

ECONOMIC AND SOCIAL BENEFITS ASSESSMENT

FINAL REPORT

Cherryville Farmers' Market

Cherryville, British Columbia

A collaborative project of
British Columbia Association of Farmers' Markets
and
School of Environmental Planning,
University of Northern British Columbia



BC ASSOCIATION OF
FARMERS' MARKETS



UNIVERSITY OF
NORTHERN BRITISH COLUMBIA

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EXECUTIVE SUMMARY

The demand for locally produced fresh, nutritious food by local consumers has grown rapidly over the past ten years. So too has the number of farmers' markets. As the most visible and accessible component of our local food systems, farmers' markets have strengthened their role as providing unique places for local producers and local consumers to connect. Although this role of farmers' markets within local food systems is well recognised, it is important to know not only what markets contribute to local areas but also to know how much they contribute.

This final report presents the findings from the assessment completed for the Cherryville Farmers' Market on June 30th, 2012. It includes results of a province-wide assessment of BC's farmers' markets and incorporates some results from a national study of farmers' markets completed in 2008ⁱ.

The provincial project was completed by the BC Association of Farmers' Markets, in collaboration with Dr. David Connell of the University of Northern British Columbia. The purpose of the provincial study was to measure the community and economic benefits of farmers' markets across British Columbia in order to quantify the significant contributions of farmers' markets and to increase their visibility both locally and provincially. This year's project builds upon the success of a similar project completed in 2006. Six years later, by using similar methods we will be to assess changes that have taken place during this time. In total, 33 assessments were completed across the province in 2012.

Highlights of results for the Cherryville Farmers' Market:

- **The estimated economic benefit of the Cherryville Farmers' Market to the local economy is approximately \$221,000 annually**
- **The estimated number of market customers on assessment day: 108 customers**
- **Over half of the market visitors participated in the study**
- **Average customer spending per visit: \$ 25.86**
- **44.7% of the survey respondents visit the market either 'regularly' (almost weekly) or 'frequently' (2-3 times per month)**
- **Estimated number of market visits per year: 7591**



The Cherryville Farmers' Market assessment is part of a province-wide project. The purpose of the provincial study is to quantify the economic and social contributions of farmers markets. The results show that the Cherryville Farmers' Market provides an important space for artisans, food producers, and area residents to connect. The market manager, vendors, and volunteers are a tight knit group who bring a welcoming and inclusive atmosphere to the market space. As the motto of the market states, they are "Growing a Community." Their approach is reflected in the events that cater to a diverse range of ages and interests, while encouraging community and environmental health. Such events include the Scarecrow Festival, Roots and Beets Festival and weekly children's arts, crafts and music activities. On the day of the assessment, June 30, 2012, 108 visitors came to the market to shop for local goods. In addition, they gathered along the highway next to the market for a rally against pesticide spraying in the area. This illustrates how the market serves as a space to gather, share ideas and mobilize around pressing local issues.

The Cherryville farmers' market is one of the smallest markets in BC and has the lowest average hourly crowd at peak of the season. The average amount spent at the market (\$25.86) is higher than the national average (\$23.68) for small markets, and is slightly below the provincial average (\$28.81) for all markets. Half of all customers surveyed (52.2%) have been coming to this market since it started. In addition to the long-time regulars, there were also 34.8% of respondents who were first-time visitors to this market.

This farmers' market is located in the grounds of the Cherryville Aristan shop, and next to the General Store. On the day of the assessment, 66.7% of shoppers said that they would do additional shopping in the area, spending an average of \$16.10. The businesses we interviewed reported an increase in sales and/or foot traffic on days that the market is open. These data show that the Cherryville Farmers' Market is an important economic pillar in the local economy.

As consumers become increasingly conscious about the importance of supporting local food systems, the economic and social benefits of farmers' markets will continue to grow, thereby increasing the number of shoppers and vendors, and amount customers are willing to spend. By providing a welcoming space for producers and consumers to connect and a space for community members to network and rally around pressing issues, the Cherryville Farmers' Market plays an important social, environmental, and economic role in Cherryville.



DESCRIPTION OF MARKET

The Cherryville Farmers' Market

Market Website:

<http://www.bcfarmersmarket.org/markets/marketdetails.asp?marketID=147>

<http://www.cherryvilleartisans.com/>

With the motto “Growing a Community” the Cherryville Farmers' Market is located in the heart of the beautiful Monashee Mountains. The market offers a wide variety of organic produce, farm products, fresh foods, handmade crafts and many more items, which their creative and productive community has to offer. The market experience is enhanced with great entertainment from their live music and performance tent; kids can get creative in the kids' art tent. Dogs are welcome and this market is a real gem.

Availability:	Open from May 12 th to October 6 th Saturdays 9:00am to 1:00pm
# Vendors:	16
Location:	1187 Hwy 6, Cherryville BC at the Cherryville Artisan Shop
Contact Info:	Heather Fleury, Market Manager 662 Hwy 6, Cherryville BC, V0E 2G3 farmersmarket@cherryville.net

RESEARCH METHOD

The assessment of individual markets in BC is organised around two sets of activities: rapid market assessment and market surveys. These are the same methods used for the BC study in 2006.

1) Rapid Market Assessment:

The Rapid Market Assessment (RMA) technique was developed by researchers at Oregon State University for studying farmers' markets. This method has been implemented successfully in markets throughout Oregon and Washington states. The RMA method consists of three parts: customer survey; crowd count; environmental observations. The environmental observations are optional for markets in this present study and so are not included in this report.

- a) Flip-chart survey: The flip-chart survey method engaged consumers in friendly interaction through multiple-choice questions posted in large print on flip charts. This approach has a high response rate, thereby increasing validity and accuracy.

The set of questions used for the survey (Box 1) were developed in two parts. The first four questions were developed by the research team and were asked at all farmers' markets participating in the project. Asking the same questions at all markets was necessary to complete the provincial analysis. Each participating market developed the fifth question to collect data that are relevant to making effective changes and improvements to the local market. Due to the small size of the market, we were able to ask a sixth question.

Box 1. Flip-chart survey questions

1. How often do you come to this farmers' market?
2. When did you start shopping at this market?
3. How much have you spent, or do you plan to spend, at the market today?
4. If you plan to do additional shopping or eating while in this area of town today, how much do you plan to spend?
5. Where did you come from today?
6. What draws you to the Cherryville Market?

- b) Crowd count: During a ten-minute period of each hour the market is open, members of the assessment team stood at each major entry point to the market and counted people entering. The total number of attendees is estimated from these systematic counts.

2) Market surveys

The analysis of community benefits of farmers' markets involves more detailed surveys of market customers and local businesses.

- a) Customer surveys. A small sample of customers was asked to participate in a short interview. People were asked about where they shop, factors they consider when buying food, how long they spend at the market, and how they spend their time when at the market. Customers were also asked if they shop at other businesses on the same day that they visit the farmers' market. The small sample size means that the results cannot be generalised to all market customers. Nevertheless, the information collected expands upon the flip-chart survey information and lends further insights to market customers and the relation between the market and neighbouring businesses. Some of the customer survey data will be aggregated at the provincial level.
- b) Business surveys. Businesses located near the farmers' market were surveyed to assess the influence of the market on neighbouring businesses and to explore the nature of the relationship. The information collected from these surveys is specific to each local market and will lend insight to how relations might be further developed. The business information will also help to understand the relation between farmers' markets and businesses generally. Surveys were not completed at farmers' markets that did not have other businesses located nearby.

Together, the market assessment and the more detailed market surveys improve our understanding of what makes the Cherryville Farmers' Market successful and how it contributes to the local area, in terms of both its economic and social benefits.

