

# The impact of a Hyper Local Farmers Market in Old Brooklyn

**Shivani Agrawal**  
Case Western Reserve University

**Amber Jones**  
Old Brooklyn Community Development Corporation

Video presentation: [https://drive.google.com/file/d/1\\_ZmL6OFmzfXo\\_T-MO6tP1f6t7vzBe7kb/view?usp=sharing](https://drive.google.com/file/d/1_ZmL6OFmzfXo_T-MO6tP1f6t7vzBe7kb/view?usp=sharing)

## Background

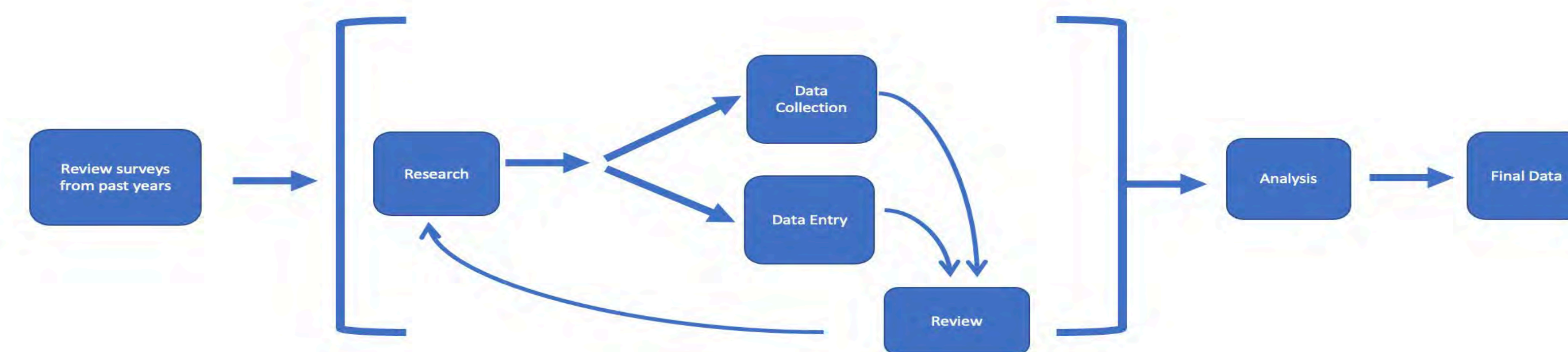
The following MPH Practicum Experience involved a survey conduction at the Old Brooklyn Farmers Market (OBFM) and data analysis in partnership with Old Brooklyn Community Development Corporation (OBCDC).

**Research Setting:**  
4274 Pearl Rd. Suite F, Cleveland OH

**Farmers Market Setting:**  
Old Brooklyn at 4200 Pearl Rd, Cleveland, OH

**Population of Focus:**  
Anyone who came to the Old Brooklyn Farmers Market, was not limited to Old Brooklyn residents

## Methodology



## Lessons Learned

Gained insight into how to design and administer a survey in a way that is culturally sensitive and respectful

Strengthened qualitative data collection and analysis skills

Gained insight into how a survey allow local communities to better themselves and provide better resources to their residents

## Public Health Implications

**Health Implications:**

Our results showed a clear correlation between having access to healthy foods makes people feel healthy and has a positive impact on their overall health

**Personal Implications:**

Our results also showed that by having a common gathering place for a community allows for the residents of that community to feel closer to their neighbors and increases feelings of belonging.

As the farmers market continued, feelings regarding health and personal feelings toward Old Brooklyn Improved

**Future Implications:**

By allowing a community access to a local farmers market on a weekly basis benefits the community in multiple ways both physically, mentally, and socially.

## Learning Objectives

**Objective 1:** Survey Development- understanding how to create an efficient survey that is easy to take and provides the surveyor with the information needed.

**Objective 2:** Survey implementation and engagement- applying skills learned in training in how to respectfully approach members of the community to engage and take our survey

**Objective 3:** Analysis of data collected- analyzing and evaluating the results of the survey; seeing how having a hyper local farmers market has affected in the Old Brooklyn community

## Activities

- Weekly attendance at the Old Brooklyn Farmers Market from June 18, 2022- September 24, 2022
- Administering the survey to all people willing
- Entering data into Qualtrics every week after the Farmers Market

## Deliverables

- Deliverable 1:** Survey created for the Old Brooklyn Farmer's Market
- Deliverable 2:** Analyzed data collected from the survey

