

Shopping Values Among Farmers Market Patrons in Campbell County, Kentucky

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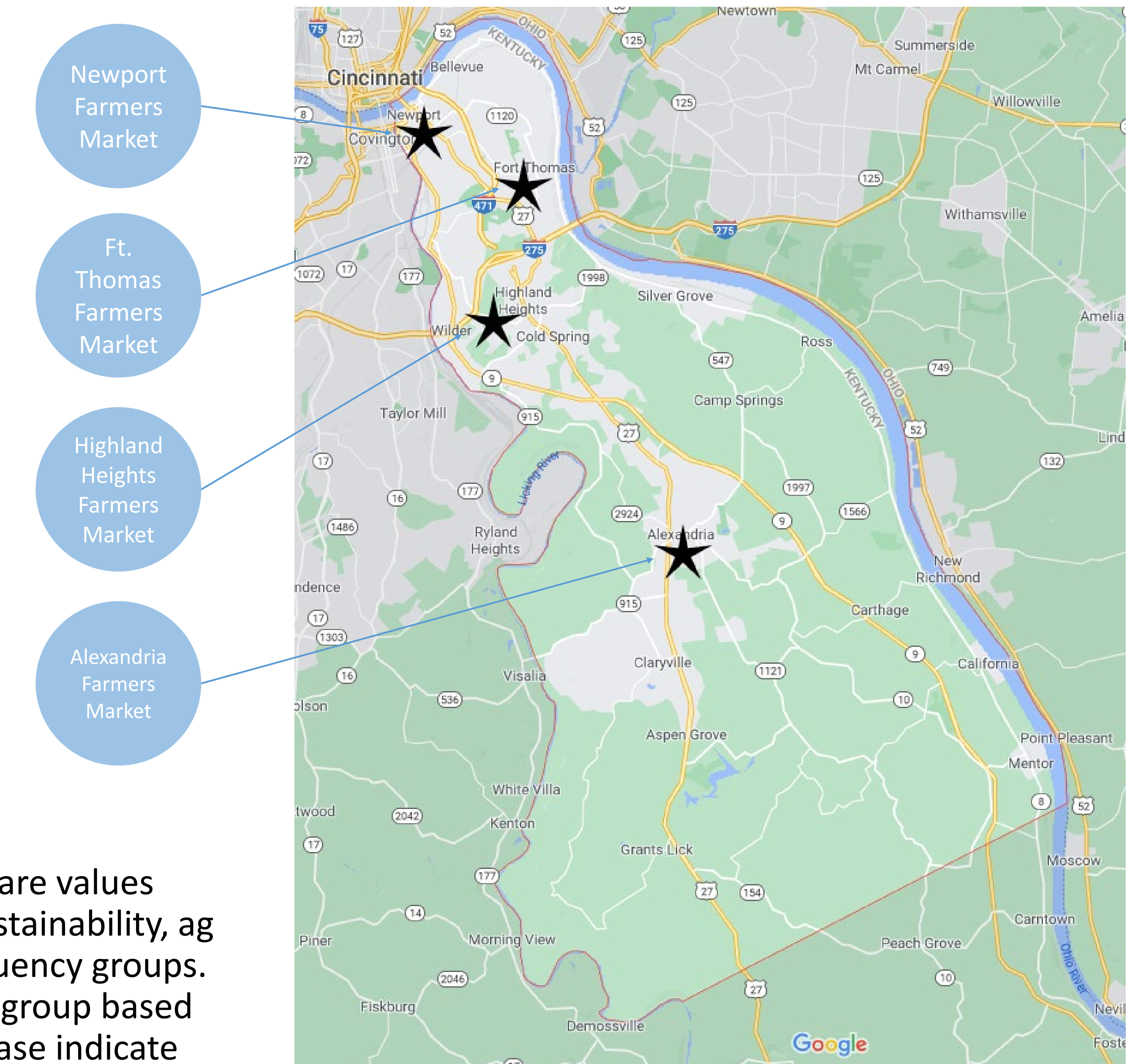
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In the summer of 2020, we surveyed Campbell County, KY community members about their general interest, familiarity, and methods of purchasing local food. We asked the residents questions to understand their orientation to food, shopping, and the community. We used their answers to identify values by patron type and market location.

Index 1 Summary: Community engagement and ag heritage values are most important to patrons compared to non-patrons. Developing complementary programs and messaging to connect these values would strengthen loyalty at the market – these can include co-located or sponsored civic programs, youth and ag/food programs, farm heritage storytelling, etc.

Index 2 Summary: Markets can use a shopping values tool like this to examine the values of their own patrons and improve the knowledge of their customer base. This can lead to better marketing methods. Some variation in these values were observed across market locations.



Index 1. Values by Patron Type. These are values placed on price, community, health, sustainability, ag heritage, and local food by patron frequency groups. Community members were placed in a group based on their response to the question, “Please indicate the methods that you have used when purchasing local food directly from farms – Farmers Market.”

Patron Frequency	Price Sensitivity Value	Community Value	Health Value	Sustainability Value	Ag. Heritage Value	Local Food Value
Non-FM Patrons (Base, 14% of sample)	100	100	100	100	100	100
Somewhat (2-3 times, 47% of sample)	115	190	120	128	129	122
Regular (4+ times, 38% of sample)	127	325	147	144	183	134

Index 2. Values by Market Location. These are values placed on price, community, health, sustainability, ag heritage, and local food by patrons of each farmers market. Community members were associated with a farmers market location based on their response to the question, “Please indicate the number of times that you have shopped at each Campbell County Farmer’s Market location in the past 12 months.”

Farmers Market Location	Price Sensitivity Value	Community Value	Health Value	Sustainability Value	Ag. Heritage Value	Local Food Value
Base	100	100	100	100	100	100
Highland Heights (89)	123	214	131	131	155	129
Alexandria (75)	123	214	131	131	155	125
Fort Thomas (99)	124	224	130	143	191	129
Newport (74)	125	259	139	143	174	132



Please scan the QR code for additional information and a copy of our farmers market survey.



Above: What are the top reasons you would shop at a farmers market in Campbell County?

Left: What are the top reasons you would NOT shop at a farmers market in Campbell County?

