



WHAT STOPS PEOPLE SHOPPING AT FARMERS MARKETS?

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- Limited parking in the vicinity of farmers' markets
 - Perception that farmers' markets are uninteresting
 - Perception that farmers' markets are held at inconvenient times/days
 - Weather is a factor for outside markets
 - Seasonal fluctuations in produce make it difficult for customers to plan their shopping
 - Modern shopping methods: supermarkets are clean, clinical and impersonal. Many shoppers have been 'trained' to prefer the solitude and privacy of supermarket shopping and the convenience, choice and availability of produce they offer
 - Lack of understanding on how to cook produce
 - Need for duplication of shopping trips: farmers' markets do not offer items such as sundries, toiletries and long-life goods. Shoppers still need to visit supermarkets for these items = Hassle Factor!
 - Modern lifestyle: shoppers have busy schedules which limits their shopping options
 - Lack of use by dates and cooking instructions on farmers' market produce
 - Lack of understanding about quantities and weights of produce

Disclaimer

The information and advice and guidance on this site is provided in good faith, and is for general purposes only, and any reliance you place on such information is therefore at your own risk. Weather conditions and seasonality may impact availability of produce and stall holder attendance at markets, and so we cannot guarantee the accuracy of all information.

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