RESULTS

This section reviews the results of the rapid market assessment, including the crowd count estimates and flip-chart surveys. The results for the one-on-one customer interviews and business interviews follow

Rapid Market Assessment

The weather on the day of the assessment started off rainy and cold. It rained for the first three hours of the market, but the skies cleared around noon. There were approximately 10 vendors present due to the rain (usually there are 16 vendors, with at least nine selling primarily farm product).

Crowd count

The total estimated number of people attending the Cherryville Farmers' Market on June 30, 2012 was 108.

When asked, vendors at the market said market attendance was slow for that time in the season (about 50%), as compared with past years. Although it was a long weekend, which usually attracts many visitors to the area, the heavy rain kept the numbers down, especially in the morning.

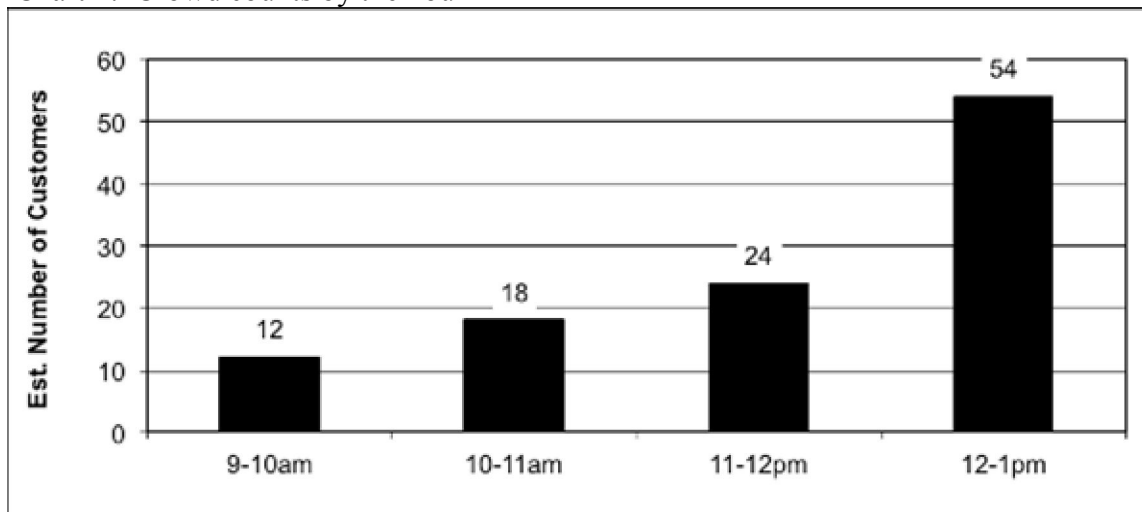
The actual and extended counts for the assessment are shown in Table 1. The total estimated counts are also shown in Chart 1.

Table 1. Estimated Crowd Count

Time period	Count period	Actual count	Extended total
1st hour (9:00-10:00)	9:25-9:35am	2	12
2nd hour (10:00-11:00)	10:25-10:35am	3	18
3rd hour (11:00-12:00)	11:25-11:35pm	4	24
4th hour (12:00-1:00)	12:25-12:35pm	9	54
Estimated total crowd count on June 30th 2012			108

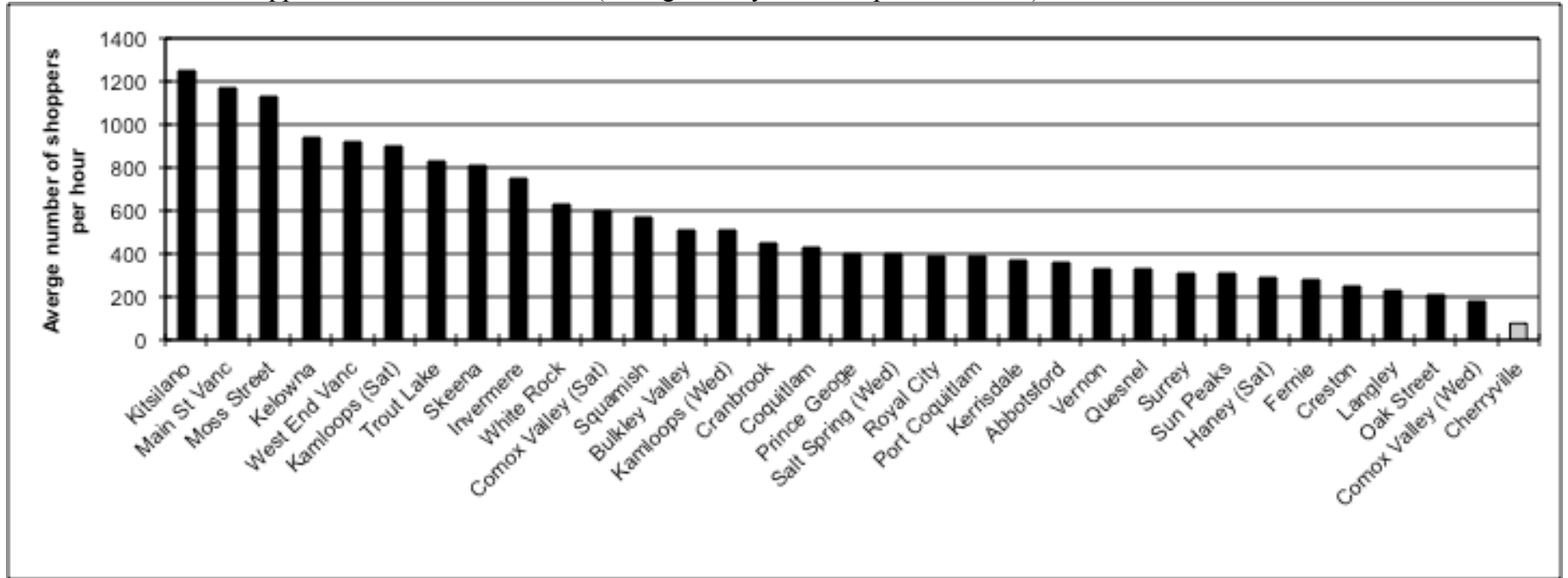
Chart 1 (below) shows the estimated crowd totals for each hour. Due to the heavy rains in the morning, the count was quite low. At noon the sun came out and so did the customers! There was a demonstration against municipal pesticide usage, which took place at the market site at 1:30pm, so the increased customer numbers during the last hour could also be related to the anti-pesticide spraying protest.

Chart 1. Crowd counts by the hour



As shown in Chart 2 (next page), the number of shoppers attending the Cherryville Farmers' Market is the lowest when compared to other markets that we assessed in BC. It is also the smallest market in terms of number of vendors. The data are based on the average number of shoppers attending a market on an hourly basis (not on the total number of shoppers).

