



Utah Consumer Preferences for Local and Organic Fruit

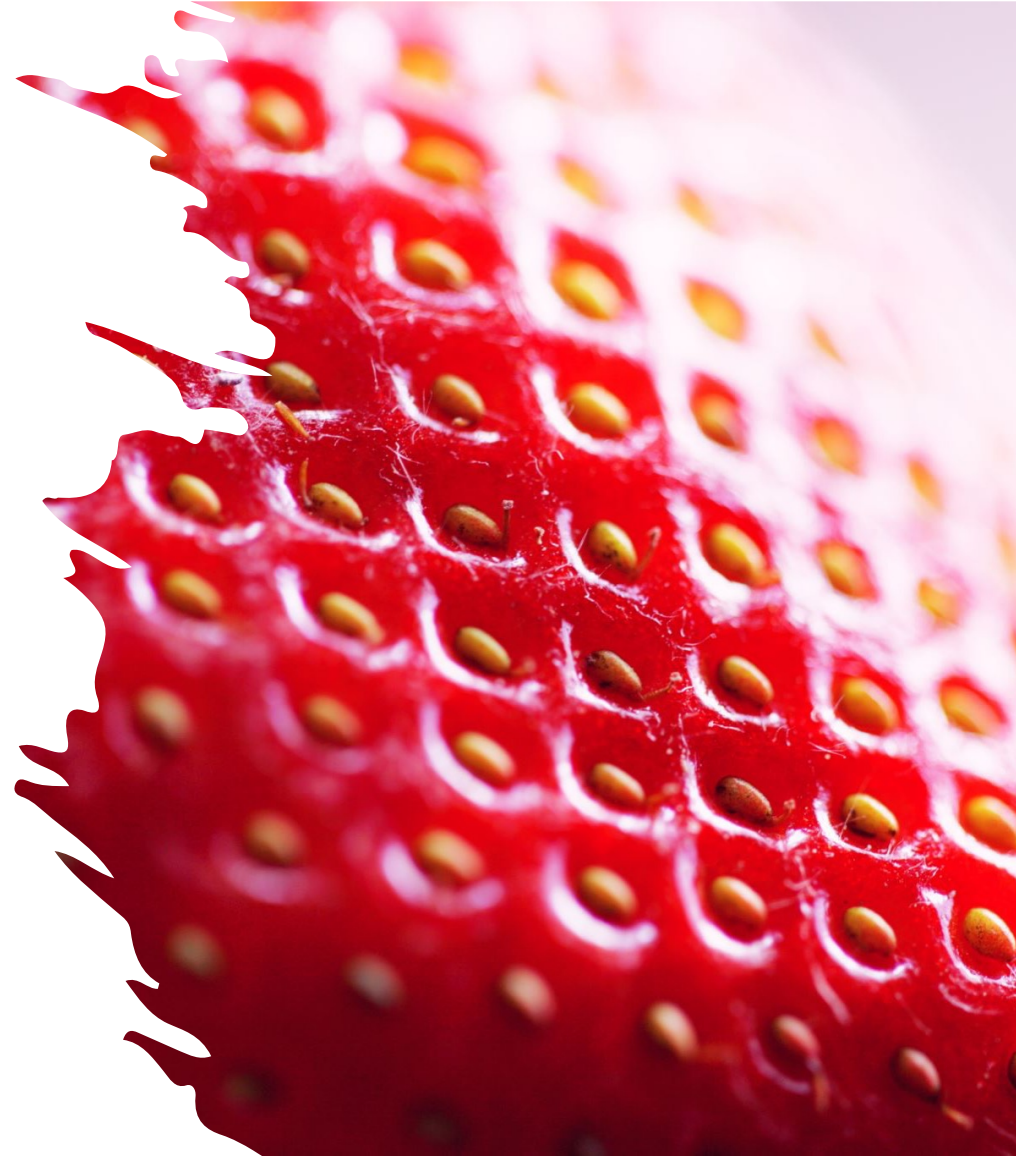
Kynda Curtis, Professor and Food System Specialist

Marcelo Pignatari, Graduate Research Assistant

Makaylie Langford, Extension Intern

Consumer Survey - Utah Residents

- Survey conducted via Qualtrics response system
 - September 2023
- 384 respondents from across Utah
- Questions related to:
 - Purchase habits
 - Attitudes and perceptions
 - Bids on labeled fruit products
 - Demographics
 - Label knowledge/understanding



Sample Demographics

| Annual Income | |
|----------------------------|---------------|
| Less than \$10,000 | 5.47% |
| \$10,000-19,999 | 5.47% |
| \$20,000-29,999 | 6.51% |
| \$30,000-39,999 | 9.38% |
| \$40,000-49,999 | 5.47% |
| \$50,000-59,999 | 10.42% |
| \$60,000-69,999 | 6.51% |
| \$70,000-79,999 | 7.03% |
| \$80,000-89,999 | 4.69% |
| \$90,000-99,999 | 5.73% |
| \$100,000-\$149,999 | 24.22% |
| More than \$150,000 | 9.11% |

| Education | |
|-------------------------------|---------------|
| Middle School | 0.26% |
| Some High School | 4.69% |
| High School/GED | 34.38% |
| Some College | 21.35% |
| Associate's/Bachelor's Degree | 26.82% |
| Graduate Degree or higher | 12.50% |

| Age | |
|--------------------|---------------|
| Under 18 years | 0% |
| 18-34 years | 38.28% |
| 35-54 years | 38.28% |
| 55-64 years | 11.20% |
| 65 years and older | 12.24% |

