

Chicago Farmers Market Collective Research Symposium

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How Might We Question

How might CFMC
digitally educate
Chicago consumers in
an engaging way?

CHICAGO FARMERS



MARKET COLLECTIVE

Client Background

CFMC is a volunteer group of independent farmers, market managers, and directors with markets operating in the City of Chicago. The collective works and meets in partnership with City of Chicago farmers markets, other local food access related organizations, in addition to state and national partners.



They are unified by a common goal to provide all Chicagoans with access to locally grown, nutrient dense food. They strive to support the vendors, customers and the community at large through resource and knowledge sharing.

Data Collection

The qualitative and quantitative surveys were shared via email, text, and social media. As of 4/19/2021, the quantitative survey was completed 41 times and 10 people are signed up to be interviewed for the qualitative focus group. The quantitative data is stored in Qualtrics and the qualitative data will be recorded in a Microsoft Word document stored in Microsoft Teams.



Data Analysis

Once the sample population is finished taking the survey, the data will be exported from Qualtrics to be analyzed. The data will then be filtered, classified, merged, imported, and cleaned within Qualtrics to analyze patterns and gather a better understanding of the overall data.

At the conclusion of the interview process, interview PDF files will be uploaded for analysis. The files will be coded and examined for repeat topics, common themes, and other outlaying factors. A sentiment analysis of the interviewees will also be conducted.

Research Objectives

To explore paid advertising strategies that work for many different market segments.

To determine messaging that aligns with the collective's cohesive brand.

To explore the unique experiences provided by the collective.

To investigate the education needs consumers have surrounding farmers markets.

To investigate what consumers expect out of farmer's markets.

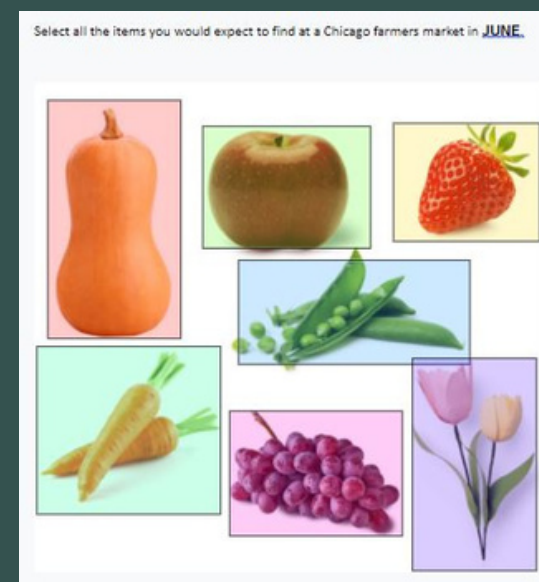
To understand what digital strategy will work for the collective.

Research Design

Qualitative Data: A research method used to evaluate non-numerical data related to a business opportunity question
We implemented a series of questions to guide the user so we can gain a better understanding of what consumers value and look for during their shopping experience. Two Zoom "unfocus group" interviews will be held with a diverse set of participants, the goal being to get richer feedback than if we only used a written survey. We want to ground our project in humanity, specifically CFMC's end users, and this is the way in which we plan to achieve such.

Quantitative Data: A research method used to evaluate numerical data related to a business opportunity question
We asked a series of questions that ranged from gathering simple demographic information to user's fears and concerns surrounding farmers market environments. We featured a range of question types, including both text and image based questions, in order to have as accessible of a survey as possible. We ensured our survey design was optimized for both desktop and mobile survey-takers, again to account for end user accessibility.

The following are examples of image based questions included in our survey:



Determine Data Sample

The survey was posted and shared to social media, friends, and family, with the goal of collecting 40+ responses. Our focus was on gathering responses from users with a variety of different demographics and backgrounds. This was supplemented with our qualitative data which provided rich insights and access to unique consumer perspectives.



Insights & Action Report

Once our qualitative and quantitative data is compiled and analyzed, our group will produce a final deliverable to our client, the Chicago Farmers Market Collective. We will deliver our research as a comprehensive report centered on the needs and current knowledge of potential farmers market consumers. We will also provide suggestions for how digital education can be effectively implemented into CFMC's marketing strategy.

Meet The Team



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Madison von der Linden



William Ridzon



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