

Marketing Opportunities and Alternative Production Methods to Enhance Prosperity for Small to Medium Sized South-East Blueberry Farms

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Blueberry Research Team

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Objectives

- Determine factors that influence small to medium-sized Southeast blueberry producers to invest in alternative production practices.
 - Conducted interviews with farmers in MS, GA, and FL
- Determine factors that influence blueberry consumption.
 - Conducted an online survey with consumers in Eastern U.S.
- Determine willingness to pay a premium for organic blueberries.
 - Conducted experimental auctions with consumers in FL & PA
- Develop a blueberry resource area for eXtension.org that provides producers with necessary information, and test response to this program.
 - <http://www.extension.org/pages/29356/all-about-blueberries-community-page>



Online Consumer Survey

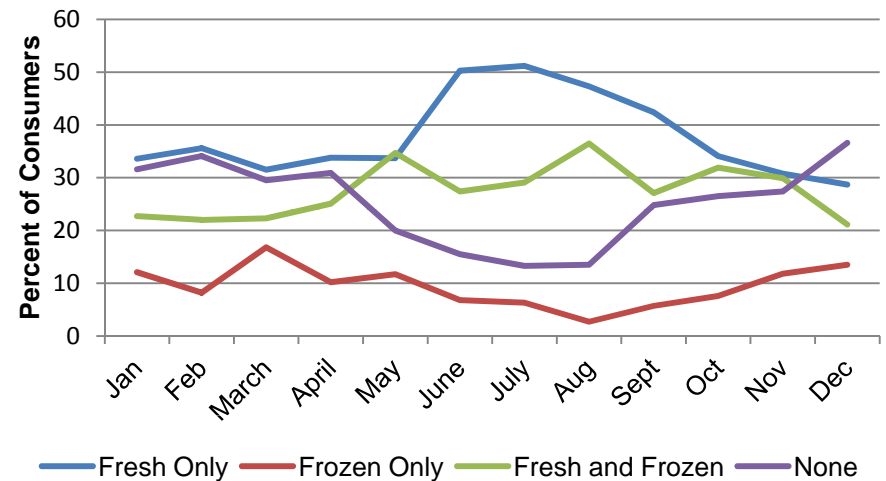
- Collected data monthly for one year
 - Minimum 350/month
 - Final sample size 5,110
- Survey divided into sections
 - Purchasing behavior/reasons
 - Preferences/knowledge of health benefits
 - Choice experiment
 - Demographics



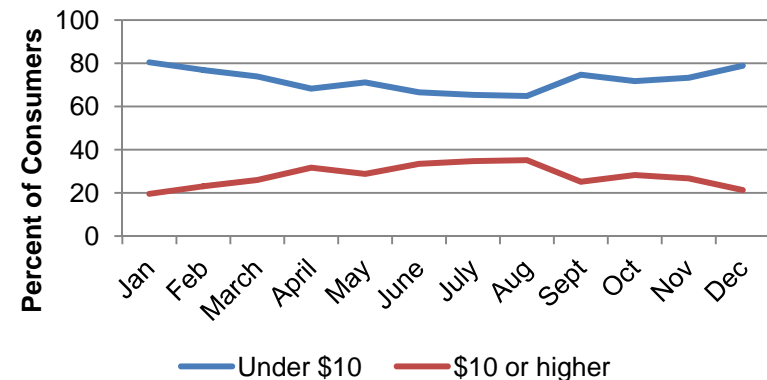
Blueberry consumption

- 83.4% report purchasing blueberries (ever)
 - 85.8% in NE, 81.2% in SE (statistically different)
- Monthly patterns on type purchased vary (reported last 30 days)
 - 38.5% purchase fresh only
 - 9.2% purchase frozen only
 - 27.5% purchased fresh and frozen
 - 24.8% did not purchase
 - Significant variation for each type

