

**Port Susan Food & Farming Center DBA Port Susan Farmers Market
Farmers Market Promotion Program (FMPP)
Final Performance Report - 2017**

Report Date Range:	9/30/2015 – 9/29/2017
Authorized Representative Name:	Nancy Merklinghaus
Authorized Representative Phone:	360-631-1581
Authorized Representative Email:	nancymerk@frontier.com
Recipient Organization Name:	Port Susan Food & Farming Center DBA Port Susan Farmers Market
Project Title as Stated on Grant Agreement:	Port Susan Farmers Market Expansion and Enhancement through Relocation
Grant Agreement Number:	15FMPPWA-154
Year Grant was Awarded:	2015
Project City/State:	Stanwood, WA
Total Awarded Budget:	\$99,990

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).

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: **RELOCATION**
 - *Progress Made:* Having outgrown our original startup location, which was free (no cost) but limited in size and customer parking, Port Susan Food & Farming Center (PSFFC) sought and won this FMPP grant to relocate to a new larger outdoor location with more parking, one that allowed for new added amenities to draw more customers that would support more vendors and increase the economic viability of the market, and make our market more valuable to customers, vendors and our local community. Grant funds made it possible to lease a City parking lot during the market seasons 2016 and 2017 with a renewable lease for future markets. We moved our previous storage shed to the new location, added a second storage container and worked out a solution with the City to provide power to the parking lot location. We purchased lasting supplies including A-boards, flutter flags, over-the-street banner, barricades, handicapped parking signs, etc. that were needed to help people find and use the new location.
 - *Impact on Community:* Moving to the new location made it possible to increase the number of vendors, add new programs (Sprouting Healthy Kids booth, Chef at the Market booth), improve the ease of setup and take down for the vendors, increase parking for customers, and connect with businesses on the main street of East Stanwood. The one big drawback of the new location is that the market tents are not visible from the major SR highway that runs through town connecting Stanwood to Camano Island. Back when the tents were visible, they created a reminder to customers to get off the highway and come to the farmers market. We redoubled our efforts using “day of” signage to bring in customers. All in all the advantages of the new location accomplished the goals we hoped to achieve (see below).

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ii. **Goal/Objective 2: Customer Recruitment And Retention**

- *Progress Made:* We knew that growing and retaining customers would be critical to sustaining a larger market so we utilized grant funds to substantially increase advertising (including design of a new look and revised website), promotion, outreach and visibility of signs pointing to the new market location. We also added two significant programs to attract shoppers and encourage them to return again and again. These two programs were: Kids Booth with Sprouting Healthy Kids activities which helped to increase the numbers of families and children with parents or other relatives; and Chef at the Market where each Friday the market chef prepared delicious free “tastes” using farm-fresh ingredients available that day from market vendors. He talked with customers about recipes, food preparation, new ingredients and the health value of fresh food. For each of these two programs, we purchased tents and tables. We also added more seating for shoppers who bought prepared food to sit while eating and/or while listening to the live music. This encouraged them to stay longer, meet friends and feel connected to the market. We increased our Facebook presence and revamped our website with the new location details and expanded information about the market. We networked with a wide range of community groups to ensure their leaders and participants knew our new location. SNAP/EBT participation was continued in 2016-17; by the end of market season 2017, a double bucks (“fresh bucks”) program was made possible with support from Snohomish County.
- *Impact on Community:* Attendance grew and feedback from our community was strongly supportive. Market sales also grew. Families returned week after week because of the new programs. Even so, it remains a constant challenge to get people off the highway on Friday afternoons and into the market. Senior living busses and YMCA busses of children frequently came to the market.



iii. **Goal/Objective 3: Vendor Recruitment, Cultivation, Training and Retention.**

- *Progress Made:* Moving to our new location allowed us to increase the total number of vendors while maintaining our goal of 70% food producers to 30% nonfood. Vendors love the new pull-in parking places where they can easily unload their tents and wares. Each year during the grant period, we brought in new vendors and significantly improved the variety and depth of produce/items available. Each new vendor received the sage advice, health department review, as-needed hands-on marketing training and feedback from our market

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manager to boost confidence and help them with their sales whether they were brand-new or returning vendors. Because our market manager has a special permit from the County Health Dept, she was allowed to oversee and inspect the prepared food booths making it much easier for them to meet county regulations.

- *Impact on Community:* As the market diversity and number of local vendors increased, local businesses were able to grow by connecting with and participating in the Friday farmers market. The goal of increasing the size and diversity of the market was accomplished and will continue to be pursued in future years. This was a substantial benefit for our local economy and the community in general.

iv. **Goal/Objective 4: Invest in organizational infrastructure**

- *Progress Made:* As planned, the board and market manager conducted a Strategic Planning Session with a professional facilitator to help chart the big-picture direction of the market. Always, finding the very best and most productive market location seems to be the ongoing concern we have about the future of the market. PSFFC board and staff participated in City of Stanwood's planning process for a new park location with the goal to include a permanent, year-round location for the farmers market at the new park. Unfortunately, the Ovenell Park is at least five years out as funding and partnerships are forged to develop the project. With the assistance of the WA State Farmers Market Association, we conducted a Rapid Market Assessment survey in year one of the two-year grant and utilized the suggestions for improvement to guide our actions for increasing market visibility the following year. We purchased a new storage container (shipping container with roll up door for storage) and new shelves for inside our storage shed (previous shelves were on loan and needed to be returned). Grant funds underwrote two new programs: Chef at the Market and Sprouting Healthy kids.
- *Impact on Community:* The greater Stanwood area is very appreciative of the Port Susan Farmers Market and wants it to continue to grow and thrive in a permanent home that is visible, accessible and welcoming to shoppers and vendors as well as a lasting location from which to continue to build upon existing programs. The City of Stanwood is considering the farmers market to be a likely program of any new city park. By investing in Strategic Planning and Rapid Market Assessment, we were able to utilize the findings and plans to enhance year two. Community volunteers and representatives from other farmers markets in the region participated in leading the Rapid Market Assessment which further invests them in future success. If future funding can be secured, the very popular Chef at the Market will continue. To continue and build on the successes of the Sprouting Health Kids program funded only through the grant period, PSFFC will continue to seek funding and collaborations that will allow both of these programs to continue.

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, 2015). Include further explanation if necessary.

- i. Number of direct jobs created: **increase in time for market manager, creation of part-time market assistant, bookkeeper, Chef at the Market contract, Kids Booth Coordinator contract.**
- ii. Number of jobs retained: **2, market manager and assistant**

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- iii. Number of indirect jobs created: **20 local musicians**
- iv. Number of markets expanded: **1**
- v. Number of new markets established: **0**
- vi. Market sales increased by **\$66,406 (over 2014 baseline) and increased by 42%. If we use 2015 market sales of \$204,529 as baseline, then sales increased by 9%. The 2016 goal for Market Sales was \$196,216 with an actual of \$222,529 = \$26,313 increase. The 2017 goal was \$215,837, actual was \$223,379 = \$7,542 increase.**
- vii. Number of farmers/producers that have benefited from the project: **18 farmers, 8 processors.**

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?

Because our new location was inside the primary parking lot for downtown East Stanwood, our customer base increased access *from* downtown/main street businesses and restaurants. Furthermore, our farmers market increased customer foot traffic *to* downtown businesses.

We increased access to low income/low access groups by conducting outreach through partner agencies to including Foodbank (low income), YWCA (low income kids), Senior Services (low income seniors) and agencies that distribute SNAP and WIC benefits (Snohomish County).

In the last few months of the 2017 season, we were able to implement a “Double Bucks” program to double the spending power for SNAP recipients.

The new Kids Booth (“Sprouting Healthy Kids” program) increased the number of children enjoying and utilizing the market and brought their parents and grandparents back week after week.

4. Discuss your community partnerships.

- i. Who are your community partners?
Stanwood Camano Food Bank, Stanwood YWCA, Stanwood Senior & Community Center, Stanwood Camano Community Resource Center, Safe Harbor Free Clinic, Stanwood Chamber of Commerce, City of Stanwood, Stanwood Camano Newspaper.
- ii. How have they contributed to the overall results of the FMPP project?
Leaders from social service agencies met with the Farmers Market manager to explore ways to increase access and subsidize purchases for vulnerable populations. The City of Stanwood supported the relocation with site advice. Stanwood Camano News helped the public know about the new location and new programs through news coverage.
- iii. How will they continue to contribute to your project’s future activities, beyond the performance period of this FMPP grant?
The partners named above are committed to promoting healthy food choices and purchasing healthy fresh food at the local Farmers Market.

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

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- Market Manger – She coordinated and oversaw relocation, new programs and community partnerships.
- Market Assistant – this new part-time contract position oversaw set up and tear down of the market site on market days, which was more work than in past years due to the expanded programs.



- Chef at the Market is a cooking demonstration booth where a professional chef demonstrates how to prepare recipes using in-season ingredients available from that day's vendors. He then offers free samples of the fresh cooked food to shoppers. The goal is to teach shoppers how to use locally-grown ingredients in new and creative ways, increase farm vendor sales and bring shoppers back to experience new ways of adding nutrition and variety to their diets.



- Sprouting Healthy Kids is a food discovery area featuring activities for children based on food and nutrition education. Parents enroll their children in our Junior Sprout Club and each participant receives a personalized membership badge and a healthy snack provided by farm vendors. Program served over 300 children between the ages of 2 and 12. Activities included: weekly riddle/scavenger hunt, Ask the Farmers (questions/answers), coloring/puzzle activities,

6. Have you publicized any results yet?*

- If yes, how did you publicize the results?
- To whom did you publicize the results?
- How many stakeholders (i.e. people, entities) did you reach?

