

FSMIP GRANT FINAL REPORT

Federal-State Marketing Improvement Program Final Performance Report For the Period of 9/30/2013-9/29/2015

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Project Contact: Lisa House, 352 294-7653, lahouse@ufl.edu

An Outline of the Issue or Problem:

Florida is the largest supplier of fresh tomatoes. However, with increasing exports of the Mexican tomatoes to the United States, the farm gate value of Florida tomato industry slumped from \$620 million in 2010 to \$268 million in 2012. The record high influx of Mexican tomatoes to the U.S. market has had a huge impact on the industry as well as the local economy of regions where tomatoes are one of the key agricultural crops. This project seeks to provide the struggling industry with marketing information to boost consumer demand for local (Florida/USA) tomatoes.

Goals and Objectives:

1. Identify primary shopper's preferences regarding tomatoes produced in Florida, the United States, and Mexico.
2. Identify how frequently information on origin of production is noticed based on the type of information that is provided (stickers on produce versus point-of-purchase signage).
3. Determine willingness to pay for tomatoes produced in Florida, compared to tomatoes produced in Mexico, under three different label scenarios (USA versus Mexico label; Florida versus Mexico label; Florida point-of-purchase sign with USA label versus Mexico label).
4. Determine whether or not there are identifiable market segments that respond more or less to different label scenarios for fresh tomatoes.

Contribution of Project Partners:

The work was conducted by the team at the University of Florida and did not involve partners. However, results have been distributed to industry, who though not official partners, did give input to researchers.

Results, Conclusions, and Lessons Learned:

To achieve the goals of this study, we conducted a mall intercept survey in three different states. This research differs from many previous studies in that the consumers completed the survey in person (using a mall intercept format), where they were able to view and even touch tomatoes. Often when studying willingness to pay (WTP) for country of origin labeling, online choice experiments are used. Although these are a very valid way to collect data and understand the issues, it is possible that conducting an experiment in this format (online with descriptions of different products where people select between two or more), may draw more attention to country of origin by listing it among a small list of other attributes versus in store where the information is on a small label, with many distractions in the environment. In the mall intercept survey experiment, the participant is in a situation closer to the market where they look at baskets full of tomatoes and it is up to them whether or not they look at the country of origin identified on a sticker. In this format, we were able to not only ask people if they paid attention to country of origin labeling, but we could see if they looked at the information.

Participants were screened to meet the following criteria: an adult (older than 18 years old), primary grocery shopper who purchased fresh tomatoes at least once/month in the past few months. After answering the baseline questions on frequency and location of grocery shopping, participants were presented with two wooden baskets of tomatoes in a setting similar to what would be found in a real produce section of a store. The two baskets were immediately next to each other on a table (as they would be on display in the store). The tomatoes in the two baskets were exactly the same type of tomatoes except for the different label information that indicating production origin. Random 3-digit numbers were assigned to each label scenario to enable consumers to respond to questions about the tomatoes without calling specific attention to the labels. The three scenarios of origin information labeling strategies were: (1) US versus Mexico stickers on tomatoes; (2) Florida versus Mexico stickers on tomatoes; and (3) “Grown in Florida” sign on top of the basket (similar to point-of-purchase information in a store) plus US stickers versus Mexico stickers on tomatoes.

Participants were randomly assigned to one of three scenarios stated above and asked to indicate which, if either, of the two baskets of tomatoes they are most likely to purchase, as well as how much they are willing to pay for both kinds of tomatoes. After participants indicated which labeled tomatoes they prefer to purchase and how much they are willing to pay, they were asked to identify the reasons why they selected a tomato (if they preferred one). This was first asked in an unaided format to see if they brought up the labeling on their own. After answering these questions, participants were asked whether they noticed the different COOL of the tomatoes, what kind of information on the produce label they think is important, and their general consumption preference toward tomatoes from different origins. In addition to their answers,

staff at the mall intercept location also recorded whether and how the participant touched the tomatoes during the experiment based on their observation.

Data was collected in Florida, Texas, and Maryland, to test the impact of distance on willingness to pay (it was expected that WTP for Florida/US tomatoes compared to Mexico tomatoes would be highest in Florida, WTP for tomatoes from Mexico would be highest in Texas due to the geographical proximity and expected experience with the product, and Maryland was selected as a control with no reason to prefer either tomato). A total of 210 intercepts were collected in each location.

The open-ended contingent valuation method (CVM) with reference price was used in the survey to estimate consumer WTP for fresh tomatoes. A sample WTP question in the survey was:

“Please go to the two baskets of tomatoes and consider them as if you were deciding what to purchase. Afterwards, please answer the following questions about the tomatoes:

Assume that you are going to the store to purchase one (1) pound of fresh tomatoes. Which tomato do you prefer to purchase (if they were the same price)?

Tomato #599 Tomato #280 No preference

If you needed to buy tomatoes and saw these, how much would you be willing to pay per pound of tomatoes? Prices for tomatoes like these are usually \$0.99–\$3.99 per pound. If you are not willing to purchase either or both, you can enter \$0.00.

Tomato #599: \$ _____/lb Tomato #280: \$ _____/lb”

The majority (>55%) of the participants chose Florida/US tomatoes rather than Mexico tomatoes or no preference. Additionally, on average, consumers are willing to pay a higher premium for Florida/US tomatoes than they are for Mexico tomatoes under all COOL scenarios.

The study demonstrated whether consumers read production origin information during tomato purchasing is affected by different COOL strategies. The “Grown in Florida” sign plus US sticker effectively increases the probability of reading COOL on the tomatoes when consumers purchase fresh tomatoes compared with other two COOL strategies including US stickers and Florida stickers.

Surprisingly though, it was also found that different COOL strategies had no significant impact on consumer’s choice of the tomatoes. However, the behavior of reading tomato COOL has a positive and significant effect on the choice of tomatoes, meaning that if consumers notice the COOL on the tomatoes, then they will be more likely to choose Florida/US tomatoes. Through applying simultaneous equations, it can be inferred that the strategy of labeling with the “Grown in Florida” sign plus US sticker is associated with consumer’ choice of tomatoes indirectly via first attracting consumers to read COOL on the tomatoes, then the reading behavior could improve the probability of choosing Florida/US tomatoes. Thus, improving the opportunity of consumer’s behavior of reading tomato COOL is essential for them to prefer purchasing domestic fresh tomatoes. One suggestion is that Florida tomato industry need to develop an effective and feasible marketing strategy to make their tomatoes more distinguishable than Mexican tomatoes, using the success of Florida citrus industry for reference.

When it comes to WTP, the results are consistent with previous studies (e.g. Mabiso et al. in 2005) that consumers are willing to pay a premium domestic tomatoes such as the ones labeled with “Grown in the US”.

A second unexpected finding was that the Florida sticker, and “Grown in Florida” sign plus US sticker strategies decrease the premium consumers are willing to pay for Florida/US tomato compared to Mexico tomatoes. In other words, the US sticker performed better than the Florida sticker, and the Florida information combined with US sticker did not recover the willingness to pay. This led to further research where we conducted a second survey to determine if people are aware tomatoes are produced in Florida. One potential explanation is that if people do not know tomatoes are grown in Florida, it may be expected that labeling them as such would not only increase consumer WTP for those tomatoes, but might be worse than a general US label, where consumers are able to fill in the State of production with their expectations. Results from this survey continue to be evaluated and analyzed past the expiration of the grant, however preliminary results confirm that few respondents consider Florida as a location of production for tomatoes (California is the leading State identified by participants). Data was collected on willingness to pay using Van Westendorp formatted questions and will be analyzed to determine if knowledge of Florida as a location of production impacts willingness to pay for Florida tomatoes over US tomatoes.

