

# THE CONSUMER AND THE FARMERS' MARKET: WHAT RESEARCH SHOWS US



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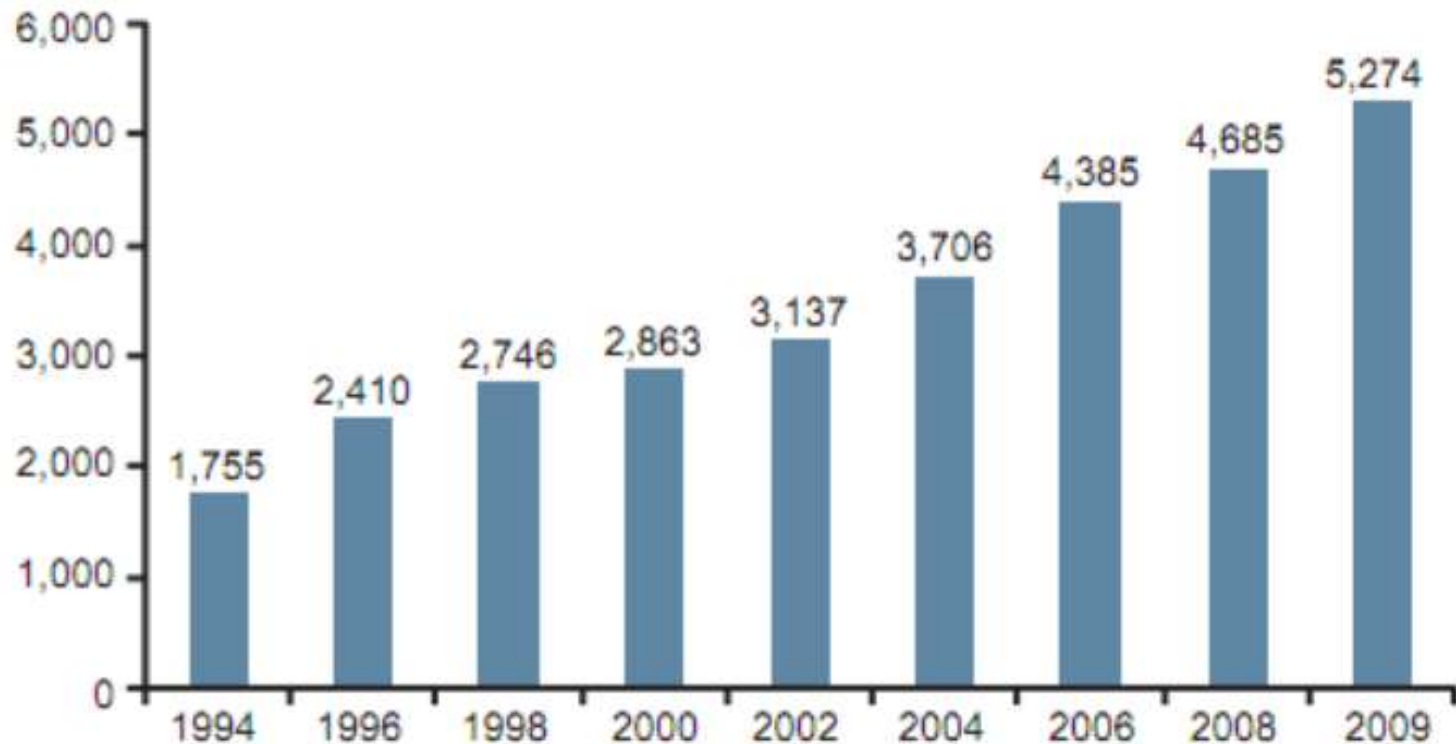
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# Quick review of farmers' market growth

Figure 1  
U.S. farmers' market growth, 1994-2009



Source: USDA, Agricultural Marketing Service, Farmers' Market Survey.

Now for the latest figures: In 2011 there were 6,132 farmers' markets in the U.S.



Of the reported 6,132 farmers' markets  
266 were located in Pennsylvania



# At this rate of growth, it is possible that supply will outpace demand?

- Competition between markets and vendors increases.
- Successful vendors will understand consumers' needs and meet them.
- Our research can help!



# Mid-Atlantic consumer farmers' market attitudes and behaviors



# Participant characteristics



- Avg. Survey N = 1,592
- Common responses to demographic questions:
  - female (80%)
  - Caucasian (83%)
  - under the age of 50 (51%)
  - an associate level or technical degree or less (61%)
  - an income of \$75,000 or lower (62%).
- Metro areas targeted:  
N.Y.C., Philadelphia, D.C.,  
Baltimore, and Richmond

