Bethel–Danebo Neighborhood Market Report

Descriptive Summaries for 2009 and 2010

A Report from the Communities and Schools Together (CAST) Project[1]

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Introduction

During the summer of 2009 and 2010, the Bethel–Danebo Neighborhood Market (BDNM) was initiated as a partnered venture between the Environmental Center of Sustainability (ECOS), Active Bethel Citizens (ABC) neighborhood association, the CAST project, and the City of Eugene. This was the first growers' market to be developed in the northwest region of Eugene, Oregon. The Bethel–Danebo area is comprised of approximately 22,700 people who represent about 14.1% of the Eugene metropolitan population. The neighborhood is primarily served by two large grocery stores and three small grocery stores as well as numerous convenience stores.

The Bethel–Danebo Neighborhood Market was originally developed by a small group of local residents with the aim of providing a vital link to farm-fresh local foods that are otherwise largely absent in the Bethel neighborhood. The initial goal for the market was to connect affordable area farm-fresh and backyard-gardener food with diverse community members. The market was held every other week on Wednesday from 2–6 PM during the summer of 2009 and 2010 at the Petersen Barn Community Center.

Method

Information about the market was collected at the market site during the summer of 2009 and 2010. The market study was initiated and developed in 2009 by the CAST Food Assessment Workgroup and conducted primarily by two parent volunteers who were participating in the workgroup and by two CAST partners. The 2009 assessment focused primarily on obtaining information about the a) range of items sold at the market, b) the experience of the customers, and c) the experience of the vendors.

The 2010 survey utilized the survey instruments from the 2009 assessment with small modifications and added a) a standardized time scan of the market to provide a customer attendance count, and b) a map for customers to provide information about where they live in order to obtain information about the extent of the area that drew people to the market. The data was collected by CAST volunteers at the market site.

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Market vendor characteristics. Understanding vendor needs and characteristics is very important to the BDNM as it represents a unique type of food market model, catering to small-scale farmers operating in close proximity to the Bethel area and to backyard gardeners in the residential community. All vendors were asked to complete an application form to identify their type of operation and product offerings. A vendor form used by the established Lane County Farmers Market was adapted for use at the BDNM, and was also translated into Spanish.

Mapping participant attendance. Knowledge of where customers live and do not live in the Bethel area will help in developing outreach and will connect with other project data related to child obesity risk and family food shopping patterns conveyed in the CAST Family Survey. An area mapping station was available at the market site enabling customers to voluntarily locate their location of residence in proximity to the market.

Customer attendance and survey. Weekly customer counts provide a picture of the level of community participation. Counts were conducted from identified entry points of the Petersen Barn at the half of every hour for a full 10 minutes. These 10-minute counts were multiplied by 6 to give an hourly average. The evaluation's Customer Count Work Sheet was used to tally these counts.

A customer survey was utilized in both the 2009 and 2010 seasons. The 2010 survey was developed as a modification of the 2009 survey. The intention of both surveys was to obtain basic information (age category, gender) of customers as well as the types of purchases they made and their thoughts about the market.

Results

The following tables and figures compare the initial descriptive statistics for the 2009 and 2010 surveys.

Demographics of Participants

The difference in the survey sample size in the two years does not necessarily reflect difference in attendance (Table 1). The survey was conducted by more individuals and in a more systematic manner in 2010. The methods of transportation people used to get to the market and a comparison of the types of purchases made by customers are shown in Figures 1 and 2.

Table 1. ***Demographics of Respondents***

Characteristic	*N* 2009	*N* 2010
Gender		
Male	1	12
Female	16	34
Couple	0	3
Total	**17**	**49**
Age (range 20–74)		
20–39 years	5	5
40–69 years	1	28
>70 years	8	14
Total	**14**	**47**