Chart 2. Number of shoppers at BC farmers' markets (average hourly crowd at peak of season)



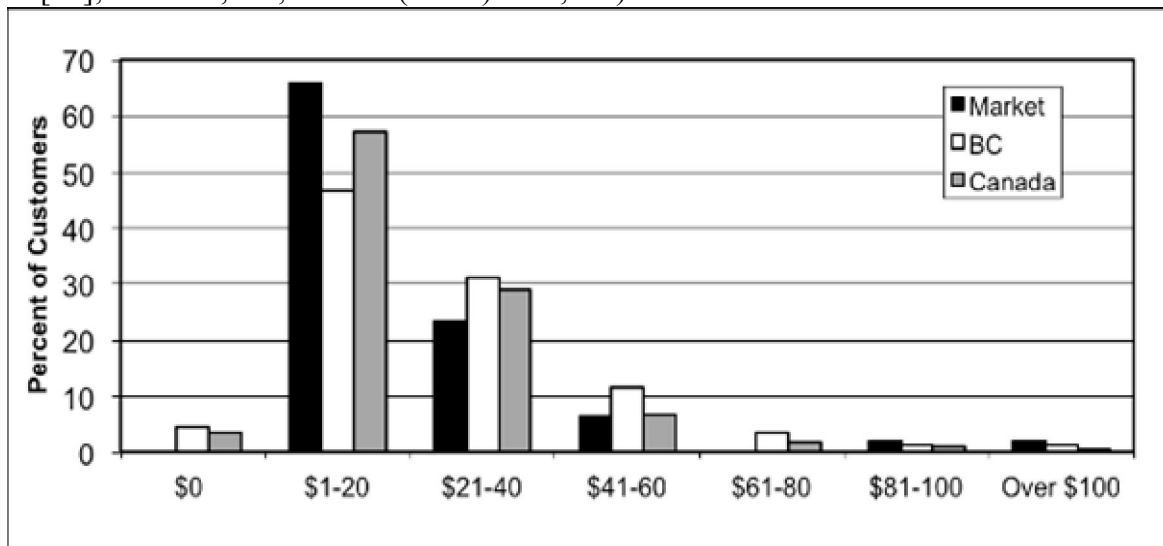
Flip-chart survey

Approximately 48 people responded to the dot survey, which is about 50% of the estimated crowd count. The following six charts show the results for each of the flip chart survey questions.

Question 1. How much have you spent, or do you plan to spend at the market today?

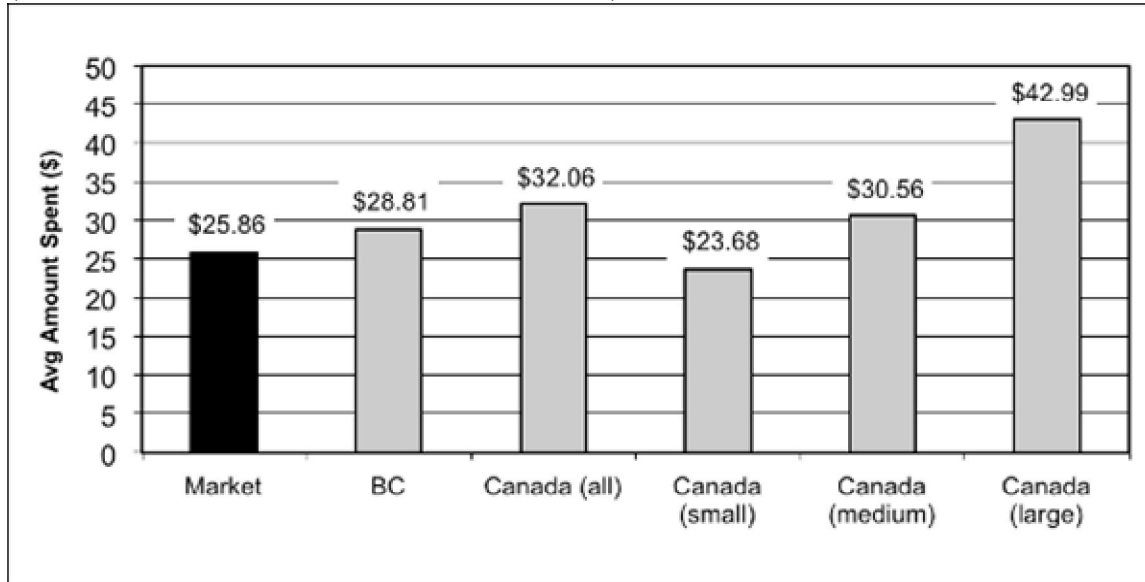
Overall, respondents spent an averageⁱⁱ of \$25.86 each on the day of the assessment. Most customers surveyed (66%) said they would spend between \$1-20 at the market that day.

Chart 3. How much have you spent, or do you plan to spend, at the market today? (Market: n=[47]; BC: n=9,819; Canada (Small): n=1,152)



The results shown in Chart 4 illustrate how the Cherryville Farmers' compares to the average amount spent by customers at all BC markets and at small (<20 vendors), medium (20-39 vendors), and large farmers' markets (40+ vendors) in Canada. As a small market, the Cherryville Market has a lower average than the provincial average, and a higher average than the national average for small markets.

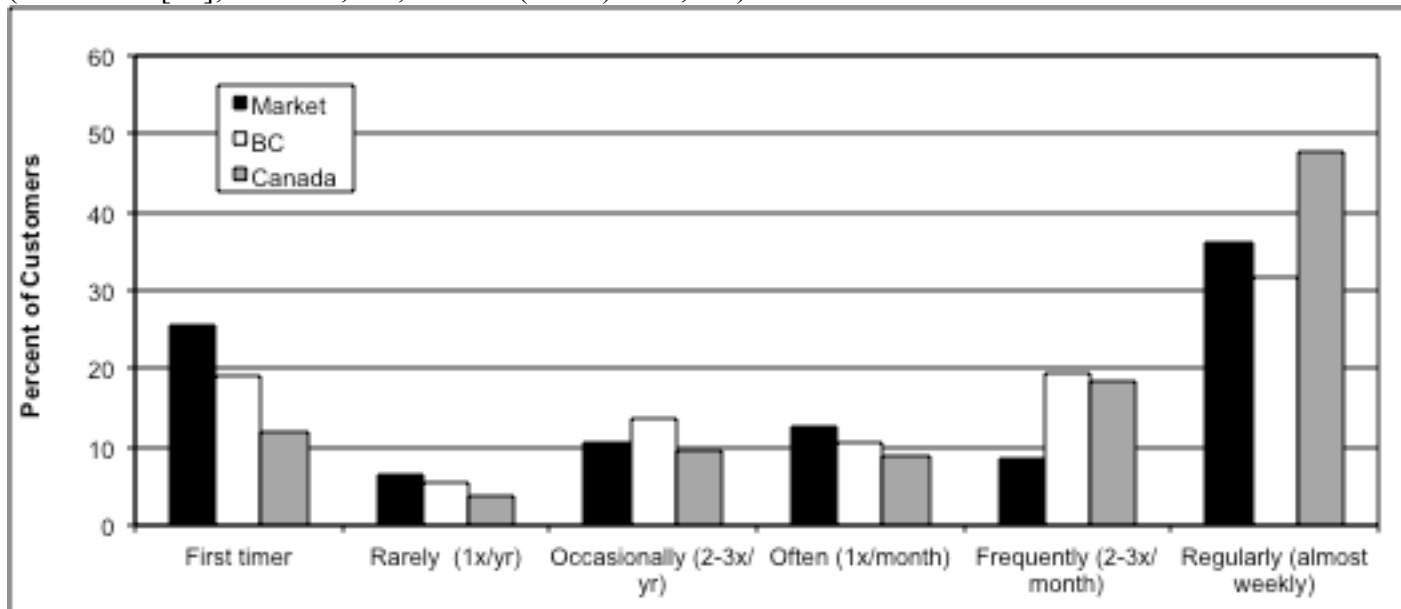
Chart 4. Average amount spent by market shoppers
(Market: n=47; BC: n=9,819; Canada: n=3,167)



Question 2. How often do you come to this farmers' market?

As shown in Chart 5, the Cherryville Farmers' Market has a high percentage of regular shoppers and first-time visitors. One in three customers (36.2%) shop regularly at the market. First-time visitors to the market accounted for 25% of respondents. The results are fairly similar to the provincial and national averages, with a slightly higher percentage of first-time visitors. This is likely due to the location of the Cherryville Market, next to Highway 3, which attracts people traveling through the area.

