Research Bulletin 913

June 1962

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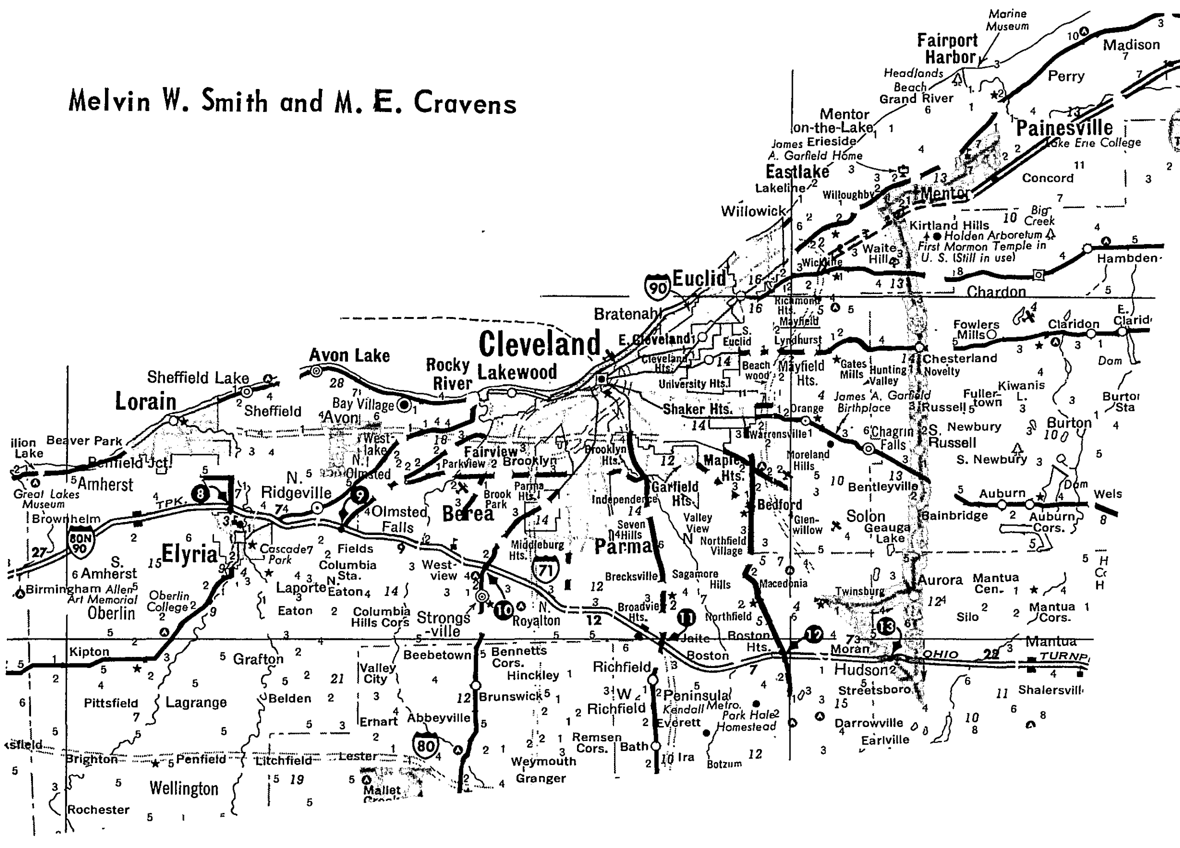

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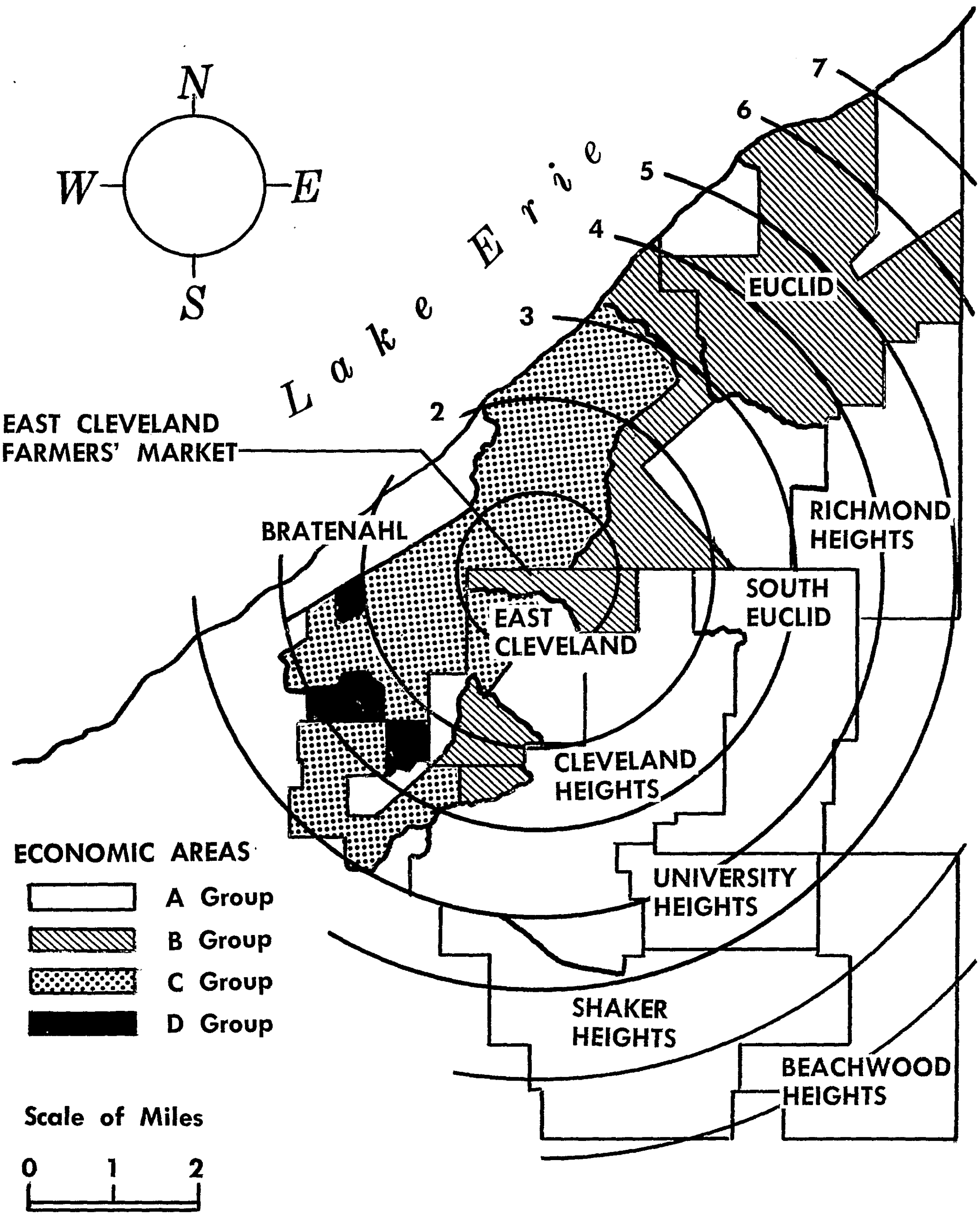

Figure 1.–Sample area adjacent to East Cleveland Farmers' Market showing consumer incomes.

RETAIL FARMERS' MARKETS AS A MEANS OF DIRECT SALES TO CONSUMERS

Melvin W. Smith and M. E. Cravens*

Until about 1890, most of the fresh fruits and vegetables were produced near the cities where they were consumed. Growers did much of the marketing direct to consumers and consumption was seasonal. With the development of refrigeration and long distance transportation, production of perishables moved to areas having a comparative advantage in the growing of fruits and vegetables and often away from the centers of population. Through the efforts of growers, railroads, ice plants, and terminal markets, the nation wide supply of a complete line of fresh fruits and vegetables has been made available throughout the year to the expanding population.

The production of fruits and vegetables in the majority of the midwestern industrial states has been declining at the same time that the market potential has been increasing. The disadvantages of increasingly high costs of production by farmers located adjacent to industrial areas is well known to producers in these areas. At the same time they frequently fail to capitalize on their one great advantage, that of location. These producers are frequently able to take advantage of the consumers' desire for fresh produce of high quality and to capitalize on any other real or assumed advantage of dealing directly with the producer.

FARMER RETAIL SALE OF FARM PRODUCTS

A highly diversified system of distribution of perishables is essential today. Most producers prefer to specialize in production and find it more efficient to use wholesale marketing channels rather than to sell directly to consumers. In spite of this, modern merchandising has not entirely replaced direct marketing especially by producers in heavily populated areas. In fact, many forms of direct marketing by producers to consumers are being practiced today. For the fruit and vegetable industry this practice can be considered only as supplement to, rather than a replacement for other methods of marketing. However, for individual producers it may be possible to replace wholesale with direct retail marketing by altering the farm organization.

Types of Direct Retail Sale

There are several alternative ways of organizing for direct sale to consumers. Sales can be made at the farm, at roadside stands on or off the farm, on retail routes, or at farmer retail markets located in the city. The method used depends on the type of product grown, the location of the farm, the number of other producers in the immediate area, the capabilities and wishes of the farmer as to method of sale, and other similar factors. Because of location, roadside and at-the-farm selling are not feasible for some producers. For such growers the retail farmer market located in the city or retail routes may be practical.

