

What Kind of Market Are You?



NORTHERN ILLINOIS UNIVERSITY

**Center for
Governmental Studies**

Outreach, Engagement, and Regional Development

Project Goal

To help farmers markets grow by increasing farmer participation.



What We Did

Area overview

Farm survey

Manager interview

Vendor interviews

Customer survey

Competitive markets

Demographic analysis

Site visit

Types of Markets

1. Tourist
2. Community event
3. Year round local food source
4. Nutritious local food source

1. Tourist Market

- Marketing: online, with tourism organization, at attractions, promote fun and unique products
- Attract attention: activities and music
- Portable items
- Non-perishable items
- Crafts and special products
- Directional signage



2. Community Event Market

- Entertainment is key
- Portable items
- Coordinate activities with nearby businesses
- Prepared food to be eaten onsite
- Know your demographics and target everything accordingly
- Market locally: newsletters, in businesses, online, signage, radio



3. Year Round Market

- Year round products
- Value added
- Product storage
- Visibility when you can't be outside



4. Nutritious Local Food Source

- Education Programs
- Work with schools, churches, social services
- Transportation
- Products that fit local tastes
- Work with farmers
- Community gardens



What Can You Do?

- Determine what kind of market you have
- Is this the best fit for your goals and your customer base?
- Adopt policies that support the growth of your market model

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