*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

- The primary results we publicized were reports on Facebook or in our weekly newsletter about what the Chef cooked the week before or what activities were planned for the Sprouting Healthy Kids program. We have not produced an overview of grant results other than this report to USDA.
- Since the USDA FMPP Grant was awarded to us, our local newspaper Stanwood Camano News has repeatedly covered news about the market. In 2017, we wrote a series of articles that were published in the local events calendar publication called the Crab Cracker. The

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- focus of the series was to help people know more about all the various vendors at our market.
Copies of news coverage are attached.
7. Have you collected any feedback from your community and additional stakeholders about your work?
- i. If so, how did you collect the information?
With assistance from Washington State Farmers Market Association and volunteers from nearby farmers markets, we conducted a Rapid Market Assessment (RMA) which provided valuable comments and ideas for increasing the visibility and attendance at future markets as well as identified strengths and weaknesses.
 - ii. What feedback was relayed (specific comments)?
 - A big take-away was that first-time shoppers to the market had a difficult time finding it; they strongly recommended more signage in the form of A-boards at key intersections.
 - Because this was our first market year in our new location, the results from this RMA were particularly important. Here are some quotes:
 - *Really great that vendors can keep vehicles adjacent to booth space. Proximity of vehicles to market stalls reads as "honest, hard-scrabble, entrepreneurial, hard-working vendors."*
 - *Great parking availability and proximity to the market. Vastly improved from old site. East parking is the most accessible; west parking has less turnover.*
 - *Increase the visibility of the market from immediate streets, including signage on the main drag itself. Flutter signs were not visible from 271st Street. Suggested A-boards and banner with FARMERS MARKET and an arrow pointing to the market site. Suggestion for more signs at SR532 too. Consider asking the town to put an official tourist activity sign for the market (with an arrow) that people can see from the highway.*
 - *Nice to see lots of seniors. Saw senior vans going by. Did they drop off and pick up people? Could be a good partnership possibility?*
 - *Really nice, great mix of vendors, especially of veggies and farmers. Excellent quality of fresh farm products despite the heat. All vendors were clean, with high-quality booth displays. Vendors are to be complimented. Vendors were easy to approach, warm and forthcoming. Did a good job informing shoppers. Seems like vendors like each other! Impressive amount of protein available (seafood, beef, pork, eggs).*

Complete RMA is attached.

8. 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: It was submitted via email on 12-3-17.
 - ii. Did the project generate any income? No

9. 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).

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In general, the purpose of the grant was to relocate and in the process “grow” the size and diversity of the market vendors while increasing the number of shoppers and amount of dollars spent. We definitely accomplished the relocation and enhancement through vendor diversity and excellent product offerings. In 2017, the product mix included many returning vendors but also several new vendors and new farmers that helped keep the market feeling “fresh” and new.

The new location is not fully visible from the highway where most shoppers drive on Friday afternoons. This lack of visibility (even though signs and flutter flags were present) contributed to sometimes disappointing turnout as viewed by the grant applicants. However, the vendors were not disappointed.

The large paved city parking lot worked very well for making set up and tear down easy for the vendors. Most vendors parked their vehicles right behind their booth and those vendors situated in the middle without a parking space were able to set up and park their vehicles not far away.

By granting the Farmers Market permission to house the Market storage shed and storage container behind the police station, the City of Stanwood significantly contributed to the ease of set up and tear down for the market booth, the electric power supplied to musicians and some vendors, the special programs booths (Sprouting Healthy Kids & Chef at the Market) as well as storage for all the various signs, flutter flags, tables and chairs that are pulled out every Friday for the Farmers Market.

A troubling event occurred in May/June of 2017: We were stunned to learn that the IRS revoked our organization’s 501c3 status and we were forced to scramble on a very fast timeline to figure out what this meant for us moving forward. The greatest immediate impact was that we were no longer eligible for 3 highly likely grants that we had applied for related to increasing healthy food for vulnerable populations. At the beginning of our market season, the PSFFC Board of Directors needed to decide if we wanted to create a brand-new nonprofit that would apply to be a 501c3 to run the food access programs, or to focus on the existing market season to make it as successful as possible. In the end we felt we did not have sufficient time, energy or personnel to do both so our market is no longer an IRS-recognized 501c3 charitable organization; neither is it a for-profit venture.

The main reason the c3 was revoked has to do with the membership nature of the beneficiaries of the decision-making body for our organization which includes our vendors. We can provide additional details to other farmers markets that might be concerned about this.

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

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Signage is critical. Since we are not located in a visible space, it is absolutely vital that directional signs (A-boards with arrows) are put up early on the days when the Farmers Market is open. This requires a major effort of staff and/or volunteers.

- 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:

When relocating a market, talk with as many supporters from diverse angles as possible. They will help identify the pitfalls and will become advocates to tell folks your new location. Publicity is critical. Many small communities have dedicated communication tools that reach almost everyone. Our two included a free handout called The Crab Cracker which is an events calendar for the region which always listed the Farmers Market hours and location on Fridays.

In our first year (2016) we referred to our new location as behind the Stanwood Police Station. It turned out almost no one knew where that was. We changed it to refer to the Amtrak Train Station Parking Lot and many more people understood where it was.

Our volunteer pool should be increased from 10 to 20, which would allow for more rotations and covering unscheduled absences.

10. 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.

With the time frame of 2015-17 as a period of growth and strength-building for our market, this winter (2017-2018) is a period of regrouping for the Board of Directors. We will be hiring a new market manager, 3 board members terms are ending, and our bank accounts are low. In 2018 we will do less with less. Special programs begun using grant funds (Chef at the Market, Sprouting Health Kids) can only continue with special funding or volunteer labor.

Regardless, these special programs are not the primary reason for the market's existence and our community has shown very strong support for the Market and the vendors. 2018 will see those relationships continue and become stronger.

- ii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?
- Fundraising: Spring and fall harvest fundraising events are currently being discussed. Returning to our past sponsors, the board will continue to solicit financial support.

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- Recruiting new board members: We have 3 members ending their terms soon and are designing an application and interview process while gathering a list of possible community-minded people.



Port Susan Farmer Market 2016 Rapid Market Assessment Report

Colleen Donovan
Washington State University
CSANR Small Farms Program

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Photos contributed by author.

I. Introduction

On Friday, August 26, 2016, a Rapid Market Assessment (or RMA) was conducted at the Port Susan Farmers Market in Stanwood, WA by the Washington State University (WSU) Small Farms Program. WSU Farmers Market Research Coordinator, Colleen Donovan, and market manager, Leslie Collings, were the lead RMA organizers. The purpose of a Rapid Market Assessment is to help a farmers market gain new insights and ideas to improve their operations, promotions, vendors, and shopper base. This RMA was funded in part by a USDA Farmers Market Promotion Program Grant. It was the Port Susan Farmers Market's second RMA; the first was done in 2014.

A Rapid Market Assessment uses participatory research methods and includes three parts: 1) shopper counts, 2) a shopper "dot" survey, and 3) constructive comments and observations from an assessment team about the market's physical site, atmosphere, and vendor mix. The RMA team typically includes the market manager, board members, managers from other markets, agricultural professionals, students and community volunteers. Participating in a RMA provides opportunities for market managers to learn how to conduct cost-effective research on markets, experience another market, and network with other market professionals. The 2016 Port Susan Farmers Market Rapid Market Assessment team included three representatives from four farmers markets in northwest Washington and the Washington State Farmers Market Association, as well as a local healthy foods consultant, a market shopper, summer intern, and six board members.

Figure 1. 2016 Port Susan Farmers Market RMA Team



Shelley Klasse,
board member



Elizabeth Russell,
summer intern

Bottom left to right, then right to left. **Joan Schrammeck**, board member; **Leslie Collings**, Market Manager; **Lisa Hayes**, dedicated market shopper; **Rick MacDonald**, board member and vendor; **Carol Frey**, board member; **Karen Kinney**, Washington State Farmers Market Association; **Rita Ordóñez**, healthy foods consultant; **Colleen Donovan**, WSU Small Farms Program; **Candace Jagel**, WSU San Juan County/San Juan Island Farmers Market; **Jeremy Kindlund**, Sedro Wooley Farmers Market; **Peg Tennant**, Coupeville/Oak Harbor Farmers Markets. Not Pictured: **Nancy Merklinghaus**, board member, and **John Russell**, board member.

Market Overview

Market	Port Susan Farmers Market
Purpose	To make fresh local food accessible to all and cultivate long-term economic vitality for the Stanwood and Camano Island communities.
Market Opened	2012
Incorporation	Founded and operated by Port Susan Food & Farming Center
Day & Hours	Friday 2:00 pm to 7:00 pm (June, July, August) 2:00 pm to 6:00 pm (Sept and Oct)
2016 Season	June 3 to October 14 (20 weeks)
Location [New in 2016]	Downtown Stanwood, behind the Stanwood Police Department 8727 271st St NW, Stanwood, WA 98292
Market Staff	Leslie Collings, Market Manager, who works full-time, year-round Market Assistant who works part-time, every market day for 20 weeks
Market Volunteers	10
Vendor Fees	\$30 annual registration, plus \$35 weekly pay-by-the-week flat fee for 10' x 10' and \$70 for 10' by 20'. Drop in rate for 10' x 10' is \$45 and \$90 for 10' x 20'.
Vendors	On August 26, 2016, there were 33 vendors: 18 farms (includes fish, pork and cheese); 8 food processors; 1 prepared food; 6 art/craft/bath & body; 1 chef demo; 1 kids activity booth; plus a space of music and a market info booth.
Currencies	FMNP: Yes SNAP EBT: Yes Credit/Debit: No
Sales	Annual reported sales for 2015 were: \$ 204,649.
Vendor Policies	Online
WSFMA member	Yes
Public Information	www.portsusan.org www.facebook.com/Port-Susan-Farmers-Market-377695252278076/ A weekly newsletter is emailed to people who have signed up.

Market Community

Port Susan Farmers Market is in the City of Stanwood, Snohomish County, on Hwy 532, the only way to drive onto Camano Island. Stanwood's current population is just over 6,500 whereas approximately 15,600 people live on Camano. There are no other farmers markets in Stanwood; however, there are 13 other farmers markets in Snohomish County, five neighboring Skagit County and seven markets in Island County, including one on Camano Island. See Appendix 1. There are also numerous farm stands and the Skagit Valley Food Co-op is within 15 miles of Stanwood. Port Susan Farmers Market farm vendors come from 35 miles with the exception of one farm from eastern Washington that sells stone fruit.

Market Location

The Port Susan Farmers Market is located in downtown Stanwood in a parking lot behind the police station (8727 271st NW, Stanwood, WA 98292) at the corner of 88th St. NW and Florence Ave.

