



## Market Environment Scan

The purpose of this Market Environment Scan is to collect baseline data which will provide a snapshot of the inclusivity and welcomeness of your market, especially for those who have been historically oppressed and marginalized. As we have discussed, data should inform any interventions you may implement at your markets to make them more inclusive and welcoming spaces. Further, the data collected in this scan will inform your organization’s DEI Strategic Plan. A hopeful outcome of this scan is to deepen the conversation about your organization’s commitment to diversity, equity, and inclusion.

*Instructions: The Market Environment Scan is made up of 6 separate scans which can be done separately and do not have to be done on the same day. Be as objective as possible. As markets’ locations differ from one another, you can do a scan for each of your market locations, but please do at least one full Market Environment Scan at one of your market locations for the CoP. It may also be helpful to do numerous scans and/or have multiple staff members complete a scan. The DEI CoP facilitators will be conducting a similar scan when they visit one of your markets this season. We will meet to compare our results and work on developing/modifying your organization’s DEI Strategic Plan. **Please send your completed scan to [jaclyn.pace@usu.edu](mailto:jaclyn.pace@usu.edu) before Session 5, on October 6.***

Name of Market	
Location of Market	
Date Range of Scan	
Name(s) & Title of Person Completing Scan	
Before you begin this scan, how would you rate your market in terms of inclusivity on a scale of 1-10 (with 10 being very inclusive and 1 being very exclusive)?	



# VENDOR SCAN

Fill out the scan below and verify by walking through your market to confirm. Include demographic descriptors (age, race, ethnicity, gender, sexual orientation, religion, family composition, ability, and language spoken) **as you perceive them**, keeping in mind that we do not know how people self-identify without asking, which we will not be doing for this survey. This exercise is meant to explore how you experience and perceive your market – what you notice, and what you do not. It is strictly subjective.

If your market is atypical on the day you do the scan, please note these differences. We understand there are varying sizes of markets and differences in organizational staff sizes across the state, do your best to collect as much data as you can -- any data you can collect is helpful.

On average, how many vendors are present at your market each day (consider that many booths are staffed by more than one person) \_\_\_\_\_

Keep this number in mind as you think about percentages in this section.

**Vendor Demographics**

*Less than 1% can be indicated by writing >1*

% of Non-white \_\_\_\_\_ White \_\_\_\_\_

What % of the non-white visitors are:

American Indian or Alaska Native \_\_\_\_\_ Asian \_\_\_\_\_

Black or African American \_\_\_\_\_ Hispanic or Latino \_\_\_\_\_

Native Hawaiian or Other Pacific Islander \_\_\_\_\_

Another race, please specify:

\_\_\_\_\_

If there are refugee vendors present at your market, what country/countries are they from?

\_\_\_\_\_

% language spoken English \_\_\_\_\_ Spanish \_\_\_\_\_

Another language, specify:

\_\_\_\_\_



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	<p>% Male ____ Female ____ Nonbinary/Gender Fluid ____</p> <hr/> <p>% Christian ____ Jewish ____ Muslim ____</p> <p>Other East Indian religion ____</p> <p>Fundamental LDS ____ LDS ____</p> <p>Another religion, please specify:</p> <hr/> <p>% LGBTQ ____ heterosexual ____</p> <hr/> <p>% Visible disability ____ able bodied ____</p> <hr/> <p>% Under 18 ____ 19-30 ____ 30-50 ____ 51-65 ____ 65+ ____</p> <hr/> <p>% single ____ couple ____ family ____ other group ____</p> <hr/> <p>Additional comments:</p>
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# BOOTH SCAN

*This scan will guide you through each booth category at your market and provides space for noting the demographic descriptors present within each category. You can start by filling out this scan and walking around your market to confirm. In the demographic notes sections, please write the main demographic features of that category. For example, in the Raw and unprepared food section, you can write, “all white vendors,” or in the food truck section, “4 ethnic groups represented: Latinx, Filipino, Hawaiian, Indian.” Please do not leave this question blank.*

<p>Raw &amp; unprepared foods:</p>	<p>y / n</p> <p><u>Demographic notes:</u></p> <p>Examples of culturally appropriate/multicultural fresh fruits, vegetables, and meats (e.g. chilies, tomatillos, Southeast Asian vegetables, or other produce you may find in ethnic grocery stores):</p>
<p>Food booths (including baked goods, coffee, etc)</p>	<p>y / n</p> <p><u>Demographic notes:</u></p> <p>Examples of culturally appropriate/multicultural foods:</p>
<p>Food trucks</p>	<p>y / n</p> <p><u>Demographic notes:</u></p> <p>Examples of culturally appropriate/multicultural foods:</p>
<p>Crafts</p>	<p>y / n</p> <p><u>Demographic notes:</u></p>



	Examples of multicultural crafts:
Create Better Health booth:	y / n <u>Demographic notes:</u>
Non-profit Information	y / n <u>Demographic notes:</u> Which non-profits? Who is the target audience?
Other Booths	y / n <u>Demographic notes:</u> Who is the target audience?
Is there a welcome booth run by the market organization?	y / n Describe location: <u>Demographic notes:</u>
Is there a separate SNAP booth?	y / n <u>Demographic notes:</u>
Additional comments and observations:	