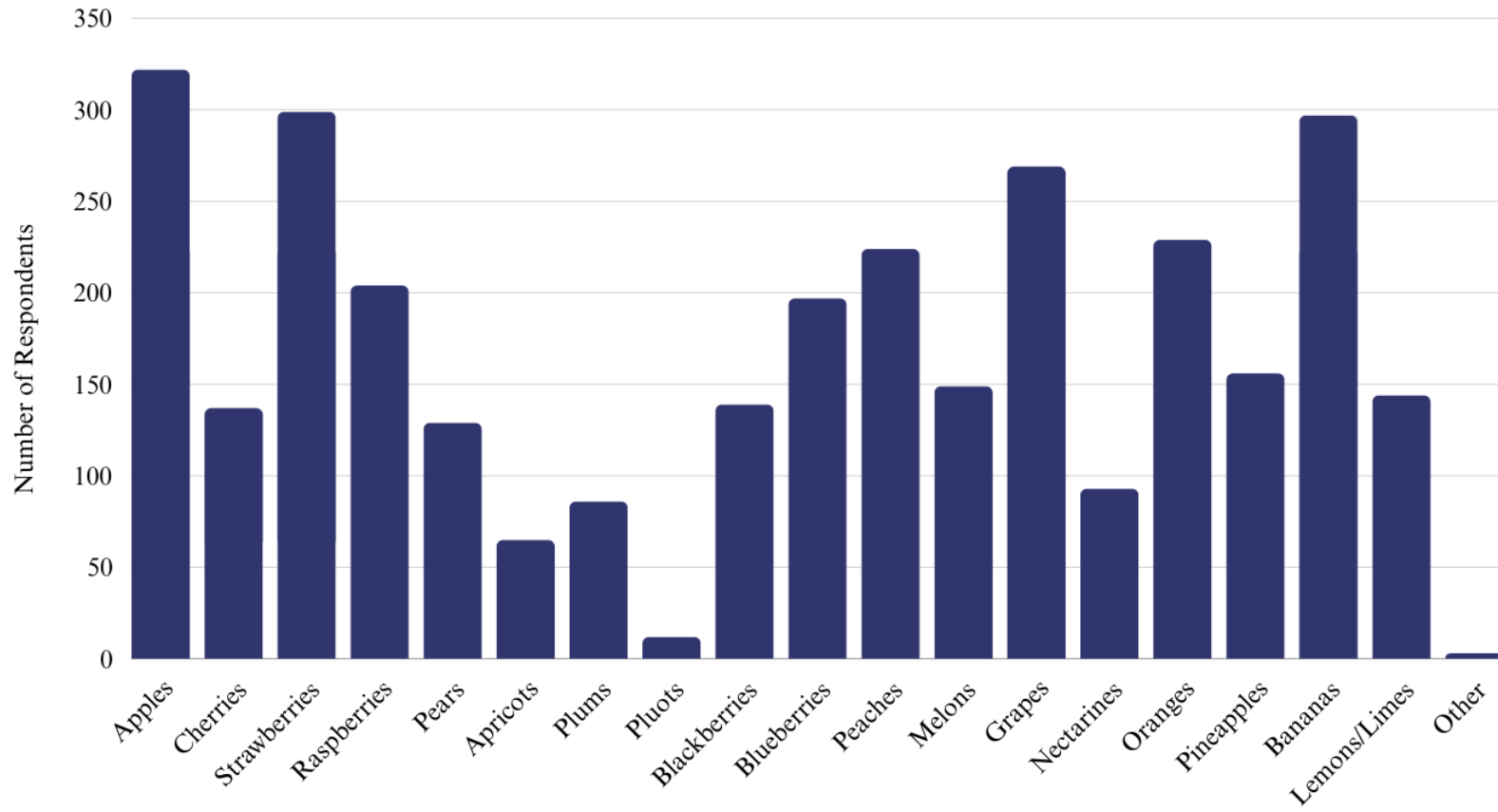


Sample Demographics Cont.

- 67% female, 30% male
- 54% married
- 47% with children in household
- 48% full time employed, 13% retired
- 84% White, 8% Hispanic/Latino



