**THE INSIDE SCOOP: What do market shoppers care about?**

**TOP TEN INSIGHTS**

*These findings are based on 1,000+ shopper responses to the FRESHFARM 2021 Know Farms Know Food Survey.*

1. **66% OF SHOPPERS SAY THEIR TOP REASON FOR SHOPPING AT MARKETS IS TO SUPPORT LOCAL FARMERS**
   "Farmers/producers are important members of our community, without them, I wouldn't have access to fresh local food."

2. **WHEN IT COMES TO BUYING ANIMAL PROTEIN, SHOPPERS THINK ANIMAL WELFARE IS MORE IMPORTANT THAN THE PRICE**

3. **SHOPPERS ARE LOYAL TO VENDORS BECAUSE OF THE RELATIONSHIP THEY HAVE ESTABLISHED WITH THEM**

4. **THERE ARE 2 DISTINCT GROUPS OF SHOPPERS THAT HAVE SPECIFIC NEEDS AND MOTIVATIONS.**
   - 41% of shoppers are "highly-engaged"
   - 59% of shoppers are "less-engaged"
THE HIGHLY-ENGAGED SHOPPER WANTS CONNECTION
They want to know where their food comes from. They’re looking to bond with & trust their vendors (in person & on social media). They value sustainable agriculture. They use vendor signage to learn about vendor stories and growing practices.

THE LESS-ENGAGED SHOPPER IS LOOKING FOR VALUE
They are more interested in getting fresh, local food at a good price. They are looking for items they can’t find at a grocery store and use vendor signage to inform them of prices. They think sustainable agriculture is important, but not if it costs more.

MOST SHOPPERS THINK SUSTAINABLE AGRICULTURE IS IMPORTANT
But there is very little awareness of the specific agricultural practices and interest in learning more (e.g. regenerative farming, IPM, biodynamic farming).

PRODUCT FRESHNESS IS AN IMPORTANT DRIVER FOR BOTH SHOPPER SEGMENTS, FOR DIFFERENT REASONS
The highly-engaged shopper likes fresh produce because it tastes better, and the less-engaged shopper likes it mostly because it lasts longer at home.
61% of shoppers purchase animal protein from a farmers market.

Shoppers look to FreshFarm as their local food advocate and primary source of information.

A majority of shoppers receive our weekly/monthly newsletter and follow FreshFarm on social media.

Ask yourself...

Who are my highly-engaged and less-engaged shoppers?

What can I do differently to meet shoppers' specific needs?

Am I using signage in the way my shoppers would like to see?

For my highly-engaged shoppers, am I actively trying to develop a relationship with them? Do they follow me on social media?

For those that show an interest, am I educating my shoppers on my growing/producing practices?

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