Final Deliverable
Team Chocolate
4/20/21
Throughout this semester our group has continuously asked ourselves, "How might CFMC digitally educate Chicago consumers in an engaging way?". As a group, with inspiration from CFMC representatives, we have developed several market research resources on behalf of the CFMC, so that we may reach our ultimate goal of enhancing the collective's digital education. We thank the CFMC for giving us this opportunity and hope you enjoy what we have discovered as much as we did!
RO: To determine how to differentiate farmers markets from grocery stores

What do you believe is the biggest factor that differentiates grocery stores from farmers markets?

With this research objective we found that homegrown produce was the biggest factor our surveyees found that differentiated farmers markets from grocery stores.
**What is the best way to reach a target audience?**

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### Q10 - What is the best way to reach a target audience?

<table>
<thead>
<tr>
<th>Field</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std Deviation</th>
<th>Variance</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is the best way to reach a target audience?</td>
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<td>1.25</td>
<td>0.62</td>
<td>0.39</td>
<td>20</td>
</tr>
</tbody>
</table>
RO: To investigate other farmers markets that have been able to digitally educate successfully.

What method of online learning works best for you?
In your opinion, which social media platforms contain the most popular current trends? Click all that may apply.
To evaluate what makes other markets successful on social media

What social media platform do you think provides the best information on farmer's markets?
ABOUT THE GROUP

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A Final Word From Group Chocolate:

Thank you