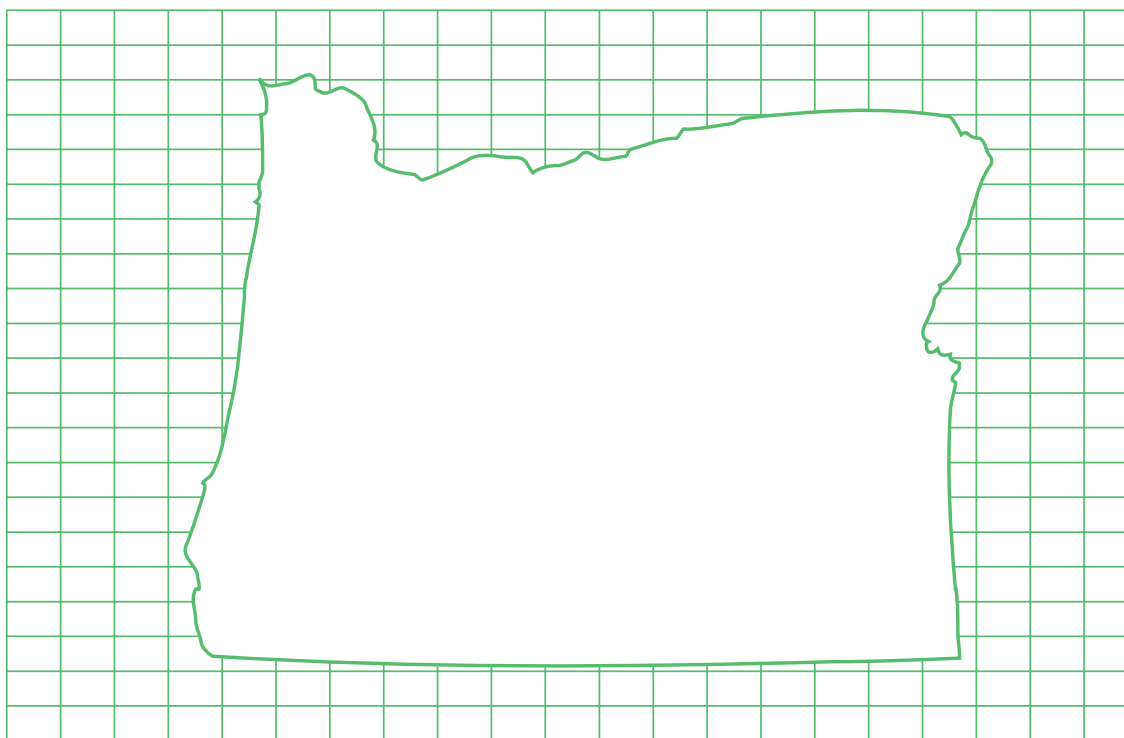


# A Richer Harvest

[toward a regional strategy for portland area farmers markets]

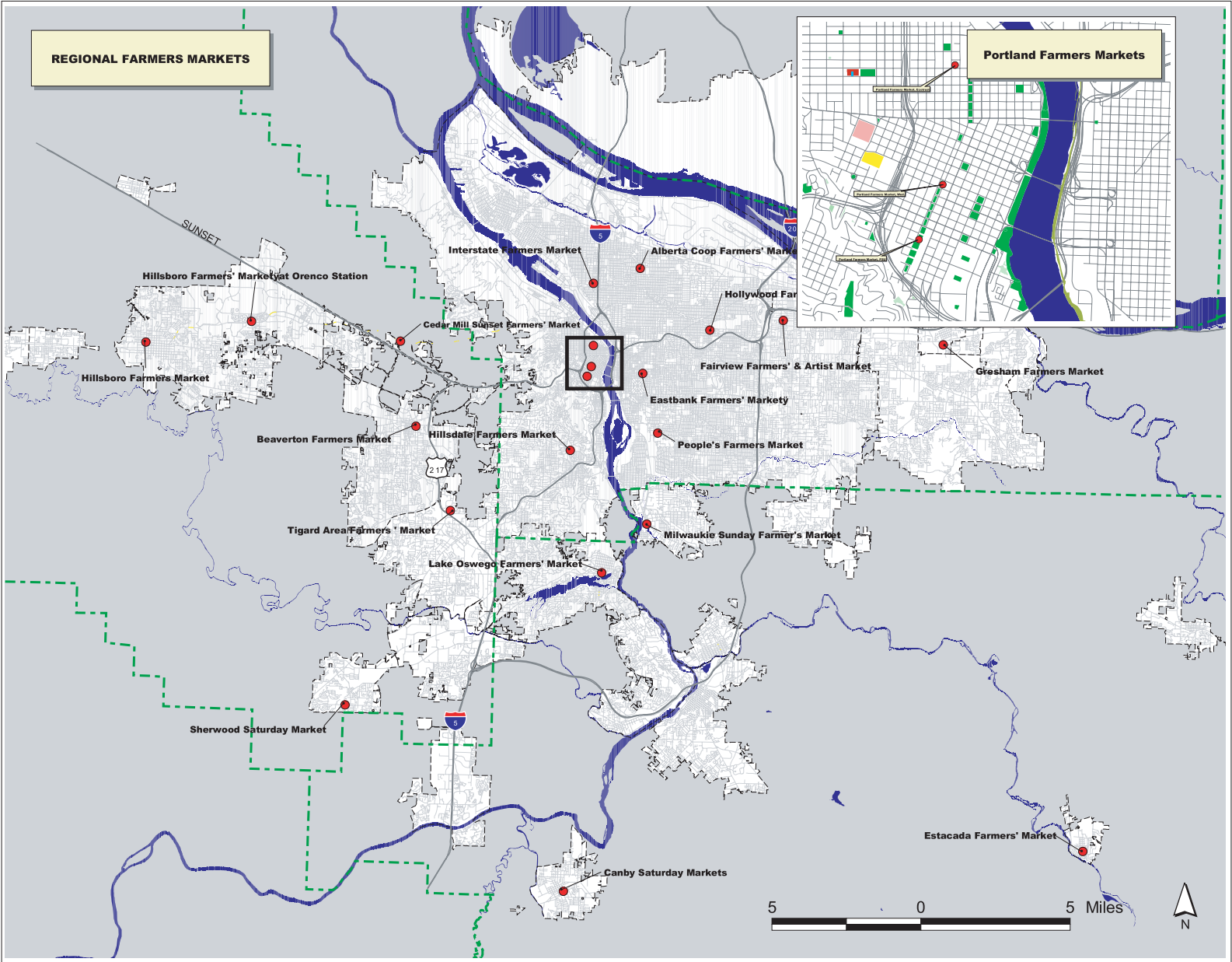
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[a portland state university captone project]



[spring 2005]

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# A Richer Harvest

[toward a regional strategy for portland area farmers markets]

[by the students of portland state university's capstone course, "Asset Mapping with GIS", spring 2005]



[meg merrick, instructor]  
[diane besser, GIS teaching assistant]

[john chambers]  
[daniel christensen]  
[christopher clancy]  
[aaron deggs]  
[brandon fessler]  
[will fisher]  
[troy hayes]  
[nathan jennings]  
[mike kingsella]  
[mike kowalka]  
[nick kozak]  
[sarah mielke]  
[peter ovington]  
[danelle peterson]  
[mike schwarzenberger]  
[Jesse Shumway]



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- [inner westside]

- [outer westside]

[participating vendors (a regional perspective)]

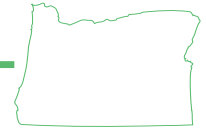
[findings/conclusions/further research]

[appendix: regional farmers markets vendors]

[references]

# About the Capstone Program

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To whom it may concern,

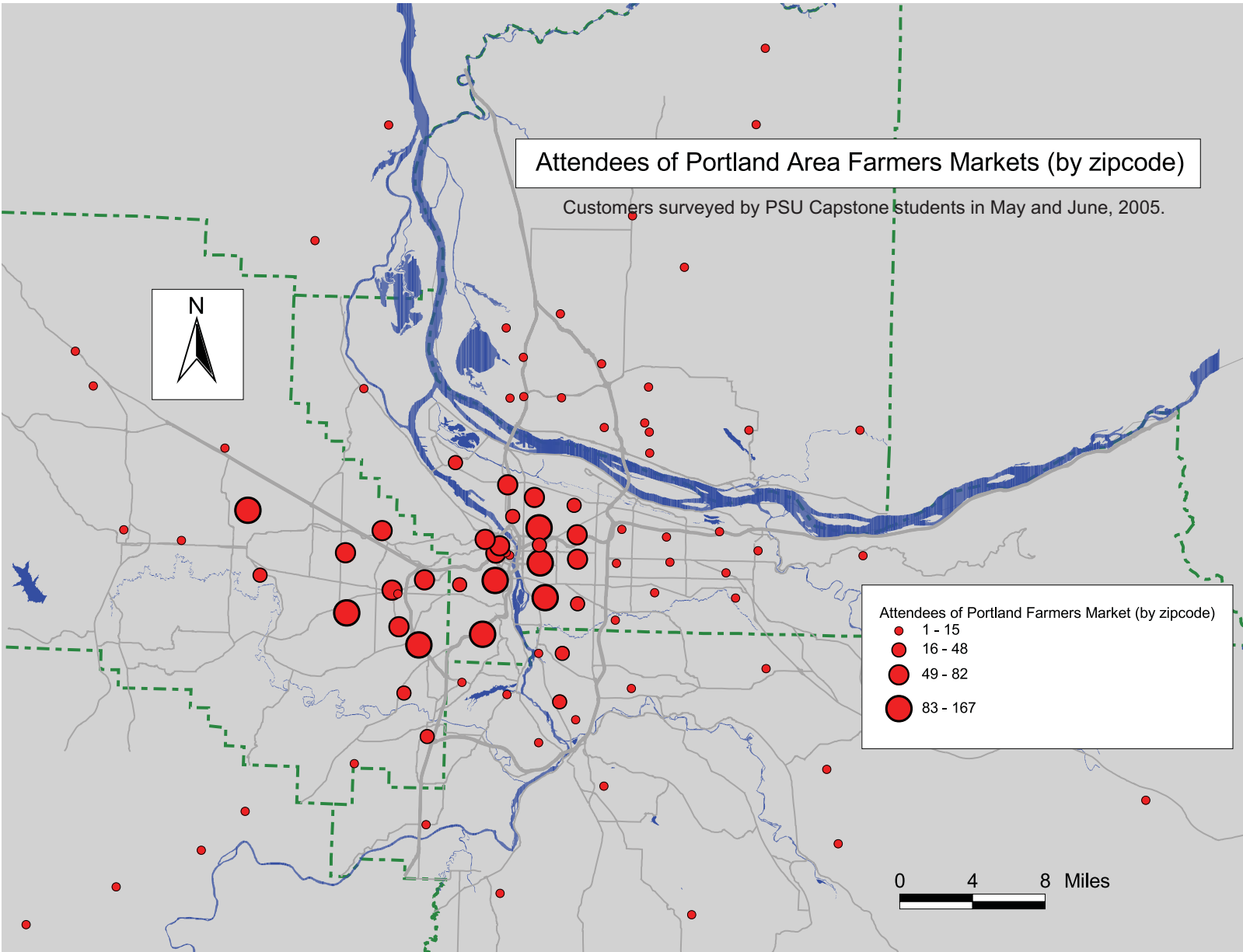
The Senior Capstone is part of the University Studies Program at Portland State. The Capstone provides an opportunity for students to apply expertise learned from their major, as well as knowledge gained from other University Studies courses, to issues in the broader community.

The goals of University Studies are to improve students' ability to communicate effectively, think critically, work in a diverse society, and act in socially responsible ways. The Capstone's purpose is to enhance students' ability to work in a team context while being actively involved in the community. Each Capstone is unique in terms of community-based objectives and outcomes, but every Capstone follows the goals of the University Studies Program.

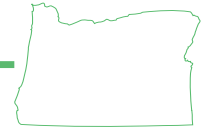
Previous PSU Capstone projects on issues of urban agriculture and farmers markets include:

Metro Urban Agriculture: A Study of Potential for Food Production within the Urban Growth Boundary, August 2004.

Urban Agriculture: Asset Mapping Capstone, Fall 2004 / Winter 2005.



# Introduction and Methodology



## [introduction]

by John Chambers and Peter Ovington

Portland Farmers Market Project #1 is part of a series of Portland State University Capstone courses directed by Meg Merrick, coordinator of the Community Geography Project at PSU's Institute of Portland Metropolitan Studies. The series began in spring 2004 when Steve Johnson initiated two capstone courses which aimed to identify and inventory potential land for urban farming. The two following capstones focused more deeply on the urban food system: community gardens, community supported agriculture (CSA), and farmers markets. This second phase of the project brought to the attention of Dianne Stefani-Ruff, director of Portland Farmers Market, a capstone's potential to map Farmers Market vendors.

Meg Merrick and Dianne Stefani-Ruff then designed two capstone courses (Spring and Summer, 2005) working with the Portland Farmers Market. The aim is to provide additional analysis and mapping of data currently being collected by the Market, new customer data collected by capstone students using "dot surveys," and baseline data on farmers markets in the region. The goal is to use these findings to promote regional strategies and cooperation among markets, benefiting all.

Citizens and organizations alike have benefited from the use of "asset mapping" along with geographic information systems (GIS). This combination is an effective way to identify, analyze, describe, and mobilize around assets and issues. PSU's Community Geography Project of the Institute of Metropolitan Studies provides training in GIS technology to community groups and students. This training allows them to explore new questions, strategize more effectively, and promote their respective agendas.

Asset mapping includes documenting the various resources of a community, and views it as a place with assets to be preserved and enhanced. It also helps to pinpoint the values and strengths within communities, and it defines how a community can develop more effectively (Kerka, 2003). Assets in a community can include individuals, physical structures, businesses, and other features.

Farmers markets are great assets to the communities in which they take place. These markets bring farm-fresh produce and many other unique and useful household and garden items to people in a friendly and entertaining environment.

Through the asset mapping process, we hope to help the farmers develop regional strategies and identify better production and marketing methods. As farmers more effectively reach new customers, value is added to the community, and the farmer-community relationship is strengthened.

Each vendor at the farmers markets surveyed has been plotted on a map by ZIP code. It is important to know more about the different eco-regions of farmers throughout Oregon and Washington that sup-

ply the markets in order for them to plan efficiently.

Customers were also surveyed at the farmers markets. This was done using a dot survey, which involves respondents answering questions with a dot, or sticker, that they place on a column corresponding to their (multiple choice) answer. These surveys were conducted at several markets and consisted of four questions designed to gather useful information on customers. The questions and results will be discussed below in more detail.

Dot surveys were chosen as a tool for their effectiveness and high response rate. People are generally interested in participating in this kind of survey – they do not take much time and they are interesting. The attractiveness of the survey draws people in and allows for an easy and useful method of gathering customer information. And people just seem to love "making their mark," placing a sticker in one column or another.

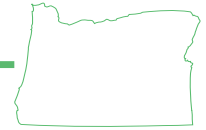
In an effort to measure the "localness" of customers, ZIP codes of marketgoers were collected, which were then used to create GIS maps for each market surveyed. This method of gathering real data is a more effective tool, in our view, than some studies in which market managers were asked to estimate the distance that customers traveled to shop at the farmers market (USDA, 2002). Such a method, while necessary for a large national study conducted by mail questionnaire, can be flawed by the subjectivity of the market manager. There are surprises to be found, we hope, even for seasoned market managers in the data we have gathered, literally, "by hand." Like fresh-picked fruit and farmers markets themselves, dot surveys allow a level of detail and personal attention to the data not found in a large survey by mail.

Farmers markets have experienced a resurgence in recent years, as consumers and farmers alike look for a food system more sustainable than industrial agribusiness. Areas like Portland have seen a reduction of farmland, which has led to an increased dependence on non-local foods. A side-effect of this dependence is the huge amount of energy required to transport food long distances, along with the necessity of extensive packaging and refrigeration.

As an editorial by The Oregonian once suggested, few things, aside from apple pie and motherhood, are more universally popular than farmers markets. Previous studies have shown that both farmers and shoppers are generally enthusiastic about re-establishing a link between producer and consumer, as well as promoting community values. By gathering and mapping useful information from both vendors and those who shop at the markets, Portland Farmers Market Project #1 is a crucial step to realizing these goals.

# Introduction and Methodology

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## [methodology]

Dot surveys were conducted at 10 farmers markets in the Portland, Oregon region. Customers at each market were given four questions to answer:

- 1) How did you find out about the farmers market?
    - a. Word of Mouth
    - b. Email / Web site
    - c. Mailing
    - d. Newspaper
    - e. Walked by (in area)
    - f. Other
  - 2) How did you get here?
    - a. Walk
    - b. Bike
    - c. Car
    - d. Streetcar
    - e. MAX
    - f. Bus
    - g. Multi-modal (choice not given on all surveys)
  - 3) Is the farmers market your only destination today, or will you do other things in the vicinity?
    - a. Retail shopping
    - b. Food/drink
    - c. Recreation/Entertainment
    - d. Market Only
    - e. Business / work
    - f. Other (choice not given on all surveys)
  - 4) How many people are in your household?
    - a. One
    - b. Two
    - c. Three
    - d. Four
    - e. Five or more
- Customers placed their dots under the answer that best described their situation.
  - ZIP codes of customers were collected, which were then used to create maps for each market surveyed.
  - Customers placed a dot on a map of the region, representing his or her place of residence. These were for customers' visual amusement more than for our data collection, since the customers' ZIP code data was more helpful and quantifiable.

Each market's data was individually compiled, mapped using geographic information systems (GIS) software, and organized into charts and graphs. Following this, the maps, charts, and graphs from the 10 markets were aggregated. Vendor information obtained from the market managers was also compiled, mapped using GIS, and organized into charts and graphs.



# Farmers Market Overview

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## [overview]

by Will Fisher, Mike Kowalka and Troy Hayes

Despite the recent growth in the number of farmers markets in North America, there are many gaps in research on the topic. More research is needed to better understand the complex dynamics of markets in relation to other markets, farmers, their customers, and the region as a whole. Sustainable regional food systems are becoming a priority for many communities who are identifying, and in turn, attempting to address the shortcomings of the dominant trend of relying on global food systems supported by industrial farming.

Our research, although not addressing these sustainability issues directly, provided us with insight into Portland's individual markets and the region's markets as a whole. To understand the market landscape of the region, we enlisted market managers, who lent us relevant market and vendor data, and a multitude of customers who agreed to participate in our surveys. The findings of our research paint a clearer picture of who is shopping at farmers markets, what mode of transport they use to get to the market, how they are hearing about the market, where they live, and, finally, whether marketgoers are undertaking other activities in the vicinity of the market.

Data collected about market vendors included ZIP code of farm location, type of goods sold, and location of market(s) where they sell their goods. This data was collected to better understand where vendors are traveling from, the goods they are selling, and where they are selling them. Each of these categories by themselves does not lead to monumental conclusions, but taken together, this information is extremely useful in drawing rather important conclusions about market vendors in the region.

This baseline information proved to be less predictable than one might presume. There were indeed common trends among markets, but each market has a story and personality of its own, so these qualitative factors were incorporated into our analysis.

Farmers markets in the Portland metropolitan area have generally become well established in the communities where they do business. In gathering information about the markets, we have noticed many similarities and differences among them.

While there is not a regional strategy for the Portland area farmers markets, they do have similar missions. Each aims to provide fresh, local foods and a place for the community to gather. Many markets discuss the value of sustainable agriculture and the need for supporting local small farmers.

The areas served by the markets tend to be neighborhood-based. The major exception is the Beaverton Saturday market, whose service area is far-reaching. It is also the largest market in the region.

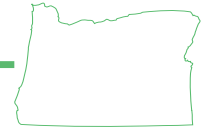
Many markets average from 35 to 45 vendors, with the largest being Beaverton, containing 110 at peak season. The smallest is People's Farmers Market with 20 vendors. Generally the number of vendors increases with the area on which the market operates.

Of the markets surveyed, only a few have commercial sponsors, though some markets did not answer this question. Several markets were attempting to find a sponsor for this year.

On average, markets operate in the morning to early afternoon. Hours of operation are generally 9am to 2pm. The dates of operation tend to be from mid-May to late September or early October. Portland Farmers Market closes at the end of October and conducts a few one day events around Thanksgiving and the winter holidays. The Hillsdale and Beaverton farmers market run for a few days during the winter.

# Participating Vendors

[a regional perspective]



## [vendors summary]

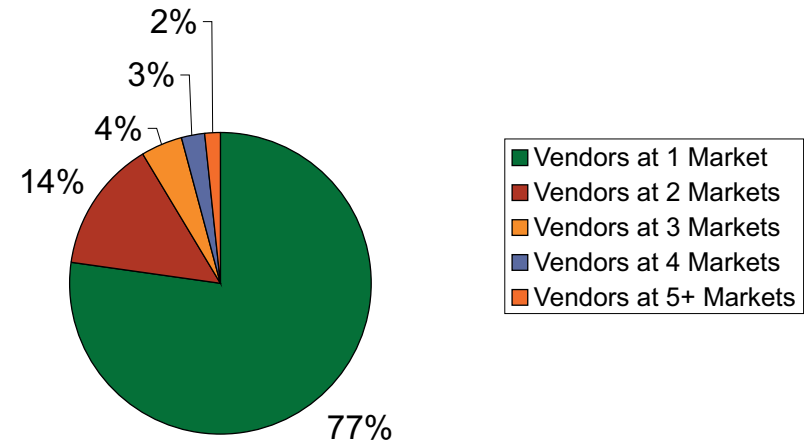
Vendor information was collected from 11 metro area markets, including Beaverton, Cedar Mill, Hillsboro, Hillsdale, Hollywood, Interstate, Lake Oswego, Milwaukie, People's, Portland, and Tigard. For the purposes of this analysis, no delineation was made for markets that operate on multiple days. If more than one market is under the same management umbrella, the vendors were grouped together (i.e. Portland Saturday, Wednesday and Thursday vendors were all considered Portland vendors).

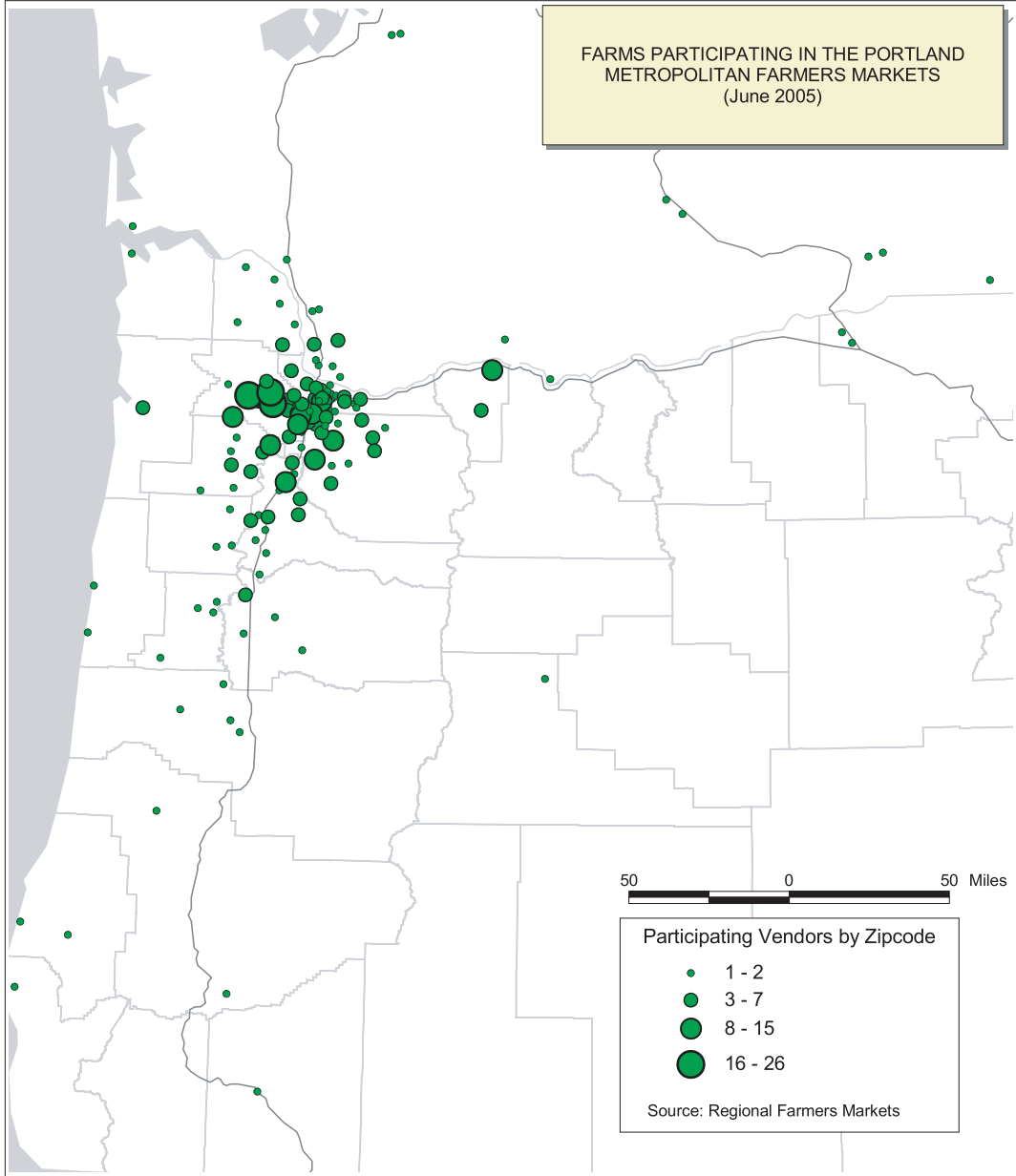
A total of 558 vendors were listed by the markets. Of these, 77 percent operate at only one market. The remaining 23 percent, or almost one quarter, of the vendors are involved with multiple markets. Beaverton, Hillsboro, and Portland vendors account for 92 percent (512) of the total.

This is no surprise given that these are the largest markets included and all three have existed for more than a decade. The remaining eight markets represent only 8 percent of vendors. This is especially important since most of these markets are young and have the potential for growth.

Certain vendors had considerable representation throughout the markets. Baird Family Orchard, Deep Roots Farm, French Prairie Perennials, and Salmon Creek Hydrogardens were well represented at five markets. Both Freddy Guy's Filberts and Unger Farms top the list, participating in six markets.

