Nebraska Department of Agriculture
Ag Promotion and Development Division

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

Nebraska Department of Agriculture
June 2004

Survey of 300 Nebraska Households

Conducted in April 2004 for

Nebraska Department of Agriculture
Ag Promotion and Development Division

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June 2004

Survey Demographics

Area Code
- 50% - 308
- 50% - 402

Gender
- 69% Female
- 31% Male

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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%

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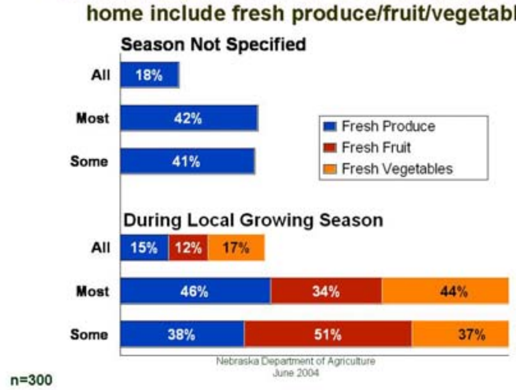
Q. How many of the meals or snacks you prepare at home include fresh produce/fruit/vegetables?



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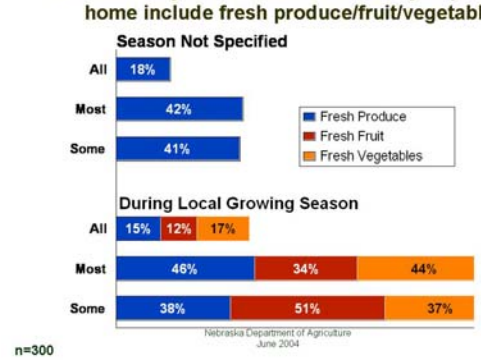
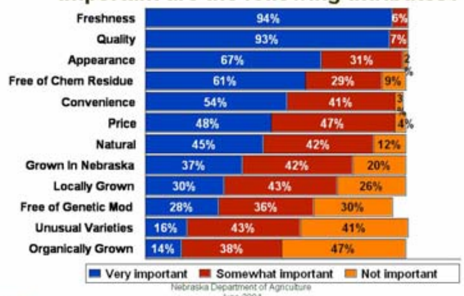


Q. When shopping for fresh produce how important are the following attributes?



n=300

Attributes Related to Household Demographics

Household Demographics	Freshness	Quality	Appearance	Convenience	Price	Natural	Grown in NE	Locally Grown	Free of Genetic Mod.
Gender	✔	✔	✔	✔		✔			✔
Area Code							✔		
Attend FM*						✔	✔	✔	
Income					✔				

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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%

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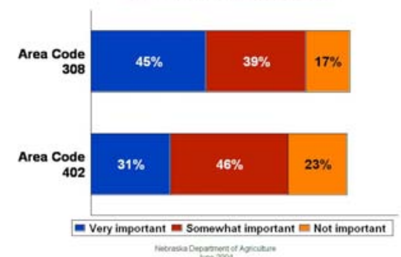
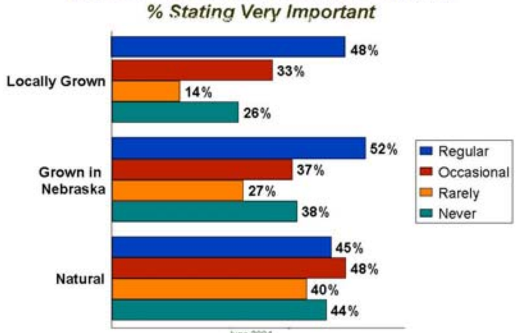
"Grown in Nebraska"

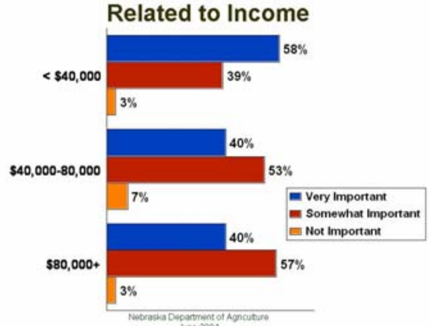


Product Attributes Related to How Often A Household Attends Farmers' Market

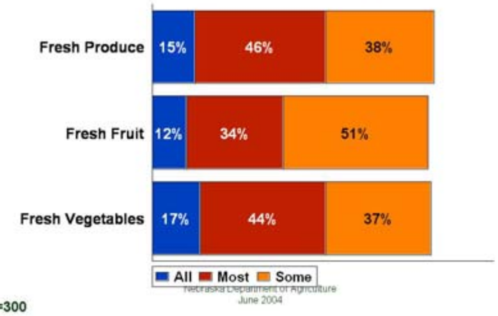
% Stating Very Important



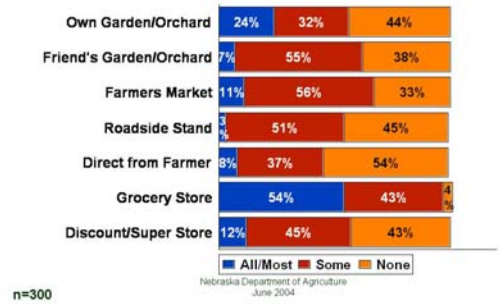
Importance of Price Related to Income



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%

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

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

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Sources Related to Income

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

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

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 *lower* in comparison to non-local produce	29%	33%	42%	30%
Expect local produce to be *the same* in comparison to non-local produce	40%	52%	50%	58%
Expect local produce to be *higher* in comparison to non-local produce	29%	15%	8%	8%
Don't know	2%	0%	0%	4%

