

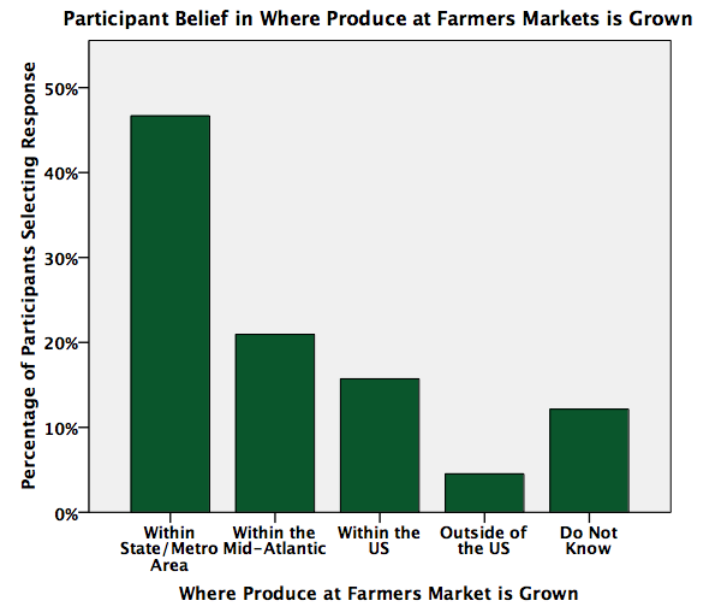
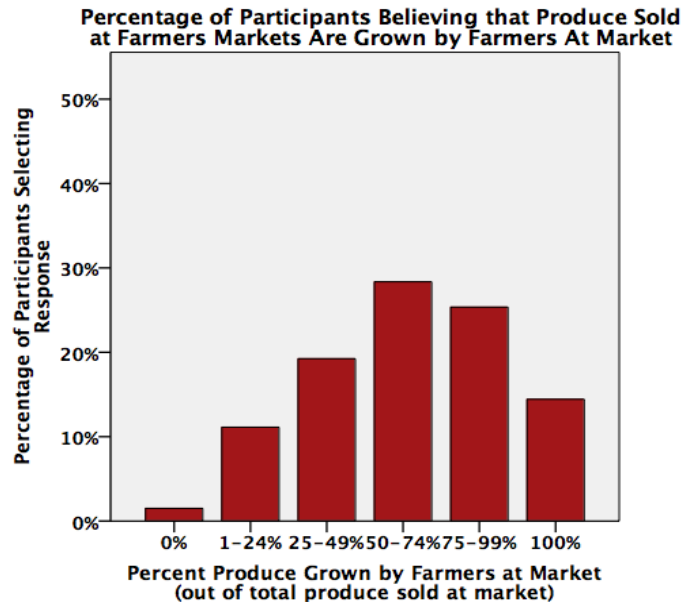
January 4, 2010

## Percentage of Farmers' Market Shoppers Believing that Produce Sold at Market is Grown by the Market's Farmers

UNIVERSITY PARK, Pa. –This newsletter serves to provide fruit and vegetable industry members with additional results from the consumer research studies conducted to better understand the food preferences and purchasing behaviors of the mid-Atlantic consumer. The information provided in this newsletter reflects only a sample of a wide array of data collected from one of four surveys that will be conducted through early 2010.

1,567 total participants from the metropolitan areas of New York City, Philadelphia, Baltimore, Washington, D.C., and Richmond were surveyed on what types of food products they purchased, where they purchased these products, and what factors may have affected their purchasing behaviors. In one particular question, participants were asked if they purchased fresh produce from farmers' markets. Participants responding 'yes' to this question (63%) were then asked what percentage of produce grown at the farmers' markets they believed was actually grown by the farmers at the market. If they did not believe that 100% of the produce was grown by the farmers at the market (84.6% of participants who shopped at farmers' markets), they were then asked to indicate where they believed the produce was grown.

Results indicated that approximately 14.4% of participants (who shopped at farmers' markets) believed that all of the produce sold at farmers' markets was actually grown by the farmers at the market, as shown below in the left graph. The majority of the participants (53.8%) believed that 50-99% of produce at the market was grown by the market farmers. In the graph below and to the right, the majority of participants who shopped at farmers' markets (67.7%) reported that they believed the produce at the markets were grown within either their state/metro area or the mid-Atlantic region. Additionally, 12.1% of participants were not aware of where the produce at the farmers' markets were grown.



In addition to the questions outlined above, participants were also asked to indicate why they believed a given percentage of produce at farmers' markets were grown by farmers. For example, if participants indicated that they believed that only 1-24% of produce sold at the markets were grown by farmers there, they were asked to provide a written response as to why they selected this answer. Although this data has yet to be analyzed, from the results already provided, we speculate that these farmers' markets may not be growers-only markets, with farmers at markets also selling produce from other areas of the country or outside of the U.S. Another option is that what participants believe to be farmers' markets may actually be outside grocery markets (open-air markets), which contain produce generally found in supermarkets. Further analysis will likely shed some light as to what participants believe a 'Farmers' Market' truly is and assist growers and farmers' market managers with informing consumers that produce for sale at such markets are produced locally .

To be added to the Mid-Atlantic Specialty Crops Research Initiative list serve and receive bi-monthly updates about the workshop and subsequent efforts, contact [specialtycrops@psu.edu](mailto:specialtycrops@psu.edu) or 814-863-5567. For more information about the USDA Specialty Crop Research Initiative program, visit <http://www.csrees.usda.gov>.

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