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# The Troy Waterfront Farmers Market

Identifying and overcoming  
customer obstacles

*Farmers Market Federation*  
*SARE WINTER WEBINAR SERIES 2/10/21*

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PREPARES farmers markets to better reflect consumer attitudes toward shopping at farmers markets.

IDENTIFIES obstacles to customers

PROPOSES potential solutions.



COVID-19 SHUTDOWN  
MARKET PAUSED

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# COVID-19 PAUSED MARKET EVALUATION

FOCUSING on keeping farmers markets open and operating under COVID guidelines and restrictions.

DESIGNING programs and services to meet the needs of their customers to encourage continued shopping.

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# COVID-19 PAUSED MARKET EVALUATION

TOOLKIT STILL RELEVANT

MAINTAIN participation of those already active

INCREASE participation for those whose participation has declined

ATTRACT new customers

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# COVID-19 PAUSED MARKET EVALUATION

TOOLKIT STILL RELEVANT

EXAMINE the importance assigned by consumers to various characteristics of FMs

INVALUABLE in (re)designing FM operations, locations, vendor composition, and vendor displays to attract customers IN PANDEMIC

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March 14 PAUSED



March/April  
Evaluation/Promotion



April 23 UNPAUSED  
VIRTUAL!



UNPAUSED - PLAY!!  
May 16@ Russell Sage  
June 13 @ Riverfront Park  
Dec 5 @Lansingburgh



## UNPAUSE PHASE 1 TWFM ONLINE - 4/23 and ongoing



Troy Waterfront  
Farmers Market

TWFM Online

PRODUCT LIST

YOUR PRODUCERS

SIGN UP!

CONTACT US

FAQ

TWFM HOME



### WELCOME TO THE TWFM ONLINE MARKET! Where the Farm meets the City, Online.

TWFM Online is a virtual Farmers Market with locally grown and produced food from your favorite vendors. During our PAUSE we have developed TWFM Online to allow you to shop from the safety of your home for pick up on **Sundays between 9:30 am and 1 pm (pickup time allocated by surname)**.

**GETTING STARTED - Register as a Customer.** Order online from TWFM and pick up from Carioto Produce at [80 Cohoes Avenue, Green Island, NY](#).

During the COVID-19 PAUSE, TWFM Online has been provided by the Market and Carioto Produce at no cost to vendors and customers. As we seek to turn this into a sustainable part of TWFM we have decided to charge a \$5 flat fee per order to help defray our considerable costs and to support Carioto Produce. Thank you for your continued support of local producers!

**CHANGING WEEKLY!** Visit our [Product List](#) page to see what is available and which of our vendors are participating. We're growing our vendors and our product list. Check in weekly for new items.

Find out more about TWFM and sign up for our newsletter [here](#).

Check out Carioto's [online store](#) for other products that can be ordered and picked up on the same trip.

\*\*\* COVID-19 UPDATE - THE OUTDOOR MARKET AT SAGE IS OPEN SEE [DETAILS](#) \*\*\*



LFM - Local Food Marketplace

Partnership with a Wholesale and  
Produce Distributor

Cold storage, vehicle access

Free but now charging





# Troy Waterfront Farmers Market



May 2020 Online Market

Total Vendor Sales



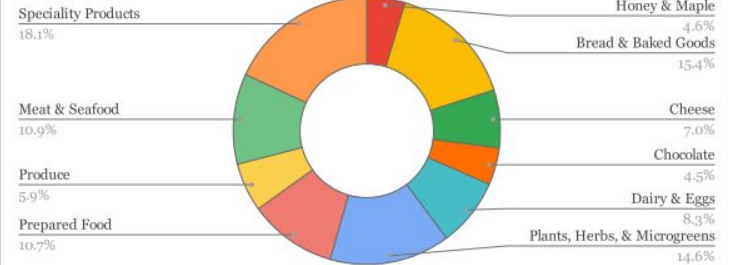
Number of Customer Orders



Number of Vendors (39)



Product Diversity



Sales and number of orders dropping as Markets open - do we stay open? Down to 47 orders and \$3k

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# YES

Customer and vendors still want this service.  
Stabilized over summer but took off again in the winter