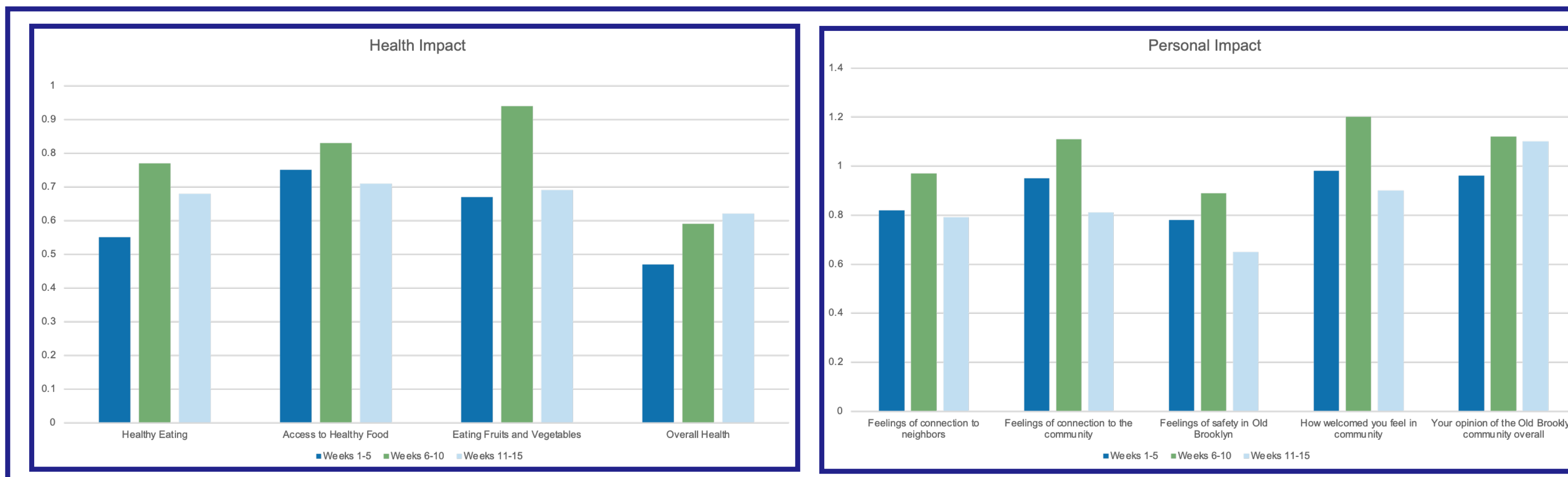
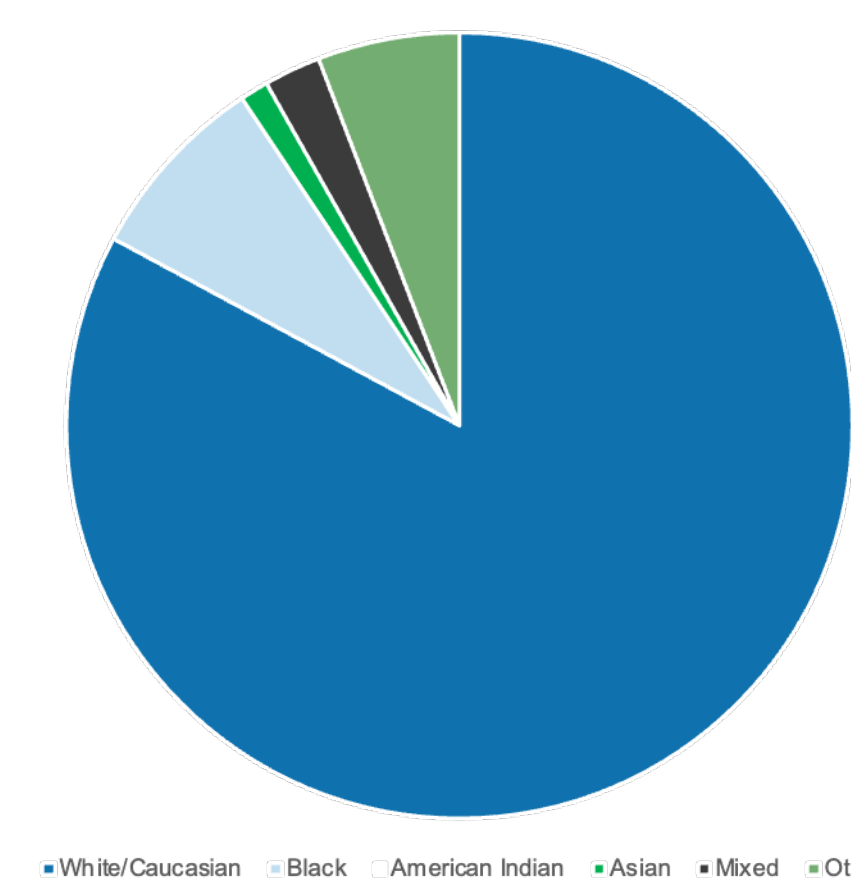
## Results

### Demographics of Market Attendees

**Gender:**  
Male: 32.62%  
Female: 67.36 %

**Resident of Old Brooklyn:**  
Yes: 63.97%  
No: 35.29 %  
Unsure: 0.74%

### Race Breakdown



## Interpretations of Results:

- Overall, the data shows that having a hyper local farmers market is beneficial to a community from both a health perspective and from a personal perspective.
- There is a notable drop off in data for weeks 11-15. This was attributed to poor attendance at the market possibly due to schools starting back up and parents not having as much free time on the weekends.
- Due to a multitude of reasons outside of OBCDC's control many farmers were unable to attend the last 5 weeks of the market. This resulted in less fresh produce last 5 weeks.

## Acknowledgements

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