Some Economic Bases for Direct Retail Marketing

A large part of the fruit and vegetable crops near heavily populated areas is grown on farms of small acreages having high per acre land values. Because of the small acreage, the operator and family members are often not fully employed. Under these conditions producers have frequently found it desirable to increase the size of their businesses by taking on added marketing functions rather than by obtaining increased acreage. A great deal more labor and management is required for direct retail marketing than for wholesale marketing. However, the decision as to whether or not it would be profitable for a grower to perform these added marketing functions depends upon his individual capabilities and those of his family as well as on the availability of other means of increasing business volume as well as on their alternative employment opportunities.

The perishable nature of many fresh fruits and vegetables is another important reason for the feasibility of direct selling. The quality and value of produce deteriorate rapidly. Direct marketing lends an advantage to growers who strive to get high quality, ripened-to-perfection produce into the hands of the consumer. The growing popularity of early morning harvest, and of the retail sale of sweet corn on the same day it is picked, exemplify the consumers' desire for quality and the producers' willingness to adjust his practices to provide a quality product. Consumers have indicated in many studies that they desire and are willing to pay for fresh produce of good quality when they can identify it as such. Also in the minds of an undetermined number of consumers, the

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merchandising image of farm-fresh, locally-grown produce bought directly from a "genuine" farmer is favorable to direct sales.

The East Cleveland Farmers Retail Market

One of the most successful farmers' retail markets in Ohio is the East Cleveland Farmers' Market located in East Cleveland, a suburb of Cleveland, Ohio.[1] The market grew from an informal marketing arrangement with growers selling for several years from trucks along the street curb. Later, the growers organized and purchased a lot to provide a larger parking and marketing area. Still later an open-type shed was erected for market activity. The market was incorporated under the Ohio Cooperative Marketing Act on March 23, 1932. Since then its volume has grown and the size and quality of its facilities has been increased to provide a desirable market for some fifty Northeastern Ohio growers. This market is an example of a solution of a marketing problem by a group of growers who were not located where they could expect an adequate number of consumers to come to them and who went to the consumer instead.

Purpose of Study

Many producers are faced with the problem of finding a way to organize an efficient unit of operation with limited physical resources. It was reasonable to assume that if retail selling of produce offered an outlet that was considered desirable by the East Cleveland Farmer Market Growers and if the factors responsible for the apparent success of this market were known, growers in other areas could benefit from this experience. Consequently, one of the major reasons for making this study was to determine the type of organization and production by growers selling on the East Cleveland Farmers' Market. A corollary reason for making this study was to provide a better understanding of what consumers, particularly those who bought at the market preferred, and how their preferences differed from those in the same area who traded only at supermarkets and other stores.

METHOD OF STUDY

Farmers who sold fresh fruits and vegetables to consumers at the East Cleveland Farmers' Market, and a sample of consumers in an area of approximately 126,000 families in and around East Cleveland, Ohio, supplied most of the information for this study.[2] Producers as well as consumers were included in the study in an attempt to develop a more complete concept of this market and of farmer-retail marketing than would have been possible through studying the market wholly from either a producer or a consumer viewpoint.

Grower Sample

Questionnaires were mailed to all market members. Those who did not respond by mail were interviewed. Members were requested to furnish information on volume of business, marketing practices, and types of products sold.

Consumer Samples

Information from consumers was obtained by personal interview. Two samples were drawn.

RANDOM AREA SAMPLE. One was a random area sample developed by a block sampling technique so that it was representative of the people in the entire area designated as the market area by growers selling on the market. Consumers were interviewed to obtain information on personal background, shopping preferences, days preferred for food shopping, rating of selected judgment factors as to importance in the purchasing of fresh fruits and vegetables, consumption habits for selected items, purchasing habits and preferences for selected items, whether they patronized the East Cleveland Farmers' Market, and if so, why! Those who patronized the Farmers' Market were asked for criticisms and for suggestions for improving the market.

SAMPLE OF MARKET CUSTOMERS. The other sample of the consumer survey was drawn from among people who shopped at the East Cleveland Farmers' Market. A list of known shoppers of the market was developed by having customers register for a "prize" during one market week.[3] A random sample of these

[1] The authors consider the market successful because it has continued to grow, because there are a large number of farmers on the waiting list for membership, and because of the large number of customers who recommend the market as a desirable place for purchasing farm-fresh produce.

[2] Sample area included Bratenahl, East Cleveland, Euclid, South Euclid, Richmond Heights, Cleveland Heights, University Heights, Shaker Heights, Beachwood Heights, and a part of Greater Cleveland.

[3] Customers were asked to write their names, addresses and telephone numbers on entry slips and to place these in a box for a drawing for prizes. These slips were of three colors in order to distinguish each of the three specific shopping days. Only one slip for each household was used for the list regardless of the number of times they registered. A total of 2363 or an estimated 90 percent of the families on the market during the week of June 16 through 21 registered for the prizes to be given away.

customers was obtained by drawing registration slips from a box. Information from these customers was obtained on questionnaires by personal interviews that were identical to those used for customers interviewed in the random area sample.

Analytical Method

The analysis was made primarily by cross tabulation methods. In order to refine the analysis of shoppers vs. non-shoppers of the market, respondents were divided into four groups: shoppers within two miles of the market, shoppers more than two miles from the market, non-shoppers within two miles of the market, and non-shoppers more than two miles from the market. Distributions were compared and tested for significance by the Chi-square test and/or the t test.

THE EAST CLEVELAND FARMERS' MARKET AND ITS MEMBERS

A complete description of a market must include three factors—the market place, sellers, and buyers. The East Cleveland Farmers' Market, a farmers' retail market, was chosen as the market for the description and evaluation of direct retail sale as a means of selling produce by growers and of purchasing produce by consumers. In studying this market a detailed description of the physical plant and its surroundings, of the growers and dealers selling there, and of the customers buying there was made in that order.

The successful farmers' retail market located at Coit Road and Woodworth Street in East Cleveland, Ohio, is a selling place for fifty Northeastern Ohio growers. The members of this market bring fresh fruits, vegetables, flowers, eggs, and other locally produced products and sell them direct to the consumer from individual stalls.[4] The market is cooperatively owned by the members. Specific rules and regulations are prescribed for the members in the by-laws.

The physical plant of the market consists of a large open-type shed surrounded by a blacktop parking area. In winter a part of the shed is enclosed by large doors over the openings to provide a satisfactory market facility during cold weather. A refrigerated produce storage building and a building for dressing chicken are located near the selling shed.

Market Days and Hours

The market is open from June through November on each Monday, Wednesday, and Saturday. The remaining part of the year the market is open only on each Wednesday and Saturday. The market is closed on national holidays.

The hours for business on Monday and Wednesday are from noon until 9:00 P.M. The individual stall operators vary their hours of opening and closing according to their volume of produce, speed of sales, and personal preferences. Hours for the Saturday market are from 5:00 A.M. to mid-afternoon.

FEES. The annual fee for grower stalls varies from $150 to $250 depending on the market expenses for the year and the size of stall. This fee covers maintenance, heat, electricity, water, advertising, insurance, salaries, taxes, license, interest, and miscellaneous expenses.

Non-producer members pay stall fees according to special agreement with the cooperative. Fees from non-producers have been very modest, although somewhat larger than for members. Receipts to the cooperative have been relatively small.

Special fees are paid by the members who sell poultry for the services of dressing the poultry. These fees are based on a per-head-of-poultry-dressed basis.

Type Produce Brought to Market

A large variety of fruits and vegetables was brought to the market by growers (Table 1). Apples, peaches, strawberries, pears, grapes, cherries, raspberries, and plums were the principal fruits on the market. The three principal vegetables brought to the market were sweet corn, tomatoes, and green beans. About twenty-five other vegetables were brought to the market in varying quantities.

More than 188,000 dozen eggs and 24,000 pounds of poultry were sold at the market during 1959. The eggs were sorted into grades by size and quality. Approximately 100 dressed rabbits were sold at the market. Other products brought to the market were popcorn, honey, apple cider, and maple syrup.

Types of Stall Operators

GROWERS. Members are assigned individual stalls for display and sale of their produce. Each member is responsible for the display equipment for his own stall. Members are farm producers except for the one stall each for cheese, meat, bakery, and out-of-season fruits and vegetables. The growers consider the non-producer sellers as an asset for attracting more customers.

NON-GROWERS. One stall provided bakery goods at the market. These goods ranged from bread to elaborate French pastry.

[4] Forty-nine of the fifty farmer members of the market completed the questionnaire.

Another stall provided many kinds of cheese. The cheese was cut, weighed, and wrapped as the customer requested at the time of sale.

A meat stall carried selected cured meats. No fresh cuts of meat were handled.