Monthly Percent Purchasing Blueberries, by type



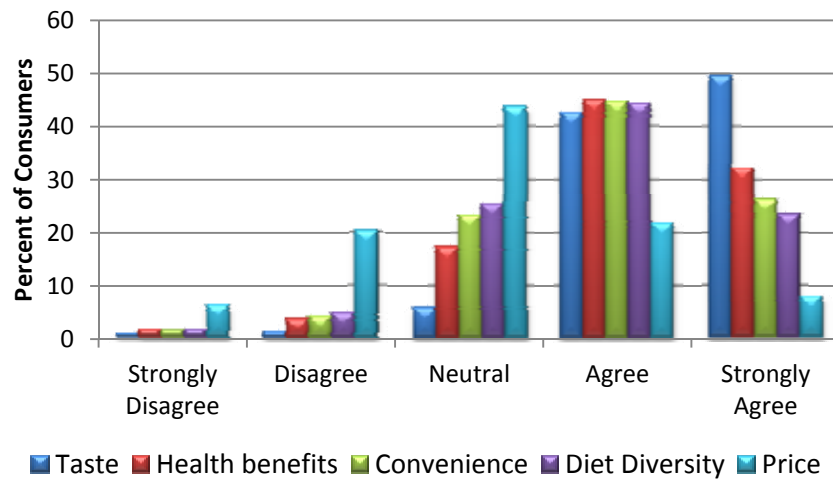
Expenditures on Fresh Blueberries



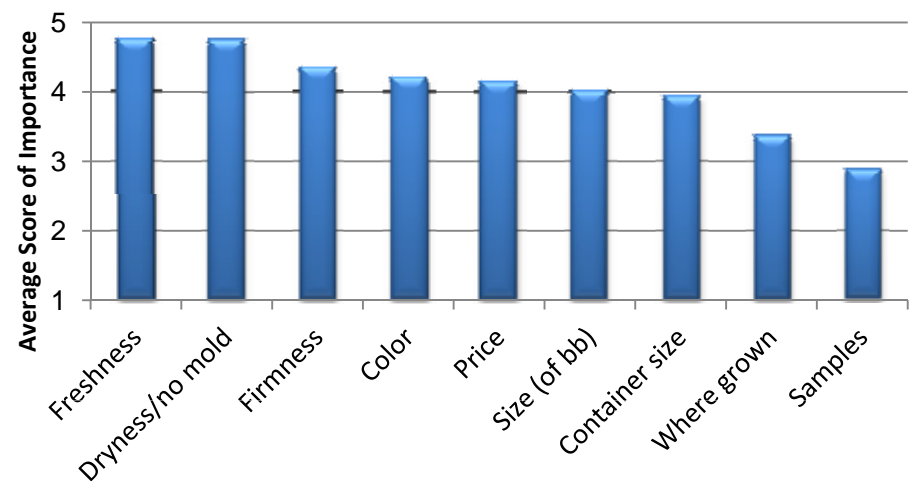


Reasons for behavior

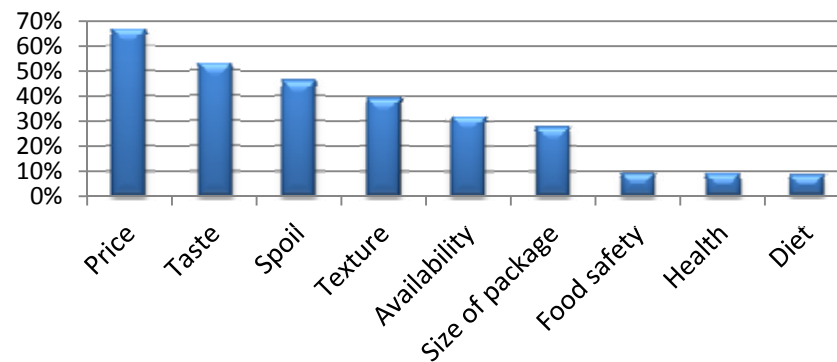
Reasons for Eating Blueberries



Importance of Factors for Selecting Blueberries



Reasons for NOT Eating Blueberries





Location of purchase and production

- 42% indicate they consider where blueberries are produced
 - 85% likely or extremely likely to purchase from within state or from US
 - 31% likely or extremely likely to purchase imported

	Place where you purchase most often	Other places you purchase	Places you never purchase
Grocery store	2,497	212	9
Farmer's market	897	1,214	347
U-Pick	253	685	1,261
Roadside stands	252	1,132	735
Other Locations	142	145	858
Restaurants	128	702	1,403
Convenience Store	127	284	1,951



