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IN AGRICULTURE AND NATURAL RESOURCES

Final Report

Consumer Peach Purchasing Survey

With Organization

Kara Harders, Joy Rumble, Tori Bradley, Lisa House & Sandra Anderson

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About the Authors

Kara Harders – Graduate assistant, UF/IFAS Center for Public Issues Education and Department of Agricultural Education and Communication

Joy Rumble, Ph.D. – Assistant professor, UF/IFAS Center for Public Issues Education and Department of Agricultural Education and Communication

Tori Bradley – Graduate assistant, UF/IFAS Center for Public Issues Education and Food a Resource Economics Department

Lisa House, Ph.D. – Director of the Florida Agricultural Market Research Center, Professor in the Food and Resource Economics Department

Sandra Anderson – Research Coordinator, UF/IFAS Center for Public Issues Education

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Benny McLean – Organic peach Grower

Mercy Olmstead – Fruit Extension Specialist & Associate Professor, Horticultural Sciences Department

John Sizemore – Sizemore Farms

Katie Stofer – Research Assistant Professor, Department of Agricultural Education and Communication

Sonia Tighe – Executive Director, Florida Specialty Crop Foundation

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Florida Specialty Crop Foundation
August, 2016

Introduction

The Florida peach industry is relatively new, although growers have experimented with growing peaches in Florida for decades, as of 2006 there were only 60 acres of the crop in Florida. In 2016, the Florida peach industry was estimated to utilize approximately 2,000 acres and produce 7.2 million tons of fruit. To allow for continued successful expansion of the industry an increase in consumer and retailer awareness of the crop is needed. Peach varieties grown in Florida tend to produce a smaller fruit than those grown in states with cooler, longer winters such as California, Georgia, and North Carolina. Additionally, the harvest season of Florida peaches is shorter, mid-March through early May. For the Florida peach industry to remain viable moving forward it is imperative that the crop be effectively marketed and promoted to an aware consumer and retailer audience.

This report identifies three individual populations in many of its descriptive facts and figures. Two of the groups consist of purchasers of fresh peaches, a national group (referred to as "National" in this document) with 1020 respondents and a group of Florida resident purchasers (referred to as "Florida" in this document) with a population of 519. The third group is a nationally gathered group of 522 respondents who identified themselves to be non-purchasers (referred to as "Non-purchasers" in this document). Purchaser and non-purchaser titles were established by asking respondents if they had purchased fresh peaches within the last year. The questions asked of respondents vary between Purchaser and Non-purchaser groups based on relevance, if data is not given for a group it is due to the question not being applicable to that group of respondents. Unless otherwise noted, the population sizes above represent the data discussed in this report.

Findings

Demographics of National Purchasers, Florida Purchasers, and Non-Purchasers

- Forty-one percent of Florida purchasers were between the ages of 20 and 39, while the largest group of National purchasers (41%) were between the ages of 60 and 79. Fifty-three percent of non-purchasers were between the ages of 60 and 79.
- Males made up less than half of responses in each purchaser group, 41% National, 27% Florida, and 46% of Non-purchaser responses.
- The majority of all purchaser groups identified their ethnicity to be white (89% National, 85% in Florida, and 92% Non-purchaser). Respondents were asked in a separate question if they identified as Hispanic/Latino/a, 19% of Floridians did, 6% of those in the National group did, and 6% of Non-purchasers did.
- The most common income level range for all groups was $35,000-$74,999, with 39% of the National responses, 42% of the Floridian responses, and 37% of the Non-purchaser group.
- The most common level of education among both purchaser groups was *4-year degree (Bachelors)* (28% National and 26% Florida). The most common level of education among non-purchasers was "Some college, no degree" (26%), but *4-year degree* was a common response as well (25%).

- The most common political affiliation was democrat (38% National, 36% in Florida, and 33% Non-purchasers), followed by republican (29% National, 30% in Florida, and 32% Non-purchaser).
- The most respondents indicated they had moderate political beliefs (40% of National, 42% of Florida, and 40% of Non-purchasers).
- Purchasers in the nation group represented 46 states and Washington D.C., the Non-purchasers group represented 47 states and Washington D.C.

Reasoning for not purchasing

- Non-purchasers top reasons for not purchasing peaches included "I prefer other fresh fruits" (38%) and the price of the produce (29%).
- Despite not having purchased peaches in the past year, 28% of Non-purchasers said they had eaten a peach in the last year.
- Of the Non-purchasers who had eaten peaches in the past year, 38% said they ate a peach as a snack at least once a month or more.

Seasonality

- Purchasers were most likely to purchase peaches in season, 2-3 times a month or more (67% National, 64% Florida); however, when peaches are out of season the percent of individuals who purchase peaches more than once a month drops significantly (16% National, 18% Florida). Additionally, both groups identified "They are in season" as the top reason for peach purchase (70% National, 67% Florida).
- When identifying reasons for not purchasing peaches more, "availability" was selected most frequently by the National group (49%), while Florida selected price the most (51%).

Peach Purchasing Locations

- Supermarkets were identified as the most frequent place for peach purchase by the National (82%) and Florida (86%) groups.
- National purchasers identified supermarkets as most affordable (52%) and available (55%), farmers' markets having locally grown food (61%), and CSA as being an unknown option (67%). At the Florida level supermarkets were thought to be high quality (51%) and available (59%), retail was affordable (56%), farmers' markets were locally grown (61%), and CSAs were not known (68%).
- Supermarkets are also being chosen for their convenience (69% National and 71% in Florida).

General Produce Purchase

- When asked about produce purchasing behaviors in general, 56% of Non-purchasers indicated they shopped at supermarket type locations because they were convenient. Both U-Pick farms and CSA locations had high percentages of respondents select "I would not purchase from this store."
- Despite not purchasing peaches in the past year, 76% of respondents agreed that "Peaches are delicious."

Consumption Habits

- Nationally peaches are eaten as a snack most commonly (33% say once a week or more) while packing them in lunches was the least common method (65% said they never did). Florida was similar, with 30% eating them as a snack at least once a week and 60% never packing them in lunches.

- Nationally 21% and 38% of the Florida group purchase peaches year-round. Of those who do not purchase peaches year-round, July is the most common month of purchase for the National group (60%) and June is the most common for Floridians (46%).

Peach Attributes

- When asked what states respondents associated with peaches and what states they wanted peaches to come from, Georgia, Florida, and South Carolina were the top answers for all three groups.
- The majority of National and Florida respondents found that flavor, nutrition, smell, size, firmness, color, freshness and texture of the flesh were all slightly important or important to their peach purchases.
- The majority of National and Florida respondents found that convenience, price, supporting local farmers, in season, and growing location were slightly important or important. They also identified that they were slightly satisfied or satisfied with these attributes when making their peach purchasing decisions.
- Both purchaser groups selected "Important" most for physical attributes including: flavor, size, freshness, nutrition, firmness, smell, color, and texture of flesh. The only quality marked as "neither important nor unimportant" by both groups was "amount of peach fuzz."
- Important remained the most popular answer among both purchaser groups when ranking the importance of: convenience/easy to eat, price, the purchase supports local farmers, in season, and growing location.
- The majority (more than 50%) of both purchaser groups selected "satisfied" for physical attributes including: flavor, size, freshness, nutrition, firmness, smell, color, and texture of flesh. Only "amount of fuzz" received less than half of the population's "satisfied" responses (48% National, 44% Florida).
- Both purchaser groups were consistent with the majority of each population being at least slightly satisfied with the following attributes: convenience/easy to eat, price, the purchase supports local farmers, in season, and growing location.

Peach Labels

- Both purchaser groups agreed that they did look at the sticker to see where the peach was grown (56% National, 59% in Florida). However, only 39% of National respondents and 38% of Florida respondents said that the location of growth impacted their purchasing decision.
- When identifying importance levels of growing attribute labels both purchaser groups identified grown in the USA (86% National, 86% Florida) and all natural (82% National, 87% Florida) to be the most important factors.
- National respondents indicated that grown in the USA (79%), locally grown (72%), and all natural (72%), were labels that they felt they were slightly satisfied or satisfied with.
- Florida respondents indicated that they were slightly satisfied or satisfied with grown in the US (79%), all natural (75%), and locally grown (73%) labels when making purchasing decisions.

Peach Packaging

- A majority of respondents (72% National, 72% Florida, 67% Non-Purchasers) indicated that self-selection by the pound was ideal for their household.

Peach Statements

- The most commonly agreed with statement was "Peaches are delicious" (99% National, 98% Florida)
- The statement with the least agreement was "Peaches are available year-round" (42% National, 48% Florida).

Peach Health Benefit Knowledge

- Peaches being a source of fiber was the question answered correctly the most by all groups, 77% National, 78% Florida, and 69% of Non-Purchasers.
- The statement about peaches Vitamin C content was responded to incorrectly the most by purchasers; 28% National, 26% Florida. Non-purchasers correctly responded to "A peach contains fewer calories than an apple of the same size" the least (25%).

Experience with Peaches

- Nationally, 41% of respondents reported they have handpicked peaches. While 49% reported, they have seen a peach orchard in person. Only 18% reported having personally grown their own peaches.
- In Florida, less than a third (32%) of respondents reported they have handpicked peaches. While 39% reported, they have seen a peach orchard in person. Only 9% reported having personally grown their own peaches.
- Sixty-one percent of Non-purchasers say they have never had any of these experiences.

Florida Peaches

- Few respondents (23% National, 35% in Florida, and 10% of Non-purchasers) claimed to know when Florida's peach growing season took place.
- Those who reported knowing when Florida's peach season was, were asked to indicate which months they believed Florida peaches were in season. Nationally, 57% said May, 51% said June, and 48% said July. In Florida, 69% said May, 59% said June, and 45% said July. 49% of Non-Purchasers selected May, 41% chose April, and 31% said August.
- An attitude index was created and showed National respondents had mean score of 4.10 and Florida respondents having a mean score of 4.08 indicating a positive attitude toward Florida Peaches. Non-purchasers scored a 3.91, indicating a weaker, yet still positive attitude toward Florida peaches.
- Sixty-one percent of Florida respondents said that they had seen Florida Peaches for sale in their local area, while only 29% of National respondents had. Non-purchasers were more likely to be unsure if they had seen peaches in their area (51%).
- Fifty-seven percent of National and 31% of Florida respondents reported that they never or rarely looked for Florida grown peaches. 61% of Non-purchasers said they never looked for Florida peaches.
- Most (72%) of Florida and 49% of National respondents reported having tasted Florida peaches in the past. 54% of Non-purchasers were unsure if they had tasted a Florida peach in the past year.
- The vast majority of all groups (87% National, 85% of Florida, and 93% of Non-purchasers) indicated that they had never visited a Florida peach farm in person.
- Thirty-eight percent National and 60% of Florida respondents indicated that they had seen the Fresh from Florida logo. A majority of Non-purchasers (61%) did not know if they had seen the label.
- A Fresh from Florida logo attitude index was created and we found a mean of 4.09 National, 4.13 in Florida, and 3.90 among Non-purchasers, indicating that majority of the respondents had a positive attitude toward the Fresh from Florida logo.
- A transparency index was created with a mean of 3.60 National, 3.71 in Florida, and 3.26 among Non-purchasers, indicating that respondents felt that the information available about Florida Peaches was transparent.

Purchasers of Peaches and those who have seen Florida Peaches sold locally

- A majority of respondents who had seen the Fresh from Florida logo had also purchased Florida peaches in the last year (88% National, 86% Florida).

- Respondents were asked how important the presences of a Fresh from Florida logo on the package was to them. 51% Nationally and 66% in Florida indicated that the logo was at least slightly important. Additionally, 89% of Florida and 86% of National respondents were at least slightly satisfied with the logo.
- Sixty-seven percent National and 87% of Florida respondents indicated that they would prefer to purchase Florida Peaches if given the choice.
- National respondents were asked why they would prefer to purchase Florida Peaches if given the choice. Flavor (72%), freshness (70%), and quality (70%) were the top three reasons respondents preferred to purchase Peaches from Florida.
- Florida respondents were asked why they would prefer to purchase Florida Peaches if given the choice. Freshness (81%), support the Florida economy (77%), and flavor (72%) were the top three reasons respondents preferred to purchase Peaches from Florida.

Learning Opportunities about Florida Peaches

- The most common response in all groups was "sampling a Florida peach" as the learning opportunity they would be most likely to engage in (56% National, 68% Florida, 46% Non-Purchasers).

Background

The Florida peach industry is valued at more than $10 million dollars annually and produces 7.2 million pounds of fruit. National competition, a short harvest window, and a smaller fruit size threaten the Florida peach industry. To ensure the future sustainability of the industry, consultants on the research team see optimization of marketing, consumer awareness, and industry collaboration as a necessity. In the summer of 2016, the PIE center created a survey to identify barriers to consumption among consumers and to aid in the development of a marketing plan for the industry. The research was funded by an FDACS specialty crop block grant and was completed in collaboration with the Florida Specialty Crop Foundation.

Additionally, this survey sought to examine:

- Consumers' attitudes toward peaches
- Consumers' barriers to peach purchasing
- Consumers' preferences for peach purchase
- Consumers' knowledge of peach health benefits
- Consumers' familiarity with Florida peaches
- Consumers' preferences for promoting Florida peaches

Methods

An online survey was created and distributed to 4,730 residents living in the U.S. There was a total of 2,061 useable responses. Of the useable responses, 1,020 were from respondents at a National level who had purchased peaches within the past year and 519 were from Florida residents specifically who had purchased peaches within the past year. Five hundred and twenty-two responses were from respondents throughout the nation who had not purchased peaches within the past year.

The survey questions in the instrument were researcher developed and adapted from previous surveys related to Florida strawberries and Florida Blueberries (Ruth & Rumble, 2015). Additionally, some questions were adapted from Cheryl Brown's 2003 study "Consumers' preference for locally produced food: A study in Southeast Missouri." Prior to distribution, a panel of experts reviewed the survey instrument.

Results

The results of the survey have been described in the following sections.

Purchase Peaches

At the beginning of the survey, respondents were asked if they had purchased fresh peaches in the last year. The majority of the respondents answered Yes (74.7%, n =1,539), whereas 25.3% (n = 522) responded No. This report discusses the results of the survey by grouping participants into three groups; National purchasers (n = 1020), Florida purchasers (n = 519), and National Non-purchasers (n = 522). Unless otherwise noted, the population sizes above represent the data discussed in this report.

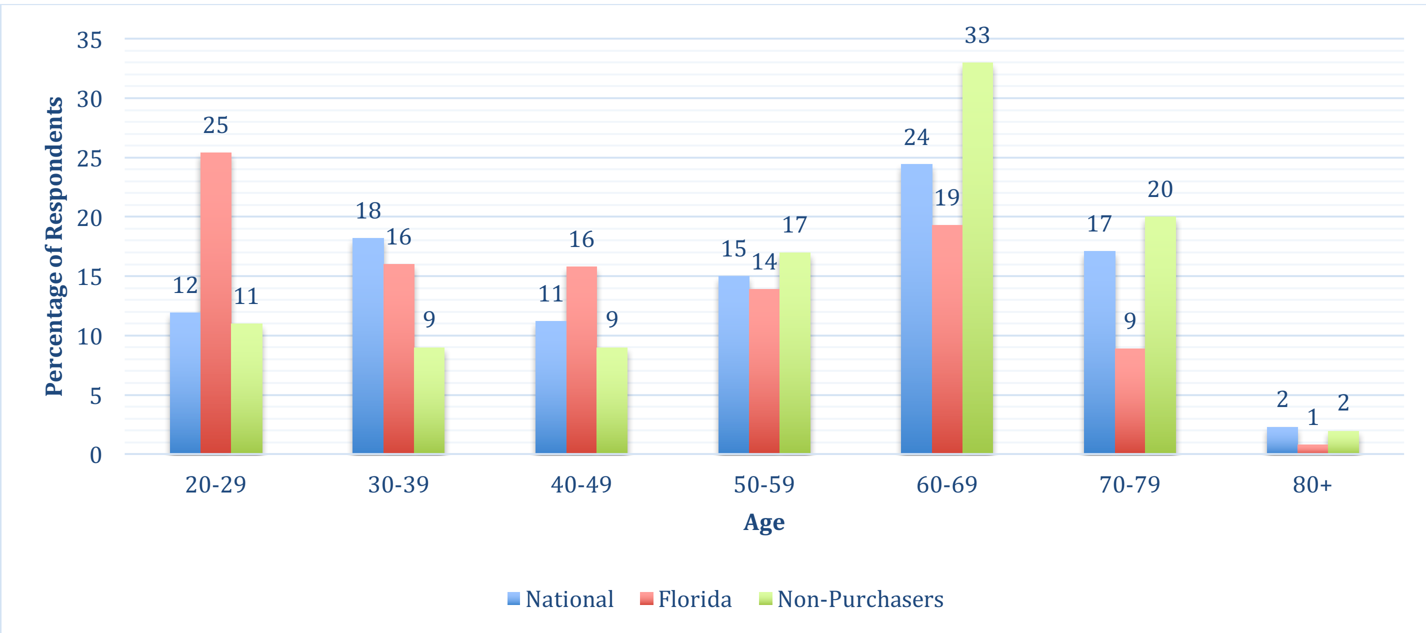
Demographics of National and Florida Respondents

The demographic description of the purchaser and non-purchaser groups has been included to aid in the interpretation of the results.

Age

In the National sample, the majority of purchasers were between the ages of 60 and 79 (41%), while the majority of Florida purchasers were between the ages of 20 and 39 (41%), the highest concentration of Non-purchasers were between the ages of 60-79 (53%; Figure 1).

Figure 1. Age of respondents



Gender

In all groups, National, Florida, and Non-purchaser, the majority of respondents were female, 59%, 73%, and 54% respectively (Figures 2, 3, & 4).

Figure 2. Gender of National

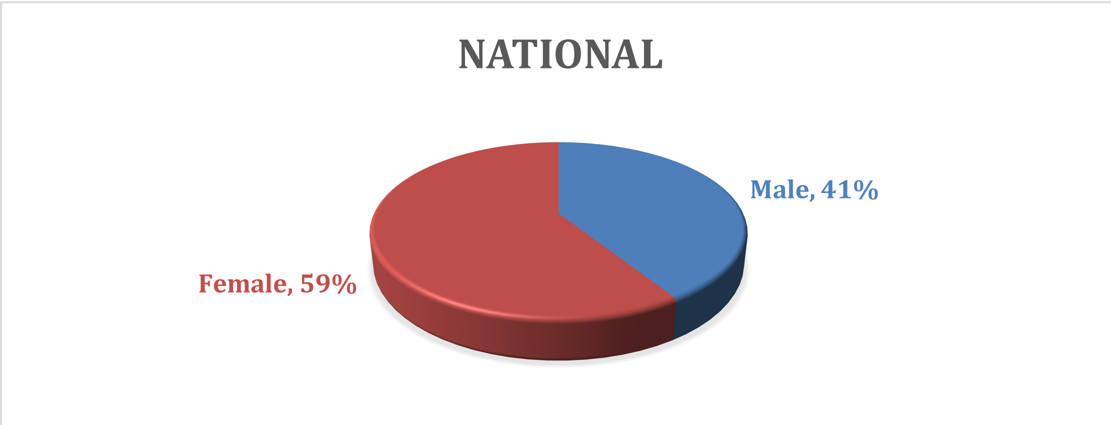


Figure 3. Gender of Florida

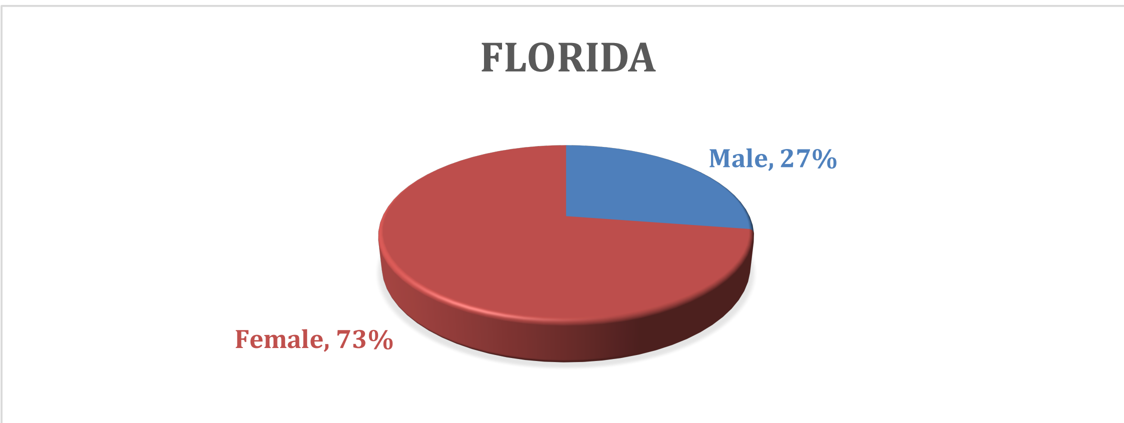
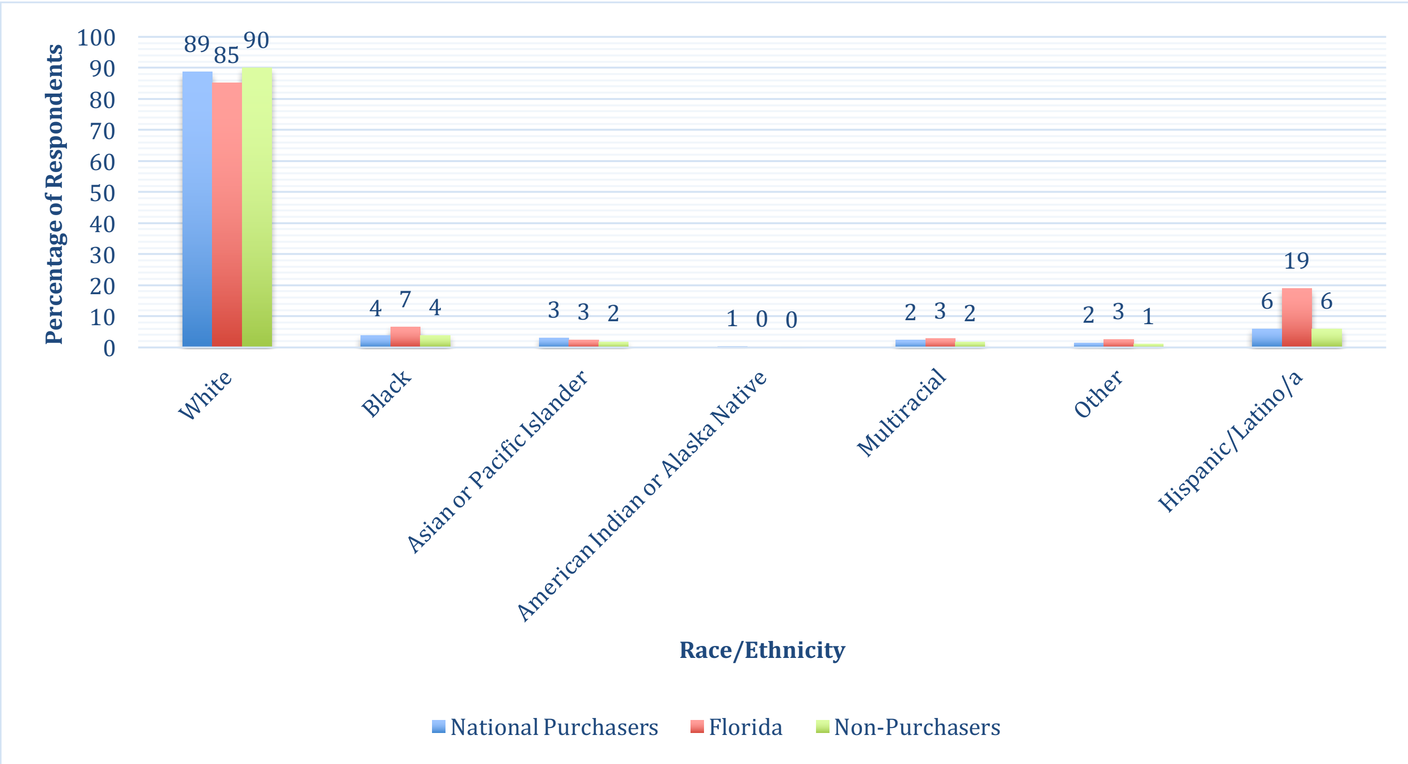


Figure 4. Gender of Non-Purchaser

Race and Ethnicity

Respondents were asked to identify their race and ethnicity. White was the most common answer in all groups (89% of National purchasers, 85% of Florida purchasers, and 90% of Non-purchasers). Respondents were also asked if they identified as Hispanic or Latino/a, 6% of National purchasers, 19% of Florida purchasers, and 6% of Non-purchasers answered “yes” to this question (Figure 5).

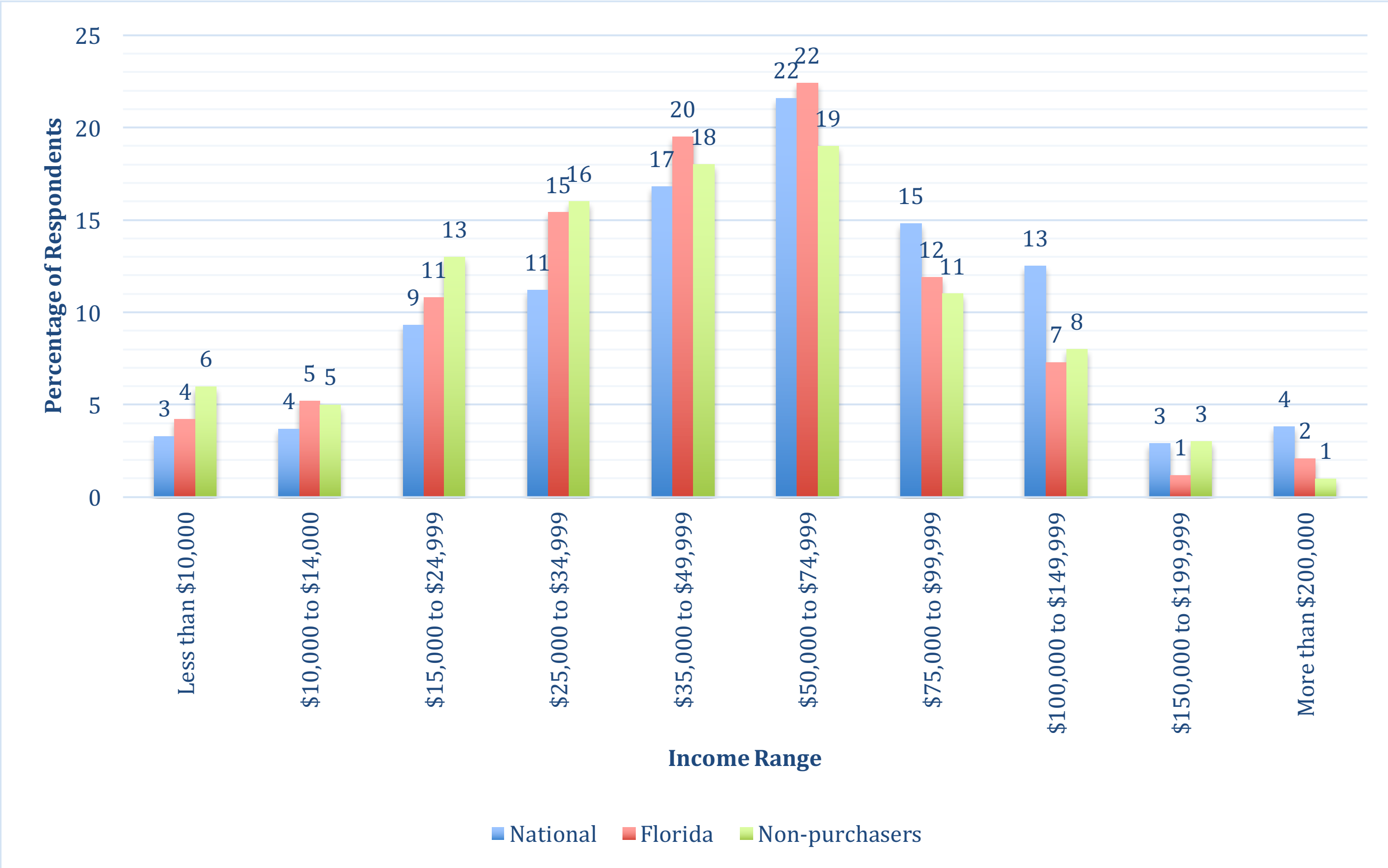
Figure 5. Race and Ethnicity



Income

The most common household income level for both purchaser groups was $50,000-$74,999, the least common for both purchaser groups was $150,000-$199,000. Non-purchaser respondents identified the most common income range to be $35,000-$74,999 (37; Figure 6).

