



# 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

- University of Florida, Food and Resource Economics Team:
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  - Dr. Kim Morgan, Assistant Professor
  - Dr. John Michael Riley, Assistant Professor
  - Susan Head, Graduate Student
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  - Dr. Gerard Krewer, Professor (retired), Horticultural Sciences



# 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

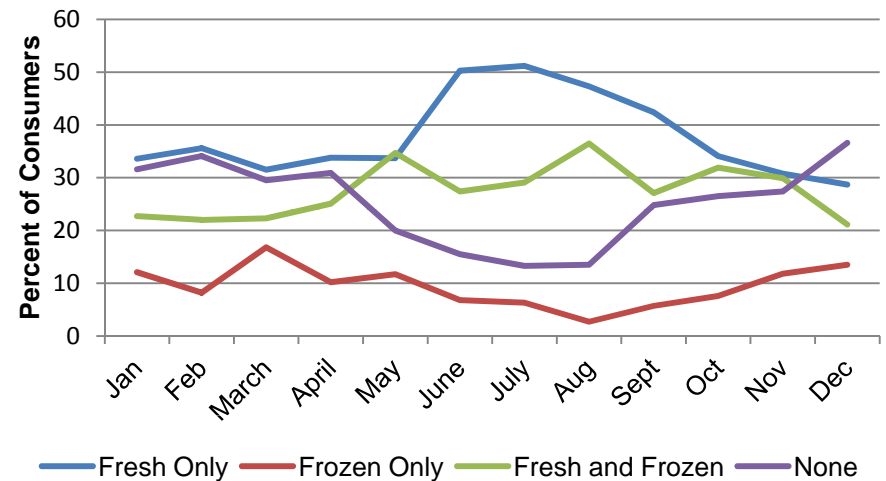
- Collected data monthly for one year
  - Minimum 350/month
  - Final sample size 5,110
- Survey divided into sections
  - Purchasing behavior/reasons
  - Preferences/knowledge of health benefits
  - Choice experiment
  - Demographics