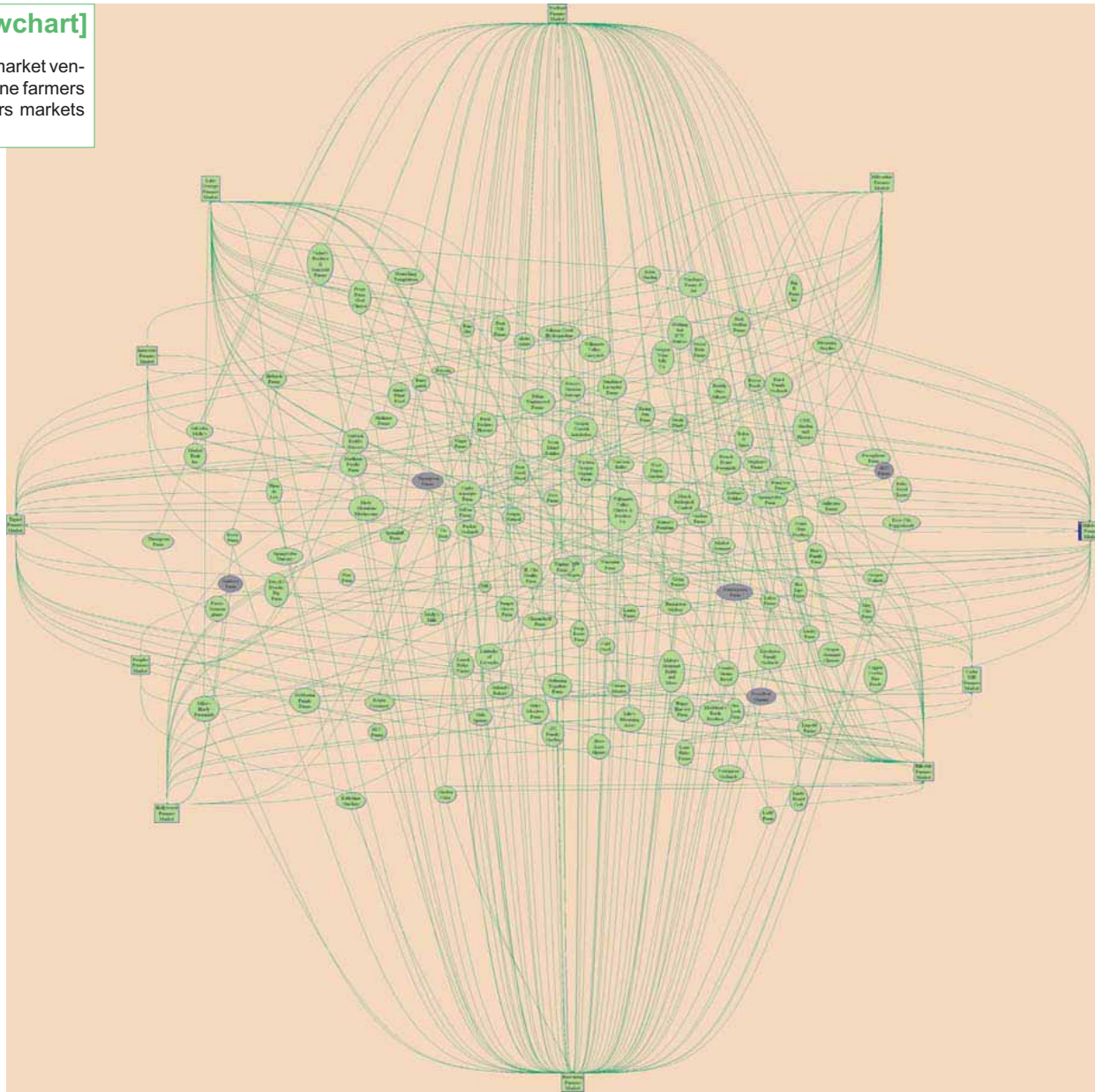
## Vendor Participation Breakdown



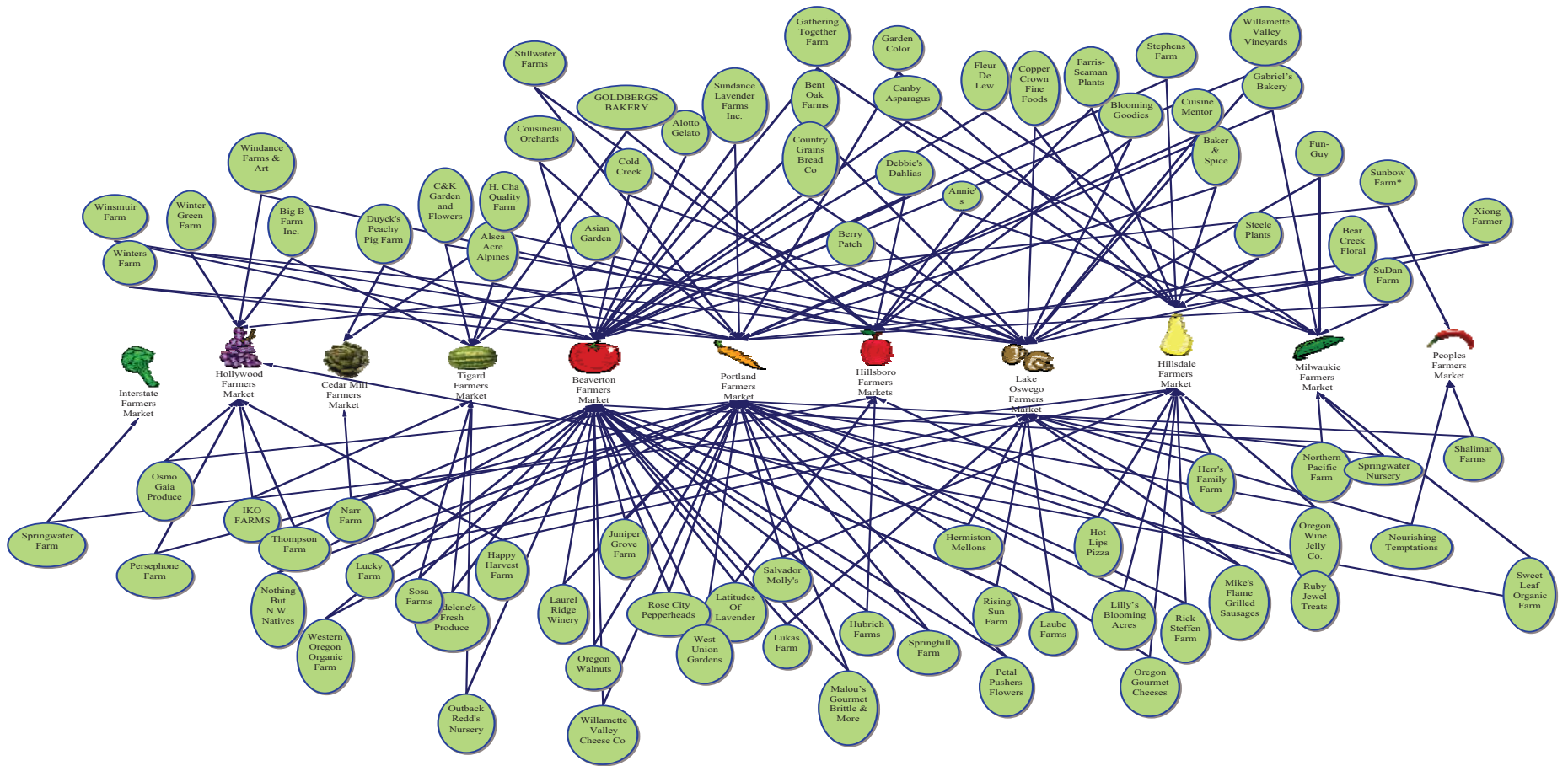


**[farmers market flowchart]**

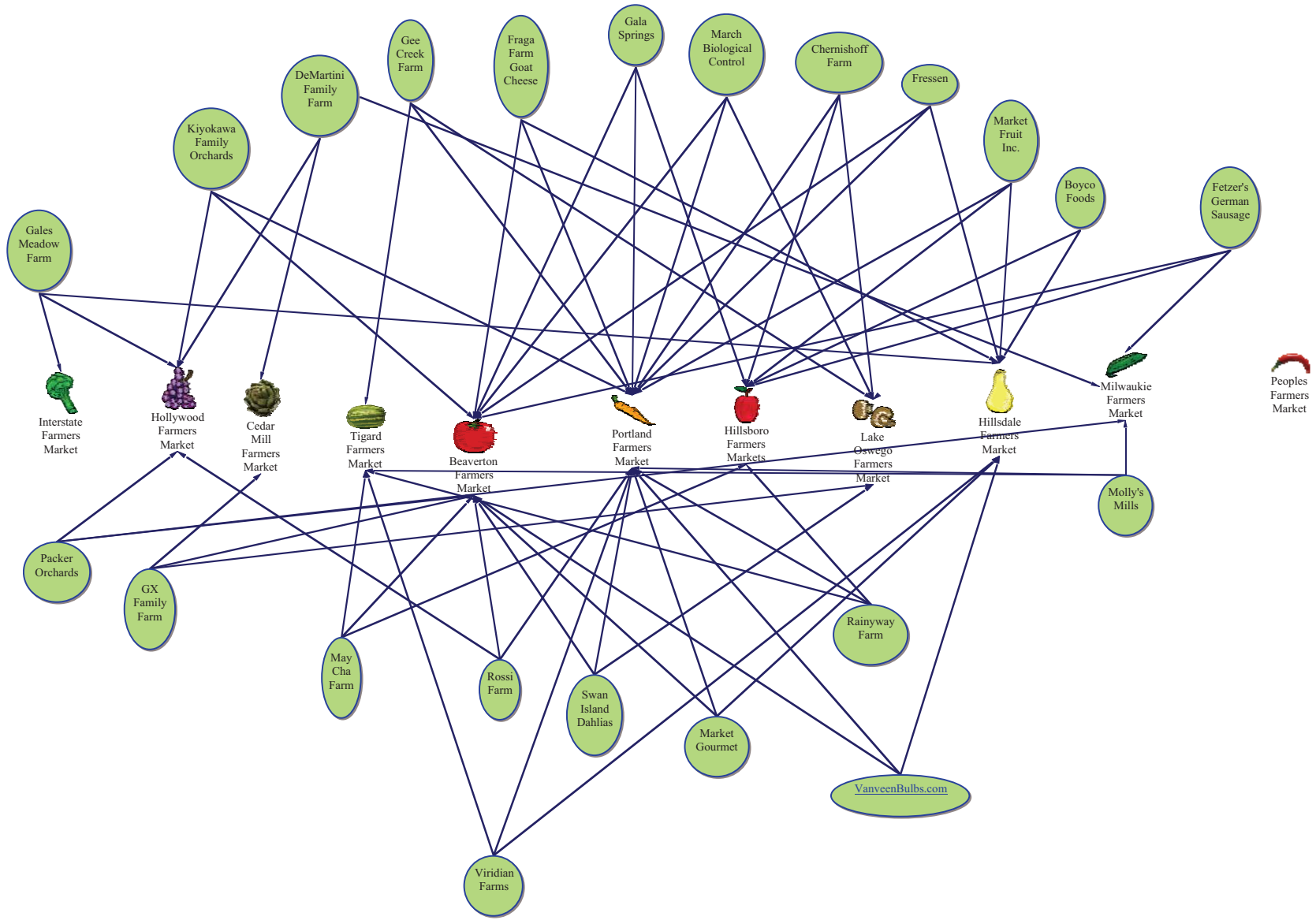
Relationships between farmers market vendors (participating in more than one farmers market organization) and farmers markets



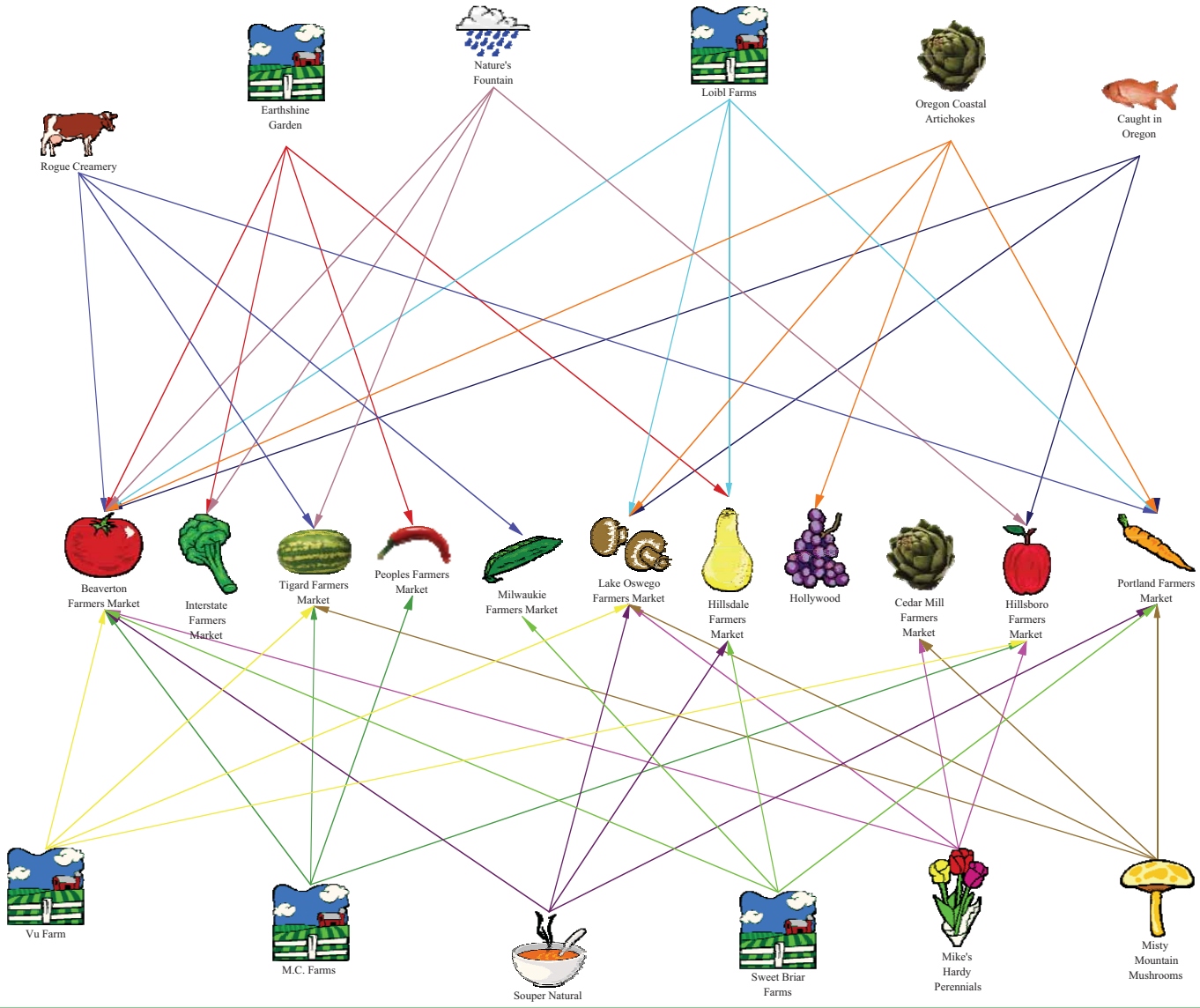
[vendors participating in two markets]



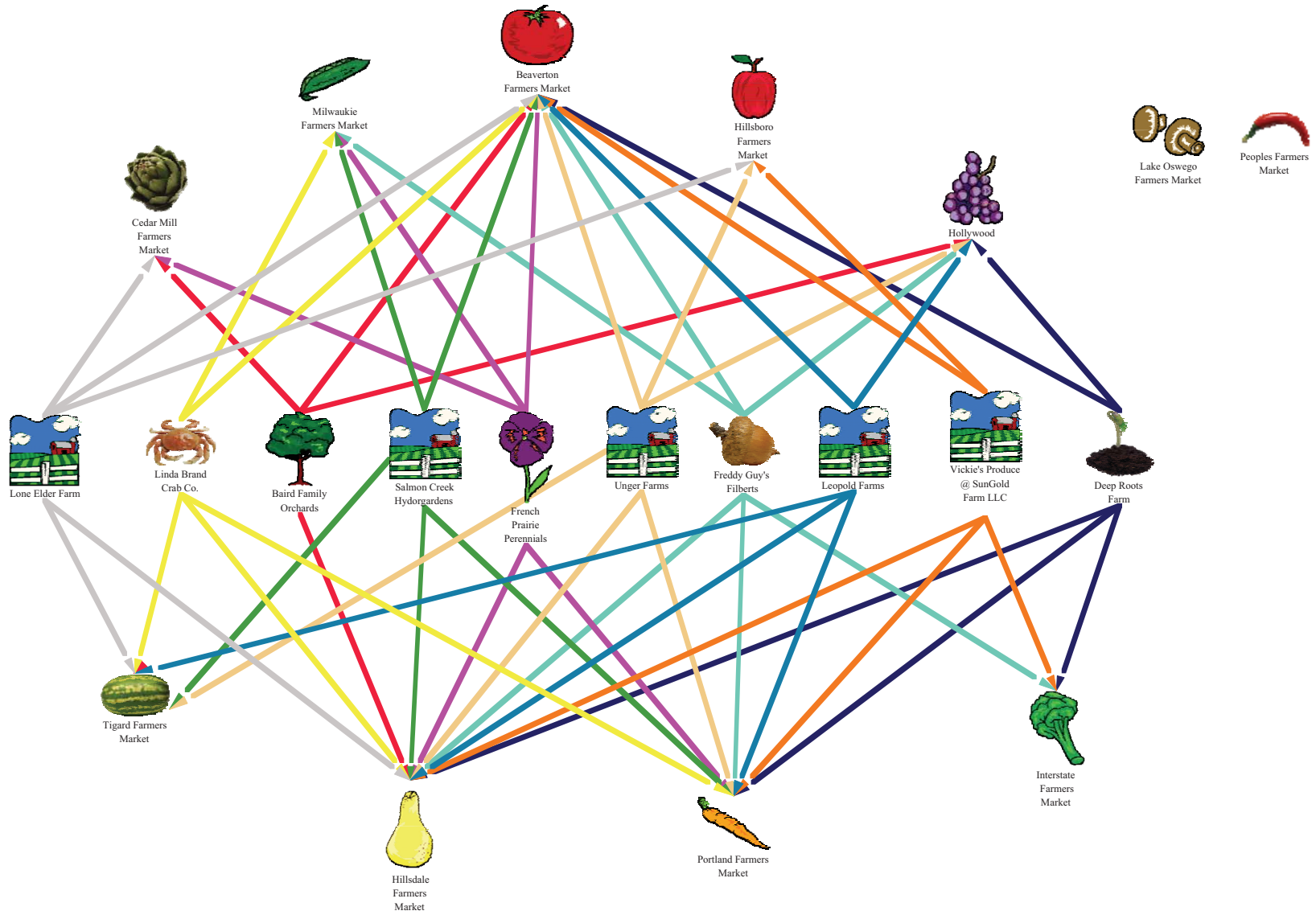
[vendors participating in three markets]



[vendors participating in four markets]



[vendors participating in five or more markets]





# The Regional Farmers Markets

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[vendors and customers]



## Portland Farmers Market

[downtown wednesday]  
[psu saturday]

## Inner Eastside

[interstate]  
[milwaukie]  
[peoples]

## Outer Eastside

[hollywood]

## Inner Westside

{tigard}

## Outer Westside

[beaverton]  
[hillsboro]

# Portland Farmers Markets



## [portland farmers markets]

by Peter Ovington, Danelle Peterson, and Jesse Shumway

Portland Farmers Market  
(Downtown Wednesday and PSU Saturday)

Portland Farmers Market (PFM) also runs the Thursday afternoon market at the Ecotrust building in Portland's Pearl District, but that market's opening date later in the season kept us from conducting surveys there.

Before studying the individual markets, a discussion of the Portland Farmers Market as a whole is necessary. It was founded in 1992 to "bring the best of the country to the heart of the city" (PFM 2005). From 13 vendors and a \$30 advertising budget in 1992, the PFM has grown to 230 vendors selling over \$3.8 million of "local agriculture and artisan food products" to its customers.

The PFM also provides numerous special events to attract customers to the market. These events are coordinated by executive director Diane Stefani-Ruff and market manager Hallie Mittleman. Examples of these activities include "Weekly Taste the Place," allowing people to taste in-season produce, and "Kids' Cook at the Market," giving children the opportunity to take cooking classes and meet local chefs. The PFM website at [www.portlandfarmersmarket.org](http://www.portlandfarmersmarket.org) has more information on these and other activities.

## [psu saturday farmers market data]

The PSU market runs every Saturday and is open for business from 8:30am until 2pm. The 2005 season goes from April 2nd to December 17th. This market is located on the SW Park Blocks between Montgomery and Harrison in the heart of PSU. Around 140 vendors operate booths in this market. The data for this market were collected on Saturday, May 28th.

## [downtown wednesday farmers market data]

The Downtown market runs every Wednesday and is open for business from 10am-2pm. The 2005 season goes from May 4th through October 26th. It is located on SW Park between Salmon and Main behind the Arlene Schnitzer Concert Hall in downtown Portland. This area is owned by Portland Parks and Recreation, and is rented by the PFM. Around 45 vendors operate booths at this market. The data for this market were collected on Wednesday, May 18, 2005.



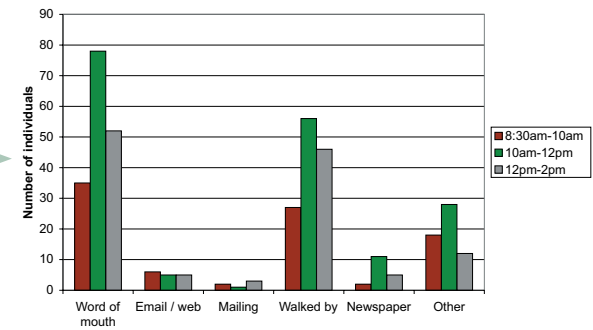
# Downtown Wednesday

[wednesdays]  
[may 4 - oct 26]  
[sw park]

## [how did you find out about the farmers market?]

The way most people found out about the market was word of mouth with 165 of 392 people (42%). This survey did not have the "long-time customer" option as some other surveys had, so many of the people who fell into this category marked "Other." However, many others who were long-time customers could remember where they most likely heard about the market for the first time. Through visual observation, around 50% of these long-time customers choose the "Other" category, while the other 50% were split among the remaining answers in a similar pattern as the data show.

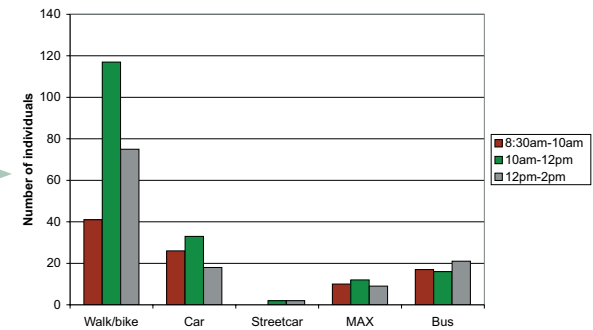
**How did you find out about the market?**  
(Wednesday 5/18/05 | Portland Farmers Market)



## [how did you get there?]

There was some confusion in this question. Many workers got to the market on foot but came into the downtown area another way. When placing their dots, around 75% of those people assumed the former and 25% the latter. The 75% mainly choose Walk/Bike while the 25% were split between the other answers in a pattern consistent with the data. Also, people tended to use multiple forms of transportation, like driving to a Park and Ride and taking the bus, or biking some of the way and taking the MAX. These people tended to mark either "Other" or whatever category fit the majority of their trip. Also some people would have liked to see a 'carpool' category. These people tended to choose "Car" as their answer.

**How did you get here?**  
(Wednesday 5/18/05 | Portland Farmers Market)

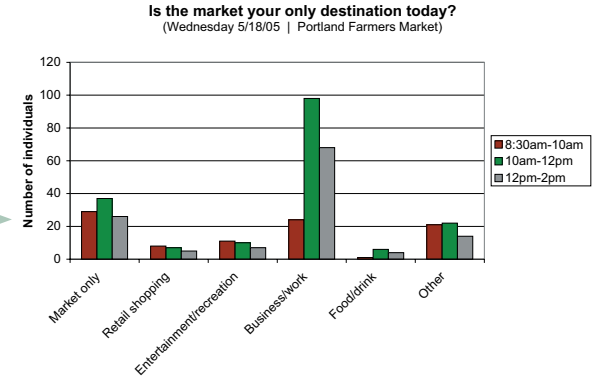


# Downtown Wednesday

[wednesdays]  
[may 4 - oct 26]  
[sw park]

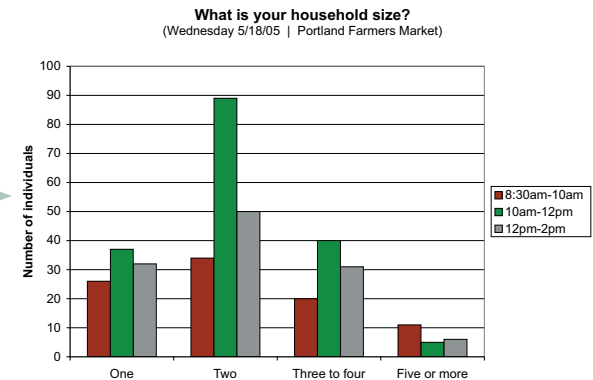
## [is the farmers market your only destination today, or will you do other things in the vicinity?]

Here, work was the number one response, and given the downtown location and weekday time, this is not surprising. However, the weather forecast had predicted heavy rain that day, and that forecast could have kept people away even though it only rained briefly during the market. Although the weather turned out to be nice, the forecast of rain could have kept people away who do not work downtown. It would be interesting to note the numbers for this market later in the summer when the forecast is sun. With respect to the 'other' category most of the people who chose this answer wanted a "school" category, though we sometimes steered those folks to mark "business/work" since that is similar.



## [how many people are in your household?]

The predominant household size in this survey was 2 with 173 (45%) of the 381 people giving this answer. If we make a few assumptions, we can get an estimate of how many families there were compared to non-families. If we assume that any household with three people and above are a "family" and 1-2 person households are not, we would conclude that 278 came from "non-family" households and 113 from "family" households (70% and 30%)



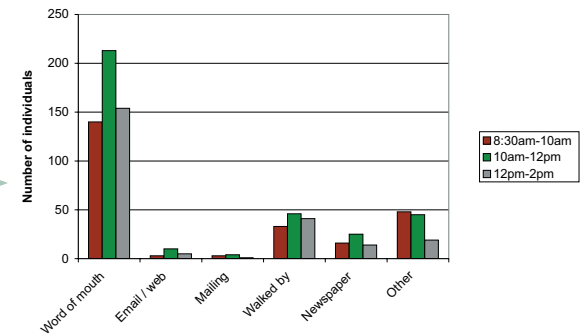
# PSU Saturday

[saturdays]  
[april 2 - dec 17]  
[psu]

## [how did you find out about the farmers market?]

In our survey the vast majority of the people found out about the market by word of mouth with 507 of the 820 (62%) giving this reason. As with the Wednesday survey (see above), long-time customers tended to fall evenly between the “other” category and the remaining choices, though “word of mouth” was an easy choice for long-timers who couldn’t remember how they first heard of the market.

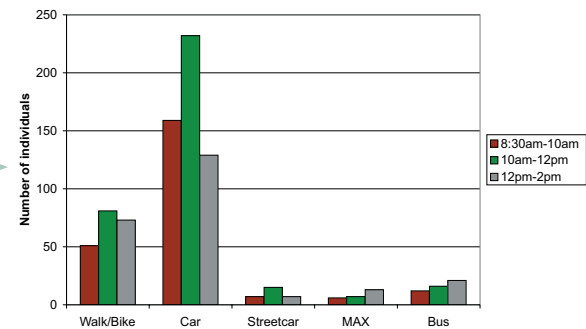
**How did you find out about the Portland Farmers Market?**  
(Saturday 5/28/05 | Portland Farmers Market)



## [how did you get there?]

520 of the 830 people who participated in this survey choose 'Car' as the method in which they got to the market. Most of the people who walked or biked lived close by. There was also a segment who wanted a multi-mode option for this question, as well as a carpool section. However this comprised a much smaller portion of the people surveyed than at the Wednesday market.

**How did you get here?**  
(Saturday 5/28/05 | Portland Farmers Market)



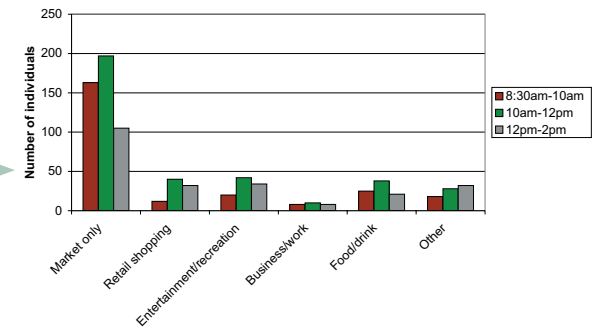
# PSU Saturday

[saturdays]  
[april 2 - dec 17]  
[psu]

## [is the farmers market your only destination today, or will you do other things in the vicinity?]

For the majority of those surveyed, the market was their only destination with 465 choosing this answer (56%). One of the problems with this question is that many people failed to read the entire question and marked other categories such as 'Food/Drink', 'Entertainment/Recreation', 'Retail Shopping', or 'Other'. These were marked by people who thought the question was just asking about what activities you were doing 'at' the market not 'other than' the market. Of those who were confused the answers tended to be split evenly between the four categories just mentioned.

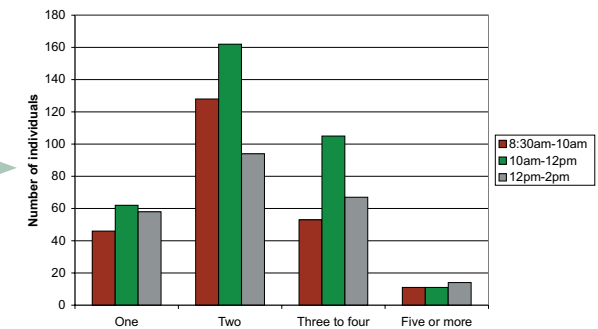
**Is the market your only destination today?**  
(Saturday 5/28/05 | Portland Farmers Market)



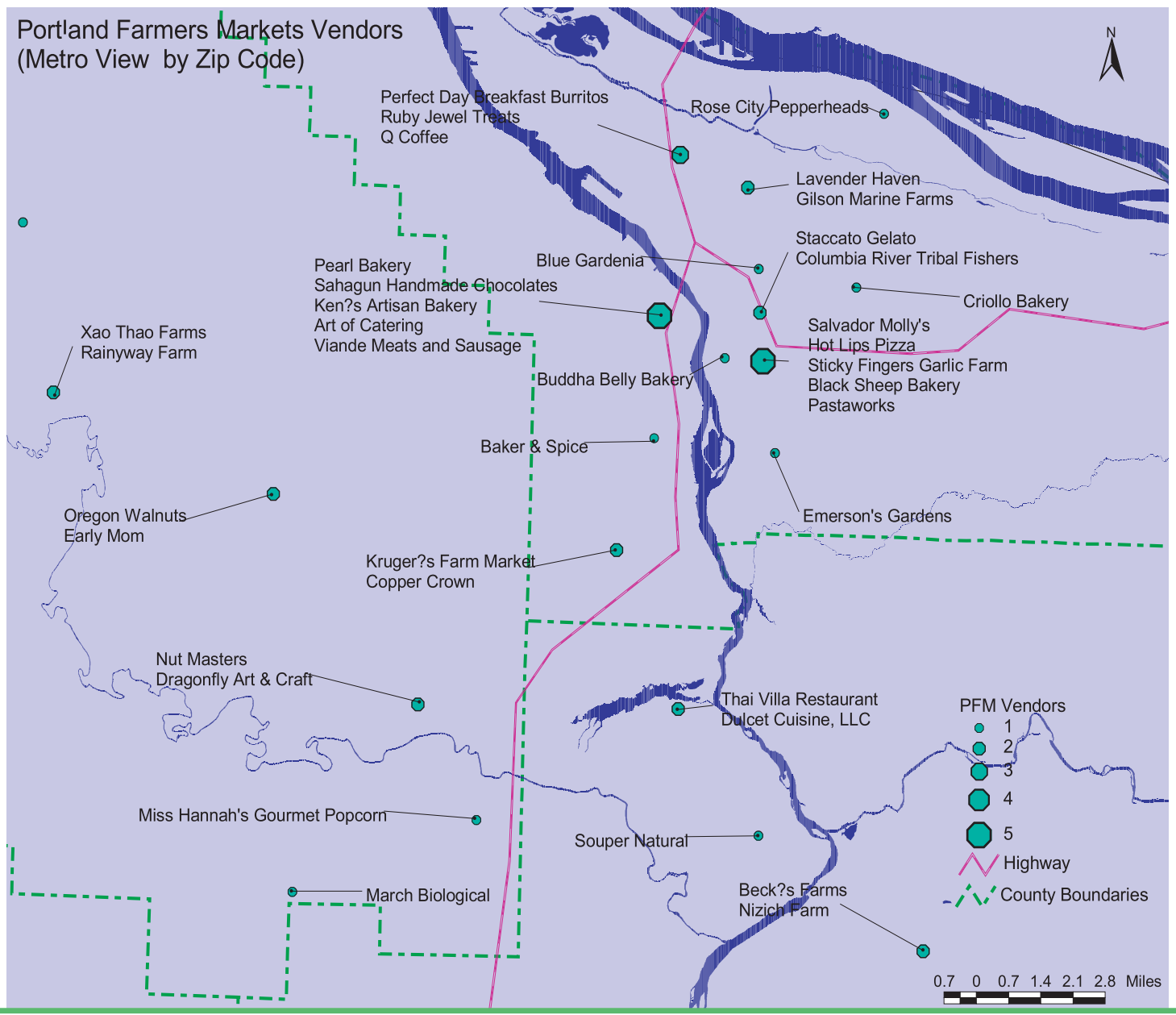
## [how many people are in your household?]

The predominant household size for this survey was '2' with 384 out of the 811 surveyed giving this as their household size (47%). 225 people marked 3-4 person households (28%), while 166 marked single person households. There were 36 marks for 5+ households (4%). When looking at the household size question, if we make the same assumptions as with the data in the Wednesday market, then we could conclude that 550 came from "non-family" households and 261 from 'family' households (67% and 33%).