Figure 2. Port Susan Farmers Market Location



Source: Google Maps (accessed 9-7-2016)

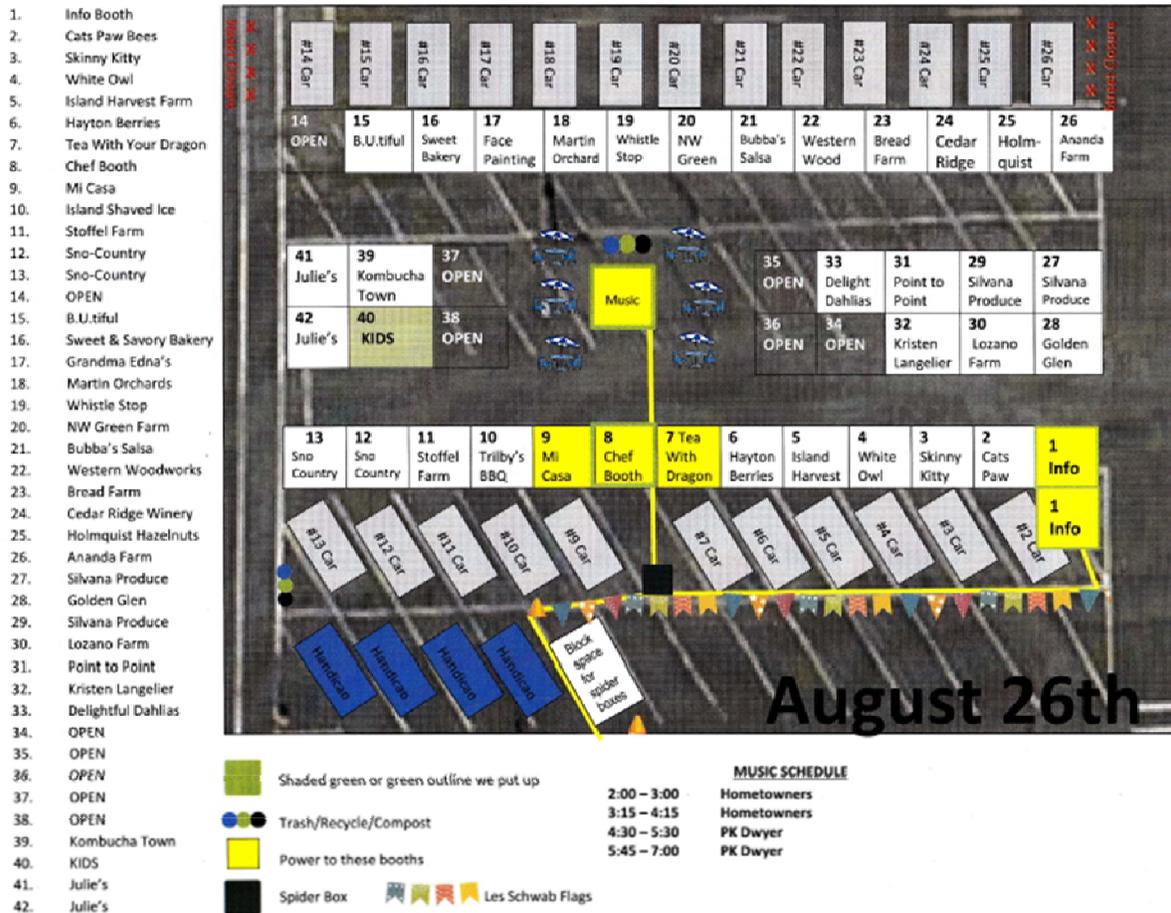
Figure 3. Overview of market site and parking



Source: PDF of market flyer on <http://www.portsusan.org/> (accessed 9-6-2016)

The current market layout includes 42 spots for vendors, an information booth, and entertainment area, plus room for expansion.

Figure 4. Port Susan Farmers Market site map



Source: Market Manager

II. Estimated Market Attendance

An estimated 1,032 shoppers came to the Port Susan Farmers Market on Friday, August 26, 2016 (Table 1). The market manager described the shopper traffic as “slow,” likely due to the hot day. It felt even warmer than the 83 F reported by the Weather Channel¹. Shoppers entering the market were counted by RMA team members at four market “entrances” along the perimeter of the market: two on the east side and two on the west side. Tally counters were used to improve count accuracy. The hourly sample counts for each “entrance” were multiplied by six to get the estimated shoppers per hour. RMA team members also counted shoppers already in the market prior to the opening bell using the walk-through method. The hourly counts plus the pre-opening count were totaled to get the estimated shopper attendance for the day.

¹ <https://weather.com/weather/monthly/l/98292:4:US>

Table 1. Estimated Shoppers by Hour

Time	Estimated # of Customers	Percent of Total
Pre-opening count	30	3%
1st hour (2:00 pm to 3:00 pm)	306	30%
2nd hour (3:00 pm to 4:00 pm)	192	19%
3rd hour (4:00 pm to 5:00 pm)	216	21%
4th hour (5:00 pm to 6:00 pm)	162	16%
5th half-hour (6:00 pm to 7:00 pm)	126	12%
Estimated # of Shoppers	1,032	100%

Figure 5. Port Susan Farmers Market: Estimated number of shoppers by hour, 2:00 to 7:00pm

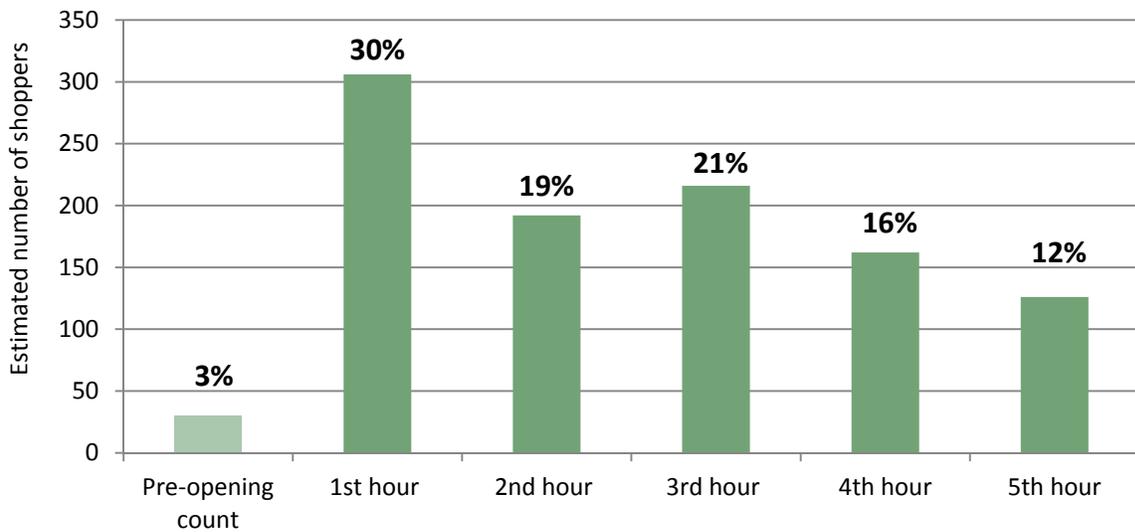
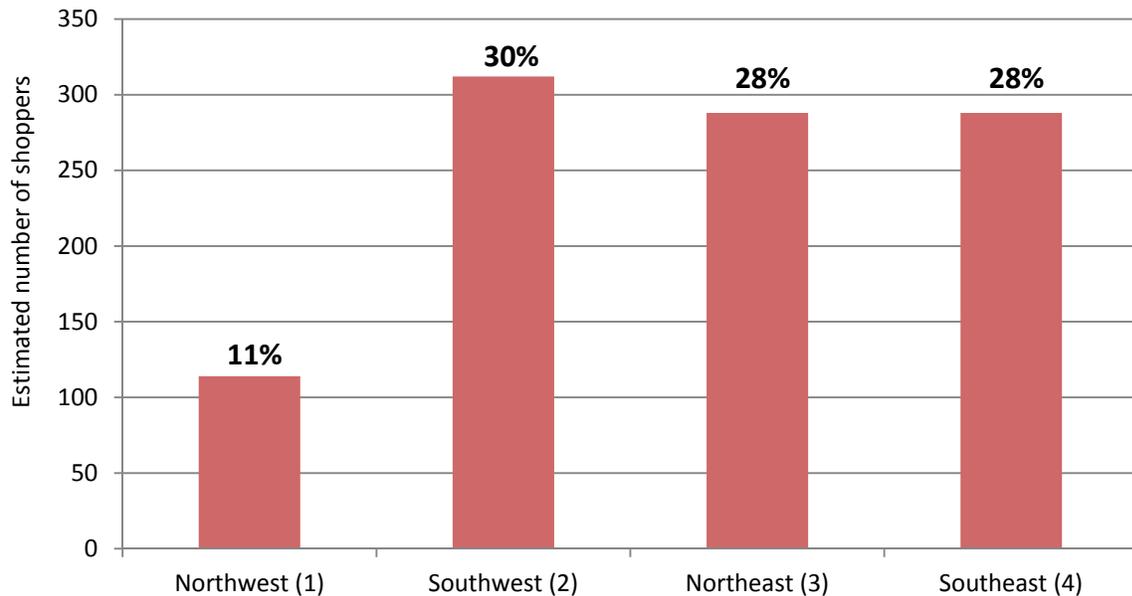


Table 2. Estimated Shoppers by Entrance

Northwest (1)	Southwest (2)	Northeast (3)	Southeast (4)
			
11%	30%	28%	28%

Note: The total (97%) does not include the shoppers who were already in the market when they were counted as part of the pre-opening total.

Figure 6. Port Susan Farmers Market: Estimated number of shoppers by entrance



Note: The total (97%) does not include the shoppers who were already in the market when they were counted as part of the pre-opening total.

Shopper Count Findings and Observations:

- a. The estimate of over 1,032 shoppers which is 25% higher than the manager’s estimate of 800 shoppers.
- b. The first hour was the busiest with a full third of shoppers (30% from the hourly count plus another 3% that were already in the market when it opened). Early shopping would be expected on warmer days.
- c. The final two hours of the market had the fewest shoppers (16% and 12%).
- d. The second and third hours held fairly steady with around 20% each.
- e. The market has entrances on the east and west sides. The west entrances had more shopper traffic (56%) over the east entrances (41%).
- f. However, the single most frequently used market entrance was on the northeast corner.
- g. The entrance with the least shopper traffic was on the northwest side/corner.