# What are some perceived barriers preventing consumers from shopping at farmers' markets?





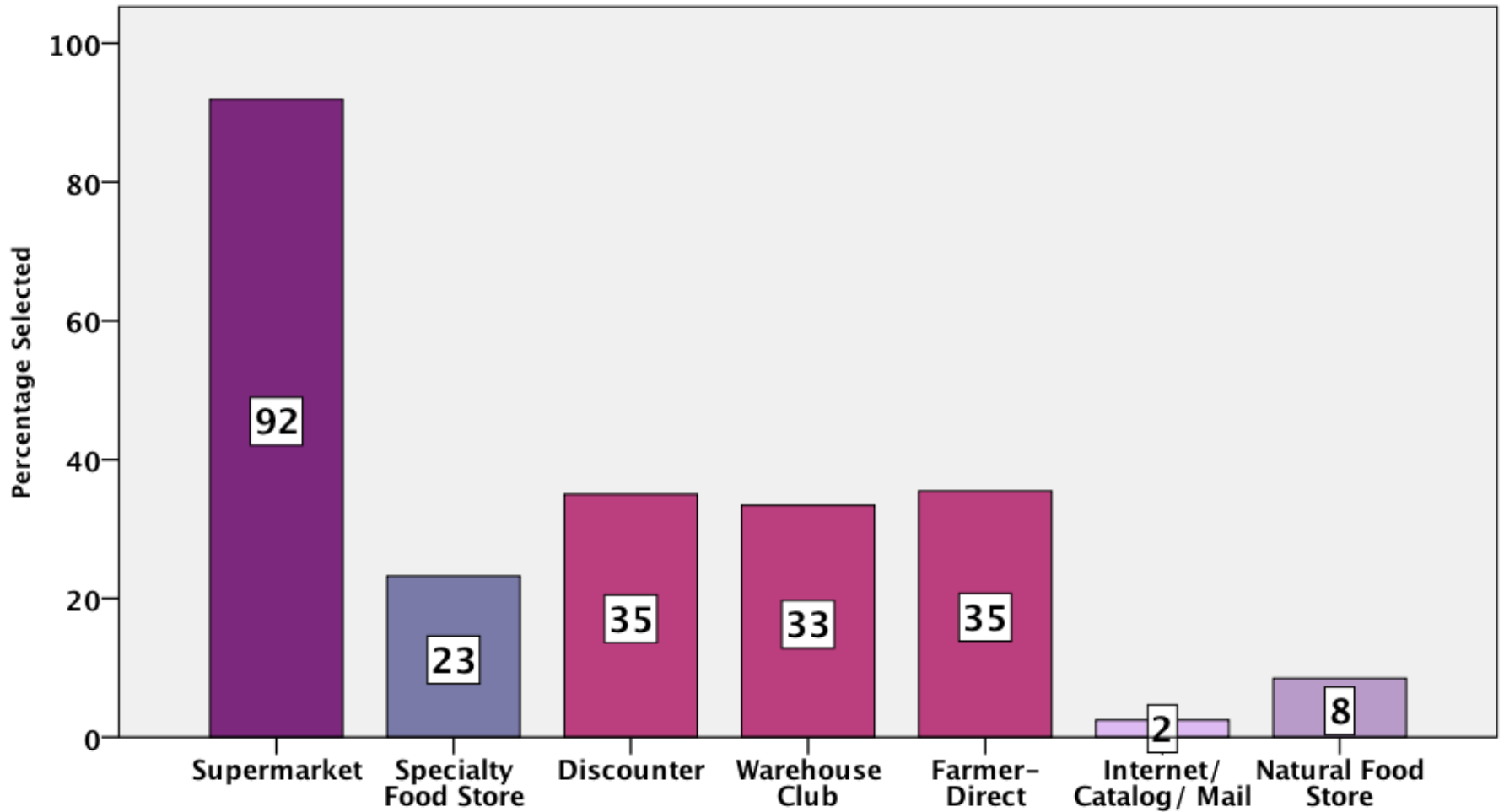
Participants would start shopping for fruits and vegetables or value-added products at farmers' markets if:	Percent (%)
Knew that a farmer's market was located in their area	50
Market offered fruit and vegetable products at lower prices	50
Knew that the market was in a more accessible/convenient location	48
Market was open during more convenient operating hours	34
If the market offered better quality fruit and vegetable products	28
If the market was currently open year round	28
If I was able to pay by debit or credit card instead of only by cash or check	25
Market offered a greater variety of fruit and vegetable products	21
If the market offered a greater quantity of fruit and vegetable products	21
If the market was indoors during instances of poor weather conditions (e.g. rain, snow, heat, cold)	21



# Could current customers convince potential customers to shop at their farmers' markets?

- "When I got home, I calculated the pounds and price of each vegetable that I purchased. I then calculated how much everything would have cost if I bought it at (a retail outlet). Overall, I calculated a remarkable savings of nearly \$90....when purchasing in large quantities for my family of five and the upcoming holidays, I was truly impressed with my recent U-District market experience. Thanks."

