

# THE CHICAGO FARMER'S MARKET COLLECTIVE



Group: Peach □  
4/19/2021

# 'HOW MIGHT WE' QUESTION

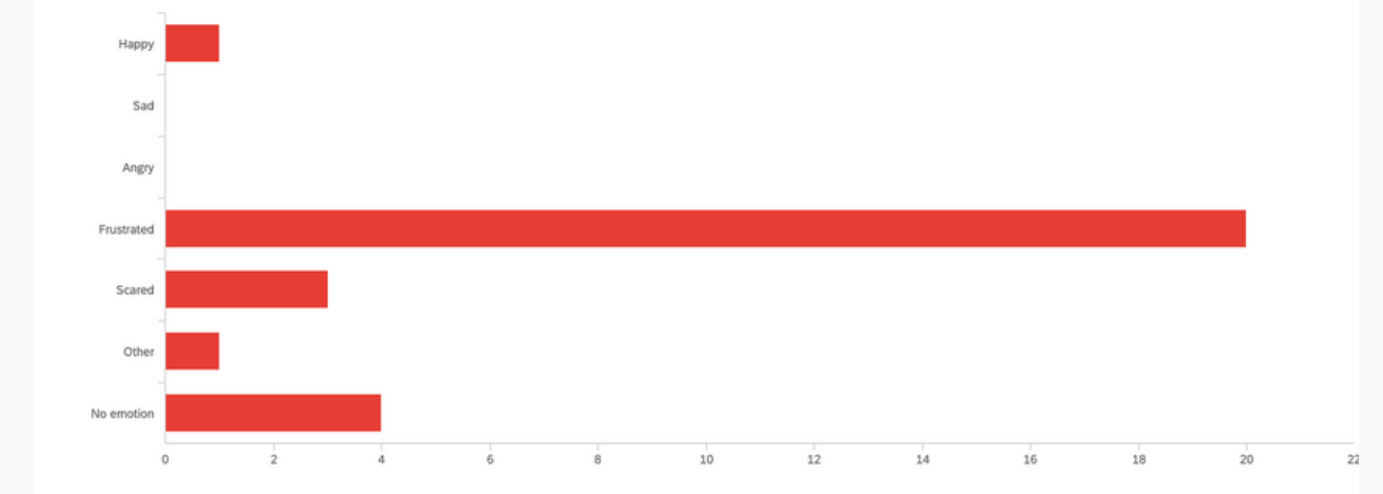
How might CFMC  
digitally educate  
Chicago  
consumers in an  
engaging way?

To Evaluate why farmers markets are a better way of shopping.



41 - What emotion from the above picture do you feel

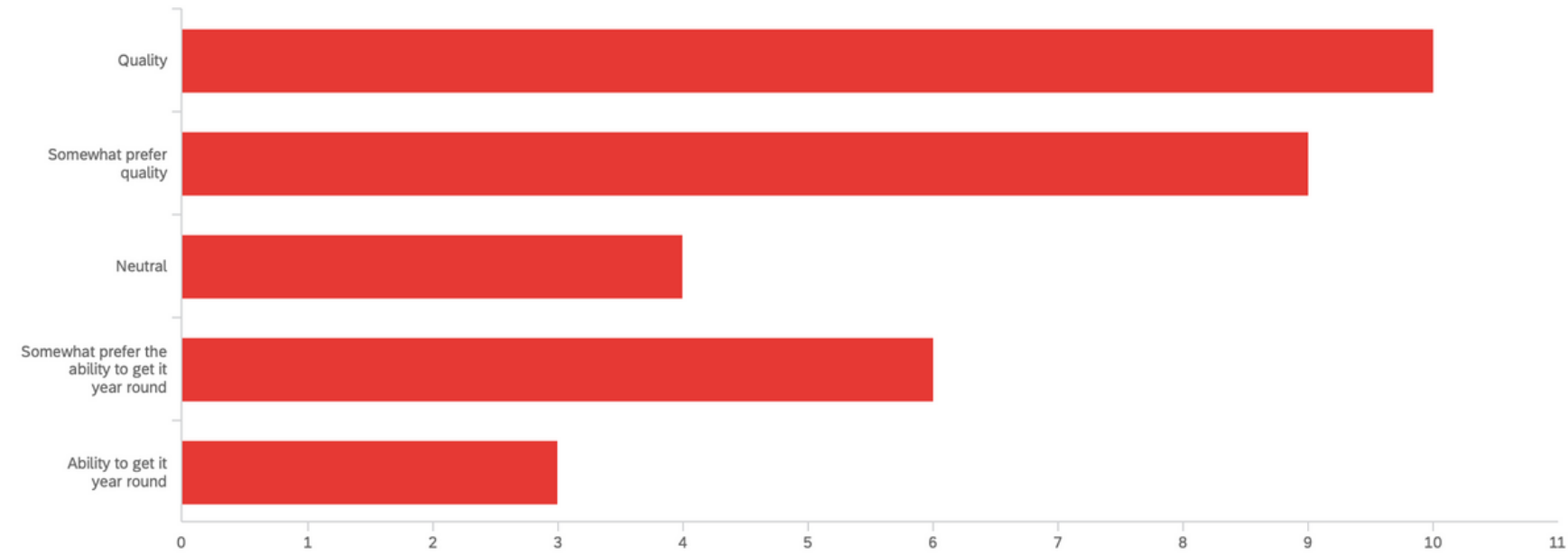
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Consumers are frustrated by peoples lack of consideration of others