III. Shopper Dot Survey Results

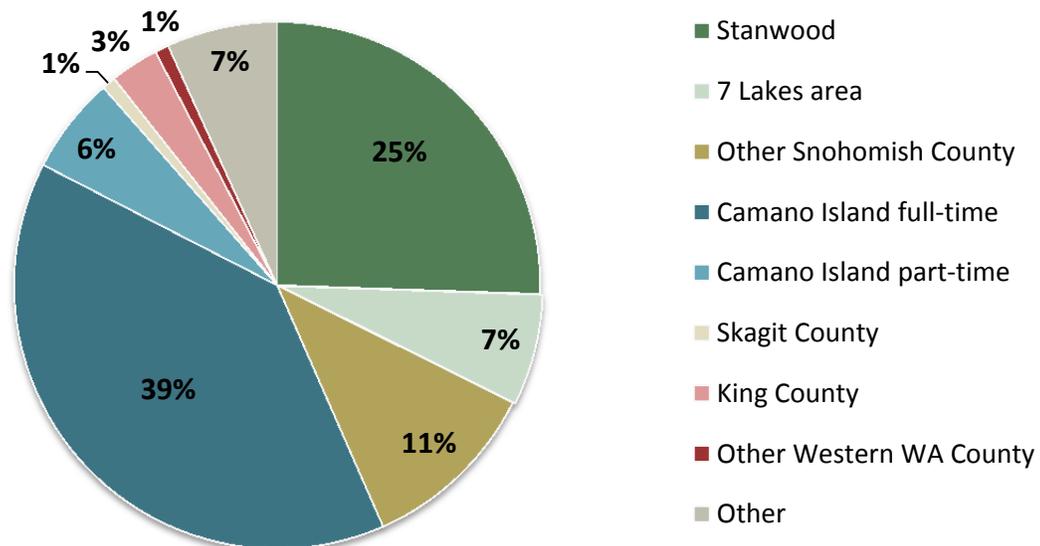
Five dot survey questions and responses were written on large flip charts and set up on easels in the center of the market. A sixth flip chart asked an open-ended question in which shoppers wrote their responses. Throughout the market day, the RMA team actively encouraged shoppers to participate in the dot survey and handed out a strip of five dots. Most shoppers willingly participated and some comment that it is “easy,” “fun,” and “a good idea.” Others said that it was “too hot” and did not want to stand in the sun any longer than necessary.

The objective was to obtain a representative sample of all shopping groups in the market that day. Each shopper was given a strip of five dots to indicate his/her answer to each question. The dots were color coded by gender. The sheets were refreshed at the top of each hour of the market. This allows us to investigate if shopper answers varied by the hour of the market. It also helps minimize any response bias. An average of 236 people answered the dot survey questions; representing an estimated total shopper intercept rate of 23%. Among respondents, 76% were women and 24% were men. This finding is very consistent with other farmers market shopper research and echos cultural norms of women taking more responsibility for food shopping and meal preparation within households.

The first question asked **“Where do you live?”** and had 235 responses. Knowing where shoppers live can help markets to target its promotions and more predict demographic or lifestyle characteristics. The results can also identify areas where shoppers are not being served by the market and suggest areas where new or increased outreach may be considered.

As anticipated, the place with the single greatest number (45%) of dot survey respondents was Camano Island. Of the Camano Island shoppers, 87% live there full-time. Nearly a third of shoppers live in Stanwood (25%) or the adjanse “7 Lakes Area” (7%) which include Lakes Goodwin, Shoecraft, Ki, Crabapple, Loma, Howerd and Martha. Another 11% of shoppers were from other parts of Snohomish County while few shoppers were from neighboring Skagit County (1%) and King County (3%).

Figure 7. Where Respondents Live by Location (N = 235)



If the responses are looked at in terms of gender, women were predominantly from Camano Island full-time (37%), Stanwood (28%), and Other Snohomish County (13%). Men, on the other

hand, live in Camano Island full-time (45%), Stanwood (18%), and the 7 Lakes area (11%). Please see Appendix 2. Figures 8 and 9 show where shoppers live by market hour. Shoppers from Camano Island tended to come during the first three hours of the market. Shoppers from Stanwood came throughout the market, with the highest number coming in the first and fourth hour of the market.

Figure 8. Where Respondents Live by Location and Market Hour (N = 235)

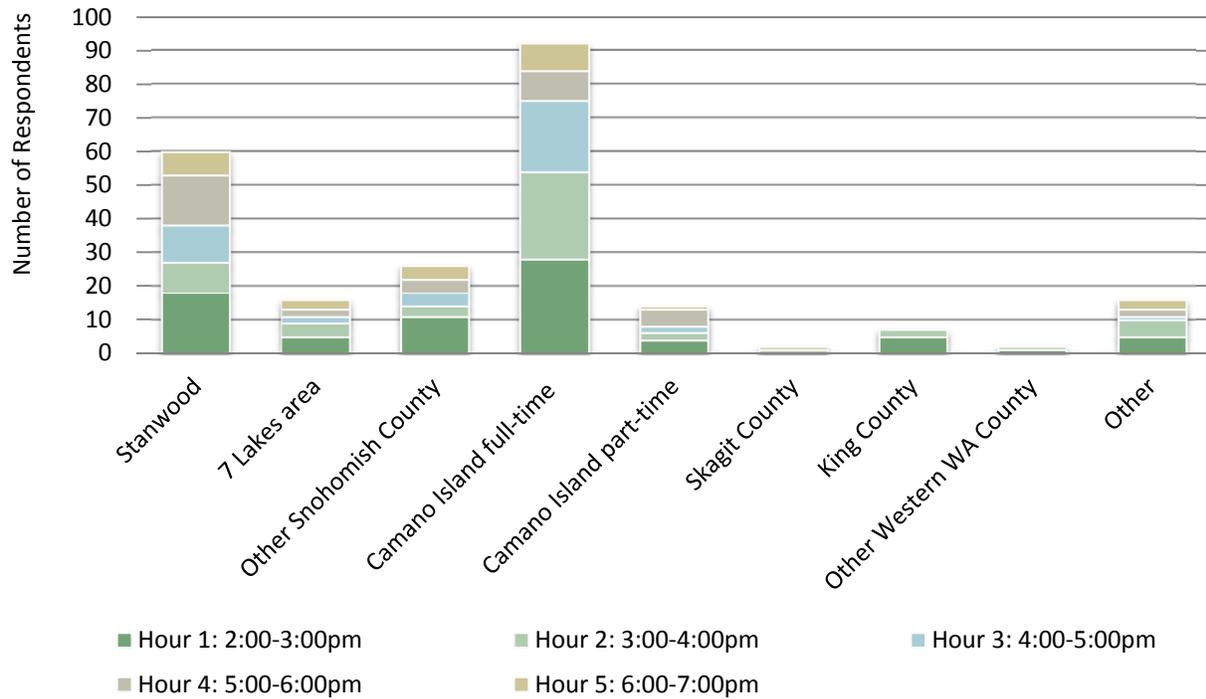
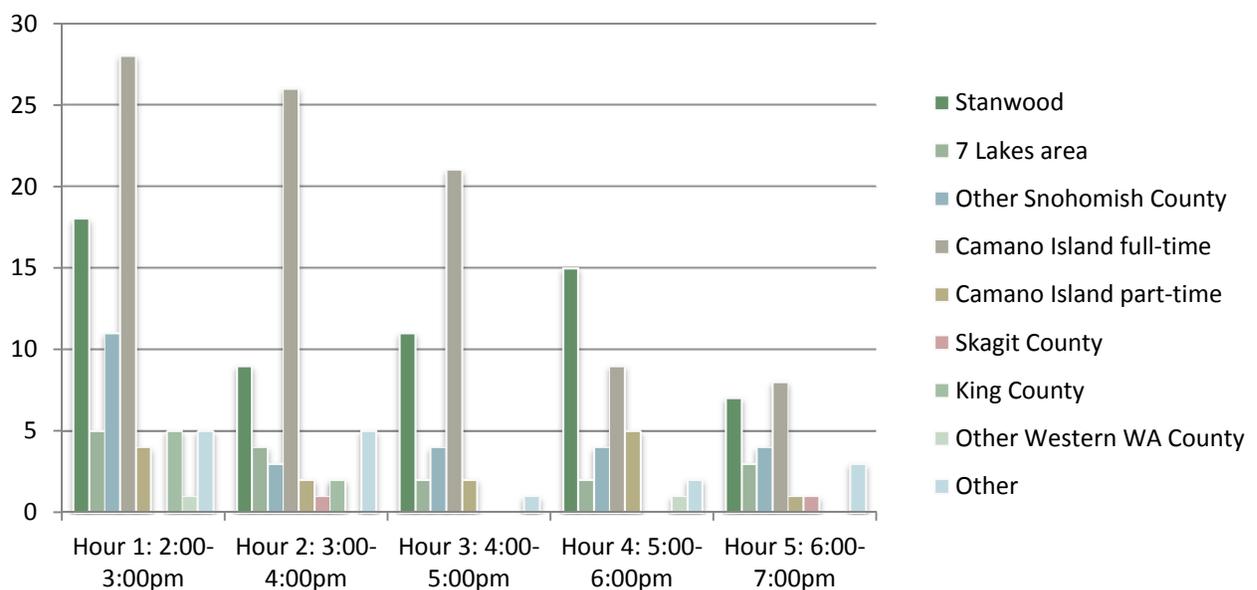


Figure 9. Dot Survey Respondents by Where They Live and Market Hour (N = 235)

