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June 2004

# Expanding Nebraska's Farmers' Markets and Increasing Consumer Awareness of Nebraska's Fresh, Locally Grown Fruits and Vegetables

Food Processing Center

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*The Food Processing Center  
University of Nebraska – Lincoln  
Institute of Agriculture and Natural Resources*

*Expanding Nebraska's Farmers' Markets  
and Increasing Consumer Awareness of Nebraska's  
Fresh, Locally Grown Fruits and Vegetables*



# Survey of 300 Nebraska Households

Conducted in April 2004 for

Nebraska Department Of Agriculture  
Ag. Promotions Division

# Survey Demographics

## Area Code

- 50% - 308
- 50% - 402

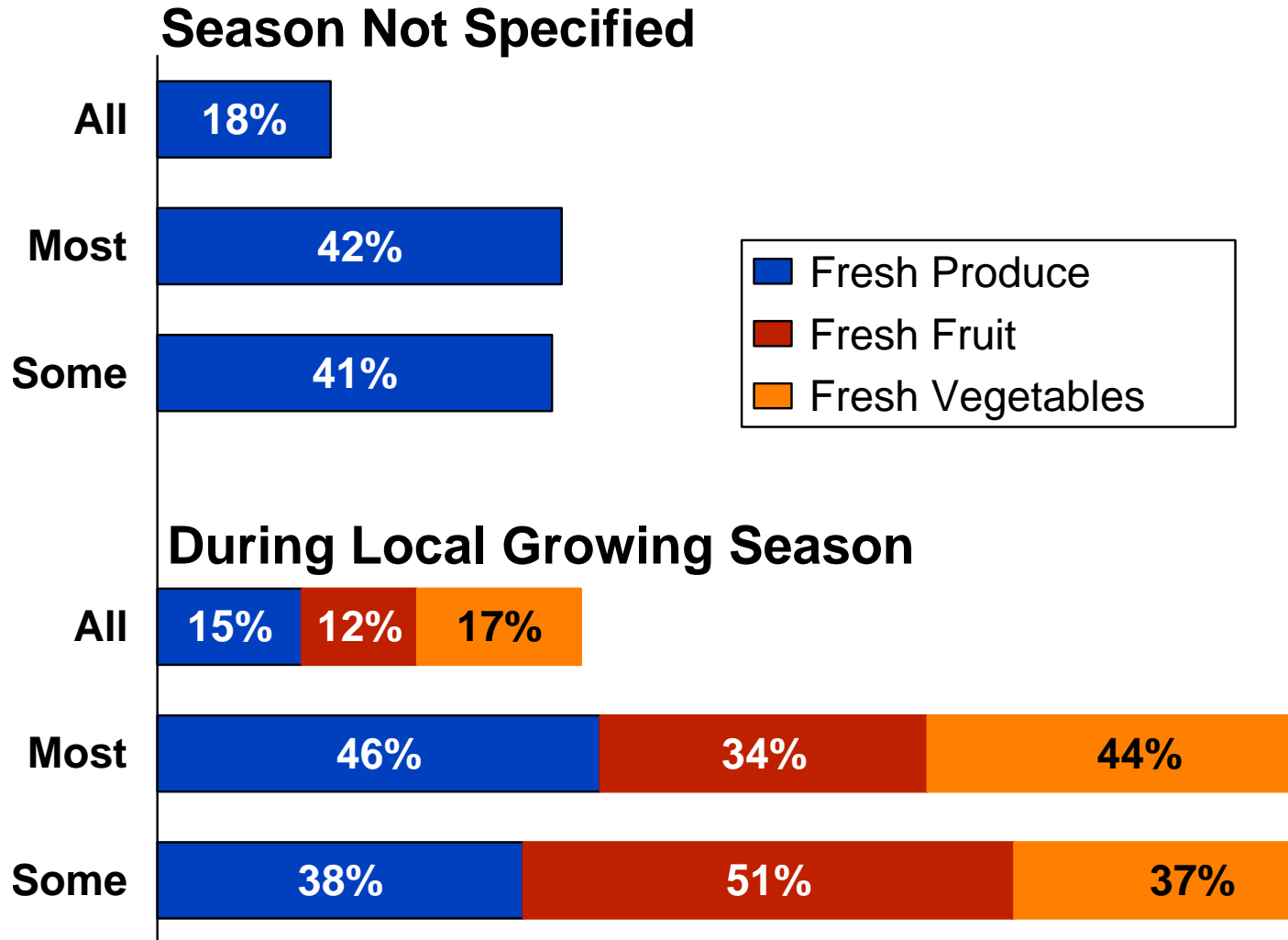
## Gender

- 69% Female
- 31% Male

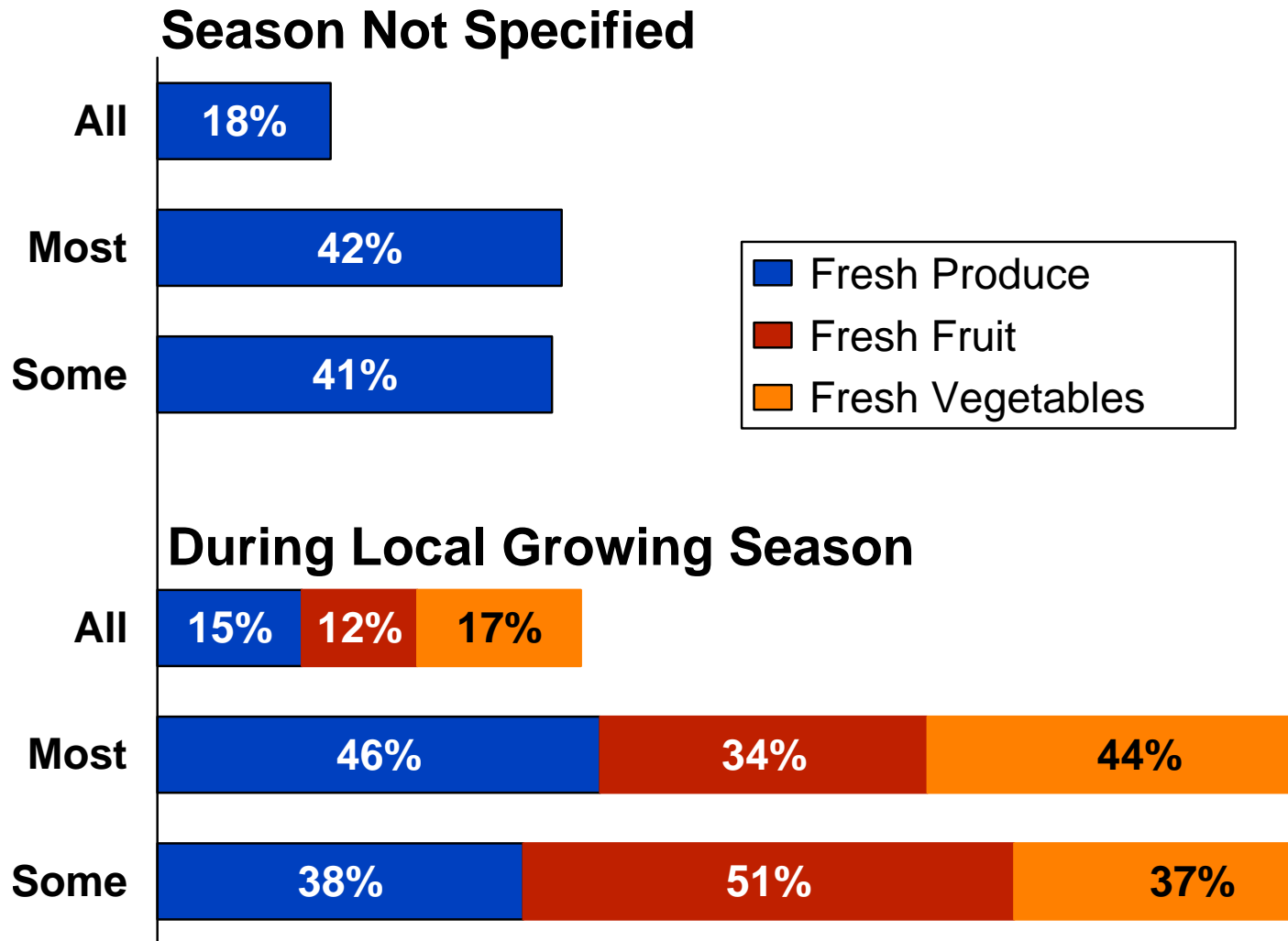
# Household Demographics

Age	%	Income	%
20 to 29	5%	Less than 20,000	12%
30 to 39	17%	20,000 to 39,999	26%
40 to 49	17%	40,000 to 59,999	24%
50 to 59	22%	60,000 to 79,999	14%
60 to 69	17%	80,000 to 99,999	6%
70 Plus	20%	100,000 or More	6%
Refused	1%	Refused	12%