TABLE 1.— Amounts of Each Commodity Sold and Number of Growers Reporting Their Sale, East Cleveland Farmers' Market, 1959*

Commodity	Amount Sold	Number of Sellers
FRUITS		
Apples	23,700 bushels	14
Cherries	4,525 pecks	5
Grapes	26,670 pecks	12
Peaches	23,485 bushels	22
Pears	6,875 bushels	7
Plums/Prunes	2,097 bushels	9
Raspberries	22,976 quarts	7
Strawberries	73,100 quarts	16
VEGETABLES		
Asparagus	6,000 bunches	5
Beans	7,740 bushels	20
Beets	2,710 dozen	6
Broccoli	3,500 bunches	3
Cabbage	3,750 bushels	14
Cauliflower	13,000 bushels	8
Carrots	1,800 dozen	3
Celery	3,000 bunches	1
Corn (sweet)	52,500 dozens	22
Cucumbers	2,195 bushels	16
Egg Plant	50 bushels	1
Kohlrabi	1,400 dozens	2
Lettuce	1,400 bushels	3
Lima Beans	845 bushels	7
Melons	3,175 bushels	10
Okra	100 pounds	2
Onions	1,040 bushels	6
Parsnips	150 pecks	1
Peas	1,514 pecks	5
Peppers	2,430 bushels	16
Potatoes	10,050 bushels	15
Radishes	500 dozen	1
Rhubarb	1,500 bunches	2
Spinach	900 bushels	2
Squash	4,450 bushels	11
Tomatoes	17,100 quarts	16
Turnips	325 bushels	2
OTHER		
Cider	2,500 gallons	2
Corn (pop)	80 bushels	1
Eggs	188,570 dozen	11
Flowers	20,400 dozen	5
Honey	250 pounds	1
Maple Syrup	900 gallons	3
Poultry (dressed)	23,914 pounds	4
Poultry (live)	200 pounds	1
Rabbits	100 pounds	1
Shrubbery	1,560 bunches	4

*In addition, a complete line of out-of-season produce was handled by one stall operator; of cured meats and cheese by another; and of bakery products by another.

The largest non-grower stall operation was the out-of-season fruit and vegetable stall. This stall operator sold most fruits and vegetables that were not being harvested by growers on the market. The chief products were citrus, sweet potatoes, nuts, bananas, and watermelons.

AGE. Ages of the present stall operators ranged from thirty to seventy-nine years. Only 26.5 percent of the operators were under fifty years of age, while 22.4 percent of the operators were over sixty-five.

PRODUCTION PERSONNEL. Most of the grower's production labor was from his family. The husband or wife worked in production in all cases. Children and grandchildren also were a large factor in production. Regular hired help was only a minor portion of the total labor force.

Hired labor was used by some growers every day of the week in the peak of the season. During other seasons of the year and by other growers labor was hired as needed. Labor was hired more on Friday and Tuesday, respectively, throughout the year than on other days. Apparently, growers required additional labor the day before market day to harvest, grade and pack fresh fruits and vegetables.

ACRES OPERATED BY GROWERS. The acreage operated by growers ranged from 3 to 200 acres. A total of 16.3 percent of the growers operated 10 acres or less and 10 percent operated more than 100 acres. About 50 percent of the growers operated less than 30 acres.

Production Areas and Distances from the Market

Portions of four counties—Ashtabula, Lake, Geauga, and Cuyahoga—constitute the production area for the market. This is a major area of fruit production in Ohio. Vegetable production in this area is confined primarily to what can be sold locally. The major parts of these counties devoted to agriculture are adaptable to both fruit and vegetable production.

Producers' farms were between 10 and 45 miles from the East Cleveland Farmers' Market. The average distance was 29.5 miles. More than 67 percent of the farmers were over 30 miles from the market.

Labor Requirements in Marketing

MARKETING PERSONNEL. Each grower on the retail market had his own production and marketing organization. Mostly, the members of the family not only produced the products for sale but also furnished the sales personnel for the stall. For each stall at least one member of the family was present at the market to direct the marketing. In a few cases local women or men were hired to assist in sales. Stall operators varied the number of sales persons on market days according to the amount of sales expected. The husband went to the market more than any other member of the family while the wife was the next most frequent marketer. Often the husband and wife went to the market together. About 21 percent of the marketing personnel consisted of sons, daughters, daughters-in-law, and sons-in-law; only 6.8 percent of the marketing pereonnel were not members of the family.

HOURS SPENT IN MARKETING. Although there was an agreed upon time for opening the market, the time of departure from the farm varied 2 or 3 hours among growers. The varying distances of the grower's farm from the market as well as the planned time of market arrival influenced the departure times.

The usual number of hours for marketing for each grower varied between 7 and 12 hours for each Monday or Wednesday. The most common time of departure from the farm on Monday and Wednesday was about 11:00 A.M. The usual time of return to the farm was between 8:00 P.M. and 9:00 P.M. The average number of marketing hours for Monday was nearly 10 hours and for Wednesday about 9½ hours.

The most common time of departure from the farm for the Saturday market was 5:00 A.M. and the return between 2:00 P.M. and 3:00 P.M. Thus, the average number of marketing hours for Saturday was about ten. The number of marketing hours on Saturday ranged among the growers from 7 to 13 hours.

DAILY AND SEASONAL VARIATION IN THE NUMBER OF SALES PEOPLE ON THE MARKET. Some growers sold on the market each market day through the entire year. The number of sales people at the market varied among days of the week and months of the year. The usual total number of sales people present for the 50 stalls on a Saturday market was 7 or 8 more than on a Wednesday market and between 35 and 40 more than on a Monday market.

Over four times as many sales people were on the market from June through November than for December through May. Part of the difference was due to the fact that the market is open only on Wednesday and Saturday during the winter period.

The major reason for the variation in sales personnel on the market was the normal volume of produce harvested during each season. Many of the early maturing fruits and vegetables grown by producers in the market were ready for harvest in June. The major harvest period continued until frost. Growers who had produce on the market in the winter period sold either poultry products or stored produce. In general, most producers planned their production to extend the harvest and marketing season over as long a period as was practical for the products they specialized in.

Grower Opinions and Marketing Decisions

FACTORS OF IMPORTANCE IN GROWER PRICE DETERMINATION. The growers were questioned on three phases of price determination. These were the policies with respect to setting prices in general and those with respect to day-to-day and week-to-week price changes.

Growers reported that they based the price of their products on supply and demand, wholesale prices, quality of their produce, retail store prices, other stall prices, government bulletins, cost of production, past prices, and weather conditions (Table 2). When asked how price of produce was determined each market day, the most common reply was either supply and demand or supply or demand. The next most common basis for determining the retail asking price for produce was wholesale prices. The quality of produce was reported by growers as the third most important price factor.

Supply and demand conditions influenced growers to change prices on a particular day more than any other factor. The quality of the produce influenced

TABLE 2.—Factors Influencing Price Determination by Growers*

	Factors Influencing	
Factor	Usual Price Set	During the Day Changes
	Percent	
Supply and/or demand	40.1	65.6
Wholesale prices	21.5	–
Quality of produce	18.5	15.6
Retail store prices	7.7	–
Other stall prices	4.6	9.4
Government bulletins	3.1	–
Cost of production	1.5	–
Past prices	1.5	–
Weather	1.5	3.1
Time of day	–	6.3
Total	100.0	100.0

*Some growers gave more than one answer to the open end question "How do you determine your price"?

15.6 percent of the responding growers in changing prices. Competition and time of day influenced 9.4 percent and 6.3 percent of the growers, respectively. Weather was reported as a price factor by one grower.

Supply and demand conditions influenced more growers to change prices from one week to another week than any other condition. According to these growers, competition, quality, and wholesale price changes have little influence in week-to-week price changes.

DETERMINANTS OF AMOUNTS OF PRODUCE BROUGHT TO MARKET. Amount of produce available at the farm and estimated sales were reported as being equally important in determining the amount of produce brought to market during any market day. Together these two factors accounted for 76 percent of the reason for variation given. Weather conditions was the next most important factor influencing the amount of produce brought to market. The amount of help, quality of produce, truck size, and time of getting up had minor influences on volume of produce reaching the market.

GROWERS' OPINIONS OF FUTURE OF STALL OPERATION. Each stall owner was asked if the operation of his stall would continue when the present owner retired. Nineteen owners replied that the stall operation would continue; 18 owners replied that the operation would not continue. Twelve owners did not answer the question.

The future owners of the stall operation would be relatives of the present operator in all cases except one. Fifteen of the present owners expected their sons to continue the operation of the stalls. The remainder of the owners who expected the stall operation to continue considered two sons-in-law, a wife, and one unidentified person as their successors.

GROWERS' OPINIONS OF THE MARKET. Growers were asked to list the more valuable assets of this market to them. More growers reported favorable prices received for their produce than any other asset. The second most frequently reported asset was the excellent outlet for their produce that the market afforded. These two assets were listed by two-thirds of the growers as being the most important. Other valuable assets listed were nearness to the farm and the return of empty packages.

The growers also listed problems and needs for improving the market. Better parking facilities, better advertising, enforcement of market rules, and better lighting headed the list of needs in the growers' opinions. Other needs expressed were regular hours, telephones, better painted market, more sellers, stable prices, refrigeration, traffic control in parking lots, better transportation, and more stall room.

GROWERS' OPINIONS OF THEIR CUSTOMERS. Stall operators were asked what percentage of their customers they considered as regular customers. Two-thirds of the growers replied that more than 50 percent of their customers were regular customers. About one-fourth of the growers considered regular customers as only 25 to 50 percent of total customers. Less than 10 percent of the growers considered their regular customers to be less than 25 percent of their total customers.

More than 80 percent of the growers thought customers demanded better quality now than five years ago, while 19 percent thought they did not. Nine growers based their opinions on the expanded demand for their top grade of fruits and vegetables.

CHARACTERISTICS OF FAMILIES IN THE MARKET AREA

The following is a brief description of the area in which the market is located and of the families in it.

