

FARMERS' MARKETS ORGANIZED BY UNIVERSITIES

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One of the most popular types of short food supply chains is the farmers' market, which have become a frequently studied area of international studies since the 2000s. Many studies focus on farmers' market consumers, but only a few studies examine the farmer's market related habits of university students. Few examples exist in the USA; it is even typical that farmer's market is organized on university campuses. A questionnaire survey was conducted on Hungarian university students' food buying and farmers' market habits. University students' preferred factors when buying food are quality, price, and healthiness. We identified three clusters based on food purchasing habits, that producers can approach using different methods. 21% of the respondents buy regularly at the farmers' market. The main barrier for non-regular buyers is the distance from farmers' markets, which can be solved by organizing farmers' markets on university campuses. 95% of the students would be open to shopping at the farmer's market organized on the university campuses. Based on the practice developed in the USA, it would be worthwhile to assess the needs at specific universities as well.