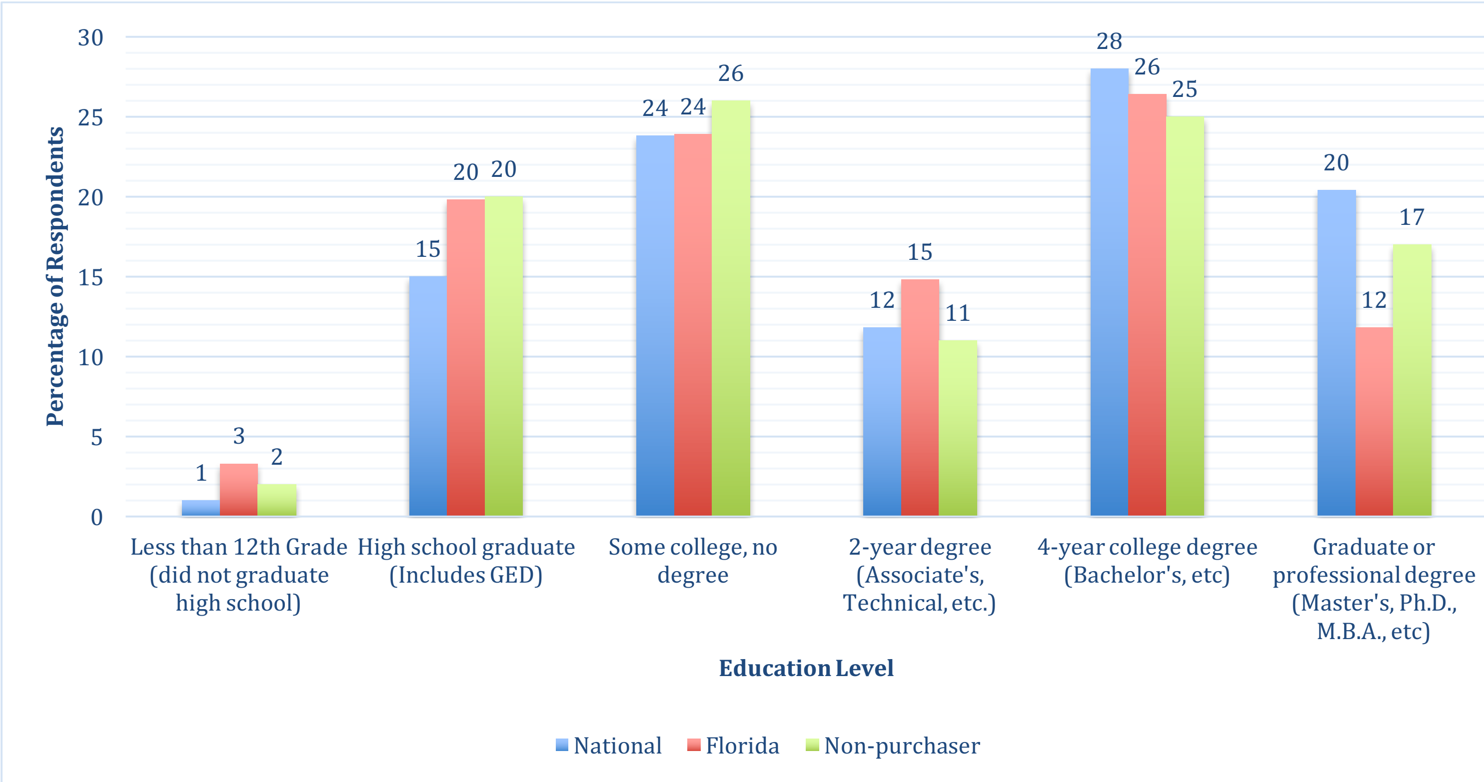
Figure 6. Income



Education

Respondents were asked to report their highest level of education. The most common highest level of education among both purchaser groups was a 4-year degree (28% of National purchasers and 26% of Florida purchasers). Non-purchasers differed from the purchasing groups with “Some college, no degree” (26%) being the most common answer (Figure 7).

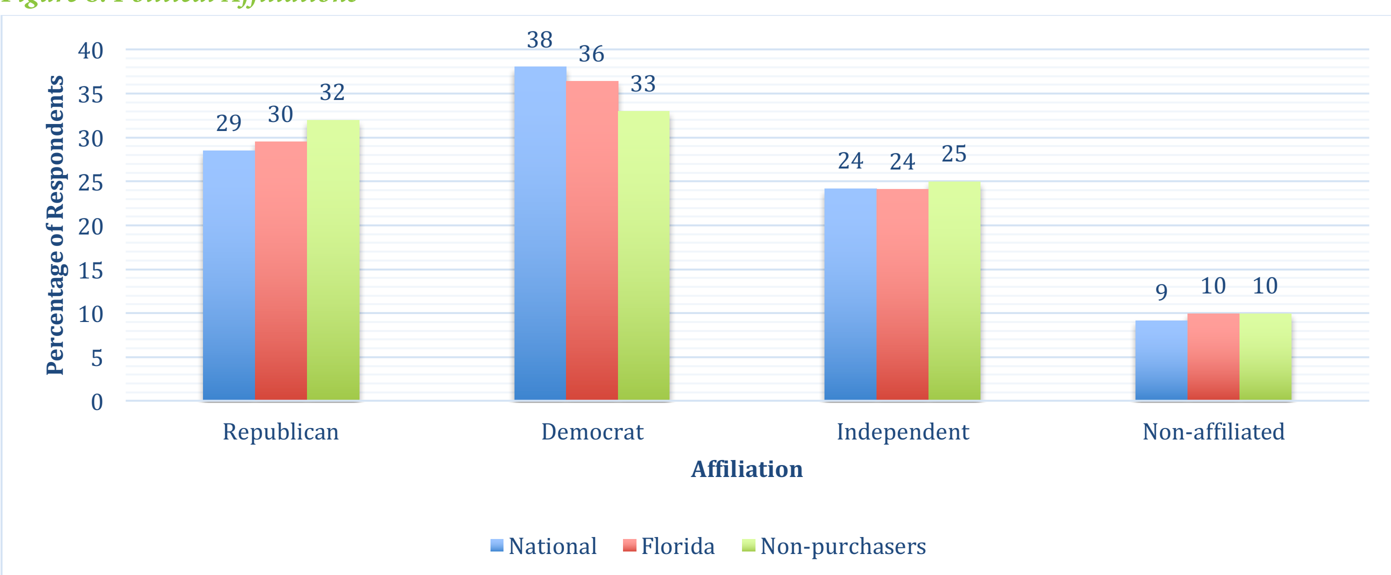
Figure 7. Education Level



Political Affiliations

Respondents were also asked about their political affiliations. All three groups had similar political affiliation responses. Democrat was the most common (38% National, 36% Florida, and 33% Non-purchaser) followed by Republican (29% National, 30% Florida, and 32% Non-purchaser; Figure 8).

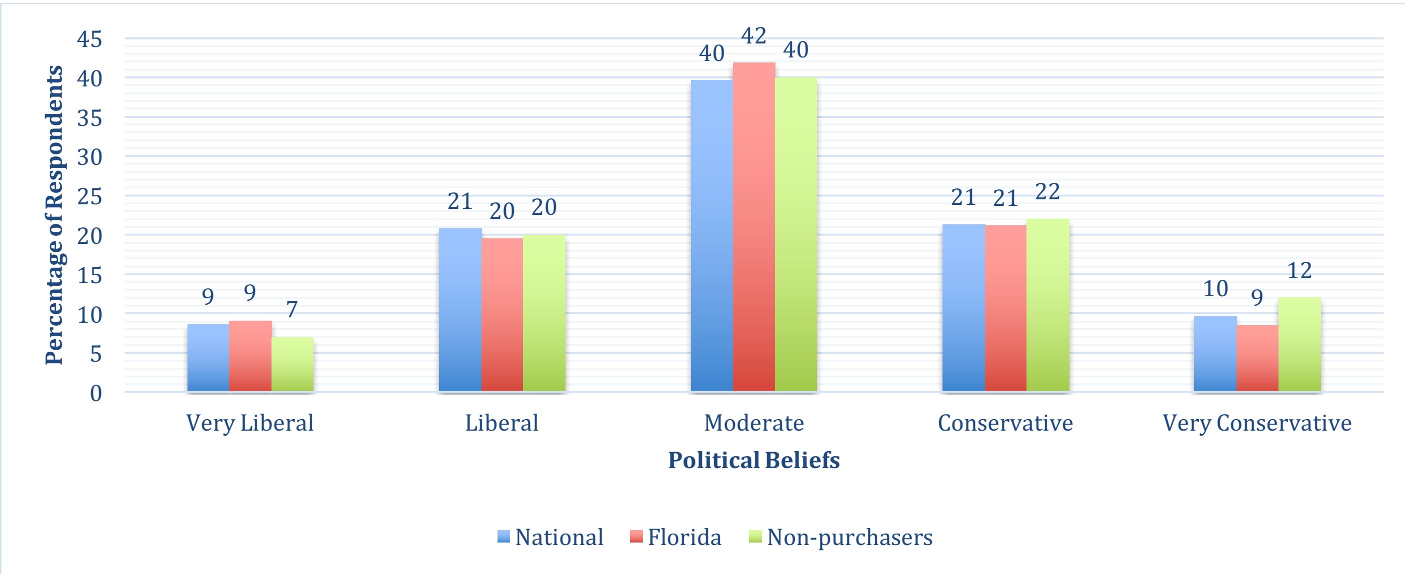
Figure 8. Political Affiliations



Political Beliefs

Respondents were asked about their political beliefs. 40% of National purchasers and Non-purchasers and 42% of Florida respondents identified as having Moderate political beliefs (Figure 9).

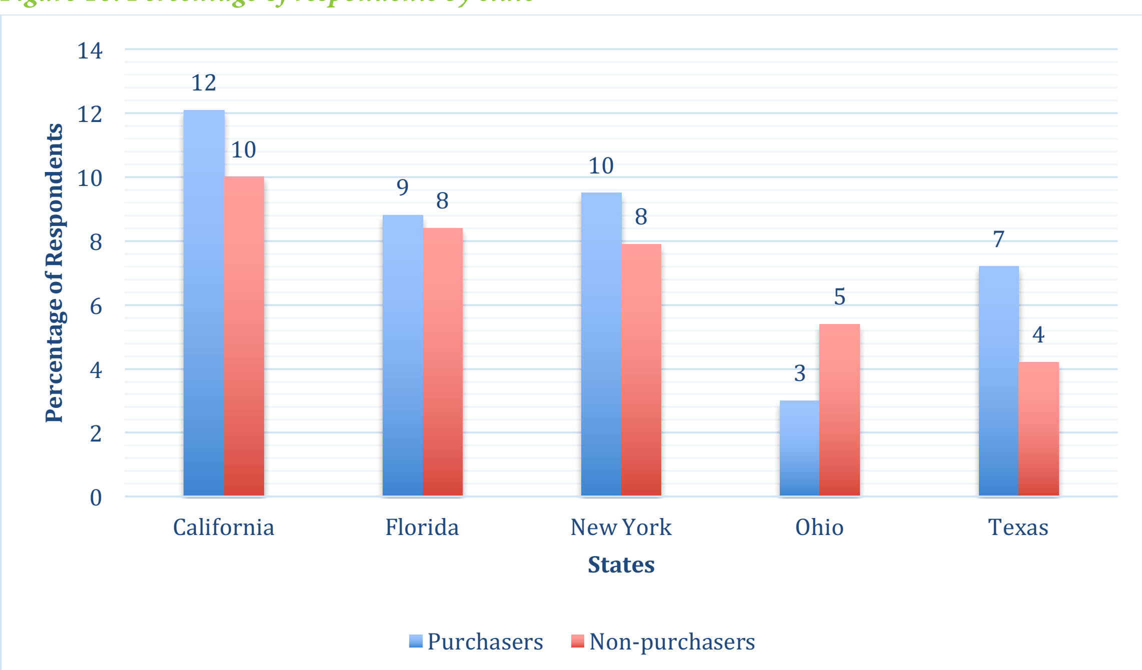
Figure 9. Political Beliefs



States

The survey collected responses from across the United States. Figure 10 depicts the percentage of respondents from each state. Only states contributing at least 5% of respondents from one of the National surveys is represented below. Other states ranged from 4.5% to .1% of the population, with the exception of Alaska, South Dakota, and Wyoming which had no responses.

Figure 10. Percentage of respondents by state



Peach Purchasing Habits

The following sections reflect the information gathered regarding the purchasing habits of participants. Individuals identified as a valid participant must have responded "Yes" when asked "Are you the primary grocery shopper for your household?" and "Yes" when asked "Have you purchased fresh peaches in the last year?" The following sections, focused on purchasing, do not include the Non-purchaser group, unless noted otherwise.

Frequency of Fresh Peach Purchase

Respondents were asked how often they purchased fresh peaches, both in season and out of season. When peaches are in season the most common purchasing frequency of consumers is two to three times a month, at both National (38%) and Florida (41%) levels (Figure 11). When peaches are out of season, the most common purchasing frequency for each group became less than once a month for both National (38%) and Florida (41%) groups (Figure 12).

Figure 11. In season purchasing frequency

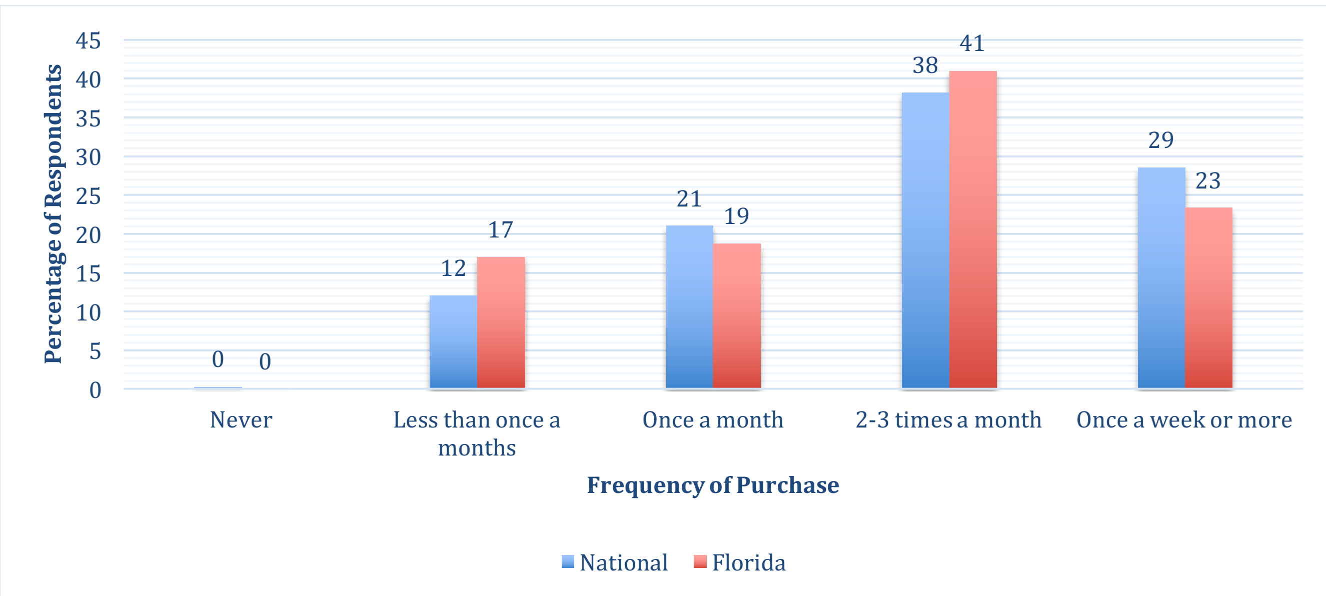
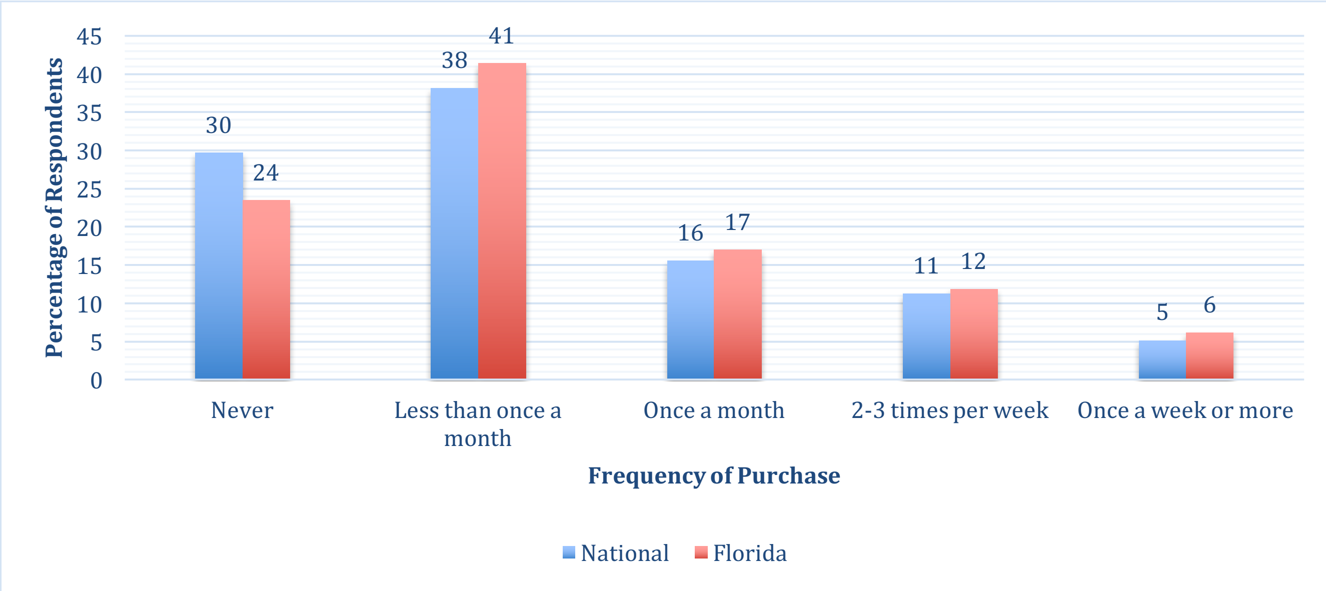


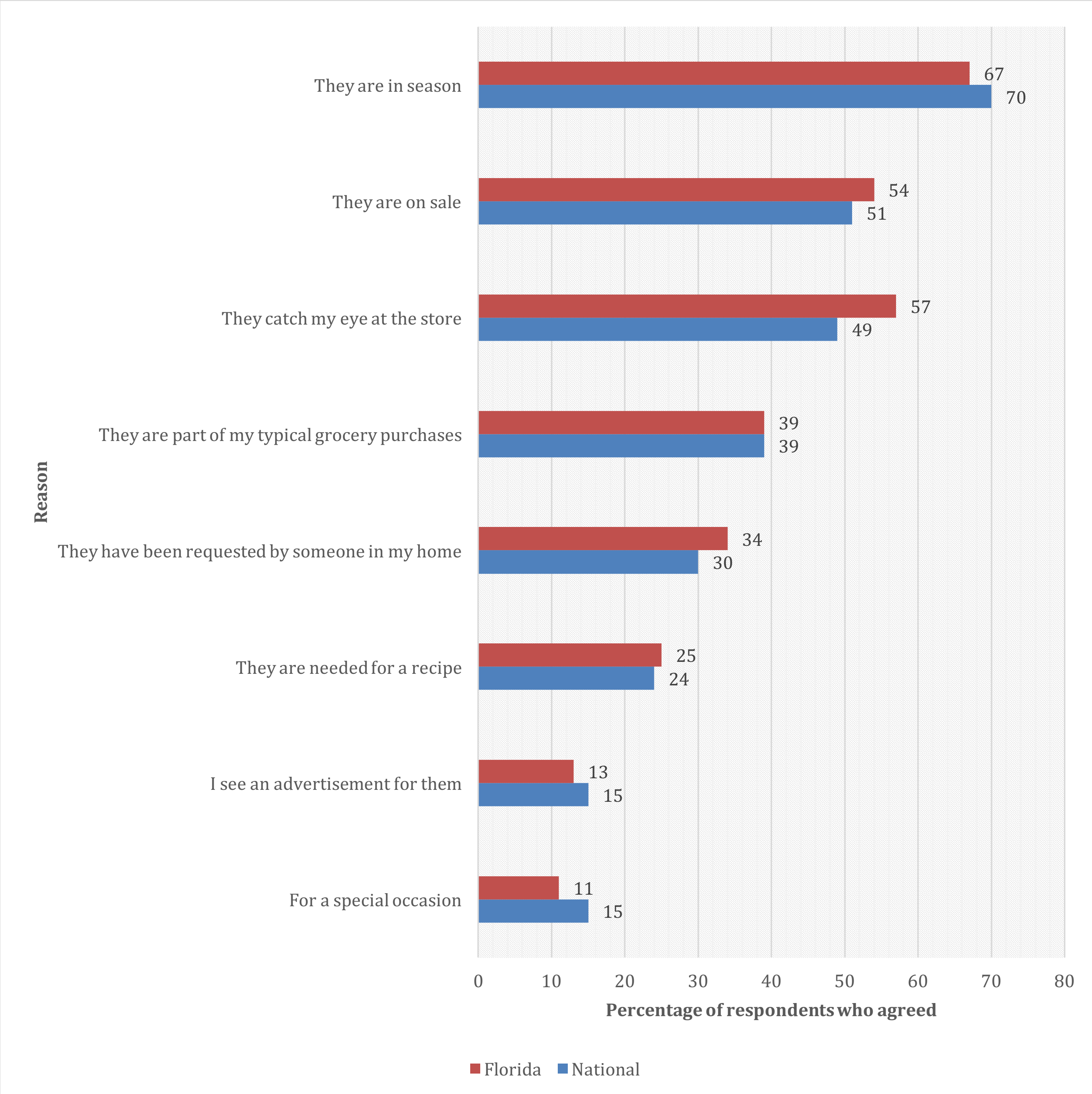
Figure 12. Out of season purchasing frequency



Reasons for Peach Purchase

Respondents were asked to select reasons from a list that led them to purchase peaches (Figure 13). They were allowed to select all answers that applied. The reason most commonly selected for peach purchases, among both National and Florida purchasing groups, was "They are in season" (70% National, 67% Florida).

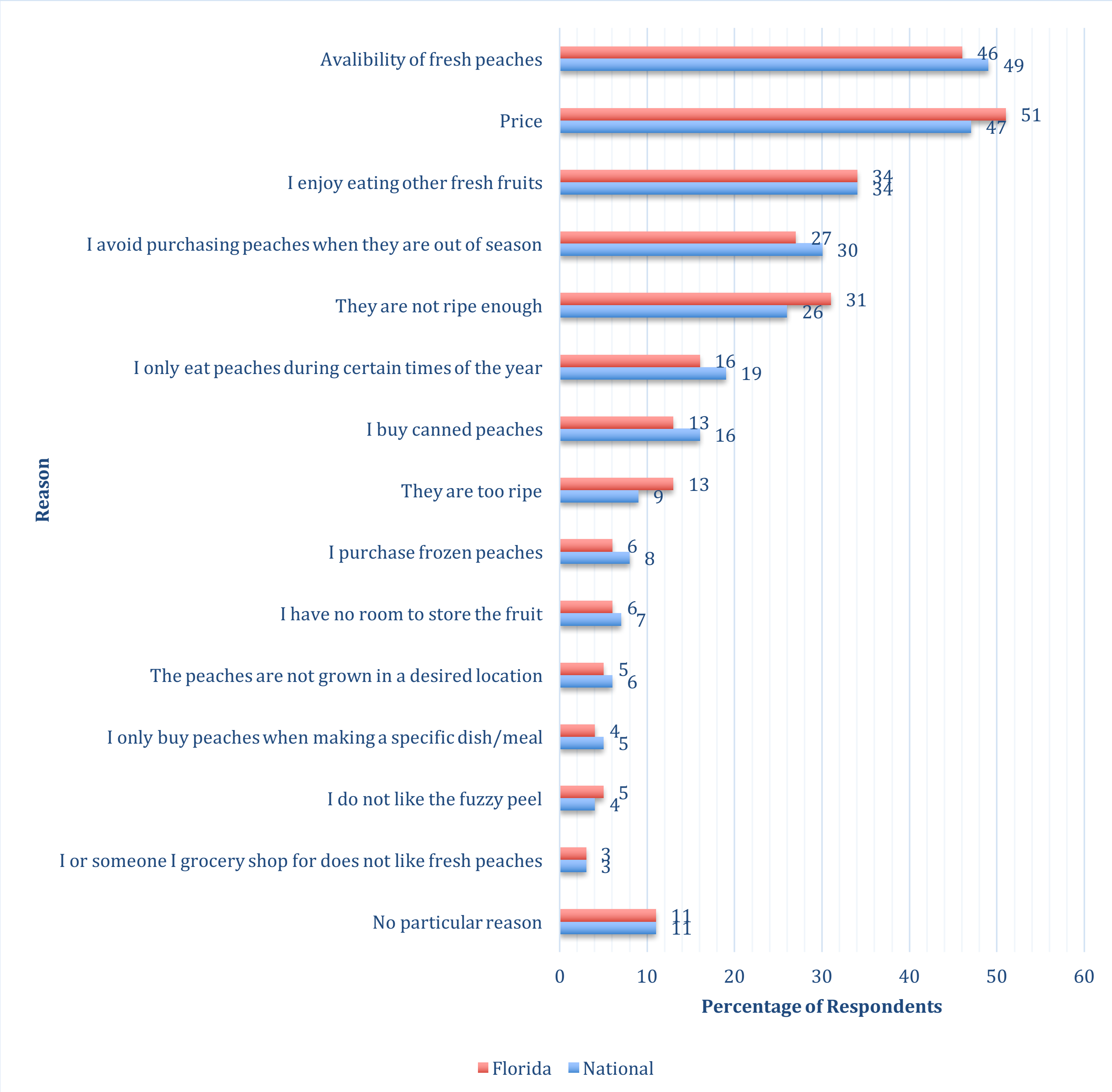
Figure 13. Reasons for peach purchase



Barriers of Purchase

Respondents were asked to indicate reasons that made them less likely to purchase peaches. Participants were allowed to select all answers that applied. National purchaser results identified availability (49%) and price (47%) to be the most common inhibiting factors (Figure 14), Florida purchaser results also identified price (51%) and availability (46%) to be most common.