Q35 - Based on seasonality, do you value the quality of the food or the ability to get the food year round?

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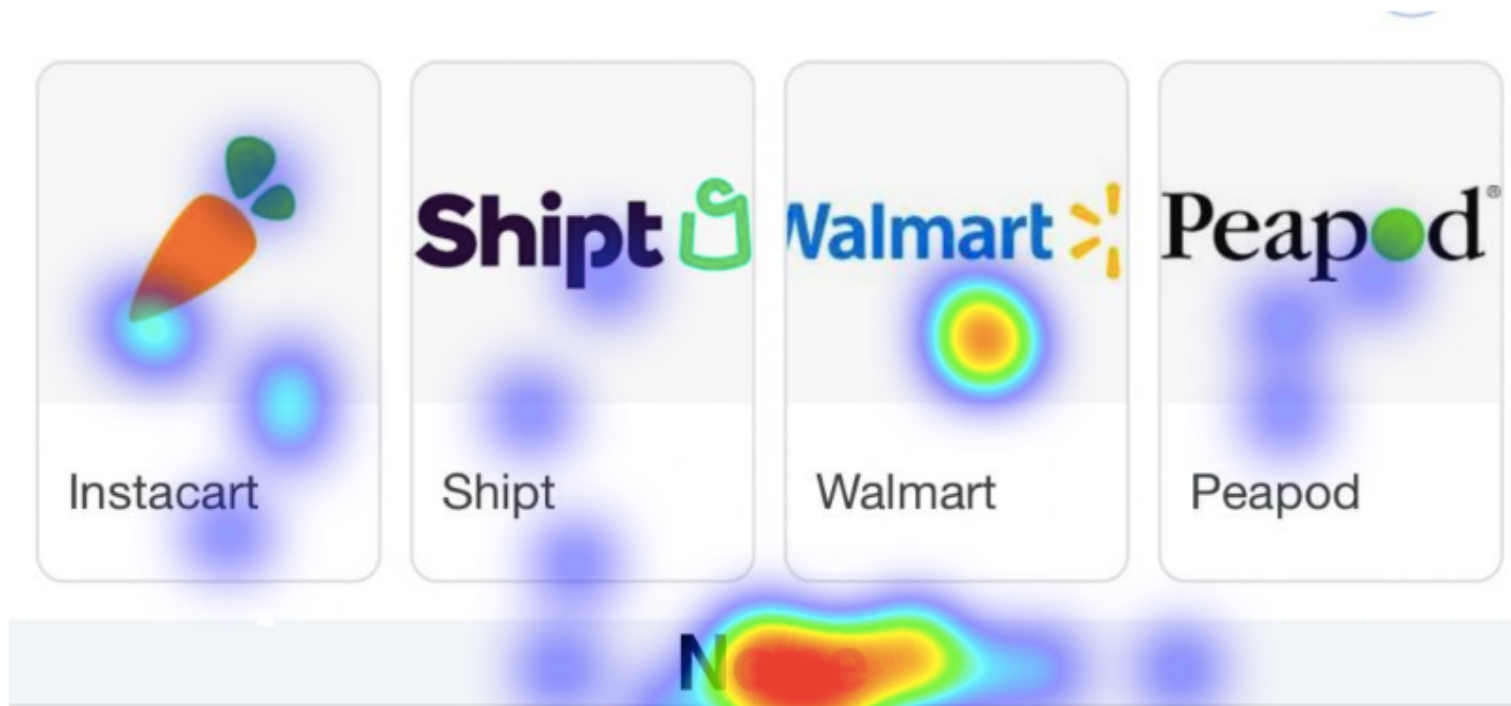
#	Field	Choice Count
1	Quality	31.25% 10
2	Somewhat prefer quality	28.13% 9
3	Neutral	12.50% 4
4	Somewhat prefer the ability to get it year round	18.75% 6
5	Ability to get it year round	9.38% 3
		32

