

## **Direct Marketing of Specialty Crops by Producers: A Price-Comparison between Farmers' Markets and Grocery Stores**

Paper to be presented at the 2010 Annual Meeting of the Southern Agricultural Economics Association

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## **Abstract**

Oftentimes, prices at farmers' markets are much cheaper than those at grocery stores. However, little is known about the pricing relationship between farmers' markets and nearby grocery stores. Only by further analyzing this relationship can we gain a better understanding of these pricing trends. Although this trend is seemingly consistent, further research is necessary to test this assumption. Through the collection of prices at both locales, farmers' markets and grocery stores, producers as well as consumers will have access to current prices in both markets. In recent years, consumers are looking for local produce and are willing to pay for them as they are faced with increased grocery store prices, while producers are simultaneously seeking to increase their profit margins. This paper uses data that was collected over the course of one year while recording pricing trends from farmers' markets and nearby grocery stores. The survey also records demographic and operational data from individual producers and or vendors at those farmers' markets within the State of Florida.

It is hypothesized that producers selling at farmers' markets are not receiving a price premium for their products and the current prices they charge are, on average, significantly less than those found at a grocery store. Research gives evidence that producers should be receiving a price premium for their products. It is believed that they are being paid only a portion of the true market value for their products. As a result of this research, farmers should have a better understanding of state-wide pricing trends at farmers' markets and grocery stores which in turn will help them make better, more informed decisions when pricing and marketing their specialty crops.

# **Direct Marketing of Specialty Crops by Producers: A Price-Comparison between Farmers' Markets and Grocery Stores**

## **Introduction**

In the United States, the role of the farmer's market has changed greatly, evolving into shopping centers, grocery stores and supermarkets all adorned with products that are uniform, ubiquitous and contain UPC's. However the importance of the individual farmer as a lone businessman selling his or her produce should not be overlooked. Over time, with increased technology and agricultural practices, many consumers opted to buy foods which were low cost, highly processed, and convenient. While grocery stores provide the consumer with convenience and relatively consistent quality food; farmers' markets provide consumers with traceability, verbal quality assurance, and sometimes negotiable low-priced locally grown products.

As of late, there has been renewed interest from health as well as eco-conscious consumers that are looking to maximize their utility in their food purchases. Consumers are demanding healthier alternatives. They are willing to pay price premiums for products that have labels such as organic, safe and local; regardless of the actual benefit associated with the food which was purchased. Recognizing this trend, government officials and extension workers strive to promote direct sales and marketing as a vital tool to strengthen economic and social ties between farmers and consumers. Fortunately, there are many farmers who are increasingly using direct sales from venues like community farmers' markets in order to increase their

income by capturing more of each of the consumer's dollar spent on fresh produce. The problem is that producers may not be aware of the marketing potential of their products, and the costs associated with producing such differentiated harvests. Even, if they are aware of the factors, do they differentiate these items to capture the value? Finally, how do they tie these previous issues together and determine the price in which they charge their customers for these products?

The objective of this paper is to attempt to discover trends in farmers' pricing strategies, as well as to identify who is a typical producer in the State of Florida, through the collection of pricing data and by conducting surveys and questionnaires. The survey and questionnaire, when administered, is anonymous and each respondent is not compensated for his or her voluntary participation. The vendors' prices are then compared to the price of a comparable product at nearby grocery stores (up to three) within a five mile radius of the community farmers' markets' location. The rationale behind choosing a grocery store within this proximity is to capture the difference in price for a relatively perfect substitutable product within a specific range; this is essentially the opportunity cost to the consumer.

Ultimately the purpose of this paper is to ensure the future success of farmers' markets in the State of Florida as a means to enrich the lives of producers as well the consumers. By measuring producer activity, we can attempt to provide information to the community that will achieve this purpose more efficiently.

## **Literature Review**

Farmers' markets continue to rise in popularity as consumer demand for obtaining fresh products directly from the farm increases; as a result, farmers' markets have become an increasing visible part in the urban-farm linkage (1 Wolf et al 2005). Over the last decade, the number of farmers' markets in the United States has increased from 2,746 in 1998 to 4,685 in 2008, an increase of 70.6% (2 AMS 2008). These trends are similar to those found throughout the State of Florida.

As consumer demand increases for quality products at reasonable prices, so should producer supply. This demand is based on a series of characteristics or tastes and preferences of the consumer. According to Wolf, "Characteristics of produce that were found to be very desirable to extremely desirable and were perceived as an advantage for farmers' market produce included fresh looking, fresh tasting, high-quality product, and a good value for the money" (3 Wolf 1997). Consequently, the producer must be quick to recognize and respond to this consumer demand. In order for this to occur, incentives for producers must be present. As stated in a recent publication by Swisher, Sterns, and Gove, "Farmers, craftspeople and other small business owners must be convinced that spending a few hours a week at the market is worth their time" (4 Swisher et al 2003). The extra time spent, which represents the producers' opportunity cost, may be the most important reason why a producer would want to sell his or her product at a local farmer's market. This opportunity cost should result and be supplemented by the extra income gained from each consumer dollar. Ultimately the producer sells not only to make a profit on his or her produce or good, but to make it worth his or her time in the process.