The market is located in an area of greater Cleveland where families have medium and high incomes.[5] Families in the areas adjacent to the market have mostly medium economic status with industrial plants, such as General Electric and Tow-motor, mixed in

TABLE 3.–Economic Areas of Greater Cleveland, Sample Area and East Cleveland Farmers' Market Customers by Percentage of Total Population in Each Area

Income Area	Percentage of Families* Greater Cleveland	Sample Area	Farmers' Market Customers
A (High)	25.9	44.5	48.2
B	25.2	18.0	23.4
C	29.1	33.4	28.4
D (Low)	19.8	4.1	–
Total	100.0	100.0	100.0

*Percentage of families in each economic group in each area

[5]Market Research Department, Retail Purchasing by Economic Levels of Greater Cleveland, The Cleveland Plain Dealer, Cleveland, Ohio, 1958, with the following explanation as to composition: These groupings are composed from median family income and median home values as reported by the U.S. census.

with the dwellings. The areas with families having a high economic status were mostly a mile or more distant (Figure 1). The random sample of this area included families from higher economic areas than was found on the average for greater Cleveland.

EAST CLEVELAND FARMERS' MARKET CUSTOMERS

This section describes the more important characteristics, habits and preferences of the families who traded at the Farmers' Market.

About two-thirds of these families lived within two miles (direct line distance) of the market, and approximately 30 percent lived from two to five miles from the market. Most of the remaining 4 or 5 percent of the customers lived between 5 and 10 miles from the market.

About 4 percent of the families living within two miles of the market shopped there during the week of June 16 through 21, 1959. Only 1.2 percent of the families living between two and five miles away shopped at the market that week.

From the random sample of 184 respondents selected from the market area designated by the stall operators, 17.4 percent reported shopping at the East Cleveland Farmers' Market five or more times during the past year. The 99 percent confidence interval about this estimate was from 10.2 percent to 24.6 percent.[6] These percentages were applied to the total number of families in the area to estimate that from 12,924 to 31,168 families might be expected to shop at the market each year.

From the number of families that registered at the market in June, their frequency of shopping, and the number of marketing people who came to market during the different marketing seasons, it was estimated that approximately 13,500 families shopped at the market during the year. Therefore, the lower rather than the upper limit of the confidence interval was believed to be more representative of the number of families who shopped at the market five or more times during the year.

NUMBER OF YEARS SHOPPED. Approximately 50 percent of the respondents had shopped at the market for fifteen years or more (Table 4). Only 16.8 percent of the customers had shopped less than five years. Slightly over 12 percent of the respondents had shopped for thirty-five years or more.

[6]The range which we are 99 percent certain (99 times out of 100) will include the actual number of families shopping there.

TABLE 4.–Number of Years of Shopping at East Cleveland Farmers' Market, 137 Customers

	Number of Customers	
Number of Years	Number	Percent
Under 5	23	16.8
5 – 9.9	27	19.7
10 – 14.9	19	13.9
15 – 19.9	18	13.1
20 – 24.9	16	11.7
25 – 29.9	12	8.8
30 – 34.5	5	3.6
35 and over	17	12.4
Total	137	100.0

NUMBER OF VISITS PER YEAR. The range among families in the number of visits to the market was from 5 to 105. Approximately 50 percent of the respondents had shopped fifty or more times at the market during the preceding year (Table 5).

Customers reported more frequent visits to the market in the summer than for any other season of the year followed in order by fall, spring, and winter. At least 70 percent of the respondents who shopped at the market visited the market one or more times per week during each season of the year except winter. In winter only 42.3 percent of the respondents visited the market weekly or more frequently (Table 6).

All market customers reported that they visited the market at some time during the summer; 9.5 percent of them in the spring, 8 percent in the fall, and 25.6 percent in the winter did not shop at the market. Occasional shopping was greater in the winter than during other seasons.

TABLE 5.–Number of Visits by Customers to East Cleveland Farmers' Market in the Preceding Year

	Number of Customers	
Number of Visits	Number	Percent
0.0 – 9.9	8	5.8
10.0 – 19.9	17	12.4
20.0 – 29.9	19	13.8
30.0 – 39.9	13	9.5
40.0 – 49.9	12	8.8
50.0 – 59.9	29	21.2
60.0 – 69.9	8	5.8
70.0 – 79.9	15	10.9
80.0 – 89.9	2	1.5
90.0 – 99.9	2	1.5
100.0 and over	12	8.8
Total	137	100.0

TABLE 6.—Frequency of Customer Shopping at the East Cleveland Farmers' Market in Spring, Summer, Fall, and Winter

Frequency	Percentage of Customers			
	Spring	Summer	Fall	Winter
More than once a week	19.7	43.1	31.4	7.3
Weekly	50.4	46.0	43.8	35.0
Monthly	9.5	5.8	10.2	10.2
Occasionally	10.9	5.1	6.6	21.9
Never	9.5	–	8.0	25.6
Total	100.0	100.0	100.0	100.0

PREFERENCE FOR DAYS OF THE WEEK FOR SHOPPING. The customers had three days, Monday, Wednesday, or Saturday to shop at the East Cleveland Farmers' Market. Saturday was the most important day for once-a-week customers at the market with 42.5 percent (Table 7). Wednesday was second in importance with 35.8 percent, and Monday with 14.6 percent was the least important for the once-a-week shopper. Only 7 percent of the customers shopped more than once a week. Even in the combinations, Saturday was more important as a shopping day than Monday or Wednesday.

Customers appeared to be satisfied with the market days and hours. Changes in market days were suggested by 11.9 percent of customers who preferred a Friday market and by 3.2 percent who wanted a Thursday market (Table 8). Those not shopping at the market, however, might have preferred a different market day than did the present shoppers. Customer preference for the Monday market was only 6.3 percent of the respondents compared with 11.9 percent for Friday. However, the need for more than week-end harvest and sale of many products and the labor problem of having two market days in a row were more important than were customer preferences in determining a change in present market days.

PERCENTAGE OF PURCHASES OF SELECTED ITEMS MADE AT THE MARKET. Fruits, vegetables, eggs, flowers, cheese, poultry, bakery goods, and meats were ranked in order of importance by percentage of total purchases made at the market (Table 9). More than 65 percent of the customers reported that they purchased half or more of their fruits and vegetables at the market. Slightly over 40 percent purchased half or more of their eggs at the market. Approximately one-third of the customers purchased 90 percent or more of their eggs at the market.

About one-fifth of the customers purchased half or more of their flowers at the market. Less than 20 percent purchased half or more of their cheese or poultry at the market. Only 2 percent of the customers purchased more than half of their bakery goods, and none purchased half of their meat at the market.

Customers were asked if they would shop more at the market if a more complete line of canned and other food were offered. Only 19.7 percent of the customers indicated that they would.

SIZE OF PACKAGE. Customers indicated that they were highly satisfied with the size of package or container offered at the market. Only 6.6 percent had not been able to purchase the desired size and type of package of produce at the market. Even these customers did not offer suggestions for improving container size.

TABLE 7.—Market Day Shopped, East Cleveland Farmers' Market Customers, June 16, 18 and 21, 1959

Day	Number of Families	
	Number	Percent
Once a Week		
Monday	346	14.6
Wednesday	846	35.8
Saturday	1006	42.6
Total	2198	93.0
Combination of Days		
Monday-Wednesday	39	1.7
Monday-Saturday	33	1.4
Wednesday-Saturday	80	3.4
Monday-Wednesday-Saturday	13	0.5
Total	165	7.0
Grand Total	2363	100.0

TABLE 8.—Customers' Preferences for Time of Shopping at the East Cleveland Farmers' Market

Time of Day	Percentage Preferring						
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
Morning	0.8	–	2.4	1.6	5.5	45.2	55.5
Afternoon	5.5	0.8	27.8	1.6	4.0	–	39.7
Evening	–	–	1.6	–	2.4	0.8	4.8
Total	6.3*	0.8	31.8*	3.2	11.9	46.0*	100.0

*Present market days

ADVERTISING. Weekly advertisements of the market were in a local neighborhood paper, "The Sun", during the past year. In order to determine how effective the advertising was for the market the question, "About how many ads, if any, have you seen for the East Cleveland Farmers' Market during the past year?" was asked. Only 24.2 percent of the respondents had seen any of the ads in the newspaper.

Another form of advertising for the market was that of recommendations by customers to friends and relatives. Eighty-five percent of the customers reported that they had recommended the market to someone.

Customer Criticisms and Suggestions

Most customers had a high regard for the market. Nevertheless, they were asked for undesirable things about the market and for suggestions for improving the market. The major undesirable characteristics of the market mentioned by customers were parking, crowded conditions, stall appearance, and poor market facilities (Table 10).

Customer suggestions for improving the market were in line with the list of undesirable characteristics of the market. The greatest number of suggestions related to the improvement of the physical plant, particularly the parking lot (Table 11).