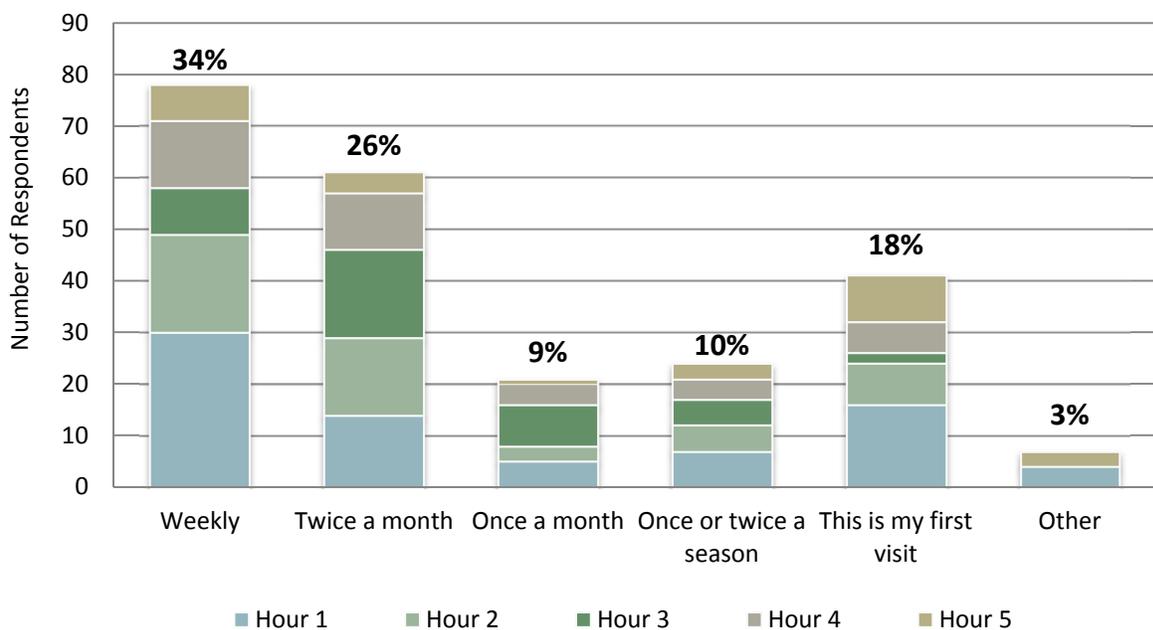


The second question asked “How often do you shop at this farmers market?” and had 232 responses. This is a key question for farmers markets as shopping every week or twice a month is one of the characteristics of core farmers market shoppers. These are shoppers who make a point to come and tend to be more serious shoppers with higher spending averages. They also tend to identify more with farmers markets in general or a particular market that is “theirs” and are effective ambassadors for spreading news about the market. Core shoppers also tend to come even when the weather is not ideal. Given how hot it was on the day of the RMA, we would expect that our RMA results have a higher representation of core Port Susan Farmers Market shoppers.

Over a third (34%) of respondents reported that they shop at the market every week and another 26% said they shop twice a month. This suggests that 60% of the shoppers at the market on August 26 are regular or core shoppers. The average among other RMAs is a 53%. Nineteen percent said that they shop either once a month (9%) or once or twice a season (10%). Most (62%) of the weekly shoppers came in the first two hours whereas most of the “Twice a month” shoppers mostly came in the first three hours. Most of the “once a month” shoppers came in hour three while the “once or twice a season” shoppers were fairly evenly distributed throughout out the market day. The first time shoppers (18%) were mostly represented in the first and last hours of the market. The amount of first time shoppers is very typical among the other RMAs we have done and is a good reminder to keep signage up and information available even late in the season as almost one in every five or six shoppers may be new.

Women were more likely to shop weekly than men, 35% and 29% respectively. And men were more likely to be first time shoppers, 20% versus 17% for women.

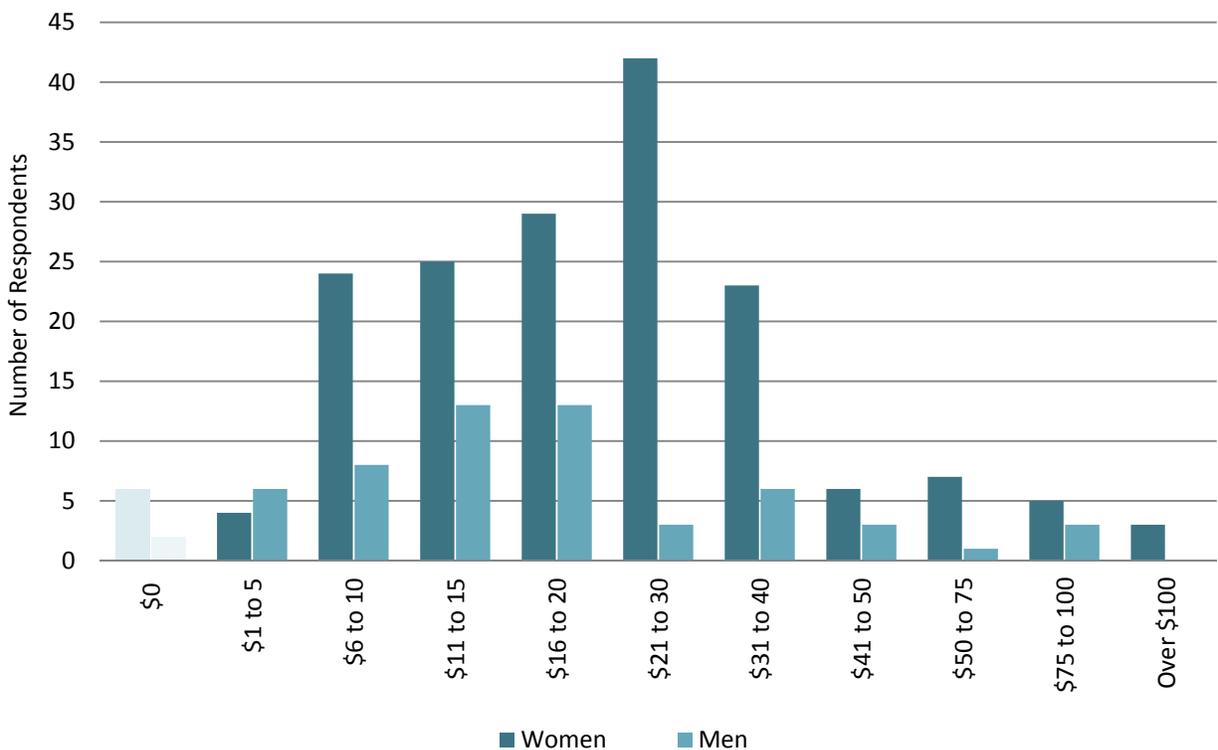
Figure 10. How Often Respondents Shop at the Market (N = 232)



Questions 3 and 4 asked about shopper spending: **How much have you (or will you) spend at the farmers market today?** (N = 232) and **How much have you (or will you) spend at other downtown businesses or restaurants today?** (N = 224). The data from Question 3 is used to calculate the average shopper spending and the estimated sales for the market day.

Estimated sales are based on the average sales per total number of shopping groups². Based on the market manager observations, we estimate the shopping group size at this market is 1.5 people. With a total shopper estimate of 1,032, we would estimate a total of 688 shopping groups. By multiplying the number of shopping groups by the estimated average sales of \$24.28, we estimate the total sales at the market on the day of the RMA to have been approximately \$16,706. In most market studies, customer-reported spending exceeds vendor-reported sales.

Figure 11. Respondent Spending at the Farmers Market (N = 232)

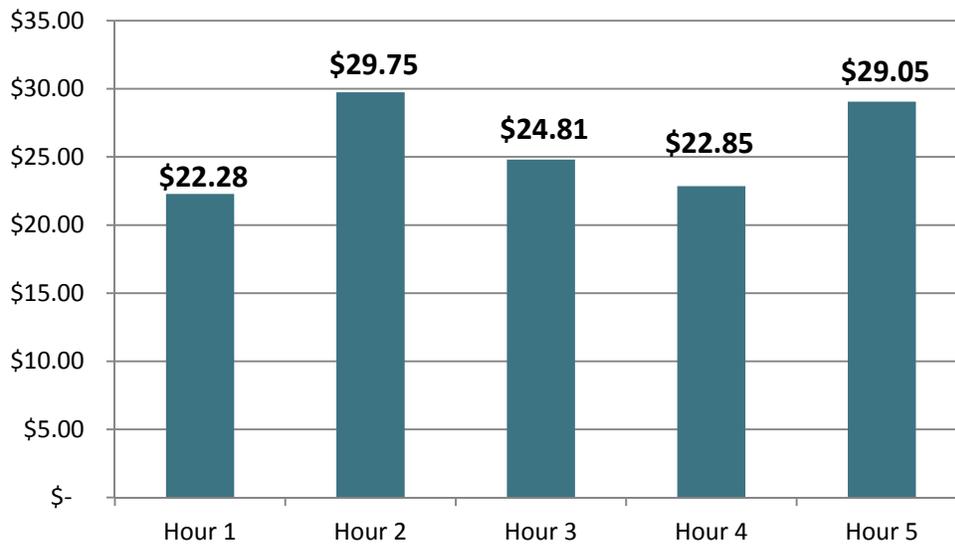


The estimated average farmers market sales for all respondents is \$24.28 and only 3% reported not spending anything at the market. Among respondents who spend at least one \$1.00, the average sales increase to \$25.15. Among women, the average sales were calculated to be \$25.26 and \$26.16 for women who spend at least one \$1.00. If we look at sales among women

² The sampling unit in RMAs is the “shopping group”; shopping groups may consist of individuals, couples, or families. The average size of a shopping group varies by market, depending on the demographics of the area, day of the week, nature of the market, and time of year. If we have an estimated number of shopping groups and an estimate of the average spending, then we can calculate the estimated sales for the day based on these assumptions. *Average Spending (\$)/Shopping Group X # of Shopping Groups = Estimated Total Sales (\$).*

by hour, hour 2 and hour 5 had the highest averages of over \$29 (Figure 12). Among men, the average sales were lower: \$21.34 and \$22.11 for men who spend at least one \$1.00. The single greatest spending category was \$21 to 30 with 19% of farmers market sales; among women this category represented 24% of sales. These patterns can inform vendor sales expectations, pricing strategies, and whether or not they should invest in accepting credit and debit cards at their booth. Appendix 3 provides a comparison between the 2014 and 2016 RMA by spending category.

Figure 12. Women's Average Farmers Market Spending by Market Hour



Assessing the economic impact of farmers market is very challenging given the cash basis of most sales, the fact vendors operate as independent businesses, and the true cost of doing business as a market tends to be subsidized through in-kind and external funds, among other factors. Nevertheless, farmers markets draw significant numbers of shoppers to an area over a 4 or 5 hour period each week. The dot survey question **“How much have you (or will you) spend at other downtown businesses or restaurants today?”** is one way to evaluate shopper spending beyond the market itself.

