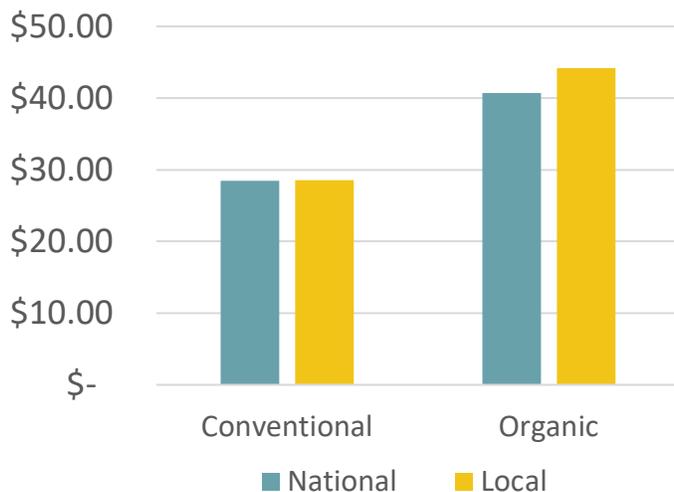


Conventional vs. Organic Produce Price Comparisons for Utah (2016-2017)



Produce Price Comparison for Conventional and Organic Produce by Basket



Take Away

- A basket of organic produce costs 55% more than conventional produce at local grocery stores
- Conventional produce is priced similarly at national and local grocery stores
- A basket of organic produce is 8.5% less expensive at national grocery stores than local stores
- Pricing for organic vs. conventional produce is very item specific

Produce Price Comparison for Conventional and Organic Produce by Basket

Basket Item	Local Organic (\$/lb)	National Organic (\$/lb)	Local Conventional (\$/lb)	National Conventional (\$/lb)
Broccoli	\$2.34	\$2.21	\$1.47	\$1.63
Cabbage Green	\$2.37	\$1.25	\$0.77	\$0.74
Cucumbers Normal	\$2.20	\$2.26	\$1.13	\$1.04
Green Bell Pepper	\$3.80	\$2.70	\$1.77	\$1.64
Mixed Greens	\$9.57	\$8.33	\$7.36	\$7.18
Onions White	\$1.84	\$1.64	\$1.12	\$1.21
Potatoes Gold	\$1.02	\$1.27	\$1.07	\$0.97
Potatoes Red	\$1.46	\$1.37	\$0.88	\$0.95
Spinach	\$5.07	\$5.01	\$2.07	\$2.01
Strawberries	\$4.39	\$3.65	\$2.72	\$2.49
Tomatoes Cherry	\$4.28	\$4.80	\$5.00	\$4.94
Tomatoes Slicing/Vine	\$2.82	\$2.41	\$1.51	\$1.77
Watermelon	\$1.14	\$0.87	\$0.41	\$0.48
Zucchini	\$1.88	\$2.96	\$1.29	\$1.44
Total Basket Price	\$ 44.18	\$ 40.73	\$ 28.57	\$ 28.49

