Farmers Market at the Capitol
Thursday September 16, 2010

Market Analysis

Exhibitor Analysis
• 60 Vendors (Over half were host organizations’ members)
• 11 Non-profits and sponsors

Market Total Vendor Sales Reported: $35,662
Average sales reported (57 vendors): $614.86

Note: July 22, 2010 Market Total Vendor Sales Reported: $46,699
Average sales reported (48 vendors): $979.15

Estimated Total # of shoppers: 3,480
*Range of Estimated Market Day Sales: $34,136.29 - $34,800

Supplemental Nutrition Assistance Program (SNAP) sales: $628
The number of farmers’ markets licensed to accept SNAP benefits is increasing nationwide. As people discover
the benefit of buying fresh, nutritious, local products, farmers and farmers’ markets are seizing the opportunity
to broaden their customer base by adding a SNAP payment option.

What was the most important reason you came to the market today?
Of those that responded, 37% said that the most important reason they came to the
market was to Support MI Farmers and Businesses. 31% of those surveyed said that they
came to the market was to Purchase food items. The shaded boxes represent
categories that were added to the questions.

Approximately how far away do you live from today’s farmers market?
Of those that responded, 57% lived less than 10 miles from the Farmers Market at the
Capitol. 23% lived 10 to 25 miles away and 10% lived 26 to 50 miles from the market.

*Ranges of Estimated Market Day Sales:
A conservative estimate of total market sales for the day is developed by dividing the
Estimated total number of adult customers (3,480) by the mean number of people customers were shopping for
(1.94**) and multiplying by the mean customer expenditure ($19.03). This method very conservatively estimates total
market sales for the day at $34,136.29. A more realistic estimate for total market sales for the day would be closer to
$34,800 (3,480 X $10 per shopper)

** At most markets when there are more than two people in a shopping party only one of them is buying, however at this
market it was observed that almost all members of the shopping party were purchasing at the market.
How did you hear about today’s market?
Of those that responded, 43% heard about the market through online communications, 29% heard about the market through Word of Mouth and 13% heard about it through newspaper, radio or TV and 11% passed by the market and saw it.

Customer Counts:
1st Hour (10:25 - 10:35) = 220
2nd Hour (11:25 - 11:35) = 117
3rd Hour (12:25 - 12:35) = 220
4th Hour (1:25 - 1:35) = 23
Total: 580
Estimated Total # of shoppers: 3,480

Estimated Total # of shoppers: 3,480 (580 x 6)

How much did you/ will you spend at the farmers market today?
The mean or average expenditure of shoppers was $19.03. The median was $15, meaning that half of the shoppers spent less than $15 and half spent more than $15. The most popular amount spent at the market was $10.

How many ADULTS are in your shopping party this afternoon?
The mean or average number of adults per shopping party was 1.94. The median was 2 and the mode, or most common response was one person.

Questions about market analysis? Contact:
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Host Organizations:

Sponsoring Organizations:
Michigan Department of Agriculture GreenStone Farm Credit Services
CS Mott Group for Sustainable Food Systems at Michigan State University (MSU)
Lansing City Market  MSU Product Center for Agriculture and Natural Resources, LCC,
Independent Bank, MSU Federal Credit Union, and Food Bank Council.