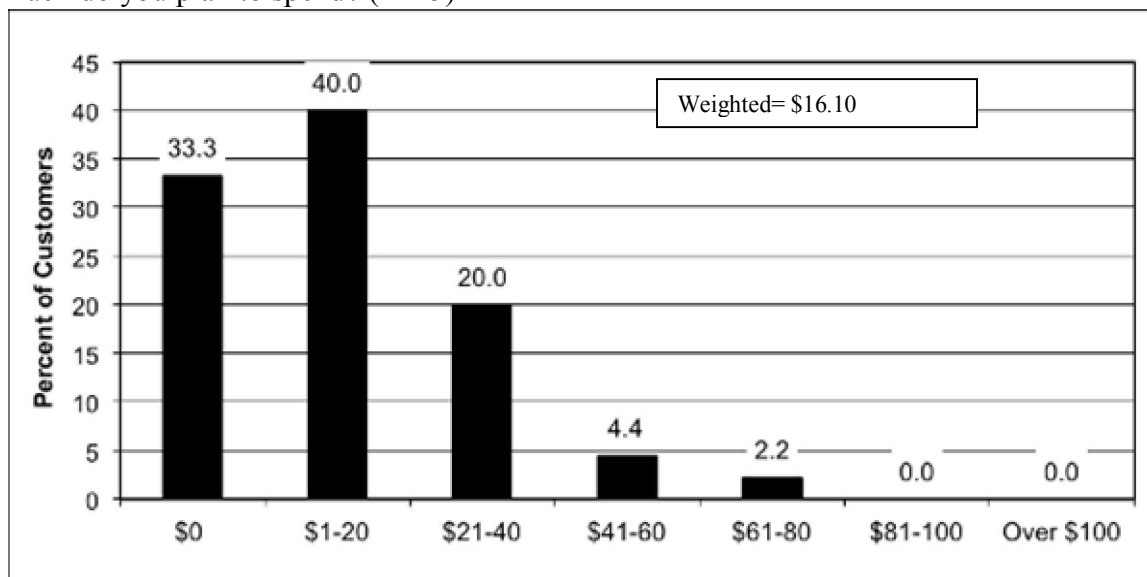
Chart 5. How often do you come to this market?
(Market: n=[47]; BC: n=9,874; Canada (Small): n=1,152)



Question 3. If you plan to do additional shopping or eating while in this area of town today, how much do you plan to spend?

Chart 6 shows the range of additional spending by market customers, with 66.7% of respondents saying they would do additional shopping at neighbouring businesses that day. Close to half (40%) of customers surveyed said they would spend between \$1-20 and 20% said they would spend between \$21-40.ⁱⁱⁱ The average amount spent per customer at neighbouring businesses was \$16.10. Given the variability among markets, no comparison is made with BC or national results.

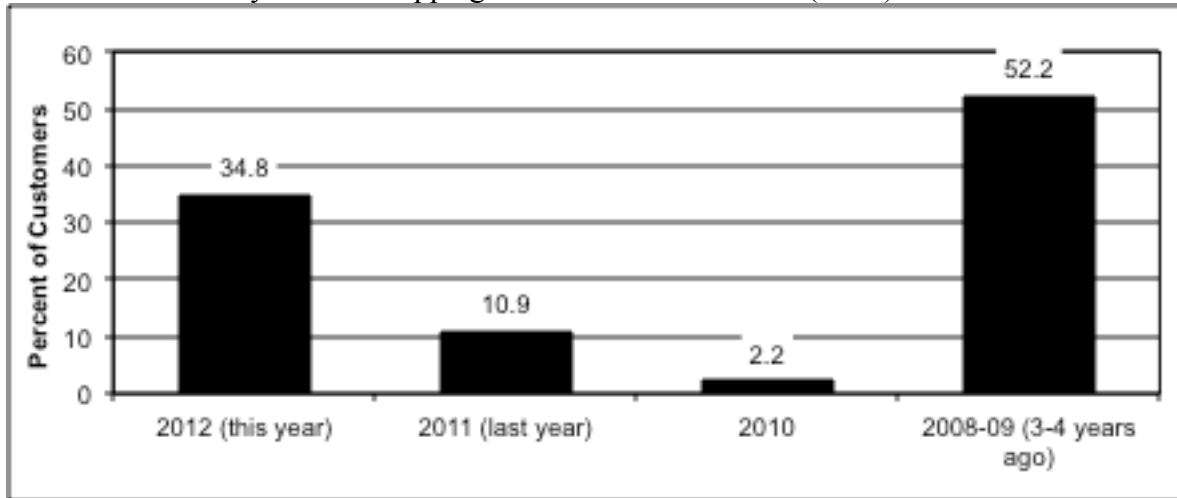
Chart 6. If you plan to do additional shopping or eating while in this area of town today, how much do you plan to spend? (n=45)



Question 4. When did you start shopping at this farmers' market?

As shown in Chart 7, the Cherryville Farmers' Market has a good portion of long-time, loyal customers. Half of all customers surveyed (52.2%) have been coming to this market since it started. In addition to the long-time regulars, there were also 34.8% of respondents who were first-time visitors to this market.

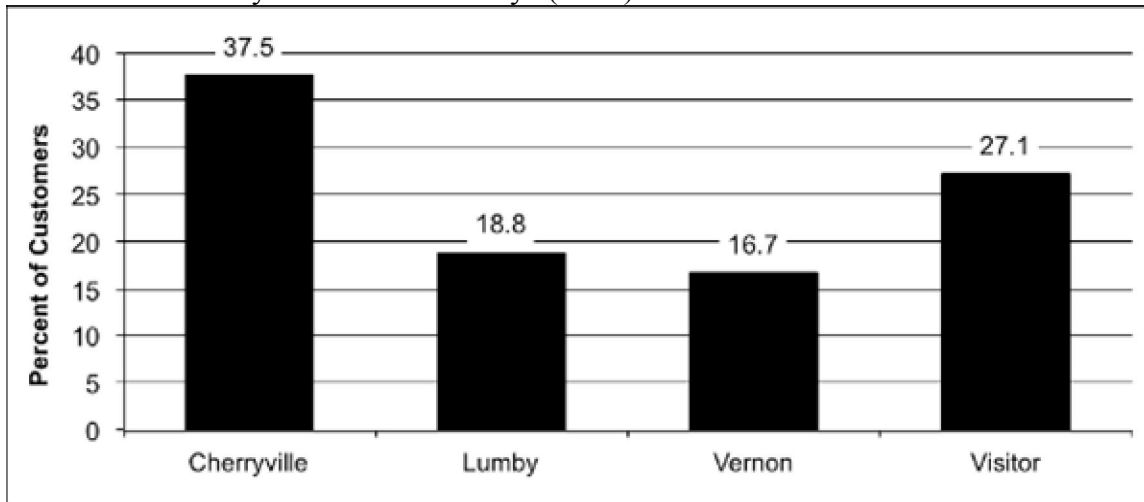
Chart 7. When did you start shopping at this farmers' market? (n=46)



Question 5. Where did you come from today?

Chart 8 illustrates where the visitors to the market came from on the day of the assessment. The numbers are evenly distributed amongst the nearby towns, with locals making up 37.5% and non-regional visitors 27.1%.