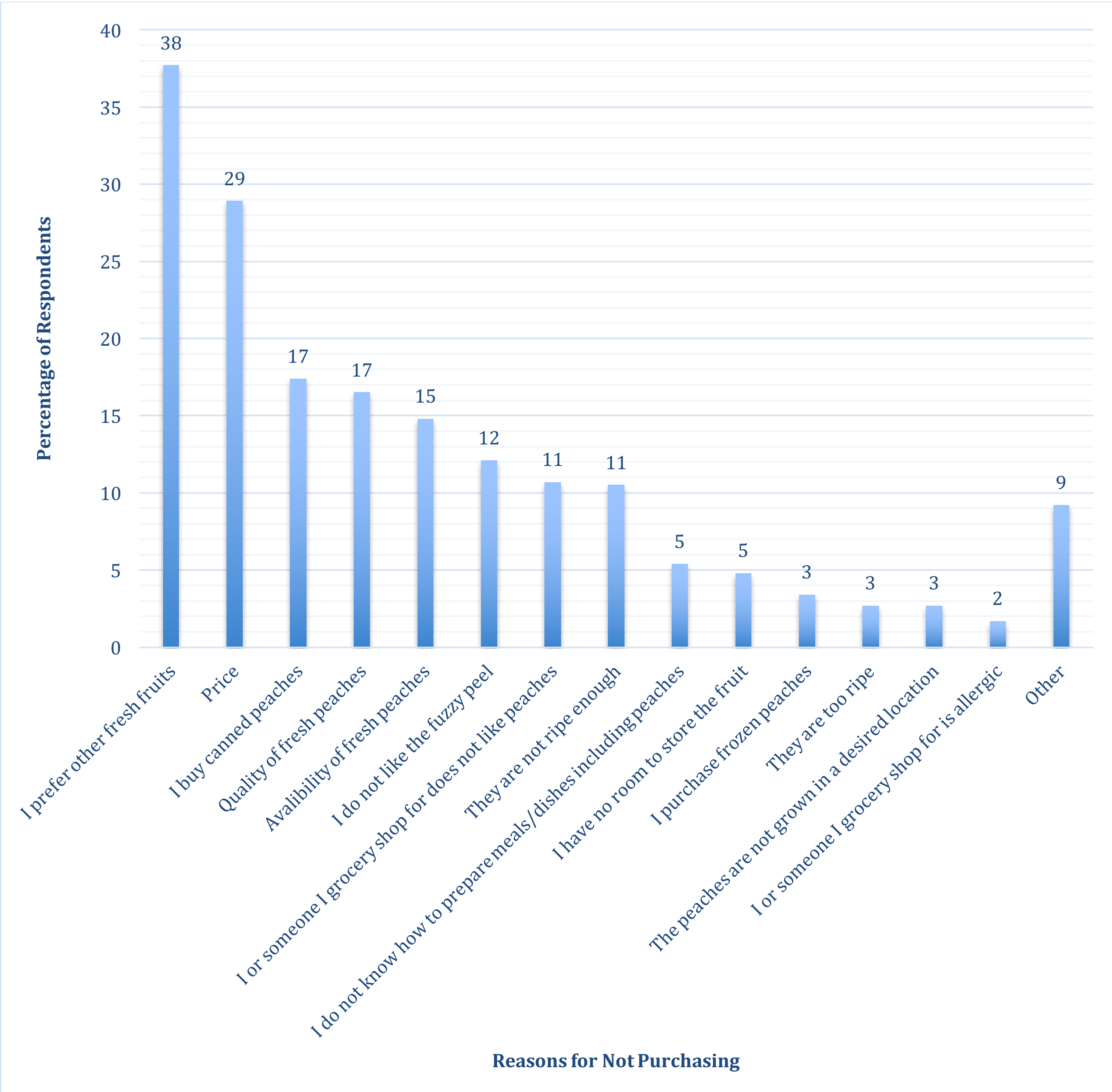
Figure 14. Reasons to avoid peach purchase



Preventatives of Peach Purchase

Non-purchasing respondents were asked to indicate reasons that led them to not purchase peaches. They were allowed to select all answers that applied. The most frequent answer was "I prefer other fruits" (38%) and the second most common answer was the price of the produce (29%; Figure 15).

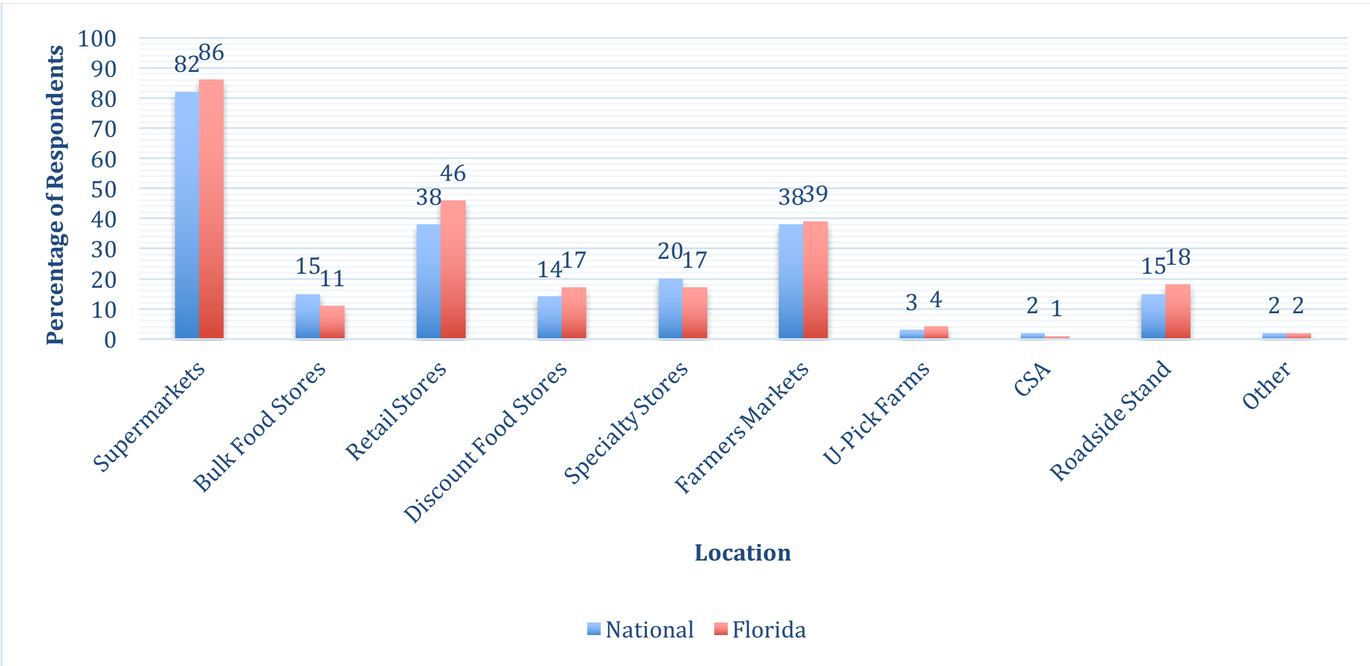
Figure 15. Reasons for not purchasing



Purchasing Locations

Purchasing respondents were asked where they typically purchased fresh peaches. They were allowed to select all answers that applied. Both groups identified Supermarkets as the most frequent place for peach purchases (National, 82% and Florida, 86%; Figure 16).

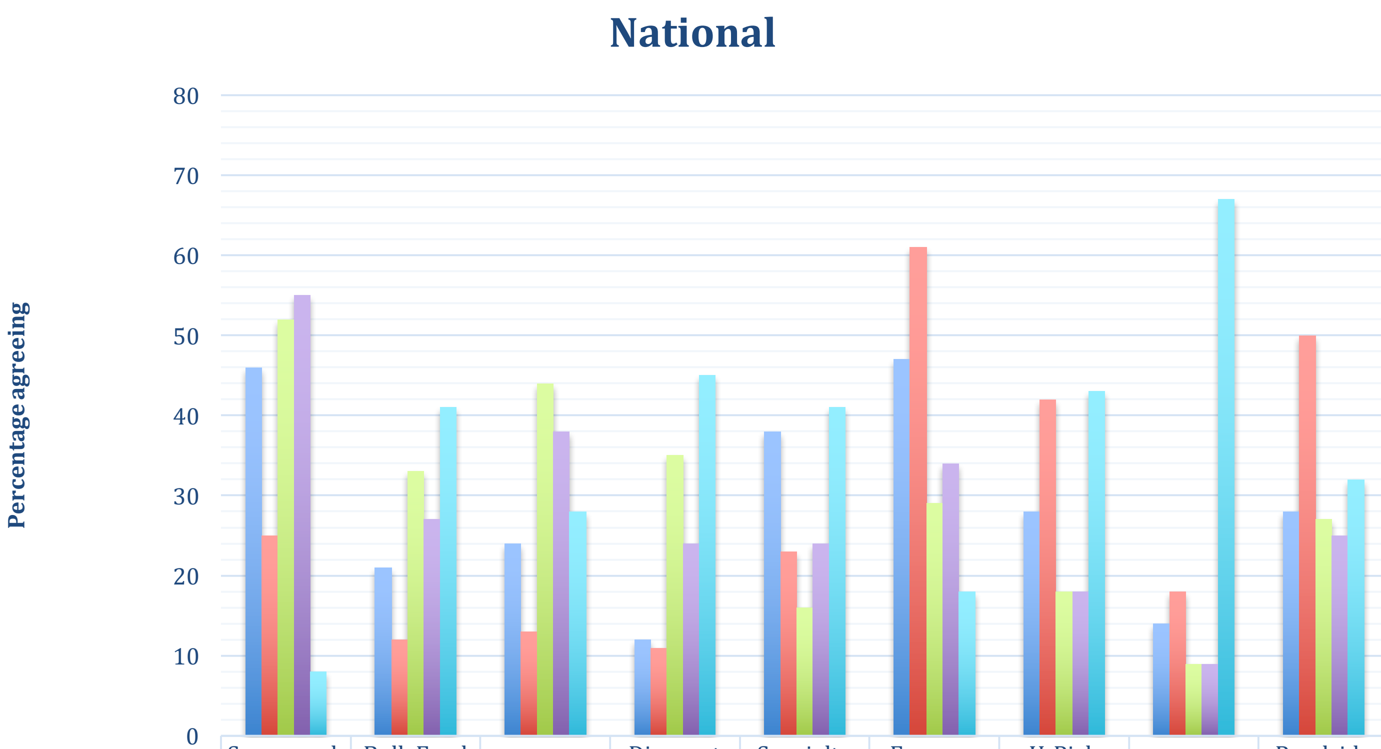
Figure 16. Purchasing location of peaches



Characteristics of peaches form different sources

Respondents were asked to identify characteristics they believed represented peaches from different suppliers. They were allowed to select all answers that applied. At the National level (Figure 17) the strongest trends identified were supermarkets being affordable (52%) and available (55%), farmers' markets having locally grown peaches (61%), and CSAs being an unknown option (67%). At the Florida level supermarkets were thought to be high quality (51%) and available (59%), retail was affordable (56%), farmers' markets were locally grown (61%), and CSAs were not known (68%; Figure 18).

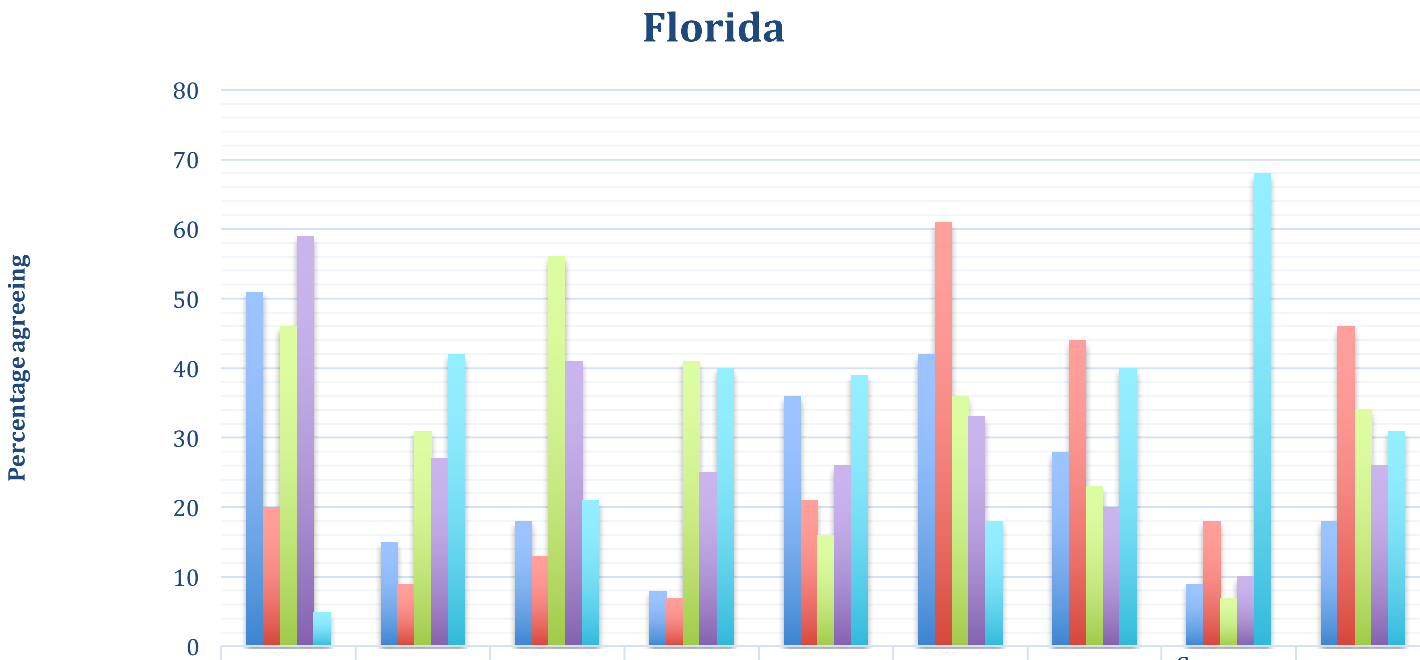
Figure 17. Nationally recognized characteristics of purchasing locations



	Supermarket	Bulk Food Store	Retail	Discount Food Store	Specialty Store	Farmers Market	U-Pick Farms	CSA	Roadside Stand
High Quality	46	21	24	12	38	47	28	14	28
Locally Grown	25	12	13	11	23	61	42	18	50
Affordable Price	52	33	44	35	16	29	18	9	27
Avalible	55	27	38	24	24	34	18	9	25
Don't Know	8	41	28	45	41	18	43	67	32

Purchasing Location

Figure 18. Florida recognized characteristics of purchasing locations.



	Supermarket	Bulk Food Store	Retail	Discount Food Store	Specialty Store	Farmers Market	U-Pick Farms	Consumer Supported Agriculture	Roadside Stand
High Quality	51	15	18	8	36	42	28	9	18
Locally Grown	20	9	13	7	21	61	44	18	46
Affordable Price	46	31	56	41	16	36	23	7	34
Avalible	59	27	41	25	26	33	20	10	26
Don't Know	5	42	21	40	39	18	40	68	31

Purchasing Location

Reasons for purchase at a specific Retailer

Respondents were asked why they chose to purchase produce at various vendors. They were allowed to select all answers that applied. In all groups the strongest trend was supermarkets being chosen for their convenience (69% National, 71% in Florida, and 56% among Non-purchasers) (see figures 19, 20, & 21).

Figure 19. Reasons for purchase from a specific retailer, National

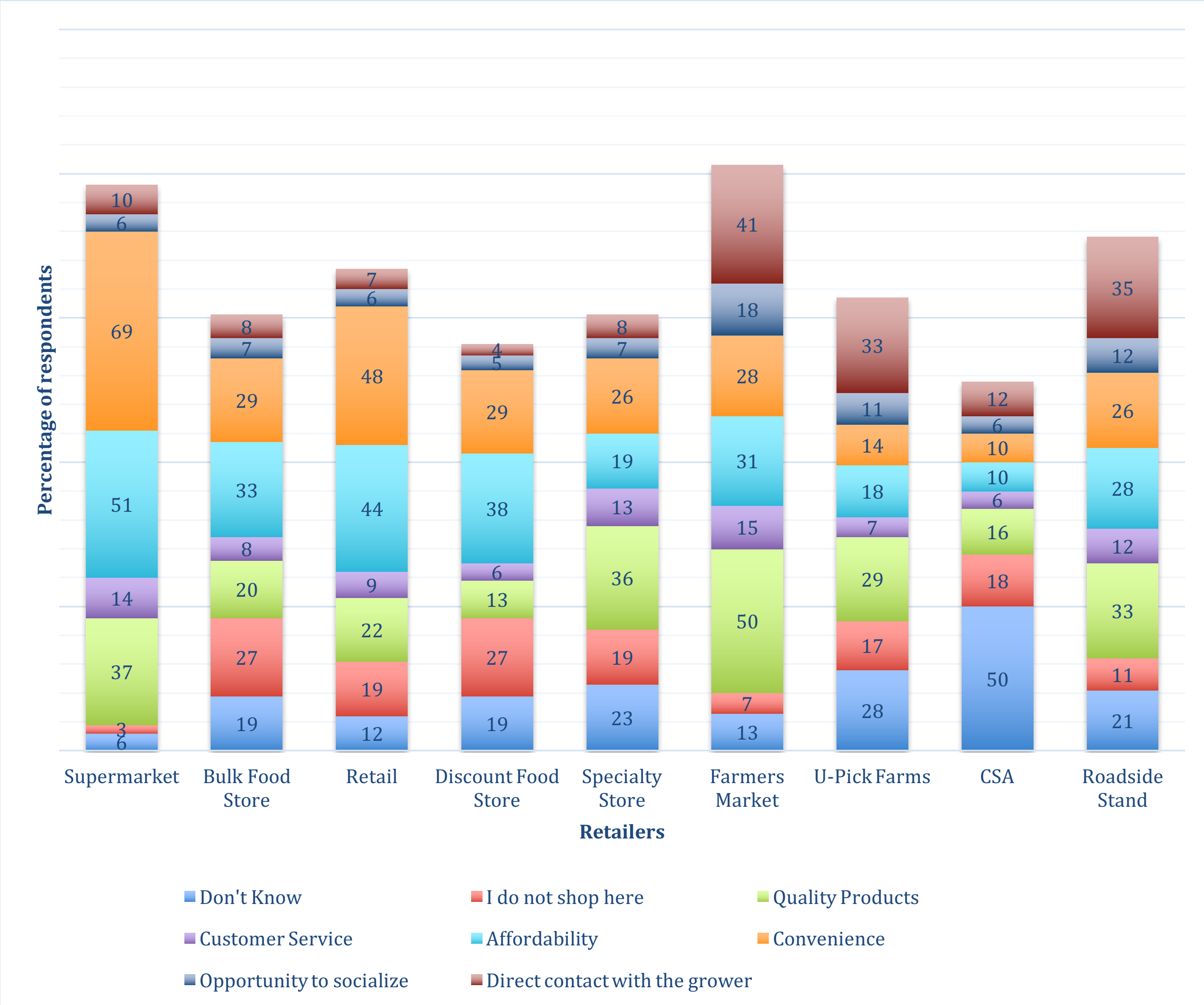


Figure 20. Reasons for purchase from a specific retailer, Florida

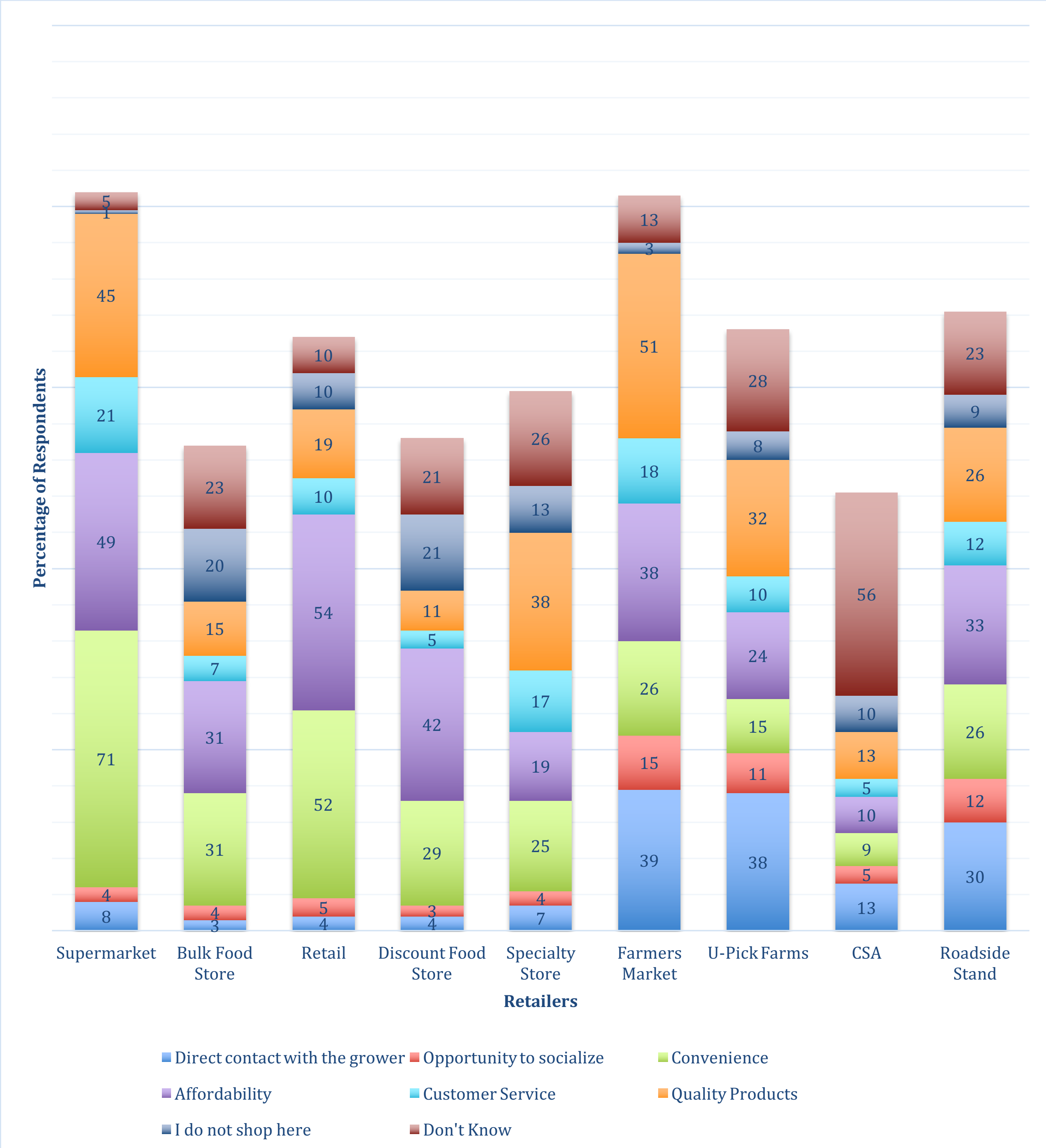
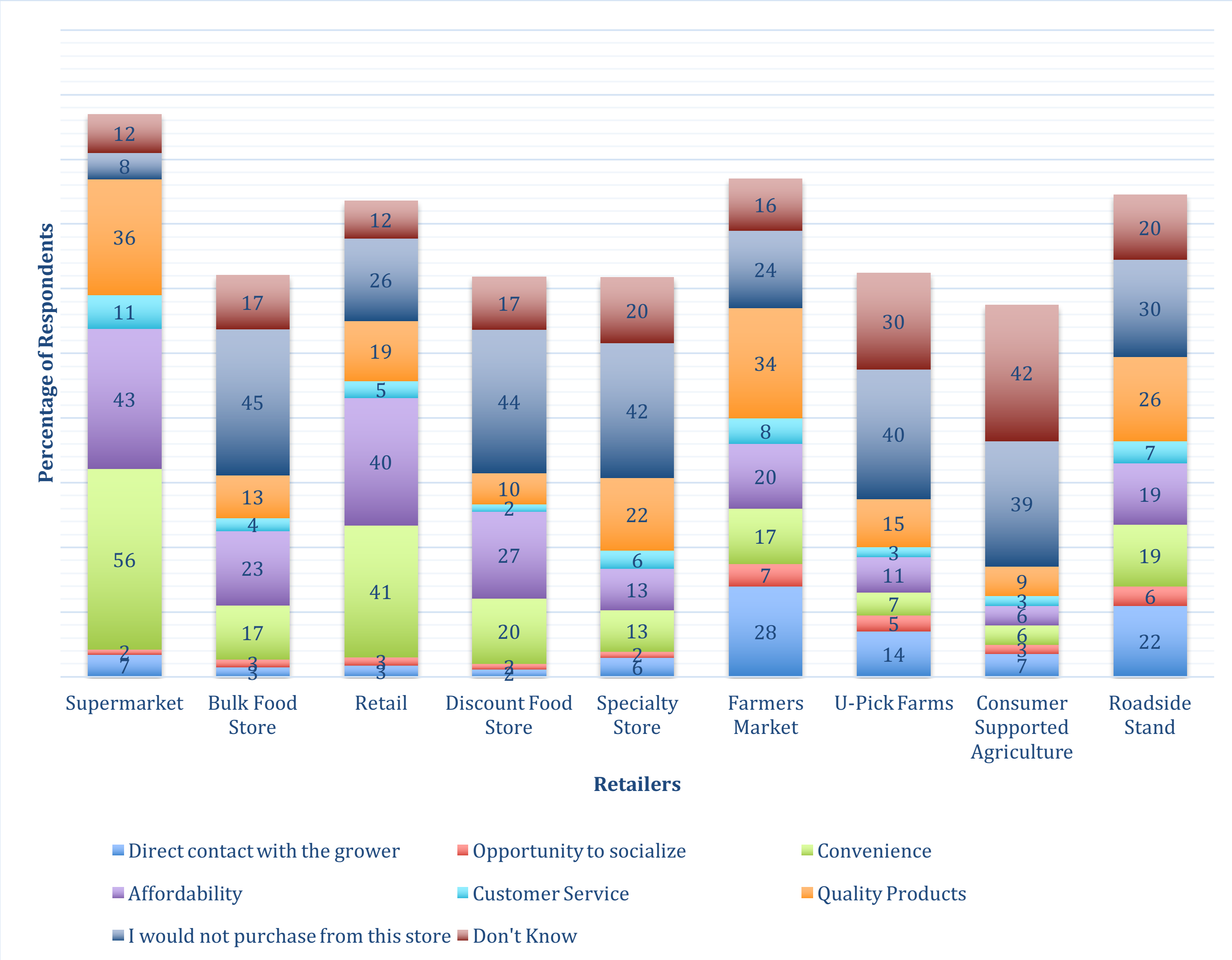