Evaluation:

Our plan to evaluate included reaching certain milestones. The first was to collect data from 600 participants in a mall intercept format. This objective was achieved, but was also adapted when the results were not as expected with regards to willingness to pay for Florida-labeled tomatoes. In addition to the initial 600 participants, we collected data from approximately 1,500 more in an online survey format to attempt to answer questions we had as a result of our initial findings.

A second outcome was to present results directly to tomato producers and stakeholders for feedback. We achieved this by presenting at the 2014 Florida Tomato Institute Program. Additionally, Dr. Guan works directly with a number of producers and has informally provided information about the results.

Our final method of evaluation was to complete a paper that would be accepted by a professional meeting or journal to evaluate our methods. Two presentations have been accepted for presentation at the Southern Agricultural Economics Association in February 2016. Additionally, a draft of a paper is being finalized for submission to a journal, though results from this method of evaluation will take longer as the journal publication process takes months to receive feedback.

Current or Future Benefits/Recommendations for Future Research:

We do feel that our method of collecting data was innovative in that it attempted to place consumers in a more realistic situation than an online, hypothetical choice experiment. Although conducting research in stores would be better (not hypothetical), it is difficult as it would be hard

to control other variables as you can in an experimental setting. Though in-person interviews are more expensive than online data collection, we do think future research should consider using different data collection methods when appropriate to try to simulate market conditions as much as possible. We also believe, that data should be collected on knowledge of production areas when attempting to explain willingness to pay for country of origin labeling, especially if looking at state-specific labels.

Project Beneficiaries:

The results were presented to the Florida tomato industry at the 2014 Florida Tomato Conference in September 2014. The conference participants included growers, state and county extension staff, seed companies, pesticides companies, and some other related businesses. The number of participants were about 200 [estimate].

The results were also presented to a major grower DiMare Fresh in December 2014.

Finally, results are being presented to academic audiences to further discussion and research on both the methods for collecting willingness to pay and the drivers behind willingness to pay. This will be occurring at the Southern Agricultural Economics Association annual meetings in San Antonio, Texas in February 2016. Expected attendance at the sessions we discuss the papers is 20-30 per session (2 sessions).

Additional Information:

Cao, X. "Addressing Production and Marketing Challenges in the Florida Tomato Industry." M.S. thesis, University of Florida, 2014. <http://ufdc.ufl.edu/UFE0047198/00001>

Cao, X., L. House, Z. Gao, and Z. Guan. "Marketing Strategies to Promote Florida Tomatoes," The Florida Tomato Proceedings, University of Florida, 2014.

Jiang, Y., L. House, H. Kim, and Z. Gao. "Comparing the Effect of Country of Origin Labels Versus State-Specific Labels on Fresh Tomato Marketing," Presented at the Annual meetings of the Southern Agricultural Economics Association, San Antonio, TX, February 2016.

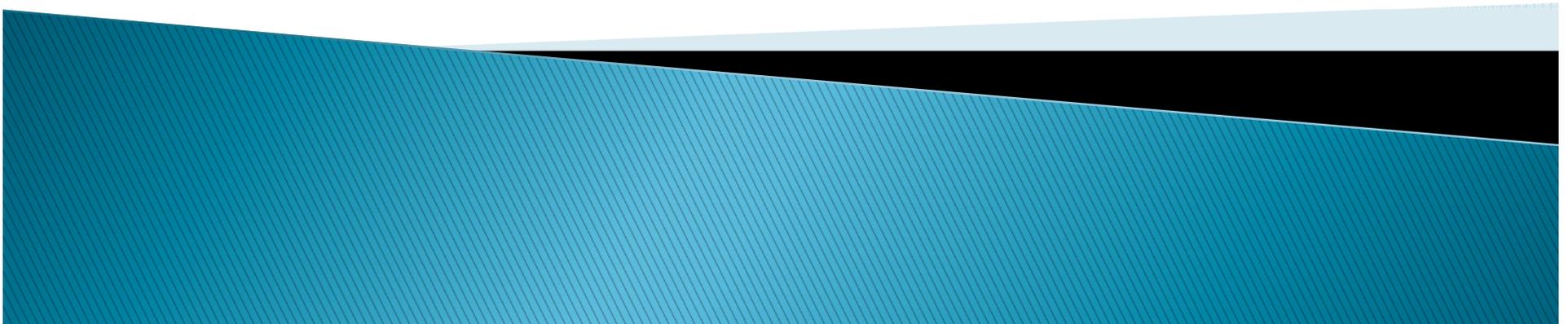
Cao, X., L. House, Z. Gao, and Z. Guan. "Determining the Impact of State-Specific Signs and Labels on Tomato Marketing," Presented at the Annual meetings of the Southern Agricultural Economics Association, San Antonio, TX, February 2016.

Marketing Strategies to Promote Florida Tomatoes

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Outline

- Background
- Objective
- Survey design and data collection
- Results
- Conclusions



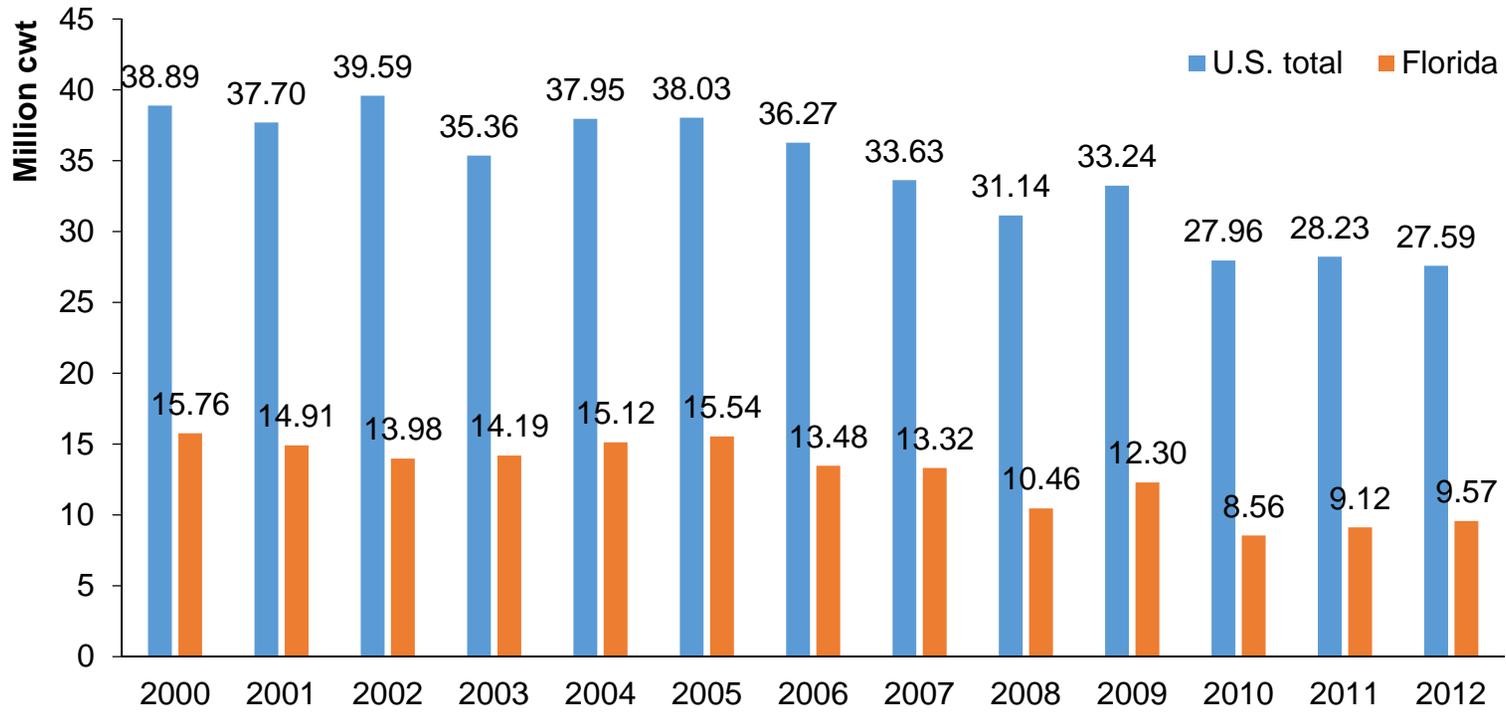
Background

- Florida fresh tomato production volume, value and acreage have been declining.

