

# FARMERS' MARKET VS. GROCERY STORE

## FRESH PRODUCE BASKET PRICE COMPARISON



### Produce Pricing (\$/lb) in Northern Utah

Basket Item	Grocery Store Price Conventional	Farmers Market Price Conventional	Grocery Store Price Organic	Farmers Market Price Organic
Broccoli	\$0.73	\$1.15	\$1.03	\$1.51
Cabbage Green	\$1.62	\$2.07	\$3.22	\$4.00
Cucumbers	\$1.52	\$1.15	\$3.04	\$2.04
Green Bell Peppers	\$1.60	\$1.25	\$3.02	\$2.33
Mixed Greens	\$1.24	\$1.65	\$1.99	\$1.88
White Onions	\$1.68	\$1.68	\$2.27	\$2.50
Gold Potatoes	\$5.44	\$6.08	\$5.63	\$10.17
Red Potatoes	\$1.85	\$2.83	\$2.36	\$4.48
Spinach	\$1.30	\$3.13	\$2.95	\$3.41
Strawberries	\$2.63	\$5.57	\$3.69	\$9.33
Cherry Tomatoes	\$3.09	\$2.36	\$3.21	\$5.48
Vine Tomatoes	\$1.62	\$1.42	\$2.47	\$2.50
Watermelon	\$5.58	\$5.31	\$3.99	N/A
Zucchini	\$0.63	\$0.27	\$1.34	\$1.42
<b>Total</b>	<b>\$30.53</b>	<b>\$35.93</b>	<b>\$40.21</b>	<b>\$51.05</b>

### On Average...

- Fresh produce at farmers' markets is generally more expensive than at grocery stores
- A basket of conventionally grown produce is 17.7% more expensive at the farmers' market
- A basket of organically grown fresh produce is 27% more expensive at the farmers' market

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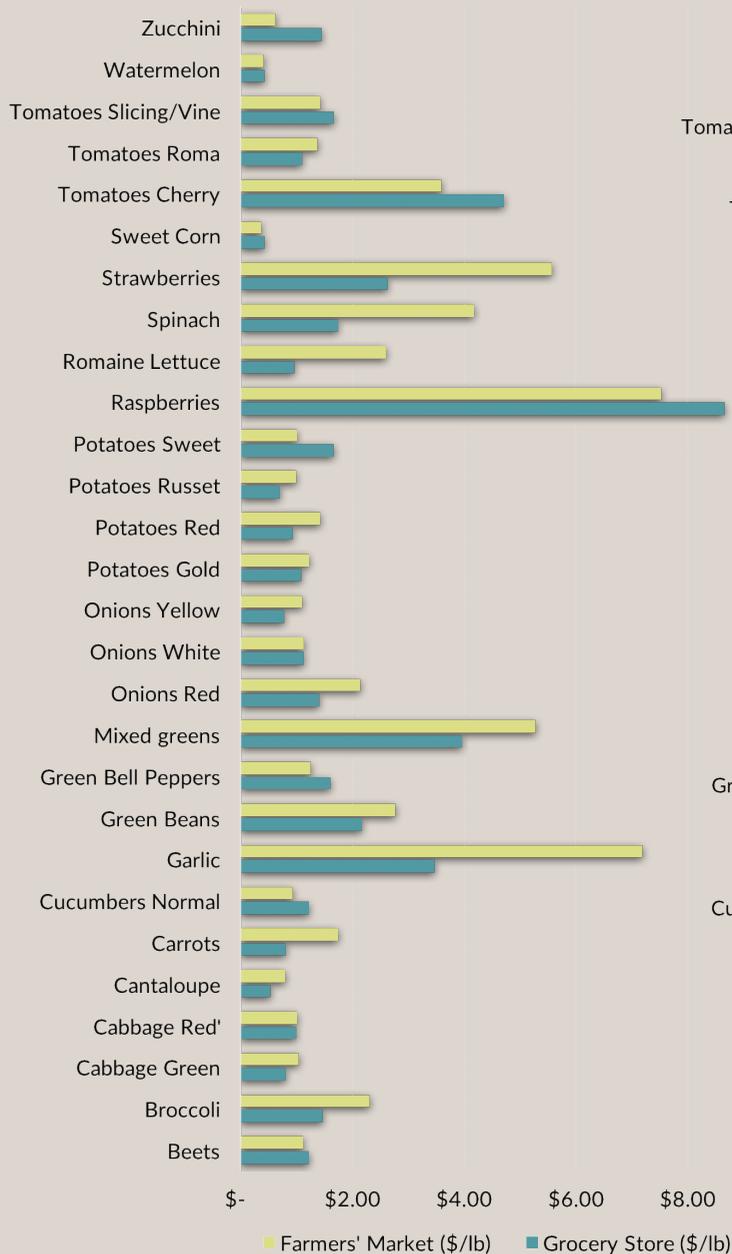
# FARMERS' MARKET VS. GROCERY STORE

