

**Farmers Market Promotion Program (FMPP)
Final Performance Report**

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: USDAFMPPQuestions@ams.usda.gov; Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2015 – September 29, 2017
Authorized Representative Name:	Jay Minkarah
Authorized Representative Phone:	603-424-2240x28
Authorized Representative Email:	JayM@nashuarpc.org
Recipient Organization Name:	Nashua Regional Planning Commission
Project Title as Stated on Grant Agreement:	Nashua Farmers Market Promotion Program
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPNH0037
Year Grant was Awarded:	2015
Project City/State:	Nashua, NH
Total Awarded Budget:	\$70,000

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

- Same Authorized Representative listed above (check if applicable).
- Different individual: Name: Jennifer Czys; Email: JenC@nashuarpc.org Phone: 603-424-2240 x31

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.

i. **Goal/Objective 1:** *Expand market opportunities for local farmers and vendors – Great American Downtown (GAD), with support from NRPC will work to recruit new local producers, provide potential vendors permitting assistance, conduct marketing to expand the customer base and implement a SNAP/EBT system to and make fresh local foods accessible to low income populations.*

a. **Progress Made:** GAD Staff:

1. Received, processed and accepted 32 vendors for the 2016 season and 38 for 2017. This is an increase of 14 vendors since the 2015 season. To optimize the proportion of fresh fruit and vegetable vendors, 6 prospective vendors had their applications declined due to duplicate product offerings including soaps, baked goods, popcorn, olive oils and balsamic vinegar.
- There were a total of 18 market days in 2016 and another 18 in 2017.
- Added an express market on Wednesday evenings, 7 PM at the Main Street Bridge. Featured an average of 5 vendors to accommodate midweek fresh and local grocery needs. In 2017, the mid week market ended operations due to low customer turn out after four weeks in the end of the 2016 season, and 6 weeks in the early 2017 season.
- Assisted new vendors with the application process. Worked with City staff to ensure space in a surface parking lot was secured for expanded vendor market areas.
- Finalized the agreement with Ignite Payments Merchant Source systems, the vendor for the SNAP payment system.
- Entered into a MOU with the NH Food Bank to participate in and then launched the Granite State Market Match program – providing double dollars for SNAP customers.
- Provided one-on-one training with vendors in regard to accepting SNAP benefits.

b. **Impact on Community:** During the 2017 season’s 18 market days the SNAP/EBT terminal was used 62 times for a total \$1005, by approximately 40 unique customers. These individuals collectively received \$1005 in Granite State Market Match (a dollar for dollar matching program in partnership with the NH Foodbank) credits, for use in purchasing fresh fruits and vegetables.

Over the 2016 season’s 15 market days the SNAP/EBT terminal was used 68 times for a total \$1081, by 47 unique customers. These individuals collectively received \$1081 in Granite State Market Match (a dollar for dollar matching program in partnership with the NH Foodbank) credits, for use in purchasing fresh fruits and vegetables.

ii. **Goal/Objective 2:** *Increase sustainability, profitability and visibility of the existing market – NRPC and GAD will work with a marketing consultant to develop a multi-media suite of marketing materials including print, video and radio advertisements and new market signage with the goal of achieving a loyal and regular customer base and increased revenues for market vendors.*

a. **Progress Made:** GAD staff worked with marketing consultants to develop and distribute the following materials:

- “It’s Raining Veggies” commercial formatted for use on social media, theaters, YouTube, Pandora, and Hulu. The video was aired for 2 months at Chunky’s Cinemas as well as on Facebook with a reach of 12,800 views (bolstered by Facebook advertising), and on Youtube with minimal views logged. The video is also embedded within the new Farmers Market website, NashuaFarmersMarket.org.
- “Farm to Table” commercial also formatted for various platforms. The video was distributed through Facebook with a total of 4,061 views, garnered through paid Facebook advertising.
- Began production of a third video shot with a 360 degree mobile ready drone flight. The wind was a prohibitive factor to completing this project thus far. The final cut will be produced during the 2017 market season.
- Mailer advertisement targeted to EDDM routes that overlap the food desert census tracts. Advertisements were translated into Spanish as well. Mailers were sent out to 7,443 households in the 03060 and 06064 zip code areas in September.
- Expanded the GAD website to create an online presence for the Farmers Market
- Ran 36 radio advertisements on NH Public Radio between the weeks of 6/6/16 and 7/16/16
- Full size print ads ran in the Hippo weekly newspaper 5/12/16, 5/26,16
- Purchased 16 28” x 44” market signs and 8 sign holders that are placed 2 hours before the market opens on Sundays and removed at the end of the market hours. For the month of August, two signs were placed on city sidewalk 7 days a week by partner businesses who volunteered to put them out during their operating hours.
- Printed and distributed 256 “Know Your Farmer, Know Your Food” bumper stickers during “NH Eat Local Month” 2017
- Hung 4 x 40 foot banner over Main Street in Downtown Nashua to promote “NH Eat Local Month”
- Placed 8 large format A frame signs throughout Downtown Nashua, for promotion of “NH Eat Local Month”
- Used video and web assets produced in 2016 for 2017 market season social advertising campaign on Facebook & Instagram
- Placed 30 yard sign advertisements, with 70% located in “food desert” census tract
- Developed and executed “mini event” campaign, integrating performance, yoga, storytelling, hands on craft activities, and farm education activities during 2017 market season.

b. Impact on Community: The Nashua Farmers Market has garnered 1,050 (2016) and 655 (2017) additional connections in the community through the market Facebook page. The farmers market site saw approximately 400 unique visitors in the month of September 2016, and 1,794 unique visitors during 2017. The Nashua Farmers Market was awarded the “Best of Greater Nashua” by the Nashua Telegraph for the 2016 and 2017 season. The market received positive attention from the local media, with mentions in 21 print news articles during the 2016 & 2017 seasons. The community requested that a mid week market be added to the season schedule, and in the month of September a Wednesday evening market day was established, seeing an average of 75 visitors each week in the first month. The mid week market was discontinued after 6 weeks in the 2017 season. Market traffic is estimated to be 150 patrons higher per week on average, with modest gains in sales for some vendors despite significant growth in total vendors at the market each week.

iii. **Goal/Objective 3:** *Increase access to fresh local foods for all residents year round – NRPC, with support from GAD, will conduct a market demand and potential site analysis to assess the feasibility of and establish preliminary plans for a Winter Farmers Market to operate in the Nashua area.*

a. Progress Made:

- NRPC evaluated the survey results of 266 customers and 27 vendors at the regular Sunday markets and with an online survey to gauge demand for a winter market, satisfaction with the current market and potential interest in a mobile market.
- GAD and the City’s Economic Development Department both distributed electronic versions of the survey to help collect input on the current market along with demand for a winter or mobile market.
- NRPC has outlined the full feasibility study and interviewed 7 existing winter markets in southern NH to learn about existing models of success, lessons learned, and basic operations.
- NRPC and GAD have outlined basic space and facility needs to support a winter market and identified potential market locations.
- Coordinated with City Planning, Economic Development and Public Health departments to discuss space needs and permitting requirements for potential sites
- Outreach meeting with the Nashua Chronic Disease Work group
- Compiled demographic data to evaluate potential demand.
- Completed full report of Winter Market Demand, Precedents and Examples of Success, Recommendations for Market Startup and Operations, Location and Space Needs Programming, Local Building and Health Codes, Land Use Regulations and Zoning

b. Impact on Community: The Winter Market is still in the works, the City is actively working on a grant proposal(s) to retrofit the site identified in the report. Goal is to complete building improvements and permitting to open for a 2018-2019 winter market season.

- iv. **Goal/Objective 4:** *Expand geographic area with access to fresh local foods – NRPC, with support from GAD and NPHCS, will conduct a market demand analysis to lay the foundations for a future Mobile Market “food truck” to serve the Nashua region.*

a. **Progress Made:**

- Both GAD and NRPC staff meet with the Seacoast Eat Local vendor at various stops to learn more about the model the organization uses for their program and to see how business is conducted at the mobile market stop.
- GAD and the City’s Economic Development Department both distributed electronic versions of the survey to help collect input on the current market along with demand for a winter or mobile market.
- NRPC outlined the feasibility study and researched existing models of success to determine key factors to establish a mobile market.
- Networked with local organizations including the Soup Kitchen, Grow Nashua and the Nashua Food Council to identify potential local champions to either partner to support a mobile market or take on operations.
- Researched health permits required.
- Conducted additional outreach with the Community Health Improvement Plan team and the Nashua Food Council.
- Completed the Mobile Market Study that includes .Market Demand, Precedents and Examples of Success, Recommendations for Market Startup and Operations, Mobile Market Equipment and Needs Programming, Local Health Codes and Pertinent Permits.

b. **Impact on Community:** The newly formed Nashua Food Council has identified the mobile food market as a priority project for their organization. They are actively working on funding sources and increasing capacity to launch the initiative.

See work samples included at the end of this report.

2. **Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 20__).** Include further explanation if necessary.

- i. **Number of direct jobs created:** GAD hired 1 part time staff person to support the SNAP/EBT system, and 1 part time staff person to assist with market set up and breakdown.
- ii. **Number of jobs retained:** 1 existing job at GAD
- iii. **Number of indirect jobs created:** Two part time jobs
- iv. **Number of markets expanded:** 1, added 8 net new vendors in 2016 compared to 2015, and another 6 new vendors in 2017.
- v. **Number of new markets established:** None
- vi. **Market sales increased by** Vendors were not very forthcoming with this information and despite various different efforts to request weekly data, vendors declined to submit regular updates.

- vii. **Number of farmers/producers that have benefited from the project:** 8 new vendors in 2016 for a total of 32 vendors, 6 new vendors in 2017 for a total of 38 vendors, increasing from 24 total vendors in 2015
 - a. **Percent Increase:** 58% increase in vendors over 2015

3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?

The 2016 market season included direct marketing to 7,443 households in nearby low-income/low-access neighborhoods, with translation to Spanish for written copy. Advertising in Senior Beacon free monthly. During the 2017 market season organizers expounded upon the air and print advertising campaign, to include engagement marketing elements and capitalize on word of mouth and earned media. Advertising of in market events drove attendance from individuals with a variety of cultural interests, with a focus on family oriented programming. In 2017, the Nashua Farmers Market deployed

4. Discuss your community partnerships.

- i. **Who are your community partners?** NRPC and GAD have entered into this grant as project partners. Additionally, are coordinating with the City of Nashua's Division of Public Health and Community Services, Economic Development Office and Community Development Division, NeighborWorks Southern NH, and the NH Food Bank.
- ii. **How have they contributed to the results you've already achieved?** GAD worked with the NH Food Bank to establish its EBT/SNAP program. The Food Bank administers the Granite State Match program which through Wholesome Wave offers SNAP/EBT beneficiaries double their dollars at farmers markets. The Public Health Department has been instrumental in outlining permitting needs and providing key insight into critical components for a winter market site or fitting out a truck for a mobile market. The City's Economic Development Department has been assisting in the identification of a winter market site. The Chronic Disease Workgroup has helped with networking for the mobile market and providing input into the winter market.
- iii. **How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?** GAD will seek to continue to promote the Nashua Farmers Market program through Neighborworks communication channels and special events like the Tree Streets Block Party.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?

Yes. The project is bifurcated – Great American Downtown (GAD) operator of the Nashua Farmers Market is a sub-grantee or contractor under the grant structure. GAD is the primary entity implementing the first two project goals.

6. Have you publicized any results yet?* Yes.

- i. **If yes, how did you publicize the results?** GAD through its regular e-newsletter, social media, advertising, and direct mailer announced the availability of new market vendors and SNAP/EBT availability, as well as the expansion to a Wednesday market.
- ii. **To whom did you publicize the results?** Recipients of the GAD email newsletter include 4,100 recipients from the Greater Nashua community. Postcards were sent to all residents in the surrounding low-income-low access neighborhoods, highlighting new vendors, SNAP availability, and the new Wednesday market.

- iii. **How many stakeholders (i.e. people, entities) did you reach?**
- Postcards went to 7,433 households
 - 5,286 newsletter recipients, with a 34 % average open rate
 - Nashua Farmers Market has 4,233 social media followers, with over 150,000 impressions of Nashua Farmers Market copy over the course of the season.
 - During the 2016 season, 30,247 unique individuals viewed Nashua Farmers Market Social Media copy and 24,991 did so in 2017. Paid views represent about 120,000 of the total 150,000 views.
 - 400 Unique page visitors during the 2016 season and 1,794 during 2017 to the Nashua Farmers Market webpage

7. Have you collected any feedback from your community and additional stakeholders about your work? Yes, NRPC surveyed 266 customers and people in the market area and 27 vendors.

- i. **If so, how did you collect the information?** Surveys were conducted both electronically and by paper (manually data entered into the electronic survey). NRPC staff attended approximately half of the 2016 market days to directly solicit all survey responses. Additionally, surveys targeted to residents living in the market area were circulated by NRPC, GAD and the City's Economic Development division through social media and e-newsletters.

- ii. **What feedback have you collected thus far (specific comments)?** A Sample of customer survey comments include:

- a. I wish it was an easier location to get to where parking is better and all of the vendors could be closer together
- b. Start a vending service with produce to convenience stores
- c. Would like to see eggs and cheese
- d. I wish the summer farmer's market was more handicap accessible
- e. The farmers market has been wonderful!...The vendors are friendly and I love supporting local business.

A sample of vendor survey comments include:

- Very nice market. I like the tents with tables and seats for customers.
- Not as much foot traffic as Concord
- My sales be been very good, repeat customers too.
- The split location was difficult for us. It hindered foot traffic.
- Great venue to sell in.
- It's on social media, one of our better markets.
- Getting word out-Facebook, signage, etc. Wonderful dedicated volunteers.
- It gave me access to a larger customer base than the other markets.
- [Need] more promotion and signs for lower section.
- Perhaps more FB mention of two spots for market or coach bridge vendors to get the word out.
- Rotate vendors between locations to offer variety.

8. Budget Summary:

- i. **As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report:**

- ii. **Did the project generate any income?** No
 - a. If yes, how much was generated and how was it used to further the objectives of the award?

9. Lessons Learned:

- i. **Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).**

The 2016 & 2017 Nashua Farmers Market seasons were a time of growth for the market's body of vendors, attendance, and overall economic activity. However, though we had a vision for expanding the market to over 50 vendors during the period, we learned that there is an upper limit for growth of the market during a two year period. This is largely due to available variety of vendors in the area, the importance of preventing cannibalizing sales established vendors selling similar products, and the need to balance food with non-food vendors to maintain the market identity as a Farmers Market. The inclusion of EBT sales at the market was a great success during these two market seasons, opening up new markets to our farm and food vendors, and increasing access to fresh local produce for program beneficiaries. However, the cost to staff the EBT system is a consideration in the sustainability of this aspect of the market. GAD will see public and private grant funding to continue to support this program in future market seasons. However, without future supplementation for the staffing aspect of this program – the sustainability is in question. Similarly, the Granite State Market Match program was of significant impact. Notably, the pricing of products at the farmers market is 15-40% higher than commodities at the grocery store. Though with GSMM fresh produce becomes less expensive than similar products offered at the grocery store, without this program it is unlikely that EBT beneficiaries would choose to shop at the NFM as a result of the price comparison. We learned that social media is a very powerful tool in advertising, and that without paid promotion of social posts – we would not have seen anywhere near the reach that we achieved with paid campaigns. We learned that a campaign advertising experiences (ie. "Kid Craft Day" "Pet a Pig Day" "Yoga At the Market" and a variety of performances), combined with interest specific ad targeting, can have a very significant impact on market turn out. Our greatest success in this area revolved around targeting individuals with young children, particularly capitalizing on popular culture items like "DIY Slime" craft, and "Kindness Project" rock painting. Similarly, special events featuring the opportunity for kids to interact with farm animals had some success.

- ii. **If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:**

In a response to customer feedback, we initiated a mid week market – which ultimately did not succeed, despite the indicated interest. We learned that though customers expressed an interest, the practicality of customers getting to the market during the midweek was not aligned with that desire. It was not a feasible option for our vendors to continue with the med week market, due to low sales on that day of the week. However, it is possible that with a longer trial period consumers would have had a greater opportunity to develop the habit of shopping the mid week market. Retaining vendors through some manner of supplementation during 1-2 full seasons may be required to establish a mid week market in future attempts. One item of feedback common among vendors and consumers was that the layout of the market felt

segmented, as there were two areas of the market – one located on Main Street, and one around the corner in Water Street. As the market grew, it was necessary to expand in this manner, as a full location change during this time of growth was projected to be very disruptive to consumer shopping behaviors.

iii. **Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:**

Plan ahead and give yourself significant lead time.

10. Future Work:

i. **How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.**

We will continue the work of growing the number of vendors and customers at the Nashua Farmers Market in the coming years. However, we expect it will be likely that we focus in the near term on building the strength of the market with the existing set of vendors in the coming season to pace growth. We will seek to find support from the private sector in future market seasons from corporations whose giving strategy aligns with the goals of increasing food security, to maintain the staffing levels at the Nashua Farmers Market – and EBT program. With increased interest in the market from the community, as well as City leadership, we will work to establish a Winter Market in partnership with the City of Nashua in the 2018 season. We may also seek to adapt the market in a way that consolidates all of our vendors into one area, though it is believed that this must be done with a great deal of care to have the desired outcome of creating a more contiguous and immersive experience. There are no plans to make another attempt at a mid week market at this time. We will continue to utilize the assets produced over the course of executing the FMPP for years to come, including the Main Street Banner, signage, website, video collateral and other digital assets. GAD will continue to develop an integrated program that revolves around local agriculture, including the Farmers Market, special promotional events designed to enhance the relationship between local chefs/restaurateurs and farm vendors, as well as projected expansion of community garden and permaculture facilities. Through this array of programs, we will seek to further enhances the connection between the community and our local food systems.

ii. **Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?**

Future activities that may be of benefit to the overall market, and success of the local agricultural sector, would include advertising education (specifically in the area of social media paid advertising) for our market vendors, further exploration of a Winter Market as a starting point for a year round brick and mortar location for market activities and analysis of potential alternate locations for the summer market – for the purpose of identifying a space that would allow for the market to capitalize on its newly established size and consumer base, while offering the physical space needed for future growth. GAD would be interested in partnering with organizations and businesses in the execution of nutrition and cooking education to complement our growing base of customers, both EBT beneficiaries and the broader community.

Work Products

Print Advertisement:



Market Signage:



Redesigned webpage:

<http://downtownnashua.org/nashuafarmersmarket/>

Desktop:

What are you looking for?

Eat Shop Live Local About

GREAT AMERICAN DOWNTOWN

Main Street Bridge Farmer's Market
Sundays: 10:00am - 2:00pm Now Open Wednesdays from 4-7 through September!

Fall Restaurant Week Gate City Community Gardens

Find us on facebook. NashuaFarmersMarket.Org

The All New Nashua Farmer's Market Every Sunday From 10am - 2pm

Presented by GREAT AMERICAN DOWNTOWN ST. JOSEPH HEALTHCARE Northern New England ACE Hardware

The Nashua Farmer's Market
Sundays, 10:00 AM - 2:00 PM
At the Main Street Bridge, and Parc Renaissance on Water Street
Now through October 23rd (or 30th in the absence of a hard frost)
Great American Downtown is excited to share that we have expanded the Main

Mobile:

Main Street Bridge Farmer's Market
Sundays: 10:00am - 2:00pm Now Open Wednesdays from 4-7 through September!

Fall Restaurant Week Gate City Community Gardens

The Nashua Farmer's Market
Sundays, 10:00 AM - 2:00 PM
At the Main Street Bridge, and Parc Renaissance on Water Street
Now through October 23rd (or 30th in the absence of a hard frost)
Great American Downtown is excited to share that we have expanded the Main

The Nashua Farmer's Market Sundays, 10:00 AM - 2:00 PM

At the Main Street Bridge, and Parc Renaissance on Water Street
Now through October 23rd (or 30th in the absence of a hard frost)

Great American Downtown is excited to share that we have expanded the Main Street Farmer's Market for the 2016 market season, with the addition of a mid-week market! The mid week market is a smaller edition, featuring 5-7

Postcard Mailer (front and back):

Presented by

GREAT AMERICAN DOWNTOWN

AAA Northern New England

MERRIMACK COUNTY SAVING BANK

ACE Hardware

ST. JOSEPH HEALTHCARE

Comb Honey

The All New

Nashua Farmers Market

Every Sunday
From 10am - 2pm

Great American Downtown
6 Main Street
Nashua, NH 03064

Prart-Std
US Postage
PAID
Permit #508
Manchester, NH

*****ECRWSEDDM*****
Local Postal Customers

The Award Winning **Nashua Farmers Market Is Back!**
Now With Over 30 Vendors!

El galardonado **Nashua Farmers Market está de vuelta!**
Ahora con más de 30 proveedores!

Join us every Wednesday from 4pm - Dusk and Sunday from 10am - 2pm at the Main Street Bridge & Water Street.

🍎 Fruits	🎸 Live Music
🥕 Veggies	🎨 Live Paintings
🥩 Meats	🍞 Baked Goods
🥫 Sauces	🍫 Chocolates
🍝 Pasta	🍷 Beer & Wine
🫘 Beans	🏠 All Things Local!

Únase a nosotros todos los miércoles desde las 4pm - hasta la oscuridad y Domingos desde las 10am - hasta las 2pm entre el puente de la calle Main y la calle Wáter.

🍎 Frutas	🎸 Música en vivo
🥕 Verduras	🎨 Pinturas en vivo
🥩 Carnes	🍞 Productos horneados
🥫 Salsas	🍫 Chocolates
🍝 Pasta	🍷 Cerveza y Vino
🫘 Habichuelas	🏠 Todas las cosas son locales!

Every Wednesday and Sunday through October 2016

More information @ NashuaFarmersMarket.org

Now Accepting

USDA Supplemental Nutrition Assistance Program

Granite State Market Match

Double your SNAP Dollar with the Granite State Market Match

Todos los miércoles y los domingos hasta octubre del 2016.

Más información @ NashuaFarmersMarket.org

Eat Local Banner

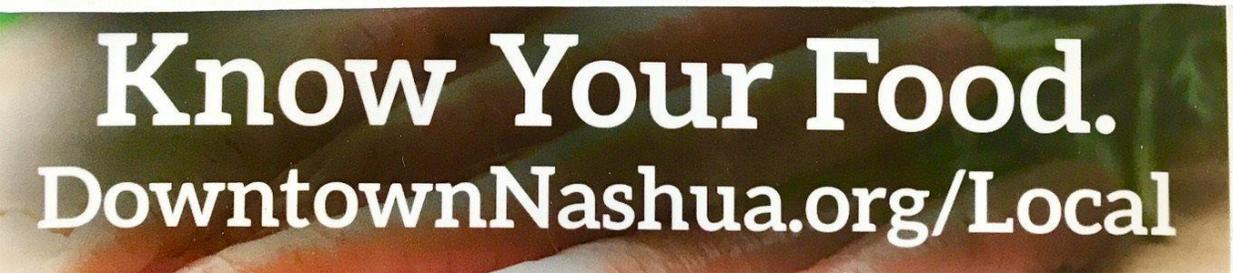
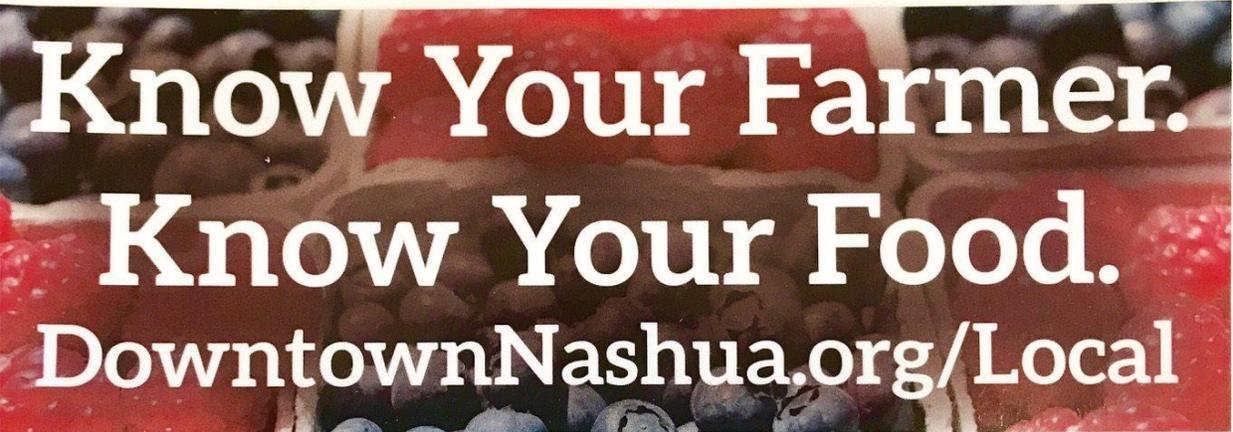


Eat Local A-Frame Sign





Bumper Stickers



Links to Video Advertisements:

- It's Raining Veggies: <https://www.youtube.com/watch?v=SvbgzIZFWOE>
- Farm to table: <https://www.facebook.com/NashuaFarmersMarket/videos/1170879283004861/>

Additional Documents Attached to this report:

- Customer and market area resident survey results
- Vendor market survey results
- Winter Market Feasibility Study (posted at: http://www.nashuarpc.org/download_file/2298/)
- Mobile Market Feasibility Study (posted at: http://www.nashuarpc.org/download_file/2299/)

266 responses

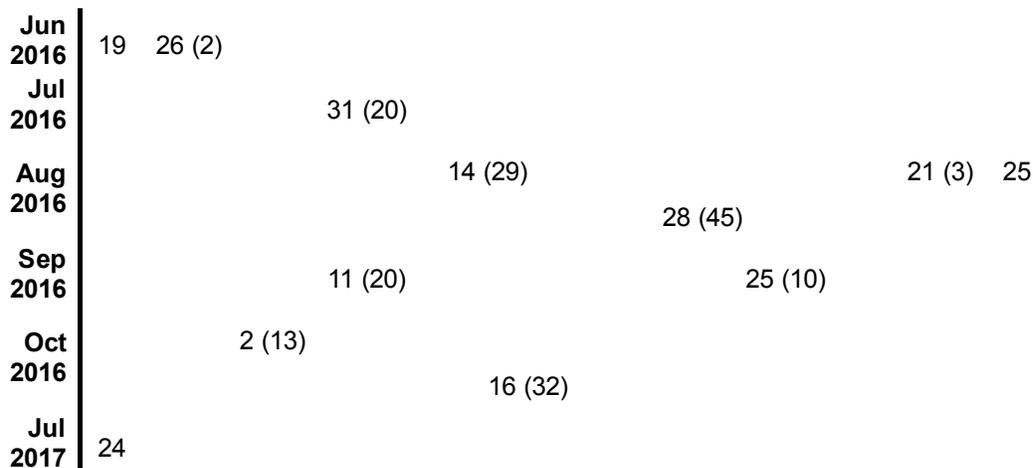
[Publish analytics](#)

Summary

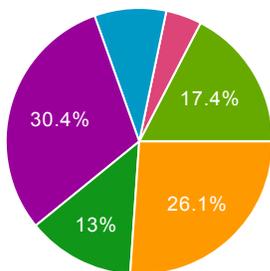
Nashua Farmers' Market

[Image]

Please provide the date of your visit to the Nashua Farmers' Market.

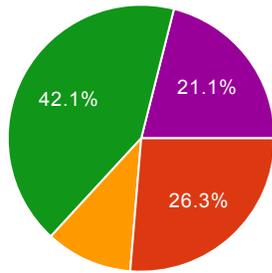


How old are you?



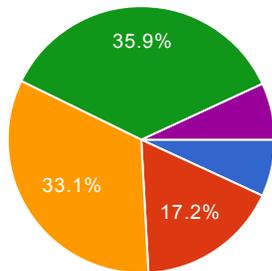
Under 20	0	0%
20-29	0	0%
30-39	6	26.1%
40-49	3	13%
50-59	7	30.4%
60-69	2	8.7%
70+	1	4.3%
I prefer not to say	4	17.4%

Rate your experience ranging from unsatisfied to very satisfied.



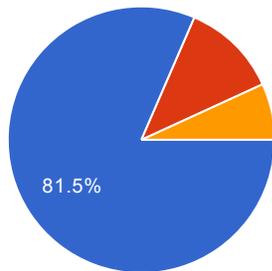
Somewhat Satisfied	5	26.3%
Neither Satisfied or Dissatisfied	2	10.5%
Satisfied	8	42.1%
Very Satisfied	4	21.1%

How much did you spend at the farmers' market today?



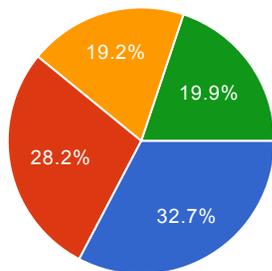
Less than \$5	10	6.9%
\$5 to \$10	25	17.2%
\$11 to \$20	48	33.1%
\$21 to \$50	52	35.9%
More than \$50	10	6.9%

What method of payment did you use for your purchase?



Cash	119	81.5%
Credit/Debit	17	11.6%
EBT	10	6.8%

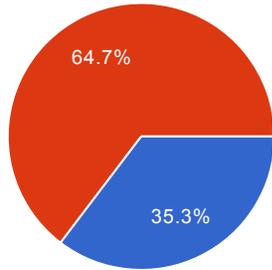
How often do you shop at the Nashua Farmers' Market?



Every Week	51	32.7%
Twice a Month	44	28.2%
Once a Month or Less	30	19.2%

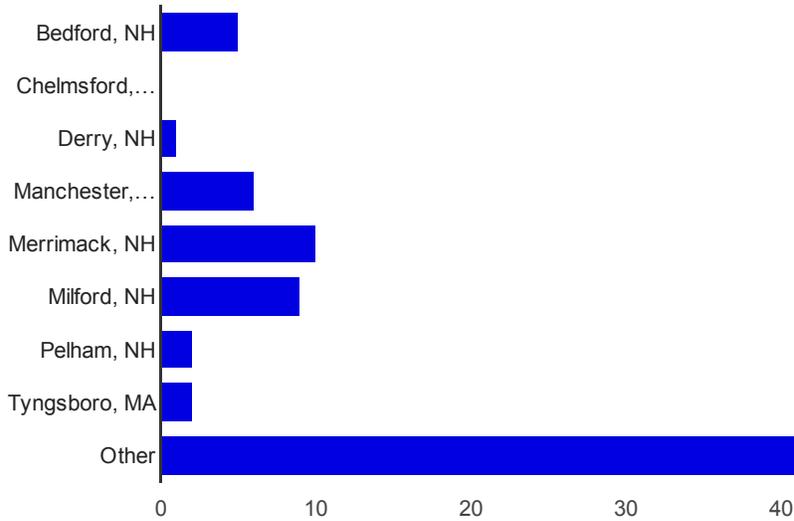
Today Only **31** 19.9%

Do you shop at other farmers' markets as well?



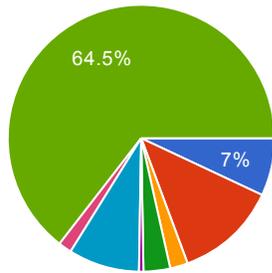
Yes **59** 35.3%
 No **108** 64.7%

If so, which market(s) do you shop at? Select all that apply.



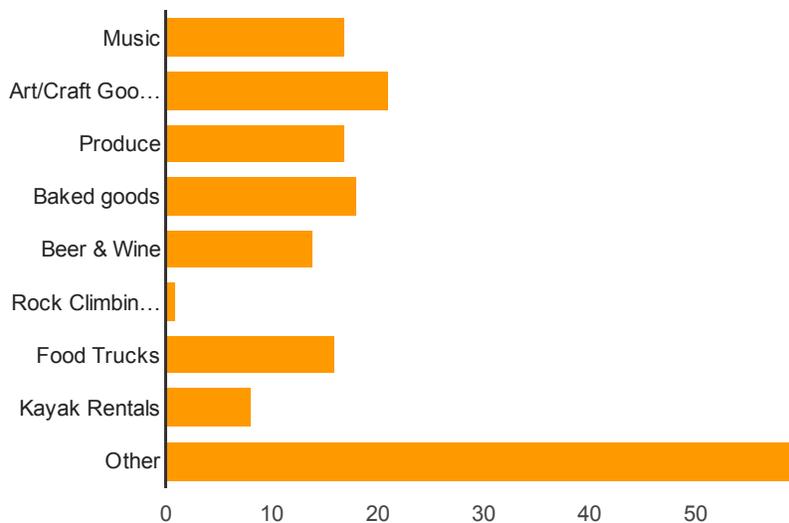
Bedford, NH	5	8.5%
Chelmsford, MA	0	0%
Derry, NH	1	1.7%
Manchester, NH	6	10.2%
Merrimack, NH	10	16.9%
Milford, NH	9	15.3%
Pelham, NH	2	3.4%
Tyngsboro, MA	2	3.4%
Other	41	69.5%

How did you find out about the Nashua Farmers' Market?



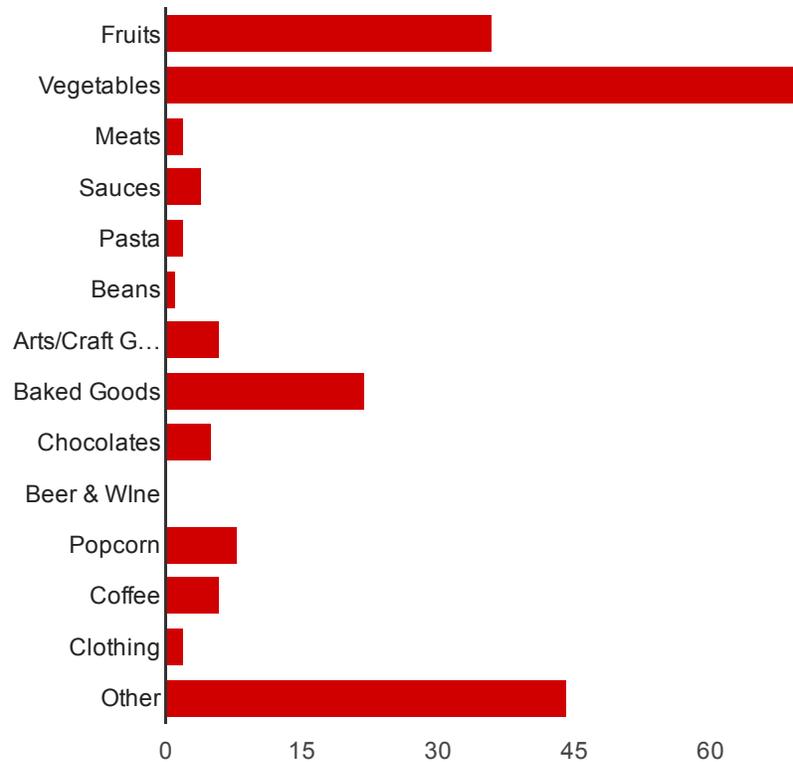
Method	Count	Percentage
Social media	23	12.4%
Website	4	2.2%
Downtown Banners	6	3.2%
Radio Advertisement	1	0.5%
Advertisement in the Hippo or Other Newspaper	16	8.6%
Postcard	3	1.6%
Other	120	64.5%

What types of features or entertainment would you like to see at the market? Select all that apply.



