



MIFMA Supports Rapid Market Assessments for Members!

The Michigan Farmers Market Association, in cooperation with the C.S. Mott Group for Sustainable Food Systems and the Department of Community, Agriculture, Recreation, and Resource Studies at Michigan State University, is offering Rapid Market Assessments (RMAs) in 2007 for MIFMA member farmers markets for only \$50! The remaining costs – several hundred dollars per assessment – are covered from other sources. Resources are available for up to 15 RMAs between now and the end of the market season. The savings more than cover membership fees. Call today to get details and schedule your RMA!

What is a Rapid Market Assessment?

It's an intense one-time market-day snapshot of your market. An RMA "swat team" of "outside" market managers and other experts use simple, tested methods to:

- Count market customers
 - Survey customers with a dot survey
 - Compile market observations and recommendations.
- RMA findings are provided to you in a final report.

How Can It Help My Market?

An RMA gives you an outside perspective that can help answer management questions and point to future directions.

It teaches you an effective way to collect customer input.

It is a market event that generates interest for your market.



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