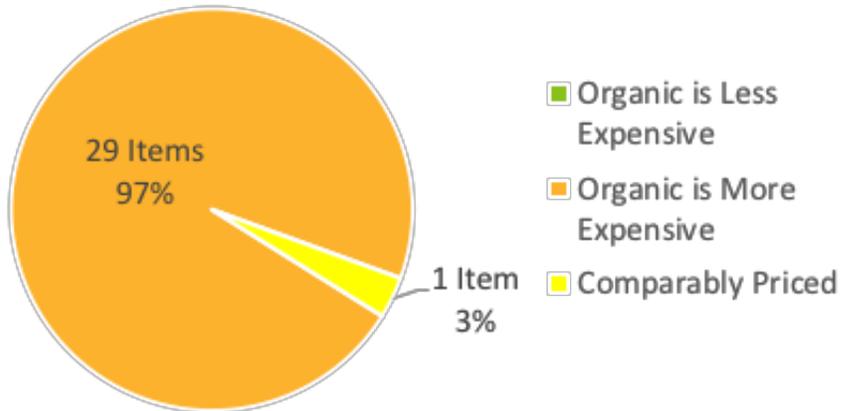
Key

Local = Locally-owned grocery store
 National = Nationally-owned grocery store

Produce Price Comparison for Conventional and Organic Produce by Item

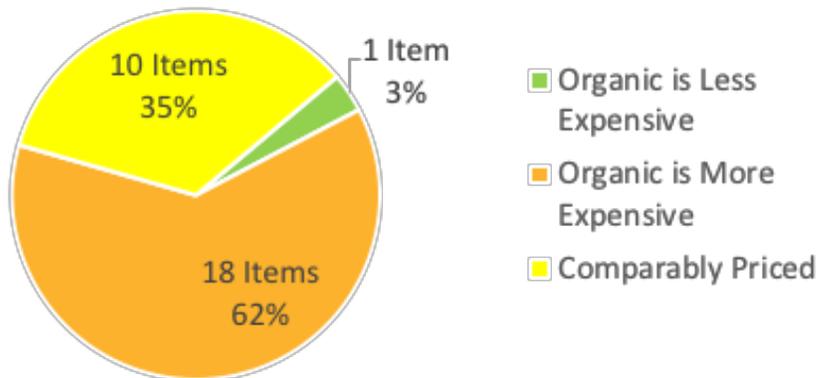
Grocery Stores

30 Grocery Store Produce Items



Farmers' Markets

29 Farmers' Market Produce Items



Take Away

- Organic produce is more expensive than conventional produce at grocery stores (29 of 30 items)
- Organic produce is more comparably priced to conventional at farmers' markets (10 of 29 items)
- At farmers' markets organic sweet onions cost 13% less than conventional and organic mixed greens cost 15% less than conventional
- At the grocery store organic cherry tomatoes were 7% less expensive than conventional



United States Department of Agriculture
National Institute of Food and Agriculture

This material is based upon work supported by USDA/NIFA under Award Number 2015-49200-24225. Utah State University is an affirmative action/legal opportunity institution.

Farmers' Market vs. Grocery Store Produce Price Comparisons for Utah (2016-2017)

Conventional Fresh Produce Price Comparison by Basket Size



Note: Large basket contains 18 items, medium basket 10 items, and small basket 5 items

Take Away

- Farmers' market pricing is slightly less expensive for a small basket
- Farmers' market pricing is 22% higher for a medium basket
- Farmers' market pricing is 44% higher for a large basket
- Conventional produce costs 24% more at farmers' markets (14 item basket) over grocery stores

Conventional Fresh Produce Price Comparison

Quantity	Item	Average Weight	Grocery Store Price	Farmers' Market Price	Diff.
1 ea	Cantaloupe	3.5lbs	\$1.87	\$2.95	-37%
1 bunch	Carrots	2lbs	\$1.61	\$4.27	-62%
1 ea	Cucumber	12 oz	\$0.81	\$0.84	-4%
2 ea	Green Bell Pepper	1.3lbs	\$2.21	\$2.16	2%
1 bag	Mixed Greens	12 oz	\$5.45	\$4.99	9%
3 ea	Onions Yellow	2.5lbs	\$1.83	\$3.02	-40%
1 bag	Red Potatoes	5lbs	\$4.58	\$7.72	-41%
1 head	Romaine	1.2lbs	\$1.51	\$4.47	-66%
1 carton	Strawberries	1lbs	\$2.59	\$5.37	-52%
4 ears	Sweet Corn	3.8lbs	\$1.96	\$1.69	16%
1 pint	Tomatoes Cherry	10.5 oz	\$3.26	\$2.50	31%
2 lbs	Tomatoes Slicing	2lbs	\$3.30	\$3.20	3%
1 ea	Watermelon	10lbs	\$4.49	\$4.36	3%
1 ea	Zucchini	14 oz	\$1.19	\$0.85	41%
Total Price			\$36.66	\$48.38	-24%

