

June 23, 2010

Knowledge of State Promotional Program Brand Name Among Mid-Atlantic Consumers According to State of Residence

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.

The MASCRI team is seeking feedback as to how you have used information supplied in our bi-weekly newsletters. Please send feedback to Dana at specialtycrops@psu.edu.

1,518 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. Participants were asked to indicate if they were aware that their state of residence had a promotional program. A definition was provided for panelists to read and that described the purpose of the promotional program: a program “developed to help consumers identify fruits, vegetables, and processed products that have been grown and/or produced in [their] state”. Participants who responded “Yes” that they were aware of their state’s promotional program (20% on average; 34.6% of New Jersey residents, 18.2% of New York residents, 15% of Pennsylvania residents, and 21% of Virginia residents) were then asked to select the correct name of their state’s promotional program or select the “don’t know” option. The programs featured in the survey included a) PA Preferred, b) Pride of NY, c) New Jersey Fresh, and d) Virginia Grown.

Figure 1.

Figure 2.

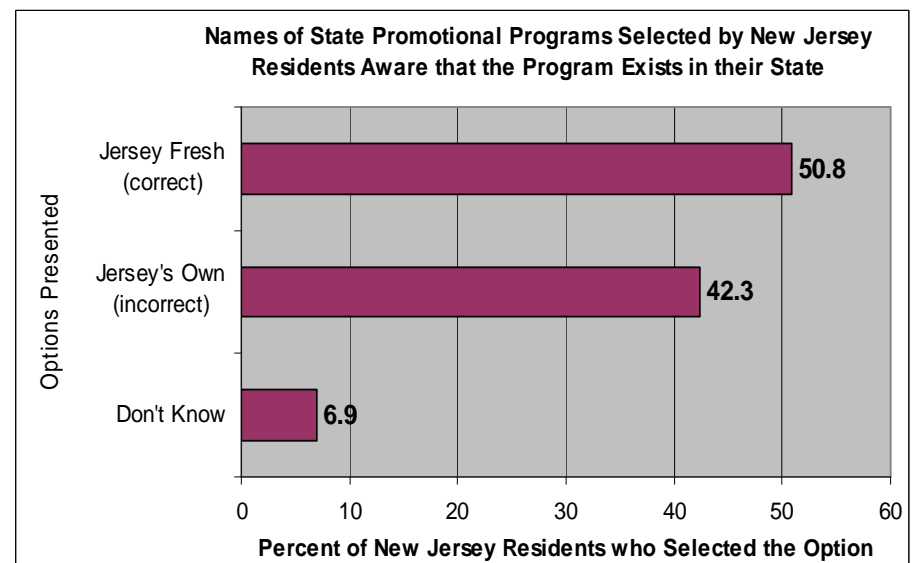
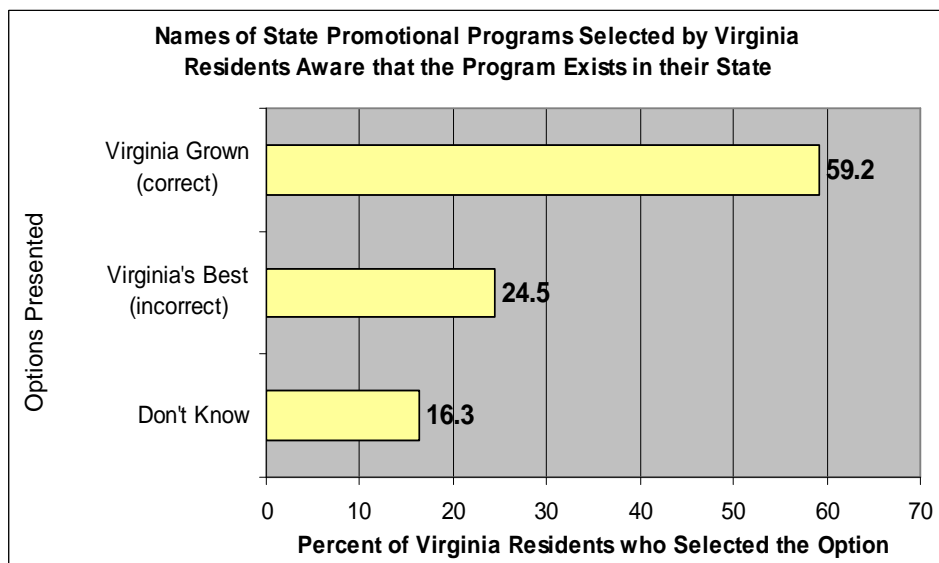


Figure 3.