## FRESH PRODUCE ITEM PRICE COMPARISON

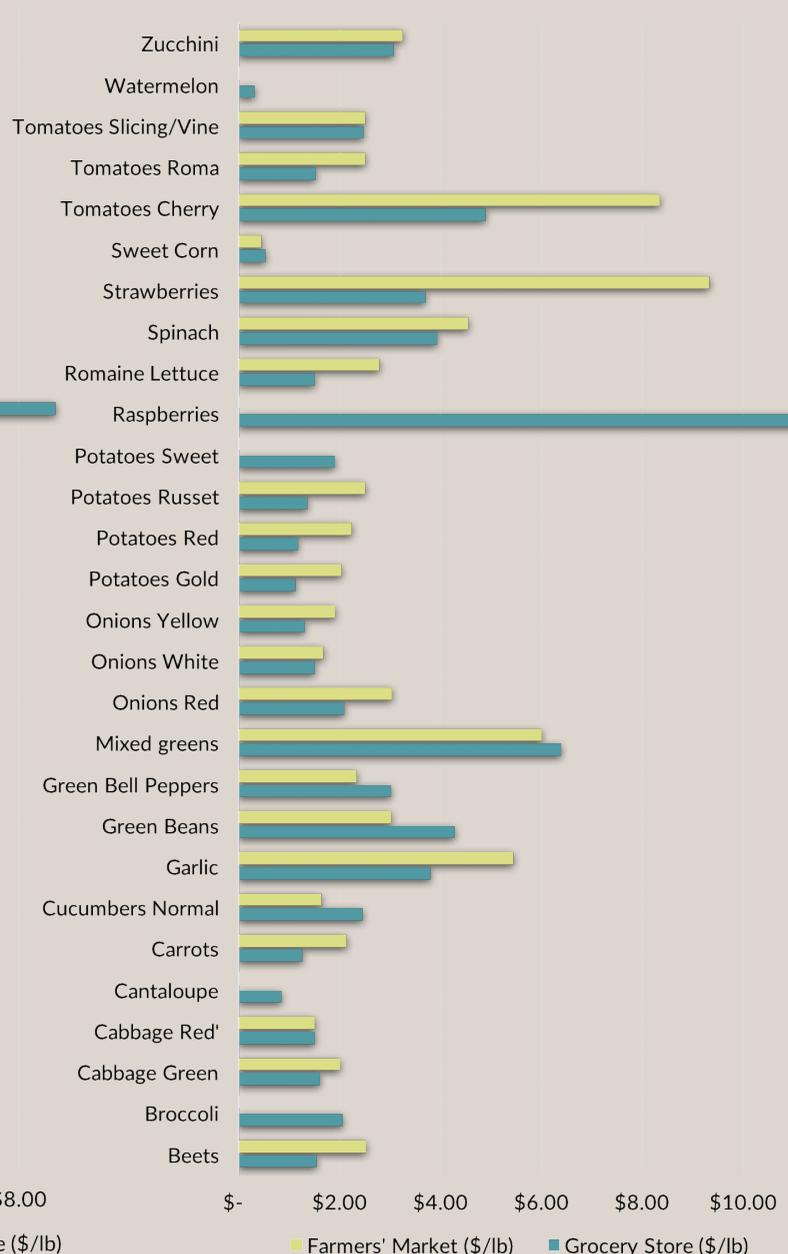
### What to Know...

