

Adapting Your 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

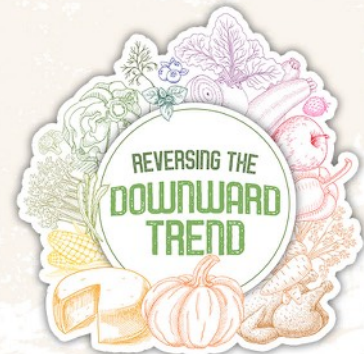
Cornell Partner Charles H. Dyson School of Applied Economics and Management,
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Toolkit Authors

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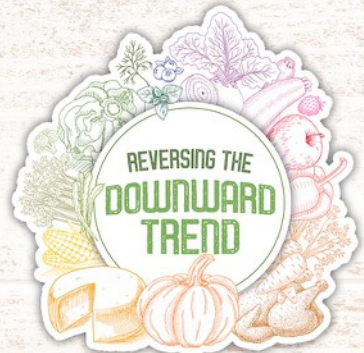
Project Overview

How This Toolkit Came to Be...



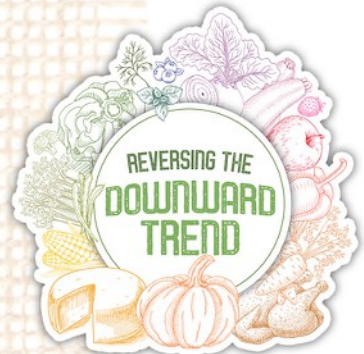
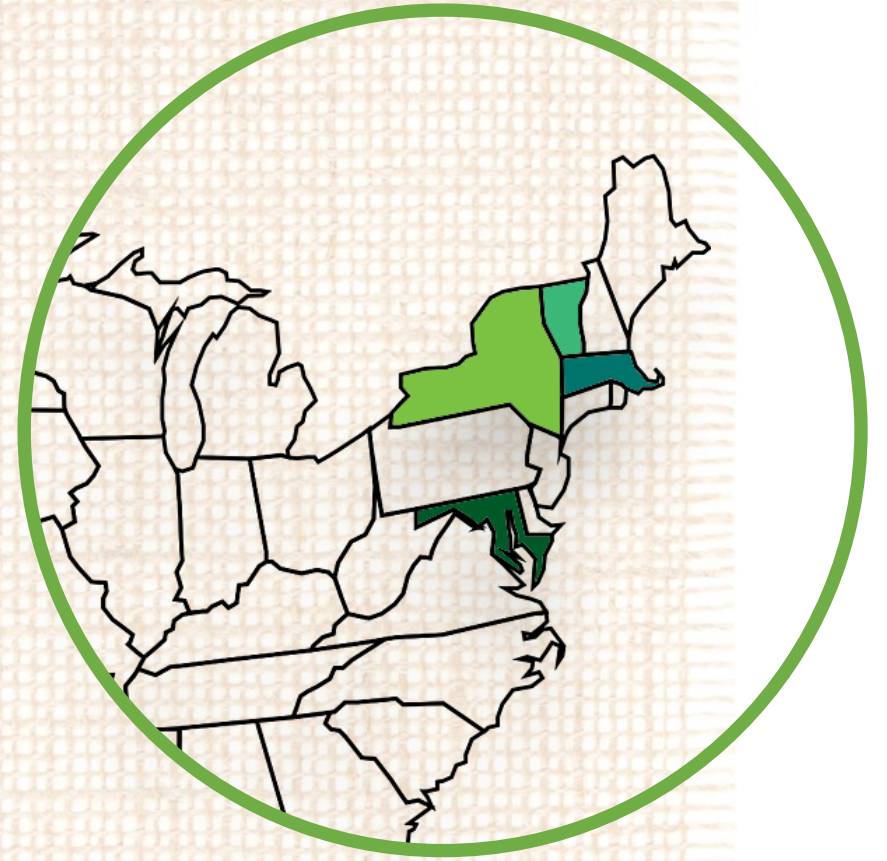
Project Background

- 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



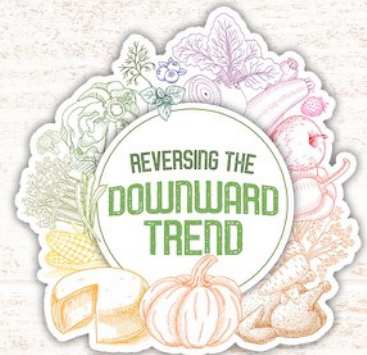
What Did the Survey Reveal? 10 Key Insights

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!