Figure 1. **Comparison of Transportation Modes to the Market**

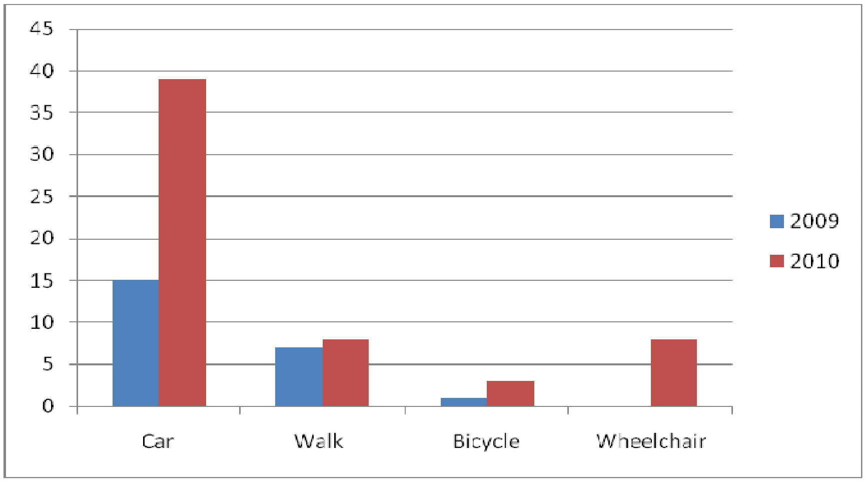
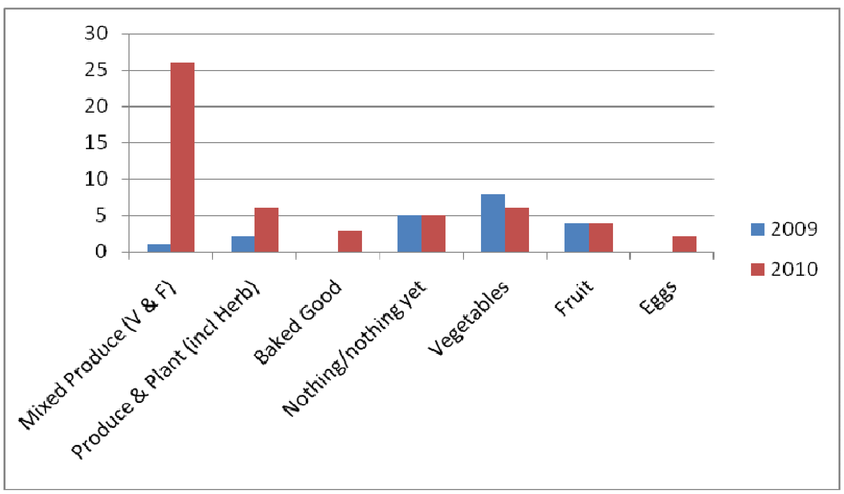


Figure 2. **Comparison of Customer Purchase Categories**



Information from the 2010 Survey

Vendor Survey Summary

A total of 16 vendors participated in the market during the 2010 season. Four vendors predominated throughout the season and were the primary source of produce at the market. In addition, a consignment table operated at every market. The consignment table included produce provided by one local distributor which was purchased by the major market sponsor (ECOS) in order to insure produce availability at every session. Also, a small number of local producers supplied the consignment table.

Produce Variety Availability

A wide variety of products were available throughout the season. More than 52 different fruits and vegetables were available for sale during the season. Additionally, plant starts, flowers, and nonfood items were occasionally availabe. A price comparison was done twice during the season to determine how the cost of select produce available at the market compared to local stores (Tables 2 & 3). Produce at the market was similar to large grocery outlet prices. While BDNM produce was not certified organic, growers indicated all their produce was grown chemical free.

Table 2. ***Produce Price Comparison between Bethel Market and Local Store Outlets (Week 1)***

	Bethel/Danebo Market	**Winco**	**Albertson's**	**Fred Myers**	**Grocery Outlet**
Onions	$ 1.35 lb	$ .58 ea	$ .99 lb	$ .48 ea	$ 1.50 lb
Green Pepper	$ .25 ea	$ .58 ea	$ .79 ea	$ .79 ea	$ .50 ea
Lettuce	$ 1.50 ea	$ 1.38 ea	$ 1.29 ea	$ 1.99 ea	$ 1.99 ea
Beets	$ 2.00 ea		$ 1.99 ea	$ 2.79 ea	
Beans	$2. 00 lb	$ 1.78 lb	$ 1.99 ea	$ 1.79 lb	
Cucumber	$ .25 ea	$ 48. ea	$ .99 ea	$ .79 ea	$ .59 ea