According to VanSickle “Growers considering growing produce in an area where a commercial produce industry has not matured should first consider marketing alternatives available in local markets. Local markets are easier to access because they can be served by an individual with a small or large volume of produce” (5 VanSickle 2000). Direct marketing, especially important for small produce growers, is in part a response to low farm-gate prices and wholesalers who only wish to deal with large volume producers (6 Eastwood et al. 2004) It is up to the producer to weigh in on these determining factors before coming to a conclusion on whether or not this is the best course of action. If so, there are marketing strategies available to the producer.

However, this research seeks to determine how aware producers are of the various marketing opportunities that are available to them in order to receive higher price premiums. Of the various marketing opportunities available to producers is organic production. According to a recent article from the USDA's Economic Research Service, "many customers at farmers' markets also appreciate having direct access to farmers that use ecologically sensitive agricultural techniques—such as organic production methods—on their farms" (7 Kremen et. al. 2003). Although an estimated price premium in the paper was not given, the paper did specify that 50% of producers surveyed in markets throughout the 20 various States were charging price premiums for their products which they claim use ecologically sensitive agricultural techniques.

Customers are becoming increasingly interested in sustainable agricultural practices. They are reducing the amount of packaging they require to transport their purchases. Many

are bringing in reusable canvas bags which substitute for the conventional plastic grocery sack. Many of the consumers have questions regarding the growing practices the producer uses. These farmers' markets are an essential part of the community, one in which producer and consumer exchange more clear and better information. Essentially, farmers' markets "allow individual entrepreneurs and their families to contribute to the economic life of local communities by providing goods and services that are not readily available through formal, mass markets, and they bring producers and consumers together to solidify bonds of local identity and solidarity (8 Lyson, Gillespie, & Hilchey 1995)."

As consumer interest of local farmers' markets increases, so shall the consumer's willingness to pay for the perceived benefit associated with the products that they purchase at these locations increase. A recent Indiana survey asked 352 consumers to provide a response to their likeliness to purchase locally produced products in one the following three categories:

- Highly likely to purchase local food products
- Neutral or somewhat likely to purchase local food products
- Unlikely to purchase local food products

According to the results, "Nearly 60% of the probability distribution is associated with the category representing a positive likelihood of purchase local food products" while " most of the remaining distribution (just under 40%) is captured by the category representing neutral or somewhat likely" (9 Jekanowski et. al. 2000). These results show that a majority of consumers' surveyed are highly or neutral and somewhat likely to purchase locally produced food products in the absence of other determining factors such as price.

## **Research Approach & Methods**

All data from this research paper was collected between the months of December 2008 and December 2009 throughout 25 selected farmers' markets in 14 counties throughout the State of Florida (Appendix 1). Most of the farmers' markets that were selected were retrieved from a website maintained by the Florida Department of Agriculture and Consumer Services which lists contact information, county location, and directions. However, some farmers' markets which were visited do not appear on that website and may appear there at a future date although it is not known when those farmers' markets will be listed. That website, which was utilized heavily and was the primary source for the chosen markets, can be found at the following address: [http://www.florida-agriculture.com/consumers/farmers\\_markets.htm](http://www.florida-agriculture.com/consumers/farmers_markets.htm). Although not every farmers' market found on the list was visited, markets were chosen based on their strategic position and locale within the state in order to represent the diversity found among producers and their products.

At the outset, a survey instrument was designed in two separate sections beginning with a survey and questionnaire which was followed by collecting prices for each individual product (Appendix 2). Each product was converted to a per pound basis for uniform comparison. Beginning in the winter growing season, data was collected mostly during the weekend from various farmers within a more limited range around the home base of operations in Gainesville. Many of the farmers' markets selected during this time period were found within this range in the North Central Florida region. The producers approached at each farmers' market were approached at pre-selected farmers' market, based solely on their willingness to participate in



the survey. The producers were asked a series of questions regarding their involvement in farmers' markets from the production side and their opinions and attitudes towards farmers' markets in general. Some examples of the questions that were asked were as follows:

- How many years have you participated in farmers' markets?
- Have you noticed an overall increase of a customer base for farmers' markets?
- Are your prices influenced by local grocery stores' pricing?
- Do you know the current grocery store pricing for the items that you are selling?
- Do you shop at grocery stores?