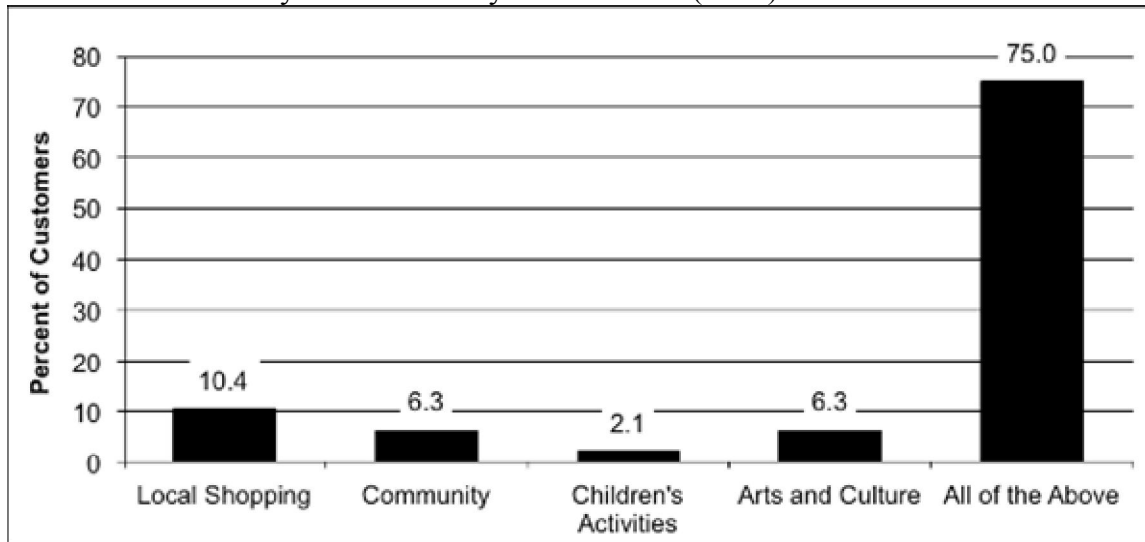
Chart 8 Where did you come from today? (n=48)



Question 6. What draws you to the Cherryville Market?

As shown in Chart 9, the majority of the customers surveyed (75%) are drawn to the Cherryville Market for all of the reasons listed, including local shopping, community, children's activities and arts and culture. When a similar question was asked at other markets without the "All of the Above" option, the majority of respondents selected 'the local produce' or 'supporting local producers' as their top choices.

Chart 9. What draws you to the Cherryville Market ? (n=48)



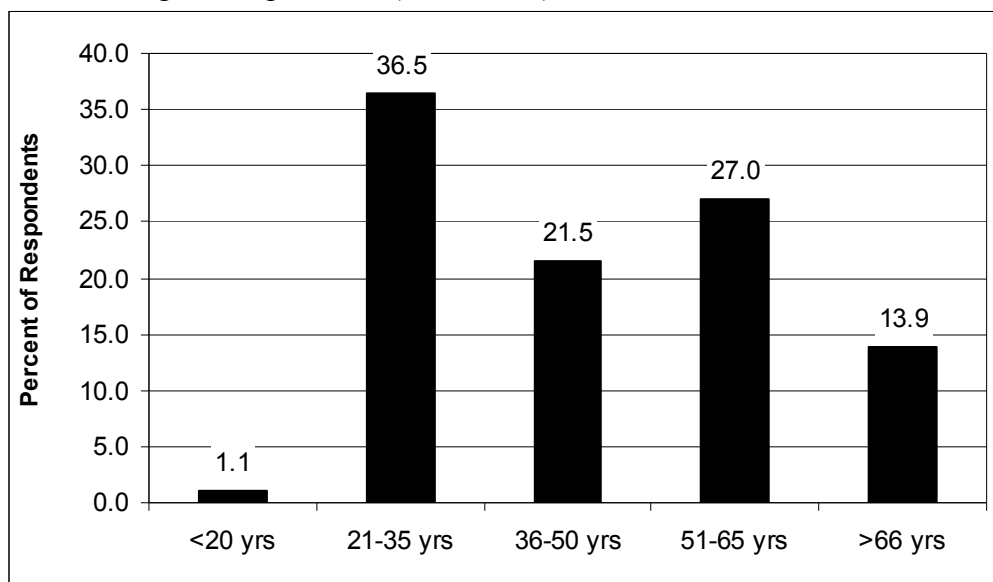
Market surveys

Customer Survey

We conducted interviews with 291 customers at 33 markets in BC. The following charts show results of all the customers surveyed across the province. When interpreting the results of these surveys, it should be noted that the people who agreed to participate in the one-on-one interviews over-represent regular shoppers, as these people are also the ones who are more likely to participate in such market surveys. The over-representation of regular shoppers is evident when we compared the customer survey results (291 responses) against the results gathered from the flip chart surveys (9,819 responses). The flip chart surveys show a wider representation of market shoppers.

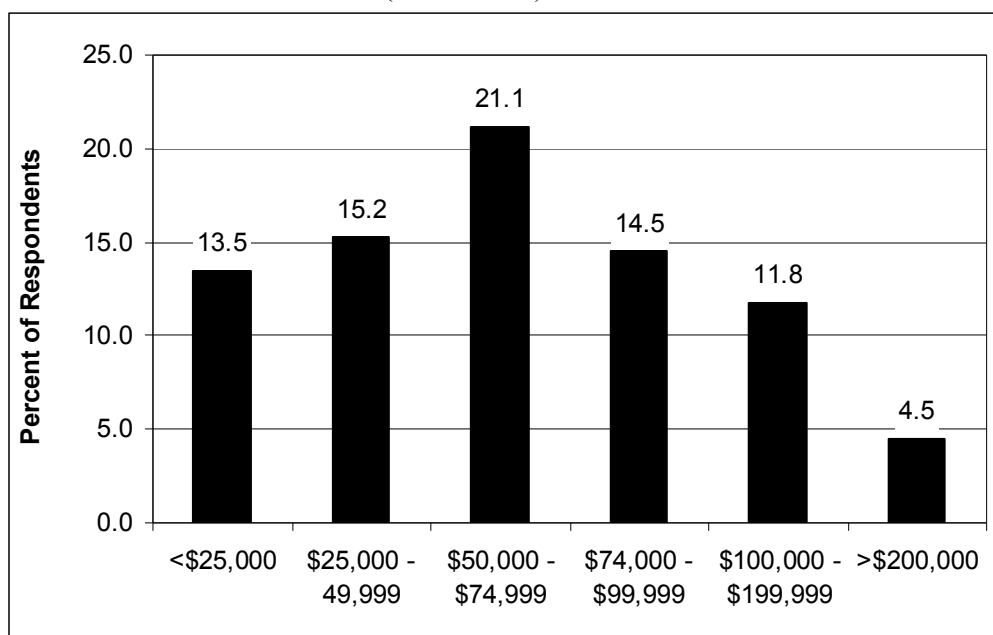
The results in Chart 10 show the age range of farmers' market customers in BC.

