

DOUGLAS COUNTY FARMERS MARKET PROFILE

EUDORA MARKET

In Eudora, the farmers market is mid-week, occurring on Tuesday evenings. The 2016 summer season was the market's first year at its current location, in the Gene's Heartland Food's parking lot, under new (volunteer) management by Jamie Knabe, a seasoned vendor there. Previously the market was located across the street, at a former school, and was managed by the Eudora Parks and Recreation Department, and was held on Friday evenings. For these reasons, the 2016 season was a transitional year for this market. The market is not located in downtown Eudora, but rather in an area just off K-10 where the city has identified growth potential for the community. The area has been identified as a mixed use development site that would bring a non-traditional style of interstate development to the area where the farmers market is currently held, and could increase the market's foot traffic in the long-term.



Opportunities – There is potentially an opportunity for establishing a permanent market location in Eudora with the mixed-use development across the street. This development could bring new customers to the market, as new residents move in, and could draw new attention to the market in the long-term with a permanent location. The city of Eudora is undergoing leadership transition in the City Manager's office, and with that transition additional, new support has emerged that could lead to new partnerships and potential for market support.

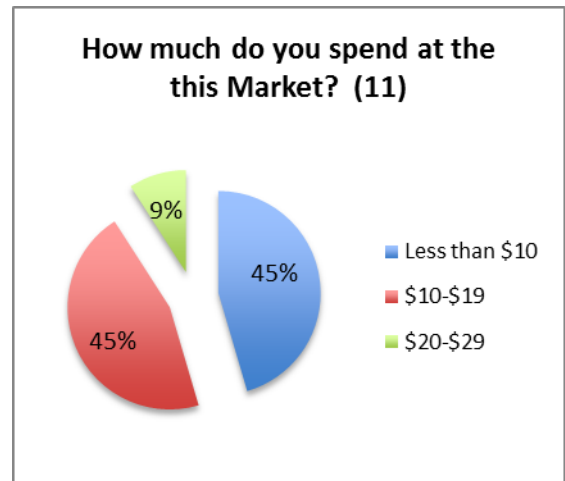
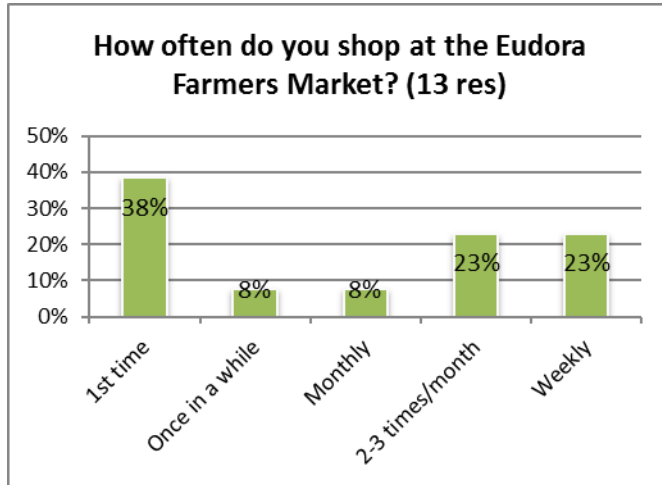
MARKET QUICK FACTS

- **Market season:** May - October
- **Market day/hours:** Tuesday, 4:30-6:30pm
- **Location:** Gene's Heartland Foods parking lot, 1402 Church St.
- **Current number of vendors:** 8-12
- **Estimated number of shoppers:** 35
- **Market manager:** Jamie Knabe, volunteer

Challenges – Not enough customers, not enough marketing, not enough vendors, not enough market manager training. Interviews with vendors and customers revealed perceptions of slow customer traffic, with purchases of mostly less than \$20 per customer. Overall, there was little advanced knowledge of the market: Customers often revealed that they simply stumbled upon the market because they were already

going to the grocery store. Customers also stated that there is not enough variety of product being sold and not enough consistency in the vendor base. There are few regular shoppers there that could provide enough weekly support to vendors, however.

THE MARKET IN THE CUSTOMERS' EYES



As these graphs show, the amount that shoppers are spending at the Eudora Market is quite low, with nearly half spending \$10 or less and 90% spending \$19 or less. This is probably closely related to a lack of products from which to choose, as 55% of shoppers cite "increased product diversity" as by far the most important desired change for the market. The Eudora market does fairly well with retaining a base of regular customers, as 46% indicate they shop at the market weekly or two to three times per month. If the market is going to succeed, the first priority would be to have more products for these shoppers to

buy.

MARKET RECOMMENDATIONS

1. Raise stall fees to more than \$20/season to help boost the marketing budget
2. Create and implement a marketing plan (active on and off season) that will attract new customers and vendors, and that focuses on Eudora and other surrounding, smaller communities.

3. Provide management / leadership training for Jamie and other key “committee” members to help formalize market management, committees, plans and that will provide structure and assistance for meeting marketing goals, etc.
4. Develop/establish close relationships with Eudora city leadership, council and other key stakeholders to understand and take advantage of partnerships and resources that could help grow the market – ex. including the market in city planning efforts, development ideas, etc.
5. Work with other county farmers markets to develop cross-promotional efforts that could contribute to broader and more successful farmers market promotions overall
6. Consider shortening the market’s season to the strongest 15 – 16 weeks, in order to boost product diversity and quantity, and to help ensure that the market makes a strong presentation every week.