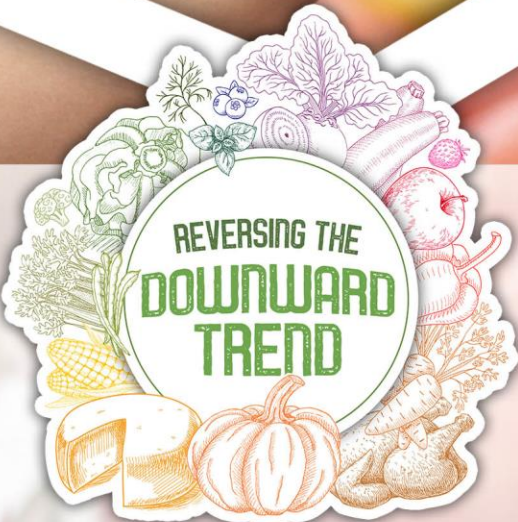


Adapting Your Farmers Market for Today's Customers



2020 PRESENTATION SERIES
FOR ADAPTING FARMERS MARKETS
TO MATCH CONSUMER TRENDS



Project Collaborators



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Survey and Survey Analysis

Cornell Partner Charles H. Dyson School of Applied Economics and Management,
College of Agriculture and Life Sciences, Cornell University
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Toolkit Authors

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In Cooperation With

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Devon Whitley Deal, Community Involved in Sustaining Agriculture (CISA)



Project Overview

How This Toolkit Came to Be...



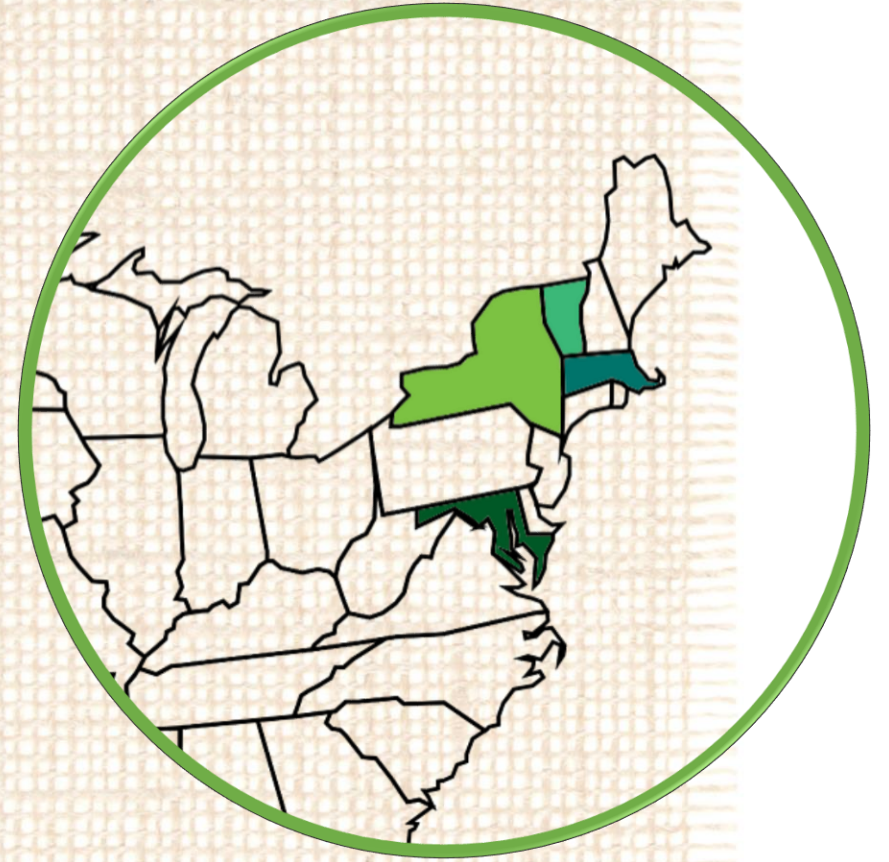
Project Background

- Farmers Market Federation of New York learns of record drops in farmers market attendance, vendor sales in 2017 & 2018
- Other markets nationwide seeing same “downward trends” ...but why?
- Through a NESARE Grant, able to launch a consumer survey in 2018