95% CI: p-value = 0.0917



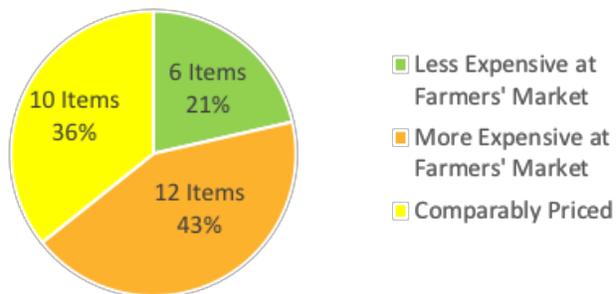
Organic Fresh Produce Price Comparison

Quantity	Item	Average Weight	Grocery Store Price	Farmers' Market Price	Diff.
1 ea	Cantaloupe	3.5 lbs	\$3.40	\$2.45	39%
1 bunch	Carrots	2 lbs	\$2.54	\$4.67	-46%
1 ea	Cucumber	12 oz	\$1.68	\$1.54	9%
2 ea	Green Bell Pepper	1.3 lbs	\$4.04	\$2.97	36%
1 bag	Mixed Greens	12 oz	\$6.64	\$4.25	56%
3 ea	Onions Yellow	2.5 lbs	\$3.07	\$4.91	-37%
1 bag	Red Potatoes	5 lbs	\$6.99	\$10.42	-33%
1 head	Romaine	1.2 lbs	\$2.79	\$3.55	-21%
1 carton	Strawberries	1 lbs	\$3.87	\$9.38	-59%
4 ears	Sweet Corn	3.8 lbs	\$4.95	\$3.34	48%
1 pint	Tomatoes Cherry	10.5 oz	\$3.05	\$3.12	-2%
2 lbs	Tomatoes Slicing	2 lbs	\$5.08	\$5.08	0%
1 ea	Watermelon	10 lbs	\$9.35	\$5.00	87%
1 ea	Zucchini	14 oz	\$2.37	\$2.02	17%
Total Price			\$59.83	\$62.70	-5%

95% CI : p-value = 0.1386

Farmers' Market vs. Grocery Produce Price Comparison by Item

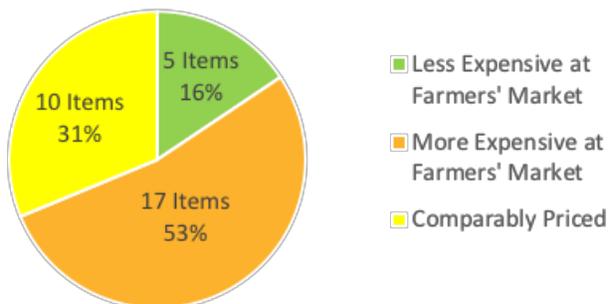
28 Organic Produce Items



Take Away

- Organic produce costs 5% more at farmers' markets (14 item basket)
- Organic produce is more expensive at grocery stores than conventional
- Produce item pricing between grocery stores and farmers' markets are item specific
- Farmers' market discounts over grocery pricing, range from 14% for sweet corn to 29% for zucchini
- Other significantly discounted produce items at farmers' markets include mixed greens, raspberries, and cherry tomatoes
- Green beans, lettuce, and spinach are more expensive at farmers' markets

32 Conventional Produce Items



This material is based upon work supported by USDA/NIFA under Award Number 2015-49200-24225. Utah State University is an affirmative action/legal opportunity institution.