- While farmers' markets tend to be more expensive, the price difference is item specific
- 36% of conventionally grown produce items are less expensive at farmers' markets
- 26% of organically grown produce items are less expensive at farmers' markets
- Organic produce was primarily available at the Salt Lake Downtown farmers' market, which is generally more expensive than other markets in northern Utah

### Conventional Produce



### Organic Produce



# CONVENTIONAL VS. ORGANIC

## FRESH PRODUCE BASKET PRICE COMPARISON



### On Average...

- A basket of fresh produce is more expensive at national stores (Walmart, Smith's, etc.) than at locally-owned stores
- A basket of organic fresh produce is 7.5% more expensive at national stores than at locally-owned stores (Harmons, Lee's Marketplace, Rancho Market, etc.)
- A basket of organic fresh produce is 25% more expensive than conventional produce at local stores and 32% more expensive at national stores

### Produce Pricing (\$/lb) in Northern Utah

Basket Item	Local Store Price Conventional	National Store Price Conventional	Local Store Price Organic	National Store Price Organic
Broccoli	\$0.68	\$0.77	\$0.85	\$1.13
Cabbage Green	\$1.49	\$1.73	\$5.07	\$2.58
Cucumbers	\$1.51	\$1.52	\$3.13	\$2.99
Green Bell Peppers	\$1.71	\$1.52	\$3.58	\$2.80
Mixed Greens	\$1.37	\$1.10	\$1.25	\$2.24
White Onions	\$1.46	\$1.87	\$2.69	\$2.25
Gold Potatoes	\$6.15	\$4.73	\$4.97	\$6.62
Red Potatoes	\$1.74	\$1.94	\$2.06	\$2.72
Spinach	\$1.28	\$1.32	\$2.78	\$3.04
Strawberries	\$2.75	\$2.54	\$4.54	\$3.41
Cherry Tomatoes	\$3.10	\$3.08	\$3.08	\$3.28
Vine Tomatoes	\$1.45	\$1.83	\$2.91	\$2.25
Watermelon	\$4.83	\$6.29	NA	N/A
Zucchini	\$0.55	\$0.70	\$0.81	\$1.45
<b>Total</b>	<b>\$30.07</b>	<b>\$30.95</b>	<b>\$37.71</b>	<b>\$40.76</b>