# Troy Waterfront Farmers Market

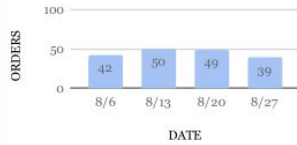


## August 2020 Online Market

### Total Vendor Sales



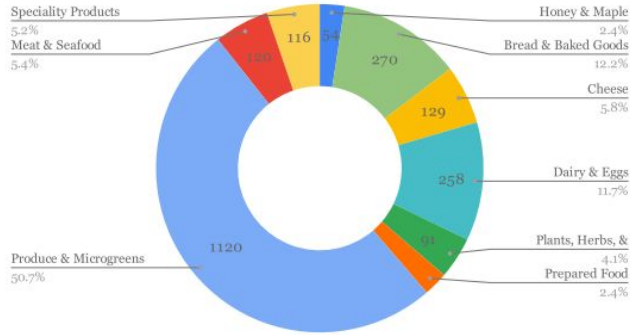
### Number of Customer Orders



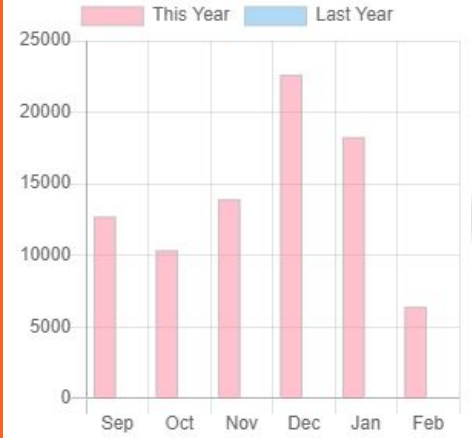
### Number of Vendors (44)



### Products Sold by Category



### Yearly



6 Month Revenue Comparison (\$) ▾

**TROY WATERFRONT FARMERS MARKET - COVID-19 ACTION PLAN  
"FARMS, FOOD AND FUNCTION OVER FESTIVAL" 4/22/2020 EDITED 6/19/2020**

**BACKGROUND**

The Troy Waterfront Farmers Market (TWFM), after discussion with the County Health Department and the City of Troy, closed on March 14. TWFM remains closed as we all recognize the regional nature of this market and the importance of social distancing and slowing the spread of the virus. The option of our Market being outdoors on City streets has also been removed by the City's suspension of special events permits.

On March 20, 2020, Governor Cuomo signed Executive Order 202.8, as a part of "New York State on Pause," a 10-point policy to reduce community transmission of COVID-19. This policy included a directive that all non-essential businesses throughout the state close in-person employee functions effective at 8:00 PM on Sunday, March 22, 2020. Essential businesses are exempt from this directive. Empire State Development (ESD), which has issued guidance on essential businesses and services, **considers farmers' markets an essential retail business, providing healthy food for communities. Farmers' markets are also exempt from the mass gatherings restrictions** set forth in Executive Order 202.8, but should institute state guidance to the greatest extent possible to protect New Yorkers. The PAUSE continues until May 15, 2020.

On March 31, 2020, NYS DAM issued [Interim Guidance for the Operation of Farmers' Markets](#). This guidance is provided for farmers' market operators and vendors in response to the COVID-19 public health emergency and forms the basis for this proposed return of TWFM. This was updated May 22, 2020

TWFM recognizes the essential role of Farmers Markets in the regional and local food network and is working with County and City officials to find ways to make sure local food gets into the hands of our customers. Farmers Markets are pivotal in the local food access network, linking local produce to local consumers in a healthy and safe way, supporting the local agricultural economy and also in providing food access for SNAP/EBT customers. Overall they are an even safer and more sustainable option than supermarkets and grocery stores. TWFM believes it can safely operate in the existing COVID-19 environment as shown by many other Markets across the state and country.