MEETING CUSTOMER NEEDS



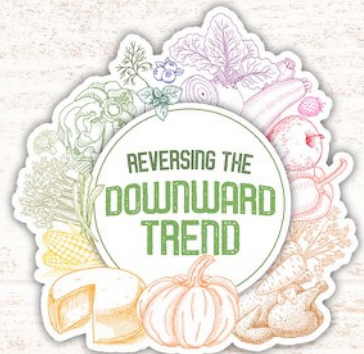
**Situation: Every Shopper Wants to
Feel Like a V.I.P.**



Solution: Matching Market Days & Hours to Community Availability

But how.....

- Conduct a dot survey
- Conduct a Rapid Market Assessment (RMA)
 - ✓ Physical Characteristics of the Market Site
 - ✓ Vendors & Products
 - ✓ Market Atmosphere
- Tie them together



Solution: Make the Market As Fund As Possible... Unlike The Chore of Grocery Shopping

But how.....

- Create a Market Map
- Offer Carry-Out
- Popular Item Set Aside



Solution: Create a Community-Focused, Family-Friendly Atmosphere

But how.....

- ✓ Background Music
- ✓ Chalk Sidewalk Art
- ✓ Walk With The Doc
- ✓ Market Ambassador Program



Join Us!
Limited Spots Available!

Eat Healthy, Be Happy!

FREE
Family Nutrition
& Cooking Program
Kids Welcome!

Feb. 26-Apr. 8
7-Week Program
WEDNESDAYS
10:00-11:00 AM
Auditorium

Earn Kitchen Tools &
Farmer's Market Coupons
Upon Completion

Call now to
reserve your spot
607-427-9428

Cornell Cooperative Extension
840 Upper Front Street #2
Binghamton, NY

Cornell Cooperative Extension
Brazos County



Solution: Making Customers Feel Appreciated For Shopping At The Market



Vendor Valentine's Celebration at the Broome County Regional Farmers Market



FARMERS MARKET

Customer Appreciation Day

Saturday, August 13
10:00 a.m. - 2:00 p.m.

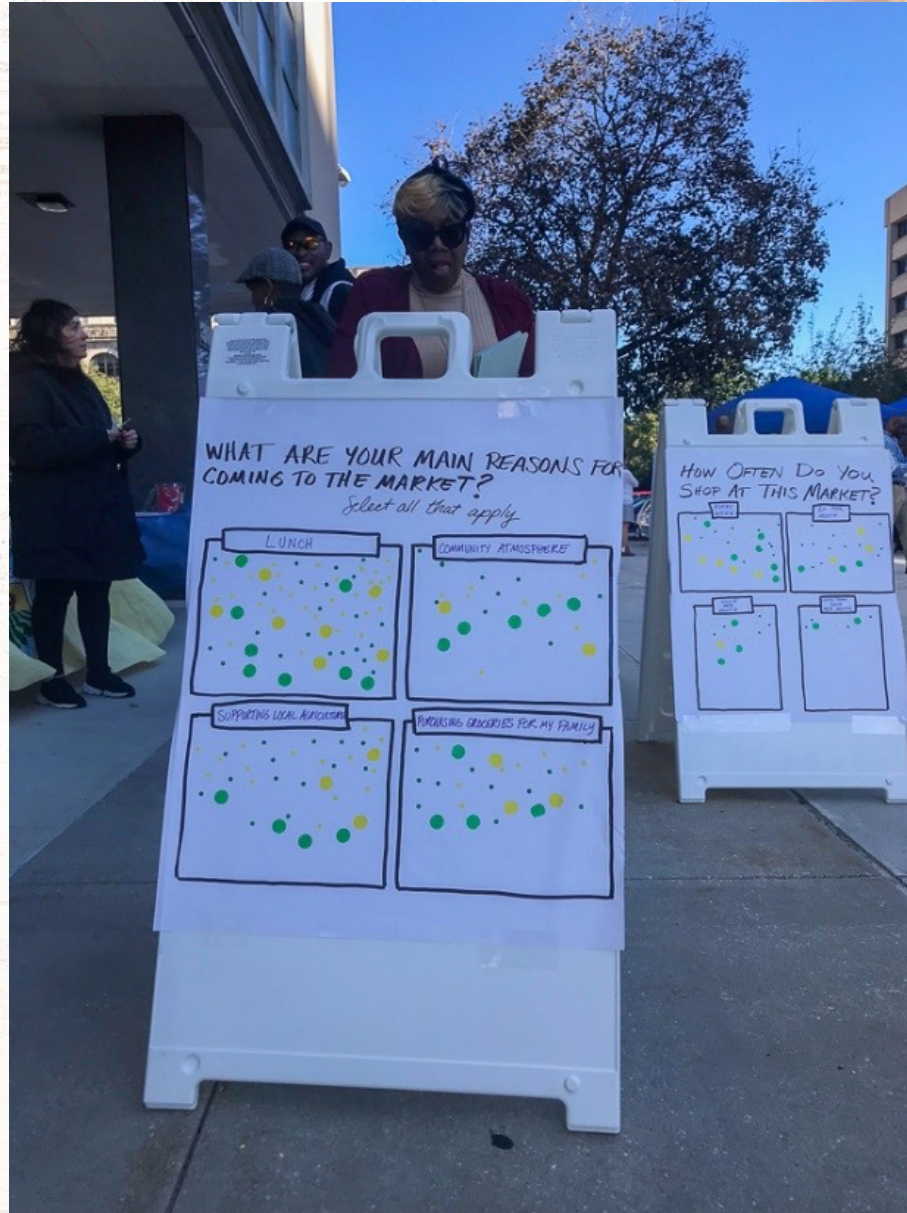
Free Tote Bag for First 100 people
Children's Activities
Cooking Demonstration 10:30 a.m.
Vendor Specials
Live Music By Ashby Run 12 p.m. - 2 p.m.
Recipe Swap
Zucchini Decorating Contest



