

FRESH
PRODUCE

Farmers' Market Study 2010

- Patron Dot Survey (581 people)
 - Patron Count
- Inventory of items available
- Market Manager Interviews
- (Vendor Surveys)



Copake



New Lebanon

The meeting of farming, food and community...

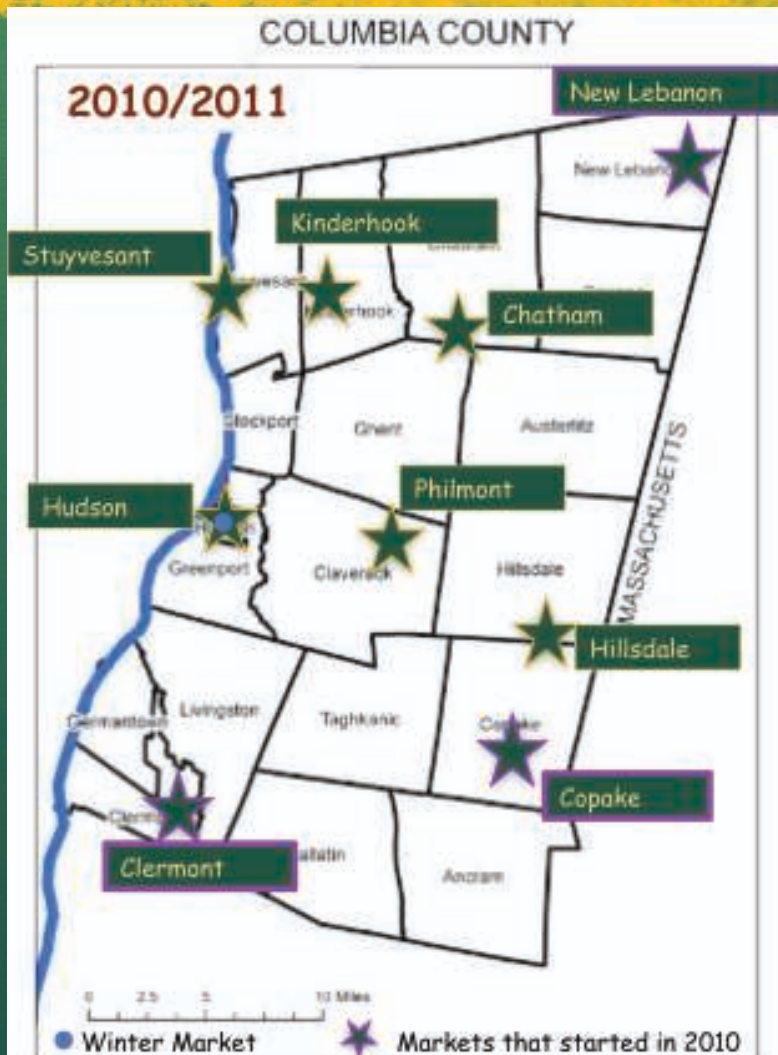
"More than just food"



- ❖ What role do farmers' markets play for consumers? Farmers? New Farm & Food Businesses?
- ❖ What is the capacity of farmers' markets to expand?
- ❖ What does it mean for farmers' markets to be "successful"?

Chatham Farmers' Market

The 9 farmers' markets of Columbia County



Friday	Saturday	Sunday
Chatham Stuyvesant	Hudson Kinderhook Hillsdale Copake	Philmont New Lebanon



Clermont Country Farmers' Market

Length of Markets

Farmers' market calendar

	May	June	July	August	September	October	November	Weeks
Philmont		13-Jun				9-Oct		17
Hillsdale		5-Jun			2-Oct			9
Copake		12-Jun				23-Oct		10
Stuyvesant	7-May				24-Sep			21
Clermont		28-May				29-Oct		22
New Lebanon		13-Jun				31-Oct		20
Chatham		4-Jun				15-Oct		19
Kinderhook		13-Jun				9-Oct		18
Hudson	8-May						20-Nov	29

Farmers' Market Missions

- Local/Fresh Food Availability
- Downtown Revitalization
- Support Local Producers & Economy
- Incubator for New Farms & Food Businesses
- Education Around Food, Farming & Nutrition
- Fostering a Sense of Community & Community Connection to Local Food & Farmers



The Diverse Roles of Farmers' Markets



New Lebanon Young Farmers at the Market



Hillsdale Farmers' Market Chef Demonstration



Hudson Farmers Market Exchange



Copake Farmers' Market Music



Clermont Farmers' Market Community



A Tour of the Farmers' Markets (2011 Hours)