## UNPAUSE - PLAY DETAILED ACTION PLAN - SAFETY PLAN

CDC Guidance

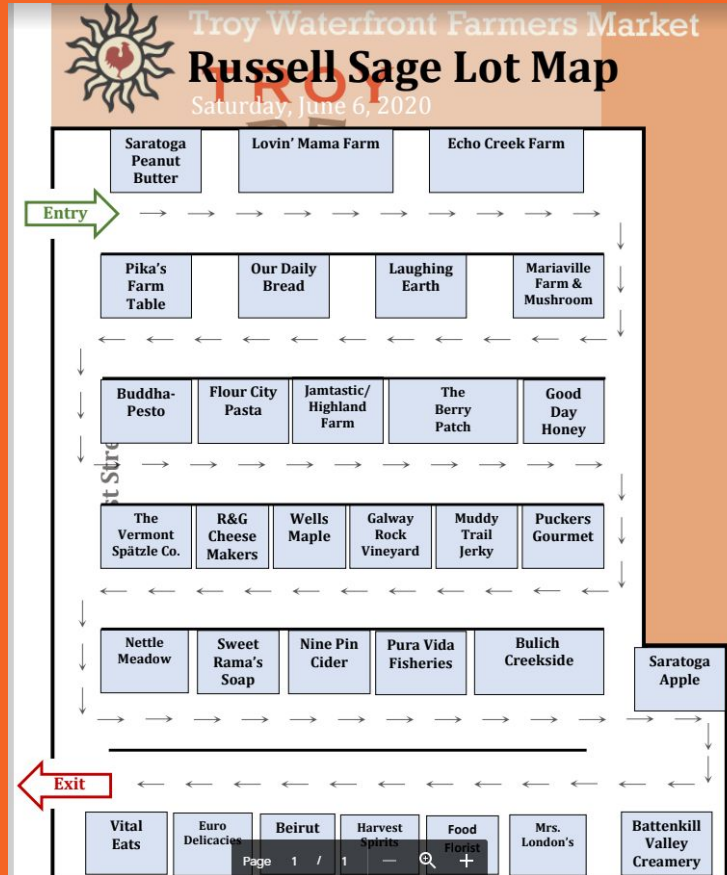
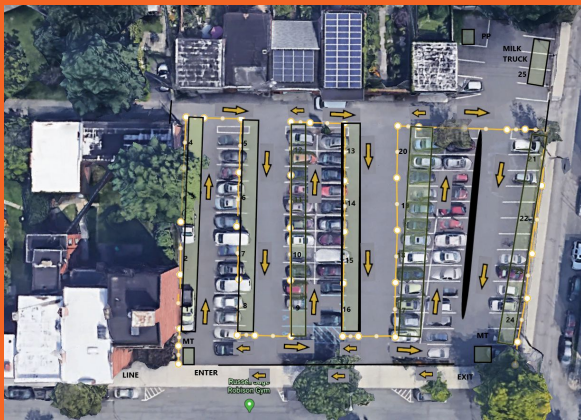
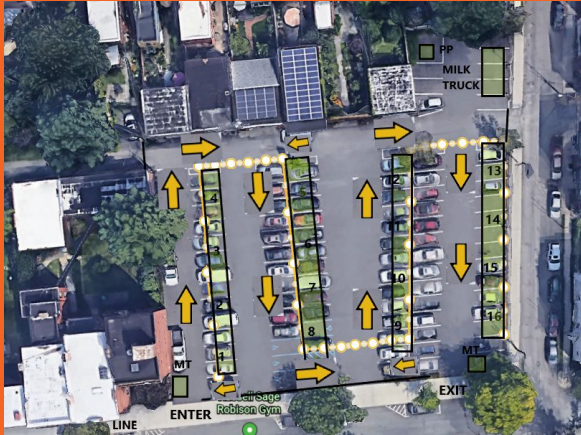
State Requirements  
Executive Orders  
DOH  
Ag and Markets

County Requirements

City Requirements

Best Practices

Requirements for Market, Staff, Volunteers,  
Vendors and Customers



UNPAUSE PHASE 2  
TWFM AT SAGE

5/16 to 6/6

From 21 to 32 vendors

From 604 to 978  
customers

Capacity increased:  
650 to 1375

Density increased  
Spacing decreased

## Saturday Outdoor Troy Waterfront Farmers Market

6/27/2020

6/20/2020

6/13/2020

6/6/2020

5/30/2020

5/23/2020



TWFM

### Troy Waterfront Farmers Market 6/27/2020

Sign-ups and walk-ups are welcome. Parking is available in the Uncle Sam Parking Garage and nearby city streets.

Riverfront Park allows us more room for vendors and customers, the capacity allows for 250 customers at any one time.

**Please note:** The first hour (8:30am - 9:30am) is reserved for seniors (60+), first responders, essential workers, and immunocompromised customers. Please respect this when selecting a time to shop. This is a reduced capacity shopping period for those who may benefit from extra social distancing.

You may sign up for one (1) spot per Saturday. Each sign up entry period is for 20 minutes, but you can take as much time as you need to shop.

