

Insight Name College Dining Patron Values

Date of Wed, Nov 6

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STEP 1: HYPOTHESIS

We believed that

A large portion of college students highly value local produce when eating at restaurants

STEP 2: OBSERVATION

We observed

That most students ranked localness of produce between 2 and 4, with an average ranking of 3.1 (others: affordability 1.9, convenience 2.4, nutrition 3.9, menu variety 4.3)

Data Reliability:



STEP 3: LEARNINGS AND INSIGHTS

From that we learned that

Localness can be a major factor for some, but a minor factor for others. Since it received an average ranking of 3.1, it was in the top 3 and therefore our hypothesis was correct.

Action Required:



STEP 4: DECISIONS AND ACTIONS

Therefore, we will

Express to restaurant customers that their patrons value local produce highly, so FarmLink will add value by giving them access to local produce and attracting customers. We can also discuss how FarmLink would reduce their price burden for sourcing produce, which could make their restaurant more affordable.