# Retailers where consumers purchased food products

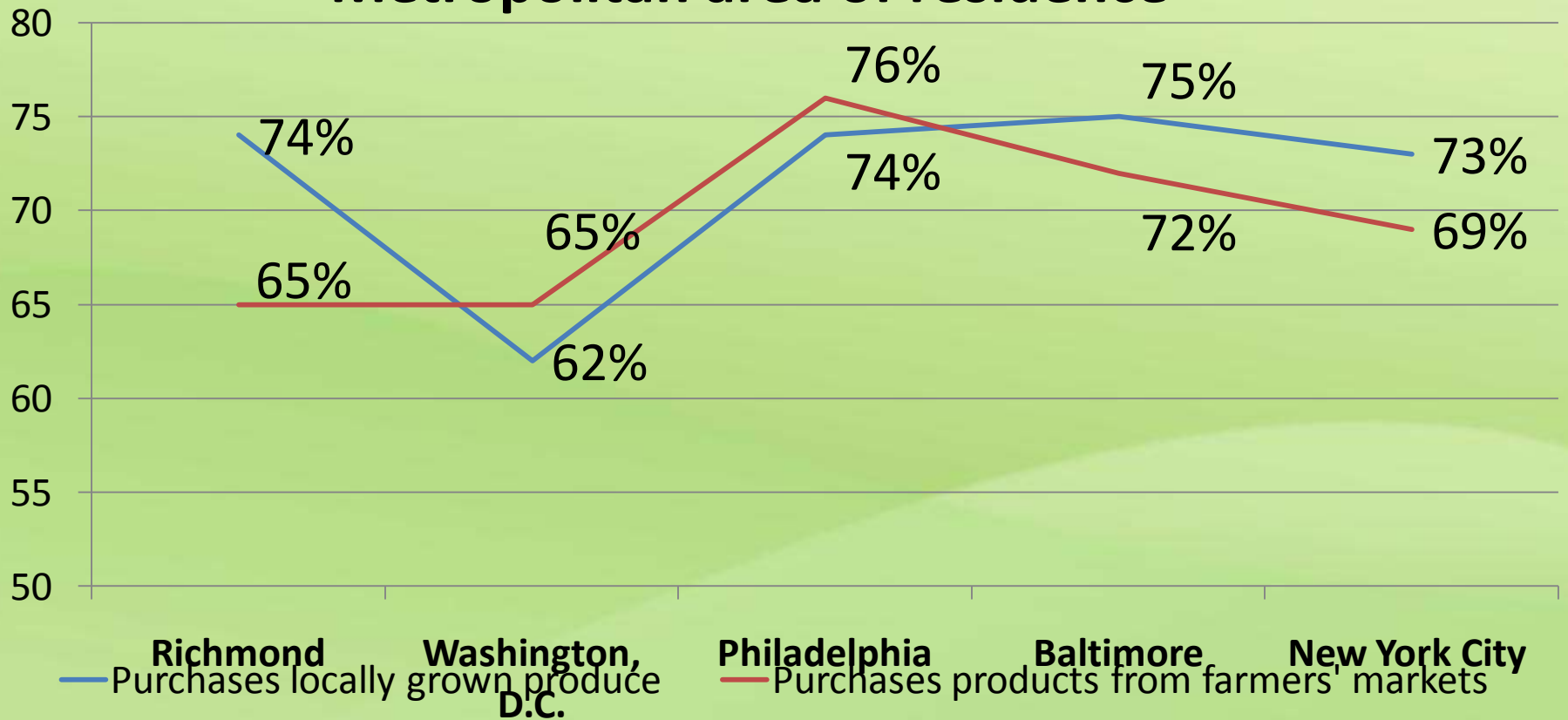


# Who is shopping at the farmers' markets in select mid-Atlantic metropolitan areas?

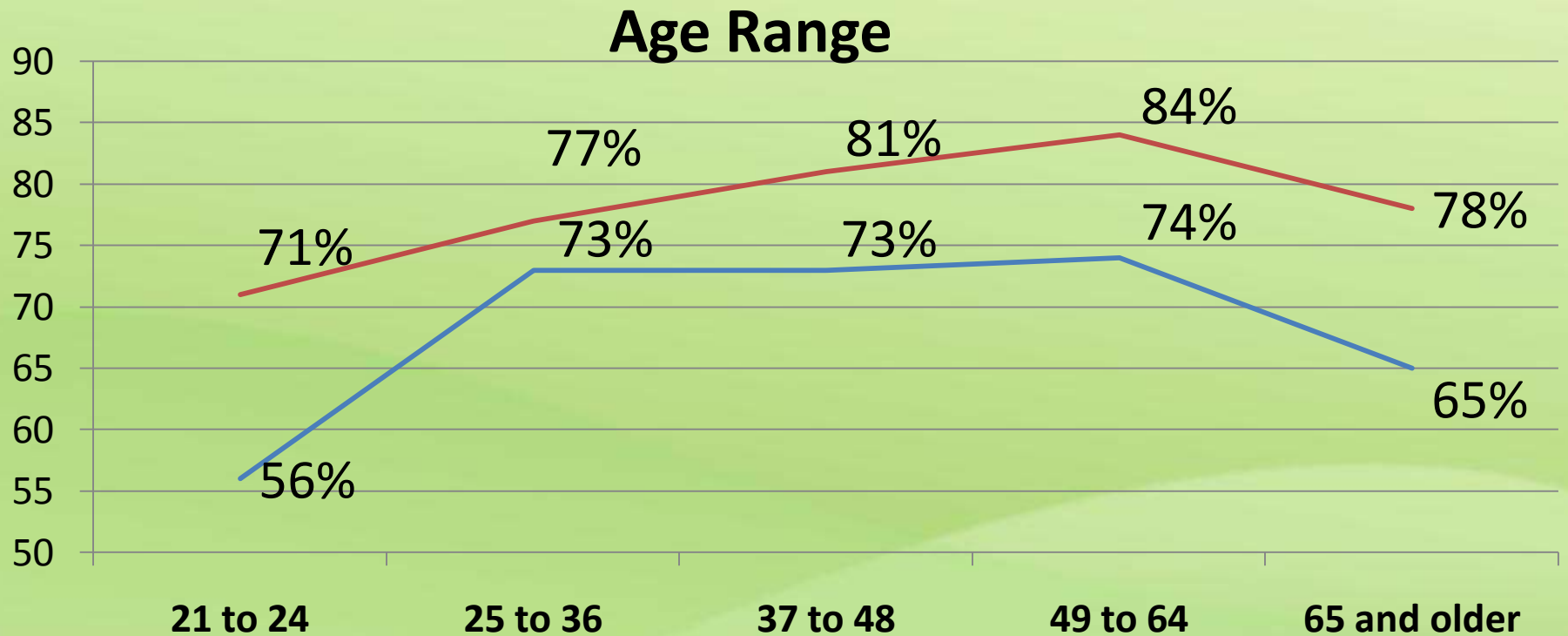


# Consumer segments who purchase locally grown