**If you don't know your timing for the weekend, we do have a walk up line - wait times are minimal, so if you don't want to reserve a slot, we encourage you to still come shop!**

You should still be viewing this market as a grocery store, but safer. There is no entertainment, bathrooms or seating, and we will not be allowing people to congregate in groups. You are meant to arrive, shop, and leave the market. If customers linger they will be asked to move along by Market staff and volunteers.

No dogs are allowed at the market for the time being, sorry! (Exception: service animals).

FOR A LIST OF OUTDOOR VENDORS, MARKET RULES, DIRECTIONS, AND LINKS TO THE ONLINE MARKET: VISIT [www.troymarket.org](http://www.troymarket.org)

Date: 06/27/2020 (Sat.)

## SIGN UP GENIUS

As capacity increases the percentage of sign ups falls, although # of sign ups constant.

SignUps Required, Walk Ups encouraged

SignUps encouraged, walk ups welcome

### Benefits:

Customer comfort and reassurance

Market gets an idea of attendance

Contact tracing information

Add to mailing list



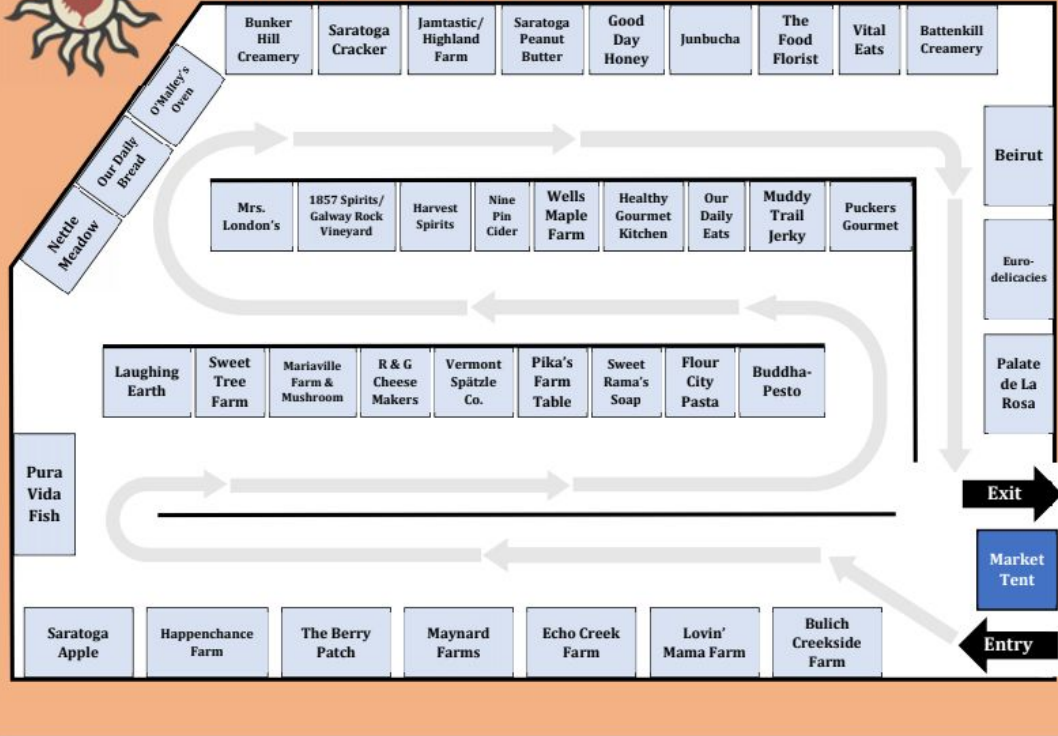






# Troy Waterfront Farmers Market

Saturday June 13, 2020



## UNPAUSE PHASE 3 TWFM AT RIVERFRONT PARK

From 32 to 43 vendors

From 43 to 55 to 71 vendors

From 604 to 978 to 4331 customers

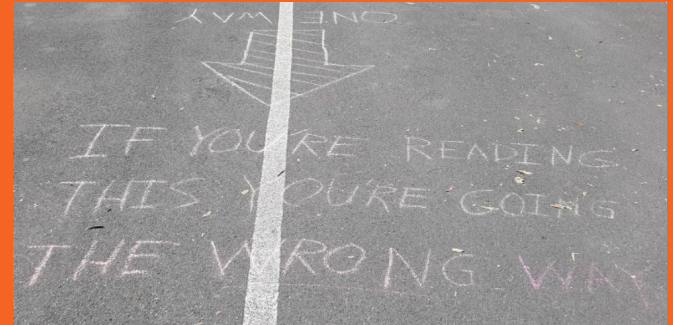
Capacity at any one time  
25 to 50 to 75 to 100 to 200 to 250 to 350