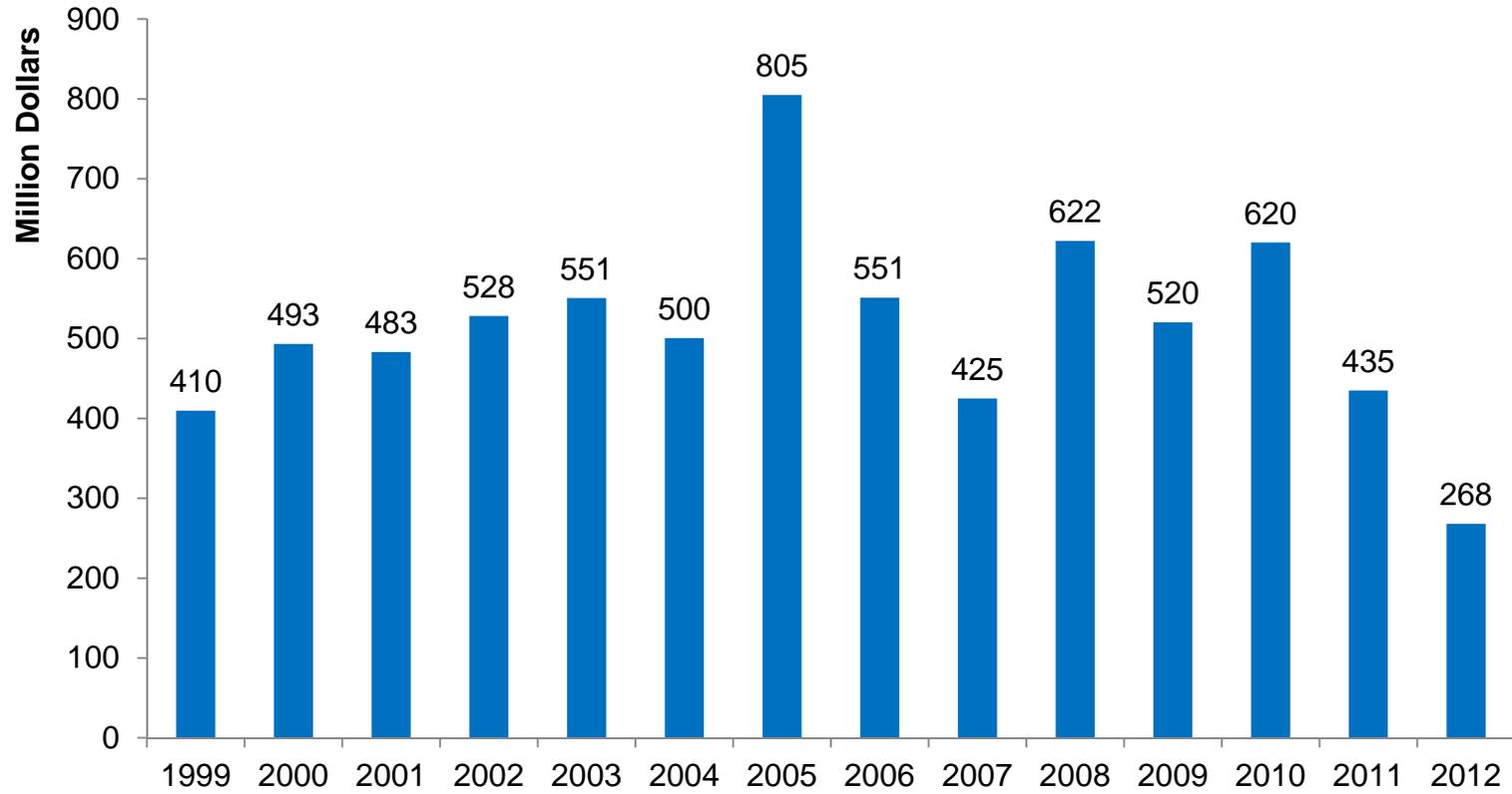
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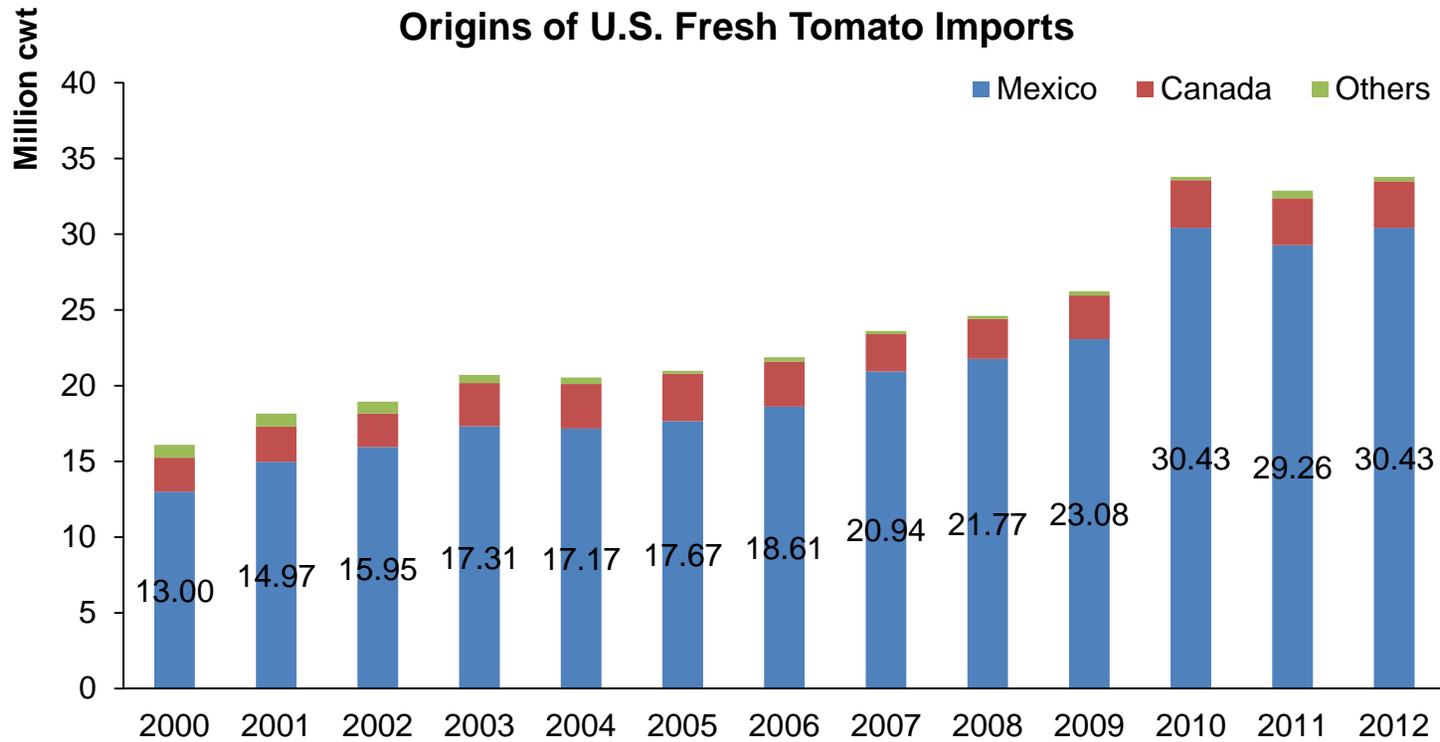