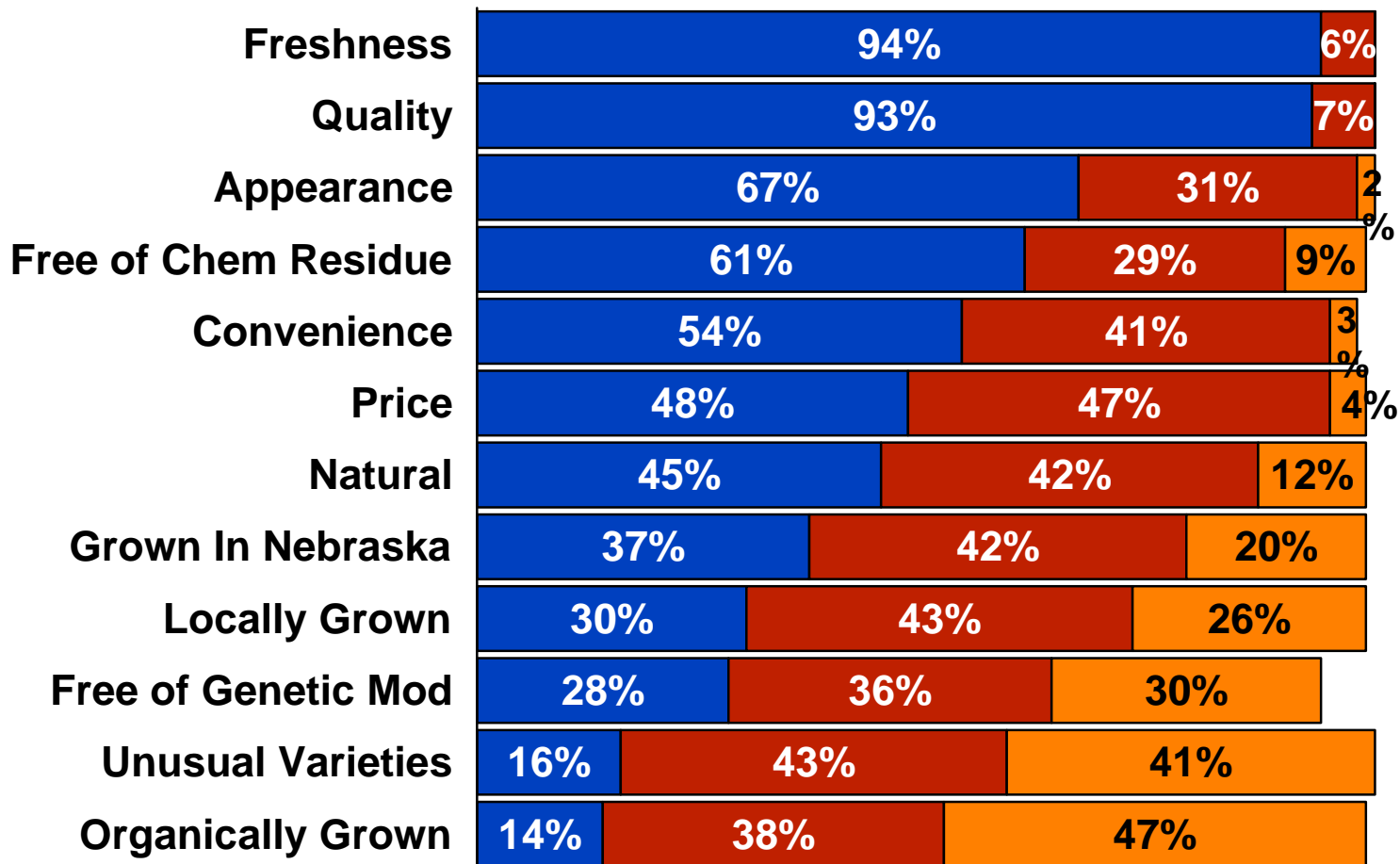
# Q. How many of the meals or snacks you prepare at home include fresh produce/fruit/vegetables?



# Q. How many of the meals or snacks you prepare at home include fresh produce/fruit/vegetables?



# Q. When shopping for fresh produce how important are the following attributes?



■ Very important 
 ■ Somewhat important 
 ■ Not important



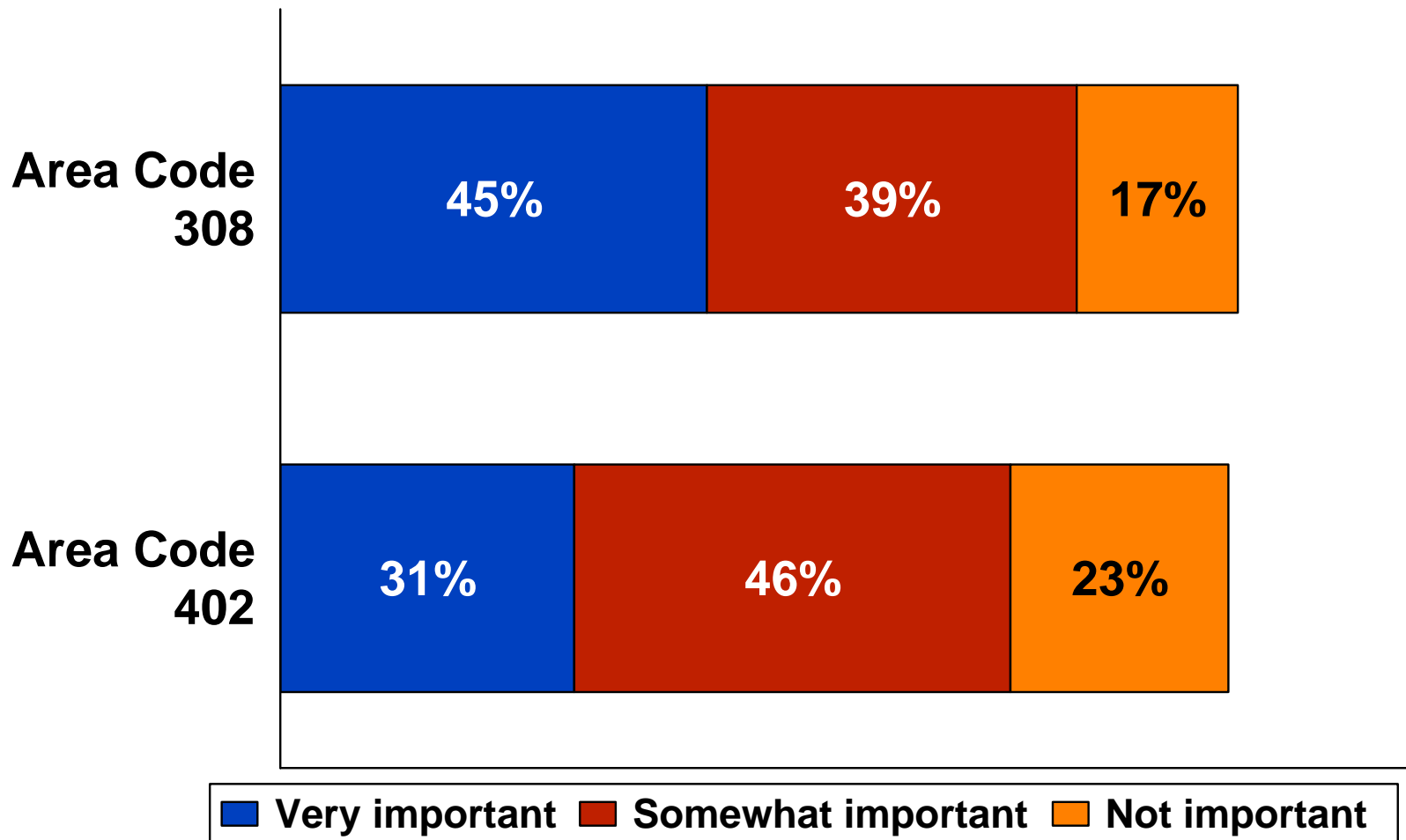
# Attributes Related to Household Demographics