The survey also includes an assemblage of products with similar characteristics. In questioning the producer the survey instrument seeks to discover how many years has the individual been offering the product or service at a farmers market. It also seeks to discover how much each product, as a percentage, contributes to the producers' gross annual sales. For example one genre, *Horticultural Crops*, includes products such as cut flowers, citrus fruits and field vegetables. The final few questions of the questionnaire and survey involved demographic information which included age, gender and race.

The second half of the survey instrument did not involve directly asking producers to answer questions; however the prices of the products that they were selling were collected. For each product that the producer was selling, the price and unit measurement was recorded. This data is then compared with the price and measurement for the same good or equivalent product, at nearby grocery stores within a five mile radius. Data collection ended during the second week of July, after which all of the recorded information was entered into a spreadsheet and the study results were computed.

### **Survey Demographics & Business Characteristics**

Upon completing research and data collection, the results paint a picture of a typical Floridian farmer found throughout community farmers' market in the state. After all data was collected, a total of 52 vendors contributed information to and helped form the basis for this research paper. On average, these participating vendors have been selling at farmers' markets for 14.99 years and have approximately 37.53 acres of land that they can use for production, of which they actively utilize a relatively efficient 80.8% of that land or 30.33 acres. Of the land being used for the production and sale of products in farmers' markets, producers on average owned 67.7% of that land while approximately 10.38% of production land was rented. The remaining 21.9% of land could not be accurately accounted for as some respondents were only employees working for a producer and could not give specific information on the subject. The typical producer who was surveyed was male, White, and between the ages of 48 and 58 years, as shown in Charts 1, 2 & 3 respectively. When asked whether they feel they are full time or part time farmers, sixteen of these producers replied that they consider themselves to be full-time farmers while twelve producers replied that they are in fact part-time producers. It is quite likely that most producers that consider themselves part-time or hobby farmers rely on farmers' markets as an additional source of income. Also, these part-time or hobby farmers could be classified as retired individuals.