U.S. and Florida Fresh Tomatoes Production 2000 - 2012



Florida Fresh Tomato Value from 1999 to 2012





- Imports of Mexico tomatoes **increased** sharply under NAFTA
 - Mexican imports account for about **90%** of the imported tomatoes;
 - In 2000, Mexican tomatoes on the U.S. market **20% less** than Florida's
 - Now more than **3 times higher**



- Mexican competitive advantages:
 - Lower production costs, e.g. labor cost;
 - Favorable government policies;
 - Protected agriculture policy, e.g. greenhouse subsidies
- In US/Florida, growers facing increasing production costs and decreasing yield (MBr ban)
- Other challenges



Objectives

- What marketing strategies could help Florida growers compete more effectively?
- Provide growers with information on consumer preferences and Willingness To Pay (WTP) for domestic/local (Florida) tomatoes vs Mexican tomatoes
- Study effects of country of origin labeling (COOL) strategies



Survey

- Three locations:
 - Tampa: Florida tomatoes
 - Dallas: close to Mexico, familiar with Mexico tomatoes
 - Baltimore: no reason to have a focus on Florida or Mexico tomatoes
- Three Scenarios (with Identical Tomatoes)
 - Scenario 1: tomatoes with U.S. sticker vs. Mexico sticker
 - Scenario 2: tomatoes with Florida sticker vs. Mexico sticker
 - Scenario 3 : tomatoes with U.S. sticker + “Grown in Florida” sign vs. Mexico sticker



Survey

- Screening question:

Q: Are you the primary grocery shopper for your household (you are responsible for at least 50% of the grocery purchases) and are you at least 18 years of age?

Yes

No



Survey

- Purchasing behavior:

Q: How often do you purchase the following fresh foods in the past few months? (tomato, pepper, zucchini, eggplant, cauliflower, etc.)

Q: Where do you usually purchase fresh tomatoes?

Supermarkets/Grocery Stores; Local grocery store; Warehouse stores; Farmer's market; Road-side stand; Other locations...

Q: What factors influence your purchase of fresh tomatoes?

(Variety, Size, Freshness, Price, Firmness, color, Shape, Origin, On the vine or not, Availability of samples, Other)



Survey

- Participants are randomly assigned to one of the three scenarios, where tomatoes are displayed in two baskets:
 - Scenario 1: U.S. sticker vs. Mexico sticker
 - Scenario 2: Florida sticker vs. Mexico sticker
 - Scenario 3 : U.S. sticker + “Grown in Florida” sign vs. Mexico sticker
- Tomatoes are coded as follows:
 - Tomato #599: with U.S. sticker
 - Tomato #462: with Florida sticker
 - Tomato #828: with “Grown in Florida” sign plus the U.S. sticker
 - Tomato #280: with Mexico sticker
- Comparing Florida/US tomatoes (#599, #462 & #828) with Mexico tomato (#280)



Survey

- Participants looked at (some touched) the tomatoes in the two baskets and answered the following questions (examples):
 - Consumer Preference:
Which tomato do you prefer to purchase (if they were the same price)?
 Tomato #599 Tomato #280
 - Willingness To Pay:
How much would you be willing to pay? (Reference range: \$0.99-\$3.99/lb)
.
Tomato #599: \$_____/lb Tomato #280: \$_____/lb



Survey

Q: Did you notice the origin when you selected a tomato in the experiment (the stickers or the sign)?

Q: When you purchase fresh vegetables, do you typically look for any of the following information (select all that apply)?

1. Organic
2. Where the produce is produced
3. Nutrition information
4. Brand
5. Other
6. I don't check labels on fresh produce



Survey

- Weekly grocery expenditures
- Demographic questions (gender, age, race/ethnicity, education, employment status, income range, household size, # of children)



Results: Consumer choice

	By scenario			By city		
	Scenario 1	Scenario 2	Scenario 3	Baltimore	Dallas	Tampa
Florida/US tomatoes	56.9%	57.6%	59.7%	59.8%	58.4%	55.9%
No preference	19.0%	11.9%	10.9%	14.4%	8.6%	18.8%
Mexico tomatoes	24.2%	30.5%	29.4%	25.8%	32.9%	25.4%
Sample Size	211	210	211	209	210	213



Results: WTP

- Willingness To Pay: \$/lb

	Scenario 1		Scenario 2		Scenario 3	
	Tomato U.S. Sticker	Tomato Mexico sticker	Tomato Florida sticker	Tomato Mexico sticker	Tomato U.S. sticker + Florida sign	Tomato Mexico sticker
All city	1.88	1.55	1.81	1.63	1.68	1.50
Baltimore	2.05	1.68	1.81	1.56	1.77	1.47
Dallas	1.66	1.42	1.66	1.47	1.75	1.69
Tampa	1.96	1.56	1.94	1.85	1.50	1.33



Effectiveness of Labeling Strategies

- Did you notice/read the origin info?

	Yes	No
SC1	35.2%	64.8%
SC2	42.9%	57.1%
SC3	54.0%	46.0%
Baltimore	42.1%	57.9%
Dallas	39.0%	61.0%
Tampa	51.6%	48.4%

- Statistical analysis indicated: consumers who noticed origin info more likely to purchase US/Florida tomatoes



Conclusions

- The majority (58%) of the participants prefer US/Florida tomatoes (over Mexican 28%, or indifferent 14%)
- Overall, consumers are willing to pay a premium for Florida tomatoes over Mexican tomatoes under all COOL scenarios.
- If consumers are aware of the COOL info, they are more likely to purchase Florida/US tomatoes.
- U.S. sticker + “Grown in Florida” sign increases consumer awareness of COOL on the tomatoes, and results in increased purchases.

THANK Y  U!

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2014

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Marketing Strategies to Promote Florida Tomatoes

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INTRODUCTION

Fresh tomatoes are a major vegetable crop on the market, with a total crop value of \$1.4 billion in the U.S. in 2010. Florida is the largest supplier of fresh tomatoes, accounting for nearly half of the total crop value. However, the industry is facing serious challenges. The number one factor is competition from Mexico. The USDA-NASS (National Agricultural Statistical Service) data shows that U.S. tomato production decreased from 3.9 billion pounds in 2000 to 2.8 billion pounds in 2012, while the Florida production fell from 1.6 to 0.96 billion pounds. During this period, both planted and harvested acreage fell significantly. In stark contrast to the shrinking domestic industry, the amount of tomatoes imported from Mexico (world) jumped from 1.3 (1.6) billion pounds to 3 (3.4) billion pounds, as shown by data from the U.S. Department of Commerce. Mexican imports now account for about 90% of the imported tomatoes and have had a major impact on the U.S. tomato industry, particularly the Florida tomato industry. Mexican tomatoes on the market were about 20% less than Florida's supply volume in 2000, but their market share is now more than 3 times higher than Florida's (Zhu, Guan, and Wu, 2013). With increased competition from Mexico, the farm gate value of Florida tomato industry slumped from \$620 million in 2010 to \$268 million in 2012 and the national value dropped from \$1.4 billion to \$0.86 billion.