Household Demographics	Attribute								
	Freshness	Quality	Appearance	Convenience	Price	Natural	Grown in NE	Locally Grown	Free of Genetic Mod.
Gender	>	>	>	>		>			>
Area Code							>		
Attend FM <sup>+</sup>						>	>	>	
Income					>				

# Level of Importance Related to Gender

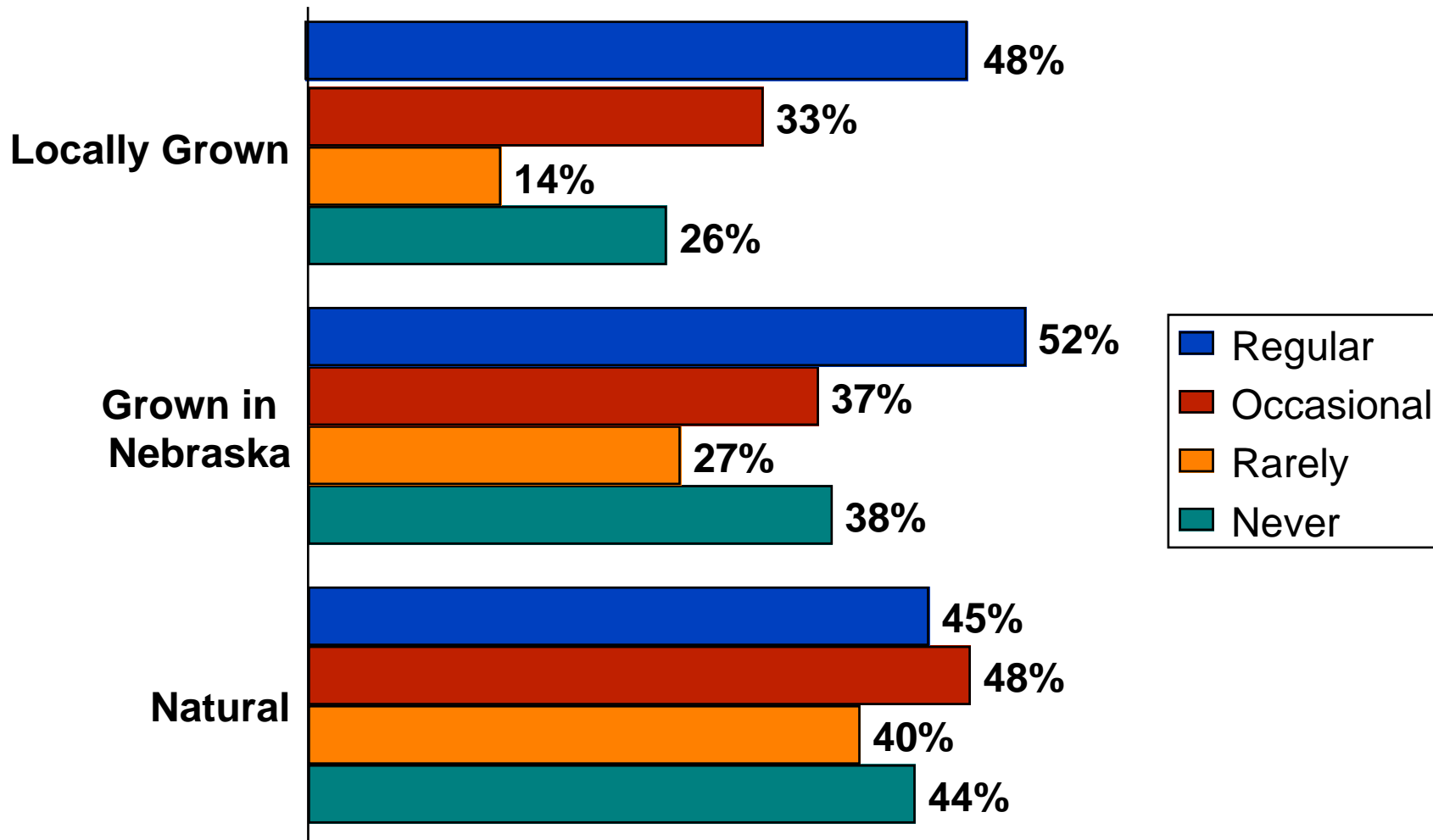
	Very important		Somewhat		Not important	
	Male	Female	Male	Female	Male	Female
Freshness	88%	97%	12%	3%	0%	0%
Quality	88%	95%	12%	5%	0%	0%
Free of Genetic Mod	18%	36%	44%	36%	38%	28%
Appearance	52%	74%	46%	24%	2%	2%
Natural	37%	49%	44%	42%	19%	9%
Convenience	44%	60%	52%	37%	3%	2%