National vs. Local Grocery Store Produce Price Comparisons for Utah (2016-2017)



Conventional Fresh Produce Price Comparison

Quantity	Item	Average Weight	National Grocery Store	Local Grocery Store	Diff.
1 ea	Cantaloupe	3.5 lbs	\$1.80	\$1.94	-7%
1 bunch	Carrots	2 lbs	\$1.66	\$1.55	7%
1 ea	Cucumber	12 oz	\$0.78	\$0.84	-8%
2 ea	Green Bell Pepper	1.3 lbs	\$2.13	\$2.31	-8%
1 bag	Mixed Greens	12 oz	\$5.39	\$5.52	-2%
3 ea	Onions Yellow	2.5 lbs	\$1.87	\$1.78	5%
1 bag	Red Potatoes	5 lbs	\$4.73	\$4.40	7%
1 head	Romaine	1.2 lbs	\$1.76	\$1.28	38%
1 carton	Strawberries	1 lbs	\$2.49	\$2.72	-8%
4 ears	Sweet Corn	3.8 lbs	\$1.83	\$2.10	-13%
1 pint	Tomatoes Cherry	10.5 oz	\$3.24	\$3.28	-1%
2 lbs	Tomatoes Slicing	2 lbs	\$3.54	\$3.02	17%
1 ea	Watermelon	10 lbs	\$4.82	\$4.15	16%
1 ea	Zucchini	14 oz	\$1.26	\$1.13	12%
Total Price			\$37.31	\$36.02	4%

Organic Fresh Produce Price Comparison

Quantity	Item	Average Weight	National Grocery Store	Local Grocery Store	Diff.
1 ea	Cantaloupe	3.5 lbs	\$3.25	\$3.73	-13%
1 bunch	Carrots	2 lbs	\$2.55	\$2.50	2%
1 ea	Cucumber	12 oz	\$1.70	\$1.65	3%
2 ea	Green Bell Pepper	1.3 lbs	\$3.52	\$4.94	-29%
1 bag	Mixed Greens	12 oz	\$6.24	\$7.18	-13%
3 ea	Onions Yellow	2.5 lbs	\$2.56	\$3.93	-35%
1 bag	Red Potatoes	5 lbs	\$6.87	\$7.30	-6%
1 head	Romaine	1.2 lbs	\$3.08	\$1.83	68%
1 carton	Strawberries	1 lbs	\$3.65	\$4.39	-17%
4 ears	Sweet Corn	3.8 lbs	\$7.83	\$2.08	277%
1 pint	Tomatoes Cherry	10.5 oz	\$3.15	\$2.81	12%
2 lbs	Tomatoes Slicing	2 lbs	\$4.81	\$5.63	-15%
1 ea	Watermelon	10 lbs	\$8.66	\$11.42	-24%
1 ea	Zucchini	14 oz	\$2.59	\$1.65	57%
Total Price			\$60.46	\$61.05	-1%

Take Away

- A basket of conventional fresh produce is generally more expensive at national grocery stores
- A basket of organic fresh produce is slightly more expensive at locally-owned grocery stores
- Price differences between national and local grocery stores are item specific, for example organic sweet corn and romaine lettuce were 68% and 277% more expensive at national grocery stores on average
- Target was the most expensive and Walmart the least expensive national grocery stores in Northern Utah
- Lee's Marketplace, Bowman's Market, and Rancho Market were the least expensive local grocery stores in Northern Utah
- Southern Utah national grocery stores are more expensive than locally-owned stores

