

# **WHAT ARE THE DRIVERS BEHIND THE GROWING POPULARITY OF FARMERS' MARKETS IN THE WESTERN CAPE?**

BY

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## **Abstract**

The aim of this study is to examine the increasing popularity of the use of farmers' markets as a form of retail. The study will attempt to identify what variables have the biggest influence on why farmers' markets are becoming increasingly popular. By being aware of the growing popularity of farmers' markets and the reasons behind it, farmers' markets can focus on adapting their strategies and products to attract even more consumers and to improve their business.

Producers and consumers are showing a renewed, increased interest in farmers' markets, which could be due to various reasons. This study will examine what those reasons are. There is limited information available on the topic of farmers' markets in specifically South Africa. Applying the information of other countries to the South African farmers' market industry could lead to false assumptions and findings. This could be challenging, however it is feasible. In the literature review and questionnaires there was specifically focused on four variables, namely: (1) The conscious consumer – Societal and environmental well being; (2) Organic to local – The food movement; (3) Social benefits and reconnection with producers; and (4) Farmers' markets as an additional form of retail. Research was done on these topics to get a thorough idea of why these factors are important for consumers.

For this study, I assumed that the reason for the growth in the popularity of farmers' markets would be a combination of various factors. The factors that I feel will have the biggest influence, is the increasing interest in buying organic products, that consumers feel farmers' markets is a good opportunity for socialising, and that consumers see markets as another form of retail. In order to be able to make a reliable conclusion and suggestions, the data that I used was collected via secondary research (previous literature), and questionnaires. For my data analysis, all the information that was completed by consumers in the questionnaires was studied. These answers were then converted to pie charts, making it easier to analyse further. The results yielded in the research study could make a useful contribution to the existing literature on possible reasons for the increase in popularity of farmers' markets. By being aware of the growing popularity of farmers' markets and the reasons behind it, commercial brands can focus on adapting their strategies and products to prevent consumers from rather buying certain products at

farmers' markets instead of commercial brands and stores. After the research study have been completed, and if the results and conclusions can be considered as being valid and reliable, this study could possibly be published in journals such as Food Research International or similar journals. The results are specifically focused on consumers living in the Western Cape, but it could be generalised to other provinces, as the farmers' markets are more or less similar.

# **Chapter One**

## **Introduction and Background of the Study**

### **1.1 Introduction**

Farmers' markets have been used as a form of retail since many years ago, but during the time of drastic technological improvements and the globalisation of the food industry in the 20<sup>th</sup> century, the use of markets for buying and selling products declined. However, producers and consumers are showing a renewed, increased interest in farmers' markets, which could be due to various reasons, such as an increased interest in the environmental and social well-being of communities, health-conscious consumers, or an interest in the social aspect of markets, just to mention a few possible reasons. According to Payne (2002:1) a farmers' market can be defined as a "common facility or area where multiple farmers/growers gather on a regular basis to sell a variety of fresh fruits, vegetables, and other farm products directly to customers". However, existing literature shows a wide variety of different definitions and ways to categorise what a farmers' market is.

There are many factors that could be considered as possible drivers behind this growth in popularity. This study will explore those drivers in more detail and attempt to identify which drivers has the biggest influence on consumers in the South African market. For the purpose of this study, four main drivers/variables was identified and explored in more detail, namely: (1) The conscious consumer – Societal and environmental well-being; (2) Organic to local – The food movement; (3) Social benefits and reconnection with producers; and (4) Farmers' markets as an additional form of retail. Finally, the influence that this growing interest in farmers' markets might have on commercial retailers and how all of the existing literature can be applied to the South African market will also be discussed.

### **1.2 Statement of Purpose**

#### **1.2.1 Problem Statement**

Producers and consumers in various countries all over the world seem to show a renewed interest in the use of farmers' markets. Various studies have been done in

other countries, but not much literature on the South African market is available. The purpose of this study is to establish what the main drivers are behind the growth in the popularity of farmers' markets in the Western Cape.

### **1.2.2 Primary Research Question**

The primary research question for this research study is as follows:

*What are the main drivers behind the growth in popularity of farmers' markets in the Western Cape?*

### **1.2.3 Primary Research Objective**

The primary research objective of this study will be to examine the growing popularity of farmers' markets in different parts of the world and to investigate what the possible drivers are behind this growth, specifically in the Western Cape.

### **1.2.4 Aim of the Study**

The aim of this study is to examine the increasing popularity of the use of farmers' markets as a form of retail. Furthermore, the study will attempt to identify what variables has the biggest influence on why farmers' markets are becoming increasingly popular amongst consumers.

## **1.3 Possible Contributions of the Study**

Firstly, the results yielded in the study could make a useful contribution to the existing South African literature on possible reasons for the increase in popularity of farmers' markets. By being aware of the growth in popularity of farmers' markets and the reasons behind it, farmers/vendors can focus on these factors to attract even more consumers and to better fulfil consumers' needs.

The results of this study could also be beneficial for consumers, as this will encourage farmers' market organisers and vendors to ensure they adapt their products and strategies to appeal to consumers, which will lead to an increase in

consumer satisfaction. Furthermore, commercial brands could also benefit from the results of the study. If commercial retailers (e.g. Woolworths, Checkers, etc.) are aware of what consumers look for when buying products, they could adapt their strategies to appeal to these needs.

After the research study have been completed, and if the results and conclusions can be considered as being valid and reliable, the study could possibly be published in journals such as the *Food Research International* or similar journals.

#### **1.4 Possible Limitations of the Study**

There are a few limitations that could possibly have an influence on the reliability and validity of the study. Although all research have been done as accurately as possible, it has to be kept in mind that limited information is available on the topic of farmers' markets in specifically South Africa. Therefore, some of the research included in the literature review was collected from academic articles regarding farmers' markets in other countries. However, it could still be applied and interpreted from a South African perspective and the primary research was adopted in such a way that it fits the South African market.

Another possible limitation could be that all ages, races and genders were used for the study, as a convenience sample was selected. There could be a difference in the attitudes and opinions of these different groups. However, the purpose of this study was to get an overall, general understanding of all consumers in the Western Cape that occasionally visit farmers' markets.

## **Chapter Two**

### **Literature Review**

#### **2.1 Farmers' Markets Across the World | Then and Now**

Farmers' markets have been in existence for many years, especially in the United States and in Europe, and since then it has become popular in countries all around the world. It is important to briefly mention the history of farmers' markets in this study to demonstrate how this method of obtaining products first originated, lost, and then regained its popularity. Although there are many different opinions about this, it is believed that the first farmers' market originated in Greece where they were specifically designed and started to benefit the whole community. The markets in the United States were then modeled after the European markets and that is how farmers' markets started to become such a popular way of retail in Europe, the United States and later in many other parts of the world (Dodds, Holmes, Arunsopha, Chin, Le, Maung and Shum, 2013:401-402).

When markets first started, it was seen as the main way for urban residents to obtain meat, produce, dairy products, and poultry. Urbanisation and technological improvements in the 1950s and 1960s, such as high speed transportation, irrigation infrastructure and refrigeration, especially in the United States, led to an increase in food wholesaling. Technological improvements and on-farm changes, such as the popular use of pesticides and chemical fertilizers after the Second World War, led to an increase in economies of scale. This caused many small producers and farmers to be eliminated from the wholesaler-dominated marketplace and the popularity of farmers' markets began to decline because they were no longer profitable and they could not continue to meet wholesalers' volume demands (Phillips, 2007:2).

At the beginning of the 20<sup>th</sup> century when railways and other refrigerated transportation methods allowed for food to be distributed over far distances without going rancid, grocery stores, supermarkets and shopping centres became the mainstream method of obtaining goods. Commercial retailing methods was able to serve the fast increasing demand of urban growth in countries and farmers' markets had to compete with methods of obtaining products that was readily available at all times and offered consumers a great variety of global products to choose from.

The passing of several laws by the U.S. Congress in 1976 led to the allowance of government extension agents to work with local activists, government officials and farmers to organise farmers' markets. The years following this led to the most rapid growth of farmers' markets in history and throughout the 1990s and into the 21<sup>st</sup> century, the number of farmers' markets started to increase again. As the number of farmers' markets increased in various countries, there was also an increase in the number of federal state and local government agencies who supported and helped promote this growth by connecting and training market growers, providing market sellers with resources and educating consumers about markets and the benefits that goes with it (Phillips, 2007:2-3). In the United States alone, the number of farmers' markets grew from 1755-4385 markets from the year 1994-2006 (USDA AMS, 2007b) and it hasn't stopped increasing ever since. In the last five years, farmers' markets in the United States has nearly doubled and currently there is approximately 8144 farmers' markets available where consumers can go to get their local products from.