~ 6th Year

Chatham

Fridays, 4pm-7pm



**Market Manager: Cari Naftali/
Marcie Gardner**

2nd Year

Clermont

Saturdays, 10am-2pm



Market Manager: Louise Rose

2nd Year

Copake

Every other Saturday, 9am-1pm



Market Manager: Roberta Roll

6th Year

Hillsdale

Every other Sat., 9am-12pm



Market Manager: Willa

15th Year

Hudson

Saturdays, 9am-1pm



Market Manager: Virginia Ambrose

17th Year

Kinderhook

Saturdays, 8am-12:30pm



Market Manager: Jean Brower

2nd Year

Lebanon Valley Sundays, 10am-2pm



Market Manager: Carin de Jong

3rd Year

Philmont Sundays, 10am-1pm



Market Manager: Sebastian

6th Year

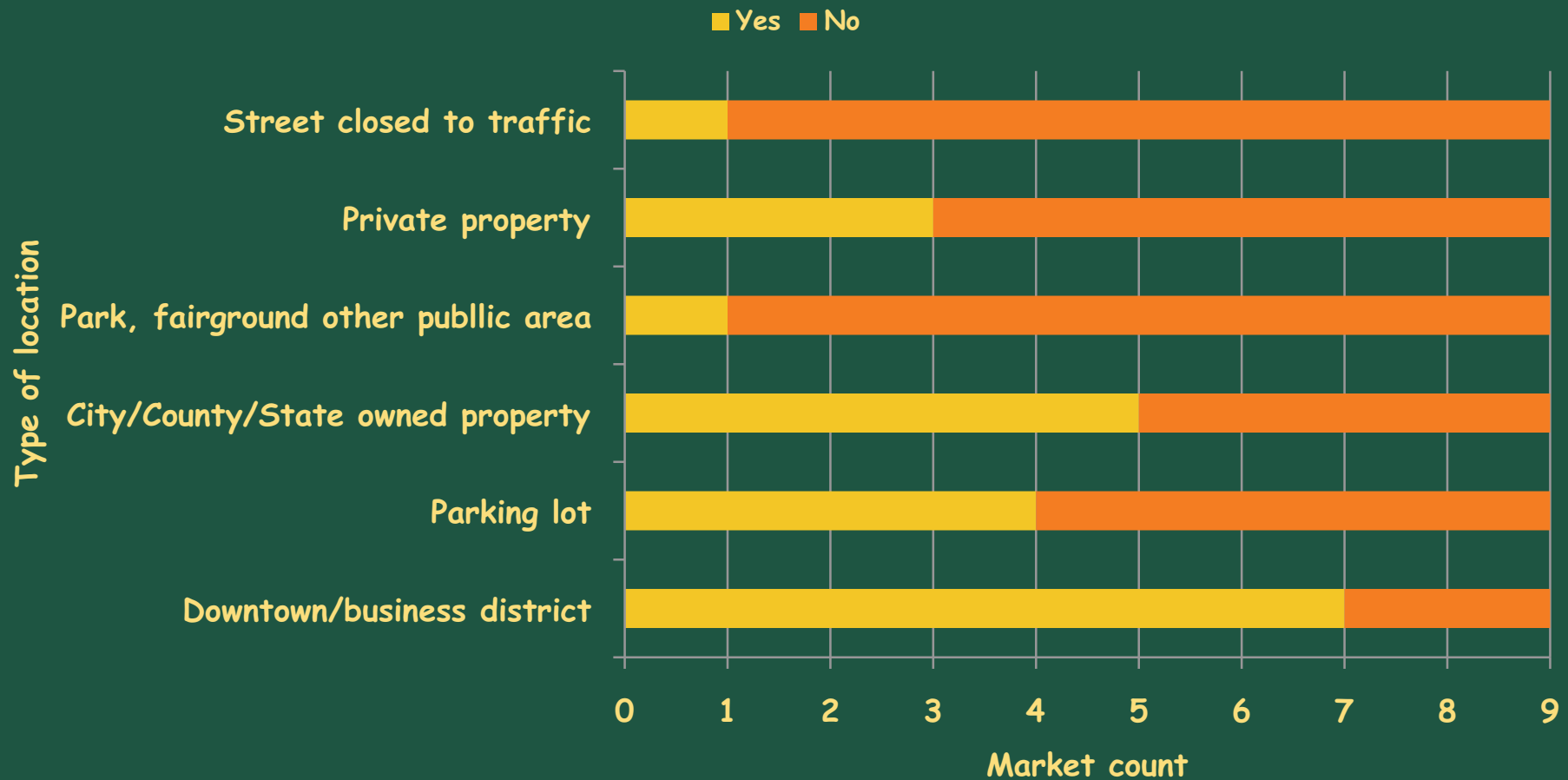
Stuyvesant

First Sat of month, 2-5pm



Market Manager: Marilyn Burch

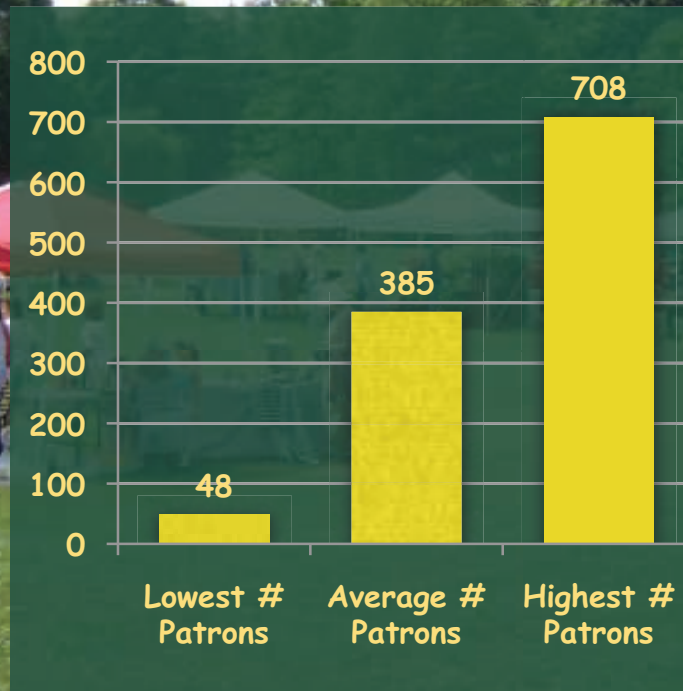
Market Location



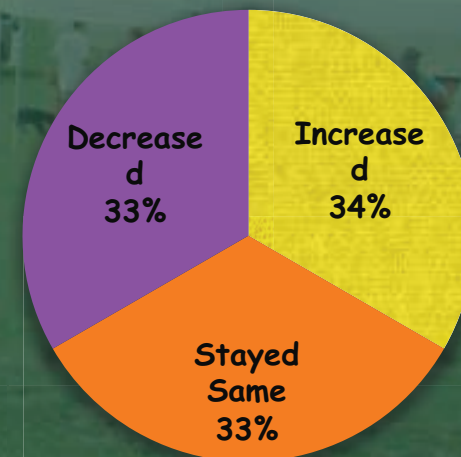
How many people go to farmers' markets?

Patron Count

How many people shop at each farmers' markets? (collected in August 2010)



Over the past 2-3 years, has the number of customers increased, decreased or stayed the same?



Hillsdale Farmers' Market

How we counted

- Adults entering the market
- For larger markets, one person at each entrance
 - 10 minute period in the middle of each hour
 - Extrapolate

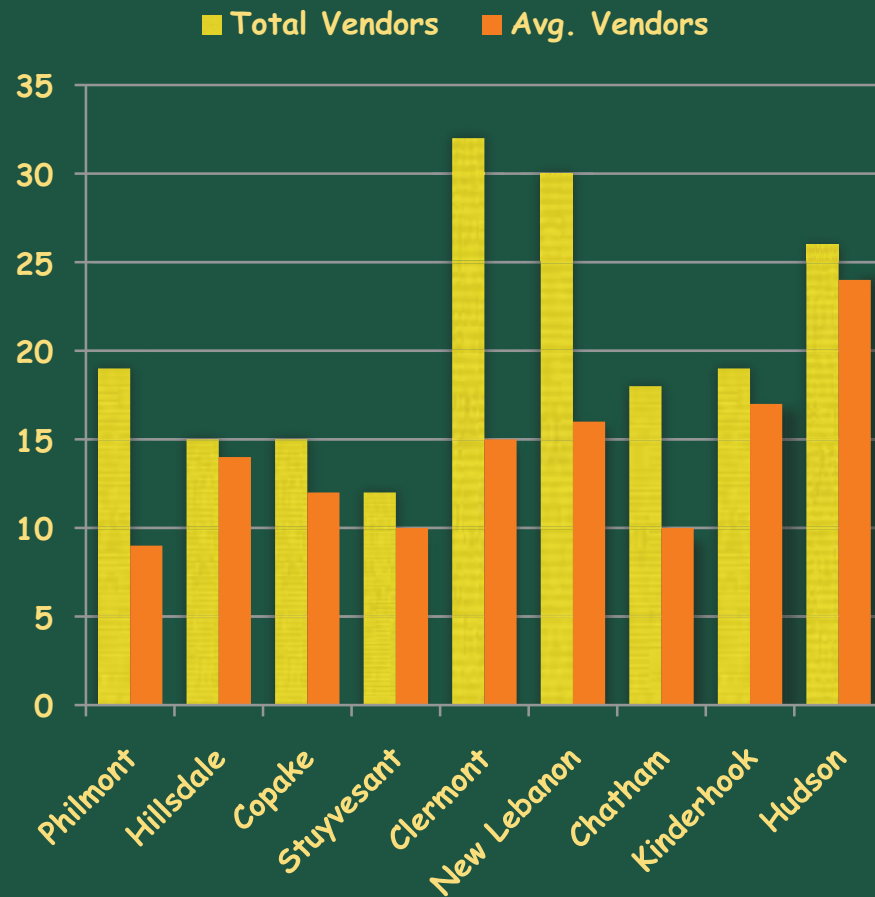
Counts:	Begin time:	End time:	Total people entered: (list each count if more than one counter)
Hour one:			___ + ___ + ___ = x6=
Hour two:			___ + ___ + ___ = x6=
Hour three:			___ + ___ + ___ = x6=
Hour four:			___ + ___ + ___ = x6=
			Total:

Market Needs

Most often need more customers? More products/vendors?
Or good balance?



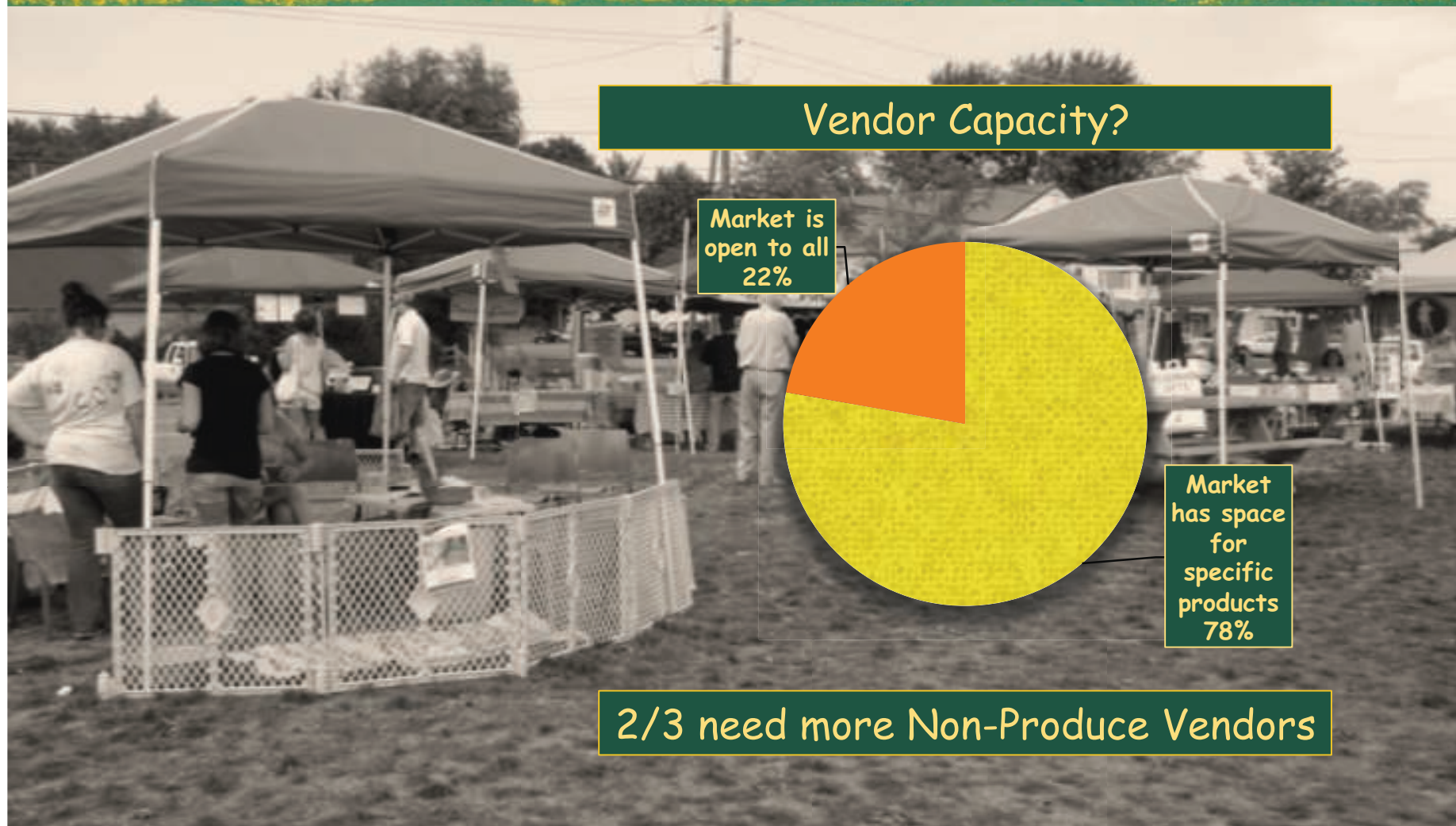
Vendors at Markets



Over past 2-3 years, has number of vendors increased, decreased, or stayed the same?