# “Grown in Nebraska”

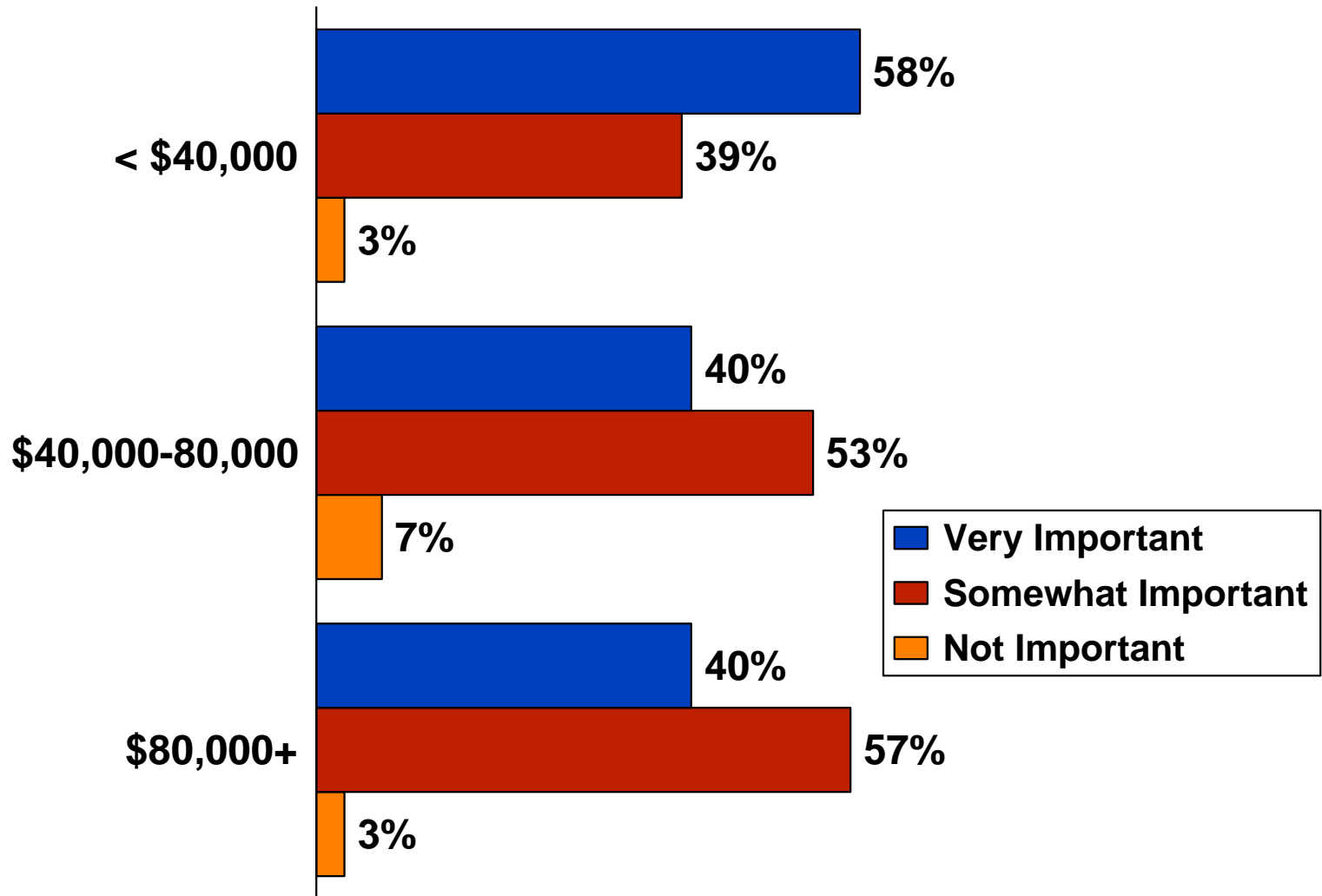


# Product Attributes Related to How Often A Household Attends Farmers' Market

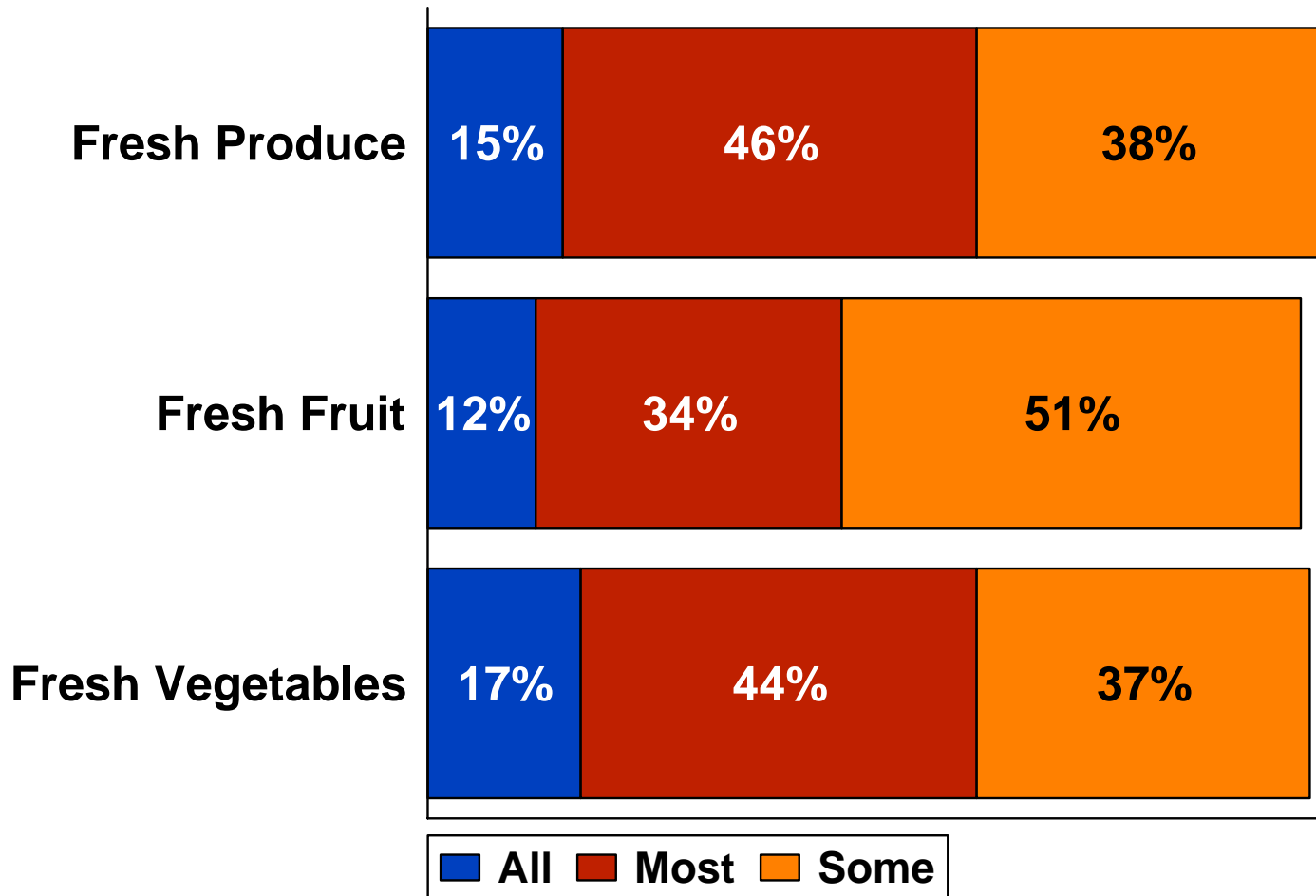
*% Stating Very Important*



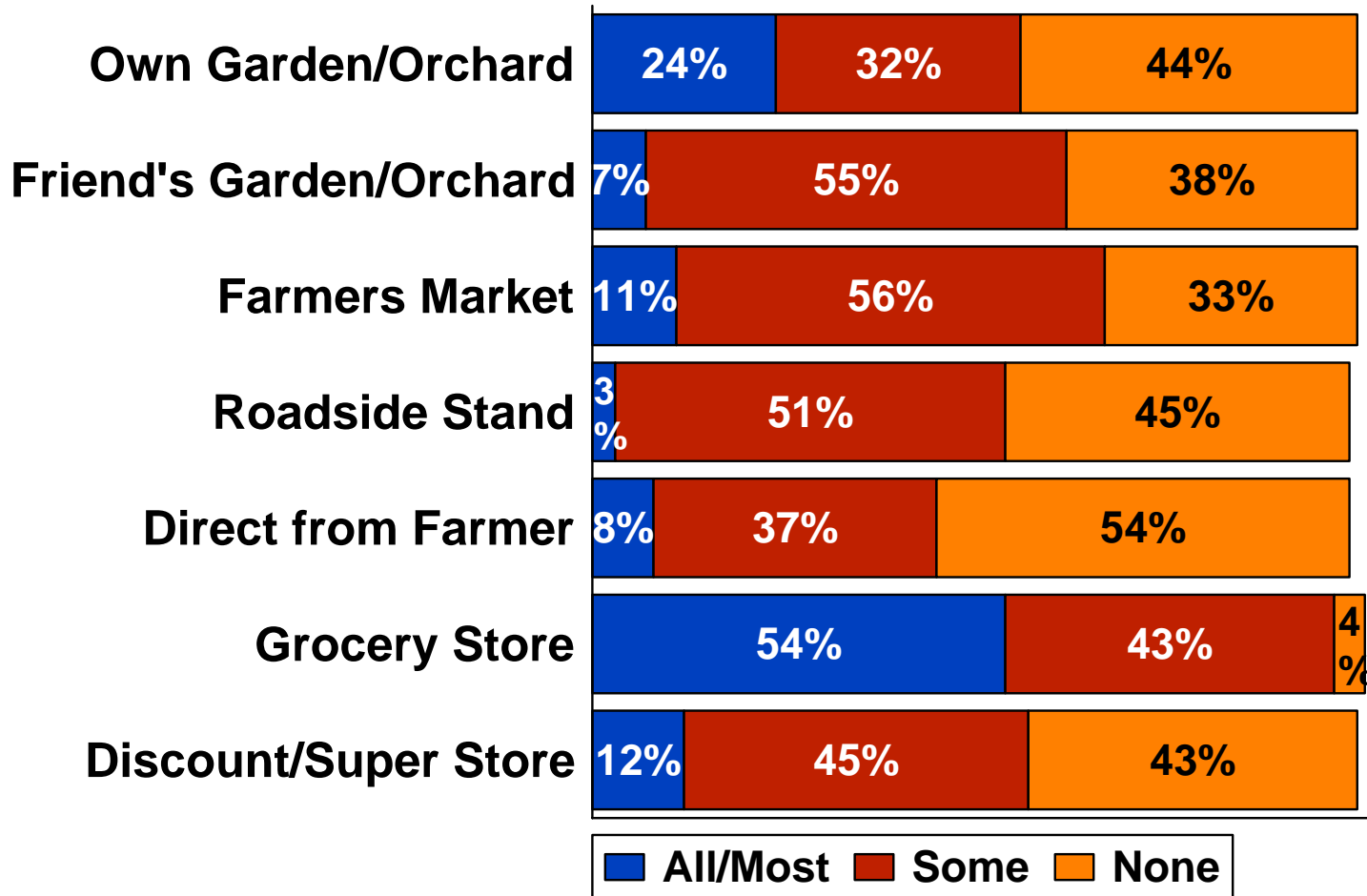
# Importance of Price Related to Income



# Q. During the local growing season, how many of the meals or snacks you prepare at home include the following item?



# Q. During the local growing season, how much of the fresh produce you prepare at home comes from the following sources?



