Farmers Market Facilitation
October 19th, 2019, 8:00am-12:00pm
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What People Love about the Harrisonburg Farmers Market, and What They Dream For

Summary of Market Patron In-Person Insights

Our group participated in this facilitation project as a class assignment through Lori Britt's SCOM 447 (Facilitating Engagement) class at James Madison University. As a group, we were assigned this specific project because we ranked it highly on our list of choices. We set up our two tables at the Saturday, October 19th, 2019 Farmers Market from 8:00am - 12:00pm and had colorful table cloths, paper leaves to write thoughts down on, pens and markers, free buttons and stickers, and two poster boards to collect data from the paper leaves. The poster boards were labeled "What do you love about the Farmers Market?" and "What are your dreams for the Farmers Market?" Market-goers were given the opportunity to approach our tables with the boards and write their thoughts down on fall-looking paper leaves which they could then tape to the board of best fit. Sometimes, people converses with us and we ended up summarizing their thoughts which we then wrote down on the leaves and taped to the boards ourselves. Overall, the market is widely appreciated and loved.

We hope this information is useful to you and displays how much your hard work has paid off. The poster board results visualize what is appreciated, primarily being the following: variety of people coming together, supporting each other, and the fresh veggies available. On the flip side, we gathered that people would love to see a larger variety of vendors, prior notification of what the vendors are going to be selling, more organic options, and perhaps a shuttle that could take people from JMU's campus/other locations to the market.

Your market-goers are looking for you to expand, which is a challenge within itself. However, it serves as a testimony to their love for the market. They love the amount of organic and locally-grown food they have the ability to buy, but even more variety couldn't hurt. Another thing that was shared among some people was the desire for the pavilion to be insulated/heated somehow. That morning was a bit cold for people to be shopping outside, so we could only imagine how bitter it must get in the wintertime. The results can be found below:

Excel Spreadsheet Representing the Market Patron Insights from the Two Poster Boards Provided at our Tables at the Farmers Market

Results from Event Poster Boards	
What do you love about the market?	**What are your dreams for the market?**
I love that it's year round!	I'd love to see more organic bfferings
I love waking up on Saturdays and walking to the Farmers Market. I always run into friendly faces!	Free music lessons
Vendor owned and operated	Find a way to enclose
Community of Hburg gathering to share good food and music	Online list of vendors for the week
Community	More = better
Helps small businesses	That I can sleep in later
Locally grown foods and goodies	Free music lessons!
Variety of vendors	Infrastructure
I love having fresh veggies!	Shuttles that take you from campus to the market
I love Reber!	shuttles that take you from hotel madison to the market
The spirit of volunteering	More bike racks
Jim's handcrafted furniture will custom make beautiful pieces for you! It's awesome	More food vendors
Sense of solidarity with our community	Beer vendors
Friendship	More effective advertising
Artists, musicians, local farmers	Even more local farmers!
Coffee	Creamery or dairy vendors
Compost drop off	More seating
Sausage	More food to eat hot and ready
A space to connect with friends	Outside sitting with heating
Sense of community	More organic options
Beef jerky bangers	Enclose it for the winter months
Talking to the humans that grow my food!	Continued growth and more vendors
Supporting local, organic vendors!	Use of credit cards by vendors
Seeing all the kiddos!	Enclosement for heat
Wide variety of people coming together	Places for people to sit and talk with their friends and other market goers
The colorful vegetables	More year-round education demos with JMU and BRCC
Variety!	Free music lessons
Supporting local small businesses	
Coffee and food!	
Music, coffee, veggies!	
Hanging out with my friends and buying local!	
Composting	
The music	
Love that it changes	

Summary of the Online Survey Findings

Although we would have liked the survey to reach more people, the responses provided were helpful. The most valued things about the market were the quality of products, supporting local small businesses, and the level of friendliness at the market. The results from the survey were similar to the in-person responses. People are looking for expansions, and are seeking more variety of vendors and diverse options. The results can be found below:

Excel Spreadsheet Representing the Data Collected from the Survey Sent through the Farmers Market Newsletter

The use of color is to help understand the volume per response

SURVEY QUESTIONS	Total Response per Question
How often do you visit the market?	
0 - 1 times a month	3
2 - 4 times a month	5
5 -8 times a month	0
What do you value about the market?	
Quality of products	8
Supporting small business and economy	8
Central location	5
Level of friendliness and customer service	8
Community connections	6
Live music	1
Education component	2
Compositing program	2
Do you visit farmers markets in other areas?	
Yes	5
No	2
Other: local produce stands	1
What do you see at other farmers markets that you do not see here?	
It is often for my convenience with days and times open	1
One market had a knife sharpener	1
Parking - but it shows how well attended the market is!	1
More options. Diversity in vendor products.	1
What ways do you think the market could be improved?	
More space	1
Who comes to mind as someone who might be willing to serve on the board?	
I do not know at this time	8
Total responses:	8

Summary of Experience Talking with Vendors

Vendors expressed a great deal of love for their market. Many talked about how far the market had come since its creation. Vendors communicated that they want to see more of a variety within the market, but also that they love the fact that they do not have to compete. For example; there is one man who makes pottery, not two. This allows the vendors to create relationships with each other and feel as though they can help one another out when needed. Vendors also love their relationships with their customers. It creates a sense of community for them when they see the same people weekly and can count on their business.