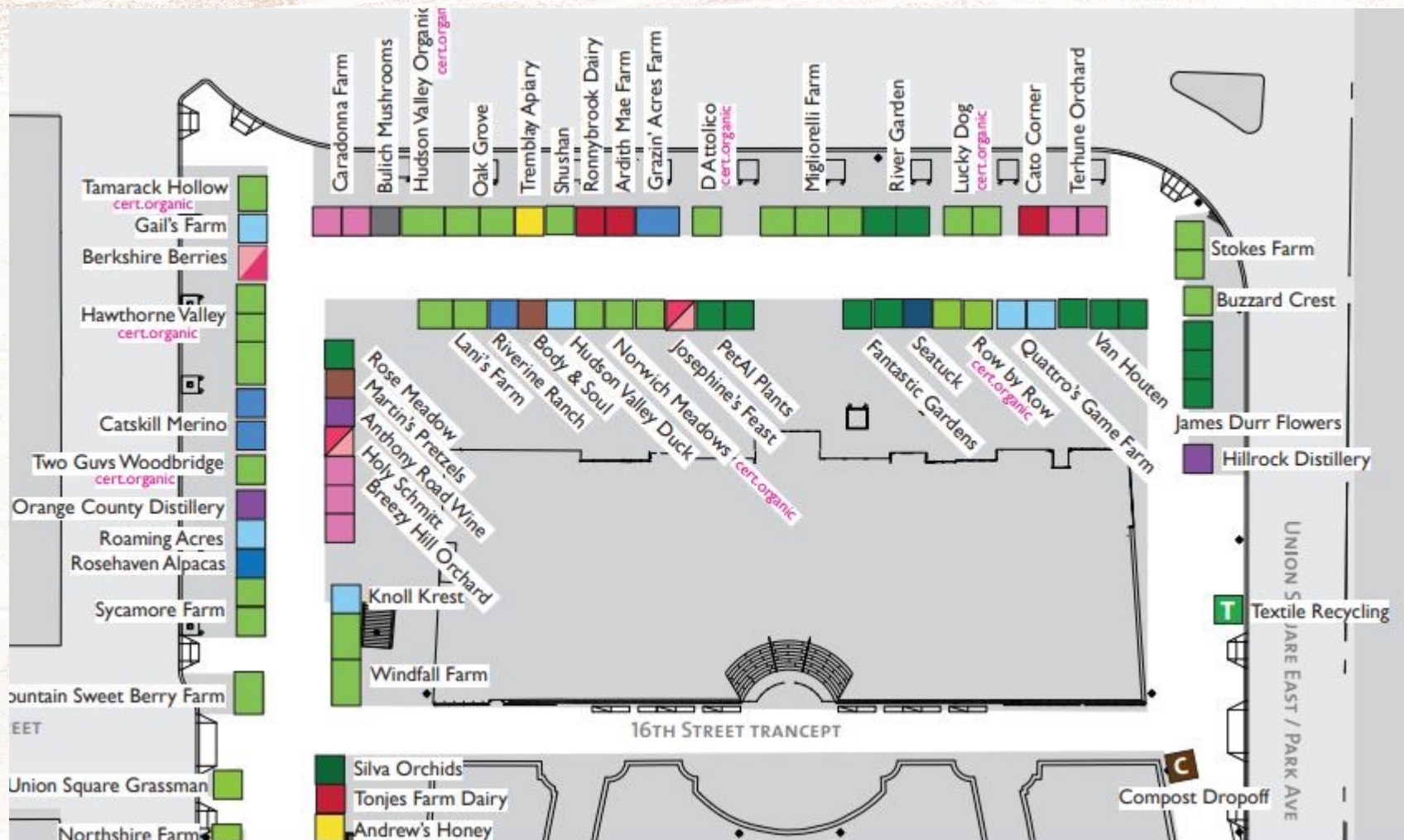
EnjoyOTW.com



See It In Action!