Fruits Consumed Monthly

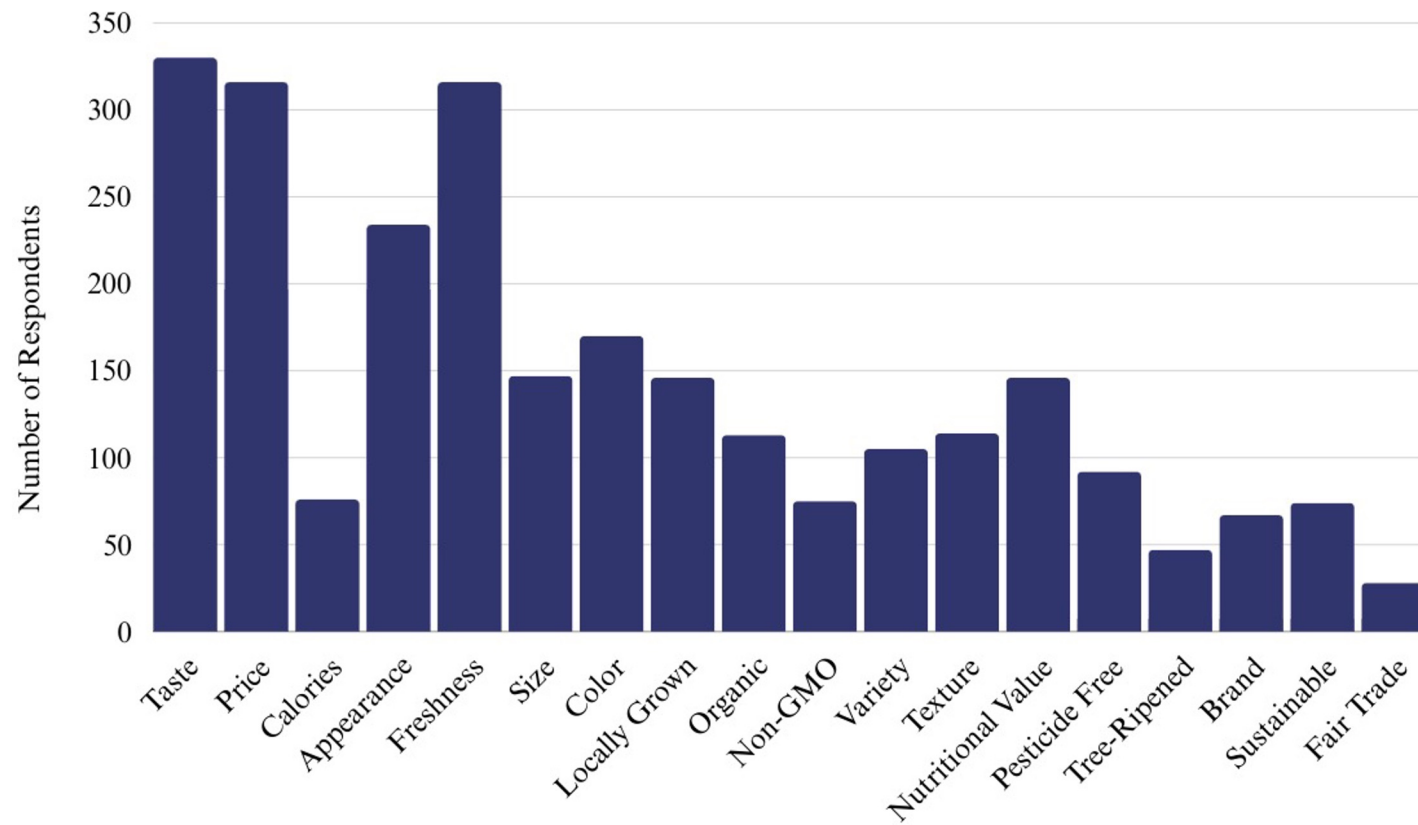


EXTENSION.USU.EDU

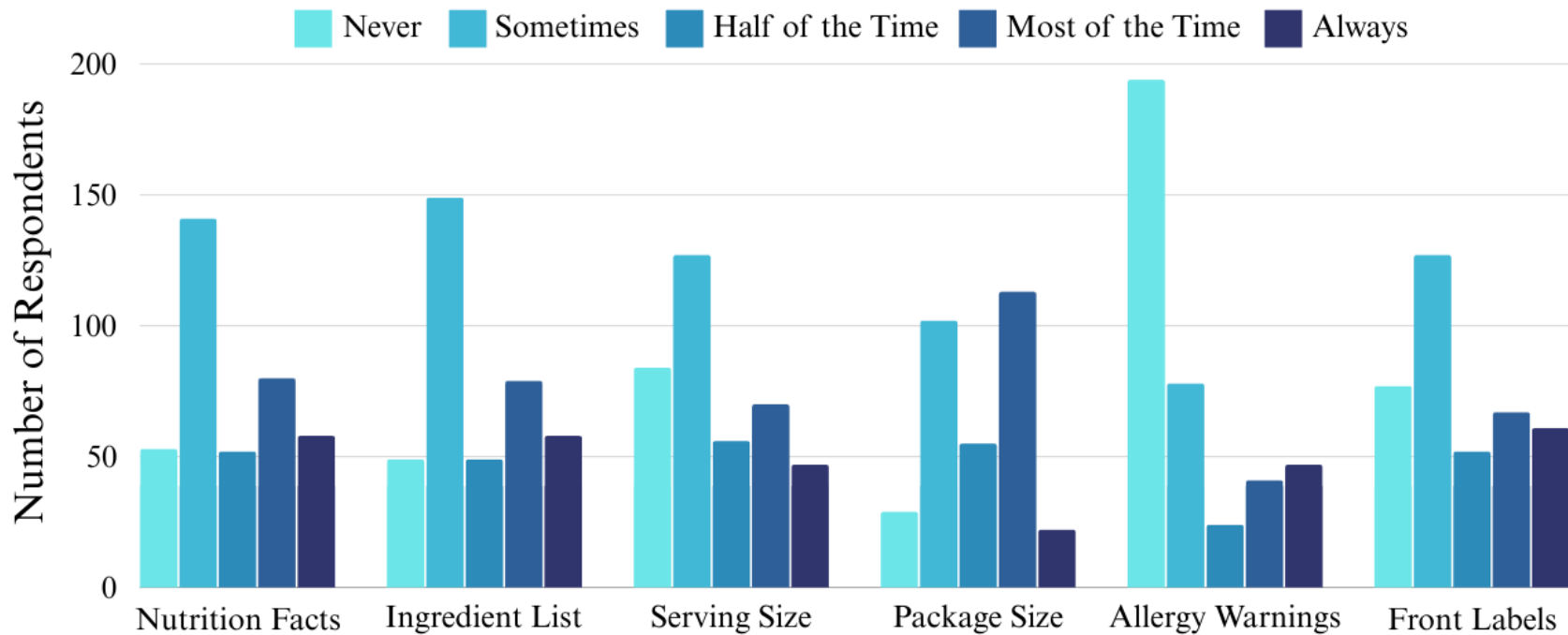
extension
UtahStateUniversity.