The evolving market condition and trade relationship between the U.S. and Mexico is posing tremendous challenges to the Florida tomato industry. Against such a background, this paper seeks to provide the struggling industry with marketing information to understand consumer demand for local (Florida/US) tomatoes, as consumer choice is of vital importance to the domestic industry. We will study the effect of three marketing strategies on consumer choice of the Florida/USA tomatoes versus Mexican tomatoes and identify optimal strategies to promote local products.

METHODOLOGY

To determine the impact of different types of information on production origin, a consumer survey was designed and conducted using the mall intercept format. In this way, how participants' respond to country of origin information in a setting that is similar to a grocery store can be observed cost-effectively.

The working hypothesis is that consumers are willing to pay a premium for tomatoes from Florida/US compared to tomatoes from Mexico. It is further hypothesized that consumers will respond differently to the origin information in each labeling scenario, with the least noticing origin in the case of plain labels (current situation) with country of origin, followed by plain labels with Florida identification, followed by the case with point-of-purchase signage.

To test the hypothesis, a mall intercept questionnaire is conducted to survey consumer's fruit and vegetable consumption, their purchasing habits for fresh produce, their awareness of country of origin information, and the impact of different ways of country of origin labeling (COOL) on consumer choice of fresh tomatoes. Participants are first screened to meet the following criteria: adult (older than 18 years), primary grocery shoppers who purchased fresh tomatoes at least once per month in past few months. After answering baseline questions on frequency and location of grocery shopping, participants are presented with two wooden baskets of tomatoes in a setting similar to what would be found in a real produce section. The two baskets are on a table immediately next to each other (as they would be in display in the store). The tomatoes in the two baskets are exactly the same tomatoes except for the different label information that indicates production origins. Random 3-digit numbers are assigned to each label scenario to enable consumers to respond to questions about the tomatoes without calling specific attention to the labels. The origin information is labeled and presented in three different formats: 1) USA and Mexico small stickers on tomatoes (tomato #599 vs. tomato #280); 2) Florida and Mexico small stickers on tomatoes (tomato #462 vs. tomato #280); and 3) "Grown in Florida" sign on top of the basket (similar to point-of-purchase information in a store) plus U.S. small stickers and Mexico small stickers on tomatoes (tomato #828 vs. tomato #280). Tomato #599, tomato #462 and tomato #828 all refer to Florida tomatoes but with different COOL strategies, namely Florida/US tomatoes.

Participants were randomly assigned to one of three treatment groups and asked to indicate which, if any, of the two baskets of tomatoes they are most likely to purchase as well as how much they are willing to pay for both kinds of tomatoes. Using this in-

formation, differences in average willingness to pay based on COOL scenarios can be estimated.

After participants indicate which labeled tomatoes they prefer to purchase and how much they are willing to pay, they are asked to identify the reasons why they selected a tomato (if they preferred one). This is first asked in an unaided format. After answering these questions, participants are asked whether they noticed the different origins of the tomatoes, what kind of information on the label of produce they care about and their general consumption preference toward tomatoes from different production origins.

Demographics questions are answered by participants in the end of the survey. After the participants complete the survey, the staff members who observe the participants completing the survey will answer several questions about whether and how the participant touched the tomatoes.

As both Florida/US and Mexican tomatoes are being used for this experiment, it is important to collect data in multiple locations (Florida, Texas and Maryland). It is expected that willingness to pay for Florida/US tomatoes compared to Mexican tomatoes will be highest in Florida. Texas is selected because it is very close to Mexico and participants are likely to see Mexican tomatoes more frequently and be familiar with them. Maryland is selected as a region that does not have a reason to have a focus on either Florida or Mexico, and thus serves as a type of control in this study.

The open-ended contingent valuation method (CVM) is used in this survey to estimate consumers' willingness to pay for fresh tomatoes. One problem of open-ended CVM is that the consumers might encounter difficulty stating their own price. Munro and Sugden (2003) indicated that consumer preferences were dependent on reference; and consumers referred to a reference price point in order to shape their own valuation of a product (Monroe, 1977). Chernev (2003) found that the articulation of reference price before the choice can simplify consumer preference through imposing a structure consistent with the nature of the decision task. Therefore, in this survey, the reference price range of fresh tomato is provided for the consumers, setting from \$0.99/lb to \$3.99/lb, based on data from Agricultural Marketing Service of the U.S. Department of Agriculture.

RESULTS

Demographics of Participants. After screening the respondents who are qualified as adult (18+ years old), primary grocery shoppers who purchase fresh tomatoes at least once per month in past few months, 632 respondents completed the survey, including 209, 210 and 213 samples in Baltimore, Dallas and Tampa, respectively. Females and males account for 55.5% and 44.5% of the total respondents. Most participants in the sample are less than 40 years old, with an average age of about 36 years old. As for ethnicity, Caucasians account for 51.7%, followed by Black or African American (34.2%), Hispanic (16.0%) and other races (6.1%). People with some college degree or four-year college degree are the largest proportion of the respondents, reaching 53.0%, followed by people with high school degree or equivalent (33.1%). The largest group of participants had a full-time job (46.9%) while the second largest worked part-time (18.7%). There are 50.8% of the participants with 2-3 people in their household, 31.0% of them have 4-6 and 14.9% live alone. About 45.9% of the participants have at least one child in the family; most (24.1%) had two or more children, while few (21.8%) have only one. Those participants who refused to indicate their annual household income accounted for about 14.9% of total participants, while the average estimated household income is in the range of \$50,000-\$74,999. The results also show that 27.9% of the respondents usually spend \$100-\$149 per week on food at the grocery store, 21.4% spend \$50-\$99 and 19.6% spend \$150-\$199; the average costs on food at the grocery store fall in the range of \$150-\$199 per week.

Consumers' Purchasing Habits of Fresh Tomatoes. In the survey, consumers were required to answer basic questions about their purchasing habits and attitudes to-

wards fresh tomatoes. The survey results show that 45.4% of the total respondents indicate that they bought fresh tomatoes once per week in the past few months. Approximately 20.9% and 18.0% indicated they purchased fresh tomatoes 2-3 times per month and more than once per week, respectively. As for the location where they usually purchase fresh tomatoes, 64.7% of the respondents buy from supermarkets, 51.5% from local grocery stores and 24.5% from farmer's markets. Another 13.1% indicate they purchase fresh tomatoes from a warehouse or roadside stand. Respondents identified regular tomatoes and tomatoes on the vine as the most frequently purchased types of tomatoes, accounting for 42.3% and 18.7%, respectively. Other tomato choices included heirloom, grape, Roma and cherry.

When asked to identify what factors are most important when purchasing tomatoes, respondents indicated freshness, firmness and color as the top three factors. Price, tomato size and shape were relatively less important and variety, country of origin, on the vine or not and availability of samples were the least important factors.

Consumers' Attitudes and Preference of Different Labeled Fresh Tomatoes. After being given the opportunity to look at and touch the tomatoes in the experiment, respondents were asked about their choice and attitude toward different labeled tomatoes. As shown in table 2, in scenario one, 56.8% of the respondents chose the tomato with the U.S. sticker, 24.2% chose the tomato with the Mexico sticker, and 19.0% indicated no preference; in scenario two, 57.6% of the respondents chose the tomato with the Florida sticker, 30.5% chose the tomato with the Mexico sticker, and 11.9% indicated no preference between the two kinds of tomatoes; in scenario three, 59.7% of the respondents chose tomato with "Grown in Florida" sign on top of the basket, 29.4% chose the

tomato with the Mexico sticker, and 10.9% indicated no preference.