**Consumers value the quality of their food over getting it year round.**

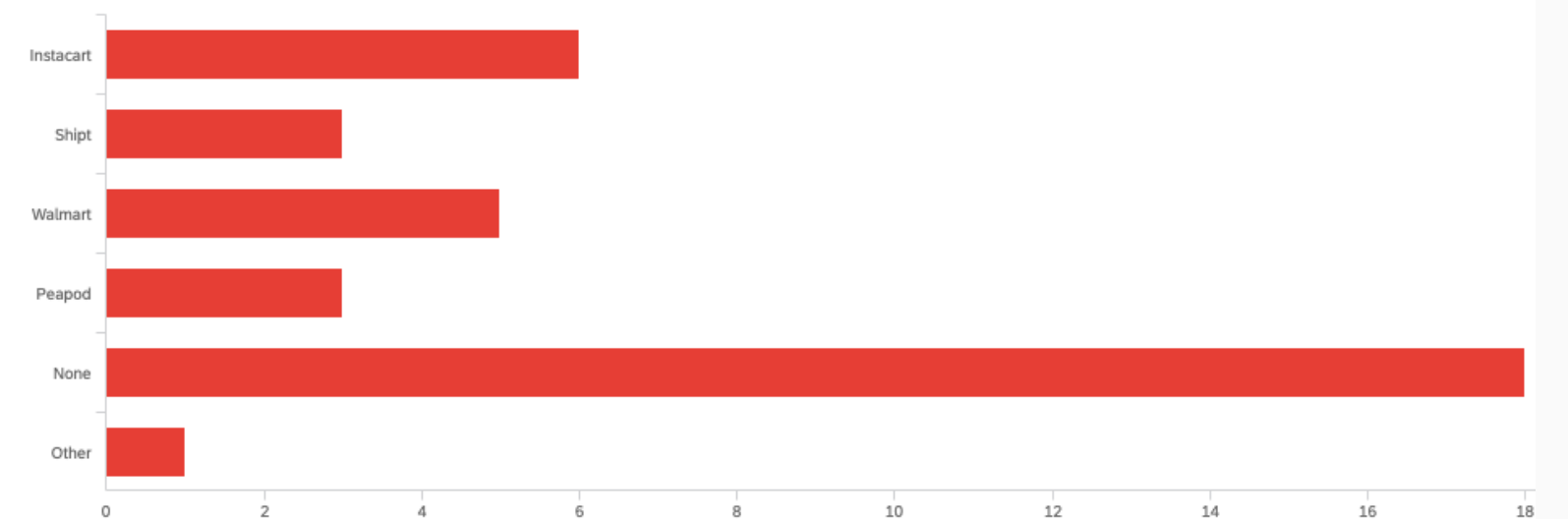
**To Determine the best way to educate consumers on seasonality.**

To Determine  
what their  
presence looks  
like.