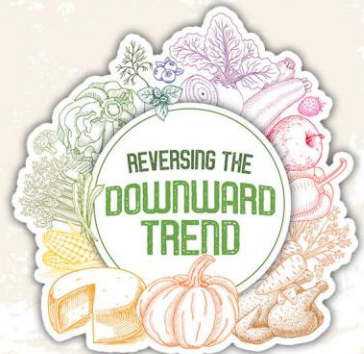
Multi-State Effort

- Cornell Cooperative Extension + orgs in NY, Western MA, MD, VT created survey
- Goal was 500 responses per state | 3800 responses achieved!
- Survey captured data on 3 types of customers:
 - ✓ Market Flagbearers
 - ✓ Casual Market Shoppers
 - ✓ Non-Market Shoppers



What Did the Survey Reveal? 10 Key Insights

1. Local food valued by all 3 consumer groups
2. Convenience is king
3. Customer service matters
4. Perception remains that markets are \$\$\$\$
5. Pricing should always be displayed
6. Demand for diversity of items and amount of vendors
7. Farmer/customer relationships NOT motivating for all
8. Many are intimidated by farmers
9. Belief that markets should be environmental stewards
10. Customers want to feel VIP and have a pleasant visit



Adapt Markets to MEET Consumer Needs

- After *Cornell Dyson School of Applied Economics* analyzed survey and wrote report, multi-state team collaborated on toolkit
- Toolkit features 17 modules in 4 focus areas:
 - ✓ Marketing
 - ✓ Programs & Services
 - ✓ Enhancing the Experience
 - ✓ From the Farmer's Perspective
- Toolkit gives practical guidance, goal is to stimulate ideas for your own market & community!





MARKET INTEGRITY



REVERSING THE
DOWNWARD
TREND

Situation: Did This Farmer Grow This Tomato?



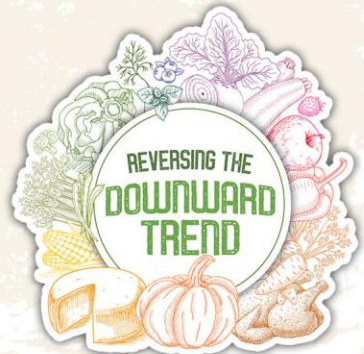
Solution 1: Market Standards & Check-back Mechanisms

- Reliability
- Standards
- Honesty



Supports: Market Product Standards Program

- 1) Talk with market customers
- 2) Look at your current vendor make-up
- 3) How are you defining “vendors” at your market?
- 4) What nutrition incentives does your market accept?

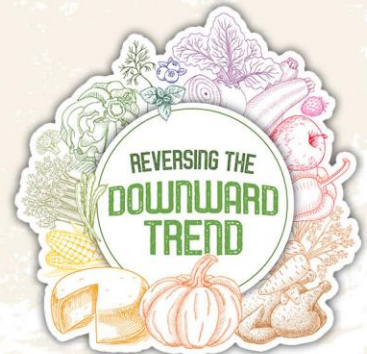


Supports: Market Inspection Program

- Can be informal or formal
- Opportunity to learn more about the farm


Steps:

- 1) Before you go
- 2) When you're on the farm



See It In Action!

*Resale is allowed at the market. Each vendor is required to bring to market and have a display volume of not less than 80 percent of items produced directly by the vendor. The remaining 20 percent of products sold at the Market may be products purchased by resale. **All resale items must be labeled with the original source and cannot be purchased from a store.** The Market Manager reserves the right to enforce these percentages by asking for information from the vendor.*



★
SINCE
2005

MIKE BETIT
has been raising pigs on pasture since 2001. Amanda Andrews joined the farm in 2010. Overtime, the farm has shifted focus from raising pastured livestock to producing organic vegetables, harvested at the peak of flavor. No matter what they are producing, Mike and Amanda maintain a focus on environmental stewardship.

GROWS & RAISES
NOFA Certified Organic vegetables and pasture-raised laying hens.

SIZE
20 acres


AT GREENMARKET
Year-round

TAMARACK HOLLOW FARM

PLAINFIELD, VT
WASHINGTON COUNTY

"I enjoy the connection with the animals and the land. I love that my children will be raised with a sense of inter-connectedness and responsibility for their future."

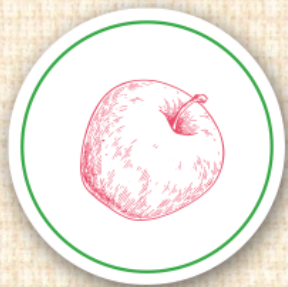
[f/TamarackHollow](#)
[@TamarackHollowFarm](#)
www.tamarackhollowfarm.com



Greenmarket, a program of GrowNYC, promotes regional agriculture and ensures a continuing supply of fresh, local produce for New Yorkers. Greenmarket supports farmers and preserves farmland for the future by providing regional small family farmers with opportunities to sell their fruits, vegetables and other farm products to New Yorkers.