## **2.2 The Farmers' Market Phenomenon | The (re)appearance**

Literature suggests that farmers' markets are not really an entirely new concept as direct sales, food markets and agricultural livestock marts have extended back for thousands of years (Spiller, 2012:100), as can be seen in the above section on the history of farmers' markets. Nevertheless, farmers' markets as they are understood today in most countries is still a relatively new phenomenon and the popularity thereof is constantly increasing. The "(re)appearance" of farmers' markets as a form of retail has recently developed in a number of countries, including Australia, New Zealand, The USA, Europe and many other countries (Lawson, Guthrie, Cameron and Fischer, 2008:11). Limited literature on the increase in the popularity of farmers' markets in South Africa is available, but it is clear by researching where one can find South African farmers' markets, that numerous South African farmers and vendors have adopted the use of farmers' markets as an additional channel to sell their fresh and organic produce and products.

In most countries and across the majority of literature regarding farmers' markets, most people seem to have mostly positive associations and ideas around this concept, which indicates that there is obviously something about these markets that

intrigues and interests buyers and sellers. Producers selling at farmers' markets are sometimes referred to as "food artisans" or "food heroes". These titles are given to the producers because of the producer's passion and commitment to the production of high quality food with often traditional and local recipes or techniques. Additionally, the benefits of the food sold at farmers' markets is being heavily promoted by media friendly chefs, environmental groups, food writers, and even governmental publications. Therefore, it seems that food and products sold at farmers' markets is held in high regard (Spiller, 2012:100).

It is not an easy task to define and categorise markets as there is a wide and varied nature of formats that can be captured under the label of "markets". Sherry (1990) provides two dimensions which can be used to classify markets; (1) The degree of formalisation in the structure, and (2) an economic versus festive function. It is important to note that despite the name *farmers' market*, it is not a prerequisite to be a farmer to be able to sell your products at these settings. Instead, it is more required that the person selling the products should be involved in some way in the growing or production of what they are selling. However, some markets do allow for buying and re-selling or processing of products.

According to Payne (2002:1), a farmers' market can be defined as a "common facility or area where multiple farmers/growers gather on a regular basis to sell a variety of fresh fruits, vegetables, and other farm products directly to customers". This definition is quite successful in capturing the essence of farmers' markets, however, one element that could be included in this definition is that farmers' markets can be considered as a domain of small businesses. They provide an additional outlet for farmers, growers and sellers of fruit and vegetables, herbs, plant nurseries, local cheese producers, and home-made products. It is difficult for small businesses to compete against big businesses, and farmers' markets offer them the opportunity to survive and thrive on the fact that they can provide consumers with specialist services by being more flexible and responding more quickly to changes in consumer demands (Lawson et al, 2008:12).

To simplify the defining and classification of farmers' markets, a few common characteristics of how buyers and sellers perceive markets can be identified as: (1) It involves direct selling to the consumers by a person who grew, reared, made, or

produced the food or products; (2) It takes place in a common facility where the above activity is practised by various farmers or sellers; and (3) Local produce and products is sold (McEachern, Warnaby, Carrigan and Szmigin, 2010:398).

### **2.3 Farmers' Markets | The New Social Network**

For the purpose of this study, it has to be kept in mind that different farmers' markets exist for various reasons. These reasons are not the same for every consumer, market, or country. It is also important to keep in mind that farmers' markets, as any other business or service, also has specific target audiences. Even though there are farmers' markets that are solely focused on supplying consumers with 100% organic, fresh products in South Africa and the Western Cape, most of the so-called 'popular markets' in the Western Cape are focused on much more than that. Farmers' markets in the Western Cape that are regarded as the most "popular" ones, are becoming less and less focused on only supplying consumers with organic products, and are focusing more on giving local businesses of all sorts an opportunity to connect with and sell their products to the community. Organic or not.

The so-called "target audience" of many of the farmers' markets in the Western Cape (Old Biscuit Mill, Oranjezicht City Farm, Hout Bay Market, etc.) could be described as the more middle-class, hip individual, looking for a fun and entertaining way to spend their weekends with friends and family, while having the opportunity to do some shopping at the same time. This has to be kept in mind as the reasons for why consumers visit these markets may be different to why consumers visit some of the more traditional farmers' markets that are most specifically focused on only providing consumers with organic products and produce.

### **2.4 A Growth in the Popularity of Farmers' Markets | Possible Drivers**

The purpose of this study is to identify the main drivers behind the growth in the popularity of farmers' markets, especially in South Africa. In other words, to find out why producers (sellers) and consumers (buyers) feel an increased need to visit and support local farmers' markets. As mentioned before, there is limited literature available on South African markets specifically, but various studies have been done in other countries such as the United States, Europe, Australia and New Zealand to

attempt to identify why farmers' markets are so popular. Therefore, other studies have been examined to get an idea of the reasons motivating consumers in other countries to support farmers' markets. Some of the possible reasons are discussed in the following section and it will be used at the end of the study to be able to compare South African consumers with consumers in other countries.

An overarching factor that was identified as a possible explanation for the growth in the popularity of farmers' markets, is that farmers' markets all over the world has found a unique and different way than other forms of retail to create value for both sellers and buyers (Lawson et al, 2008:12). A complex combination of economic, political and socio-cultural conditions have contributed to an emphasised focus on supporting the local community and one way of doing this is by supporting local food and products (McEachern et al, 2010:395). The rest of the literature review will expand on some of the main contributing factors.

Value is created in many ways for both the farmers or people that sell their products at farmers' markets, as well as the consumers who visit them to purchase the products. According to a study done by Lawson et al (2008:19) on farmers' markets in New Zealand, 11 reasons for and benefits from trading at farmers's markets include; the desire to obtain a fair price, to obtain a supplementary income, for environmental benefits, convenience, the wish to avoid middlemen, because the markets are well supported, because of the atmosphere at the markets, to get in contact with the final customer, as a hobby, to promote their products, and because they are not big enough to trade somewhere else. Clearly, the value gained from selling products at farmers' markets include financial, marketing and social benefits and all these reasons are correlated (Lawson et al, 2008:19).

Not only do markets offer benefits to the sellers, but there are also a long list of reasons for why markets is beneficial to consumers. Reviewed literature associated with consumer preferences for farmers' markets suggested the following range of possible reasons that could be seen as drivers behind why farmers' markets is becoming so popular for consumers; Farmers' markets fit with their reactionary and traditional lifestyles, consumers have a preferences for organics, because of the quality of the goods, speciality of produce, beliefs in environmental benefits, the atmosphere of a market, and the reconnection with producers or sellers (Szmigin,

Maddock and Carrigan, 2003:543). It is clear that many of the reasons for why sellers are attracted to farmers' markets is similar to the reasons that was found for the consumers/buyers. Both sellers and buyers see markets as a retailing channel where the distance between the producer and the consumer is shortened, both believe in the environmental and societal benefits of the markets, most producers and consumers have an interest in organic and local foods, and both stakeholders are attracted to the atmosphere that markets have to offer them. Therefore, it was decided that this study on South African farmers' markets will focus on the following four variables as they seem to be present in most previous studies.

The first variable that will be considered is the fact that societal and environmental well-being is becoming a higher priority for many consumers all over the world, and farmers' markets offer consumers the opportunity to show their support for this cause. Secondly, there seem to be a growing interest in local, rather than organic products amongst producers and consumers. The third variable could be the social benefits and the reconnection with producers that is gained through visiting and supporting farmers' markets, because it is possible that many consumers visit farmers' markets solely because of the social benefits that goes along with it. The final variable that will be focused on, farmers' markets as an additional form of retail, suggests that consumers visit and support farmers' markets because it is regarded as an additional and easier way for them to obtain fresh produce and home-made products (this could be because of the functional, emotional, or self-expressive benefits thereof). All of these variable will be discussed in more detail in the sections to follow.

#### **2.4.1 The Conscious Consumer | Societal and Environmental Well-being**

The first variable that will be considered as one of the main reasons behind the growth in the popularity of farmers' markets, is that of the conscious consumer. The conscious consumer can be described as an individual who aims to improve the environment and society through being sustainable and supporting local programmes and initiatives, such as farmers' markets. Various factors, such as inadequate inspections, the use of antibiotics, the concern of animal waste products, carbon emissions produced from food transportation, and a better understanding of the impacts of conventional industrialised systems, have led to heightened

awareness of food safety concerns and an increase in the popularity of the consumption of local foods.

Individuals are becoming increasingly aware of the globalisation of food products and the distribution thereof, and many consumers are actively trying to shorten the distance between the consumer and the consumer's source of food, as it used to be before the commercialisation of the food industry (Dodds et al, 2013:398). Thus, it is evident that there is indeed a growing demand for local or organic products amongst consumers, and that is why this can be considered as one of the main drivers behind the growth in the popularity of farmers' markets.