Grocery Store Price Comparison for Conventional Produce

Quantity	Item	Average Weight	Lee's Marketplace*	Smith's Grocery	Walmart	Macey's*	Rancho Market*	Bowman's Market*	Target	Harmon's Grocery*	City Market	Village Market*	Davis*	Lin's*	
1ea	Cantaloupe	3.5lbs	\$2.12	\$1.93	\$1.54	\$1.81	\$1.93	\$1.66	\$1.95	\$2.36	\$1.77	\$1.59	\$0.97	\$2.49	
1bunch	Carrots	2lbs	\$1.63	\$1.65	\$1.36	\$1.72	\$1.30	\$1.42	\$1.66	\$1.65	\$5.88	\$1.57	\$0.00	\$1.23	
1ea	Cucumber	12oz	\$0.86	\$0.73	\$0.72	\$0.85	\$0.66	\$0.88	\$0.95	\$0.88	\$1.33	\$1.23	\$0.00	\$0.67	
2ea	Green Bell Pepper	1.3lbs	\$2.18	\$2.21	\$1.87	\$2.52	\$1.95	\$2.34	\$2.44	\$2.37	\$1.69	\$2.93	\$3.57	\$1.51	
1bag	Mixed Greens	12oz	\$5.50	\$5.78	\$4.12	\$5.39	N/A	\$5.04	\$6.14	\$6.09	\$7.48	\$7.11	\$6.18	N/A	
3ea	Onions Yellow	2.5lbs	\$1.72	\$1.88	\$1.67	\$2.06	\$1.13	\$1.83	\$2.17	\$1.93	\$2.13	\$2.23	\$1.67	\$2.03	
1bag	Red Potatoes	5lbs	\$4.22	\$5.19	\$3.82	\$5.00	\$4.52	\$3.96	\$4.83	\$4.55	\$6.64	\$2.79	\$4.07	\$4.42	
1head	Romaine	1.2lbs	\$1.17	\$1.15	\$1.90	\$1.34	\$1.22	\$1.23	\$3.87	\$1.41	\$3.49	\$1.61	\$1.30	\$1.48	
1carton	Strawberries	1lbs	\$2.64	\$2.60	\$2.21	\$2.57	\$1.45	\$2.33	\$2.69	\$3.65	\$2.58	\$3.68	\$0.00	\$2.58	
4ears	Sweet Corn	3.8lbs	\$2.01	\$2.04	\$1.38	\$2.01	\$1.55	\$2.06	\$2.02	\$2.03	\$2.61	\$4.06	\$4.37	\$3.51	
1pint	Tomatoes Cherry	10.5oz	\$3.52	\$3.63	\$2.75	\$3.25	\$2.05	\$3.08	\$3.07	\$3.45	\$3.67	N/A	\$2.13	\$4.11	
2lbs	Tomatoes Slicing	2lbs	\$2.94	\$3.18	\$3.38	\$3.74	\$2.20	\$2.72	\$4.34	\$3.30	\$6.57	\$2.86	\$2.55	\$2.55	
1ea	Watermelon	10lbs	\$4.07	\$4.95	\$5.24	\$4.46	\$2.88	\$4.88	\$3.58	\$3.91	\$6.28	\$8.14	\$2.58	\$5.05	
1ea	Zucchini	14oz	\$1.28	\$1.07	\$1.52	\$1.22	\$0.79	\$1.03	\$1.30	\$1.14	\$1.59	\$1.79	\$1.19	\$1.16	
*Locally Owned			Total Price	\$35.85	\$37.99	\$33.49	\$37.94	\$23.62	\$34.47	\$41.00	\$38.72	\$53.71	\$41.59	\$30.58	\$32.79

This material is based upon work supported by USDA/NIFA under Award Number 2015-49200-24225. Utah State University is an affirmative action/legal opportunity institution.



United States Department of Agriculture
National Institute of Food and Agriculture



Farmers' Market Produce Price Comparisons for Northern Utah (2016-2017)

Take Away

- The Kaysville farmers' market is the least expensive on average
- The Salt Lake farmers' market is the most expensive followed by the Ogden farmer's market
- Produce prices at farmers' markets are location specific