TABLE 9.—Percentage of Specific Items Purchased at the East Cleveland Farmers' Market by Percentage of Respondents Shopping at the Market

Percentage Purchased	Percentage of Respondents Purchasing Items at East Cleveland Farmers' Market							
	Fruits	Vegetables	Eggs	Flowers	Cheese	Bakery Goods	Poultry	Meats
0.0 – 9.9	5.8	4.4	43.8	56.9	54.0	78.8	77.4	89.0
10.0 – 19.9	8.0	9.5	8.0	9.5	13.9	8.8	2.9	7.3
20.0 – 29.9	11.7	15.3	2.9	8.0	10.9	8.0	5.1	1.5
30.0 – 39.9	4.4	5.1	0.7	–	1.5	0.7	0.7	1.5
40.0 – 49.9	–	0.7	0.7	–	1.5	–	–	–
50.0 – 59.9	22.6	24.8	4.4	11.0	9.5	0.7	7.3	–
60.0 – 69.9	4.4	3.7	–	0.7	–	–	0.7	–
70.0 – 79.9	16.1	10.2	2.2	1.5	0.7	–	1.5	–
80.0 – 89.9	4.4	3.7	0.7	0.7	–	–	–	–
90.0 – 99.9	20.4	20.4	35.1	10.2	7.3	1.5	2.9	–
Not responding	2.2	2.2	1.5	1.5	0.7	1.5	1.5	0.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

TABLE 10.—Customer List of Undesirable Characteristics of East Cleveland Farmers' Market

Undesirable Factor		Number of Customers
Physical plant inadequate	37	
Too crowded		15
Parking		8
Poor heating		4
Traffic		3
Need more counter space		3
Space for each car not wide enough		2
Need wider aisles		1
Poor lighting		1
Poor housekeeping	12	
Not neat or clean enough		5
Too drab		2
Poor stall conditions		2
Flies on open display		2
Dogs in market		1
Pricing policies	6	
High prices		3
Prices not marked on items		3
Need greater variety	4	
Not enough variety		2
No frozen food		1
Poultry not cut up		1
Other	8	
Too far away		2
Farmers leave market too early		1
Careless shoppers		1
Bus stop inconvenient		1
Dishonest dealers		1
Having to carry packages		1
Poor quality produce		1
Total		67

COMPARISON OF FARMERS' MARKET SHOPPERS AND NON-SHOPPERS[7]

The previous section dealt with the description of the buying and consumption habits of families who traded at the East Cleveland Farmers' Market. This section will deal with a comparison of a sample of families who shopped at the Farmers' Market with those who lived in the same neighborhood but shopped elsewhere.

Importance to Consumers of Selected Factors in Fresh Produce

Since the Farmers' Market is primarily a fresh produce market one of the major areas of comparison was that relative to the purchase and preference ratings for fresh produce. In these comparisons there were no significant differences between Farmer Market customers and those who purchased produce elsewhere. A majority of both groups rated freshness, cleanliness, quality, flavor and appearance as the most important and advertising and savings stamps as the least important factors in determining their fresh produce purchases (Table 12). Physical factors appeared to be much more important than price or packaging to these consumers. It should be remembered that these customers were probably thinking of the usual price range, the usual quality range etc. in arriving at their answers.

Other Comparisons

Two other types of comparisons were made. The first of these was of purchase and consumption patterns of Farmer Market customers and other customers in the East Cleveland area. The second was

TABLE 11.—Suggestions for Improving the East Cleveland Farmers' Market

Suggestions		Number of Customers
Improve physical plant	28	
More parking space		11
Larger market		6
Improve heating		2
More booth and aisle space		2
Paint stalls		2
Cleaner market		1
Better walks to market		1
Better lighting		1
Better refrigeration		1
Better stalls		1
More variety for sale	8	
Better displays		3
More meat		2
Larger supplies of produce		1
Cut up chicken		1
More butter		1
Price differently	5	
Lower prices		2
Put price on items		2
More variety in prices between stalls		1
Open more	5	
Open more often		4
Night market		1
Other	7	
More advertising		2
New location		2
More polite sellers		1
Sell shopping bags		1
Wait on one customer at a time		1
Total		53

[7] Non-shoppers were respondents who did not shop at the East Cleveland Farmers' Market.

TABLE 12.—Reported Importance of Selected Factors in Fresh Fruit and Vegetable Purchases, 184 Respondents, June 1959, East Cleveland, Ohio

Factor	Importance*				
	Extremely Important	Fairly Important	Of Little Importance	Of No Importance	Group Rating**
	Number	Number	Number	Number	Rating
Freshness	178	6	–	–	1.03
Cleanliness	174	10	–	–	1.05
Quality	162	20	1	–	1.12
Flavor	148	35	1	–	1.20
Appearance	144	37	3	–	1.23
Selection of merchandise	127	48	8	1	1.36
Odor	127	41	13	3	1.41
Convenience	122	49	12	1	1.41
Friendliness	116	50	13	5	1.49
Bulk fruits and vegetables	109	49	20	6	1.58
Color	98	63	19	3	1.60
Price	109	43	24	7	1.61
Adequate parking space	111	30	11	32	1.80
Display appeal	65	73	32	13	1.95
Prepackaged	24	49	74	37	2.67
Advertising	28	42	56	57	2.78
Saving stamps	21	34	43	85	3.49

*The housewife was asked to rate each factor as to its importance when purchasing fresh fruits and vegetables

**The following value was given the ratings in order to determine group ratings: 1—extremely important, 2—fairly important, 3—of little importance, and 4—of no importance

a comparison of a series of data including family characteristics, shopping habits, frequency of serving various products and other factors that help define the differences between farmer market and other customers.

Except for a few rather interesting items there were no significant differences between the Farmer Market and other customers in consumption patterns (Table 13). Significant differences in consumption between the two groups of customers occurred mostly among the products where seasonal production and sale was large among big farmer market growers. Fresh peas, fresh strawberries, fresh sweet corn, fresh tomatoes, fresh apples, and fresh peaches were products where Farmer Market customers consumed more during the "in-season" period than did other customers. For the three canned products, applesauce, peaches and orange juice, where significant differences were found, the consumption by Farmer Market customers was lower than that for other customers.

Because a portion of the Farmer Market customer sample was drawn from among those known to frequent the market and were heavily concentrated in the area near the market, the following comparisons of the Farmer Market shoppers and other customers were made in two groups, those less than two miles and those more than two miles from the market.

Factors considered for shoppers and non-shoppers of the market living less than two miles from the market were compared and marked as to whether they were significantly different at the .05 point or less. A similar comparison was made for those who lived more than two miles from the market (Table 14). The factors found to be significantly different for shoppers and non-shoppers of the market in either the less than two-mile or the two-mile and over group will be discussed. In most cases when a factor was significant for one group and not for the other the same tendency was prevalent in the group where significant differences were not found as in the group with significant differences.

Family Background

ECONOMIC AREAS. The market area included economic area "A", "B", and "C" as defined by The Cleveland Plain Dealer. Market shoppers lived in higher economic areas than non-shoppers. Of the families interviewed, over twice the percentage of Farmers' Market Shoppers as non-market shoppers lived in economic areas "A" and "B".

TYPE OF DWELLING AND OWNERSHIP. The Farmers' Market shoppers had a higher proportion of the single and double and fewer multi-family dwellings than did non-shoppers.

More of the Farmers' Market shoppers than non-shoppers owned their homes.

AGE OF HEAD OF HOUSEHOLD. The age of the head of the household for the Farmers' Market shoppers was significantly greater than that for non-shoppers. More than 50 percent of the heads of the households in the market shopper group compared with about 25 percent in the non-shoppers group were over 50 years old. Only 10 percent of the heads of the households in the market shopper group compared with 36 percent of those in the non-shopper group were under 35 years old.

OCCUPATIONS. The occupation of the heads of the households for market shoppers was significantly different from that of non-shoppers. There were larger percentages of market shoppers in the skilled labor and retired groups and a smaller percentage in the unskilled group than was the case for non-shoppers.

There was also a significant difference in the number of housewives working outside the home between the two groups in this area. In the Farmers' Market shopper group only 15 to 20 percent of the

TABLE 13.--Average Reported Purchase and Consumption Patterns of Farmer Market Customers and those Who Did Not Trade at the Farmers' Market, June 1959, East Cleveland, Ohio

Item Compared	137 Farmer Market Customers	152 Non-Market Customers
Grocery bill, weekly ($)	29.64	28.35
Size of family (No.)	3.4	3.6
Fresh peas (No. meals per wk.)*	.8	.2
Frozen peas (No. meals per wk.)	.6	.7
Canned peas (No. meals per wk.)	.5	.6
Fresh strawberries (No. meals per wk.)*	3.1	1.5
Frozen strawberries (No. meals per wk.)	.5	.5
Tossed salad (No. meals per wk.)+	4.5	4.0
Cole slaw (No. meals per wk.)	.8	.7
Potatoes (No. meals per wk.)	4.9	4.9
Sweet corn in-season (No. meals per wk.)*	2.7	2.0
Sweet corn out-of-season (No. meals per wk.)	.3	.3
Fresh tomatoes in-season (No. meals per wk.)*	6.9	5.4
Fresh tomatoes out-of-season (No. meals per wk.)	1.5	1.5
Fresh tomatoes, greenhouse (No. meals per wk.)	2.2	2.0
Chicken (No. meals per wk.)	1.1	1.3
Beef (No. meals per wk.)	3.2	3.0
Pork (No. meals per wk.)	1.2	1.1
Fresh oranges (lbs. per wk.)	4.1	3.6
Fresh apples (lbs. per wk.)*	3.6	2.6
Fresh peaches (lbs. per wk.)*	3.7	2.7
Bananas (lbs. per wk.)	2.3	2.3
Frozen orange juice (6oz. cans, wk.)	1.8	1.9
Canned orange juice (46 oz. cans, wk.)**	.2	.4
Canned applesauce (303 cans, wk.)*	.7	1.3
Canned peaches (2½ size cans, wk.)*	.6	1.1

This table includes all families surveyed. In a few instances these averages differ slightly from those in other parts of this report where for reasons of a particular comparison, unlike families were omitted.

*Differences significant at the .01 percent level in "t" test

**Differences significant at the .05 percent level in "t" test

+The difference here was significant at about .10 percent level housewives worked while 20 to 40 percent of the housewives worked in the non-shopper group.

Shopping Habits

GROCERY STORES. An average of about 88 percent of the respondents in each group shopped at chain stores for groceries and 30 percent shopped at shopping centers. However, shoppers of the Farmers' Market shopped at a significantly greater number of different food stores than did the non-shoppers. In both groups most of the shopping was done by the housewife. More than three times the percentage of non-shoppers as market shoppers shopped at only one store.