In total, 44.3% of the respondents indicated they did notice the stickers or sign which contain COOL information of the tomatoes and 55.7% did not. Specifically, 35.6%, 42.9%, and 54.5% of respondents in scenarios one, two and three, respectively, noticed the stickers or sign.

Participants were asked about what kinds of information they typically look for when they purchase fresh produce. Nearly one-third indicate they generally don't look at labels on fresh produce. For consumers who usually look at the labels, they focus on organic information (48.4%), brand (46.5%), country of origin (43.7%) and nutrition information (33.4%).

Finally, participants were asked directly if they prefer tomatoes grown in the U.S. to those grown in Mexico when they do regular daily shopping. In this case, 48.0% indicated they prefer tomatoes produced in the U.S. Similarly, 49.2% prefer tomatoes produced in Florida compared to tomatoes from Mexico. When asked about preferences between tomatoes grown in Florida or the U.S., more than half (56.8%) had no preference. This did differ by location, with 64.8% of respondents in Tampa preferring tomatoes produced in Florida over tomatoes produced in Mexico. This compares to respondents in Baltimore (48.3%) and Dallas (34.3%). This also occurred with tomatoes produced in Florida compared to the U.S., with 43.7% of respondents in Tampa preferring Florida-grown tomatoes compared to 23.9% in Baltimore and 17.1% in Dallas.

Consumers' WTP for Florida/US Tomatoes and Mexico Tomatoes. Immediately following looking at the tomatoes and indicating which they preferred (if either), participants were asked to indicate what they would be willing to pay for each tomato they saw. As shown in table 2, in scenario 1, participants were willing to pay an average of \$1.87/lb for the tomato with the U.S. sticker and \$1.55/lb for the tomato with the Mexico sticker; in scenario 2, participants were willing to pay an average of \$1.81/lb for the tomato with the Florida sticker and \$1.63/lb for the tomato with the Mexico sticker and in scenario 3, participants were willing to pay an average of \$1.68/lb for the tomato with "Grown in Florida" sign plus the U.S. sticker and \$1.50/lb for the tomato with the Mexico label. It is surprising that the third scenario produced the lowest WTP for Florida tomatoes. Further examination of data showed that this is mainly due to the low WTP values from Tampa consumers. This is likely because Tampa/Florida consumers may believe Florida grown tomatoes should have lower costs (e.g., transportation costs) and therefore lower prices. This in turn may have affected their WTP values for Mexico tomatoes due to the reference effect.

Table 1. Consumers' stated choice of different labeled tomatoes, sorted by scenario and by city.

	By scenario			By city		
	Scenario 1	Scenario 2	Scenario 3	Baltimore	Dallas	Tampa
Florida/US tomatoes	56.9%	57.6%	59.7%	59.8%	58.4%	55.9%
No preference	19.0%	11.9%	10.9%	14.4%	8.6%	18.8%
Mexico tomatoes	24.2%	30.5%	29.4%	25.8%	32.9%	25.4%
Sample Size	211	210	211	209	210	213

Table 2. Consumer willingness to pay for Florida/US and Mexico tomatoes, sorted by scenario and by city (Unit: \$/lb).

	Scenario 1		Scenario 2		Scenario 3	
	Tomato with the U.S. sticker	Tomato with the Mexico sticker	Tomato with the Florida sticker	Tomato with the Mexico sticker	Tomato with the Florida sign plus U.S. sticker	Tomato with the Mexico sticker
All city	1.88	1.55	1.81	1.63	1.68	1.50
Baltimore	2.05	1.68	1.81	1.56	1.77	1.47
Dallas	1.66	1.42	1.66	1.47	1.75	1.69
Tampa	1.96	1.56	1.94	1.85	1.50	1.33

CONCLUSIONS

In summary, the consumer survey results reflect that the majority (>55%) of the participants in all selected cities chose Florida/US tomatoes, which is roughly twice as much as those who preferred Mexico tomatoes. Those who indicated indifferences were less than 15%. Additionally, on average, consumers are willing to pay a premium for Florida/US tomatoes over Mexico tomatoes under all country of origin labeling

scenarios. Further statistical analysis will be performed to determine the factors that affect consumer choices and their willingness to pay and explore the effects of different labeling strategies on their choice and WTP for fresh tomatoes.

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Redesign for Success: Florida Food Connect - an Online Tool that Helps Producers Engage with Local Customers

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INTRODUCTION

Florida MarketMaker is a free, web-based marketing tool created to assist producers and consumers of specialty crops to establish relationships in local and regional markets, originally funded by the Florida Department of Agriculture and Consumer Services (FDACS), the University of Florida's Institute of Food and Agricultural Sciences (UF/IFAS) and other contributing organizations. MarketMaker is a product of the University of Illinois, now managed and licensed by Riverside Research, which utilizes federal data sets from USDA's Agricultural Marketing Service, Economic Research Service, U.S. Census data and other relevant national data sets to track and predict market opportunities for producers and buyers. The site also allows users to create profiles so they can share information about their businesses and connect with each other. From its inception more than four years ago, Florida MarketMaker had approximately 160 registered users with profiles, considerably less than anticipated.

In an effort to determine the effectiveness of the marketing tool, Florida MarketMaker, the UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources (the PIE Center) received a Florida Specialty Crop Block Grant (SCBG) from FDACS to conduct a qualitative analysis of small farmers within the state and discover their opinions and perceptions of the tool.

Producers in the study revealed some of the barriers they faced when selling local products. Many were unaware that Florida MarketMaker was an online marketing tool

aimed at getting local food from the farm to the fork. When shown MarketMaker, producers also identified user interface challenges to using the online tool.

Based on the results of this research, the University of Florida IFAS Extension teamed up the Florida Department of Agriculture and Consumer Services, a design consultant, and MarketMaker developers to re-vision and redesign the tool with more functionality to benefit producers and buyers. The new tool, Florida Food Connect - www.floridafoodconnect.com, offers an easy-to-use format to promote buying and selling of Florida food products.

OBJECTIVES

This research investigated the cause of the disconnect between Florida specialty crop producers and the use of Florida MarketMaker in an effort to gain a better understanding of what message strategies should be used to promote Florida MarketMaker. Additionally, research provided information about what aspects of the design might be inhibiting the usability of the resource. All research was conducted in an attempt to better position Florida-grown specialty crops as the choice for local consumer-based buyers.

Once the research was conducted, the results were used to inform the design process for the improved, user-friendly site - Florida Food Connect. The designers and the UF/IFAS team took each recommendation from the report and used this as the basis for developing a template, or wire-frame, for the new website.

Methods

The PIE Center used a qualitative, focus group design (Conaway, 2013) to analyze producers' beliefs, attitudes and perceptions regarding Florida MarketMaker. The objective of using focus group methodology was to assess the target audience's perceptions of current usability and brand salience of Florida MarketMaker and to test for new branding and usability strategies before re-developing the marketing plan and website. Qualitative design provided the researchers with information and findings that have yet to be hypothesized and therefore could not have been predicted. Such findings allow the researcher to build off of the data for further detailed research about this area of interest.

The PIE Center conducted six focus groups to identify messages that could resonate with producers and consumers using Florida MarketMaker as a marketing tool to connect these two groups in local markets. Two focus groups, comprised small and medium-scale Florida producers, were conducted in Quincy, two groups in Kissimmee, and one in Sarasota.

Additionally, the research was designed to obtain a more thorough understanding of current marketing and sales strategies used by small producers. A final focus group took place in Orlando involving UF/IFAS extension agents with responsibilities for serving small farm clientele to determine their opinions of the effectiveness of Florida MarketMaker, to seek feedback on how their clients view the tool, and to summarize suggestions for website improvements.

