



## Results from 2016 research survey on consumption of local produce in Virginia

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### Introduction

There appears to be a lack of published research study data on consumer motivations for purchasing local produce in Virginia. Additionally, the level of consumer awareness of labels such as “local,” “pesticide-free,” “certified organic,” “grown in Virginia,” or “superfood,” and the influence such labels have on purchasing decisions in Virginia has not been previously researched. The purpose of this extension information bulletin is provide Virginia Cooperative Extension educators with relevant study graphics and tables that can be used in posters, slide presentations, and written communications to inform Virginia food producers regarding local food data that may enhance local food sales through improved product labeling or market outlet placement in Virginia communities. The authors believe the data as presented permits the reader to draw logical conclusions regarding consumer motivations for purchasing local produce in Virginia.

### Study Distribution

In order to assess the consumption of local produce in Virginia, an online survey was conducted from June 13, 2016 until June 30, 2016. To disseminate the survey statewide, an online survey web link and email request was sent to Virginia Cooperative Extension personnel utilizing the Virginia Cooperative Extension list serve. Within the email request, the study researchers requested assistance in distributing the survey to clientele of Virginia Cooperative Extension.

### Study Response Results

A total of 655 responses were recorded. However, respondents were not required to answer each question in order to complete the survey. Respondents had the choice to answer all or some of the questions. The following survey results reflect the total number of responses recorded for each survey question asked. Data collection and analysis was performed utilizing Qualtrics® analytical software.

### Study Respondent Characteristics

Figure 1. Gender and age by response count

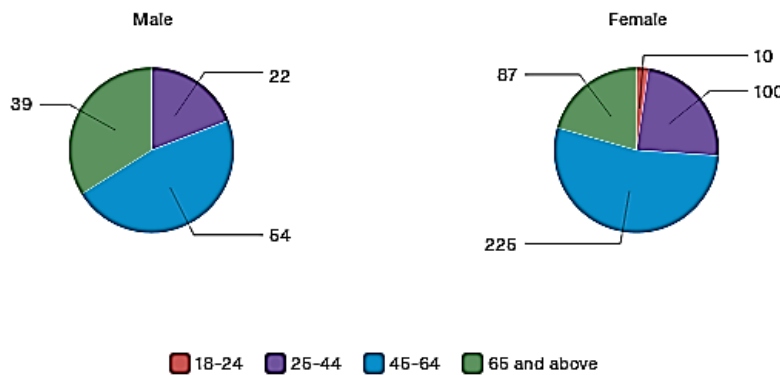


Figure 2. Gender and education by percentage

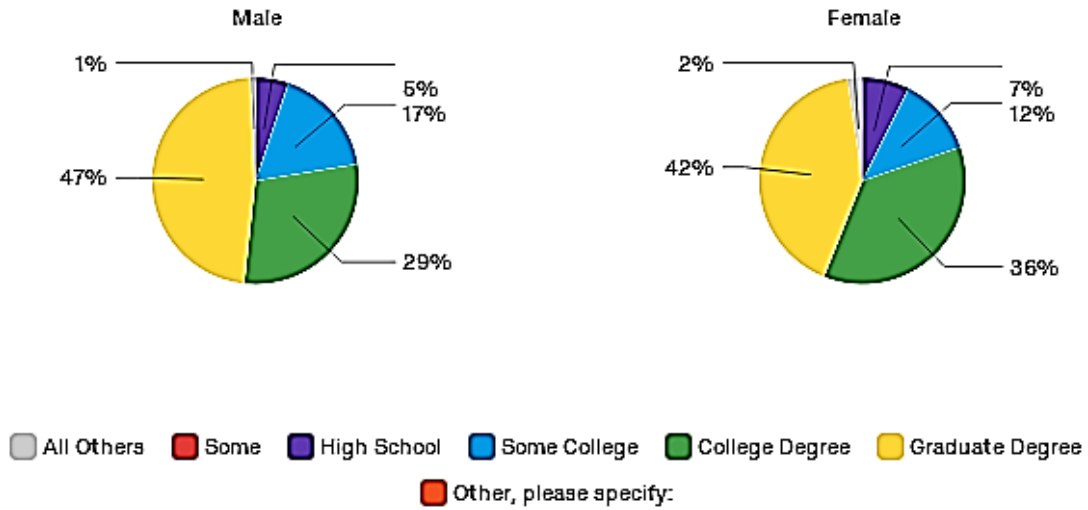
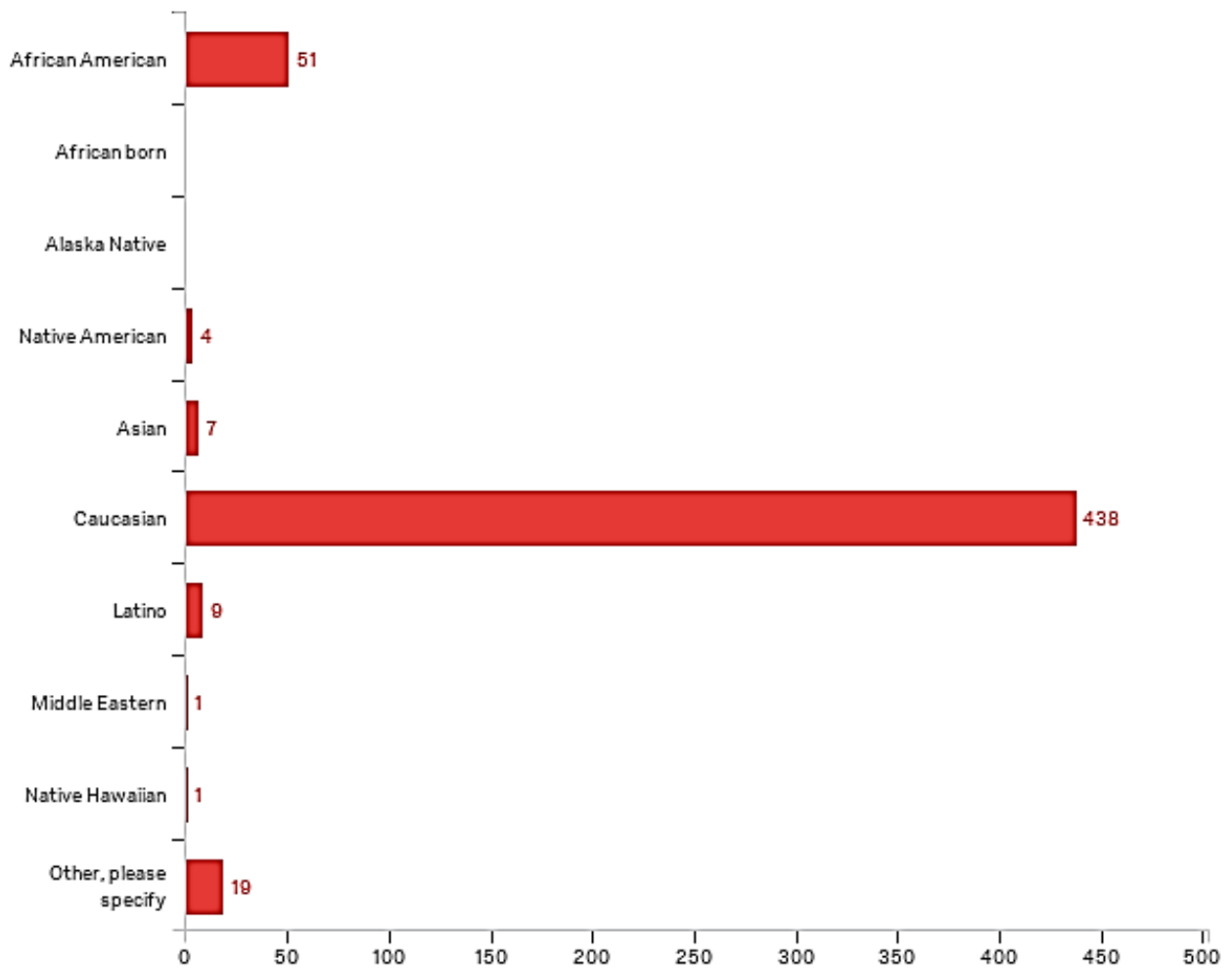