Feature	Count	Percentage
Music	17	20.2%
Art/Craft Goods	21	25%
Produce	17	20.2%
Baked goods	18	21.4%
Beer & Wine	14	16.7%
Rock Climbing Wall	1	1.2%
Food Trucks	16	19%
Kayak Rentals	8	9.5%
Other	60	71.4%

Are there specific foods/goods that you come to the Nashua Farmers' Market for?



Fruits	36	33.6%
Vegetables	70	65.4%
Meats	2	1.9%
Sauces	4	3.7%
Pasta	2	1.9%
Beans	1	0.9%
Arts/Craft Goods	6	5.6%
Baked Goods	22	20.6%
Chocolates	5	4.7%
Beer & Wine	0	0%
Popcorn	8	7.5%
Coffee	6	5.6%
Clothing	2	1.9%
Other	44	41.1%

If you shop a specific vendor(s), please indicate below.

Purple Carrot

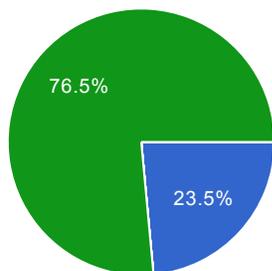
Dirty Girl

Sullivan Farms & Spiczka Farm

Jelly & Honey vendor

Laurel Hill Jelly
 Country Dreams / Kettle Corn Vendor
 Happy Cat Granola
 Dirty Girl CSA
 JaJa Belle's, Purple Carrot, Laurel Hill Jams, the produce guys from Sullivan Farm (Factory St)
 i try to spread my \$ around and buy from many vendors
 popcorn man
 Root Sellar
 You Luv Bakery
 Green Farms
 Youlve Bakery, Sullivan Farms
 Honey Vendor
 Sullivan Farms
 Purple Carrot Baked Goods
 Sullivan's
 Country Farms CSA
 Purple Carrot, Preserves from Sue,
 Farm in center on Main Street
 Covent de Bean, Sue the Jelly Vendor,
 Farmer Catie, Youluv, Purple Carrot, Sweet Cheeks
 CSA-Country Dreams
 Purple Carrot, Honey Guy
 Spicka Farm
 Organic
 Sullivans
 Root Seller

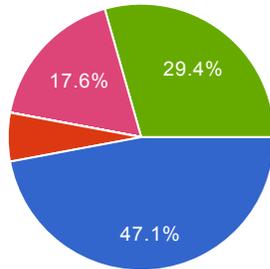
What is your main reason for buying fruits and/or vegetables at the Nashua Farmers' Market?



Product quality and freshness	4	23.5%
Low prices	0	0%
Convenient location	0	0%

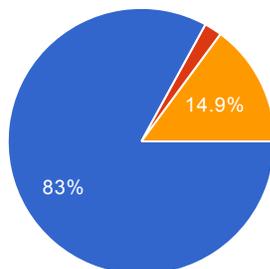
Support local farmers	13	76.5%
I did not purchase fruits and/or vegetables	0	0%

When you do not purchase your fruits and vegetables at the Nashua Farmers' Market, where do you get them?



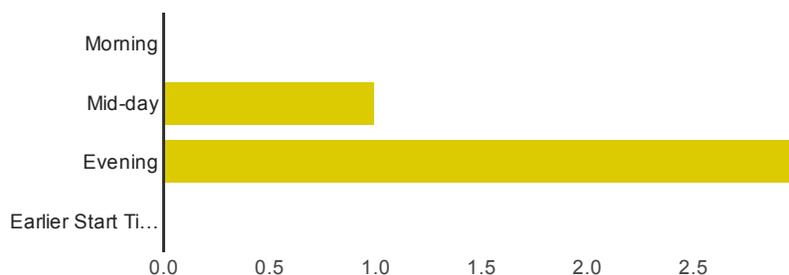
Large grocery store	8	47.1%
Neighborhood grocery store	1	5.9%
Corner store/gas station	0	0%
Garden	0	0%
Food pantry	0	0%
I only purchase them here	0	0%
Other farmers' market	3	17.6%
Other	5	29.4%

Are the current market times convenient for you?



Yes	156	83%
No	4	2.1%
Somewhat	28	14.9%

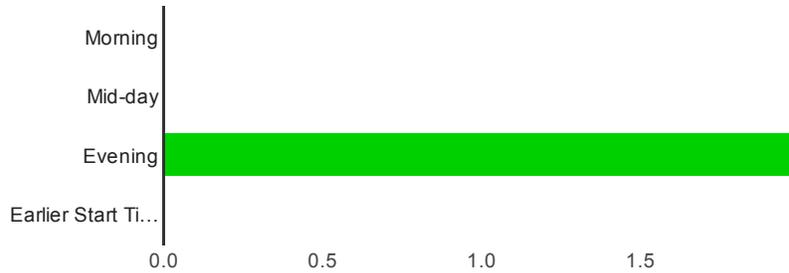
Monday [If no, what day(s) and time(s) would work better?]



Morning	0	0%
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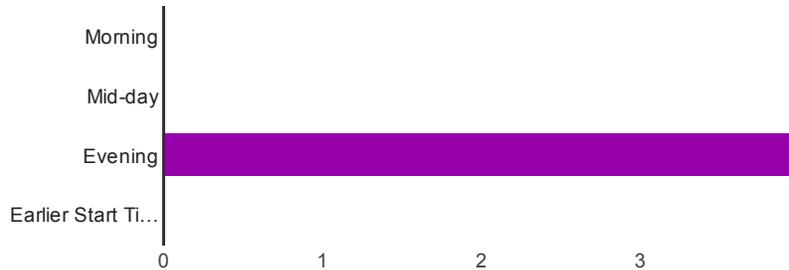
Mid-day	1	25%
Evening	3	75%
Earlier Start Time	0	0%

Tuesday [If no, what day(s) and time(s) would work better?]



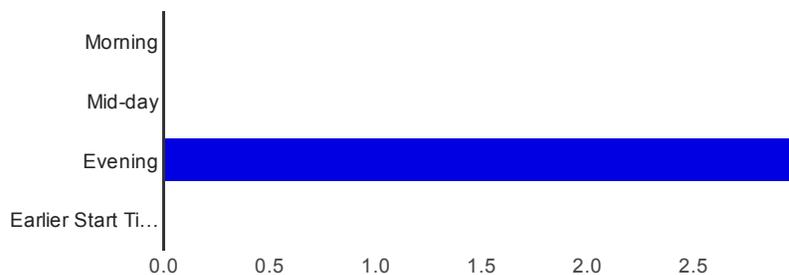
Morning	0	0%
Mid-day	0	0%
Evening	1	100%
Earlier Start Time	0	0%

Wednesday [If no, what day(s) and time(s) would work better?]



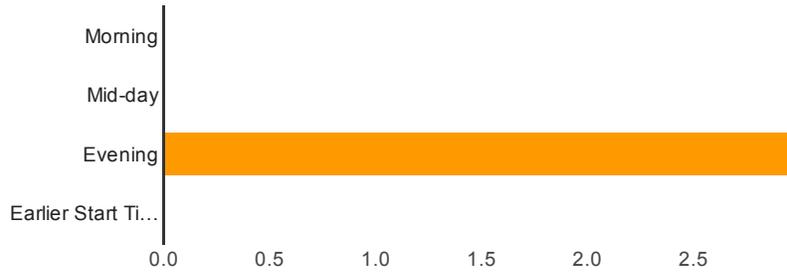
Morning	0	0%
Mid-day	0	0%
Evening	4	100%
Earlier Start Time	0	0%

Thursday [If no, what day(s) and time(s) would work better?]



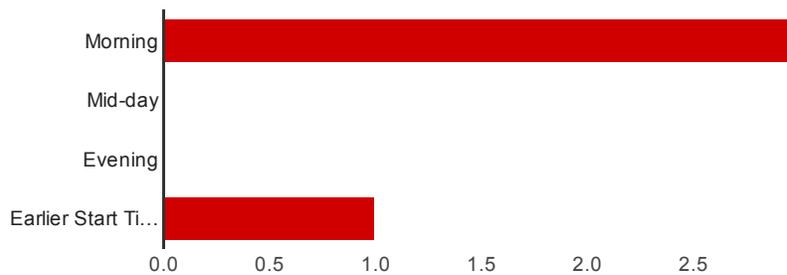
Morning	0	0%
Mid-day	0	0%
Evening	3	100%
Earlier Start Time	0	0%

Friday [If no, what day(s) and time(s) would work better?]



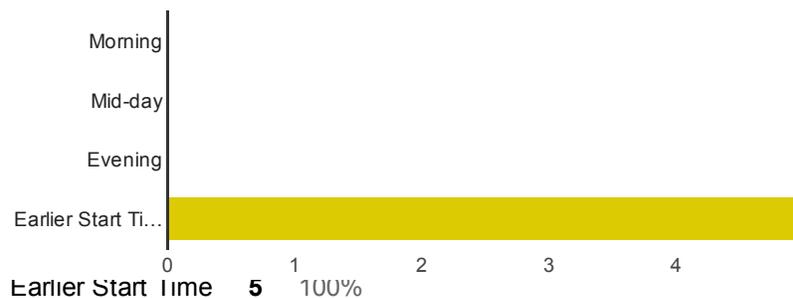
Morning	0	0%
Mid-day	0	0%
Evening	3	100%
Earlier Start Time	0	0%

Saturday [If no, what day(s) and time(s) would work better?]



Morning	3	75%
Mid-day	0	0%
Evening	0	0%
Earlier Start Time	1	25%

Sunday [If no, what day(s) and time(s) would work better?]



Are there other vendors that you would like to see?

Meat Vendor

Meat vendor

Beer Vendor

Anything that gives some variety as we don't shop for the same thing all the time

Winery

Live Music, Food Truck Vendor

More / Other Childrens Events

Not yet

More Fruit Vendors

Fish Vendor, Free Range Egg Vendor, Croissants

Plant vendor

Cheese Vendor & Beef Jerky Vendor

No

Gluten free baked goods

more vendors - not as large as I was lead to expect from e-mails

coffee, cheese, alcohol, meat, pasta

No, but an hour later for the market time

NO, but earlier start time for market

Meat Vendor, Egg vendor

Fish vendor and open at 9:00am

Local and start earlier @ 8:30 or 9:00

Earlier start time

Cheese vendor, Fresh Eggs vendor

Slightly later start time

Ice Cream vendor, meat vendor

Ice Cream Vendor or Bakery

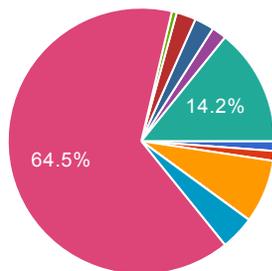
Meat, Fresh Eggs

Eggs, organic, sustainable

Breakfas, prepared foods, coffee, cider, flowers

- local crafts, prepared foods
- Meat Vendor, Coffee Vendor
- Wine & Lobster Vendors
- Meat Vendor, Beef Jerky Vendor
- more vegetable options, salad materials
- Not sure
- fresh bakery work out of Concord
- more vendors in general
- Prepared foods, pasta, meats, cheese, baked goods
- Cheese Vendor, Meat Vendor
- Cheese Vendor, Fish Vendor, Egg Vendor
- More local vendors
- Craft Vendors
- Bigger & more vendors
- Beer vendor
- Meat and Egg vendors
- Microbrew
- Maple Syrup vendor
- Syrup Vendor, Meat Vendor, Egg vendor
- More organic
- Meat and egg vendor
- More Organic Vendors
- Cheese Vendor
- More Pastries, Cheese vendor
- More Organic vendors, Soap vendor, Gluten free vendor
- Fish Vendor

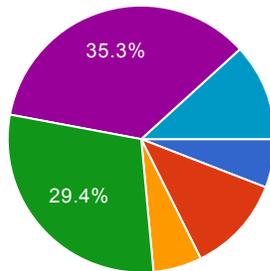
Where are you from?



Amherst	2	1.2%
Hollis	2	1.2%
Hudson	13	7.7%
Litchfield	0	0%

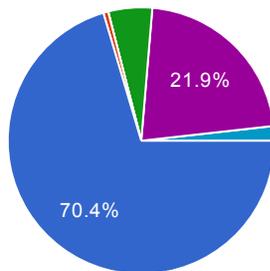
Massachusetts	0	0%
Merrimack	7	4.1%
Nashua (Zip Code 03060)	109	64.5%
Nashua (Zip Code 03061)	1	0.6%
Nashua (Zip Code 03062)	4	2.4%
Nashua (Zip Code 03063)	4	2.4%
Nashua (Zip Code 03064)	3	1.8%
Other	24	14.2%

How far did you travel to get to the Nashua Farmers' Market?



I was already here	1	5.9%
Less than 5 blocks	2	11.8%
5 blocks to a half mile	1	5.9%
Half mile to 3 miles	5	29.4%
4 to 10 miles	6	35.3%
More than 10 miles	2	11.8%

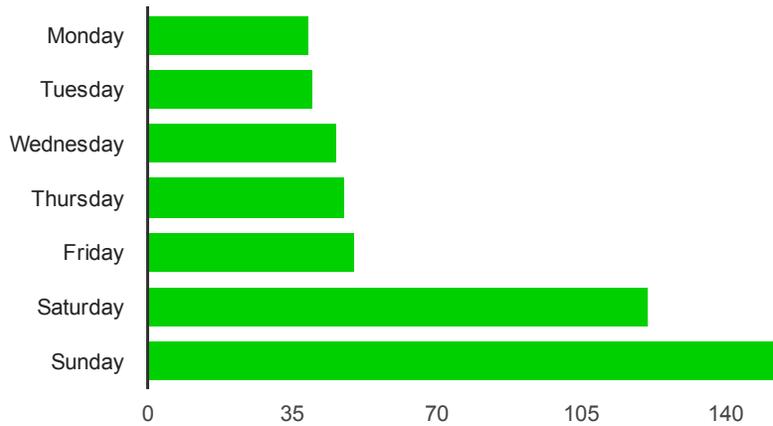
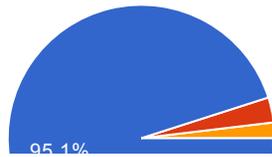
How do you travel to the Nashua Farmers' Market?



Drive Yourself	119	70.4%
Get a Ride	1	0.6%
Bus	0	0%
Bicycle	9	5.3%
Walk	37	21.9%
Other	3	1.8%

Would you be willing to shop at a Nashua-based winter market?

Yes	250	95.1%
No	8	3%
Maybe	5	1.9%



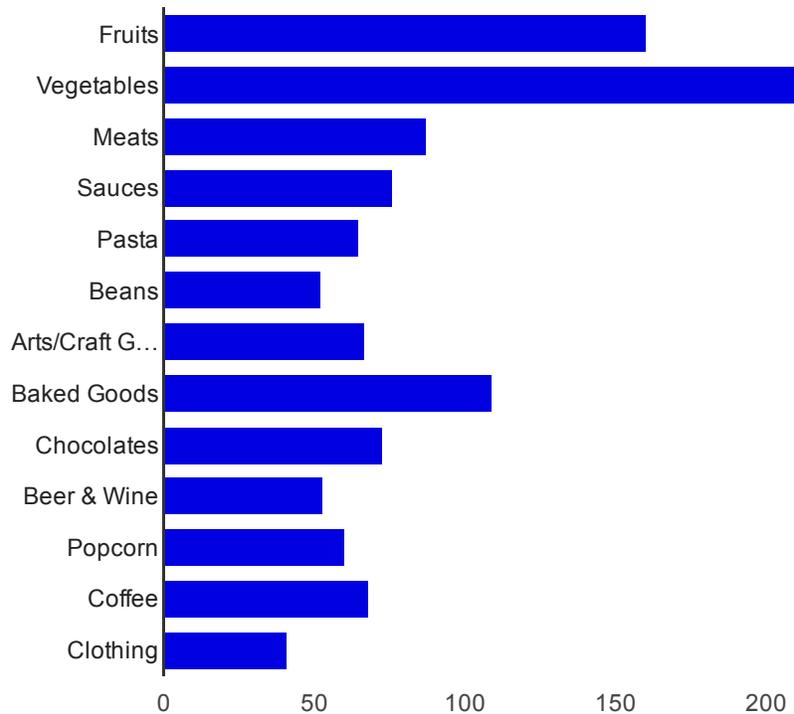
Monday	39	20.3%
Tuesday	40	20.8%
Wednesday	46	24%
Thursday	48	25%
Friday	50	26%
Saturday	121	63%
Sunday	154	80.2%

What times?



Morning	118	64.1%
Afternoon	110	59.8%
Evening	49	26.6%

What would you want to purchase at a winter market? Select all that apply.



Sauces	76	33.6%
Pasta	65	28.8%
Beans	52	23%
Arts/Craft Goods	67	29.6%
Baked Goods	109	48.2%
Chocolates	73	32.3%
Beer & Wine	53	23.5%
Popcorn	60	26.5%
Coffee	68	30.1%
Clothing	41	18.1%

If yes, where would you recommend a winter market be located in Nashua?

- Downtown
- On Main Street
- Central location with parking
- Outside if good weather
- Church or VFW
- Downtown location and along bus route
- School, Good parking
- Empty warehouse
- High School or place with convenient parking
- Vacant building with ample parking

Crown St building behind Make It Labs, Needs to be lot of parking, Maybe Shaws Parking Lot

Parking Garage

Local with parking

In a church or vacant building

Nashua High School Gym

Same place who cares if it's cold

Indoors on Main Street

Alec's shoes

downtown

More than a day a week

Shop for unusual items

Also Honey

Shop for local stuff

Shop for eggs also

And pickles

shop for honey also

And EGGS

Eggs, Jelly, Rubs would shop for also

Durable Goods would shop for also

Would shop for Cheese also

To buy fresh & local

Shop for anything local, coffee, tea

Somewhere with plenty of parking

Downtown, not more than two blocks from Main Street, ideally we do something in the open space on the back side of Court Street Theater.

Former Building 19 site on Amherst St

The downtown area. Perhaps one of the mills, where there would be parking and easy load in?

Or an office building on off hours (like Sunday morning-early afternoon).

Somewhere in the downtown Nashua area or on the northside on or off of Concord St.

Shaw's Marketplace Nashua NH

Could it be inside somewhere?

No idea but I go to a winter market in another state at times. It is located on the first floor of a factory that does not operate on the weekends.

Accessible by citybus

somewhere close to downtown

indoors...

A location with plenty of free parking (a lot; not on the street and not having to cross a street)- i.e. a school lobby or church basement

Renovated mill space

A local church hall if available, preferably on Main St., Saturday morning/midday, making it walkable to local shops/restaurants and coffee and/or lunch in town.

Indoors. Downtown or Millyard

Someplace handicap accessible

somewhere centrally located and with heat

The empty Alec's shoe store or a warehouse space near main street.

The old building 19 on Amherst st

Church hall?

Anywhere within the city limits of Nashua - whatever location you can find!

Near Nashua YMCA, Greeley Park, Roby Park, or Fields Grove (walking distance to tree streets)

Empty store downtown

Not that familiar with options. Is there a pavillion in town?

indoor, with parking. Maybe accessible chruch during off hours would help.

The usual place.

somewhere near free parking

Alec's, Aubuchon, 1st floor of a parking garage

same place as summer market, Main Street.

Downtown - does 30 Temple have any space?

Hunt building

Indoors - anywhere as long as it is on Main St.

Indoors, perhaps in the former Alec's shoe store space

Greeley Park

old court's house

Any place the real estate is available near main street i suppose.

Temple Street Area

Central downtown

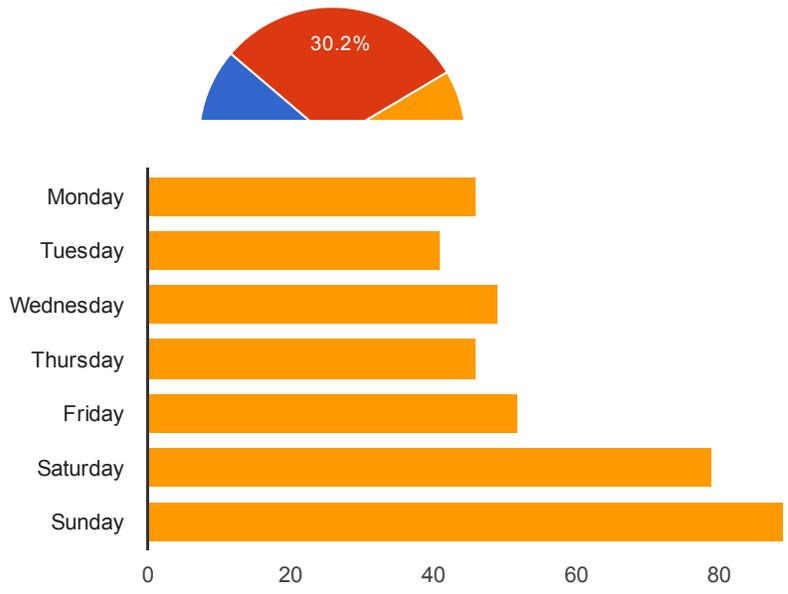
Downtown...Aubuchon's building or Alec's building

Same as summer market

Welcoming Light, Harbor Homes, Millyard location, Hunt Building

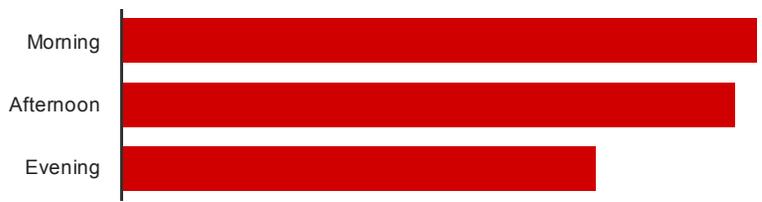
Would you shop at a mobile market? A mobile market, or food truck, could operate during the prime growing season, with potential to operate year round, and increase the geographic reach with routes extending out to surrounding neighborhoods or communities.

Yes	158	61.2%
No	78	30.2%
Maybe	22	8.5%



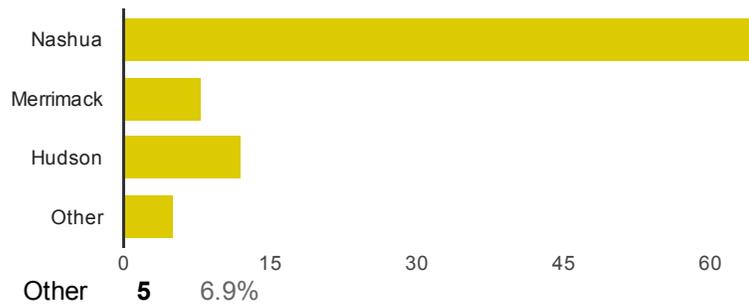
Monday	46	39.7%
Tuesday	41	35.3%
Wednesday	49	42.2%
Thursday	46	39.7%
Friday	52	44.8%
Saturday	79	68.1%
Sunday	89	76.7%

What times?



Morning	59	53.6%
Afternoon	57	51.8%
Evening	44	40%

Where would you like to shop if the market were to expand to include a mobile market? Select all that apply.



Are there specific locations the mobile market should stop in the above towns?

South Nashua

N/A

Yes, in a convenient location, like health club, parking garage, hospital, or at Saint Patrick Church Gym.

Church Parking lot

Community or Church in Parking Lot somewhere in French Hill

Holman Stadium

Main Street, sports outdoor event locations in downtown and neighborhoods

Hudson Mall (Hannaford Plaza), Alvime High School

School parking lots

have not lived here long enough to know the area

No but a set schedule

No, but would shop for unusual items and food

Would shop for Soaps, Honey, flowers

Would shop for honey also

Shop for eggs also

Also shop during the week in the evenings

AND EGGS

Shop for fair prices

SHOP FOR MILK

Shop for Cheese also at Mobile Market

TO Buy fresh and local

Watson Park

At an ice cream stand

Near a major street

Royal Crest Apt Estates

Shaws Plaza on Main Street, somplace on Amherst St

Schools and parks/Greeley

Again, a place with a free parking lot

Parks are good, I saw a mobile market on an afternoon in Lowell, parked in front of a hospital.

Nice and convenient!

off exits 4,5,6

No.

Parking lots of large home improvement stores, as well as malls and strip malls.

Near Nashua YMCA, downtown near tree street, near Greeley Park

Near schools to be local to each neighborhood

Greeley Park?

Nashua Senior Center after 5th of month

Downtown

30 Temple in Nashua

Greeley park

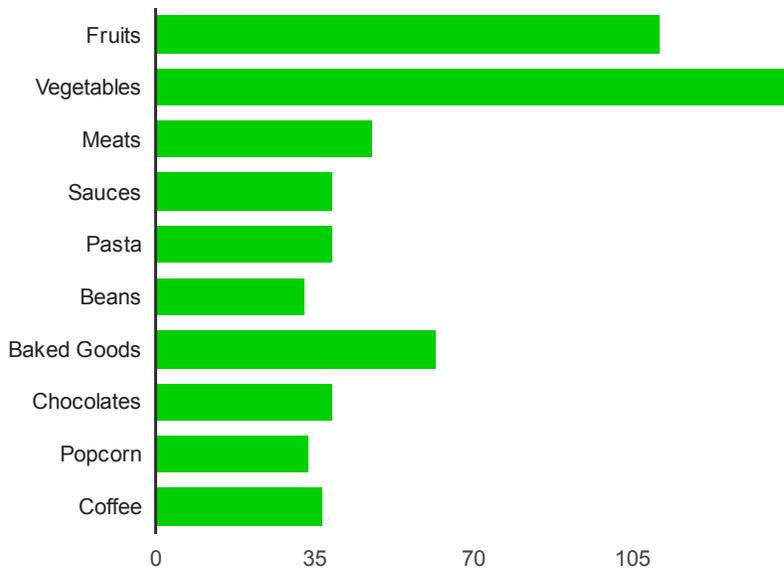
Spit Brook Road (maybe Gateway Hills), near Captain's Corner, near the Nashua Y

Greeley Park, Main Street South

Wherever they can make the most profit I suppose. I am not sure it would be profitable

Southern Hudson, just over the bridge

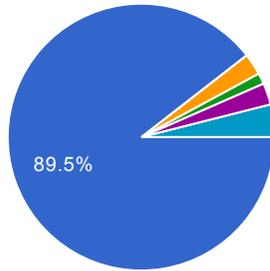
What would you want to purchase at the mobile market? Select all that apply.



Fruits	111	77.1%
Vegetables	140	97.2%
Meats	48	33.3%
Sauces	39	27.1%
Pasta	39	27.1%
Beans	33	22.9%
Baked Goods	62	43.1%

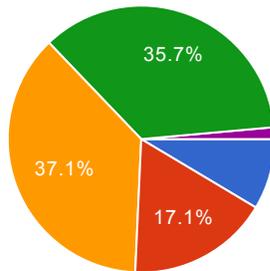
Chocolates	39	27.1%
Popcorn	34	23.6%
Coffee	37	25.7%

What mode of transportation do you typically use to run errands?



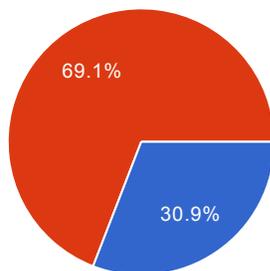
Drive yourself	68	89.5%
Get a ride	0	0%
Bus	2	2.6%
Bicycle	1	1.3%
Walk	2	2.6%
Other	3	3.9%

How far would you be willing to travel to a winter market based in Nashua or a mobile market in the Greater Nashua area?



Less than 5 blocks	6	8.6%
5 blocks to a half mile	12	17.1%
Half mile to 3 miles	26	37.1%
4 to 10 miles	25	35.7%
More than 10 miles	1	1.4%

Would you like to receive emails about the Nashua farmers' market schedule and participating vendors?



Yes	46	30.9%
No	103	69.1%

Is there anything else you would like to share with us?

1st time at FM

I think more signage near the parking garage would be beneficial

Better signage to indicate extra space. Also, I have had a hard time finding out start dates and hours on Web.

A mobile market would have to generate integrity of appeal, like the great food vendors in Boston.

Would shop at a mobile market, but would depend on schedule

For Mobile Market, only if method of payment is something other than cash

First Time at FM

First time to FM

Earlier Start time

Sat/Sun-Morning or Afternoon for Winter Market - Anytime for Mobile Market

1st Time to FM / Winter & Mobile Markets Sat & Sun, Morning or Afternoon

Thurs, Sat Sun Evening Also for Winter market / Anytime Thurs or Sun for Mobile Market

Husband-1st time at FM

Winter & Mobile Market-Any day, anytime

1st time to FM - Need better signage for lower market

1st time this season / Winter & Mobile Mkt Sat & Sun Afternoon also

Winter Mkt-Any day, anytime / Mobile Mkt Afternoon or Evening any day / Have FM on one street-all along Main st / Better parking

Start a vending service with produce to convenience stores.

Would like to see eggs & cheese

Winter & Mobile Mkt Morning or Afternoon on Sundays

Mobile Market Sat Afternoon also

NO DOGS!!! I pick up my share then split outta there cuz there's dozens of dogs. It's too much with the dogs

It's nice that the Nashua farmer's market has expanded and there are more vendors. However, the new location down by the river is not very user friendly and not well advertised. The best would be to have all the vendors at the same location, perhaps on both sides of the bridge. Overall, it is very nice to see the growth of the farmer's market.

I wish the summer farmer's market was more handicap accessible. The sidewalk on the bridge is very narrow and crowded, and the fact that the market is in several different places means that I have to cross main street. I would come to the market more often if it were more accessible.

When you are shopping at the farmers market on Main Street, once you get to the last vendor(the south most) you cannot see the sign down at the corner of water St pointing to more vendors in the park. The sign needs fewer words, larger type, and a larger arrow. Just say "More farmers market vendors," with an arrow

i wish it was at an easier location to get to (like Greeley park) where parking is better and all of the vendors could be closer together

Would shop for anything local, coffee, tea at Mobile Market also.

Would like to see more wine at the market

I would shop at Winter & Mobile Markets for LOCALLY PRODUCED GOODS

I would shop for fresh, local items

I would shop at a Mobile Market during the week in the evenings, if Sat or Sun, then in the morning.

I would shop for in-season goods at a Mobile or Winter market

Would shop for in season veggies at a Mobile & Winter Markets

I would shop for whatever looked good at a Winter Market. ALSO, need more info at the Upper Market about the Lower Market below.

I would shop for Fish & Eggs also at a Winter market

I would purchase LOCAL goods at a Mobile or Winter Market

More home made items at FM

Add more organic

More vendors, Seacoast Winter Market has a lot of vendors

Start market earlier in season like April to get strawberries and berries. Would shop for crafts at a mobile market

More times for market than just Sundays and the newly added Wednesday

Not sure what would shop for at a mobile market.

Shop at Winter & Mobile Markets M-F/Evenings, Sat-Sun/Mornings

Shop Winter Market: M-F/Evening, Sat/Morning, Sun/Midday

Shop at Winter & Mobile Mkt Thurs/Evenings, Sat & Sun/Midday

Shop Mobile Mkt M-F/Evening, Sat & Sun/Midday

Available to attend a winter market Thursday evenings as well.

More eggs please / Shop Winter & Mobile Mkts M-F/Evening, Sat & Sun/Midday

I like the Main St Farmers Market, but I struggle with parking there

Please keep the projects that are bringing life back to Nashua going. It really is making a big difference!

available for winter market Wednesday evenings, and mobile markets Saturday and Sunday afternoons as well

Shop at Winter Mkt M-F/Evenings & Sat, Sun/Midday. You should have a "maybe" choice instead of yes/no. I would be willing to go to an indoor market as long as it was a convenient location and had items I was interested in. So if this does become possible, please list the vendors and what they will be selling. The Wednesday afternoon downtown markets had only 2-3 vendors. I can't see fighting traffic when I get out of work to get there and then have to find a parking spot (and pay for it) and not know ahead of time what they have available. I know this is a downtown activity but let's make it more user friendly with all the vendors in one place (not spread out on Main and Factory Streets). BAE's Canal St parking lot, Holman's Stadium's parking lot or First Church or St Louie's Church (indoors) may be good locations downtown.

While it's empty, the old Alec's Shoe Store would be perfect for an indoor market. I think Alec's

location would be great as a newstand/ice cream parlor/ gift shop/ info center (i.e. a combo building). Nashua has no real visitor's center and this would be the perfect location.

Shop at Winter & Mobile Mkts Fri/Evening and Sat & Sun/Midday

Shop at Winter & Mobile Mkts M-F/Evenings, Sat & Sun/Mornings. Why is Dairy not included in the list of items of interest? Dairy is a huge consideration for me when it comes to buying local. (I consider eggs in the Dairy category; But I recognize that in NE eggs aren't always available year round depending on the farmer)

would shop at mobile market on weekends in the mornings too

Please consider making the summer market more accessible. Parking is difficult on Main Street, the vendors are separate so we have to cross Main Street to access the other area(s), and the crowded sidewalk (on the bridge) is difficult if you are handicapped (in a wheelchair or scooter). Thank you!

Shop at Winter Mkt M-F/evening, Sat/Morning, Sun/Midday & Mobile Mkt M-F/evening, Sat & Sun/Morning

Shop at Winter Mkt Thurs & Fri/Evening & Sat & Sun/Midday. I love the farmers market, look forward to it growing. We went to a farmers market in Bozeman Montana that had pottery, music, jewelry, fruits, veggies. It was in a covered location and very much a community event. I hope Nashua can develop into something similar.

Shop Winter Mkt Mon & Fri/Eve, Sat/Midday, Sun/AM & Mobile Mkt M-W-F/Eve, Sat/Midday & Sun/AM. Keep downtown vibrant and active!!