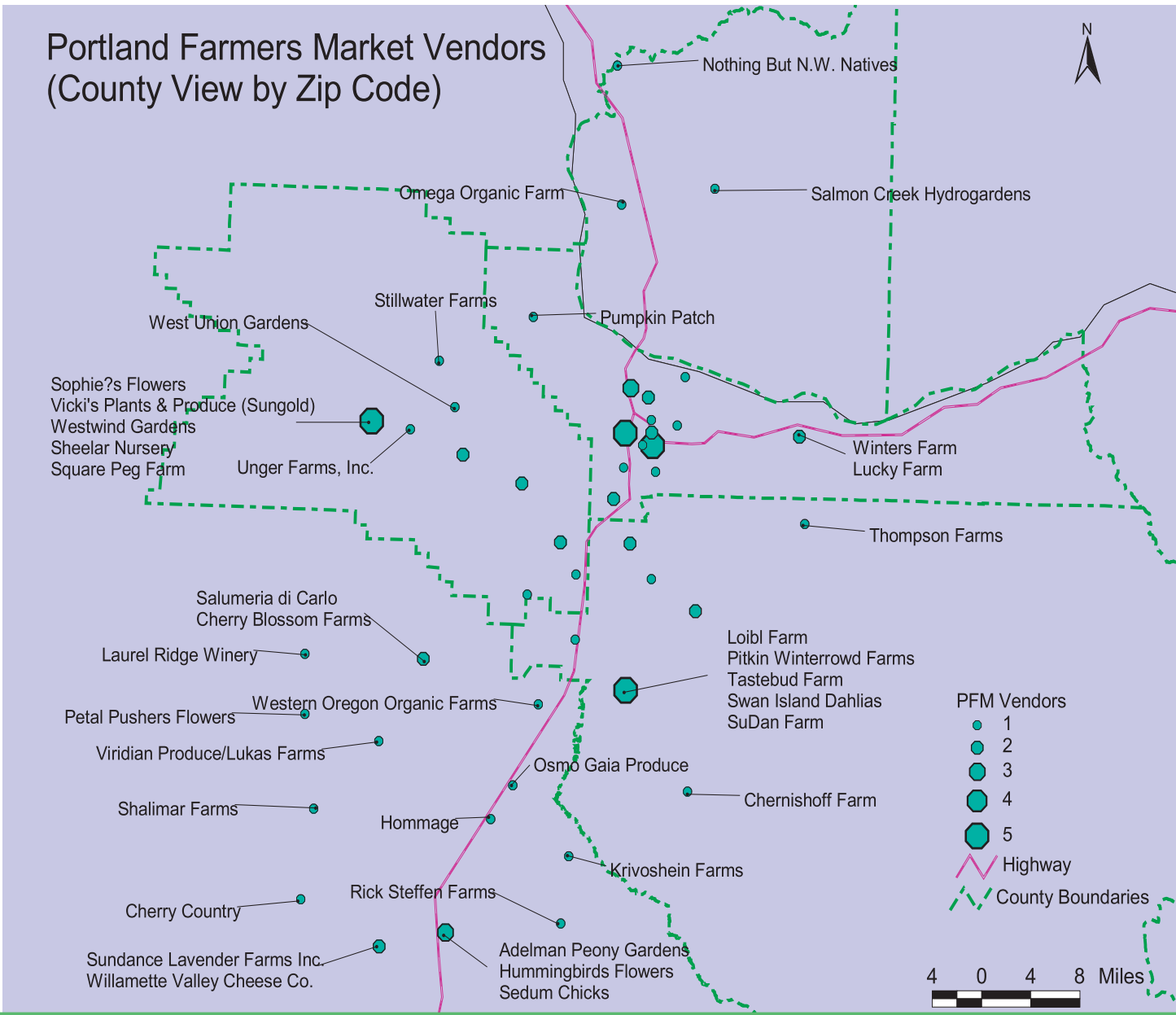
**What is your household size?**  
(Saturday 5/28/05 | Portland Farmers Market)



# Portland Farmers Markets Vendors (Metro View by Zip Code)



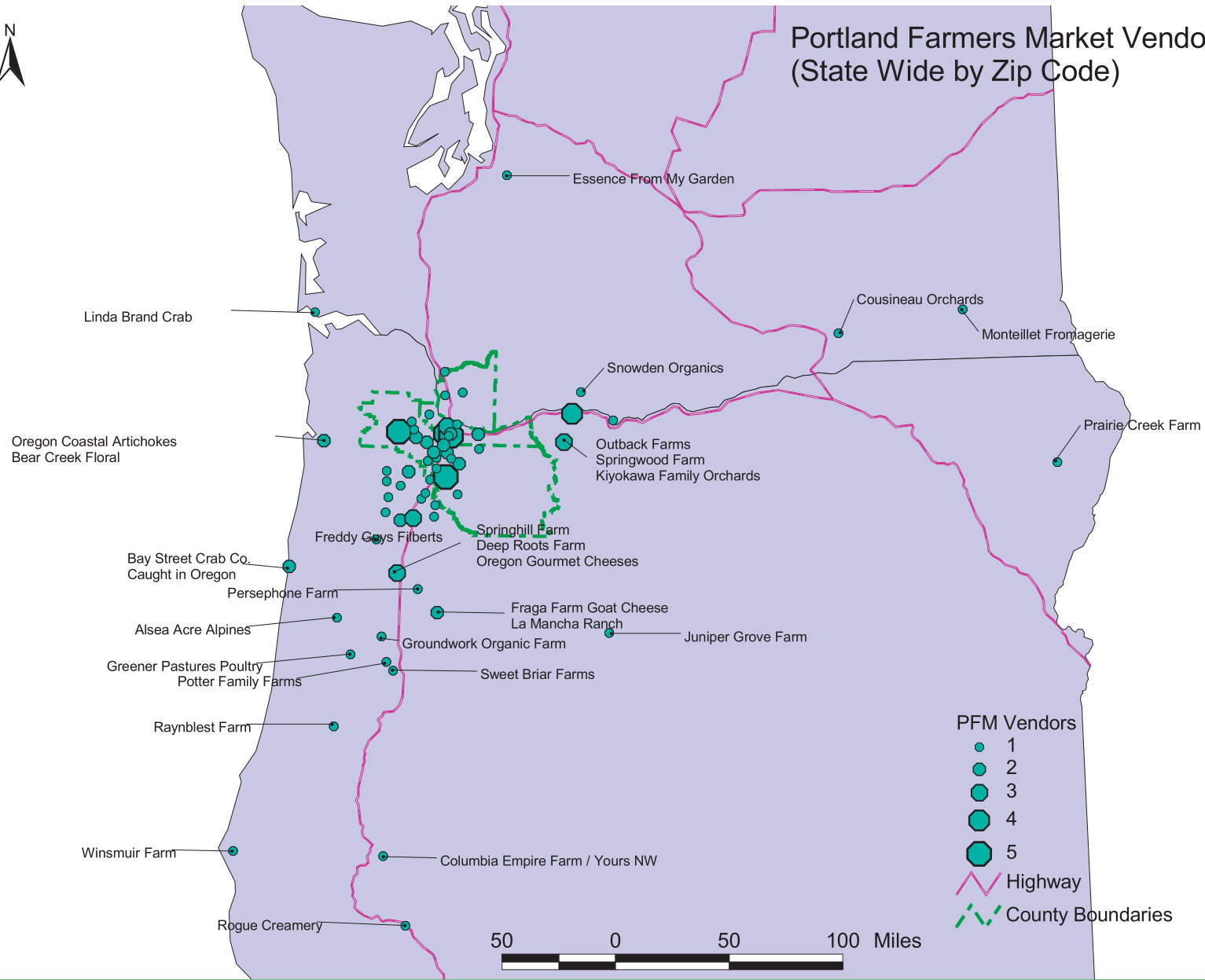
# Portland Farmers Market Vendors (County View by Zip Code)

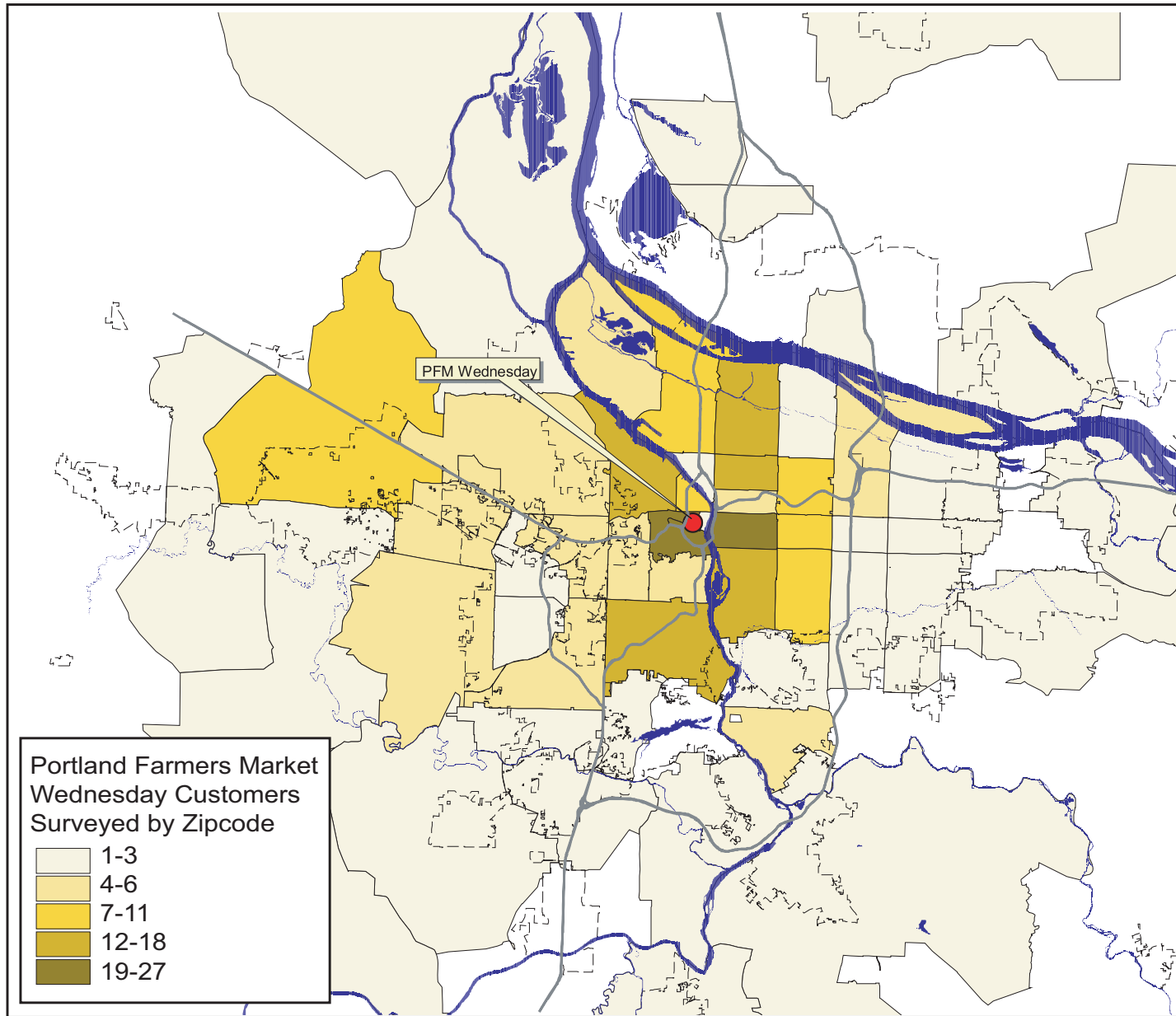




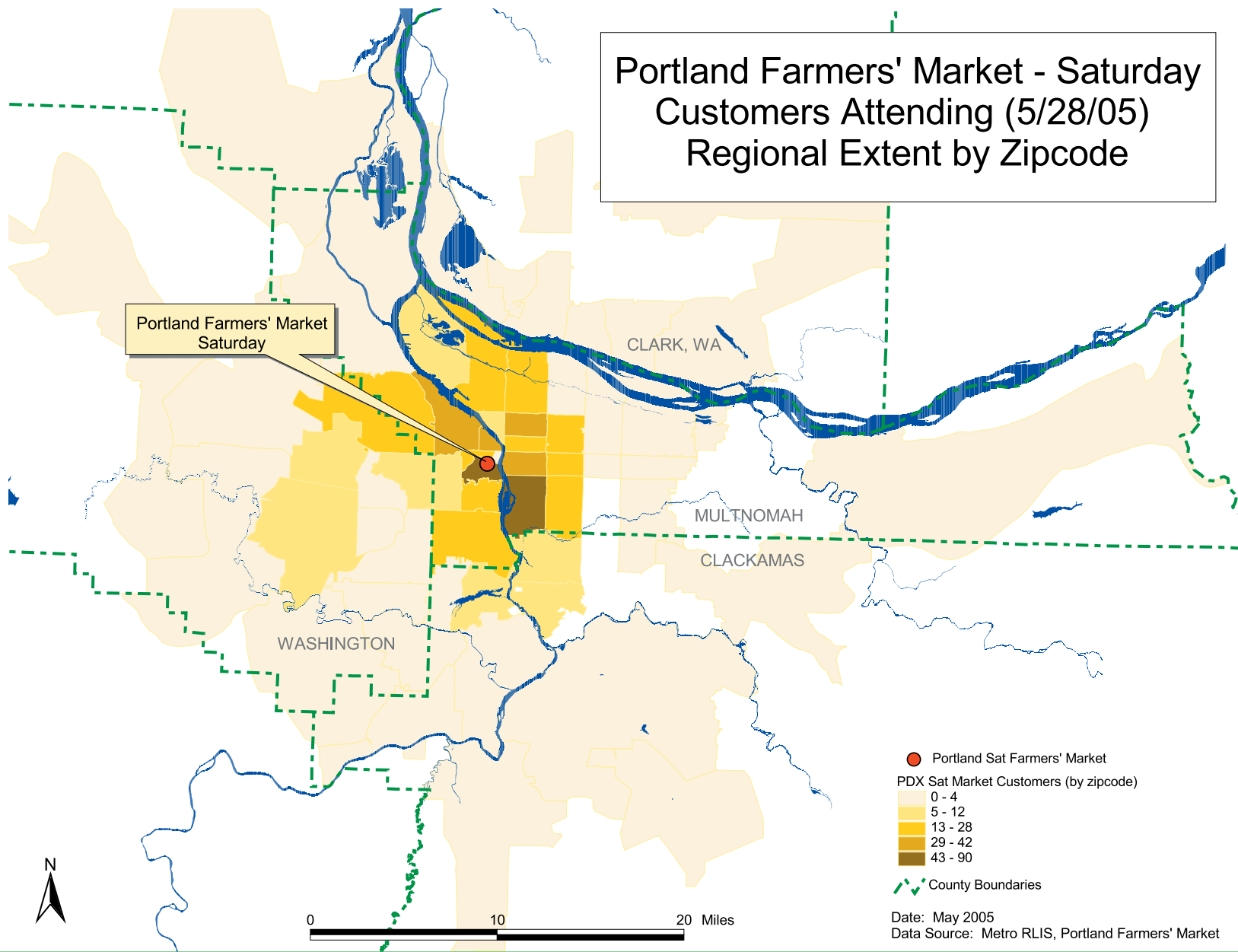


# Portland Farmers Market Vendors (State Wide by Zip Code)





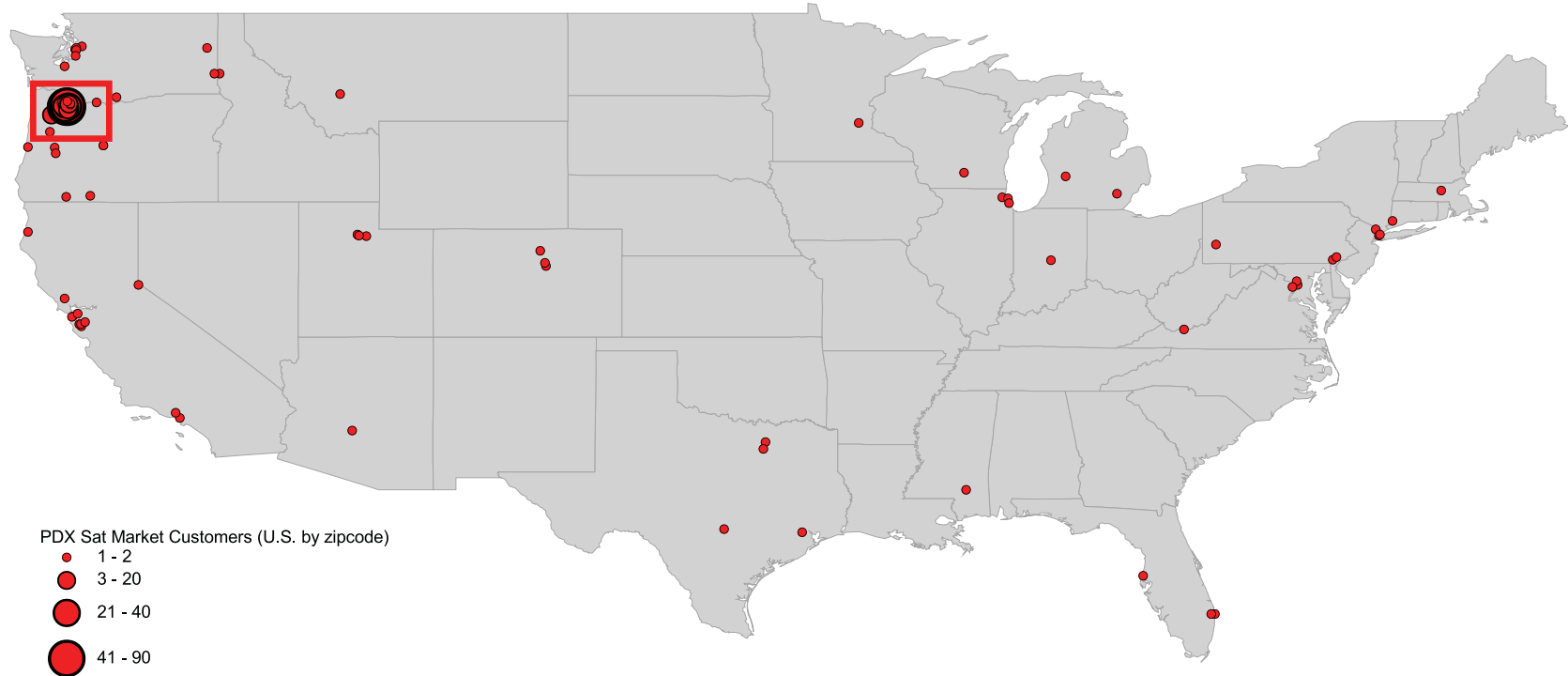
# Portland Farmers' Market - Saturday Customers Attending (5/28/05) Regional Extent by Zipcode



# Portland Saturday Farmers' Market U.S. Extent of Customers (5/28/05) By Zipcode

NOTE: Additional customers indicated  
that they lived in Denmark, Scotland,  
Canada (BC) and Anchorage, Alaska

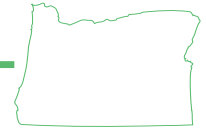
See Portland Metro Map  
for detailed customer locations  
(by zipcode)



Date: May 2005

Data Source: Metro RLIS, ESRI, Portland Farmers' Market

# Inner Eastside



## [inner eastside markets]

by John Chambers, Chris Clancy, and Troy Hayes

## [interstate farmers market]

The Interstate Farmers Market is as fresh as its gets on the Portland Market scene, opening for the first time in 2005. There are about 20 vendors that align the two sides of Fremont Street. The market area is blocked from the busy Interstate Avenue with large reflective barricades and one security guard on duty. Kaiser Permanente is located across Fremont and provides easy access to the market with large talking crosswalks. The TriMet MAX train runs along Interstate and the stop is located within 400 feet of the market. Next to the market is the beautiful Overlook Park, excellent for recreation and sports. The dot survey was taken on Wednesday May 25th.

It was a very warm and sunny day but the wind was blowing hard. It was not hard to find someone walking around sipping a cool root beer from one of the local vendors. There were mainly two types of customers, one that had a connection with Kaiser and the other from the Overlook neighborhood. The local neighbors found out about the market through the neighborhood newsletter. The Kaiser workers found out about the market through email and word of mouth. Other shoppers had business at Kaiser who saw the market and decided to visit. People did not look like they were buying large amounts of groceries but were shopping for the enjoyment of the market atmosphere and the nice afternoon. A large group of senior citizens had taken a small bus to the market but didn't appear to be leaving with much produce. Many shoppers had families with three or more people and were not hesitant to leave their children home. The greatest numbers of customers were found from the 97217 ZIP code. There was also a smaller but substantial amount of people from both the 97227 and 97203 ZIP codes. The people who came from far away were more involved with Kaiser by means of work or personal business. It was convenient to walk from Kaiser over to the market.

Items sold at the market included: cookies, pies, hazelnuts, flowers, bread, root beer, granola, fresh produce, lettuce, spinach, tomatoes, mushrooms, goat cheese, strawberries, bedding plants. Nearly all vendors sold at multiple markets around metropolitan area. People did not mind the walk from the Overlook neighborhood and the data also show that a lot of people walked over from Kaiser. It seemed that most Kaiser Employees heard about the market through word of mouth or through their email. Neighborhood customers were more out to walk by, see it in the newspaper, or especially get it through their neighborhood news letter. The two dominating trends in the market were people seeing the market after work or business and those who came to the market only. The greatest majority came from Work or business.

## [interstate]



## [milwaukie]



## [pepples]



# Inner Eastside

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## [milwaukie farmers market data]

The Milwaukie Farmers Market is located in downtown Milwaukie on SE Main Street between Harrison and Jackson streets, across from the city hall. It is a very nice market with many different vendors, ranging from produce and plants to household tools and Adirondack furniture. It is true that some of the vendors who will soon sell at the market are not yet there, because they may sell items that are not currently in season, like certain produce and berries.

A dot survey of customers was taken on Sunday, May 15th, 2005, which was opening day for the new season. Approximately 70 people participated in the simple survey. In the survey people were given five dots with their ZIP code written on each sticker. They were then asked to stick one dot on where they lived on a map of the region.

On Sunday, May 29th, more information on the market was gathered, this time from the vendors. Forty-one vendors/farmers gave information on their ZIP codes to be used for mapping purposes. Some information was gathered on how long they have sold at the Milwaukie market and whether they sell at other markets. Many vendors have been coming to the market since it opened six years ago. One vendor had just moved from Chicago. Many vendors sold at other markets. One very busy vendor had the Tigard market that same day, Portland and a market in Salem on Wednesday, the Pearl District market on Thursday, and on Saturday, the Beaverton, Oregon City, and PSU markets.

## [people's farmers market data]

People's Farmers Market is located between two major thoroughfares (Powell and Division) in Southeast Portland. The neighborhood is predominately residential and the market is nestled between single-family homes. However, nearby are New Seasons Market and numerous cafes and restaurants. People's Farmers Market is located directly in front of People's Food Co-op, which was founded in 1970. People's has sponsored the market since its opening in 1993. The market normally has approximately 20 vendors, but the week after the dot survey was administered, the market was able to utilize SE Tibbetts (the street to its south) in order to create more space for additional vendors and easier mobility for customers. This seems like a good decision as the vendor space was formerly quite cramped for both the vendors and those shopping. People's does not have a parking lot. All parking is on street and there is ample space. Most of the vendors at People's sell fruits and vegetables, with the exception of a few who sell tea, baked goods and other value-added food products. The weather was unfavorable the day we conducted our dot survey, Wednesday, May 18th, 2005. There were showers throughout the day, and a torrential downpour hit at approximately 5pm. It cleared up for a few minutes and then proceeded to soak all of those attending and working the market. These weather conditions proved detrimental to getting the number of survey participants we would have liked. Still, we managed to get approximately 72 people to take part in the survey.

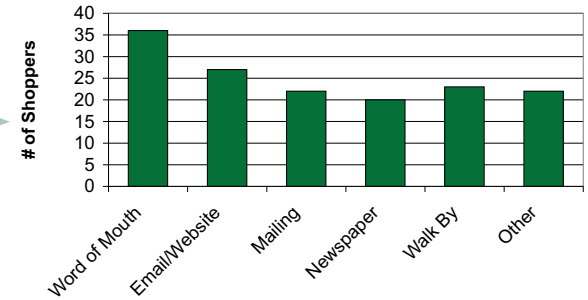
# Interstate

[wednesdays]  
[may 18 - sept 28]  
[3500 n interstate ave]

### [how did you find out about the farmers market?]

It seemed that most Kaiser Employees heard about the market through word of mouth or through their email. Neighborhood customers were more out to walk by, see it in the newspaper, or especially get it through their neighborhood news letter. Two people said they had seen a large truck driving around with an advertisement on the side.

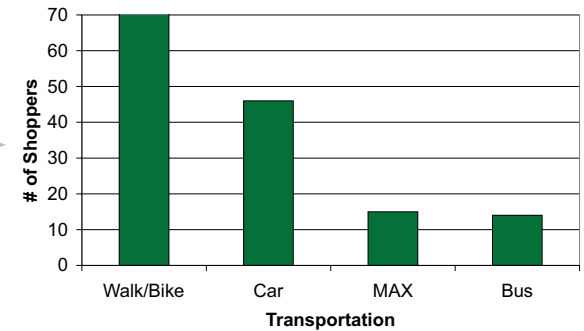
How shoppers found out about the Interstate Farmers Market



### [how did you get there?]

People did not mind the walk from the Overlook neighborhood and the data also show that a lot of people walked over from Kaiser. Those who walked from Kaiser usually had driven to Kaiser before attending the market. The Interstate market has a large number of public transportation users when compared to other markets.

How Shoppers Got to the Market



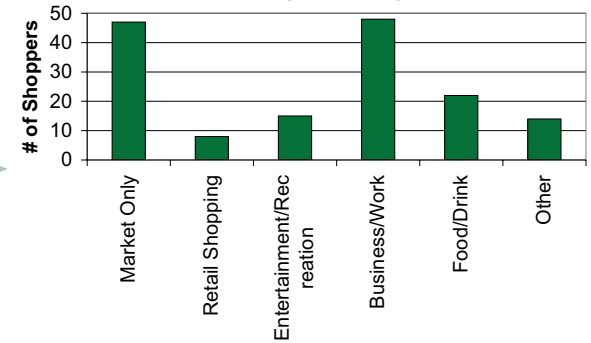
# Interstate

[wednesdays]  
[may 18 - sept 28]  
[3500 n interstate ave]

## [is the farmers market your only destination today, or will you do other things in the vicinity?]

The two dominating trends in the market were people seeing the market after work or business and those who came to the market only. The greatest majority came from Work or business. This was due to Kaiser being directly across from the market, drawing in a majority of the customers. Most people from the neighborhood were likely to visit the market only and did not plan on going other places on their trip.

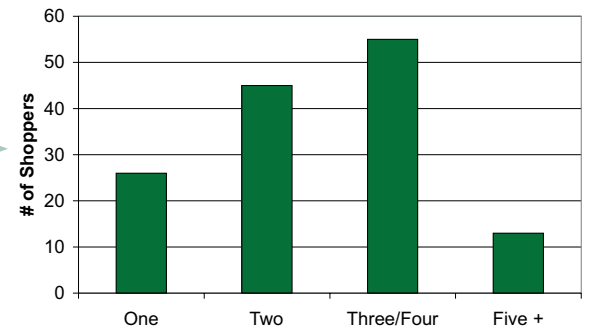
Is the farmers market your only destination today, or will you do other things in the vicinity?



## [how many people are in your household?]

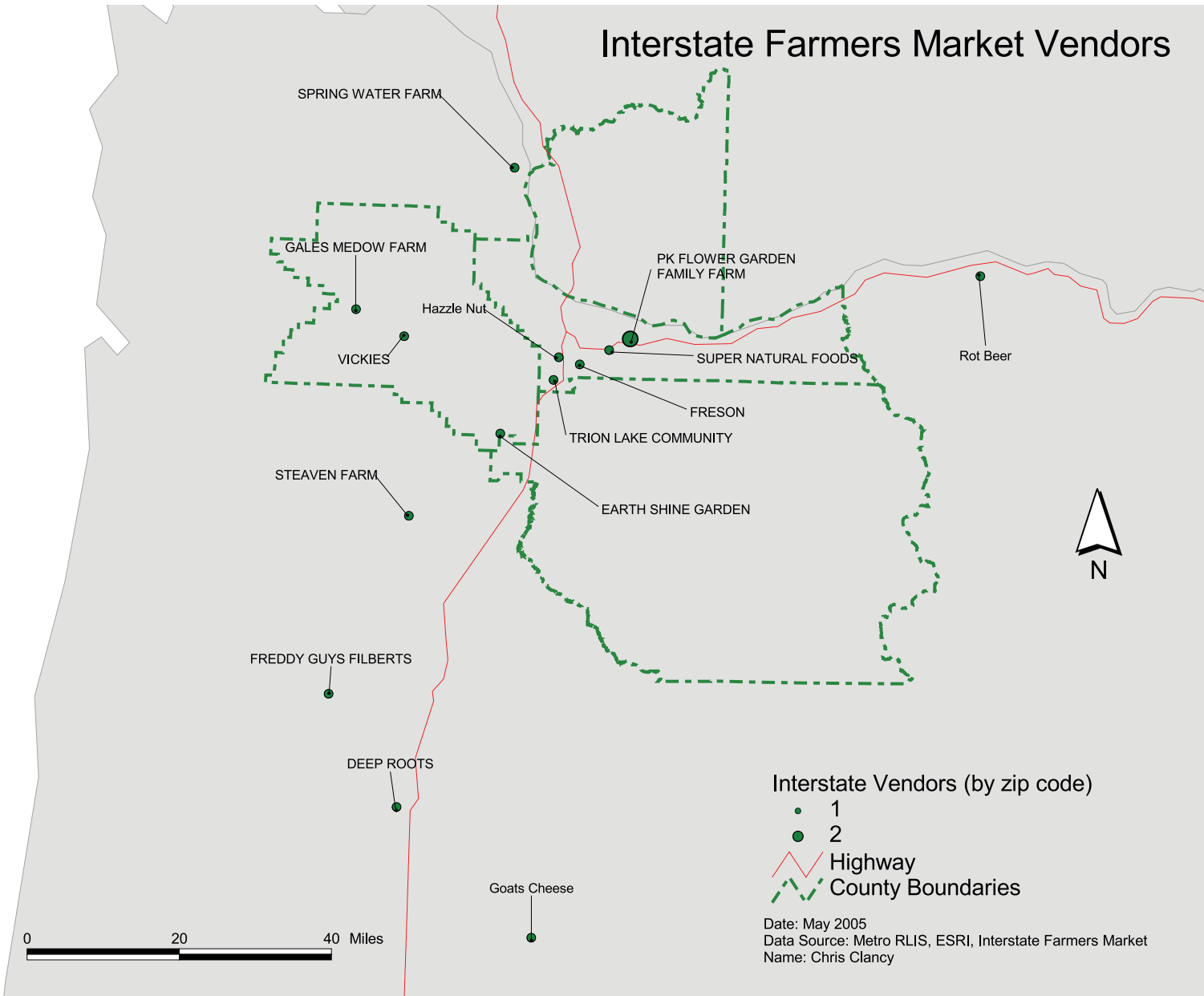
The families from the neighborhood had the larger average household sizes.

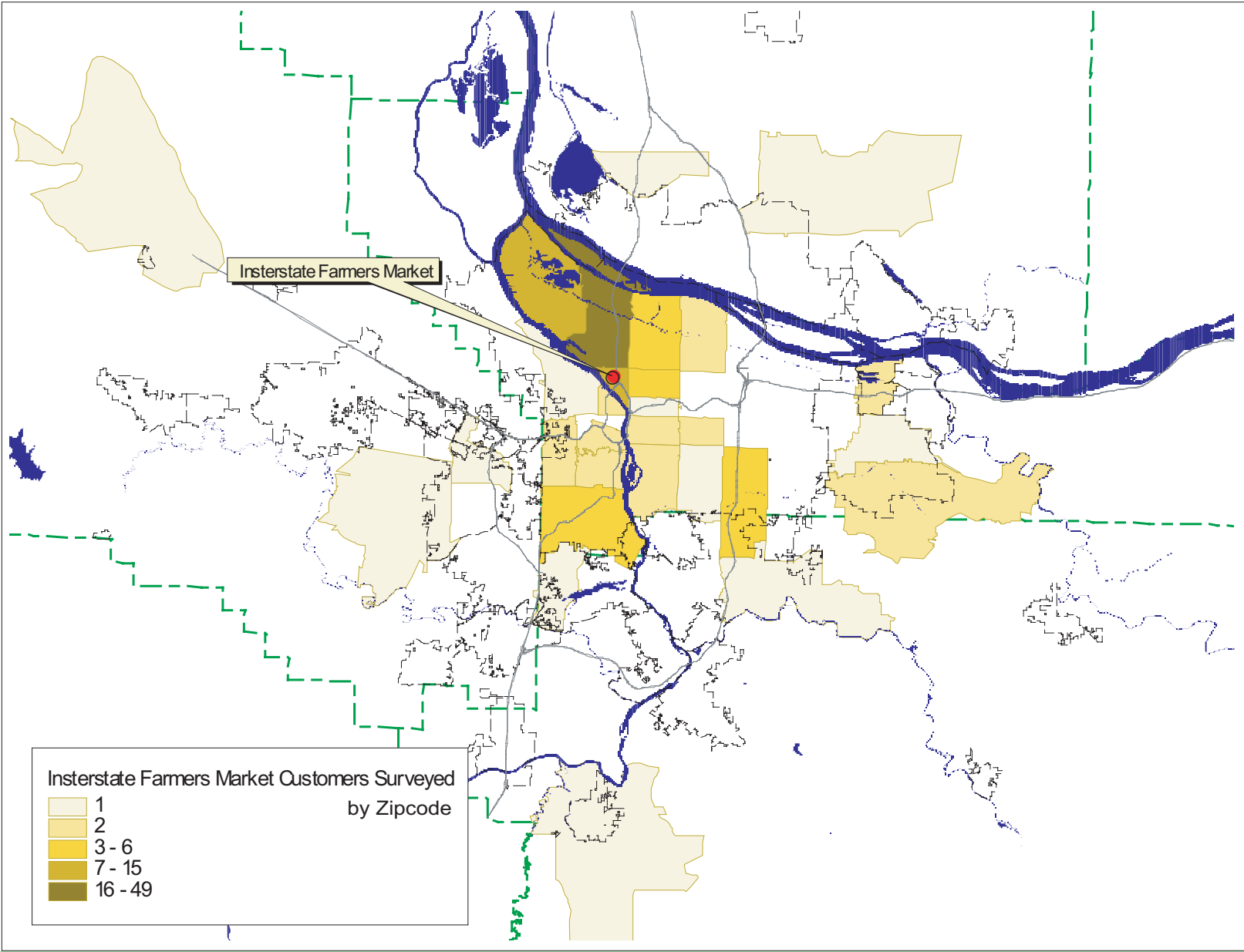
How many people are in your household?





# Interstate Farmers Market Vendors



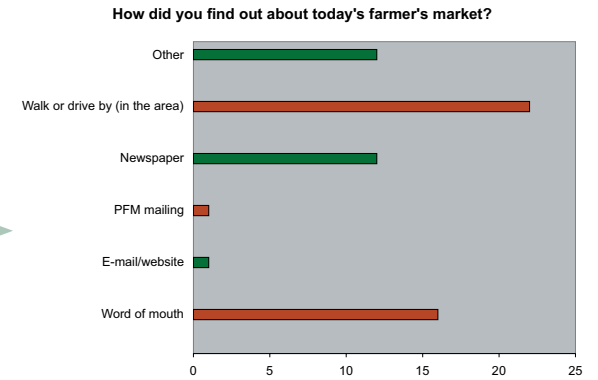


# milwaukie

[saturdays]  
[april 2 - dec 17]  
[se main]

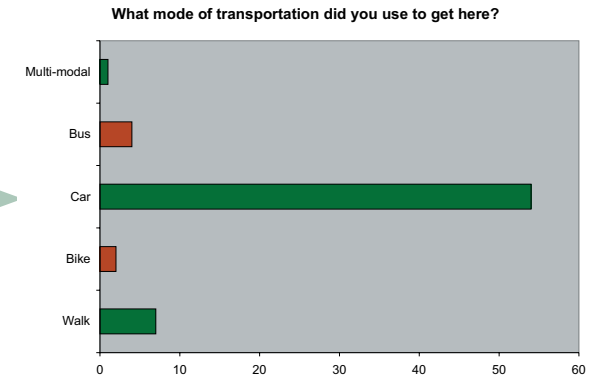
### [how did you find out about the farmers market?]