produce and products from farmers' markets

## Metropolitan area of residence



# Consumer segments who purchase locally grown produce and products from farmers' markets

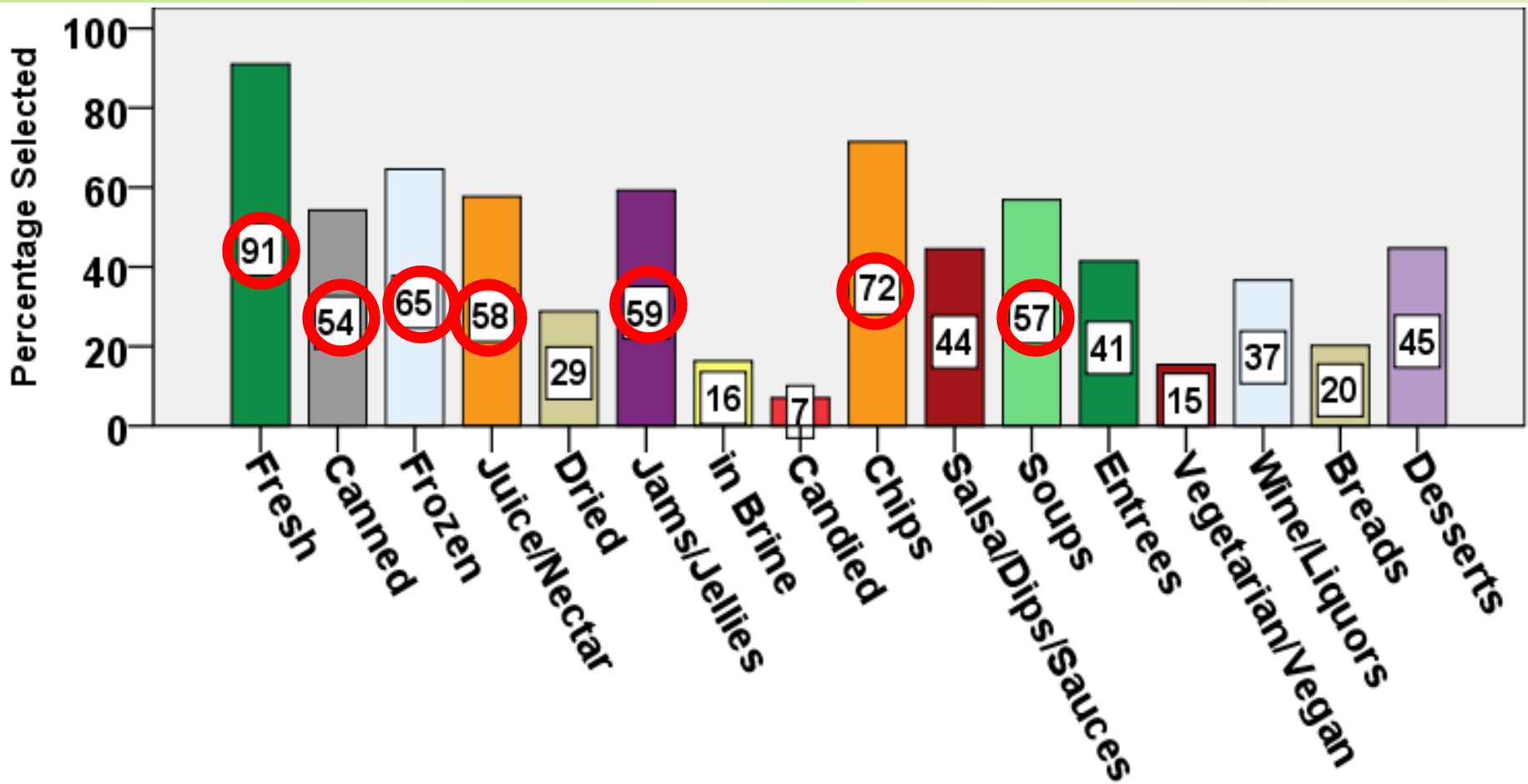


— Purchases locally grown produce — Purchases products from farmers' markets



