THE CHICAGO FARMER'S MARKET COLLECTIVE

Group: Peach
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How might CFMC digitally educate Chicago consumers in an engaging way?
To Evaluate why farmers markets are a better way of shopping.

Consumers are frustrated by peoples lack of consideration of others.
To Determine the best way to educate consumers on seasonality.

Consumers value the quality of their food over getting it year round.
To Determine what their presence looks like.

Consumers tend to shop for groceries in person rather than through apps.
To understand how to better inform consumers through educating them about their food.

Consumers want to be educated about food through the health benefits it can add to their diet.
To Understand marketing strategies that can be targeted towards many segments.

Consumers value experience when going to a farmers market.
Consumers value and use recommendations on places to visit based on both influencer and Yelp recommendations.

To Explore what content to post.