Shop Winter Mkt Fri/Eve, Sat/AM & Mobile Mkt M-F/Eve & Sat & Sun/AM

I kind of use the Lavoie stand at Haywards as my mobile market

Available for mobile market weekend days in the afternoon as well

Shop Winter & Mobile Mkts M-F & Sun/Evenings and Sat/Midday

I would appreciate being able to use FS, and more advertisement, to draw more people.

The Farmer's Market has been wonderful! As a new resident of Nashua, I have been to the market many times since moving here in June. The vendors are friendly and I love supporting local business. I would be interested in doing volunteer outreach next spring to bring business to the market.

Shop Winter & Mobile Mkts M-Thurs & Sun/Midday and Fri & Sat/Eve

Shop Winter & Mobile Mkts Mon-Thurs & Sun/Midday and Fri & Sat/Eve

Available Monday mornings for winter and mobile market also

Also would attend a winter or mobile market Wednesday evenings

Also available for winter and mobile markets weekends in the afternoon

I would be willing to travel 4 to 10 miles to an indoor winter market, but probably not for a mobile market. Also, I would like to see a mobile market (or even an indoor winter one), include a food truck and/or offer meals to go. Check out Brattleboro (VT) Farmer's Market for an example of a successful Farmer's Market.

Also available Thursday evenings for a winter market

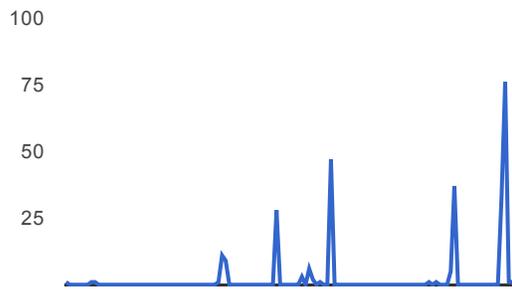
Available on the weekend mornings for winter and mobile markets too

Also available Friday morning for winter market

Also available Sunday afternoons for winter market

I don't like how the stores on main street are closed during farmers market.

Email



27 responses

[Publish analytics](#)

Summary

Nashua Farmers' Market

[Image]

Vendor Name:

Susan comte
KRM Chocolates
Sweet Cheeks Creations
Mmm-Pop Kettle corn
Drema Cady
Fresh Start Farms-Farmers Yussuf & Hajiya
Dirty Girl CSA
Kathy Burgess-Fumicello-Beadin' in Eden
DJ's Pure Natural Honey
YouLove Bakery
Purple Carrot Bread Co.
Tea is the Way
Root Seller
Laurel Hill Farms, LLC
Bru Brew Coffee
The Regenerative Roots Association and Sullivan Farms
Joanna Schultz - Tater/Corn Bags
Oasis Springs Farm
Red Antler Apothecary
Rub Me Tender
Joanne Schultz
Clayton's Way Farm
Cava de Vino

Babbling Brook Pottery / Email: ceramicfeet@yahoo.com / Karen Sullivan / 603-291-0636

How long have you been vending at the Nashua Farmers' Market?

- 2 years
- This is our first year
- Since 2015
- 1 week
- 25 years
- Summer Season of 2016
- First Year
- Started in 2015
- This is my first season
- 10 years
- 2nd year
- First year
- This is our first full season as we come in mid-season last year
- 3 months give or take
- 1 1/2 months
- 3 years
- 1.5 months
- 1 year
- Since September 11th, 2016
- First Season
- 1 season
- This was 2nd year
- This is my 2nd time

Are the current market times convenient for you?

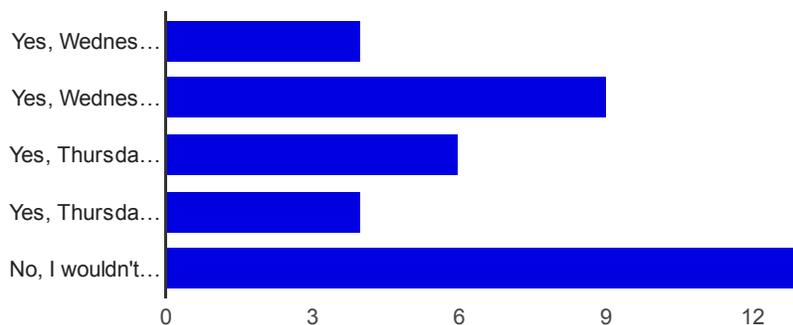


Yes	27	100%
No	0	0%

If the answer is no, what would work better?

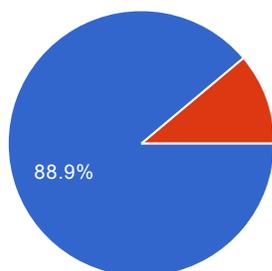
I wouldn't mind if it were 3 hours and a little earlier, like 9-noon. Leaves more of Sunday to enjoy.
 Although think ending at 1:00 would be okay.

Would you attend a second market during the week? Select all that apply.



Yes, Wednesdays at lunchtime	4	15.4%
Yes, Wednesdays in the evening	9	34.6%
Yes, Thursdays at lunchtime	6	23.1%
Yes, Thursdays in the evening	4	15.4%
No, I wouldn't participate in a second Nashua market	13	50%

Do you participate in other markets as well?



Yes	24	88.9%
No	3	11.1%

If yes, what other markets do you participate in?

Bedford & Merrimack

Nottingham Somersworth Manchester rollinsford gilford Penacook Rochester scammon farm

Bedford, NH; Pelham, NH; Merrimack, NH; Lowell Downtown, MA; Haverhill, MA; Salem, NH; Lowell Mill #5, MA

Groton MA, Milford NH, Manchester NH

Salem NH, Outdoor Lowell Ma, #5 Mill Bldg, Lowell MA, Haverhill MA, Bedford NH, Pelham NH

Manchester, Londonderry CSA

Concord, Saturday AM

Keene Farmers Market, Newport Farmers Market & Somerville MA-Davis Square Market

Bedford, Merrimack, New Boston

Peterborough Fresh Chick's & Farmers Markets, Rindge FM, Milford FM

Westford MA

Groton, Mill No. 5 (Lowell), Beverly, Tewksbury, Wilmington, Pepperell, Westford, Harvard, Rockport, Chelmsford, Burlington

Salem, NH and Lowell, MA

Manchester, Scammon Farm, Stratham, NH, Penacook, Nottingham, Nashua, Rochester, Somersworth, Rollinsford, Wentworth Greenhouse

Bedford, NH and Merrimack, NH

Laconia, NH

Merrimack

Billerica, Tewksbury, Westford, Chelmsford, Burlington, Andover, Groton, Tyngsboro, Wilmington, North Reading

Concord, Bedford

Fresh Chicks, Peterborough Community Center, Milford and occasionally Rindge

Manchester Somersworth Nottingham Rochester new market Penacook gilford rollinsford

Contoocook FM. Have done in past: New Boston, Weare, Bedford, Amherst & Merrimack

Milford

New Ipswich FM, Walpole FM Holiday Market, Belchertown, MA FM

What are the fees charged for the other markets you participate in?

Bedford \$261 incl fees/Merrimack \$130

100 ish a sason

Varies by market

1 Tent \$125-\$175 / 2 Tents \$275

Unsure, Kevin Miller pays the fees

Don't Know

Keene-\$75 membership & \$10/mkt, Somerville-\$75 Membership & \$34/mkt, Newport \$135/Season

\$125 is an average

\$100-\$125 a season

\$450 season

\$20-\$25 / week

\$15!

Same as Nashua

\$16 and \$10

n/a

They charge in blood. Animal blood.

Merrimack is \$125 a season

\$10-\$25

\$15.00

\$125.00 per season and Rindge is \$5.00 per week

All around 100 dollars

Usual is \$100 for season or \$10/wk

Same

\$5 & \$10

How do you feel the Nashua farmers' market compares to other farmers' markets?

Good

Reasonable. Good value.

Great!

Seems to be a good market, but still too early to tell.

Very nice market. I like the tents with tables & seats for customers. Love the volunteers who help with put-up/break-down if needed. Good location, love the lower market and management is very receptive to vendors.

Nashua is better

Not as much foot traffic as Concord

Very helpful organizers, volunteers. My sales have been very good, repeat customers too.

Better than Peterborough, Similar to Milford, Weekday Markets seem to do better

Fairly well. I love the live music and the loading / unloading is extremely convenient. If I may suggest to put more signs in major locations i.e. library, supermarkets, malls, etc. and major streets. Also, some kids activities will attract a lot of young families over i.e. face painting, balloons, some easy crafts, etc. Some early childhood education students would be great volunteers for this maybe.

It is on social media, one of our better markets

above most

Nashua has more traffic and more people

Great Market

n/a

Splendid

Traffic is better than Merrimack but not sure if I like the split up vendors

The split location was difficult for us. It hindered foot traffic. Not many other businesses open on Sundays.

Good except dual market areas are not optimal

It is one of the better markets for me the others are much smaller

Great

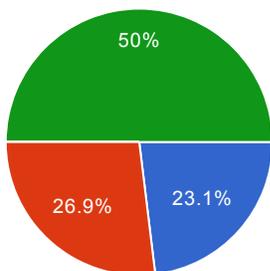
I have no idea

Other than setting City vs. Country/small town-similar

Best one in Southern NH

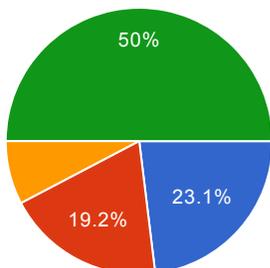
bigger, more vendors

In your opinion, how did foot traffic compare to this time last year?



Less	6	23.1%
About the same	7	26.9%
More	0	0%
Don't know	13	50%

In your opinion, how did sales compare to this time last year?



Less	6	23.1%
About the same	5	19.2%
More	2	7.7%
Don't know	13	50%

How did the Nashua Farmers' Market meet your expectations?

Good

Good venue to sell in, Nice attendance.

Great!

So far, it appears better than I expected.

Very well

Good foot traffic and sales

Great to be on the bridge this year

Getting word out-Facebook, signage, etc. Wonderful dedicated volunteers. Added bonus that you set up a tent w/tables for customers to sit & enjoy coffee & pastries - In going the extra mile supplying weights for some tents is very considerate too.

They're doing good on expanding

Nice location, better to be on street than in parking lot

Good signage

Very supportive

Sell veggies, make \$, rinse and repeat

I wasn't expecting to make a lot but get a chance to meet people and network

Location is really nice and beautiful.

Yes

It gave me access to a larger customer base than the other markets

Great

It is terrific. I had no expectations

Very strong support - helpers setting up, Jen, Paul or others around if needed

Above expectations in terms of sales

How did the Nashua Farmers' Market NOT meet your expectations?

Load/unload can be tough sometimes. Off-site parking is a burden.

None

Too many farmers for foot traffic

Weekly turnout very inconsistent

It didn't

Sales too low, lower than last year

No enough local advertisement (major intersections, public places)

I had a hard time being next to the fill-in tent especially when the vendor had loud music on repeat. Better bathroom accommodations for Water St Vendors

Some customers didn't know we were down by the river in overflow off Main Street

Splitting up the stores-Main street and side street really hurts our foot traffic

Need more entertainment, spirits, and general goodwill, Tomfoolery and shenanigans are also welcome amongst those whose eyes are not dulled by materialism. We also need mist towers for hot days.

We struggled not being able to display our soaps. Communication wasn't the best, foot traffic was too light. Not many customers knew we had a second location.

my sales were only about 2/3 of what I made last year

Unloading can be dangerous - many drivers not accepting us blocking lane, which is necessary!

Need to have more safety cones set out in one lane in front of market. It's a Sunday - not that busy like a week day.

What suggestions do you have (if any) to improve the market for next year?

Nothing. Fine as is. Personally I'm not big on live music.

None

Signs on New Parkway

Bathroom facilities

So far good, don't really have any

It would be convenient to have a porta-potty

Better weather-cooler temps & no wind

Already mentioned in question #9. In addition, if you put more signs in the Farmers Market on Main St, directing people to Water Str. would be fantastic. I keep hearing from people that they didn't realize there are more vendors down here. Making the signs more visible would be fantastic.

Perhaps more FB mention of two spots for market or coach bridge vendors to get the word out.

Make it complete with whole market shopping

Direct people down off Main Street

Combine upper and lower market

Longer hours, more marketing, more beer

Rotate vendors between locations to offer variety

Some customers were unaware the market had expanded to a new spot down the side road

more signage or a person directing customers down by the river

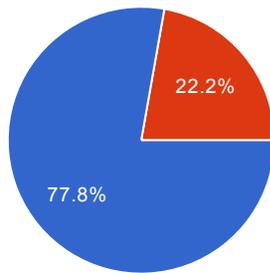
More signs on down the road

Safety cones or hire someone to help with traffic at times of unloading and loading. Be loyal to vendors w/specialty-non consumable products - consumers don't consume them weekly, so our sales are farther between.

More promotion and signs for lower section

Not such loud music

Would you participate in a winter market in Nashua?



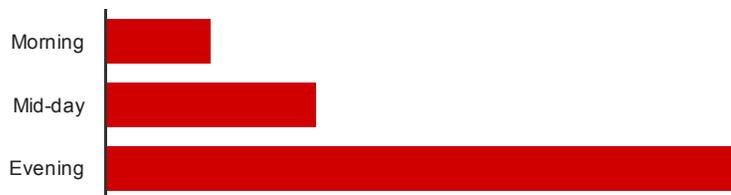
Yes	21	77.8%
No	6	22.2%

Monday [If yes, what day and time?]



Morning	2	22.2%
Mid-day	3	33.3%
Evening	4	44.4%

Tuesday [If yes, what day and time?]



Morning	1	11.1%
Mid-day	2	22.2%
Evening	6	66.7%

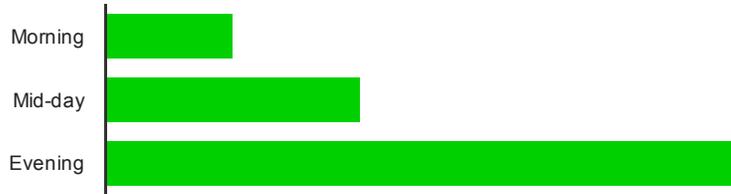
Wednesday [If yes, what day and time?]

Morning	1	9.1%
Mid-day	3	27.3%



Evening 7 63.6%

Thursday [If yes, what day and time?]



Morning 1 12.5%
Mid-day 2 25%
Evening 5 62.5%

Friday [If yes, what day and time?]



Morning 1 11.1%
Mid-day 3 33.3%
Evening 5 55.6%

Saturday [If yes, what day and time?]



Morning 3 37.5%
Mid-day 5 62.5%
Evening 0 0%

Sunday [If yes, what day and time?]



Morning 7 41.2%
Mid-day 8 47.1%
Evening 2 11.8%

If yes, where would you recommend a winter market be located in Nashua?

- Unknown
- West Hollis and Palm - Someplace with a commerical kitchen
- unknown

Indoor market with access to commercial kitchen to process veggies into product

School or Boys & Girls Club

Morning or mid-day for times above and vacant store, centrally located and warm

Preferably from 3-7PM in a church hall or high school

Renovate a mill building! Case and point, Mill No. 5 in Lowell. Mill 5's only problem is not a lot of parking. Check it out Thurs, Fri, Sat 5-8pm, Sun 11-5 250 Jackson St, 4th Fl Lowell MA

don't know

Don't know-Winter Market also Mid-day Wed & Fri

Somewhere warm

Great Harvest Bread, Exit 5 (YMCA?), City Hall

NOT SUNDAY

Not sure

Library, Empty Store

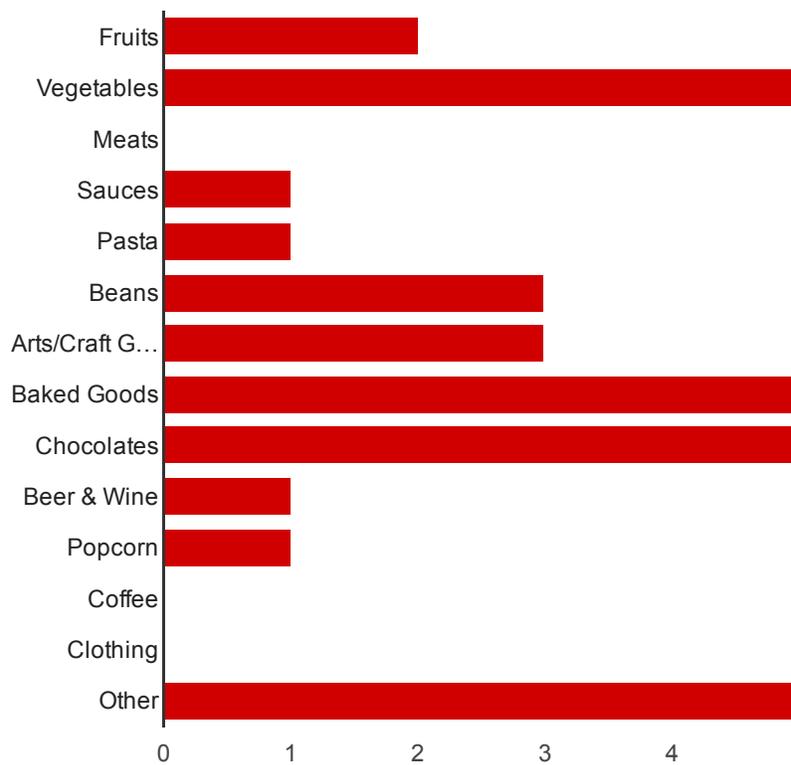
A heated area

If available space, on main st somewhere What is in the old library building?

Empty store front on Main Street

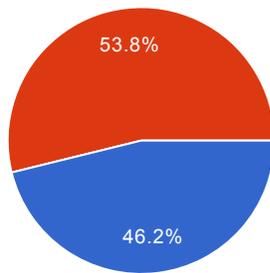
10-2 timeframe, someplace with good parking

If yes, what would you be willing to sell at a winter market? Select all that apply.



Fruits	2	11.1%
Vegetables	5	27.8%
Meats	0	0%
Sauces	1	5.6%
Pasta	1	5.6%
Beans	3	16.7%
Arts/Craft Goods	3	16.7%
Baked Goods	5	27.8%
Chocolates	5	27.8%
Beer & Wine	1	5.6%
Popcorn	1	5.6%
Coffee	0	0%
Clothing	0	0%
Other	5	27.8%

Would you participate in a mobile market? A mobile market, or food truck, could operate during the prime growing season, with potential to operate year round, and increase the geographic reach with routes extending out to surrounding neighborhoods or communities.



Yes	12	46.2%
No	14	53.8%

Monday [If yes, what day and time?]



Morning	1	25%
Mid-day	2	50%
Evening	1	25%

Tuesday [If yes, what day and time?]



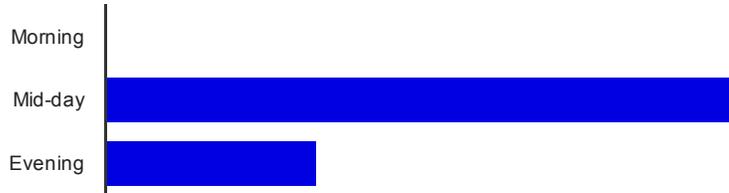
Morning	0	0%
Mid-day	4	66.7%
Evening	2	33.3%

Wednesday [If yes, what day and time?]



Morning	0	0%
Mid-day	2	40%
Evening	3	60%

Thursday [If yes, what day and time?]



Morning	0	0%
Mid-day	3	75%
Evening	1	25%

Friday [If yes, what day and time?]



Morning	1	25%
Mid-day	2	50%
Evening	1	25%

Saturday [If yes, what day and time?]



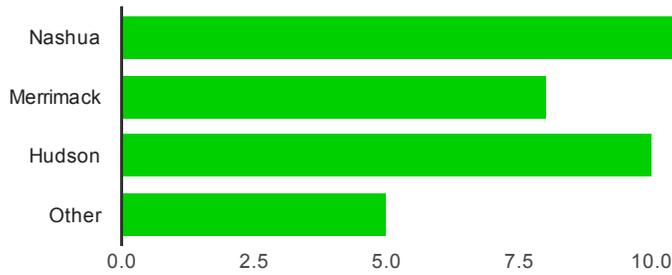
Morning	2	40%
Mid-day	3	60%
Evening	0	0%

Sunday [If yes, what day and time?]



Morning	1	33.3%
Mid-day	1	33.3%
Evening	1	33.3%

If yes, where would you recommend the truck stop for sales? Select all that apply.



Nashua	12	100%
Merrimack	8	66.7%
Hudson	10	83.3%
Other	5	41.7%

If yes, are there specific locations that you would recommend the mobile market stop in the above towns?

no

If just providing to truck for mobile market, times do not really matter. Merrimack Outlets, Home Depot or Lowes, NOT a Walmart-folks not interested

Mid-afternoon to early evening for weekday times

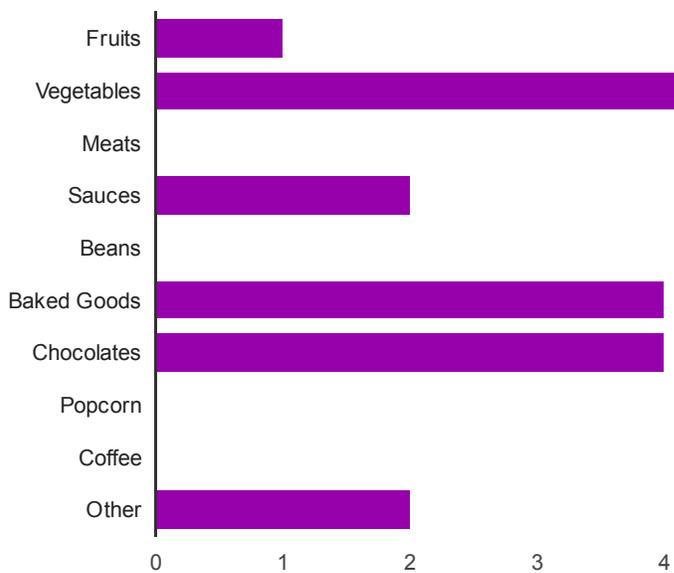
Mobile Market if going to an office building

Hospitals, Factories, Schools

Retirement Homes Apartment Complexes

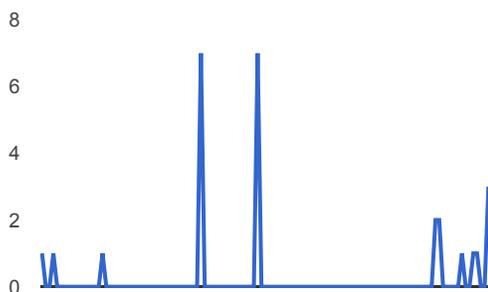
Not a mobile market like in a food truck. I sell pottery, not suited for a mobile truck type of venue. If you have a different venue every week, like a school gym one week, some place else the next week, I could do that. I would do that.

If yes, what would you be willing to sell at a mobile market? Select all that apply.



Fruits	1	9.1%
Vegetables	5	45.5%
Meats	0	0%
Sauces	2	18.2%
Beans	0	0%
Baked Goods	4	36.4%
Chocolates	4	36.4%
Popcorn	0	0%
Coffee	0	0%
Other	2	18.2%

Number of daily responses



September 29,
2017

Winter Farmers Market Feasibility Study



Nashua Regional Planning Commission
& Great American Downtown

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Executive Summary

The Nashua Farmers Market Promotion Program aims to bolster the availability of fresh local foods in an area with unmet demand. The Nashua Farmer's Market currently hosts 8 to 10 vendors at weekly markets in Downtown Nashua, the second most populous municipality in the State. The market is centrally located within a low income community with low access to food or personal vehicles. Nashua Regional Planning Commission (NRPC) and Great American Downtown (GAD) partnered with the goals of increasing the existing market's sustainability and strength through direct consumer marketing, expanding the number of vendors to increase variety and bring additional farms into the market, recruiting new customers, and adding SNAP/EBT payment options.

As part of the initiative, NRPC and GAD conducted a Winter Market Expansion study, which identifies and evaluates the feasibility of a winter market including market demand, existing supply, nearby examples of success and potential competition, and essential considerations for site selection and permitting. This plan establishes the foundation for a sustainable winter market for the Nashua area. Site evaluation assesses the financial costs, overall feasibility, and space adequacy, as well as the access provided for low income-low food access neighborhoods.

A winter market would extend the number of months area consumers could purchase local agricultural products as well as provide additional opportunity for local farmers and businesses to sell their products. After conducting extensive public outreach via written surveys administered to patrons and vendors during summer markets and well as online surveys, both vendors and patrons were strongly in favor of participating in a winter market.

Introduction and Project Background

In order to expand access to fresh local foods beyond the existing market reach, Great American Downtown is interested in operating a Winter Market for Nashua as a logical extension of their current management of the summer and fall outdoor Nashua Farmers Market. Such an expansion opportunity would increase access to local agricultural products to be available year round and to a larger audience. The low income, low food access population extends beyond the City center and into surrounding communities, for this reason, Nashua Public Health and Community Services Department (NPHCS) is interested in additionally studying the feasibility of establishing a mobile market option to serve populations beyond the walkable proximity to the existing farmers market. Such an initiative would further regional planning goals of both the NRPC and NPHCS as well as economic development goals in the Nashua Master Plan. NRPC and GAD applied for and received a two-year, \$70,000 grant from the U.S. Department of Agriculture to fund the research of the feasibility of a winter farmers market and a mobile market, as well as, promote the current market while expanding and recruiting vendors.

Community Context

The existing Nashua Farmer's Market is organized by the local chapter of Great American Downtown (GAD): Nashua, NH. The market has grown over the course of 2015 to 2017 from 8 to 10 vendors to over 30 vendors at weekly markets held on the Main Street Bridge and into Renaissance Park each Sunday, 10am – 2pm, from mid-June through mid-October. The market is centrally located in the Nashua Downtown, which as described by GAD is the place to be “whether you're seeking fine dining, eclectic shopping, a vibrant arts scene, historic architecture, fun-filled events or just a place to relax and watch the world go by.” The summer market is also centrally located within walking distance of the City's low income, low food access community. Further, this community has a low level of access to personal vehicles and is often dependent upon walking and transit. Geographically, the market primarily serves the City's downtown. However, Nashua is the largest urban center in southern New Hampshire, so many surrounding communities and populations also come to the City for services and opportunities such as the farmers' market. The existing market targets people of all ages and backgrounds. In 2016 the market added payment options for SNAP/EBT customers as well, offering Granite State Market Match that matches a dollar for each dollar of SNAP/EBT funds used to buy fresh fruits and veggies.

Vision

Looking forward to build on the summer market's tremendous growth, the City of Nashua would like to add an annual winter market. Between the summer and winter market, a continual selling season would be available to support local farmers and provide healthy food options for communities in need. The ideal winter market would host a variety of vendors that provide a wide variety of products. If the venue had a kitchen, the market would encourage vendors that sell warm and prepared meals. Great American Downtown is willing to add this venture to their current work portfolio. As such, the winter market will ideally be located downtown, within GAD's service area and able to serve the high density population, as well as those without access to a vehicle and low food access.

Market Demand

As previously stated, the existing Nashua Farmer's Market is centrally located within a low income, low food access community, where this community also has a low level of access to personal vehicles and is often dependent upon walking and transit. NRPC and GAD collaborated and surveyed patrons and vendors throughout the 2016 summer season. There were a total of 266 patron responses and 27 vendor responses.

The demand for a winter market held in Nashua was high, with 95% of patrons answering that they would shop at a winter market in Nashua and 78% of current vendors would like to participate in the winter market. Similar to national trends, interest in local foods has increased in Nashua. 77% of survey respondents said that their main reason for buying fruits and/or vegetables at the Nashua Farmers' Market was to support local farmers and 24% said they preferred fruits or vegetables from the Nashua Farmers' Market because of product quality and freshness.

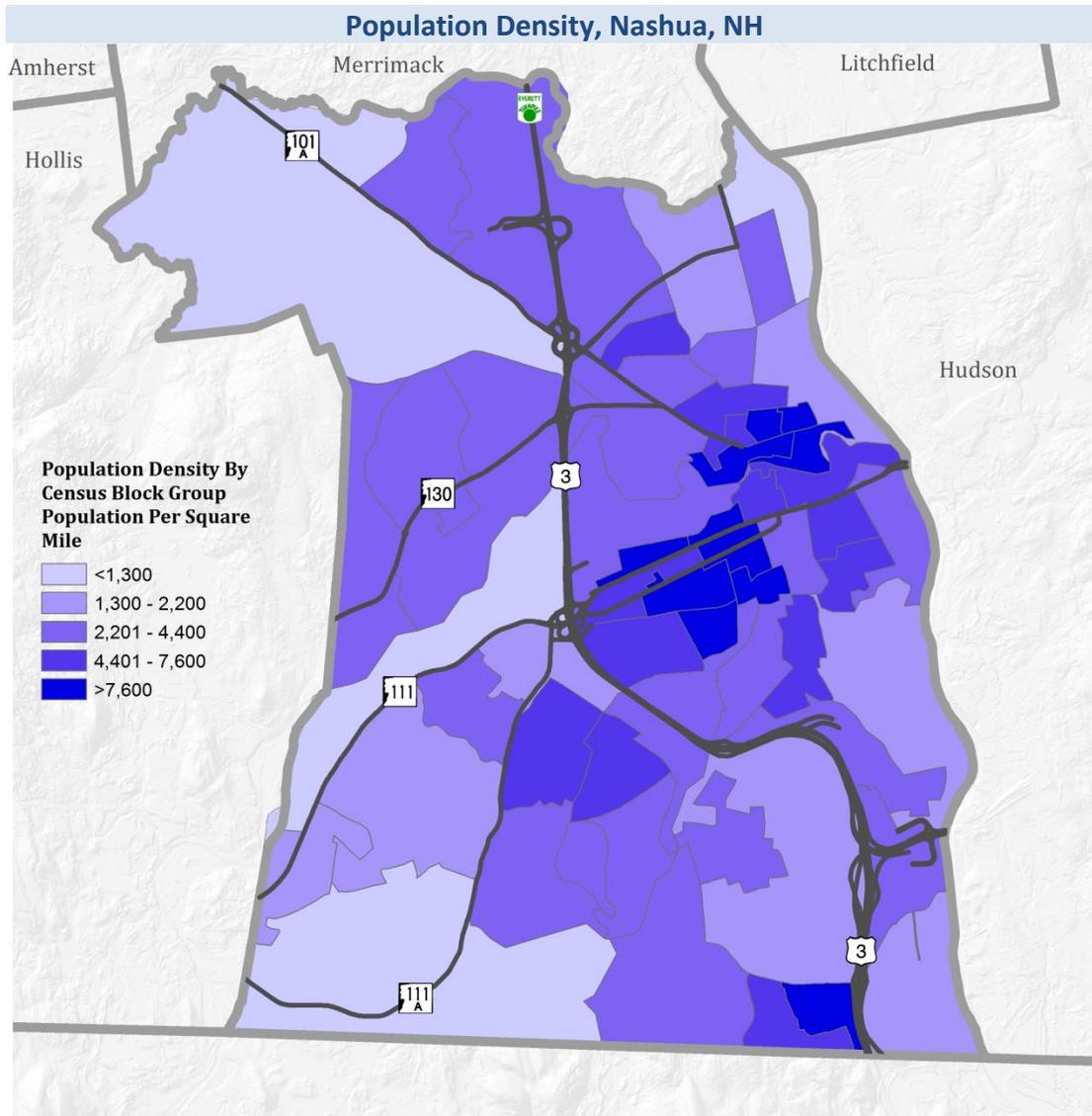
The summer market provided a consistent location for the 87,000 residents of Nashua to purchase fresh local foods and products. In the winter this option completely disappears. The central part of the city has limited access to quality fresh fruits and vegetables within walking distance for the many residents without access to a vehicle. Most neighborhood food store options consist of corner shops or restaurants in this area. The winter farmers' market would alleviate this problem and provide fresh and healthy food options within walking distance of the downtown neighborhoods and within the bus network for those living farther away. An estimated 9% of Nashua residents are also living below the poverty level. Again, much of this low income population is concentrated in the City's downtown neighborhoods. Low income residents benefit from the summer market's SNAP/EBT system with Granite State Market Match and would continue to benefit if the market was extended during winter.

Where do People Live?

About 75% of patrons surveyed are from Nashua. Additional patrons also come from the Towns of Hudson (8%) and Merrimack (4%). There was also a large percent of patrons that fell into the "other" category (14%), which means that many patrons travel to the Nashua market from other communities that do not neighbor Nashua such as Amherst, Antrim, Bedford, Brookline, Derry, Hollis, Litchfield, Londonderry, Manchester, New Boston, and various communities in Massachusetts. There were occasional patrons from places far away such as Seattle, WA and the United Kingdom who were staying downtown.

Eighteen percent of the Nashua Summer Market's patrons travel less than a half mile to visit the market, with most travelling less than 5 blocks to get to the Nashua farmers' market during the summer, another 29% travel between a half mile and 3 miles, 35% travel between 4 and 10 miles, and the remaining 12% travel over 10 miles to come to the market. The remaining 6% of customers were already downtown. Driving was the most common form of transportation, used by approximately 70% of patrons to get to the market, followed by 22% of patrons that walk and 5% that bicycle.

Naturally, the population is the densest in the city center, which includes Main Street and the Tree Streets and French Hill neighborhoods. These neighborhoods have more than 7,600 residents per square mile. Locating the winter market in this area would be beneficial given the large number of people that live within easy walking distance. Much of the summer markets patronage comes from its visibility within the community. Centrally locating the winter market would continue to attract walking traffic and attention whereas other locations would miss out on these opportunities.