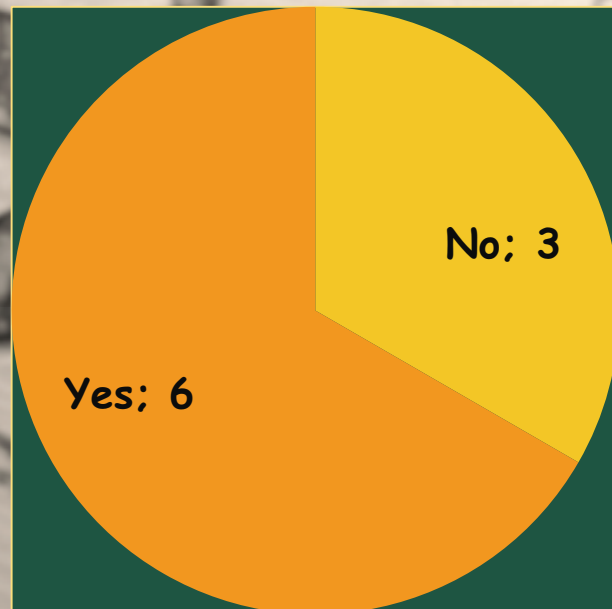


Capacity for Vendors

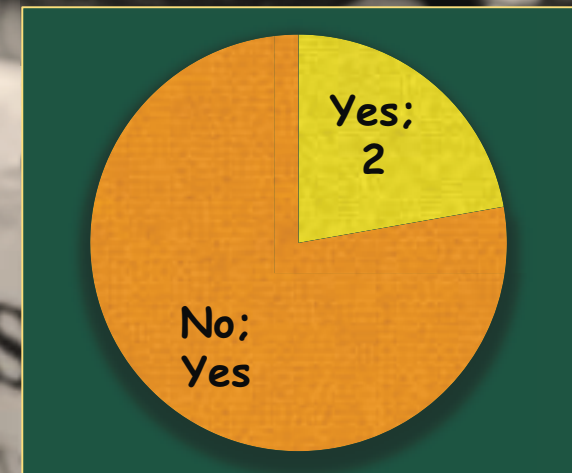


Market Management: Low-Income Access

Did market participate in
FMNP WIC?



Did market participate
in SNAP?



Market Manager Priorities for Improvement

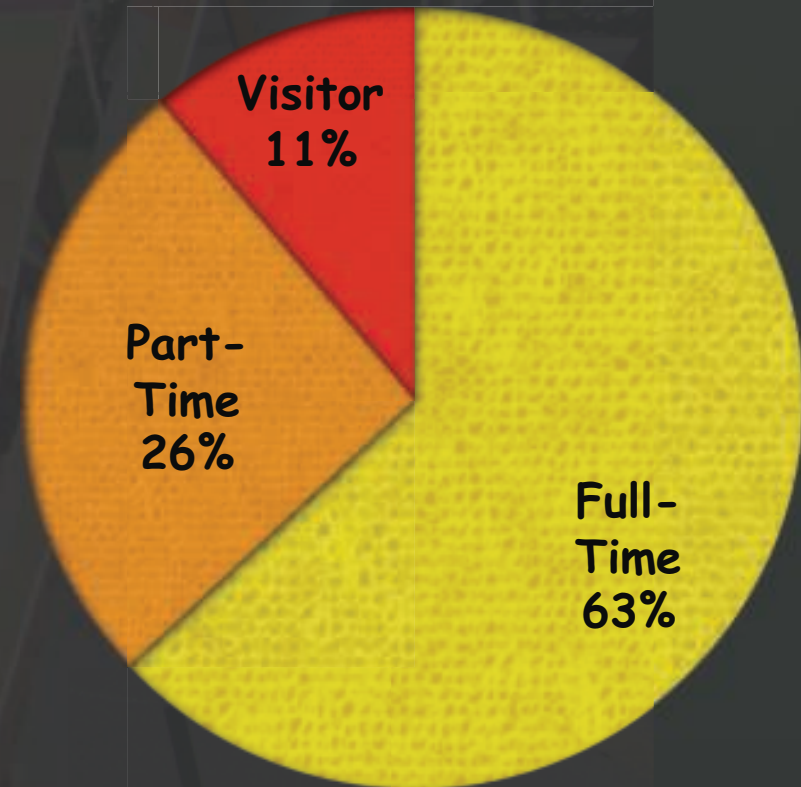
■ Not important ■ Somewhat important ■ Important ■ Very Important



Who are the customers at farmers' markets?

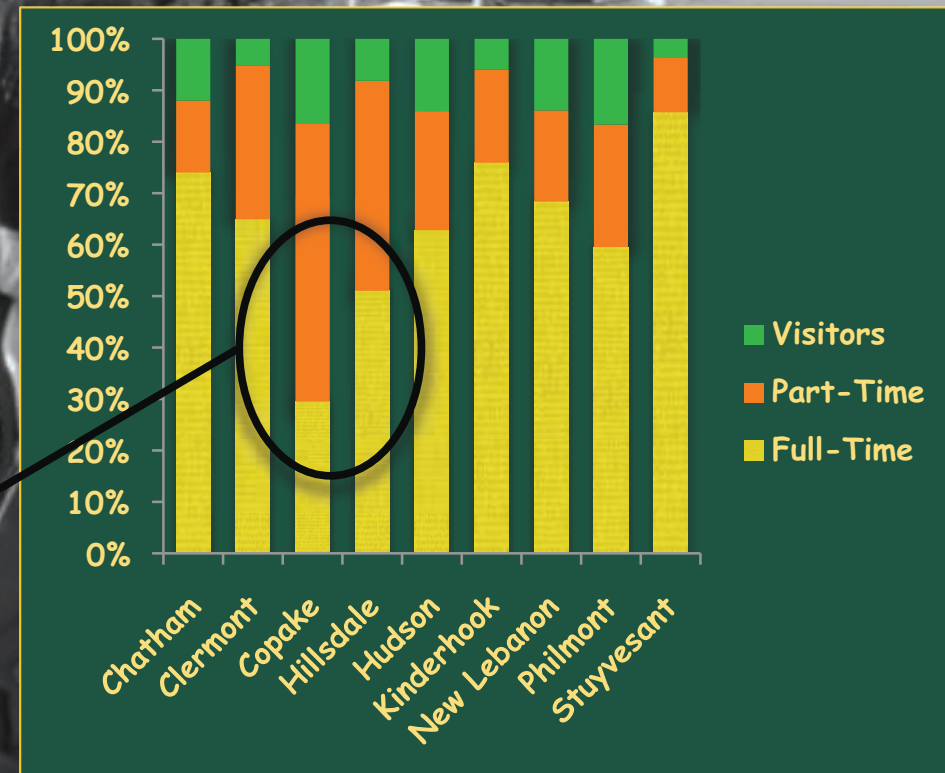


(Lots of women)



Visitors and Part-Time Residents at Farmers' Markets...

% of Seasonal/Recreational Houses from 2000 Census



Post-Labor Day Drop-Off: ~50%



Stuyvesant Farmers' Market

Farmers' market calendar

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Kinderhook		13-Jun				9-Oct		18
Hudson	8-May						20-Nov	29

Post-Labor Day

Where are people coming to the farmers' market from?



