Farmers' Market Study 2010

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

<table>
<thead>
<tr>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chatham Stuyvesant</td>
<td>Hudson Kinderhook Hillsdale Copake</td>
<td>Philmont New Lebanon</td>
</tr>
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Clermont Country Farmers’ Market
## Length of Markets

### Farmers' market calendar

<table>
<thead>
<tr>
<th></th>
<th>May</th>
<th>June</th>
<th>July</th>
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<th>September</th>
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<td>Philmont</td>
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<td>Hillsdale</td>
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<td>Stuyvesant</td>
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<td>Clermont</td>
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<td>New Lebanon</td>
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<td>15-Oct</td>
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<td>Chatham</td>
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<td>31-Oct</td>
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<td>Kinderhook</td>
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<td>Hudson</td>
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<td>20-Nov</td>
<td>29</td>
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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
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
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
Stuyvesant
First Sat of month, 2-5pm

Market Manager: Marilyn Burch
Market Location

Type of location

- Street closed to traffic
- Private property
- Park, fairground other public area
- City/County/State owned property
- Parking lot
- Downtown/business district

Yes No

Market count

0 1 2 3 4 5 6 7 8 9
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

- Lowest # Patrons: 48
- Average # Patrons: 385
- Highest # Patrons: 708

Increase: 34%
Decreased: 33%
Stayed the same: 33%
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

<table>
<thead>
<tr>
<th>Counts:</th>
<th>Begin time:</th>
<th>End time:</th>
<th>Total people entered: (list each count if more than one counter)</th>
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<tbody>
<tr>
<td>Hour one:</td>
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<td>Hour two:</td>
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<tr>
<td>Total:</td>
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Market Needs

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

- Needed more customers: 67%
- Good balance: 33%
Over past 2-3 years, has number of vendors increased, decreased, or stayed the same?
Capacity for Vendors

Vendor Capacity?

- Market has space for specific products 78%
- Market is open to all 22%
- 2/3 need more Non-Produce Vendors
Did market participate in FMNP WIC?

- Yes: 6
- No: 3

Did market participate in SNAP?

- Yes: 2
- No: 1
Market Manager Priorities for Improvement

- Permanent market facility
- Research on customer demographics/preferences
- Accessibility to low-income residents
- Increase in web/internet marketing
- Availability of funds for local food promotion
- Development of business plan for market
- Relationships with market vendors
- Advertising/publicity of market
- Increase in sales per vendor
- Increase in number of customers
- Increase in average spending per customer
- Hiring/increasing paid hours of market manager
- Visibility from the road
- Parking for customers

Not important | Somewhat important | Important | Very Important
Who are the customers at farmers' markets?

Full-Time: 63%
Part-Time: 26%
Visitor: 11%

Female: 69%
Male: 31%
(Lots of women)
Visitors and Part-Time Residents at Farmers' Markets...

% of Seasonal/Recreational Houses from 2000 Census
### Stuyvesant Farmers’ Market

#### Post-Labor Day Drop-Off: ~50%

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Where are people coming to the farmers' market from?

Town

County

Neighboring Counties

Kinderhook

Stuyvesant

Chatham

Hillsdale

Hudson

Philmont

Copake

Clermont

New Leb

Kinderhook

Stuyvesant

Chatham

Hillsdale

Hudson

Philmont

Copake

Clermont

New Leb

Kinderhook

Stuyvesant

Chatham

Hillsdale

Hudson

Philmont

Copake

Clermont

New Leb

Kinderhook

Stuyvesant

Chatham

Hillsdale

Hudson

Philmont

Copake

Clermont
How frequently do patrons shop at farmers' markets?

Shopping Frequency at Weekly Markets

<table>
<thead>
<tr>
<th>Frequency</th>
<th>% of Patrons</th>
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<tbody>
<tr>
<td>1/wk</td>
<td>45%</td>
</tr>
<tr>
<td>2-3/mo</td>
<td>40%</td>
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<tr>
<td>1/mo</td>
<td>15%</td>
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<tr>
<td>&lt;1/mo</td>
<td>10%</td>
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New Lebanon
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?