Chart 10. Age of respondents (BC: n=274)



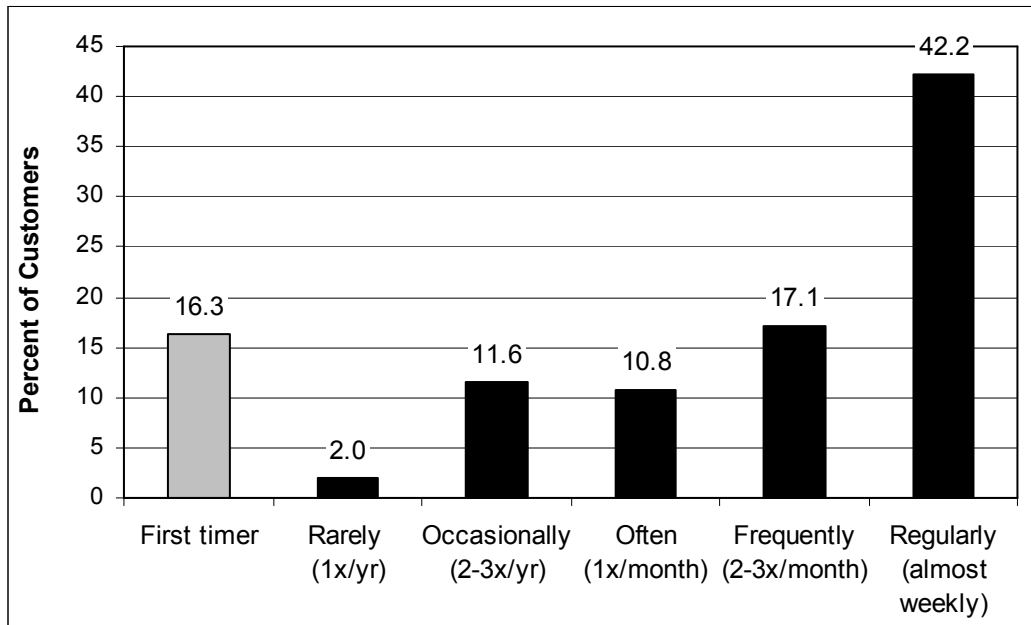
The household income of shoppers at farmers' markets in BC is shown in Chart 11. The results show that people from households with a range of incomes shop at BC's markets.

Chart 11. Household income (BC: n=233)



Over 40% of customers surveyed in BC shop at the market regularly (almost weekly), with an additional 17% shopping at least two to three times per month (Chart 12). Together, these results indicate that almost six of ten shoppers can be considered among the core group of market shoppers at BC markets, although, as noted, the results do over-represent regular shoppers. The actual results are likely to be lower but still significant.

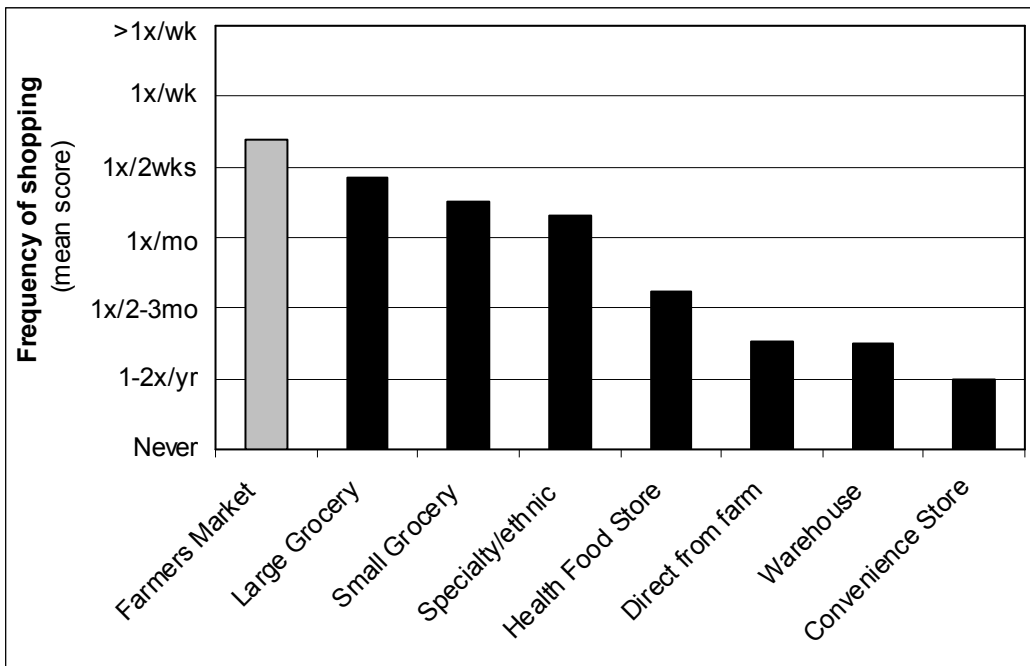
Chart 12. Frequency of shopping at farmers' markets (BC: n=251)



We also asked shoppers where and how often they buy groceries at other food retail outlets during the outdoor market season. The people surveyed indicated that they shop more often at the farmers' market than at other food retail outlets (Chart 13).

Chart 13. Where shoppers shop during the outdoor market season (BC: n=290)

Note: a higher bar means shopping more often at the corresponding store.

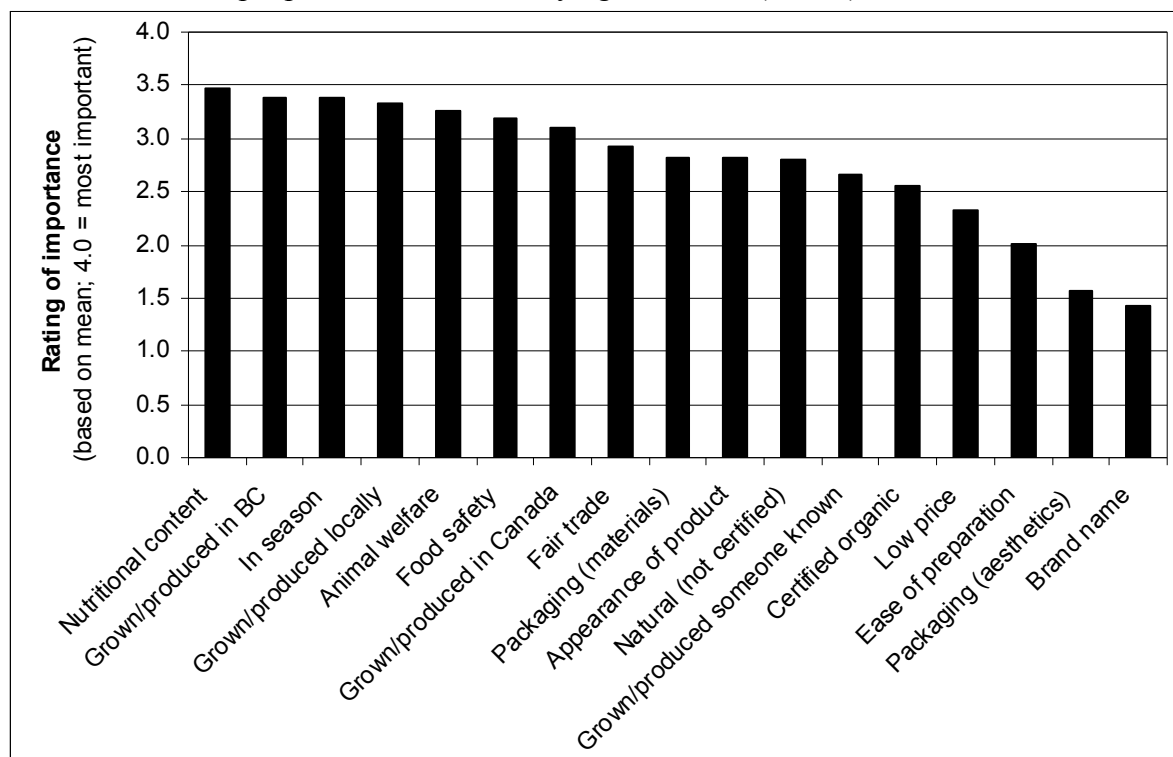


Part of the answer to explain the shopping pattern of market customers is evident in Chart 14, which shows the relative importance of factors customers consider when buying food. During the farmers' market season the five most important factors to market customers are:

- Nutritional content
- Grown/produced in BC
- In season
- Grown/produced locally
- Animal welfare

Brand name, low price, and certified organic are among the lowest rated factors that influence food purchasing decisions.

Chart 14. Factors people consider when buying food: BC (n=289)



We also asked customers how long they spend at the market (Chart 15) and how much of that time they spend talking with vendors and friends (Chart 16). The results for all BC shoppers surveyed highlight the important social aspect of farmers' markets. Almost 70% of all respondents said that they spend over 30 minutes at the market, and over half (53.8%) of all respondents said they spend at least half their time at the market socialising with others.