Chart 1.Producer Gender

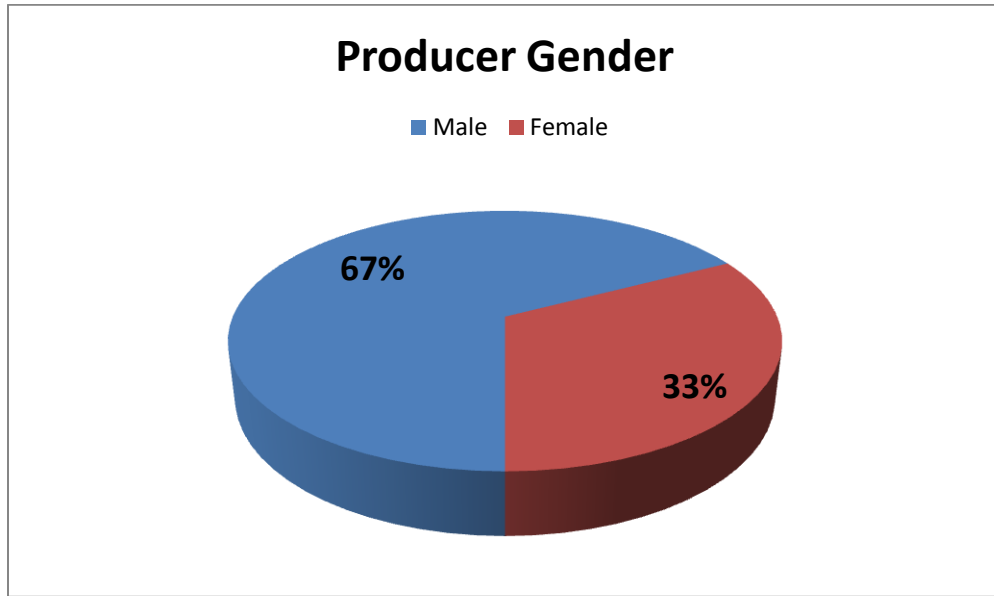


Chart 2.Ethnicity

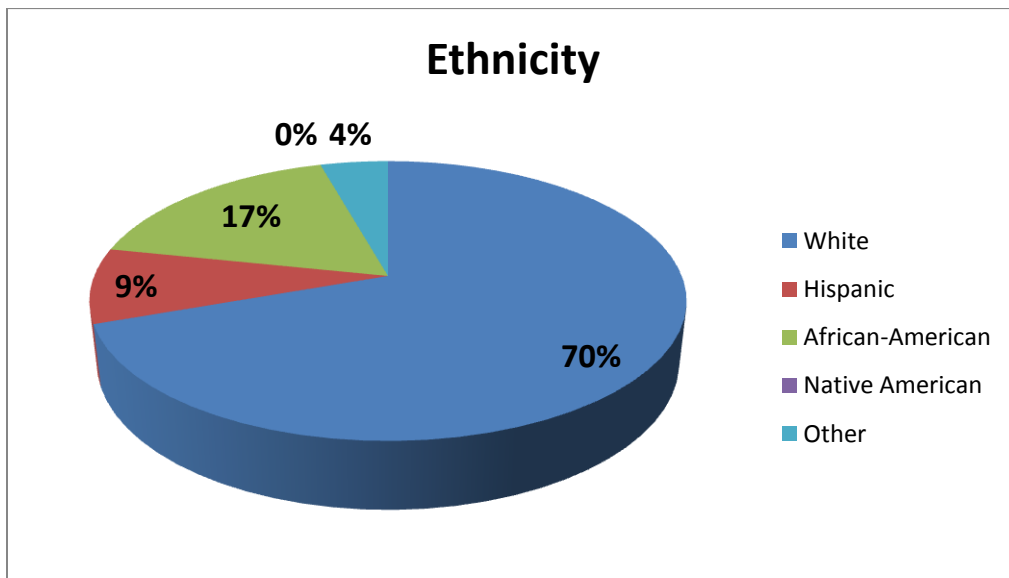
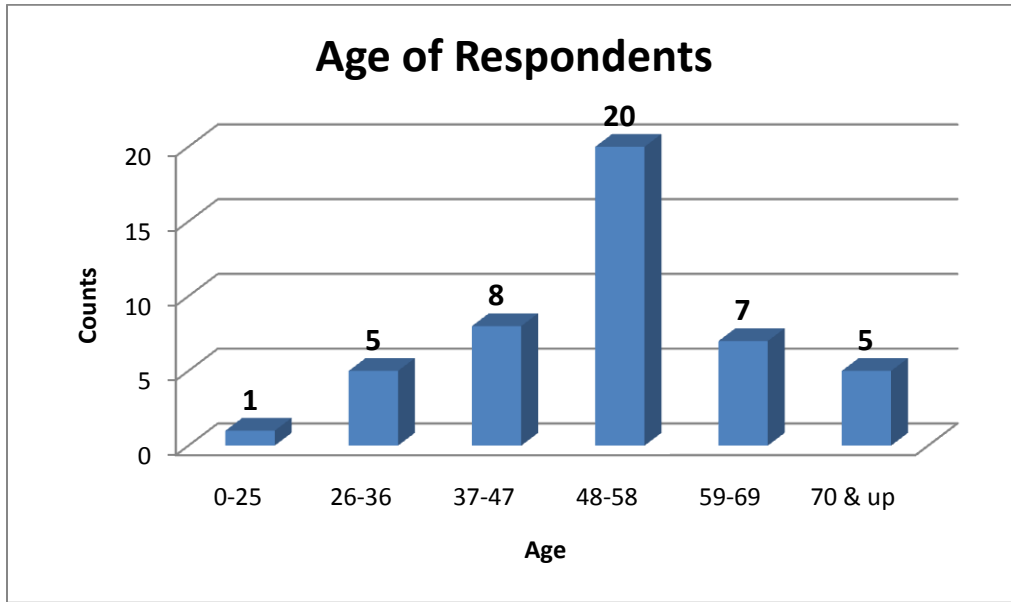
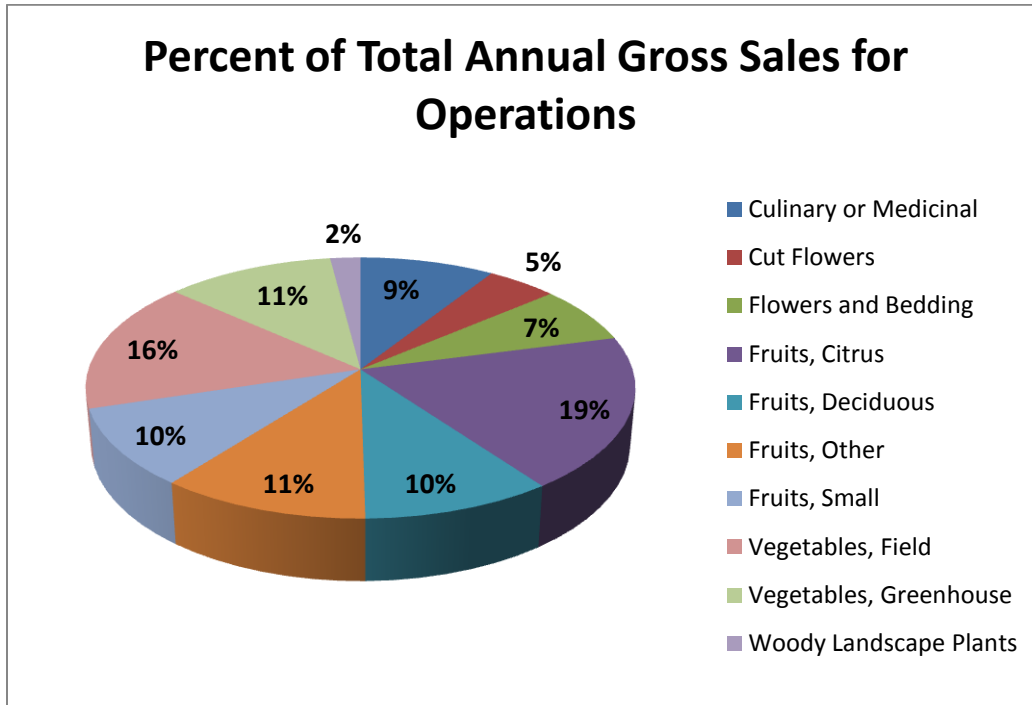