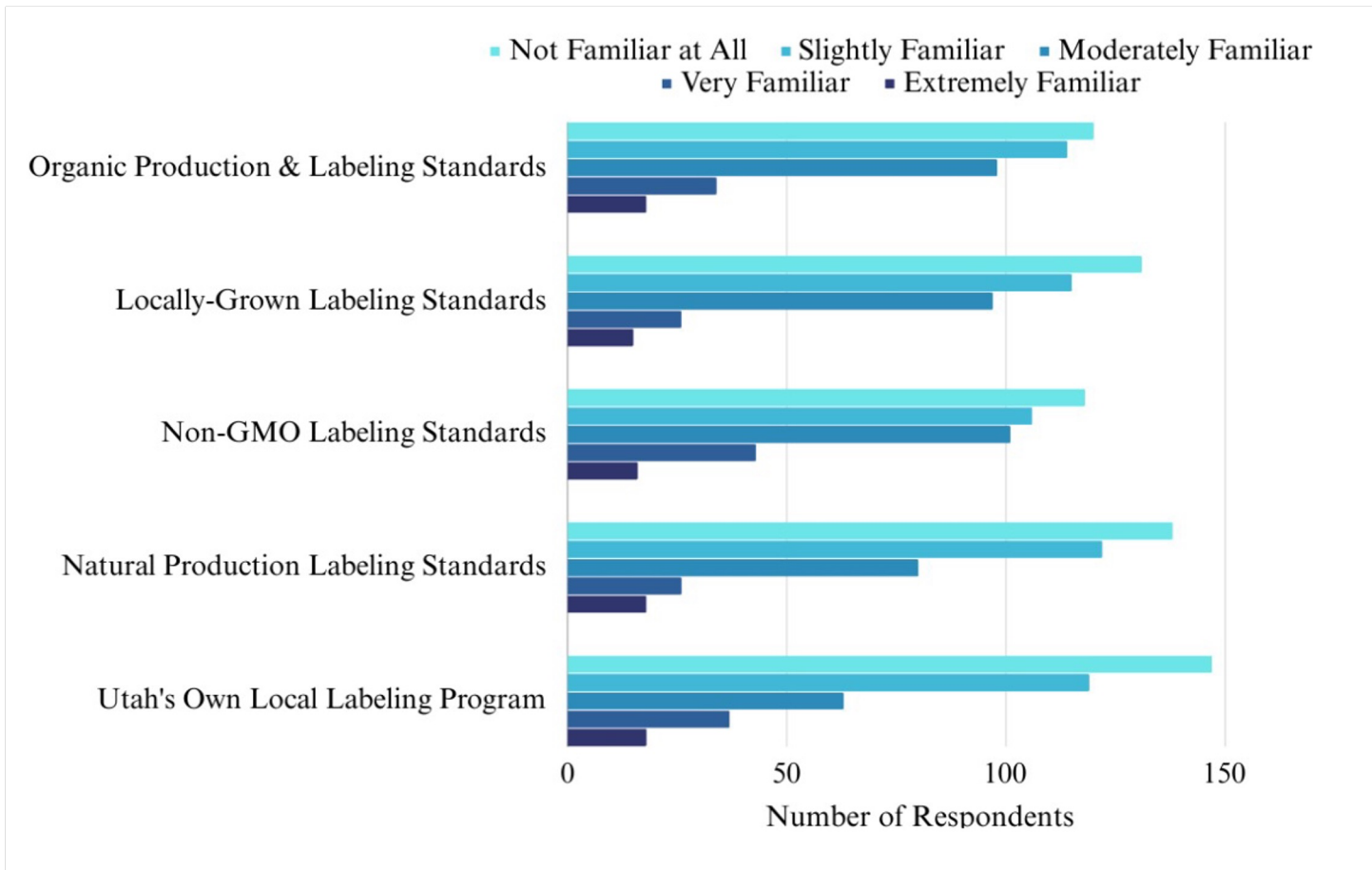
Factors Considered in Fruit Purchases



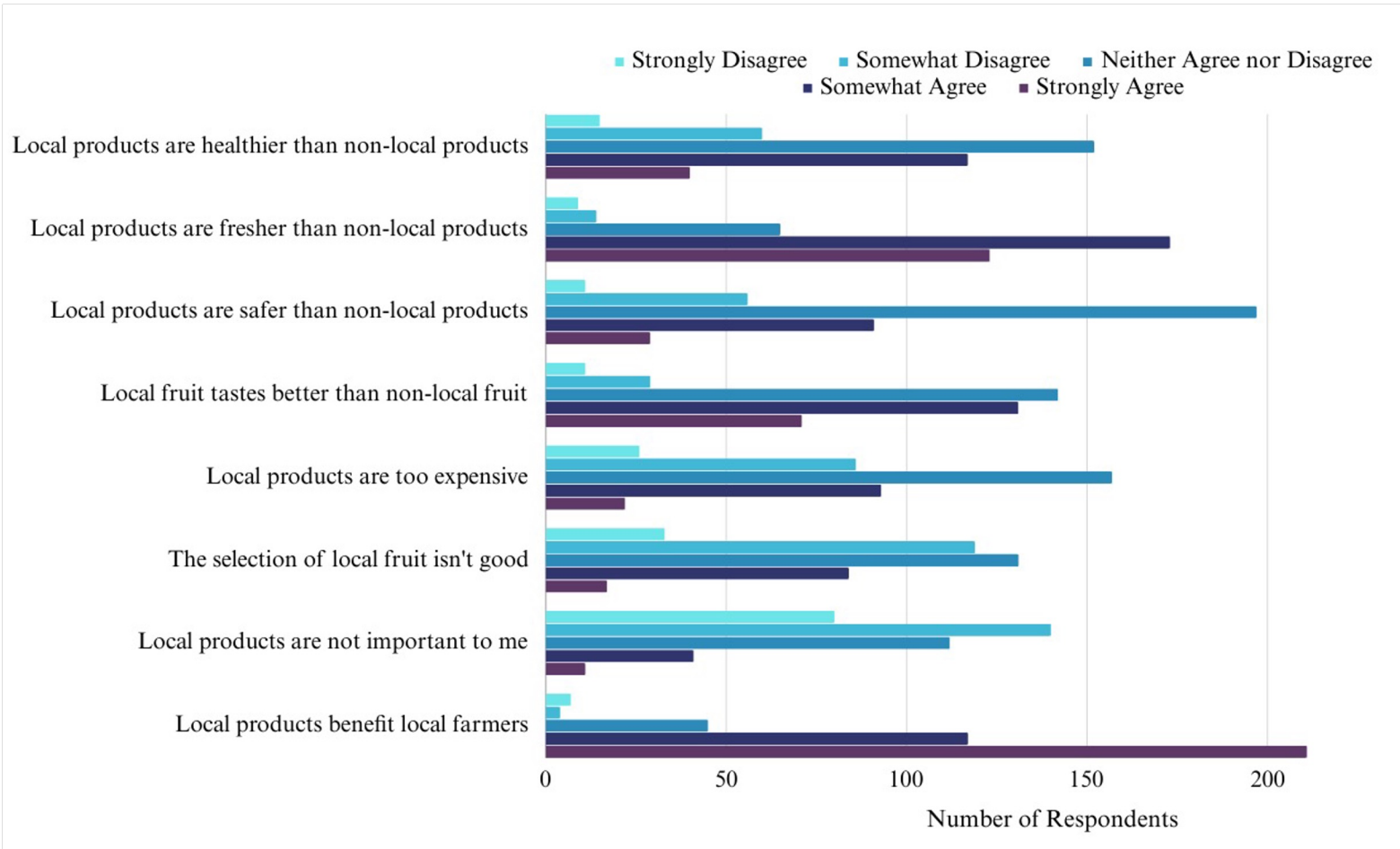
Information Reference Frequency



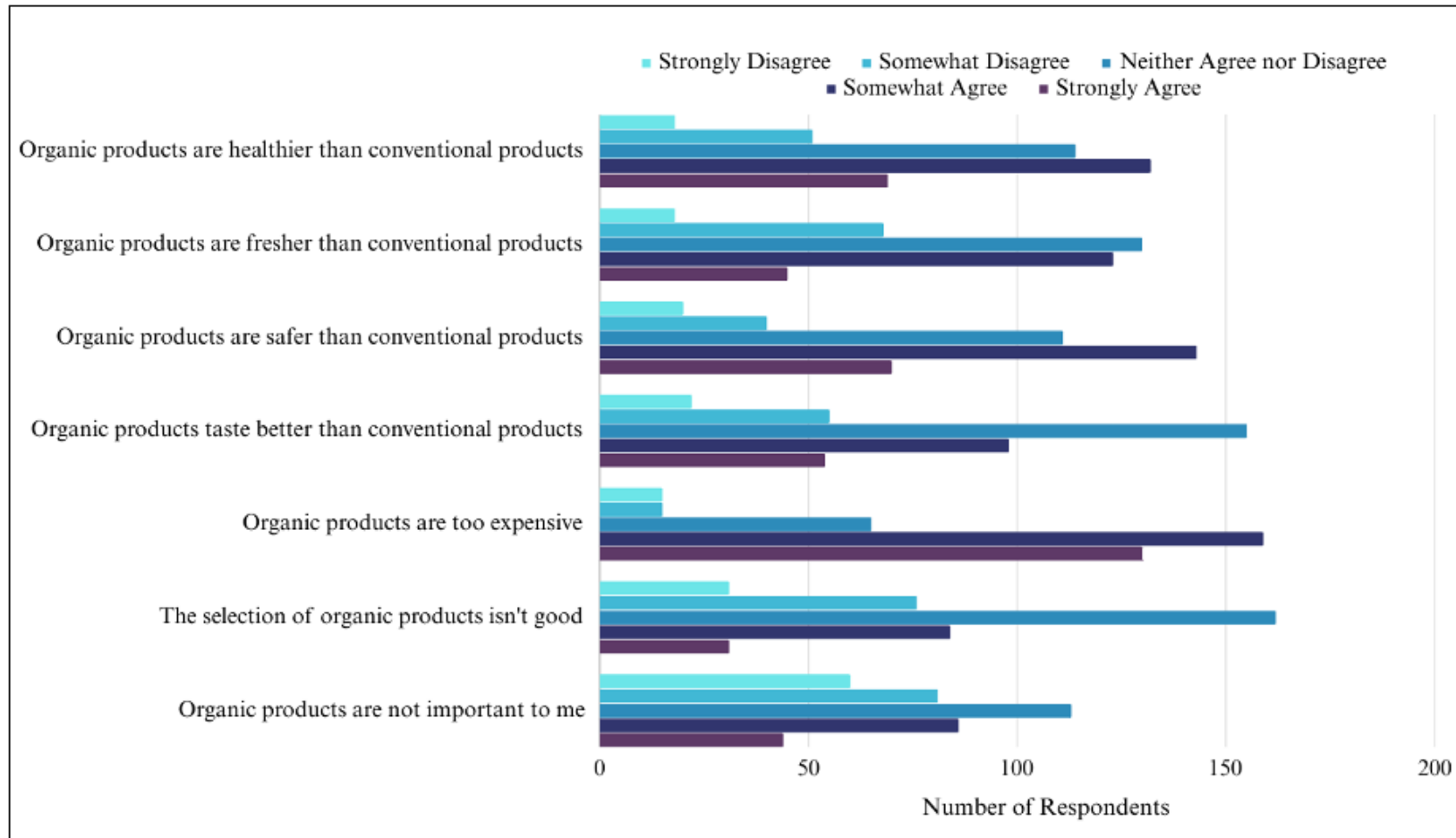