Daily Capacity increased:  
650 to 1375 to 2750 to 3000 to 4450

Vendor density, spacing constant  
Area expanding

# Troy Waterfront Farmers Market

Saturday September 12, 2020





# Troy Waterfront Farmer's Market



## August Summary

### Outdoor Market

#### Key Stats

August Visitor Avg. Attendance:  
**3066**

Change from previous month:  
**+23%**

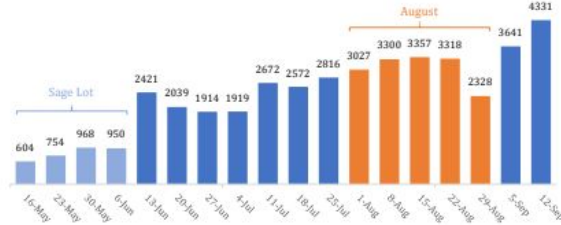
Change from initial month:  
**+295%**

Average Entries per Hour:  
**557**

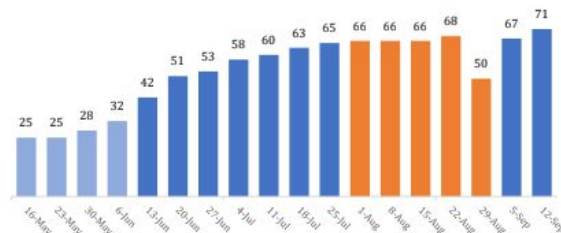
#### Notes:

8/29 a rainy morning with last-minute vendor dropouts

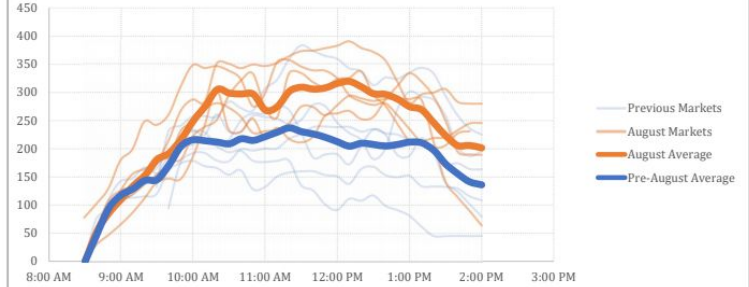
#### Market Visitors by Week



#### Market Vendors by Week



#### Capacity Throughout Market Days (10 min increment scale)

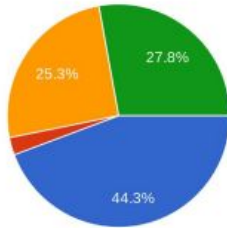




# Surveys - Vendors and Customers

Are you committed to vending at TWFM for the Winter season? (December - March)

79 responses



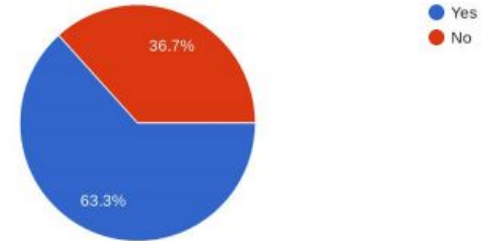
- Yes, I will be vending at TWFM this Winter, whatever the market decides
- I will only vend at TWFM this Winter if we remain OUTDOORS
- I will only vend at TWFM this Winter if we move INDOORS
- No, I will not be vending at TWFM this winter

~37 vendors willing to vend **outside** in general for Winter Season

~57 vendors willing to vend **indoors**

Will you be participating in TWFM ONLINE this Winter?