Town



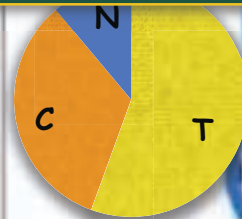
County



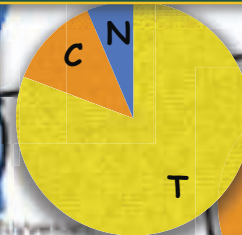
Neighboring Counties



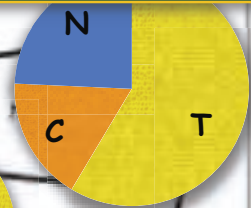
Stuyvesant



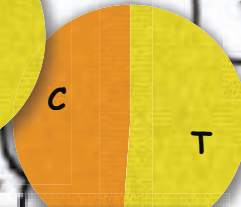
Kinderhook



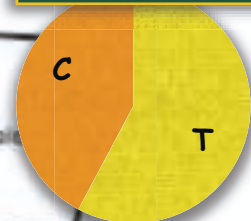
New Leb



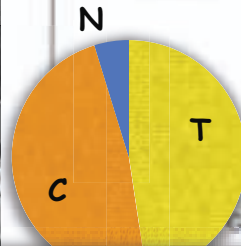
Chatham



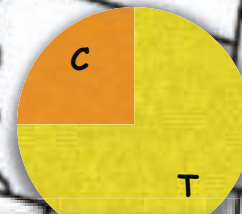
Hillsdale



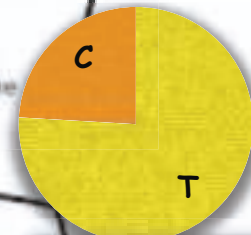
Hudson



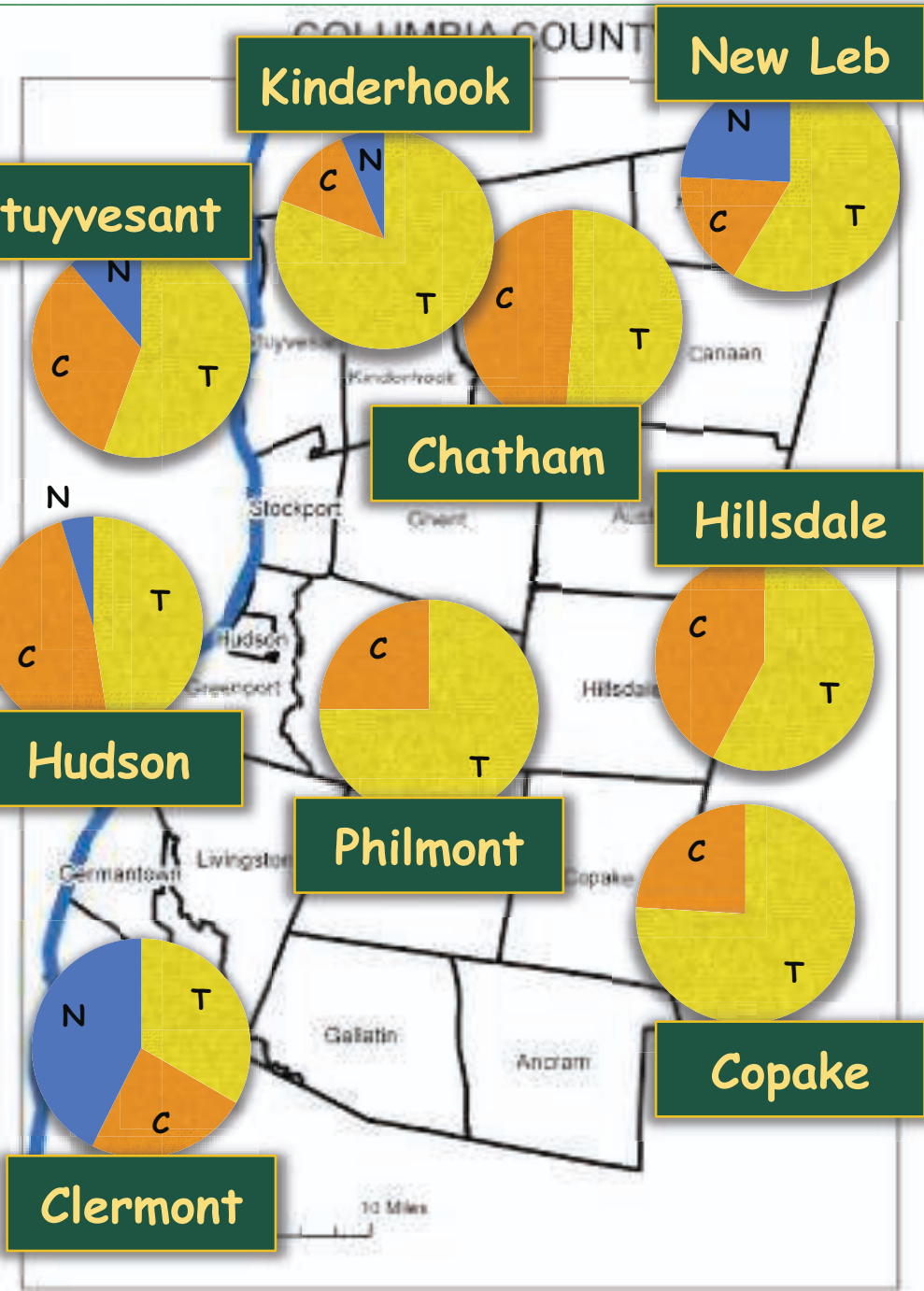
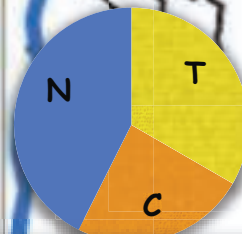
Philmont



Copake



Clermont

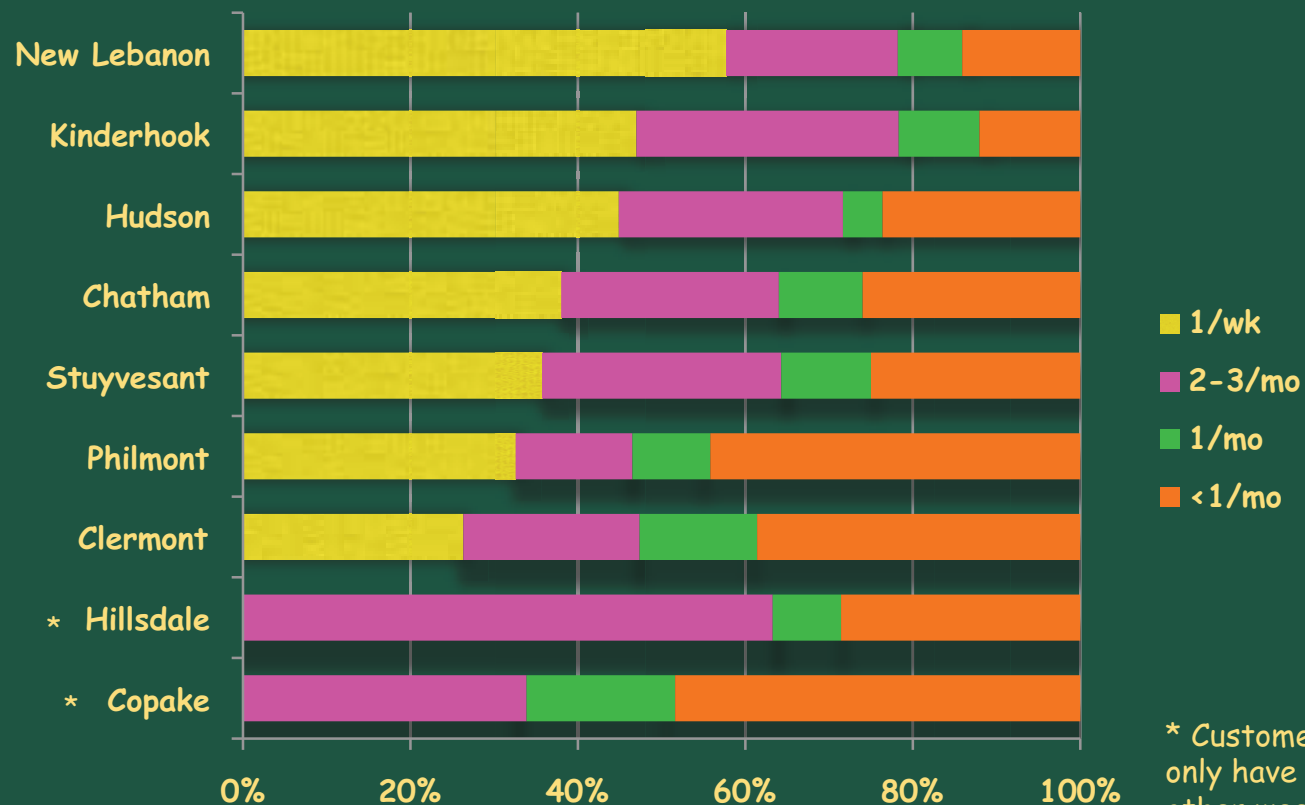


How frequently do patrons shop at farmers' markets?



How frequently do patrons shop at farmers' markets?

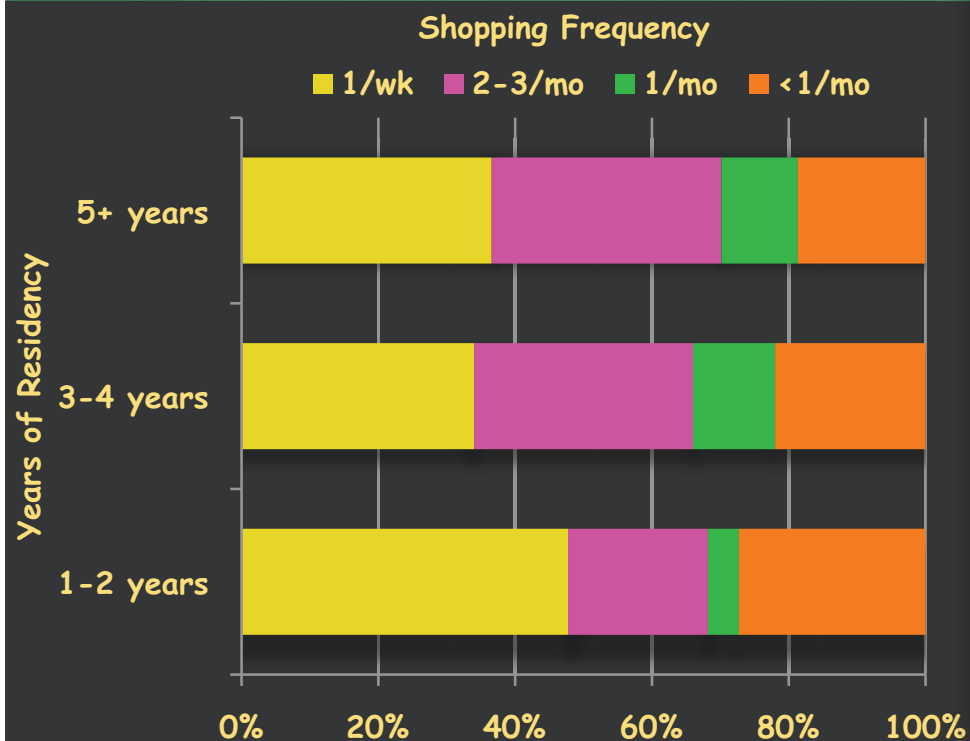
What is shopping frequency related to? Variety? Location? (i.e. town center) Full-time residents? No grocery store? Demographics?



* Customers at Hillsdale and Copake Markets only have the opportunity to shop every other week.