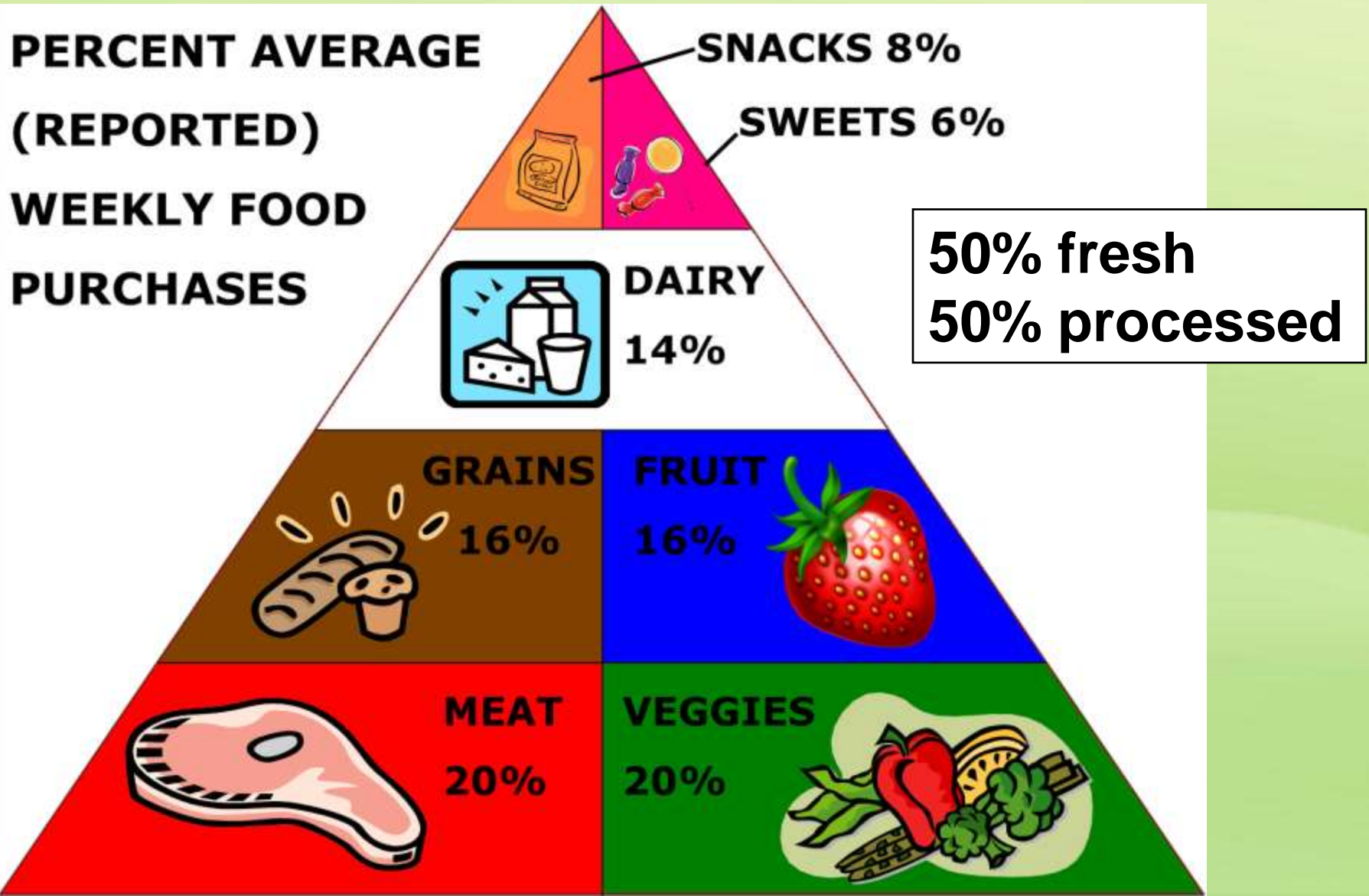
What are consumers eating? Are you meeting their food needs at the farmers' market?

# Types of fruit and vegetable products consumed





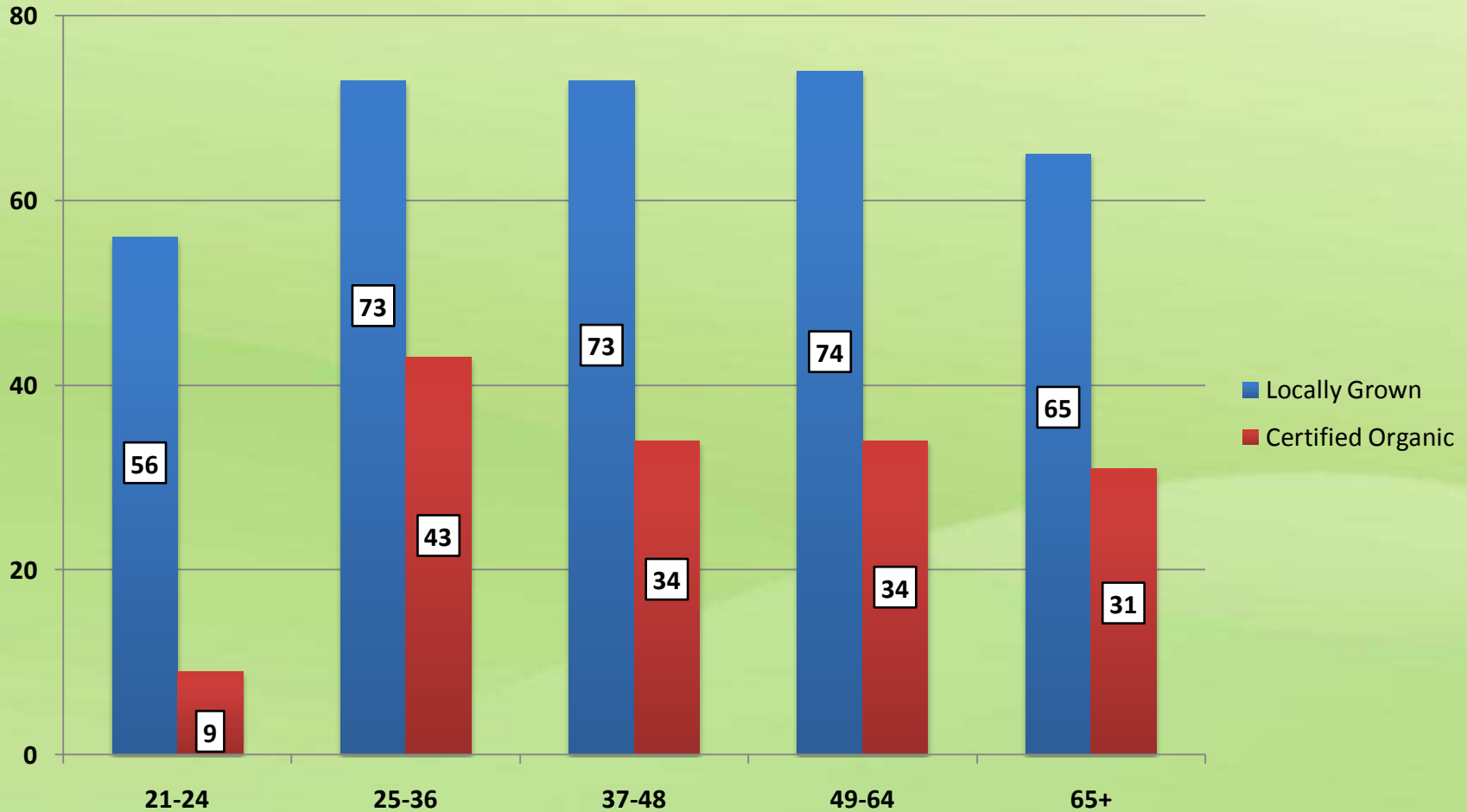
# How does “our” food pyramid look?



