



Artisan Farmers' Market Proposal

Who are the Green Consumers?

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Introduction

Farmers' Markets are continuously gaining more popularity with their goal of bridging the community with local producers and makers of the foods we eat. The Artisan Farmers' Market consists of 3 locations, North Vancouver, West Vancouver, and Burnaby. They have a mission of connecting BC farmers, small producers, and artisanal makers to their community markets while providing support financially, socially and environmentally. This proposal focuses on community engagement in the North Vancouver and West Vancouver Markets.

Our group hopes to shed light on, and celebrate the existence of Farmers Markets. Our goal is to identify customer segments and create a value proposition for the Artisan Farmers' Markets. By conducting surveys and doing research on the demographics in North Vancouver and West Vancouver, we will create customer profile overviews as well as provide recommendations to increase customer traffic.

Significance

Food insecurity is a growing concern among communities in Canada, with the increase in the cost of living cited as one of the major causes (Berman, 2011). Obtaining community food security requires all community residents to have physical and economic access to safe, personally acceptable, and nutritious foods through the means of a sustainable food system (Slater, 2011). Generally, farmers' markets pride themselves with providing healthy food options produced through sustainable and ecologically appropriate methods; promoting small-scale local producers and a deeper understanding of the origin of the products sold (Pascucci et al., 2011).

In order to become pertinent tools for community development, farmers' markets must dedicate time and resources to grasping and abiding by the needs of the vendor, consumer and community (Abel, Thomson, & Marezki, 1999). Currently, the Artisan Farmers' Markets are operating on a deficit of \$17 000, with the Lonsdale Quay market having the worst financial situation (Immell, Tara, personal communication, January 22, 2018). Through further research and analysis, we hope to better understand what currently drives and deters the North and West Vancouver community members from visiting the markets on a continual basis. By comprehending the demographic and socioeconomic qualities of the areas surrounding the market, we can aid the Artisan Farmers' Market Society in better allocating their funds, and providing an adequate service for their target market (Govindasamy, Italia, & Adelaja, 2002).

Objectives

- Conduct surveys to identify the customer base and target market segments to find out the underlying factors that influence the consumer's decision to attend a farmers' market.
- Provide recommendations based on the customer preferences, awareness and purchasing habits from the survey for enhanced customer experience at the Artisan Farmers' Market.

Methods

We will conduct surveys and analyze the data to gain a better understanding of potential customers in the North and West Vancouver communities as well as existing customers of the Artisan Farmers' Market.

Consumer data will be collected through both, paper-based surveys, as well as, electronic surveys. On February 18th, we plan on distributing surveys in-person in North and West Vancouver, specifically Park Royal and Ambleside Park in West Vancouver and Lonsdale and the Persian supermarket in North Vancouver. We will also contact the North Vancouver Recreation and Culture Commission (NVRC), who are facilitators of municipal recreation, cultural programs, services and events in North Vancouver. The purpose of contacting the NVRC is to ask for permission to survey at their community centres, and to gain permission to distribute our digital survey through their newsletters. Likewise, we plan on contacting the West Vancouver Community Centre for permission to distribute surveys. In addition to reaching out to community centres, local libraries, such as the North Vancouver City Library, North Vancouver District libraries, and the West Vancouver Memorial Library will be contacted.

To accomplish our first objective, we will analyze the data to identify trends in consumer preferences, geography, and demographics amongst green consumers. For example, if the data suggests that the majority of green consumers prefer to drive to markets, we may suggest that the market expand parking to attract more customers. Through identifying trends we hope to uncover the main reasons that attract customers to the market, as well as pinpoint the barriers that prevent and dissuade consumers. Customers will be divided by age group to determine which segment attends farmers' markets most frequently. This will enable us to distinguish if the market is targeting the correct segment since proper targeting results in higher attendance. An analysis of the proportions of ethnic groups attending the farmers' markets will determine if the market should orient products to appeal to these groups. Once we've finished our analysis, customer profiles will be compiled based on our findings which can be used for marketing purposes. As a result, the market will be able to better target potential new consumers thus bringing in more customers for the producers, and fulfilling our second objective.

Ethical considerations:

We acknowledge that North and West Vancouver are ethnically diverse and that language may be a barrier to participation, according to Statistics Canada the largest ethnic group in North Vancouver is West Asian and the most common language is Farsi (Statistics Canada, 2017). Therefore, we will be providing the survey in both English and Farsi.

Obstacle & Limitations:

Some limitations to our online survey, which would be distributed via email newsletter, are the number of people who participate in the survey and response rate of participants. It would also be difficult to note the responses and reactions of the participants through an online survey; therefore, more concrete and guaranteed data would be collected in person.

Q12 If you do not attend the Artisan Farmers' Market, why not?

- Hours of operation (1)
- Inconvenient day of the week (2)
- Location (3)
- Limited Variety (4)
- Lack of Transportation (public, traffic, parking) (5)
- Other (6) _____

Figure 1. This question can be used to identify reasons that dissuade customers from attending the market.

Outcomes:

Our team will use results from the surveys conducted in the community as a foundation to create customer promotional strategies. Using customer preferences, habits and limitations, our strategy will aim to increase customer participation and retention throughout the year. Feasible recommendations will be summarized to the general manager with a focus on repackaging the Artisan Farmers' Markets to a weekly event for the community.

Budget:

Due to its unfavourable financial situation, we estimate there is no budget to carry out our study.

Timeline:

Date	To do
February 12, 2018	Formulate the survey and have it printed out
February 16, 2018	Meeting with Tara
February 18, 2018	Hand out surveys in the North Vancouver and West Vancouver Areas
February 26, 2018	Finish analyzing data from surveys and report back to Tara
March 4, 2018	Start working on the final project and what we want to add on the infographic
March 5, 2018	Meeting with Tara
March 24, 2018	Start working on the final project report and be in contact with Tara to keep her updated regarding our findings

References

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