Familiarity with Labelling Programs



Local Product Attitudes



Organic Product Attitudes

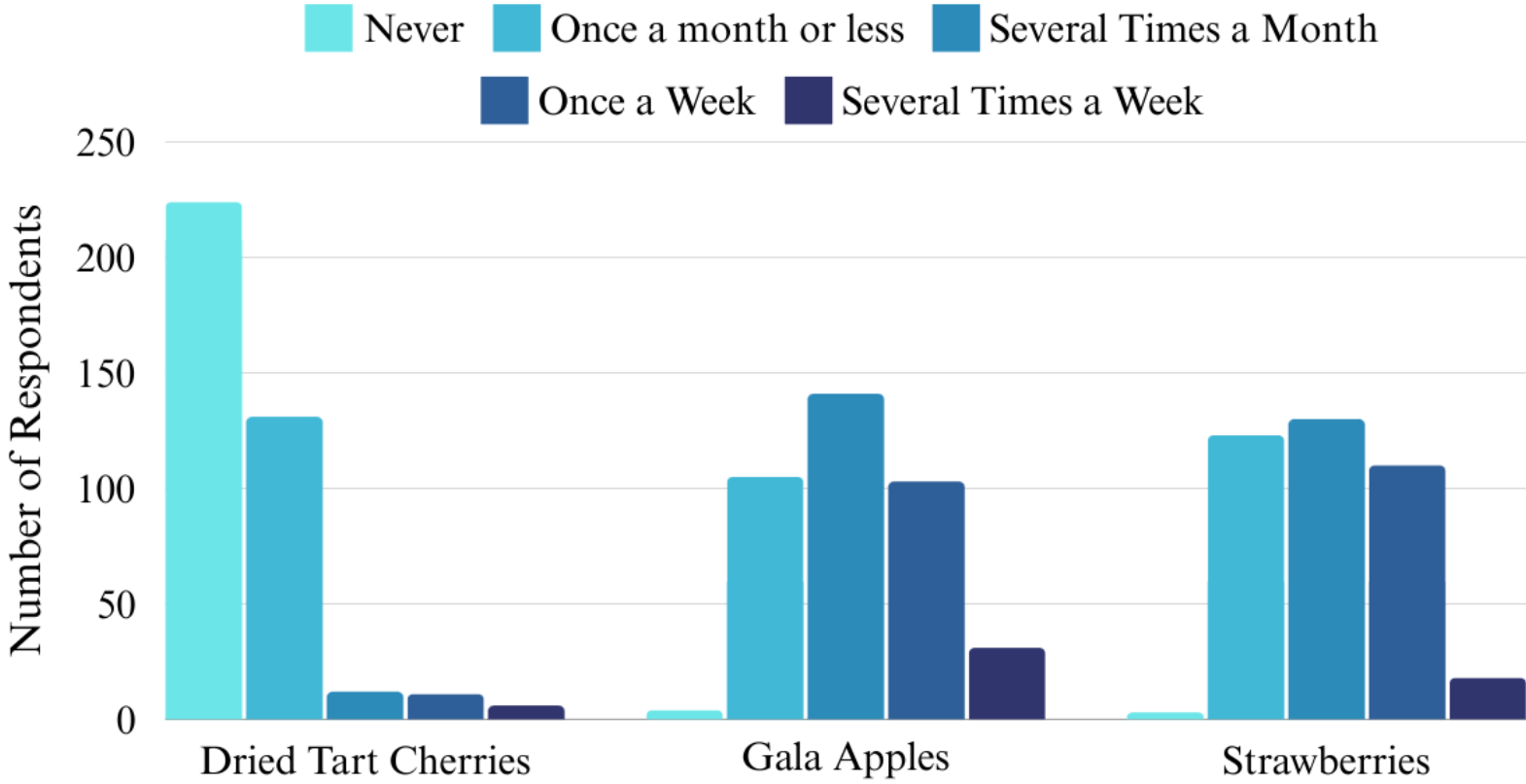




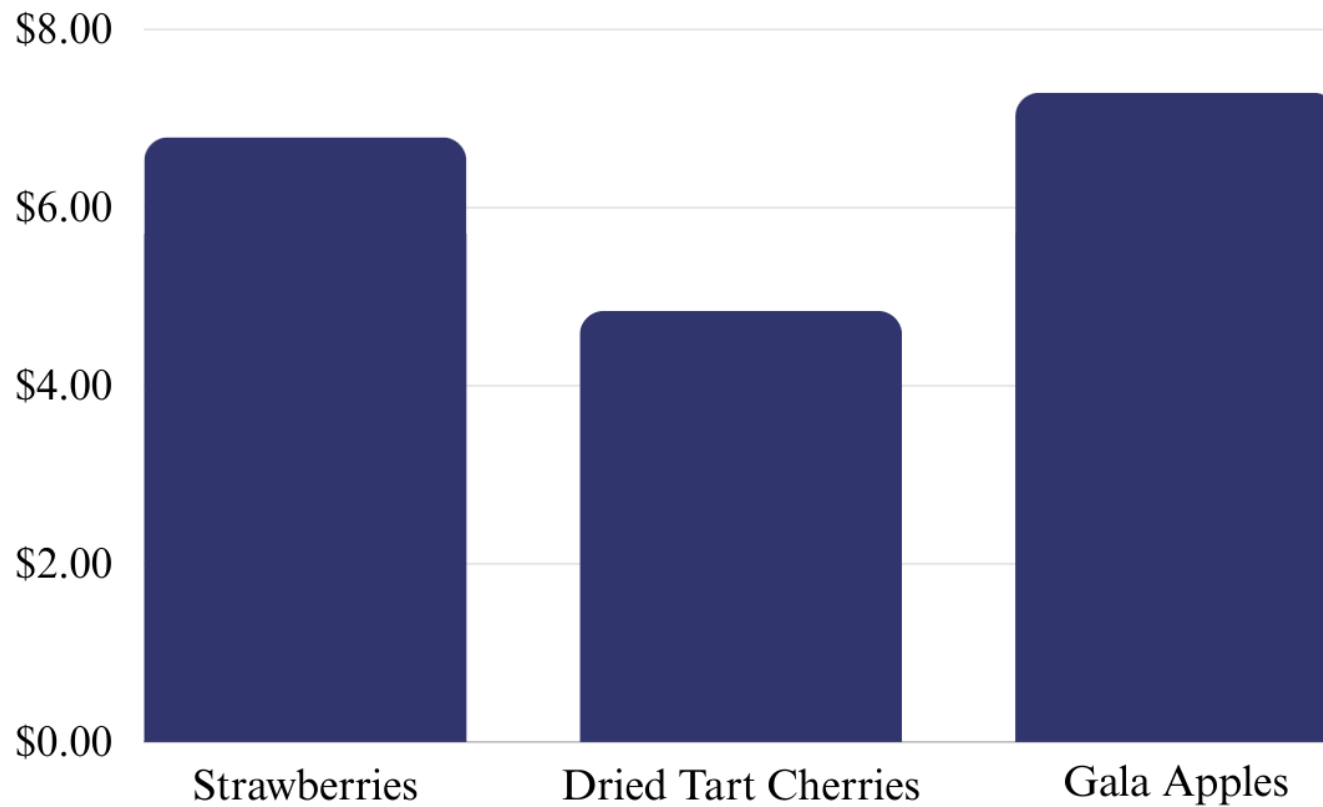
Analysis of Utah Fruit Products

- Strawberries, Gala Apples, and Tart Cherries
- Utah consumer information
 - Consumption frequency
 - Spending per purchase
 - Willingness to pay (premiums) for labelled products
 - Local, organic, GMO-free