# Sources of Produce Related to Area Code and Farmers Market Attendance

Roadside Stand	308	402	Regular	Occasional	Rarely	Never
None	53%	37%	33%	35%	52%	76%
Some	44%	59%	60%	60%	48%	24%
Most	3%	4%	8%	5%	0%	0%
All	1%	0%	0%	1%	0%	0%



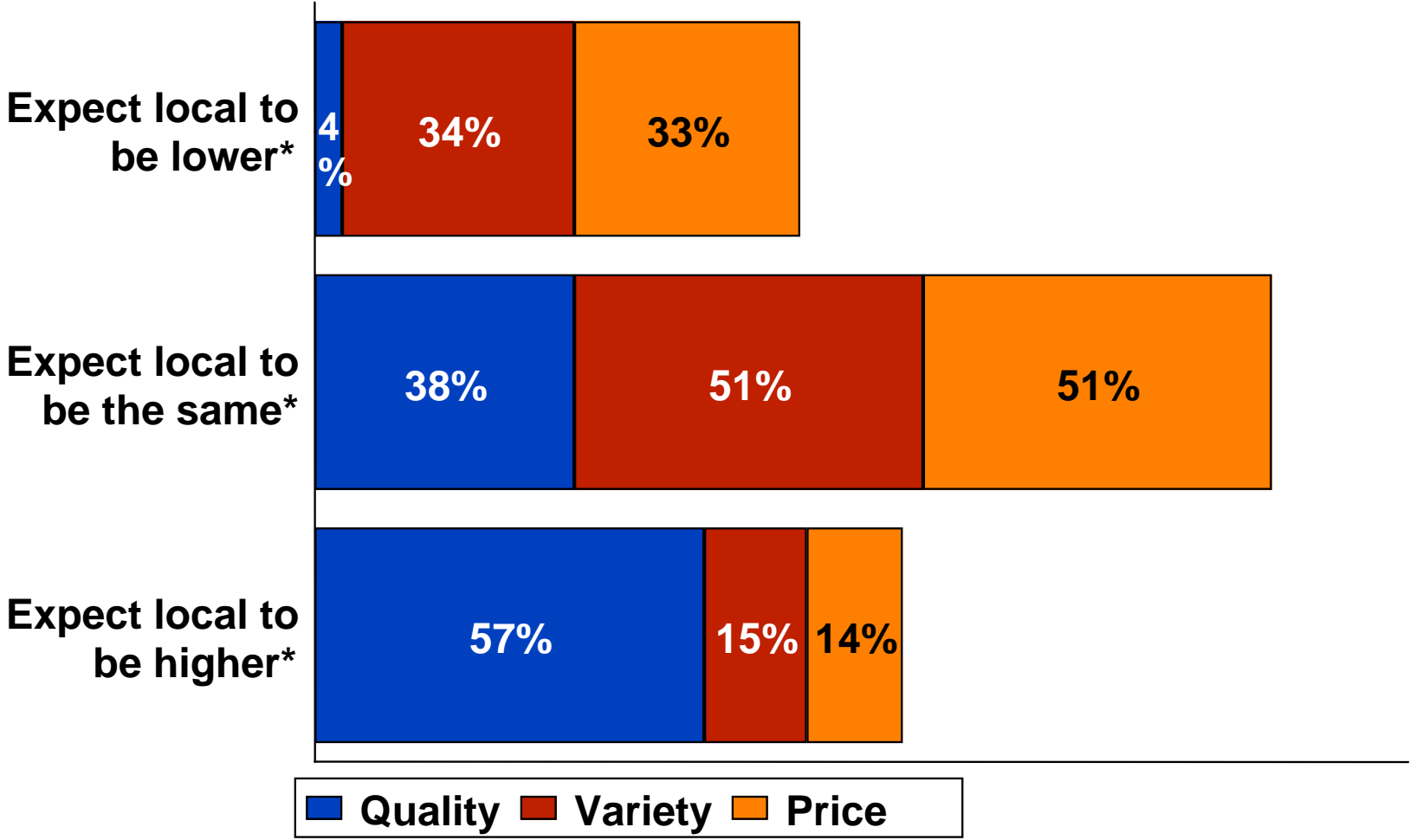
# Sources of Produce Not Independent of Area Code or Farmers Market Attendance

<b>Grocery Store</b>	<b>Regular</b>	<b>Occasional</b>	<b>Rarely</b>	<b>Never</b>
None	6%	2%	3%	6%
Some	69%	47%	29%	22%
Most	21%	42%	50%	38%
All	4%	8%	18%	34%
<b>Discount/Super Store</b>				
None	46%	45%	24%	60%
Some	42%	45%	58%	30%
Most	12%	8%	17%	4%
All	0%	2%	2%	6%

# Sources Related to Income

<b>Friend's Garden/Orchard</b>	<b>Less Than \$40k</b>	<b>\$40k to \$80k</b>	<b>More Than \$80k</b>
None	41%	33%	40%
Some	46%	63%	57%
Most	11%	3%	0%
All	2%	0%	3%
<b>Farmers Market</b>	<b>Less Than \$40k</b>	<b>\$40k to \$80k</b>	<b>More Than \$80k</b>
None	39%	28%	34%
Some	47%	67%	51%
Most	12%	3%	9%
All	1%	2%	6%

# Q. How do you expect Locally grown fresh produce to compare to Non-Locally grown fresh produce in terms of Quality, Variety, & Price