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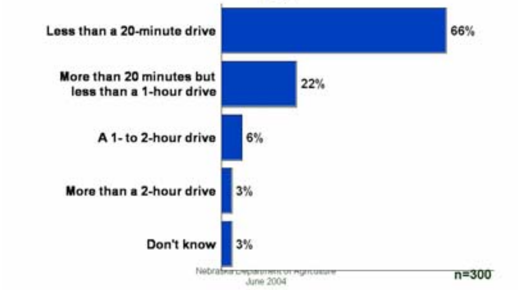
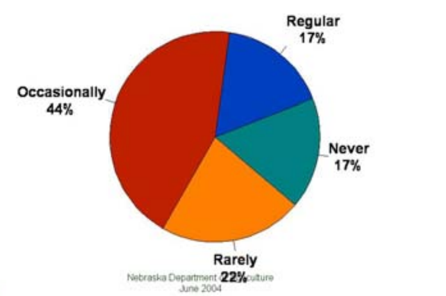
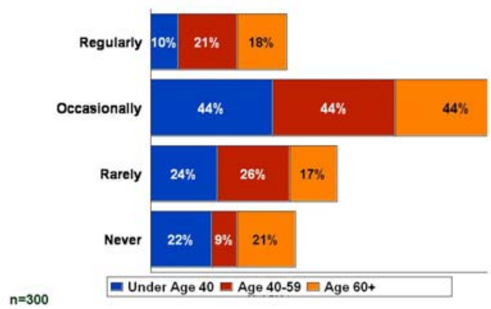
Q. The farmers' market closest to my residence is…



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

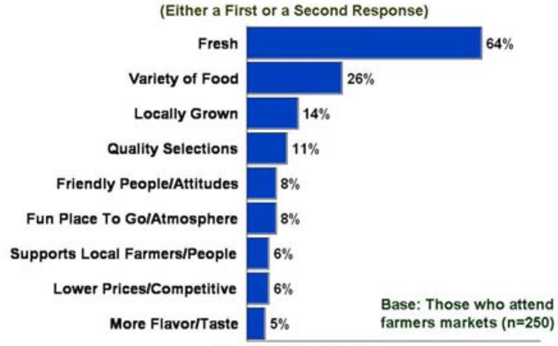


Farmers Market Visitation by Age



Liked Most

(Either a First or a Second Response)



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Liked Most by Frequency of Attendance

Regularly Attend	%	Occasionally Attend	%	Rarely Attend	%
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

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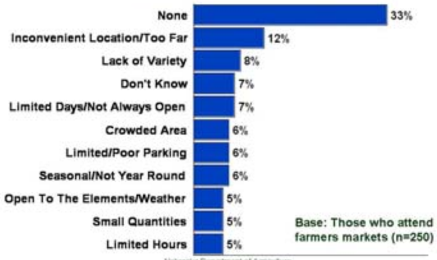
Liked Least

(Either a First or a Second Respones)



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Liked Least by Frequency of Attendace

Regularly Attend	%	Occasionally Attend	%	Rarely Attend	%
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

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Expectations Not Independent of Area Code

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

* In comparison to products purchased elsewhere

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Expectations Not Independent of Area Code

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

* In comparison to products purchased elsewhere

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Households that attend Farmers Market

	Level of Agreement					
Statements Concerning Farmers' Mkts	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total HH
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

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Local Foods
All Households

	Level of Agreement					
Statements Concerning Local Food	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total HH
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

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Statements That Are Not Independent of Household Demographics

	HH Demographics	
Statements Concerning Farmers' Market They Attend	Attend FM+	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.		✔

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Level of Agreement with Statements About Farmers Markets

Statement: *Fresh produce is readily available at the farmers' market I attend.*	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

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Level of Agreement with Statements About Farmers Markets

Statement: *In the future, I plan on increasing the number of times I attend the farmers' market.*	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

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Level of Agreement with Statements About Farmers Markets

Statement: *I actively look for and purchase local food products.*	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

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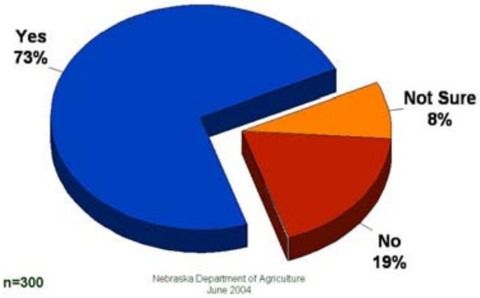
Support for "Made in Nebraska" Program



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