![Bar chart showing shopping frequency by years of residency](chart.png)

- **1/wk**
- **2-3/mo**
- **1/mo**
- **<1/mo**

**Years of Residency**
- **5+ years**
- **3-4 years**
- **1-2 years**

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

Shopping Frequency

- Visitors
- Part Time
- Full Time

- 1/wk
- 2-3/mo
- 1/mo
- <1/mo
How long have people been shopping at farmers’ markets in the area?

Reflects boom in new markets?

For residents who have lived in the area for 5 or more years, how long have they been shopping at farmers’ markets?

- 1 year: 20%
- 2 years: 10%
- 3-4 years: 30%
- 5+ years: 40%
The Impact of New Markets...
New Market Customers

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

- 1 year
- 2 years
- 3-4 years
- 5+ years

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?

[Bar chart showing the percentage of food purchased at farmers' markets for each location. The locations are: Copake, Stuyvesant, Hillsdale, New Lebanon, Philmont, Chatham, Hudson, Clermont, Kinderhook. The chart indicates the percentage of food purchased as follows: <10%, 10-40%, 41-70%, >70%.]
How available are different types of produce?

Non-Food
- value added non-food
- vegetable starts
- textiles/arts/crafts
- flowers & plants

Processed Food
- value added food
- baked goods
- prepared foods & drinks
- syrup & honey
- fish & seafood
- other dairy
- yogurt
- cheese
- eggs
- poultry
- meat
- nuts
- grains
- small fruits & herbs
- tree fruits
- vegetables

Market count

Animal-Based Food

Plant-Based Food

Value Added Non-Food

Value Added Food

Processed Food

Baked Goods

Prepared Foods & Drinks

Syrup & Honey

Fish & Seafood

Other Dairy

Yogurt

Cheese

Eggs

Poultry

Meat

Nuts

Grains

Small Fruits & Herbs

Tree Fruits

Vegetables

Market count

0 1 2 3 4 5 6 7 8 9
### 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.

<table>
<thead>
<tr>
<th>Week</th>
<th>Markets Visited</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early June</td>
<td>6</td>
<td>2 wk per.</td>
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<tr>
<td>Late June</td>
<td>9</td>
<td>3 wk per.</td>
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<tr>
<td>Late July</td>
<td>9</td>
<td>3 wk per.</td>
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<tr>
<td>August</td>
<td>6</td>
<td>4 wk per.</td>
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<tr>
<td>September</td>
<td>5</td>
<td>4 wk per.</td>
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<tr>
<td>October</td>
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<tr>
<td>December</td>
<td>2</td>
<td>1 wk per.</td>
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*Note: FM's represent Farmers' Markets.*
Change in Availability of Products

- Grains
- Berry
- Dairy
- Fruit
- Herbs
- Processed
- Meat
- Vegetable

Across different months:
- Early June
- Late June
- Late July
- August
- Sept.
- Oct.
- Dec.
**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)
**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)
Fruit & Berry Availability

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. Black Raspberries (4)
12. Currants (4)
13. Apricots (4)
14. Blackberries (3)
15. Grapes (2)
16. Prunes (1)
17. Nectarines (1)
18. Gooseberries (1)
GOT MILK?
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 Fraîche (2)
9. Sour Cream (1)
What limits farmers' market shoppers from buying more local?

- Limited variety: 34%
- Not sold where I shop: 33%
- Other: 18%
- Cost: 11%
- Food skills: 3%
- Lack of info: 1%

“One Stop Shopping” and Eating in Season...
So why do they buy local?

- Support local farmers/economy: 41%
- Freshness/quality: 30%
- Food safety/health: 11%
- Social/entertainment: 3%
- Preserve rural character/farmland: 8%
- Environment: 7%

FRESH PRODUCE
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.