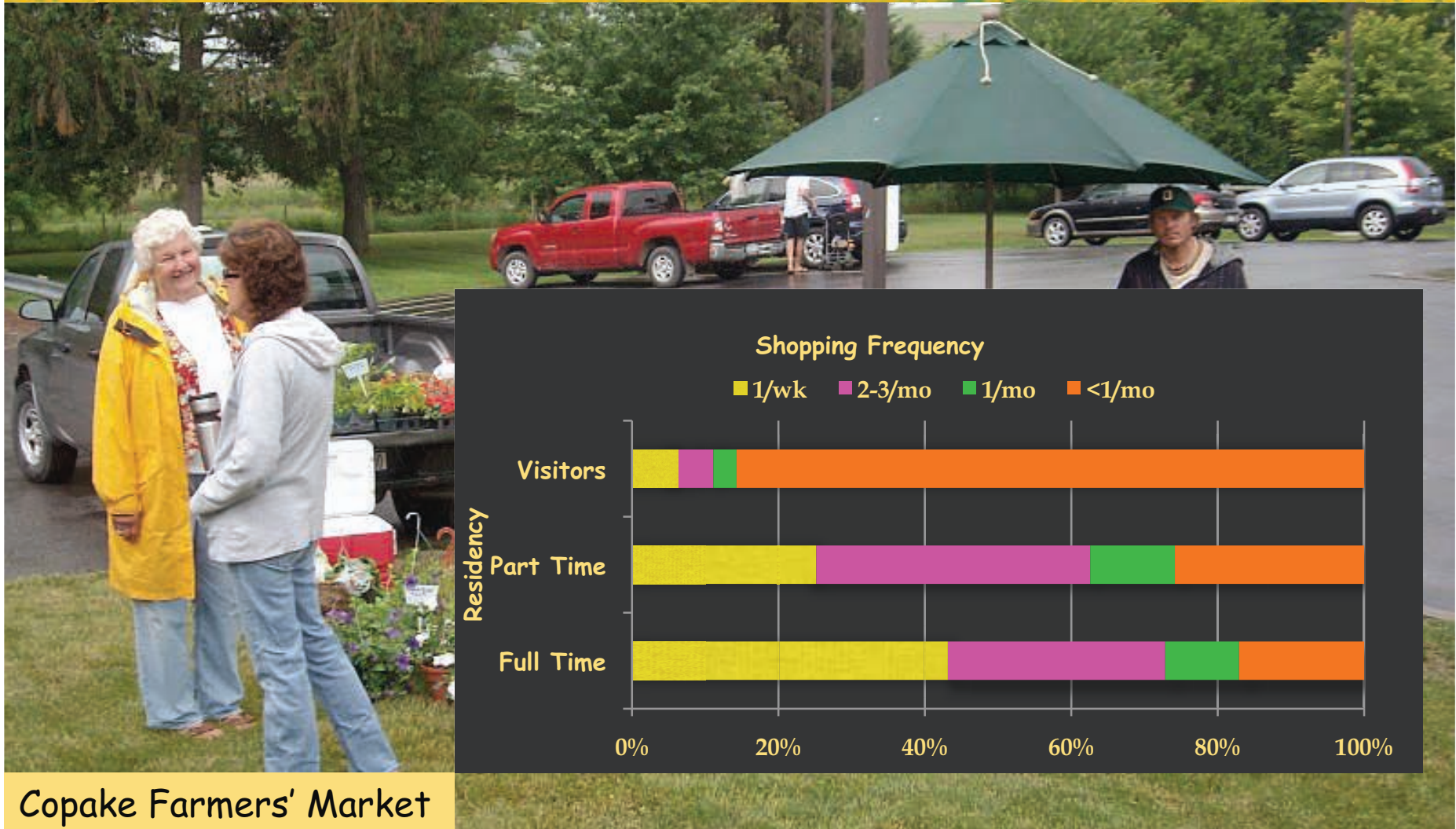
Are newcomers also more regular customers?

Are newcomers to the area more likely to shop frequently at farmers' markets?

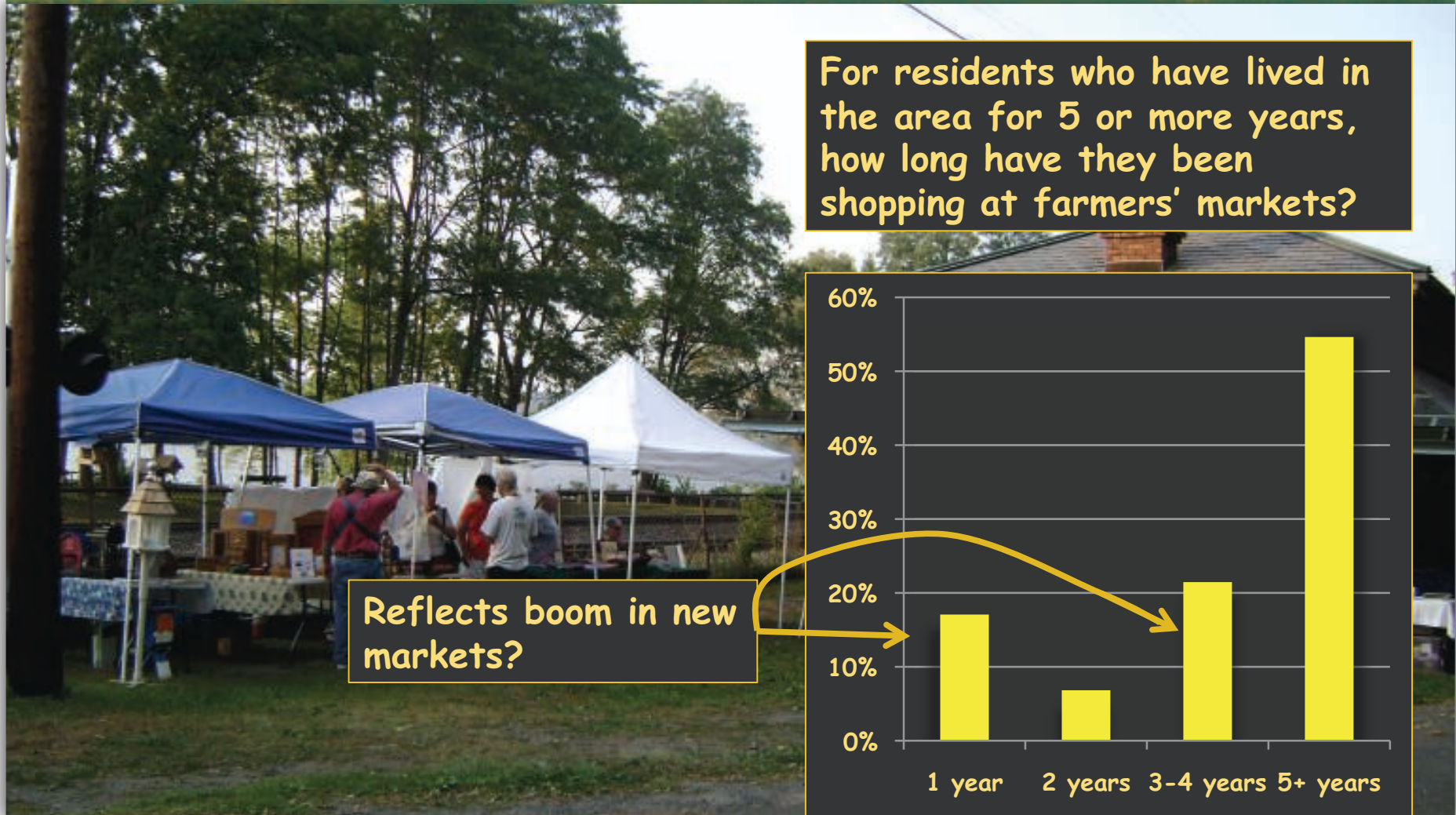


Chatham

Full-time Residents Tend to Be More Regular Customers...



How long have people been shopping at farmers' markets in the area?



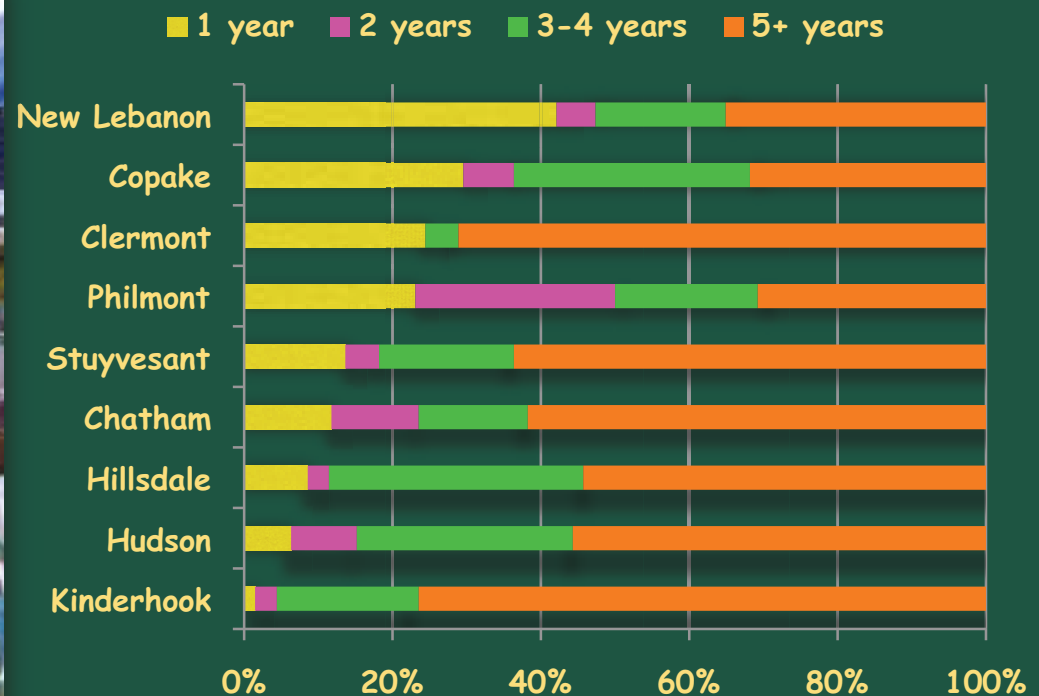
The Impact of New Markets...

New Market Customers

How long have people been shopping at farmers' markets in the area?