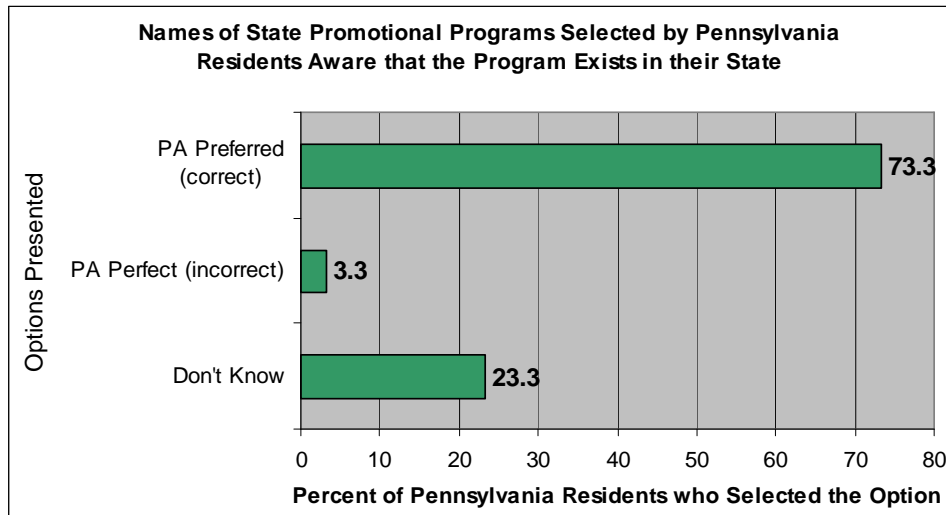
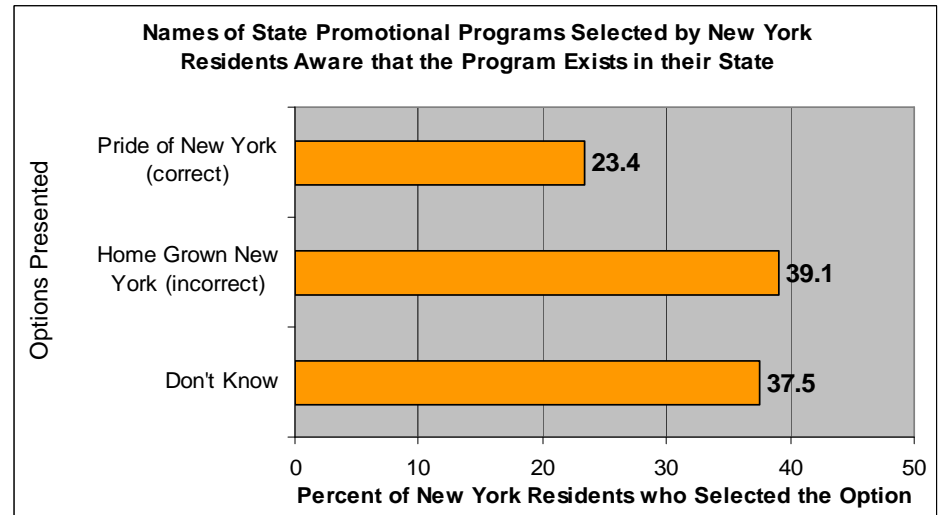


Figure 4.



In Figure 2, 50.8% of New Jersey residents selected the correct name for their state’s program (Jersey Fresh). In Figures 3 and 4, the correct promotional program for their state of residence was selected by 73.3% of Pennsylvania residents, 23.4% of New York residents, and 59.2% of Virginia residents.

Overall, New York residents who responded that they were aware that their states had a promotional program were the least likely to select the actual name for their program compared to residents of the other states. Additionally, slightly less than half of New Jersey residents, 42.3%, selected the incorrect name for their promotional program. Regarding the “don’t know” option presented, close to a quarter of participants residing in Pennsylvania (23.3%) and 37.5% of New York participants selected this option.

This data provides insight into consumer awareness in metropolitan areas within the mid-Atlantic region of state promotional programs aimed to support the sale of produce and produce-based products. It is also evident that there is a percentage of survey participants in each of the targeted states who were unable to correctly identify the name of their state’s program. For example, “Home Grown New York,” the incorrect program name, was selected by a larger percentage of New York participants compared to those who selected the correct name. Those who grow and/or sell produce or products branded with a state’s promotional program should consider strategies that might be useful in promoting the programs and the benefits to consumers who purchase products from them.

To be added to the Mid-Atlantic Specialty Crops Research Initiative list serve and receive bi-weekly updates, contact specialtycrops@psu.edu or 814-863-5567. To view past bi-weekly updates and related Mid-Atlantic Specialty Crops Research Initiative information, visit www.midatlanticspecialtycrops.com. For more information about the USDA Specialty Crop Research Initiative program, visit the National Institute of Food and Agriculture (NIFA) website: www.nifa.usda.gov.

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Amy Chamberlain
Graduate Student
The Pennsylvania State University
specialtycrops@psu.edu