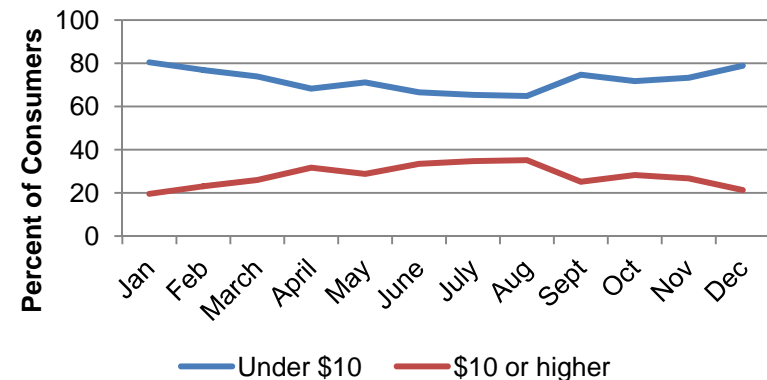
# Blueberry consumption

- 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



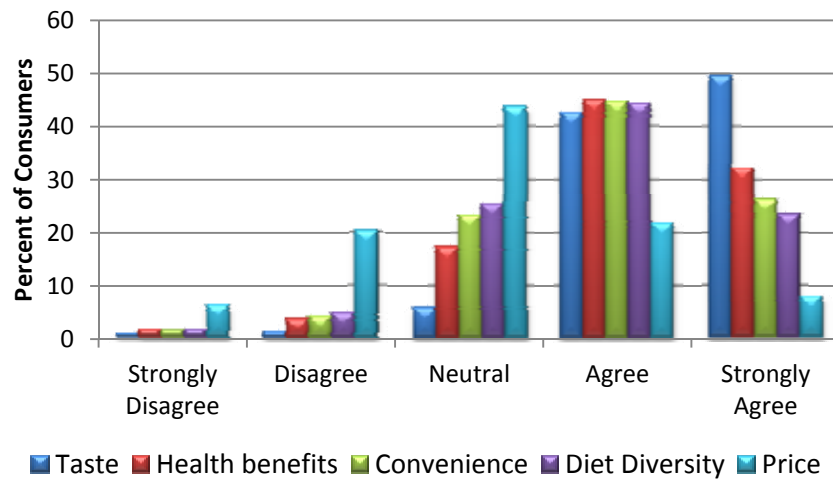
Expenditures on Fresh Blueberries



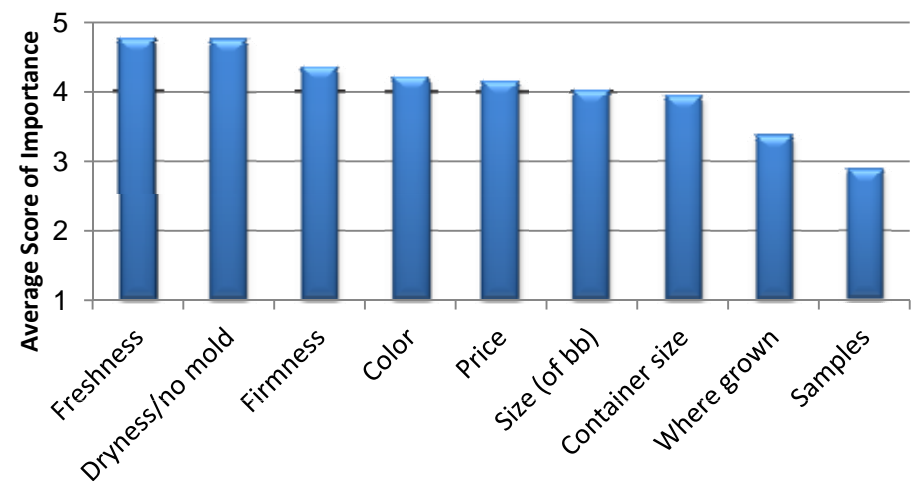


# Reasons for behavior

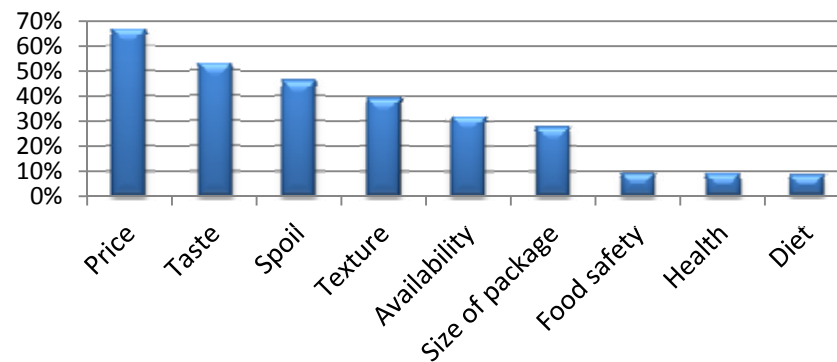
Reasons for Eating Blueberries



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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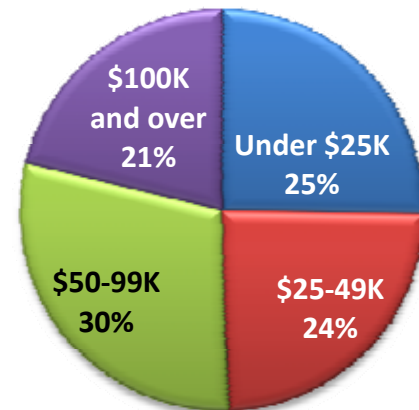
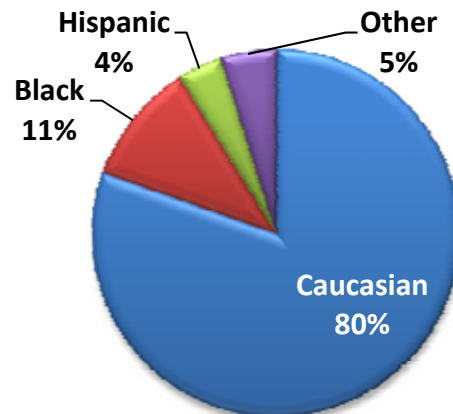
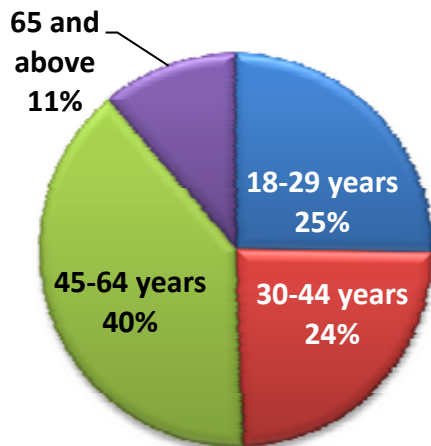
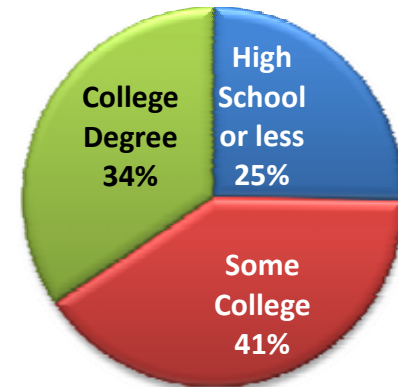
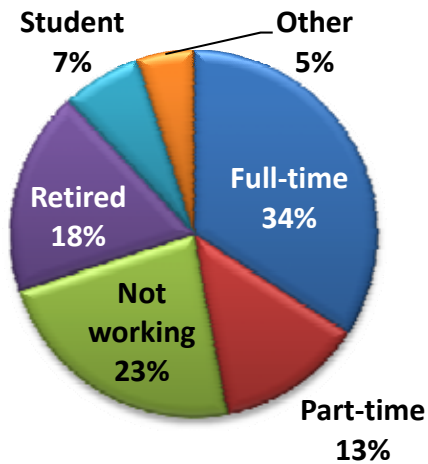
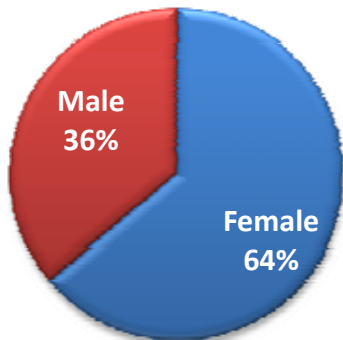


# Health benefits

- 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