

**Springfield Farmers Market Assessment Findings, August 2008**  
**Heidi Hascall and Laurie Trieger, Lane Coalition for Healthy Active Youth**

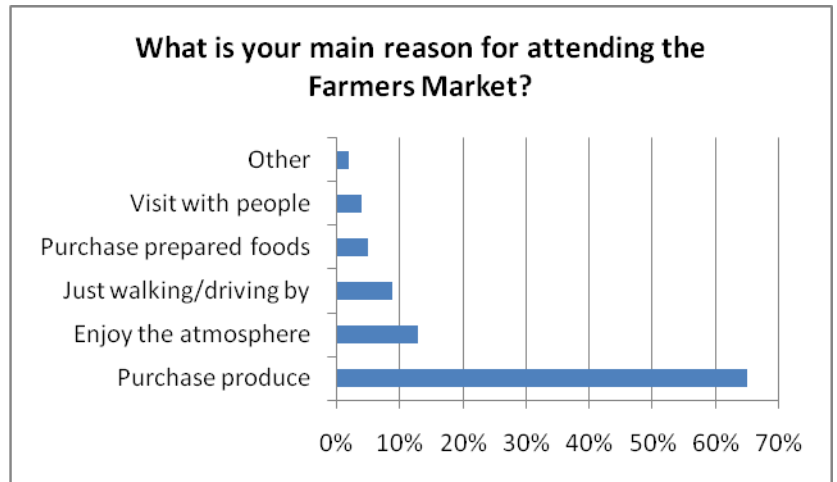
The Springfield Farmers Market's first season ran June-October, 2008.

The location of the site for the Farmers Market is Main Street between 5<sup>th</sup> and 6<sup>th</sup> street in Springfield Oregon.

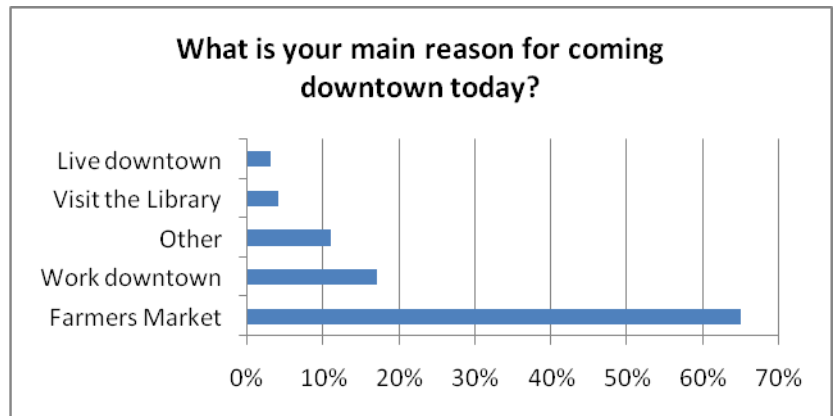
The Market is a project of The Neighborhood Economic Development Corporation (NEDCO). Key partners on the project include City of Springfield, local businesses, area growers and the Lane Coalition for Healthy Active Youth (LCHAY).

LCHAY was tasked with conducting an assessment to better understand the behavior of market shoppers, measure their eating habits and encourage community input to help ensure sustainability of the market. Since produce plays a primary role in attracting customers, we can assume that a greater variety of produce and farmers would attract more customers.

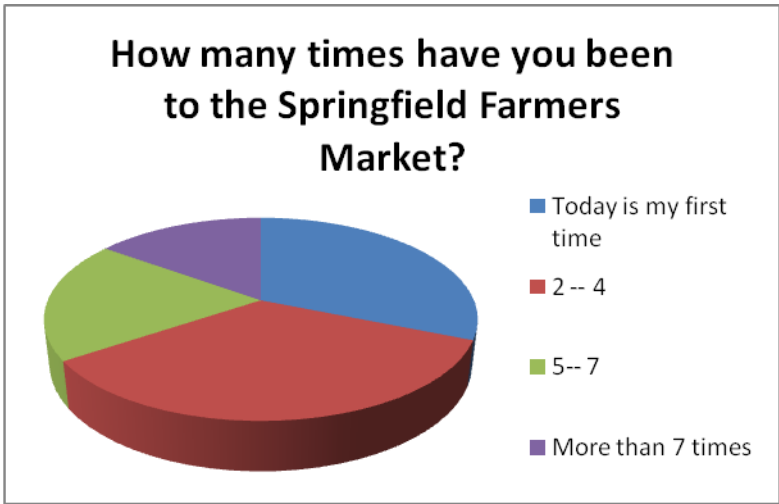
LCHAY placed a comment board for guests to write suggestions for the Farmers Market; six market goers wrote that they would like to see the farmers market stay year round, three people added that the hours should be extended and the parking increased to accommodate more travelers; and a handful of others wrote that they'd like to see music, cheeses and coffee added to offerings



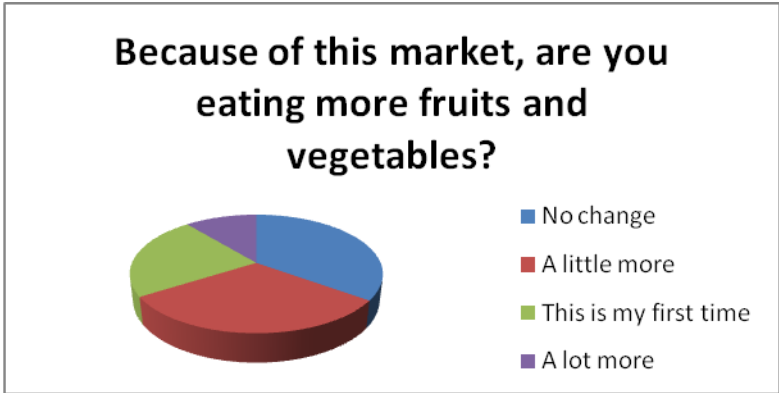
*Comment: While 65% of customers at the market have a produce focus, 10% of the people attending the Farmers Market were there purely by chance of just walking or driving by.*



*Comment: For a majority of the Farmers Market guests, the main reason for heading downtown on this particular day was to attend the Farmers Market. For the 11% that answered "Other" to the second question, a majority of the answers were focused on activities around the Market including; museums, shopping or just merely passing by.*



*Comment: More than half of the attendees (approximately 61%) have attended this particular market four times or less. On the day of this particular assessment, the Market had occurred twelve times.*



*Comment: For the market goes attending this particular day, 42% (31 + 11) have a noticeable change in eating habits with their fruit and vegetable consumption increasing a little or a lot. If you take away the 23% who noted that this was their first time attending the market, more than half of the market attendees have altered their eating behavior.*

**Notes about our Experiences**

It is important for the booth completing the assessment to be located in a centralized location between vendors equal in size. A vendor that is larger in size may obstruct the view of the assessment tent and reduce the number of attendees able to visually see the tent.

The dot survey questions should be completed before setting up the tent. We recommend four questions with answer columns equaled in size and logical in numerical or qualitative layout. People generally don't like the word "survey" so we encouraged the volunteers to invite people to "answer four questions for the market". The volunteers recruited for the experience must be personable but not overwhelmingly demanding. This dot experience should be that of an invitation but not a requirement for attending the market. Volunteers should be well positioned in the midst of the walkway, not hidden under the canopy of the tent. For a market that accommodates 300- 400 people, we had four volunteers at all times to assist visitors with the questions, direct them on how to use the dots (one per question) and to answer any other questions they may have about the market. We refreshed the pages of the surveys once during the day.

