

Model Components Description

1. **Survey of Nebraska Households.** The University of Nebraska's Food Processing Center (FPC) surveyed 300 primary grocery shoppers in randomly selected Nebraska households. The purpose was to research consumer purchasing behaviors to determine the level of interest in and the current pattern of purchasing locally grown produce products from several different sources – including grocery stores, farmers' markets, and directly from local farmers, with an emphasis on fresh produce. The survey results were relative to fresh produce, locally grown food products, farmers' markets, and an official Nebraska logo or label program. A PowerPoint presentation was also written to accompany this report. If you would like an electronic copy of this presentation on a CD-Rom, please contact NDA.

2. **Farmers' Market Food Safety Presentation.** The Food Processing Center also created a PowerPoint Presentation for local farmers' markets regarding food safety and food microbiology. The presentation was designed to:
 - (a) Provide a general understanding of food safety to farmers' market vendors and its importance to the consumer; and
 - (b) Provide information on field sanitation, cooling, packing, and transporting produce to market in order to inhibit contamination.

If you would like an electronic copy of this presentation on a CD-Rom, please contact NDA. This presentation can also be found on the web at www.foodmap.unl.edu/index.asp

3. **Nebraska Fresh Produce Situation Analysis.** A Situation Analysis was written, which collected relevant information that was the basis for recommendations made in the Marketing Plan. This ten-page analysis provides an overview of the Nebraska produce industry, reveals results obtained through primary research conducted with consumers and retailers, identifies what other states are doing to promote fresh produce, and lists the challenges and opportunities facing this industry.

4. **Nebraska Fresh Produce Marketing Plan.** A Marketing Plan was developed to help Nebraska fresh produce growers increase revenue and profitability from their operations. Objectives, rationales, strategies, and tactics are listed that can help growers work towards this goal.

5. **A Producer's Guide to Maximizing Yield.** A Producer's Marketing Guide was created, which is simply an abbreviated version of the marketing plan. It is to be used as a reference guide summarizing the important ideas identified in the Marketing Plan.

6. **New Nebraska Fresh Produce Logo.** A new official Nebraska logo was developed for this industry. The new logo is entitled “Nebraska Our Best to You.” The intent of the logo is to help promote Nebraska’s fresh produce industry. The new logo will be the property of NDA, and NDA will retain control of the logo.

7. **New Magazine and Newspaper Advertisements.** Several newspaper and magazine advertisements were created. Ads are available to any grower(s) or market manager(s) who wish to advertise the availability of Nebraska’s produce. If you would like one of these advertisements, please contact NDA.