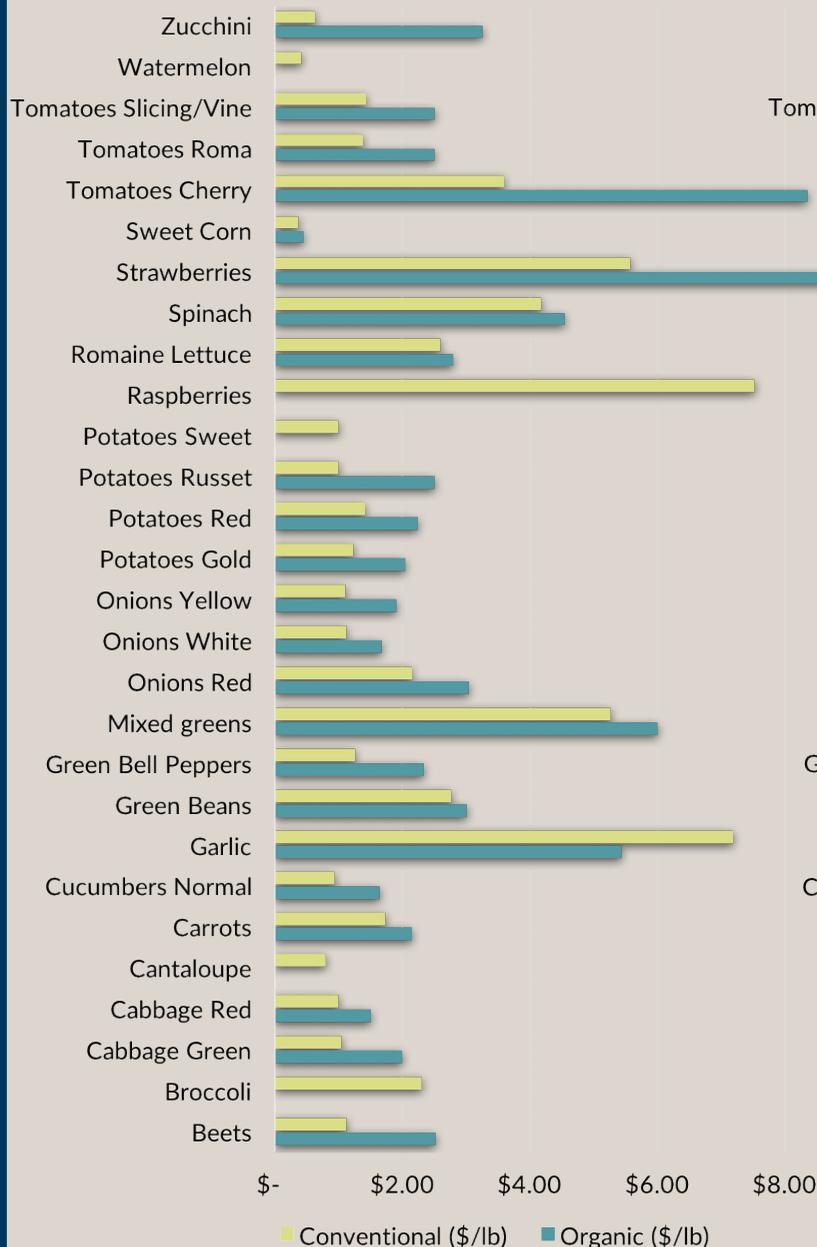
# CONVENTIONAL VS. ORGANIC

## FRESH PRODUCE ITEM PRICE COMPARISON

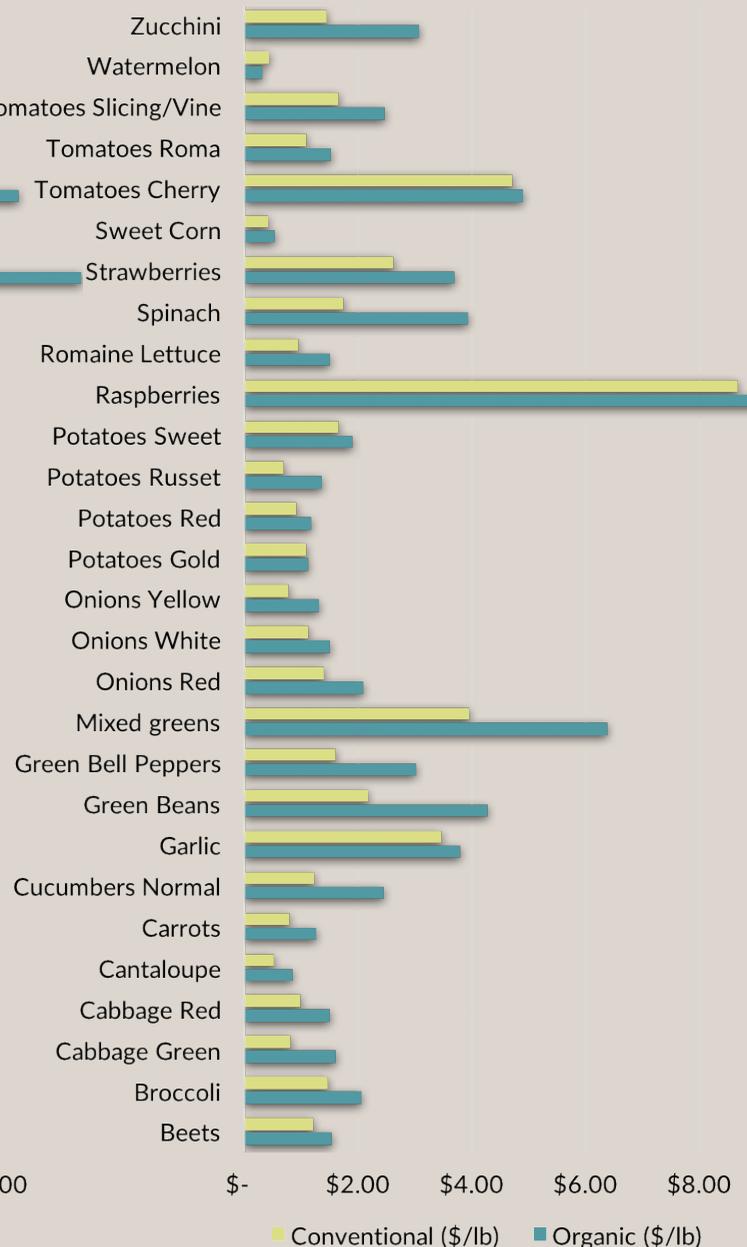
### What to Know...