Additionally, many consumers all over the world are showing an ever increasing interest in the purchase of goods with pro-environmental products or claims that support the promotion of societal well-being, which also includes environmental sustainability, as these two concepts go hand in hand (Stratton and Werner, 2013:363). To support this interest of consumers in promoting societal and environmental well-being, various movements have emerged that ensures that this is being implemented, such as Eco-labels and Social Product Labels (SPLs), some of the most popular movements being the *Slow Food movement* and *Fair Trade*. The purpose of *Fair Trade* is to enable sustainable development by ensuring equitable global trade transactions and offering many other extended benefits. These benefits include things such as working towards female empowerment and giving producers access to education and medical care. Existing literature suggests an overall consumer preference for Fair Trade products (Stratton and Werner, 2013:364).

This is relevant to the study because evidently consumers trust in these claims and this might influence their choice and convince them to purchase goods with Eco-labels or SPLs, which might partially explain the growing interest in visiting and purchasing goods at farmers' markets (as most of the products sold at farmers' markets should be eco-friendly and support the environment and community). Supporting farmers' markets can be regarded by consumers as an instrument for initiating positive change for their communities through supporting local producers and farmers. This can further help strengthen and increase local economic activities, which in turn might help to insure social welfare and lead to an improved community infrastructure (Delind, 2006:121).

### 2.4.2 Organic to Local | The Food Movement

A trend in food production that became very popular a few years ago is the *organic food movement*, which mainly emerged and became popular in response to the dangers and deficiencies of the modern food system, as perceived by consumers. To start with, it is very important to note that there is a difference between local and organic food products, and many consumers are now switching from organic products back to local products (Dodds et al, 2014:399).

Organic production can be referred to as “an ecological production management system that promotes and enhances biodiversity, biological cycles, and soil biological activity” (Winter and Davis, 2006:117). The organic movement placed a lot of emphasis on human health, soil health, and ecological or holistic farming practises, however, due to extensive marketing of organic products and the large demand thereof, the organic food industry has now started to turn into an industrialized, long-distance, and large scale business, thus totally defeating the original purpose of organic food production. A lack of universal regulation and standardisation of organic food, together with consumers becoming aware of the pitfalls of organic food production, put the organic movement under scrutiny. The reason for this is that consumers are losing their trust in the ability of governments and the corporate food system to maintain the original integrity that they used to associate with organic foods (Dodds et al, 2014:399).

All of this has led to a growth in the interest for local food and what is referred to as the *local food movement*, which mainly holds onto the idea that consumers will purchase and consume local produce, rather than relying on the more traditional food distribution systems. Many consumers perceive local food to be a more authentic and trustworthy alternative because qualities usually associated with locally produced foods is believed to be more representative of sustainability, and not just the use of an organic label. There are not many specific definitions for local food, due to the reason that on many occasions defining local foods is dependent on consumer perceptions (Adams and Adams, 2009:80), but most consumers associate local food with community, ethics, and knowing that their products will be of high quality.

Farmers' markets offer consumers an opportunity to easily get hold of a variety of local products, and consumers trust farmers' markets to provide them with local products. The reason why consumers believe this is because farmers' markets offer a shortened distance between the production of the food and the consumption thereof, and they allow for healthier and fresh products because of a reduced need for transport, packaging, and unnecessary preservatives. Consumers are also able to directly interact with the farmers and sellers, which offers them direct access to nutritional information (Dodds et al, 2014:400). All of these reasons might contribute to consumers finding the idea of buying into the *local food movement* so attractive and can play a big role in why farmers' markets are becoming so popular.

### **2.4.3 Social Benefits and Reconnection with Producers**

The attraction to farmers' markets amongst consumers (and young people in particular) is about something more than just the food. Nowadays, the *local food movement* is just as much about the sense of community, identity, and pleasure as it is about the products that is offered. This is evident in the way that farmer's markets are thriving all around the world and by considering that farmers' markets have taken on the function of becoming a new public square where friends, citizens, parents, cooks, children, and farmers can socialise and support the community, whilst still being environmentally conscious.

It should also be considered that many consumers may want to visit farmers' markets for reasons other than buying healthy food or supporting the local community. This was especially the case in the Victorian period, where more facilities (such as cover from the elements, lighting, music, tables to eat and drink at) were provided and markets were popular especially for the general market atmosphere that it offered to consumers. Some previous studies that attempted to identify potential benefits arising from the development of farmers' markets for various stakeholders, found that consumers felt that farmers' markets offer them a more enjoyable and sociable shopping experience with an increased sense of community and 'immediacy' (Sherry, 1990).

Apart from the social benefits that is gained from interaction between the consumers buying at the farmers' markets, it also offers consumers the opportunity to build a relationship with the producers. As a result of the mass-produced and standardised food products of the globalised food economy, greater distances and a disconnection have been created between the production and the consumption of food and farmers' markets offer consumers and producers an opportunity to reconnect with the place and the people they get their fresh produce and products from.

Most farmers' markets have realised that the social benefits offered by the market has become an increasingly important factor for consumers and they have started to change and adapt markets into a place where consumers can get what they need, but at the same time offer entertainment. Examples of how this has been done include offering consumers the opportunity to purchase their food and drinks at the markets and then consume it there simultaneously. Consequently, consumers have started using farmers' markets as a get-together place or somewhere they can go to have their meals. Entertainment is also offered at several markets by having artists display some of their works or getting musicians to perform. All of these factors contribute to the pleasant atmosphere that is then created at farmers' market setups.

#### **2.4.4 Farmers' Markets as an Additional Form of Retail**

The fourth and final variable which will be examined in this study is the possibility of a growth in the popularity of farmers' markets simply because consumers are increasingly considering farmers' markets as an additional form of retail due to various reasons. Because of the industrialisation and globalisation of the agro-food system, consumers started to increasingly rely on 'common definitions of quality' or 'uniform standards' when deciding where to purchase their fresh produce and other products. However, following the succession of crises within the UK food system in the late 1980s (Listeria, Salmonella, Foot and Mouth disease), consumers' confidence in conventionally produced food and products has been dented and there seems to be a shift back to a renewed emphasis on 'notions of place, social embeddedness and trust' regarding where consumers get their products from. This is placing challenging demands on commercial producers, such as grocery stores, in terms of marketing and distribution, but it is also providing new and exciting

opportunities for producers and sellers that has been excluded by globalised processes (Kirwan, 2006:301).

Even though farmers' markets is not likely to ever replace or drastically threaten traditional retailing methods such as shopping centres, grocery stores, supermarkets, etc., it will still have an influence that is worth investigating. Most consumers nowadays are far too dependent on the convenience and availability of grocery stores for them to ever completely replace buying products at commercial stores with shopping at farmers' markets. However, they might decide to buy certain products such as meat, cheese, fresh fruit and vegetables, etc. at farmers' markets when it is possible. A study done by Dodds et al (2014:409) on the reasons why consumers go to farmers' markets found that although consumers consider markets as one of the places where they do their grocery shopping, a small amount of all their grocery needs can be satisfied just through farmers' markets. Consumers said that only approximately 32% of their shopping could be done at farmers' markets, and the rest of their products they still have to go purchase at grocery stores or other options such as health- and local food stores.

It is not a surprise that large grocery stores have begun to take notice of the increase in popularity of farmers' markets and the *local food movement* and that some are even adapting their strategies, setup, and products to facilitate the demand for fresh and local products in their stores. In an effort to meet consumer demands, many stores across the world is initiating programmes to work together with and sell local products in their stores, as well as to promote farmers' markets (Buying into the Local Food Movement, 2013). This should attract many customers to their stores or prevent customers from replacing products from grocery stores with products purchased at farmers' markets (Phillips, 2007:9). Examples of stores in South Africa that is catching up on the trend and doing something about it include grocery stores such as Checkers, Woolworths, Fruit & Veg, etc. These stores have adapted some of their products, labelling, packaging, and where they get their products from to give customers a more 'local' feel and experience.

However, consumers still feel that farmers' markets can offer them many benefits that they cannot get by shopping at grocery stores, such as an opportunity to support the local community, to do something about their environmental concerns, to

purchase good quality products, to maintain a healthier diet, interaction with vendors, value for money, convenience of location, a family outing, and social opportunities (Dodds et al, 2014:408). All of these reasons can contribute to consumer's preferring and choosing farmers' markets for their shopping needs above commercialised grocery stores when possible.

## **2.5 Relevance to the South African Market**

Although literature on the growth in popularity of farmers' markets in South Africa is very limited in the form of academic articles, there are website articles available on where farmers' markets in South Africa is situated, what can be found and purchased at these markets, and it is clear that there is definitely an increase in the number of farmers' markets available in South Africa. However, there is enough literature available on the growth in popularity of farmers' markets in other countries such as New Zealand, Australia, The USA and Europe, and because it can be regarded as a global phenomenon, the available information could be applied to a South African context.