Figure 3. Cultural heritage by response count



**Table 1. Number of people residing in a household by cultural heritage (N=537)**

Cultural Heritage	Number of people residing in household, including respondent					
	One	Two	Three	Four	Five	Six or more
African American	8	21	7	11	4	0
African born						
Alaska Native						
Native American	0	1	1	1	1	0
Asian	4	2	0	1	0	0
Caucasian	70	236	58	56	17	8
Latino	1	2	3	1	1	1
Middle Eastern	0	1	0	0	0	0
Native Hawaiian	0	0	0	0	0	1
Other	3	11	1	4	0	0

**Table 2. Income and household size (N=507)**

Income	Number of people residing in household, including respondent					
	One	Two	Three	Four	Five	Six or more
Less than \$20,000	9	10	1	1	0	1
\$20,000-\$39,999	28	18	6	6	1	1
\$40,000-\$59,999	28	39	11	6	3	3
\$60,000-\$79,999	6	40	17	6	3	2
\$80,000-\$99,999	4	50	10	15	6	0
\$100,000 or more	6	101	18	40	9	2

#### Travel distance related data

From the study findings, the majority of females and males typically travel less than 11 miles to purchase fresh produce in Virginia (Table 3a). It appears that the older consumers become, the less distance they travel to purchase fresh produce (Table 3b). Interestingly, the majority of respondents with earned income of \$100,000 or more, traveled less than 11 miles to purchase fresh produce (Table 3c). Various cultural backgrounds are depicted in Table 3d, revealing preferred travel distances less than 21 miles for the majority of Caucasian and African American respondents.

**Table 3a. Miles traveled to purchase fresh produce by gender (N=540)**

Gender	Miles traveled to purchase fresh produce					
	0-10	11-20	21-30	31-40	41-50	51 or more
Male	83	24	3	3	2	1
Female	294	82	24	16	4	4

**Table 3b. Miles traveled to purchase fresh produce by age (N=538)**

Age	Miles traveled to purchase fresh produce					
	0-10	11-20	21-30	31-40	41-50	51 or more
18-24	9	0	1	0	0	0
25-44	83	26	8	1	1	3
45-64	192	52	16	13	4	2
65 and above	90	27	5	5	0	0

**Table 3c. Miles traveled to purchase fresh produce by income (N=509)**

Income	Miles traveled to purchase fresh produce					
	0-10	11-20	21-30	31-40	41-50	51 or more
Less than \$20,000	14	4	2	1	0	1
\$20,000-\$39,999	42	11	3	2	1	2
\$40,000-\$59,999	66	16	7	1	0	0
\$60,000-\$79,999	40	19	8	5	1	2
\$80,000-\$99,999	62	16	3	4	0	0
\$100,000 or more	130	33	3	6	3	1

**Table 3d. Miles traveled to purchase fresh produce by cultural heritage (N=531)**

Cultural Heritage	Miles traveled to purchase fresh produce					
	0-10	11-20	21-30	31-40	41-50	51 or more
African American	39	11	0	0	0	1
African born	0	0	0	0	0	0
Alaska Native	0	0	0	0	0	0
Native American	4	0	0	0	0	0
Asian	5	1	1	0	0	0
Caucasian	303	88	23	17	4	3
Latino	6	1	2	1	0	0
Middle Eastern	1	0	0	0	0	0
Native Hawaiian	1	0	0	0	0	0
Other	11	3	3	1	0	1

**Food dollars spent per month data**

From the study findings in Table 4a, the majority of females spent \$101-300 per month on food (N = 145) and \$301-500 monthly (N = 162). The majority of male respondents spent \$101-300 per month on food (N = 48) and \$301-500 monthly (N = 39). Additional study findings related to food dollars spent monthly by income, age, and cultural income are depicted in this section.