- Organic produce is more expensive on average than conventional produce at farmers' markets
- Organic produce is not readily available at farmers' markets in northern Utah (primarily at Salt Lake Downtown market)
- The organic price premium is very different across produce items, for some items the price premium is minimal
- Organic in-season produce items such as tomatoes and berries tend to have the highest premium over conventional produce

### Grocery Stores



### Farmers' Markets



# NATIONAL VS. LOCAL GROCERY STORE

## FRESH PRODUCE BASKET PRICE COMPARISON



### On Average...

- A basket of fresh produce is more expensive at national grocery stores than locally-owned stores
- Target was the most expensive followed by Smith's Grocery for a basket of conventional fresh produce
- Lee's Marketplace was the least expensive for a basket of conventional fresh produce
- Smith's Grocery has the least expensive organic produce

### Produce Pricing (\$/lb) in Northern Utah

Grocery Store	Lee's Marketplace ●		Smith's Grocery		Walmart		Harmons ●		Rancho Market ●		Target	
	C	O	C	O	C	O	C	O	C	O	C	O
Broccoli	\$0.68	\$0.79	\$0.63	\$0.82	\$0.86	\$1.53	\$0.79	\$0.88	\$0.63	N/A	\$1.02	\$1.68
Cabbage Green	\$1.53	\$5.98	\$1.19	\$2.50	\$2.60	N/A	\$1.45	\$4.98	\$1.35	N/A	\$1.77	\$3.58
Cucumbers	\$1.62	\$3.61	\$1.54	\$2.20	\$1.40	\$4.94	\$1.53	\$2.95	\$1.18	N/A	\$2.03	N/A
Green Bell Peppers	\$1.51	\$4.13	\$1.61	\$2.63	\$1.39	\$3.85	\$1.97	\$3.09	\$1.52	N/A	\$1.80	N/A
Mixed Greens	\$1.40	N/A	\$1.25	N/A	\$0.74	\$2.54	\$1.41	N/A	N/A	N/A	\$0.97	\$1.66
White Onions	\$1.50	N/A	\$1.88	\$2.14	\$1.59	N/A	\$1.38	\$2.69	\$0.75	N/A	\$1.80	N/A
Gold Potatoes	\$4.23	N/A	\$4.95	N/A	\$3.72	\$6.62	\$4.85	\$4.95	\$4.95	N/A	\$4.95	N/A
Red Potatoes	\$1.62	N/A	\$2.15	\$2.98	\$1.49	\$2.65	\$1.80	\$1.64	\$1.67	N/A	\$2.02	N/A
Spinach	\$1.72	\$2.58	\$1.36	\$2.99	\$1.40	N/A	\$1.10	\$2.85	\$1.07	N/A	\$1.47	N/A
Strawberries	\$2.55	N/A	\$2.79	\$3.21	\$2.31	N/A	\$3.89	\$4.65	\$1.39	N/A	\$2.63	\$3.69
Cherry Tomatoes	\$3.40	N/A	\$3.19	\$3.13	\$3.09	N/A	\$3.25	\$3.06	N/A	N/A	\$3.22	\$4.19
Vine Tomatoes	\$1.46	N/A	\$1.63	\$2.18	\$1.87	N/A	\$1.61	\$3.11	\$1.01	N/A	\$2.58	N/A
Watermelon	\$5.09	N/A	\$6.59	N/A	\$6.45	N/A	\$4.49	N/A	\$3.41	N/A	\$4.99	N/A
Zucchini	\$0.67	N/A	\$0.56	\$0.90	\$0.88	\$1.96	\$0.57	\$0.81	\$0.44	N/A	\$0.69	\$1.85
<b>Total</b>	<b>\$28.98</b>		<b>\$31.31</b>		<b>\$29.79</b>		<b>\$30.09</b>				<b>\$31.94</b>	