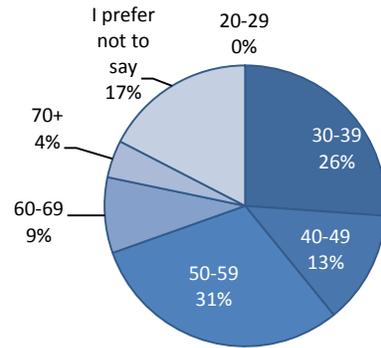


Source: ACS 2015, Map Created by NRPC

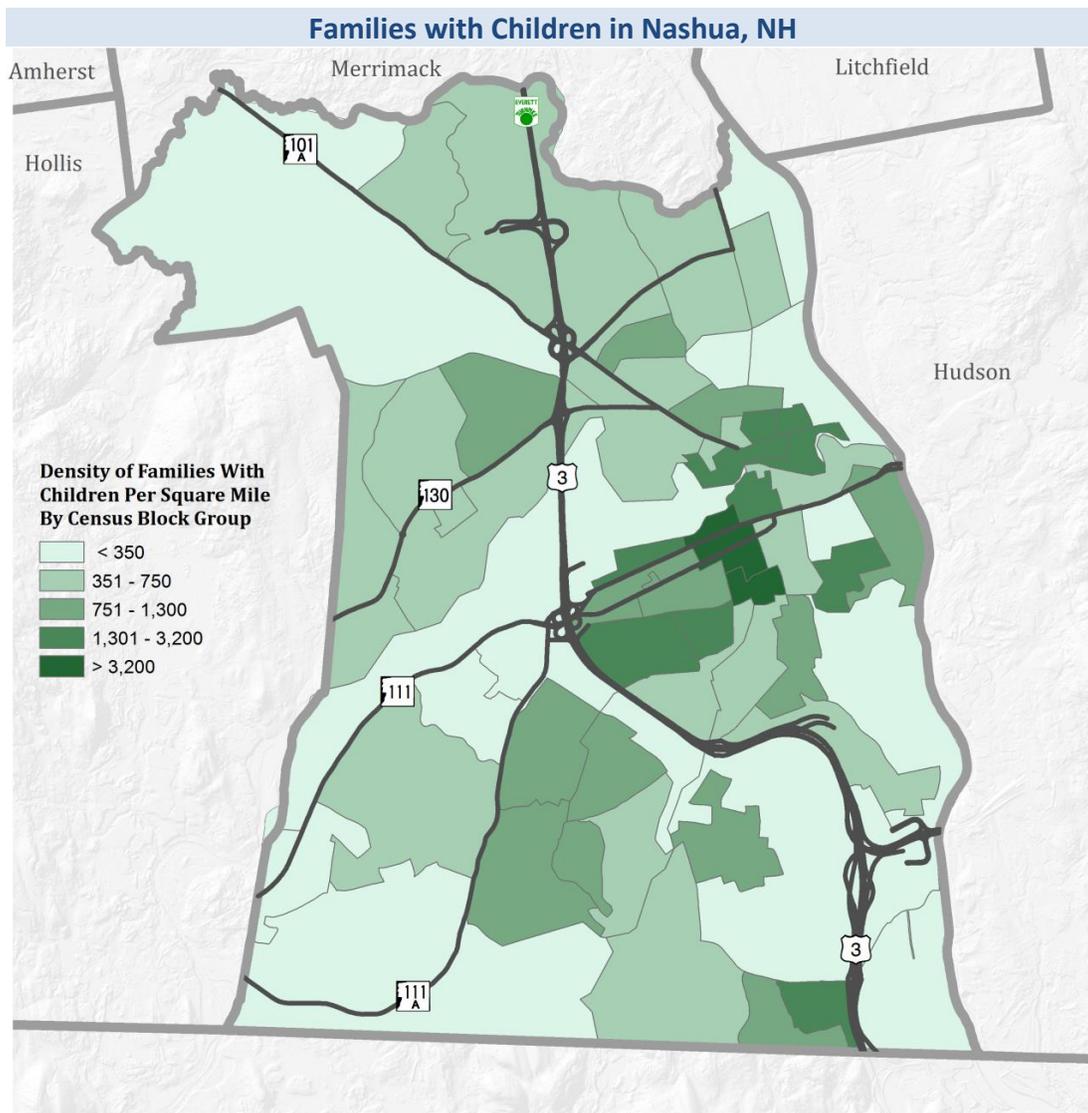
Population by Age and Presence of Children

The Nashua Farmers' market age profile is relatively consistent with others in New Hampshire. The average age of market patrons in Rockingham and Strafford Counties was 45.7 years and 85% of respondents were between 26 and 65 (Jewel McKenzie et al., 2013a). Nashua market customers surveyed were predominantly between 30 and 59 years old, representing 70% of shoppers. Farmers' markets are typically considered to be family environments and many patrons brought their children with them to the Nashua market. Given the high proportion of families with children surrounding downtown, locating the winter market in downtown would encourage families that come to the summer market to come to the winter market as well.

Age of Nashua Market Shoppers



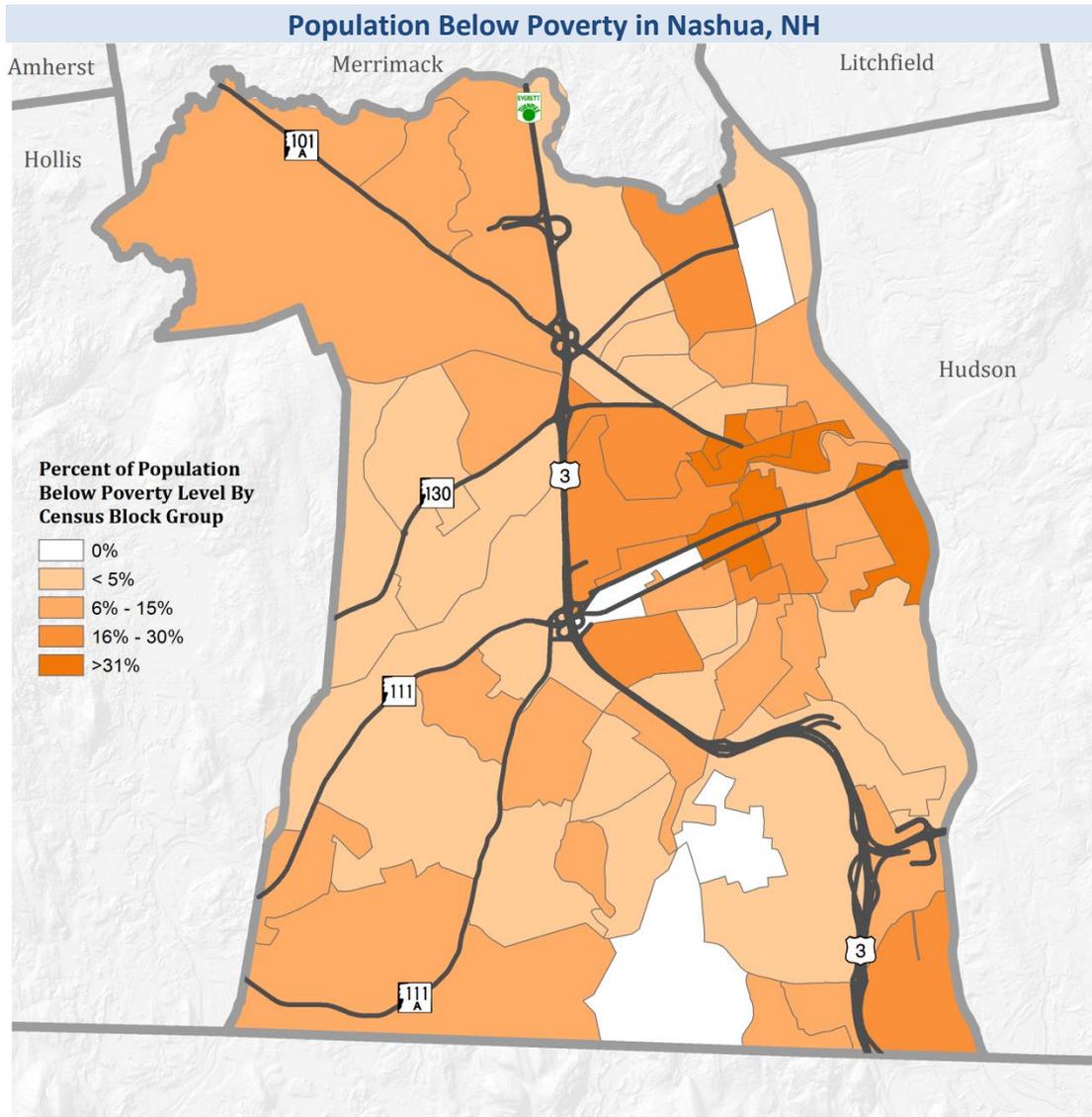
Source: NRPC Surveys



Source: ACS 2014, Map Created by NRPC

Income

The City's highest rates of poverty are mostly clustered around the downtown. This also coincides with the food desert locations. Because of this, it is important to have affordable options at a future winter market such as continuance of the existing summer SNAP/EBT system to accommodate patrons of all income levels.



Source: ACS 2014, Map Created by NRPC

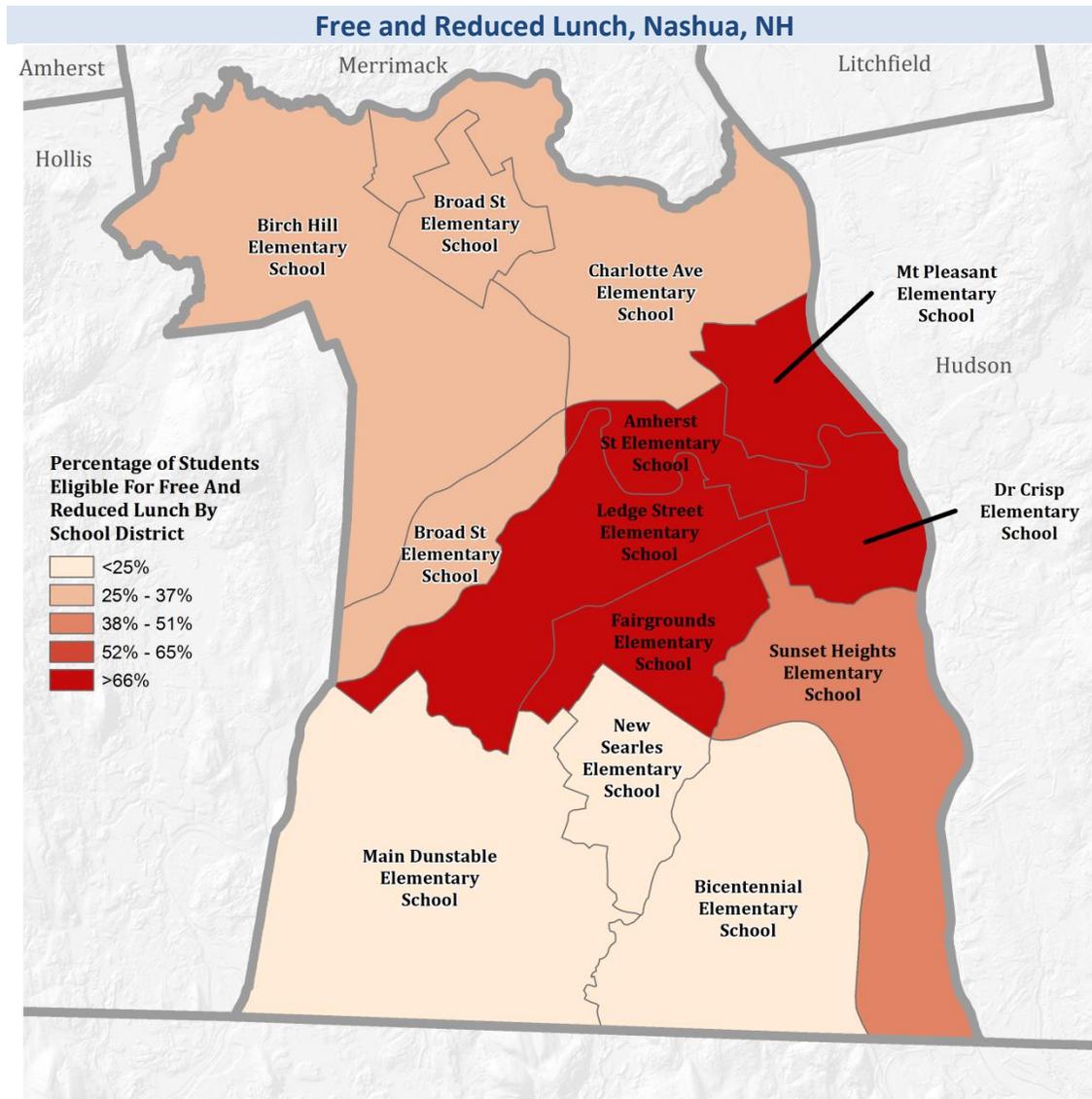
Income as measured as both household and per capita medians are lower in Nashua compared to other communities in the NRPC region. While consumers at the Nashua Market were not surveyed to determine the income levels of customers, the University of New Hampshire Cooperative Extension surveyed customers at markets in nearby Rockingham and Strafford Counties. The greatest share of customers, 28.6%, had a household income of over \$100,000. Approximately 25% earned from \$50,001-\$75,000 a year, 18.6% \$75,001 to \$100,000 and another 18.6% between \$25,001 and \$50,000. Fewer than nine percent earned less than \$25,000. Looking to the Nashua neighborhoods beyond the

walkable downtown, income levels increase as you move outward. Surrounding communities have median income levels well into these upper income ranges that tend to generate market shoppers.

Median Household, Family and Per Capita Income, 2000 and 2014

Community	Household Income		Family Income		Per-Capita Income	
	2000	2014	2000	2014	2000	2014
Amherst	\$89,384	\$115,898	\$97,913	\$123,354	\$35,531	\$47,881
Hollis	\$92,847	\$107,333	\$104,737	\$124,318	\$44,936	\$57,523
Hudson	\$64,169	\$84,448	\$71,313	\$95,139	\$25,696	\$32,157
Litchfield	\$73,702	\$96,071	\$76,931	\$105,093	\$25,203	\$33,487
Merrimack	\$68,817	\$91,429	\$72,011	\$104,357	\$27,748	\$36,574
Nashua	\$51,969	\$66,818	\$61,102	\$80,793	\$25,209	\$33,200
State	\$49,467	\$65,986	\$57,575	\$80,812	\$23,844	\$31,422

Sources: 2000 and 2010 US Census, 2000-2014 American Community Survey



Students that are eligible for free and reduced lunch directly correlate with populations in poverty. The figure below shows that higher percentages of students that are eligible for free and reduced lunch are concentrated in the census tracts in central Nashua around the downtown. Families with children and populations in poverty all cluster around the downtown for resources, so it makes sense that there is overlap between the two categories.

Race and Ethnicity

About 79% of Nashua’s population is White, followed by 10% Hispanic, 7% Asian/Pacific Islander and 2% Black. Native American and other races make up the remaining one percent. 4.9% of the city’s population has limited English proficiency with Spanish as their first language. The table below depicts City’s race, ethnicity, national origin, and family type. There is an opportunity to recruit vendors and product options to a winter market that appeal to the City’s diverse citizenry and potential customers.

Demographics of Nashua, NH

Race/Ethnicity	#	%
White, Non-Hispanic	68,309	78.98
Black, Non-Hispanic	1,954	2.26
Hispanic	8,510	9.84
Asian or Pacific Islander, Non-Hispanic	5,618	6.50
Native American, Non-Hispanic	167	0.19
Other, Non-Hispanic	452	0.52
National Origin	Country	
#1 country of origin	India	2,358 2.73
#2 country of origin	Dominican Republic	1,034 1.20
#3 country of origin	Mexico	885 1.02
#4 country of origin	Canada	742 0.86
#5 country of origin	Brazil	698 0.81
#6 country of origin	Colombia	619 0.72
#7 country of origin	China excl. Hong Kong & Taiwan	580 0.67
#8 country of origin	Vietnam	277 0.32
#9 country of origin	El Salvador	232 0.27
#10 country of origin	Korea	179 0.21
Family Type	#	%
Families with children	10,071	46.04
All % represent a share of the total population within the jurisdiction or region, except family type, which is % of total families.		
Sources: HUD AFFH Tool Table 1, Decennial Census; ACS, Refer to the Data Documentation for details www.hudexchange.info		

Education Level

The City of Nashua has a large percentage of population that continued education after receiving a high school diploma. Compared to the state, Nashua has a higher percentage overall of population with advanced schooling (schooling after high school). For farmers’ markets in the seacoast area, 82% of the customers surveyed had a college education or higher (Jewel McKenzie et al., 2013a).

Highest Level of Educational Attainment of Population over Age 25, 2010-2014

Education Level	Nashua		Region		State of NH	
	Number	Percent	Number	Percent	Number	Percent
<9 th Grade	3,102	5.2	2,552	1.8	23,895	2.6
9 th – 12 th Grade (No Diploma)	3,580	6.0	4,820	3.4	49,628	5.4
High School graduate	14,975	25.1	36,148	25.5	267,439	29.1
Some College (No Degree)	11,455	19.2	24,949	17.6	173,697	18.9
Associates Degree	5,608	9.4	13,892	9.8	87,267	9.6
Bachelor's Degree	13,007	21.8	37,423	26.4	197,592	21.5
Graduate or Professional Degree	7,876	13.2	21,972	15.5	117,636	12.8

Source: 2010-2014 American Community Survey

Traffic Volumes

Higher traffic volumes can have a positive effect on a market potentially creating higher demand through increased exposure. However, high traffic volumes also can pose a greater safety risk. If a market is located on a busier road, it is important to consider pedestrian safety for all customers ranging from families with children to seniors. Ideal sites will have visible crosswalks and ample sidewalk space for pedestrian access. Greatest traffic volume roads are clustered around downtown and the major state routes that pass through the City.

Highest volume streets in Nashua the Nashua Downtown include:

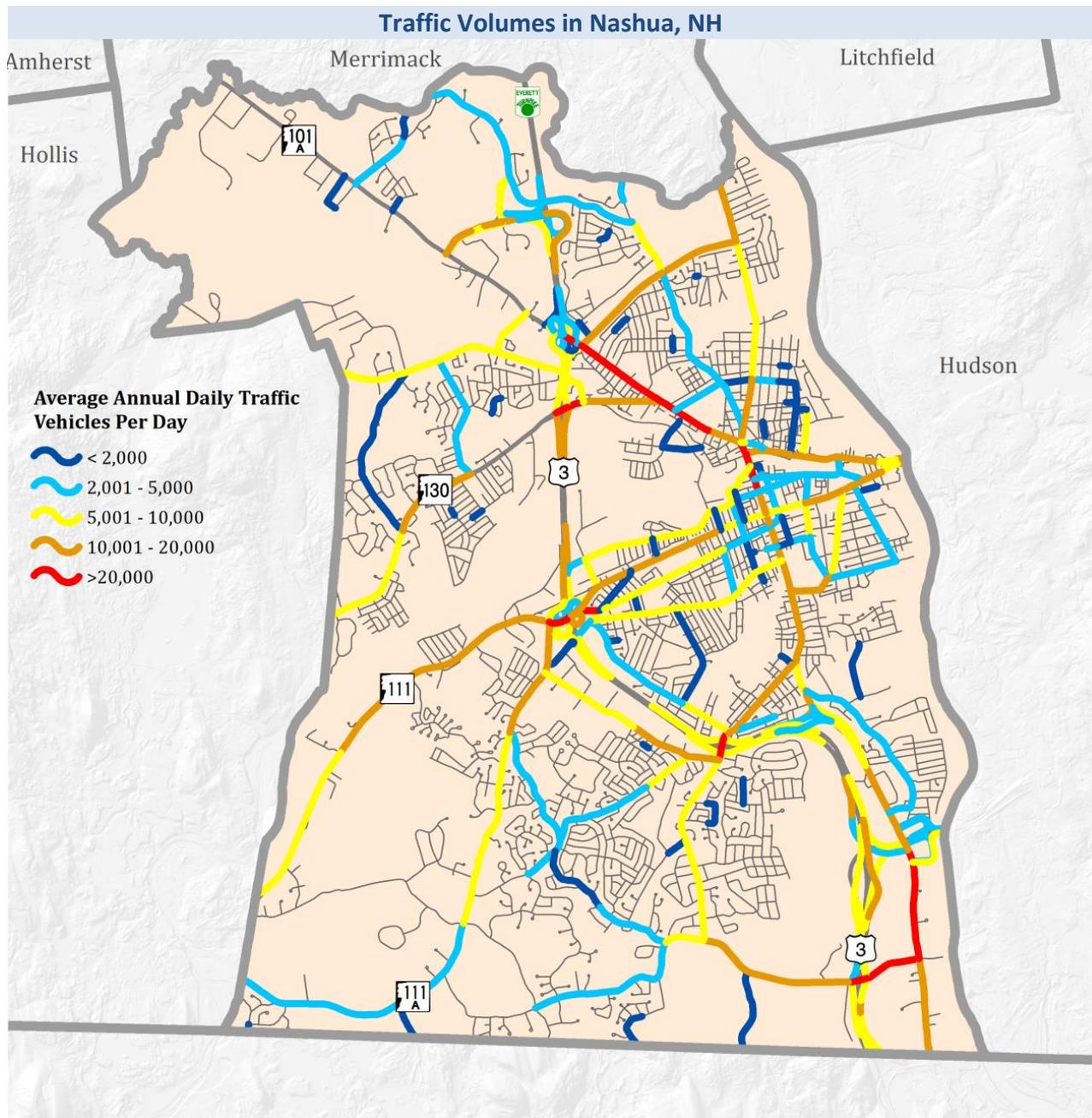
- Main Street – 10,001 to 20,000 vehicles per day
- East and West Hollis Street – 5,001 to 10,000 vehicles per day
- Water Street – 5,001 to 10,000 vehicles per day

Beyond Downtown traffic volumes are even greater:

- Daniel Webster Highway – greater than 20,000 vehicles per day
- State Route 101A (eastern segments) – greater than 20,000 vehicles per day
- State Route 111 – 10,001 to 20,000 vehicles per day



Source: NH DOT, Map Created by NRPC

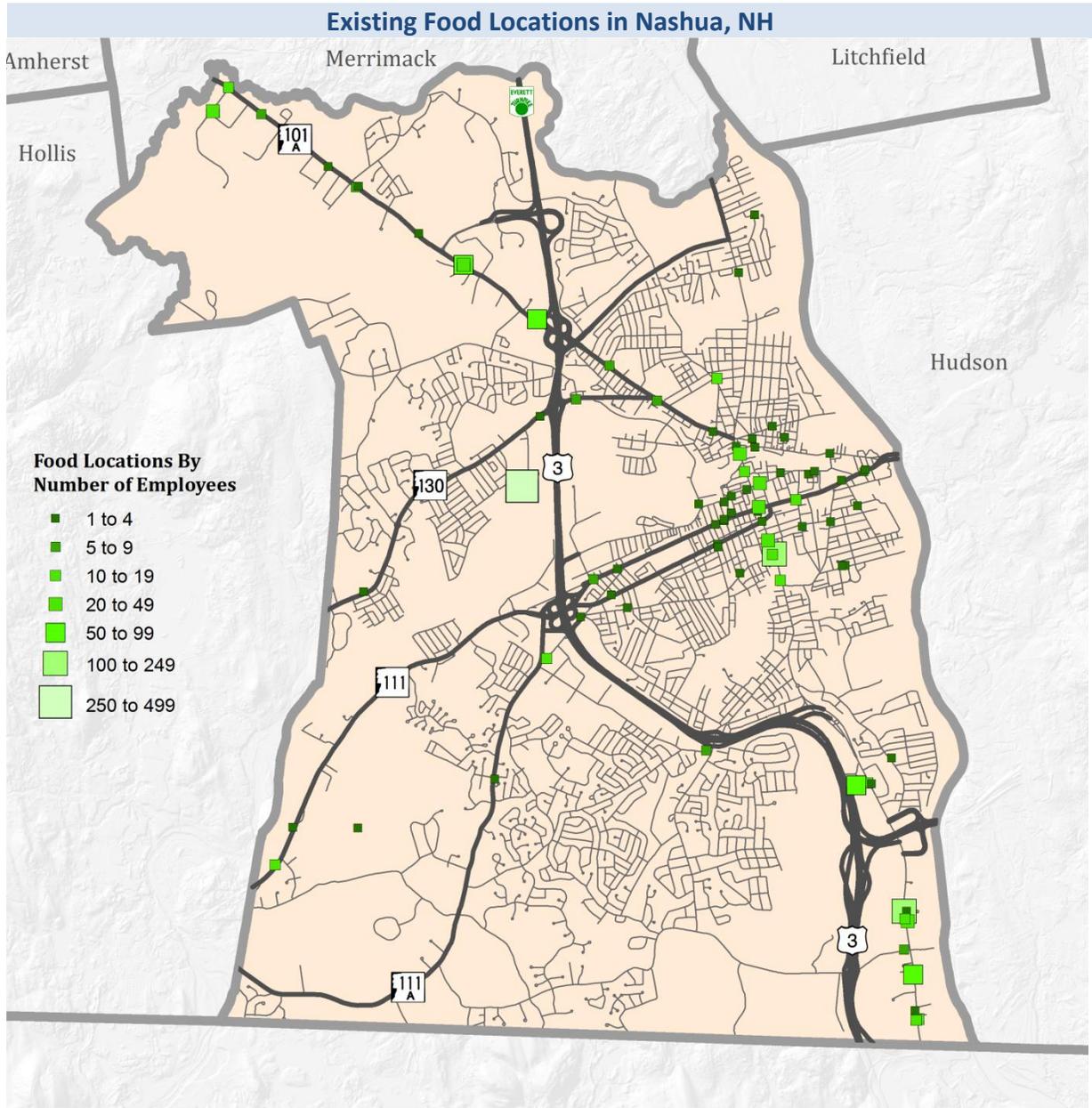


Source: NH DOT, Map Created by NRPC

Existing Food Locations

The University of New Hampshire has mapped existing food locations in Nashua categorized by number of employees at each site. Food locations include all establishments ranging from large super markets to small convenience stores. Typically, locations with fewer employees are smaller stores while locations with more employees are larger grocery stores. It should be noted that smaller shops do not necessarily have produce, and often times are convenience stores with items like soda and candy. Nashua's food locations are clustered in the downtown area and along major routes such as 101A and exits off the F.E.

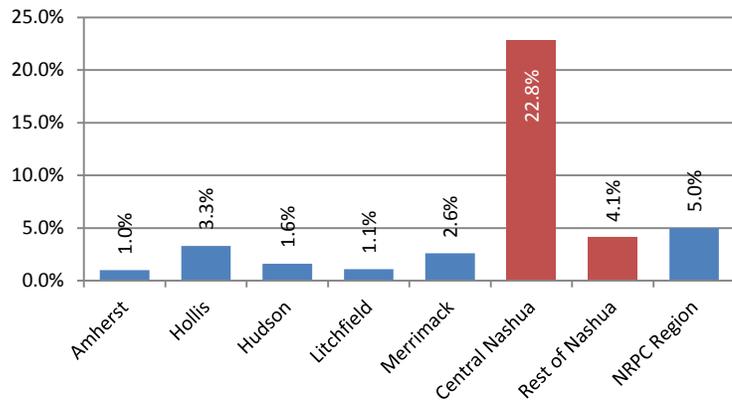
Everett Turnpike. This creates pockets of lower food access less densely populated areas of the city and areas further from major roadways.



Vehicle Availability and Transit

Central Nashua has the highest percentage of households in the region that do not have access to a vehicle. During the 2016 summer farmers’ market, 22% of patrons surveyed walked to the market. When planning a winter market, it is essential to choose a location that is accessible to patrons via walking or public transportation. This would provide healthy food options to people who can’t necessarily access a grocery store due to the inability to drive or lack of vehicle access.

Share of Households Without Access to a Vehicle



Source: American Community Survey

Food Deserts

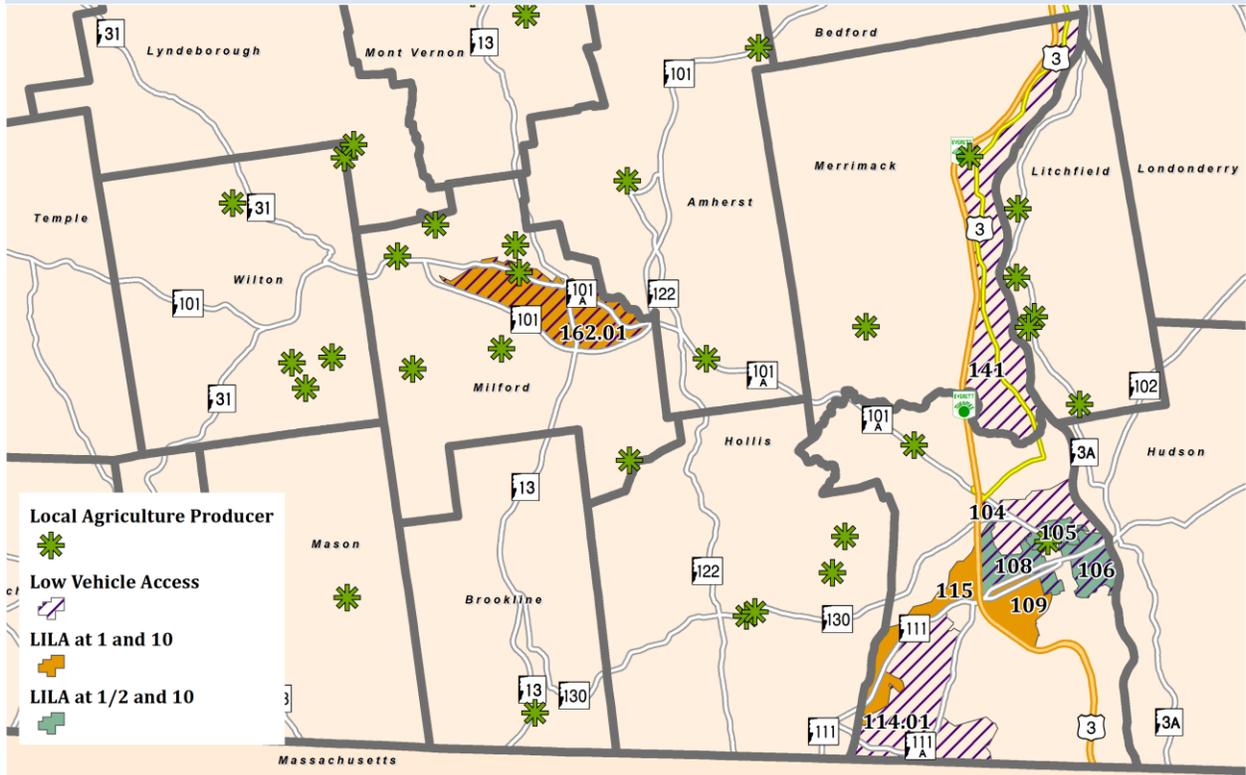
Food deserts are locations where the population is low income, has low food access and low vehicle availability. In Nashua, food deserts in the central part of the city around the downtown. More specifically, Census tracts 105, 106, 108 and 109 are all classified as food deserts. These are the downtown and tree street neighborhoods. These are the locations that are in most need of the farmers’ market. The summer market is located in census tract 107, which is right in the middle of the food deserts. Holding the winter market in a centralized area for these neighborhoods in need should be a primary goal when establishing a venue.

Areas of Low Food Access in the Nashua Region, 2015

Census Tract	Total Population	Low Income, Low Access % of Population		Low Access % of Population		Low Vehicle & Food Access % of Population	
		@ ½ mile	@ 1 mile	@ ½ mile	@ 1 mile	@ ½ mile	@ 1 mile
105	3,903	55%	7%	99%	11%	13%	3%
106	5,560	40%	-	84%	-	11%	-
108	7,583	27%	-	40%	-	11%	-
109	6,183	25%	10%	82%	36%	3%	-
115	2,430	27%	24%	96%	89%	9%	8%
162.01	7,017	26%	17%	93%	72%	5%	4%

Source: USDA Food Atlas, US Census

Areas of Low Food Access in Nashua and Milford in 2015



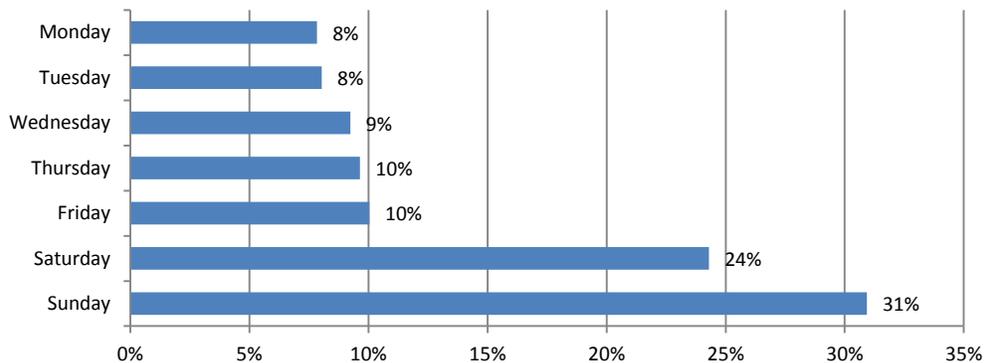
Source: 2015 USDA Food Atlas, NRPC GIS, US Census

Customer Interest

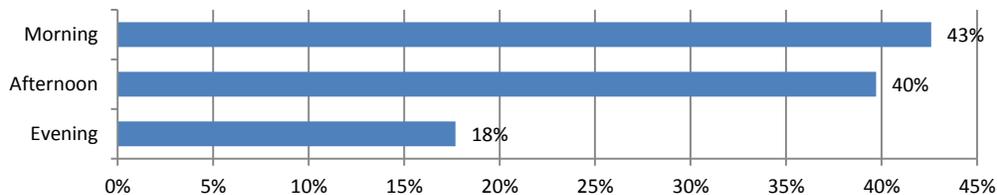
A winter farmers' market in Nashua was of great interest to customers surveyed over the 2016 summer season, with over 95% of responses in favor. Patrons were most interested in being able to purchase fresh vegetables at a winter market. Nashua Farmers Market customers are drawn to the local fresh produce and vegetables in summer as an alternative to grocery stores. Respondents also said that the fruits and vegetables at the farmers' market were fresher than those found in grocery stores, and were in favor of supporting local farmers when given the opportunity.