Q3.1 How important are the following factors when you make a decision to purchase fresh tomatoes?

	Not at all Important	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Extremely Important
Color	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Size of the tomato	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freshness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Type of tomato (i.e. roma, cherry, grape, beefsteak)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3.2 How important are the following factors when you make a decision to purchase fresh tomatoes? **[Respondents were eliminated if they did not select not at all important on row 5]**

	Not at all Important	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Extremely Important
Non-GMO (genetically modified)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A specific brand or grower	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shape of the tomato	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To help us ensure the quality of our data, please select "not at all important" for this row. Thank you.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3.3 How important are the following factors when you make a decision to purchase fresh tomatoes?

	Not at all Important	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Extremely Important
Firmness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Where the tomatoes were grown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4.1 How important are the following factors when you make a decision to purchase fresh tomatoes?

	Not at all Important	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Extremely Important
Color	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Size of the tomato	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freshness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Type of tomato (i.e. roma, cherry, grape, beefsteak)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Firmness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4.2 How important are the following factors when you make a decision to purchase fresh tomatoes?

	Not at all Important	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Extremely Important
Where the tomatoes were grown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-GMO (genetically modified)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A specific brand or grower	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shape of the tomato	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To help us ensure the quality of our data, please select "not at all important" for this row. Thank you.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5.1 How important are the following factors when you make a decision to purchase fresh tomatoes?

	Not at all Important	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Extremely Important
Color	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Size of the tomato	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freshness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Type of tomato (i.e. roma, cherry, grape, beefsteak)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Firmness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Where the tomatoes were grown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-GMO (genetically modified)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A specific brand or grower	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shape of the tomato	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To help us ensure the quality of our data, please select "not at all important" for this row. Thank you.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6.1 Where do you buy fresh tomatoes (select all that apply)?

- Grocery store
- Farmer's Market
- Convenience Store
- Roadside Stands
- U-Pick
- Restaurants
- Other Locations _____

Q6.2 Which variety of tomatoes do you purchase most often?

- Roma
- Grape
- Cherry
- Beefsteak
- Heirloom
- On the vine
- Regular tomatoes (no specific type)

Q6.3 What do you typically pay for 1 pound of tomatoes?

Q6.4 Do you feel this price for tomatoes is:

- Extremely high
- Slightly high
- Reasonable
- Slightly low
- Extremely low

Q6.5 Do you consider where tomatoes were produced when you purchase them?

- Yes
- No

Q6.6 What is the first state that comes to mind when you think of growers of tomatoes?

- Drop down list of all states, plus I don't know

Q6.7 Do you know where the fresh tomatoes you last purchased were from?

- Yes
- No

Answer If Do you know where the fresh tomatoes you last purchased were from? Yes Is Selected

Q6.8 Were the fresh tomatoes you last purchased from:

- The United States
- Mexico
- Other

Answer If Were the fresh tomatoes you last purchased from: the United States Is Selected

Q6.9 Do you know which state the fresh tomatoes you last purchased were from?

- Drop down list of states

Q7.1 At what price would you consider 1 pound of fresh tomatoes from : (please write in dollar format, for example, 50 cents is 0.50, \$2.49 is 2.49)

	Too expensive and you would not consider buying them	So inexpensive that you would doubt the quality and would not consider buying them	Starting to get expensive, so that it is not out of the question, but you would have to give some thought to buying them	A bargain - a great buy for your money
Florida to be:				
Mexico to be:				
the U.S. to be:				

On Q7.2-7.4, the answers from Q7.1 are used to calculate the optimal price point based on the Van Westondrop Price Sensitivity Model – instead of \$0 shown below, the individual's price point was used.

Q7.2 How likely are you to purchase a pound of tomatoes from Florida at \$ 0 /pound.

- Very Unlikely
- Unlikely
- Undecided
- Likely
- Very Likely

Q7.3 How likely are you to purchase a pound of tomatoes from Mexico at \$ 0 /pound.

- Very Unlikely
- Unlikely
- Undecided
- Likely
- Very Likely

Q7.4 How likely are you to purchase a pound of tomatoes from the U.S. at \$ 0 /pound.

- Very Unlikely
- Unlikely
- Undecided
- Likely
- Very Likely

Q8.1 Did you know that fresh tomatoes are produced in the State of Florida?

- Yes
- No

Q8.2 How much do you agree or disagree with the following statements about Florida fresh tomatoes? (1 = strongly disagree and 9 = strongly agree)

	Strongly Disagree 1	2	3	4	5	6	7	8	Strongly Agree 9	Don't know
Are premium quality	<input type="radio"/>									
Are good value for the price	<input type="radio"/>									
Are safer than products from other places	<input type="radio"/>									
Have a better taste than other tomatoes	<input type="radio"/>									
Provide assured consistent quality each time you purchase	<input type="radio"/>									
I am willing to pay more for fresh tomatoes if they are from Florida.	<input type="radio"/>									

Q9.1 What is your gender?

- Male
- Female

Q9.2 What is your education level?

- Less than high school
- High school degree or equivalent
- Some college
- Four-year college degree
- Postgraduate
- Trade/technical school
- Other _____
- Don't know

Q9.3 What is your current employment status?

- Full time
- Part time
- Currently not working
- Retired
- Student
- Other

Q9.4 What was your age?

- Drop down with 16-100+

Q9.5 What is your ethnicity/race (please select all that apply)?

- Caucasian
- Black or African American
- Hispanic
- Native Hawaiian or Pacific Islander
- Asian
- American Indian or Alaska Native
- Other _____

Q9.6 How many people currently live in your household including yourself?

- 1 - 2
- 3 -4
- 5 - 6
- 7 - 8
- 9 or above

Q9.7 How many children age 18 or younger currently live in your household?

- None
- 1
- 2
- 3
- 4 or more

Q9.8 Please indicate your estimated household income:

- Less than \$14,999
- \$15,000-\$24,999
- \$25,000-\$34,999
- \$35,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000-\$199,999
- \$200,000 or above
- Do not know

Q9.9 Approximately how much per week does your family spend on food?

- Less than \$49
- \$50-\$99
- \$100-\$149
- \$150-\$199
- \$200-\$249
- \$250-\$299
- \$300-\$349
- \$350-\$399
- \$400-\$449
- \$450-\$499
- Above \$500

Tomato marketing survey - Copy

Q1.1 THIS PAGE IS TO BE ANSWERED BY RESEARCH STAFF. PLEASE COMPLETE AND THEN ADVANCE TO THE NEXT PAGE FOR THE PARTICIPANT.

Q1.2 Which city are you in?

- Baltimore (1)
- Dallas (2)
- Tampa (3)

Q1.3 Which scenario will the participant answer questions for?

- Tomato #599 (1 – US only label)
 - Tomato #462 (2 – Florida only label)
 - Tomato #828 (3 – US label and Florida sign)
- (#280 shows up later and is the tomatoes with Mexico label)

Q1.4 Thank you for agreeing to participate in our survey today. The purpose of this survey is to better understand your preferences for tomatoes. Please note that there are no right or wrong answers to the following questions. Please be assured that all answers will be anonymous and used only for the purpose of this research. For more information on your privacy as a research participant, select "More information" below, otherwise select "Continue" to begin the survey.