## **2.6 Conclusion**

By reviewing much of the existing literature available on Farmers' Markets in various countries, it is clear that markets had a very important role to play in how people originally started to exchange and buy products from each other. Farmers's markets started in Europe and there was a steady increase in the number thereof because it offered consumers and the community an opportunity to support each other and have access to various fresh, local, organic or home-made products at one central place. Because of many technological developments and the globalisation of the food industry in the 19<sup>th</sup> and 20<sup>th</sup> century, the number of markets started decreasing because the more popular method of obtaining products became supermarkets, shopping centres and grocery. In the late 1990s and the beginning of the 21<sup>st</sup> century, due to a renewed focus on supporting the community and because the distance between the consumer and the production of their products became stretched out, farmers' markets made a comeback and once again became a popular retailing method.

Many different ways of classifying and defining farmers' markets were found by various researchers and it became clear that it is not a simple task to define farmers' markets as many consumers and countries perceive them differently. A few similar characteristics were present in most literature and it was concluded that a farmers' market can be seen as an activity that takes place in a common facility and involves direct selling to consumers by people who had some part to play in the making or the production of the products, eventually providing consumers with local, organic or home-made products. Farmers' markets are also mostly done to benefit the community, environment and society as a whole.

The next part of the literature review examined what the possible drivers could be behind the increasing popularity of farmers' markets, and various reasons were identified. However, in this literature review there was specifically focused on four variables, namely: (1) The conscious consumer – Societal and environmental well-being; (2) Organic to local – The food movement; (3) Social benefits and reconnection with producers; and (4) Farmers' markets as an additional form of retail. Finally, the literature review was concluded with how all of this can be interpreted and applied to a South African context.

## **Chapter Three**

### **Research Methodology**

#### **3.1 Research Approach**

This study made use of a qualitative approach. The reason for the use of this approach is because the research topic revolves around consumer behaviour and the opinions and feelings of human beings. Qualitative research methods are able to probe in-depth answers and enable a thorough and clear understanding of the research study.

#### **3.2 Research Tools**

For the primary research of the study, the tools that were used to conduct the research consisted mainly of a survey in the form of a questionnaire, as well as observation as supplementary research. For the study, 8 markets in the Western Cape was used to gather information. These markets are situated in and around Cape Town, Stellenbosch and Hermanus. The following markets was used; The Neighbourgoods Market at the Old Biscuit Mill, Oranjezicht City Farm, Hout Bay Organic Market, Root 44 Market, Blaauwklippen Family Market, Slow Food Market at Oude Libertas, Hermanus Country Market, and the Hermanuspietersfontein Farmers Market. This collection of markets were chosen mainly because they sell similar products, consisting mostly of food, drinks and hand made art and clothing products, and therefore they complement each other. The consumers visiting the specified markets should also be relatively similar, which helped to ensure reliability and validity throughout the results.

The questions that were included in the questionnaires were influenced mainly by the secondary research that indicated certain patterns in the way consumers think and feel about farmers' markets, as well as the four independent variables that were identified for the study.

### **3.3 Sample**

A non-probability sampling method was used for conducting the study, as interference from the researcher took place. A non-probability sample means that the probability of any respondent being selected could not be determined, because of the researcher's interference with the selection process. A convenience sample was used for selecting the respondents, because of the cost-effectiveness and the ease of this method.

The sample group for the study consisted of consumers visiting the eight specified markets. The size of the sample was 80 respondents - 10 respondents from each of the farmers' markets. The sample was composed of males and females, ranging between the ages 18-60. It was necessary that the sample included a wide range of consumers and groups to take the opinions of various target markets into account, in order to ensure that the results of the study is reliable, valid, and generalisable to the bigger population group.

### **3.4 Data Analysis**

After the collection of the information through the self-administered questionnaires and observation, data was analysed in order to get reliable and accurate results. The data was analysed whilst keeping the four chosen variables (possible drivers for the growth in the popularity of farmers' markets) in mind and the data was arranged accordingly.

The answers that consumers gave in the questionnaire was inserted into an excel spreadsheet through the use of a coding system (each answer was given a code). For each of the ten questions, it was calculated how many respondents chose which option at each question. This data was transformed into pie charts to make it easier to read and interpret, in order to make reliable conclusions.

### **3.5 Conclusion**

After following and completing the research design, the researcher was able to conclude the study with results and conclusions regarding the research objectives

and the problem statement. The research methodology and research design was followed step by step, and every step was done thoroughly to prevent the occurrence of errors which would have led to implications regarding the results and conclusions of the study.

## Chapter Four

### Data Analysis

As described in Chapter 3 (Research Methodology), after the questionnaires were completed by respondents at the farmers' markets, the answers were coded and inserted into an Excel spreadsheet. From the data, the following pie charts were drawn up from each of the ten questions on the questionnaire, in order to make the data easier to interpret.

#### 4.1 How often do consumers visit farmers' markets?

For the first question in the questionnaire, a general idea of how often consumers visit farmers' markets could be formed. The question asked consumers if they visit markets more than once a week, weekly, montly, or other. 63% of the respondents stated that they visit markets monthly, whilst the other 37% said that they visit markets weekly. None of the respondents selected the other options. It is thus clear that consumers like to visit farmers' markets quite regularly and this indicate that it has become a big part of many consumers' regular activities.

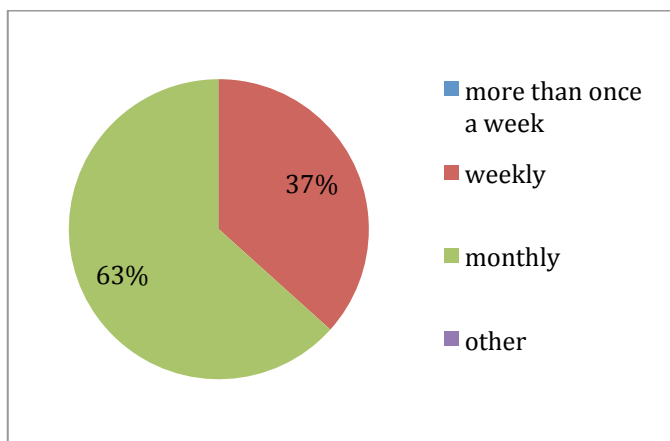


Figure 4.1

#### 4.2 Do consumers usually visit the same farmers' market each time?

For the second question, consumers were asked if they like to visit the same farmers' markets each time and if they have favourites that they like supporting, or if they like to try out different farmers' markets when they can. In some cases, there

are only a limited amount of markets available in the area close to consumers, which limits them to the amount of markets that they can visit. 53% of the respondents said that they mostly visit the same markets each time. The reason for this being mainly that it is convenient, they don't want to drive to far, and that they know what to expect when they have been to the market before. The rest of the respondents (47%) stated that they make an attempt to visit different farmers' markets regularly in order to find new product varieties or farmers/vendors. Respondents also see farmers' markets as a fun activity with friends or family, so they try to make a whole outing out of going to new markets.

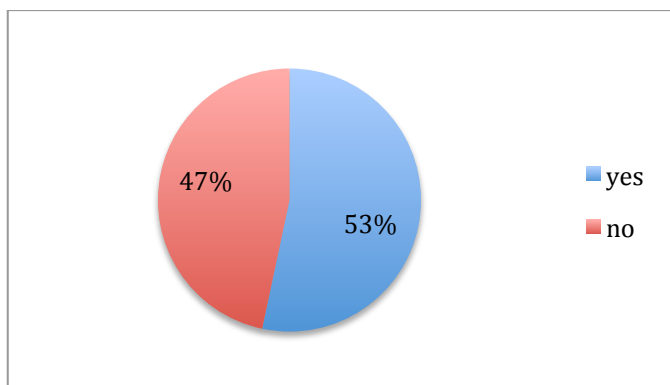


Figure 4.2

#### **4.3 Approximately how much time do consumers spend at a farmers' market on a day?**

The third question in the questionnaire asked consumers approximately how much time they spend at farmers' markets on a regular day. The options on the questionnaire was 1-2 hours, 2-4 hours, or more than 4 hours. 73% of the respondents stated that on average they spend 2-4 hours at markets on a day, 17% selected 1-2 hours, while the remaining respondents (10%) spend more than 4 hours at markets. It can thus be concluded that most consumers go to farmers' markets and spend quite some time there, instead of just quickly going to purchase products. This supports the variable that suggests that consumers see markets as an opportunity to socialise with friends and family, and to reconnect with farmers/vendors.