Key	Best Price	Above Average	At or Below Average	Not Available
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C: Conventional    O: Organic  
 ● : Local Grocery Store

# NATIONAL VS. LOCAL GROCERY STORE

## FRESH PRODUCE ITEM PRICE COMPARISON

### What to Know...

- Target followed by Harmons have the highest percentage of produce items above average prices
- Walmart and Rancho Market have the highest percentage of best price fresh produce items
- 35% (10 of 28 items) of Walmart's fresh produce items were the least expensive, but 35% were also at above average prices

Item (\$/lb)	Harmon's •	Lee's Marketplace •	Smith's Grocery	Target	Walmart	Rancho Market •	Key
Beets	\$1.33	\$1.24	\$1.18	\$1.71	\$1.13	\$0.75	Best Price
Broccoli	\$1.58	\$1.36	\$1.26	\$2.04	\$1.72	\$1.27	Above Average
Green Cabbage	\$0.72	\$0.76	\$0.60	\$0.89	\$1.30	\$0.68	At or Below Average
Red Cabbage	\$0.83	\$0.85	\$0.99	\$0.94	\$0.93	\$1.41	At or Below Average
Cantaloupe	\$0.65	\$0.60	\$0.51	\$0.69	\$0.43	\$0.43	Best Price
Carrots	\$0.86	\$0.97	\$0.82	\$1.50	\$0.67	\$0.81	At or Below Average
Cucumbers	\$1.24	\$1.31	\$1.24	\$1.64	\$1.13	\$0.95	At or Below Average
Garlic	\$4.05	\$3.93	\$2.57	\$5.04	\$3.88	\$3.06	At or Below Average
Green Beans	\$1.93	\$2.35	\$1.69	NA	\$2.34	\$1.77	At or Below Average
Green Bell Peppers	\$1.97	\$1.51	\$1.61	\$1.80	\$1.39	\$1.52	At or Below Average
Mixed Greens	\$4.51	\$4.46	\$4.01	\$3.10	\$2.37	N/A	Not Available
Red Onions	\$1.47	\$1.46	\$1.90	\$1.40	\$1.02	\$1.02	Best Price
White Onions	\$0.92	\$1.00	\$1.25	\$1.20	\$1.06	\$0.50	Best Price
Yellow Onions	\$0.78	\$0.78	\$0.76	\$0.96	\$0.73	\$0.38	Best Price
Gold Potatoes	\$0.97	\$0.85	\$0.99	\$0.99	\$0.74	\$0.99	At or Below Average
Red Potatoes	\$0.90	\$0.81	\$1.07	\$1.01	\$0.75	\$0.84	At or Below Average
Russet Potatoes	\$0.58	\$0.61	\$0.74	\$0.99	\$0.53	\$0.78	At or Below Average
Sweet Potatoes	\$1.95	\$2.27	\$1.93	\$1.29	\$1.25	\$0.91	At or Below Average
Raspberries	\$10.70	\$9.16	\$8.11	\$7.57	\$8.20	N/A	Not Available
Romaine Lettuce	\$1.25	\$0.84	\$0.77	\$1.40	\$1.10	\$0.94	At or Below Average
Spinach	\$1.47	\$2.30	\$1.81	\$1.96	\$1.86	\$1.43	At or Below Average
Strawberries	\$3.89	\$2.55	\$2.79	\$2.63	\$2.31	\$1.39	At or Below Average
Sweet Corn	\$0.47	\$0.45	\$0.50	\$0.35	\$0.32	\$0.41	At or Below Average
Cherry Tomatoes	\$4.95	\$5.18	\$4.86	\$4.91	\$4.04	N/A	Not Available
Roma Tomatoes	\$1.21	\$1.38	\$1.00	\$1.29	\$1.00	\$0.73	At or Below Average
Vine Tomatoes	\$1.35	\$1.39	\$1.69	\$2.83	\$1.79	\$0.99	At or Below Average
Watermelon	\$0.35	\$0.39	\$0.51	\$0.38	\$0.50	\$0.26	Best Price
Zucchini	\$1.31	\$1.53	\$1.27	\$1.58	\$2.01	\$1.01	At or Below Average