**Table 4a. Dollars spent per month on food by gender (N=536)**

Gender	Dollars Spent per Month on Food					
	\$0-100	\$101-300	\$301-500	\$501-800	\$801-1000	\$1001-3000
Male	4	48	39	13	8	3
Female	14	145	162	72	22	6

**Table 4b. Dollars spent per month on food by income (N=528)**

Income	Dollars spent per month on food					
	\$0-100	\$101-300	\$301-500	\$501-800	\$801-1000	\$1001-3000
Less than \$20,000	3	11	6	2	0	0
\$20,000-\$39,999	3	38	15	3	0	0
\$40,000-\$59,999	7	40	34	6	2	0
\$60,000-\$79,999	1	26	31	13	3	0
\$80,000-\$99,999	1	24	40	14	6	0
\$100,000 or more	1	39	66	42	18	9

**Table 4c. Dollars spent per month on food by age (N=534)**

Age	Dollars Spent per Month on Food					
	\$0-100	\$101-300	\$301-500	\$501-800	\$801-1000	\$1001-3000
18-24	3	4	2	1	0	0
25-44	2	37	47	18	11	7
45-64	7	95	113	44	14	2
65 and above	7	56	38	21	5	0

**Table 4d. Dollars spent per month on food by cultural heritage (N=526)**

Cultural Heritage	Dollars Spent per Month on Food					
	\$0-100	\$101-300	\$301-500	\$501-800	\$801-1000	\$1001-3000
African American	2	23	21	4	1	0
African born	0	0	0	0	0	0
Alaska Native	0	0	0	0	0	0
Native American	0	1	2	1	0	0
Asian	0	3	3	1	0	0
Caucasian	16	150	157	75	27	9
Latino	1	3	5	0	0	0
Middle Eastern	0	0	1	0	0	0
Native Hawaiian	0	1	0	0	0	0
Other	0	9	8	1	1	0

**Additional study graphics**

In the sections to follow, additional study graphics are included that can be used by educators in posters, slide presentations, and written communications to inform Virginia food producers regarding local food data that may enhance local food sales through improved product labeling or market outlet placement in Virginia communities. The appendices section contains a list of tables (Appendix A) and list of figures (Appendix B).

## Vegetable consumption demographics

Figure 4a. Vegetable consumption by gender (N=595)

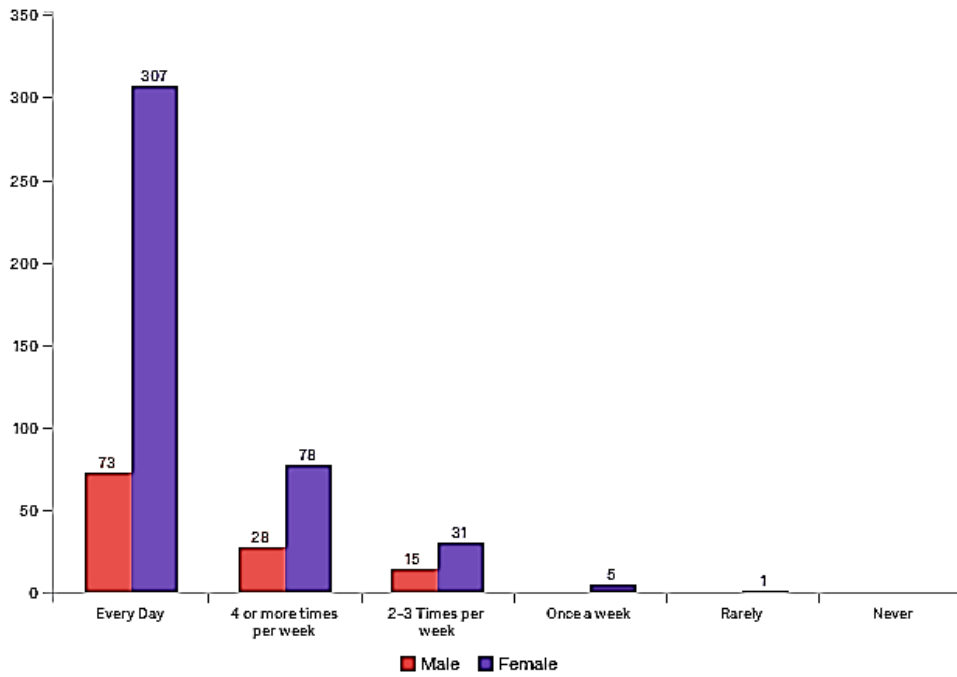


Figure 4b. Vegetable consumption by age (N=536)