Customer Preferences (% of patrons)

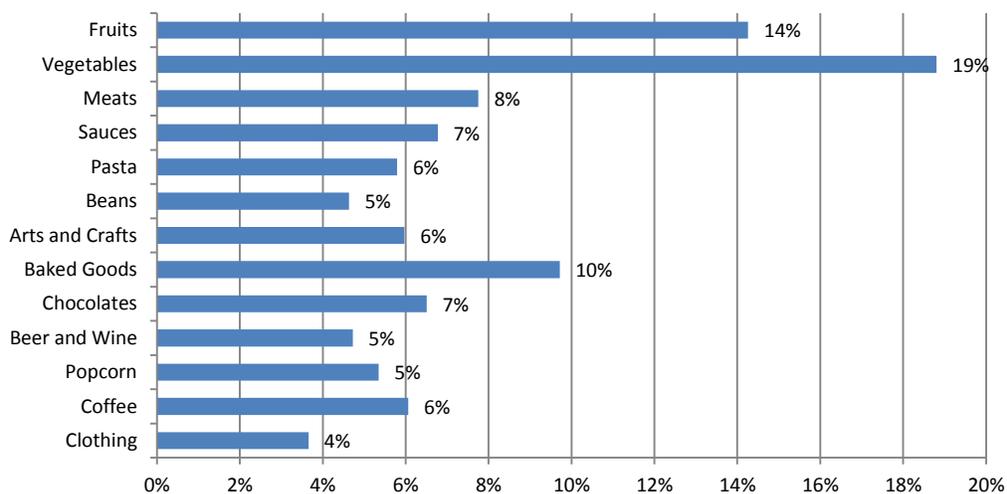
Market Days



Market Times



Desired Products

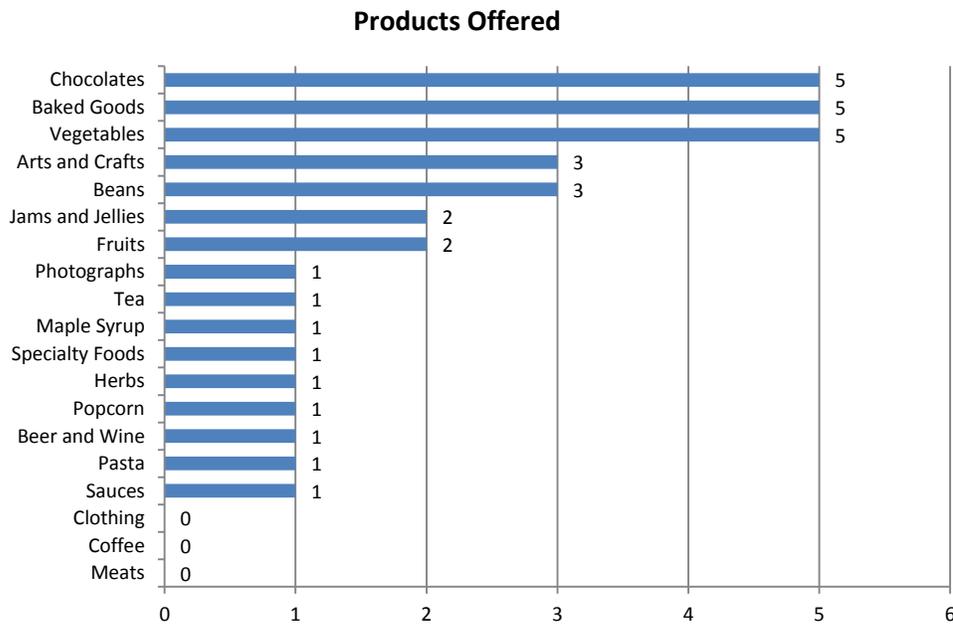
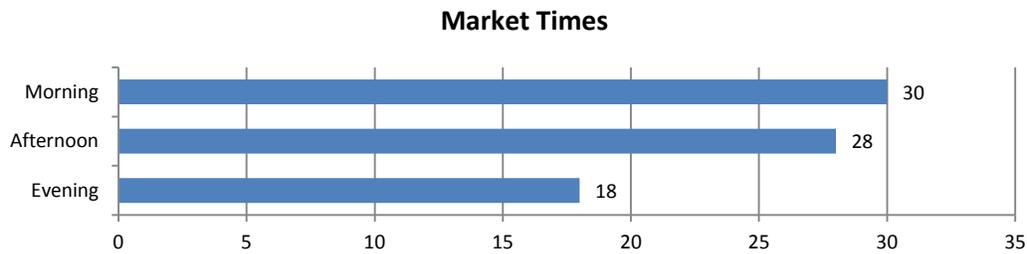
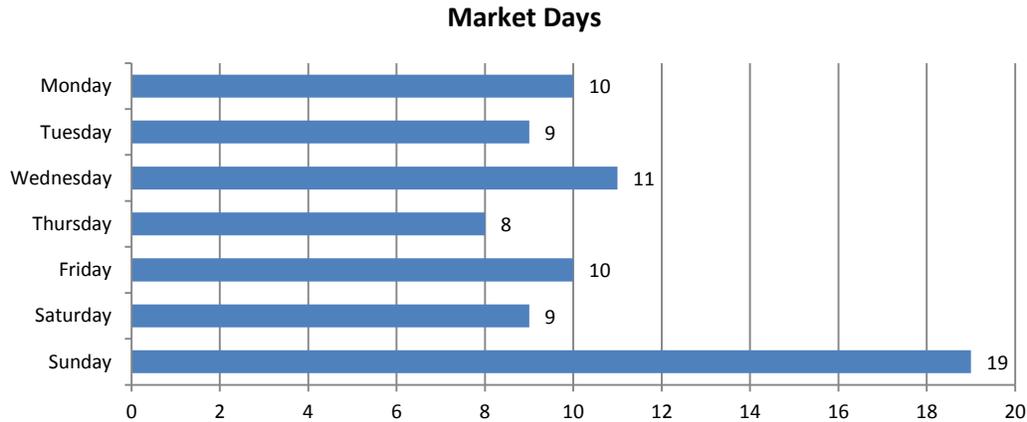


Source: NRPC Survey Data collected at the Nashua Farmers Market, Summer 2016

Vendor Interest

Of the surveyed vendors, 78% would participate in a winter market. Vendors preferred Sunday mornings or afternoons and weekday nights for market times. Top items vendors would be willing to sell at a winter market include vegetables, baked goods, chocolates, beans, and arts and crafted goods.

Vendor Preferences (# of vendors)



Source: NRPC Survey Data collected at the Nashua Farmers Market, Summer 2016

Precedents and Examples of Success

Farmers' markets are very popular in the state of New Hampshire, with most communities hosting summer markets. Bedford, Concord, Groton (MA), Lowell (MA), Manchester, Merrimack, Milford, and Salem all either border or are in close vicinity to Nashua with competing summer markets. Winter markets are starting to grow in popularity, and more towns are trying to find ways to incorporate them. Concord, Hopkinton, Merrimack, Milford, Salem, and the YMCA of Greater Nashua all successfully host winter markets annually.

Winter Farmers' Market at Cole Gardens

There are a wide variety of vendors and products at the Winter Farmers' Market at Cole Gardens including fruits, vegetables, bakery items, teas, mustards, herbs, seasonal flowers and baskets, breads, beef products, dairy products, olive oils and balsamic vinegars, natural foods and produce (Co-op), pet treats, coffees, granolas, goat milk cheeses and soaps, garlic, maple products, chocolates, mushrooms, chutneys, skincare products (soap, lotion, cream, spray, lip balm), guacamole, popcorn, pork products, herbs and medicinal items, non-dairy ice cream, baked goods, seafood, pastries, CSA, soups, goat meat and fiber, and organic foods.



Location and Facility

Concord's winter market is co-located at Cole Gardens at 420 Loudon Road, utilizing greenhouse space vacant in the winter months.

Operations

The winter market operates from the months of November to April from 10:00am to 2:00pm on Saturdays. The market partners with the Merrimack County Conservation Commission (MCCC) who hosts a booth on site where customers using SNAP/EBT, credit, or debit cards receive wooden tokens to use at the vendor. MCCC also offers Granite State Market Match in conjunction with the SNAP/EBT token program doubling SNAP dollars.

For More Information

For more information about the winter market in Concord, call (603) 229-0655, emailcharlie@colegardens.com or visit <http://www.concordwintermarket.com/>.

Contoocook Farmers' Market

At the Contoocook winter farmers' market you can find fruits, vegetables, flowers, plants, maple products, baked goods, meats, eggs, jams, soaps, alpaca products, mushrooms, beer, granola, seedlings, honey, crafts, music, and live demos.



Location and Facility

The winter farmers' market operates out of the Hopkinton Town Hall using the meeting room space at the entrance. There are some tables and benches available to use for the market, but vendors can bring their own tables and seating as well. The facility has on-street parking, is heated and has public restrooms available.

Operations

The market runs November through May, 9:00am to 12:00pm on Saturdays. Vendors are charged \$10.00 per week up to a maximum of \$100.00 per season. The market pays the town \$15.00 for the use of Town Hall per market, and \$25.00 per market when heat is used. The market has a part time volunteer manager.

Lessons Learned: Success Factors and Challenges

Finding the right venue for the Contoocook market was a challenge in the beginning. The first year of the market was held in an unheated barn, and yielded few patrons. Once the market was moved to town hall where there was heat it has thrived. Weather can pose a challenge as well during the winter because of dangerous driving conditions and plowing schedules.

The representative of the Contoocook market said that having a wide variety of vendors and products has been a key to their success. Also having vendors that can provide vegetables during the winter months have proven very desirable to patrons.

For More Information

For more information about the Contoocook winter market, call (603)746-3749, email tookymarket@live.com or visit www.facebook.com/contocookfarmersmarket.

Merrimack Winter Farmers' Market

The Merrimack winter market features fruits, vegetables, flowers/plants, maple products, baked goods, meat products, honey, wines, prepared foods, jams/jellies, popcorn, mustards, coffees, and dog treats.



Location and Facility

The Merrimack winter market is located on 4 Church Street in the John O'Leary Adult Community Center

Operations

The winter market operates for the months of December through May from 3:00pm to 6:00pm on Thursdays. There are typically about 15 to 20 vendors signed up for each market.

For More Information

For more information on the Merrimack winter market call (603) 235-6232, email minerfamilyfarm@yahoo.com or visit www.facebook.com/pages/Merrimack-FarmersMarket/103790809715271.

Milford Farmers' Market

The Milford Winter Farmers' features fruits, vegetables, dairy products, maple products, baked goods, meat products, fish, infused oils, balsamic vinegars, soups/chowders/chili, spices, baking mixes, jams/jellies, honey, coffees, goat milk soaps/lotions, eggs, cheese, gluten free items and live music at every market.



Location and Facility

Milford hosts its winter farmers' market in the Milford Town Hall located at 1 Union Square. The market operates in the third floor Auditorium. Parking is available on street around the Milford Oval and in a lot behind Town Hall. Restrooms are available to the public and the space is heated.

Operations

The market runs from November to April on the first and third Saturday of the month from 10:00am to 1:00pm. The market pays custodial fees to the town of Milford. For each market the vendors set up and break down their own booth. The vendors also vacuum and clean the auditorium and ensure it is returned to its pre-market day condition. This has worked very well without complaint from Town Hall or the vendors.

Lessons Learned: Success Factors and Challenges

There are between fifteen and twenty vendors at each market. The biggest keys to success for this market are diversity of products and promotion. The managers of the market avoid having duplicate product lines at each market. Additionally, managers try to limit the market size in order to maximize benefits for participating vendors. Customers typically arrive at the market with a total budget in mind as a result if there are too many vendors participating, there may not be enough foot traffic to generate adequate business for each. The managers promote the market weekly on Facebook and have established a large and growing email distribution list.

For More Information

For more information about the Milford winter market, call (603) 345-0860, email awcolsia@gmail.com or visit www.milfordnhfarmersmarket.com.

Salem Farmers' Market

Products at the Salem Farmers' Market include fruits, vegetables, dairy, maple, baked goods, meat products, honey, prepared foods, jams, jellies, chocolates, herbal teas and salves, balsamic vinegars and olive oils, granola, and crafts.

Location and Facility

During the winter the market is held at the Mary A. Fisk School at 14 Main Street. Summer months the market moves outdoors to Salem Market Place at 224 Broadway.



Operations

The Salem farmers' market operates year-round on Sundays from 10:00am to 2:00pm only switching locations with the seasons. The Salem Market publishes information for all vendors online including a participation checklist, vendor insurance requirements, and a policies and procedures guide. The market has a token system available for debit card customers and also accepts SNAP/EBT.

For More Information

For more information about the Salem farmers' market call (603) 339-8424, email SalemFarmersMarket@comcast.net or www.salemnhfarmersmarket.org.

HEAL NH - YMCA Greater Nashua



The YMCA winter market hosts a variety of vendors with diverse products, including honey and maple syrup, farm fresh meats and eggs, pet items, jams and jellies, handcrafted toys, pastries, hand-knit items, handcrafted home décor, soaps, ice cream, jewelry, doll clothes, face painting, and even a tarot card reader.

Location and Facility

The YMCA of greater Nashua has been hosting an annual winter farmers' market for the past three years. This past year it was held at the Merrimack YMCA branch in the preschool and school age childcare wings. Parking is provided on site in the YMCA parking lot and public restrooms are available. Overflow parking is available at the Gate City Charter School where vendors and staff are encouraged to park to allow for closer parking for patrons.

Operations

The markets are usually held in early spring usually one day in February or March. The staff has experimented with a few different time spans in the past. The first year ran from 8:00am to 12:00pm, but found that people still wanted to shop after noon and 8:00am to 9:00am was fairly quiet. The second year ran from 10:00am to 2:00pm, but staff found that it slowed down after 1:00pm. This past year staff decided to aim for the middle, operating 9:00am to 1:00pm, which worked out perfectly.

Vendor selection has also been important to this market. Having interactive vendors, such as the tarot card reader and face painter have proven to be good for kids. Having diverse vendors also ensures that there is something for everybody who comes to the market. Staff try not to have more than ten to fifteen vendors who consult for larger companies (Pampered Chef, Tastefully Simple, LulaRoe, etc.) so there is enough space to support local growers.

Vendors are charged \$40 each for a 10 foot wide by four foot deep space with a 6 foot table. If the vendors provide their own table they are only charged \$30. A \$5 fee is charged for electricity. YMCA employees staff the winter market.

Lessons Learned: Success Factors and Challenges

The YMCA event organizers noted that for all three markets there was always a vendor or two that wasn't happy with where their location in the market. To help with this staff make a vendor layout chart and ask that location requests be sent in ahead of time.

Success factors tied directly to advertising and communication. The YMCA made certain to maximize signage posted in the area and frequently communicated with vendors. Vendors liked having regular emails updates as the market approached. A Facebook event page helped with advertising and engagement. Raffles are a continuous hit and are a great way to fundraise. The vendors are usually very generous with their raffle donations. The market also provides hot food or other lunch options for purchase which draws families to the market. Having food available generally causes people to spend more time at the market as well because they will shop, stop and have some lunch and then do more shopping after eating. Staff found that having the event catered was easier than making the food themselves and still profitable as a fundraiser. A concerted advertising campaign was key to the market and vendors success and likelihood both vendors and customers would return in future years.

For More Information

For more information visit <http://healnh.org/index.php/newsroom/news/415-indoor-farmers-market-success> or email Briana Desfosses, School Age Child Care Site Director of the YMCA of Greater Nashua, at bdesfosses@nymymca.org.

Other Markets

Seacoast Eat Local

Another resource for winter farmers markets in NH is Seacoast Eat Local. This organization supports a number of winter markets in the seacoast area. For more information visit:

<http://seacoateatlocal.org/find-local-food/our-winter-farmers-market/>

New Hampshire Department of Agriculture, Markets, and Food

The New Hampshire Department of Agriculture, Markets, and Food provides an in depth list of all the winter markets throughout the state on its website. This list can be found at

<http://agriculture.nh.gov/publications-forms/documents/winter-farmers-markets.pdf>.

Recommendations for Market Startup and Operations

There are a few key factors to success when holding a farmers' market that have been highlighted throughout these case studies. The first is **advertising**. A lot of advertising in different areas will inform people of the market and lead to increased turnout. **Communication** is another key to success. Communication with vendors is essential in having a market run smoothly. **Variety in products and vendors** is also very important. Having a variety of products available at a market ensures that there is something for everyone. Having prepared food available is also helpful because people tend to stay longer when they can get something to eat and sit down at the market to eat it. Lastly, **venue** can make or break a market. A space that is easily accessible with on-site parking will draw more patrons to the market. In addition, for winter markets it is very important to use a heated venue. Like the summer market, the winter market will ideally run for four hours. Patrons and vendors significantly preferred Sundays in the morning and midday with Saturdays a close second.

Farmers' Markets America published ten characteristics of successful farmers' markets, including:

1. **Vendors:** Freshness and quality are key. Consumers want fresh local fruits, vegetables, and other local agricultural products. The market should provide a mix of vendors with high quality products. As the Nashua market surveys found, customers find the quality of produce better than area grocery stores.
2. **Product Mix:** Markets should include a wide variety of products effectively displayed. In addition to high quality, consumers are looking for choice and variety, but also convenience, they want to buy all their food at once. The addition of meats, cheeses, and breads and other goods expands the markets available choice. The Nashua summer market has found a good mix, adding meats in 2017, that should be retained during a winter market. Nashua customers have expressed interest in being able to buy vegetables, fruit, baked goods and meat at a winter market. When queried during the 2016 summer season there were vendors willing to participate and sell each of these with the exception of meats that were newly added in 2017.
3. **Location:** High visibility provides free advertising. While location alone is not sufficient, it is helpful. Helpful components of a good location include adequate space and parking, visibility on a high traffic volumes roadway, a place for signage, vendor access, restrooms, water and electricity, and proximity to other local destinations. As previously noted, Downtown Nashua provides a good mix of location essentials. Based on vendor and customer surveys in Nashua overwhelmingly all prefer a downtown location. More specific suggestions were to be on Main Street, and use vacant or available function space at a church, school, in the mill yard, or an empty shop front such as Alec's Shoes. Customers and vendors are all looking for a space that includes parking, a commercial kitchen, is handicap accessible. There was also interest expressed in the market being located on a bus route and/or in a walkable location.
4. **Mission:** What is the mission for the market? A strong focus on vendors is essential along with effective communication of market goals, policies and programs. The Nashua Market may want

to consider adding readily available vendor information as is provided at the Salem market. This will help ease the start up at a new market.

5. **Management:** Professionalism and organization yields sustainability for the market. This includes training opportunities for the market's staff, board and vendors. The addition of a winter market will increase demand on staff time. Great American Downtown may need to consider either adding a volunteer organization or increasing staffing to take on the winter market without spreading workloads too thin.
6. **Value:** Consumers communicate that they value quality and price through their purchases. Market managers and policy makers should value what customers value. The community in turn gains value from the markets success, local vendors bring revenue to the local economy and have the potential attract tourists. Market operators can invest in creating added value though helping with additional promotion, training, micro-enterprise development, and other efforts that aid market performance.
7. **Partnerships:** Relationships build stability. Strong markets are connected with their community and build relationships with business sponsors and local organizations. Expanding connections increases the ability to build the market's visibility. Great American Downtown has an existing community network that will help spread the word and bolster the potential for success.
8. **Promotion:** Special events and programs help build visibility and increase demand and supply. Entertainment and events can attract new customers and capture the attention of passerby's that might not otherwise stop. If done well, enhanced market promotion will increase demand and in turn support increasing the number and variety of vendors. Space for special programming similar to that included at the existing Summer market should be considered when selecting a site for the winter market.
9. **Economics:** A solid financial plan is essential. Vendor fees need to be adequate to balance expenses for salaries, insurance, promotional materials and any other essentials. While sponsorships, grants and other fundraising based revenue sources are beneficial, they are not sustainable. Reserve funds should be maintained to counteract downturns or to fund training and other expansion costs. Great American Downtown has had access to USDA Farmers Market Promotion Program grant funding for the 2016 and 2017 market season to help increase marketing efforts. While such grant funding might be available in the future to kick off a winter market, it shouldn't be a primary source of funds.
10. **Public Spaces:** Vibrant markets and public spaces are mutually beneficial to one another. An active market can help activate a public space and vice versa. Markets have the ability to help with community building initiatives and creating people friendly places. As noted with the location, downtown has several public spaces that contribute the summer market , similar would be ideal for a winter market.

Winter Market Location and Space Needs Programming

Great American Downtown has expressed interest in operating the Winter Market serving the City Nashua. This is a natural extension of their existing summer market operations. While their programming area is limited to downtown, customers and vendors have expressed a preference for a downtown location. Beyond finding a downtown space, there are a few other considerations to determine whether the space will suit the needs of the market.

Expected Number of Vendors and Customers

For the winter market the ideal minimum is to have 10 to 15 vendors, with the ability to expand if demand supports it. On a nice day the summer market has about 600 to 700 visitors. The winter market could see fewer patrons because of colder weather and less pedestrian activity. Conversely, about 95% of patrons surveyed said that they would be interested in shopping at a winter market. A convenient and heated location in downtown Nashua would encourage these interested respondents to come pay the winter market a visit.

Building Space Needs

Each vendor requires about 36 to 48 square feet. If there are 15 vendors, the market will require a minimum of 540 to 750 square feet total, plus added space for circulation. Additional space (50-100 square feet), while not required, would be desirable for special events and musical performances.

Expansion Capabilities

In selecting a location for the winter market, it is important to consider future market growth and expansion. The building area should be able to accommodate market expansion if the number of vendors increases. Larger markets can have well over 20 vendors. Three markets surveyed in the Rockingham and Strafford Counties had between 26 and 40 vendors (Jewel McKenzie et al., 2013b). For some existing markets where space is limited and vendors increase, such as the Concord Farmers' Market, management has had to shift to a rotating schedule of vendors and publicize weekly list online because vendors can not all fit in the space at once.

Site Access

Whether customers can easily access the market location is essential to success. While most summer market customers drove downtown to attend the market, many walk to the market or would like to take the bus. Sidewalks and safe pedestrian routes become even more important during winter months. Attention should be paid to whether sidewalks and walkways are plowed and potential for icy conditions. Visitors need to be able to safely access the site whether traveling on foot from their parked car, the bus stop or directly from their home.

ADA Accessibility

ADA accessibility is also a requirement for the winter market venue. Great American Downtown wants to ensure that the Nashua Farmer's Market and Nashua Winter Farmers' Market will be accessible to people of all ages and abilities. This includes ensuring dedicated parking spaces, clear access ways both outside and inside the market, curb cuts onto sidewalks, and snowbank free passages.

Sustainability

Continual consumer marketing is essential to success and growth. The winter market will need to be advertised via multiple platforms to raise awareness and attract patrons. Working to expand local vendors to increase variety and bring additional farms and products to the market will also aid in recruiting new customers. Most importantly, the winter market should continue to provide payment options for SNAP/EBT customers.

Related to green sustainability practices, locating a market in the downtown will not only be the best for attracting customers but it will be the most environmentally friendly option as well. Downtown Nashua is accessible by public city transit and provides pedestrian infrastructure. About 75% of surveyed patrons reside in Nashua and 22% of surveyed patrons walked to the summer market.

Redevelopment and Rehabilitation Potential

It is most cost effective to co-locate the winter market within an existing facility. That said, the facility should ideally be ready to occupy. As the market is a seasonal use with a limited schedule, renovations and redevelopment would require resources beyond those that the market could generate. However, the potential to partner with another entity or initiative undertaking rehabilitation of an existing structure provides both a larger community development benefit and increased visibility for the market.

Transit Availability

Similar to the summer market, the goal is to make the winter market accessible by multiple modes of transportation, such as public transit, bike paths, and by walking. The location for the winter market should fall into the Nashua Public Transit Authority's (NTS) service area. NTS offers fixed route bus services as well as paratransit services via City Lift. NTS also contracts with the Souhegan Valley Transportation Collaborative, which provides demand response bus or shuttle services. In addition, multiple taxi companies service the greater Nashua area and there are several bicycle and pedestrian trails through downtown Nashua.

Parking and Traffic

Winter conditions are likely to result in more customers using their cars and driving to the market. Having sufficient parking is critical for the winter market. A venue that has free on-site parking is ideal. All 20 markets surveyed in the Rockingham and Strafford counties provided free parking (Jewel McKenzie et al., 2013b). If the parking lot is small, narrow or on a busy street, a parking attendant may be needed to direct traffic and improve circulation. Cars should also be able to pull in and out of the parking lot safely. Street parking and local garages are also acceptable forms of parking as long as they are close to the venue. In addition, the winter market should be located on a street that has the capacity to handle increased traffic for the market without becoming too congested.

Image and Visibility

Visibility is important for the winter market because 12.5% of patrons found out about the summer market by driving, cycling, or walking by it on Main Street. High traffic and pedestrian volumes in the downtown create highly visibly market locations. It is also important to choose a location that leaves a positive impression on consumers, especially those who want to bring their children. For example, a

space that is well-lit, maintained, and in a safe neighborhood will appeal more to potential patrons than a space that is dark, run down or hard to access, and neighbored by blighted buildings or high crime areas. For markets in the seacoast region, many customers (about 22.6%) learned of farmers' markets by road signs (Jewel McKenzie et al., 2013a). The Nashua winter market operator should consider increasing visibility with road signs as done for the summer market.

Availability of Utilities and Telecommunications

Heat and public bathrooms are essential. This includes the availability of water for hand washing. Some vendors may wish to have access to electrical outlets for refrigeration or onsite food preparation. A commercial kitchen is highly desirable for more elaborate food preparation and special events.

Site Evaluation – 14 Court Street

There is an opportunity for a winter market venue at 14 Court Street in downtown Nashua. The site is a former fire station, a portion of which is currently being used as a community movie theater.



Source: NRPC Live Maps, NRPC Photos

The building is owned by the City of Nashua. The apparatus bay on the first floor, approximately 3,300 square feet, is vacant and would be a good space for an indoor market. The bays connect on the same level with the lobby for the theater. Above the apparatus bay are the Peacock Players and other theater groups, as well as a voice lesson studio’s rehearsal spaces and offices. Underneath the theater space are additional offices including those for the symphony. Also in the building is a small ballet practice studio.

The fire bay space needs to be renovated in order to be in code compliance for occupancy or a winter market. Great American Downtown is in the process of exploring potential renovations to 14 Court Street in conjunction with the City’s Economic Development Department. GAD is also working on pro forma for programming the firehouse portion for music/event venue based upon a diverse line up of uses to sustain the space. The renovations to the market space will be completed in stages. The first stage will be the immediate HVAC improvements that need to be done in order to satisfy building code requirements. Community Development Block Grant (CDBG) funds have been set aside for this project (\$47,463), but it won’t be completed before the 2017-2018 winter season.

The second stage will be the addition of air conditioning. This will be general building improvement as air conditioning is not required by code, and will occur likely a year after HVAC work if there is an expansion of building usage beyond the winter market. The third stage will be additional work to improve the building further and is not required by code. 14 Court Street is eligible for the state historical registry, and the City has requested \$20,000 from Division of Historical Resources to replace the entryway fenestration and the old fire apparatus bay doors. A Moose Plate Grant application was also submitted in April 2017; however the decision date is uncertain.

Site Evaluation Matrix – 14 Court Street, Nashua, NH

Programming Needs	
Building and Site Area	
What is the total available floor area?	Approximately 3,300 sf
Do local codes, land use regulations and zoning allow a farmer’s market?	Yes
Is there parking available?	Yes
Are there handwashing sinks or more preferably public restrooms?	Common restrooms for theater & fire bays
Is the space heated?	Yes
Is the site privately or publicly owned?	Owned by the City
Is the site highly visible?	Yes
Is Wi-Fi/Internet service available?	Yes
Is there a commercial kitchen?	No
Is there room for expansion?	Yes, the space is oversized
Is any rehabilitation/redevelopment needed?	Yes
Is the site accessible via public transit?	Yes
Are there alternative modes of transportation?	Yes – bus and bike/pedestrian
Is the site ADA compliant?	Yes – including restrooms accessible to firehouse space
Operations	
Will an occupancy agreement be necessary?	Lease - \$1
Is the site available for the desired market time?	TBD

Required Permits	
Is a site plan review required?	Yes – change of use requires a site plan. May potentially qualify as expedited administrative review only.
Is the location in compliance with Nashua’s Land Use Codes?	In need of renovations to comply
Will a building permit be required?	Yes
Will a fire permit be required?	Assembly
Will a Hawker’s and Peddler’s License be required?	Yes
Project Costs	
What are the operation costs (constant)?	Permit fees may be waived by City Ordinance
What are the rental or other site specific costs?	TBD
What are the site/facility preparation costs (construction, demolition, rehab, renovation)?	See narrative above
What are the maintenance costs?	Lease Agreement Tenant responsible for improvements, City responsible for code compliance & building shell
What are the utility costs?	Covered in lease agreement
What are the Insurance costs?	GAD responsible for all insurance, may need additional insurance for events
What are the Vendor fees required to offset costs?	TBD
Overall Mission and Feasibility	
Access provided for low income low food access neighborhoods?	Yes
What is the overall feasibility?	feasible

Local Building and Health Codes, Land Use Regulations and Zoning

Permit Process for Farmer's Market Operators

The following series of permits will need to be obtained by the operator of the Winter Farmers Market. Permits may need to be obtained from the City's Health, Building Safety, Planning and Clerks offices. All permits must be filed and approved before a market can take place. Refer to the following flow chart diagram to assist in determining what permits are required and when they should be sought.

Building or Fire Permit

The building used to host the winter market must be up to all current building codes. If the market operator is going to construct an addition, construct or alter a structure, demolish or move a structure, install or alter any equipment which is regulated by the code, or make a change of occupancy, a [building permit](#) will be required. Ordinary repairs do not require a building permit.

If a stove will be used at the market location, a fire permit will need to be obtained from the [Fire Marshall's Office](#).

Place of Assembly Permit

A [place of assembly permit](#) is required to ensure that the winter market location will be safe with large numbers of people present. This permit needs to be approved by the [Nashua Fire Chief](#).

Food Service License

This permit will be required if vendors are selling anything other than whole fruits or vegetables, honey, or maple syrup. A [food service permit](#) is filed with and approved by the [Environmental Health Department](#).

Intent to Hold Farmers' Market Form

An [intent form](#) is prerequisite for holding a farmers' market. The form must be submitted three weeks prior to beginning date of each farmers' market. For on-going Farmers Markets, new vendors must be added a minimum of two week prior to the beginning of month of participation if added after the initial start date. This form must be filed with the [Environmental Health Department](#).

Hawker's and Peddler's License

If the market will be located on City property, a [Hawker's and Peddler's License](#) must be obtained from the [Nashua City Clerk's Office](#) prior to the market start date. In addition to a Hawker's and Peddler's license from the City, a [state level Hawker's and Peddler's license](#) will also be required. This is a state requirement per [RSA 320](#), which states that "no hawker or peddler shall sell or barter or carry for sale or barter, or expose therefor, any goods, wares or merchandise, unless he holds a license to do so" where the terms "hawker" and "peddler" shall mean and include any person, as defined by [RSA 358-A: 1](#), either principal or agent, who:

- I. Travels from town to town or from place to place in the same town selling or bartering or carrying for sale or barter or exposing therefor, any goods, wares, or merchandise, either on foot or from any animal, cart, or vehicle; or

- II. Travels from town to town, or place to place in the same town, offering to perform personal services for household repairs or improvements, or solicits or induces any person to sign any contracts relating to household repairs and improvements, including contracts for the replacement or installation of siding on any residence or building; or
- III. Keeps a regular place of business, open during regular business hours at the same location, but who offers for sale or sells and delivers, personally or through his agents, at a place other than his regular place of business, goods, wares or merchandise.

Zoning Compliance

Before proceeding, check whether the market is a permitted use at the selected location. [Nashua's Land Use Codes](#) include a list of permitted uses (Table 15-1) by zoning district. Refer to the City's [Zoning Map](#) if uncertain what district the site is located in. The use will either be permitted by right, allowed via a conditional use or special exception permit, allowed as an accessory use, or prohibited. If the use is prohibited, but given the uniqueness of the site should potentially be considered, a variance may be sought. Visit the [Planning Department](#) for more information or to apply for a permit.

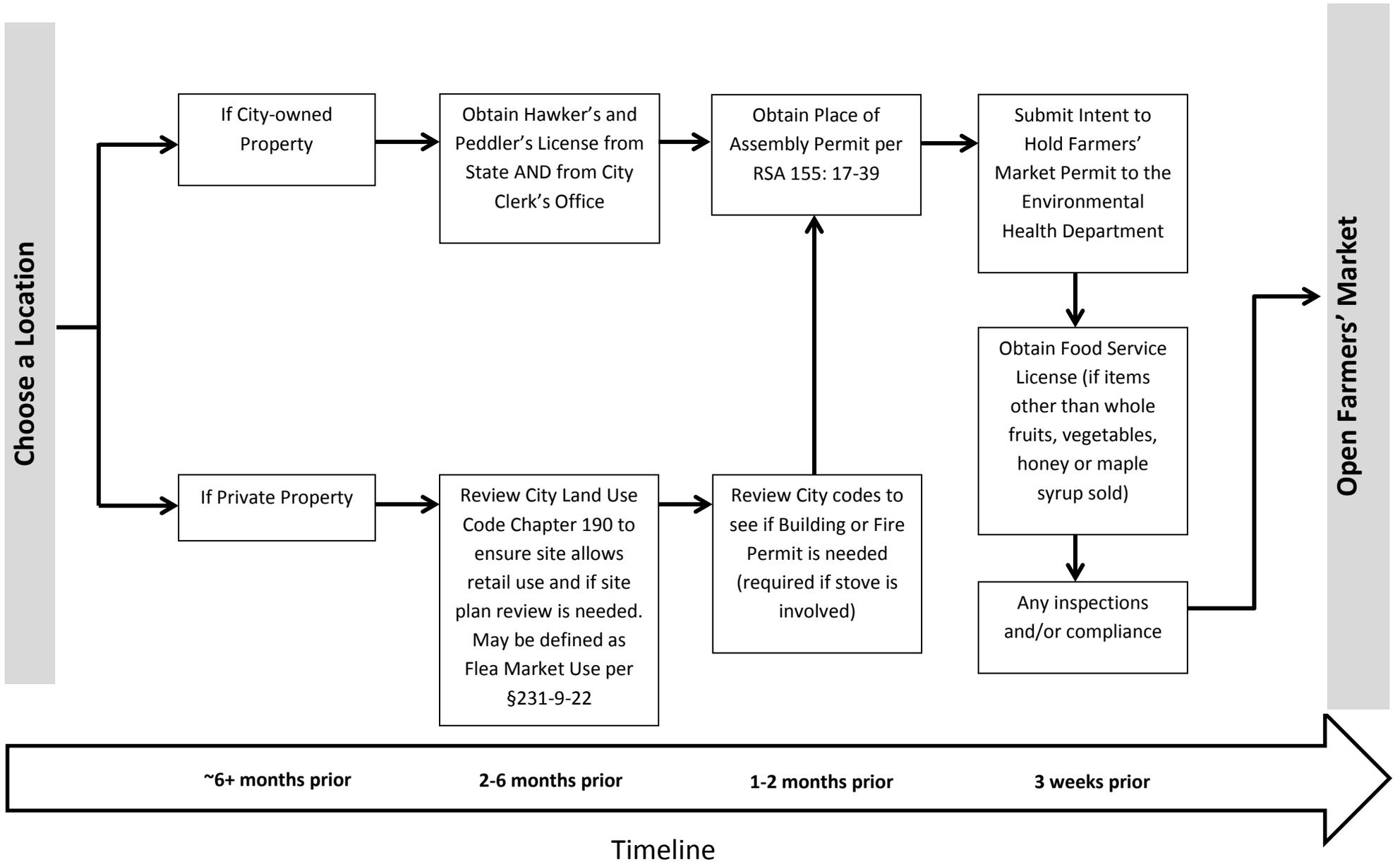
Site Plan Review Compliance

Site plan review will be required for private property operations and dependent on the existing use and location. A Site Plan Review [application](#) must be submitted and reviewed by the Nashua Planning Board.

