

What's Cookin' Good Looking?

...food trend impact on farmers' markets sales



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Judy Schultz, Food Lover's Guide/Edmonton Journal

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Customer Demographics

- 80% female primary shopper
- 60% shop with someone
- 50% between ages 35-55
- 50% post-secondary education
- 55% income over \$55,000

Need to target products to customer profile

Consumer Purchases

- Mixed vegetables, fruits, baked goods
- Eggs, jams, honey, greenhouse vegetables
- Herbs, sauces, cheese, candy, pickles
- Chicken, turkey, bison
- Frozen entrees, other dairy, certified organic
- Flowers, handicrafts

65% spend less than \$30/day

Culinary Trends

- Fresh, local
- Convenience
- Health & wellness
- Pleasure



Fresh Foods

- Small batches/artisanal
- Just picked
- Home-grown, hand-crafted
- Ripeness, taste
- Nutritious



Fresh Foods



Convenience

- Ready to eat/heat
- Portability – “dashboard dining”
- Mini meals & snacks
- Custom quick meals – personal touch
- Pre-cut produce, packaged salads
- Marinated meats, kabobs

Convenience



Fresh pastas & entrees

Convenience



Pleasure

- Ethnic
- Comfort foods
- Indulgence
- Physical & emotional energy



Pleasure



Wellness Foods



- Foods that prevent illness or slow aging
- Low fat
- Hypo allergenic
- Gender vending
- Good for the environment

Wellness Foods



Food Safety

- Farming practices – antibiotics, growth hormones
- Animal disease – BSE, Avian flu
- Food additives & preservatives
- Food handling & preparation
- Perishability

...traceability is important

Food Safety



The Chef Shops Here



The future of food business
will be greatly affected by
many different trends...
...we need to be ready

