



MILLENNIAL PARTICIPATION AT FARMER'S MARKETS

Millennials are the largest living generation. Their participation at Farmer's Markets is essential for continued growth. But the young-millennials (age 18-25yrs) are largely absent from the markets. Our research aims to understand the barriers and disincentives of participating in a farmer's market for the millennial generation and establish areas of change that could motivate them to participate.

OBJECTIVES

- ◆ Assess millennials' current farmer's market knowledge and shopping behaviors
- ◆ Identify major cultural and environmental factors influencing millennial's eating behaviors
- ◆ Identify millennial's barriers (real or perceived) to attending farmer's markets
- ◆ Identify potential motivators for millennial farmer's market attendance

METHODOLOGY

- ◆ Survey containing 29 questions
- ◆ Both closed and open ended questions
- ◆ Conducted online through Qualtrics

PARTICIPATION

- ◆ 131 NIU students completed survey
- ◆ 18-25 years old
- ◆ 54% Male; 46% Female
- ◆ 60% White; 24% Black or African American; 4% Asian; 10% Hispanic; 2% other

FINDINGS

82% grocery shop 0-1 times per week

17% grocery shop 2-3 times per week

60% of students consume **0-2 servings** of fruits and veggies each day

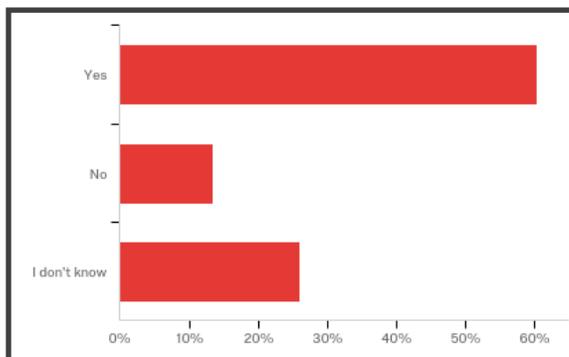
The majority of students (54%) rate their cooking skills as 'comfortable'

72% of students prepare meals for themselves

98% of students purchase their produce at a grocery store

86% of students use a recipe while cooking

Do you have a farmer's market in your hometown?



Over a quarter of respondents did not know if they had a farmer's market in their hometown. Forty-five percent (45%) had attended their hometown market.

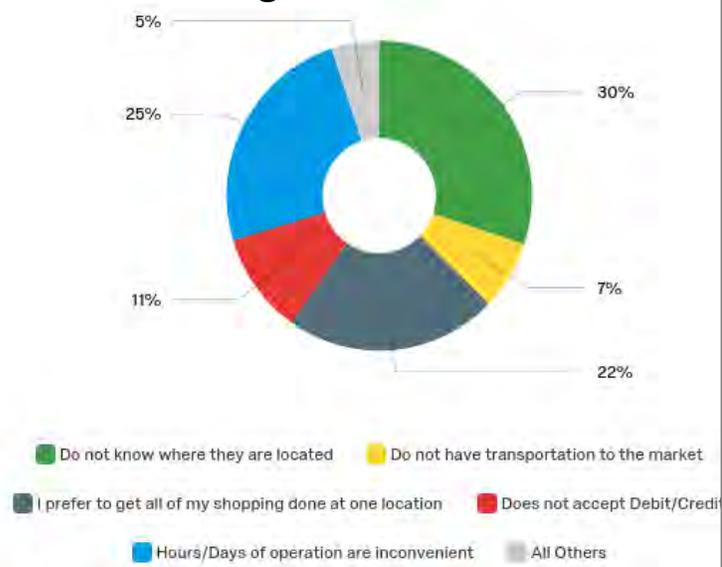
Benefits of shopping at a Farmer's Market

- ◆ Freshness and quality of produce (70 mentions)
- ◆ Produce grown locally (18 mentions)
- ◆ Interaction with farmer (16 mentions)
- ◆ Organic/naturally grown (15 mentions)
- ◆ Lower price (14 mentions)
- ◆ Supporting local economy (5 mentions)

Drawbacks of shopping at a Farmer's Market

- ◆ High price (38 mentions)
- ◆ Inconvenient to shop at/limited days and hours/seasonal operation (34 mentions)
- ◆ Produce availability inconsistent/inadequate (24 mentions)
- ◆ Distance (8 mentions)
- ◆ Food safety concerns (5 mentions)

What prevents you from visiting a farmer's market?



Now What?

Our recommendations to Market Managers looking to bring more millennials to their market:

- ◆ Develop market website; be active on Facebook page with posts detailing where market is located and what products are available each week
- ◆ Encourage all vendors to accept credit cards
- ◆ Cooking demos and recipe cards featuring produce available at market
- ◆ Evaluate market hours/location. Is an afternoon/evening market feasible? Is it easy to park near the market? Is your market near other businesses?
- ◆ Make your market a social gathering. Invite young bands to play at market. Partner with local brewery to introduce a beer garden.
 - ◆ Offer coupons to shop at the market

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