Other factors related to grocery stores—such as the name of the usual chain or store for grocery shopping, whether its location was in a shopping center or not, and whether it was a chain or independently owned store—were not significantly different for the two groups.

SHOPPING FOR FRESH FRUITS AND VEGETABLES. The frequency of shopping for fresh fruits and vegetables was significantly different for the two groups. More of the Farmers' Market shoppers than non-shoppers shopped twice a week or oftener.

The major difference between the market shoppers and non-shoppers was in the number in each group

TABLE 14.—Summary of Comparisons of Farmer Market Shoppers and Non-Shoppers, June 1959, East Cleveland, Ohio

Factors	Distance of Families from Market: Within Two Miles	Distance of Families from Market: Over Two Miles
Economic areas	S	S
Type of dwelling	S	S
Home ownership	S	S
Age of head of household	S	S
Occupation	S	S
Number of grocery stores visited	S	N.S. (.50)
Frequency of purchasing fruits and vegetables	S	N.S. (.50)
Usual place of purchasing fruits and vegetables	S	S
Source of shopping information	S	N.S. (.50)
Green peas, consumer preference	S	N.S. (.10)
Strawberries, consumer preferences	S	S
Usual place of purchasing eggs	S	S
Reasons for purchasing eggs where did	S	S
Type of apple container purchased	S	S
Type of peach container purchased	S	S
Weekly purchases of fresh apples	S	N.S. (.30)
Weekly purchases of applesauce	S	N.S. (.50)
Weekly purchases of fresh peaches	S	S
Weekly purchases of canned peaches	S	S
Weekly purchases of frozen orange juice	S	N.S. (.50)
Weekly purchases of bananas	N.S. (.10)	S
Number of meals fresh tomatoes served in season	S	S
Number of meals fresh tomatoes (out of season) were served	N.S.	N.S.
Number meals sweet corn served in season	N.S. (.20)	S
Number of meals fresh sweet corn (out of season) was served	N.S.	N.S.
Family income	N.S.	N.S.
Weekly grocery bill	N.S.	N.S.
Means of shopping	N.S.	N.S.

S. indicates a significant chi-square difference at the .05 point or less between market shoppers and non-shoppers for the particular factor.

N.S. indicates no significant differences at the .05 point between market shoppers and non-shoppers for the particular factor. Number in parenthesis ( ) indicates the level of significance for those marked N.S. where either the under 2 miles or 2 miles and over customers showed significant differences who used the East Cleveland Farmers' Market for fresh fruits and vegetables. Another factor was the relatively larger percentage of non-shoppers than market shoppers who usually bought fresh fruits and vegetables at independently owned stores instead of at the store where they regularly shopped.

In both the market and the non-market shopper group many customers were not satisfied with the fruits and vegetables displayed at the store where they usually shopped for groceries. The difference was that the dissatisfied non-shopper families went to independently owned stores, while the market shopper families went to the Farmers' Market.

SOURCE OF SHOPPING INFORMATION. A significantly larger percentage of market shoppers than non-shoppers reported the use of shopping information. Newspaper ads were the most important source of information.

Consumer Preferences for Selected Items

In addition to differentiating market and non-market shoppers through family, shopping, and personal characteristics, an attempt was made to test their purchasing and consumption habits for selected food items. Purchasing and consumption habits may influence consumers as to the usual place of buying groceries or fresh fruits and vegetables. The following section compares the shoppers and non-shoppers on selected food purchases.

GREEN PEAS. The greatest difference between market shoppers and non-shoppers for green peas was in the relative preference for fresh and canned forms. Fresh green peas in season were preferred over frozen or canned peas by market shoppers but not by non-shoppers.

A larger percentage of non-market shoppers than market shoppers did not use green peas.

The reasons for preferring either fresh, frozen, or canned green peas were not significantly different for the two groups. Comparisons of reasons given for preferring fresh, frozen, and canned green peas indicate that people purchase different forms of green

TABLE 14.–Continued–Summary of Comparisons of Farmer Market Shoppers and Non-Shoppers, June 1959, East Cleveland, Ohio

Factors	Distance of Families from Market: Within Two Miles	Distance of Families from Market: Over Two Miles
Usual place of purchasing groceries	N.S.	N.S.
Reasons for preferring strawberries	N.S.	N.S.
Reasons for preferring green peas	N.S.	N.S.
Size of family	N.S.	N.S.
Nationality	N.S.	N.S.
Education	N.S.	N.S.
Freezer locker ownership	N.S.	N.S.
Childhood background	N.S.	N.S.
Religion	N.S.	N.S.
Who does the grocery shopping	N.S.	N.S.
Number of times at roadside stands during the preceding year	N.S.	N.S.
Greenhouse tomato purchases	N.S.	N.S.
Weekly purchases of fresh oranges	N.S.	N.S.
Weekly purchases of canned orange juice	N.S.	N.S.
Number of meals tossed salad was served	N.S.	N.S.
Number of meals cole slaw was served	N.S.	N.S.
Number of meals potatoes were served	N.S.	N.S.
Number of meals greenhouse tomatoes were served	N.S.	N.S.
Number of meals chicken was served	N.S.	N.S.
Number of meals beef was served	N.S.	N.S.
Number of meals pork was served	N.S.	N.S.

S indicates a significant chi-square difference at the .05 point or less between market shoppers and non-shoppers for the particular factor

N.S. indicates no significant differences at the .05 point between market shoppers and non-shoppers for the particular factor. Number in parenthesis ( ) indicates the level of significance for those marked N.S. where either the under 2 miles or 2 miles and over customers showed significant differences peas for different reasons. More than 80 percent of those who used fresh green peas gave flavor as the reason for preferring them (Table 15). Of those using frozen peas, only 52 percent gave flavor as a reason. Another important reason for using frozen green peas was convenience, which was given by 26.1 percent of the respondents. A combination of flavor and convenience was important to 9.1 percent. Thus, flavor and convenience were the major reasons for purchasing frozen green peas.

Of those using canned peas only 28.6 percent gave flavor as the major reason. Convenience, with 33.9 percent, was the most frequently given reason. Price was the reason given by 27.3 percent for preferring canned peas.

The total of the three major reasons for preferring each of the three forms of green peas were similar, but they were combined differently depending upon the consumer's preference as to flavor, convenience, and price of the product.

STRAWBERRIES. A larger percentage of non-shoppers than shoppers did not use strawberries. A combination of fresh and frozen was preferred by a larger percentage of the market shoppers than of non-shoppers. The combination of fresh and frozen was taken as a preference for fresh in season and frozen out of season. Fresh strawberries were preferred by a larger percentage of Farmers' Market shoppers than non-shoppers.

More than 60 percent of the respondents using fresh strawberries gave flavor as the reason for preferring them (Table 16). Price was given as the second most important reason for preference of fresh berries.

PREFERENCE IN PURCHASING EGGS. Approximately 44 percent of the market shoppers usually purchased eggs at the East Cleveland Farmers' Market.

Less than one-third of the Farmers' Market shoppers usually purchased eggs at chain stores, whereas, more than one-half of the non-market shoppers usually purchased eggs at chain stores. These percentages are significantly different for the two groups. Eighty-eight percent of the market shoppers purchased groceries at chain stores while only one-third of this same group purchased eggs at the chain store. In the non-market group 85 percent shopped for groceries at chain stores while over one-half purchased eggs there.

The major sources for farm-fresh eggs in this area were from farmers at the East Cleveland Farmers' Market or from farmers using other methods of direct selling, such as house-to-house sales.

REASONS FOR PURCHASING EGGS AT A PARTICULAR PLACE. The reasons for purchasing eggs where they were purchased were different for market shoppers than for non-shoppers. Freshness was given by over one-half of the Farmers' Market shoppers as their reason for purchasing eggs at a particular place. Convenience was the next most important reason given by the same group.

Convenience was the reason given by over one-half of the non-market shoppers as the reason for purchasing eggs at a particular place. Next reason given by this group was price.

TYPE OF CONTAINER IN WHICH APPLES WERE PURCHASED. A larger percentage of the market shoppers purchased apples in bushel, one-half bushel, or

TABLE 15.—Reasons Given for Preferring Fresh, Frozen, or Canned Green Peas by Household

	Why Preferred		
Reason	Fresh	Frozen	Canned
	(Percentage of households)*		
Price	3.7	4.6	27.3
Convenience	3.7	26.1	33.9
Flavor	81.5	52.3	28.6
Price and convenience	–	1.1	2.6
Price and flavor	–	2.2	–
Convenience and flavor	–	9.1	1.1
Other**	11.1	4.6	6.5
Total	100.0	100.0	100.0
Number reporting	27	88	77

*Percentage calculated by number reporting

**Other included "just prefer", "like", etc.

peck baskets than in bags or bulk, while non-market shoppers purchased apples more in bag or bulk than in any other kind of containers.

One reason for the differences in the type of package was the difference in their availability in each retail outlet. Baskets were the usual container for apples on the Farmers' Market. In general, chain stores sold bags or bulk apples and independent stores sold a combination of bulk, bags, and baskets.

TYPE OF CONTAINER IN WHICH PEACHES WERE PURCHASED. Almost twice as great a percentage of non-market shoppers as market shoppers purchased peaches in bulk. Moreover, a larger percentage of the non-market group did not purchase peaches than did the market group. Combinations of baskets, bulk, or other containers were purchased by the remaining respondents. Again, the difference between the groups may be explained partly by the containers offered at the usual place of purchasing fresh fruits and vegetables.