# Do consumers have an interest in local food, certified organic, both?



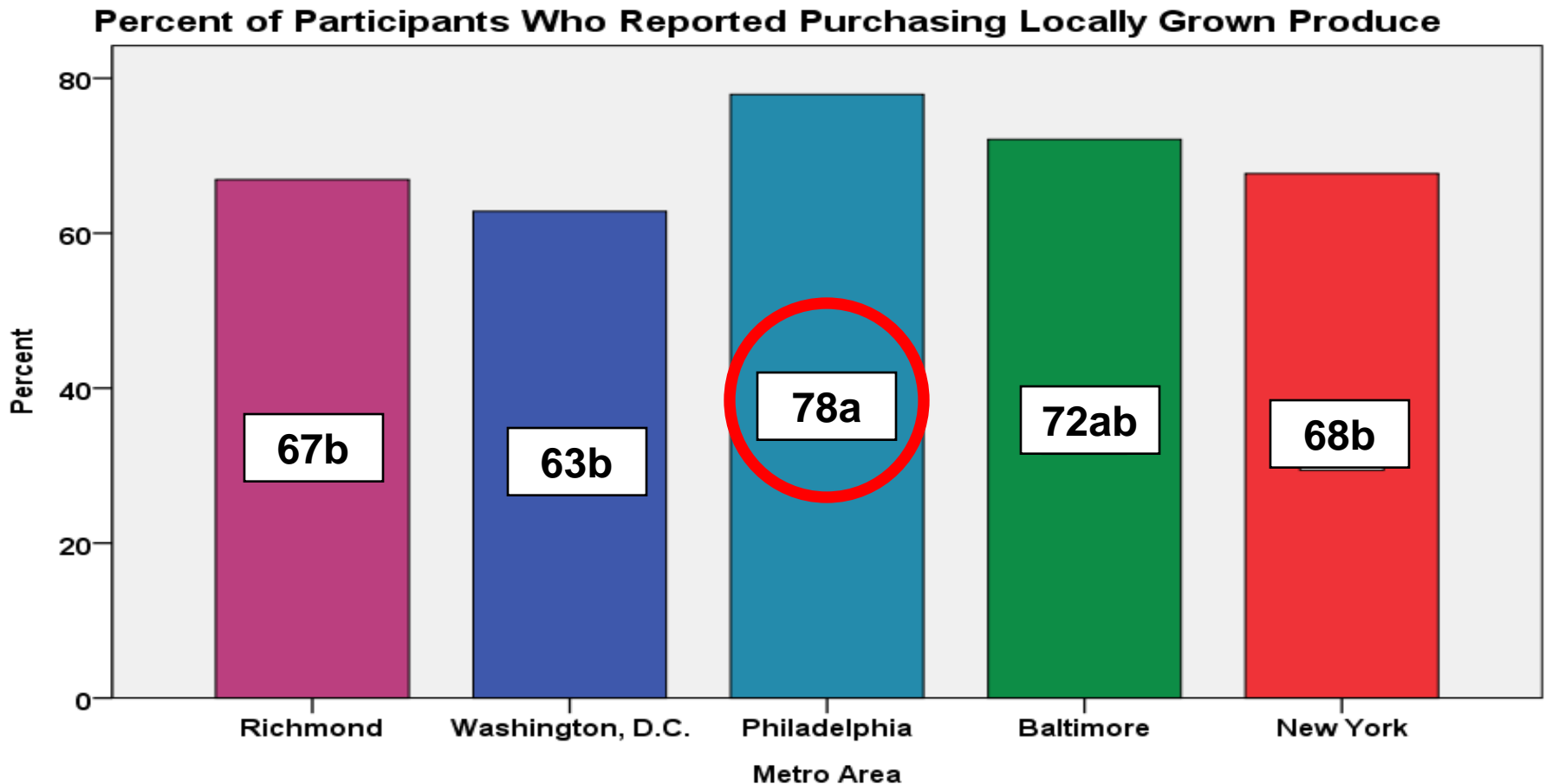
# Local & organic purchasing behavior by age group