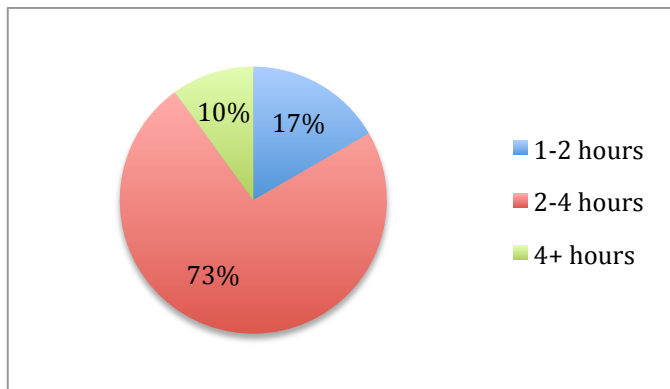


Figure 4.3

#### 4.4 Do consumers usually go to a farmers' market alone or with other people?

Question 4 asked consumers if they usually visit farmers' markets on their own or with other people. This question was asked specifically to find more information on the variable that explores whether the social need of consumers can be seen as one of the main drivers for the growth in the popularity of farmers' markets. 90% of respondents stated that they go to markets with other people, while only 10% said that they occasionally go to markets on their own. It is thus very clear that a big part of why consumers visit markets is because they regard it as a fun activity to do with friends and family. This could be valuable information for farmers/vendors and organisers of farmers' markets, as they would then know to focus on creating an atmosphere that would ensure an enjoyable experience for consumers.

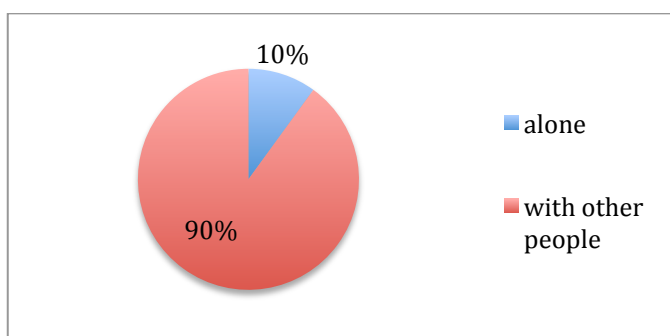


Figure 4.4

#### 4.5 If consumers go with other people, who do they go with?

In support of the fourth question, respondents were asked who they go to farmers' markets with. The options given in the questionnaire were friends, family, or boyfriend/girlfriend. 57% of respondents said that they visit markets with friends, 37% go with family, and the other 6% said that they visit farmers' markets with their boyfriend or girlfriend. Once again this supports the statement that consumers do not like going to farmers' markets alone and that they would rather do it with other people.

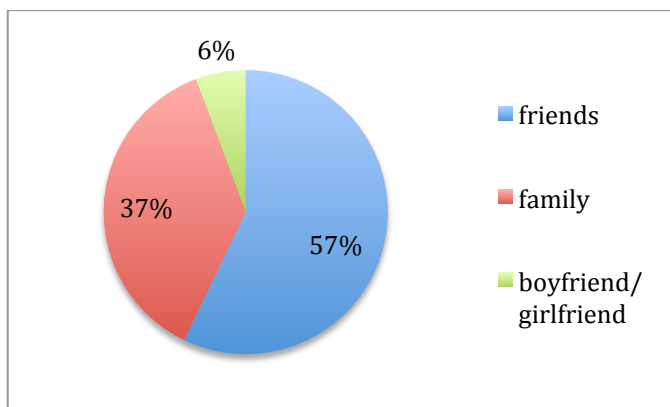


Figure 4.5

#### 4.6 What is consumers' main reason for visiting farmers' markets?

Question 6 asked respondents what their main reason is for visiting farmers' markets. Six options were given as well as an option for "other reasons". Most of the consumers selected more than one option. The factor that appeared to be the biggest reason (34%) for why consumers visit markets was that they go for social reasons. The option that got the second most selections (31%), was that consumers go to have breakfast or lunch. Thirdly, consumers selected that they go because they consider it a fun activity (17%). 8% said that they go to purchase organic products, 6% see it as a convenient way to purchase products, and 45 said that they go to buy products that are not available in other places (small brands that do not yet sell in stores or online).

As evident in the results from the questionnaires, the social variable definitely seems to have the biggest influence. Most of the respondents at some point in the

questionnaire selected an option that is related to the social variable, which indicates that this is probably the biggest and most important driver behind the growth in the popularity of farmers' markets.

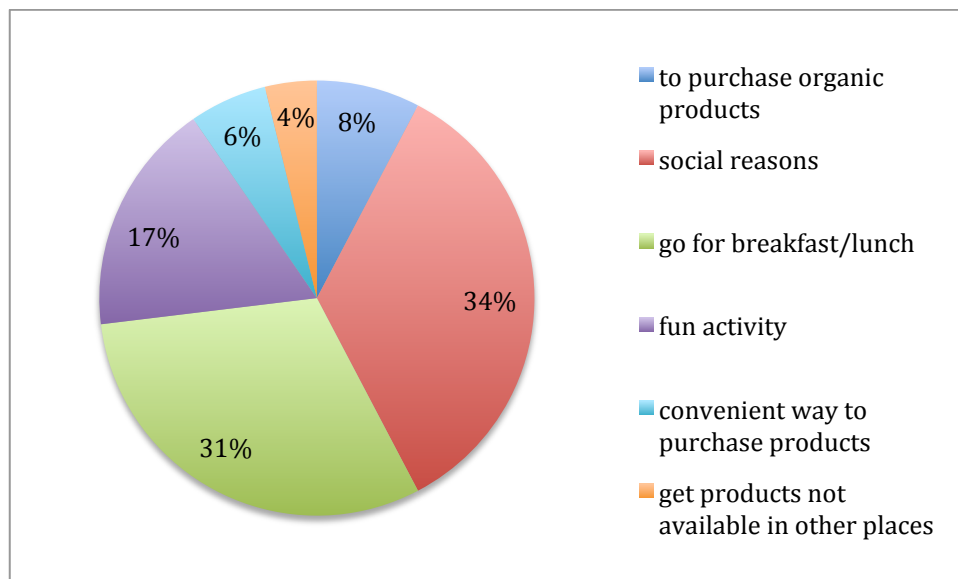


Figure 4.6

#### 4.7 Are consumers loyal supporters of certain farmers/vendors at farmers' markets?

For question 7, consumers were asked if they have specific farmers/vendors at farmers' markets that they support regularly. 53% of respondents selected that they do support certain farmers/vendors, while the other 47% said that they like to try out new products from different vendors. This indicates that there could be some sort of 'brand loyalty' that consumers develop for certain farmers/vendors. Consumers that like farmers' markets because they regard it as an additional form of retail might be consumers that develop a 'brand loyalty', because they might replace commercial retailers with some of the farmers at the markets.

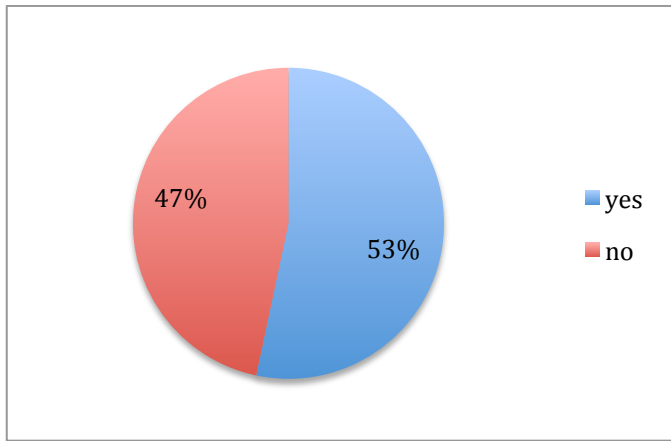


Figure 4.7

#### 4.8 How far is consumers willing to travel to get to a farmers' market?

The eighth question asked respondents how far they would be willing to travel to get to a farmers' market, with the options being 0-10km, 10-30km, 30-60km, or 60+ km. 60% of respondents selected that they would be willing to travel 10-30km, 23% said 30-60km, 14% said 0-10km, and only 3% would be willing to travel further than 60km. This indicates that consumers would rather go to markets that are close to them, and therefore more convenient. However, there were a few consumers that would be willing to travel 30-60km, so consumers would go to some extent of trouble to reach other markets that are not that close to them.

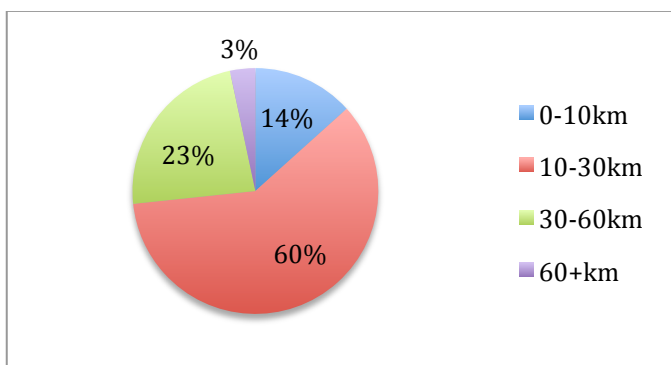


Figure 4.8

#### 4.9 What are the most important things consumers look for when buying products at farmers' markets?

The second last question in the questionnaire asked respondents what the most important things are that they look for when buying products at farmers' markets. The questionnaire had 6 options consisting of where the products are from, how the products are made, price, quality, who the vendors are, and other. The option that was chosen by most respondents (44%), was that price is the most important factor that they look for when buying products at markets. 34% said that quality of products is an important factor, 8% felt that where the products come from are important, 8% said how the products are made, and 6% said that it matters to them who the farmers/vendors are. This question indicates that some consumers are interested in local or organic products and being conscious consumers, as there was 16% of respondents that said it matters to them where the products come from and how they are made.