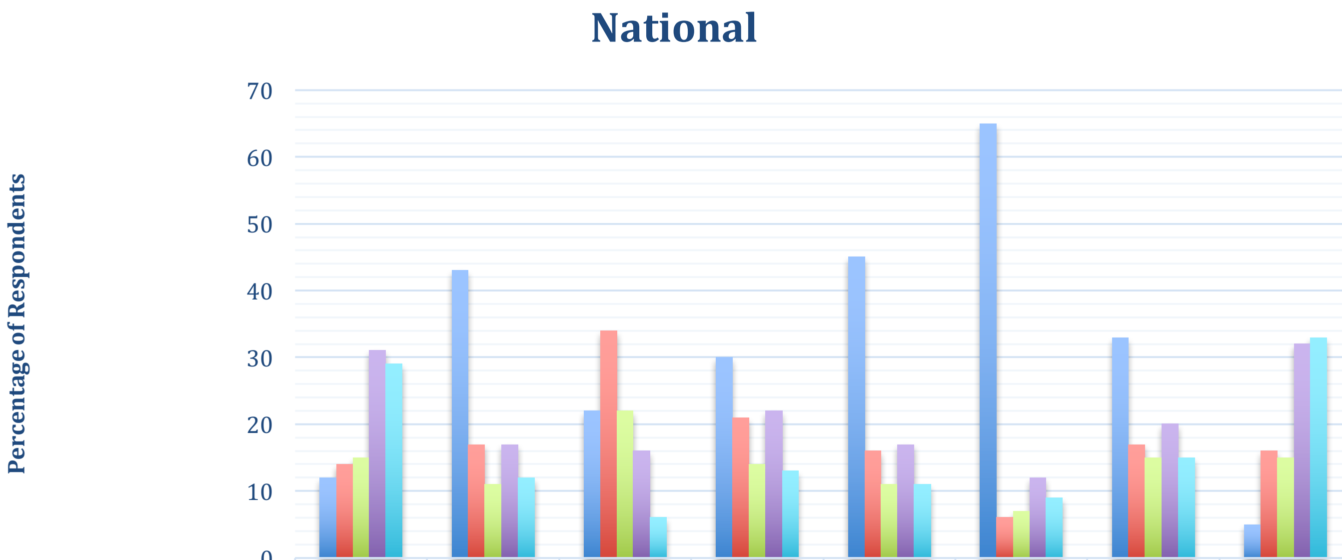
Figure 21. Reasons for purchase from a specific retailer, Non-purchaser



Frequency of Types of Preparation Practices

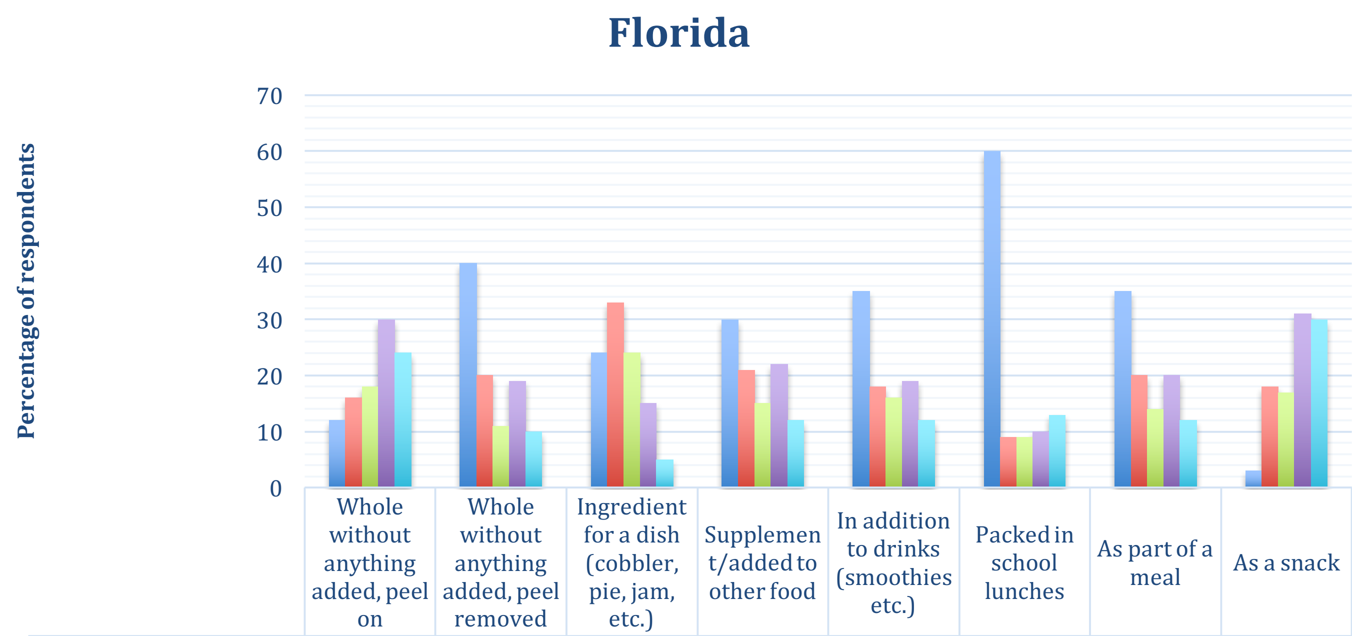
When asked how frequently peaches were consumed based on preparation styles, National results showed "as a snack" was the most common way to consume peaches once or more a week (33%) and packed in school lunches was the most infrequent with 65% saying they never consumed peaches in that way (Figure 22). Florida responded similarly, they also did not pack the fruit in lunches (60% responding "Never") while 61% said they ate peaches as a snack 2-3 times a month or more (Figure 23). Twenty-three percent of Non-purchasers said they ate peaches as a snack once a month or more and 77% said they never packed them in lunches (Figure 24).

Figure 22. Frequency of various peach preparations, National



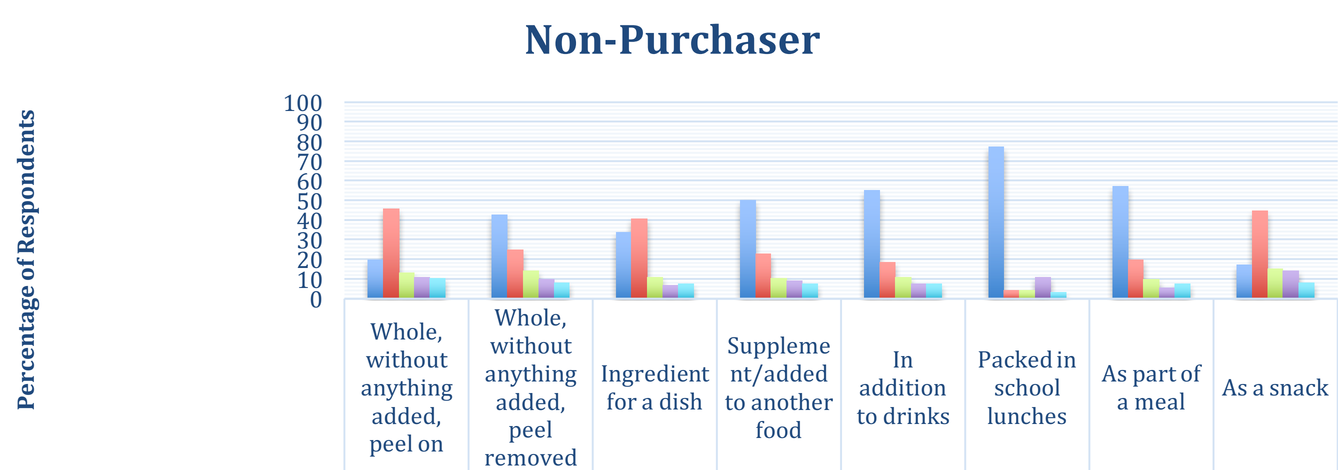
	Whole without anything added, peel on	Whole without anything added, peel removed	Ingredient for a dish (cobbler, pie, jam, etc.)	Supplement/added to other food	In addition to drinks (smoothies etc.)	Packed in school lunches	As part of a meal	As a snack
Never	12	43	22	30	45	65	33	5
Less than once a month	14	17	34	21	16	6	17	16
Once a month	15	11	22	14	11	7	15	15
2-3 times a month	31	17	16	22	17	12	20	32
Once or more a week	29	12	6	13	11	9	15	33

Figure 23. Frequency of various peach preparations, Florida



	Whole without anything added, peel on	Whole without anything added, peel removed	Ingredient for a dish (cobbler, pie, jam, etc.)	Supplement/added to other food	In addition to drinks (smoothies etc.)	Packed in school lunches	As part of a meal	As a snack
Never	12	40	24	30	35	60	35	3
Less than once a month	16	20	33	21	18	9	20	18
Once a month	18	11	24	15	16	9	14	17
2-3 times a month	30	19	15	22	19	10	20	31
Once or more a week	24	10	5	12	12	13	12	30

Figure 24. Frequency of various peach preparation, Non-purchaser

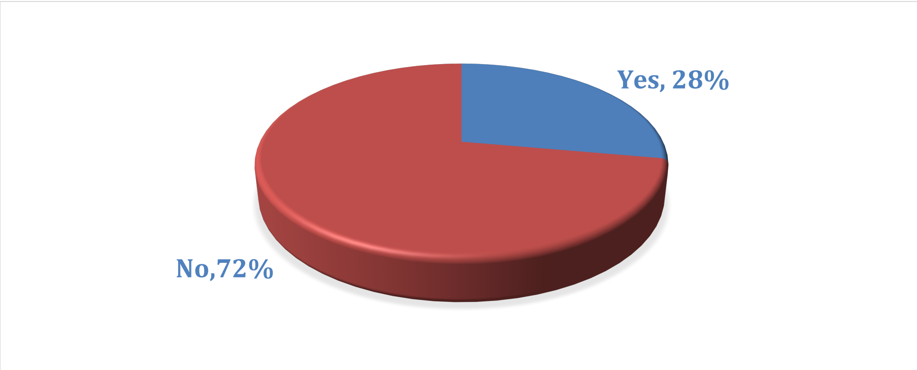


	Whole, without anything added, peel on	Whole, without anything added, peel removed	Ingredient for a dish	Supplement/added to another food	In addition to drinks	Packed in school lunches	As part of a meal	As a snack
Never	20	43	34	50	55	77	57	17
Less than Once a Month	46	25	41	23	19	4	20	45
Once a Month	13	15	11	10	11	4	10	15
2-3 Times a Month	11	10	7	9	8	11	6	15
Once a Week or More Often	10	8	8	8	8	3	8	8

Non-purchaser Peach Consumption

Twenty-eight percent of the respondents said that they had eaten peaches in the last year even though they had not purchased them (Figure 25).

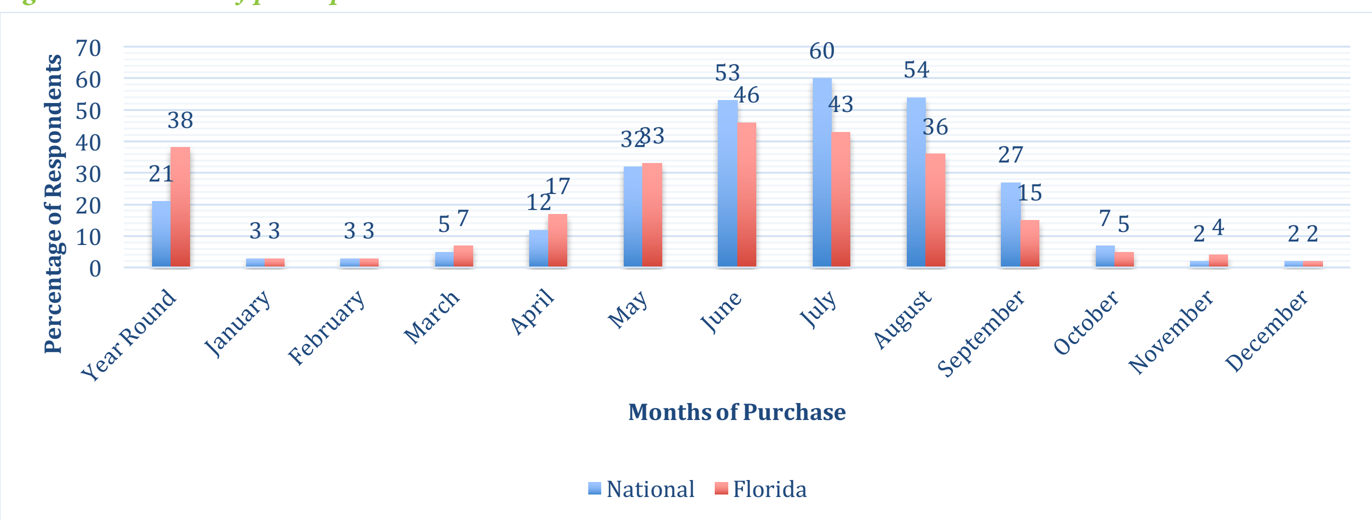
Figure 25. Eaten Peaches



Months of Peach Purchase

When asked which months the respondents bought peaches, June was most common for Florida respondents (46%) while National respondents were more likely to purchase in July (60%; Figure 26). Florida respondents were nearly twice as likely (38%) to purchase peaches year round, as compared to National purchasers (21%). Respondents were allowed to select all answers that applied.

Figure 26. Months of peach purchase



Purchasing Actions

When asked about behavior toward labels regarding growing location, the majority in both purchaser groups agreed or strongly agreed that they did look at the sticker to see where the peach was grown (56% Nationally, 59% in Florida). However, only 39% of National respondents and 38% of Florida respondents said that the location of where peaches were grown had impacted their purchasing decision (Figures 27 & 28).

Figure 27. Purchasing habits regarding labels, National

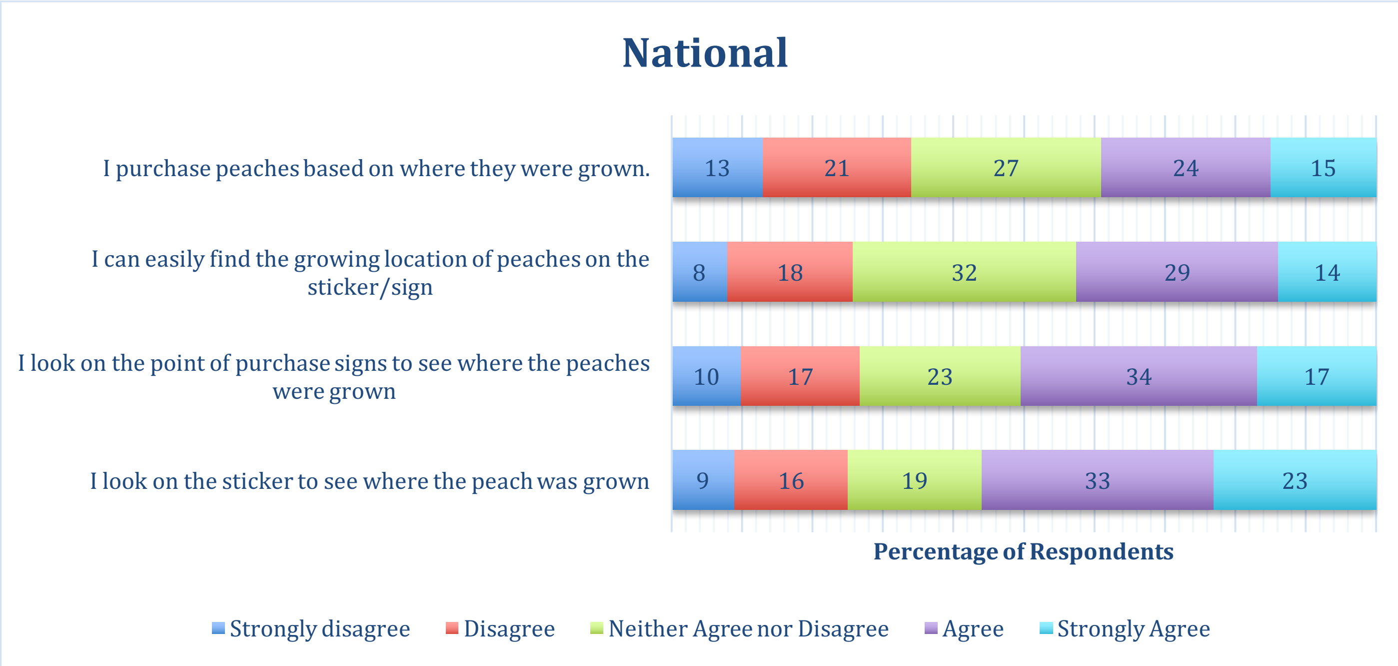
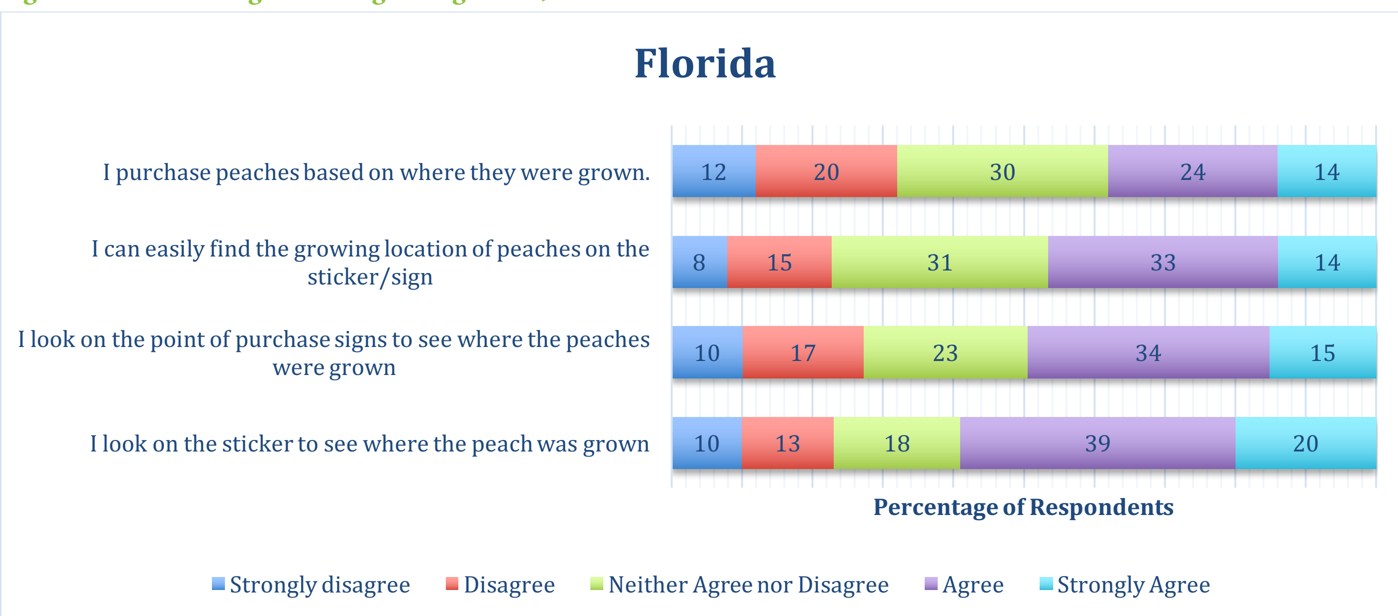


Figure 28. Purchasing habits regarding labels, Florida



States Associated with Growing Peaches

Respondents were asked to select up to ten states that they associate with growing peaches. These numbers do not reflect a percentage of the population, but each time an individual selected the state. Nationally the states most associated with growing peaches were Georgia, Florida, and South Carolina (Figure 29) (for ease of viewing, states with fewer responses are located in Table 1).

Figure 29. State Associations: National Purchasers

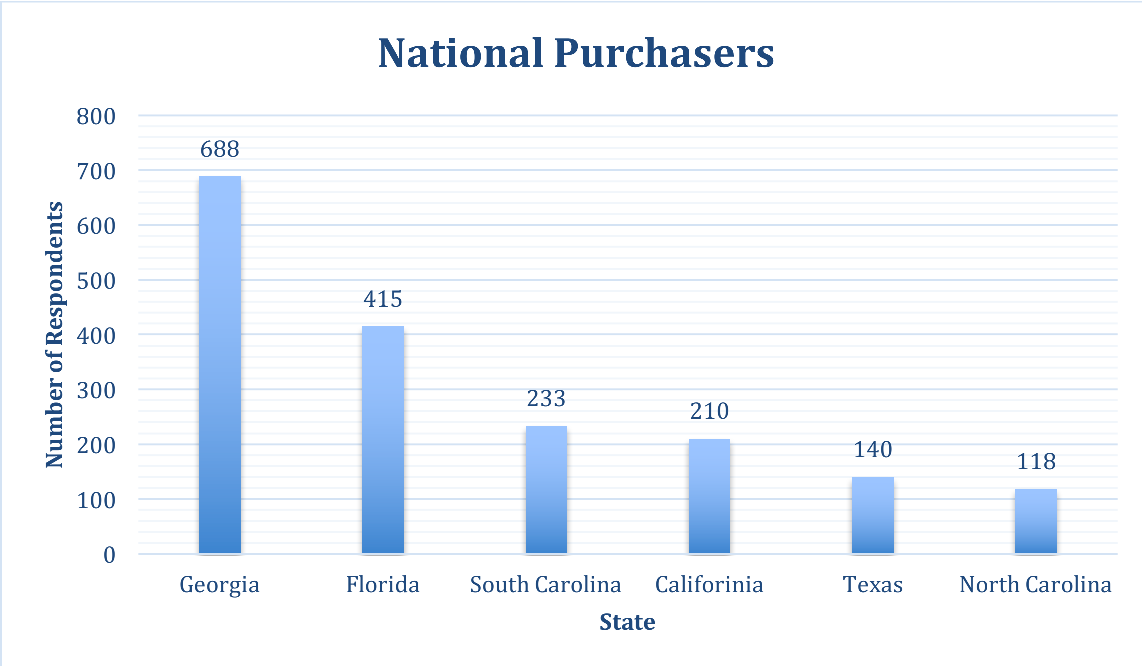


Table 1. Less associated states (National Purchasers)

Number of Responses	State Abbreviation
99-50	AL, PA, CO, AZ, VA, OR
49-30	MS, NY, OH, TN, IL, AR, MI, MO, NM, WA
29 - 10	IN, OK, UT, KS, LA, ID, NV, KY, MT, NE, NJ, MN
<10	IA, WI, WY, SD, ND, MN, CT, HI, DE, ME, WV, AK, MD, DC, NH, RI, VT

In Florida, the states most associated with growing peaches were Georgia, Florida, and South Carolina (Figure 30) (for ease of viewing, states with fewer responses are located in Table 2).

Figure 30. State association: Florida

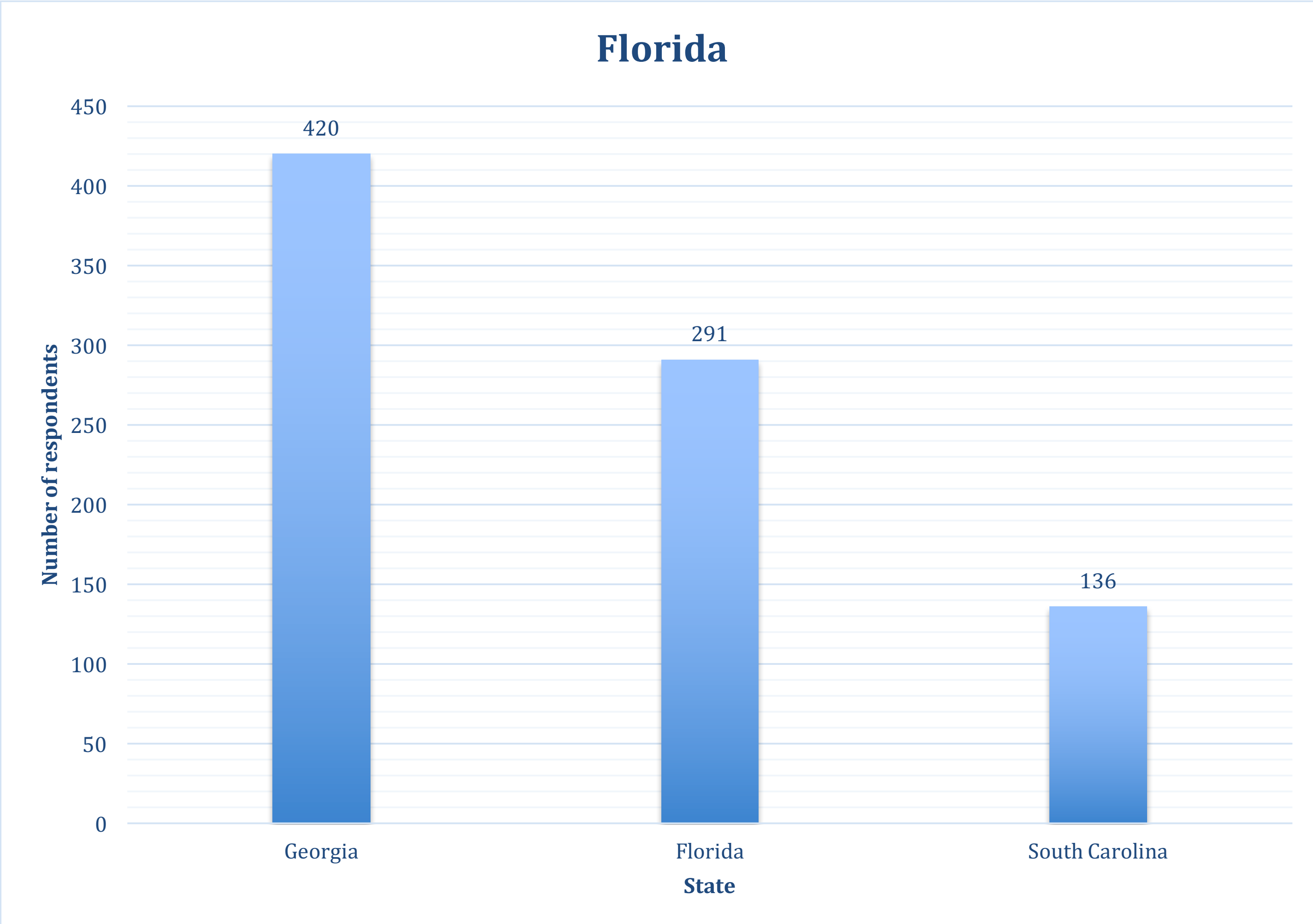


Table 2. Less associated states (Florida)

Number of Responses	State Abbreviation
99 - 50	CA, NC
49 - 30	AL
29 - 10	TX, MS, TN, OH, VA, PA, OR, LA
<10	NY, MI, AR, IN, NM, CO, MO, IA, AZ, IL KS, OK, KY, NV, WA, ND, MN, NE, UT, SD, WY, ID, WI, MT, NJ, WV, DC, MD, DE, CT, RI, ME, VT, NH, MI, AK, HI

Non-purchasers most associated the states of Georgia, Florida, and South Carolina with growing peaches (Figure 31) (for ease of viewing, states with fewer responses are located in table 3).