Chart 15. Amount of time customers spend at the market (BC: n=290)

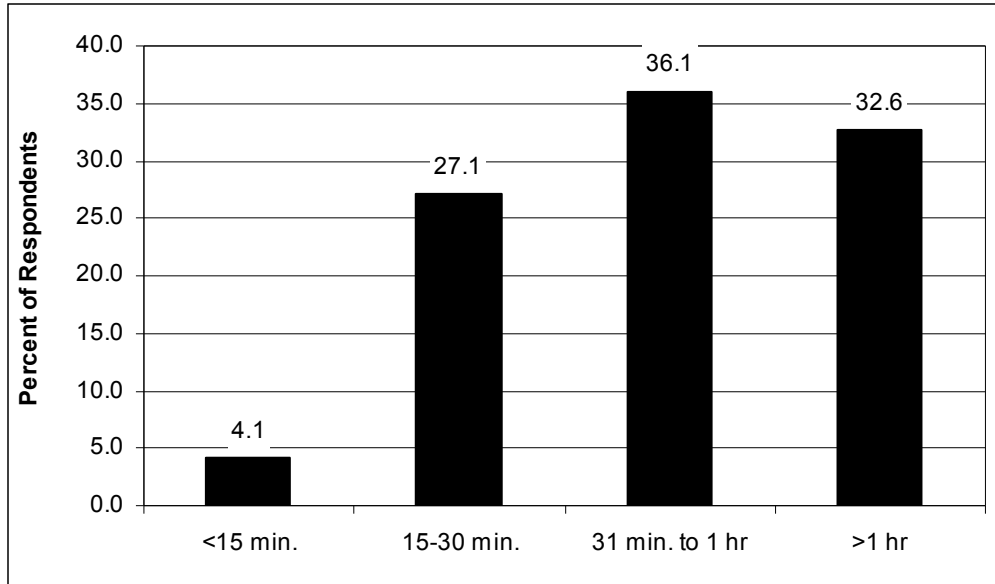
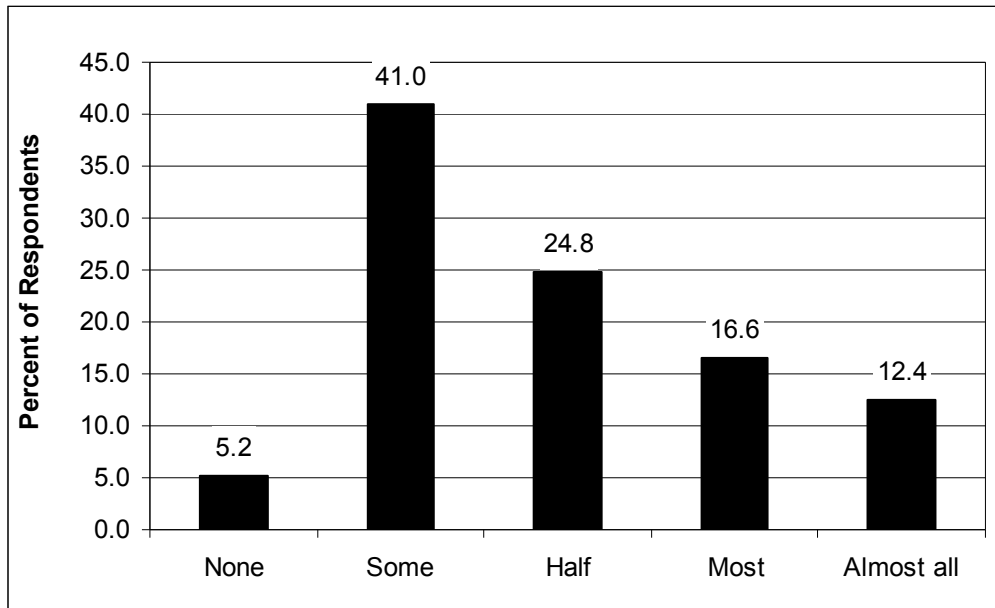


Chart 16. Time spent talking with others at the market (BC: n=290)



The results of the above two questions are combined in Table 2. The shaded boxes highlight those people who spend at least half an hour at the market *and* at least half of that time talking with vendors, friends, and acquaintances. Altogether, these people represent 45% of the shoppers surveyed at BC's farmers' markets.

Table 2. Time spent at market talking with others (percentage) (BC: n=290)

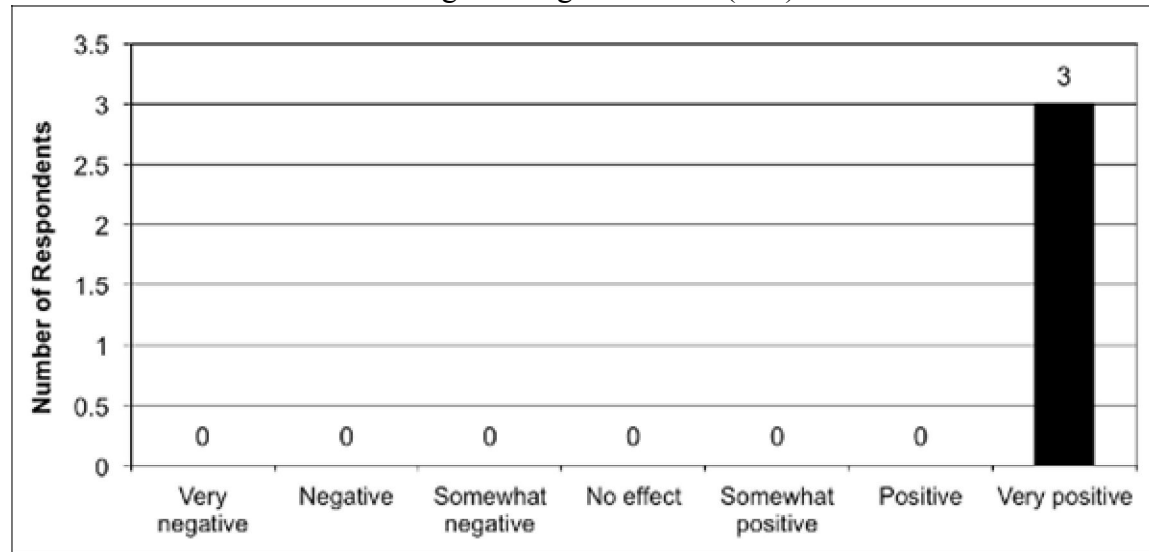
		How time spent					Total
		None	Some	Half	Most	Almost all	
Time spent at market	<15 min.	1	2	0	0	0	4
	15-30 min.	2	17	5	3	0	27
	31 min. to 1 hr	1	16	11	5	4	36
	>1 hr	1	7	9	9	8	33
Total		5	41	25	17	12	100

Business survey

There were three businesses located within visible range of the Cherryville Farmers' Market, including an artisan shop, a restaurant and gas station/general store. Based on availability of businesses for interviews, we were able to conduct surveys with all three neighbouring businesses (Chart 17).

All three businesses reported impacts from the market and said that the market is good for getting people into their stores. One business said that the market is great for them, as people come in to their business to shop both before and after the market. This business also reported a definite sales increase during the market season, as compared to the winter season.

Chart 17. Effect of market on neighbouring businesses (n=3)



Economic Benefits

The information collected in this assessment enables us to measure the economic benefits of the Cherryville Farmers' Market.

