

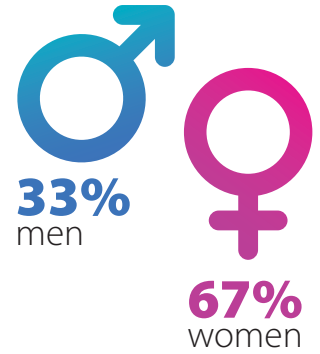
Guelph Farmers' Market: Refreshing our local tradition



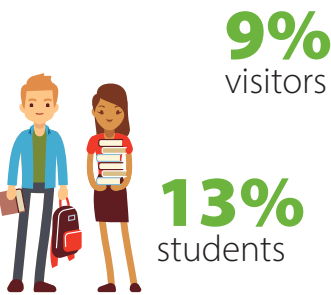
We're refreshing the Guelph Farmers' Market by engaging with our vendors and shoppers to learn what's loved about the market and what we can improve. This work will ensure the market's success as an important community gathering place and source of fresh, local, healthy food.

In November, 2018, we surveyed nearly 400 market shoppers as a part of our refresh. This information will help us learn who shops at our market, how they get here, what they love about the market and what things could improve it.

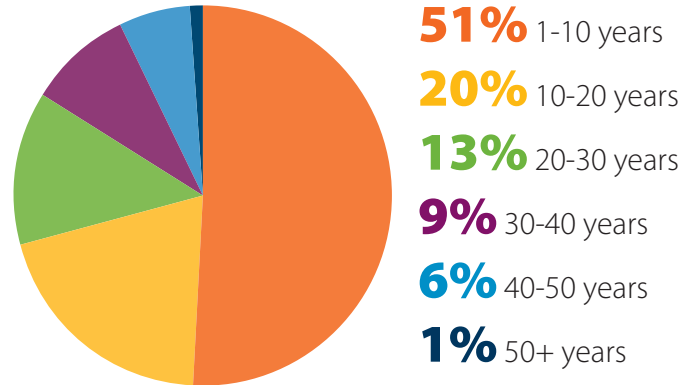
Who shops at the market? Knowing who shops at the market helps us serve our customers better, but also shows us who and what we can do to identify new shoppers.



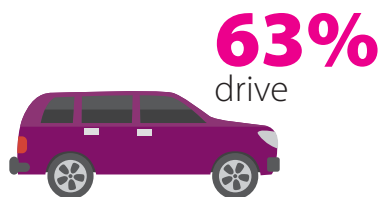
46%
come **every** week!



How long have they been coming to the market?



How shoppers get to the market? Location and convenience are important for shoppers. It's important to know where our shoppers are coming from so we can accommodate their needs better. For instance, if we have lots of customers that travel by car, close parking and carry out service may be important to them.



What shoppers buy at the market? There are a lot of food choices in this 24/7 world. What motivates a shopper to come to the market? Knowing what shoppers buy helps us understand what kinds of products are important to our shoppers that keep them coming back.

Top **3** reasons why shoppers come to the market.



\$30.63
average spent



What shoppers are happy with and what they would change?

There is always room for improvements. It's important to ask our shoppers what they like and where they seem room to improve their shopping experience.