Figure 31. State association: Non-purchaser

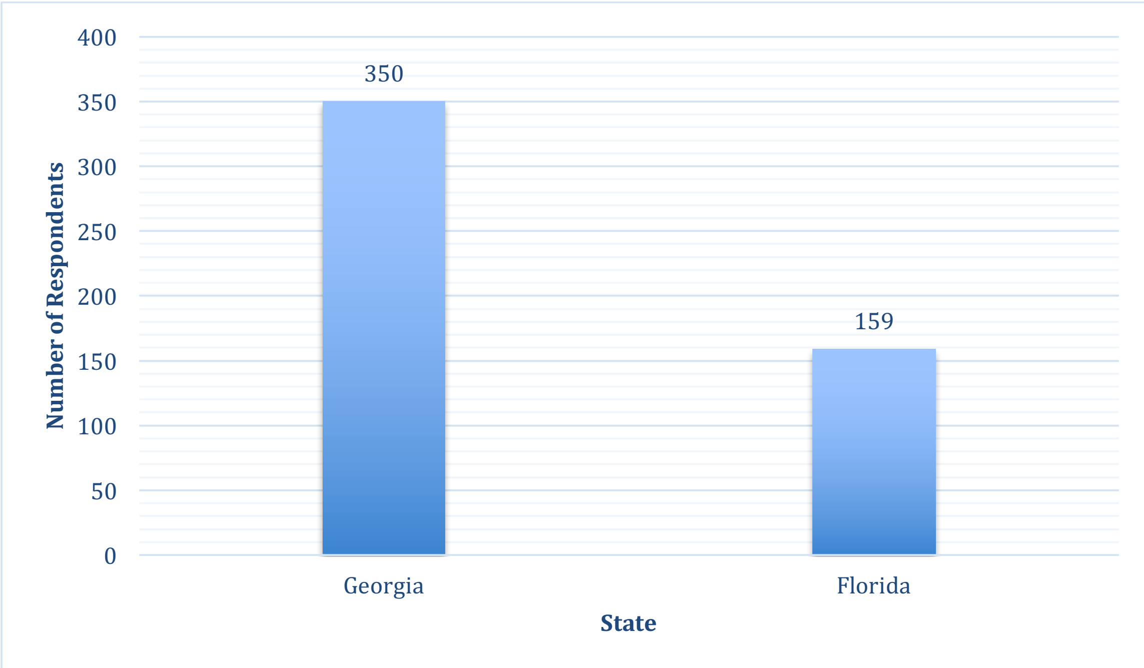


Table 3. Less associated states (Non-purchaser)

Number of Responses	State Abbreviation
99 - 50	SC, CA, NC
49 - 30	TX
29 - 10	MS, AL, TN, VA, OH, MI, AZ, PA, CO, NY, OR, WA, IL IN, AR
<10	NM, KY, OK, MO, NJ, MN, NV, MT, WI, ID, DE, KS, NE, ND, WY, DC, MD, MA, ME, IW, WV, SD, LA, CT, RI, VT, NH, UT, AK, HI

Desired States to Grow Peaches

Purchasing respondents were asked to select up to ten states they would like the fresh peaches they purchase to be grown in (Figures 32 & 33).

National purchasers indicated they would like the peaches they purchase to be grown in Georgia, Florida, and South Carolina (Figure 32) (for ease of viewing, states with fewer responses are located in Table 4)

Figure 32. Desired Production States, National

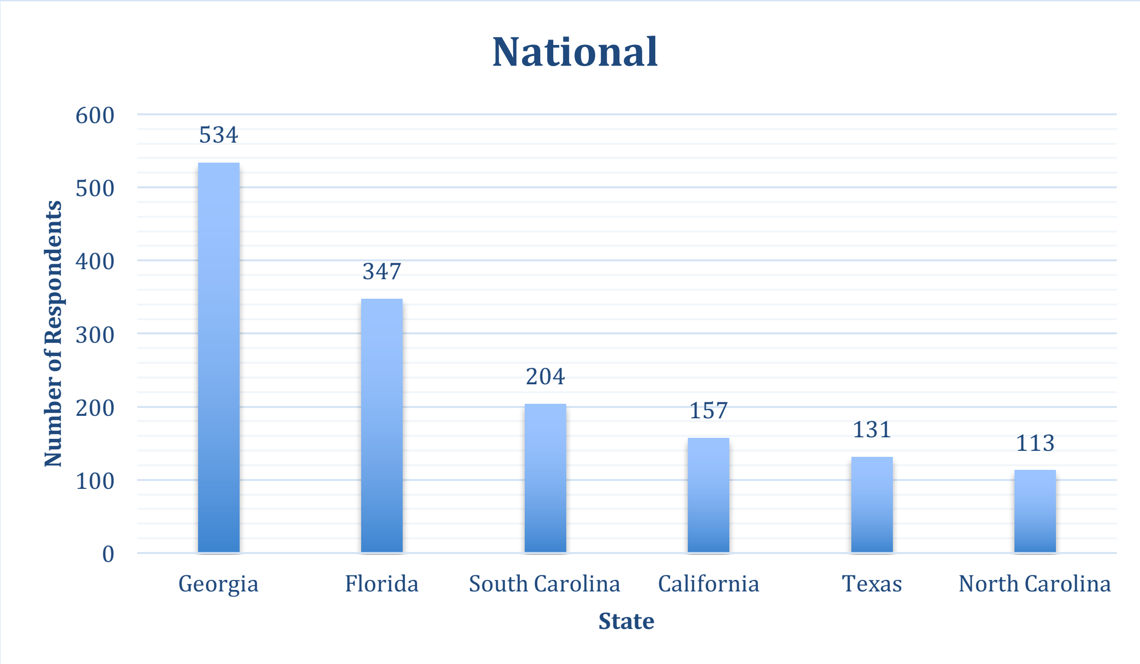


Table 4. Least desired states (National)

Number of Responses	State Abbreviation
99 - 50	PA, MS, AL, NY, VA, TN, OH, OR, IL, AZ, CO
49 - 30	CO, MO, AR, MI, IN, WA, NM, UT
29 - 10	NV, MT, KS, IA, OK, KY, ID, LA, NE, ND, MN, WI, NJ, SD, WY
<10	HI, MD, ME, DC, DE, CT, NH, WV, AK, MS, VT, RI

In Florida, purchasers most wanted peaches to be grown in Georgia, Florida, and South Carolina (Figure 33) (for ease of viewing, states with fewer responses are located in Table 5)

Figure 33. Desired Production States, Florida

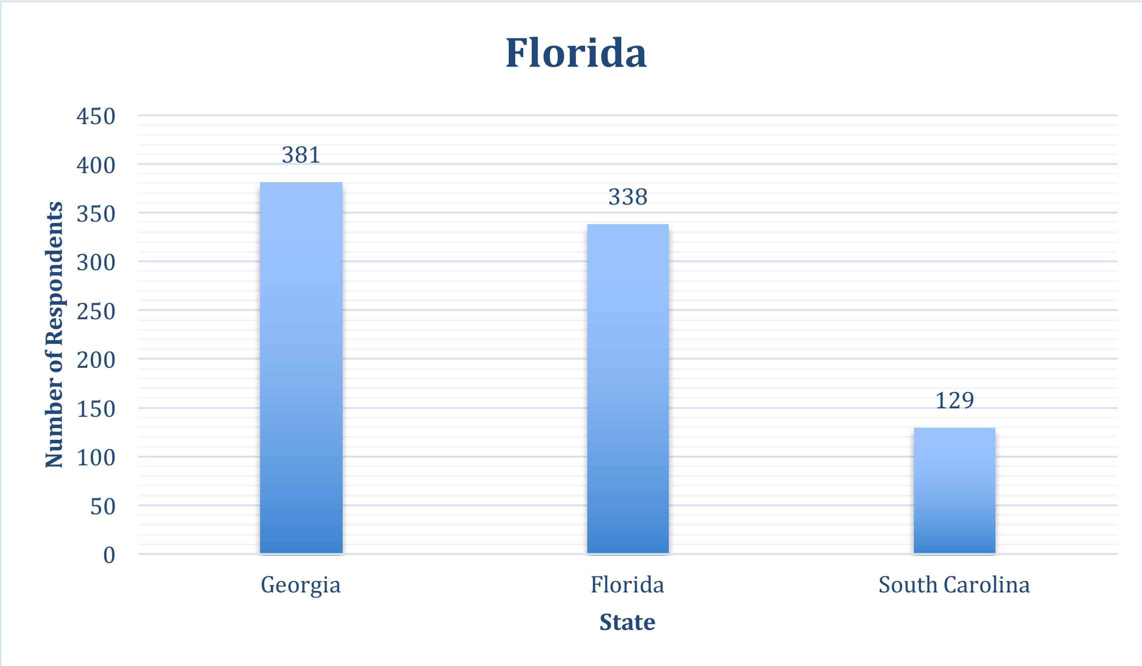


Table 5. Less desired states (Florida)

Number of Responses	State Abbreviation
99 - 50	NC
49 - 30	CA, AL, MS
29 - 10	TX, TN, PA, VA, AR
<10	NY, OR, IA, IL, IN, KS, WI, OK, ID, WA, NJ, MN, NV, WY, MO, HI, MD, DE, CT, MS, NE, UT, SD, MT, DC, RI, VT, NH, ME, ND, WV, AK

Physical Attributes

Respondents were asked if they considered different physical attributes of peaches when making their purchasing decisions (Figure 34). The majority of National respondents found that flavor, nutrition, smell, size, firmness, color, freshness, and texture of the flesh were all slightly important or important to their peach purchases and they were slightly satisfied or satisfied with these attributes as well as the amount of peach fuzz. The majority of the Florida respondents also found that flavor, nutrition, smell, size, firmness, color, freshness, and the texture of the flesh were all slightly important or important to their peach purchases and they were slightly satisfied or satisfied with these attributes as well as the amount of peach fuzz (Figure 35).

Figure 34. Physical Attributes, National

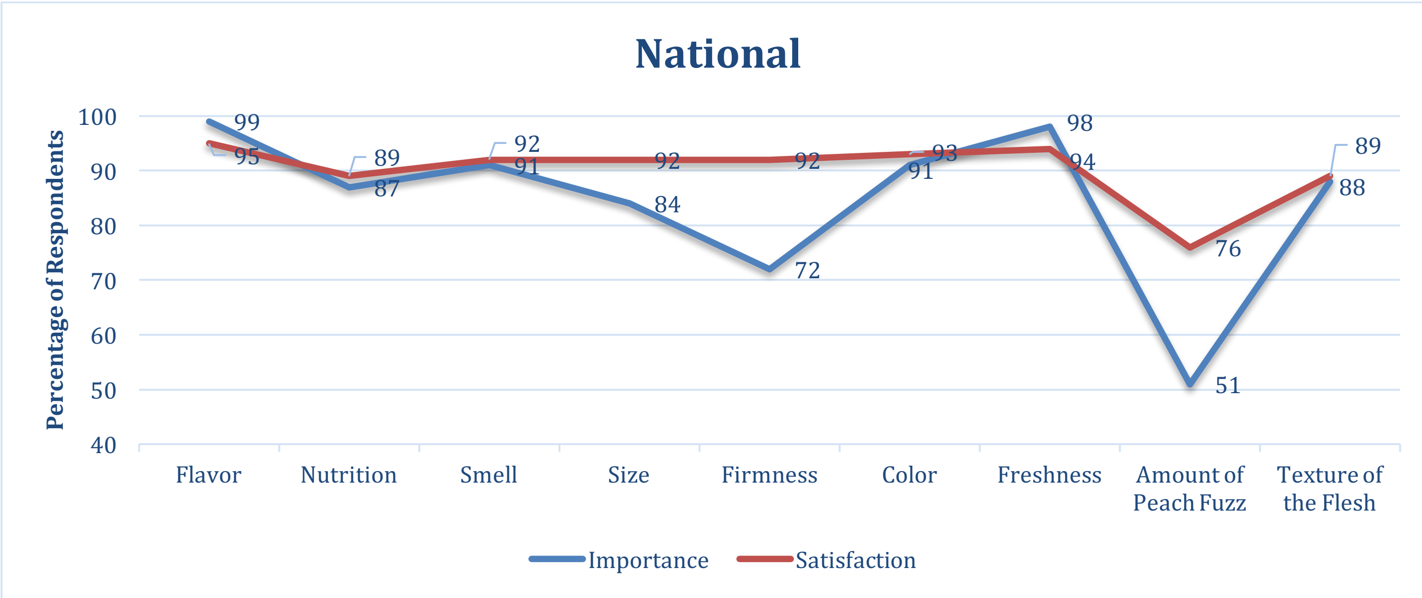
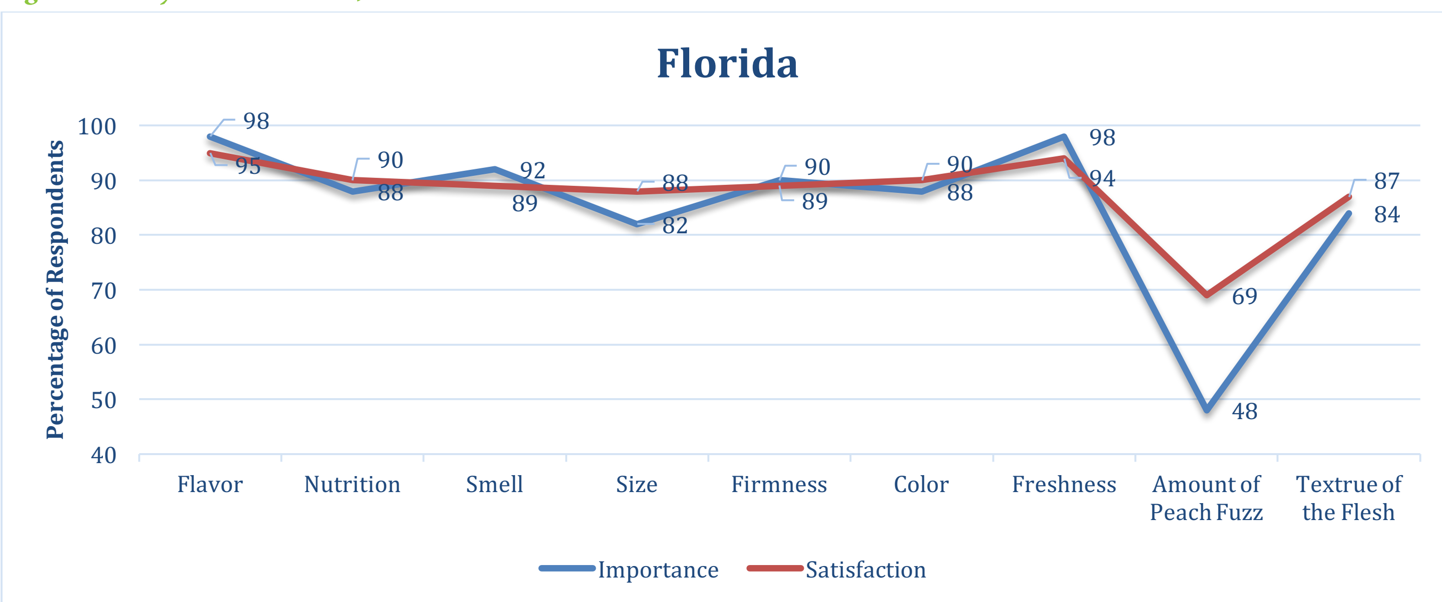


Figure 35. Physical Attributes, Florida



Purchasing Attributes

Purchasers were asked to identify if the following purchasing attributes were important or unimportant and if they were satisfied or unsatisfied with these attributes when purchasing peaches (Figure 36 & 37). The majority of National and Florida respondents found that convenience, price, supporting local farmers, in season, and growing location were slightly important or important and they were slightly satisfied or satisfied with these attributes when making their purchasing decisions.

Figure 36. Purchasing Attributes: National

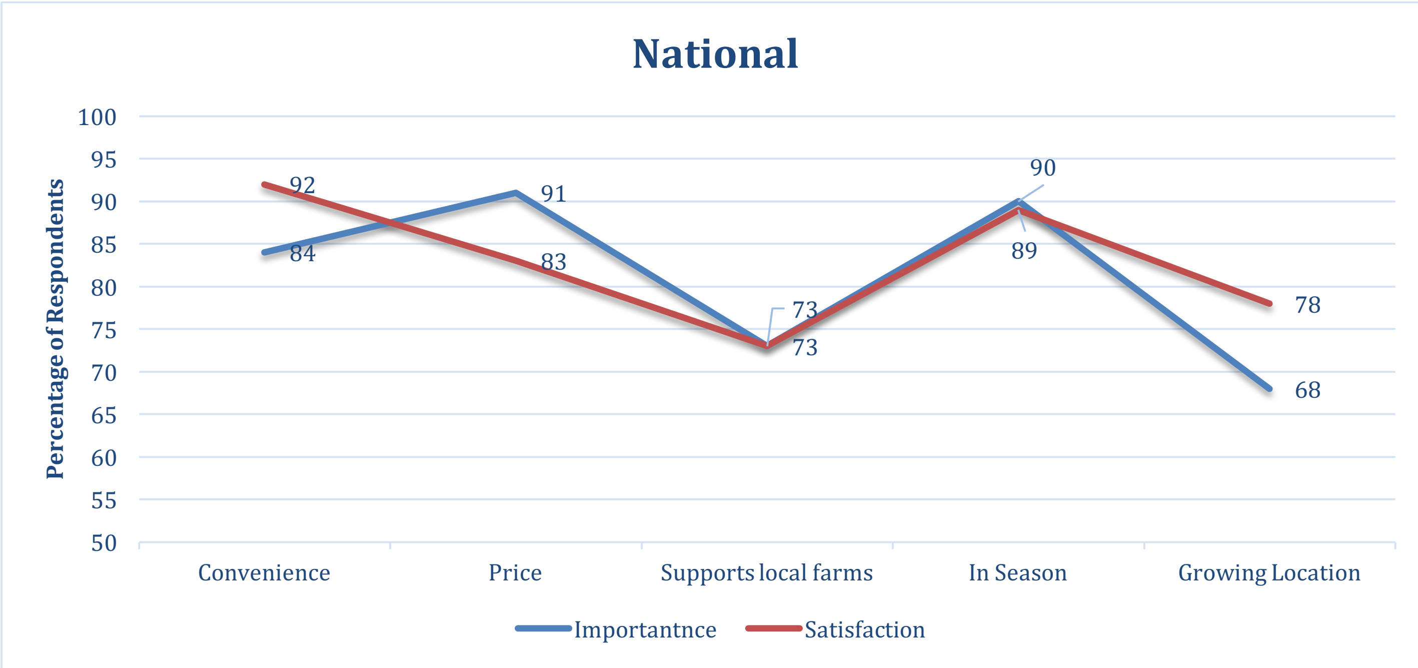
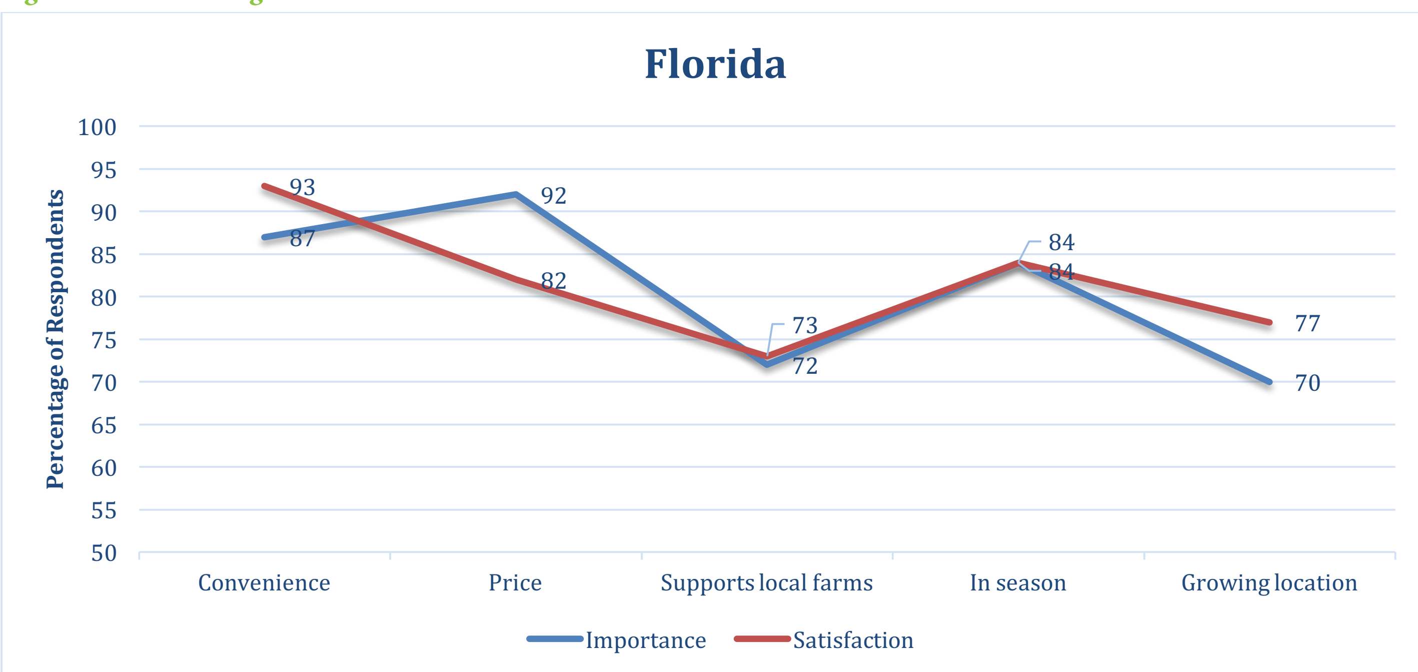


Figure 37. Purchasing Attributes: Florida



Growing Characteristics

Respondents were asked the importance and satisfaction levels of the following growing characteristics when making purchasing decisions. National respondents indicated that grown in the USA (86%) and all natural (82%) were slightly important or important when making their purchasing decisions (Figure 38). They also indicated that they were slightly satisfied or satisfied with the characteristics grown in the USA (79%), locally grown (72%), and all natural (72%) when making purchasing decisions. Florida respondents indicated that all natural (87%), being grown in the USA (86%), and being pesticide free (82%) were slightly important or important characteristics when making their purchasing decisions

(Figure 39). They also indicated they were slightly satisfied or satisfied with the characteristics grown in the USA (79%), all natural (76%), and locally grown (72%) when making purchasing decisions.

Figure 38. Growing Characteristics: National

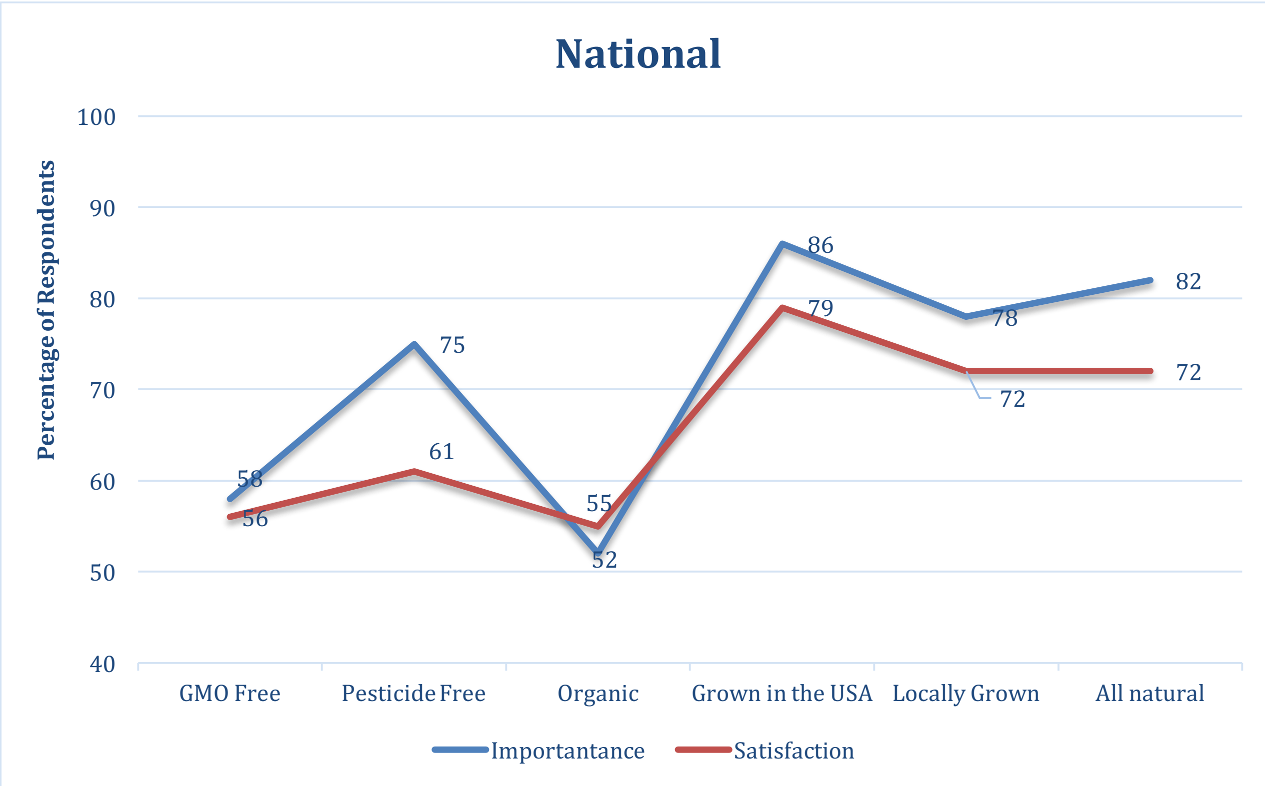
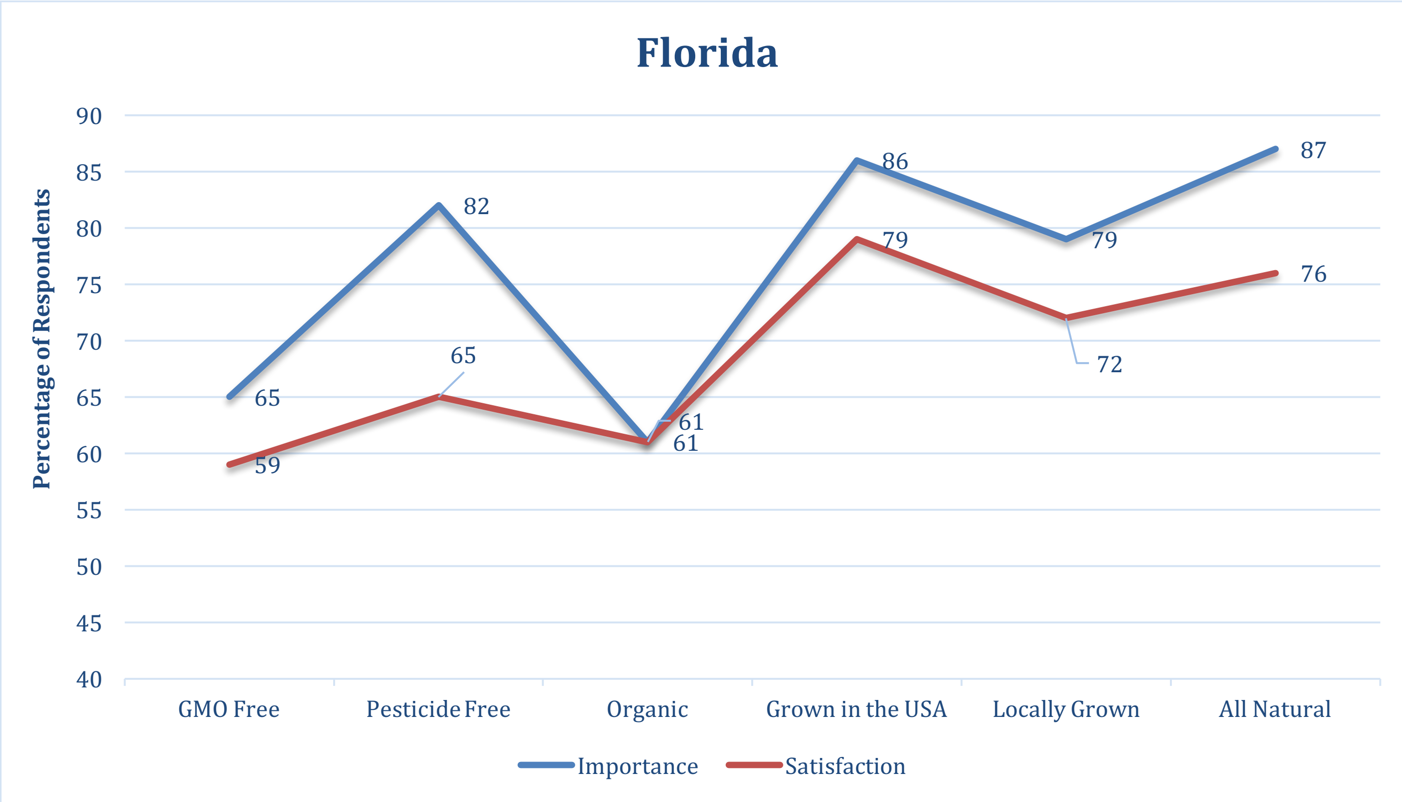


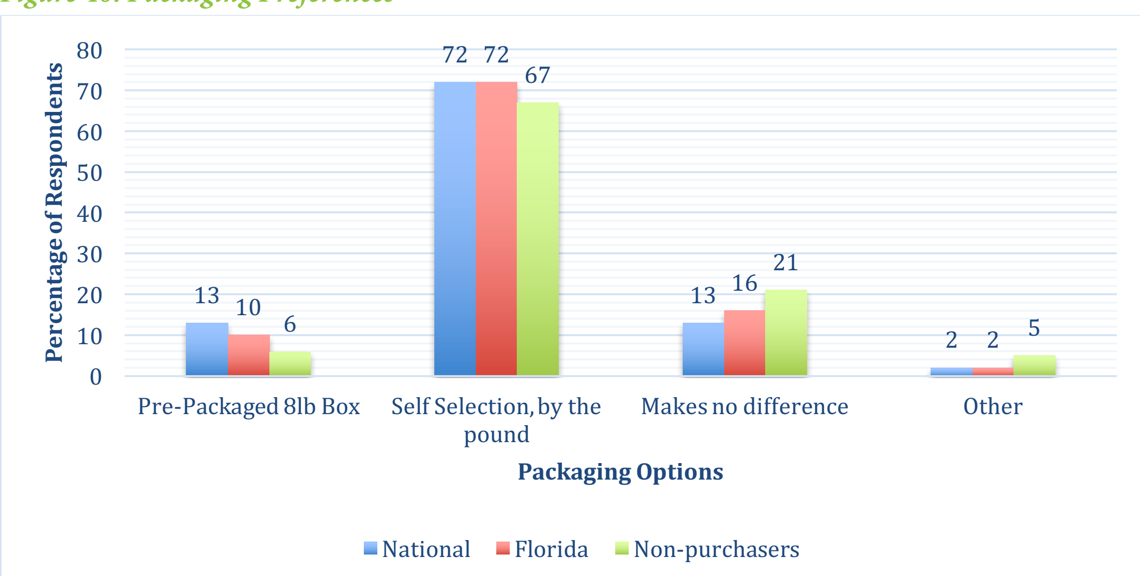
Figure 39. Growing Characteristics: Florida



Packaging Options

When asked what packaging options would be best for consumers, all groups favored self-selection by the pound (71% National, 72% Florida, 67% Non-Purchasers; Figure 40).