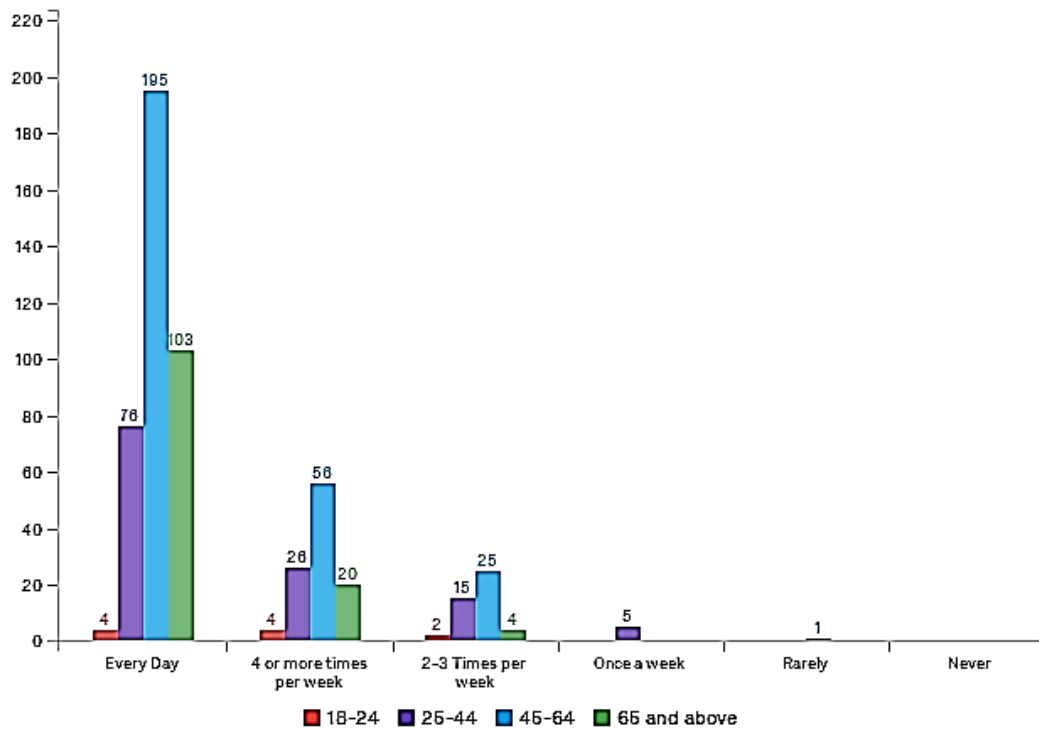
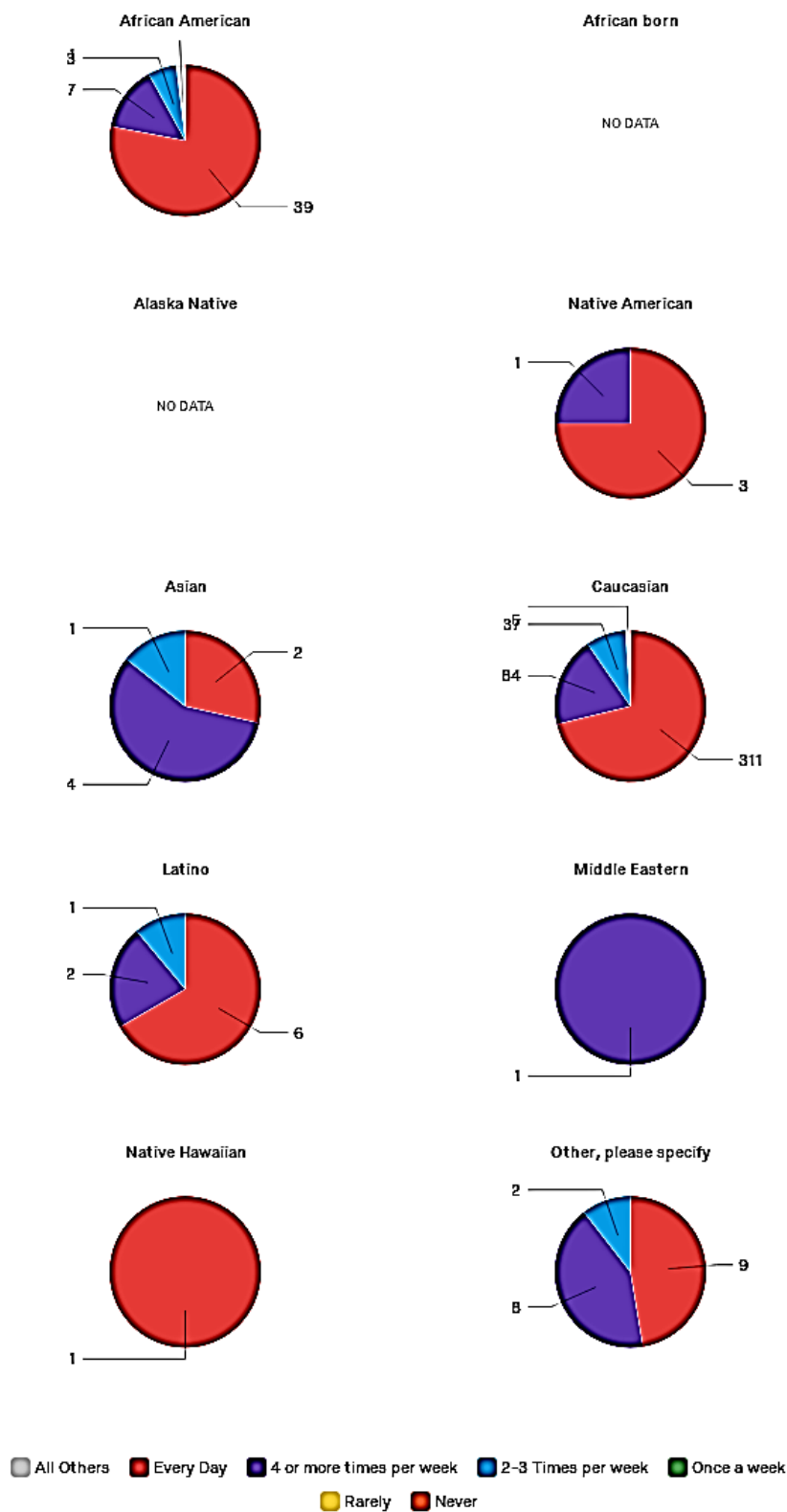


Figure 4c. Vegetable consumption by cultural heritage (N=528)