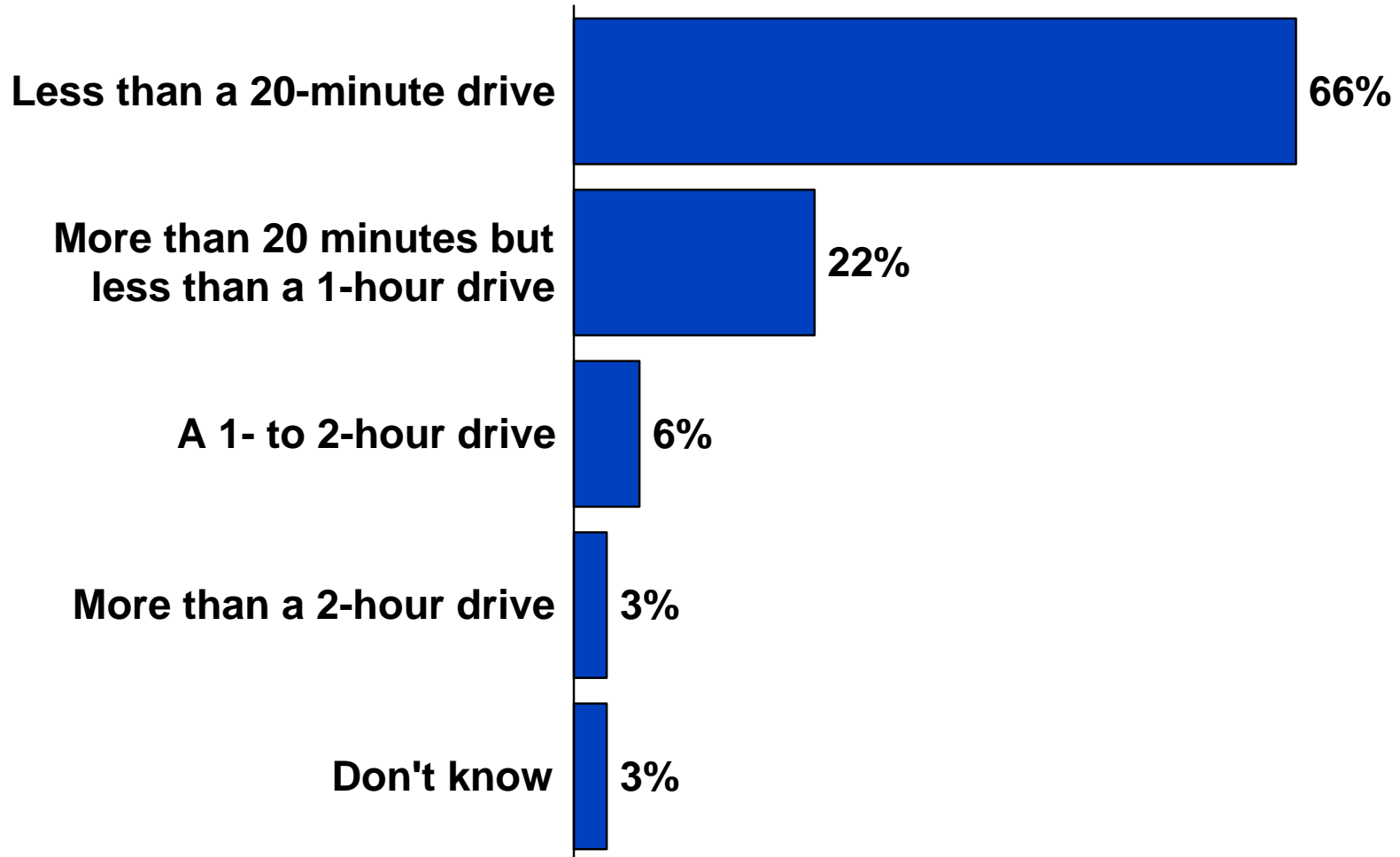


\*In comparison to non-local

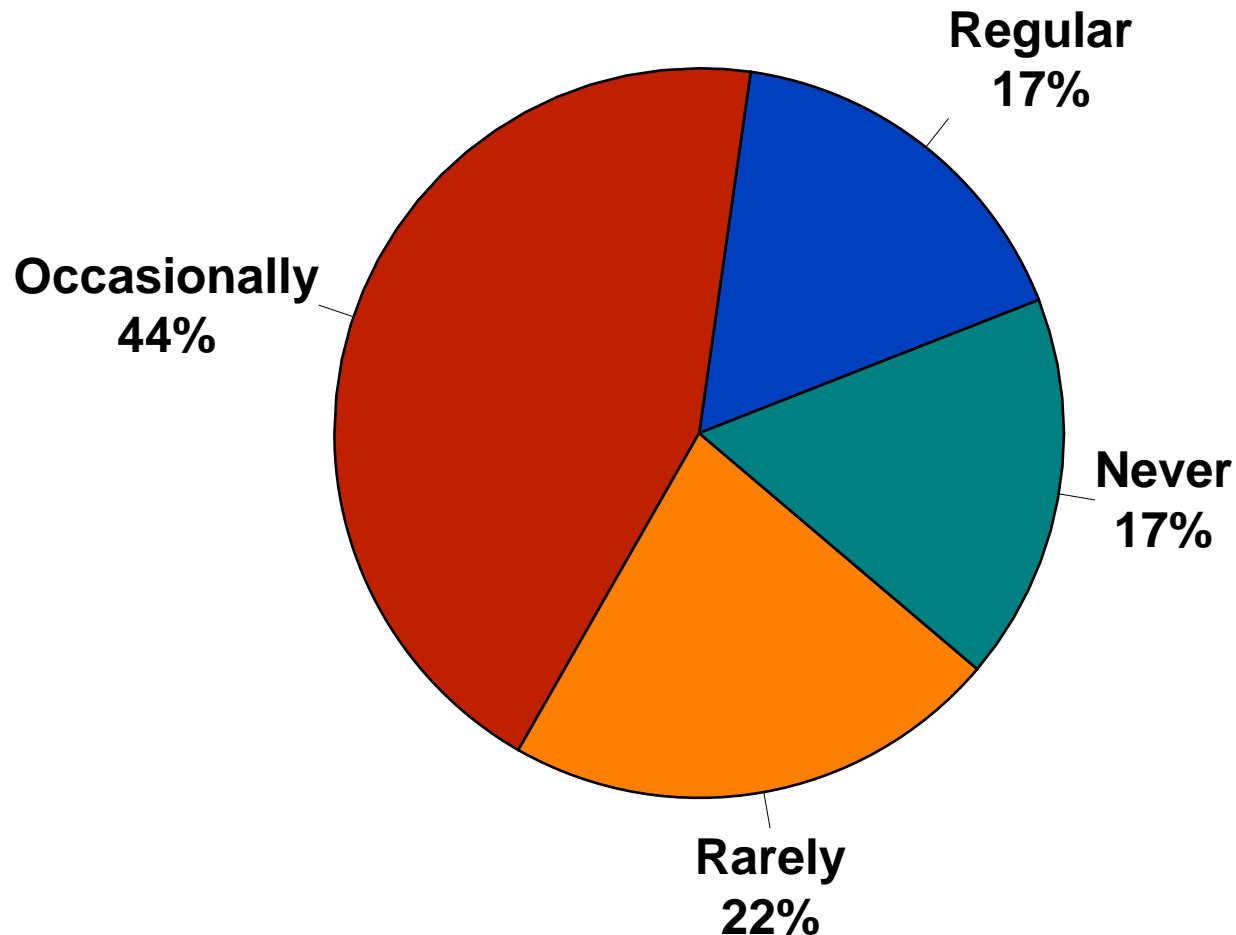
# Expectations for Variety Related to Farmers Market Attendance

Expectation for Variety of Locally Grown Produce	Frequency of Visits to Farmers' Markets			
	Regularly	Occasionally	Rarely	Never
Expect local produce to be <i>lower</i> in comparison to non-local produce	29%	33%	42%	30%
Expect local produce to be <i>the same</i> in comparison to non-local produce	40%	52%	50%	58%
Expect local produce to be <i>higher</i> in comparison to non-local produce	29%	15%	8%	8%
Don't know	2%	0%	0%	4%

# Q. The farmers' market closest to my residence is...



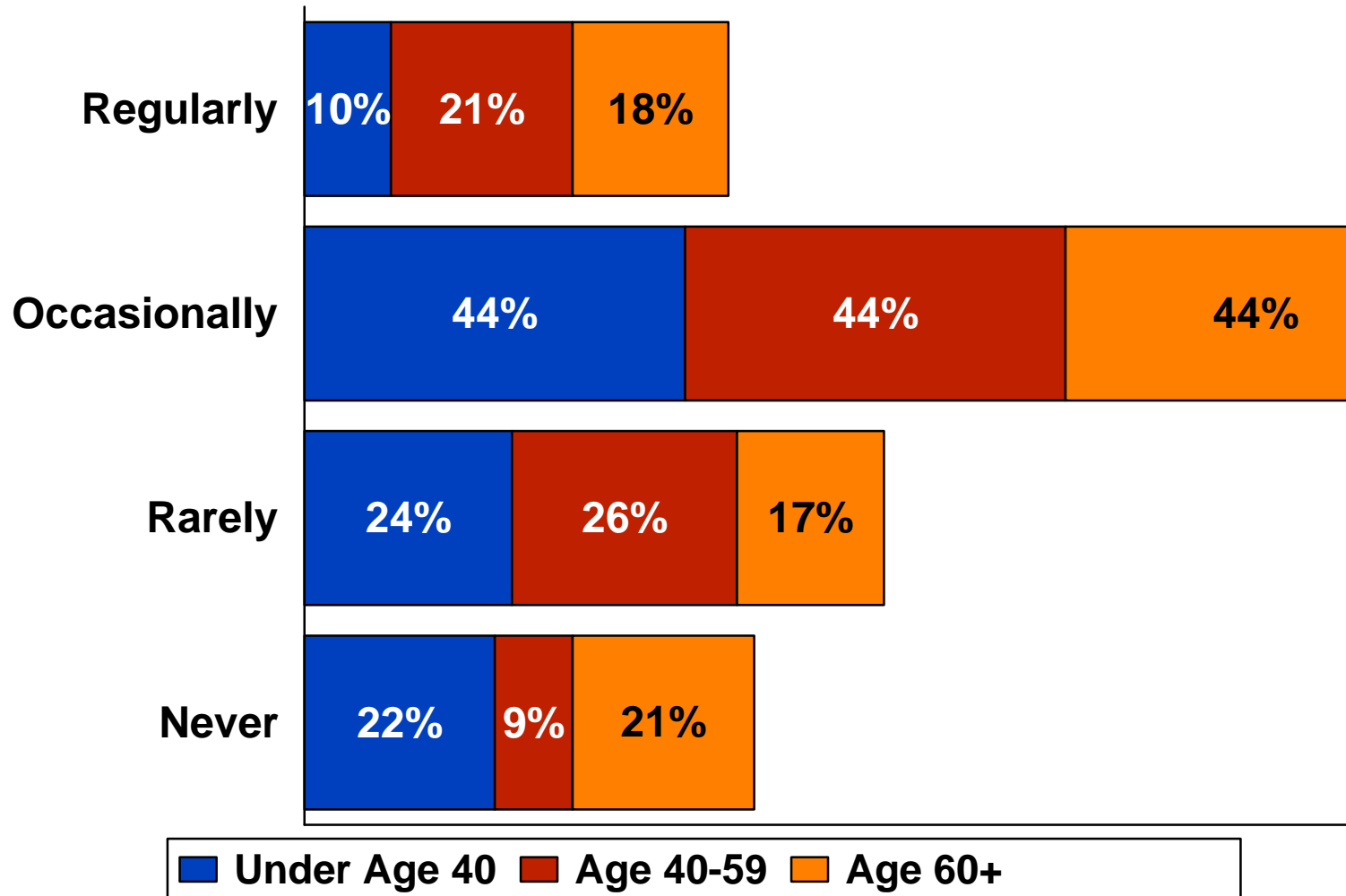
# Q. Which of the following best describes how often you attend a farmers market?