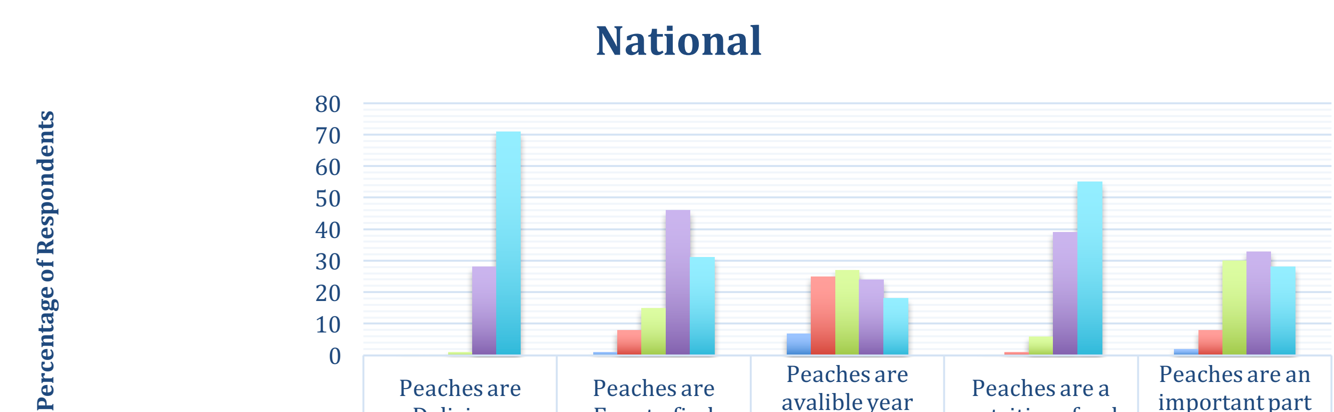
Figure 40. Packaging Preferences



Agreement with Peach Statements

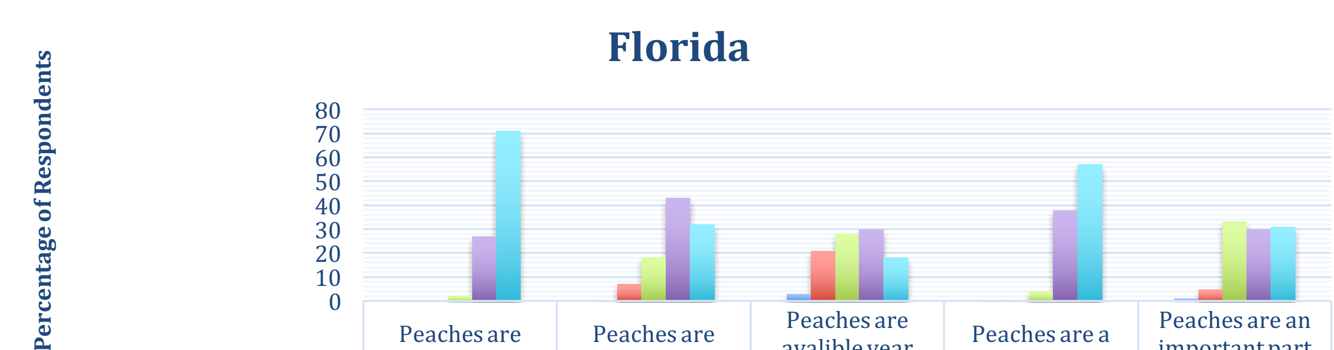
Among purchasers, most respondents agreed or strongly agreed (99% National, 98% Florida) with the statement "Peaches are delicious." Respondents agreed or strongly agreed (42% National, 48% Florida) the least with the statement "Peaches are available year-round" (Figure 41 & 42). Among Non-purchasers, most agreed or strongly agreed with the statement "Peaches are a nutritious food" (84%). They agreed the least with the statement "Peaches are an important part of my diet" (18%; Figure 43).

Figure 41. Agreement with statements: National



	Peaches are Delicious	Peaches are Easy to find	Peaches are avalible year round	Peaches are a nutritious food	Peaches are an important part of my diet
Strongly Disagree	0	1	7	0	2
Disagree	0	8	25	1	8
Neither Agree nor Disagree	1	15	27	6	30
Agree	28	46	24	39	33
Strongly Agree	71	31	18	55	28

Figure 42. Agreement with statements: Florida



	Peaches are Delicious	Peaches are Easy to find	Peaches are avalible year round	Peaches are a nutritious food	Peaches are an important part of my diet
Strongly Disagree	0	0	3	0	1
Disagree	0	7	21	0	5
Neither Agree nor Disagree	2	18	28	4	33
Agree	27	43	30	38	30
Strongly Agree	71	32	18	57	31

Figure 43. Agreement with statements: Non-purchasers

	Peaches are delicious	Peaches are easy to find	Peaches are available all year round	Peaches are a nutritious food	Peaches are an important part of my diet
Strongly Disagree	3	3	8	0	20
Disagree	5	12	27	1	30
Neither Disagree Nor Agree	15	29	36	15	32
Agree	41	46	21	54	11
Strongly Agree	35	12	7	30	7

Knowledge of Peach Health Benefits

The most respondents, in all groups (77% National, 78% Florida, and 69% Non-purchasers), answered the question "Peaches are a source of fiber" correctly. The most respondents, in all groups (28% National, 26% Florida, and 21% Non-purchasers), answered the question "Peaches are not a source of Vitamin C" incorrectly. Nationally the least was known about peaches ability to strengthen teeth, 60% of purchasers and 70% of Non-purchasers responded "I don't Know." While Florida respondents were most unsure of hair loss reduction (62%) (Figures 44, 45, & 46).

Figure 44. Peach knowledge: National

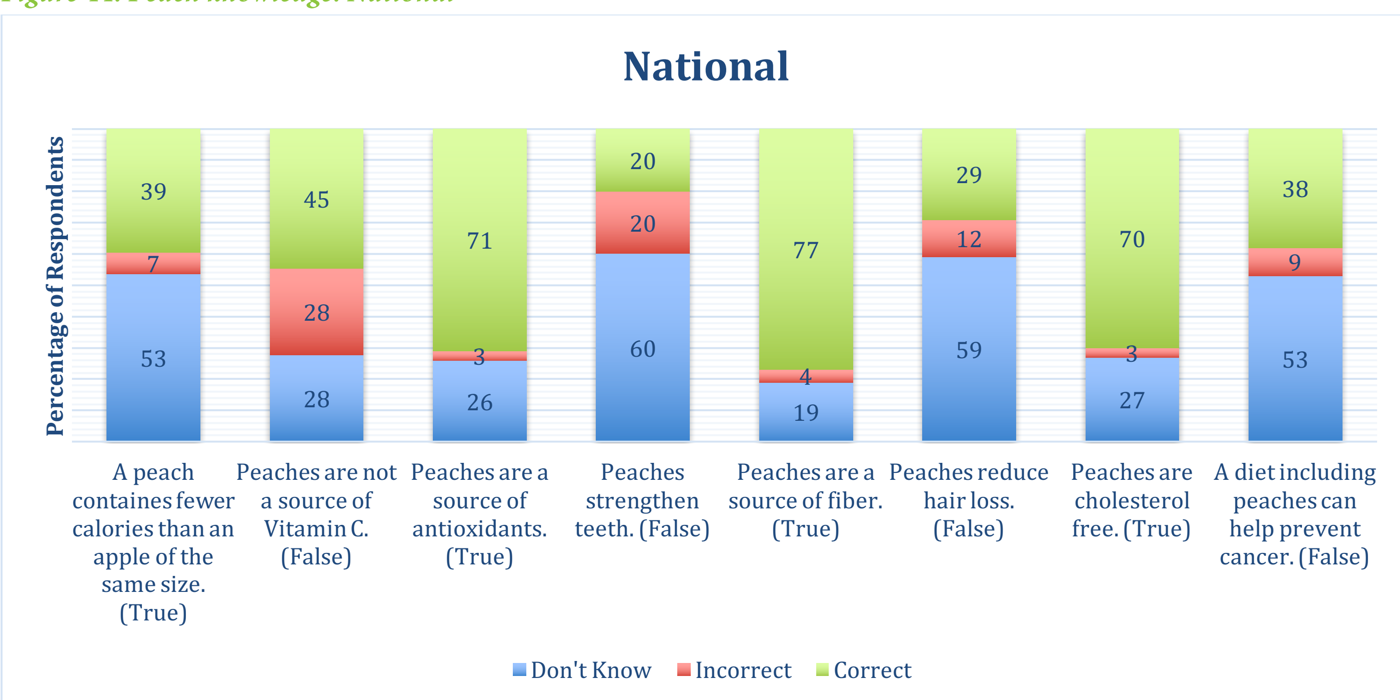


Figure 45. Peach knowledge: Florida

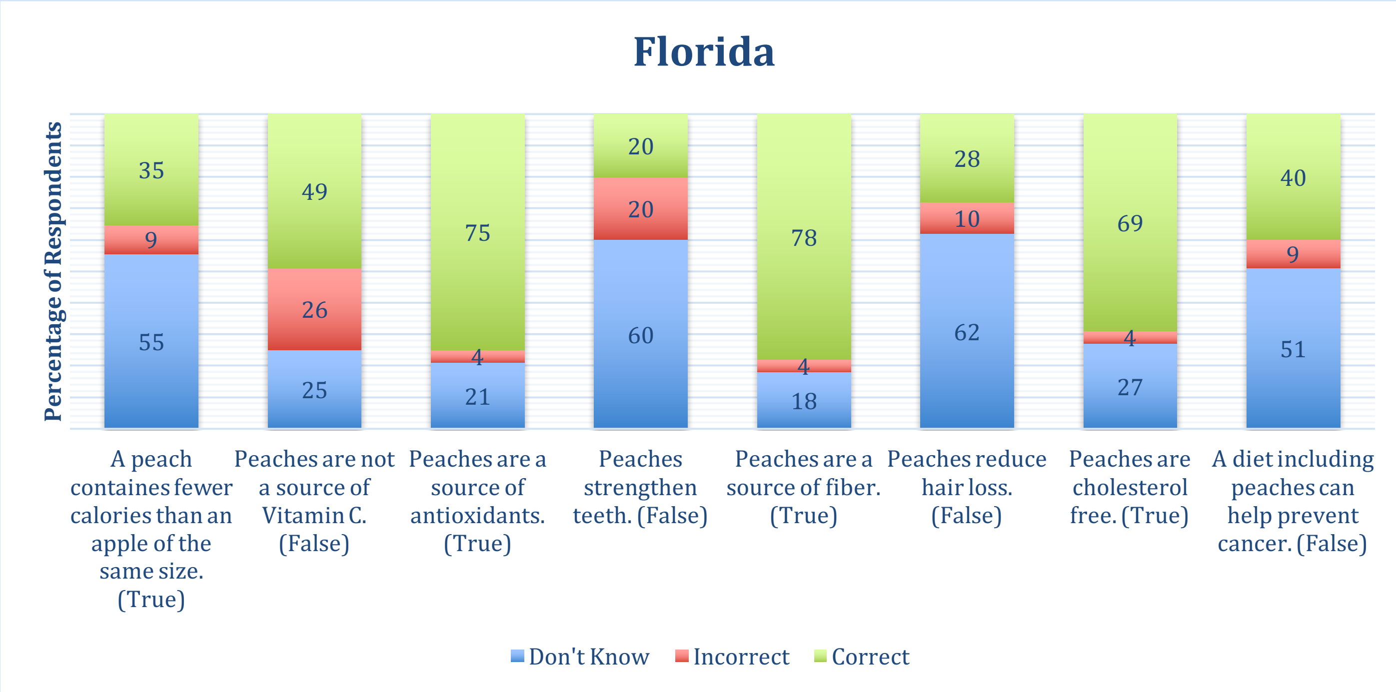
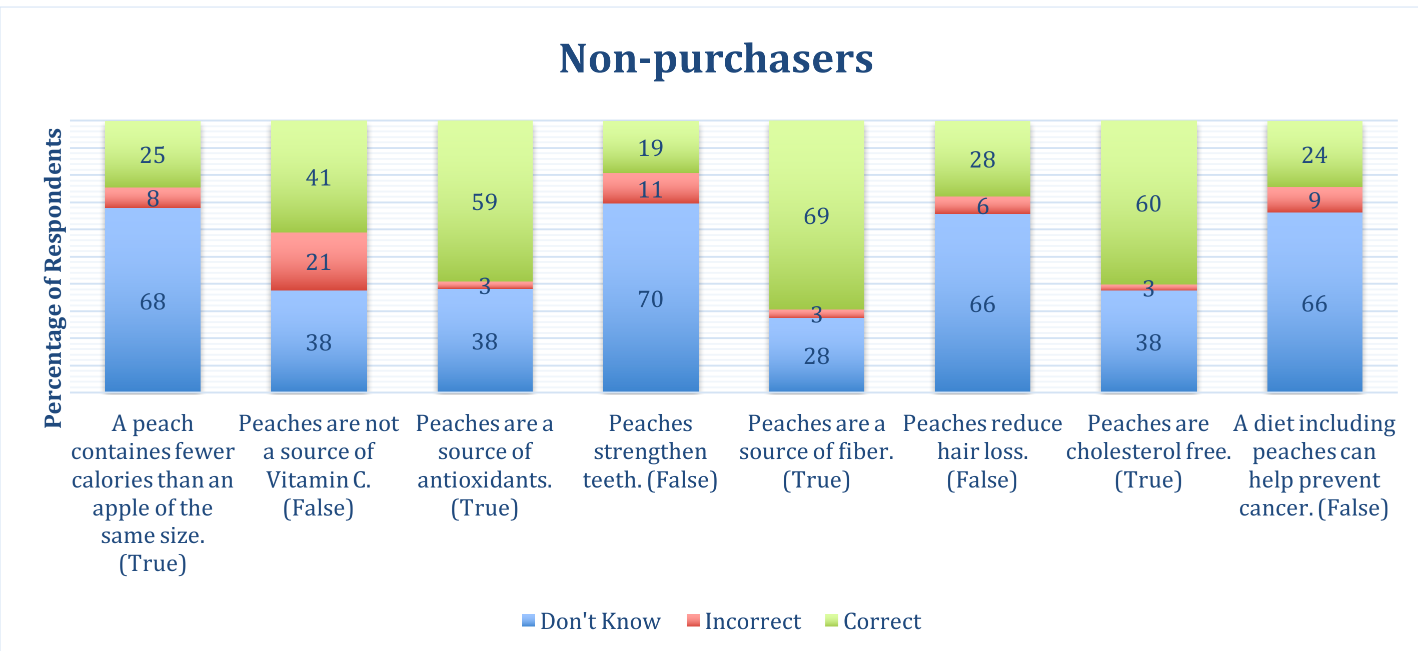


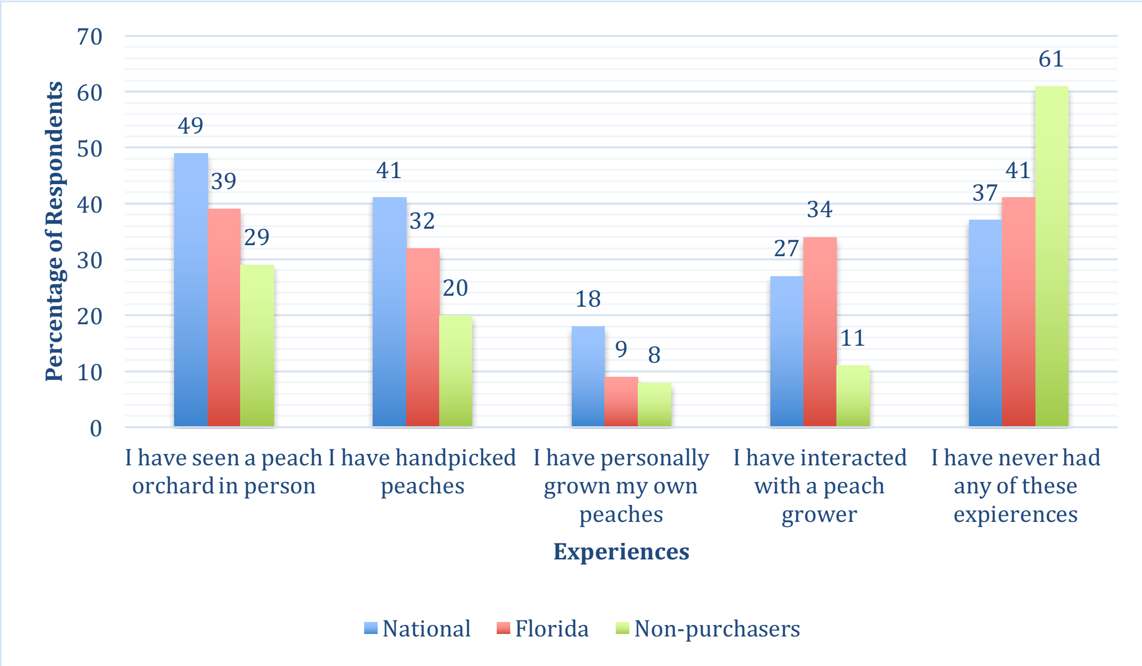
Figure 46. Peach knowledge: Non-purchaser



Peach Experiences

Forty-one percent of National purchasers reported they have handpicked peaches. While 49% reported they have seen a peach orchard in person. Only 18% reported having personally grown their own peaches. In Florida, less than a third (32%) of respondents reported they have handpicked peaches. While 39% reported they have seen a peach orchard in person. Only 9% reported having personally grown their own peaches. Sixty-one percent of Non-purchasers say they have not had any of these experiences. (Figure 47).

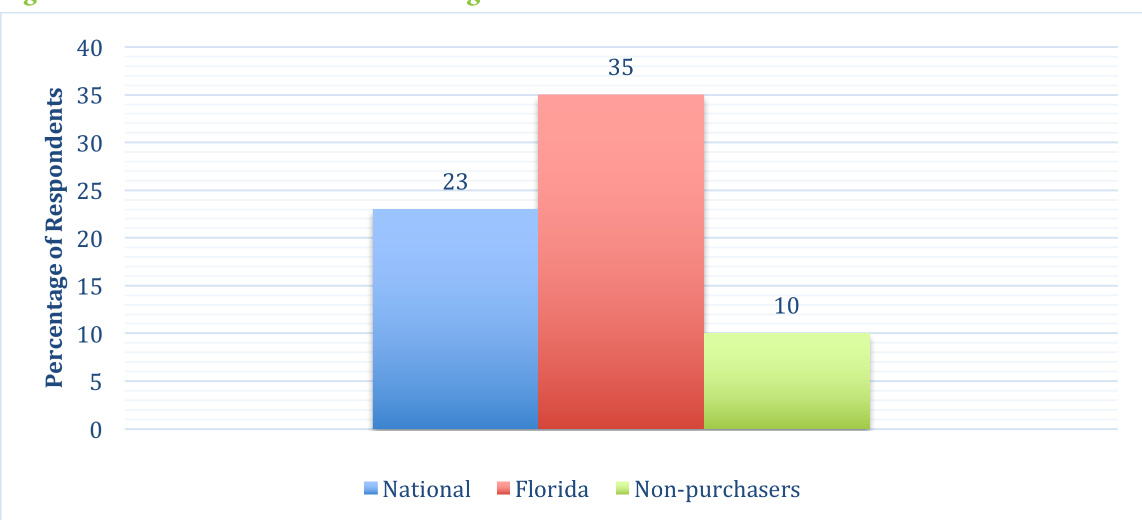
Figure 47. Peach experiences



Perceived Seasonal Knowledge of Peaches

When asked if they knew when Florida peaches were in season, 23% of National purchasers, 35% of Florida purchasers, and 10% of Non-purchasers answered yes (Figure 48).

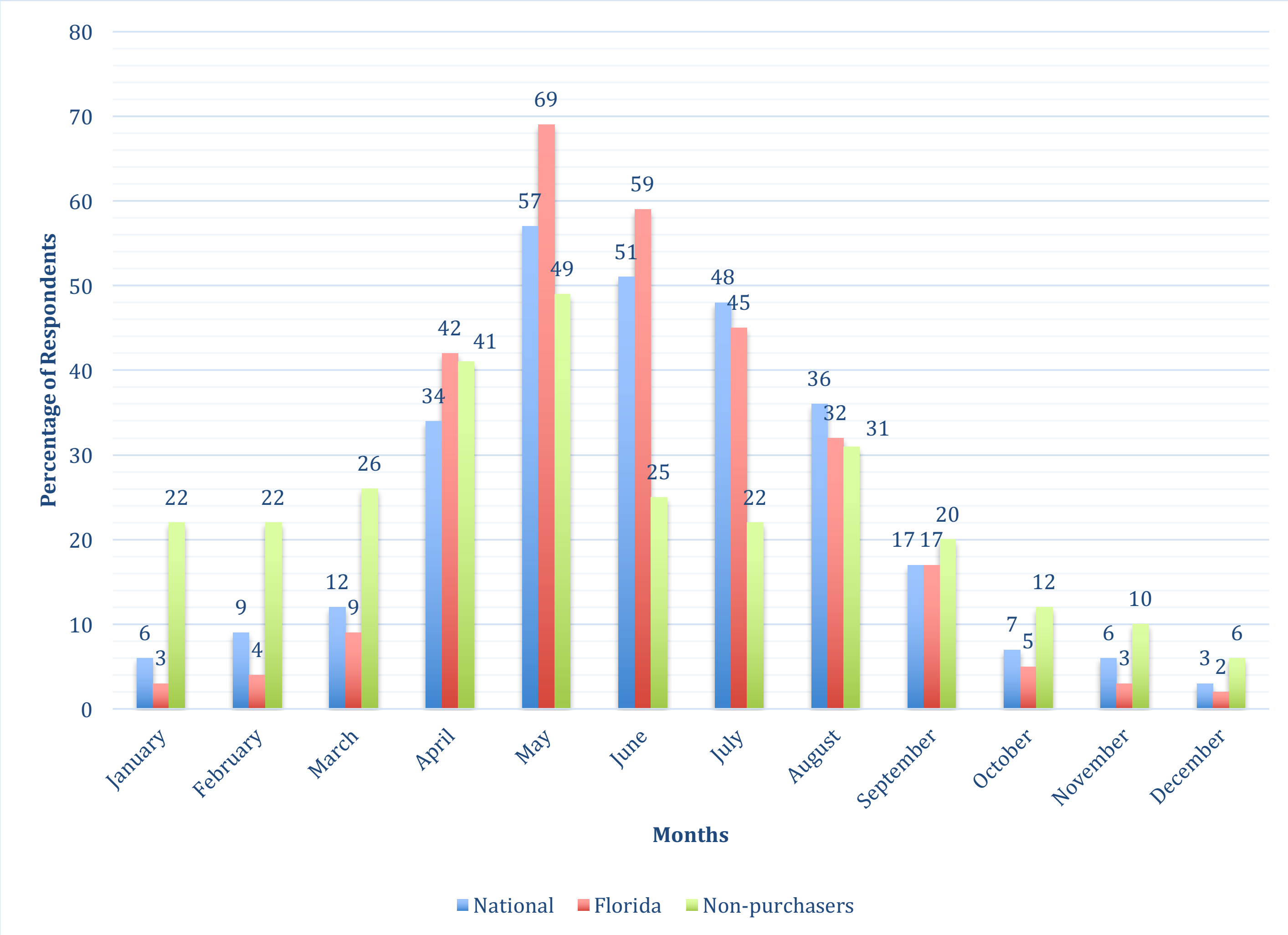
Figure 48. Perceived Seasonal Knowledge



Actual Seasonal Knowledge of Peaches

Respondents who answered yes (Nationally n = 122, Florida n = 182, Non-purchasers n = 51) to the perceived knowledge question were then asked to identify what months Florida peaches were in season. They were allowed to select all answers that applied. Nationally, 57% selected May, 51% selected June, and 48% selected July. In Florida, 69% selected May, 59% selected June, and 45% selected July. Non-purchasers selected May (49%), April (41%), and August (31%) most (Figure 49).