Some long-time customers learned about the market from the newspaper, some of them put their dot on "Other," and some were "In the area" and saw the huge banner over Hwy 99E advertising the market. Most customers had been to this particular market before and were very excited that it was open again for a new season.



### [how did you get there?]

It is pretty obvious what mode of transportation was the most popular that day. A couple people said they normally would ride their bike, so put their dot on "Bike" even though they drove that day. Many felt guilty and blamed the weather as the reason they drove instead of walked or biked. It did rain lightly for less than an hour halfway through the market.



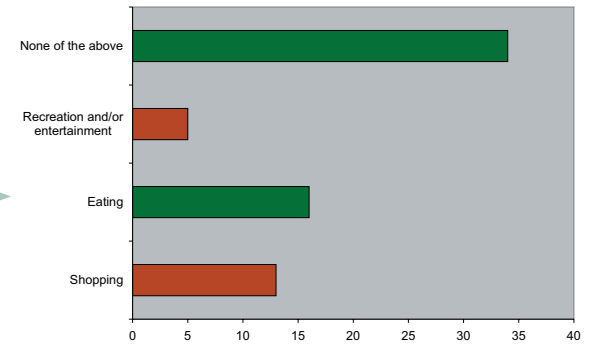
# milwaukie

[saturdays]  
[april 2 - dec 17]  
[se main]

### [is the farmers market your only destination today, or will you do other things in the vicinity?]

Several people had just come from church and/or the library and most of these people put their sticker in the "None of the above" section. This implies that about half the people involved in the survey had not shopped or eaten anywhere else in the area before coming to the market, and didn't plan on doing any shopping or eating after leaving the market.

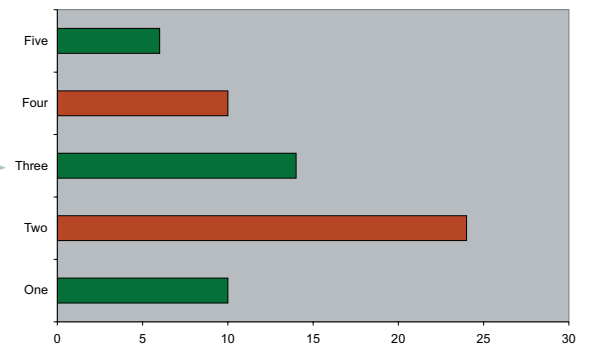
What else are you doing in the area? Before/after the market.



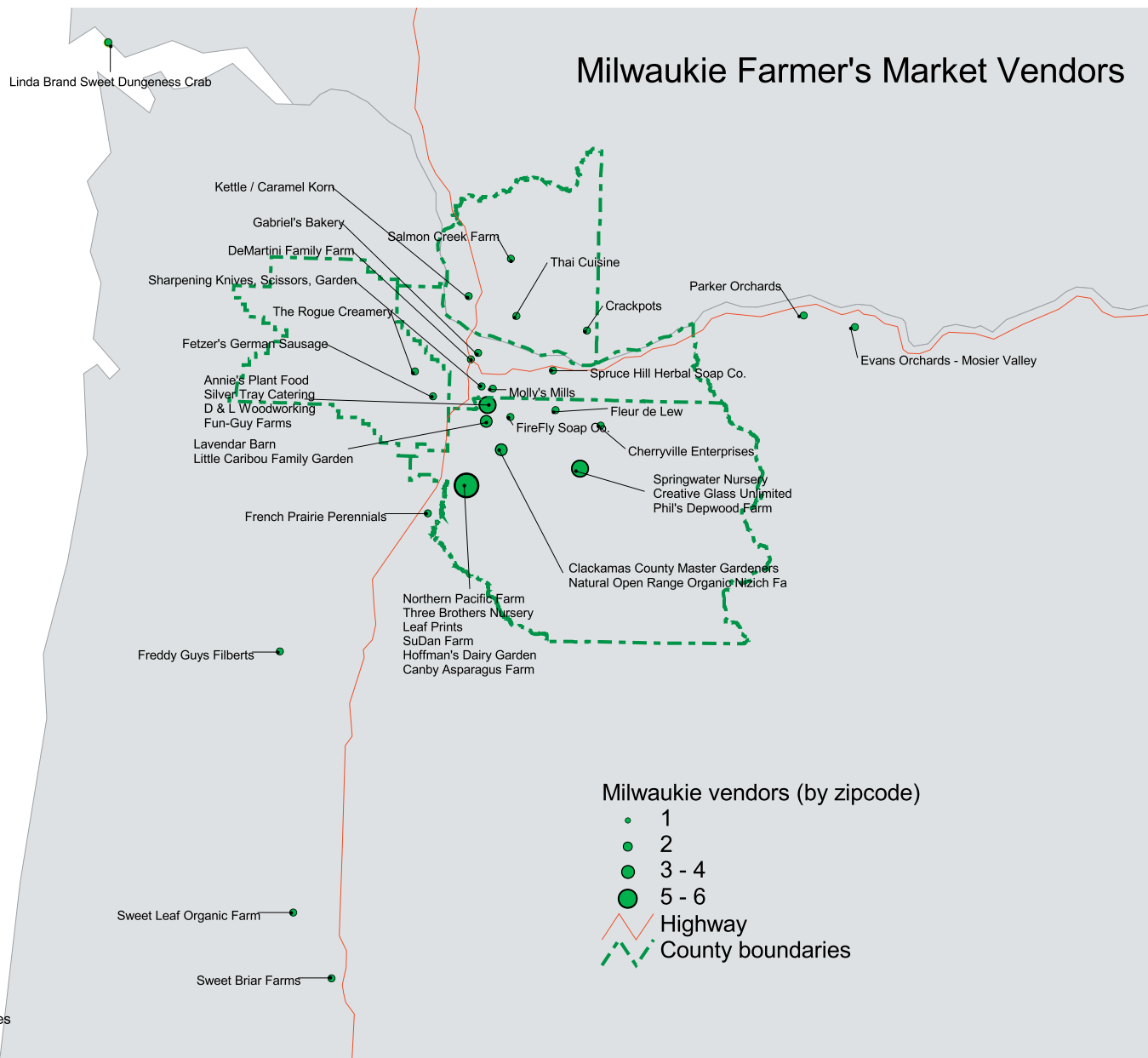
### [how many people are in your household?]

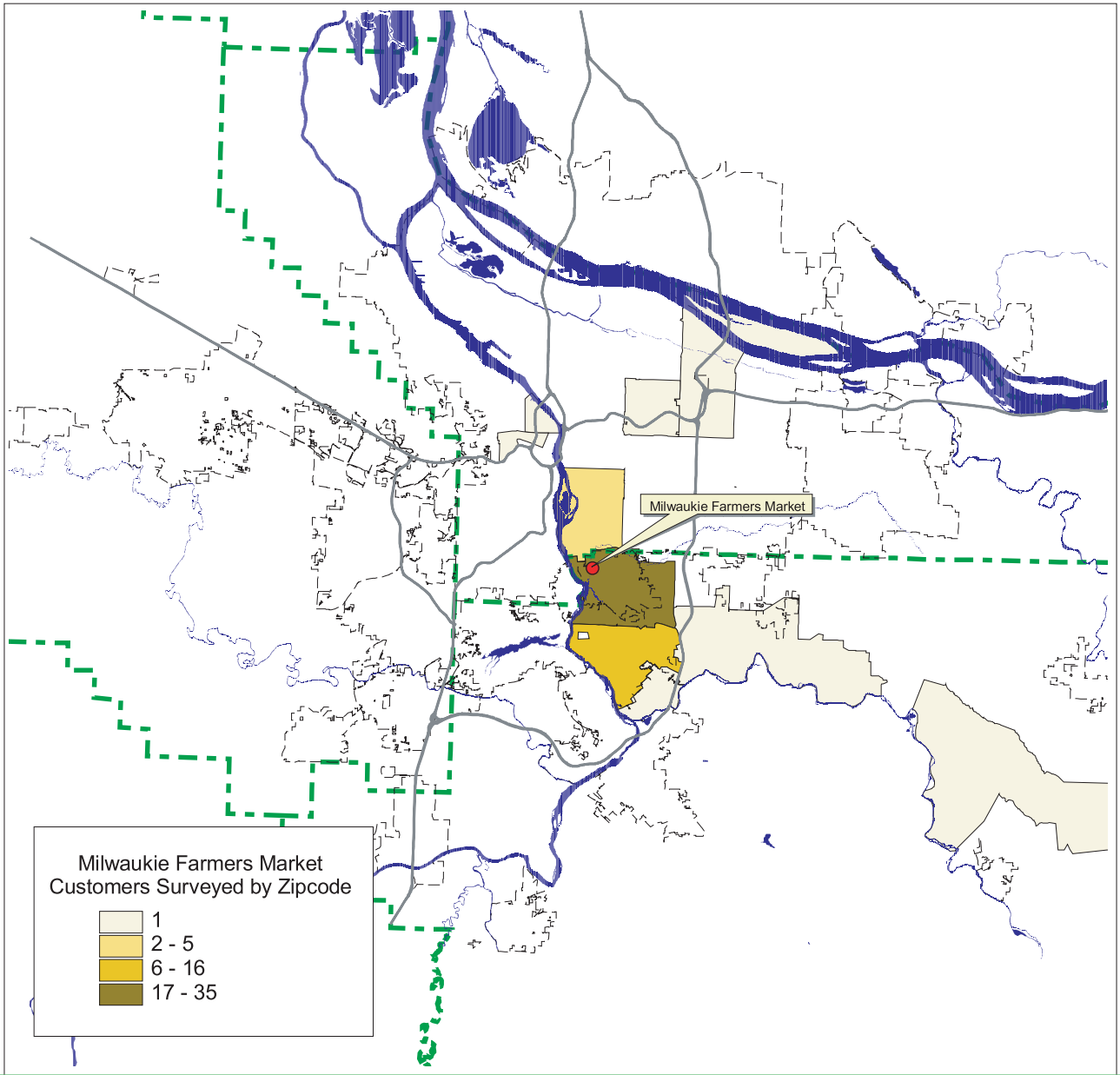
This one is fairly straightforward. It gives us an idea of how many people these customers may be shopping for or with. A lot of the people with a household size of two seemed to be older couples, and several of the one-person households seemed to be older, single people.

What is your household size?



# Milwaukie Farmer's Market Vendors



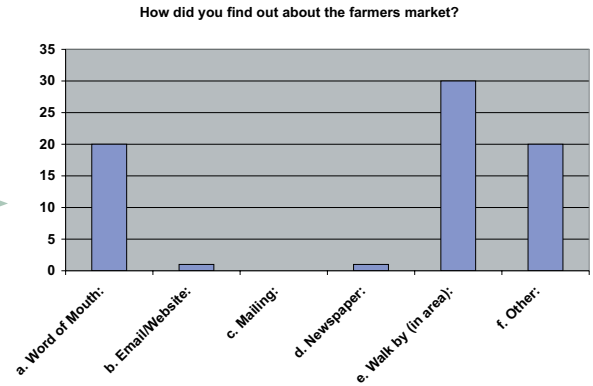


# people's

[wednesdays]  
[year-round]  
[se 21st]

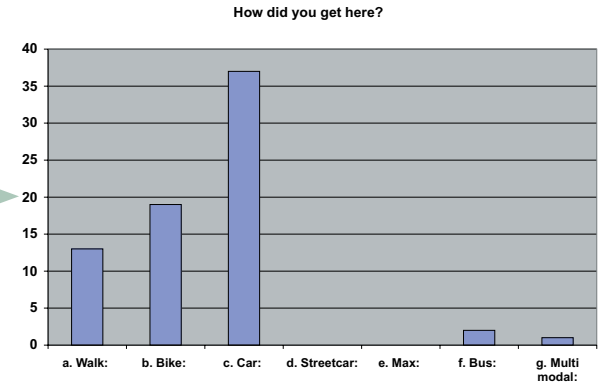
## [how did you find out about the farmers market?]

Most customers learned of the market through word of mouth or even more as a result of walking by (in area). Many of those taking the survey indicated they had forgotten how they initially heard about the market, as they have been attending for many years. This may account for the 20 participants who selected "other" as their answer. As the ZIP codes confirm, nearly all the survey respondents are from the surrounding neighborhoods, which might explain the 30 votes for "walked by."



## [how did you get there?]

By a considerable margin, most people used a car to get to the market. This is interesting since the majority of ZIP codes given by participants are from neighborhoods surrounding the market, and are well served by TriMet #4 and #9 bus lines. However, all of the other modes combined make up 35 answers, so there is still a significant number of people choosing alternative forms of transport to this market (though very few are choosing to take the bus). Streetcar and MAX lines do not serve this neighborhood, so these mode options are not applicable.



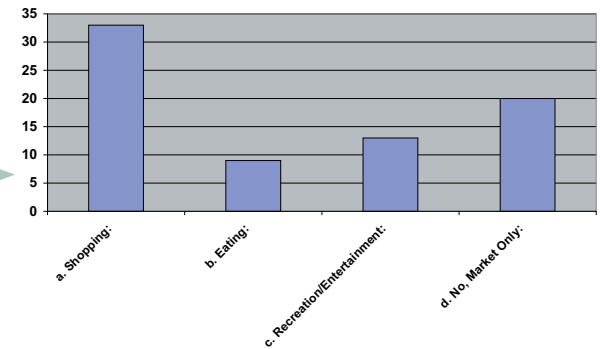
# people's

[wednesdays]  
[year-round]  
[se 21st]

### [is the farmers market your only destination today, or will you do other things in the vicinity?]

Thirty people said they were shopping as well as attending the market. One might gather from this that people who were shopping at the co-op were also shopping at the market. It is difficult to determine whether these people came for the market primarily but decided to do some shopping at the co-op since it was convenient, or vice versa. Either way, there is certainly a relationship between people shopping at both the co-op, perhaps for dry goods and perishable, and shopping at the market for fresh produce and other goods being sold by farmers and other micro-enterprises. It is important to note that the co-op sells produce, which is the main product sold at the market.

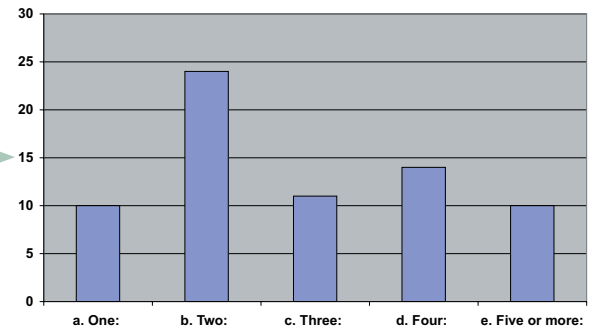
Besides the Market, are you doing other activities in the area?



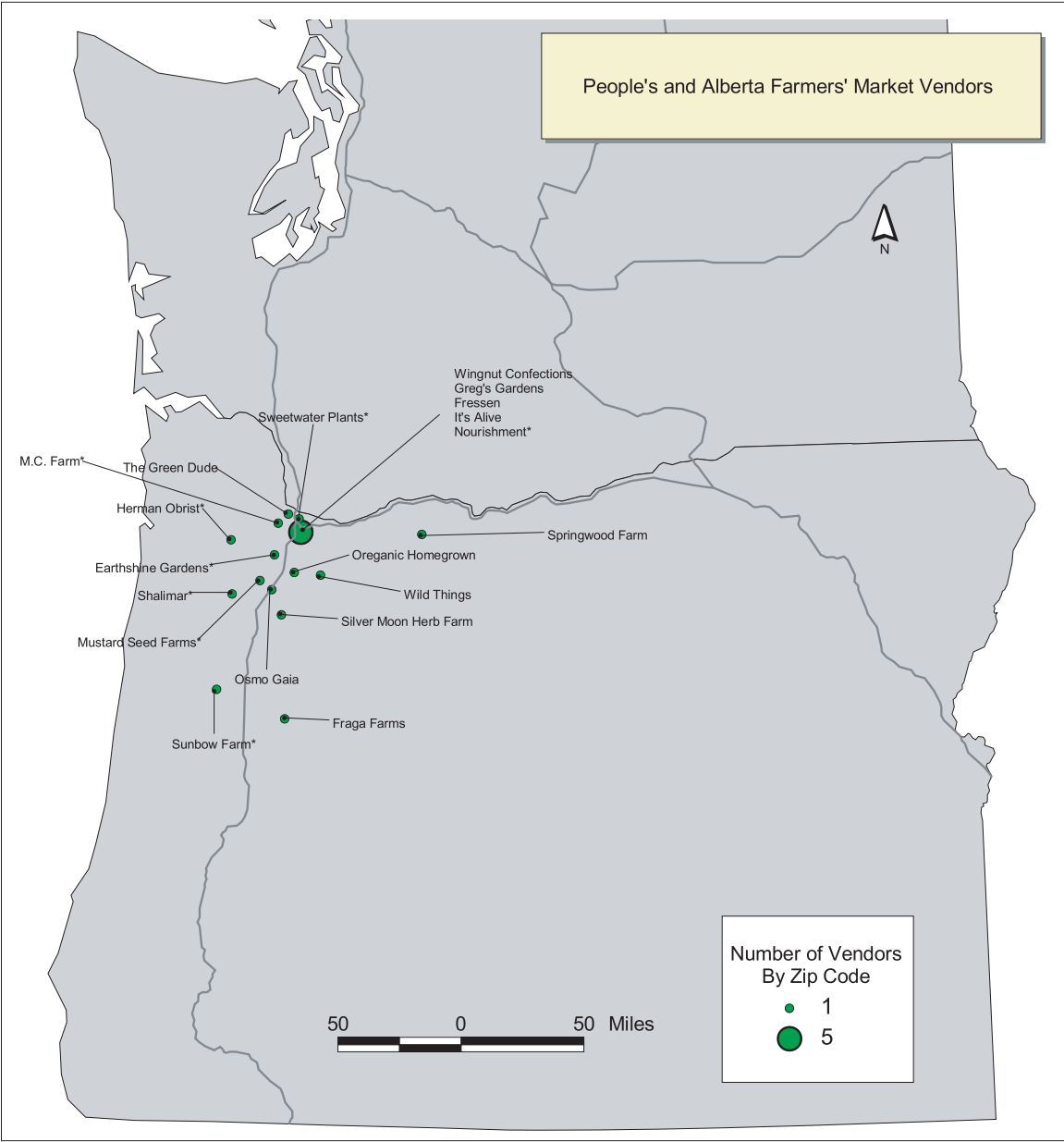
### [how many people are in your household?]

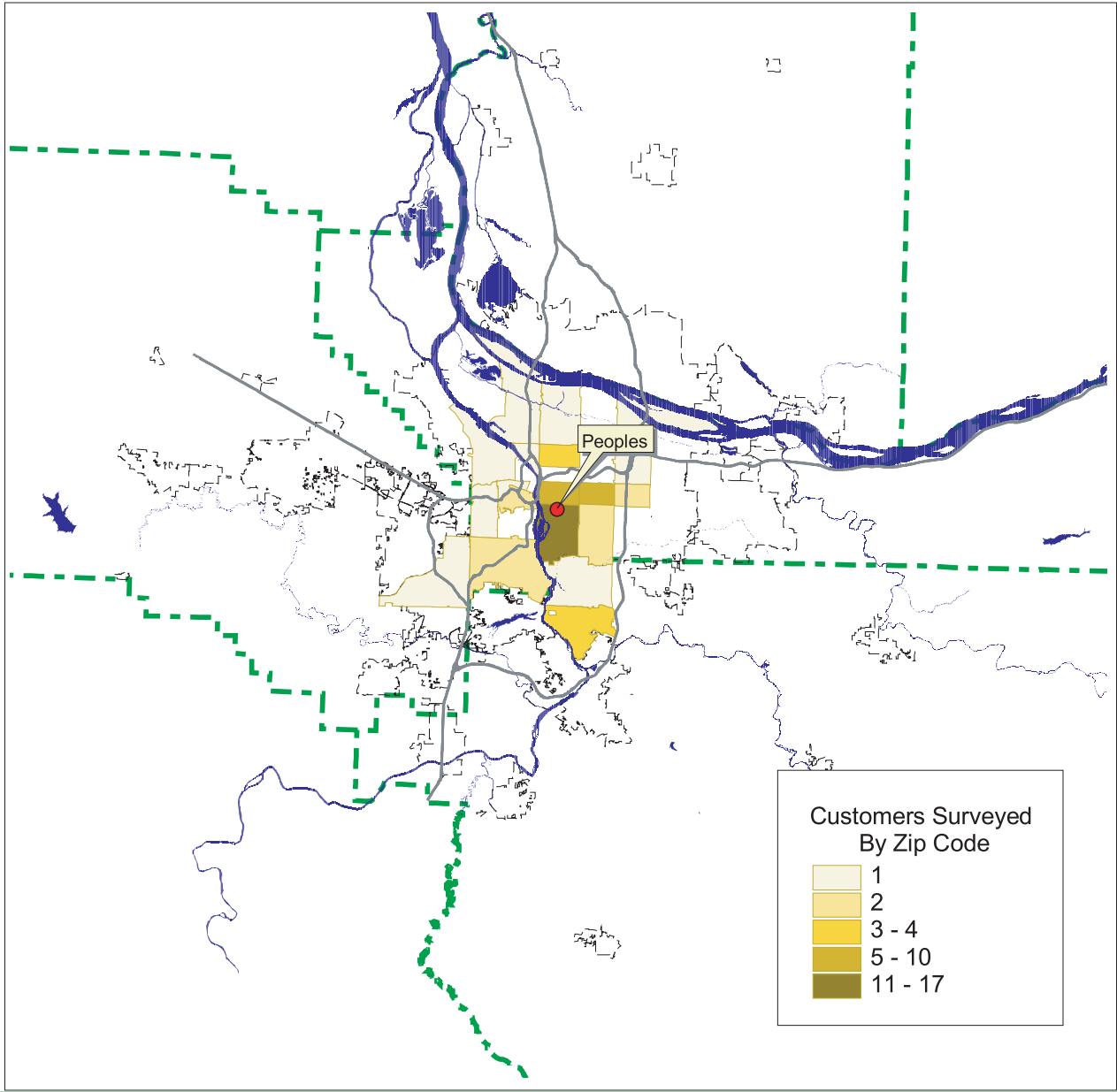
There is nearly an even split between households with one and two people and those with three to five plus. The reason for grouping the five categories into two is that one could assume that the majority of three to five plus households have children and those with one and two do not. This is a generalization and it may be difficult to generalize the population of customers at a given market since there are many alternatives to the nuclear family. However, if one were to assume the generalization it would be safe to say that there is a large number of families with young children shopping at this market. This was my observation during our survey. In fact, many of the customers who refused to take the survey had their hands full looking after their children.

What is the size of your household?

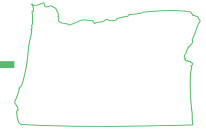








# Outer Eastside

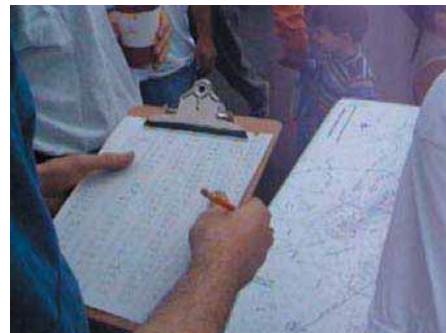


## [outer eastside markets]

by Aaron Deggs, Mike Kingsella, and Nathan Jennings

## [hollywood farmers market]

The site of the market is in the parking lot of Value Village, and also takes up one block of a street. There are numerous apartments in the immediate vicinity, but houses comprise most of the neighborhood dwellings. The houses are moderately-priced, and the apartments appear decent. Available parking is limited to on-street, which appeared sufficient for a Saturday market with moderate turnout. Parking could be an issue on a weekday, especially if more people were to show up. There are no bike racks in the vicinity. The most common types of businesses in the area are service-oriented: functional, but not the type of area that attracts window shoppers. Most businesses in the immediate area consist of banks, opticians, insurance companies, dry-cleaners, chiropractors, dentists and real estate agents. There is also some fast food and a few specialty retail shops: pet store, music store, book store. Additional service businesses include tuxedo rentals and haircuts. There are a couple restaurants within walking distance. One business of interest is Trader Joe's, which is right next to the market. The parking lot in Value Village is huge, so there appears to be plenty of room for more vendors. Most people who took the survey, which consisted of about half of those who walked by, appeared to be in a "looking around" mode, rather than in a hurry. This helps explain why so many people volunteered to take the survey without any prompting. Many were carrying a few items, but not so many that they couldn't spare a hand to stick up the dots. Many couples were present, and quite a few kids accompanied adults. The overwhelming majority of participants were from the surrounding area, were friendly and expressed interest in our efforts to promote farmers markets.

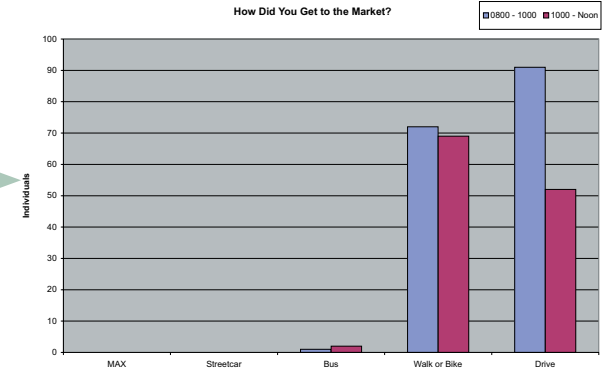


# hollywood

[saturdays]  
[may 7 - oct 29]  
[ne hancock st]

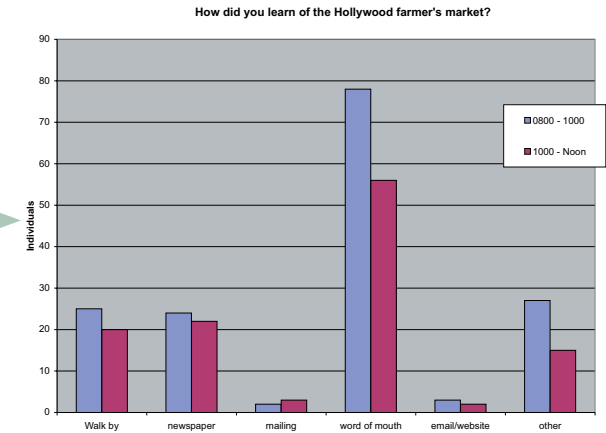
## [how did you get to the market?]

A glance at the data shows that practically every customer either drives, walks or bicycles to the Hollywood market. Public transit is not used, in spite of the fact that a MAX stop is within a few blocks of the market. Also, Northeast Sandy Boulevard is only one block from the market, and several bus lines are located there. Still, the great majority of Hollywood customers live near the market and would be poorly served by public transit. Those who drove - fifty percent - probably do so because they don't wish to carry several bags of goods home in their arms. Otherwise, forty-nine percent of respondents walk or bike to the market, as would be expected given how close they live. While it is true that most customers live close to the market, there is a difference between two blocks and six. At a certain point people are just more likely drive.



## [how did you find out about the market?]

As with most markets surveyed, word of mouth was the overwhelming response to this question. Forty-eight percent of respondents claimed to have learned of the Hollywood market in this fashion. The next largest response was newspaper, at seventeen percent. This category was closely followed by "walk by" and "other." Essentially no customers have learned of the market through web sites or mailings, at a combined three percent.

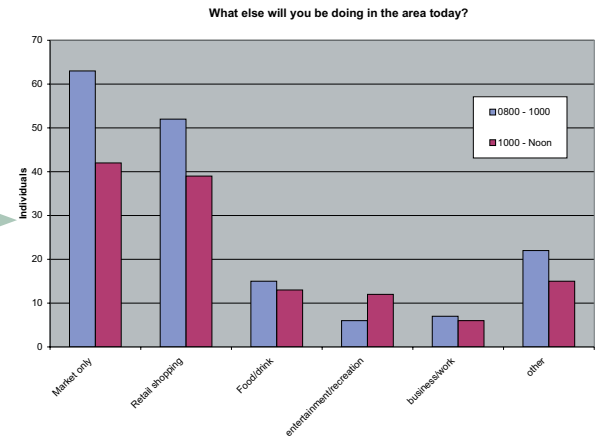


# hollywood

[saturdays]  
[may 7 - oct 29]  
[ne hancock st]

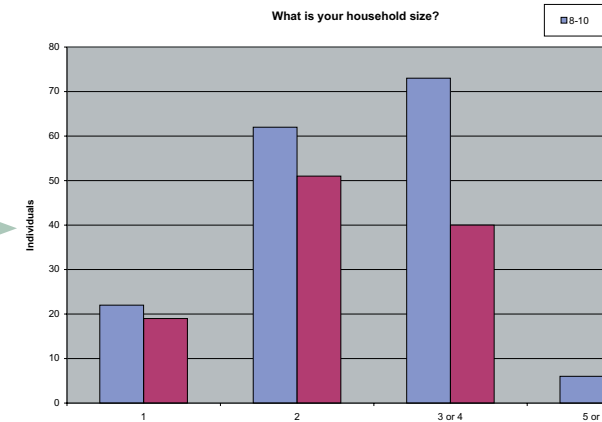
## [is the farmer's market your only destination today or will you be doing other things in the vicinity?]

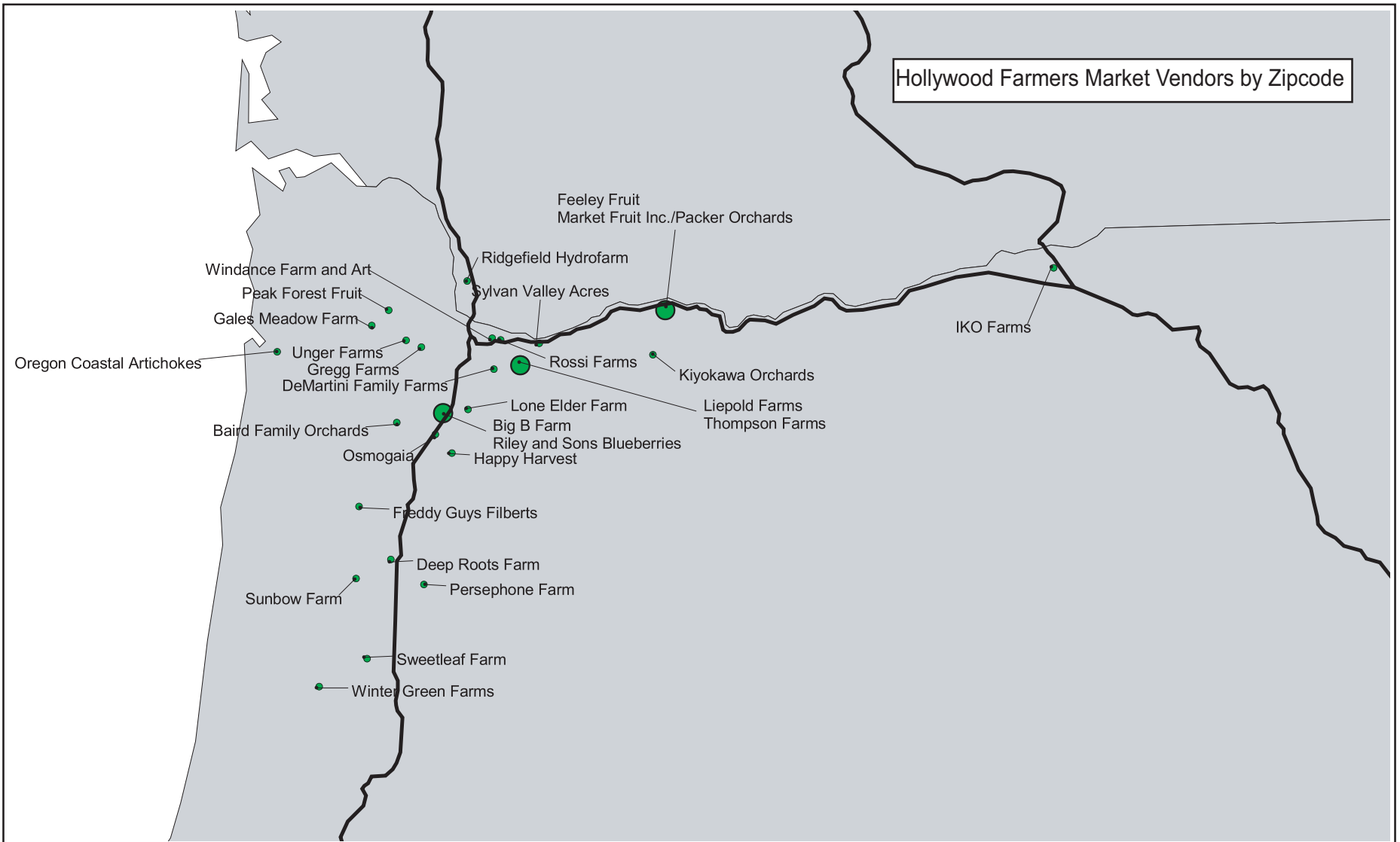
While thirty-six percent of respondents attend the market only, there are many more who do at least one other thing before or after shopping at the market. Fully one-third of Hollywood's customers also do retail shopping in the area, and about one out of ten eats at one of the neighborhood's restaurants. A surprising thirteen percent are engaged in "other" activity that cannot be grouped with the aforementioned responses. Unfortunately our survey was not designed to capture the various activities that may fall into this category: we only know what it is not.