See It In Action!



KEY			
	VEGETABLE / HERBS		WINE / BEER / SPIRITS
	FRUIT / ORCHARD		MAPLE SYRUP
	LIVESTOCK		JAMS / PICKLES / PRESERVES
	PLANTS / FLOWERS		MARKET INFORMATION
	BAKER / GRAINS		EBT / SNAP STATION
	FISH		EDUCATION STATION
	HONEY		COMPOST DROP-OFF
	DAIRY / CHEESE		TEXTILE RECYCLING
	EGGS / POULTRY		GREENMARKET GRAINS
	MUSHROOMS		GREENMARKET GUEST





PARTNERSHIPS WITH COMMUNITY EVENTS



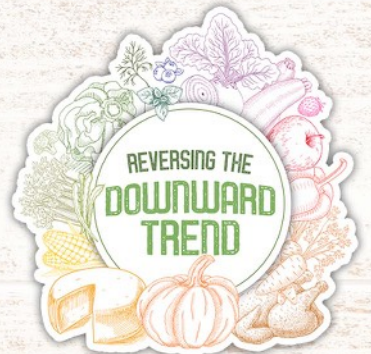
Situation: A Sudden Drop in Customer Attendance



Solution: Open, Honest and Ongoing Communication With Community Partners

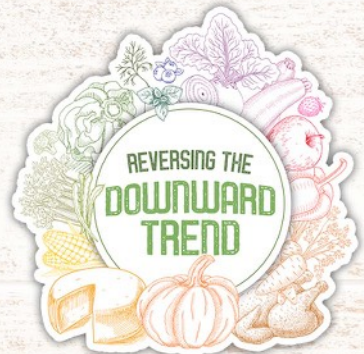


Solution: Keep An Eye on Social Media



Solution: Leverage Each Other's Events

- ✓ Cross Promotion of the Market & Event
- ✓ Integration of the Event Into Your Market

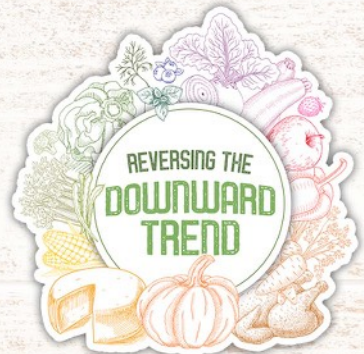


Support: Community Events Partnerships

Some potential costs:

✓Funding

✓Time





TRANSPORTATION

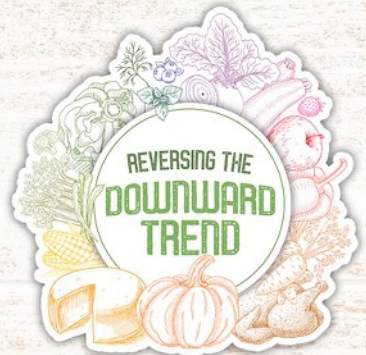


Situation: Public Transportation, Or Public Parking, Is Not In Close Proximity To The Market

Or...there is never enough parking at my farmers market!



Solution: Veggie Valets



Resources Needed

- Partner with local businesses
- Offer sponsorship or grant opportunities



VEGGIE VALET

**FREE SATURDAY SERVICE
JUNE-SEPTEMBER
8:00 a.m.-1:00 p.m.**

Veggie Valet volunteers can hold your Market goods while you go back for more, and can help you haul them back to your vehicle, bike, bus stop!

You can find the Veggie Valet check stand and helpers near the Market Office (brick house). Look for the Veggie Valet tent and yellow shirts!

Veggie Valet volunteers are from the Green Visions Program of Greentopia.
www.greentopia.org/green-visions

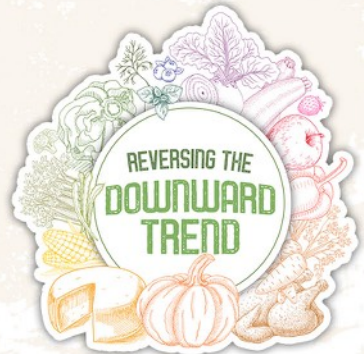


Solution: Explore Public & Private Transportation Option

- Adding a stop to an existing public transportation route
- Connecting with Community Partners
- Renting a Bus
- Local Food Delivery Service Companies

<https://news.instacart.com/weve-partnered-with-farmsreach-for-delivery-from-local-farmers-markets-in-east-bay-eb2873b56b5c>

- Encourage Ride Sharing
- Bringing the Market to the People



Support

- ✓Funding for Publicity Materials
- ✓Time to Meet with Transportation/Community Partners
- ✓Funds to Support Transportation



See It In Action!



Toolkit

Conclusion

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

Thank You!

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Laura Biasillo

Lindsay Wilcox