

Rapid Market Assessment

Farmers Market Information

Market to be Assessed: _____
Location: _____
Market Hours: _____
Date of Assessment: _____

Contact Information

Contact Person: _____
Telephone Number(s): _____
E-mail Address: _____
2nd Contact Person: _____
Telephone Number(s): _____
E-mail Address: _____

Preparation Checklist

- _____ Schedule Assessment
- _____ Establish Assessment Team of 4-5 Members
- _____ Team Member 1: _____
- _____ Team Member 2: _____
- _____ Team Member 3: _____
- _____ Team Member 4: _____
- _____ Team Member 5: _____
- _____ Determine Travel and Overnight Arrangements if Necessary
- _____ Request Information from Market Receiving RMA: Map/Market Layout, Preferred Arrival Time, Market Rules/Regulations or Bylaws, Dot Survey Questions, etc.
- _____ Provide Press Release Template to Market for Local Adaptation and Distribution
- _____ Notify Extension Office of the RMA Date and Location
- _____ Determine Dot Questions and Make Dot Posters (multiple copies)
- _____ Prepare Attendance Sheets According to Market Hours
- _____ Prepare Market Observation Sheets
- _____ Send Information to Team Members (one week in advance): Market Location, Meeting Time and Place, Information about Market, etc.

Packing/Material Checklist

- _____ Tent
- _____ Rapid Market Assessment Signage
- _____ 5 Easels
- _____ Dot Posters
- _____ Dot Stickers, Precut
- _____ Items to be Distributed as Token of Appreciation (optional)
- _____ Aprons for Team Members
- _____ Clipboards for Team Members
- _____ Counters/Clickers
- _____ Attendance Count Worksheets
- _____ Observation Sheets – Physical Characteristics, Vendors and Products, and Atmosphere
- _____ Masking Tape
- _____ Scissors
- _____ Extra Pens/Pencils
- _____ Camera

Set-up Checklist

- _____ Pop-up Tent and Display Signage
- _____ Set-up Easels and Display Dot Posters
- _____ Meet with Team Members (Distribute Aprons, Stickers, Counters, Clipboards and Worksheets. Determine Counting Locations and Dot Survey Schedule.)
- _____ Begin RMA when the Market Starts

Take-down Checklist

- _____ Conclude RMA when the Market Ends
- _____ Collect All Items from Team Members
- _____ Pack All Items into Car