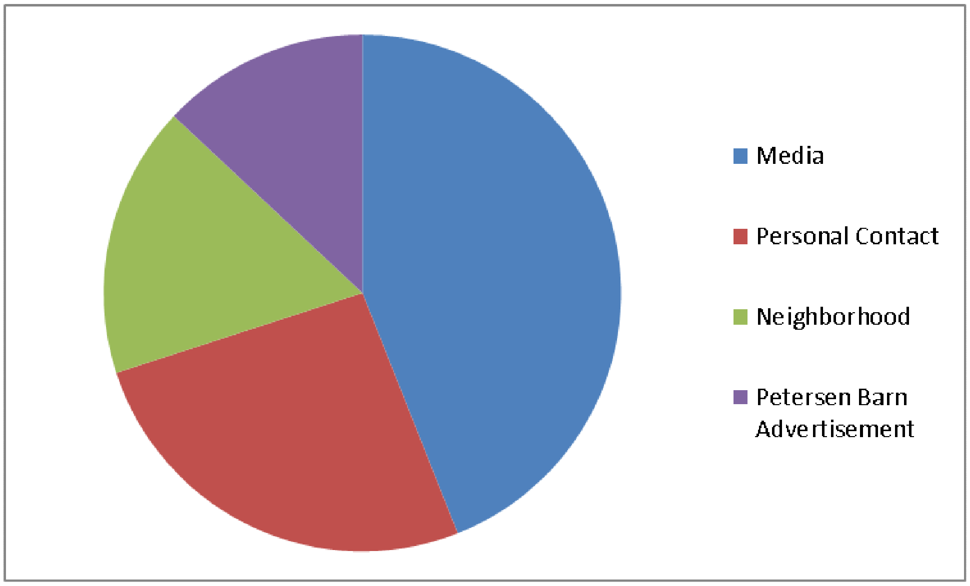
Table 3. ***Produce Price Comparison between Bethel Market and Local Store Outlets (Week 2)***

	Bethel/Danebo Market	**Winco**	**Albertons**	**Fred Meyer**	**Grocery Outlet**
Celery	1.11 oz. = $2.00	.68 c/lb	.89 c ea/1 lb	.97 c/lb	.50 c/lb
Zucchini	7.05 oz.=$.50	.98 c/lb	$ 1.29 lb	.99 c/lb	2 for a $1/~1.8 lb
Spinach	10.8 oz./$3.00	.88 c ea/~1.2 lbs	$ 1.29 ea/~.8 lb	$ 1.49 each/.6lbs	.78 c ea/~1.3 lbs
	$4.50/lb.				
Cabbage	1.5 oz. (1 cabbage)=$2.00	.58 c/lb	.69 c/lb	.59 c/lb	.45 c/lb
Kale	2.4 oz./$2.00	$1.28 ea/~1 lb	$ 1.69 bunch /~.9 lbs	$ 1.29 each/1 lb	$ 1.29 ea/1 lb
Corn	$.50/each small	.38 c ea/~.8 lbs	2 for a $1/~1.8lbs	.50 c each/1 lb	2 for a $1/~1.6 lbs
Yellow Zucchini	$1.50/lb. 3 small	$1.28/lb	None available	None available	$ 1.50 lb
Turnips	3/$1.00 14 oz.	.78 c/lb	$ 1.49 lb	.99 c/lb	No fresh
Coriander*	$1.50/bunch $3.30/oz	.48 c ea/~.5 lb	2 for $1/~.3 lbs (2)	No fresh	No fresh

General Market Information

The following tables and figures provide descriptive information from the 2010 Bethel–Danebo Neighborhood Market customer survey. A total of 56 individuals were interviewed in the 2010 survey period. The gender and age characteristics of the 2010 survey sample are shown in Figure 3. The difference in the number of surveys (*n* = 56) and the numbers in the table are accounted for by missing information.

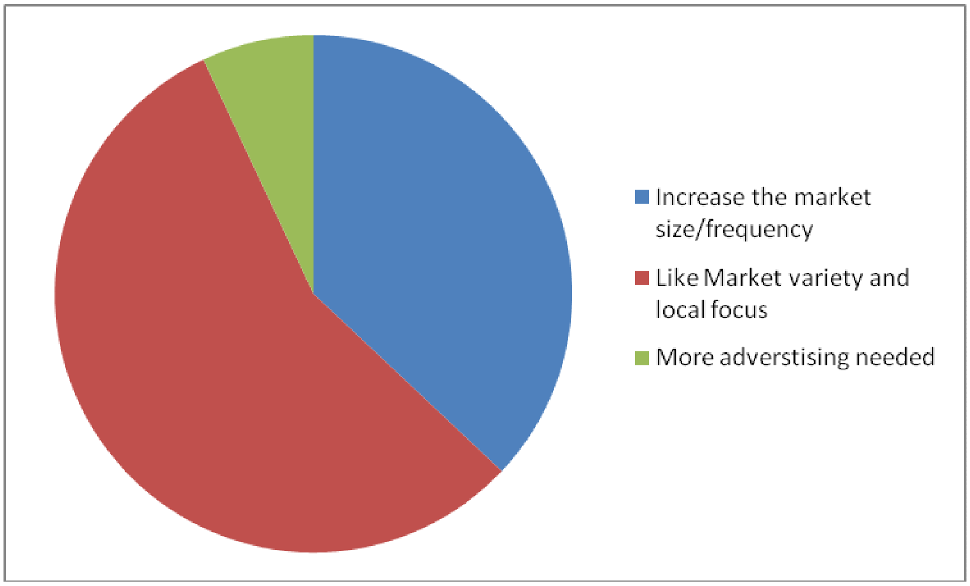
Figure 3. **Primary Way Particiants Learned about the Market**