- More information (1)
- Continue (2)

Answer If Thank you for agreeing to participate in our survey today. The purpose of this survey is to better understand your preferences for tomatoes. Please note that there are no right or wrong ans... More information Is Selected

Q1.5 In this survey, you will be asked to answer a series of questions that should take you approximately 5-15 minutes to complete. There are no expected risks or benefits to you for participating in this survey, and you will not receive any compensation from the University of Florida for participating. The survey is anonymous and your participation is voluntary. You have the right to withdraw from the study at anytime by exiting the survey. If you have questions about the survey, you can contact Dr. Lisa House, PO Box 110240, Gainesville, FL 32611, phone 352 294-7653. For questions about your rights as a research participant in the study, you can contact IRB02 Office, Box 112250, University of Florida, Gainesville, FL 32611-2250; phone 352 392-0433. By selecting continue, you are indicating that you voluntarily agree to participate in this survey.

- Continue (1)
- Exit Survey (2)

Q1.6 Are you the primary grocery shopper for your household (you are responsible for at least 50% of the grocery purchases) and are you at least 18 years of age?

- Yes (1)
- No (2)

Q1.7 How often do you purchase the following fresh foods in the past few months?

	Daily	More than once per week	Once per week	2-3 times per month	Once per month	Less than once per month	Never
Lettuce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Potatoes (white)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tomatoes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Corn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peppers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zucchini	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eggplant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cauliflower	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2.1 Where do you usually purchase fresh tomatoes (please select all that apply)?

- Supermarkets/Grocery Stores (1)
- Local grocery store (2)
- Warehouse stores (3)
- Other locations, please specify: (4) _____
- Farmer's market (5)
- Road-side stand (6)

Q2.2 What factors influence your purchase of fresh tomatoes (please select all that apply)?

- Variety (1)
- Size of the tomato (2)
- Freshness (3)
- Price (4)
- Firmness (5)
- Color (6)
- Shape of tomato (7)
- Origin of location (8)
- Whether tomatoes are on the vine or not (9)
- Availability of samples (10)
- Other (please list) (11) _____

Q3.2 Please go to the two baskets of tomatoes and consider them as if you were deciding what to purchase. After, please answer the following questions about the tomatoes:

Q3.3 Assume that you are going to the store to purchase 1 pound of fresh tomatoes. Which tomato do you prefer to purchase (if they were the same price)? **only shows tomato numbers that were shown to participants – 2 per participant**

If Which scenario will the participant answer questions for? Tomato #599 Is Selected

- Tomato #599 (1)
- Tomato #280 (2)

If Which scenario will the participant answer questions for? Tomato #462 Is Selected

- Tomato #462 (3)

If Which scenario will the participant answer questions for? Tomato #828 Is Selected

- Tomato #828 (4)
- No preference (5)

Q3.5 If you needed to buy tomatoes and saw these, how much would you be willing to pay per pound of tomatoes? Prices for tomatoes like these are usually between \$0.99-\$3.99 per pound. If you are not willing to purchase either or both, you can enter \$0.00.

- Tomato #599 (1)
- Tomato #280 (2)
- Tomato #462 (3)
- Tomato #828 (4)

Answer If Assume that you are going to the store to purchase 1 pound of fresh tomatoes. Which tomato do you prefer to purchase (if they were the same price)? No preference Is Not Selected

Q3.6 Why did you prefer the tomato you selected? Please specify the reasons.

Q4.1 How important are the following factors when you make a decision to purchase fresh tomatoes.

	Not at all Important (1)	Somewhat Unimportant (2)	Somewhat Important (4)	Extremely Important (5)
Variety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Size of the tomato	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freshness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Firmness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Color	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shape of tomato	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Origin of location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whether tomatoes are on the vine or not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of samples	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4.2 Please indicate which kind of the following tomatoes you purchase most frequently?
(select up to two types)

- Regular tomato (8)
- Heirloom tomato (9)
- Grape tomato (10)
- Roma tomato (11)
- Tomatoes on the vine (12)
- Cherry tomato (13)
- Other (14) _____

Q4.3 Did you notice origin of location when you selected a tomato in the experiment (the stickers or the sign)?

- Yes (1)
- No (2)

Q4.4 When you purchase fresh vegetables, do you typically look for any of the following information (select all that apply)?

- Organic (1)
- Where the produce is produced (2)
- Nutrition information (3)
- Other (4) _____
- I don't check labels on fresh produce (5)
- Brand (6)

Q4.5 When doing your regular shopping, do you have a preference between tomatoes produced in the U.S. compared to Mexico?

- Prefer U.S. tomatoes (1)
- Prefer Mexico tomatoes (2)
- No preference (3)

Q4.6 When doing your regular shopping, do you have a preference between tomatoes produced in the Florida compared to Mexico?

- Prefer Florida tomatoes (1)
- Prefer Mexico tomatoes (2)
- No preference (3)

Q4.7 When doing your regular shopping, do you have a preference between tomatoes produced in the Florida compared to other places in U.S.?

- Prefer Florida tomatoes (1)
- Prefer Other tomatoes produced in U.S. (2)
- No preference (3)

Q5.1 What is your gender?

- Male (1)
- Female (2)
- Prefer not to answer (3)

Q5.2 What year were you born?

- Drop down with years

Q5.3 What is your ethnicity/race (please select all that apply)?

- Caucasian (1)
- Black or African American (2)
- Hispanic (3)
- Native Hawaiian or Pacific Islander (4)
- Asian (5)
- American Indian or Alaska Native (6)

Q5.4 Please indicate your estimated annual household income:

- Less than \$14,999 (1)
- \$15,000-\$24,999 (2)
- \$25,000-\$34,999 (3)
- \$35,000-\$49,999 (4)
- \$50,000-\$74,999 (5)
- \$75,000-\$99,999 (6)
- \$100,000-\$149,999 (7)
- \$150,000-\$199,999 (8)
- \$200,000 or above (9)
- I prefer not to answer (10)

Q5.5 What is the highest level of education you have completed?

- Less than high school (1)
- High school degree or equivalent (2)
- Some college (3)
- Four-year college degree (4)
- Postgraduate (5)
- Trade/technical school (6)
- Other (7) _____

Q5.6 What is your current employment status?

- Full time (1)
- Part time (2)
- Currently not working (3)
- Retired (4)
- Student (5)
- Unpaid family worker (6)

Q5.7 How many people currently live in your household including yourself?

- 1 (1)
- 2-3 (2)
- 4-6 (3)
- 7-9 (4)
- 9 or above (5)

Answer If How many people currently live in your household including yourself? 1 Is Not Selected

Q5.8 How many children age 18 or younger currently live in your household?

- None (1)
- 1 (2)
- 2 (3)
- 3 (4)
- 4 or more (5)

Q5.9 Approximately how much per week does your family spend on food at the grocery store?

- Less than \$49 (1)
- \$50-\$99 (2)
- \$100-\$149 (3)
- \$150-\$199 (4)
- \$200-\$249 (5)
- \$250-\$299 (6)
- \$300-\$349 (7)
- \$350-\$399 (8)
- \$400-\$449 (9)
- \$450-\$499 (10)
- Above \$500 (11)

Q5.10 Thank you for your time and effort answering questions today.

Q5.11 Please let the interviewer know you have completed the survey. You can leave the screen on this page (please do not close the window or choose submit).

Q6.1 Thanks for your time. Have a nice day!

Q6.2 Did the participant touch any of the tomatoes?

- Yes (1)
- No (2)

Answer If Did the participant touch any of the tomatoes? Yes Is Selected

Q6.3 Did they pick up:

- Tomato #280 (1)

If Which scenario will the participant answer questions for? Tomato #599 Is Selected

- Tomato #599 (2)

If Which scenario will the participant answer questions for? Tomato #462 Is Selected

- Tomato #462 (3)

If Which scenario will the participant answer questions for? Tomato #828 Is Selected

- Tomato #828 (4)

Answer If Did the participant touch any of the tomatoes? Yes Is Selected

Q6.4 Please describe what the participant did with the tomatoes