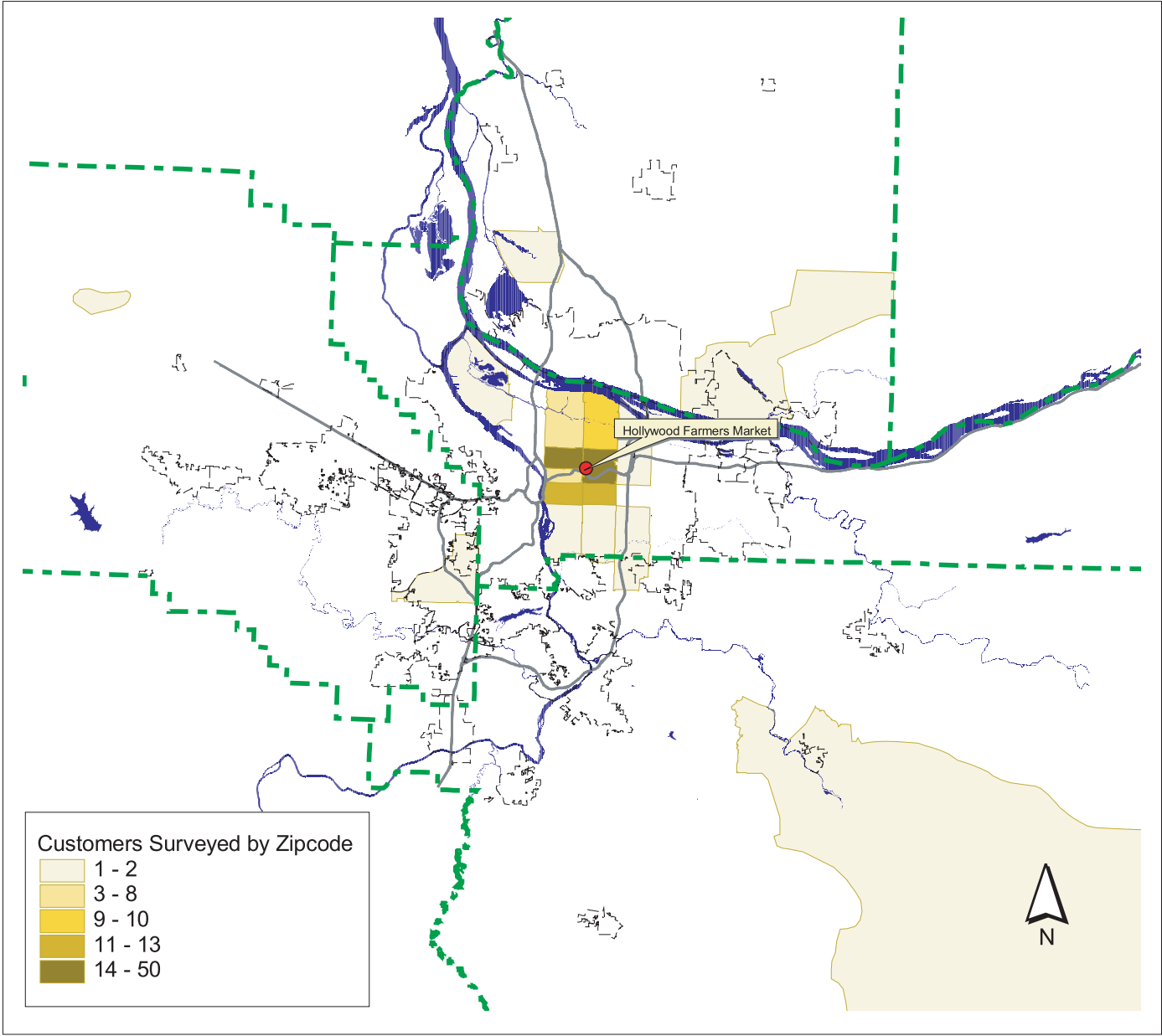


## [how many people are in your household?]

Eight out of ten Hollywood customers come from households between the sizes of two and four. Another fifteen percent of the customers live alone. It may have been more informative to make "3" and "4" separate choices, rather than grouping them into a single response as we did. As it is, "two person" households equal "three or four" person households at forty percent each. The Hollywood market has a very low rate of large (five or more) households, in fact the lowest of any market in the Portland area, at five percent.







# Inner Westside



## [Inner westside markets]

by Will Fisher, Mike Kowalka, and Sarah Mielke

## [Cedar Mill Sunset Farmers Market]

The Cedar Mill Sunset Farmers Market is a small one, according to its market manager, Dina Gross. It is located in Cedar Mill, an unincorporated community of Washington County, west of Portland, north of Beaverton, and northeast of Hillsboro. It takes place in the parking lot of the Sunset Mall adjacent to Safeway's parking lot on NW Cornell, one block West of Murray, at the western end of the Sunset Mall across from Sunset High School. The property owner/manager currently is Pan Pacific Retail Property, Inc, manager of the Sunset Mall property, which is who Ms. Gross must contact each year to secure the market's site. For the past five years, Pan Pacific Retail Properties (PPRP) has donated use of their parking lot at the Sunset Mall on Cornell Road (at Murray). This year there has been some discussion over PPRP charging a rental fee for the space, but that hasn't been confirmed, and they are hoping the space will be offered at no charge again in 2005.

This market is listed as a non-profit corporation with the state, but currently does not have enough of an educational component to get IRS non-profit status. This market also belongs to the Oregon Farmers Market Association. Its vendors pay a \$25-\$45 fee depending on the size of their booths each time. For the first time, this year Cedar Mill Farmers Market hopes to have a sponsor or "partner" and are in discussions with the local Tualatin Hills Park & Recreation District. The details of how THPRD will help them have not yet been worked out. They are also appealing to Columbia Sportswear for some sort of sponsorship, since their world headquarters is now in Cedar Mill, just a couple blocks from the market and they seem like a community-minded company.

The mission of this farmers market is "supporting local, sustainable agriculture by bringing fresh produce and plants to our Cedar Mill community, while providing a fun, safe gathering place for people of the community." The market is geared towards the Cedar Mill, Bethany, and Rock Creek areas, all unincorporated communities north of Hwy. 26, as well as some of Cedar Hills, just south of Hwy. 26, and parts of northern Beaverton. Vendor numbers are flexible, though limited by the market's customer base. The market tries not to book more vendors than can be supported by their small customer base, which they wish were bigger. Most vendors rent a 10 x 10 foot space for \$25 per Saturday, and they have about 20-24 vendors any given week, as well as several "no-fee" booths such as Master Gardeners, Master Recyclers, and a Kids' Booth with free balloon animals and face-painting. A large or double booth is the site for weekly musical entertainment, for which the market pays, though not enough, according to market manager Gross.

Overall, the market is square-shaped with booths along the perimeter of the square and about eight (4x2 back-to-back) booths in the center, with a square walkway all around between the perimeter booths and the center booths. The total area of the market including walking areas is probably 80'

x 80', or 6400 square feet. This market allows a wide array of fresh fruits, vegetables, plants, and homemade crafts, along with prepared foods to eat at the market or to be taken home. It is an open-air seasonal market. The market is open on Saturdays only and generally runs for a 17 week period, four months out of the year. But between bookkeeping and marketing, the market office runs almost year round. The market generally opens in late May or early June and runs through September. This market has been running since 1999 and has ranged in times of operating on Saturdays between 8:30-1:30 or 8:00-1:00. The market set-up begins at 6 a.m. and is to be taken down by 1:30 p.m. This year their market opens May 28 and will run through September 24 from 8:00-1:00 p.m. on Saturdays.

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The market has not collected very much data overall, though there has been vendor data collected on a regular basis. Each vendor is required to return a feedback sheet before leaving at the end of each market day. This includes data on the day's sales, though a good-faith estimate of such is permitted. The information is used as feedback on the market's advertising techniques and is kept confidential. Individual sales data is not kept after its addition into the total sales figure and is never shared with other vendors or with any government agencies. What Ms. Gross was able to share from their vendors' data was just that aggregate earnings peaked from late June to late July, with some vendors still doing quite well into August and September, but many noticing a drop in sales in the later months. A few customer surveys conducted by the market have shown that most customers come from within the local community, attend the market often, and purchase produce and garden plants as well as occasional arts/crafts items. Some customers are not "regulars" and just stopped when they saw the market as they were traveling on Cornell Road. Often these incidental customers bought fewer perishable goods and more of the artisan's wares or sometimes only a bag of Kettlecorn.

Unfortunately, with the Cedar Mill market opening so late in the academic term of our capstone project, we were unable to conduct a survey analysis. Hopefully another capstone class will be able to conduct one.



# Inner Westside

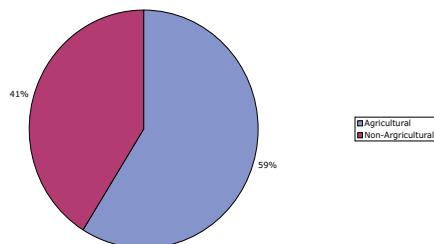


## [tigard farmers market]

The Tigard Farmers Market is located on the corner of Hall Blvd. and Greenburg Rd, where Greenburg becomes Oleson Rd. This is a few blocks east of Washington Square, across from Circuit City, in The Portland Clinic parking lot at 9250 SW Hall Blvd. This market is open on Sundays from 9am to 2pm. This year this market opened on May 8 and will run through October. This market is associated with the Oregon Farmers Market Association.

The market's vendors and what these vendors offer fluctuate throughout the season. On average in mid-season, July through September, this market has 40 growers/farmers/ranchers/fishers, 14 craft/art vendors, and 14 "others" which include bakers, sauces, seasonings. The total number of vendors participating and what they offer varies from week to week; for example, this time of year they have more plants and less produce. This year they opened with 45 vendors of roughly the same proportion. The following pie graph depicts agricultural versus non-agricultural vendors, although this graph depicts the information above with no specifics as to actual produce versus other products available, since we never received those specifics. So this is a rough estimation at best.

Tigard Farmers' Market Vendor Ratio



The Tigard market has had some people come and conduct a couple surveys in the past and those previous results are posted on their website ([www.tigardfarmersmarket.com](http://www.tigardfarmersmarket.com)). We conducted our survey on May 22, 2005. We first set up at the entrance of the market and just got started when, due to the wind opposition and the rain starting to sprinkle, we decided to move and share a booth with the Master Gardeners under their covered canopy where we stayed until the market closed for the day. The day's weather ranged from cloudy to sun breaks and sprinkles of rain, with quite a bit of wind at times. Overall it was mostly sunny or just overcast weather for

the market that day. Most people seemed curious about us and were open to taking the survey once they realized it would only take them about a minute to complete. Others, of course, refused for one reason or another, some saying they would come back later, did not want to be bothered, or looked to have their hands full. A few who had their hands full were willing to take the survey when we offered to help them out by placing the dots with their corresponding answer to each of the questions for them, who would have otherwise declined to take part. The following is a description of the results of our survey questions and observations from that day.

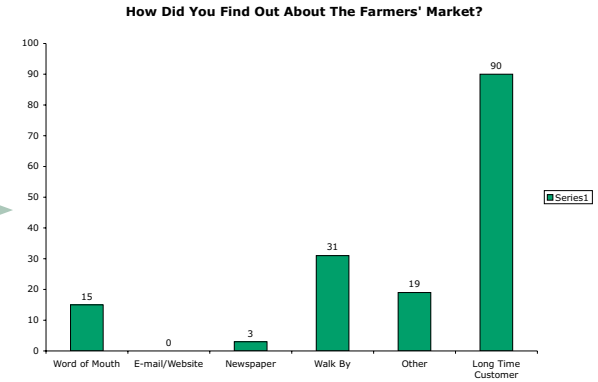


# tigard

[sundays]  
[may 8 - oct 30]  
[sw hall]

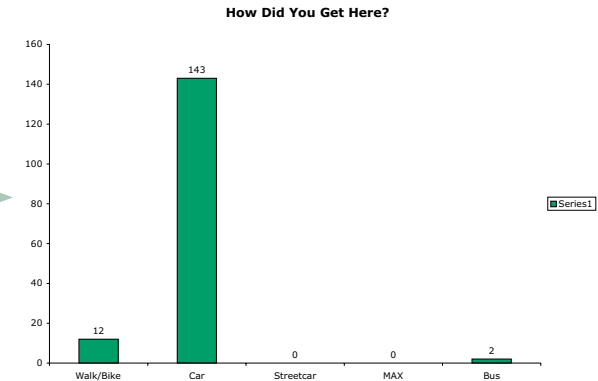
## [how did you find out about the farmers market?]

The results for Walk By to this question also include Drive By, with some noting that it was due to the sign the market had on Barbara Boulevard. Others could not remember how they originally found out about the farmers market but knew they had been coming for some time, so they tended to mark Long Time Customer. We also noticed that people answering Long Time Customer tended to think of all the farmers markets as one group, for example they originally went to one other farmers market in the area until they found out that there was one closer by and then started going there as well, but counted long time from when they started going to the original market they had heard of. Some marked Other because they could not remember how they originally found out about the market. A couple said they found out about this market by mail from a flyer listing farmers markets in the area. Prior to the mailing, they had only known of the Beaverton Farmers Market location.



## [how did you get here?]

A majority traveled by car, though some who drove that day and marked Car said that they usually walk or bike, but due to the weather that day they decided to drive instead. There is no streetcar or MAX near the market, so these options were not applicable. There is a nearby bus line, but only a couple respondents marked Bus.



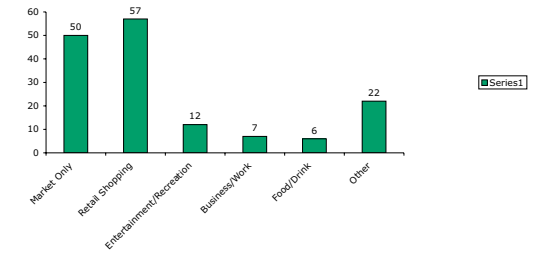
# tigard

[sundays]  
[may 8 - oct 30]  
[sw hall]

## [is the farmers market your only destination today, or will you do other things in the vicinity?]

Our results have some distortion due to respondents confusing this question with what they actually planned on doing while they were at this market. Others tended to say that this was their only destination, while others said they were going to go shopping at Washington Square or run errands. Some people said they were just going to relax or lounge around for the rest of the day or enjoy the weather while the sun was out, and thus tended to mark other or entertainment/recreation.

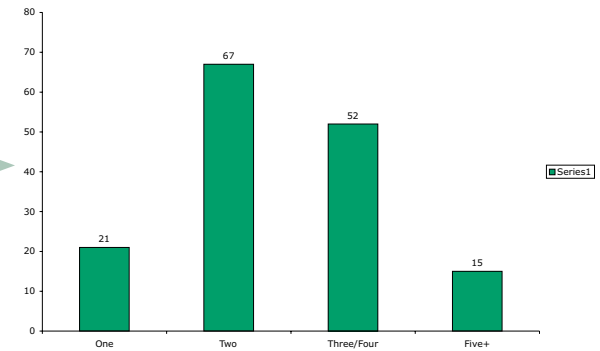
Is The Farmers' Market Your Only Destination Today, Or Will You Do Other Things In The Vicinity?

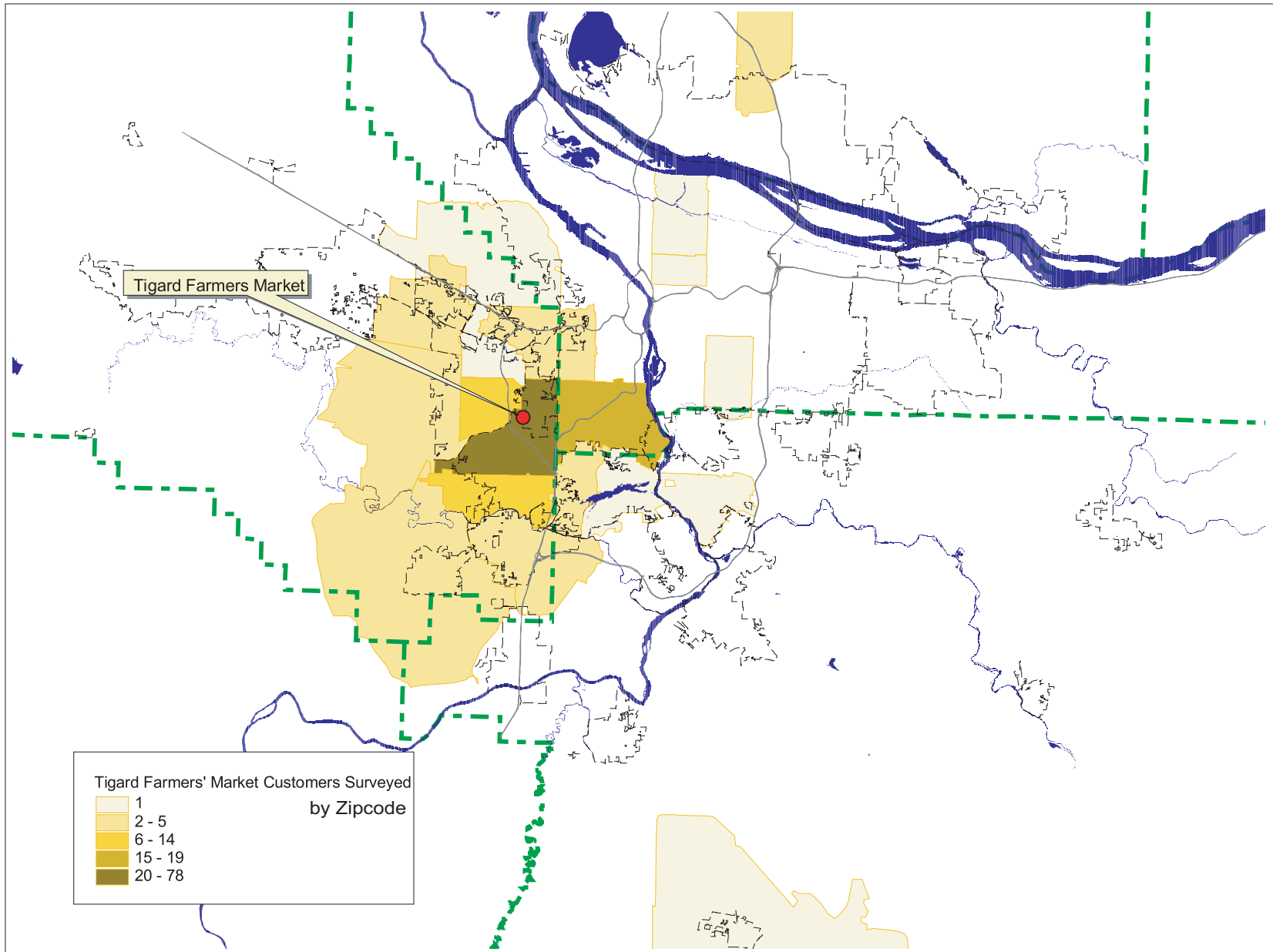


## [how many people are in your household?]

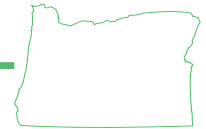
Predominately, people ended up marking 2 or 3-4 to this question. From our observation that day, most who marked 2 were just a couple – either young couples without kids or couples who are now empty nesters. Others who marked 3-4 often had babies or young children. We did not see many teenagers. Most who marked 1 for household size generally were with at least one other person at the market, whether friend or relative.

How Many People Are In Your Household?





# Outer Westside



## [outer west markets]

by Daniel Christensen, Brandon Fessler, Nick Kozak, and Mike Schwarzenberger

## [beaverton farmers market]

There are over 110 vendors on any given market day, of which approximately 75 percent have reserved spaces; the other 25 percent must reserve their space weekly. The market is open-air, yet the setup of the vendors creates a cozy feeling. The Beaverton Saturday Market started in 1988 with only 12 vendors and has grown into the largest all-agricultural market in the state of Oregon, according to market manager Ginger Rapport. Customers come from as far as Bend to purchase fresh produce and plants for their homes (survey 5/14/05). The market has a full-time manager and over 20 part-time employees. Weekly musical entertainment is provided by the market, as well as chef demonstrations and “meet the experts” exhibitions. The market also has a space reserved for master gardeners to answer customer questions. The Saturday Market is open from 8am to 1:30pm, starting May 7th and ending October 29th. The Wednesday market began about six years after the Saturday market and it operates from 3pm to 6pm beginning June 22nd and ending August 27th.

A dot survey was conducted by two students at the Beaverton Saturday Farmers Market on May 14, 2005. While it was overcast, humid and rain was predicted, the turnout for the market was good. At 7:30am the market looked much like a parking lot, but by 8am the lot was full, tents were aligned, and customers circled, waiting for the official bell to open the market. The survey was set up in its own space near the market information booth, at the end of a main aisle. This location allowed for easy access to customers, making the surveyors seem more like vendors.

The dot survey was very successful with 582 people surveyed in five hours. This resulted in lines of people waiting to take the survey. In the future an increase in the number of surveyors may result in greater customer participation.

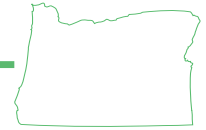
People easily understood the dots concept and many had previously participated in similar surveys at this market. Although rare, in some instances customers resisted giving ZIP code information and acted bothered by the students. Several people complained that the map was “not very good” or needed more detail and people took a considerable amount of time (in relation to the rest of the survey) to identify exactly where they lived. Even though the major freeways were highlighted and a “you are here” was placed over the market location, one student was needed to help identify smaller roads and help those with vision problems. The survey started fairly slow, but after a few dots were placed interest seemed to grow.

In an effort to increase participation the students told people the following: “We’re students doing a survey to benefit the farmers market.” The response was overwhelming once people realized that the survey was student-run and for the benefit of the market. Many people mistakenly assumed that the



# Outer Westside

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students were market employees and asked for advice or gave suggestions. Any questions were directed to the market information booth and the most common concern expressed was a need for more parking closer to the market.

## [hillsboro sunday market (orengo)]

This market, located in the transit-oriented development of Orengo Station, has 35 vendors. It is considerably smaller in scale than its counterpart in downtown Hillsboro, but is designed to appeal to the more urbane demographic of Orengo. The proximity to light rail seems to be little incentive in attracting customers from outside the area, since most surveyed either drove to the market or lived within the walkable neighborhood of Orengo.

The market itself is only three years old. Unlike most markets, it is sponsored by a local chain grocery store, New Seasons. It is unclear whether this sponsorship has influence over the vendor mix. The market manager characterizes the market as being more “organic” because of the demographic base.

The service area of the Hillsboro Sunday Market is considered to be within the vicinity of the immediate ZIP code of 97124. This is a unique demographic area considering the local employment base of high tech manufacturing. The mission of the market is to promote localism and support regional farms.

While the downtown Hillsboro market on Saturdays has a predominantly agricultural element, the Sunday market at Orengo is primarily a craft/food market, with a minimal presence of farm vendors. This may reflect the fact that the market is sponsored by New Seasons grocery store.

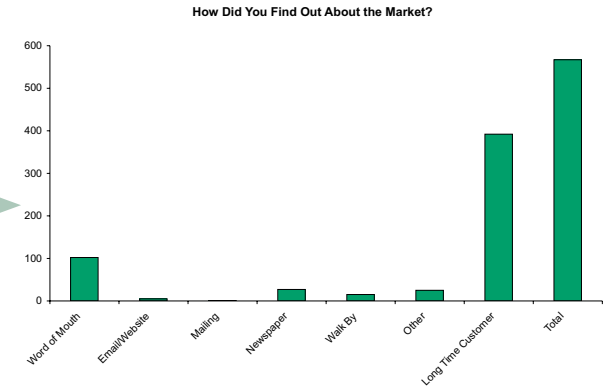
Vendors expressed interest in having a holiday market to sell value-added goods.

# beaverton

[saturdays]  
[may 7 - oct 29]  
[sw hall]

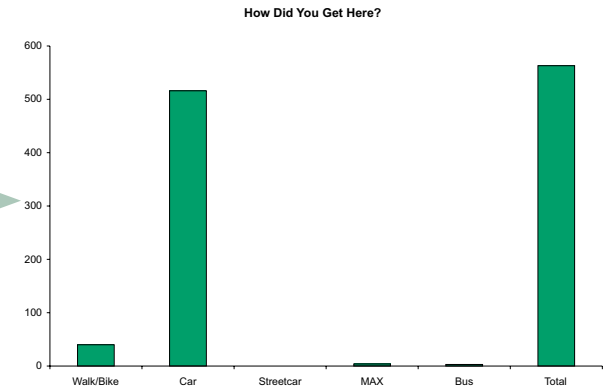
## [how did you find out about the farmers market?]

“Long time customer”, the dominant response, was answered by 69 percent of respondents. Customers regularly asked “What if I can’t remember?” and this may explain the 392 responses. “Word of mouth” was answered 102 times and this displays that 18 percent of customers surveyed were informed by other customers. Interestingly, “email/website”, “mailing” and “newspaper”, the only answers that potentially cost the market money, equal less than 6 percent of total responses.



## [how did you get there?]

It is no surprise that “Streetcar” had zero responses (since it doesn’t serve this area). But less than 2 percent of answers for all public transportation is attention-grabbing. However, this may be explained by the fact that most people are unlikely to take a train or even a supply of groceries on the bus or MAX. Several people expressed the fact that they normally walk, but they chose to drive on this particular day as a result of the weather. This may account for the low number of “walk/bike” answers. Both of the above reasons no doubt contribute to the overwhelming response of 92 percent for “car”. Yet the overwhelming use of cars remains interesting.



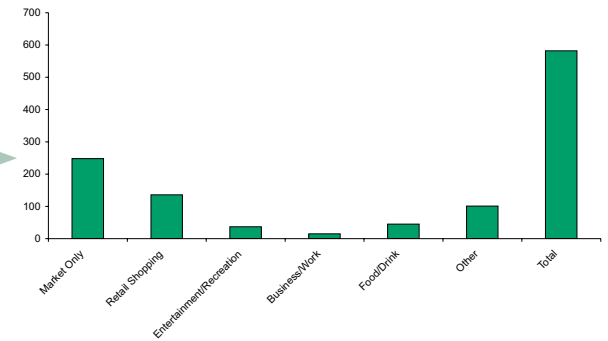
# beaverton

[saturdays]  
[may 7 - oct 29]  
[sw hall]

### [is the farmers market your only destination today, or will you do other things in the vicinity?]

This question was designed to assess the economic impact of the market on the surrounding area. Apparent is the large percentage of people who come solely for the market. Intriguingly, 40 percent of respondents will participate in an activity that has some economic impact other than the market itself. Also of interest is that "other" represents 17 percent of responses. It is evident that people will be doing things that were not included as answers. One such possibility could be the library that adjoins the market space. This "other" category may be an opportunity for further study.

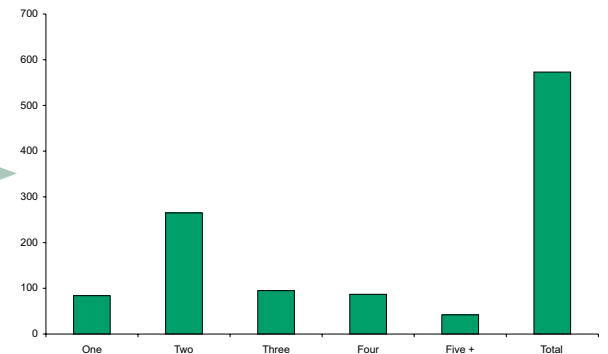
Is the farmers market your only destination today, or will you do other things in the vicinity



### [how many people are in your household?]

The surprise of the survey is that 46 percent of respondents live in households of two people and over 14 percent in households of one. It was previously thought that most market customers consisted of families (3+ household sizes). This has interesting implications for future marketing and advertising, as well as the structure of the market and products and services offered. These results led to an examination of census household size data (see household size by ZIP code map). The area surrounding the market is made up of primarily two-person households.

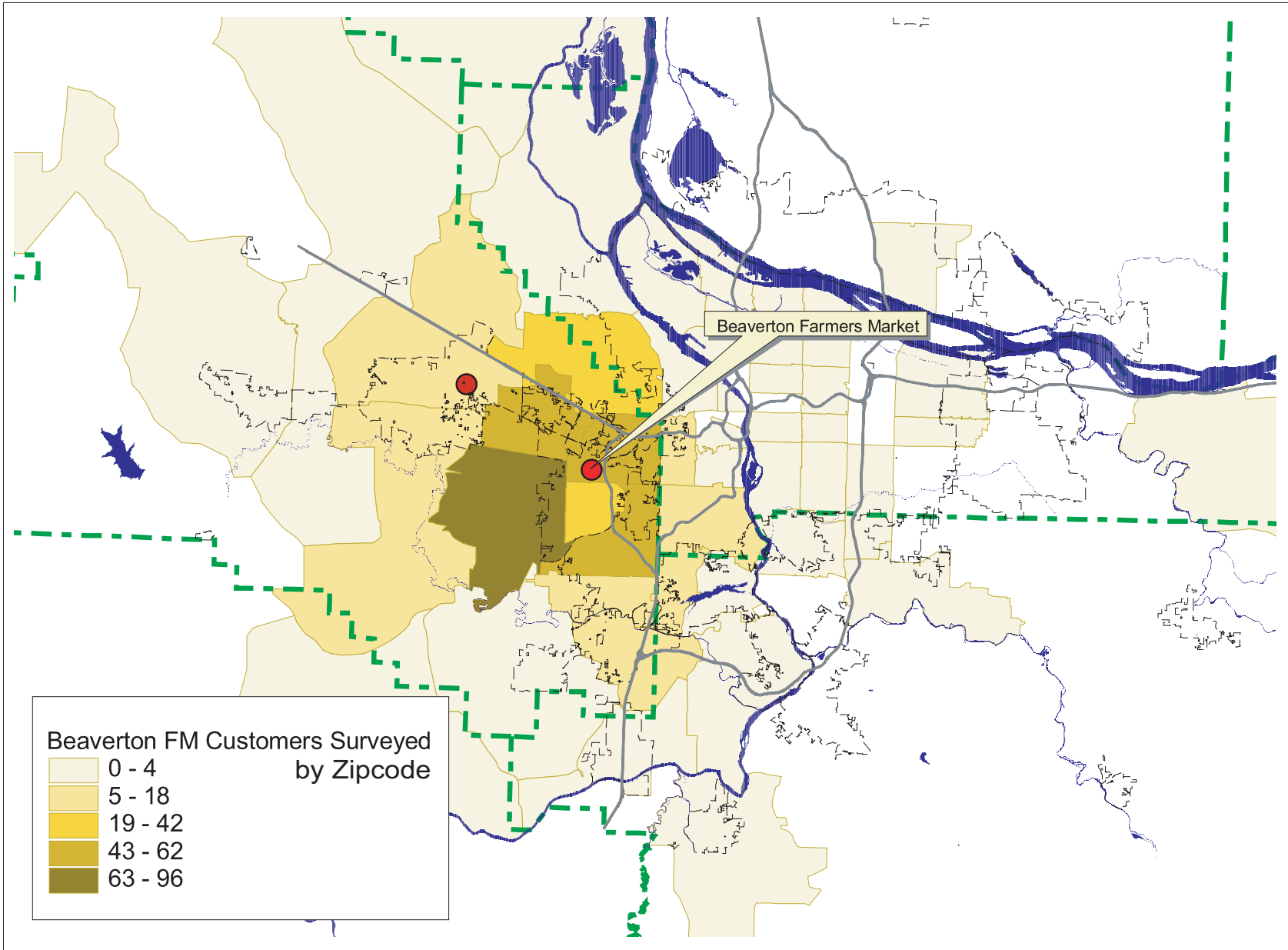
How Many People Are in Your Household?