## Fruit consumption demographics

Figure 5a. Fruit consumption by gender (N=538)

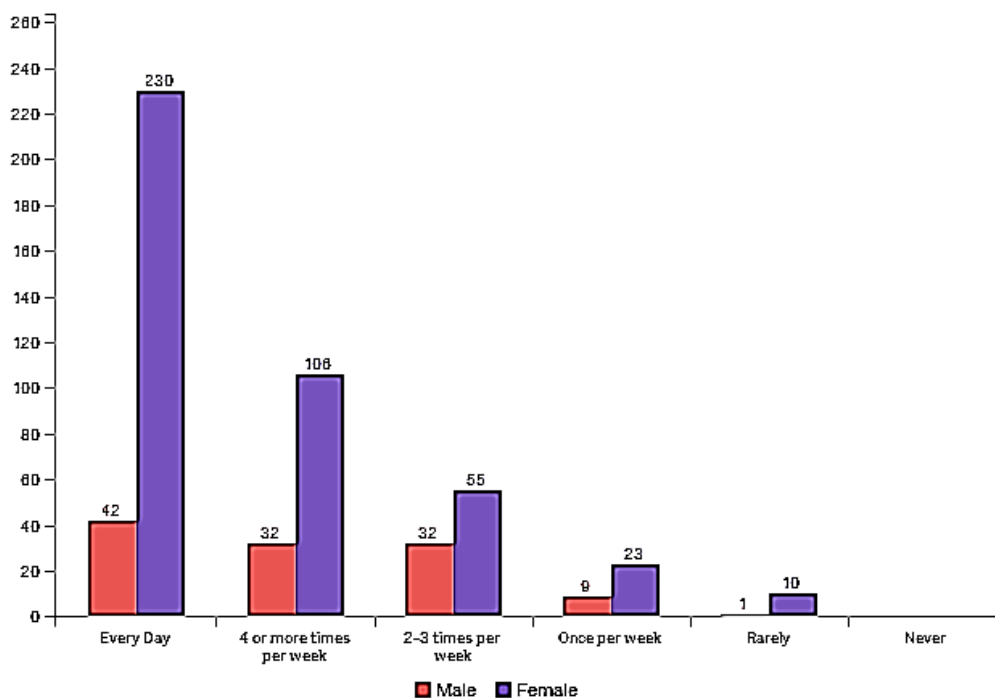


Figure 5b. Fruit consumption by age (N=538)

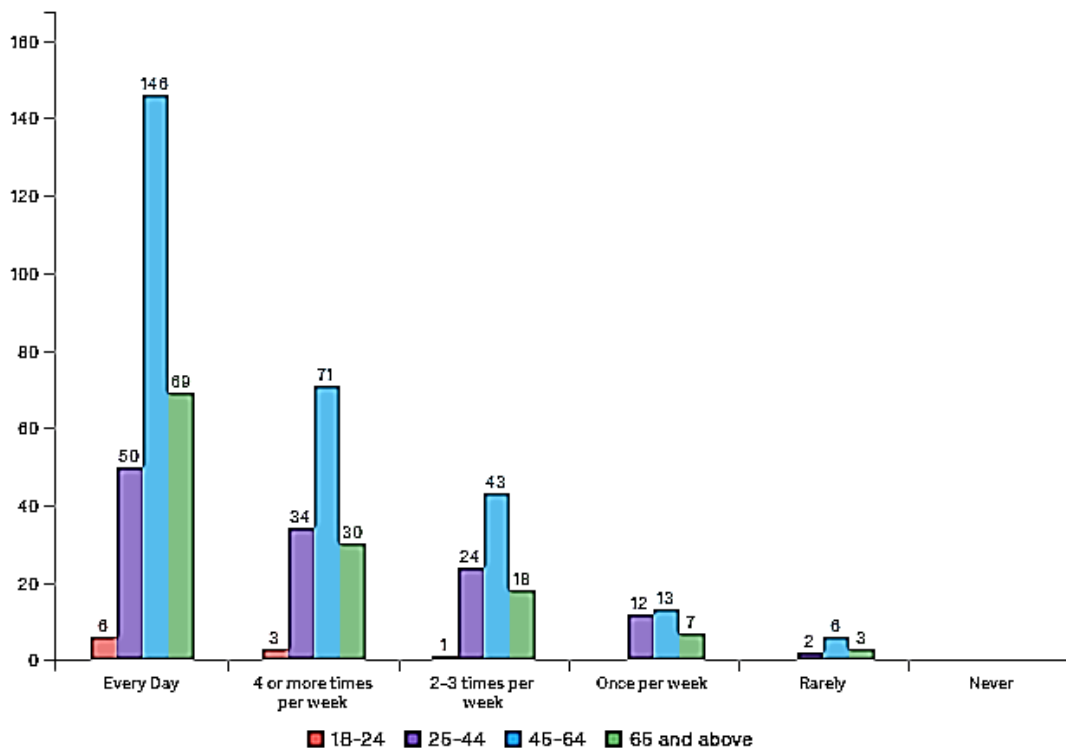
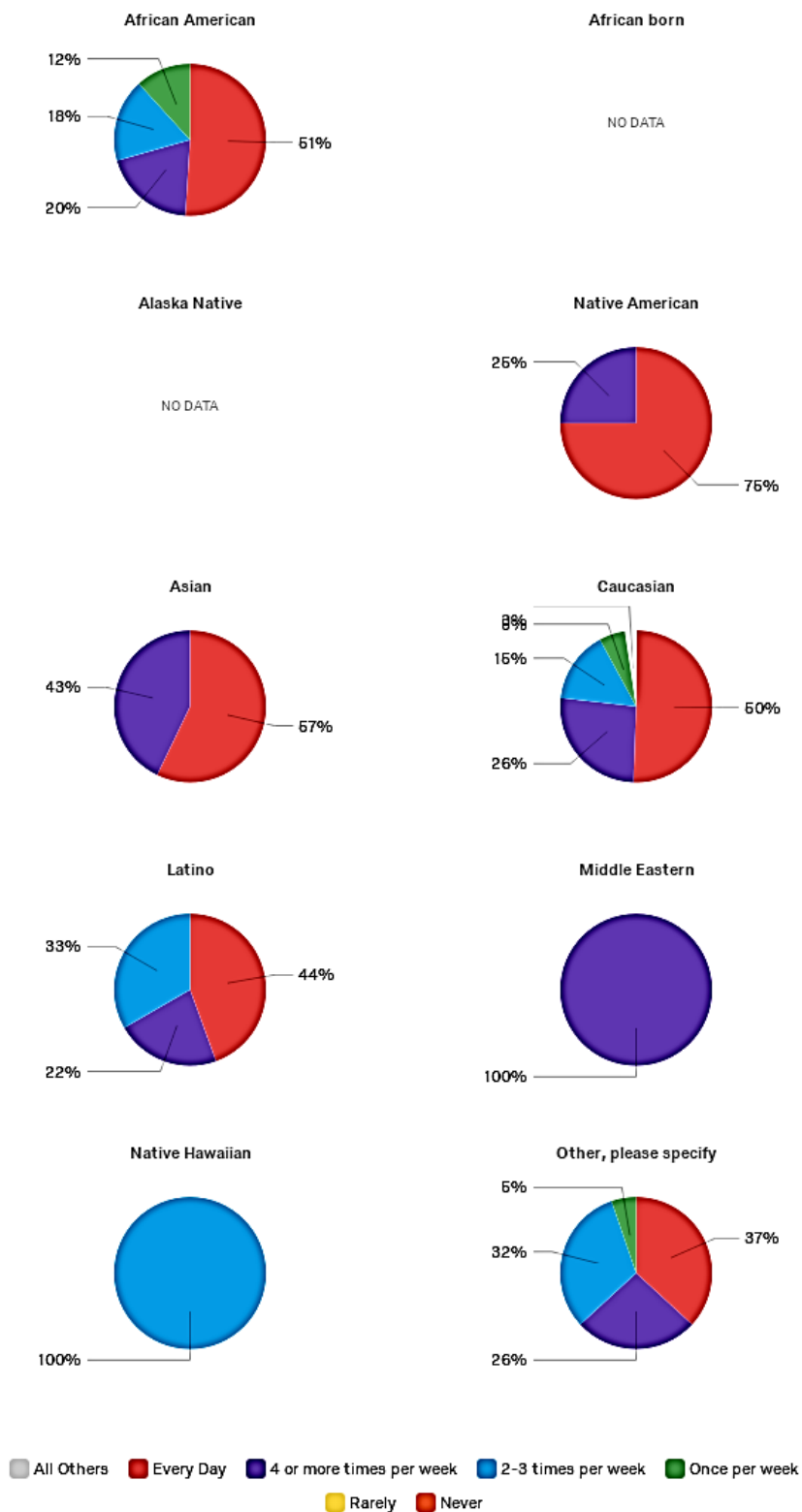