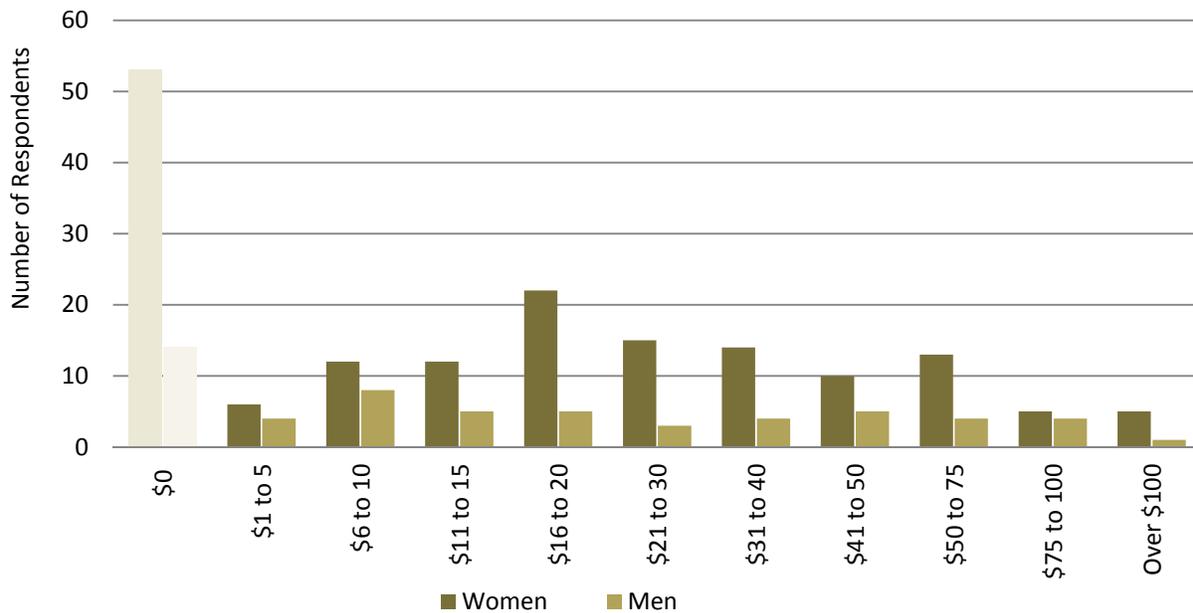
The estimated average other downtown business and restaurant sales for all respondents is \$22.98 and the single greatest category (excluding \$0) is the \$16 to 20 dollar range. The average among respondents who reported spending at least \$1.00 at downtown businesses or restaurants increases to \$32.78.

As a trend, women’s average sales at the farmers market were greater than men’s whereas the men’s average sales at other downtown businesses and restaurants were greater than women’s. Highlighting this consumer behavior to market vendors and downtown businesses can help them to more effectively target their products and marketing strategies.

Table 3. Average Spending at Farmers Market and Nearby Businesses and Restaurants

	Women	Men	All
Farmers Markets	\$25.26	\$21.34	\$24.28
Other Downtown Businesses & Restaurants	\$22.54	\$24.25	\$22.98

Figure 13. Respondent Spending at Other Downtown Businesses or Restaurants (N = 224)



The final dot survey question asked “**What is your primary reason for shopping at the market today?**” and had a total of 256 responses. With this question we obligate shoppers to pick one reason even though we know there are multiple motives in play. The question also serves to remind shoppers of all of the reasons to come, raising awareness about why they should support their market. Overall the most frequent response (49%) was to “support a local farmer” followed by “healthy food” (21%), and “other” (11%). Based on written comments, the “other” could include the desire for an “all of the above” response.

Women were more likely than men to select “support a local farmer” (50% compared to 46%) while men were more likely than women to select “Healthy food” (24% compared to 20%). Men were also more likely to select “Atmosphere” (7% compared to 2% for women). A small percentage of women selected “Chef at the Market,” “Sprouting Healthy Kids,” “Artisan/Handcrafted items,” and “Flowers” whereas no (zero) men selected these options.

Results are analyzed by market hour in Figure 15. Reasons relating to farm products (e.g., healthy food, supporting a farmer, flowers) are stronger in the early hours whereas more social aspects (atmosphere, crafts, and seeing friends) are stronger in the last two hours.

Figure 14. Primary Reason for Shopping at the Farmers Market by Gender (N = 256)

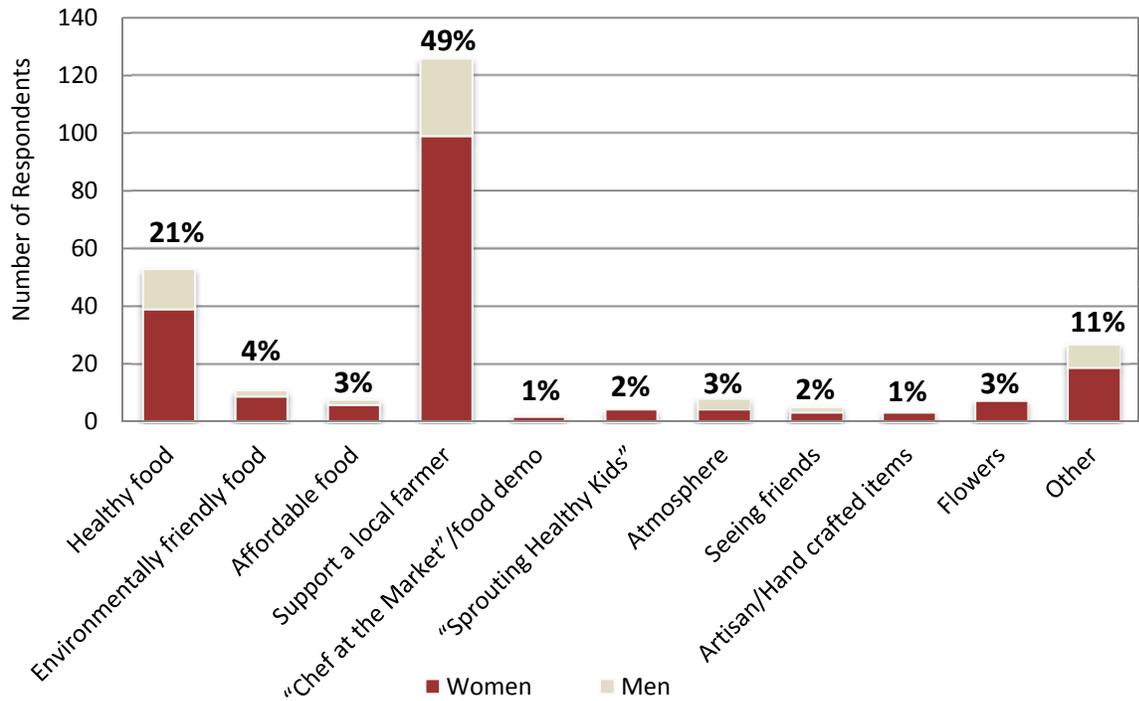
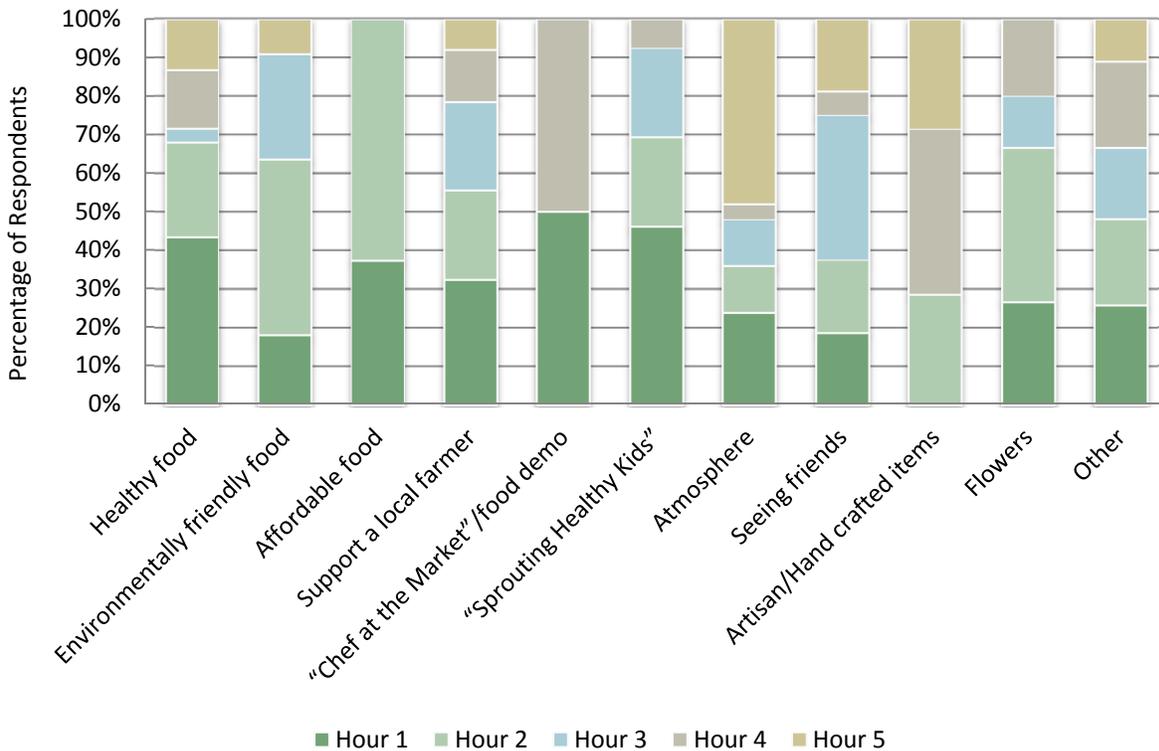


Figure 15. Primary Reason for Shopping at the Farmers Market by Hour (N = 256)



In addition, shoppers were asked an open-ended question “**What suggestions do you have to make this market even better?**” and were encouraged to write down their ideas. There were a total of 56 suggestions written over the course of the market day. The most frequent themes were:

1. *Products* (20%):
 - a. more [prepared] food, , more produce, pinach, stone fruit, more veggies,
 - b. came for the gluten free; fish = reason I come here; peaches = reason to come to the market
 - c. Is crab in crab cakes local?

2. *Market Location* (16%):
 - a. Move onto main street to get people into stores also; lots more visability in parking bt of Viking Village right on 532; Need more visability/cannot see it from 532
 - b. We like the new location, it's better!; I'm happy with where you are; like location now
 - c. Q? do we think this is the best location?