Consumption Frequency Fruits



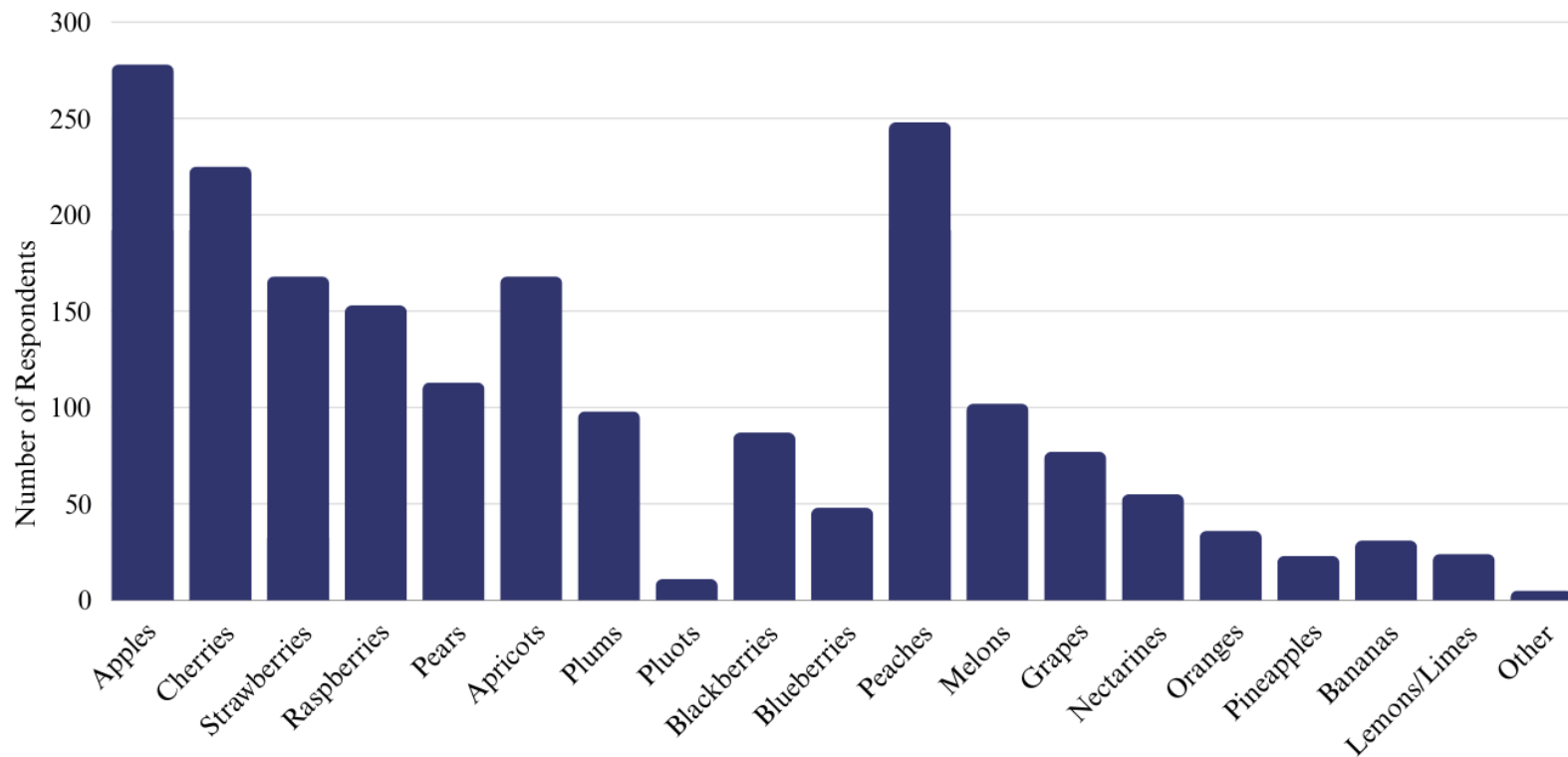
Average Amount Spent on Fruit per Purchase



EXTENSION.USU.EDU

Perceptions of Utah-Grown Fruits

What fruits is Utah known for?





Consumer Willingness to Pay

- Respondent willingness to pay for three fruit products
 - One-pound package of fresh strawberries
 - One-pound of fresh gala apples
 - 6 oz package of dried tart cherries
- Labels considered
 - Organic
 - Local (Utah's Own)
 - GMO-free
 - Freshness (shows no sign of decay)
- Results based modeling of bidding questions

Sample Bid Question

Eight bids completed by each respondent

This choice task involves a one-pound package of strawberries (see the picture for illustration).

Which of the following options would you choose based upon the listed price in dollars and the labels indicated?



\$5.99 (1 lb)
Organic
Non-GMO



\$8.99 (1 lb)
Local (Utah's Own)
Fruit is fresh (no signs of decay)

None

I would choose...

Asked respondents if they wanted to see label definitions

- Yes – 161; No – 223
- Definitions provided....
 - Organic: Organic certified food products must be produced without the use of genetically modified organisms (GMOs), ionizing radiation, sewage sludge, and most synthetic fertilizers and pesticides. Organic products may or may not be produced locally, but they must be certified by a USDA-accredited certifying agent.
 - Non-GMO: Non-GMO certified products have been verified to have been grown and processed without genetic modification. GMO stands for genetically modified organism. Genetically modified organisms (GMOs) refer to crops developed through genetic engineering. Genetic engineering is a method of plan breeding. It allows plant breeders to transfer traits from the DNA of one plant to another. They can also use it to make changes to a plant's existing traits.
 - Locally grown: Locally grown food has been transported less than 400 miles, or from within the state in which it was produced.
 - Utah's Own: Utah's Own is a state origin labeling program administered by the Utah Department of Agriculture and Food. All food products certified as Utah's Own must be grown or produced in Utah by a business owned in Utah, with a valid Utah business license, who have paid the membership fee.