Figure 5c. Fruit consumption by cultural heritage (N=528)



Consumer motivation for eating food by demographic categories

Ease of preparation

Figure 6a. It is important that the food I eat each day is easy to prepare by gender

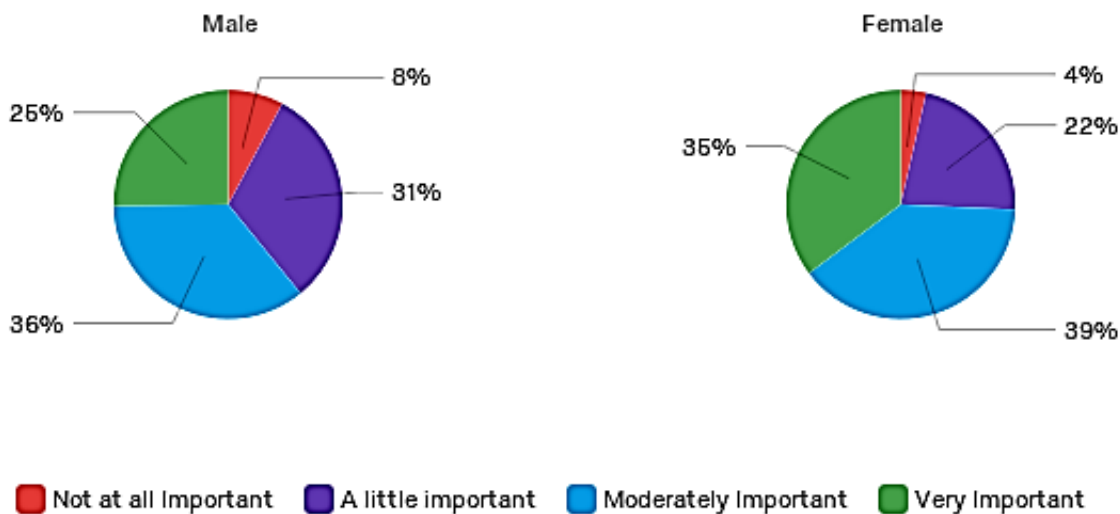


Figure 6b. It is important that the food I eat each day is easy to prepare by age

