Chicago Farmer's Market Collective

Team Butterfly
How Might We Question:

How might CFMC create a unified digital communication strategy?
Research Objectives

RO1: To **Explore** the possibility of the farmers market becoming a community engagement activity

RO2: To **Investigate** the typical perception of farmer's markets

RO3: To **Explore** the possibilities of forming larger markets

RO4: To **Evaluate** the demand for locally grown food

RO5: To **Determine** market segments through collective digital communication

RO6: To **Understand** the true meaning of farmers markets

RO7: To **Investigate** ways to present a unified marketing image to users
To Explore the possibility of the farmers market becoming a community engagement activity

**Quantitative Results:**

When asked what activities would draw them to attend a farmers market, out of 49
- 33 said live music (67.3%)
- 32 said a cafe (65.3%)
- 28 said gardens (57.1%)
- 27 said freebies (55.1%)

When asked if they've ever been drawn to a place for its photo ops, out of 49 participants
- 24 said yes (48.9%)
- 13 said sometimes (26.5%)

**Qualitative Results:**

According to our sample, the aesthetic appearance of a business does not matter as long as the quality of product is high and consistent.
To Investigate ways to present a unified marketing image to users

Quantitative Results:

41% of people surveyed want information on Farmers Markets in their neighborhood

65% of people said Instagram is their preferred social media for information about Farmers Markets

42% of people are interested in joining an email list

Qualitative Results:

Users would like to get information regarding Farmers Markets primarily from Instagram and Facebook
To investigate the typical perception of farmers markets

**Quantitative Results:**
- Out of 47 participants, 57% go to farmer's markets as an experience & 48% go to support local markets
- 53% thought farmer's mkts are expensive while 38% feared it not selling all their necessities
- 70% of users buy specialty goods at farmer's markets & 60% buy produce

**Qualitative Results:**
- When users were asked what 3 words they utilized to describe farmer's markets words such as fresh, friendly, fun, local, organized, etc. popped up showing that users have a good perspective on these markets
- When asked what specific vendors users looked for the most that popped up was fruit vendors
To Determine market segments through collective digital communication

Quantitative Results:

- Out of 49 participants we found that 38 (77%) prefer to make payments using credit cards as opposed to online, cash, or other.
- When asked where people tend to go for information 34 out of 49 (69%) choose social media over news, flyers, and google.

Qualitative Results:

When asked what website they preferred most users choose this over others.
To Understand the true meaning of farmers markets

Quantitative Results

- Out of 49 participants we found that 38 (89%) go to the farmers market for fruits and vegetables.
- 93% of participants prefer onions as produce to buy at farmer's markets.

Qualitative Results

When asked what do people look for when going to the farmer's market most users stated fruits:

- good food and good vibes, fresh food but also yummy food that people are making, a nice place to be for a while
- Produce, fresh bread,
- Fruit, eggplants, etc
- fruits
- veggies
To Explore the possibilities of forming larger markets

Quantitative Results:

68% of our participants indicated that they would rather travel to farmers market less than 15 miles away from them.

44% of participants indicated that the farmers market they currently go to resembles a market on a street and 44% said that it resembles a market in a park atmosphere.

Qualitative Results:

When asked if participants valued local foods or imported foods more and why, more than half chose local foods due to them being able to know where their food was coming from and to support local businesses.
To Evaluate the demand for locally grown food

Quantitative Results:
66% of our participants in the survey stated that they prefer local food over imported food

33% of participants utilized the word "fresh" as one of three words to describe a farmer's market and 22% used the word "local"

Qualitative Results:
The majority of our survey participants chose local over imported foods with the belief that they were either helping the environment, supporting small business, or getting healthier options
The Team!

Bettina Iglesias
https://www.linkedin.com/in/bettinasofiaiglesias-

Lily Roth
https://www.linkedin.com/in/lily-roth-9975631a0/

Nancy
LI: https://www.linkedin.com/in/nancyorellana/

Elena
https://www.linkedin.com/in/elenagrigoryan29/

Margie Sando
www.linkedin.com/in/margie-sando

Tarynn Cullings
www.linkedin.com/in/tarynn-cullings

Ramat T. Mohammed
www.linkedin.com/in/ramat-mohammed-a86779186