However, even though they are interested in these factors, consumers still wouldn't buy products if they are bad quality or too expensive. Farmers/vendors selling at markets therefore need to make sure that their prices and quality is still very good, whilst still keeping consumers' need for local/organic products in mind.

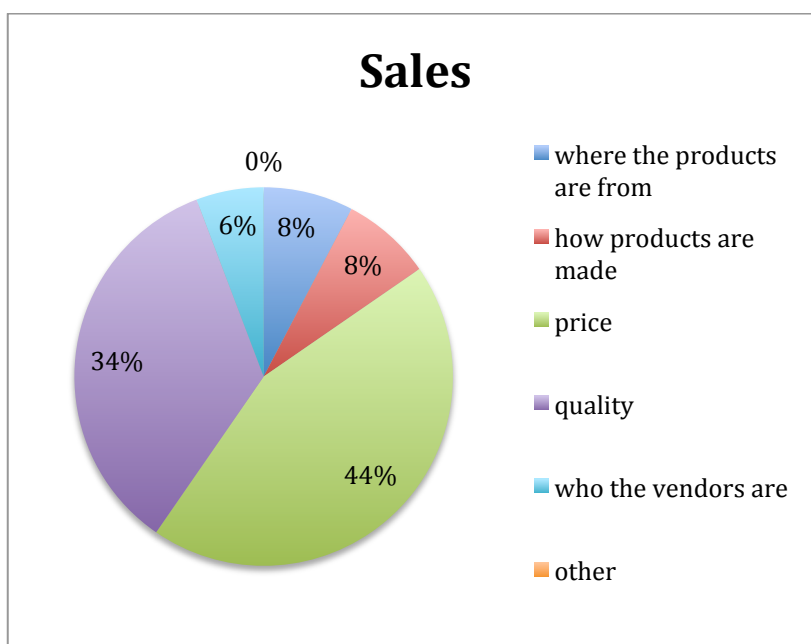


Figure 4.9

#### 4.10 What could be added to farmers' markets to improve consumers' experience?

Lastly, the questionnaire asked consumers what they would add to farmers' markets if they could that would improve their experience. The questionnaire had the options 'more product variety' and 'more entertainment', as well as a 'other' option. 64% said that they would like to have more product variety, 26% said that more entertainment would improve their experience, and the remaining respondents (10%) selected the 'other' option. There was a space included in the questionnaire where consumers could give other suggestions. Some consumers said that they would like markets to be available on more days of the week, instead of just being open on weekends. Another respondent said that they would like there to be night farmers' markets for people that work throughout the day. For consumers with children, they said it would be convenient if there was a separate, safe space with someone to keep an eye over their children and entertain them while they walk around the market.

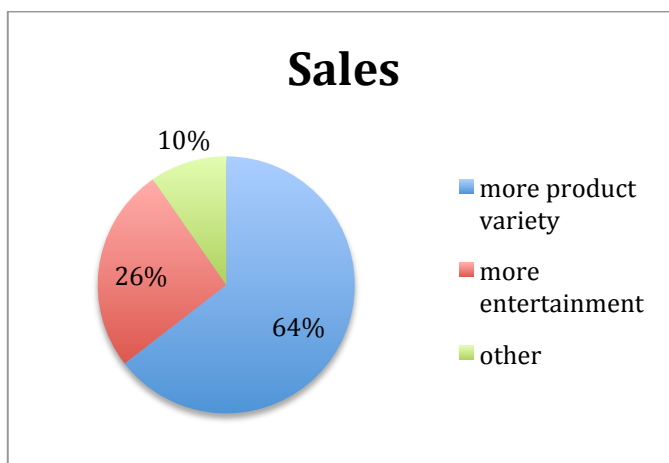


Figure 4.10

## **Chapter Five**

### **Conclusions**

#### **5.1 Farmers' Markets in the Western Cape | The In-Thing**

It has been established throughout the study that there definitely is an increase in the interest of consumers specifically in the Western Cape to visit farmers' markets. This could be seen as a bit of a recent "trend", as many other countries and also places in South Africa have been creating and visiting markets for a while now. Another thing that has to be noted, as also discussed in the literature review, is that there is quite a big difference between a real, authentic farmers' market and the ones that we visit today. However, this does not mean that the popular farmers' markets that were used in this study isn't also considered as farmers' markets, the motivation behind the popularity of various markets could simply differ from each other. As established earlier in the study, there are various factors that could be seen as drivers, however, this study focused on four possible variables.

After a thorough literature review was done as secondary research, as well as primary research in the form of a questionnaire, conclusions can be made regarding specifically what factors act as the main drivers behind the increase in the interest of consumers to visit and support local farmers' markets in the Western Cape.

#### **5.2 Drivers Behind the Growth in Popularity | A bit of Everything**

As discussed in the literature review (Chapter 2), there are many factors that could have an influence on the increased interest amongst consumers to visit farmers' markets. As a review, this study focused on four specific variables that could serve as possible drivers, namely 1) consumers are becoming more conscious of their environment and society, 2) there is a need amongst consumers for organic or local food, 3) social reasons and reconnection with producers, and 4) consumers consider farmers' markets as an additional form of retail.

After the questionnaires were completed by 80 respondents at 8 of the most popular farmers' markets in the Western Cape, it can be concluded that the reason behind the growth in popularity is a combination of the four variable that were used for the

study. However, some of the factors did prove to have a bigger influence on consumers than others did. In the following section, a brief summary of the influence of the factors will be discussed.

### **5.3 The Conscious Consumer | Not so conscious anymore?**

Although many consumers did answer that one of the factors that they consider when buying products at markets is where the products come from and how the products are made, this is one factor that consumers are willing to compromise on when making decisions on what to buy. In the questionnaire, respondents answered that the most important factor that they consider when deciding what products to buy, is the quality and the price.

Out of the 80 respondents, 16% answered that where the products come from and how the products are made, are the most important factors that they consider. The rest of the respondents stated that price, quality, and who the vendors are has the biggest influence on their decision. Therefore, some consumers are willing to look for specifically products that are good for the environment and the community, but if these products are not of good quality or if the price is too high, they will compromise on being environmentally and socially conscious.

### **5.4 Organic and Local Products | How Lekker is Local?**

As discussed in the literature review, many consumers have lost some trust in the use of the word 'organic' when it comes to more commercial products and stores. There seems to be a lack of trust in some brands as some consumers feel that 'organic' has simply become a word that brands use to convince conscious consumers to purchase their products, and that it isn't necessarily that "organic" anymore. In other words, the use of the word has become somewhat commercialized. The word that is busy replacing "organic" for some consumers, is 'local'.

Farmers' markets offer consumers an opportunity to easily and conveniently get hold of a variety of local products, and consumers trust farmers' markets to provide them with local products. The reason for this could be that farmers' markets offer a

shortened distance between the production of the food and the consumption thereof,. They also allow for healthier and fresher products because of a reduced need for transport, packaging, and unnecessary preservatives. Consumers are able to directly interact with the farmers or sellers (Dodds et al, 2014:400).

This factor closely relates to the first variable, which is concerned with the conscious consumer. After the data from the respondents was collected and interpreted, one could see that consumers are concerned with the idea that the products that they buy should be local. When asking some of the respondents at the markets what they perceive as being 'local, they answered that for them, local means that the products are made by people in their close community or products that will in some way benefit them if they purchase it. This benefit could be in the form of giving back to the community through means of charity, being good for their environment, helping to develop the community or economy, etc.

As was the case with the first variable, even though consumers are concerned with purchasing local products, this is not the biggest determining factor when shopping at farmers' markets. By speaking to some of the respondents, it almost appeared that the idea of buying local products for consumers at the more popular (and maybe less traditional) markets is more about the benefits that buying local products will add to their image. Local products almost seem to be considered as 'cooler' than some other brands. An example from one of the respondents was that she felt the "style and image of local jewellery and bags from farmers' markets and local designers fitted better with her desired image than jewellery from more commercial brands", such as Woolworths or Accessorize, would have.

## **5.5 The Number One Driver | Social Social Social**

Although the results collected from the questionnaires indicate that consumers go to farmers' markets because of a combination of variables, the factor that seem to have the biggest influence on most of the consumers, are their need for social interaction and reconnection with producers at the markets.