n=300

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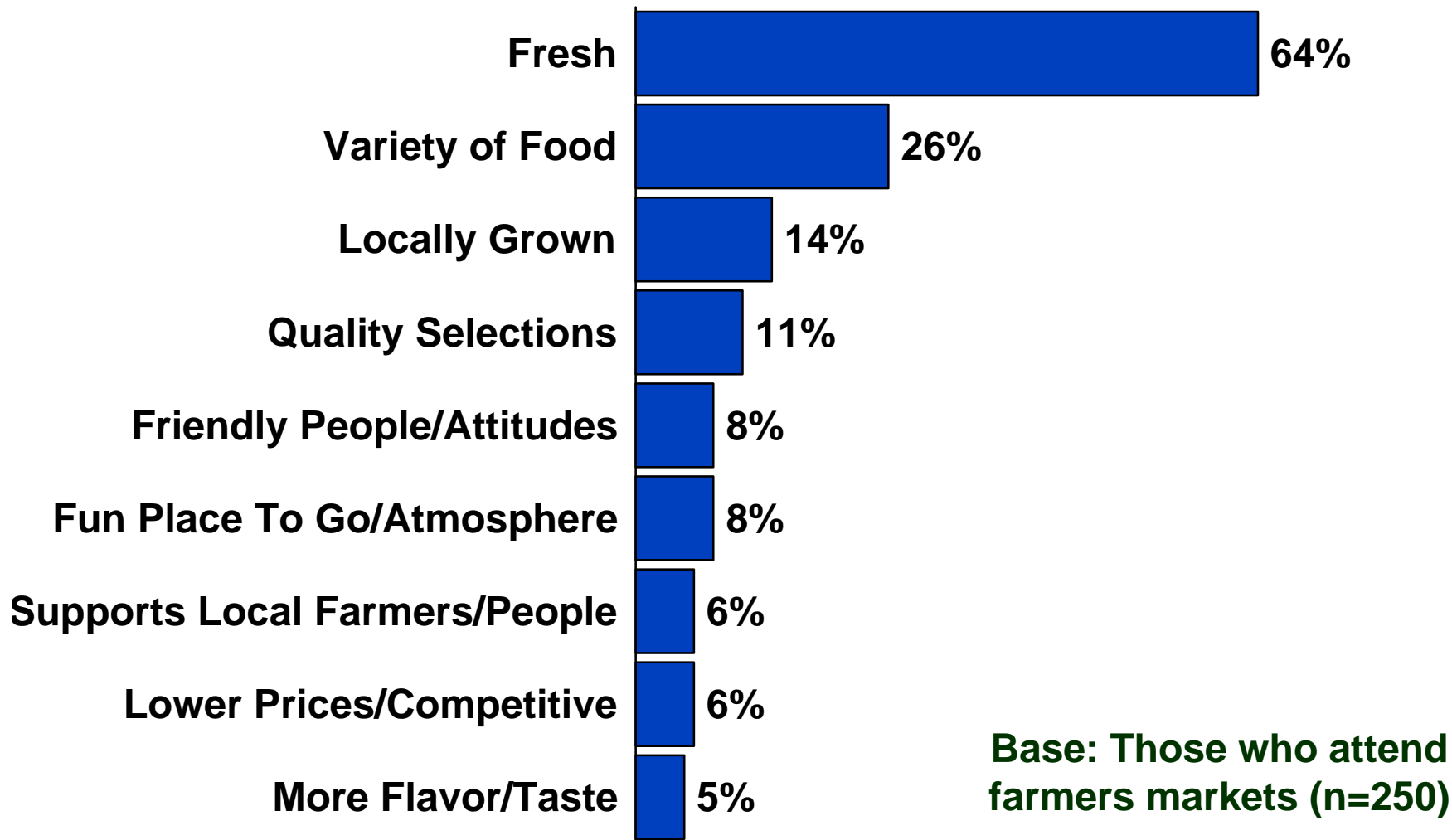
# Farmers Market Visitation by Age



n=300

# Liked Most

(Either a First or a Second Response)



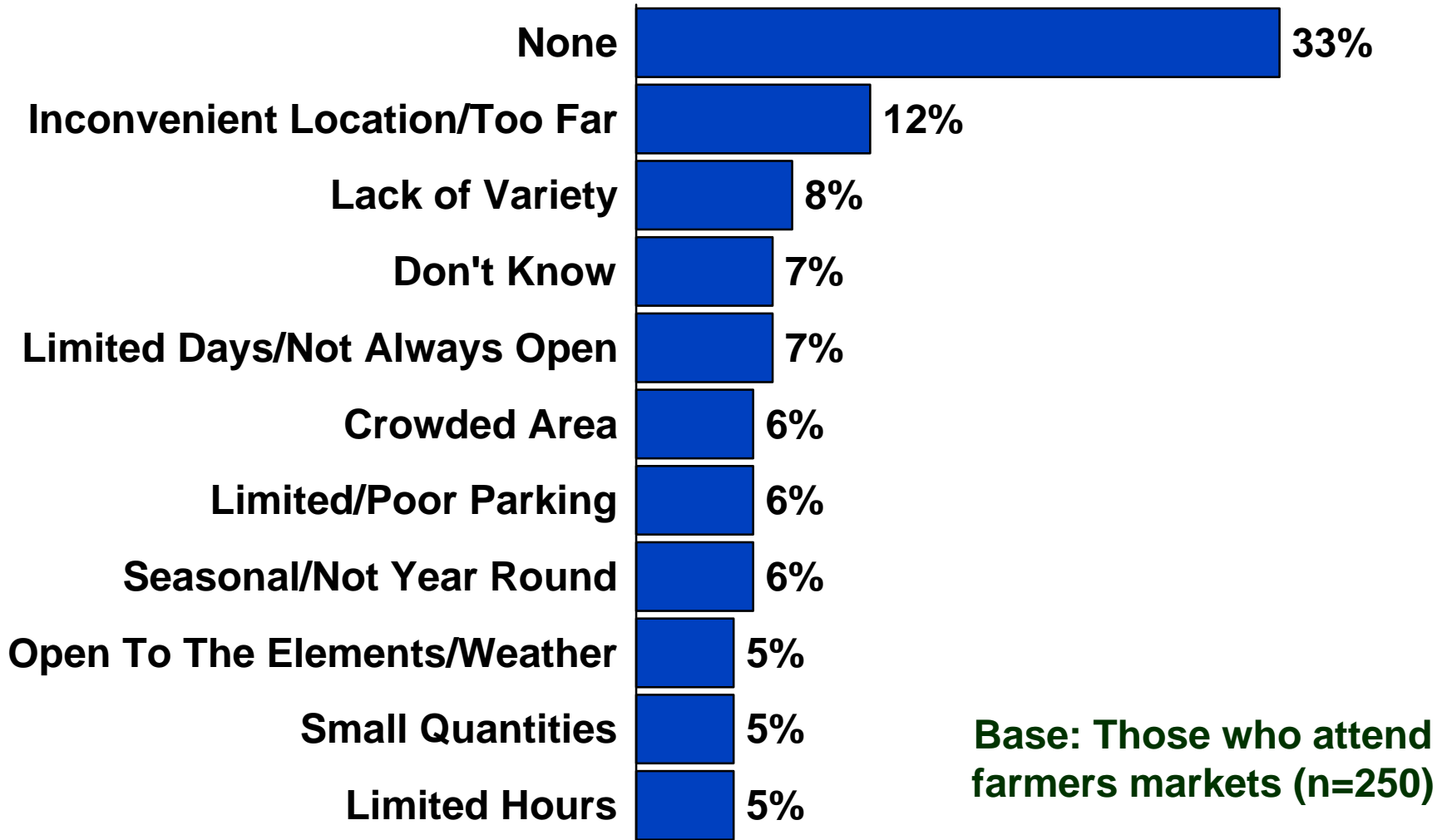


# Liked Most by Frequency of Attendance

<b>Regularly Attend</b>	<b>%</b>	<b>Occasionally Attend</b>	<b>%</b>	<b>Rarely Attend</b>	<b>%</b>
Fresh	69%	Fresh	70%	Fresh	48%
Locally Grown	23%	Locally Grown	11%	Locally Grown	12%
Variety of Food	17%	Variety of Food	28%	Variety of Food	27%
Friendly People/Attitudes	12%	Friendly People/Attitudes	11%	Friendly People/Attitudes	0%
Quality Selections	10%	Quality Selections	11%	Quality Selections	14%
Total # of Households	52	Total # of Households	132	Total # of Households	66

# Liked Least

(Either a First or a Second Responses)