• : Local Grocery Store



# FARMERS' MARKET

## FRESH PRODUCE BASKET PRICE COMPARISON

### On Average...

- The Salt Lake Downtown farmers' market is the most expensive of the four markets
- A basket of conventional produce at the Salt Lake Downtown farmers' market is 15% more expensive than at the Logan market
- Organic produce is mainly available at the Salt Lake Downtown farmers' market

### Produce Pricing (\$/lb) in Northern Utah

Farmers' Market Location	Kaysville		Logan		Ogden		Salt Lake City	
	C	O	C	O	C	O	C	O
Broccoli	\$0.33	N/A	\$1.33	\$1.39	N/A	\$1.50	\$0.50	\$1.63
Cabbage Green	N/A	N/A	\$2.09	N/A	N/A	N/A	\$2.00	\$4.00
Cucumbers	\$0.95	N/A	\$1.03	N/A	\$1.44	\$1.24	\$1.26	\$2.83
Green Bell Peppers	\$0.87	N/A	\$1.47	\$2.00	\$1.44	N/A	\$1.08	\$2.44
Mixed Greens	N/A	N/A	\$1.29	N/A	\$4.00	\$1.88	\$1.80	N/A
White Onions	\$1.18	N/A	\$1.37	N/A	\$2.91	N/A	\$0.99	\$2.50
Gold Potatoes	\$5.63	N/A	\$6.44	N/A	N/A	N/A	\$5.67	\$10.17
Red Potatoes	\$2.01	N/A	\$2.67	N/A	\$3.00	N/A	\$3.76	\$4.48
Spinach	N/A	N/A	\$2.99	\$3.41	N/A	N/A	\$3.75	N/A
Strawberries	N/A	N/A	\$4.95	N/A	\$5.25	N/A	\$9.33	\$9.33
Cherry Tomatoes	\$1.79	N/A	\$2.81	N/A	\$2.10	\$4.13	\$2.84	\$6.83
Vine Tomatoes	\$1.16	N/A	\$1.34	N/A	\$1.36	\$2.00	\$1.77	\$2.60
Watermelon	\$3.54	N/A	\$5.51	N/A	\$5.69	N/A	\$5.59	N/A
Zucchini	\$0.20	N/A	\$0.27	N/A	\$0.26	\$0.80	\$0.33	\$1.80

Key	Best Price	Above Average	At or Below Average	Not Available
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C: Conventional  
O: Organic

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# FARMERS' MARKET

## FRESH PRODUCE ITEM PRICE COMPARISON

### What to Know...

- The Kaysville farmers' market is the least expensive on average of the four farmers' markets
- The Ogden farmers' market is the second most expensive market on average
- Produce item pricing is farmers' market location specific