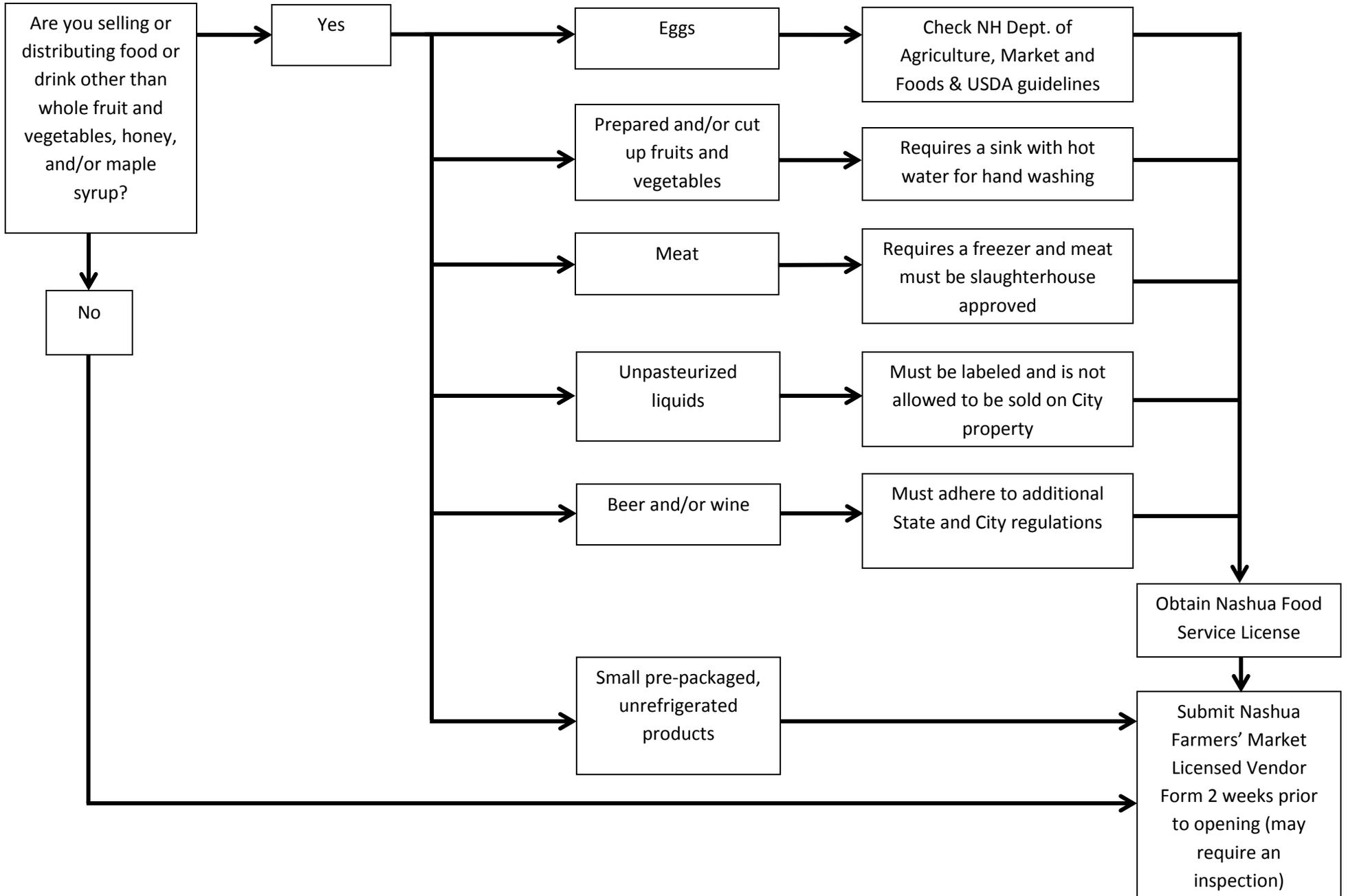
Permit Process for Farmers' Market Vendors

In addition to the various operator permits, individual vendors also need to submit a Farmers' Market Licensed Vendor Form and may also need to obtain a [Nashua Food service license](#) from the Environmental Health Department. Anything that is being sold other than whole fruit and vegetables, honey, or maple syrup must adhere to State and City regulations and follow the New Hampshire Department of Agriculture (USDA) Market and Foods guidelines. Refer to the following flow chart diagram to assist in determining what permits are required and when they should be sought.

Flow Chart of Permit Process for Farmers' Market Operators



Flow Chart of Permit Process and Requirements for Farmers' Market Vendors



Conclusions

Given the popularity of the summer farmers' market and the staggering level of community interest in a winter market, a winter market could be a very feasible endeavor. Almost all existing patrons surveyed are interested in shopping at a winter market and the Nashua region seems to be well suited to support a winter farmers' market. The market operator should be careful when scheduling not to create competition with neighboring winter markets. A Sunday market would maximize vendor availability and customer interest and minimize competition with area markets. Market operators should keep in mind that location and amenities determine the success of a market as well.

Great American Downtown has expressed interest in taking on a downtown winter market and is working with the City to assess the use of the former fire bays at 14 Court Street. Preliminary work has been completed to identify essential building improvements and associated costs for occupancy. Next steps will include fundraising to secure resources to complete building improvements. Beyond essential building improvements and tenant fit-up, next steps will be to move forward on setting up the market.

Major next steps and milestones to bring the Winter Market to fruition include:

1. Establish a business plan for occupancy of the 14 Court Street Fire Station to be reused for a Winters Farmers Market and other complimentary uses
2. Confirm selection of 14 Court Street as the selected location
3. Recruit local farmers
4. Develop by-laws and market rules
5. Apply for non-profit status (if applicable)
6. Identify staff needs
7. Develop marketing plan
8. Address liability issues through insurance

Works Cited

Farmers' Markets America (2008). Portland Farmers Markets/Direct-Market Economic Analysis: Characteristics of Successful Farmers Markets. City of Portland.

McKenzie, Jewel, et al. (2013). Farmers Market Consumers in Rockingham and Strafford Counties, New Hampshire. Durham, NH: Cooperative Extension, University of New Hampshire.

McKenzie, Jewel, et al. (2013). Farmers Markets in Rockingham and Strafford Counties, New Hampshire. Durham, NH: Cooperative Extension, University of New Hampshire.

Appendix A

The Site Evaluation Matrix below provides a table of all the programming needs for a winter market with an empty column to fill in and compare potential market sites.

Site Evaluation Matrix Template

Programming Needs	Location 1	Location 2
Building and Site Area		
What is the total available floor area?		
Do local codes, land use regulations and zoning allow a farmer’s market?		
Is there parking available?		
Are there handwashing sinks or more preferably public restrooms?		
Is the space heated?		
Is the site privately or publicly owned?		
Is the site highly visible?		
Is Wi-Fi/Internet service available?		
Is there a commercial kitchen?		
Is there room for expansion?		
Is any rehabilitation/redevelopment needed?		
Is the site accessible via public transit?		
Are there alternative modes of transportation?		
Is the site ADA compliant?		
Operations		
Will an occupancy agreement be necessary?		
Is the site available for the desired market time?		
Required Permits		
Is a site plan review required?		
Is the location in compliance with Nashua’s Land Use Codes?		
Will a building permit be required?		
Will a fire permit be required?		
Will a Hawker’s and Peddler’s License be required?		
Project Costs		
What are the operation costs (constant)?		
What is the rental or other site specific costs?		
What are the site/facility preparation costs (construction, demolition, rehab, renovation)?		
What are the maintenance costs?		
What are the utility costs?		
What are the Insurance costs?		
What are the Vendor fees required to offset costs?		
Overall Mission and Feasibility		
Access provided for low income low food access neighborhoods?		
What is the overall feasibility?		

September 20,
2017

Mobile Farmers' Market Feasibility Study



Nashua Regional Planning Commission

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Executive Summary

The Nashua Farmers' Market Promotion Program aims to bolster the availability of fresh local foods in an area with unmet demand. Nashua, the second most populous municipality in New Hampshire, currently hosts a weekly Farmers' Market in the downtown area. The market is centrally located within a low income community with low access to food or personal vehicles. However, the low income, low food access population extends beyond the City center and into surrounding communities, for this reason, there is interest in studying the feasibility of establishing a mobile market option to serve populations beyond the walkable proximity to the existing farmers market. A mobile market could operate during the prime growing season, with potential to operate year round, and increase the geographic area of market sales with routes extending out to surrounding neighborhoods, communities, and food deserts.

As part of the initiative, NRPC conducted a Mobile Market Feasibility study, which identifies and evaluates the feasibility of a mobile market including market demand, existing supply, nearby examples of success and potential competition, and essential considerations for route selection and permitting. This plan establishes the foundation for a sustainable mobile market for the Nashua Region. Evaluation assesses the financial costs, overall feasibility, and capacity, as well as the access provided for low income-low food access neighborhoods.

A mobile market (a vehicle that would transport and sell local foods) would extend the area consumers could purchase local agricultural products as well as provide additional opportunity for local farmers and businesses to sell their products. After conducting extensive public outreach via written surveys administered to patrons and vendors during summer markets and well as online surveys, patrons were strongly in favor of participating in a mobile market, with moderate support from vendors.

Introduction and Project Background

In order to expand access to fresh local foods beyond the existing farmers' market locations, NRPC, along with the City of Nashua, was interested in operating a mobile market. Such an expansion opportunity would increase access to local agricultural products to be available to a larger audience. The low income, low food access population extends beyond the City center and into surrounding communities, for this reason, Nashua Public Health and Community Services Department (NPHCS) is interested in additionally studying the feasibility of establishing a mobile market option to serve populations beyond the walkable proximity to the existing farmers' market. Such an initiative would further regional planning goals of both the NRPC and NPHCS as well as economic development goals in the Nashua Master Plan. NRPC, with support from NPHCS, applied for and received a two-year, \$70,000 grant from the U.S. Department of Agriculture to fund the research of the feasibility of a winter farmers' market and a mobile market, as well as, promote the current market while expanding and recruiting vendors.

Community Context

The existing Nashua Farmer's Market is organized by the local chapter of Great American Downtown (GAD): Nashua, NH. The market has grown over the course of 2015 to 2017 from 8 to 10 vendors to

over 30 vendors at weekly markets held on the Main Street Bridge and into Renaissance Park each Sunday, 10am – 2pm, from mid-June through mid-October. The market is centrally located in the Nashua Downtown, which as described by GAD is the place to be “whether you’re seeking fine dining, eclectic shopping, a vibrant arts scene, historic architecture, fun-filled events or just a place to relax and watch the world go by.” The summer market is also centrally located within walking distance of the City’s low income, low food access community. Further, this community has a low level of access to personal vehicles and is often dependent upon walking and transit.

Geographically, the market primarily serves the City’s downtown. However, Nashua is the largest urban center in southern New Hampshire, so many surrounding communities and populations also come to the City for services and opportunities such as the farmers’ market. The existing market targets people of all ages and backgrounds. In 2016 the market added payment options for SNAP/EBT customers as well, offering Granite State Market Match that matches a dollar for each dollar of SNAP/EBT funds used to buy fresh fruits and veggies.

There are several additional summer and winter farmers’ market across the Nashua Region. The Merrimack summer market began in 2009 and is located at 526 Daniel Webster Highway on Wednesday afternoons from June to October. The Merrimack Winter market moves to the John O’Leary Center from December to May. Milford’s market operates on Elm St from June to October and during winter shifts indoors for November to May. Both these markets offer a mixture of fresh local foods and other local products.

There are many other organizations within Nashua and the surrounding communities whose mission is to increase people’s access to healthy and local food. Many of these organizations are at the beginning stages of forming a Nashua Food Council to increase capacity and further similar missions. There is also the Nashua Meals for Kids, which is a citywide partnership working to end childhood hunger by providing three meals a day to children who would otherwise go hungry. Nashua is also a Farm to School Beacon Community, which is a pilot project of the New Hampshire Farm to School Program. The goal of the program is to move innovative farm to school practices forward and serve as models for other communities across the state.

In addition to farm stands and food pantries in the Nashua Region, there are many organizations whose mission is to increase access to nutritional food. Grow Nashua focuses on families that do not have the space and/or financial means to have a garden of their own. Grow Nashua acts as a resource and a partner in providing space, fostering neighborhood activities, and hosting nutrition education through collaboration with schools, city parks, and hospitals. The Nashua Soup Kitchen is dedicated to providing shelter and food to those in need, including providing daily meals at their facility and distributing them through the Nashua Meals for Kids program in partnership with Corpus Christie, Ending 68 Hours of Hunger, the Salvation Army, and Southern New Hampshire Services.

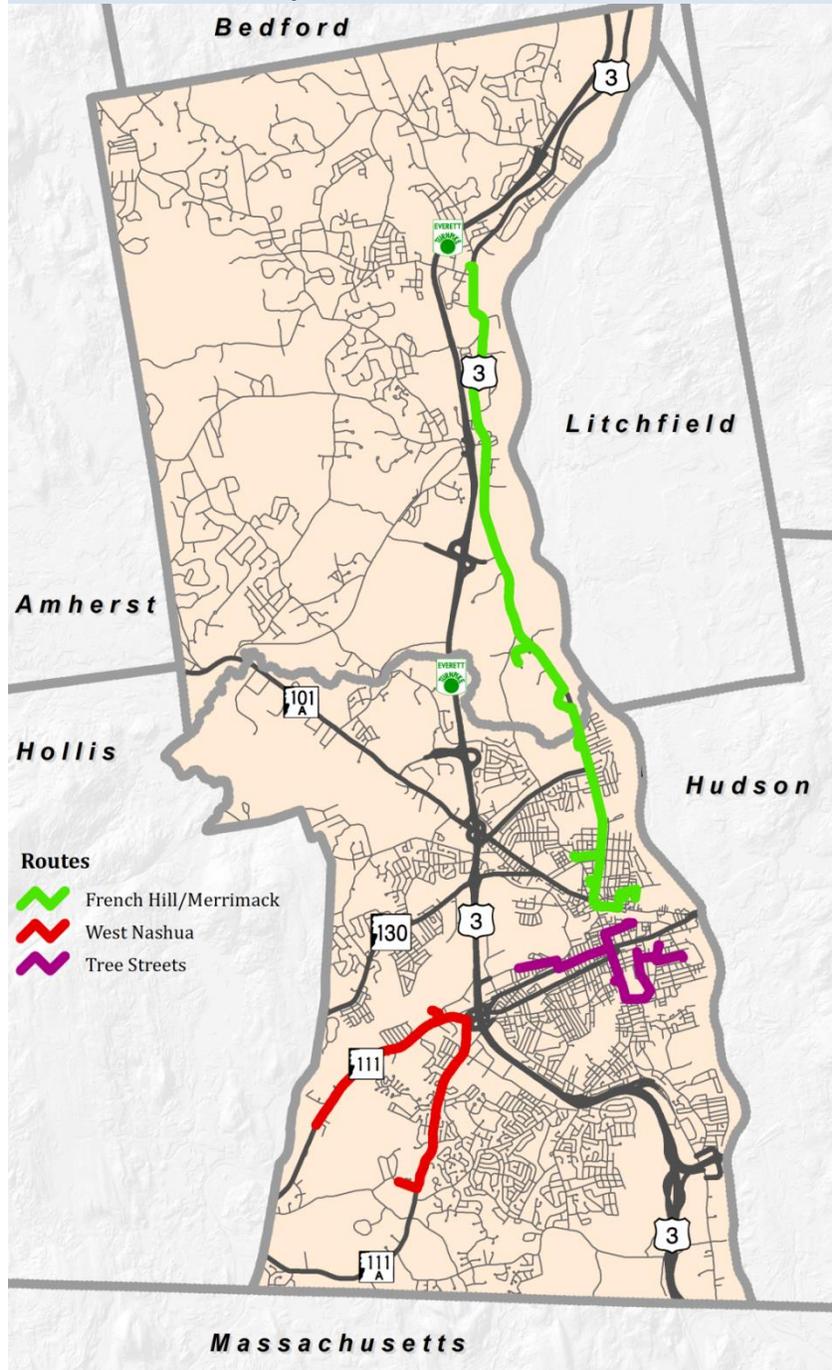
The Nashua Region also has experience with using mobile units to expand outreach efforts. The City of Nashua’s Health Department has had a mobile health clinic that offers individuals access to screening and preventive services in a variety of locations in Greater Nashua. The City has partnered with St.

Joseph Hospital and Rivier University to upgrade this facility and increase medical services to the Nashua Region. Furthermore, there are many large businesses and office parks within the Nashua Region that could augment the customer base for the mobile market. Direct access to local food may health decrease health insurance costs, while also providing a local food option to employees.

Vision

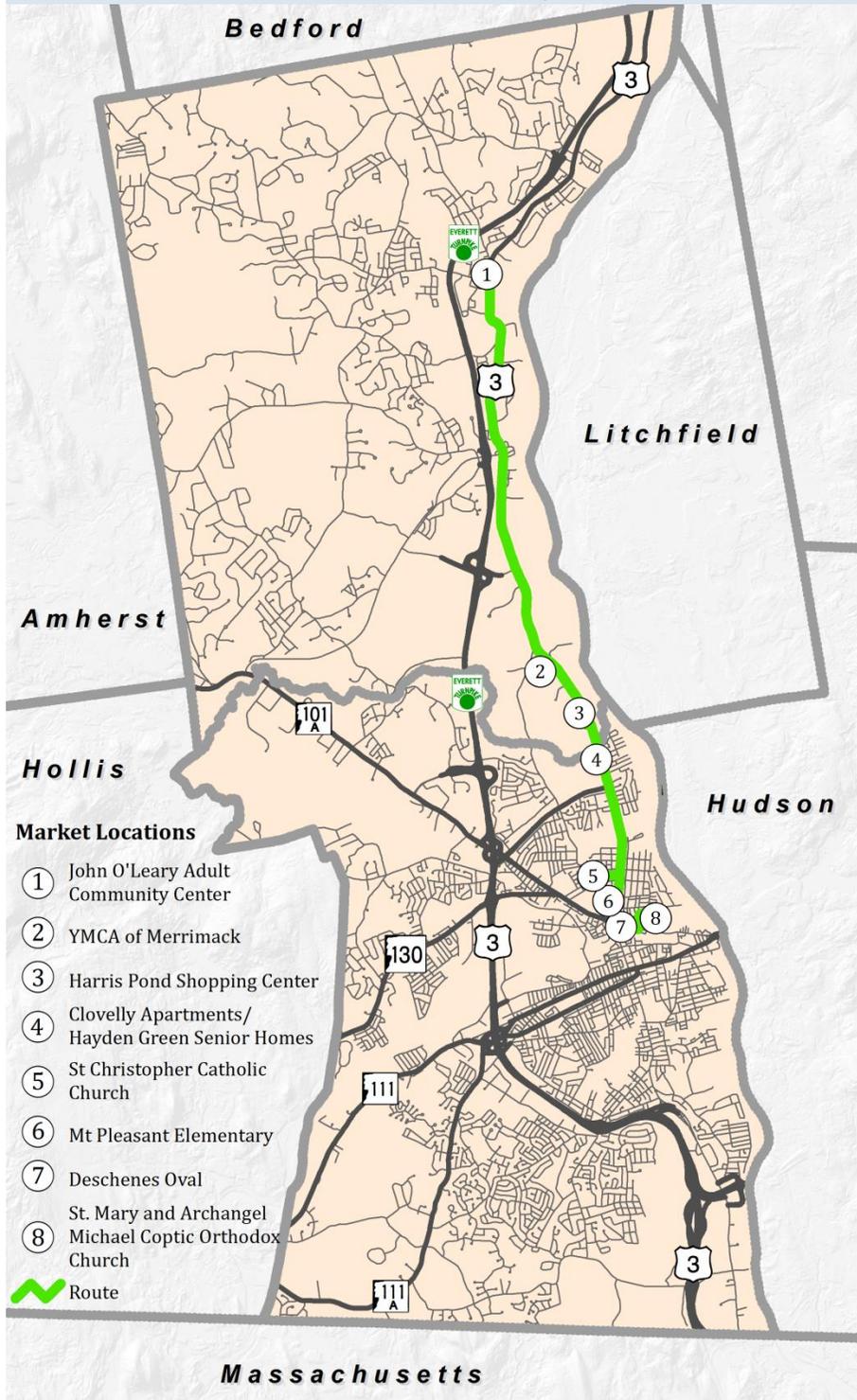
Looking forward to build on the Nashua community's growing momentum for promoting local food, summer market's tremendous growth, the Nashua Region would like to be home to a mobile farmers' market. An expanded geographic reach would increase a customer based, which would then be available to support local farmers and provide healthy food options for communities in need. The ideal mobile market would provide a wide variety of products at different times and locations to reach as many people in need in various municipalities. The mobile unit could even provide educational materials on preparing local foods. Ideally the mobile market would serve populations without access to a vehicle and low food access and could serve other purposes, such as a mobile library. Conceptual routes and stops that the mobile market could use to reach underserved populations are pictured below. These are just proposed stops that have not received permission from either the City or property owner and are intended to give ideas to potential stakeholders based on the following market demand analysis.

Overview of Conceptual Routes, Nashua & Merrimack, NH



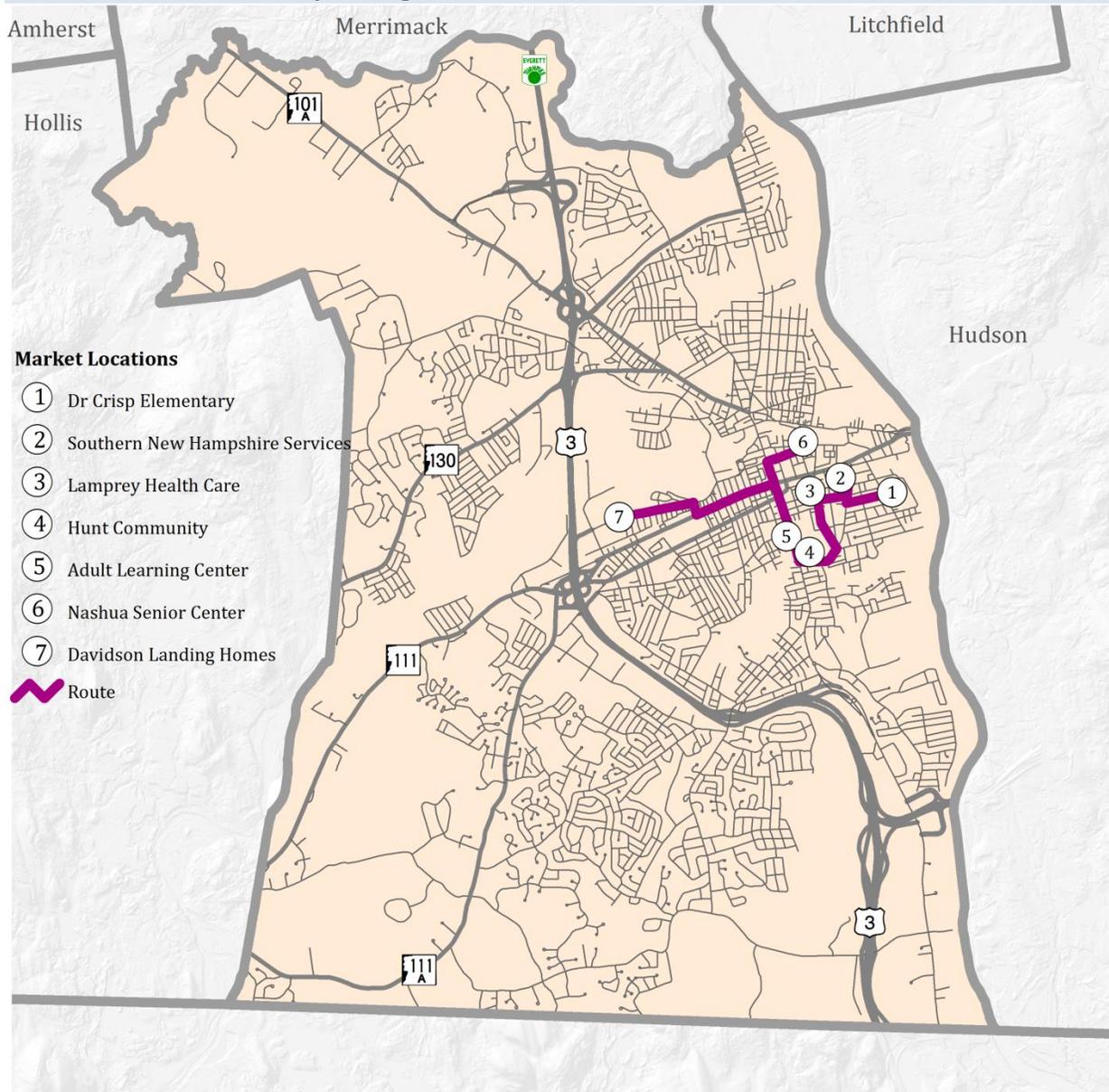
Source: NRPC

Potential stops along the French Hill/Merrimack Route,
Nashua & Merrimack, NH



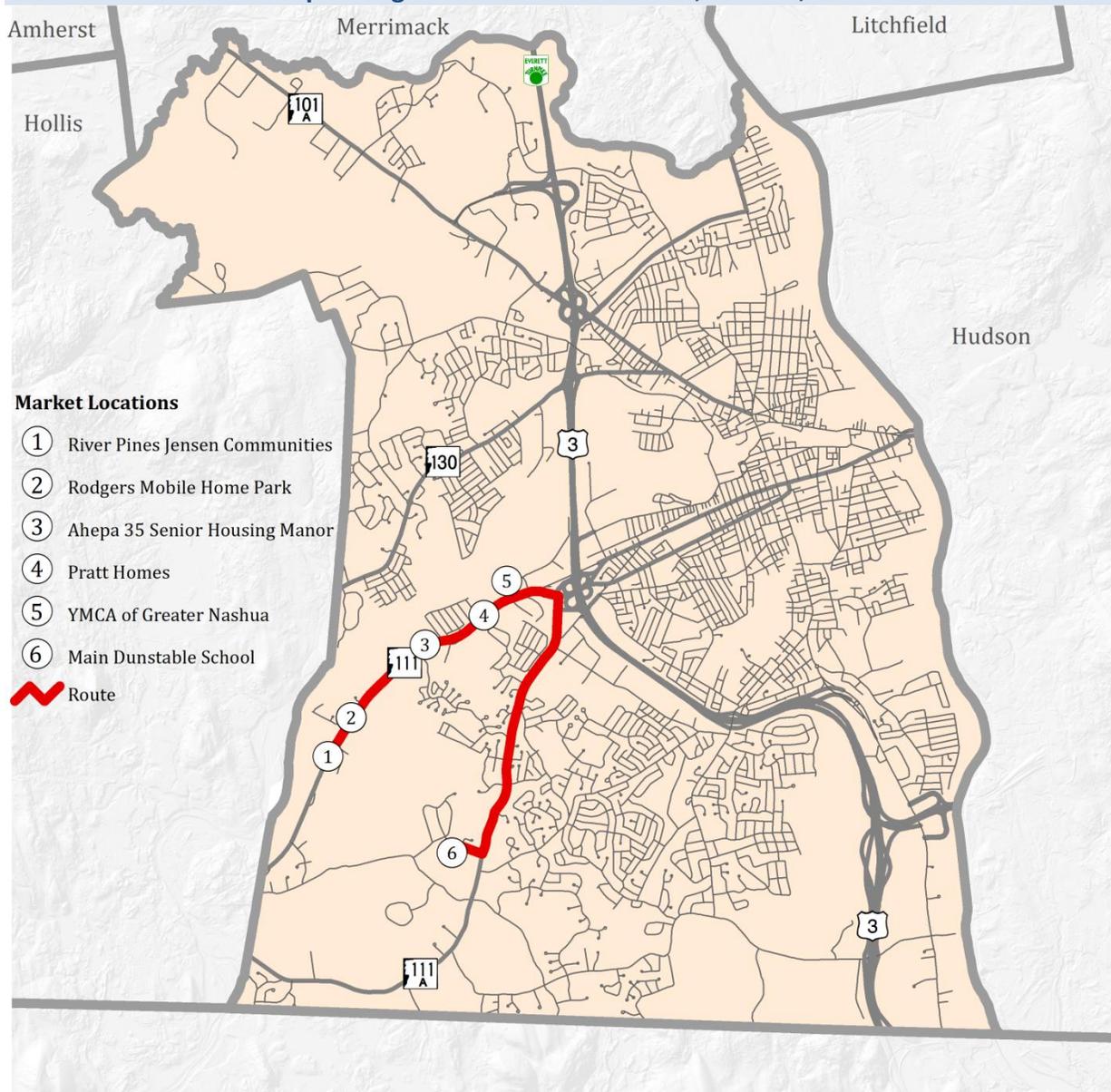
Source: NRPC

Stops along the Tree Streets Route, Nashua, NH



Source: NRPC

Stops along the West Nashua Route, Nashua, NH



Source: NRPC

Market Demand

As previously stated, the existing Nashua Farmer's Market is centrally located within a low income, low food access community, where this community also has a low level of access to personal vehicles and is often dependent upon walking and transit. NRPC and GAD collaborated and surveyed patrons and vendors throughout the 2016 summer season. There were a total of 266 patron responses and 27 vendor responses.

The demand for a mobile market held in Nashua was somewhat high, with 61% of patrons answering that they would shop at a mobile market in Nashua and 46% of current vendors would like to participate in the mobile market. Similar to national trends, interest in local foods has increased in Nashua. Seventy seven percent of survey respondents said that their main reason for buying fruits and/or vegetables at the Nashua Farmers' Market was to support local farmers and 24% said they preferred fruits or vegetables from the Nashua Farmers' Market because of product quality and freshness.

The summer market provided a consistent location for the 87,000 residents of Nashua to purchase fresh local foods and products. However, few options exist outside of this fixed location. The central part of the city has limited access to quality fresh fruits and vegetables within walking distance for the many residents without access to a vehicle. Most neighborhood food store options consist of corner shops or restaurants in this area. There are a high percentage of residents in the downtown, western Nashua, and surrounding communities that do not have access to a vehicle, so they cannot drive the distance to a grocery store. The mobile farmers' market would alleviate this problem and provide fresh and healthy food options in stops that are within walking distance. An estimated 6% of Nashua Region residents are living below the poverty, with 9% of Nashua residents living below the poverty level. Much of this low income population is concentrated in the downtown region and western portion of the City. Low income residents benefit from the summer market's SNAP/EBT system and would continue to benefit if the market was expanded to reach surrounding neighborhoods.

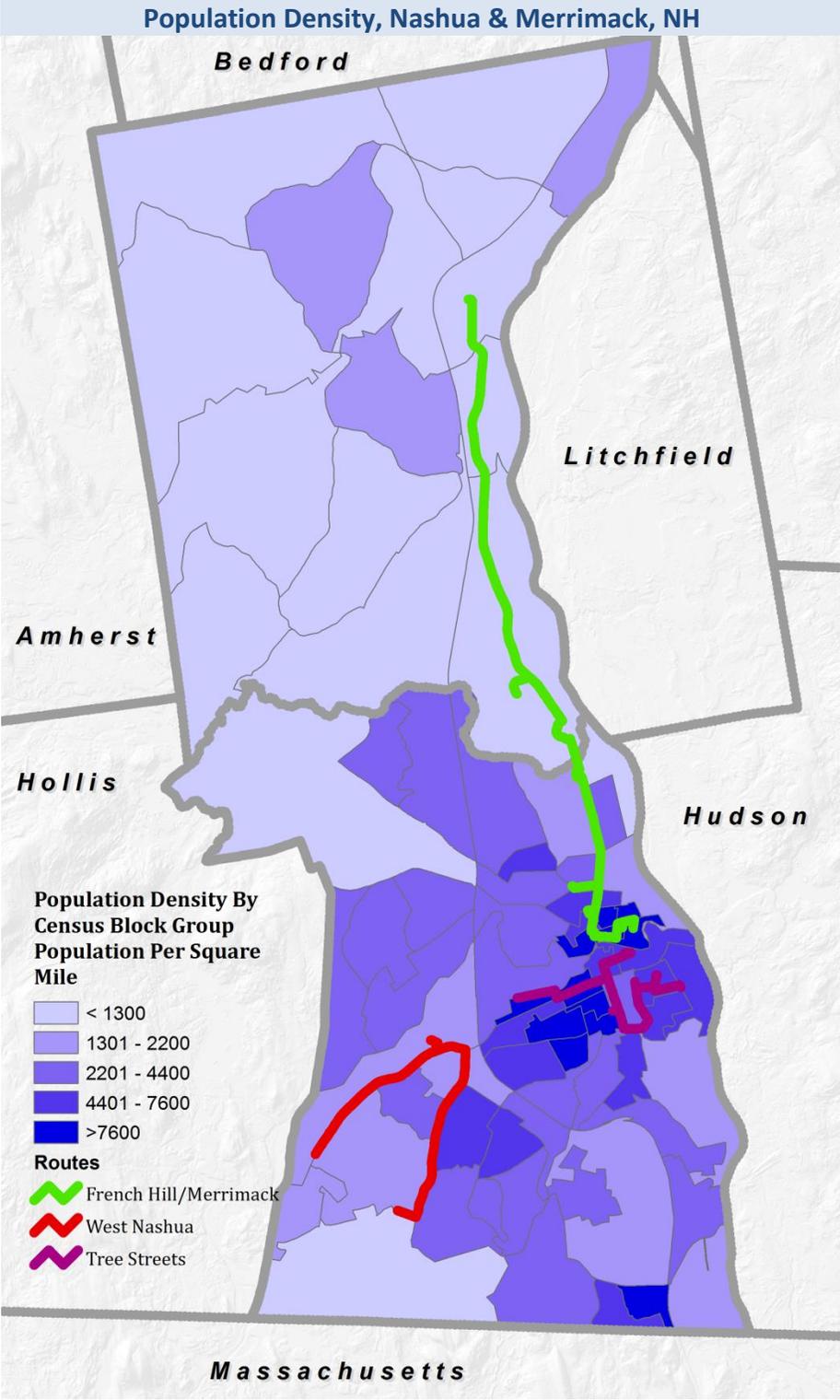
Where do People Live?