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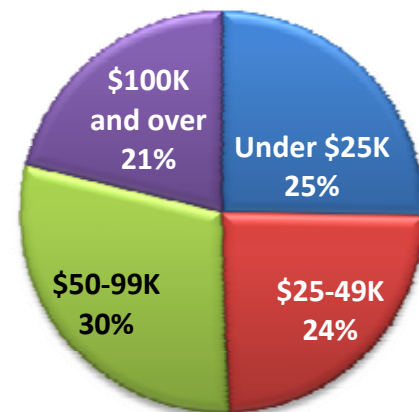
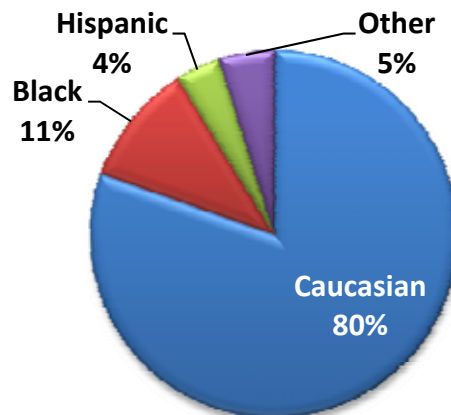
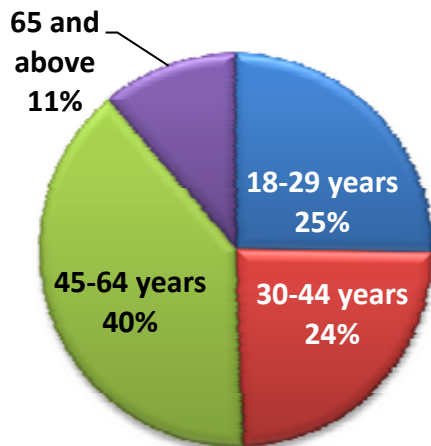
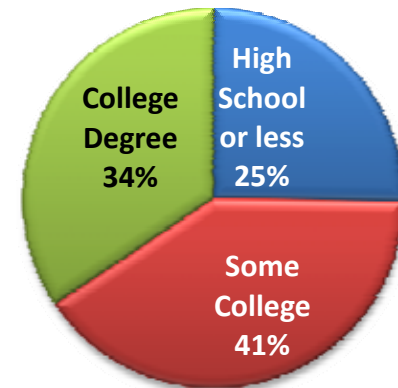
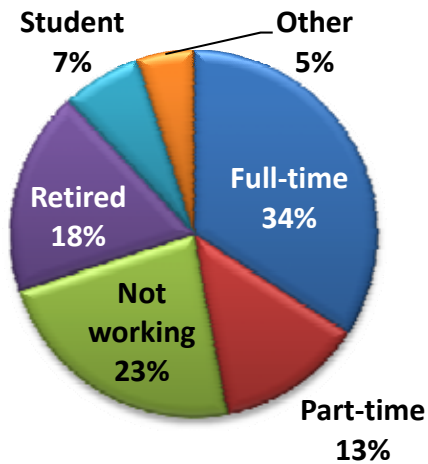
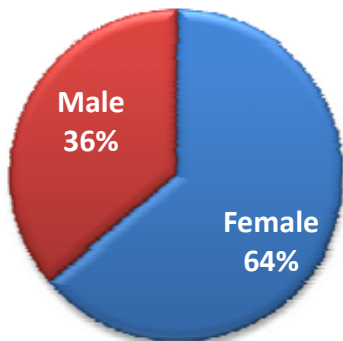


Health benefits

- 52% aware of health benefits from blueberries
 - 95% aware of antioxidants
 - 70% vitamins
 - 69% low in fat
 - 53% low in sodium; 52% fiber; 51% low in cholesterol
- Fresh are seen as healthier than frozen or dried
- Organic seen as healthier than frozen or dried
- 37% have seen news about blueberries and health
 - Doctor/medical provider is most trusted source of information, university scientists second
- 34% report using the internet for information on blueberries



Demographics





Further Analysis

- Conducting econometric analysis
- Investigating relationship between demographics and who purchases/how much they purchase
- Choice experiment to investigate trade-off between organic and location of production
- Second survey was with experimental auction to further study trade-off