Item (\$/lb)	Kaysville		Logan		Ogden		Salt Lake City		Key
	C	O	C	O	C	O	C	O	
Beets	\$0.33	N/A	\$1.13	\$1.00	\$1.35	\$1.60	\$1.35	\$3.00	Best Price
Broccoli	\$0.67	N/A	\$2.67	N/A	N/A	N/A	\$1.00	N/A	Above Average
Green Cabbage	N/A	N/A	\$1.05	N/A	N/A	N/A	\$1.00	\$2.00	At or Below Average
Red Cabbage	N/A	N/A	N/A	N/A	N/A	N/A	\$1.00	\$1.50	At or Below Average
Cantaloupe	\$1.58	N/A	\$0.84	N/A	\$0.59	N/A	\$0.80	N/A	Not Available
Carrots	N/A	N/A	\$1.19	\$3.28	\$2.45	\$1.50	\$1.82	\$1.94	Not Available
Cucumbers	\$0.76	N/A	\$0.83	N/A	\$1.17	\$1.00	\$1.02	\$2.29	Not Available
Garlic	\$2.60	N/A	\$6.54	\$7.07	\$9.68	\$4.00	\$8.99	\$4.75	Not Available
Green Beans	\$2.10	N/A	\$2.74	\$2.78	\$3.20	\$3.00	\$2.77	\$3.25	Not Available
Green Bell Peppers	\$0.87	N/A	\$1.47	\$2.00	\$1.44	N/A	\$1.08	\$2.44	Not Available
Mixed Greens	N/A	N/A	\$4.11	N/A	\$12.80	\$6.00	\$5.75	N/A	Not Available
Red Onions	\$0.94	N/A	\$4.53	\$5.33	\$2.33	N/A	\$1.76	\$2.57	Not Available
White Onions	\$0.79	N/A	\$0.91	N/A	\$1.94	N/A	\$0.66	\$1.67	Not Available
Yellow Onions	\$0.89	N/A	\$0.62	N/A	\$1.73	\$1.17	\$1.11	\$2.15	Not Available
Gold Potatoes	\$1.13	N/A	\$1.29	N/A	N/A	N/A	\$1.13	\$2.03	Not Available
Red Potatoes	\$1.00	N/A	\$1.33	N/A	\$1.50	N/A	\$1.88	\$2.24	Not Available
Russet Potatoes	\$0.88	N/A	\$0.96	\$2.00	\$1.02	\$3.00	\$1.13	N/A	Not Available
Sweet Potatoes	N/A	N/A	N/A	N/A	N/A	N/A	\$1.00	N/A	Not Available
Raspberries	\$8.95	N/A	\$6.80	N/A	\$7.55	N/A	\$7.16	N/A	Not Available
Romaine Lettuce	N/A	N/A	\$2.84	\$2.18	N/A	N/A	\$2.23	\$2.91	Not Available
Spinach	N/A	N/A	\$3.99	\$4.55	N/A	N/A	\$5.00	N/A	Not Available
Strawberries	N/A	N/A	\$4.95	N/A	\$5.25	N/A	\$9.33	\$9.33	Not Available
Sweet Corn	\$0.36	N/A	\$0.32	\$0.44	\$0.36	\$0.44	\$0.40	\$0.44	Not Available
Cherry Tomatoes	\$2.73	N/A	\$4.28	N/A	\$3.21	\$6.30	\$4.33	\$10.40	Not Available
Roma Tomatoes	\$1.22	N/A	\$1.38	N/A	\$1.23	\$2.50	\$2.00	\$2.50	Not Available
Vine Tomatoes	\$1.16	N/A	\$1.34	N/A	\$1.36	\$2.00	\$1.77	\$2.60	Not Available
Watermelon	\$0.27	N/A	\$0.42	N/A	\$0.44	N/A	\$0.43	N/A	Not Available
Zucchini	\$0.45	N/A	\$0.61	\$1.83	\$0.60	\$4.11	\$0.76	\$3.26	Not Available

C: Conventional      O: Organic