



Rapid Market Assessment Workshop

MICHIGAN STATE
UNIVERSITY

Learn how a Rapid Market Assessment can provide a one-time snapshot of your market. An RMA team of market managers and other experts use simple, tested methods to: count market customers, survey customers using the dot survey method, and compile market observations and recommendations. At this workshop, you will acquire the skills to participate in and conduct your own RMA.

Rapid Market Assessment Workshop

When: Tuesday, July 21, 2009 from 9 a.m. to 2 p.m.
Participants must register by Thursday, July 16th. Contact Dru Montri at 517-432-3381 with any questions or to register.

Where: Lansing City Market
333 N. Cedar Street
Lansing, MI 48912
www.lansingcitymarket.com

How much: The cost is \$10 for MIFMA members and \$40 for non-MIFMA members. This does not cover lunch, which can be purchased at the market.
Join MIFMA now at www.farmersmarkets.msu.edu!

Agenda:

- | | |
|-----------------|---|
| 9 – 9:15 am | Registration |
| 9:15 – 9:30 am | Welcome to the Market |
| 9:30 – 10 am | Results from the Michigan Farmers Market Survey |
| 10 – 11 am | Introduction to Rapid Market Assessments <ul style="list-style-type: none">• Customer Counts• Dot Surveys – Core Questions and Formulating Survey Questions• Observations, Completing the Sheets• Analysis |
| 11 am – 12 pm | Prepare for Hands-on Rapid Market Assessment |
| 12 – 12:30 pm | Lunch and Visit the Farmers Market |
| 12:30 – 1:30 pm | Conduct Rapid Market Assessment * <i>Please bring your own clipboard.</i> |
| 1:30 – 2 pm | Reconvene and Conclude |



Register for the Farmers Market Rapid Market Assessment Workshop

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Registration

Name: _____

Title: _____

Organization or Farmers Market: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax Number: _____

E-mail: _____ Website: _____

(1) MIFMA Member \$10 _____

(2) Non-member \$40 _____

Participants must register by Thursday, July 16. To register, send a check to Michigan Food and Farming Systems, 416 Agriculture Hall, East Lansing, MI 48824 and indicate MIFMA RMA Workshop in the memo line. Contact Dru Montri at 517-432-3381 with any questions.

Funded in part by the USDA AMS Farmers Market Promotion Program and Farm Aid.