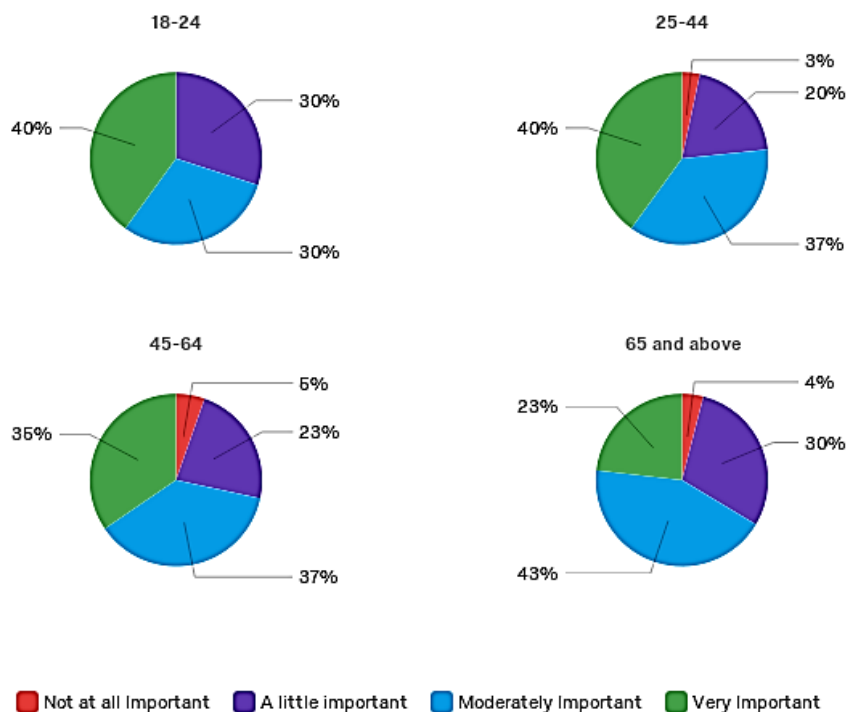


Figure 6c. It is important that the food I eat each day is easy to prepare by income

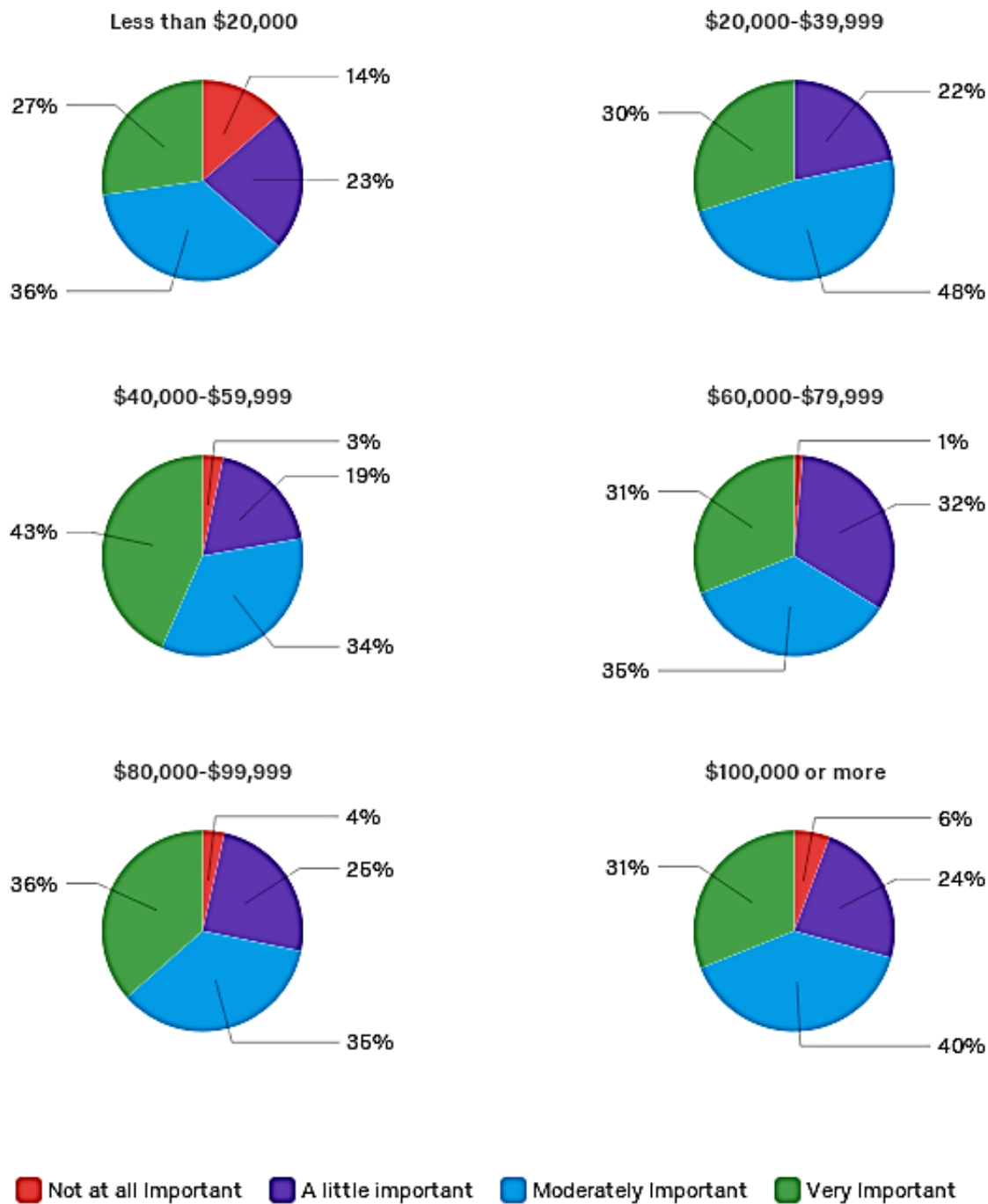
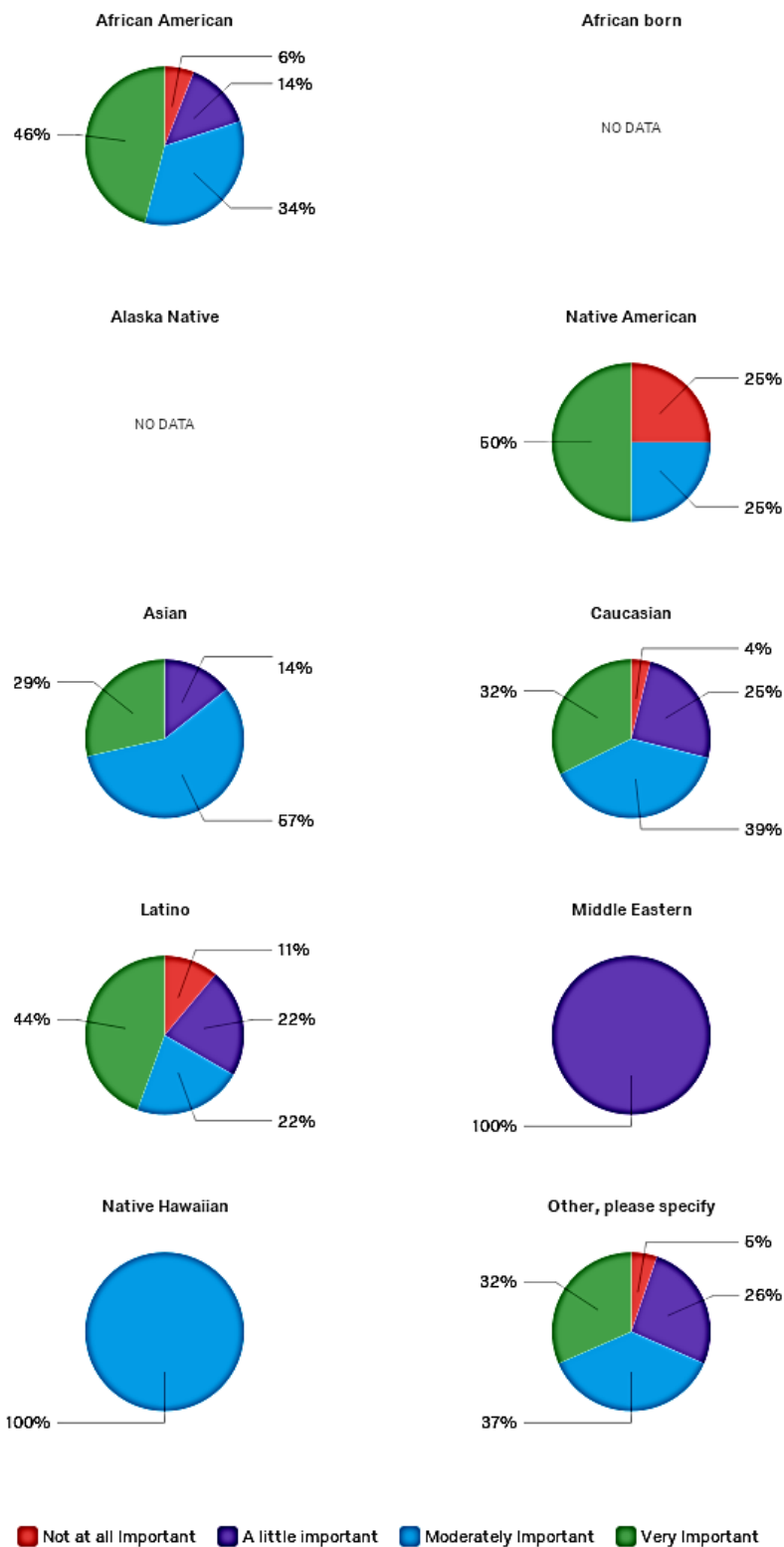