Almost every respondent that completed a questionnaire, mentioned at some point in the survey that they find markets attractive because of some sort of social reason, whether it was that they visit markets as a fun activity with family and friends, or that

they go there for breakfast or lunch. 90% of respondents stated that they would definitely rather go with other people to markets than going alone. The 10% of respondents that said they would go alone, said that the reason therefore is that they sometimes go simply to go do some shopping and then leave again. When asking consumers what they would suggest to improve their market experience if they could, 26% said that they would have an improved market experience if there was to be more entertainment.

It is evident in the design and layout of popular farmers' markets in the Western Cape that organizers are thoroughly aware of the fact that consumers seek social interaction and entertainment when visiting farmers' markets. This can be seen by markets setting up areas with tables and chairs where consumers can sit down and enjoy the products that they bought. Some markets even organise artists to entertain consumers while they are browsing through the stalls and enjoying their products.

## **5.6 Conclusion**

Throughout the study on farmers' markets and the research that have been done, one can see that the reason behind why consumers are becoming increasingly interested in visiting farmers' markets is a combination of factors. This study focused on four specific variables as possible drivers, and each of the variables did prove to have an influence to some extent. However, if one factor had to be selected as the variable that seems to have the biggest influence, the social benefits that consumers can get from farmers' markets and the ability to reconnect with producers would be the main driver. The next important factor would be that consumers are looking for local or organic food, and farmers' markets offer them an easy way to get a variety of local and organic products.

The factor that seemed to have the least influence on consumers attitude towards markets, is the 'additional form of retail' variable. This study found that consumers do not really visit farmers' markets just because they feel like rather going there instead of going to a commercial retail store. In final conclusion, farmers and vendors will have to ensure that their farmers' markets adheres to all the needs and requirements of consumers if they want to ensure that the interest of consumers in farmers' markets keep on growing in the future.

## Chapter Six

### Activation

#### 6.1 Core Insights

By looking at the existing literature on farmers' markets, one can conclude that there definitely is a need amongst consumers to visit farmers' markets, and a growth in the popularity thereof (Lawson, Guthrie, Cameron and Fischer, 2008:11). This could be due to various reasons, however, there are limited information available on what motivates specifically South African consumers in the Western Cape area to visit farmers' markets. That is the value that this study ultimately hopes to add to the existing literature. Even though there are not many academic sources available stipulating the growth in popularity of farmers' markets in South Africa, the fact that there are numerous successful markets in the Western Cape could be an indication that consumers have an interest in farmers' markets. Therefore, the first valuable insight would be that many consumers in the Western Cape like visiting markets, and there definitely is a growth in the popularity thereof.

Secondly, consumers visit farmers' markets for various reasons (Lawson et al, 2008:19). In this study, there is specifically focused on four variables, namely that consumers visit farmers' markets because they want to be socially and environmentally conscious, they have a need for organic products, they see markets as a way to reconnect with producers and have social interaction, or they consider farmers' markets as an additional form of retail. Regarding the vendors trading at the markets, the results of this study could be valuable to them in the sense that if they are aware of what mainly drives consumers to visit farmers' markets, they could focus on those factors in order to attract more consumers and improve their business.

#### 6.2 Message and Audience

##### 6.2.1 Audience

The main audience for this activation would be *consumers* that visit the farmers' markets and that would like to be more informed on what the farmers' markets have

to offer them. Additionally, the audience could also include the existing vendors at the farmers' markets and potential vendors that are not yet trading at markets, but for whom it might be beneficial. The activation will not necessarily be targeted specifically at the vendors, but if the activation attracts more consumers, then it will have an impact on them as they would get more consumers to visit their markets.

### **6.2.2 Message**

The message of this activation would be that if farmers' market traders/vendors want to connect more deeply with consumers and improve their business, they need to be aware of the motivation behind why consumers are increasingly visiting farmers' markets (e.g. convenience, socialising, healthy living) and they need to do and sell things that will appeal to their target audience. The ultimate purpose of this activation would be to give consumers and vendors an easy way to connect and interact with each other in order to make visits to farmers' markets a more enjoyable and appealing occasion for everyone.

For the purpose of this proposal, we assume that the motivation behind why consumers visit farmers' markets is a combination of various factors. Consumers visit farmers' markets because they have a need for organic and locally produced food, and markets offer them an easy way to get this whilst also offering them the chance for social interaction or fun with their families/friends. Therefore, markets could attract consumers by offering them a combination of these factors. The message of this proposal would be that consumers should visit farmers' markets more often because there is a whole range of possible benefits that they could receive by doing so.

### **6.3 Concept**

The concept of this activation will be focused on creating a platform that will enable vendors and consumers to communicate with each other in an easy and effective way, and to enable consumers to find the nearest markets to them, that would also fit their needs best. This will be done by creating an application, called 'Market Map'.

Consumers will be able to download the 'Market Map' app on their cellphones and register with their personal details and preferences for farmers' markets. Each consumer will be able to create their own profile, where they could indicate the areas in which they live, how far they are willing to travel to farmers' markets, what products they usually look for at markets, how much they are willing to pay, etc. The app will then show consumers which markets are closest to them, which vendors will be there at what time, what special offers are available each day or weekend, and if there will be other types of entertainment available for them (such as artists, workshops, speeches, etc.).

Vendors will also be encouraged to register their farmers' market stalls on 'Market Map', so that consumers could 'follow' or 'like' them. This will then give vendors the opportunity to be able to send out messages to consumers such as special offers or other places where their products could be purchased. It will also create a channel between vendors and consumers where consumers could directly post complaints, comments, recommendations, etc. Vendors could eventually even give consumers the option to order their products on the app if they are unable to visit some of the farmers' markets. This app would therefore benefit not only the consumer, but also the vendors. It has the opportunity to develop into something much bigger as more functions could be added if 'Market Map' proves to be successful.

#### **6.4 Execution**

'Market Map' will be advertised to consumers by advertising and launching the app on social media pages, such as Facebook, Twitter and Instagram. There will be printed posters which will be put up in various shops, restaurants, coffee shops, and also at the markets. Additionally, all the vendors will be properly informed about the app at a special launch that could be organised for them to explain the purpose of the app, how it will work, and how it could benefit their business. This will hopefully get them involved so that they would also want to share the new app with consumers at the markets. It could also be a good idea to ask some bloggers or websites to write a review about the app and how it will be useful to consumers. It is important that 'Market Map' is easy to download and that it is very user-friendly. The layout and flow of the app should be designed in such a way that consumers know how to manage and use it.

Lastly, there will be funding needed to design and launch ‘Market Map’, therefore I have set up a letter explaining where the idea comes from and how it will operate. This letter was sent to the owners and organisers of some of the farmers’ markets and also to individuals in the tourism industry that might be interested (See Appendix B)

