

TRAITS AND VALUES OF FARMERS MARKET PATRONS IN TWO SELECTED KENTUCKY COUNTIES

A MODEL FOR REPLICATION IN YOUR COUNTY

INTRODUCTION

This study explores consumer values related to farmers' markets in two urban counties in Kentucky. The intention is to use value priorities (Value by Patron) to develop targeted farmers' market promotion to residents. Net Promoter Scores (NPS) were explored to identify willingness to recommend tendencies for markets that depend heavily on word-of-mouth.

OBJECTIVE

- Compare and contrast patron and non-patron values around price sensitivity, community, health, sustainability, and youth.
- Gather county-level feedback regarding the production, purchase, and consumption of locally grown food.
- Gain insight into community members' general interest and familiarity with local food.
- Provide tailored insight to the markets to enhance their marketing strategies and identify characteristics of likely farm market promoters, while equipping farmers with consumer data to better understand their customers.

METHODOLOGY

The survey was distributed via mail and online formats. It addressed broad themes of consumer awareness, market performance (specific to the county), and customer values.

- 2020 Campbell Co., KY survey distributed; 2024 Daviess Co., KY survey distributed
- Postcard Mania was utilized to randomly select 1,500 households in each county. Online options were made available through community agency partners.
- Index values were created by patron frequency based on indications of at least two behaviors corresponding to each value. Non-patron averages were used as the base.

KEY FINDINGS

- Active patrons value community and youth values most. Developing programs and messaging that amplify these values would likely strengthen market engagement.
- NPS shows > 60% Promotor presence in the Daviess Co. market, signaling consumers are satisfied with the market.
- This project provides a framework exploring the presence of heterogeneous values in markets to improve market recruitment and retention.



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Values by Patron: Campbell Co. n=222

Patron Frequency	Price	Community	Health	Sustainability	Youth
Non-Farm Market Patrons (Base, 14% of sample)	100	100	100	100	100
Somewhat (2-3 times, 47% of sample)	115	190	120	128	129
Regular (4+ times, 38% of sample)	127	325	147	144	183

Values by Patron: Daviess Co. n=212

Patron Frequency	Price	Community	Health	Sustainability	Youth
Non-Farm Market Patrons (Base, 15% of sample)	100	100	100	100	100
Somewhat (2-3 times, 33% of sample)	111	146	127	118	126
Regular (4+ times, 52% of sample)	105	169	131	156	197

Values by Patron tables: These are values placed on price, community, health, sustainability, and youth by patron frequency groups.

Net Promotor Score: Daviess Co.

Age	Avg. WTR	Detractor	Passive	Promotor
18-35 (23)	8.61	13%	26%	61%
36-55 (53)	9.00	6%	26%	68%
56+ (95)	8.87	9%	25%	65%

NPS Table: NPS is based on willingness-to-recommend on a 0-10 Likert scale, identifying detractors (<7), passive (7-8), and promotor (9-10) patrons.