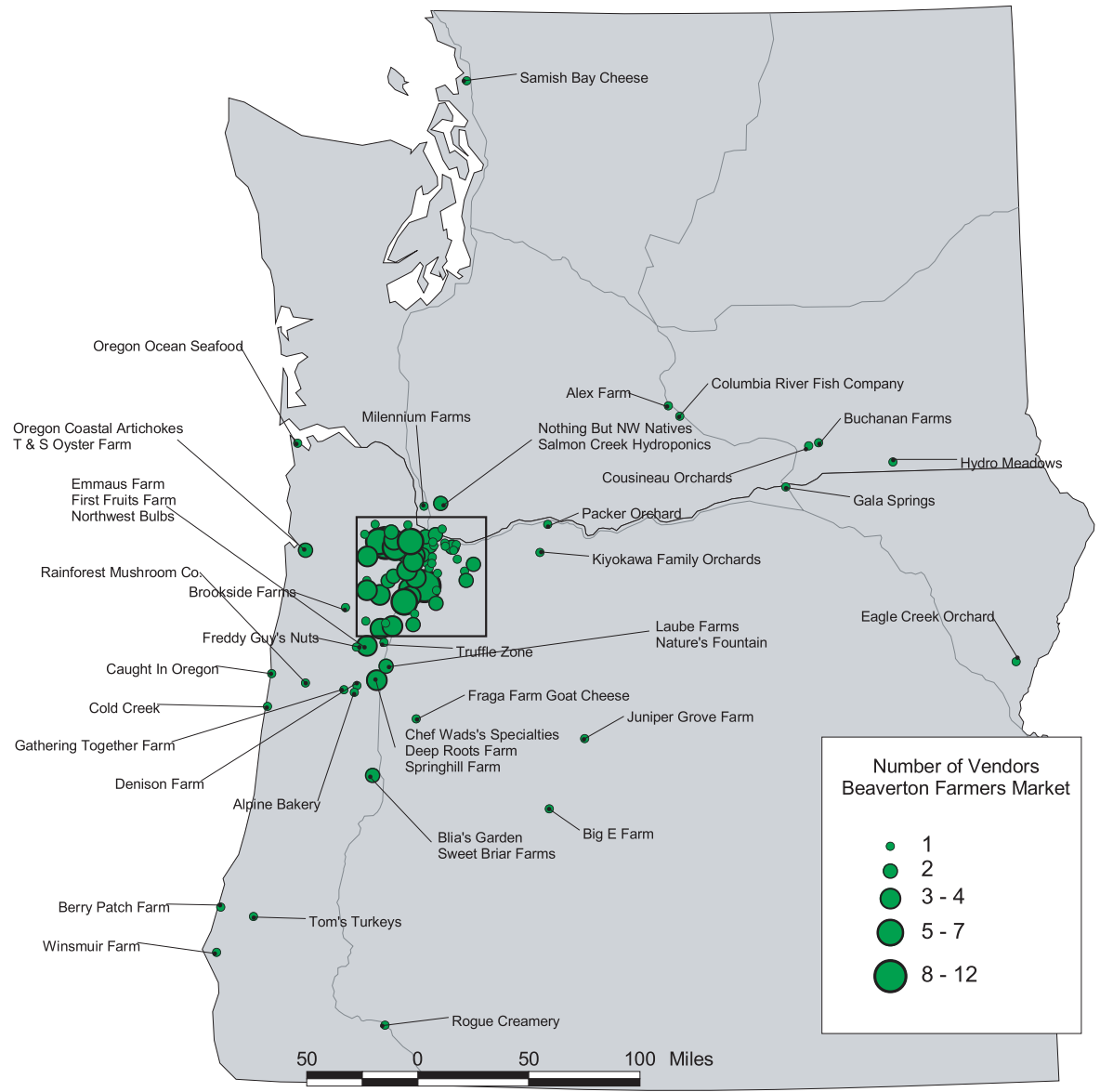


While customers were being handed dots, they were simultaneously asked their ZIP code. The tabulated ZIP code information is displayed below (ZIP code information for areas with less than five responses available in appendix):

Beaverton and West Portland account for most of the ZIP codes. The seven ZIP codes with the most respondents lie in these areas. This suggests that the primary service area lies in close proximity to the market. However, some customers came from southern and central Washington and as far as Bend, Oregon. The dots that customers placed on the map reinforce this data.







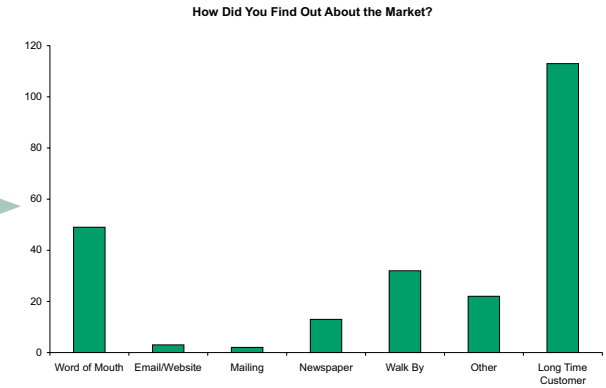


# hillsboro sunday

[sundays]  
[may 15 - oct 2]  
[orenco station]

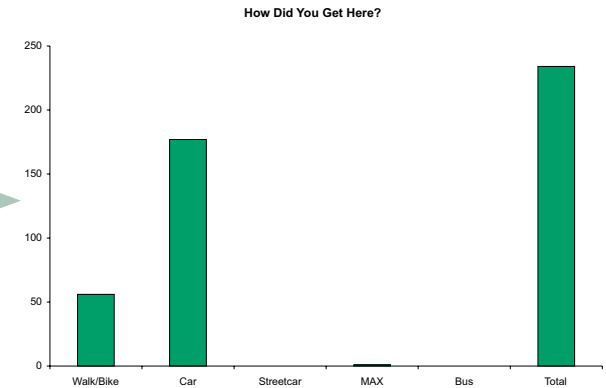
## [how did you find out about the farmers market?]

Hillsboro is a unique community in that it has three markets, the Saturday, the Tuesday, and the Sunday. While most advertising is relegated to the newspaper and street signs, it would have been helpful to know if visiting one of the other local markets aided in the "word of mouth" category.



## [how did you get there?]

This is the most ironic result. Orenco is a transit-oriented development that focusses on mass transit and a pedestrian atmosphere. Yet, virtually no one took MAX. Possible explanations for this may include the fact that it was raining heavily, or that people found it challenging to carry goods home on the MAX.



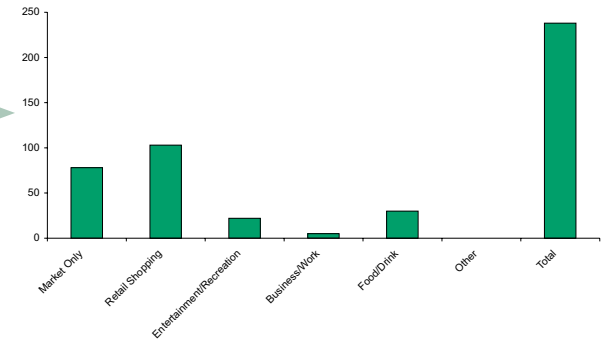
# hillsboro sunday

[sundays]  
[may 15 - oct 2]  
[orengo station]

## [is the farmers market your only destination today, or will you do other things in the vicinity?]

This was according to expectation. People came for the surrounding community to shop the market, but considering the retail environment of the development, shopping at the other stores was not a mystery. New Seasons grocery, who subsequently sponsors the market, claims that the market helps drive sunday sales at their store.

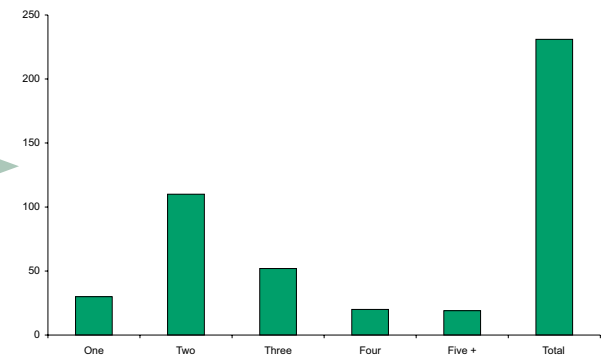
Is the Farmers Market Your Only Destination Today, or Will You Do Other Things in the Vicinity?

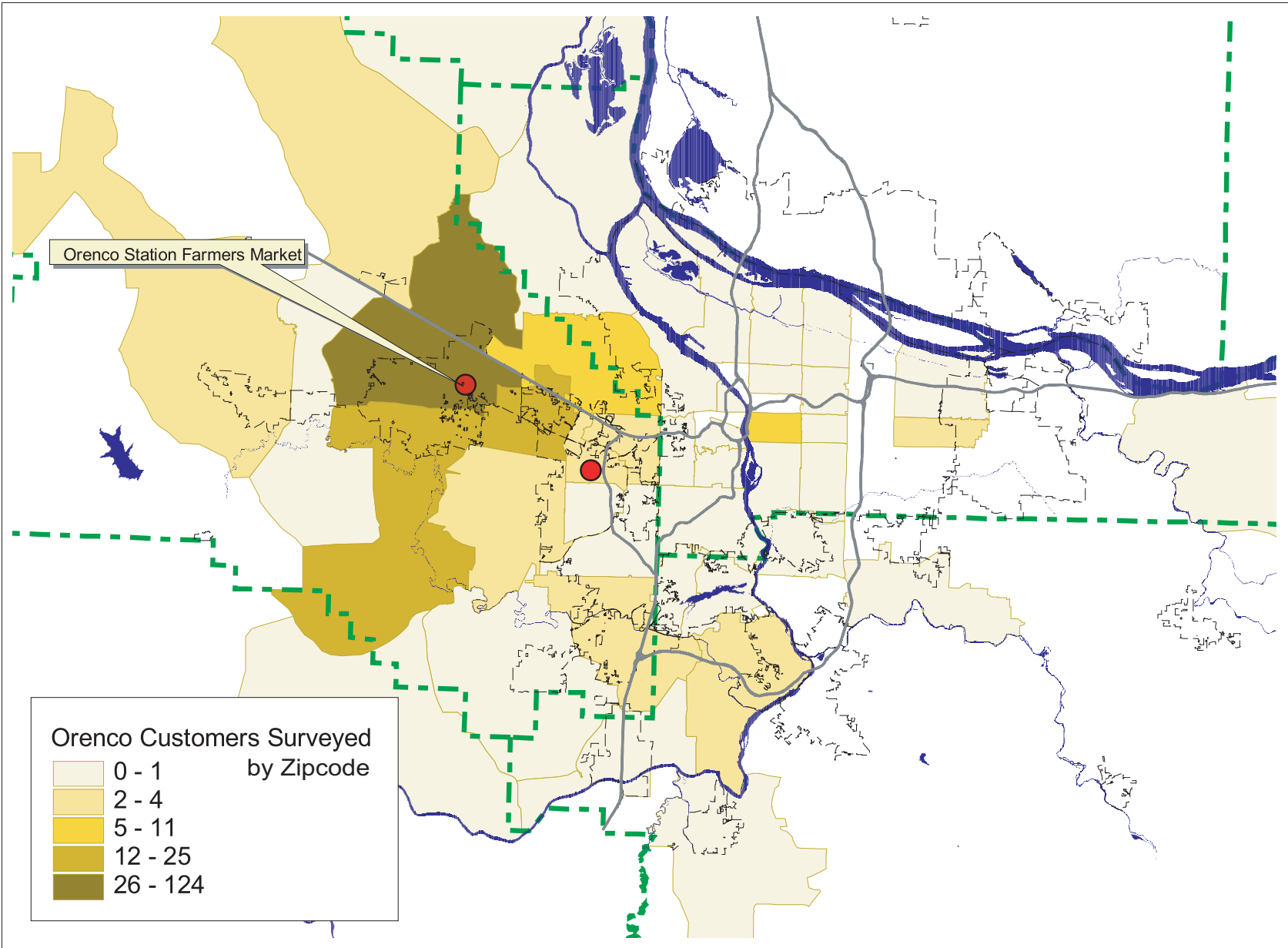


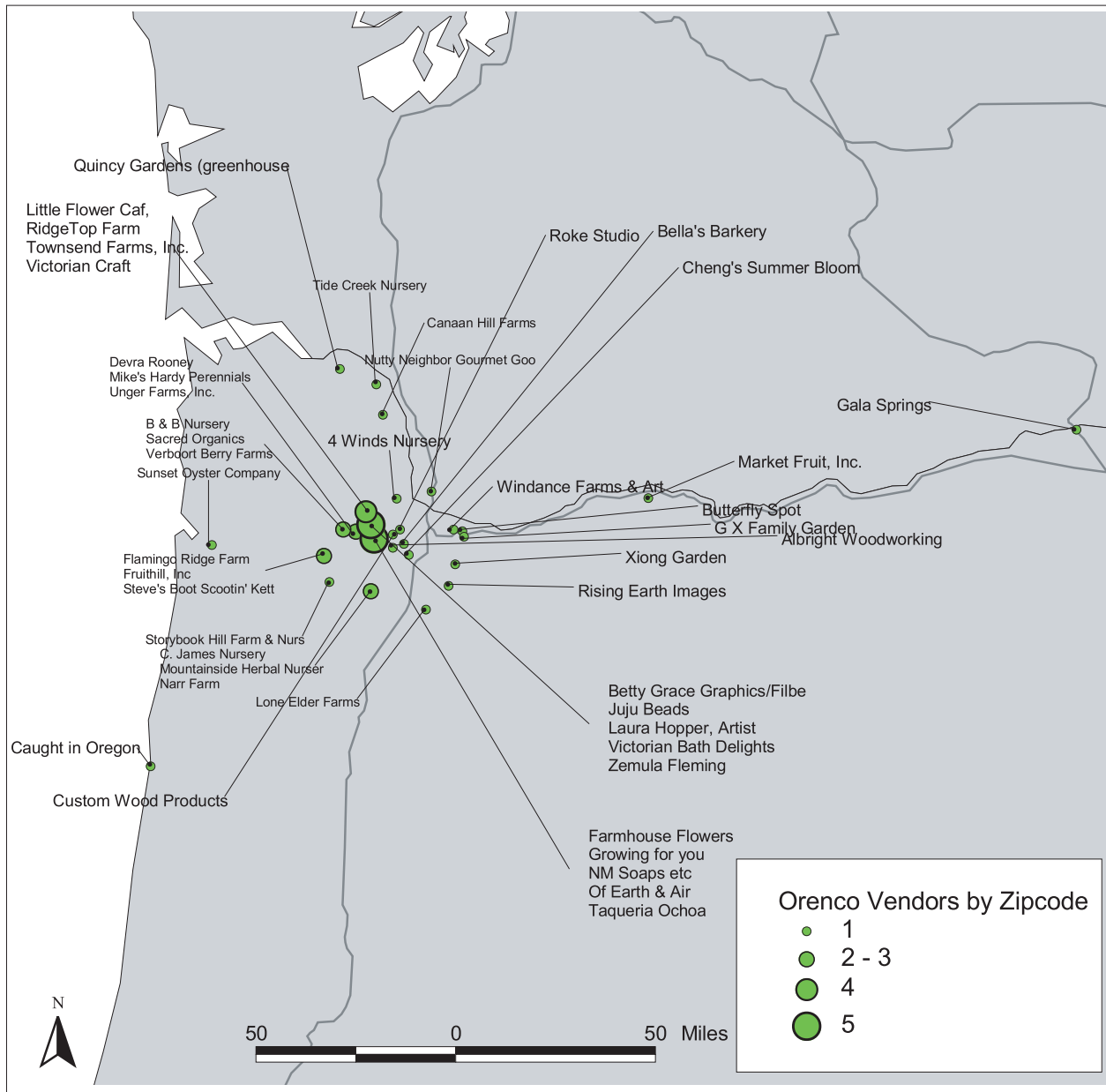
## [how many people are in your household?]

The predominant demographic of household size was two, reflecting the composition on the surrounding area and development, which is quasi-urban environment that seems to cater to both working professionals, and retired couples. There were seemingly few children at the market, though there was a preponderance of dogs, which could reflect an age group that is younger couples with no children.

How Many People Are in Your Household?







# Findings/Conclusions



## [conclusions]

by Aaron Deggs and Peter Ovington

There are real differences among Portland area farmers markets, and so it might be said that shoppers patronize these markets for a variety of reasons. Still, previous surveys have shown that visitors to farmers markets share key things in common – they are seeking fresh, quality (and often organic) produce and a way to support local farmers. Our own studies give us no reason to doubt this.

Pulling back our lens from each individual market's survey results, what are the trends across all the markets we studied?

## [awareness and promotion]

[how did you find out about the market?]

Informal advertising – a category including word of mouth, walk by, long time customer, and other – is by far the most common way people claim to have learned of the markets. To the best of our knowledge, there is no way to boost word of mouth advertising except by giving customers what they want, causing them to tell others. By the same token, it is hard to improve upon “walking by” as a means of advertising, although it is more likely that downtown or “main street” markets will be discovered walking by than suburban markets.

At 69 percent, Beaverton Farmers Market shows the highest response rate for “word of mouth.” The Portland Wednesday market has the highest percentage of walk by respondents, at 33 percent. Only the Interstate market respondents claimed to have learned of the market more frequently through electronic means (Web site and e-mail) than newspaper, which may be due to the many Kaiser employees who likely receive email notices at their workplace, since Kaiser is the market sponsor. The other markets overwhelmingly show “newspaper” to be the most frequent answer after “walk by” and “word of mouth.”

Will an increase in newspaper advertisement lead to an increase in customers? Kaiser Permanente – an exceptional case, being a corporation rather a nonprofit – has been advertising its Interstate market recently in The Oregonian with fairly large ads. Still, previous experience seems to suggest that “earned” media – newspaper editorials, feature stories in “Living” sections and, better yet, coverage on local TV news – is surely more cost effective for the mostly nonprofit markets, unless a newspaper acts as a market sponsor.

## [geographic synergy and economic multiplier]

[is the farmers market your only destination today, or will you do other things in the vicinity?]

There are significant differences among Portland area farmers markets, such as the ratio of produce to crafts and prepared foods, and the nature of nearby businesses. While the single largest response was “market only,” the proportion of respondents who were doing some other activity near the market

that day is 58 percent. Retail shopping is the largest single response within that 58 percent, and “entertainment & recreation” the smallest. Farmers markets draw people out of their homes and appear to be a boon for nearby businesses of all sorts. Still, markets are wise to offer entertainment, prepared food, and seating to make the farmers market not only a food shopping resource but a destination experience.

Portland's downtown Wednesday market had the highest rate of “business & work” responses at 48 percent, while Portland's Saturday market at PSU had the highest rate of “market only” responses at 56 percent, reflecting its drawing power as a destination experience. Hillsdale has the next highest “market only” response at 53 percent. People's Market has the highest rate of “retail shopping” at 44 percent, suggesting the likely crossover between market shoppers and co-op shoppers. At the Interstate Market, the number of respondents answering “business & work” and “market only” are equal at 31 percent. At Hollywood Market they are nearly equal; 36 percent to 31 percent, respectively.

## [transportation]

[how did you get here?]

Only 8 percent of respondents used public transit to the market, implying that proximity to bus lines, light rail, and streetcar is relatively insignificant to market goers, despite some of the guilty feelings expressed by drivers who said, “But I usually try to bike or take TriMet!” Parking for cars and bikes, in contrast to transit, is quite important. Walking and bicycling are a distant second to driving concerning how people get to farmers markets overall.

At 92 percent, Beaverton Farmers Market shows the highest response rate for “car.” Portland Wednesday is the only market among the study group wherein walkers and bicyclers are predominant, at 58 percent. At the People's and Hollywood markets, the proportions of drivers and pedestrians are essentially equal. More respondents use public transit to get to the Portland Wednesday and Interstate markets (23 percent and 21 percent respectively) than any other. Streetcar is by far the least used mode of transit when getting to farmers markets.

## [household size]

[how many people are in your household?]

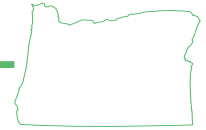
Fully 70 percent of respondents are from households of two or three persons, with “two” being the single largest response. These two-person households are not necessarily all couples or roommates, as a single mother or father with a child could also fall into this category. Only 7 percent of respondents came from households of five or larger.

Among two person households, Orenco Station has the highest response rate, at 48 percent. However, Portland Wednesday, Saturday and Hillsdale markets are a close second, at 47 percent, 46 percent, and 45 percent respectively. At the Milwaukie market, two person households equal three & four person households at 38 percent. At Hollywood and People's markets, these figures are also



# Findings/Conclusions

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nearly equal, at 41 percent and 36 percent respectively. Only Interstate market has significantly more households of three & four than two, by 8 percent.

## [a note on farm and customer location]

Market managers are not likely to be surprised by the location of their customers. An abundance of markets in the greater Portland area means no customer has to travel far to shop at one. Smaller markets tend to draw the majority of their customers from the neighborhood, while larger markets – such as Beaverton – draw from farther away. Nonetheless, survey maps clearly show a higher density of ZIP codes as one gets closer to the market in question.

A glance at the map of farmers and vendors shows a high density just outside the metro area and extending down into the Willamette Valley. The typical vendor does not have to travel a great distance to reach his or her customer. But some vendors, such as sustainable cattle ranchers or wild salmon fishermen, can make up for their greater transportation costs with the generous prices these foods are able to fetch.

## [a note on vendor participation at multiple markets]

According to our study 14 percent of all vendors sell at two markets, while the total who sell at three, four, and five or more markets is very small indeed. Fully 77 percent of all vendors sell their goods at only one market. The actual figure is probably a bit higher than 77 percent since any vendor who sells for the same market more than once per week (as in Portland's Wednesday and Saturday markets) was counted as selling at multiple markets.

## [potential shortcomings of this study]

There are some problems associated with any survey. Most notably, people often respond not with the truth but what they wish were the truth. For example, a few respondents expressed guilt at having driven to the market when they live so close to it. How many of them drove but answered "walk or bike" is hard to say. Some drove to the market on the day of the survey but asked to respond "walk or bike" because that was their usual way of getting there.

Two more problems associated with surveys in general are participation rate and participants that may be more polite or intent on helping the market than the average marketgoer. Both of these phenomena will skew the data and results. A low participation rate is more likely to be unrepresentative of the norm, and in our study there was no way to estimate the rate of participation. Being a voluntary survey with no financial incentive, the booths naturally attracted individuals who view the market as a good cause worth spending five minutes on. The booths may not attract uninterested, timid, or hurried people, and these individuals might respond differently to certain questions than the actual participants. Also, how did weather affect data? Are certain shoppers more likely to brave the rain than others?

Finally, questions were not worded in exactly the same way at all markets. While word choice was agreed upon in class, in the field these questions were not always written verbatim upon the actual tablets. Some surveys offered the choice "long time customer" for question number one while others did not. The phrase itself – "long time customer" -- is also ambiguous. Some respondents may have selected this because they learned of the market through a long time customer; in other words, by word of mouth, which is choice one. Others may have selected this because they have been coming to the market for so long they've forgotten how they first learned of it. The latter was in fact the reasoning for offering this choice.

## [further research]

It would be worthwhile to know if the distribution of shoppers' household sizes are similar to the overall distribution of the area. Comparing Census data on household size to the survey information would allow market managers to discover, for instance, if two-person households are more likely to shop at the market than four-person households. And while only 8 percent of market shoppers come from households of five or larger, the total population of these households may be larger or smaller, according to Census data.

Why is it that less than one quarter of all vendors sell their goods at only one market in the greater Portland area? It would be worth the effort to talk to the farmers and ask them if they would like to sell more of their product through the farmer's markets. Do many or most farmers view the markets as a secondary source of income, or an unreliable one? Also, market managers could investigate the benefits of similar administrative procedures, allowing a vendor to apply to multiple markets using the same application.

A glance at vendor maps shows a high concentration of farms near the Portland Metro area; most vendors do not have to travel far to get their goods to customers. Is this a sign that Portland's three decade experiment in preserving farmland is a success? How far do farmers in other markets have to travel? Answering the latter question would allow for modeling of vendors' costs, since certainly it costs more to transport produce and other goods over longer distances. The very act of preserving farmland around the metro area may be the most important factor encouraging farmers to bring their products to a market. Again, it would be worth knowing how difficult it is to bring goods to market in Portland compared to, say, Seattle or San Francisco. Portland vendors may have it pretty good compared to others.

Which method of advertising brings the greatest return per dollar? With the majority of market shoppers citing informal methods as the way they learned of the market, managers must find which formal category – newspaper, Web page, or mailing – is deserving of more funds. Also, radio and cable television may offer opportunities. And how effective is seating, prepared food, and entertainment at generating word of mouth advertising? Everyone knows one can buy fresh produce at farmers markets, but certain markets are well known as places to spend time, eat, relax, or enjoy performances.

# Findings/Conclusions

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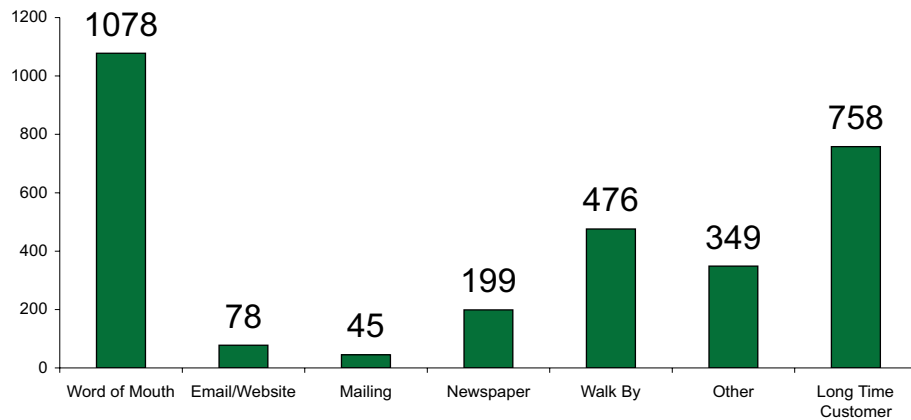


Adding these things may be the best way to generate word of mouth and, thus, more customers.

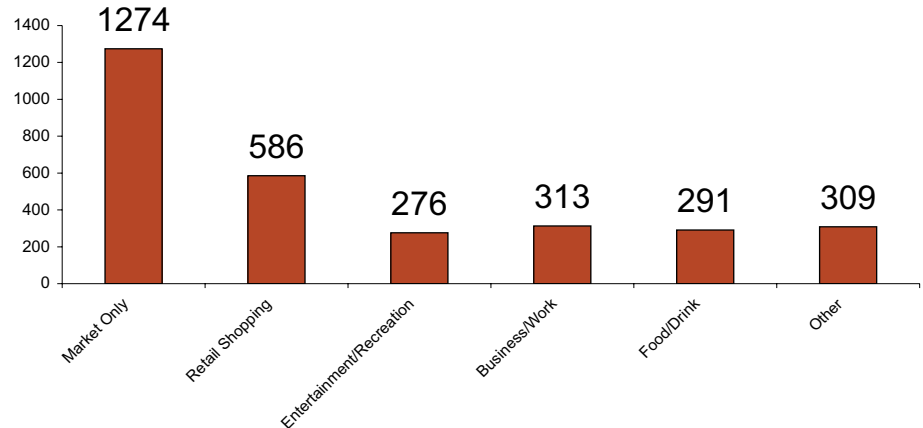
Finally, this same survey, perhaps on a smaller scale, could be repeated every season to keep track of changes. Or any survey could be devised and repeated year to year for the same purpose. Such a series of data could alert market managers to changes in the demographics of their customers, effectiveness of advertising, the desirability of music or shaded seating, and so on.

Of course, these things require volunteer help and partnerships with institutions like Portland State University. But as Oregon farmers markets continue to grow, and lovers of food and community continue to visit markets, this shouldn't pose an insurmountable challenge. The tougher feat? Becoming "more universally popular" than motherhood and apple pie!