3. *General* (14%):
 - a. best farmers market ever!!! love it (the market)
 - b. Everything's OK; I like it the way it is; no suggestions - it's a great place; you do fine
 - c. tell us in the newsletter who is playing music and when

4. *Vendors* (11%):
 - a. more vendors; add a beverage vendor; want to see more farmers
 - b. love the chef at the market :) never here when chef is here
 - c. where is Schuh?

5. *Parking is easy* (9%)

6. *When the Market is open* (9%)
 - a. Sat market would be great; Saturdays easier for part-timers. Traffic! Friday's a lousy day; work is all over
 - b. do a morning opening once a month
 - c. start earlier in the season or create a year round location

Bonus Dot Survey Questions from *Sprouting Healthy Kids*

Volunteers at the “Sprouting Healthy Kids” booth facilitated a dot survey with kids at the market. There were two questions: “What’s your favorite vegetable? And “What’s your favorite fruit?” Kids responded with a sticker of a smiley face. Berries won handily over peaches for the favorite fruit, and snap peas edged out carrots for the vegetable of choice. Please see Appendix 4 for full results.

IV. Constructive Comments & Observations from RMA Team

As part of the RMA, each member of the assessment team was asked to note his or her observations about the market's physical site, atmosphere, and vendor and product mix. The purpose was to offer helpful ideas from a "fresh" perspective. Below is a summary of key themes that were noted at the RMA. (We understand that the market may have tried ideas before or have conditions that limit their ability to implement ideas.)

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

- a. Increase the visibility of the market from immediate streets, including signage on the main drag itself. Feather signs were not visible from 271st Street. Suggested A-boards and banner with FARMERS MARKET and an arrow pointing to the market site. Suggestion for more signs at 532 too. Consider asking the town to put an official tourist activity sign for the market (with an arrow) that people can see from the highway.
- b. Consider creating a more distinct welcome sign to designate a market "entrance." The eastside entrance can look sloppy especially with all the boxes visible under the vendor's booth.
- c. Market info booth needs a sign to identify it. A-boards could also be used to "welcome" shoppers and to say something like "Thank you for supporting Local (or WA) Farmers" or "See you next Week" as they exit.
- d. A change in location can be an opportunity to try new things and shake it up a little. Stand back and watch from the "outside" whenever you can.
- e. Try to use the two ends of the market more and create stronger "bridge" energy in the center.
- f. Rethink the four entrances to create a complete row down the middle so folks can't walk past a few vendors and escape.
- g. The northwest corner of the market does not receive sufficient attention/energy; and has the lowest shopper traffic flow. Tendency to be "skipped."
- h. Really great that vendors can keep vehicles adjacent to booth space. Proximity of vehicles to market stalls reads as "honest, hard-scrabble, entrepreneurial, hard-working vendors."
- i. Appreciated that market was on a bus route. Possible spot for advertising.
- j. Pavement is a mixed blessing. Good for strollers, wheelchairs, walkers, etc. Level area makes walking easy. But was very hot. Some like the grass and the old site better. What happens when it rains? Puddles?

- k. Great parking availability and proximity to the market. Vastly improved from old site. East parking is the most accessible; west parking has less turnover.
- l. Observed many people who had difficulty walking. Set up (temporary) “disabled parking” spaces near entrances.
- m. Question: are the market aisles a bit too tight when the market is busy (especially with dogs)?
- n. Music and hole in the middle makes for a diverted flow of traffic for customers. Easy to jump through hole and miss vendors on the other side. Middle area could use some kind of visual enhancement to add color.
- o. Market sign was inadvertently left in walkway, blocking south side of east entrance.
- p. Flower vendor at west end is not aligned with other vendors. Being set back could draw shoppers in, however she is also visually blocked from much of the market. Where can you use color in the market?
- q. Is knitwear vendor at the end of the market possibly not benefiting from market energy and activity because the front of the booth is open to one side and facing away from market? You could close off the northwest entrance and turn vendor around so she faces the market?
- r. How does AmTrak schedule impact the market? Does it coincide with market hours? One person noted how this adds energy and evokes very Americana feelings.
- s. Suggest posting “no idling” signs on northwest and southeast sides which could be liability. Observed one shopper stopped on NW side for 10 minutes.
- t. Benches observed being used.
- u. Excellent garbage and recycling cans in multiple places. Could add a sign to make these more visible to shoppers.
- v. Might consider asking if the businesses next to the market would like a table out back or market booth to increase the energy.
- w. It will take time to teach the community about the new market location.

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

The most frequent comments from the RMA Team were:

- a. Nice to see lots of seniors. Saw senior vans going by. Did they drop off and pick up people? Could be a good partnership possibility?

- b. Quiet day but there was a consistent flow of people. Very hot for market – customers and vendors. (And RMA Team!)
- c. Great kid activities but not a lot of kids.
- d. High praise for the music. First set of music was upbeat and uplifting; second set was slower and the flow of people slowed as well. Volume was good; not too loud.
- e. People using market as part of everyday shopping and seem to have a fun time doing it.
- f. Like the Port Susan Farmers Market logo. Could add the train to the graphic to capitalize and reinforce new market location.
- g. Banner advertising sponsors is an excellent idea and adds to market ambiance.
- h. Good “local” feel.
- i. Loved seeing the water color artist at work with her notebook.

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

- a. Really nice, great mix of vendors, especially of veggies and farmers. Excellent quality of fresh farm products despite the heat. All vendors were clean, with high-quality booth displays. Vendors are to be complimented.
- b. Vendors were easy to approach, warm and forthcoming. Did a good job informing shoppers. Seems like vendors like each other!
- c. Impressive amount of protein available.
- d. Berry vendors were very busy and run out early. Ice cream vendor has wonderfully inventive flavors. Good to see that market has a dedicated egg vendor.
- e. Consider adding/experimenting with having more than one prepared food vendor to increase shopper options.
- f. Recommendation one or two more row crop farmers to add color/texture.
- g. There was no coffee vendor at the market.
- h. Like that the vendors are mixed throughout vs “category” grouping.
- i. Significant concerns were expressed about vendors breaking down early/before the end of the market – even on a hot, “slow” day. Word of mouth is very powerful and the market risks the word getting around “not to go after 6:30pm.” Several people noted that there was a vendor putting stuff away around 6:15pm.

- j. Effectiveness of vendor signage may be improved by:
 - Signs hung at the front of the vendor tents are far more effective; although a couple vendors had signs in the back that drew you in.
 - Colorful booths are more alluring
 - Encouraging all vendors to have price signs
 - Some vendors would benefit from using “cleaner” fonts that are easier to read, especially at a distance
 - Check all spelling
 - Add “EBT Accepted” type signs at vendor booths
 - Saw “Fresh Bucks” sign at a vendor booth and this market does not participate in “Fresh Bucks.”
 - Check that all vendors with “organic” signs are abiding by USDA labeling regulations.
 - Signs at Silvana Produce were noted as especially effective (chalkboard with info written with day glow pens). Also liked Island Harvest’s use of clothespins.
 - The photobook at Hayton increases customer trust and confidence.
- k. Check vendors to make sure that shoppers can see scales and that they have a scale license.
- l. Some vendors were looking at their smartphones which turns off shoppers.
- m. Have more samples and encourage tastings.
- n. Observed very targeted purchasing by shoppers who got in and made a beeline back to their cars. Possibly due to heat.
- o. Create recipe cards to hand out at Chef at the Market. Maybe a volunteer could help?

Additional comments:

- The help closing down the market is “fantastic!!” This is a truly wonderful asset.
- What, if anything, does the market do to verify that vendors are growing what they sell?
- How does the City of Stanwood view the market?
- Have you considered signage encouraging people to keep their dogs on a short leash?
- SNAP Ambassador Program may be helpful; Tacoma markets are a good resource.
- Consider at Veggie Rx program in collaboration with local health care.
- Consider giving vendors recipe cards for products they sell (e.g., Martin could have used some of the WSFMA peach recipe cards at their booth).
- Vendors work hard and it’s hard to be “on” for so long.
- The involvement of the market board and supporters adds tangible enthusiasm to the market ambiance.
- Good job Leslie! Keep up the good work and growing the market!

V. Conclusion

Founded and operated by the Port Susan Food and Farming Center, the Port Susan Farmers Market operates for 20 weeks on Fridays afternoons and is in its fourth season. This was the market's second RMA. It is transitioning to a medium-sized market and has a full-time manager, seasonal assistant, an active board, dedicated volunteers, and significant number of sponsors. The quality of the vendors is very high and the market has a very good product mix, including a variety of dairy and protein. The market moved to a new location in 2016. Increasing shoppers is one of its key goals.

The RMA was conducted on August 26, 2016 which turned out to be an unseasonably hot summer day for Western Washington. The RMA Team included 14 people from the local community, area farmers markets, and WSFMA. Everyone was very impressed with the market and the strong support it received from volunteers and sponsors. Just over a thousand shoppers were counted during the five hour market. Five dot survey questions were asked along with an open-ended question soliciting ideas on how to make the market better. RMA Team members also offered their own constructive comments and observations about the physical site, atmosphere, and vendor/product mix.

The weather has clearly been a challenge for the Port Susan Farmers Market, either being too hot or too cool/wet. This affects the vendor turn out and products as well as the shoppers. Some of the variables market can consider to mitigate extreme or unpredictable weather include: changing the hours of operation, moving to a location with shade and/or protection from the elements, and providing amenities to vendors, shoppers, and volunteers to help them cope with inclement weather. Of course, none of these measures are easy or resolve the challenge completely.

Given the heat, it is likely that the results represent the market's "core" shopper base more than usually seen in RMAs. The core shoppers are people who shop at least twice a month, tend to spend over \$25 per visit, and come even when the weather isn't ideal. In contrast, occasional shoppers may only come once a season, spend little money, and are unlikely to come if it's not convenient or physically comfortable. Every market needs both types of shoppers, however growing the core shopper base is more important to the long-term success of vendors and the market as they represent most of the sales.

As the Port Susan Farmers Market wraps up its fourth season and plans for its fifth, it will require additional organizational support to ensure continued growth. This may take the form of new policies (e.g., when vendors are allowed to close down), infrastructure (e.g., to increase the market's visibility from the roads), and continued involvement of its board of directors and community volunteers.