Chart 3. Age of Respondents



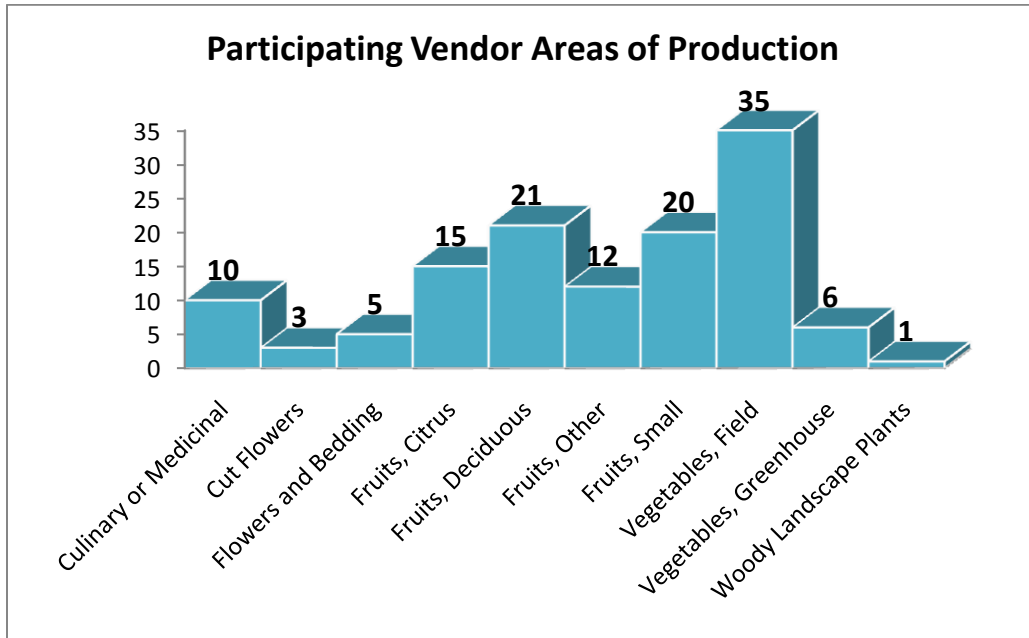
Financially, producers in the State of Florida state that citrus accounts for the largest portion of the total annual gross sales for production with 19% on average followed by field vegetables and greenhouse vegetables with 16% and 11% respectively (Chart 4). Other notable types of produce which, on average comprised a significant portion of total annual gross sales for operations, were greenhouse vegetables, deciduous fruit, and small fruit with 11%, 10% and 10% respectively. Categories such as woody landscape plants and cut flowers encompassed the smallest portion of total annual gross sales for operations with 2% and 5% respectively.

Chart 4. Percent of Total Annual Gross Sales for Operations



When analyzing the most common areas of production by producer participation, the prevailing crops sold at farmers’ markets are field vegetables, followed by deciduous fruits (trees which bear fruit before shedding at the end of the growing season), and small fruit with 35, 21, and 20 participants respectively (Chart 5). Other significant crops sold by participating vendors include citrus fruit, other fruit and culinary or medicinal herbs with 15, 12 and 10 participants respectively. Products categorized as greenhouse vegetables, flowers and bedding, cut flowers and woody landscape plants comprised the categories with the fewest participating vendors as they contained 6,5,3 and 1 participants respectively.

Chart 5. Participating Vendor Areas of Production



It is important to note that while citrus fruits account for the largest percentage of gross annual sales, they do not account for the largest or even most common genre of crop. This may be due to the fact that producers must have higher margins on citrus in order to recuperate the sunk costs in regards to growing citrus, as the trees require many years before they are capable of producing fruit.