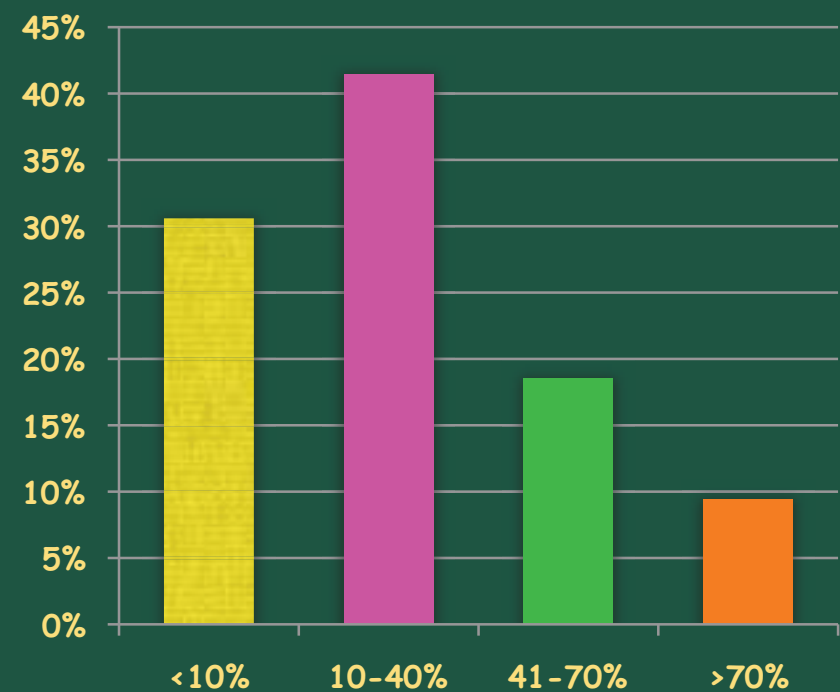


New Lebanon Farmers' Market

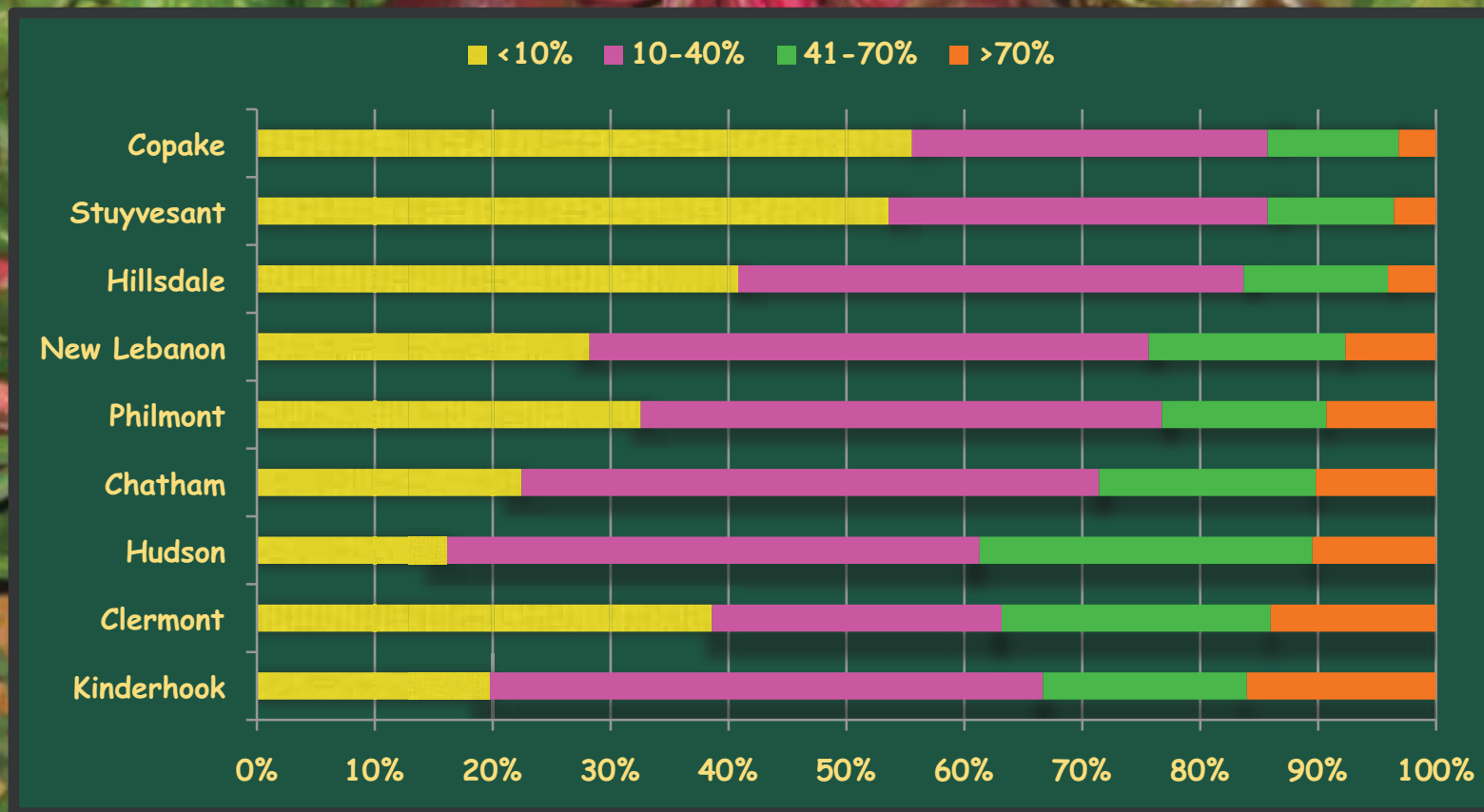


How much food are people buying at farmers' markets?

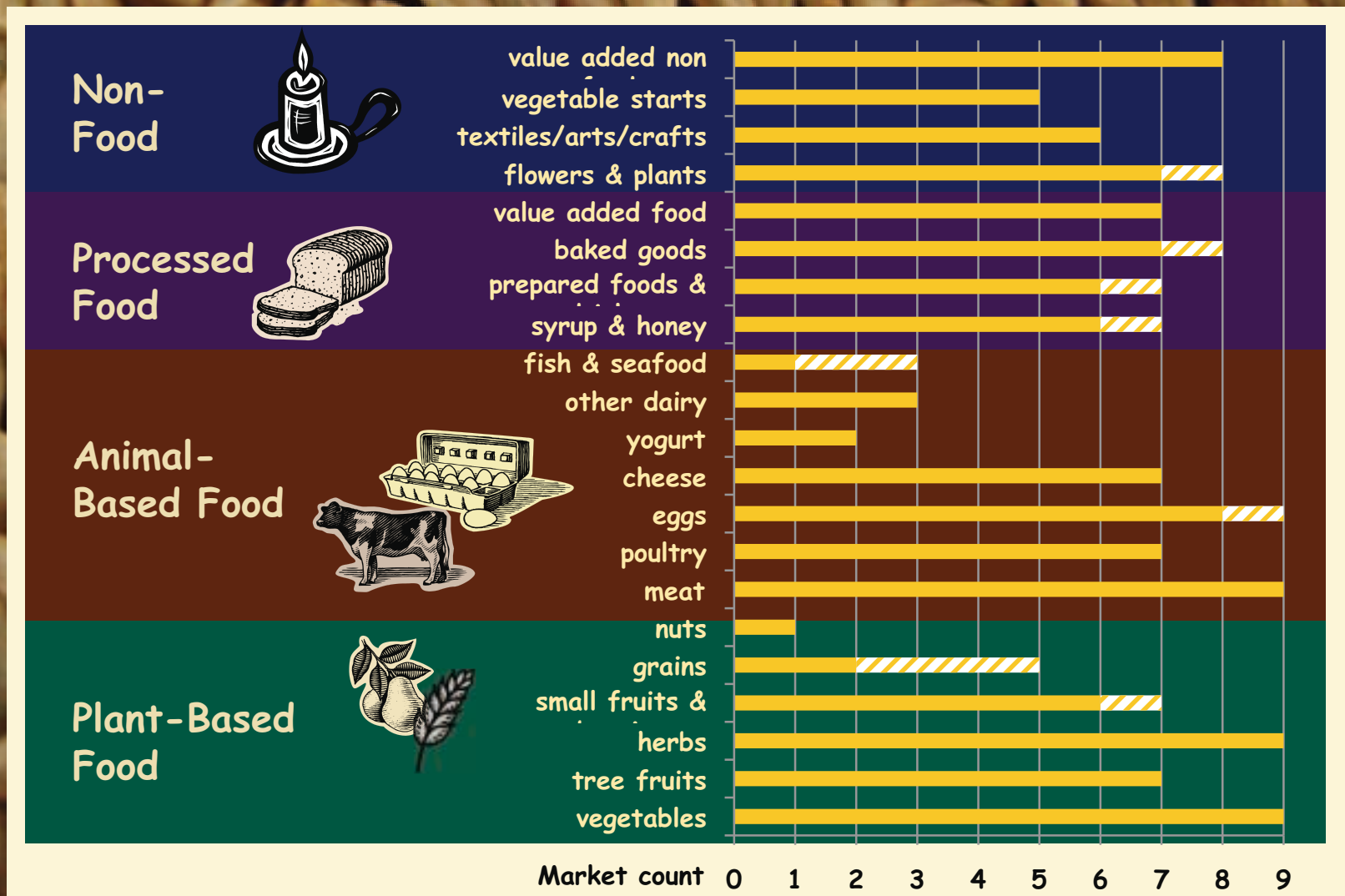
Approximately how much of your monthly fresh food do you purchase at farmers' markets in season?



How much food are people buying at farmers' markets?



How available are different types of produce?