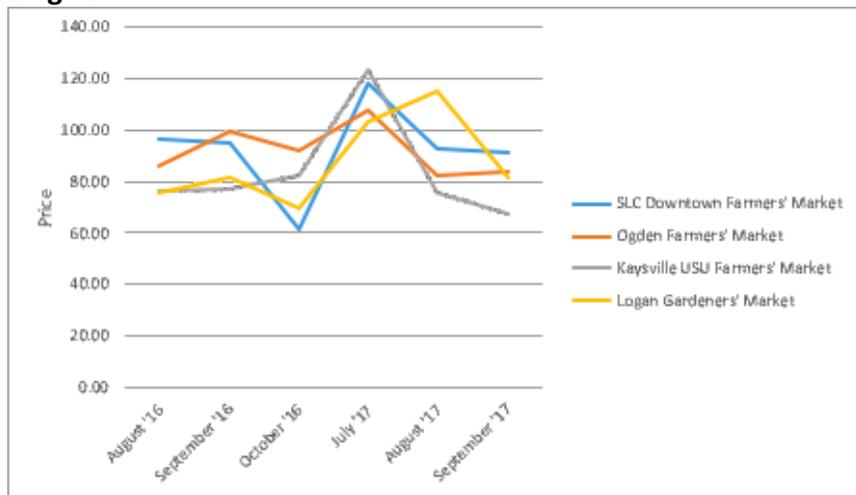
Conventional Fresh Produce Price Comparison for Farmers' Markets by Item

	Logan FM (\$/lb)	Ogden FM (\$/lb)	Kaysville FM (\$/lb)	Salt Lake FM (\$/lb)
Beets	\$ 1.62	\$ 1.38	\$ 0.98	\$ 1.90
Broccoli	\$ 3.20	\$ 2.84	\$ 1.56	\$ 3.27
Cabbage Green	\$ 1.00	\$ 0.92	\$ 0.92	\$ 0.79
Cabbage Napa	\$ 1.52	\$ 1.48	\$ 1.48	\$ 1.43
Cabbage Red	\$ 1.03	\$ 0.96	\$ 0.96	\$ 1.11
Cantaloupe	\$ 0.77	\$ 0.60	\$ 1.04	\$ 0.67
Carrots	\$ 1.89	\$ 2.58	\$ 1.87	\$ 2.09
Cucumbers English	\$ 3.77	\$ 6.94	\$ 2.18	\$ 1.76
Cucumbers Normal	\$ 0.87	\$ 1.18	\$ 1.03	\$ 1.34
Garlic	\$ 6.75	\$ 7.97	\$ 3.82	\$ 8.36
Green Beans	\$ 3.01	\$ 3.09	\$ 2.48	\$ 2.99
Green Bell Peppers	\$ 1.41	\$ 1.96	\$ 1.50	\$ 1.55
Mixed Greens	\$ 4.19	\$ 9.87	\$ 6.79	\$ 6.93
Onions Red	\$ 2.61	\$ 1.95	\$ 0.73	\$ 1.57
Onions Sweet	\$ 1.87	\$ 1.65	\$ 1.38	\$ 1.41
Onions White	\$ 1.10	\$ 2.03	\$ 2.25	\$ 1.02
Onions Yellow	\$ 1.33	\$ 1.36	\$ 1.07	\$ 1.32
Potatoes Gold	\$ 1.19	\$ 1.92	\$ 1.12	\$ 1.44
Potatoes Red	\$ 1.25	\$ 1.54	\$ 1.13	\$ 2.01
Potatoes Russet	\$ 0.80	\$ 1.24	\$ 0.92	\$ 1.17
Raspberries	\$ 8.37	\$ 6.85	\$ 7.40	\$ 6.68
Romaine	\$ 4.08	\$ 4.05	\$ 4.05	\$ 2.12
Spinach	\$ 3.99	\$ 5.05	\$ 5.05	\$ 5.05
Strawberries	\$ 2.60	\$ 4.17	\$ 5.33	\$ 6.67
Sweet Corn	\$ 0.33	\$ 0.47	\$ 0.47	\$ 0.50
Tomatoes Cherry	\$ 4.28	\$ 3.22	\$ 3.42	\$ 4.34
Tomatoes Roma	\$ 1.63	\$ 1.49	\$ 1.68	\$ 1.95
Tomatoes Slicing/Vine	\$ 1.50	\$ 1.73	\$ 1.40	\$ 1.71
Watermelon	\$ 0.43	\$ 0.40	\$ 0.45	\$ 0.42
Zucchini	\$ 0.69	\$ 0.72	\$ 0.85	\$ 1.25