WWW.GROWNVC.ORG





MARKET LAYOUT AND THE 3 P's



REVERSING THE
DOWNWARD
TREND

Situation: Customers Crave Convenience, Clarity & Sustainability



Solution: 3 Ps of Farmers Markets

- Clearly Display All Product Prices
- Organize Products Efficiently
- Encourage Minimal Packaging

Supports

- Smart Packaging
- Clear Pricing & Information on Signage
- Efficient Organization of Products at Market

Efficient Organization

- Create a market map
- Lay out the market to encourage visiting entire market
- Offer pre-sales of market items through online portal
- Work to encourage partnerships

See It In Action!



Uncle Sam Parking Garage & Bus Stop



River St.
1-32

- | | | |
|---|----|------------------------|
| Laughing Earth | 1 | The Berry Patch |
| BuddhaPesto | | Sweet Tree Farm |
| Mrs. London's | 2 | Argyle Cheese Farmer |
| Puckers Gourmet | | Market Block Books |
| Saratoga Peanut Butter | 3 | Dutch Desserts |
| Haven Hill Farm | | Our Daily Eats |
| Underground Alchemy | 4 | Anchor No. 5 |
| Good Day Honey | | Aurora's Boutique |
| Saratoga Crackers | 5 | Broken Mold Studio |
| R&G Cheese Makers | | AMC Jewelry & Decor |
| Saratoga Apple | 6 | The Dutch Udder |
| Nine Pin Cider | | Our Farm CSA |
| Copper Fox | 7 | Happenstance Farm |
| Flour City Pasta | | Wells Maple |
| Lucy Jo's Coffee | 8 | Canvas, Corks, & Forks |
| YMCA Kids Zone | | Funcycled |
| <small>TROY, NY</small> stairs to river | 9 | Vegan Creations |
| The Food Florist | | Little River Farm |
| T&J Soap | 10 | Sugarloaf Farm |
| Freddy's Rockin' Hummus | | Healthy Gourmet |
| Annick Designs | 11 | Artcentric |
| Harvest Spirits | | Pura Vida Fisheries |
| Arts Center | | Native Farm Flowers |
| Public Restrooms | 12 | |
| Market Information | | |
| | | |
| Dancing Ewe | 13 | Slack Hollow Farm |
| Goats and Gourmet | | |

Vendor Key:

- Produce
- Dairy, Meat, Eggs
- Specialty Foods
- Baked Goods, Sweets
- Flowers, Plants
- Prepared Foods
- Beer, Wine, Beverages
- Handmade Goods
- Storefront

Broadway
B1-B8





PAULA REDS
PAULA RED
All PURPOSE

BARTLETT PEAR
EATING
CANNING

BARTLETT PEAR
EATING
CAN

BARTLETT PEAR
CANNING
EATING



VENDOR DIVERSITY



Situation: Too Small a Market to Draw Customers



Solution: Vendor Outreach

- Understanding Customer Needs thru Dot Surveys
- Cooperative Extension resources
- Producer Groups
- Invite Producers to Your Market

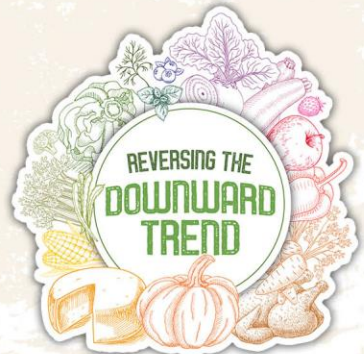


**Situation: The age-old battle
– food trucks versus frozen
meat & fresh eggs**



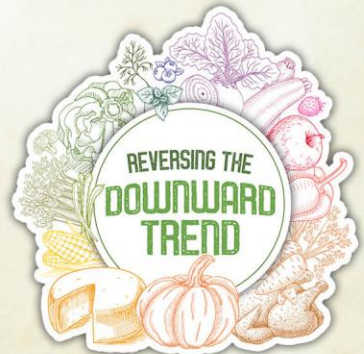
Solution: Special Events & Community Partnerships

- Special events or one-time festivals
 - Support
 - Demand
 - Who could you partner with



Supports

- Power
- Placement
- Waste Management



See It In Action



Toolkit



Conclusion

- Register for the toolkit at:
<http://www.nyfarmersmarket.com/sare-consumer-survey/>
- Meant to provide examples and stimulate your own ideas and creativity.



Thank You!

Diane Eggert

Laura Biasillo

Lindsay Wilcox

