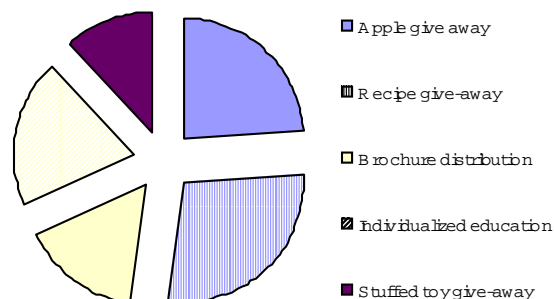


*“I love the market...
if it was here all winter
I would come in the snow.”
-Clark Park Patron, Fall 2002*

EDUCATIONAL ACTIVITIES

75% OF FARMERS’ MARKET VISITORS PARTICIPATED IN AN EDUCATIONAL ACTIVITY

The educational activities undertaken at the markets reach a substantial portion of patrons (75%). Activities assessed include an apple give-away, healthy recipe distribution, brochure give away, individualized nutrition education and a stuffed toy give-away.



Initiatives such as healthy recipe distribution often result in participant action, whereby 45% of participants use recipes frequently. The preceding chart represents the relative participation in educational activities, among those involved.



FARMERS’ MARKET EVALUATION

2002

*Ensuring that everyone has
access to affordable, nutritious food*



The Food Trust

1201 Chestnut Street, 4th Floor
Philadelphia, PA 19107
T: 215-568-0830
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EVALUATION METHODS

In order to evaluate the effectiveness of the farmers' markets, a comprehensive quantitative survey of customers at nine markets¹ was conducted. In addition, a small sample of customers was interviewed about market impressions.

Findings reveal:

1. The markets serve a diverse demographic and cultural population, with the exception of sex, where the majority of patrons are female (80%).
2. Market visitors overwhelmingly report increase in fruit and vegetable consumption (61%).
3. Educational activities conducted at the market reached approximately 75% of patrons.

Farmers' markets are great. They change the way you feel about the city...I would love to see more."

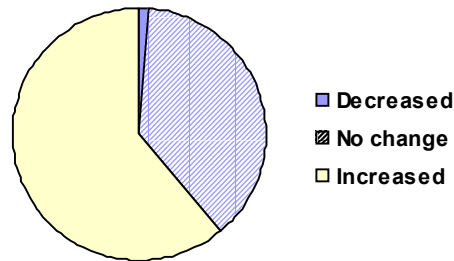
– Clark Park Patron, Fall 2002

¹ Markets include: Camden, Chester, Clark, Cliveden, Norristown, Palmer and 17th and South. Camden and Clark have markets on 2 separate days, at different times and are therefore considered separately.

BEHAVIORAL OUTCOMES

60% OF VISITORS INCREASED FRUIT & VEGETABLE INTAKE; MOST BY MORE THAN 80%

Change in Fruit and Vegetable Consumption



From the sample of 208 market patrons surveyed, over 60% of visitors believe their consumption of fruits and vegetables have increased, as evidenced in the graph above.

Among those reporting an increase, over 80% believe consumption has changed by an impressive two servings or more.

CUSTOMER DEMOGRAPHICS

MARKETS SERVE A PREDOMINATELY MINORITY POPULATION

Survey results suggest that farmers' markets serve predominately minority customers, generally falling between the ages of 25-44. Slightly fewer than half have children under the age of 18 living at home.

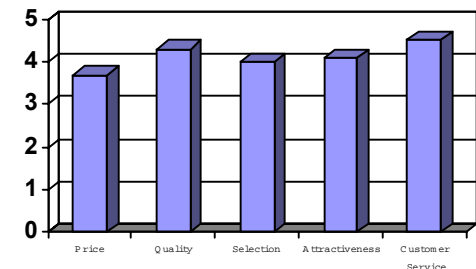
CUSTOMER DEMOGRAPHICS (cont.)

Farmers' market visitors are often repeat-customers; 40% shop at the market weekly. These findings are consistent with national research.² For nearly all patrons surveyed, locally grown fruits and vegetables have become important (95%).

MARKET FEEDBACK

MARKETS RECEIVE HIGH MARKS ON PRICE, QUALITY, SELECTION, ATTRACTIVENESS AND CUSTOMER SERVICE

Market Ratings



As shown in the graphic above, customer perception of farmer's market price, quality, selection, attractiveness, and customer service was evaluated on a five point scale where 1= Poor and 5= Excellent. Nearly all patrons indicated a rating of "good" or "excellent" on market aspects.

² See Brown, A (2002). Farmers market research 1940-2000: An inventory and review. *American Journal of Alternative Agriculture*, Vol 17 (4).