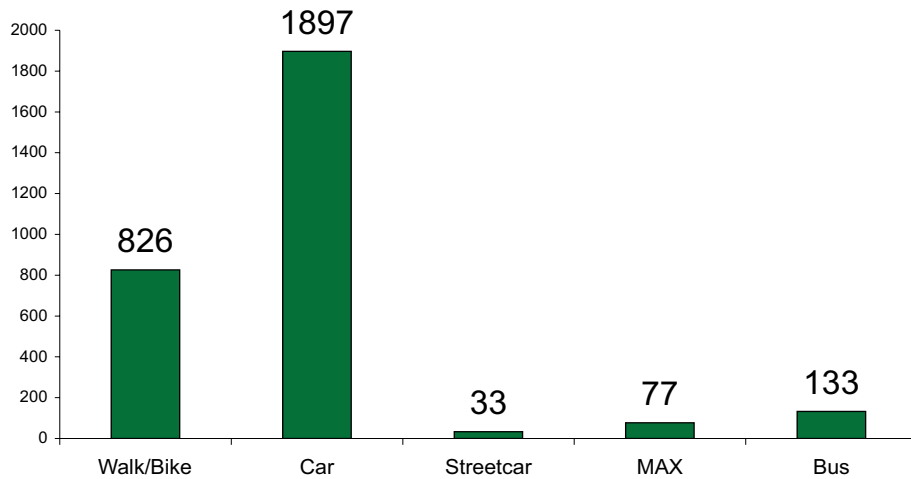
**Total Answers:  
How did you find out about  
the market?**



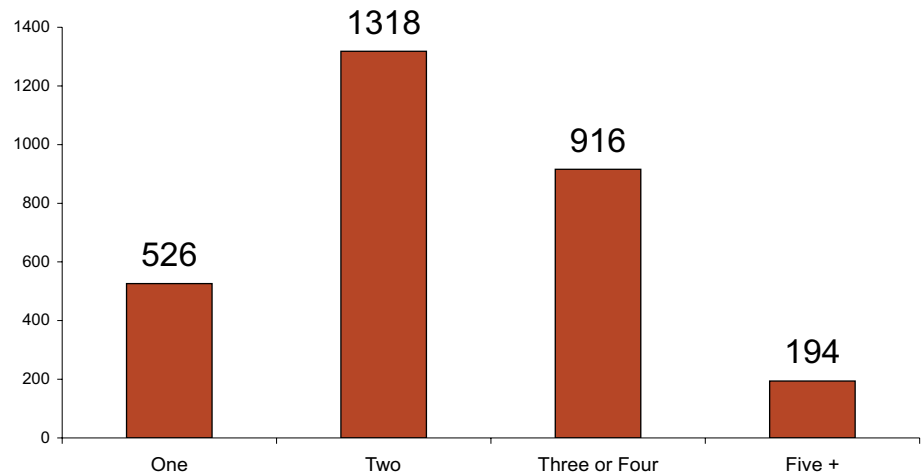
**Total Answers:  
Is the farmers market your  
only destination?**



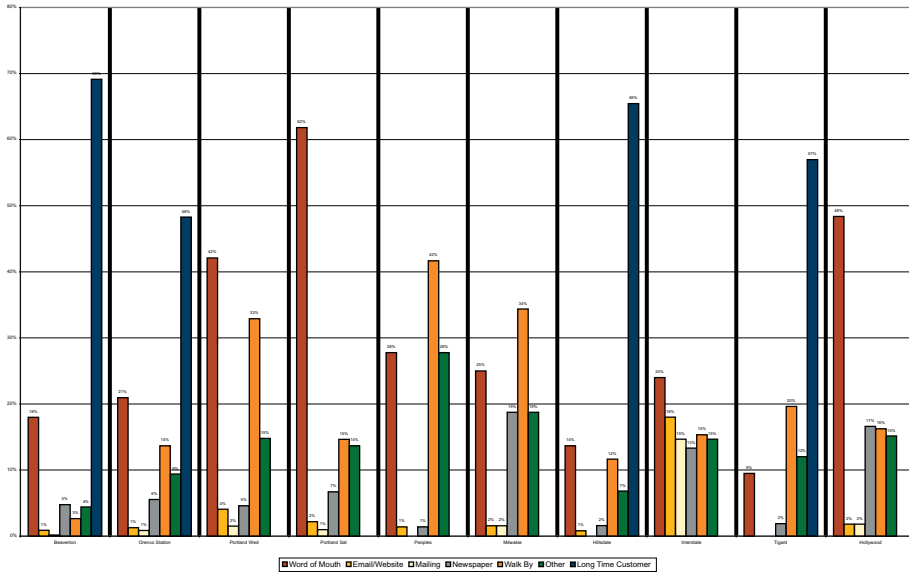
**Total Answers:  
How did you get here?**



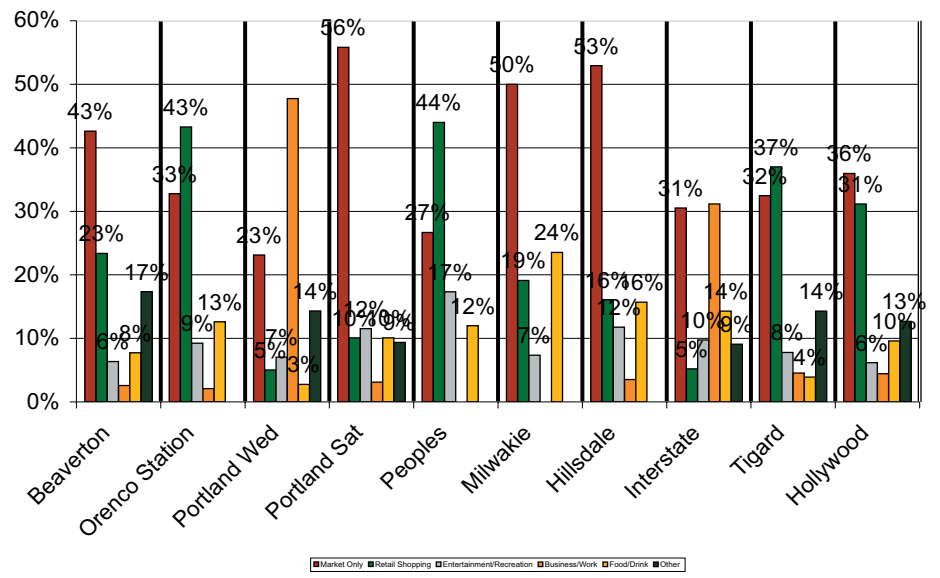
**Total Answers:  
How many people in your household?**



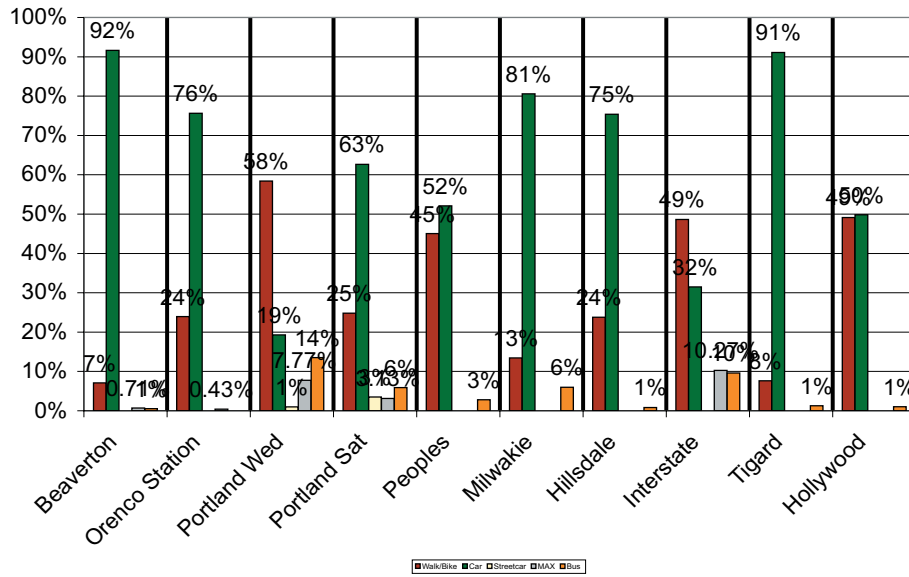
How did you find out about the Farmers Market?



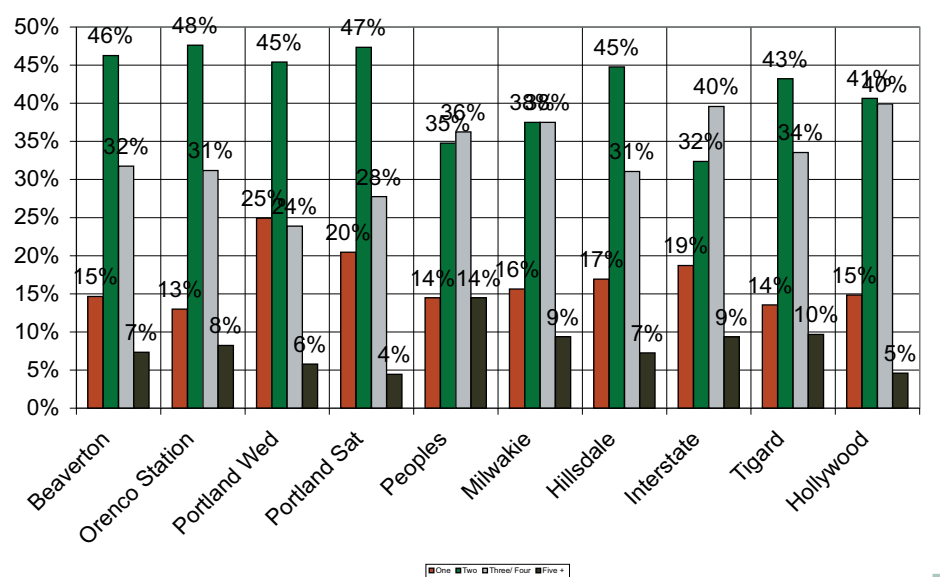
Is the Farmers Market your only destination or will you be doing other things in the vicinity?



How Did You Get to the Farmers Market?



How many people are in your Household?



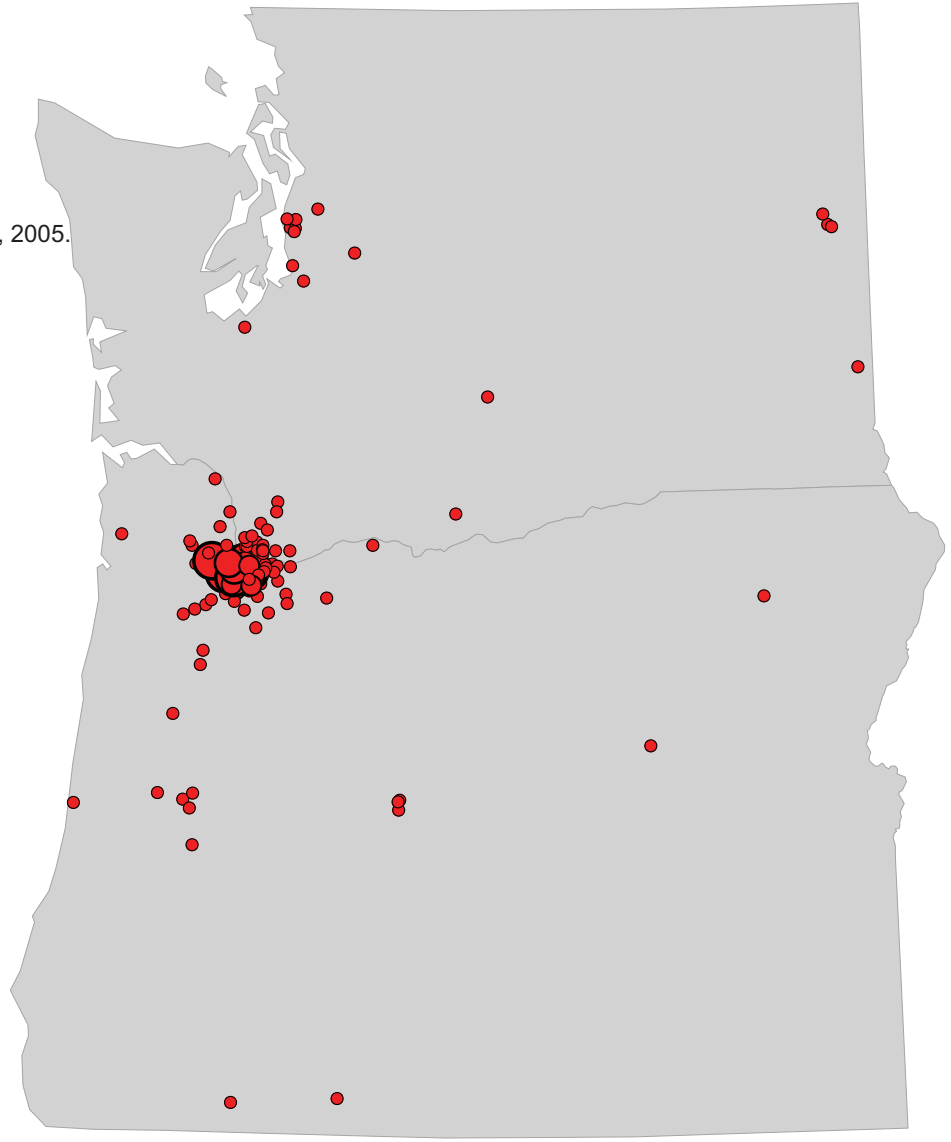
# Attendees of Portland Farmers Market Oregon and Washington by Zipcode

Customers surveyed by PSU Capstone students in May and June, 2005.



Attendees of Portland Area Farmers Markets

- 1 - 15
- 16 - 48
- 49 - 82
- 83 - 167

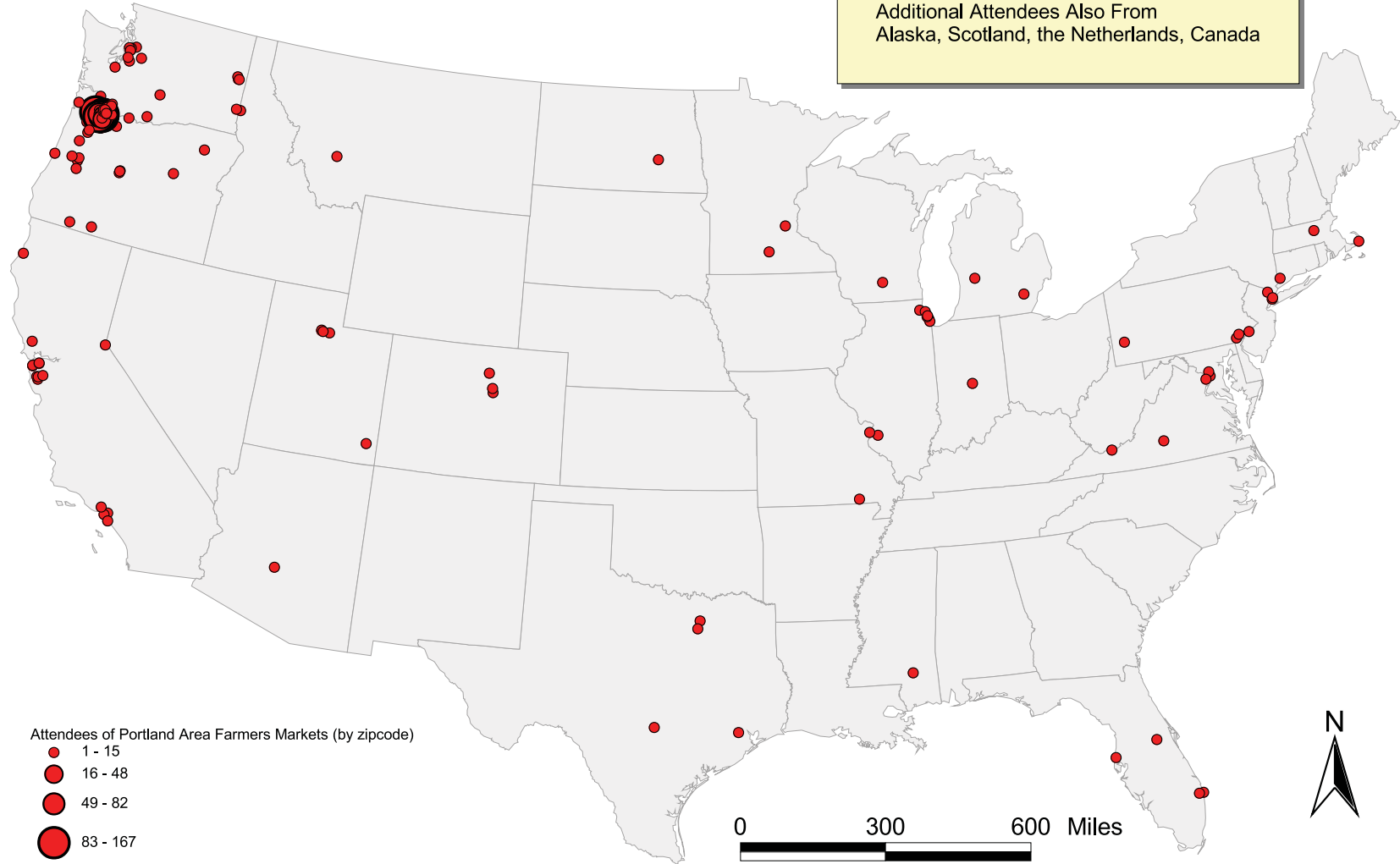


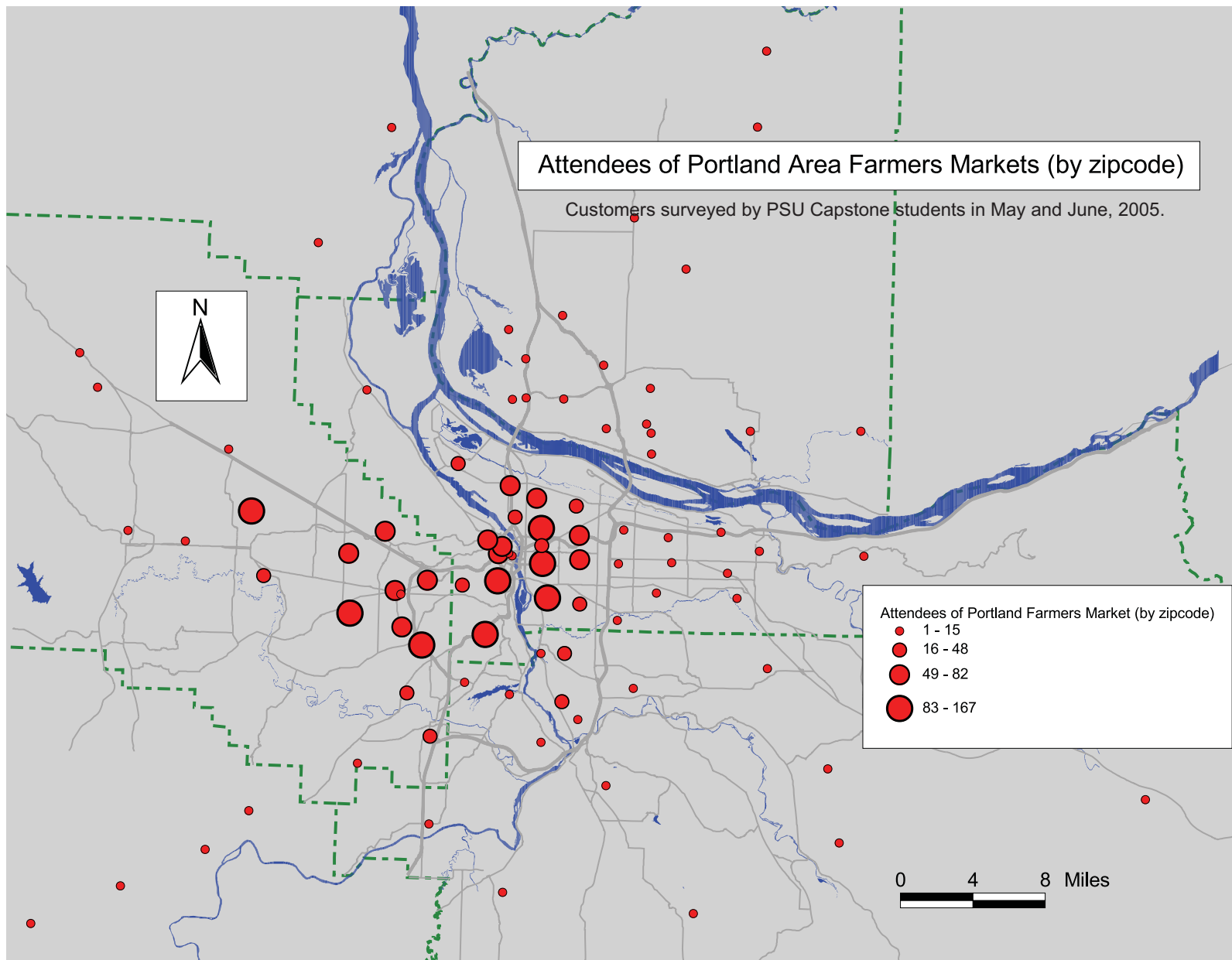
0 100 200 Miles

# Attendees of Portland Area Farmers Markets US Extent by Zipcode

Customers surveyed by PSU Capstone students in May and June, 2005.

Additional Attendees Also From  
Alaska, Scotland, the Netherlands, Canada

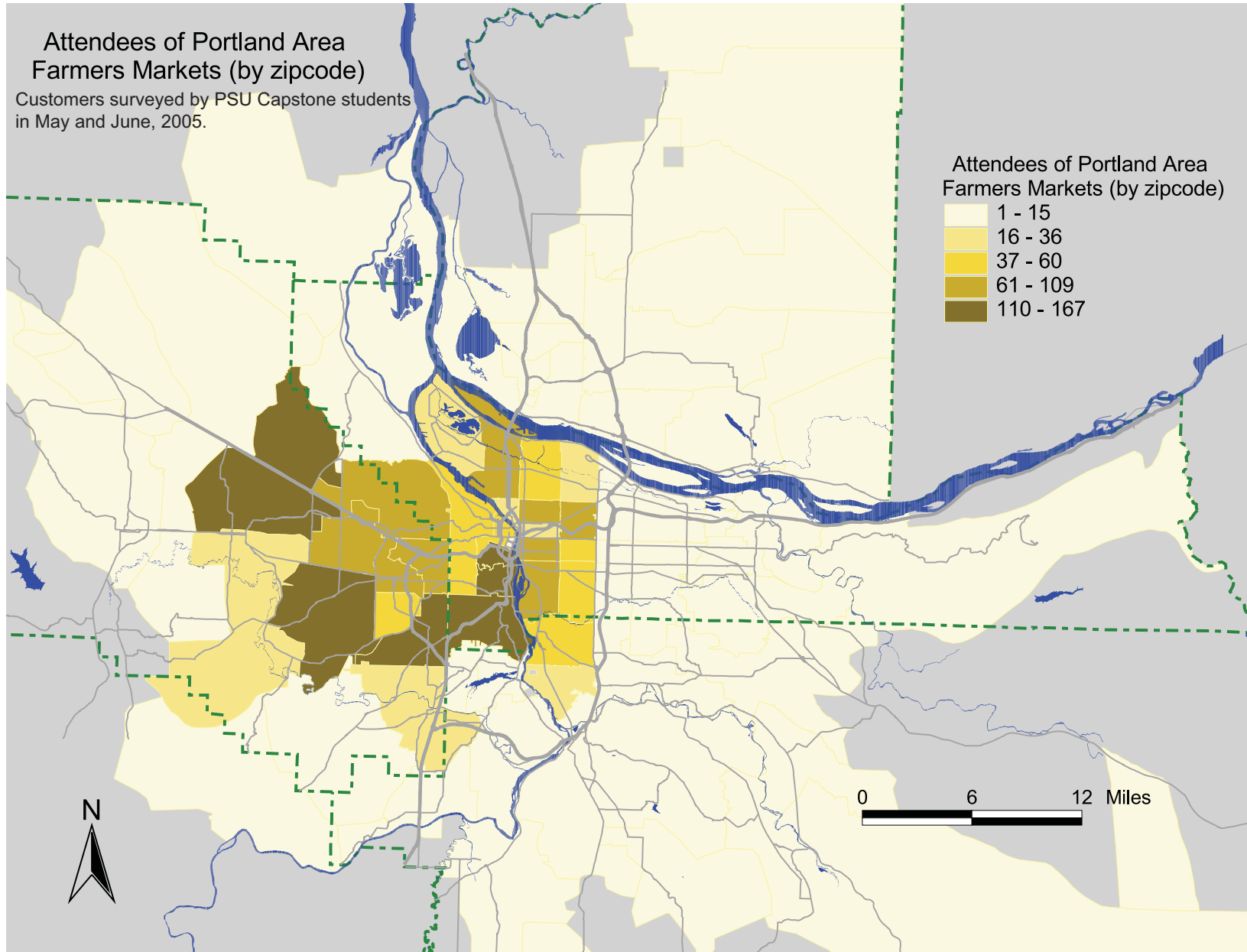
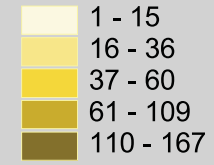




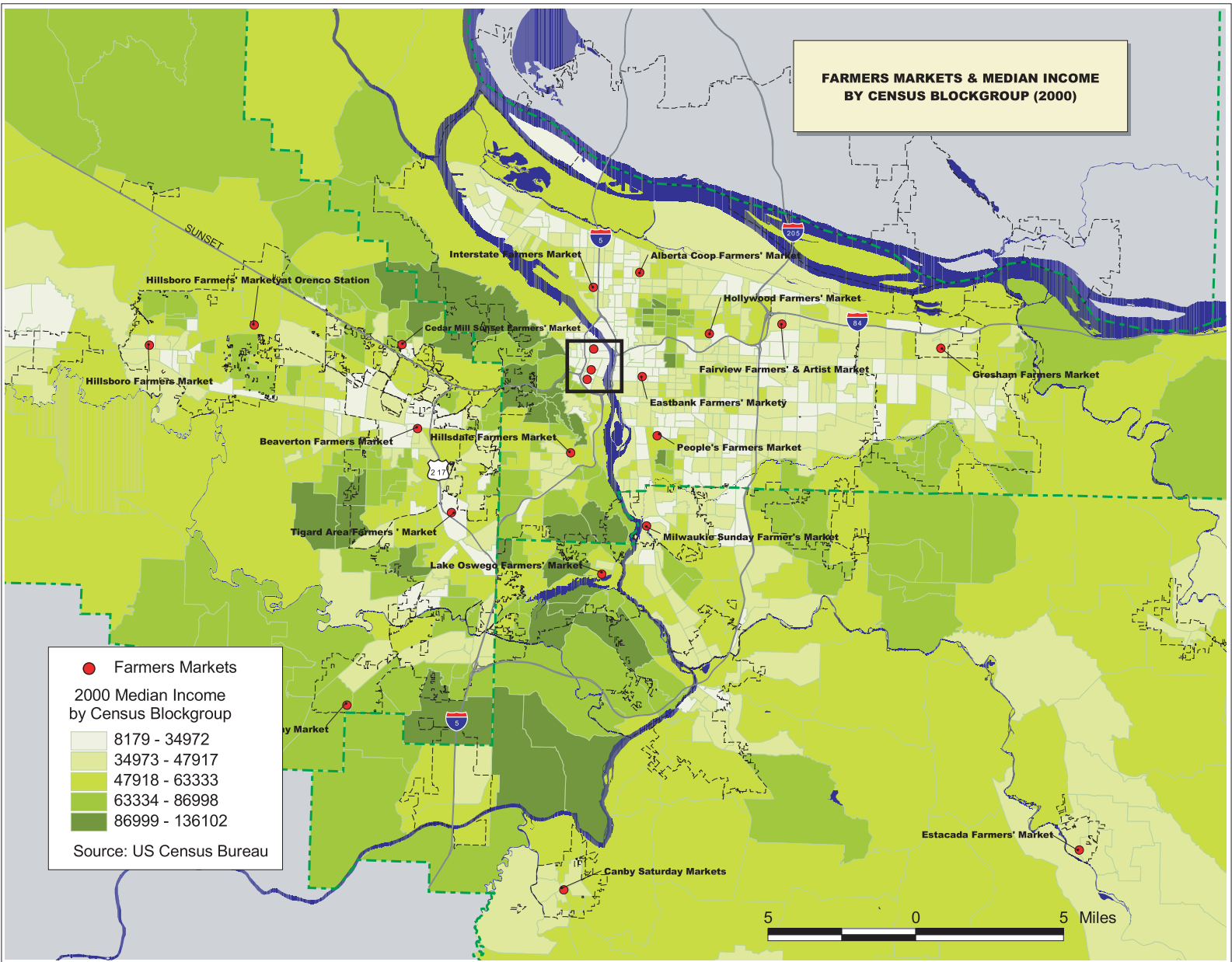
# Attendees of Portland Area Farmers Markets (by zipcode)

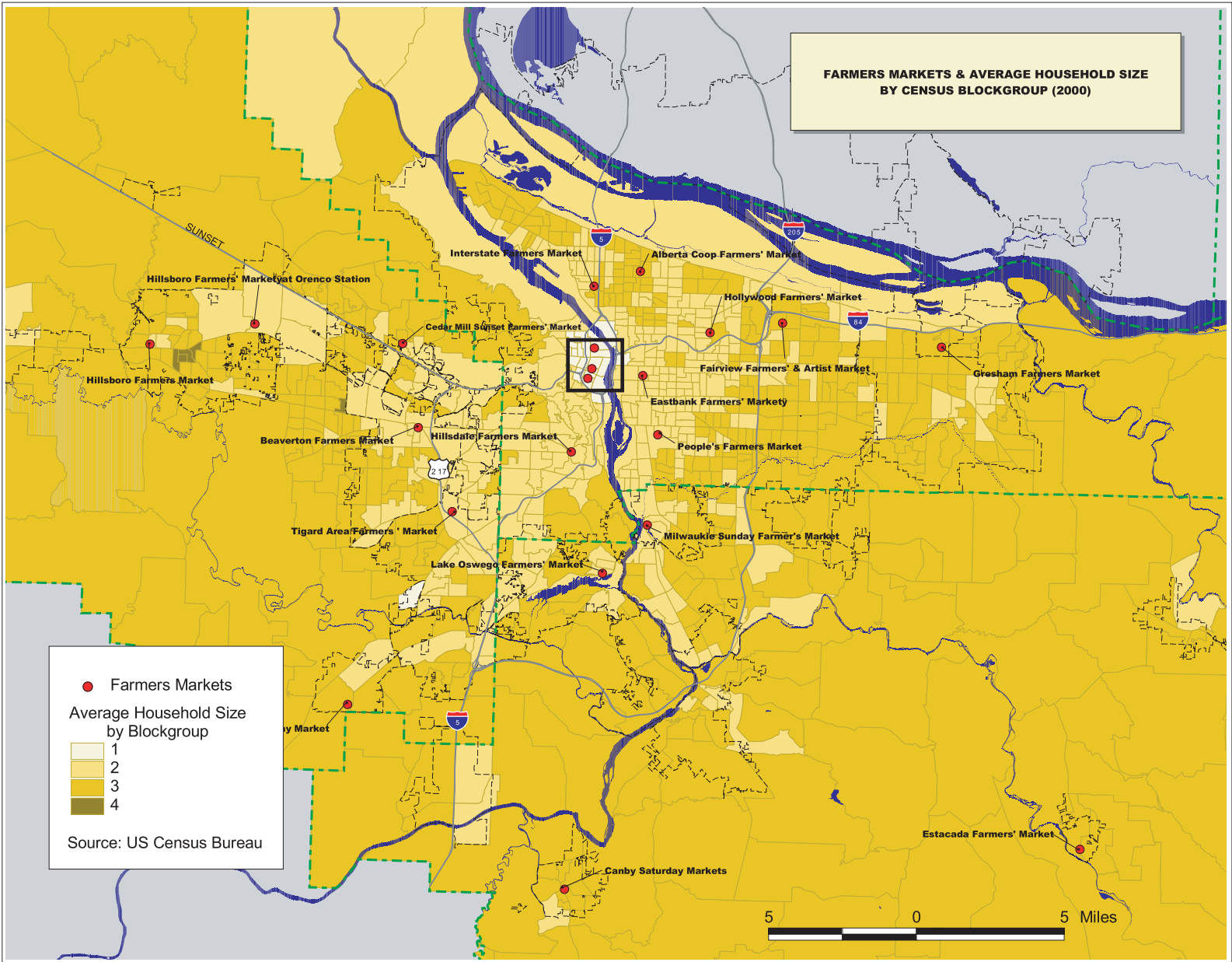
Customers surveyed by PSU Capstone students in May and June, 2005.