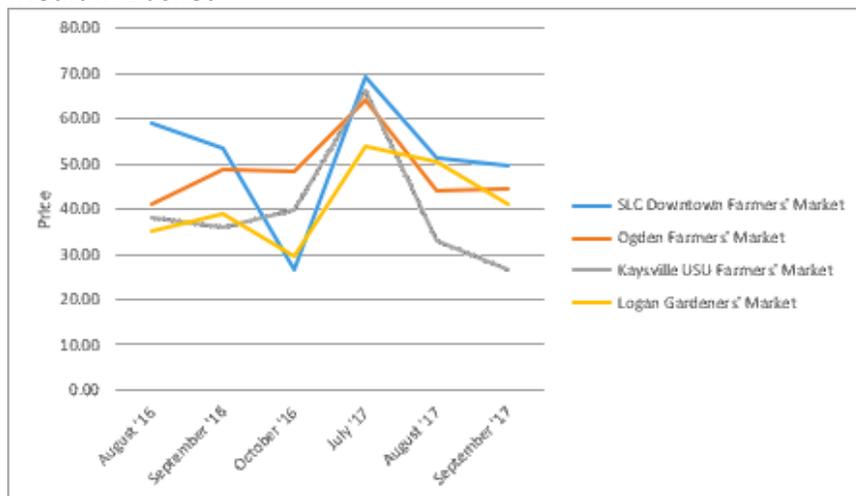
Note: Darker blue represents lower prices, darker red higher prices, and white average price

Conventional Fresh Produce Price Comparison for Farmers' Markets by Basket Size

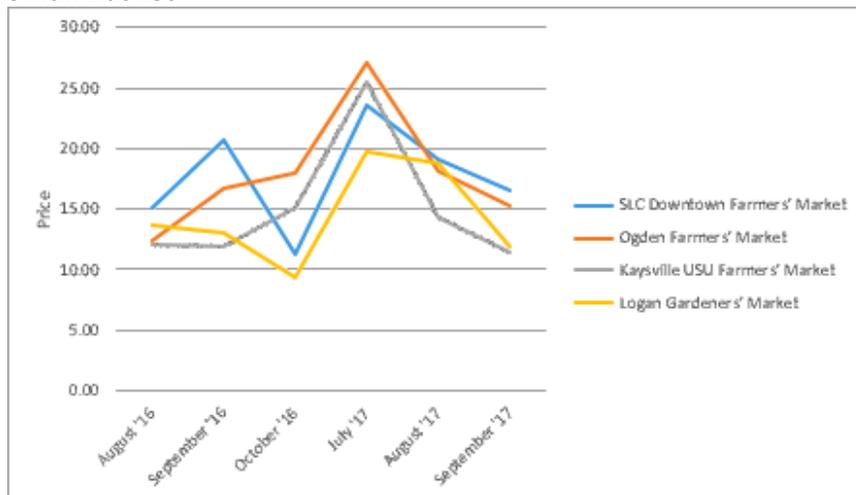
Large Basket



Medium Basket



Small Basket



Take Away

- For the large basket the Ogden market was the most expensive in 2016 and the Logan market was the most expensive in 2017
- For the medium basket the Ogden market was the most expensive in 2016 and the Salt Lake market was the most expensive in 2017
- For the small basket the Ogden market and the Salt Lake market were the most expensive
- Produce pricing is normally more expensive in mid-summer and falls off dramatically in early fall
- Produce pricing was lower in 2016 than 2017 on average
- Produce pricing can change dramatically across the season
- The Logan market had the lowest pricing on average for the medium and small baskets followed by the Kaysville market

Note: Large basket contains 18 produce items, medium basket 10 items, and small basket 5 items

This material is based upon work supported by USDA/NIFA under Award Number 2015-49200-24225. Utah State University is an affirmative action/legal opportunity institution.

