

ARTISAN FARMERS' MARKET

Understanding the Customer's Perspective to Strengthen Retention

Located in North and West Vancouver and Burnaby, the Artisan Farmers' Market has been serving the local community with produce and artisan goods for more than 17 years¹. Their mission is to connect consumers with BC's local farmers, producers and artisans.

THE CHALLENGE

To help the Artisan Farmers' Market (AFM) attract and retain more customers

Create profiles of market customers, to better the Market's new customer loyalty program, as well as, for marketing purposes to attract new customers.

WHY IT MATTERS

Farmers' markets can be effective community development tools as they facilitate social interactions within communities and promote close relationships between consumers and farmers. This can lead to an increase in producer incomes, in access to fresh foods for consumers and boost in the community's local economy².

Depending on the preferences of consumers in their respective communities, farmers' markets and vendors can revise their production practices and their marketing strategies, while farmers' markets managers can recruit vendors that tailor to these needs³.

OUR APPROACH

1. Reviewed past initiatives and incentives that were done to attract and retain customers

2. Developed a questionnaire to identify North and West Vancouver customer spending, shopping preferences and awareness of the AFM

3. Interviewed North and West Vancouver residents at the AFM summer locations

4. Analyzed findings and generated recommendations to better tailor the AFM to the community

How did people hear about the market?

- North Vancouver:**
1. Family/Friends (42%)
 2. Locals (24%)
 3. Newspaper (17%)
- West Vancouver:**
1. Family/Friends (59%)
 2. Newspaper (29%)

How many people didn't know about the AFM?

41%

North Vancouver

43%

West Vancouver

* This data is for those who responded "yes" to having attended the AFM

NATIONALITY: Largest group was Canadian (60%), second was West Asian (11%)

AGE: Majority are those that are 19-44 years

NORTH VANCOUVER

AGE: Majority are those that are 25-54 years

NATIONALITY: Largest group was Canadian (50%), second was West Asian (21%)

WEST VANCOUVER

IMPLICATIONS

- More signage around market to draw attention
- Have more convenient hours of operation
- Have a larger variety of produce and convenient snacks for both adults and children

Promote the AFM via social media use to reach a wider range of consumers

Advertise through flyers, newspapers and radio