

## The differences between a supermarket and the farmers market

For our project work we had to find out what the differences between a supermarket and the farmers market are. To do this we made a questionnaire.



With this we went to the supermarket in Schelklingen and interviewed a few customers. The next day we went to the twice weekly farmers market in Ulm. We went there by train. At the market we then asked mostly the same questions.

The biggest difference is the fact that people who go to the farmers market are more likely to be ecological. They also want to buy local products. The main reason people want to shop at the farmers market is because they want fresher products, better quality and they also want to support local farmers. They are also prepared to pay more; this is because of direct marketing and the fact that it's locally produced. People shopping at the farmers market also try to buy food with less packaging more than the people in the supermarket.



Most people go to the supermarket by car. But by bus to the farmers market, the second most popular transportation is the train. This is because the farmers market is in the center of town. And the fact that the biggest population group at the farmers market is pensioners and at the supermarket it's working adults.

If you are shopping at the farmers market you are likely to spend more than if you were shopping in the supermarket. People shopping at the

farmers market also try harder to buy healthy food. They also try to buy fair trade products, even if they're more expensive.

In the supermarket there is a lot of plastic packaging. At the farmers market people often bring their own reusable bags and nets for the fruit and vegetables. The vegetables and fruit in the stalls on the farmers market are often just loose. In the supermarket some of them are loose but most of them are in plastic or in cardboard boxes. Otherwise the presentation of the products is similar.