To measure the economic benefits of farmers' markets means to measure the ripple effect of people spending dollars at the market: if I spend \$1 at the market then how does this dollar benefit the local economy? The ripple effect includes both the profit to the market vendor and the monies the vendor spent on inputs to get to the market (e.g., seeds, feed, ingredients, etc.).

Economic benefits, which can include direct, indirect, and some induced effects, are measured in terms of revenue (\$), output (\$), and employment (jobs). In this study we measure only revenues. We chose to calculate revenue benefits using a multiplier of 1.5^{iv}. This multiplier means that for every dollar spent at the market, another \$0.50 is spent in the local economy. Compared to some other studies of farmers' markets, this multiplier is conservative.

The annual economic benefit is calculated by multiplying direct annual sales by the multiplier (1.5). Direct annual sales are calculated as follows:

$$\text{Average expenditure by customer} \times \text{Number of spending customers per session}^y \times \text{Number of sessions per year}^{\text{vi}} \times \text{Seasonal factor}^{\text{vii}}$$

For the Cherryville Farmers' Market seasonally adjusted annual direct sales are:

$$\$25.86 \text{ per customer visit} \times 231 \text{ spending customers} \times 23 \text{ (adjusted) sessions} = \$147,000$$

Using a multiplier of 1.5, the annual economic benefit is approximately:

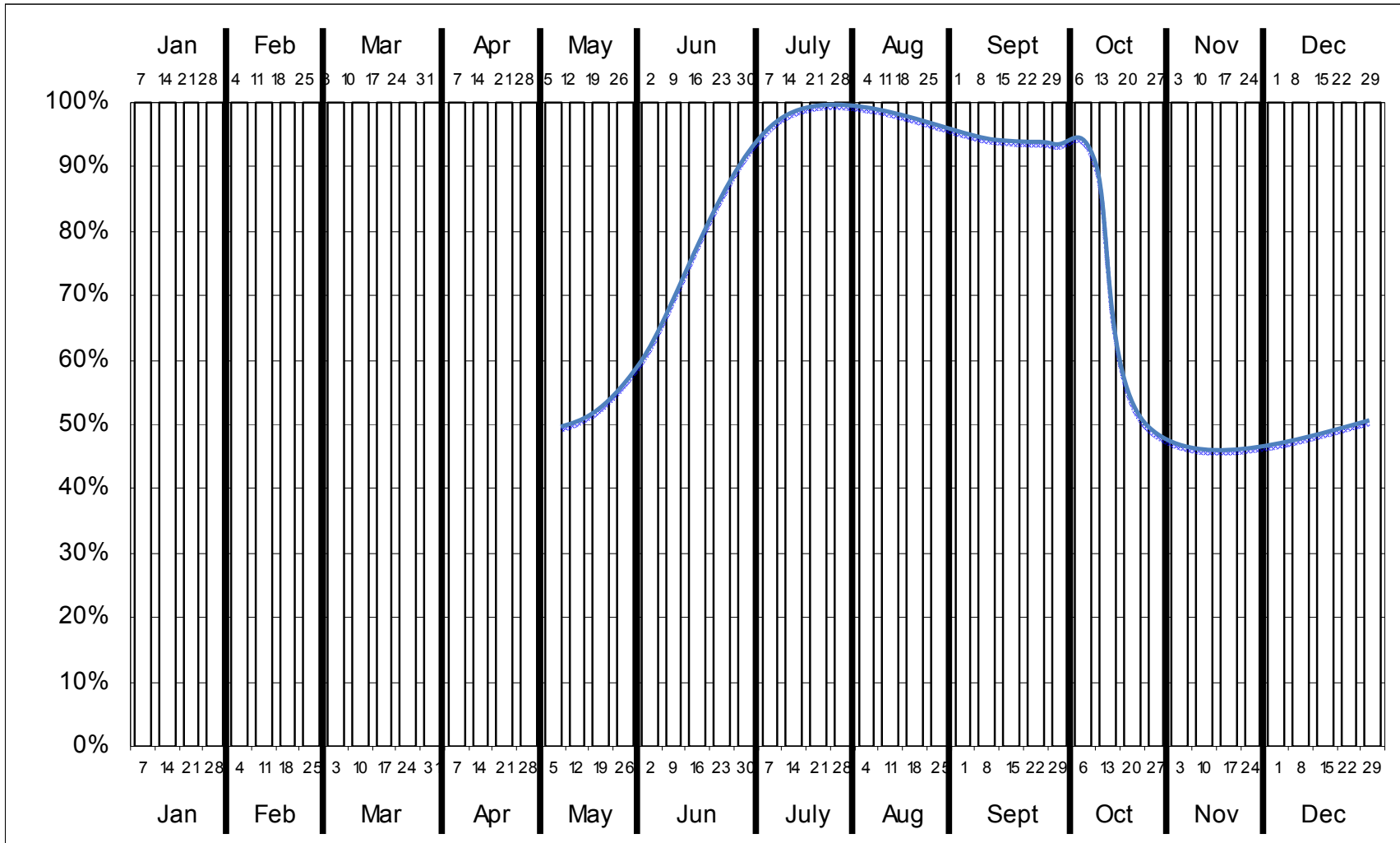
Annual economic benefit (2012): \$221,000

This calculation means that the Cherryville Farmers' Market contributes an estimated \$221,000 to the local economy each year. These monies benefit not only market vendors but also the local businesses that supply these vendors.

The total estimated annual economic benefit for all farmers' markets in BC is **\$170.5 million**.

We can also assess the 'spillover' effect that the Cherryville Farmers' Market has on its neighbouring businesses. Based on survey results, we can estimate the benefits of market customers spending additional dollars at local businesses on the day of the market. Using the same formula as above, the annual economic benefit of additional spending at other neighbouring businesses is over **\$92,000**.

Appendix: Seasonal activity chart for Cherryville Farmers' Market



Acknowledgements

The BC Association of Farmers' Markets and the project team would like to thank the Cherryville Farmers' Market for participating in this assessment and for providing a team of volunteers to help conduct the assessment. Financial and in-kind support is provided by participating farmers' markets. The BCAFM wishes to acknowledge the financial assistance of Agriculture and Agri-Food Canada and the Investment Agriculture Foundation of BC for making this study possible. We would also like to acknowledge the Vancity Community Foundation's contribution to the study.

End notes

ⁱ Source: Experience Renewal Solutions and David J. Connell (2009). National Farmers' Market Impact Study 2009 Report. Prepared for Farmers' Markets Canada.

ⁱⁱ The average spent per customer is weighted by category based on results of a national study of farmers' markets completed in 2008.

ⁱⁱⁱ The average spent at nearby businesses is weighted by category based on results of a national study of farmers' markets completed in 2008.

^{iv} The number used for multipliers for farmers' markets varies, ranging from 1.21 to 3.0. A multiplier of 2.0 is commonly used for convenience. We chose to use a multiplier of 1.5 as this appears to be more accurate based on studies by Hughes, Brown, Miller, and McConnell (2008) and Otto and Varner (2005). We used a multiplier of 2.0 in the 2006 study; the results from the 2006 study that are cited in this report have been revised based on a 1.5 multiplier.

^v This is based on the estimated crowd count. However, not all people attending the market are included in the calculation. Some people may not spend any money while other people included in the crowd count are members of the same household and should not be double-counted. Based on results of the national study of farmers' markets in Canada in 2008, we estimate that 75 per cent of the crowd count is considered a paying customer.

^{vi} Includes special days, if any, such as 'Christmas markets'.

^{vii} The seasonal factor accounts for varying sales/crowd levels during the season. For the outdoor season, markets generally start off slow and peak for a number of weeks during the summer and then decline. The seasonal factor is calculated for each market based on data collected from the market's manager and long-time vendors. A seasonal activity chart for your market is included in the Appendix.