Consumer Willingness to Pay: Fresh Strawberries

| Per label (\$ premium/pound) | Entire Sample (384) | Label def Provided (161) | No label def provided (223) |
|------------------------------|---------------------|--------------------------|-----------------------------|
| Organic | \$0.50 | \$0.80 | \$0.27 |
| GMO-free | \$0.41 | \$0.20 | \$0.60 |
| Local (Utah's Own) | \$1.39 | \$1.25 | \$1.55 |
| Freshness guarantee | \$0.37 | \$0.46 | \$0.25 |

Consumer Willingness to Pay: Fresh Gala Apples

| Per label (\$ premium/pound) | Entire Sample (384) | Label def Provided (161) | No label def provided (223) |
|---------------------------------|---------------------------|--------------------------------|--------------------------------|
| Organic | \$0.20 | \$0.40 | \$0.047 |
| GMO-free | \$0.24 | \$0.18 | \$0.31 |
| Local (Utah's Own) | \$0.79 | \$0.63 | \$0.93 |
| Freshness guarantee | \$0.02 | \$0.06 | \$0.035 |

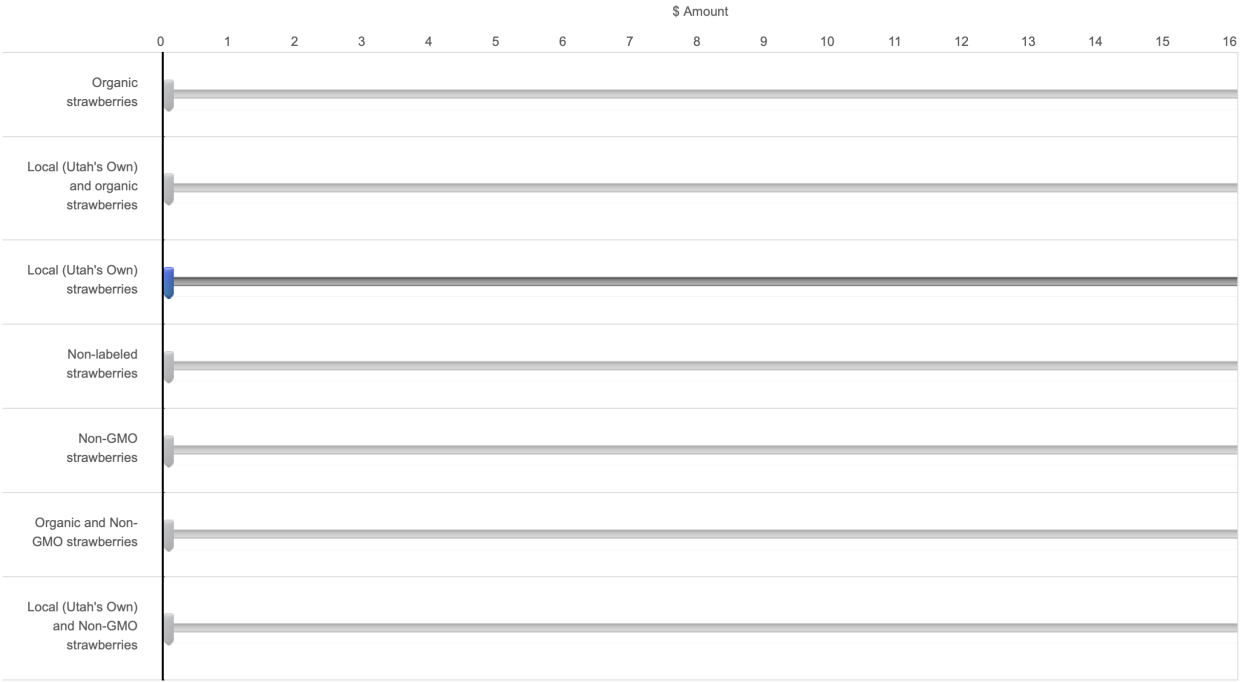
Consumer Willingness to Pay: Dried Tart Cherries

| Per label (\$ premium/6 oz) | Entire Sample (384) | Label def Provided (161) | No label def provided (223) |
|--------------------------------|------------------------|-----------------------------|--------------------------------|
| Organic | \$1.09 | \$1.41 | \$0.90 |
| GMO-free | \$0.33 | \$1.71 | \$0.39 |
| Local (Utah's Own) | \$1.73 | \$0.63 | \$1.77 |

Alternative “Auction” Bidding

For each fresh strawberry product below, specify the most you would be willing to pay for a one-pound package. Slide the bar to the appropriate dollar level between \$0 and \$16.

Remember to make your selection for each one-pound package as if you were actually facing this choice when shopping.



EXTENSION.USU.EDU

Willingness to Pay: One Label & Label Combinations

| Per label (\$ per pound) | Mean | Std Deviation |
|----------------------------------|--------|---------------|
| Non-labeled strawberries | \$3.56 | \$2.34 |
| Organic strawberries | \$5.18 | \$2.48 |
| Local and organic strawberries | \$5.77 | \$2.67 |
| Local strawberries | \$5.20 | \$2.53 |
| Non-GMO strawberries | \$4.69 | \$2.53 |
| Organic and Non-GMO strawberries | \$5.45 | \$2.68 |

Conclusions

- Apples, strawberries, bananas, grapes, and oranges consumed most often
- Taste, price, freshness, and appearance most important
- Labeling/package information largely ignored, except ingredient list
- Little familiarity with specialized labeling programs
- Agree locally-grown products are fresher and purchasing supports local growers
- Agree organic products are healthier and safer, but are too expensive
- WTP premiums higher for labeled strawberry products than apples/tart cherries
 - Local and organic labeling more important than GMO-free
- Providing labeling definitions significantly impacted WTP



Questions?

Thank you!