Q38 - Click which apps you use to find where to buy your groceries (multiple clicks allowed)



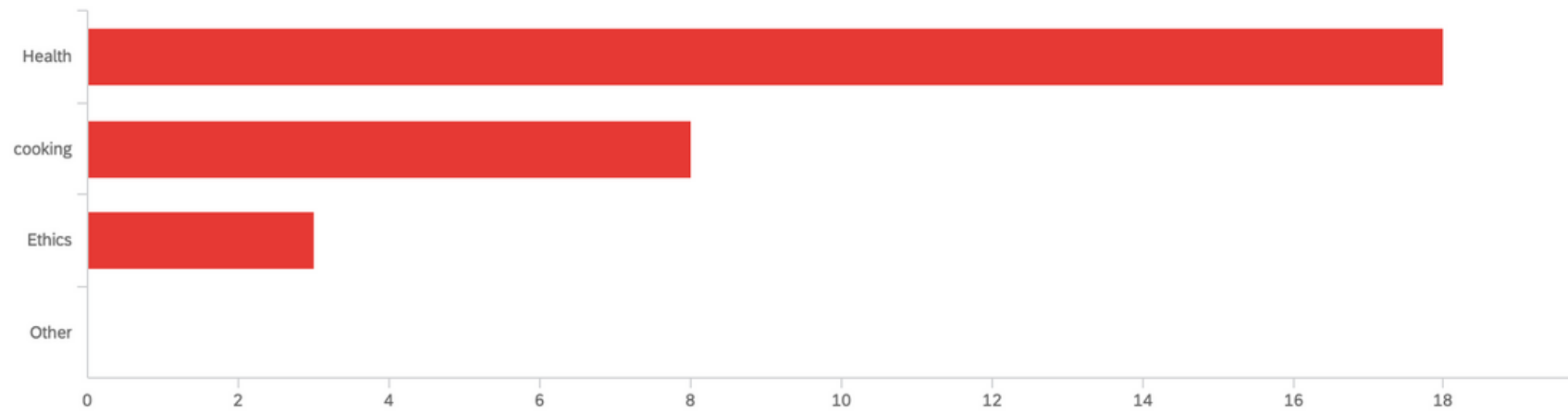
Q38 - Click which apps you use to find where to buy your groceries (multiple clicks allowed) - Regions



Consumers tend to shop for groceries  
in person rather than through apps

What influences you to learn about your food? (ex. health, cooking, ethics, etc.)

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4	Health	62.07%	18
5	cooking	27.59%	8
6	Ethics	10.34%	3
7	Other	0.00%	0

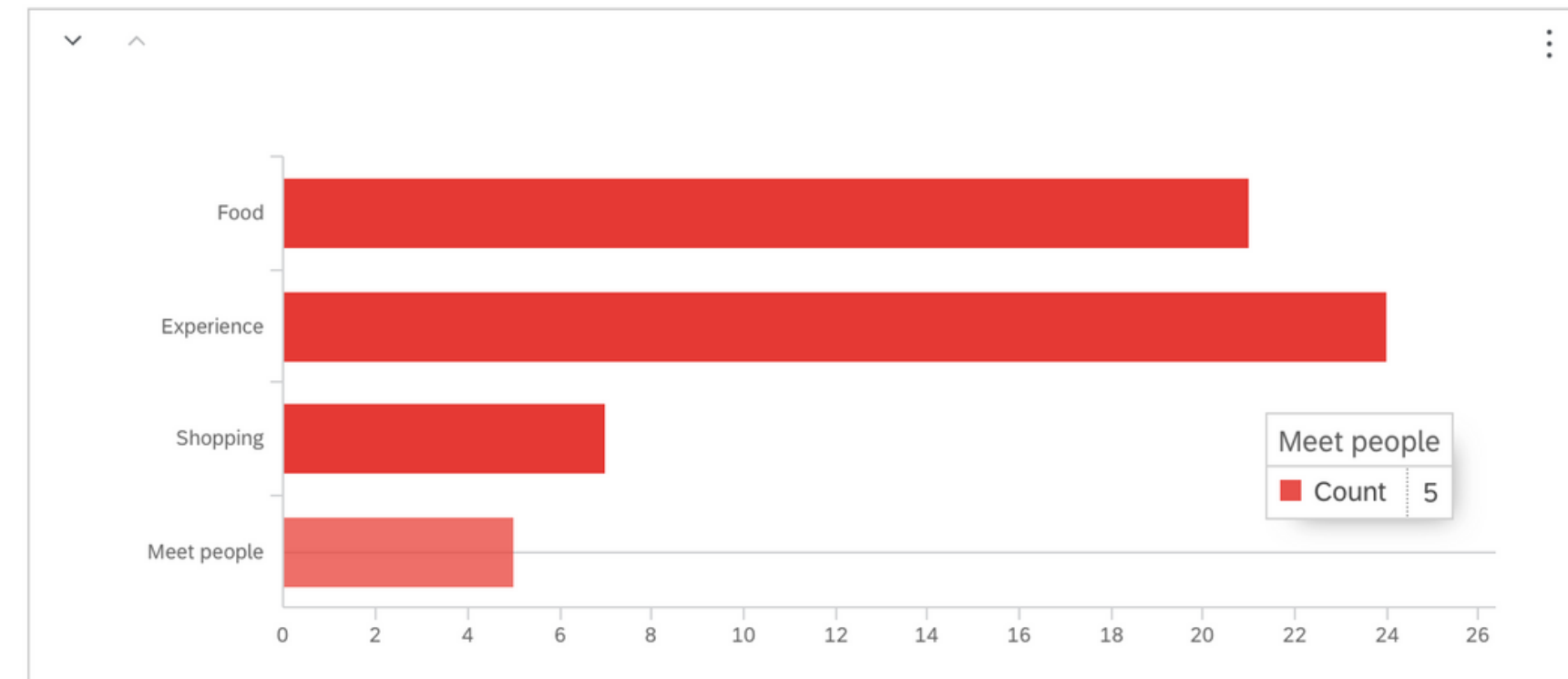
**Consumers want to be educated about food through the health benefits it can add to their diet.**

