consistent with the respondent population rating price as the most important factor. 35.33% would like information posted to the New Castle County website; and 33.33% would like to see print advertisements. Radio and online newsletters the least popular methods selected, at 13.33% and 0%, respectively.



12. Would you visit a farmers market located on Route 9 (near Bowlerama)?

The majority of respondents (86.67%) would attend a farmers market located on Route 9 near Bowlerama. Those respondents who indicated that they would not attend stated that they did not have enough time for farmers markets or was not familiar with the location referenced.



An opportunity was given to provide additional feedback regarding the current Garfield Park Farmers Market and a possible relocation. Only two respondents answered and provided the following input:

"I work at the Garfield Park Library, and I liked the prepared food because I could buy something for my dinner when working."

"We would love to have the BBQ vendor back."

VENDOR PERSPECTIVE

Deardorff researchers had the opportunity to speak with the vendor at the Market on September 7 to understand the vendor perspective. The vendor stated that it had been a slow summer and referred to this particular market as "hit-or-miss" for customers in comparison to the other New Castle County Farmers Markets at Rockwood and Glasgow. He shared that he was often asked for often got asked for prepared food by customers, however, due to his business capabilities and licensing limitations, he is unable to provide that service.

APPENDIX A

New Castle County

New Castle County wants your views on how to improve the Garfield Park Farmers Market.
Please note that your comments will be kept confidential. We thank you in advance for your time.

Please include your email address to receive Garfield Park Farmers Market news and promotions:

_____

1. Please select your age range:

   ☐ 18-25 ☐ 26-35 ☐ 36-45 ☐ 46-55
   ☐ 56-65 ☐ 66-75 ☐ 76-85 ☐ 86 or older

2. Please select your gender:

   ☐ Male ☐ Female

3. Where do you currently shop for groceries?
   [Rank the top 3, with 1 being where you shop the most]

   ___ Grocery stores (e.g., Acme or Food Lion)
   ___ Discount stores (e.g., Walmart or Family Dollar)
   ___ Drug stores (e.g., Walgreens or CVS)
   ___ Convenience stores (e.g., Wawa or 7-Eleven)
   ___ Farmers market or food stall
   ___ Other: _____

4. When you food shop, what is important to you?
   [Check all that apply]

   ☐ Convenience ☐ Variety
   ☐ Prices ☐ Freshness
   ☐ Brands ☐ Locally grown products

5. How frequently do you attend the Garfield Park Farmers Market?

   ☐ Every week
   ☐ Once a month
   ☐ A few times throughout the open season
   ☐ I attended once but have not been back
   ☐ I have never attended

6. If you only attended the Farmers Market once, or have never attended, please let us know why.
   [Check all that apply]

   ☐ Prices are too high
   ☐ Not enough variety
   ☐ Does not meet my quality standards
   ☐ Not able to shop during the Market hours (Wednesdays, 3 p.m. to 7 p.m.)
   ☐ I did not know about the Market

7. What types of food and goods would you most like to see at the Garfield Park Farmers Market?
   [Check all that apply]

   ☐ Meats ☐ Plants and flowers
   ☐ Bread ☐ Fruits and vegetables
   ☐ Baked goods ☐ Prepared food (e.g., BBQ)

8. What are some other reasons you would come to the Garfield Park Farmers Market?
   [Check all that apply]

   ☐ Community/social interaction
   ☐ Musical entertainment
   ☐ Information about healthy living (nutrition, recipes, etc.)
   ☐ Activities for children
   ☐ Outdoor environment

9. Are you aware that the Garfield Park Farmers Market accepts SNAP/EBT?

   ☐ Yes ☐ No

10. Have you ever seen or heard any advertisements or signage for the Garfield Park Farmers Market?

    ☐ Yes ☐ No

    If yes, please indicate where.

    _____

11. How would you like to learn more about the Garfield Park Farmers Market?

    ☐ Social media
    ☐ New Castle County website
    ☐ Newspaper and magazine advertisements
    ☐ Online newsletters
    ☐ Radio
    ☐ Coupons/promotions

12. Would you visit a farmers market located on Route 9 (near Bowlerama)?

    ☐ Yes ☐ No

    If no, why not?

    _____

We appreciate and encourage any additional feedback you would like to provide about the current Garfield Park Farmers Market.

_____

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