# Liked Least by Frequency of Attendance

<b>Regularly Attend</b>	<b>%</b>	<b>Occasionally Attend</b>	<b>%</b>	<b>Rarely Attend</b>	<b>%</b>
None	33%	None	35%	None	30%
Crowded Area	15%	Inconvenient Location/Too Far	9%	Inconvenient Location/Too Far	26%
Seasonal/Not Year Round	10%	Lack of Variety	9%	Don't Know	11%
Limited Hours	10%	Don't Know	7%	Limited Hours	8%
Limited Days/Not Always Open	8%	Open To The Elements/Weather	7%	Limited Days/Not Always Open	8%
Total # of Households	52	Total # of Households	132	Total # of Households	66

# Expectations of Food Products at Farmers' Markets Compared to Products Purchased Elsewhere

Produce Expectations	Produce Characteristics		
	Quality	Variety	Price
Expect farmers' market product to be <i>lower</i> *	2%	37%	30%
Expect farmers' market product to be <i>the same</i> *	25%	42%	53%
Expect farmers' market product to be <i>higher</i> *	73%	20%	16%
Don't Know	0%	0%	1%
Total Number of Households	250	250	250

\* In comparison to products purchased elsewhere

# Expectations Not Independent of Area Code

Produce Expectations	Product Characteristics			
	Variety		Price	
	Area Code		Area Code	
	308	402	308	402
Expect farmers' market product to be <i>lower</i> *	38%	36%	32%	29%
Expect farmers' market product to be <i>the same</i> *	47%	37%	59%	46%
Expect farmers' market product to be <i>higher</i> *	16%	27%	7%	25%
Don't Know	1%	0%	3%	0%

**\* In comparison to products purchased elsewhere**

# Households that attend Farmers Market

	Level of Agreement					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total HH
<b>Statements Concerning Farmers' Mkts</b>						
Fresh produce is readily available at the farmers' market I attend.	0%	6%	11%	56%	27%	250
All produce vendors at the farmers' market I attend have the level of quality I desire.	0%	5%	16%	53%	27%	250
The farmers' market needs to offer a greater variety of local food products.	1%	19%	22%	43%	15%	250
In the future, I plan on increasing the number of times I attend the farmers' market.	3%	13%	30%	43%	11%	250

# Local Foods

## *All Households*

Statements Concerning Local Food	Level of Agreement					Total HH
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
I actively look for and purchase local food products.	2%	13%	18%	49%	18%	300
I find it difficult to identify which food products are local.	4%	28%	14%	38%	16%	300
I would be very interested in a service allowing me to order local food products via the internet and pick up from a centralized location such as my church.	13%	41%	19%	19%	8%	300

# Statements That Are Not Independent of Household Demographics

Statements Concerning Farmers' Market They Attend	HH Demographics	
	Attend FM <sup>+</sup>	Age
Fresh produce is readily available at the farmers' market I attend.	✓	
In the future, I plan on increasing the number of times I attend the farmers' market.	✓	
Statements Concerning Local Food Products (All Households)		
I actively look for and purchase local food products.	✓	
I would be very interested in a service allowing me to order local food products via the internet and pick up from a centralized location such as my church local food products via the internet and pick up from a centralized location such as my church.		✓



# Level of Agreement with Statements About Farmers Markets

Statement: <i>Fresh produce is readily available at the farmers' market I attend.</i>	Frequency of Visits to Farmers' Markets			
	Regularly	Occasionally	Rarely	Never
Strongly Disagree	0%	1%	0%	N/A
Disagree	4%	5%	8%	N/A
Neutral	2%	8%	26%	N/A
Agree	56%	61%	44%	N/A
Strongly Agree	38%	25%	23%	N/A
Total Number of Households	52	132	66	0

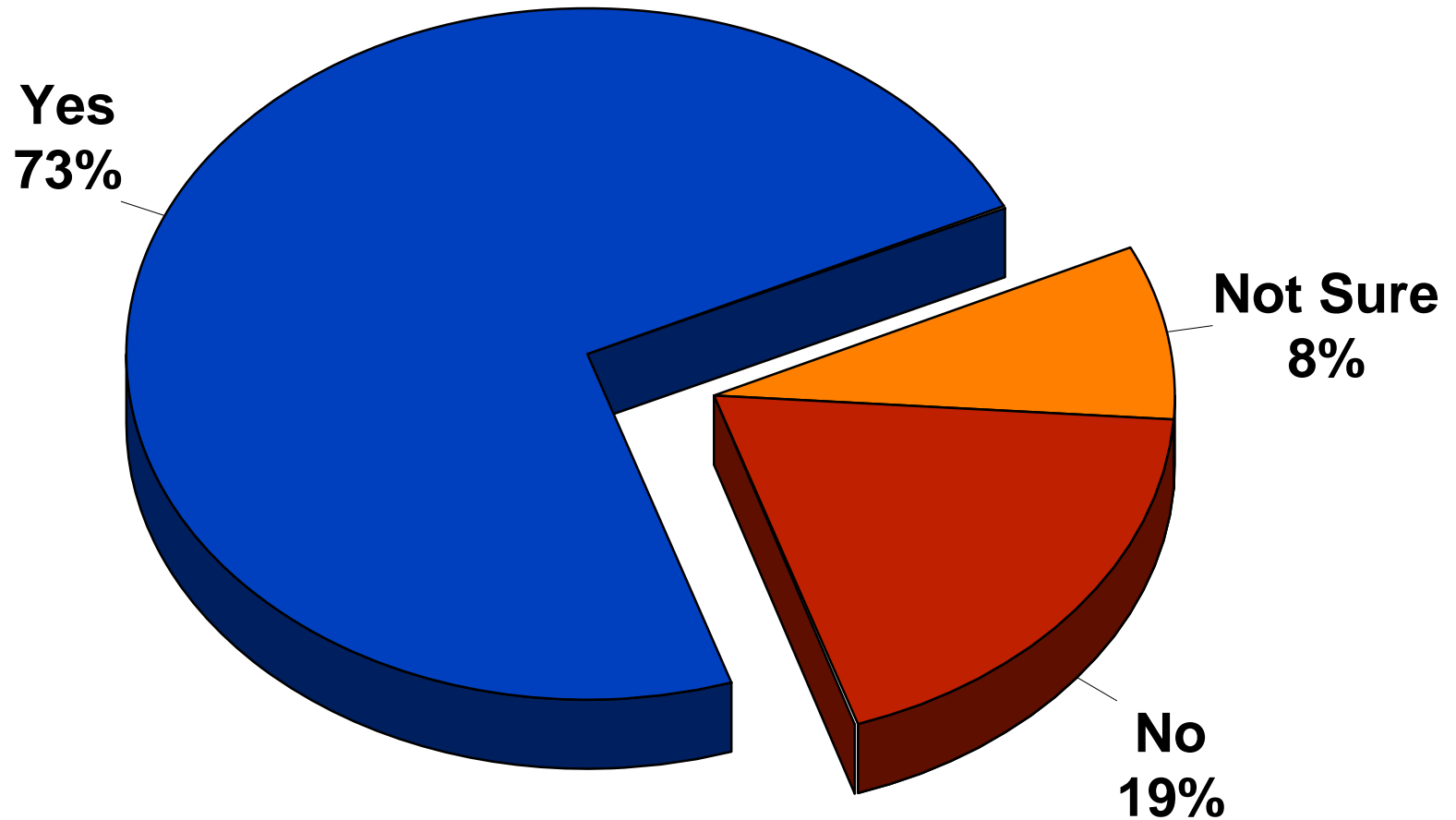
# Level of Agreement with Statements About Farmers Markets

Statement: <i>In the future, I plan on increasing the number of times I attend the farmers' market.</i>	Frequency of Visits to Farmers' Markets			
	Regularly	Occasionally	Rarely	Never
Strongly Disagree	2%	1%	8%	N/A
Disagree	21%	8%	18%	N/A
Neutral	31%	27%	38%	N/A
Agree	33%	55%	26%	N/A
Strongly Agree	13%	10%	11%	N/A
Total Number of Households	52	132	66	0

# Level of Agreement with Statements About Farmers Markets

Statement: <i>I actively look for and purchase local food products.</i>	Frequency of Visits to Farmers' Markets			
	Regularly	Occasionally	Rarely	Never
Strongly Disagree	0%	2%	5%	2%
Disagree	%	9%	20%	18%
Neutral	10%	15%	24%	28%
Agree	58%	53%	41%	42%
Strongly Agree	25%	21%	11%	10%
Total Number of Households	52	132	66	50

# Support for “Made in Nebraska” Program



**n=300**

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