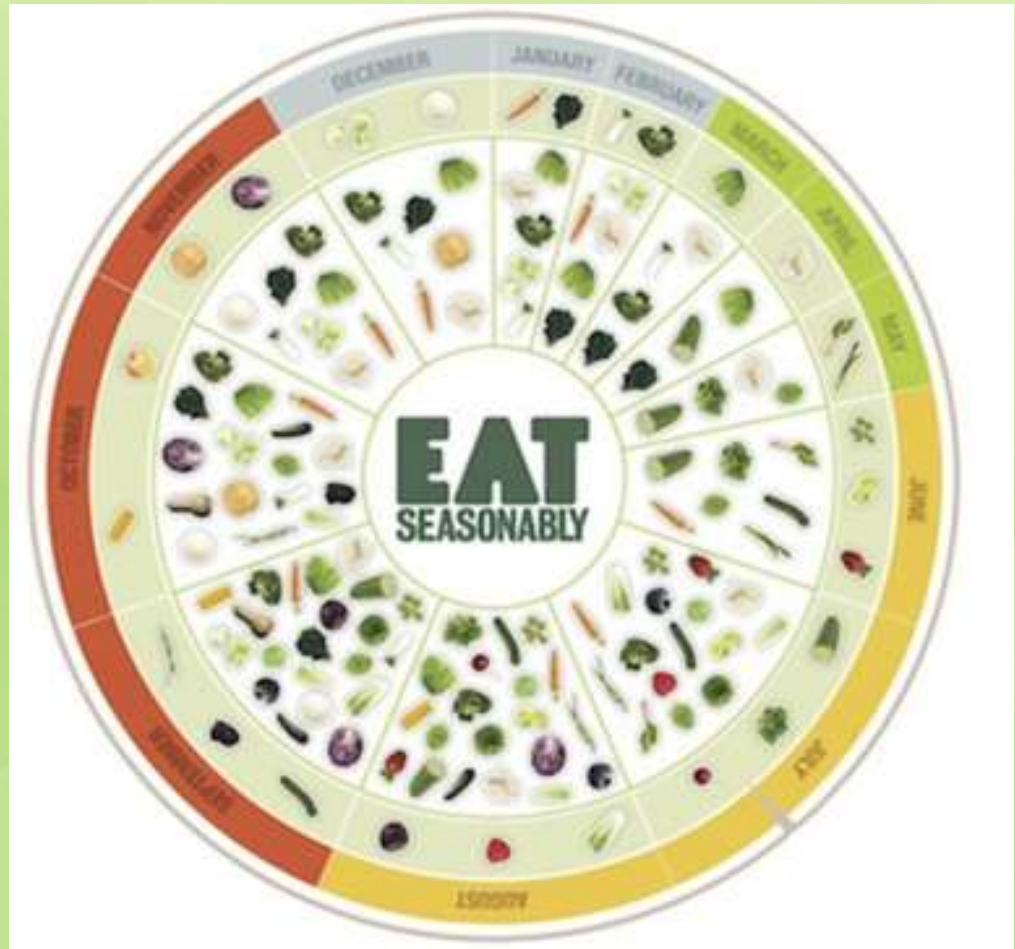
# Reasons for purchasing local & organic produce

- Why Local?
  - freshness (6.32)
  - quality (6.22)
  - taste (6.23)
  - safety (6.04)
  - supporting the local economy (6.49)
- Why Organic?
  - freshness (5.05)
  - quality (5.54)
  - taste (5.41)
  - safety (5.46)
  - pesticide residue (5.76)
  - impact of pesticides on environment (5.74)
  - natural (5.61)
  - sustainable growing practices (5.44)

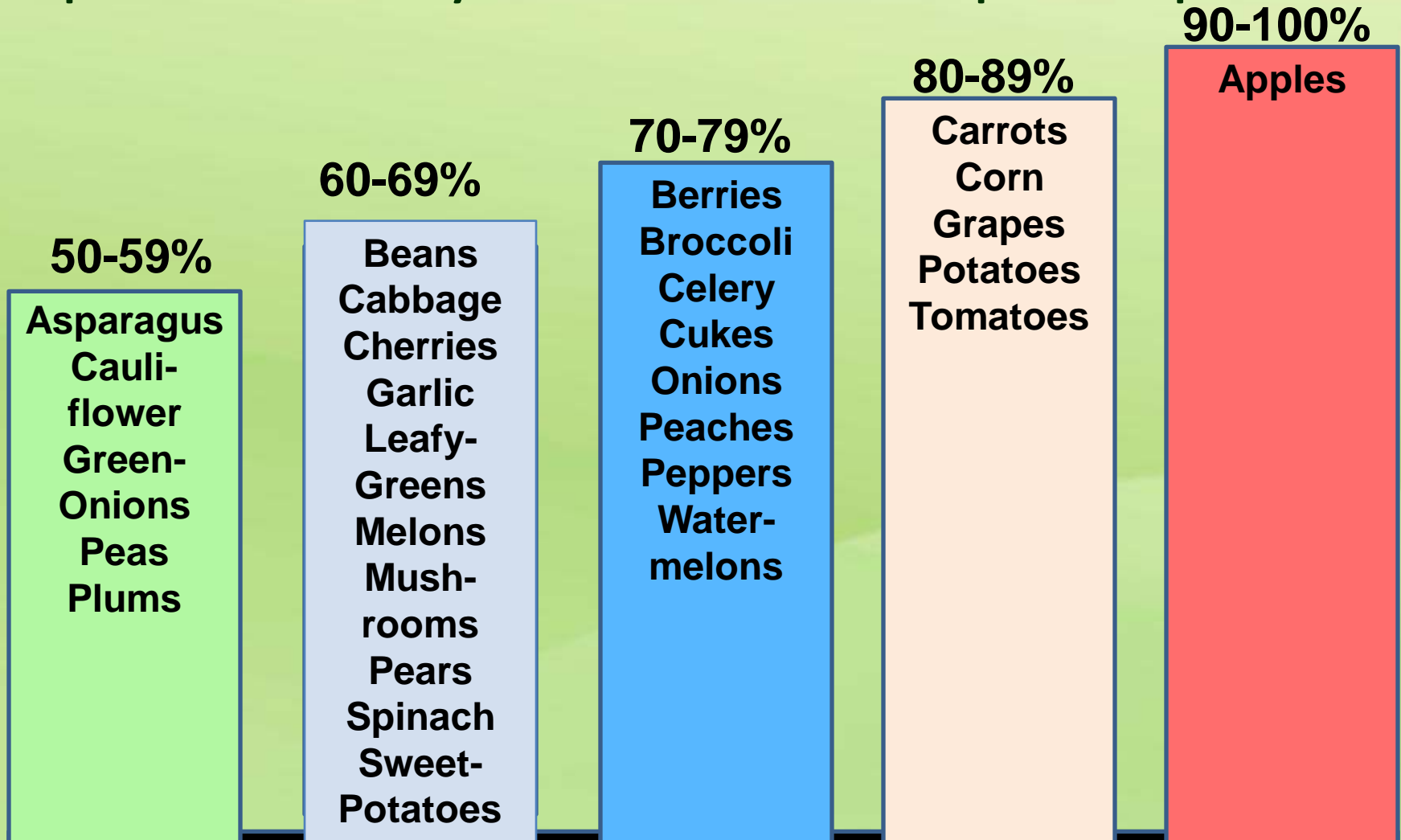
# Differences between metro area residents on locally grown food product purchasing behavior