### Prices

Many of the crops which producers are selling at farmers' markets have significant price discrepancies when compared to a similar basket of goods sold at nearby grocery stores. Crops sold at farmers' markets covered a wide spectrum of items ranging from multiple varieties of apples to zucchini. When compared to the per pound price of goods sold at a grocery store,

comparable goods at a farmers' market averaged \$1.81 while those sold at retail averaged \$3.81. The data suggests that on average, grocery store prices are 153% higher than those found at a farmers' market. This difference represents a \$2.00 per pound savings to the consumer; however it also represents a potential windfall loss to producers who do not recognize the marketing potential of their products.

Some varieties and categories of crops sold at farmers' markets when compared to grocery store show extreme differences in average prices (Chart 6). For example, fresh culinary of medical crops such as basil, thyme, and rosemary have average retail grocery store price of \$24.23 per pound while the price of comparable fresh herbs at the farmers' market costs \$4.51 per pound. This suggests that on average grocery store prices for culinary or medicinal herbs are 451% higher than those at a local farmers' market. It is important to note that consumers rarely buy these types of products in large amounts, therefore they do not represent a large portion of consumers total expenditures on food.

**Chart 6. Product Category Comparison**

### Product Category Comparison Average \$/lb.

	<u>Farmers' Market</u>	<u>Grocery Store</u>	<u>Difference</u>
Culinary of Medicinal	\$4.51	\$24.23	-\$19.72
Fruit, Citrus	\$1.09	\$1.35	-\$0.26
Fruit, Deciduous	\$1.93	\$1.75	\$0.18
Fruit, Other	\$1.21	\$1.73	-\$0.52
Fruit, Small	\$2.20	\$2.20	\$0.00
Vegetables, Field	\$1.39	\$2.09	-\$0.70
Vegetables, Greenhouse	\$2.22	\$3.56	-\$1.34

One area of total food expenditures in which health and eco-conscious consumers do spend a significantly is on various field vegetables. From the data collected, crops such as tomatoes, squash and beans have an average retail grocery store price of \$2.09 per pound while similar produce at the farmers' market costs an average of \$1.39 per pound. This corresponds to a savings of one-third on total expenditures for fresh field vegetables.

There are products which do not yield a cost savings to the consumer. Deciduous fruit bearing trees such as apples, pears and peaches had an average price per pound of \$1.93 while equivalent products at nearby retail grocery stores cost \$1.75. It is not the intention of this paper to explain in detail why this might be, however possible reasons for these higher prices could be contribute to higher fixed costs, longer maturation periods, and a relatively lower comparative advantage. One interesting caveat of this research showed that small fruits such as blueberries, blackberries and strawberries, which are chief crops in the State of Florida, at farmers' markets are competitively and exactly priced the same as those in grocery stores. The average price for these small fruits is around \$2.20 per pound suggesting that producers are aware of the marketing potential of these crops.

The overall average price differences were separated in 15 market region which showcase their own unique products but also average cost structures endemic to that particular region (Appendix 3). The majority of these markets regions exhibited the same below average price trend found in the overall averages with a few exceptions. Upon analyzing the data, an interesting trend emerged in regards to the differences in price of the various market regions and their respective population size. The trend suggests that market regions



which larger populations tend to have smaller differences in the average price difference between farmers' markets and grocery store. The largest market regions by population were those found near Miami in Dade County as well as Jacksonville in Duval County (pop. in excess of 400,000) with average differences of \$0.30 and \$0.60 respectively. This suggests that producers and vendors in these market regions may have better information in regards to the appropriate price level of their products. In contrast to the larger market regions by population, smaller market regions like St. Augustine in St. John's County and Lake City in Columbia as well as Trenton in Gilchrist County (pop. less than 20,000) exhibited larger differences in the average price per pound with \$3.66, \$1.88 and \$0.77 respectively.

There are market regions, such as those found in Starke in Bradford County and Tallahassee in Leon County, which exhibited farmers' market prices that were above the retail grocery store price with an average price difference of \$0.58 and \$0.09 respectively. These price differences may or may not be significantly higher than that of the State average, but what is interesting is that they may also indicate a certain level of producer marketing knowledge in those particular regions.

### **Summary & Implications**

In conclusion, the results of this study should provide some insight into marketing and pricing strategies by producers at farmers' markets when compared to grocery stores in the vicinity. A literary review provides evidence which shows that farmers' markets are becoming increasingly popular throughout the United States. Previous research also suggests that direct marketing and farmers' markets are an excellent distribution channel for small-scale producers

as well as producers who are receiving low farm-gate prices. However, the producer must be convinced that the opportunity cost of selling their local product at farmers' markets is worth their while. The producer must recognize consumers' willingness to pay for the benefit they perceive in the producer's local specialty crops. Fortunately, research suggests that the majority of consumers are either highly likely, somewhat likely or neutral to purchasing local foods.