Figure 49. Actual knowledge of peach seasonality



Attitudes toward Peaches Grown in Florida

Respondents were asked about their attitudes toward peaches grown in Florida (Table 5). They were asked on five-point semantic scale with paired adjectives to indicate which adjective most closely aligned with their attitudes toward Florida peaches. An attitude index was created and based on these findings, respondents had mean score of 4.10 at a National level, 4.08 at the Florida level, and 3.91 among Non-purchasers indicating a positive attitude toward Florida peaches (Tables 6 & 7).

Table 6. Attitudes toward Florida peaches: National and Florida

Adjective	National Mean Score	National Standard Deviation	Florida Mean Score	Florida Standard Deviation
Sweet – Unsweet*	4.35	.792	4.32	.806
Nutritious – Not Nutritious*	4.42	.748	4.51	.689
Unsafe - Safe	4.39	.926	4.46	.853

Fresh – Not Fresh*	4.35	.874	4.51	.829
Dirty – Clean	4.30	.927	4.36	.857
Big – Small*	3.45	.934	3.24	.973
High Quality – Low Quality*	4.18	.840	4.17	.878
From Small Farms – From Large Farms*	3.44	1.051	2.99	1.077
Affordable – Not affordable*	3.80	.945	3.91	.915
Not Flavorful – Flavorful	4.28	.897	4.28	.874

Items * were reverse-coded

Table 7. Attitudes toward Florida peaches: Non-purchasers

Attitude	Mean	Standard Deviation
Sweet – Unsweet*	4.11	.881
Nutritious – Not Nutritious*	4.25	.838
Unsafe - Safe	4.27	.895
Fresh – Not Fresh*	4.19	.943
Dirty - Clean	4.14	.929
Big – Small*	3.31	.858
High Quality – Low Quality*	3.96	.906
From Small Farms – From Large Farms*	3.26	.935
Affordable – Not affordable*	3.49	.974
Not Flavorful – Flavorful	4.07	.948

Items * were reverse-coded

Seen Florida Peaches

Respondents were asked if they had seen Florida peaches for sale in the past year (Figure 50, 51, & 52). Sixty-one percent of Florida respondents had seen Florida peaches for sale in the past year, while only 29% of National respondents had seen them. Fifty-one percent of Non-purchasers did not know if they had seen them.

Figure 50. Seen Florida peaches: National

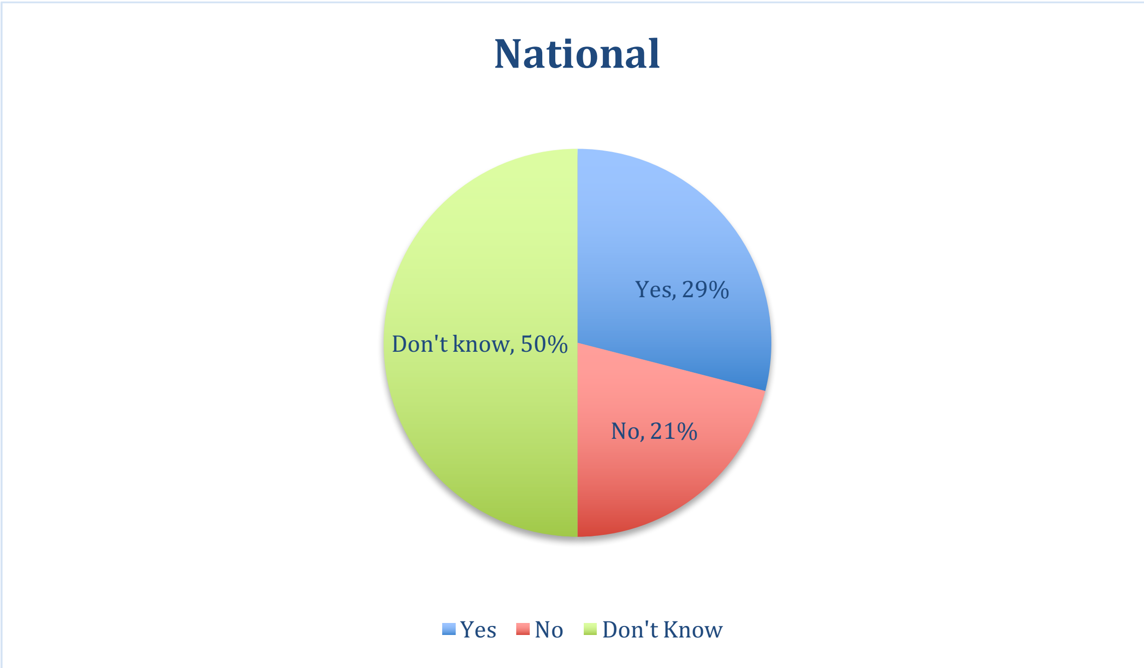


Figure 51. Seen Florida peaches: Florida

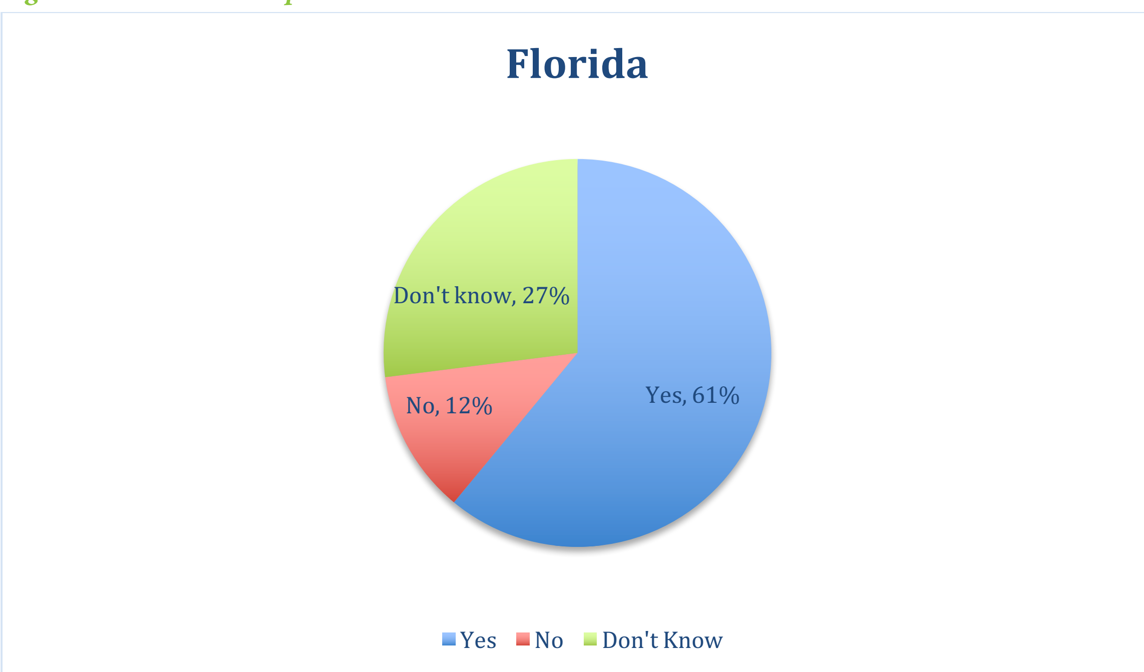
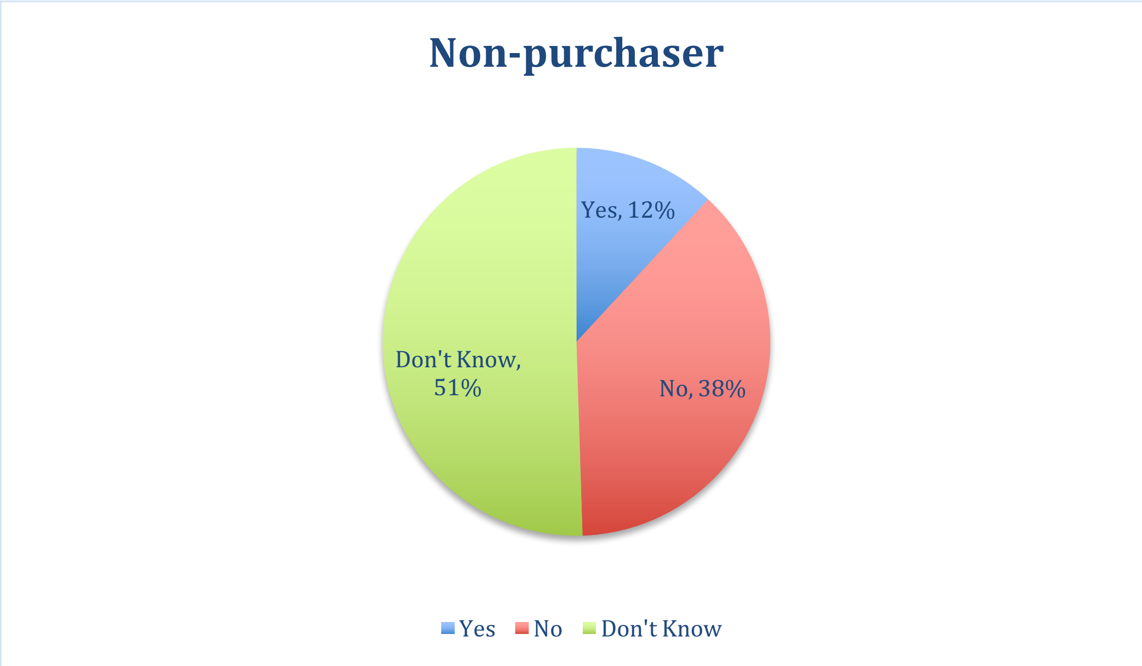


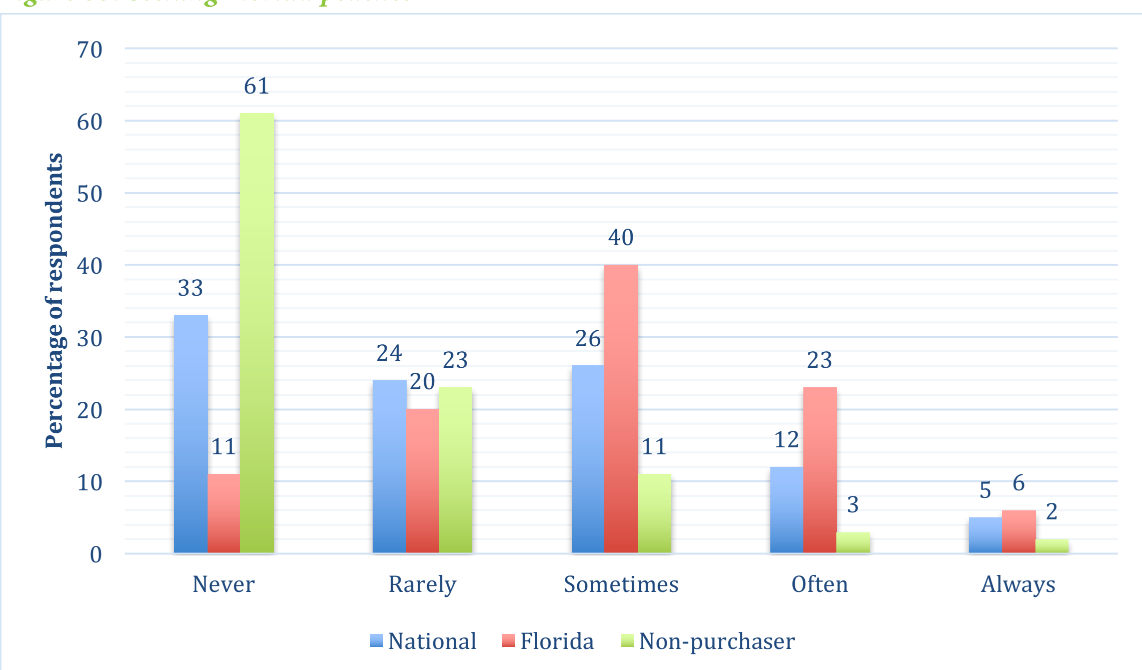
Figure 52. Seen Florida peaches: Non-Purchaser



Seek out Florida Peaches

When asked how frequently they seek out peaches grown in Florida "Never" was the most common answer at the National level for both purchasers (33%) and Non-purchasers (61%) while "Sometimes" was the most common answer for Florida residents (40%; Figure 53).

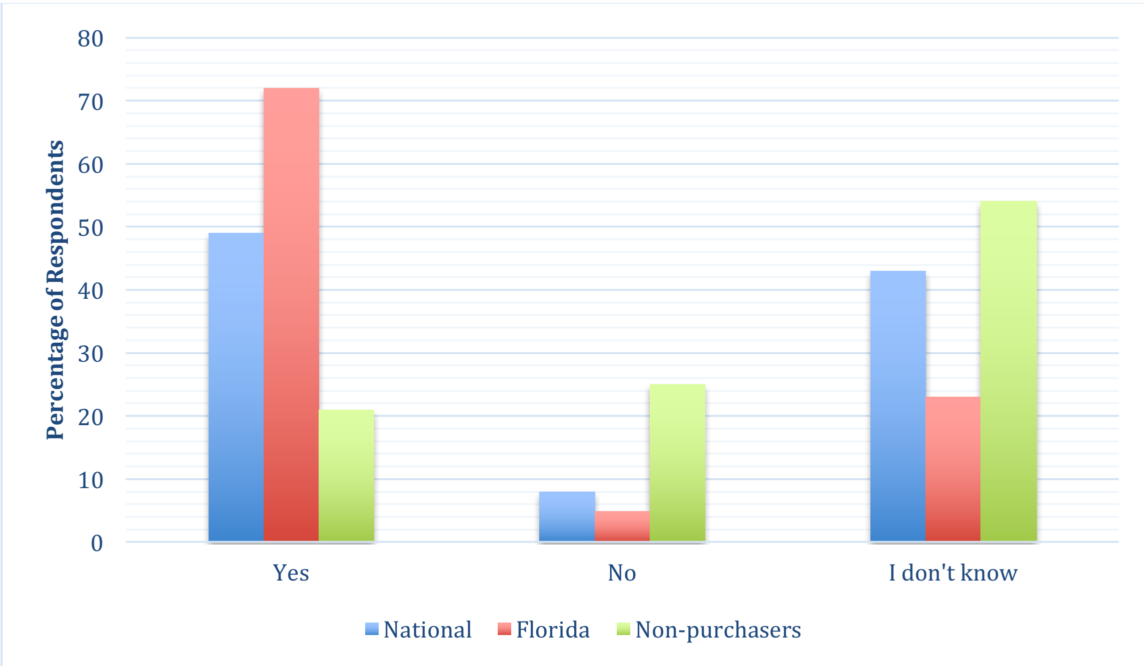
Figure 53. Seeking Florida peaches



Tasting Florida Peaches

Respondents were asked if they had ever tasted a Florida peach. The most common response from the National and the Floridian groups was "yes" (Nationally 49%, Florida 72%), while Non-purchasers responded most with "I don't know" (54%; Figure 54).

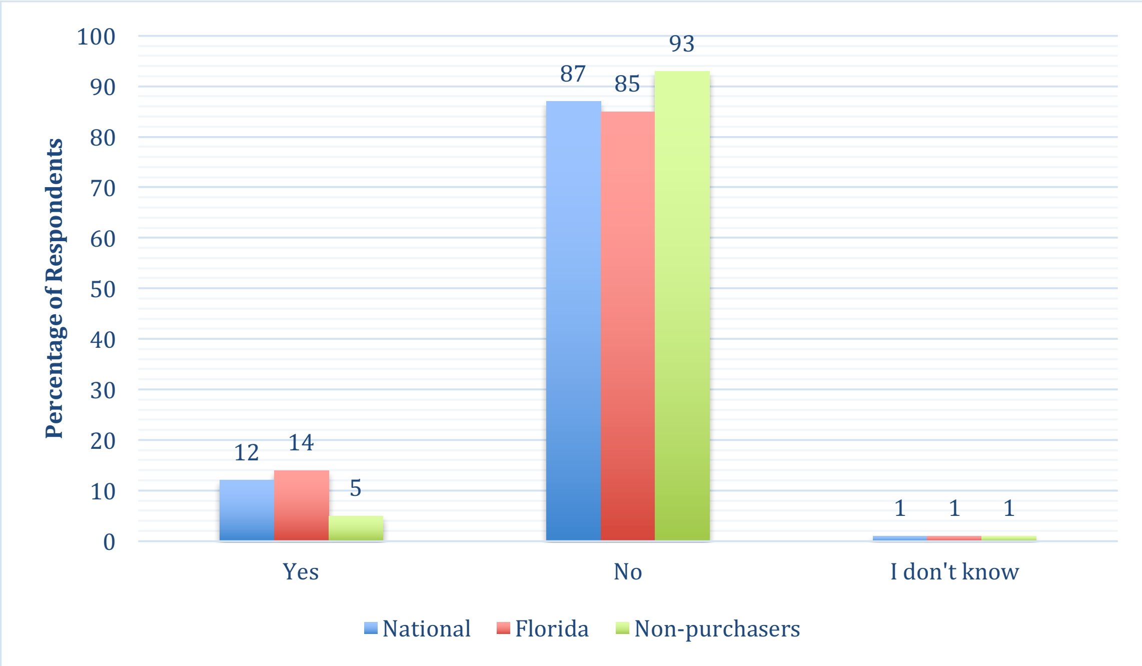
Figure 54. Tasted Florida Peaches



Visiting a Florida Peach Orchard

Respondents were asked if they had ever visited a Florida peach orchard, 87% of National respondents, 85% of Florida respondents, and 93% of Non-purchaser respondents answered no (Figure 55).

Figure 55. Visiting a Florida Peach Orchard

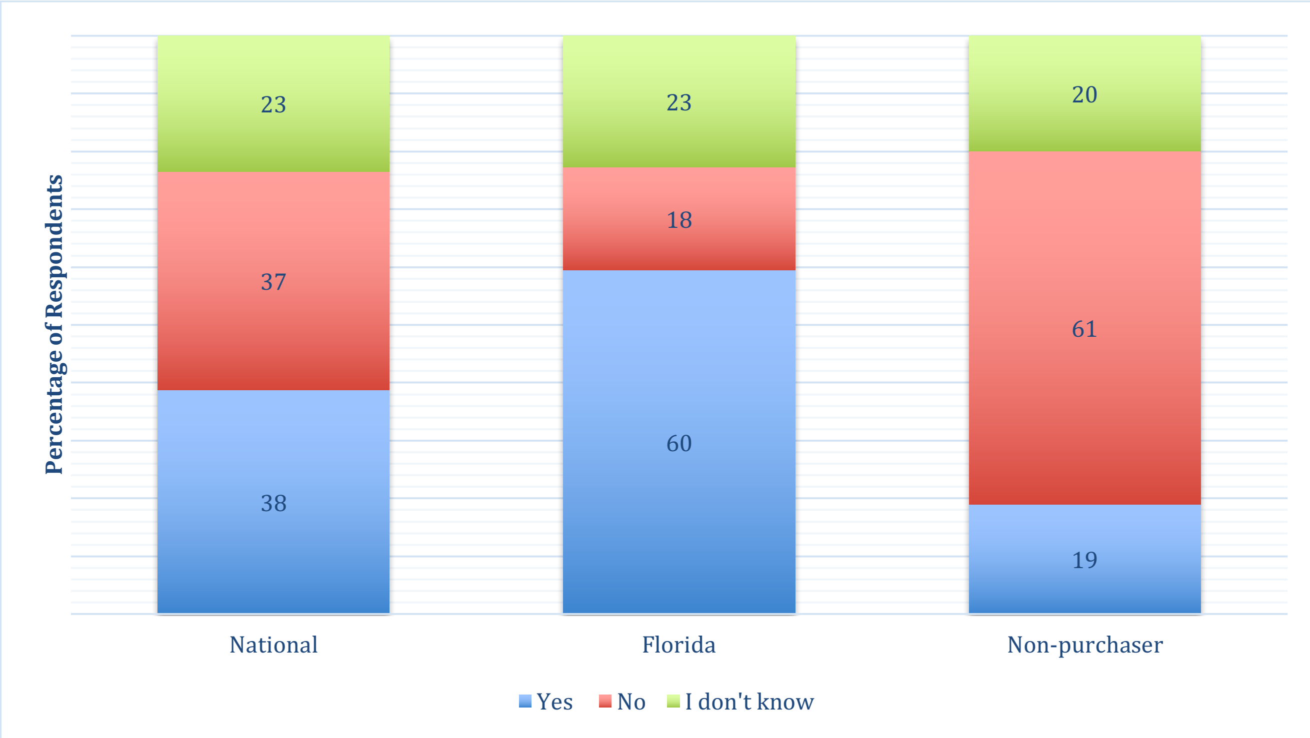


Florida Logo

Respondents were asked if they had ever seen a peach display featuring this logo:

Nationally and among the Florida respondents the most frequent answer was "yes" (Nationally 38%, Florida 60%), while 61% of Non-purchasers said "no" (Figure 56).

Figure 56. Fresh from Florida Logo Sighting



Attitude toward Fresh from Florida Logo

Respondents were asked about their attitudes toward peaches with the Fresh from Florida logo on the label (Tables 8 & 9). They were asked on five-point semantic scale with paired adjectives to indicate which adjective most closely aligned with their attitudes toward peaches with the Fresh from Florida logo on the label. An attitude index with an overall mean of 4.09 Nationally, 4.13 in Florida, and 3.9 among Non-purchasers indicated that respondents had a positive attitude toward Florida peaches with the Fresh from Florida logo on the label.

Table 8. Attitudes towards Fresh from Florida logo: National and Florida

Adjective	National Mean Score	National Standard Deviation	Florida Mean Score	Florida Standard Deviation
Sweet – Unsweet *	4.32	.822	4.38	.787
Nutritious – Not Nutritious*	4.38	.807	4.46	.752
Unsafe – Safe	4.36	.900	4.52	.734
Fresh – Not Fresh*	4.31	.873	4.45	.857
Dirty – Clean	4.29	.935	4.43	.795
Big – Small*	3.48	.914	3.37	.935
High Quality – Low Quality*	4.23	.853	4.33	.779
From Small Farms – From Large Farms*	3.44	1.037	3.11	1.022

Affordable – Not affordable*	3.82	.960	3.94	.917
Not Flavorful – Flavorful	4.29	.890	4.34	.832

Items with * have been reverse-coded

Table 9. Attitudes toward Fresh from Florida logo: Non-purchaser

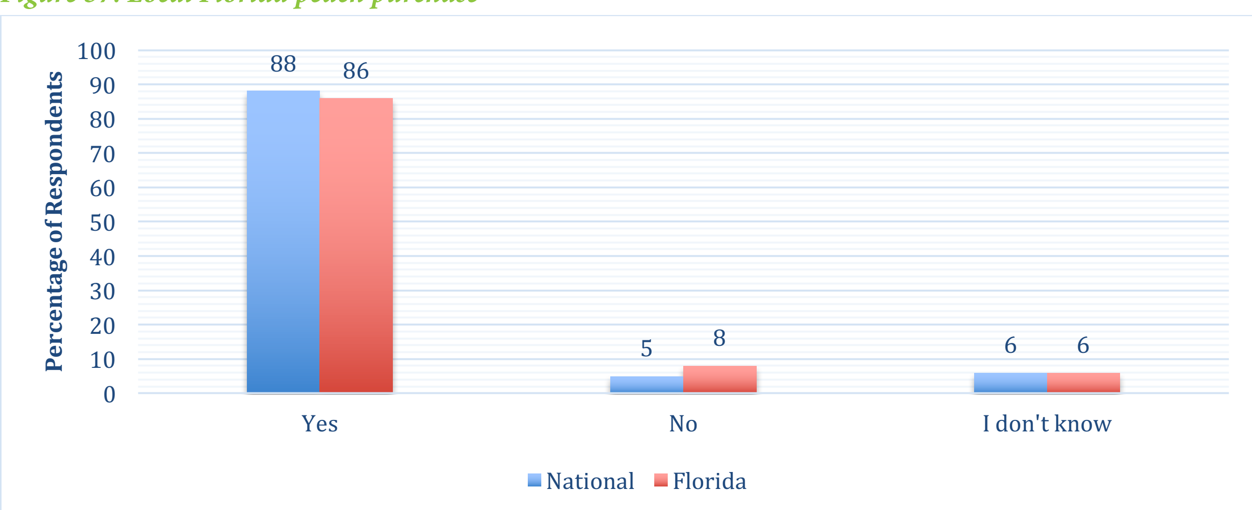
Attitude	Mean	Standard Deviation
Sweet – Unsweet*	4.14	.869
Nutritious – Not Nutritious*	4.20	.858
Unsafe – Safe	4.17	.955
Fresh – Not Fresh*	4.13	.937
Dirty – Clean	4.13	.945
Big – Small*	3.36	.854
High Quality – Low Quality*	4.01	.879
From Small Farms – From Large Farms*	3.28	.935
Affordable – Not affordable*	3.53	.935
Not Flavorful – Flavorful	4.03	.971

Items with * have been reverse-coded

Local purchasing

Of the purchasing respondents who said they had seen Florida peaches sold in their local area in the past year, (Nationally n = 298, Florida n = 280) similar percentages of National and Florida respondents (National 88%, Florida 86%) indicated they had purchased Florida peaches in their local area in the past year (Figure 57).