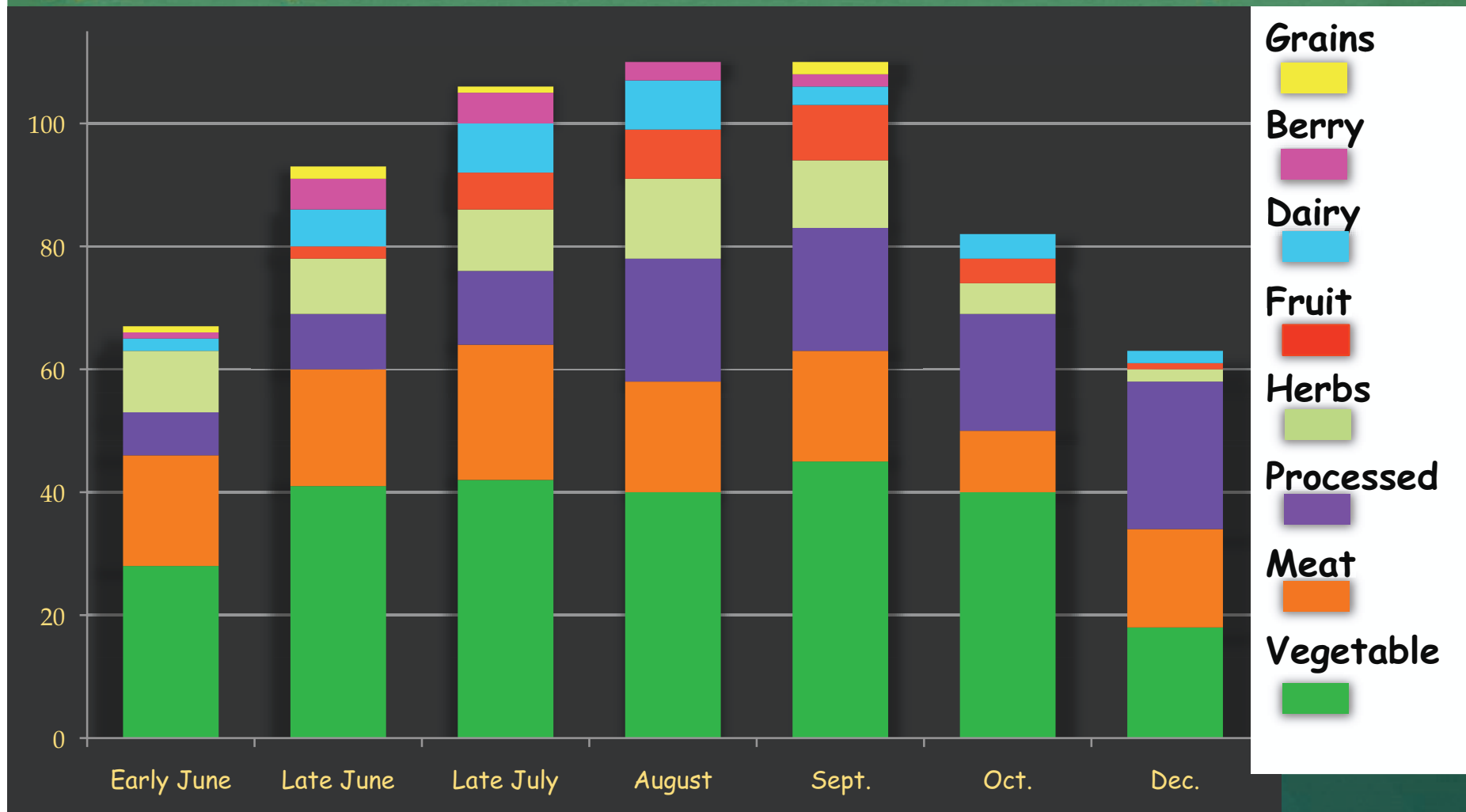
Farmers' Market Inventory

- 46 Farmers' Market Visits, June-December
- Visited each market 3-8 times
- Recorded inventory and price of most food items
- Did not inventory prepared foods, baked goods (other than bread), or beverages.

2 wk per. 6 FM's	3 wk per. 9 FM's	3 wk per. 9 FM's	4 wk per. 6 FM's	4 wk per. 5 FM's	3 wk per. 5 FM's
Early June	Late June	Late July	August	September	October
					December
					1 wk per. 2 FM's

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Change in Availability of Products



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Product Availability by Type



Most Common

1. Beef (400)
2. Leafy Greens (328)
3. Nightshades (308)
4. Root (281)
5. Cabbage-Family (240)
6. Herbs (203)
7. Onions (189)
8. Cheese & Eggs (189)
9. Summer Squash (170)
10. Sausage (144)

Rarest

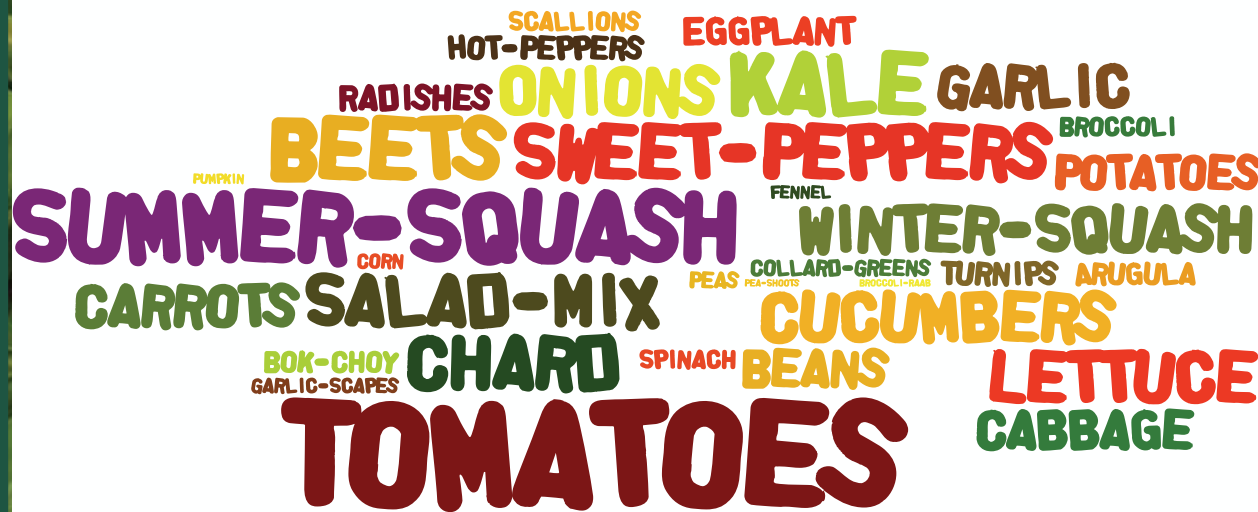
1. Fish (1)
2. Local Grains (9)
3. Mushrooms (9)
4. Nuts (11)
5. Game Meat (13)
6. Melon (17)
7. Seasonings (18)
8. Core Fruit (20)
9. Corn (21)
10. Preserved Food (22)

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Vegetable Availability

Most Common

1. Tomatoes (146)
2. Sum. Squash (100)
4. Beets (88)
5. Kale (87)
6. Sweet Peppers (77)
7. Chard (76)
8. Salad Mix (73)
9. Lettuce (72)
10. Cucumbers (70)



Rare

1. Broccoli Raab (10)
2. Pea Shoots (10)
3. Pumpkin (14)
4. Fennel (18)
5. Corn (21)
6. Garlic Scapes (21)
7. Collard Greens (23)
8. Peas (23)
9. Spinach (26)
10. Broccoli (27)
11. Scallions (27)

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Fruit & Berry Availability



APPLES WATERMELON
STRAWBERRIES PEARS
GOOSEBERRIES CHERRIES PRUNES PEACHES NECTARINES RASPBERRIES
GRAPES BLUEBERRIES BLACKBERRIES MELONS CURRENTS APRICOTS PLUMS BLACK-RASPBERRIES

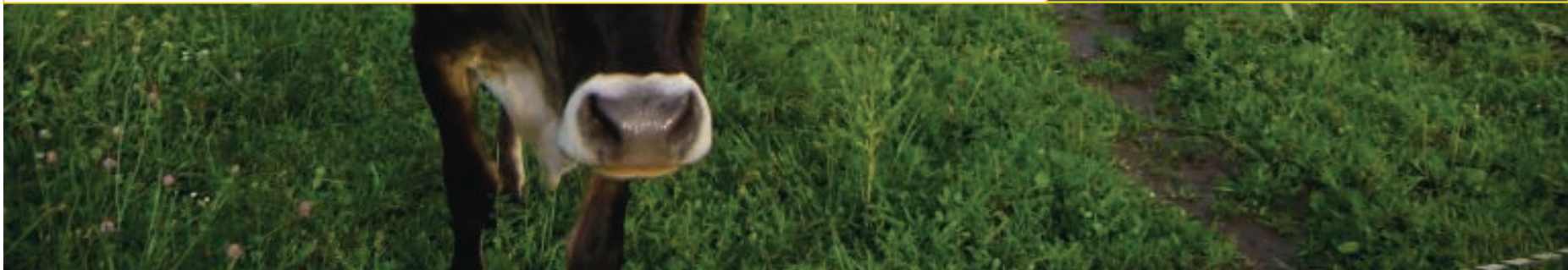


Fruit & Berry

1. Peaches (14)
2. Apples (14)
3. Strawberries (14)
4. Melons (12)
5. Blueberries (11)
6. Cherries (10)
7. Raspberries (9)
8. Plums (8)
9. Pears (6)
10. Watermelon (5)
11. Bl Raspberries (4)
12. Currants (4)
13. Apricots (4)
14. Blackberries (3)
15. Grapes (2)
16. Prunes (1)
17. Nectarines (1)
18. Gooseberries (1)