		Frequency	Valid Percent
Valid	Media	24	44.4
	Personal Contact	14	25.9
	Neighborhood	9	16.7
	Petersen Barn Advertisement	7	13.0
	Total	54	100.0
Missing	Na/missing	1	
Total		55	

Customers at the market indicated they learned about the market in a variety of ways (Figure 3). Local media sources such as newspaper articles, radio announcements, flyers, and posters were all major sources of information that reinforced knowledge of market dates and times. Additionally, customers found posters at the recreation site where the market was held a good source of information as well as word-of-mouth from friends and neighbors.

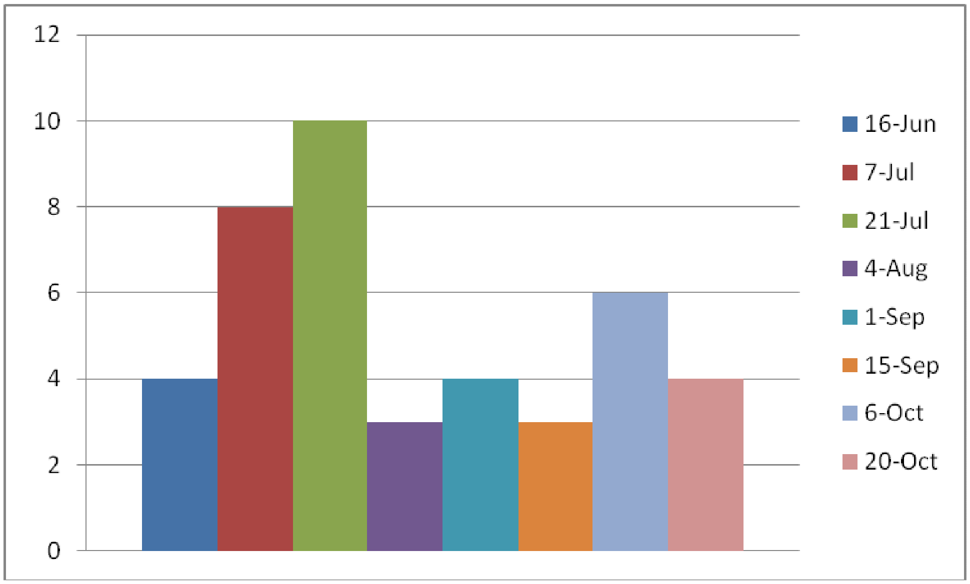
Figure 4. **Customer Comments about the Market**



		Frequency	Valid Percent
Valid	Increase the market size/frequency	10	37.0
	Like market variety and local focus	15	55.6
	More advertising needed	2	7.4
	Total	27	100.0
Missing	System	28	
Total		55	

The customers at the market were asked to provide their thoughts about the market (Figure 4). As can be seen from the figure there was a high level of satisfaction with the market. Many of the customers expressed an interest in having more vendors and having the market occur more frequently.

***Figure 5.* Estimated Total Number of Customers Per Market Day (2010 season)**



The number of customers varied during the season (Figure 5). Counts were made periodically every 15 to 30 minutes; consequently, it is possible that an individual would have been counted twice. The data of the number of customers on average provides information about the variation in the number of customers visiting the market throughout the season.

Conclusion

The Bethel–Danebo Neighborhood Market was well received and successful as a small volunteer start-up experiment in the community. Benefits of the market included the low cost of participation to vendors, the connection made between small growers and backyard gardeners with community residents, and the boost to the community in accessing low cost, healthy produce. Lane County Farmers Market (LCFM) may initiate a satellite market in Bethel. If the market were to be continued in the future, staff members for the market recommended a more central location for public access, adding additional types of product sales in addition to food and activities, securing funding for 6-month planning and implementation of the market, and ongoing consumer education on food.