**To Understand how to better inform consumers through educating them about their food.**

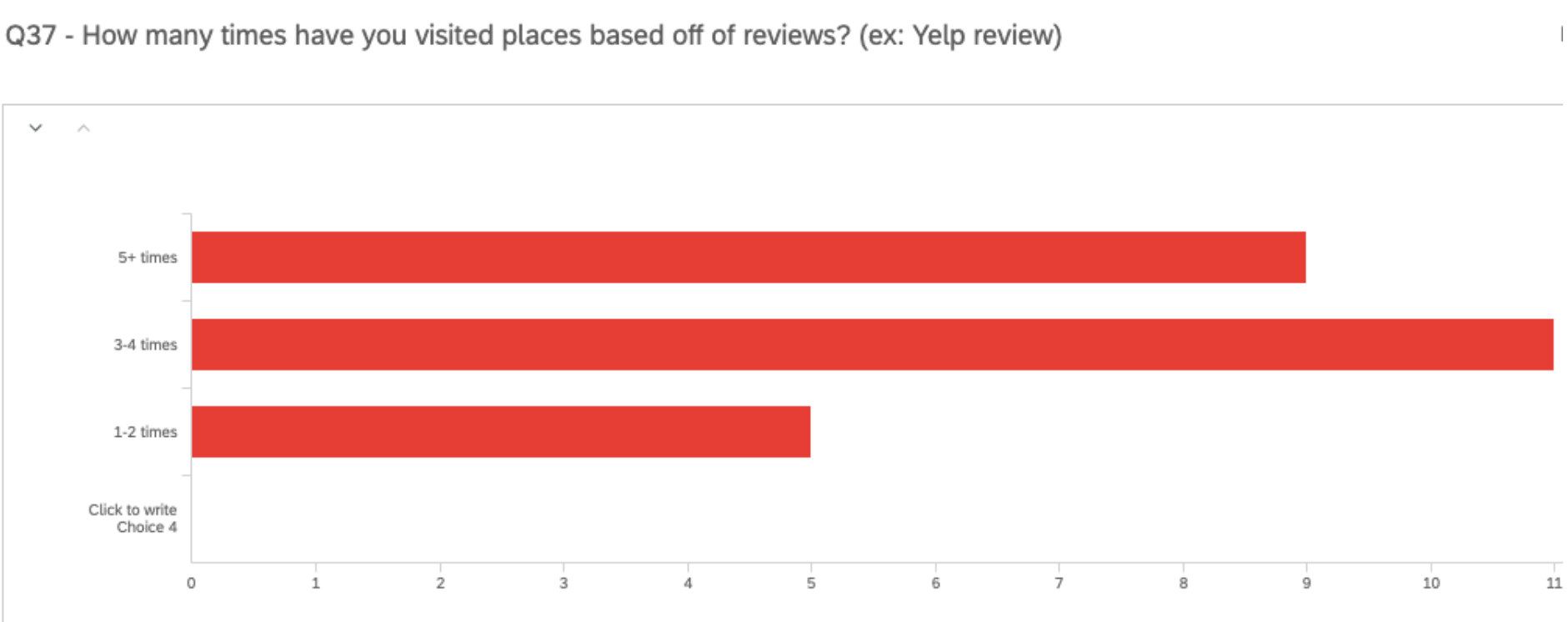
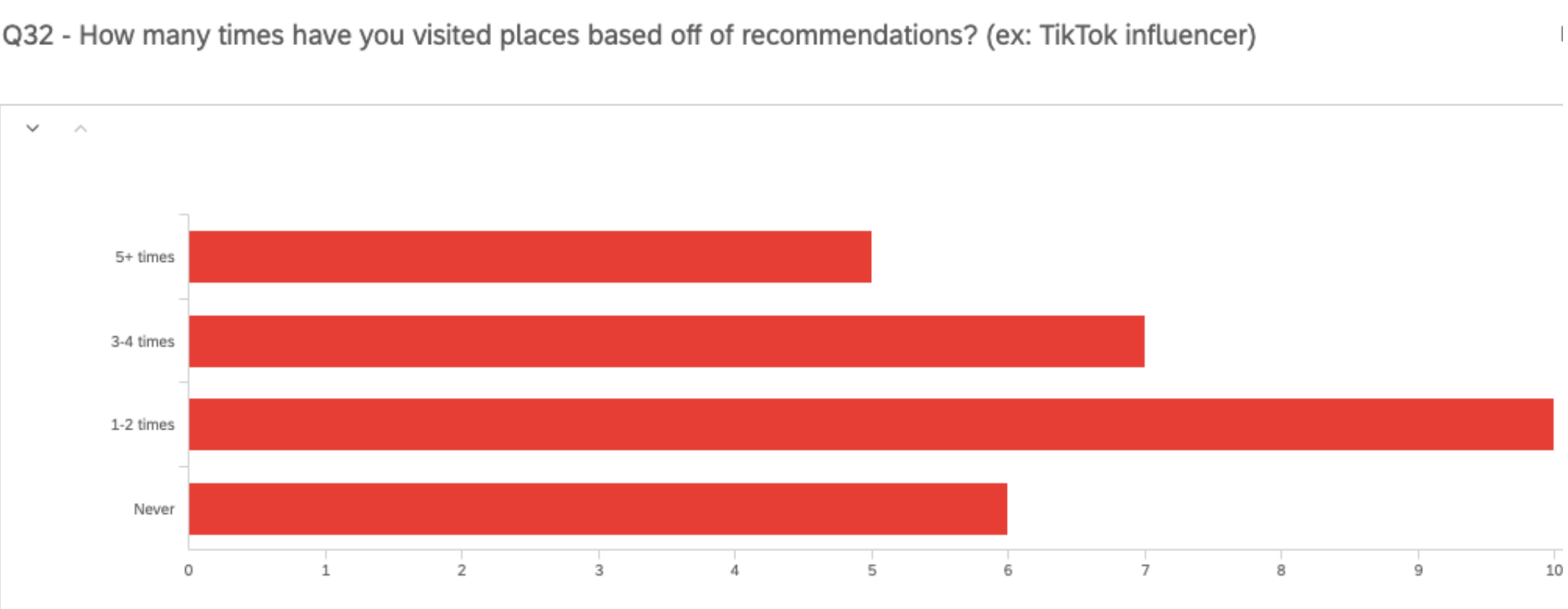
To Understand marketing strategies that can be targeted towards many segments.

Q29 - What motivates you to go to a farmers market? Stacy: ADD CH...

Page Options ▾



Consumers value experience when going to a farmers market



To Explore  
what content  
to post.

Consumers value and use  
recommendations on places to visit  
based on both influencer and yelp  
recommendations