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# VISITOR SCAN

*This scan is for noting the demographics of the visitors at your market. To best fill out this scan, we recommend that you walk around your market at least once and find a place to sit or stand and simply observe for several minutes. As with the prior section, keep in mind that **these demographic indicators are based on perception only**, as we cannot know how people self-identify without asking them. We are asking you to make your best guess, not survey your customers. Not all categories may be present or visible. This exercise is meant to explore how you experience and perceive your market – what you notice, and what you do not. It is strictly subjective. Do your best to calculate approximate percentages in each category.*

<p>On average, how many people visit your market each market day? _____</p> <p><i>Keep this number in mind as you think about percentages in the next section.</i></p>	
<p><b>Visitor Demographics</b></p> <p><i>Less than 1% can be indicated by writing &gt;1</i></p>	<p>% of Non-white _____ White _____</p> <p>What % of the non-white visitors are:</p> <p>American Indian or Alaska Native _____ Asian _____</p> <p>Black or African American _____ Hispanic or Latino _____</p> <p>Native Hawaiian or Other Pacific Islander _____</p> <p>Another race, please specify:</p> <p>_____</p> <p>If there is a refugee population present at your market, what country/countries are they from?</p> <p>_____</p> <p>% language spoken English _____ Spanish _____</p> <p>Another language, specify:</p> <p>_____</p> <p>% Male _____ Female _____ Nonbinary/Gender Fluid _____</p> <p>_____</p> <p>% Christian _____ Jewish _____ Muslim _____</p>



	<p>Other East Indian religion ____</p> <p>Fundamental LDS ____ LDS ____</p> <p>Another religion, please specify:</p> <p>_____</p> <p>% LGBTQ ____ heterosexual ____</p> <p>_____</p> <p>% Visible disability ____ able bodied ____</p> <p>_____</p> <p>% Under 18 ____ 19-30 ____ 30-50 ____ 51-65 ____ 65+ ____</p> <p>_____</p> <p>% single ____ couple ____ family ____ other group ____</p> <p>_____</p> <p>Additional comments:</p>
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# SIGNAGE SCAN

Walk around your market and notice the signage present. Think about the messages this signage is sending. Who is posting the signage? Who is included or excluded?

<p>Signs about food assistance benefits being accepted?</p>	<p>y / n</p> <p>Describe signage:</p> <p>Who might it include or exclude?</p>
<p>Prices clearly posted at MOST booths?</p>	<p>y / n</p>
<p>Signs in languages other than English?</p>	<p>y / n</p> <p>What languages?</p> <p>Describe signage:</p> <p>Who might it include or exclude?</p>
<p>Signs welcoming people of different marginalized/historically excluded groups (ie. Black Lives Matter signs, Pride flags, handicap access signage, flags from countries other than the US)?</p>	<p>y / n</p> <p>Who posted signs (market, city, vendor, or other entity)?</p> <p>Describe signage:</p> <p>Who might it include or exclude?</p>
<p>Signs present prohibiting certain activities (ie. skateboarding, rollerblading, dogs)</p>	<p>y / n</p> <p>Who posted signs (market, city, vendor, or other entity)?</p> <p>Describe signage:</p> <p>Who might it include or exclude?</p>
<p>Do individual vendors have signage displayed regarding specific</p>	<p>y / n</p>



demographics of their business (ie. Black-owned, family-owned, woman-owned)?	Describe signage: Who might it include or exclude?
Additional comments and observations:	



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# PROGRAMMING SCAN

*Think about the programming at your market in terms of the demographics it targets (race, class, gender, sexual orientation, religion, family composition). In addition to the day of the scan, note any programming that may be available during other times of the market season.*

	Today	Past/Future Programs
Child/family programming available	y / n Describe:	y / n Describe:
Senior programming	y / n Describe:	y / n Describe:
Music	y / n Describe:  Diverse artists & genres? y / n  Describe:	y / n Describe:  Diverse artists & genres? y / n  Describe:
Other events, entertainment, or programming (not covered in the booth scan)	y / n Describe:  Who is hosting?  Who is the target audience?	y / n Describe:  Who is hosting?  Who is the target audience?



Food donation program	y / n Describe:	y / n Describe:
Additional comments and observations:		



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# AMENITIES SCAN

Walk around your market and take note of the amenities available. Think about how the availability of these amenities might include or exclude certain populations.

Public transportation stops nearby (within 1-2 blocks)	y / n / not sure Who might this include or exclude?
Seating available (not including lawn or other open space)	y / n Who might this include or exclude?
Open space available (space for convening and/or hanging out separate from aisles)	y / n Who might this include or exclude?
Shade available	y / n Who might this include or exclude?
Playground, designated area for children to play	y / n Who might this include or exclude?
Restrooms or portable toilets available for customers	y / n Who might this include or exclude?
Wheelchair accessible	y / n / not sure Who might this include or exclude?
Disabled parking spaces	y / n



	Who might this include or exclude?
Bike racks available	y / n  Who might this include or exclude?
Additional comments and observations:	



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## WRAP UP

*Answer these questions after you have completed the entire scan of your market.*

Now that you've done this scan, how would you rate your market in terms of inclusivity on a scale of 1-10 (with 10 being very inclusive and 1 being very exclusive)?	
What is something you feel your market does well in terms of inclusivity?	
What is something you feel could improve in terms of inclusivity at your market?	
What did you learn from completing this scan?	

Remember to send your completed scan to [jaclyn.pace@usu.edu](mailto:jaclyn.pace@usu.edu) before Session 5 on October 6th.



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