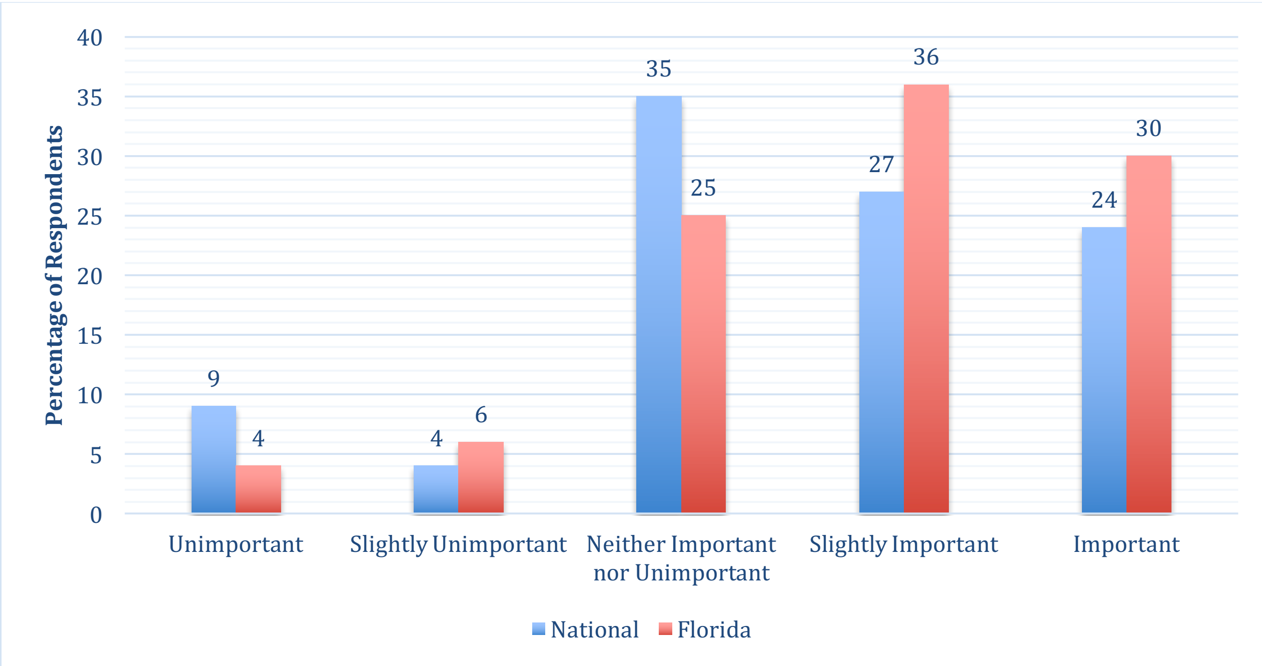
Figure 57. Local Florida peach purchase



Importance of Florida Logo

When purchasers were asked how important the presence of the Fresh from Florida logo is, 51% of the National group identified it as slightly important or important while 66% of the Florida group identified it as slightly important or important (Figure 58).

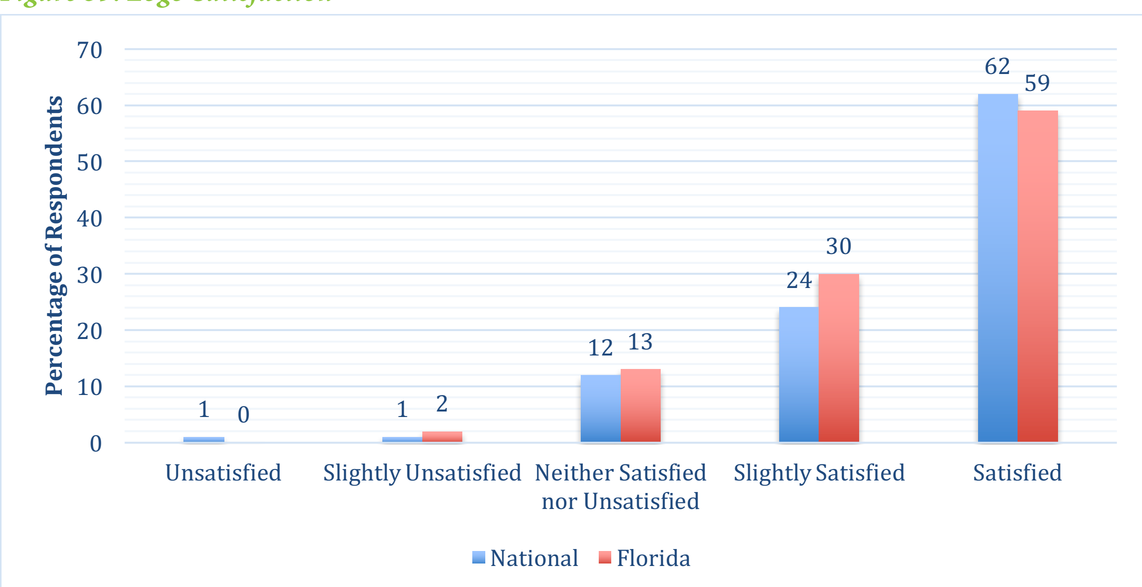
Figure 58. Importance of Fresh from Florida Logo



Satisfaction of Logo

When asked how satisfied they are with the Fresh from Florida logo, 62% of the National group identified as satisfied, while 59% of the Florida group identified as satisfied (Figure 59).

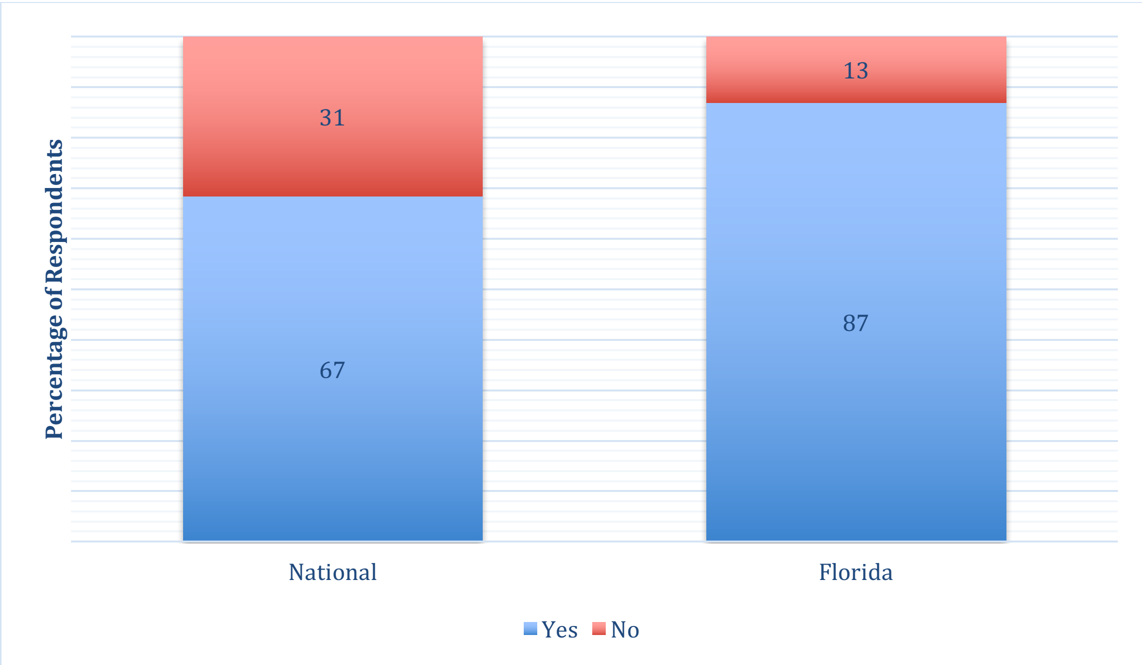
Figure 59. Logo Satisfaction



Florida Peach Preference

When asked if they would prefer a peach from Florida, 67% of the National population and 87% of the Florida population said yes (Figure 60).

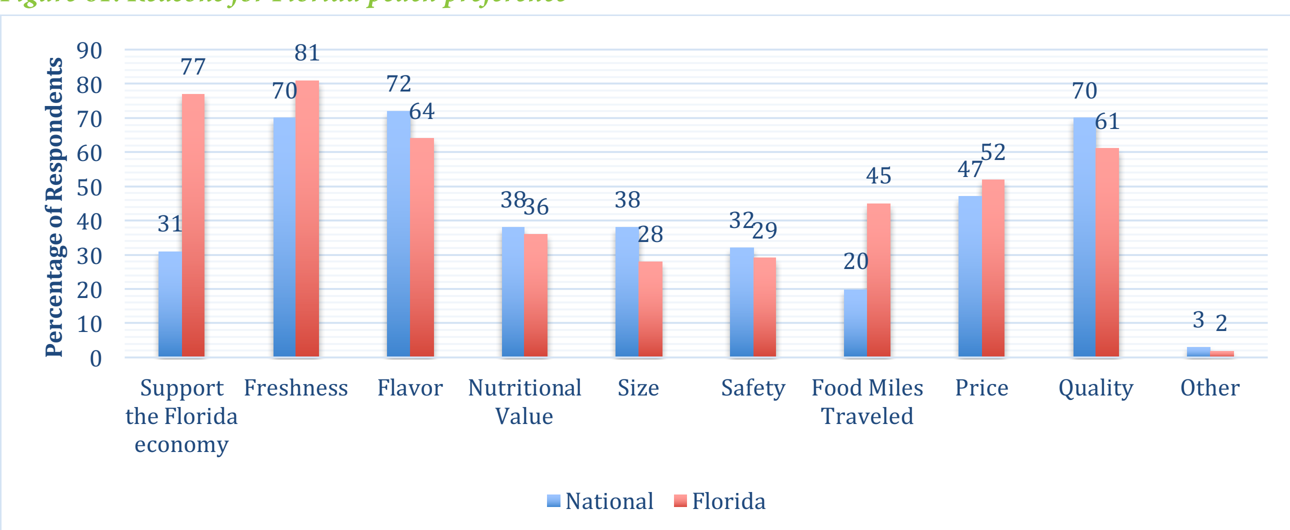
Figure 60. Florida peach preference



Reasons for Florida Peach Preference

Respondents who indicated if given a choice, they would prefer to purchase Florida grown peaches were asked why they prefer to purchase Florida peaches (Nationally n = 700, Florida n = 451). They were allowed to select all answers that applied. Freshness, flavor, and quality were among the top reasons for both groups. The largest difference between the National and Florida groups was the importance of supporting the Florida economy, 31% versus 77% (Figure 61).

Figure 61. Reasons for Florida peach preference



Peach Willingness to pay

This section explores whether consumers are willing to pay a premium for Florida peaches based on the perceived quality advantages of Florida peaches and the low availability of peaches during the Florida market window.

Respondents were asked to provide dollar amounts at which they believe peaches would be too expensive they would not consider buying them (too expensive); so inexpensive that they would doubt the quality and would not consider buying them (too inexpensive); starting to get expensive where the purchase is not out of the question, but they would have to give some thought to buying them (expensive); and a bargain that is a great buy for the money (inexpensive).

When consumers consider peaches grown in any state in the U.S., those that have not purchased peaches in the last year indicate that an acceptable price range for peaches is $1.01 to $2.56, with an optimal price of $1.99. Similarly, respondents that have purchased peaches in the last year indicate an acceptable price range for peaches to be $1.09 to $2.99, with an optimal price of $1.99 (Figure 62).

When asked about Florida peaches specifically, respondents provided similar price ranges and optimal prices to those given for peaches grown in other areas. For respondents who had not purchased peaches in the last year, the price range they would be willing to pay for Florida peaches is $1.01 to $2.78, with an optimal price of $1.99, which is close to the same as the range for the peaches grown in other areas. For respondents that had purchased peaches in the last year, the price range they would be willing to pay for Florida peaches is $1.05 to $2.99, with an optimal price of $2.05, which is slightly higher than the optimal price of peaches grown in other areas (Figure 63).

The price ranges that respondents would be willing to pay for Florida peaches is not substantially higher for Florida peaches compared to peaches grown in other states, regardless of the respondents' reported desire to buy peaches from Florida. While the optimal price given by purchasers for Florida peaches is slightly higher than the optimal price for peaches grown in other areas, it is important to note that for both purchasers and non-purchasers, the indifference price point (IPP) for Florida peaches is $1.99. At this point, the number of respondents that believe Florida peaches are expensive is equal to the number that believe Florida peaches are inexpensive (Weiner 2001). At any price higher than the IPP of $1.99, the number of people that believe Florida peaches are expensive will be greater than the number of people who think Florida peaches are inexpensive and there will be the potential for profit loss (Weiner 2001). The optimal price for non-purchasers for Florida peaches is the same as the IPP, while the optimal price of Florida peaches for purchasers is only four cents greater than the IPP. The optimal price point is the price at which consumers would be most willing to buy the product (Weiner 2001).

Figure 62. Peach Willingness to pay for all peaches

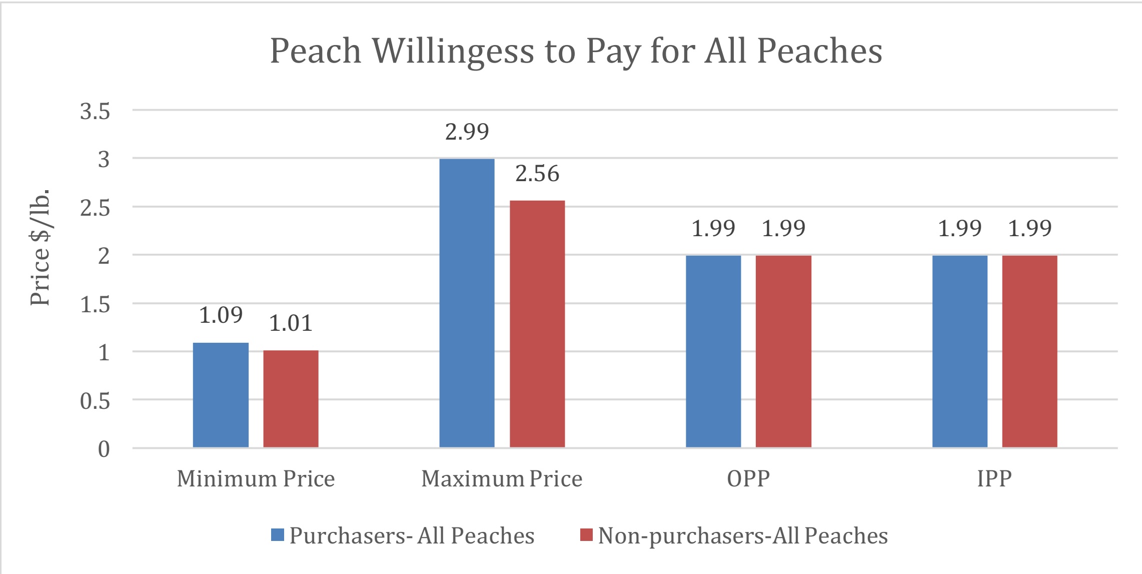
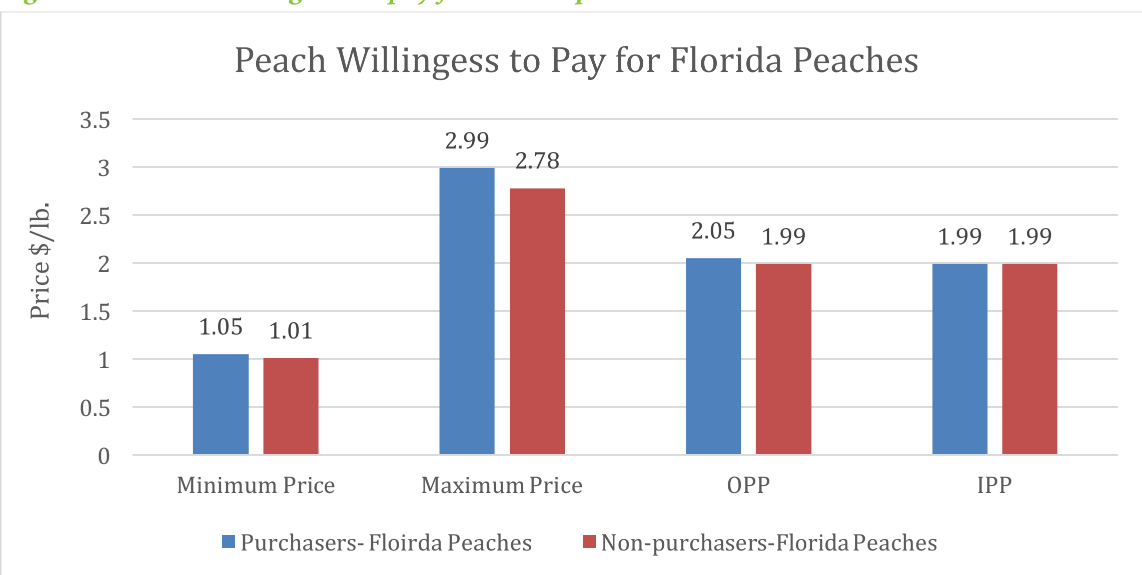


Figure 63. Peach Willingness to pay for Florida peaches



Transparency of Florida Peach Information

Respondents were asked about the information they had seen or accessed related to Florida peaches (Tables 10 & 11). These questions were created to determine how purchasers viewed the transparency of the Florida peach industry. The questions were phrased on a five-point semantic scale with values between one and five, with one being very opaque and five representing very transparent. The collective mean was 3.60 Nationally, 3.71 in Florida, and 3.26 among Non-purchaser, indicating an overall feeling of transparency regarding Florida peach information.

Table 10. Transparency of Florida peach information: National and Florida

Adjective	National Mean Score	National Standard Deviation	Florida Mean Score	Florida Standard Deviation
Complete – Incomplete *	3.39	1.340	3.53	1.217
Relevant – Irrelevant*	3.80	1.103	4.05	.966
Clear – Unclear	4.36	.900	4.52	.734
Accurate – Inaccurate*	4.31	.873	4.45	.857
Reliable – Unreliable	4.29	.935	4.43	.795
Timely – Untimely*	3.48	.914	3.37	.935
Easy to find – Difficult to find*	4.23	.853	4.33	.779
Detailed – Not detailed*	3.44	1.037	3.11	1.022
Balanced – Unbalanced*	3.82	.960	3.94	.917
Biased – Unbiased	4.29	.890	4.34	.832

Items with * have been reverse-coded

Table 11. Transparency of Florida peach information: Non-purchasers table

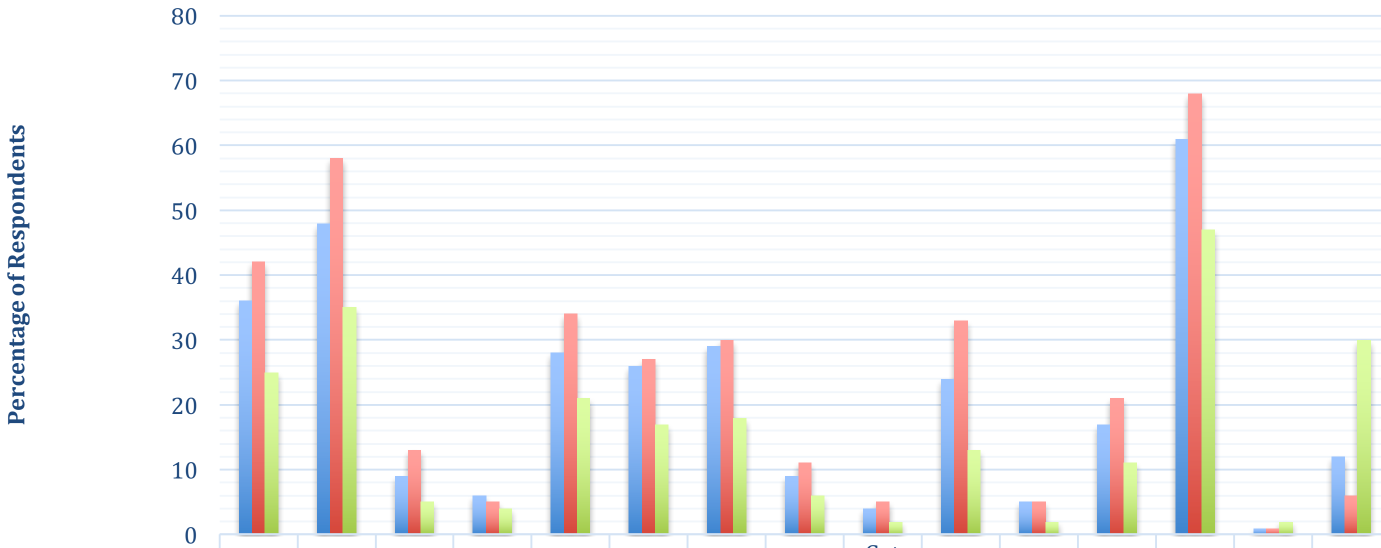
Characteristic	Mean	Standard Deviation
Complete – Incomplete*	2.96	1.289
Relevant – Irrelevant*	3.28	1.135
Clear – Unclear*	3.36	1.052
Accurate – Inaccurate*	3.50	.877
Reliable – Unreliable*	3.54	.904
Timely – Untimely*	3.36	.920
Easy to find – Difficult to find*	2.93	1.224
Detailed – Not Detailed*	3.16	.989
Balanced – Unbalanced*	3.30	.920
Biased – Unbiased*	3.03	1.006
Correct – Incorrect*	3.45	.86
Transparent – Not Transparent*	3.26	.857

Items with * have been reverse-coded

Other Learning Opportunities

Respondents were asked what learning opportunities they would take advantage of. They were allowed to select all answers that applied. Sampling a Florida peach was the most common answer for both groups, with 56% of the National population and 68% of the Florida population (Figure 64).

Figure 64 . Learning Opportunities



	Read printed fact sheets	Visit a website	Connect with others on social media	Attend a short course or workshop	Look at a demonstration or display	Read a newspaper article or series	Watch TV coverage	Take part in a one time volunteer activity	Get trained for a regular volunteer position	Attend a fair or festival	Attend a seminar or conference	Face-to-face conversations	Sample a Florida peach for taste	Other	None of these
National	36	48	9	6	28	26	29	9	4	24	5	17	61	1	12
Florida	42	58	13	5	34	27	30	11	5	33	5	21	68	1	6
Non-purchasers	25	35	5	4	21	17	18	6	2	13	2	11	47	2	30

Open Ended Opportunity

Near the end of the survey, participants were required to respond to the following prompt:

"Please provide any comments you want to add about Florida peaches or peaches in general"

(These responses are separated by Purchaser and Non-purchaser groups only.)

Purchaser:

Respondents who had tasted Florida peaches stated they were healthy, nutritious, delicious, fresh, good quality, juicy, and firm. They also felt they supported local economy. The following quotes are examples of these themes.

- "Great taste."
- "Quality taste and juicy."
- "They are fresh and delicious."

- “They are delicious, healthy, and just plain tasty.”
- “They are good and very nutritious.”
- “They are fresh and juicy and firm - not mushy.”
- “They are the most healthy and nutritious peaches I have ever eaten, would not hesitate to continue buying them.”
- “Peaches grown in Florida are of good quality and support the local economy.”

Although some respondents did not know a lot about Florida peaches they did state they wanted to know more or try them. The following quotes are examples of this theme.

- “I wasn't familiar with Florida Peaches but now I am. I'll be more on the lookout when buying peaches from this day forward.”
- “I don't know much about Florida peaches but if they are better than the peaches that have been around the last year, I want to know more.”
- “I will now look for Florida peaches. I never knew about Florida peaches. Thank you!”
- “I think I will look for some the next time I go to the store. [I] hope I find them where I shop.
- “I will defiantly look for Florida peaches they sound like they would be YUMMY!”
- I have never had Florida peaches, but if they are as fresh, and as good as Florida oranges, I will want to try them.
- “More information about Florida peaches would be helpful.”
- “[I] really don’t know that we get peaches from Florida here where I am located but if we did I would certainly try them.”
- “[I] wish I knew what was superior about Florida peaches.”

Respondents expressed that labels played an important role in their decisions to buy peaches or any fresh produce. The following quotes are examples of this theme.

- “I think that peaches should be marked better as to where they are grown.”
- “I will definitely be looking more closely at labels.”
- “I would like to see more attention signage in produce section as to whether peaches are from Florida or not.”
- “I think that peaches should be marked better as to where they are grown.”
- “Please make sure the Grown in Florida symbol is proudly displayed on ALL produce grown in Florida.”
- “Need to label Florida peaches.”

Some respondents said they don’t pay any attention to labels or are not concerned about where their produce comes from. The following quotes are examples of these themes.

- “[I] have never noticed information [about] where the peaches came from.”
- “I have never noticed anything stating where the peaches are from or have never paid attention to it.”

- "I do not care where the fruit comes from as long as it tastes good and a reasonable price."
- "I am sorry that I don't put in enough effort to buy Florida peaches compared to other states or countries that grow peaches. While shopping I do not read labels like I should for my own health reasons I should read them."
- "Where they are grown if not locally it is of no importance."
- "I'm not sure that the state or country of origin make that big a difference when it comes to peaches."

Some respondents stated they were more interested in buying local peaches. They also indicated concern about the distance the peaches would have to travel and what affect it would have on the peaches. The following quotes are examples of these themes.

- "Because I live in the Midwest and can get local peaches for a few months a year, I do not feel the need to buy Florida peaches."
- "Being from California, it is difficult to see why I would go out of my way to buy peaches from so far away when there appears to be ample supply form California."
- "They are grown too far away from Washington. We grow very tasty peaches here in Washington."
- "Never had any. I buy. Local SC peaches as I live there."
- "It's a long way from Florida to Nevada. Would the peaches still be fresh and undamaged by the time they got here?"
- "I have found that when peaches come from as far away as Florida, they are often shipped very hard and green and never seem to ripen properly."
- "The only concern I have is that I live in Ohio and would the peaches be as fresh when they arrive?"

Respondents indicated they did not associate Florida with peaches. The following quotes are examples of this theme.

- "Florida is known for its citrus, I always thought it was Georgia peaches."
- "Florida is where you get oranges. Georgia is where you get peaches."
- "I always hear about Georgia peaches never Florida peaches."
- "Did not know peaches were a hot commodity in Florida; always expected South Carolina and Georgia, plus California where I live grew peaches."

Respondents felt Florida peaches need to be promoted more. The following quotes are examples of this theme.

- "Need to see more ads to know they are available."
- "Florida needs to find a way to FL peaches seem different or better than peaches grown elsewhere. What sets them apart?"
- "If you want people to know more about peaches you should have a festival, like the shrimp festivals they have in Palatka and Jacksonville, but feature farm grown food from local farms."
- "More promotion."

Respondents mentioned wanting more availability of Florida peaches. The following quotes are examples of this theme.

- "I wish I had more access to them."
- "I wish they were shipped to Kentucky more often...lived in Florida once."
- "Be available in New Jersey."

- I prefer Florida Peaches but they are not available in my area except for a select time of year. I love the flavor.
- “Good but not readily available sometimes.”
- “I prefer Florida Peaches but they are not available in my area except for a select time of year. I love the flavor.”

Non-purchaser:

Respondents had a lack of knowledge about peaches being produced in Florida and if whether they were as good as peaches produced elsewhere. The following quotes are examples of this theme.

- “Are there still farms in Florida?”
- “Are they as good as regular peaches?”
- “Did not know they grew peaches in Florida.”
- “I have lived in Florida for four years and I did not know that peaches were grown in Florida.”
- “Like to see a comparison between Florida peaches and other peaches.”

Respondents also expressed a concern about availability and the condition of the peaches by the time they got to the store. The following quotes are examples of these themes.

- “Are they available in Arizona?”
- “Availability”
- “By the time they get to our grocery store they are bruised and start to spoil faster.”
- “Florida is a long way from Maui, Hawaii. Freshness and quality would be questionable.”

A few respondents indicated that the logo/label was very important in knowing the difference from a Florida peach and other peaches. The following quotes are examples of this theme.

- “Without the logo I wouldn't know one peach from a house cat. They look the same depending on the time of year.”
- “Needs to be labeled Florida peaches.”

Some showed interest in wanting more information about Florida peaches and to try them. The following quotes are examples of this theme.

- “I didn't know until now that Florida grew peaches - I'll look for them and if the price is within reason I'll try them.”
- “I did not know that Florida grew peaches. My experience with peaches comes from the state of Georgia. That is why it is difficult to consider store bought brands. Given Florida's proximity to Georgia, if the peaches are comparable, let me in on it.”
- “I will like to get more information about the nutritional benefits and have the opportunity to visit a farm.”
- “I would love to try Florida peaches. I hope my local stores start carrying them at a reasonable price.”

Work Cited

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