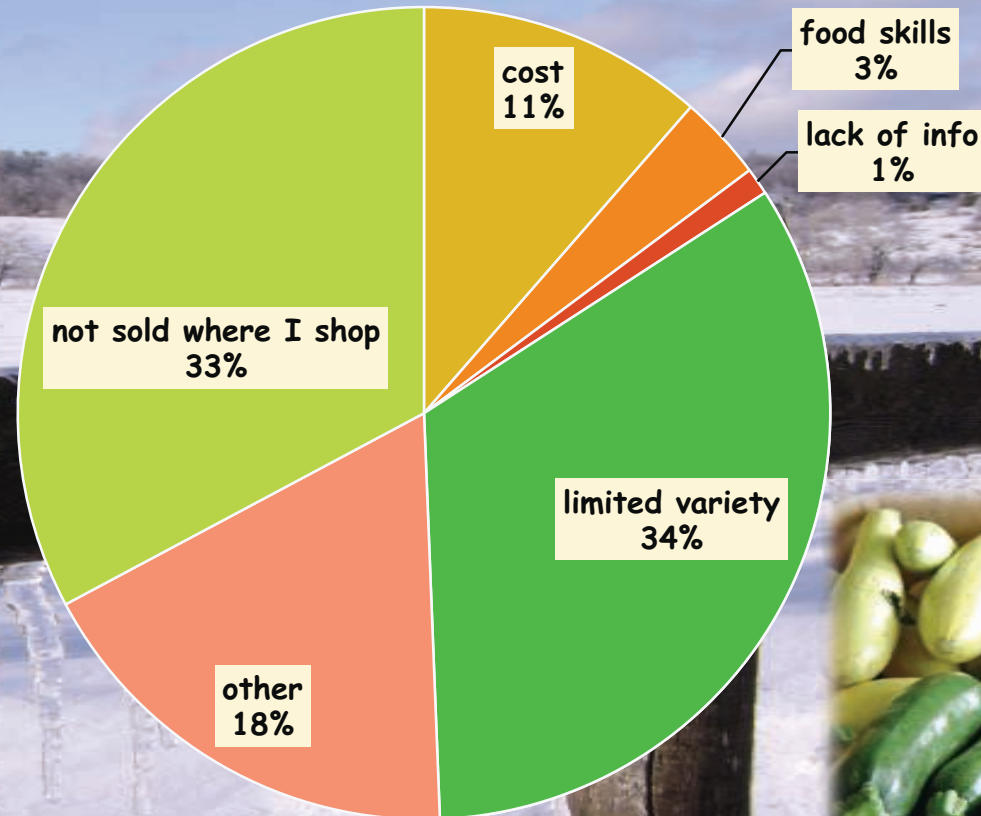


Dairy Availability	
1.	Cheese (135)
2.	Eggs (54)
3.	Yogurt (20)
4.	Milk (14)
5.	Butter (8)
6.	Cream (6)
7.	Ice Cream (2)
8.	Crème Fraiche (2)
9.	Sour Cream (1)



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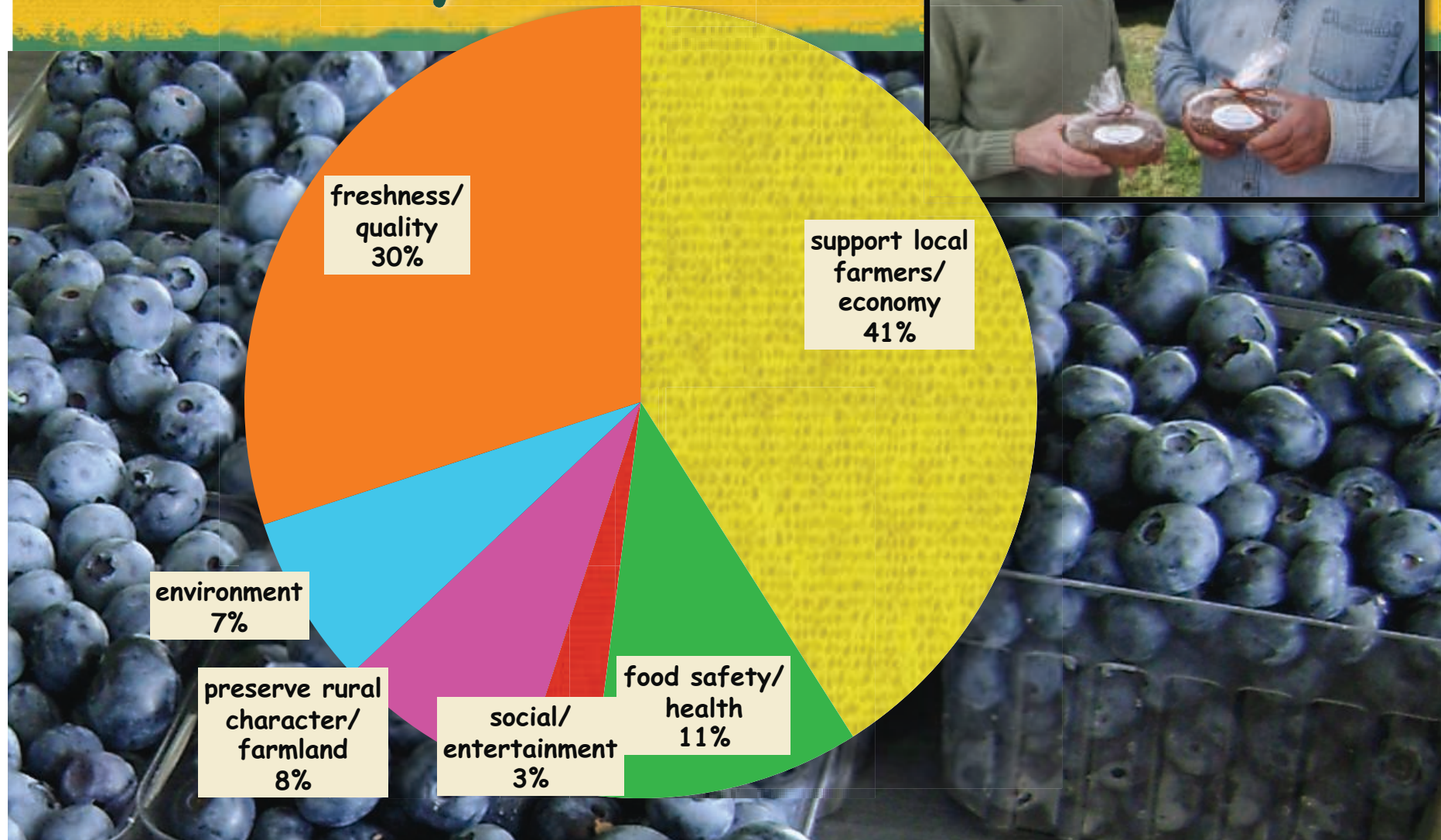
What limits farmers' market shoppers from buying more local?



"One Stop Shopping" and Eating in Season...

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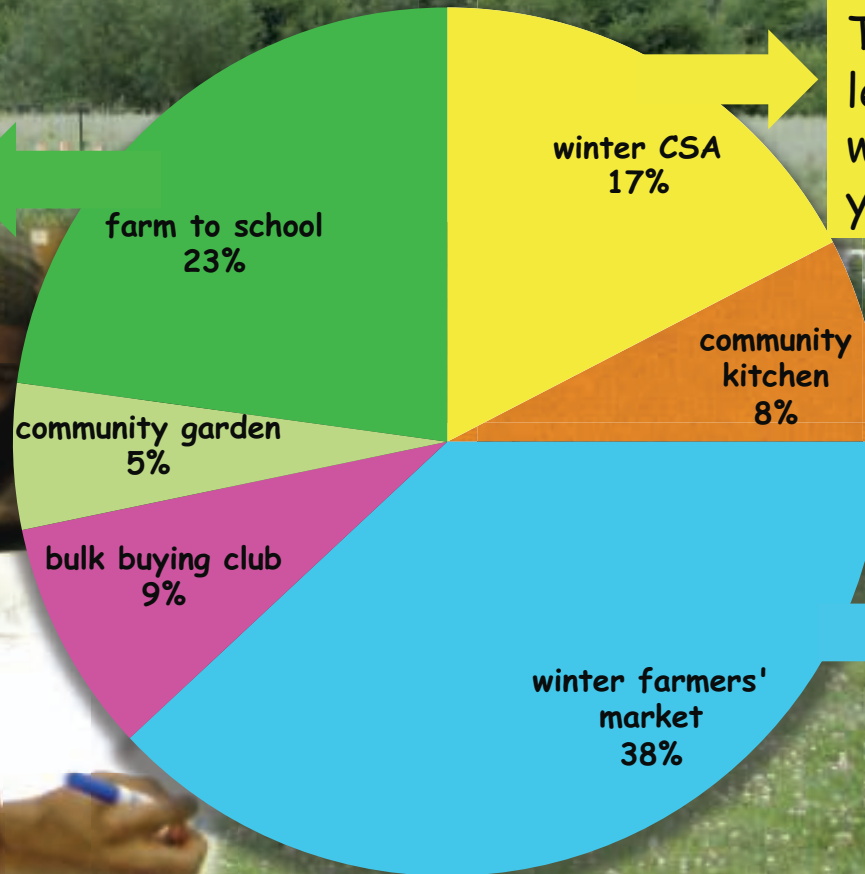
So why do they buy local?



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What food initiatives would people like to see in Columbia County?

There is a new county-wide farm to school initiative



There were at least 2 new winter CSAs this year

New winter's farmers' market in Hudson; 6 markets interested