79 responses



~50 vendors willing to go **online** during Winter Season

(12-15 currently not online)

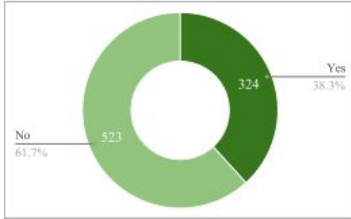
Sets the path for the Winter Market

# Surveys - Vendors and Customers

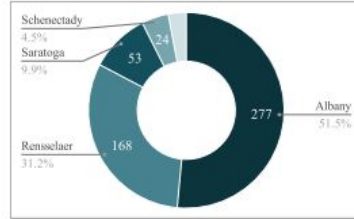
## Winter Market Community Survey Results

Number of Responses: 847

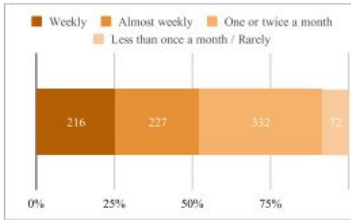
Do you live in Troy, NY?



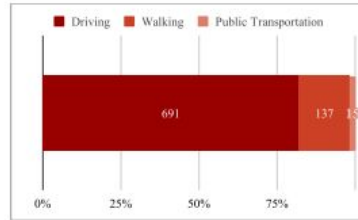
If not, which NY County do you live in?



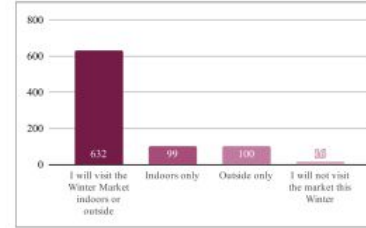
How often do you visit or plan to visit the Winter Market?



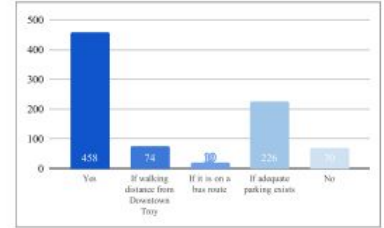
How do you usually travel TO the TWFM?



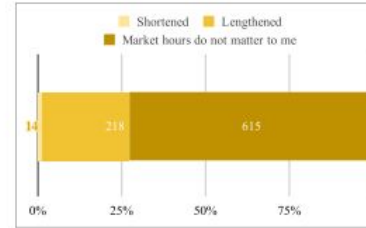
Which is true for you?



Would you visit the Winter market if it were NOT in Downtown Troy?



Would you be more likely to visit the Winter Market if the hours were:



TWFM offers an Online Market that will continue this Winter. Which of the following is true for you?



