

*Insight Name* Environmental Impact Preferences  
in Dining Choices

*Date of Learning*  
Thursday, November 7<sup>th</sup>

*Person Responsible* Aaron Rothman

## STEP 1: HYPOTHESIS

### We believed that

people who shop at or live near farmers' markets prefer restaurants that adjust their menus based on seasonal produce availability

## STEP 2: OBSERVATION

### We observed

seasonal menu changes, proximity, convenience, pricing, and menu stability averaged at 3.1, 3.5, 4.0, 2.3, and 2.1 respectively.

Data Reliability:



## STEP 3: LEARNINGS AND INSIGHTS

### From that we learned that

while seasonal menu changes are important to consumers who live near or shop at farmers' markets, proximity and convenience are more important to these consumers.

Action Required:



## STEP 4: DECISIONS AND ACTIONS

### Therefore, we will

optimize service efforts by directing our efforts towards creating partnerships with restaurants based on regional population density and restaurant service ratings.