Appendix 1. Farmers Markets in Snohomish & Surrounding Counties

Farmers Market	City	County	Market Day	Time
Anacortes Farmers Market	Anacortes	Skagit	Saturday	9a-2p
Arlington Farmers Market	Arlington	Snohomish	Saturday	10a-3p
Bayview Farmers Market	Langley	Island	Saturday	10a-2p
Bellingham Farmers Market - Downtown	Bellingham	Whatcom	Saturday	10a-3p
Bellingham Farmers Market - Fairhaven	Bellingham	Whatcom	Wednesday	12-5p
Bothell Farmers Market	Bothell	Snohomish	Friday	12-6p
Bow Little Market	Bow	Skagit	Thursday	1-6p
Camano Island Farmers Market	Camano Island	Island	Monday	3-7p
Coupeville Farmers Market	Coupeville	Island	Saturday	10a-2p
Edmonds Summer Market	Edmonds	Snohomish	Saturday	9a-3p
Everett Farmers Market	Everett	Snohomish	Sunday	11a-4p
Everett Farmers Market - Everett Mall	Everett	Snohomish	Friday	3-7p
Farm to Table Market	Monroe	Snohomish	Wednesday	3-8p
Ferndale Public Market	Ferndale	Whatcom	Friday	1-6p
Lynden Farmers Market	Lynden	Whatcom	Thursday	12-5p
Marysville Farmers Market	Marysville	Snohomish	Saturday	9a-2p
Mount Vernon Saturday Farmers Market	Mount Vernon	Skagit	Saturday	9a-2p
Mount Vernon Wednesday Market	Mount Vernon	Skagit	Wednesday	11a-4p
Mukilteo Farmers Market	Mukilteo	Snohomish	Wednesday	3-7p
Oak Harbor Farmers Market	Oak Harbor	Island	Thursday	4-7p
Port Susan Farmers Market	Stanwood	Snohomish	Friday	2-7p
Salish Crossing Farmers Market?	Edmonds	Snohomish	Wednesday	3-7p
Sedro Woolley Farmers Market	Sedro-Woolley	Skagit	Wednesday	3-7p
Snohomish Farmers Market	Snohomish	Snohomish	Thursday	3-7p
Snohomish Sunday Farmers Market	Snohomish	Snohomish	Sunday	11a-3p
South County Community Farmers Market	Bothell	Snohomish	Wednesday	4-8p
South Whidbey Tilth Farmers Market	Langley	Island	Sunday	11a-2p
Twin Sisters Farmers Market-Nugent's Corner	Nugent's Corner	Whatcom	Saturday	9a-3p
Twin Sisters Farmers Market-Kendall / Maple Falls	Maple Falls	Whatcom	Saturday	9a-3p
Whitehorse Farmers Market	Darrington	Snohomish	Daily	?

Appendix 2. Dot Survey Questions, Responses, and Counts

Port Susan Farmers Market—August 26, 2016 Rapid Market Assessment

An average of 236 people answered the dot survey questions; 76% were women and 24% were men. This represents an estimated total shopper intercept rate of 23%.

Dot Survey Question	Responses	Total by Count			Total by Percentage		
		Women	Men	Total	Women	Men	Total
1. Where do you live?	Stanwood	50	10	60	28%	18%	26%
	7 Lakes area	10	6	16	6%	11%	7%
	Other Snohomish Co.	24	2	26	13%	4%	11%
	Camano Island full-time	67	25	92	37%	45%	39%
	Camano Island part-time	11	3	14	6%	5%	6%
	Skagit County	1	1	2	1%	2%	1%
	King County	2	5	7	1%	9%	3%
	Other Western WA County	2	0	2	1%	0%	1%
	Other	13	3	16	7%	5%	7%
	Total	180	55	235	100%	100%	100%
2. How often do you shop at this farmers market?	Weekly	62	16	78	35%	29%	34%
	Twice a month	46	15	61	26%	27%	26%
	Once a month	15	6	21	9%	11%	9%
	Once or twice a season	17	7	24	10%	13%	10%
	This is my first visit	30	11	41	17%	20%	18%
	Other	6	1	7	3%	2%	3%
	Total	176	56	232	100%	100%	100%
3. How much have you (or will you) spend at the farmers market today?	\$0	6	2	8	3%	3%	3%
	\$1 to 5	4	6	10	2%	10%	4%
	\$6 to 10	24	8	32	14%	14%	14%
	\$11 to 15	25	13	38	14%	22%	16%
	\$16 to 20	29	13	42	17%	22%	18%
	\$21 to 30	42	3	45	24%	5%	19%
	\$31 to 40	23	6	29	13%	10%	13%
	\$41 to 50	6	3	9	3%	5%	4%
	\$50 to 75	7	1	8	4%	2%	3%
	\$75 to 100	5	3	8	3%	5%	3%
	Over \$100	3	0	3	2%	0%	1%
	Total	174	58	232	100%	100%	100%

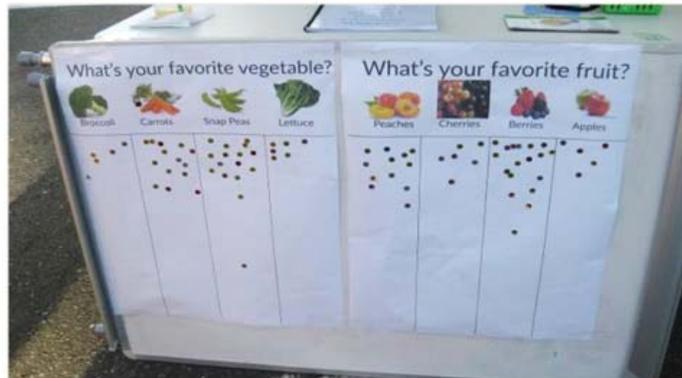
Dot Survey Question	Responses	Total by Count			Total by Percentage		
		Women	Men	Total	Women	Men	Total
4. How much have you spent (or will you spend) at other downtown businesses or restaurants today?	\$0	53	14	67	32%	25%	30%
	\$1 to 5	6	4	10	4%	7%	4%
	\$6 to 10	12	8	20	7%	14%	9%
	\$11 to 15	12	5	17	7%	9%	8%
	\$16 to 20	22	5	27	13%	9%	12%
	\$21 to 30	15	3	18	9%	5%	8%
	\$31 to 40	14	4	18	8%	7%	8%
	\$41 to 50	10	5	15	6%	9%	7%
	\$50 to 75	13	4	17	8%	7%	8%
	\$75 to 100	5	4	9	3%	7%	4%
	Over \$100	5	1	6	3%	2%	3%
	Total		167	57	224	100%	100%
5. What is your primary reason for shopping at the market today?	Healthy food	39	14	53	20%	24%	21%
	Environmentally friendly food	9	2	11	5%	3%	4%
	Affordable food	6	2	8	3%	3%	3%
	Support a local farmer	99	27	126	50%	46%	49%
	"Chef at the Market"/demo	2	0	2	1%	0%	1%
	"Sprouting Healthy Kids"	4.33	0	4.33	2%	0%	2%
	Atmosphere	4.33	4	8.33	2%	7%	3%
	Seeing friends	3.33	2	5.33	2%	3%	2%
	Artisan/Hand crafted items	3.5	0	3.5	2%	0%	1%
	Flowers	7.5	0	7.5	4%	0%	3%
	Other	19	8	27	10%	14%	11%
	Total		197	59	256	100%	100%

Appendix 3. Shopper Spending, 2014 and 2016

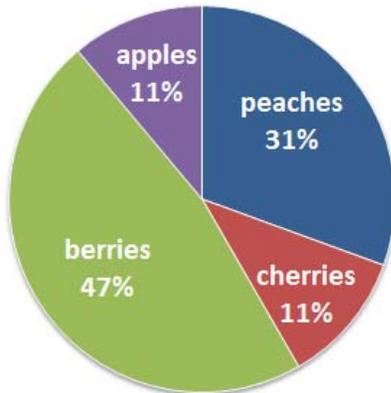
How much have you (or will you) spend at the farmers market today?	2014						2016						Difference		
	Men		Women		Total	Total	Men		Women		Total	Total	Women	Men	Total
	Women	Men	Women	Men	Women		Men	Women	Men	Women	Men		Women	Men	Women
\$0	17	13	30	5%	11%	7%	6	2	8	3%	3%	3%	-2%	-7%	-3%
\$1 to 10	76	35	111	23%	29%	25%	28	14	42	16%	24%	18%	-7%	-5%	-7%
\$11 to 20	128	30	158	39%	25%	35%	54	26	80	31%	45%	34%	-8%	20%	-1%
\$21 to 40	67	27	94	21%	22%	21%	65	9	74	37%	16%	32%	17%	-7%	11%
\$41 to 100	37	17	54	11%	14%	12%	18	7	25	10%	12%	11%	-1%	-2%	-1%
Over \$100	1	0	1	0%	0%	0%	3	0	3	2%	0%	1%	1%	0%	1%
	326	122	448	100%	100%	100%	174	58	232	100%	100%	100%	0%	0%	0%

How much have you (or will you) spend at other downtown businesses and	2014						2016						Difference		
	Men		Women		Total	Total	Men		Women		Total	Total	Women	Men	Total
	Women	Men	Women	Men	Women		Men	Women	Men	Women	Men		Women	Men	Women
\$0	28	27	55	9%	22%	12%	53	14	67	32%	25%	30%	23%	2%	18%
\$1 to 10	74	16	90	23%	13%	20%	18	12	30	11%	21%	13%	-12%	8%	-7%
\$11 to 20	56	26	82	17%	21%	18%	34	10	44	20%	18%	20%	3%	-4%	1%
\$21 to 40	71	23	94	22%	19%	21%	29	7	36	17%	12%	16%	-4%	-7%	-5%
\$41 to 100	87	26	113	27%	21%	25%	28	13	41	17%	23%	18%	-10%	1%	-7%
Over \$100	10	4	14	3%	3%	3%	5	1	6	3%	2%	3%	0%	-2%	0%
	326	122	448	100%	100%	100%	167	57	224	100%	100%	100%	0%	0%	0%

Appendix 4. Sprouting Healthy Kids Dot Survey Results



Kids favorite fruit? (N = 36)



Kids favorite vegetable? (N = 43)