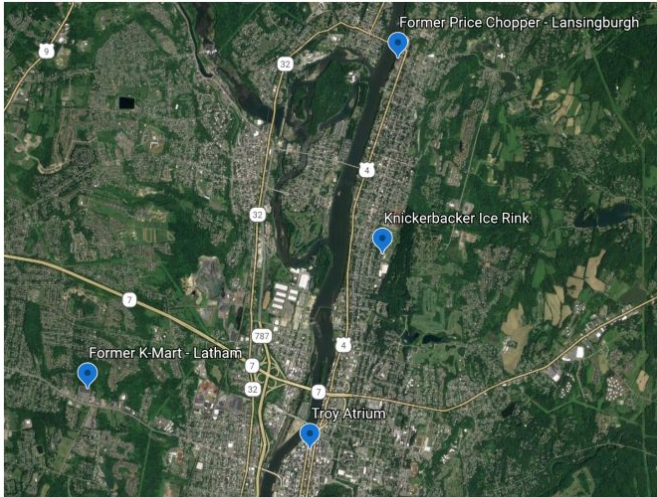
Sets the path for the Winter Market



## 2020 Winter Market Potential Locations

Troy Waterfront Farmer's Market

1. Troy Atrium
2. Former Price Chopper – Lansingburgh
3. Knickerbacker Ice Rink
4. Former K-Mart – Latham



## Former Price Chopper – Lansingburgh

### Overview

**Available Space:**  
30,000-40,000 sqft

**Estimated vendor capacity:**  
~70

**Distance from Monument Square:**  
15 minute drive

**CDTA:**  
Route 85, stop in parking lot

### Major Costs:

- Rent?
- Cleaning floors
- Customer bathroom trailer



### Upsides

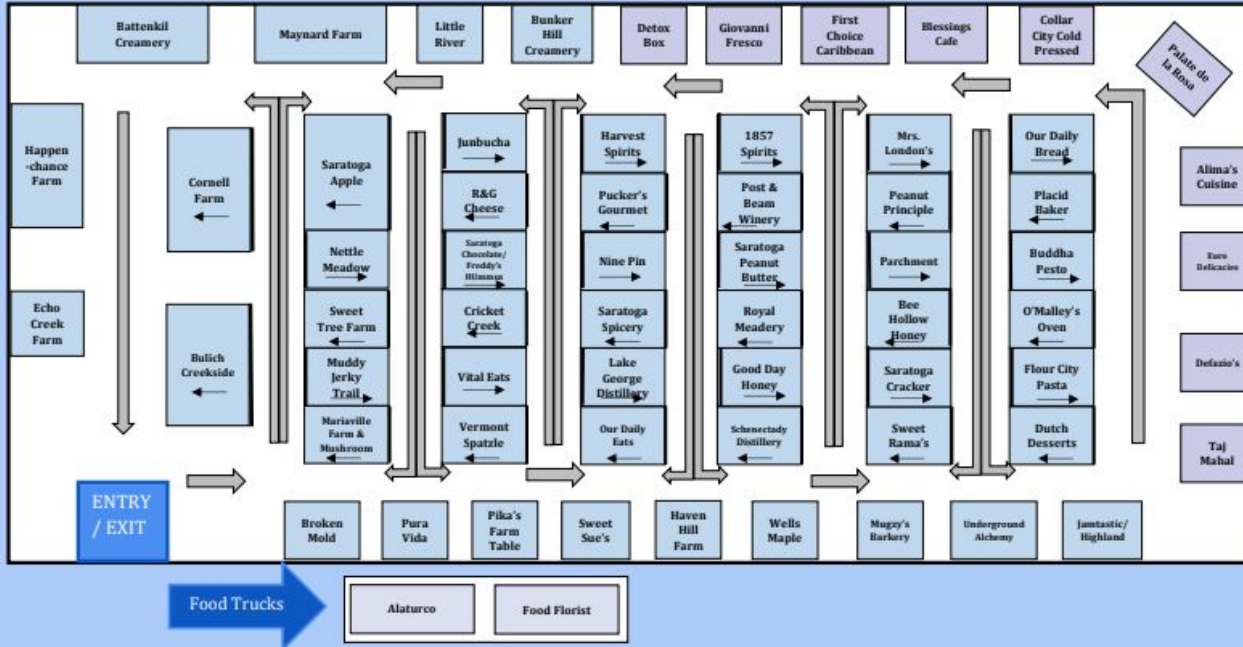
1. Potential to draw new customers from Lansingburgh/North Troy, Cohoes, Waterford, Schuylerville
2. Right on a busy CDTA route
3. Working refrigeration room means building has potential house online market operations

### Downsides

1. Unknown if current customers will be interested in driving to North Burgh
2. Floor is in bad shape where shelves used to be, potential asbestos
3. Interior generally not well-kept
4. Bathrooms upstairs-only, probably unacceptable for customer use

# Troy Waterfront Farmers Market

Saturday December 12<sup>th</sup>, 2020



UNPAUSE - PHASE 4  
WINTER/INDOOR

65 vendors

8-10 feet spacing

16-30 feet corridors

One way flow

120 at any one time

1000- 1300 a day





# TWFM MURAL PROJECT



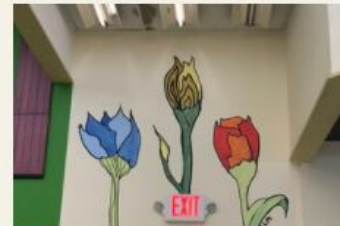
Ellen S. Adler



Leah Bliven: "The Exchange"



Rachael Sophrin Lorimer:  
"Emergence."



Dana Sela: "Tulips"



Kim Tateo: "Emerge"



Sid Fleisher: "PORTAL"



Kendra Farstad: "Nourish"



Lexi Hannah: "See You Next Saturday"

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Constantly adapting - Manager discretion

Where to go next?

Getting supplies, cost of supplies

The challenges of indoors

Added software

The challenges of designing for downtown

Staffing Implications

Prepared food/sampling

Publicity

Relaxing rules cause problems

Slow and Steady growth

Masks - No mask! No entry! No service!

Vendor choices, customer choices

Keep going Online?

Vendor and Customer communications

Adding Makers Market?

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[www.troymarket.org](http://www.troymarket.org)

For everything you want to know but were too afraid to ask

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