The data collected from the summer farmers' market shows that about 25% of the customers surveyed came from outside Nashua. The Towns of Hudson (8%) and Merrimack (4%) were the most substantial. However, there was also a large percent of patrons that fell into the "other" category (14%), which means that many patrons travel to the Nashua market from other communities that do not neighbor Nashua such as Amherst, Antrim, Bedford, Brookline, Derry, Hollis, Litchfield, Londonderry, Manchester, New Boston, and various communities in Massachusetts. There were occasional patrons from places far away such as Seattle, WA and the United Kingdom who were staying in the area.

Even though 75% of those surveyed were within Nashua, only 6% were customers already living downtown. Eighteen percent of the Nashua Summer Market's patrons travel less than a half mile to visit the market, with most travelling less than 5 blocks to get to the Nashua farmers' market during the summer, another 29% travel between a half mile and 3 miles, 35% travel between 4 and 10 miles, and the remaining 12% travel over 10 miles to come to the market. Driving was the most common form of transportation, used by approximately 70% of patrons to get to the market, followed by 22% of patrons

that walk and 5% that bicycle. The mobile market could reach these populations not willing to drive several miles for the summer farmers' market or capture some of the more distant customers, potentially mitigating congestion and vehicle trips in the Nashua Region.

Naturally, the population is the densest in the city center, which includes Main Street and the Tree Streets and French Hill neighborhoods. These neighborhoods have more than 7,600 residents per square mile. Locating the stop for the mobile market in this area would be beneficial given the large number of people that live within the area, but may face health or transportation issues that may deter them from going to the farmers' market on Main Street. Having stops in Merrimack would also reach populations that live in dense residential developments, but may lack access to a vehicle or public transit.

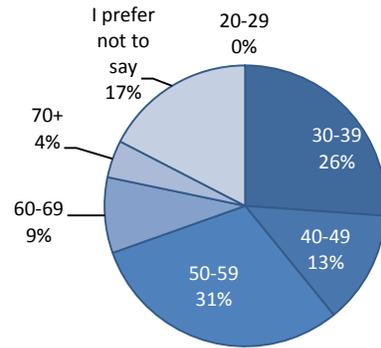


Source: ACS 2015, Map Created by NRPC

Population by Age and Presence of Children

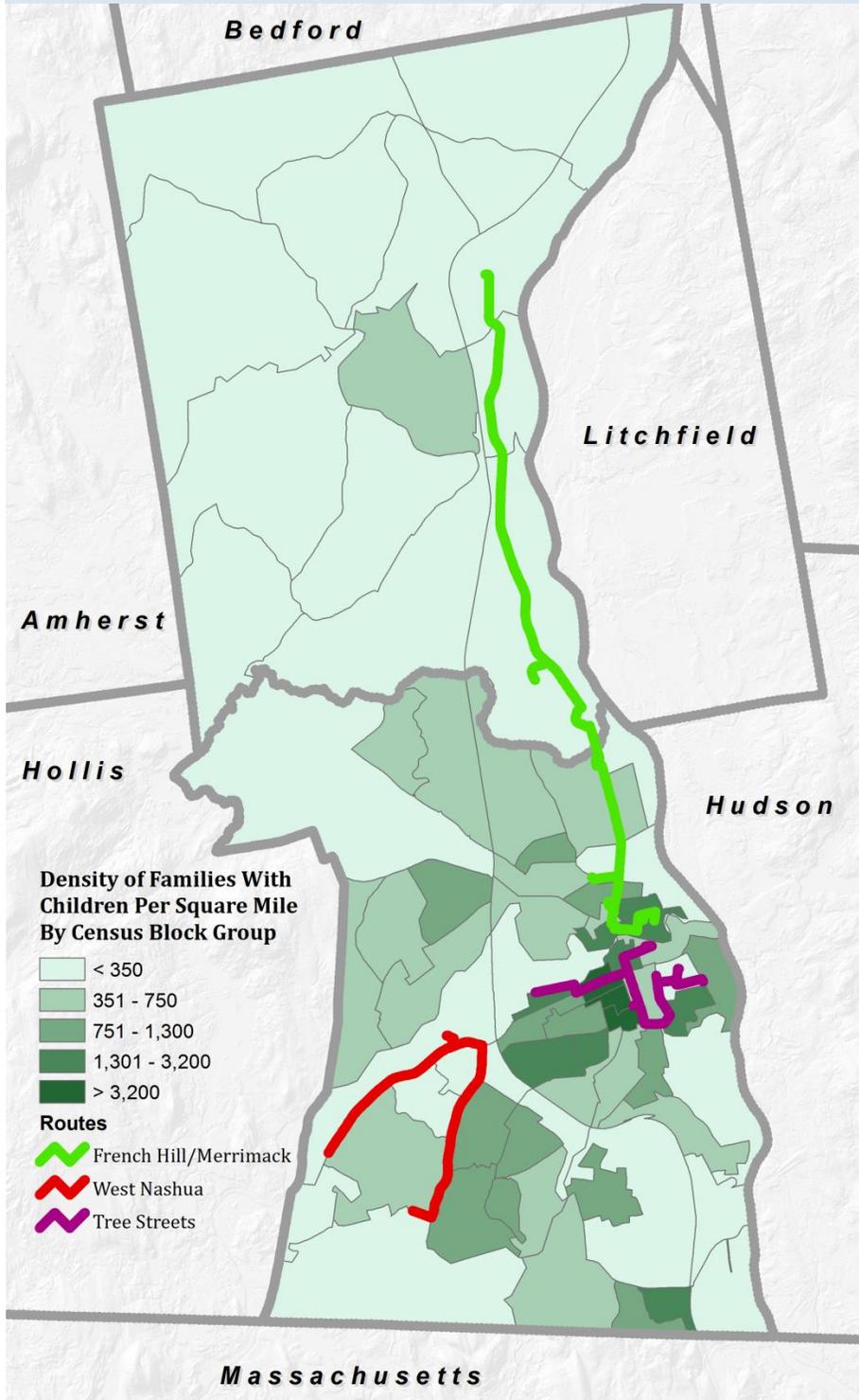
The Nashua Farmers' market age profile is relatively consistent with others in New Hampshire. The average age of market patrons in Rockingham and Strafford Counties was 45.7 years and 85% of respondents were between 26 and 65 (Jewel McKenzie et al., 2013). Nashua market customers surveyed were predominantly between 30 and 59 years old, representing 70% of shoppers. By widening the geographic range through a mobile market, operators may be able to reach both families with children and seniors that have a difficult time coming to the farmers' market. Stops can be planned around when school lets out, or when other recreational programs begin or end.

Age of Nashua Market Shoppers



Source: NRPC Surveys

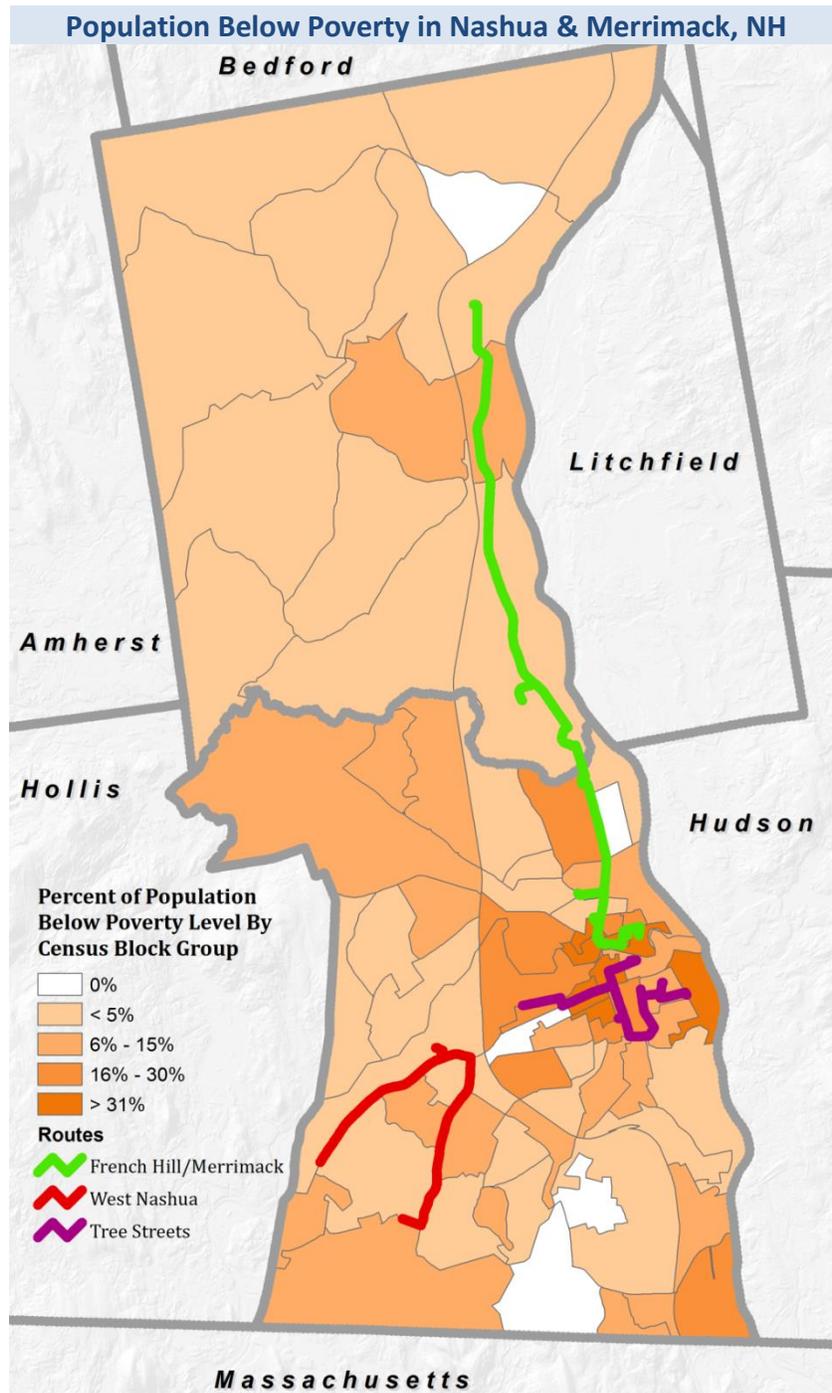
Families with Children in Nashua, NH



Source: ACS 2015, Map Created by NRPC

Income

In the Nashua Region, high rates of poverty are mostly clustered around downtown Nashua with some spots in Merrimack and western Nashua. This also coincides with the food desert locations. Because of this, it is important to have affordable options at a mobile market such as the SNAP/EBT system to accommodate patrons of all income levels, as is currently used at the summer Nashua Farmers' market.

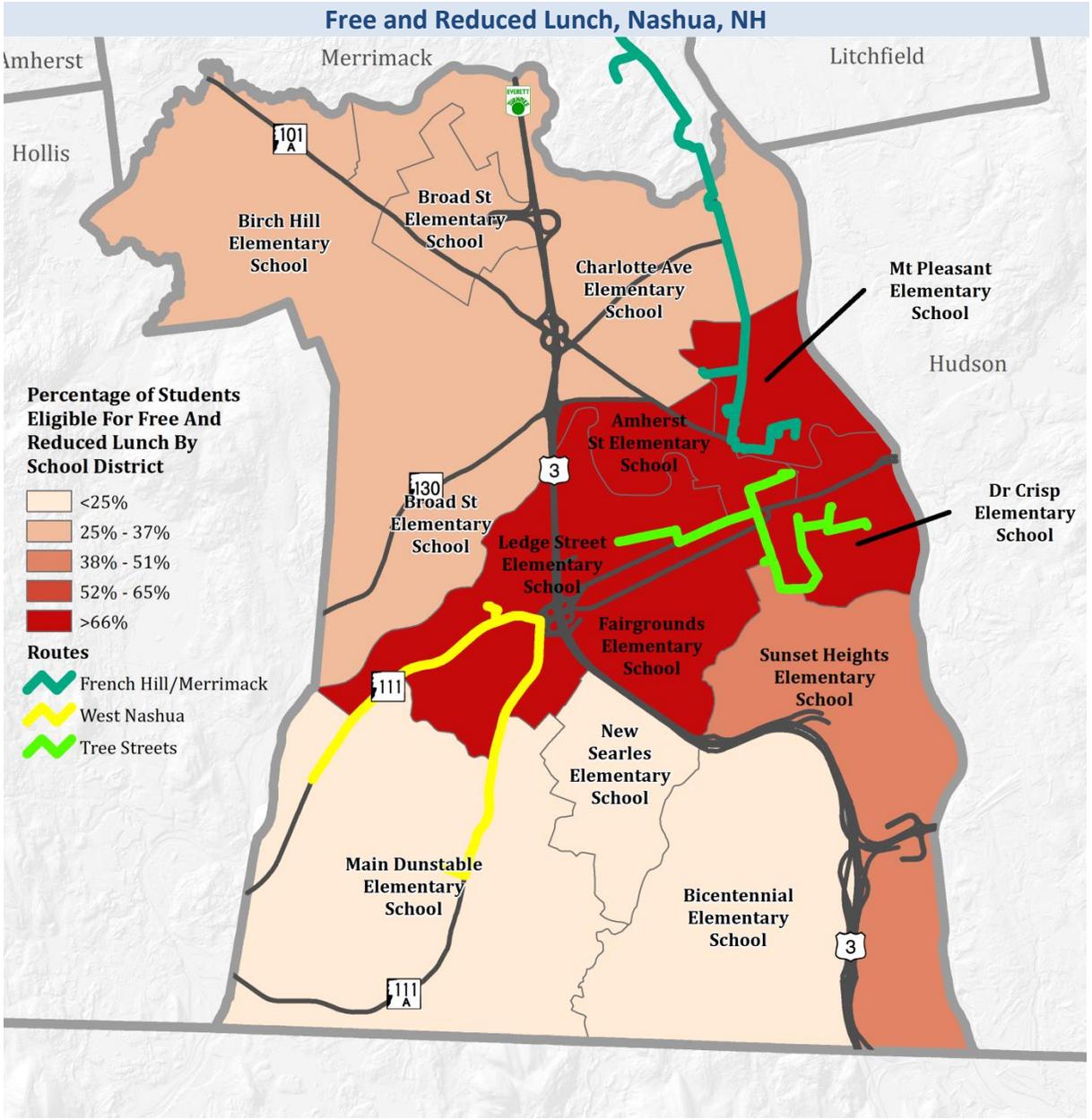


Income as measured as both household and per capita medians are lower in Nashua compared to other communities in the NRPC region. While consumers at the Nashua Market were not surveyed to determine the income levels of customers, the University of New Hampshire Cooperative Extension surveyed customers at markets in nearby Rockingham and Strafford Counties. The greatest share of customers, 28.6%, had a household income of over \$100,000. Approximately 25% earned from \$50,001-\$75,000 a year, 18.6% \$75,001 to \$100,000 and another 18.6% between \$25,001 and \$50,000. Fewer than nine percent earned less than \$25,000. Looking to the Nashua neighborhoods beyond the walkable downtown, income levels increase as you move outward. Surrounding communities have median income levels well into these upper income ranges that tend to generate market shoppers, which could help the financial solvency of the mobile market.

Median Household, Family and Per Capita Income, 2000 and 2014

Community	Household Income		Family Income		Per-Capita Income	
	2000	2014	2000	2014	2000	2014
Amherst	\$89,384	\$115,898	\$97,913	\$123,354	\$35,531	\$47,881
Hollis	\$92,847	\$107,333	\$104,737	\$124,318	\$44,936	\$57,523
Hudson	\$64,169	\$84,448	\$71,313	\$95,139	\$25,696	\$32,157
Litchfield	\$73,702	\$96,071	\$76,931	\$105,093	\$25,203	\$33,487
Merrimack	\$68,817	\$91,429	\$72,011	\$104,357	\$27,748	\$36,574
Nashua	\$51,969	\$66,818	\$61,102	\$80,793	\$25,209	\$33,200
State	\$49,467	\$65,986	\$57,575	\$80,812	\$23,844	\$31,422

Sources: 2000 and 2010 US Census, 2000-2014 American Community Survey



Source: Nashua Public School Systems, Map Created by NRPC

Students that are eligible for free and reduced lunch directly correlate with populations in poverty. The figure above shows that higher percentages of students that are eligible for free and reduced lunch are concentrated in the census tracts in central and western Nashua. Families with children and populations in poverty all cluster around the downtown for resources, so it makes sense that there is overlap between the two categories. Data for free and reduced lunch by school district in Merrimack was unavailable for this study.

Race and Ethnicity

About 79% of Nashua’s population is White, followed by 10% Hispanic, 7% Asian/Pacific Islander and 2% Black. Native American and other races make up the remaining one percent. 4.9% of the city’s population has limited English proficiency with Spanish as their first language. The table below depicts City’s race, ethnicity, national origin, and family type. There is an opportunity to recruit vendors and product options to a mobile market that appeal to the City’s diverse citizenry and potential customers.

Demographics of Nashua, NH

Race/Ethnicity	#	%
White, Non-Hispanic	68,309	78.98
Black, Non-Hispanic	1,954	2.26
Hispanic	8,510	9.84
Asian or Pacific Islander, Non-Hispanic	5,618	6.50
Native American, Non-Hispanic	167	0.19
Other, Non-Hispanic	452	0.52
National Origin	Country	
#1 country of origin	India	2,358 2.73
#2 country of origin	Dominican Republic	1,034 1.20
#3 country of origin	Mexico	885 1.02
#4 country of origin	Canada	742 0.86
#5 country of origin	Brazil	698 0.81
#6 country of origin	Colombia	619 0.72
#7 country of origin	China excl. Hong Kong & Taiwan	580 0.67
#8 country of origin	Vietnam	277 0.32
#9 country of origin	El Salvador	232 0.27
#10 country of origin	Korea	179 0.21
Family Type	#	%
Families with children	10,071	46.04
All % represent a share of the total population within the jurisdiction or region, except family type, which is % of total families.		
Sources: HUD AFFH Tool Table 1, Decennial Census; ACS, Refer to the Data Documentation for details www.hudexchange.info		

Education Level

The City of Nashua has a large percentage of population that continued education after receiving a high school diploma. Compared to the state, Nashua has a higher percentage overall of population with advanced schooling (schooling after high school). For farmers’ markets in the seacoast area, 82% of the customers surveyed had a college education or higher (Jewel McKenzie et al., 2013).

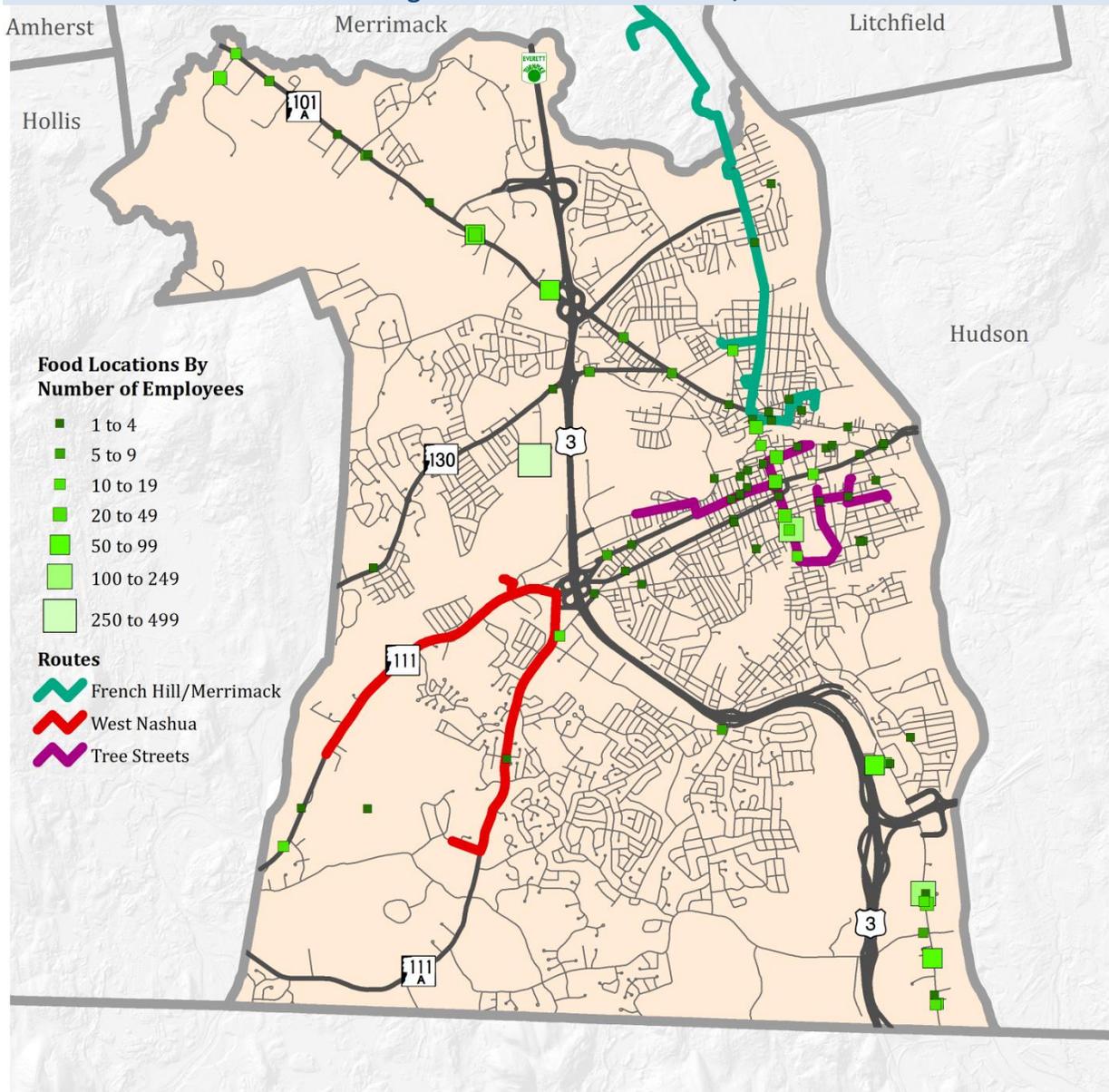
Highest Level of Educational Attainment of Population over Age 25, 2010-2014

Education Level	Nashua		Region		State of NH	
	Number	Percent	Number	Percent	Number	Percent
<9 th Grade	3,102	5.2	2,552	1.8	23,895	2.6
9 th – 12 th Grade (No Diploma)	3,580	6.0	4,820	3.4	49,628	5.4
High School graduate	14,975	25.1	36,148	25.5	267,439	29.1
Some College (No Degree)	11,455	19.2	24,949	17.6	173,697	18.9
Associates Degree	5,608	9.4	13,892	9.8	87,267	9.6
Bachelor's Degree	13,007	21.8	37,423	26.4	197,592	21.5
Graduate or Professional Degree	7,876	13.2	21,972	15.5	117,636	12.8
Source: 2010-2014 American Community Survey						

Existing Food Locations

The University of New Hampshire has mapped existing food locations in Nashua categorized by number of employees at each site. Food locations include all establishments ranging from large super markets to small convenience stores. Typically, locations with fewer employees are smaller stores while locations with more employees are larger grocery stores. It should be noted that smaller shops do not necessarily have produce, and often times are convenience stores with items like soda and candy. Nashua's food locations are clustered in the downtown area and along major routes such as 101A and exits off the F.E. Everett Turnpike. This creates pockets of lower food access in less densely populated areas of the city and areas further from major roadways. Data for food locations by employee size in Merrimack was unavailable for this study.

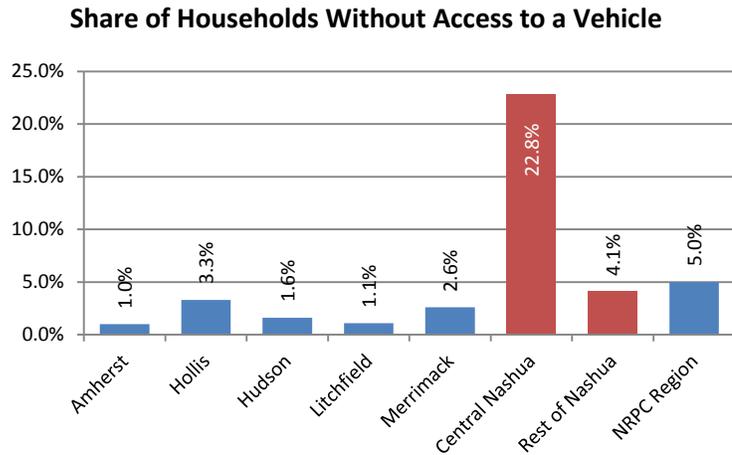
Existing Food Locations in Nashua, NH



Source: Sally Wall (UNH), Map Created by NRPC

Vehicle Availability and Transit

Central Nashua has the highest percentage of households in the region that do not have access to a vehicle. During the 2016 summer farmers' market, 22% of patrons surveyed walked to the market. When planning a mobile market, it is essential to choose routes with stops that are accessible to patrons via walking or public transportation. This would provide healthy food options to people who can't necessarily access a grocery store due to the inability to drive or lack of vehicle access.

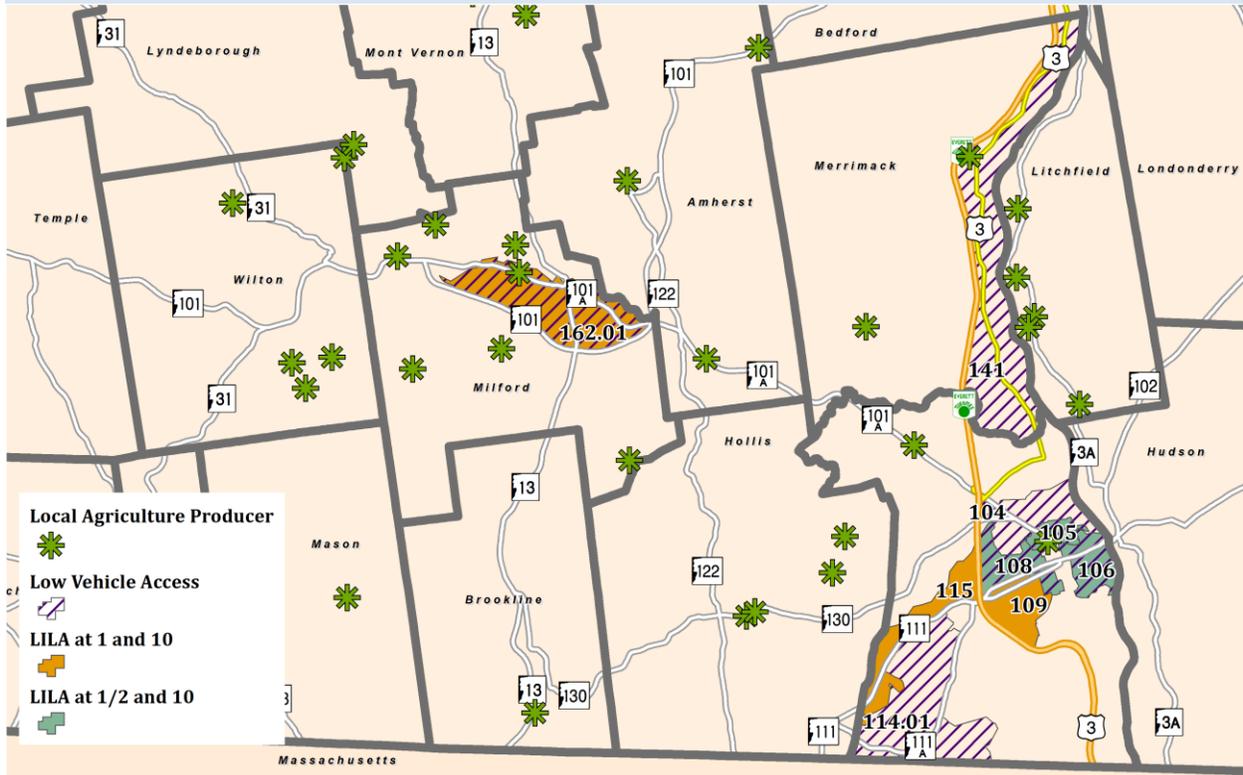


Source: American Community Survey

Food Deserts

Food deserts are locations where the population is low income, has low food access and low vehicle availability. The USDA Food Atlas shows two different food desert types. The first is where a significant number (at least 500 people) or share (at least 33 percent) of the population is greater than ½ mile from the nearest supermarket, supercenter, or large grocery store for an urban area or greater than 10 miles for a rural area. The 2015 USDA Food Atlas identifies these areas in central Nashua around Census tracts 105, 106, 108, and 109. The second type of food desert is where a significant number (at least 500 people) or share (at least 33 percent) of the population is greater than 1.0 mile from the nearest supermarket, supercenter, or large grocery store for an urban area or greater than 10 miles for a rural area. These tracts are in the western and southern pockets of Nashua, as well as the eastern side of Merrimack. The summer market is located in census tract 107, which is right in the middle of the food deserts. The mobile market would complement the summer market by helping to serve these outlying areas.

Areas of Low Food Access in Nashua and Milford in 2015



Source: 2015 USDA Food Atlas, NRPC GIS, US Census

Areas of Low Food Access in the Nashua Region, 2015

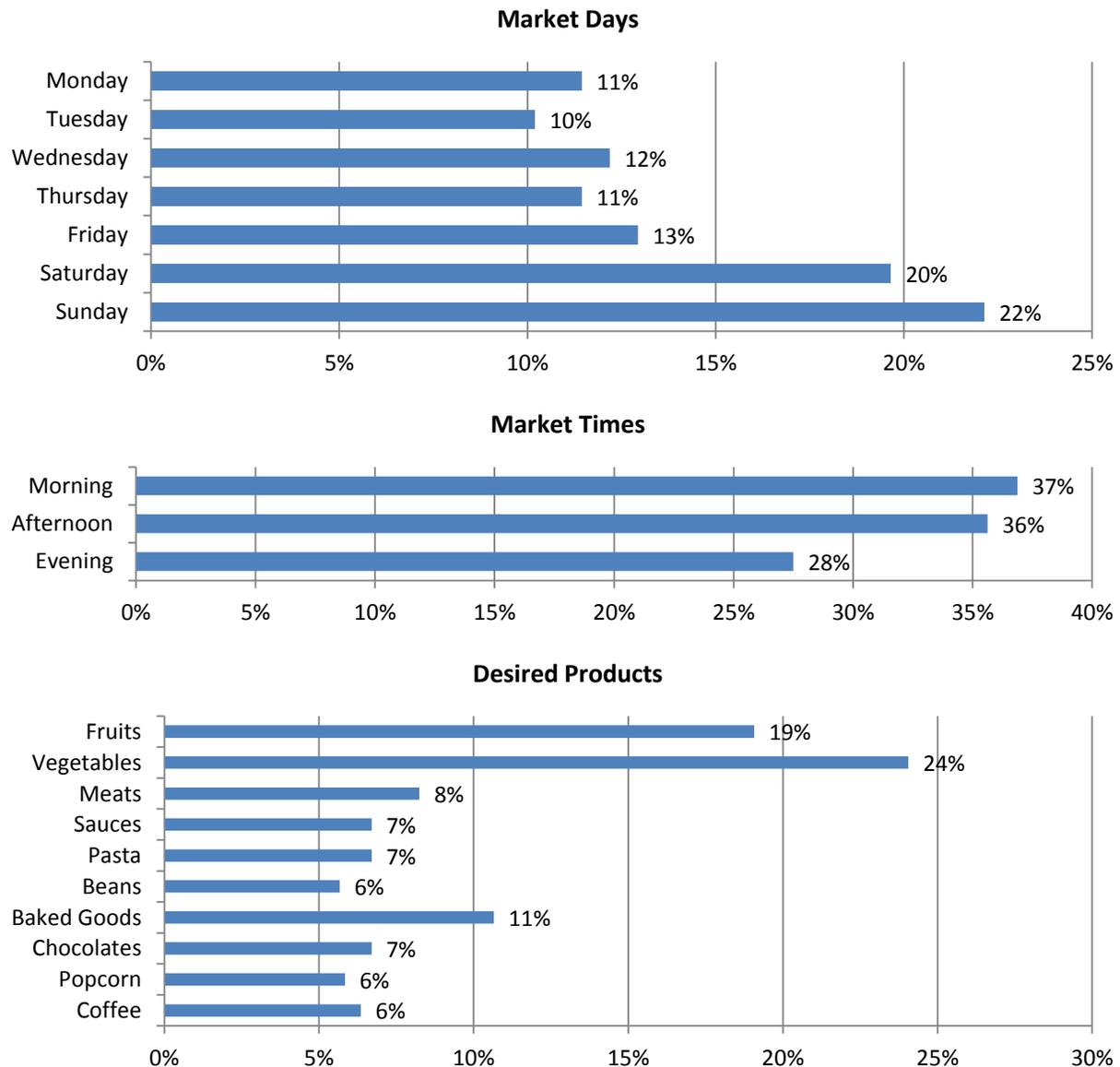
Census Tract	Total Population	Low Income, Low Access % of Population		Low Access % of Population		Low Vehicle & Food Access % of Population	
		@ ½ mile	@ 1 mile	@ ½ mile	@ 1 mile	@ ½ mile	@ 1 mile
105	3,903	55%	7%	99%	11%	13%	3%
106	5,560	40%	-	84%	-	11%	-
108	7,583	27%	-	40%	-	11%	-
109	6,183	25%	10%	82%	36%	3%	-
115	2,430	27%	24%	96%	89%	9%	8%
162.01	7,017	26%	17%	93%	72%	5%	4%

Source: USDA Food Atlas, US Census

Customer Interest

A mobile farmers' market in Nashua was of great interest to customers surveyed over the 2016 summer season, with over 61% of responses in favor. Patrons were most interested in being able to purchase fresh fruits and vegetables at the mobile market. Nashua Farmers' market customers are drawn to the local fresh produce and vegetables in summer as an alternative to grocery stores. Respondents also said that the fruits and vegetables at the farmers' market were fresher than those found in grocery stores, and were in favor of supporting local farmers when given the opportunity.