The data from this research paper, collected from 52 respondents in 25 markets throughout 14 counties in the State of Florida, confirms the hypothesis that on average, producers at farmers' markets are not receiving a price premium for their specialty crop products. The "typical" producer is a white male between the ages of 48-58 years and operates on a relatively small parcel of land. The survey results show that the average state-wide difference in the price of a similar basket of goods at a farmers' market versus a grocery store is approximately \$2.00 per pound. This suggests prices, on average, are 153% higher at grocery stores. This presents significant savings to consumers however it also implies that producers are undervaluing their products. Products such as medicinal herbs and field vegetables represent potential categories where producers may greatly underestimate the value of their produce. Conversely, deciduous fruit bearing trees represent a category where producers may or may not be receiving a price premium as direct marketing price is above the grocery retail price.

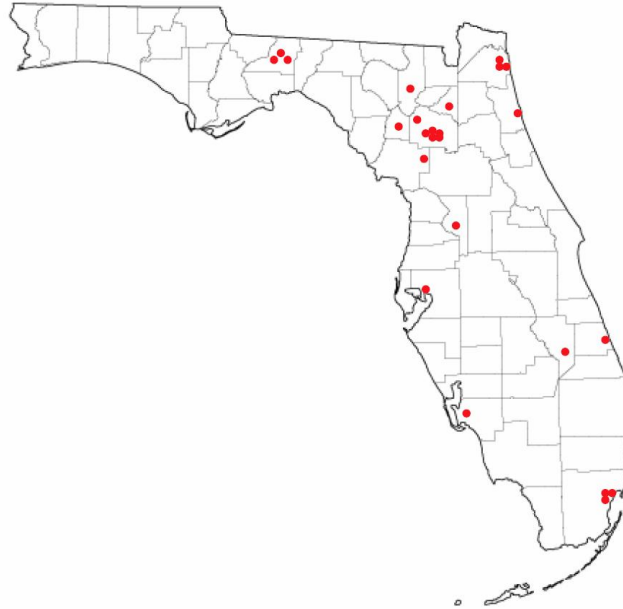
Of the 15 market regions, those regions with larger populations typically have smaller differences in average prices than market regions with smaller populations. This may or may

not be related to producer knowledge and information. Further studies will be necessary in order to understand this relationship. There are market regions where on average producers may be receiving a price premium for their products, however further research will be required to understand these regional pricing relationships. The most significant crops by total annual gross sales are citrus fruit followed by culinary and medicinal herbs, other and small fruits; however the majority of participating producers at direct market outlets in the state are selling field vegetables, deciduous and other fruits.

As consumers increasingly demand fresh local produce, farmers' markets will continually play an integral role at supplying these products. The data within this paper has been written with the intention of providing producers as well as consumer with better pricing information in regards to fresh and local produce. This paper ultimately seeks to ensure the future success and growth of farmers' markets through the disclosure of such information. Producers will undoubtedly enter into direct marketing enticed by higher overall farm-gate prices. This in turn will provide consumers with the products they desire, better product information, greater variety and selection as well as alternatives to higher priced grocery store products.

**Appendix**

**Appendix 1. Selected Farmers' Markets Locations**



## Appendix 2. Survey Instrument

Farmers markets across the state of Florida have been increasing in popularity over the past two years. Very little information is available regarding the price relationship between farmers markets and nearby grocery stores. Further investigation of this relationship is necessary and could yield vital information to support further understanding of pricing trends among these two sources.

**WE HOPE THAT YOU WILL ENJOY PARTICIPATING IN THIS SURVEY AND WE APPRECIATE YOUR TIME AND INTEGRITY. FIRST, WE WOULD LIKE TO KNOW ABOUT YOUR INVOLVEMENT IN FARMERS MARKETS FROM THE PRODUCTION SIDE.**

*Please indicate your response with a check  in the appropriate box.*

1. Do you participate in farmers markets?  No →  Yes

If no to question 2, please do not complete the rest of the survey and turn it in as is.

If yes to question 1, how many years have you participated in farmers markets?   years

2. If yes to question 1, please tell us about the land used in your operation that contributes to the production of what you sell at the farmers market.

What is the total number of acres in your operation? .....     acres

What is the total number of acres actively used for production? .....     acres

What percent of land in production is owned? .....   %

What percent of land in production is rented? .....   %

3. Using the list below, tell us how many years you have been offering the product or service at a farmers market, and the percent of total annual gross sales for your operation.