PURCHASES OF SELECTED ITEMS. Consumers were asked how many units of selected items they purchased per week. Farmers' Market and non-market respondents had significantly different purchasing habits for fresh apples, canned applesauce, fresh peaches, canned peaches, frozen orange juice, and bananas.

FRESH APPLES. Farmers' Market shoppers reported a greater use of fresh apples than did non-shoppers. Only 5 percent of the market shoppers compared with 15 percent of the non-shoppers reported no fresh apple purchases during the past year. Average pounds of fresh apples reported purchased per family by all respondents in the market group was about 200 pounds per year. In the non-market group it was about 125 pounds per year.

APPLESAUCE. Twice as large a percentage of respondents in the market as in the non-market group did not buy applesauce.

The average weekly purchase of applesauce reported per family for all respondents in the Farmers' Market group was 0.38 cans compared with 1.5 cans for the non-market group. The weekly average purchase reported by respondents purchasing applesauce was 0.72 cans per week per family for the market group and 1.97 cans for the non-market group.

FRESH PEACHES. Farmers' Market shoppers reported a greater use of fresh peaches than did non-shoppers. Only 10 percent of the market shoppers compared with about 25 percent of the non-shoppers reported that they had not purchased fresh peaches during the past year.

The number of pounds of fresh peaches reported as purchased per year per family by respondents ranged from none to 300 pounds. About 10 percent of the non-market shoppers and 45 percent of the market shoppers reported purchases of 100 or more pounds of fresh peaches per year per family. Purchases of less than 50 pounds per year per family were reported by 56 percent of the families in the non-market group and by only 25 percent of those in the market group.

The average yearly purchases of fresh peaches reported by market shoppers was 102 pounds per family while non-market shoppers reported about 40 pounds. When only those purchasing fresh peaches

TABLE 16.–Consumer's Reason for Preferring Fresh Strawberries by Household

Reason	Why Preferred			
	Fresh	Frozen	Fresh	Frozen
	Number	Number	Percent	Percent*
Price	25	9	20.2	9.5
Convenience	5	36	4.0	37.8
Flavor	76	33	61.3	34.8
Price and convenience	1	–	0.8	–
Price and flavor	3	1	2.4	1.1
Convenience and flavor	1	6	0.8	6.3
Prefer whole berries	3	–	2.4	–
Other**	8	10	6.5	10.5
Prefer fresh	2	–	1.6	–
Total	124	95	100.0	100.0

*Percentage calculated by total reporting

**Other included "just prefer", "like", etc.

were considered, market customers averaged 106 pounds and the non-market customers averaged 48 pounds.

CANNED PEACHES. Only 50 percent of the market shoppers reported purchasing canned peaches compared with 75 percent of the non-market shoppers. Almost three times as many non-market as market customers reported purchasing two or more cans of peaches per week.

The average weekly purchase of canned peaches was 0.6 cans per family of market shoppers and 1.0 cans for non-shoppers. Respondents in the non-market group reported purchasing approximately one-half can more peaches per week per family than respondents in the market group. Respondents of the market group reported purchasing more fresh peaches per household per week than did respondents of the non-market group. No attempt was made to determine the proportion of the fresh peaches purchased that were canned, frozen, and eaten fresh. Thus, the large percentage of non-purchasers of canned peaches in the market group could be due to the possibility that these respondents were home canning or freezing fresh peaches in season.

When the total estimated purchases of canned peaches were added to the purchases of fresh peaches, the market shoppers reported that they used about 165 pounds per year of fresh peach equivalent compared with 151 pounds for the non-market group.

BANANAS. More than twice as large a percentage of respondents in the market group reported they did not purchase bananas than did those in the non-market group.

The average weekly purchase of bananas per family for all families in the sample was 2.07 pounds in the market group and 2.85 pounds in the non-market group. The average purchase per family purchasing bananas were 2.70 pounds in the market group and 3.18 pounds in the non-market group. The difference between these two sets of averages was due to the different proportions of market and non-market shoppers who bought bananas.

EATING HABITS FOR FRESH TOMATOES. Families shopping at the market served fresh tomatoes in-season significantly more frequently than did those not shopping at the market. Fresh tomatoes in-season were served seven or more meals per week by over 75 percent of the market group and by only 55 percent of the non-market group.

There was no significant difference in number of meals out-of-season tomatoes were served by market and non-market shoppers.[8] Over one-half of the shoppers in both groups served fresh out-of-season tomatoes less than once a week.[9]

SWEET CORN. Sweet corn in season was served at significantly more meals per week by families in the market group than in those in the non-market group. It was served four or more meals per week by one-third of the market shoppers and only 7 percent of non-shoppers. Among those who served in-season sweet corn less than twice a week there were twice as many non-market shoppers as market shoppers. Out-of-season sweet corn was served with equal frequency by market shoppers and non-shoppers.[10] In each group three-fourths did not serve out-of-season corn.

SUMMARY AND CONCLUSIONS

Because of the location of many producers, roadside and at-the-farm selling is not feasible. In these cases growers may find it practical to sell at farmers' retail markets located in areas of heavy population at a considerable distance from the farm.

East Cleveland Farmers Market and Its Producer-Members

The physical plant of the market consists of a large open-type shed surrounded by a paved parking area for 284 cars. A storage building and a building for dressing poultry are located near the selling shed.

Stall operators are required to pay an annual stall fee to cover current expenses and maintenance.

Growers' farms are located in Ashtabula, Lake, Geauga, and Cuyahoga Counties at distances from 10 to 45 miles from the East Cleveland Growers Market. Over two-thirds of the farms are more than thirty miles from the market. Acreage per farm varied from four to 200 acres. Over half of the farms were of less than 30 acres in size while only 10 percent were more than 100 acres.

[8] Out-of-season tomatoes were considered as tomatoes shipped into Cleveland from Florida, Mexico, California, etc. during the season when field grown tomatoes are not being produced locally.

[9] The fact that market and non-market shoppers served out-of-season tomatoes with equal frequency while market shoppers served in-season tomatoes more frequently than non-market shoppers indicated a possible effect of the market on the consumption of locally grown tomatoes and of all fresh tomatoes.

[10] The same reasoning applies here as for tomato consumption.

The time spent for marketing varied among producers. It was usually 9.5 to 10 hours each market day but ranged from 7 to 13 hours among producers.

The average age of stall operators was quite high, with 73.5 percent of them over fifty years old. The present operators were equally divided in their opinions about whether their stall would continue in the family when they retired.

Market Neighborhood and Customers

It was estimated that from 2500 to 5000 households were represented at the market during each week in the summer and fall seasons. About two-thirds of these customers lived within two miles of the market, and approximately 30 percent lived two to five miles from the market.

The Farmers' Market customers lived in middle and high income areas surrounding the market and had median incomes in the $4000 to $6000 range. Over two-thirds of the customers lived in single family dwellings and about 85 percent owned their homes.

Freshness, cleanliness, quality, flavor, and appearance were the factors considered most important by the consumers when they purchased fresh fruits and vegetables.

Approximately, 50 percent of the families in the neighborhood shopped at least once at a roadside stand during the past year, but only 17 percent shopped at the East Cleveland Farmers' Market.

Most market customers had shopped at the Farmers' Market for more than five years. Approximately half of the customers had shopped at the market fifty or more times in the preceding year.

Customers indicated that parking arrangements, crowed conditions, stall appearance, and poor market facilities were the major problems of the market.

Characteristics of Shoppers and Non-Shoppers

The findings in this study indicate that families with the following characteristics were most likely to shop at a farmers' retail market: living in a middle or high-income area; living in a single family dwelling; home owners; housewife not working outside of the home; head of the household either with an occupation of skilled labor or retired; head of the household over fifty years old; shop at three or more different grocery stores per month; shop for fresh fruits and vegetables twice a week; regard newspaper ads as an important source of food shopping information; and purchase eggs from farmers or from independently owned stores because they believe these eggs will be fresher.

Families having the following preferences, purchasing, and eating habits would be more likely to shop at farmers' market: preference for fresh over frozen and canned green peas; preference for fresh over frozen strawberries; purchasing apples in bushel, one-half bushel or peck baskets; purchasing fresh peaches in peck, one-half bushel and bushel baskets; purchasing more than four pounds of apples per week; purchasing more than 200 pounds of apples per year; not buying applesauce; buying more than 2 pounds of peaches per week in season; purchasing more than one bushel of peaches per year; not buying canned peaches; serving tomatoes in season at seven or more meals per week.

Characteristics of the East Cleveland Farmers' Market

The following is a partial list of the things that the market has done in its 28 years of operation:

(1) Served a large number of satisfied customers who are willing to make a special effort to obtain farm products they apparently consider to be more desirable than those available through the more common marketing channels. Fresh sweet corn, tree-ripened peaches, fresh eggs, fresh strawberries, and fresh tomatoes are products that appear to have special appeal.

(2) Continued as a market run by and for bonafide producers. Many of the customers apparently get satisfaction from buying directly from the farmer and from discussing farmer problems when shopping for farm products. An image of freshness of farm products appears to be associated with purchases from producers.

(3) Offered a large selection of various grades and qualities of fresh farm commodities during the entire local season. Growers have adjusted their production in order to offer a wide variety of products over a long season.

(4) Offered prices that are satisfactory to both consumers and producers. The farmer market prices are higher than wholesale prices and are competitive with retail store prices.

