**USU Extension Grant – Final Report**

1. Project Leader(s): Kynda Curtis and Carrie Durward
2. Project Title: Fresh Produce Price Comparisons among Direct and Traditional Markets in Northern Utah
3. Project Beginning Date and End Date: July 1, 2016 to December 31, 2017
4. Total Requested: $10,000
5. Project Summary: This project compares fresh produce pricing among direct market and traditional outlets, as well as between organic and conventionally grown produce in Northern Utah. As direct markets are often perceived as more expensive than traditional grocery stores, consumers are unaware that local, fresh food can be cost effective. Project results will provide needed pricing information for consumers and growers.

1. Project Results. Describe:
   1. Increased collaboration between on- and off-campus faculty
      * This project included efforts by two on-campus Extension faculty, the Director of Food Sense, and four county Extension faculty. The collaboration between campus and off campus faculty was essential for data collection set-up and collection. Also, all project members participated in project design and all will be responsible for dissemination of project results and evaluation. Additional county Extension faculty were added to the new grant achieved through extramural funding.
   2. Outcomes, outputs, and impacts

Outputs

1. Educational flyers (4-one more than in proposal), easy to read, illustrative flyers aimed at consumer audiences.
   * Flyers have been published, approved by Extension marketing, and printed (400 copies of each).
2. Videos (4-two more than in proposal), covering information from the educational flyers mentioned above.
   * The You Tube videos are in final stages of completion, hope to have these released in March 2018.
3. Extension fact sheets, 2-4 fact sheets aimed at consumer and grower audiences.
   * Two fact sheets aimed at consumer audiences are currently being written. Four additional fact sheets aimed at grower audiences are under development and will include 2017 data collected under extramural funding.
4. Fresh produce pricing database: May be used by producers looking to enter direct markets, implement new crops, examine in-season and out-of-season price differentials, etc.

* Pricing data on 32 commonly consumed fruits and vegetables (both conventional and organically grown) was collected weekly from mid-June to early-October 2016. Data were collected at the primary farmers’ market and two grocery stores (one local and one national) in Logan, Ogden, Salt Lake City, and Kaysville, Utah. Total observations include: 938 farmer’s market observations and 4600 grocery observations.

Outcomes/impacts

* + - Project outputs including factsheets, flyers, and videos will be used with the following audiences in 2018:
      1. WIC and SNAP program participants
      2. Farmers market and CSA program managers
      3. Food Sense Nutrition Program participants
      4. Meal Plus Program participants
      5. Fresh produce growers
      6. Master Gardener Program participants
      7. Participants in various Extension programs: Utah Building Farmers (2 of 30 participants each), Urban and Small Farms Conference (240 attendance), organic growing workshops (2 of 25 participants each), etc.
* The evaluation plan will include:
  + 1. The number of educational flyers, factsheet views and downloads, and video views will be tracked.
    2. Number of participants receiving education based on outreach materials will be tracked.
    3. Extension programming incorporating study results will be evaluated for participant knowledge, attitude, and practice change(s) normally through pre and post-program testing, post-program retrospective evaluations, and six-month or annual follow-up evaluations.
  1. Efforts/plans to produce, publish, and disseminate scholarly materials: The number of journal articles resulting will be dependent on additional external funding for graduate student stipends and project personnel time.
     + One journal article is forthcoming and will be published in March 2018, and one MS thesis of two additional journal articles is underway. Karli Salisbury plans to complete her thesis summer 2018. One national presentation was made as the annual Food Distribution Research Society conference in October 2017, there were 85 in attendance.
  2. Efforts/plans to secure extramural funds
     + Applied for two grants to continue work on this project, one was accepted, but not funded (UDAF Specialty Crop Program), and an additional grant was funded (Western Extension RME Center) to collect an additional year of data and expand produce grower outreach activities.

1. The funding letter articulated a requirement that grantees share results and lessons learned within the USU Extension system. Please provide a description of what you have done (or plan to do) and a link to the presentation if recorded.
2. Presentation made at the 2017 Extension Annual conference.
3. Additional presentation will be made at the 2018 Extension Annual conference – this can be recorded.

**Academic Publications/Presentations/Grants:**

Curtis, K. (Principal), Durward, C. (Co-Principal), Wagner, K. M. (Supporting), Prevedel, S. (Supporting), Patterson, R. (Supporting), Schaible, C. (Supporting), Pozo, V. (Co-Principal), "Enhancing Direct Market Fresh Produce Sales through Multi-Market Pricing Comparisons", Sponsored by USDA through Western Extension RME Center, Other, (April 1, 2017 - September 30, 2018). $49,431. Current Status: Funded.

Salisbury, K., Curtis, K., Pozo, V., Durward, C. (in press). Is Local Produce Really More Expensive? A Comparison of Direct Market and Conventional Grocery Produce Pricing. *Journal of Food Distribution Research*.

Curtis, K. (Presenter & Author), Salisbury, K., Pozo, V., Durward, C., "Is Local Produce Really More Expensive? A Comparison of Direct Market & Conventional Grocery Produce Pricing", Food Distribution Research Society Annual Meeting, Honolulu, HI. October 2017. Contributed (refereed), Peer-reviewed/refereed, AES: 1237.

**Extension Publications:**

**Curriculum Flyers**

Curtis, K., Durward, C., Salisbury, K., Dygert, A. (2017). Conventional vs. Organic Fresh Produce Comparison. Logan, UT: USU Extension.

Curtis, K., Durward, C., Salisbury, K., Dygert, A. (2017). Farmers' Market Produce Price Comparison. Logan, UT: USU Extension.

Curtis, K., Durward, C., Salisbury, K., Dygert, A. (2017). Farmers' Market vs. Grocery Store Comparison. Logan, UT: USU Extension.

Curtis, K., Durward, C., Salisbury, K., Dygert, A. (2017). National vs. Local Store Produce Comparison. Logan, UT: USU Extension.

**Curriculum Videos (still under development)**

Curtis, K., Durward, C., Salisbury, K., Dygert, A. (2017). Conventional vs. Organic Fresh Produce Comparison. Logan, UT: USU Extension.

Curtis, K., Durward, C., Salisbury, K., Dygert, A. (2017). Farmers' Market Produce Price Comparison. Logan, UT: USU Extension.

Curtis, K., Durward, C., Salisbury, K., Dygert, A. (2017). Farmers' Market vs. Grocery Store Comparison. Logan, UT: USU Extension.

Curtis, K., Durward, C., Salisbury, K., Dygert, A. (2017). National vs. Local Store Produce Comparison. Logan, UT: USU Extension.

**Working Papers and Extension Publications:**

Salisbury, Karli - MS Thesis, will result in two academic journal articles with project personnel.

Extension Fact Sheets

1. Does shopping at local farmers’ markets really cost more?
2. Do national or local grocery stores provide the best fresh produce prices?
3. Produce product selection for maximizing profits at farmers’ markets in Utah.
4. Targeting farmers’ markets in Utah, which locations are worth the effort?
5. Targeting grocery stores in Utah, which local and national chains provide the highest pricing potential for fresh produce?
6. Does organic pay, or is local good enough? Labeling strategies for fresh produce growers in Utah.