	Number of Years			Percent of Total Annual Gross Sales		
<b>Horticultural Crops</b>						
Culinary or Medicinal Herbs	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> %
Cut Flowers	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> %
Flowers and Bedding Plants	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> %
Fruits, Citrus	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> %
Fruits, Deciduous	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> %
Fruits, Other Tropical	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> %

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Fruits, Small							%
Vegetables, Field							%
Vegetables, Greenhouse							%
Woody Landscape Plants							%
Other (describe) _____							%

3. (Continued)	Number of Years		Percent of Annual Gross Sales				
<b>Forage and Field Crops</b>							
Grain Crops							%
Hay							%
Pasture							%
Peanuts							%
Silage							%
Tobacco							%
Other (describe) _____							%
<b>Livestock</b>							
Cattle							%
Dairy Products							%
Goats							%
Horses							%
Poultry							%
Rabbits							%
Sheep							%

Swine									%
Other (describe) _____									%
<b>Services Provided to Other Farmers</b>									
Farrier (blacksmith)									%
Custom Tractor (mow, disk, bale)									%
Seeding and Spreading Services									%
Land Clearing									%
Other (describe) _____									%
<b>Other Enterprises</b>									
Agri/Eco/Heritage Tourism									%
Aquaculture									%
Beekeeping									%
Christmas Trees									%
Hunting Leases									%
Timber and Associated Products (Pine Straw)									%
Value-Added Products (Cheese, Jams, Salsa)									%

**4. How many years have you practiced any of the following production strategies? *If none, please indicate with '0' years.***

- Certified organic production .....   years
- Follow organic regulations but not certified .....   years
- Follow organic principles, but with some conventional inputs .....   years
- Conventional production .....   years
- Other production (describe) \_\_\_\_\_ .....   years

THE FOLLOWING QUESTIONS ARE GEARED TOWARDS BETTER UNDERSTANDING YOUR OPINION/ATTITUDES TOWARDS FARMERS MARKETS.

5. Have you noticed an overall increase of a customer base for farmers markets?  No  
 Yes  
↳ If yes to question 4, do you believe this is influenced by current grocery store prices?  No  
 Yes

6. Grocery stores do not typically stock local produce. Do you believe this contributes to a broader customer base for farmers markets?  No  
 Yes  
↳ If yes to question 5, has a customer told you they pay patronage to farmers markets to support local farmers?  No  
 Yes  
↳ Please explain: \_\_\_\_\_  
\_\_\_\_\_

7. What benefits do believe farmers markets offer? (please check all that apply)

- Offer local produce
- Quality assurance
- Knowledge of the item that is being sold
- Personal attention to a unique shopping experience

8. Are your prices influenced by local grocery stores' pricing?  No  
 Yes  
↳ If yes, to what extent/percentage?: \_\_\_\_\_  
\_\_\_\_\_

➔ At what rate do you increase or decrease your prices with respect to local grocery prices? \_\_\_\_\_  
\_\_\_\_\_

9. Do you know the current grocery price today for the items you are selling?  No  
 Yes  
↳ If yes, how do you monitor or how do you know these prices?: \_\_\_\_\_  
\_\_\_\_\_

10. Do you believe your prices are typically less expensive or more expensive than what a customer would find in a grocery store in the surrounding area?  Less expensive



More expensive

Regardless of your answer to question 10, what is the reasoning behind your pricing, whether your items are more or less expensive?

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11. Do you have any sort of an informal/formal contract or agreement with grocery stores as to how you go about your pricing?  No

Yes

If yes, please elaborate: \_\_\_\_\_

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12. How do growing seasons affect produce availability and pricing? \_\_\_\_\_

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13. Do you notice that your customer base responds in a positive or negative way towards your prices?  Positive

Negative

Please elaborate: \_\_\_\_\_

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**THE FOLLOWING QUESTIONS ARE REGARDING YOUR PERSONAL GROCERY SHOPPING TRENDS.**

14. Do you shop at grocery stores?  No

Yes

Which grocery stores do you pay patronage to; and why? \_\_\_\_\_

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If yes to question 14, what portion of the food your household consumes is purchased at a grocery store? \_\_\_\_\_

15. Does the majority of the produce your family consumes come from what you grow or do you purchase it at a grocery store?  Grow the produce myself

Purchase produce from a grocery store

**PERSONAL INFORMATION:**

Age: \_\_\_\_\_

Gender: Male / Female

Do you consider yourself a full time or part time/hobby farmer? Full time / Part time/hobby

**Appendix 3. Market Regions**

**Market Regions**

<u>City</u>	<u>County</u>	<u>Population</u>
Ft. Myers	Lee	65,394
Gainesville	Alachua	114,375
High Springs	Alachua	3,863
Jacksonville	Duval	807,815
Lake City	Columbia	9,953
Miami	Dade	413,201
Okeechobee	Okeechobee	5,784
St. Augustine	St. John's	12,284
Starke	Bradford	5,593
Tallahassee	Leon	171,922
Tampa	Hillsborough	340,882
Trenton	Gilchrist	1,722
Vero Beach	Indian River	16,939
Webster	Sumter	805
Williston	Levy	2,297

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