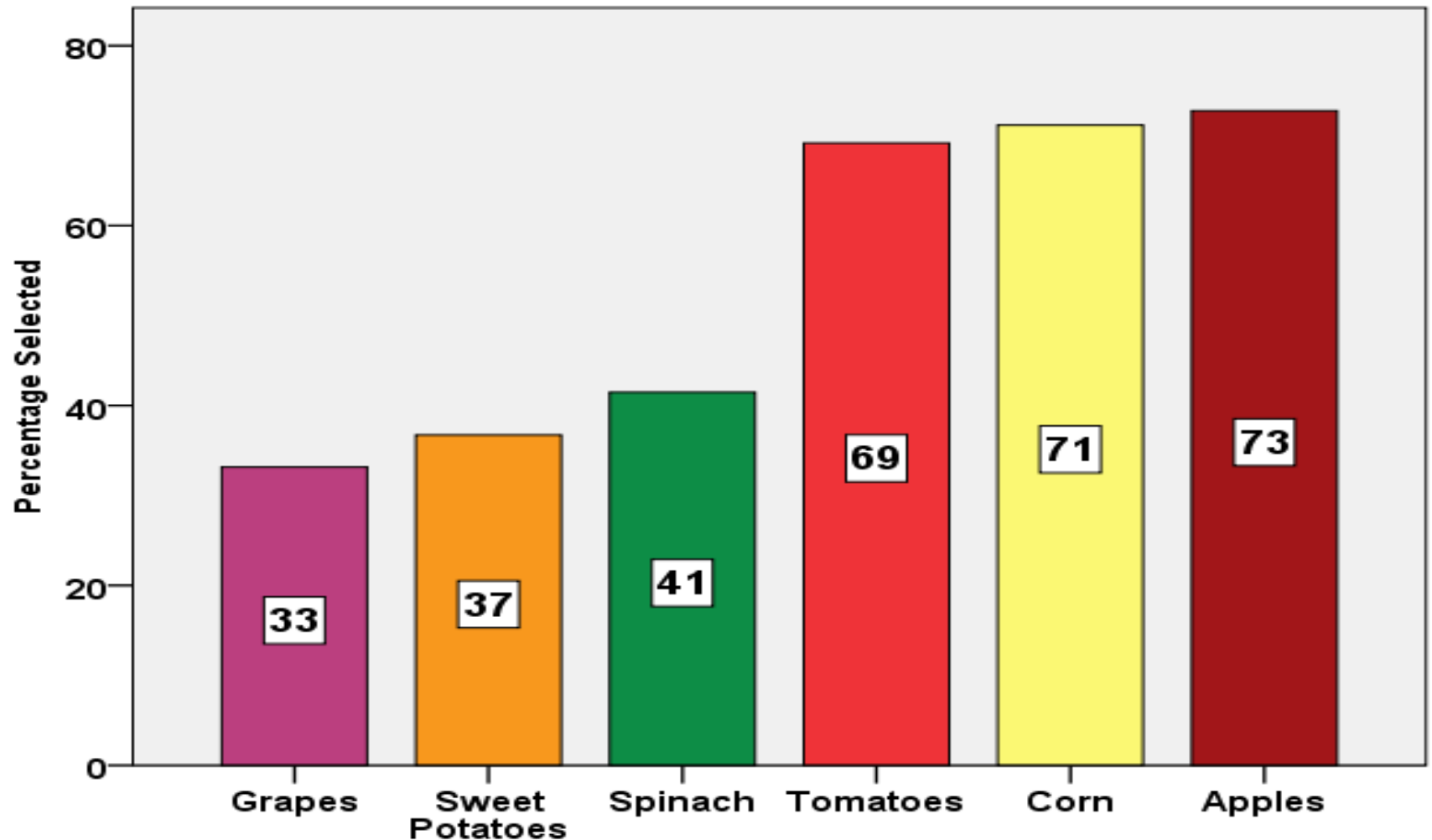
# Do consumers know what fresh produce they can purchase at a farmers' market year-round?



# Mid-Atlantic grown fruits and vegetables purchased by at least 50% of participants



# Knowledge of what fruits and vegetables are grown in the mid-Atlantic





# Overall recommendations

- Inform consumers about the market and market characteristics
- Stock a mix of both product types
- Consumer prefer local and/or organic produce, but confused over definitions...
  - Stock both local & organic, or local if one or the other
  - Most likely to buy local: Philadelphia metro area residents
  - Potential market for organic: those with higher ed. levels

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