## 6.5 Mock-ups for Layout of ‘Market Map’

### 6.5.1 Proposed Logo Designs



Figure 6.1



Figure 6.2

### 6.5.2 Application Layout Examples

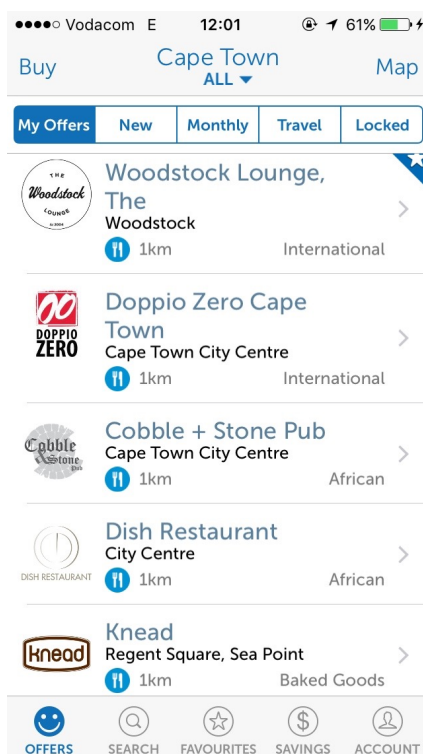


Figure 6.3

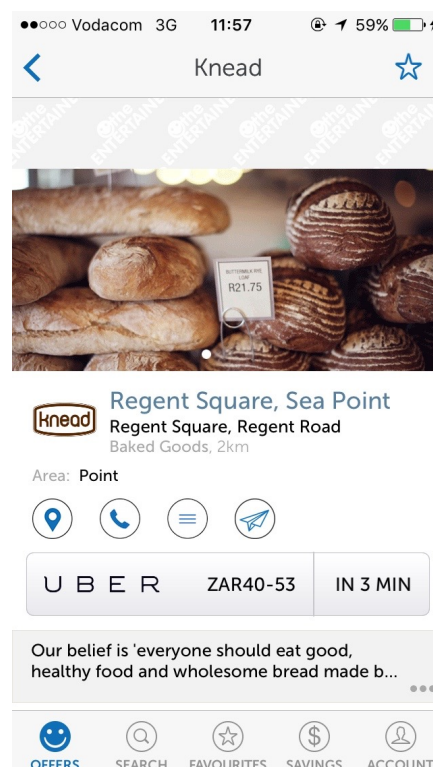


Figure 6.4

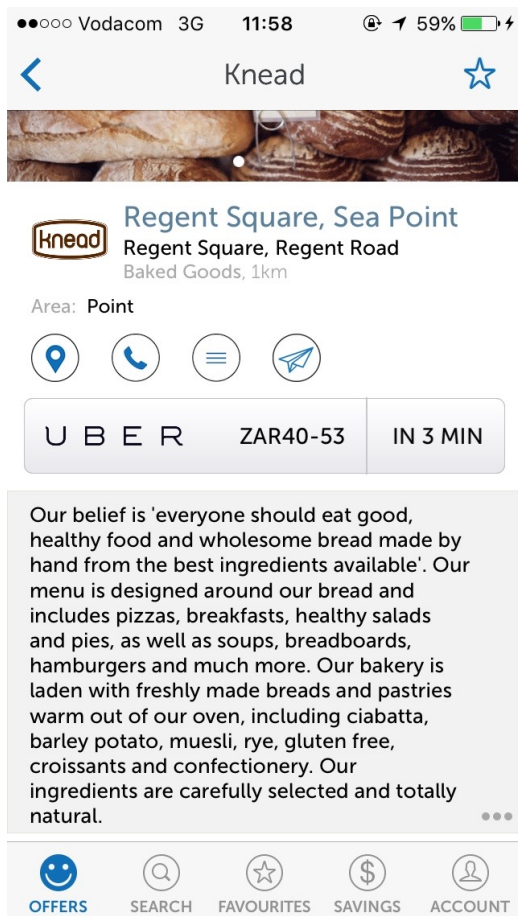


Figure 6.5

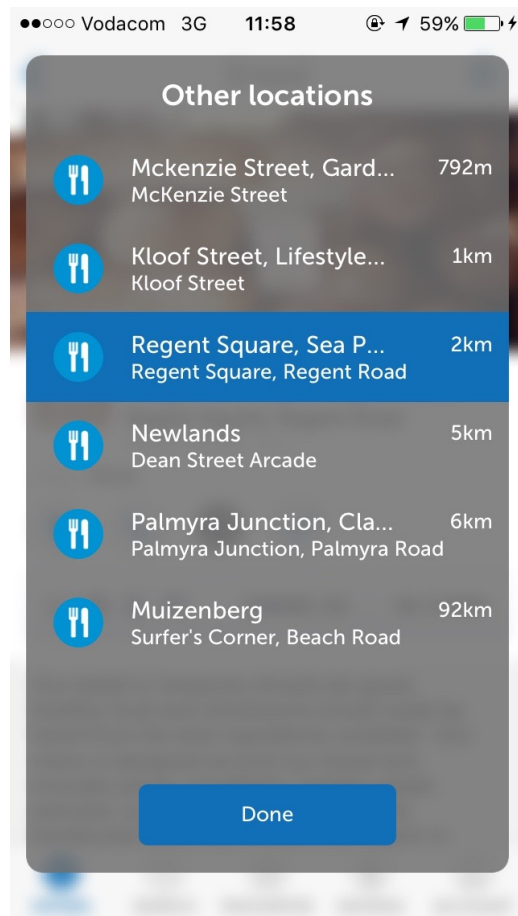


Figure 6.6

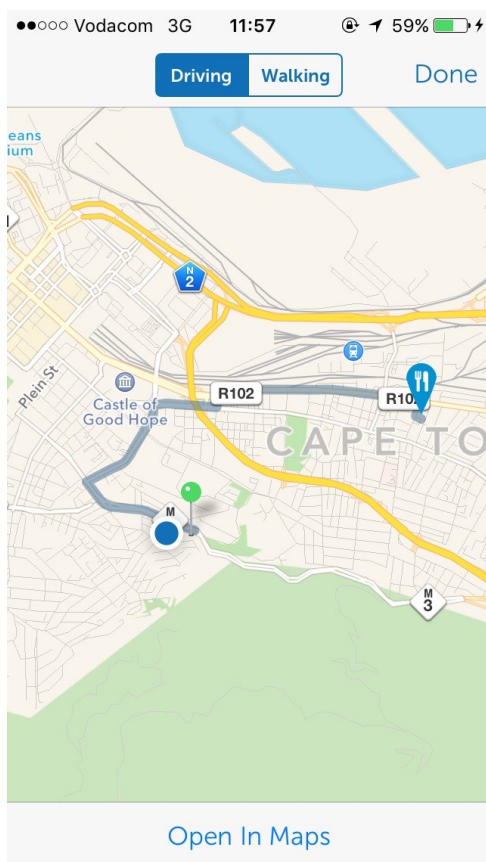


Figure 6.7

## APPENDIX A

### SURVEY QUESTIONNAIRE

#### **FARMERS' MARKET Questionnaire**

NAME OF PARTICIPANT:

AGE:

GENDER:

**1. How often do you visit a farmers' market?**

- ☐ more than once a week      ☐ weekly      ☐ monthly  
☐ other \_\_\_\_\_

**2. Do you usually visit the same farmers' market each time?**

- ☐ yes      ☐ no

**3. Approximately how much time do you spend at a farmers' market on a day?**

- ☐ 1-2 hours      ☐ 2-4 hours      ☐ 4+ hours

**4. Do you usually go to a farmer's market alone or with other people?**

- ☐ alone      ☐ with other people

**5. If you go with other people, who?**

- ☐ friends      ☐ family      ☐ boyfriend/girlfriend

**6. What is the main reason for visiting farmers' markets?**

- ☐ to purchase organic products      ☐ for the social part of it  
☐ to go for breakfast/lunch      ☐ consider it a fun activity  
☐ convenient way to purchase products      ☐ get products not available in other places

☐ other

---

**7. Are you a loyal supporter of certain farmers/vendors at farmers' markets?**

☐ yes

☐ no

**8. How far are you willing to travel to get to a farmers' market?**

☐ 0-10km

☐ 10-30km

☐ 30-60km

☐ 60+km

**9. What are the most important things you look for when buying products at farmers' markets?**

☐ where the products are from

☐ how products are made

☐ price

☐ quality

☐ who the vendors are

☐ other

---

**10. What could be added to farmers' markets that would improve your experience?**

☐ more product variety

☐ more entertainment

☐ other

---

## APPENDIX B ACTIVATION LETTER



To whom it may concern,

Hallo!

I am currently doing my honours degree in brand leadership at Vega School in Cape Town. For my research project I am doing research on farmers' markets in the Western Cape, with the *Neighbourgoods Market at the Old Biscuit Mill* being one of the markets that I have used for some of my research. I would like to know what you think of a proposed idea that I would like to consider as an activation for my project.

The topic of my study is; "What are the drivers behind the growing popularity of farmers' markets in the Western Cape?". I am very interested in the recently increased tendency of consumers, especially in Cape Town, to be more interested in visiting and attending local events and initiatives, such as local shows, local clothing stores, farmers' markets, etc. I decided to focus specifically on markets in the Western Cape and therefore I chose this topic to find out more about the specific factors that influence consumers to visit and support farmers' markets.

After I did my research, I had to come up with a creative idea that would actively contribute to the topic that my project was about. To encourage consumers to visit farmers' markets more regularly and to create a more engaging relationship between consumers and vendors, I thought it might be a good idea if an 'app' could be created to assist in doing this. The name of the application would be 'Market Map' and the concept behind this idea is to create a platform that consumers could download on their phones that would enable them to find the farmers' markets that are closest to them anywhere in the Western Cape.

Consumers will be able to download the 'Market Map' app on their cellphones and register with their personal details and preferences for farmers' markets. Each consumer will be able to create their own profile, where they could indicate the areas in which they live, how far they are willing to travel to farmers' markets, what products they usually look for at markets, how much they are willing to pay, etc. The app will then show consumers which markets are closest to them, which vendors will be there at what time, what special offers are available each day or weekend, and if there will be other types of entertainment available for them (such as artists, workshops, speeches, etc.).

Vendors will also be encouraged to register their farmers' market stall on 'Market Map', so that consumers could 'follow' or 'like' them. This will then give vendors the opportunity to be able to send out messages to consumers such as special offers or other places where their products could be purchased. It will also create a channel between vendors and consumers where consumers could directly post complaints, comments, recommendations, etc. Vendors could eventually even give consumers the option to order their products on the app if they are unable to visit some of the farmers' markets.

This app would therefore benefit not only the consumers, but also the vendors. It has the opportunity to develop into something much bigger as more functions could be added if 'Market Map' proves to be successful. As you know much more about farmers' markets, as well as the vendors and consumers that take part, I would like to ask you for your professional opinion on this idea and if you think it would be a viable and usable concept.

Thank you very much for your time!

Kind Regards,  
Rinette Biesenbach

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