



# FRESHFARM

25 years of nourishing our food future

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.

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### 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."

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

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### SHOPPERS ARE LOYAL TO VENDORS BECAUSE OF THE RELATIONSHIP THEY HAVE ESTABLISHED WITH THEM

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### 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"



# TOP TEN INSIGHTS



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## 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



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## 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

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## 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)

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## 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



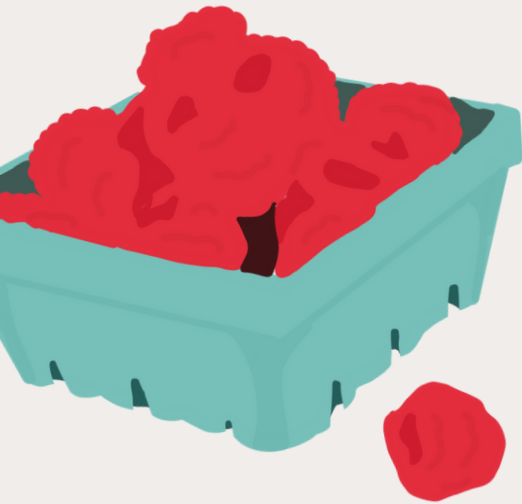


# TOP TEN INSIGHTS



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**61% OF SHOPPERS PURCHASE ANIMAL PROTEIN FROM A FARMERS MARKET**



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**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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