(5) Provided a market atmosphere that expresses the friendliness and sincerity of the farmers to customers and creates a healthy competitive situation among producer members. There appears to be a minimum of petty jealousy and a maximum of tolerance among the producers on the market.

(6) Adjusted the market operation to the needs and desires of its customers. Market hours were changed from Monday and Wednesday mornings to afternoons several years ago.

(7) Continued to improve parking facilities so that at the present 284 paved parking spaces are available.

(8) Improved market facilities by installing heaters and enclosing part of the open structure for the winter market.

Recommendations to East Cleveland Farmers' Market Producers

(1) Continue to strive for greater customer satisfaction.

(2) Maintain operation and reputation as a farmers' market.

(3) Offer a still larger selection of produce.

(4) Maintain good quality, farm-fresh produce.

(5) Improve parking facilities still further.

(6) Improve and paint market facilities.

(7) Explorer means for increasing effectiveness of advertising to reach all potential customers and particularly those who have characteristics similar to those now shopping at the market.

(8) Explore the possibility of a Friday market to reduce crowed conditions and to more fully use the market facilities.

(9) Provide a more satisfactory means of selecting and obtaining new members.

(10) Provide satisfactory compensation for the value of stock of retiring members.

Recommendations to Farmer Groups Wishing to Start a Retail Market

On the basis of the findings in this and other studies, it would appear that groups interested in organizing a farmers' retail market should consider the following questions:

(1) Is there enough potential volume of fresh fruits and vegetables available in a 30-50 mile radius?

(2) Are there at least three or four growers for each major produce item who are interested in developing a farmers' market?

(3) Are there 10-15 or more growers available from all product groups, fruit, vegetables, poultry and flowers, to create a healthy "market" atmosphere?

(4) Are the interested producers willing to diversify production to insure an adequate supply and selection of fresh farm products to attract customers?

(5) Can adequate marketing facilities be provided at reasonable prices? Can they be financed so that they are secure?

(6) Can adequate parking facilities be provided along with the selling or stall facilities?

(7) Would possible location be conducive to easy access to parking from existing traffic patterns?

(8) Are you familiar with the requirements for an efficient physical layout of a farmers' retail market?

(9) Does the neighborhood have the type of families that would patronize a farmers' retail market?

(10) Are there 25,000-100,000 families in a five-mile radius?

(11) What market days and hours would be most satisfactory for customers in the neighborhood?

(12) Are interested growers willing and able to finance such a venture so that it will be controlled by bonafide producers?

APPENDIX

The following is a brief description of income and other characteristics of the families in the East Cleveland Farmer Market Area.

General Family and Housing Characteristics

TYPE OF DWELLING. About 59 percent of those in the sample lived in single family-type dwellings. Less than 25 percent lived either in double or duplex family housing or in multi-family or apartment housing. A large number, 62.5 percent, owned their own homes in this area.

SIZE OF FAMILY. Family size in the sample varied from one to ten persons. The average was 3.5 persons while the most common size was the two person family.

AGE OF HEAD OF THE FAMILY. The age of the head of the family interviewed ranged from eighteen years to eighty years of age with the 36-50 year age group being the largest.

OCCUPATION OF HEAD OF THE FAMILY AND THE EMPLOYMENT STATUS OF THE HOUSEWIFE. Respondents with an occupation of skilled labor were the largest group with 29.1 percent (Table A). Only 29.7 percent of the housewives worked outside the home.

TABLE A.—Occupation of Head of Family, by Families

	Number of Families	
Occupation	Number	Percent
Skilled	53	29.1
White collar	38	20.9
Unskilled	28	15.4
Retired	28	15.4
Professional	22	12.1
Business man	12	6.6
Other	1	0.5
Total	182	100.0

TABLE B.—Years of School Completed, Husband and Wife

Years Completed	Husband Number	Wife Number	Husband Percent	Wife Percent
No formal education	2	2	1.3	1.2
8 or less	31	28	20.3	15.6
9 through 11	20	37	13.1	20.7
12	45	58	29.4	32.4
13 – 15	21	30	13.7	16.7
16	12	17	7.8	9.5
Over 16	22	7	14.4	3.9
Total	153	179	100.0	100.0

YEARS OF SCHOOL COMPLETED. The number of years of school completed by husbands and wives were similar. The most common termination period was the 12th grade (Table B).

FAMILY INCOME. The annual family income ranged from less than $2,000 to more than $10,000. The median income was in the top of the $4,000 to $6,000 income group (Table C). However, 14 percent of the 184 respondents did not answer this question.

CHILDHOOD BACKGROUND. Respondents were asked where the husband and wife spent most of their lives to age eighteen. Both husband and wife in over 59 percent of the responses had lived in the city (Table D). Only about 20 percent of the husbands and wives spent their childhood in small towns. A small percentage of the husbands and wives, 16.8 percent and 13.7 percent, respectively, spent their childhood on farms.

NATIONALITY. The Central European group represented the largest total number of husbands and wives of any nationality (Table E).

TABLE C.—Income by Family

Income	Number of Families Number	Percent
under $ 2,000	8	5.1
$ 2,000 but under $ 4,000	16	10.1
$ 4,000 but under $ 6,000	69	43.7
$ 6,000 but under $ 8,000	37	23.4
$ 8,000 but under $10,000	15	9.5
$10,000 and over	13	8.2
Total	158	100.0

RELIGION. About one-half of the respondents gave a religious preference of Protestant; 37 percent Catholic; 10 percent Jewish; and 3 percent other preferences.

Shopping Characteristics

WEEKLY GROCERY BILL. The weekly grocery bill reported by these families ranged from less than $5 to more than $55. The $15 to $24.99 group represented the largest total number of respondents with 30.5 percent of the total. Approximately two-thirds of the respondents reported spending less than $25 per week for groceries. Only 12.6 percent of the respondents spent more than $35 per week for groceries (Table F). The grocery bill included the usual items purchased at the grocery store, excluding hardware items.

WHO SHOPS FOR GROCERIES. Most of the grocery shopping was done by the wife, with most of the remainder being done by both husband and wife. The husband did less than 10 percent of the shopping while other members of the family except the wife only did about 2 percent.

MEANS OF SHOPPING. More than 75 percent of the grocery shopping was done by automobile with most of the remainder done by walking (Table G). A larger percentage of those using autos than of those walking (87.4 vs. 76.6 percent) reported that the usual grocery store was a chain grocery.

GROCERY STORES SHOPPED. The number of different grocery stores shopped in the preceding month ranged from one to five. About 20 percent of the shoppers had shopped at one store only during the preceding month.

Approximately 90 percent of these families shopped at a chain food store for their groceries. The usual store shopped for 55 percent of the families was located in a shopping center.

TABLE D.—Childhood Background of Husbands and Wives

Childhood	Husband Number	Wife Number	Husband Percent	Wife Percent
Farm	28	25	16.8	13.7
Small town	39	38	23.4	20.9
City	100	119	59.8	65.4
Total	167	182	100.0	100.0

TABLE E.—Nationality of Husband's Parents and Wife's Parents in Percentage

Nationality	Husband's Mother	Husband's Father	Wife's Mother	Wife's Father
		(percentage)		
Northern European	2.4	2.4	2.8	3.3
Central European	46.4	47.0	47.2	46.2
Southern European	8.4	8.4	7.2	7.2
American White	32.1	31.5	31.7	32.2
American Negro	6.5	6.5	6.1	6.1
Jewish	4.2	4.2	5.0	5.0
Total	100.0	100.0	100.0	100.0

TABLE F.—Grocery Bill per Week by Family

Grocery Bill	Number of Families: Number	Number of Families: Percent
0* – 4.99	18	10.3
5.00 – 14.99	44	25.3
15.00 – 24.99	53	30.5
25.00 – 34.99	37	21.3
35.00 – 44.99	17	9.8
45.00 – 54.99	4	2.2
55.00 – 64.99	1	0.6
Total	174	100.0

*Lower limit not inclusive

TABLE G.—Means of Shopping for Groceries by Family

Means	Number of Families: Number	Number of Families: Percent
Auto	141	76.6
Walk	36	19.6
Delivered	1	0.5
Bus	5	2.8
Cab	1	0.5
Total	184	100.0

SHOPPING FOR FRESH FRUITS AND VEGETABLES. Most (97.8 percent) of the people shopped for fresh fruits and vegetables once a week or more. The once-a-week shoppers group represented two-thirds of the total, while the twice-a-week shoppers represented about 20 percent.

NUMBER OF TIMES SHOPPED AT ROADSIDE STANDS. Approximately 50 percent of the respondents had not shopped at a roadside stand during the past year. One-third of all respondents (two-thirds of the roadside stand shoppers) had shopped at roadside stands from one to five times the past year. Only slightly over 6 percent of the respondents (13 percent of the roadside stand shoppers) shopped six, seven, or eight times per year. Eleven percent of the respondents (21 percent of the roadside stand shoppers) shopped nine times or more at roadside stands.

CONSUMER KNOWLEDGE OF THE EAST CLEVELAND FARMERS' MARKET

Seventy percent of the consumers in an area of approximately five miles radius of the East Cleveland Farmers' Market knew of it. One-fourth of the 70 percent who knew of the market shopped there.

SOURCES OF FOOD SHOPPING INFORMATION. Newspapers were the first choice as the source of food shopping information for 59.6 percent of the people. About one-third reported that they did not use food shopping information. Of the people using food shopping information, 88.6 percent used the newspaper as a source of information. Television and neighbors, were the other major sources given.

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