## Attendees of Portland Area Farmers Markets (by zipcode)

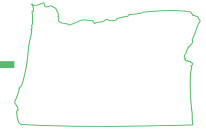






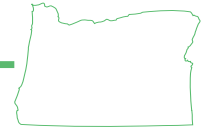


# Appendix



[farm name]	[market]				
Adelman Peony Gardens	Portland	Baird Family Orchards	Hillsdale	blubberies-Matthew Farm	Lake Oswego
4 Winds Nursery	Orencia	Baird Family Orchards	Tigard	Blue Coyote Catering	Lake Oswego
4 Winds Nursery	Hillsboro Wed	Baird Family Orchards	Beaverton	Blue Darter Farm	Beaverton
A Stretch of Life	Cedar Mill	Baird Family Orchards	Hollywood	Blue Gardenia	Portland
AAQF (American Asian Quality Far	Cedar Mill	Baird Family Orchards	Cedar Mill	Blueberri Design	Hillsboro Sat
Abiqua Garden & Floral	Beaverton	Baker & Spice	Portland	Bonigale Estate	Beaverton
Albright Woodworking	Orencia	Baker & Spice	Hillsdale	Boxco Foods	Lake Oswego
Alex Farm	Beaverton	Barb's Bouquets	Hillsboro Sat	Boyco Foods	Hillsdale
All Washed Up	Cedar Mill	Bavarian Nut Co.	Beaverton	Boyco Foods	Hillsboro Wed
Allison's Iris	Tigard	Bay Street Crab Co.	Portland	Brookside Farms	Beaverton
Alma	Portland	Be Bop Blooms	Lake Oswego	Buchanan Farms	Beaverton
Alotto Gelato	Portland	Bear Creek Floral	Portland	Buddha Belly Bakery	Portland
Alotto Gelato	Beaverton	Bear Creek Floral	Hillsdale	Burt & Andrea's Yard Sculptures	Tigard
Alpine Bakery	Beaverton	Beck's Farms	Portland	Butterfly Flower Garden	Lake Oswego
Alsea Acre Alpines	Portland	Becker Bouquets	Beaverton	Butterfly Spot	Orencia
Alsea Acres Goat Cheese	Tigard	Bee's Farms	Lake Oswego	Butterfly Spot	Hillsboro Sat
Always Fresh	Lake Oswego	Beirut Café	Hillsboro Wed	C & J Apiaries	Beaverton
Amber Hill Nursery	Portland	Bella's Barkery	Orencia	C&K Garden and Flowers	Tigard
American-Asian Quality Farm	Hillsboro Sat	Bent Oak Farms	Beaverton	C&K Garden and Flowers	Lake Oswego
American-Asian Quality Farm	Hillsboro Wed	Bent Oak Farms	Lake Oswego	C. James Nursery	Orencia
Angels' Hairbows	Hillsboro Sat	Bergren Orchards*	Peoples	C. James Nursery	Hillsboro Sat
Angelwood Nursery	Beaverton	Berry Patch	Beaverton	Canaan Hill Farms	Orencia
Annie's Plant Food	Milwaukie	Berry Patch Farm	Beaverton	Canaan Hill Farms	Hillsboro Sat
Annie's Plant Food	Hillsboro Sat	Best In Plants	Beaverton	Canby Asparagus	Beaverton
Apple Haven Farm	Beaverton	Betty Grace Graphics/Filbert City	Orencia	Canby Asparagus Farm	Milwaukie
Art of Catering	Portland	Big B Farm Inc.	Tigard	Canyon Greehouses LLC	Beaverton
Asain Garden	Tigard	Big B Farm Inc.	Hollywood	Cascade Hazelnuts	Beaverton
Asian American Quality Farm	Beaverton	Big E Farm	Beaverton	Caught in Oregon	Portland
Asian Garden	Hillsboro Sat	Bittersweet Farm	Portland	Caught in Oregon	Orencia
Ayers Creek Farm	Hillsdale	Black Sheep Bakery	Portland	Caught In Oregon	Beaverton
B & B Nursery	Orencia	Blia's Garden	Beaverton	Caught In Oregon	Lake Oswego
B & B Nursery	Hillsboro Sat	Bloomin Delights	Beaverton	Celestial Tyedye	Hillsboro Sat
B & R Custom Design	Hillsboro Sat	Blooming Goodies	Hillsboro Sat	Cha Farms	Lake Oswego
		Blooming Goodies	Lake Oswego	Cha Meng Family Farms	Lake Oswego

# Appendix



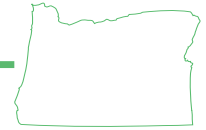
Champoeg Wine Cellars	Beaverton	Country Grains Bread Co	Beaverton	Denison Farm	Beaverton
Changa Loca	Hillsboro Wed	Country Nursery	Beaverton	DESIGN IMAGE ARTS	Tigard
Cheep Housing	Hillsboro Sat	Country Pride Dairy Farm	Portland	Designs 2 Di 4	Hillsboro Sat
Chef Wads's Specialties	Beaverton	Cousin Kenny's BBQ	Hillsboro Wed	Designs 2 Di 4	Hillsboro Wed
CHEHALEM CREEK NURSERY	Tigard	Cousineau Orchards	Portland	Devlaeminck	Hillsboro Sat
Cheng Summer Bloom	Lake Oswego	Cousineau Orchards	Beaverton	Devra Rooney	Oreco
Cheng's Summer Bloom	Oreco	COWDAWG CREATIONS	Tigard	Devra Rooney	Hillsboro Sat
Cheng's Summer Bloom	Hillsboro Sat	Crabapple Catering	Hillsboro Sat	Dragonfly Art & Craft	Portland
Cheng's Summer Bloom	Hillsboro Wed	Crackpots	Milwaukie	Dulcet Cuisine, LLC	Portland
Chernishoff Farm	Portland	Crawford's Nursery & Produce	Beaverton	Duyck's Peachy Pig Farm	Cedar Mill
Chernishoff Farm	Hillsboro Sat	Creative Glass Unlimited	Milwaukie	Duyck's Peachy Pig Farms	Beaverton
Chernishoff Farm	Hillsboro Wed	Creative Memories	Hillsboro Wed	Eagle Creek Orchard	Beaverton
Chernishoff Farm	Lake Oswego	Criollo Bakery	Portland	Early Mom	Portland
Cherry Blossom Farms	Portland	Cuisine Mentor	Portland	EARTH SHINE GARDEN	Interstate
Cherry Country	Portland	Cuisine Mentor	Lake Oswego	Earthshine Garden	Hillsdale
Cherryville Enterprises	Milwaukie	Custom Beef & Pork	Beaverton	Earthshine Gardens	Beaverton
Christian Motocyclists Association	Hillsboro Wed	Custom Wood Products	Oreco	Earthshine Gardens*	Peoples
Cistus Nursery	Beaverton	D & D Creative Designs	Hillsboro Wed	Edelweiss Perennials	Beaverton
City of Hillsboro - Park & Rec Promo	Hillsboro Wed	D & L Woodworking	Milwaukie	EGGERS ACRES	Tigard
CJD/Alpen Gardens	Hillsboro Sat	Daisy Toes	Hillsboro Sat	Eggplant Spread	Lake Oswego
Clackamas County Master Gardeners	Milwaukie	DARRIS DIETZ POTTERY	Tigard	Emerson's Gardens	Portland
CLB Enterprises (Herbalife)	Hillsboro Wed	Dasso Bros Farm	Beaverton	Emmaus Farm	Beaverton
Cold Creek	Beaverton	Debbie's Dahlia Garden	Hillsboro Sat	Enchanted Hill Farm	Beaverton
Cold Creek	Lake Oswego	Debbie's Dahlias	Beaverton	England Jewelry	Hillsboro Sat
COLOMBIA RIVER FISH CO.	Tigard	DEEP ROOTS	Interstate	Essence From My Garden	Portland
Columbia Empire Farm / Yours NW	Portland	Deep Roots Farm	Hollywood	Evans Orchards - Mosier Valley	Milwaukie
Columbia River Fish Company	Beaverton	Deep Roots Farm	Portland	Extra Perennial Nursery	Beaverton
Columbia River Tribal Fishers	Portland	Deep Roots Farm	Hillsdale	Family Blooms	Portland
Copper Crown	Portland	Deep Roots Farm	Beaverton	FAMILY FARM	Interstate
Copper Crown Fine Foods	Hillsdale	Deerfield Foods	Portland	Farmhouse Flowers	Oreco
Copper Moon Designs	Cedar Mill	Delphinas Bakery	Portland	Farmhouse Flowers	Hillsboro Sat
Country Charm Acres	Lake Oswego	DeMartini Family Farm	Milwaukie	Farris-Seaman Plants	Hillsdale
Country Grains Bakery/Deli	Lake Oswego	DeMartini Family Farms	Cedar Mill	Farris-Seaman Plants	Hillsboro Sat
		DeMartini Family Farms	Hollywood	Feeley Fruit	Hollywood

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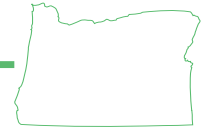
Fetzer's German Sausage	Milwaukie	French Prairie Gardens	Beaverton	Gifts of Nature	Cedar Mill
Fetzer's German Sausage	Hillsboro Sat	French Prairie Perennials	Cedar Mill	Gilson Marine Farms	Portland
Fetzer's German Sausage	Hillsboro Wed	FRESON	Interstate	GLASS JADE NURSERY	Tigard
Fetzer's Sausage	Beaverton	Fressen	Portland	Glen Haven Farm	Beaverton
FireFly Soap Co.	Milwaukie	Fressen	Beaverton	Glencoe High School/ Crimson Florist	Hillsboro Sat
First Fruits Farm	Beaverton	Fressen LLC	Hillsdale	Gloria's Salsa	Beaverton
FISHEL PRODUCTIONS	Tigard	FROM THE TURNIP PATCH	Tigard	GOLDBERGS BAKERY	Tigard
Flamingo Ridge	Hillsdale	Fruithill, Inc	Orencia	Goldberg's Bakery	Hillsboro Sat
Flamingo Ridge Farm	Orencia	Fruithill, Inc	Hillsboro Wed	Goldberg's Bakery	Hillsboro Wed
Flamingo Ridge Farm	Hillsboro Sat	Fun to Wear Creations	Cedar Mill	Good Dogs Bakery	Lake Oswego
Flamingo Ridge Farm	Hillsboro Wed	Fun-Guy Farms	Milwaukie	GOURDS BY LIZ	Tigard
Fleur De Lew	Beaverton	Fun-Guy Mushrooms	Lake Oswego	Graham's BBQ	Lake Oswego
Fleur de Lew	Milwaukie	G X Family Garden	Orencia	GRAMMA'S PLACE	Tigard
Floralia	Hillsdale	G X Family Garden	Hillsboro Sat	Grand Central Bakery	Beaverton
Flowers Now & Forever	Beaverton	G X Family Garden	Hillsboro Wed	Grandpa's Gourmet	Beaverton
flowers, produce	Lake Oswego	Gabriel's Bakery	Portland	Granny B's	Portland
Flowers, Vegetables	Milwaukie	Gabriel's Bakery	Milwaukie	Green Dude	Beaverton
Food Works!	Portland	GAIL AUSTIN GARDEN	Tigard	Green Gate Nursery	Portland
Four Point Basket Co.	Hillsboro Sat	PERENNIALS	Portland	Greener Pastures Poultry	Beaverton
Fraga Farm Goat Cheese	Portland	Gala Springs	Orencia	Greenhouse at Dilley	Beaverton
Fraga Farm Goat Cheese	Hillsdale	Gala Springs	Beaverton	Greenjeans Gardens	Hollywood
Fraga Farm Goat Cheese	Beaverton	Gala Springs	Hollywood	Gregg Farms	Portland
Frank Lynn	Hillsboro Sat	Gales Meadow Farm	Hillsdale	Groundwork Organic Farm	Orencia
Freddy Guy Filberts	Hillsdale	Gales Meadow Farm	Interstate	Growing for you	Hillsboro Sat
Freddy Guys Filberts	Portland	GALES MEDOW FARM	Portland	Growing for you	Beaverton
Freddy Guys Filberts	Hollywood	Garden Color	Hillsdale	GX Family Farm	Cedar Mill
Freddy Guys Filberts	Milwaukie	Garden Color	Beaverton	GX Family Garden	Lake Oswego
FREDDY GUYS FILBERTS	Interstate	Garden Lane Farms	Hillsdale	GX Family Garden	Cedar Mill
Freddy Guy's Nuts	Beaverton	Gathering Together Farm	Beaverton	H. Cha Quality Farm	Lake Oswego
French Gardener	Milwaukie	Gathering Together Farm	Cedar Mill	H. Cha Quality Farm	Hollywood
French Prairie Perennials	Portland	GD's Metal Werks	Portland	Happy Harvest Farm	Hillsdale
French Prairie Perennials	Milwaukie	Gee Creek Farm	Hillsdale	Happy Harvest Farm	Beaverton
French Prairie Perennials	Hillsdale	Gee Creek Farm	Tigard	Hasuike Berries	
French Prairie Perennials	Beaverton	GEE CREEK FARM			

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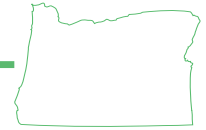
Hairy Farms	Beaverton	Juju Beads	Orengo	Lavang Restaurant	Beaverton
Heartland Kettlecorn	Cedar Mill	June Freund & Pamela Leidelmeyer	Hillsboro Sat	Lavendar Barn	Milwaukie
HEDGEHOG HOLLOW	Tigard	Juniper Grove Farm	Portland	Lavender Haven	Portland
Hedgerows Nursery	Beaverton	Juniper Grove Farm	Beaverton	Lavender Works	Beaverton
Heins Blueberries & Trees	Beaverton	Just a Wick of Scents	Hillsboro Wed	Leaf Prints	Milwaukie
Helvetia Berries	Cedar Mill	Justy's Produce and Flowers	Lake Oswego	LEIPOLD FARMS	Tigard
Herman Obrist*	Peoples	Kaleng's Produce	Beaverton	Les Couleurs de Provence	Cedar Mill
Hermiston Mellons	Lake Oswego	Kamis Nursery	Beaverton	LG Nursery	Hillsboro Sat
Herr's Family Farm	Hillsdale	Kasch Nursery	Beaverton	Liepold Farms	Portland
Herr's Family Garden	Lake Oswego	Kathmandu Café	Hillsboro Wed	Liepold Farms	Hillsdale
HIGHLAND FARM	Tigard	KCK Farms	Beaverton	Liepold Farms	Hollywood
Highland Heather	Beaverton	Ken's Artisan Bakery	Portland	Liepold Farms	Beaverton
Hillsboro Historical Society	Hillsboro Wed	Kettle / Caramel Korn	Milwaukie	Lila Farm	Beaverton
Hoffman's Dairy Garden	Milwaukie	Kimberely's Garden	Beaverton	Lilly's Blooming Acres	Portland
Holten & McLane Quilts	Cedar Mill	Kings Valley Gardens	Portland	Lilly's Blooming Acres	Hillsdale
Hommage	Portland	Kiyokawa Family Orchards	Portland	Linda Brand Crab	Portland
Hot Lips Pizza	Portland	Kiyokawa Family Orchards	Hollywood	Linda Brand Crab	Hillsdale
Hot Lips Pizza	Hillsdale	Kiyokawa Family Orchards	Beaverton	LINDA BRAND CRAB	Tigard
Hubrich Farms	Beaverton	Krivoshein Farms	Portland	Linda Brand Crab	Beaverton
Hubrich Farms	Hillsboro Sat	Kruger's Farm Market	Portland	Linda Brand Sweet Dungeness Crab	Milwaukie
Hummingbird's Flowers	Portland	L & T Nursery	Beaverton	Lisa Stone Garden	Lake Oswego
Hydro Meadows	Beaverton	L&T BAMBOO & SHRUBS	Tigard	Little Caribou Family Garden	Milwaukie
IKO FARMS	Tigard	La Casa Del Sol	Hillsboro Wed	Little Flower Café	Orengo
IKO FARMS	Hollywood	La Mancha Ranch	Portland	Little Flower Café	Hillsboro Sat
Images by Carol & Jean	Hillsboro Sat	Latitudes Of Lavender	Beaverton	Little Oak Farm	Beaverton
It's Your Party Catering	Hillsboro Sat	Latitudes of Lavender	Hillsboro Sat	Little Patch	Beaverton
J & J Farm	Beaverton	Laube Farms	Beaverton	Loibl Farm	Portland
Jackson School Lavender	Hillsboro Wed	Laube Farms	Lake Oswego	Loibl Farm	Hillsdale
Jacobsmuehlen's LLC	Hillsboro Sat	Laura Hopper, Artist	Orengo	Loibl Farm	Beaverton
JANNA'S FLOWERS	Tigard	Laura Hopper, Artist	Hillsboro Sat	Loibl Farm	Lake Oswego
JAX Cookie Therapy	Lake Oswego	Laura Roberts	Hillsboro Sat	Lome's Fry Bread	Lake Oswego
Jo Ann's Glassworks and Rose Cottage	Hillsboro Sat	Laura's Knits	Cedar Mill	Lone Elder Farm	Hillsdale
J's Cooking Planks	Lake Oswego	Laurel Ridge Winery	Portland	Lone Elder Farm	Beaverton
		Laurel Ridge Winery	Beaverton	Lone Elder Farms	Orengo

# Appendix



LONE ELDER FARMS	Tigard	Market Fruit, Inc.	Hillsboro Wed	Mossback Farm	Hillsdale
Lone Elder Farms	Cedar Mill	Market Gourmet	Portland	Mostly Medicinals	Portland
Lone Elder Farms	Hollywood	Market Gourmet	Hillsdale	Mountainside Herbal Nursery	Oreco
Lone Elder Farms	Hillsboro Sat	Market Gourmet	Beaverton	Mountainside Herbal Nursery	Hillsboro Sat
Lone Elder Farms	Hillsboro Wed	Mary Anne's Metal Art	Cedar Mill	MT Top Table Lands	Beaverton
Lonely Lanes Farm	Beaverton	Mary Kay	Hillsboro Wed	MUDDY SHOVEL PERENNIALS & SHRUBS	Tigard
Lucky Farm	Portland	Mason Hill Orchard	Beaverton	Mustard Seed Farms*	Peoples
Lucky Farm's	Lake Oswego	MAY CHA	Tigard	N & M Nursery	Beaverton
LUCKY LOTERIA JEWELRY	Tigard	May Yeu Cha	Hillsboro Sat	N.W. Organic Farms	Portland
Luettgerodt Jewelry	Cedar Mill	Mays Farm	Beaverton	N.W. Oyster	Hillsboro Sat
Lukas Farm	Lake Oswego	MC Farms	Cedar Mill	Narr Farm	Oreco
Lukas Farms	Beaverton	McCarthy's Beverages	Beaverton	Narr Farm	Cedar Mill
Lumberjack Farms	Beaverton	MELISSA'S METAL CRREATIONS	Tigard	Natural Open Range Organic Nizich Farm	Milwaukie
LUNARCAT STUDIOS	Tigard	Mike & Debbie's Produce	Beaverton	NATURES FOUNTAIN	Interstate
LYNN'S CREATIONS	Tigard	Mike's Flame Grilled Sausages	Hillsboro Wed	Nature's Fountain	Beaverton
M Farms	Lake Oswego	Mike's Grilled Sausages	Lake Oswego	NATURE'S FOUNTAIN FARM	Tigard
M.C. Farm*	Peoples	Mike's Hardy Perennials	Oreco	Nature's Fountain Farm	Hillsboro Wed
M.C. FARMS	Tigard	Mike's Hardy Perennials	Beaverton	New Leaf Greenhouse	Beaverton
M.C. Farms	Beaverton	Mike's Hardy Perennials	Cedar Mill	Ninebark Farm	Beaverton
M.C. Farms	Hillsboro Sat	Mike's Hardy Perennials	Hillsboro Sat	Nishiki Gardens	Beaverton
MADELENE'S FRESH PRODUCE	Tigard	Mike's Hardy Perennials	Hillsboro Wed	Nizich Farm	Portland
Madelene's Fresh Produce	Beaverton	Mike's Hardy Perennials	Lake Oswego	NM Soaps etc	Oreco
Mai Moua Vang	Beaverton	Milennium Farms	Beaverton	Northern Pacific Farm	Milwaukie
Malou's Gourmet Brittle & More	Portland	Miss Hannah's Gourmet Popcorn	Portland	Northern Pacific Farm	Beaverton
Malou's Brittle	Beaverton	Misty mountain Mushrooms	Portland	Northwest Bulbs	Beaverton
Manuel Sosa Farm	Beaverton	MISTY MOUNTAIN MUSHROOMS	Tigard	NORTHWEST CEDAR FURNITURE	Tigard
March Biological	Portland	Misty Mountain Mushrooms	Cedar Mill	Nothing But N.W. Natives	Portland
March Biological	Portland	Misty Mountain Mushrooms	Lake Oswego	Nothing But NW Natives	Beaverton
March Biological Control	Beaverton	Moh's Mobile Kitchen	Beaverton	Nourishing Temptations	Lake Oswego
March Biological Control	Lake Oswego	Molly's Mills	Portland	Nourishment*	Peoples
Market Fruit Inc.	Hillsdale	Molly's Mills	Milwaukie	Nut Masters	Portland
Market Fruit Inc.	Portland	MOLLY'S MILLS	Tigard		
Market Fruit, Inc.	Oreco	Monteillet Fromagerie	Portland		
Market Fruit, Inc.	Hillsboro Sat	More Organic Peaches Please!	Beaverton		

# Appendix



Nutty Neighbor Gourmet Goodies & Gifts	Orengo	Outback Redd's Nursery	Beaverton	Quincy Gardens (greenhouse)	Orengo
Nutty Neighbor Gourmet Goodies & Gifts	Hillsboro Sat	Packer Orchard	Hollywood	QV Enterprise	Beaverton
Obrist Farm	Beaverton	Packer Orchard	Beaverton	Rainbow Garden	Hillsboro Sat
Of Earth & Air	Orengo	Parker Orchards	Milwaukie	Rainbow Nursery	Beaverton
Of Earth & Air	Hillsboro Sat	Pastaworks	Portland	Rainforest Mushroom Co.	Beaverton
Of Earth & Air	Hillsboro Wed	Paulino Garcia	Hillsboro Sat	RAINWAY FARMS	Tigard
Omega Organic Farm	Portland	peaches and apples	Lake Oswego	Rainyway Farm	Portland
One Green World	Portland	Pearl Bakery	Portland	Rainyway Farm	Hillsboro Sat
Oregon Coastal Artichokes	Portland	Pearson Nursery	Beaverton	Rainyway Farm	Hillsboro Wed
Oregon Coastal Artichokes	Hollywood	Peak Forest Fruit	Hollywood	Raynblest Farm	Portland
Oregon Coastal Artichokes	Beaverton	Perendale Wool Ranch	Beaverton	Red Cat Farm	Beaverton
Oregon Costal Artichokes	Lake Oswego	Perfect Day Breakfast Burritos	Portland	RED HAT MELONS	Tigard
Oregon Floral Farms	Lake Oswego	Persephone Farm	Portland	Red Pot Spot	Beaverton
Oregon Gourmet Cheeses	Portland	Persephone Farm	Hollywood	Reser's Soups	Lake Oswego
Oregon Gourmet Cheeses LLC	Hillsdale	Petal Pushers Flowers	Portland	Rick Steffen Farm	Hillsdale
Oregon Growers and Shippers	Portland	Petal Pushers Flowers	Beaverton	Rick Steffen Farms	Portland
Oregon Ocean Seafood	Beaverton	Petals and Perennials	Beaverton	Ridgefield Hyrofarm	Hollywood
Oregon Scone Company	Lake Oswego	Phil's Depwood Farm	Milwaukie	RidgeTop Farm	Orengo
Oregon Walnuts	Portland	Photography by Toni	Hillsboro Wed	Riley and Sons Blueberries	Hollywood
Oregon Walnuts	Beaverton	Picklopolis	Hillsdale	Rising Earth Images	Orengo
Oregon Wine Jelly	Hillsdale	Pitkin Winterrowd Farm	Hillsdale	Rising Sun Farm	Beaverton
Oregon Wine Jelly Co.	Portland	Pitkin Winterrowd Farms	Portland	Rising Sun Farms	Lake Oswego
organic peaches	Lake Oswego	Pitkin Winterrowd Farms	Beaverton	River Road Flowers	Hillsboro Sat
Orient Farm Vegetable	Lake Oswego	PK FLOWER GARDEN	Interstate	River Run Farm	Portland
Oriental Place	Hillsboro Wed	Player's Zone	Hillsboro Wed	Riverview Nursery	Beaverton
ORIGIONAL MAVARIAN SAUSAGE CO.	Tigard	plums-no toxins	Lake Oswego	RJ Catering	Lake Oswego
Osmo Gaia Produce	Portland	PM FARMS	Tigard	ROCKS 4 LIFE INC.	Tigard
Osmo Gaia Produce	Hollywood	Pony Espresso	Beaverton	Rogue Creamery	Portland
Out In The Garden Nursery, LLC	Beaverton	Potter Family Farms	Portland	ROGUE CREAMERY	Tigard
Outback Farms	Portland	Prairie Creek Farm	Portland	Rogue Creamery	Beaverton
OUTBACK REDD'S	Tigard	Pumpkin Patch	Portland	Roke Studio	Orengo
		Pumpkin Ridge Gardens	Beaverton	ROME'S ORCHID NURSERY	Tigard
		Q Coffee	Portland	Rose City Pepperheads	Portland
		Queen Bee Flowers	Portland	Rose City Pepperheads	Beaverton

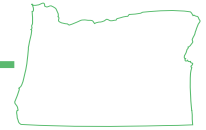


# Appendix



Ross Nursery	Beaverton	Sharpening Knives, Scissors, Garden Tools	Milwaukie	STEAVEN FARM	Interstate
Rossi Farm	Portland	Sheelar Nursery	Portland	STEELE PLANTS	Tigard
Rossi Farm	Hollywood	Shepherd's Grain	Portland	Steele Plants	Lake Oswego
Rossi Farm	Beaverton	Sherry Criswell	Hillsboro Sat	Stephens Farm	Hillsdale
Ruby Jewel Treats	Portland	Sherry Criswell	Hillsboro Wed	Stephen's Farm	Beaverton
Ruby Jewel Treats	Lake Oswego	SHERRY FRANK DESIGNS	Tigard	Sterling Superior Products	Beaverton
Sacred Organics	Orengo	SILK N' SHEA	Tigard	Steve's Boot Scootin' Kettle Corn	Orengo
SACRED SUDS	Tigard	Silver Tray Catering	Milwaukie	Steve's Boot Scootin' Kettle Corn	Hillsboro Sat
Sahagun Handmade Chocolates	Portland	SLAB Handcrafted Soap Co.	Lake Oswego	Steve's Boot Scootin' Kettle Corn	Hillsboro Wed
Sally Weber Designs	Cedar Mill	Smith Berry Barn, LLC	Hillsboro Sat	Sticky Fingers Garlic Farm	Portland
Salmon Creek Farm	Milwaukie	Snowden Organics	Portland	Stillwater Farms	Portland
Salmon Creek Farm	Hillsdale	Sophie's Flowers	Portland	Stillwater Farms	Hillsboro Sat
Salmon Creek Hydrogardens	Portland	Sorella Orchids	Beaverton	Stoller Farms	Beaverton
SALMON CREEK HYDROGARDENS	Tigard	SOSA FARMS	Tigard	Storybook Hill Farm & Nursery	Orengo
Salmon Creek Hydroponics	Beaverton	Sosa Farms	Beaverton	Storybook Hill Farm & Nursery	Hillsboro Sat
Salumeria di Carlo	Portland	Souper Natural	Portland	strawberries	Lake Oswego
Salvador Molly's	Portland	Souper Natural	Hillsdale	SuDan Farm	Portland
Salvador Molly's	Hillsdale	Souper Natural	Beaverton	SuDan Farm	Milwaukie
Samish Bay Cheese	Beaverton	Souper Natural	Lake Oswego	Sun Shower Orchards	Beaverton
Sandy River Bloomers	Beaverton	Sparkles -N- More	Hillsboro Sat	Sunbow Farm*	Peoples
Sandy's Birdhouses	Cedar Mill	SPRING WATER FARM	Interstate	Sunbow Farm*	Hollywood
Sarracenia Northwest	Beaverton	Spring Water Nursery	Lake Oswego	Sundance Lavender Farm	Beaverton
Schreiner's Gardens	Beaverton	SpringFarm	Cedar Mill	Sundance Lavender Farms Inc.	Portland
Secret Garden Growers	Beaverton	Springhill Farm	Portland	Sunset Oyster Company	Orengo
Sedum Chicks	Portland	Springhill Farm	Beaverton	SUPER NATURAL FOODS	Interstate
Seki Farms	Beaverton	Springwater Farm	Hillsdale	Susan Meyer Nursery	Beaverton
Seki Farms	Beaverton	Springwater Nursery	Milwaukie	Swan Island Dahlias	Portland
SEW ESSENTIALS	Tigard	Springwood Farm	Portland	Swan island Dahlias	Beaverton
SHAFT'S FARM	Tigard	Spruce Hill Herbal Soap Co.	Milwaukie	Swan Island Dahlia's	Lake Oswego
Shahrazad	Beaverton	Square Peg Farm	Portland	Sweet Briar Farms	Portland
Shalimar Farms	Portland	St. Matthew Catholic Church	Hillsboro Sat	Sweet Briar Farms	Milwaukie
Shalimar*	Peoples	Staccato Gelato	Portland	Sweet Briar Farms	Hillsdale
		Stadium Style Kettle Korn	Lake Oswego	Sweet Leaf Organic Farm	Beaverton
					Hollywood

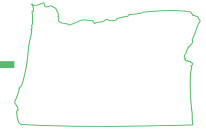
# Appendix



Sweet Leaf Organic Farm	Milwaukie	Townsend Farms, Inc.	Orengo	Vicki's Produce@ SunGold Farm	Hillsdale
SWEET 'OLE LARRY'S	Tigard	Townsend Farms, Inc.	Hillsboro Sat	LLC	
KETTLECORN		Triangle Coffee	Lake Oswego	Victorian Bath Delights	Orengo
sweetpotato dog treats	Lake Oswego	TRION LAKE COMMUNITY	Interstate	Victorian Bath Delights	Hillsboro Sat
Sweets Etc	Beaverton	Triskelion, LLC.	Hillsboro Sat	Victorian Craft	Orengo
Sweetwater Plants*	Peoples	Truffle Zone	Beaverton	Viking Plants - Forest Grove H.S	Hillsboro Sat
Sylvan Valley Acres	Hollywood	Tualatin Valley Garden Club	Hillsboro Sat	Vintage Soda Works	Beaverton
T & S Oyster Farm	Beaverton	Tucci	Lake Oswego	Viridian Farms	Hillsdale
Tamiyasu Orchards	Portland	TURPIN CREATIONS	Tigard	VIRIDIAN FARMS	Tigard
Tannenbaum II	Beaverton	Uncle Bob's Woodworking	Hillsboro Sat	Viridian Produce/Lukas Farms	Portland
Taqueria Ochoa	Orengo	UNGER FARMS	Tigard	VU FARM	Tigard
Taqueria Ochoa	Hillsboro Sat	Unger Farms	Beaverton	Vu Farm	Beaverton
Taqueria Ochoa	Hillsboro Wed	Unger Farms	Hollywood	Vu Farm	Hillsboro Sat
Tastebud Farm	Portland	Unger Farms Inc.	Hillsdale	Vu Farm	Hillsboro Wed
Thai Cuisine	Milwaukie	Unger Farms, Inc.	Orengo	Vu Farm	Lake Oswego
Thai Eatz	Lake Oswego	Unger Farms, Inc.	Hillsboro Sat	Walchli Farms	Beaverton
Thai Villa Restaurant	Portland	Unger Farms, Inc.	Hillsboro Wed	WEEDS	Tigard
The Berry Patch	Lake Oswego	U-Pick Flowers	Portland	West Union Gardens	Portland
The Candy Basket	Lake Oswego	VanDyke Farms	Hillsboro Sat	West Union Gardens	Beaverton
The French Gardener	Beaverton	VanDyke Farms	Hillsboro Wed	Western Oregon Organic Farm	Beaverton
The Gypsy & the Jester	Cedar Mill	VANG'S GARDEN	Tigard	Western Oregon Organic Farms	Portland
The Music Project	Hillsboro Sat	Vanveen Bulbs	Portland	WESTERN SUN NURSERY	Tigard
The Olive Branch	Cedar Mill	VanveenBulbs.com	Hillsdale	Westwind Gardens	Portland
The Rogue Creamery	Milwaukie	Vanveenbulbs.com	Beaverton	WHITE DOG WOOLIES	Tigard
The Sedum Chicks	Beaverton	Verboort Berry Farms	Orengo	WILD GINGER FARM	Tigard
Thompson Farm	Beaverton	Verboort Berry Farms	Hillsboro Sat	Wild Oregon	Hillsdale
Thompson Farm	Hollywood	Viande Meats and Sausage	Portland	Willamette Meadows Nursery	Hillsboro Sat
Thompson Farms	Portland	Vibrant Flavors LLC	Hillsdale	Willamette Valley Cheese Co	Beaverton
THREAD BEAR ACCESSORIES	Tigard	VICKIES	Interstate	Willamette Valley Cheese Co.	Portland
Three Brothers Nursery	Milwaukie	Vickie's Produce @ SunGold Farm	Hillsboro Sat	Willamette Valley Produce	Lake Oswego
Tide Creek Nursery	Orengo	LLC		Willamette Valley Vineyard	Portland
Tom Gregg Farms,	Cedar Mill	Vicki's Plants & Produce (Sungold)	Portland	Willamette Valley Vineyards	Beaverton
Tom's Turkeys	Beaverton	Vicki's Produce and Flowers	Beaverton	Willamette Valley Vineyards	Lake Oswego
Townsend Farms	Cedar Mill			Windance Farms & Art	Orengo

# Appendix

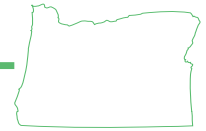
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Windance Farms & Art	Hillsboro Sat
Windance Farms & Art	Hollywood
Windance Farms & Art	Hillsboro Wed
Windance Farms and Art	Lake Oswego
Winsmuir Farm	Portland
Winsmuir Farm	Beaverton
Winter Green Farm	Hollywood
Winter Green Farm	Lake Oswego
Winters Farm	Portland
Winters Farm	Beaverton
With Kitty's Help - Jewelry by Sharon	Hillsboro Sat
Wonderful Garden	Beaverton
World War II Warbirds	Hillsboro Sat
Xao Thao Farms	Portland
Xiong Farmer	Hillsboro Wed
Xiong Farmer	Lake Oswego
Xiong Farmers	Cedar Mill
Xiong Garden	Orengo
Xiong Garden	Hillsboro Wed
Yax Yard Debris	Hillsboro Sat
Yolanda's Ravioli	Beaverton
ZBeanz	Hillsdale
Zemula Fleming	Orengo
Zennix Life	Beaverton
Zuppa Cones	Beaverton

# References

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