Customer Preferences (% of patrons)

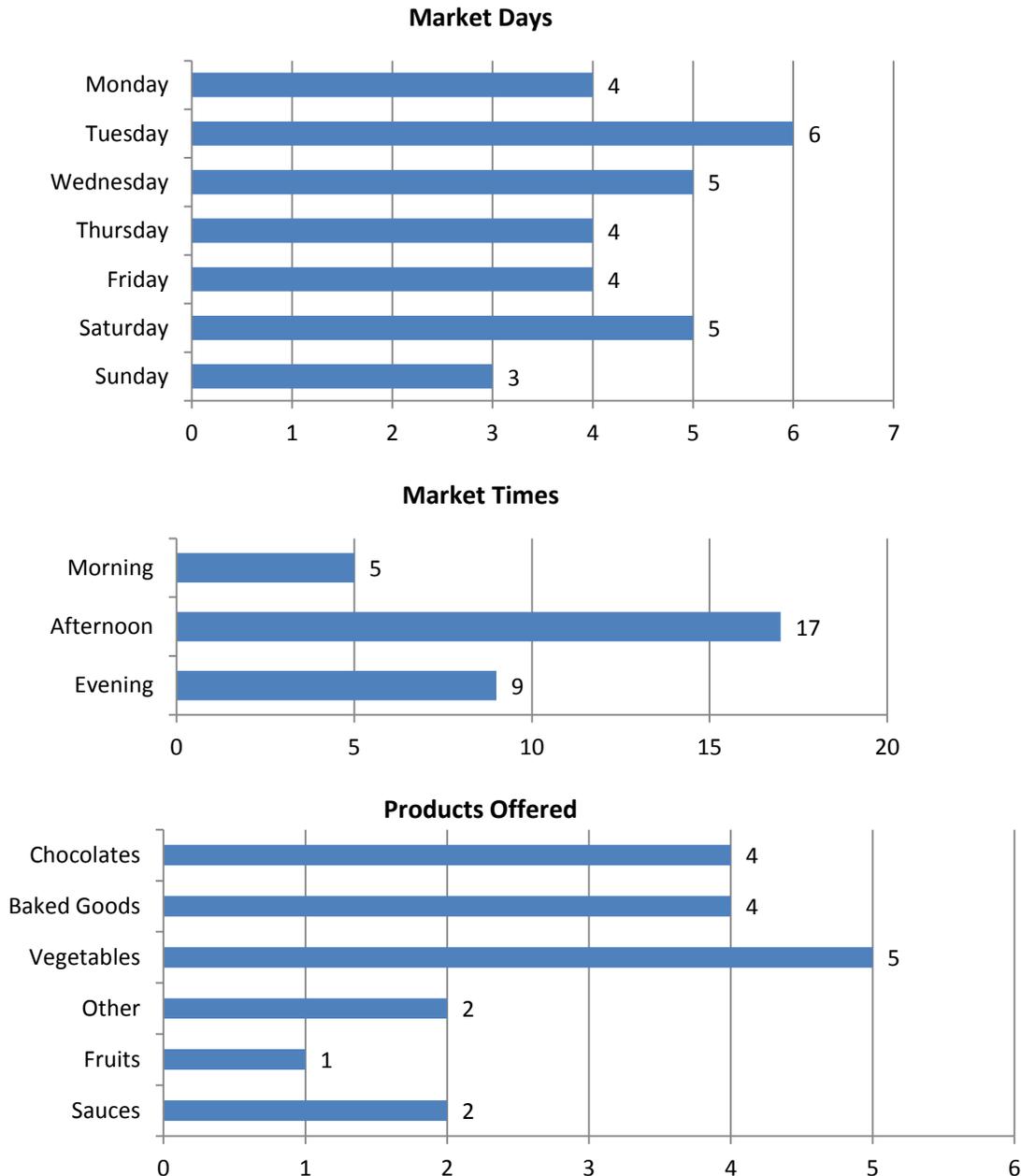


Source: NRPC Survey Data collected at the Nashua Farmers' market, Summer 2016

Vendor Interest

Of the surveyed vendors, 46% would participate in a mobile market. Vendors preferred weekday afternoons and Saturdays for market times. Top items vendors would be willing to sell at a mobile market include fruits, vegetables, baked goods, and chocolates. One of the benefits of a mobile market is that one operator can purchase items directly from farmers so that farmers do not have to travel to different locations. Mobile markets provide a way of expanding vendors' geographic reach and customer base without added travel for farmers.

Vendor Preferences (# of vendors)



Source: NRPC Survey Data collected at the Nashua Farmers' market, Summer 2016

Precedents and Examples of Success

Farmers' markets are very popular in the state of New Hampshire, with most communities hosting summer markets. Bedford, Concord, Groton (MA), Lowell (MA), Manchester, Merrimack, Milford, and Salem are all communities that either border or are in close vicinity to Nashua with competing summer markets. Mobile markets, while still new, are starting to grow in popularity, and more towns are trying to find ways to incorporate them. Existing mobile markets can be found in the New Hampshire Seacoast area, Manchester, Boston, MA, Somerville, MA, and Portland metropolitan area of Maine. These different examples show that mobile markets can operate within one municipality or span regions, and they can utilize different scales, such as tricycle-power, using a decommissioned school bus, or retrofitting a brand new vehicle.

Seacoast Area Mobile Market, New Hampshire

The Seacoast Area Mobile Market (SAMM) van was started in 2016 as a program of the nonprofit Seacoast Eat Local, a grassroots organization that also organizes an annual Winter Farmers' market and publishes Seacoast Harvest, a guide to the farms, farmers' markets, CSAs, and farm stands of Rockingham, Strafford, and York Counties of New Hampshire and Maine. It is the first mobile market



in New Hampshire and services 10 sites in the Seacoast area (in Portsmouth, Exeter, Dover, Hampton, Seabrook, Greenland, and Farmington) and is supplied by approximately nine farms. SAMM accepts SNAP tokens as well as Granite State Market Match fruit and vegetable coupons that SNAP customers may receive at traditional markets. In 2017, SAMM will be operating in July through September.

The funding for this project came from a three year grant from Harvard Pilgrim Health that funds the salary, food purchases, fuel for the van, and other miscellaneous costs. Funds to purchase, retrofit, and insure the van came from a one-time grant from New Hampshire Charitable Foundation. The market sells whole fruits and vegetables, meat, eggs, and honey, and maple syrup, among other items.

For More Information

For more information about Seacoast Eat Local and the mobile van, call 1-888-600-0128, jill@seacoateatlocal.org or visit <http://seacoateatlocal.org/samm/>.

Cultivating Community Good Food Bus, Maine

Cultivating Community was founded in 2001, in the Portland, Maine area to increase access to healthy, local foods, while empowering people by teaching and advocating for ecological food production. Their many programs include garden education, teen leadership training, the New American Sustainable Agriculture Project (which is a farmer training program for



refugees and immigrants), and expanding school and community garden spaces.

One of their programs is the Good Food Bus, a mobile food market that brings fresh vegetables, fruit, and other essential food items. During the 2017 season, it ran Tuesdays through Fridays and stopped at 12 stops in five communities across several Maine counties. Retrofitting a decommissioned school bus, The Good Food Bus is a project of St. Mary's Nutrition Center, Harvard Pilgrim Health Care Foundation and its Healthy Food Fund, and Cultivating Community. The mobile market sells fresh produce, bread, eggs, cheese, and more. All foods come from local producers whenever possible; it also supports local distributors for bananas, citrus, avocados, etc.

Cultivating Community also designed and built a mobile farm stand (The Grow Cart) with support from the Maine College of Art's public engagement program. The cart is mounted on a truck trailer cart frame, has display boxes to keep the produce secure during transport, and is tricycle-powered. The cart stops at six locations in Portland and Lewiston five days a week during the summer season. Funding for the construction of the Grow Cart was obtained from the USDA Farmers' Market Promotion Program grant.



For More Information

For more information about the Good Food Bus or Grow Cart, call (207) 513-3848, email goodfoodmoves@gmail.com or visit <https://www.cultivatingcommunity.org/>. Photos courtesy of Cultivating Community.

Trustees Mobile Farmers' Market, Boston, Massachusetts

The Trustees of Reservations preserve properties of exceptional scenic, historic, and ecological value in Massachusetts for public use and enjoyment. In 2017, they launched the Trustees Mobile Farmers' Market, which was funded by a grant from the USDA Farmers' Market Promotion Program and was developed with the support of Fresh Truck and the Boston Public Market. The Trustees Mobile Farmers' market makes stops every Tuesday, Thursday and Saturday (excluding holidays) at community locations in Dorchester and Roxbury from July to November. The Trustees Mobile Farmers' Market carries a wide selection of seasonal vegetables, along with local fruits, milk, meat and eggs. The market accepts cash, credit, SNAP/EBT, and WIC and Senior Farmers' market Nutrition Program (FMNP) coupons.



For More Information

For more information on The Trustees Mobile Farmers' market, email Allison Pekel, the Mobile Market Manager APekel@thetrustees.org or call (508) 785-0339, or visit <http://www.thetrustees.org/places-to-visit/csa/mobile/>. Photo courtesy of Trustees of Reservations.

The Somerville Mobile Farmers' Market, Massachusetts

The Somerville Mobile Farmers' Market is run by Shape Up Somerville (an initiative of the City of Somerville's Health and Human Services Department) and Groundwork Somerville (an environmentally-focused nonprofit). It primarily sells a wide variety of local produce. The market accepts cash, debit, credit, SNAP/EBT, WIC Farmers' Market Coupons, and Senior Farmers' Market Coupons. Additionally, they offer an unlimited 50% discount for residents of North Street or Mystic Housing, as well as for anyone who shows their SNAP, WIC, or Senior Farmers' Market Coupons. The market runs from July to October and stops at eight locations on Fridays and Saturdays. The food is delivered by bicycle or van.



For More Information

For more information about the Somerville mobile market, call (617) 625-6600x4321, or visit <https://somervillemobilefarmersmarket.wordpress.com/>. Photo courtesy of the Somerville Patch.

Recommendations for Market Startup and Operations

There are a few key factors to success when holding a farmers' market. The first is **advertising**. A lot of advertising in different areas will inform people of the market and lead to increased turnout.

Communication is another key to success. Communication with vendors is essential in having a market run smoothly. **Variety in products and vendors** is also very important. Having a variety of products available at a market ensures that there is something for everyone. Having prepared food available is also helpful for certain demographics (e.g. seniors) that have limited cooking capabilities or may live alone. Lastly, **venue** can make or break a market. Stops that are easily accessible in denser neighborhoods will draw more patrons to the market.

Farmers' Markets America published ten characteristics of successful farmers' markets, including:

1. **Vendors:** Freshness and quality are key. Consumers want fresh local fruits, vegetables, and other local agricultural products. The market should provide a mix of vendors with high quality products. As the Nashua market surveys found, customers find the quality of produce better than area grocery stores. Operators may also want to choose locations that are near suppliers to minimize travel costs.

2. **Product Mix:** Markets should include a wide variety of products effectively displayed. In addition to high quality, consumers are looking for choice and variety, but also convenience, they want to buy all their food at once. The addition of meats, cheeses, and breads and other goods expands the markets available choice. The Nashua summer market has found a good mix, adding meats in 2017. If the mobile market becomes established and sustainable, it should consider adding in meats and other products that will require additional maintenance and permitting. Nashua customers have expressed interest in being able to buy vegetables, fruit, baked goods and meat at a mobile market. When queried during the 2016 summer season there were vendors willing to participate and sell each of these with the exception of meats that were newly added in 2017.
3. **Location:** High visibility provides free advertising. While location alone is not sufficient, it is helpful. Helpful components of a good location include adequate space and parking, visibility on a high traffic volumes roadway, a place for signage, and proximity to other local destinations. Other factors that should be considered are areas where there will be a high concentration of in-need populations, such as senior housing facilities, low income housing developments that have limited access to transit, or social services offices. If stops are on private property, formalized contracts should be written to ensure that the space is blocked off for the mobile unit at the agreed upon time. Mobile market operators may want to consider going to a mix of low access and corporate sites. Companies are willing to pay for a mobile market to come to their offices because it can help lower the company's health insurance rates.
4. **Mission:** What is the mission for the market? The operator of the mobile market should consider crafting guiding principles for the market in conjunction with other stakeholders and organizers. This should be codified in a document that includes a mission statement and goals for the mobile market. A strong focus on vendors is essential along with effective communication of market goals, policies and programs. The Nashua Market may want to consider adding readily available vendor information as is provided at the Salem market. This will help ease the start up at a new market.
5. **Management:** Professionalism and organization yields sustainability for the market. This includes training opportunities for the market's staff, board and vendors. The creation of a mobile market will require an immense amount of staff time and capacity. The organization operating the mobile market need to consider volunteer recruitment or increasing staffing to take on the mobile market without spreading workloads too thin. Depending on target customers, operators may want to consider having staff or volunteers that are multilingual and have the ability to lift heavy objects. Managers will also need to be good communicators and schedulers to ensure the mobile market has enough time to get supplies and clean the vehicle, while also traveling to stops.
6. **Value:** Consumers communicate that they value quality and price through their purchases. Market managers and policy makers should value what customers value. The community in turn gains value from the markets success, local vendors bring revenue to the local economy. Market

operators can invest in creating added value though helping with additional promotion, training, micro-enterprise development, and other efforts that aid market performance. The mobile market's presence can also help to activate a space by bringing more people together, thereby become a neighborhood amenity.

7. **Partnerships:** Relationships build stability. Strong markets are connected with their community and build relationships with business sponsors and local organizations. Expanding connections increases the ability to build the market's visibility. The existence of the Nashua Food Council embodies an existing community network that will help spread the word and bolster the potential for success. It is also important that since the mobile market will be selling products, that operators maintain positive relationships with local food suppliers. One way of ensuring good partnerships with local suppliers is to establish non-compete contracts to ensure that the mobile market does not take away from their customer base, but instead grows the customer base. Operators will also want to maintain positive relationships with host sites, and further mutual mission objectives to strengthen the market's reach.
8. **Promotion:** Special events and programs help build visibility and increase demand and supply. Since the location of the market may change depending on time and day of the week, a strong social media presence may be beneficial. Good graphic design on the mobile unit will also serve as eye catching advertisement. By participating in other events, the mobile market can attract new customers and capture the attention of passerby's that might not otherwise stop. If done well, enhanced market promotion will increase demand and in turn support increasing the number and variety of vendors.
9. **Economics:** A solid financial plan is essential. Owning and operating a vehicle that can transport food products will require a great deal of overhead costs. Vendor fees need to be adequate to balance expenses for salaries, insurance, promotional materials and any other essentials. While sponsorships, grants and other fundraising based revenue sources are beneficial and may help the program get off the ground, they are not sustainable. Reserve funds should be maintained to counteract downturns or to fund training and other expansion costs. Great American Downtown has had access to USDA Farmers' market Promotion Program grant funding for the 2016 and 2017 market season to help increase marketing efforts. While such grant funding might be available in the future to kick off a mobile market, it shouldn't be a primary source of funds.
10. **Public Spaces:** Vibrant markets and public spaces are mutually beneficial to one another. An active market can help activate a public space and vice versa. Markets have the ability to help with community building initiatives and creating people friendly places. By having the mobile market stop in public spaces (such as parks, community centers, and senior housing facilities), there may already be a greater customer potential.

Mobile Market Equipment and Needs Programming

The burgeoning Nashua Food Council and more specifically, Grow Nashua have expressed interest in operating the Mobile Market serving the City Nashua. These energetic organizations can use their momentum to help collaborate with regional partners to develop this kind of program to advance their mission. Clear expectations should be set at the beginning to ensure sustainability, while leaving room for growth and the program gains in popularity.

Expected Number of Vendors and Customers

For the mobile market the ideal minimum is to have 1 to 5 vendors, with the ability to expand if demand supports it. The mobile market could see fewer patrons because of less pedestrian activity and rotating schedule. About 62% of Nashua summer market patrons surveyed said that they would be interested in shopping at a mobile market. Convenient locations in Nashua and other municipalities in the region would encourage these interested respondents to come pay the mobile market a visit.

Market Vehicle

Operators have many options of vehicles to use for a mobile market, which vary in scale. Some mobile markets have started out on bicycles while others have used delivery trucks, food trucks, buses, or vans. Other mobile markets have used existing vehicles to transport the food products to stops and then set up display tables. Other markets have retrofitted vehicles to have built in shelving and refrigeration. Since the vehicle can be one of the largest costs of a mobile market, the other being staffing if it is not run by volunteers, the degree to which the unit is retrofitted will be heavily driven by available funds. One possibility is to purchase a vehicle that allows immediate basic operations and has the ability to be retrofitted at a later date, which can help spread out costs. Another major cost for a mobile market is the insurance on the vehicle as well as the fuel, E-Z pass (if the vehicle will regularly travel on the F.E. Everett Turnpike) and maintenance. If budget allows, the vehicle should be branded to encourage marketing and education efforts. Less costly alternatives to hiring professional graphic designers include partnering with local arts organization.

One option for the mobile market is decommissioned buses or vans from Nashua Transit System. These vehicles are already ADA accessible, should the future operator choose to allow for sales space within the van. NTS's replacement bus fleet is expected to be in circulation in late fall of 2017. The decommissioned fleet will potentially be sold off in early 2018. The bus sales must follow the FTA process that requires fair and open competition. NTS is also replacing their van fleet with new vehicles arriving in spring 2018, which will be sold in a similar process to the bus fleet. The van fleet may be more appropriate for the mobile market, since they are smaller.



Nashua Transit Service Van with accessible ramp. Photo courtesy of NRPC

Facilities and Supplies

The products that are sold on the mobile market will drive the storage needs that may be required by the Health Department. If refrigeration is required, coolers with ice may be sufficient, but an electric freezer unit with generator may be best. Covered waste disposal containers will also be needed. A permanent parking area will be needed when the mobile unit is not in use (i.e. night times, off season). Additionally, operators of a mobile market must envision the set up at each stop. Supplies such as tables, signs, orange traffic cones, scales, iPad, pop-up tent (for shade or rain), bags, and baskets will be very useful.

Money Handling Equipment

Since many transactions will be solely cash, a secure container for money is crucial such as a cash register. A credit/debit card reader (e.g. a Square Card reader) is also important for people who may not have cash on them. Accurate accounting is also important for a mobile market, especially if there are audits for grant or EBT/SNAP benefits. One option is an app called [Farmer's Open Register](#), which costs \$800. This app can track the number of products sold, what the revenue was, and how much of the revenue came from SNAP/EBT benefits. It can also calculate SNAP/EBT matching that is part of the Granite State Market Match.

Power Equipment

An on-board electrical refrigerator or freezer, if included, can be powered either through a generator or a wall unit using an extension cord. Operators should look into affixing solar panels to the roof of the vehicle to power any generators or other electrical equipment. It is critical that any foods requiring cool temperatures are stored properly when the mobile market is on route. Overnight storage is required for any unsold food and should preferably be in a facility refrigerator or freezer and not on the vehicle.

Expansion Capabilities

In selecting a vehicle and routes for the mobile market, it is important to consider future market growth and expansion. The vehicle should be fuel efficient and low maintenance. The ultimate market operators may also want to plan routes that can be easily extended as demand grows. However, increases in customer demand and stop locations will lead to extra wear on the vehicle. Mobile market

operators are encouraged to follow a slow growth model to balance potential increased revenue with additional costs.

Site Access

Whether customers can easily access the market locations is essential to success. Stops should be along public ways that have sidewalks or paved surfaces to allow easy pedestrian movement to and from the vehicle. Customers need to be able to safely access the site whether traveling on foot from their parked car, the bus stop or directly from their home. Additionally, mobile market staff needs space to operate along the sidewalk or parking lot that will not interfere with the flow of traffic or create a safety hazard.

Sustainability

Continual consumer marketing is essential to success and growth. The mobile market will need to be advertised via multiple platforms to raise awareness and attract patrons. Working to expand local vendors to increase variety and bring additional farms and products to the market will also aid in recruiting new customers. Most importantly, the mobile market should provide payment options for SNAP/EBT customers.

Image and Visibility

Visibility is important for the mobile market. More than 12% of patrons found out about the summer market by driving, cycling, or walking by it on Main Street. For markets in the seacoast region, many customers (about 22%) learned of farmers' markets by road signs (Jewel McKenzie et al., 2013). The mobile market operator should consider increasing visibility with road signs as done for the summer market. High traffic and pedestrian volumes in the downtown create highly visibly market locations, which may help the mobile market's initial launch. It is also important to choose locations that leave a positive impression on consumers, especially those who want to bring their children. For example, a space that is well-lit, maintained, and in a safe neighborhood will appeal more to potential patrons than a space that is dark, run down or hard to access.

Local Health Codes and Pertinent Permits

Permit Process for Farmer's Market Operators

The following series of permits will need to be obtained by the operator of the Mobile Farmers' market. Different permits will need to be obtained for each of the municipalities the mobile market serves. Permits may need to be obtained from the community's Health, Public Works, and Clerks offices, and through state in non-self-serving communities. All permits must be filed and approved before a market can take place. Refer to the following flow chart diagram to assist in determining what permits are required and when they should be sought. The following represents licenses needed from Nashua, where there are equivalents in Merrimack and the remaining communities in the Nashua Region.

Food Handler Training Certification

Since the driver and any other operators of the mobile market will be handling edible items, the operator(s) may be required by the municipality to receive a Food Handler Training certificate. This

provides a baseline understanding of food safety and can be obtained through [UNH Cooperative Extension](#). ServSafe® is a nationally recognized food safety certification program of the National Restaurant Association Educational Foundation (NRAEF). After attending a one-day course, the national ServSafe certification exam will be administered. Participants passing the exam with a grade of 75% or higher will receive ServSafe® Food Safety Certification from NRAEF. Certification is valid for five years.

Food Service License

This permit will be required if vendors are selling anything other than whole fruits or vegetables, honey, or maple syrup. In Nashua, a [food service permit](#) can be filed and approved from the [Environmental Health Department](#).

Hawker and Peddler License

Obtaining a [Hawker and Peddler License](#) is a state requirement per [RSA 320](#), which states that “no hawker or peddler shall sell or barter or carry for sale or barter, or expose therefor, any goods, wares or merchandise, unless he holds a license to do so” where the terms "hawker" and "peddler" shall mean and include any person, as defined by [RSA 358-A: 1](#), either principal or agent, who:

- I. Travels from town to town or from place to place in the same town selling or bartering or carrying for sale or barter or exposing therefor, any goods, wares, or merchandise, either on foot or from any animal, cart, or vehicle; or
- II. Travels from town to town, or place to place in the same town, offering to perform personal services for household repairs or improvements, or solicits or induces any person to sign any contracts relating to household repairs and improvements, including contracts for the replacement or installation of siding on any residence or building; or
- III. Keeps a regular place of business, open during regular business hours at the same location, but who offers for sale or sells and delivers, personally or through his agents, at a place other than his regular place of business, goods, wares or merchandise.

All vendors within the City of Nashua must also obtain a [Vendor’s License](#) from the [Nashua City Clerk’s Office](#) prior to the market start date. The mobile market would be considered an Itinerant Vendor, which is defined by Nashua Revised Ordinances Chapter 231 as, “Any person, either principal, agent or employee, who engages in a temporary or transient business in this state, either in one locality or traveling from place to place, selling goods, wares and merchandise from stock or by sample for future delivery, and who, for the purpose of carrying on such business, hires or occupies any building or structure for the exhibition and sale of such goods, wares and merchandise or samples.”

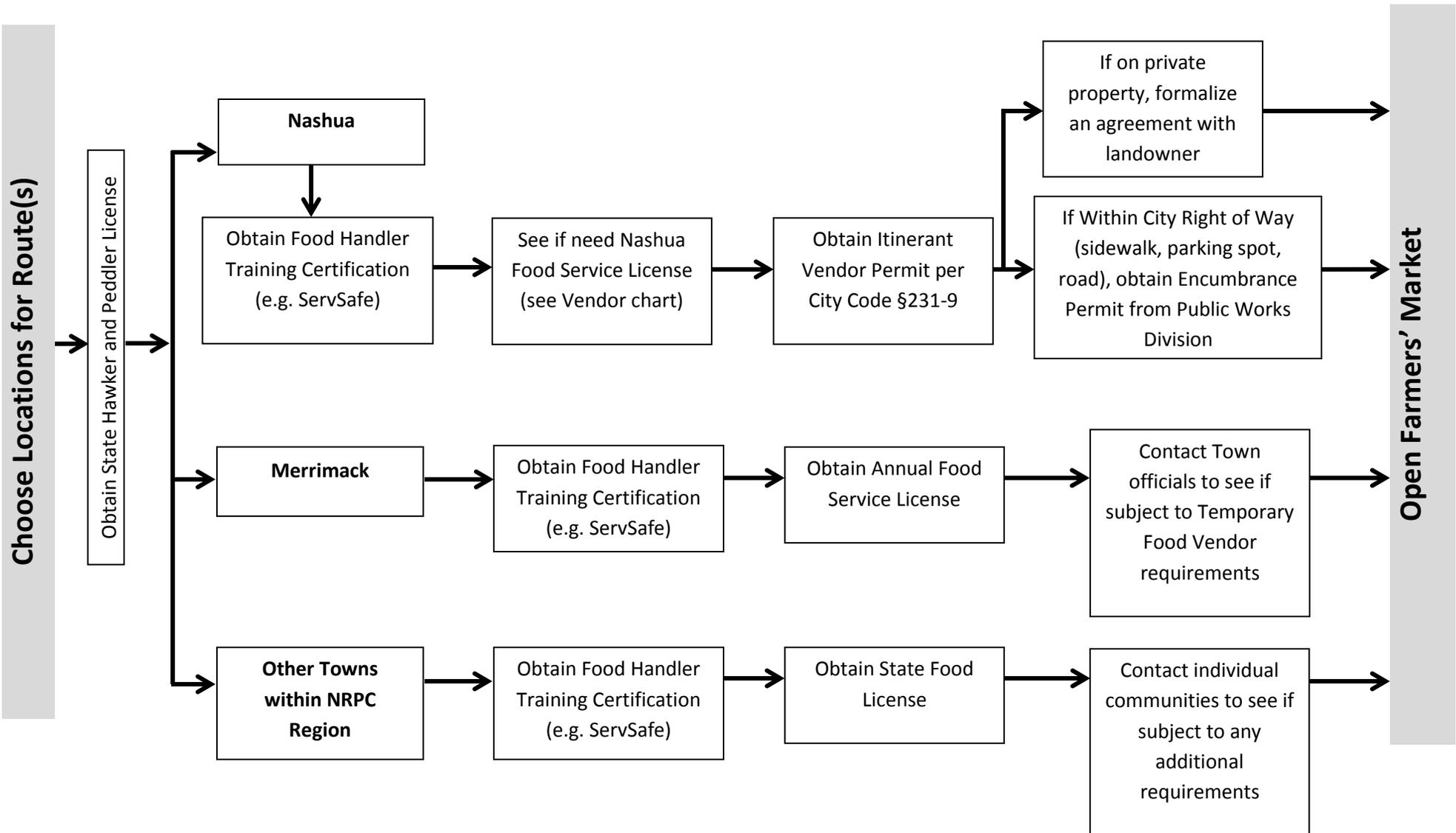
Encumbrance Permit

If any of the mobile market’s stops are on City property, such as a sidewalk or parking space, an [Encumbrance Permit](#) will need to be obtained from the Board of Public Works. No vending is allowed at city parks, on playgrounds or recreation facilities, so the vehicle must be mindful of staying within the public rights-of-way that is permitted to occupy.

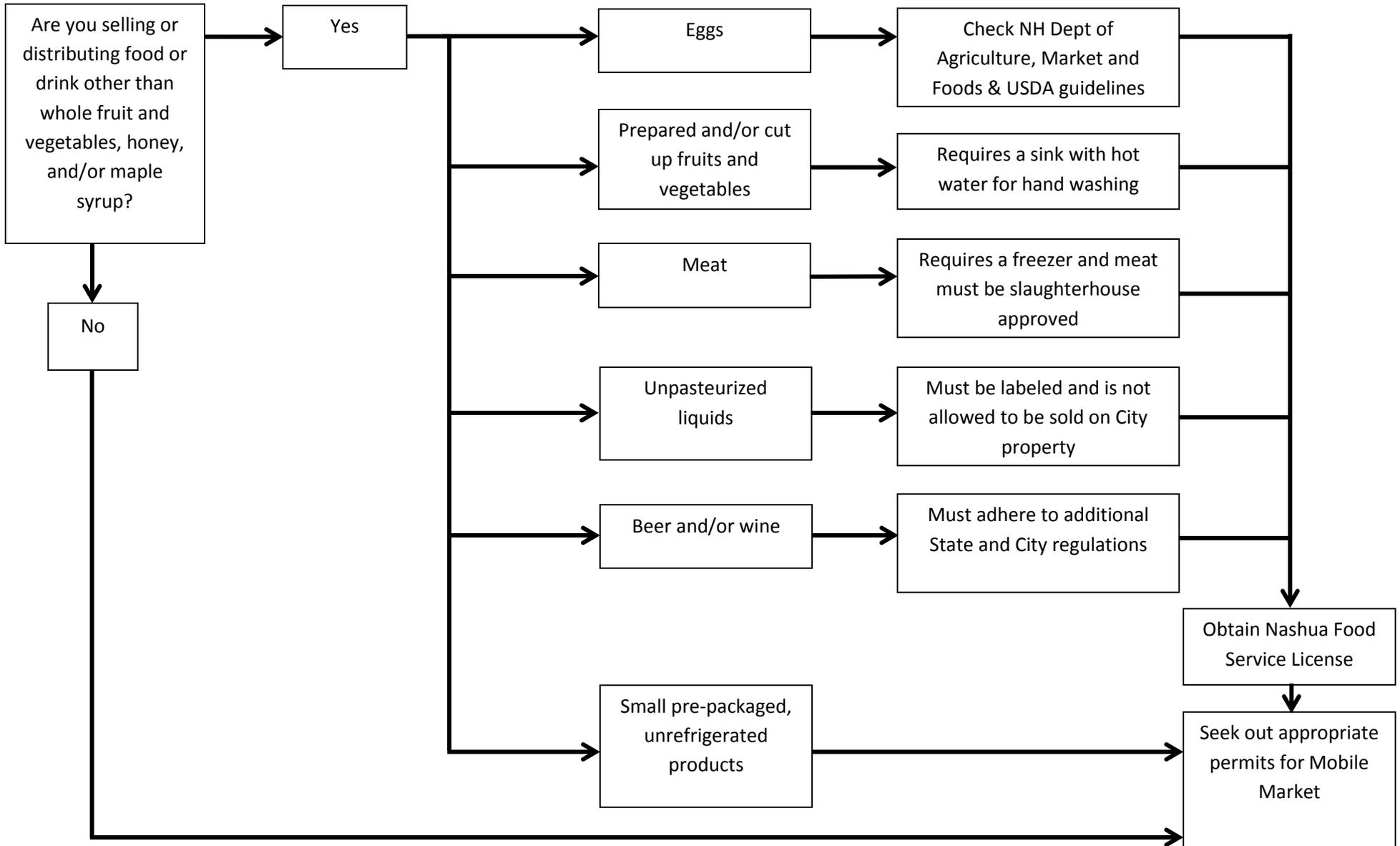
Permit Process for Farmers' Market Vendors

In addition to the various operator permits, individual vendors also need to submit a Farmers' Market Licensed Vendor Form and may also need to obtain a [Nashua Food service license](#) from the Environmental Health Department. Anything that is being sold other than whole fruit and vegetables, honey, or maple syrup must adhere to State and City regulations and follow the New Hampshire Department of Agriculture (USDA) Market and Foods guidelines. Refer to the following flow chart diagram to assist in determining what permits are required and when they should be sought. The City of Nashua and the Town of Merrimack are self-inspecting communities while the remaining towns in the Nashua region must obtain food service licenses through the Food Sanitation Inspection and Licensing Program, which is in the NH Department of Health and Human Services (DHHS). Please note that the City of Nashua Board of Health is debating whether to allow the sale of raw milk at farmers' market during the writing of this report.

Flow Chart of Permit Process for Mobile Farmers' Market Operators



Flow Chart of Permit Process/Requirements for Mobile Farmers' Market Vendors



Conclusions

Given the popularity of the summer farmers' market and the growing level of community interest in local food, a mobile market could be a very feasible endeavor. Many of existing patrons surveyed are interested in shopping at a mobile market and the Nashua region seems to be well suited to support a mobile farmers' market. The market operator should be careful when scheduling routes and stops not to create competition with neighboring farms or farm stands. A weekday market would complement the already existing Sunday summer market and minimize competition with area markets.

It is important that since this program is in its nascent stages that whichever group shepherds this program start out with clear manageable expectations and strong organization. Formulating a mission statement or guiding principles will help the longevity of this project. Working with the City of Nashua and the Nashua Transit System during their RFP process for the decommissioned buses and van presents a great opportunity for a mobile market vehicle. This option would not only be more affordable, but also promote sustainability. It is also crucial that the organization operating this market seek out sustainable funding sources to ensure that the market lasts through multiple seasons. Stopping at a mix of low access and corporate sites may help bring in greater revenue to meet funding needs. And finally, the common thread through all successful mobile markets is solidifying partnerships and capitalizing on existing networks.

Major next steps and milestones to bring the Mobile Market to fruition include:

1. Utilize existing networks to determine available resources within the City
2. Determine what group will champion this project and be the market operator
3. Set initial budget and seek out funding sources
4. Obtain market vehicle.
5. Select initial routes and stops and determine what permits will be required
6. Recruit local farmers
7. Develop by-laws and market rules
8. Apply for non-profit status (if applicable)
9. Identify staff needs
10. Develop marketing plan
11. Address liability issues through insurance

Works Cited

Farmers' Markets America (2008). Portland Farmers' Markets/Direct-Market Economic Analysis: Characteristics of Successful Farmers' markets. City of Portland.

McKenzie, Jewel, et al. (2013). Farmers' Market Consumers in Rockingham and Strafford Counties, New Hampshire. Durham, NH: Cooperative Extension, University of New Hampshire.