Figure 6d. It is important that the food I eat each day is easy to prepare by cultural heritage



Not expensive

Figure 7a. It is important that the food I eat each day is not expensive by gender

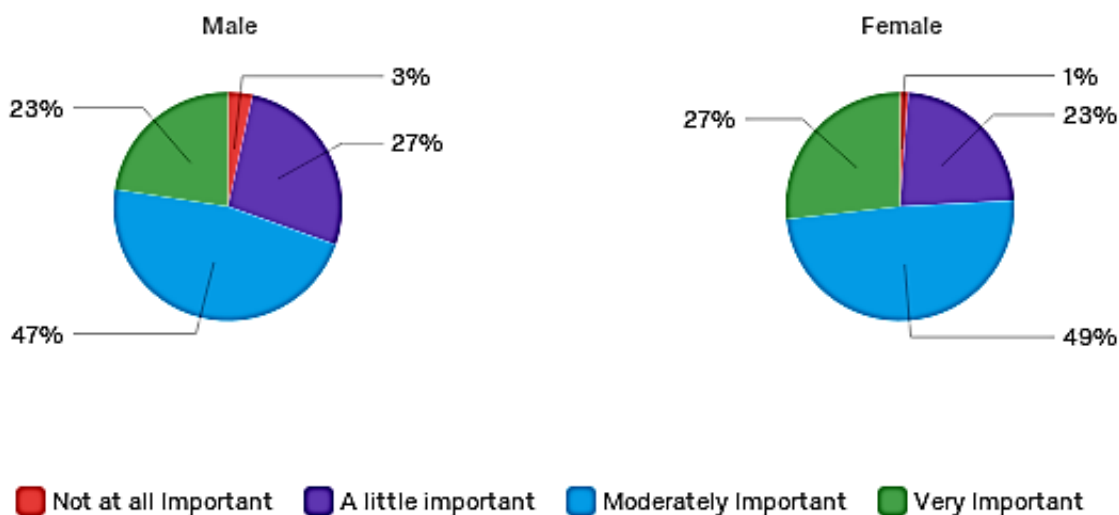


Figure 7b. It is important that the food I eat each day is not expensive by age

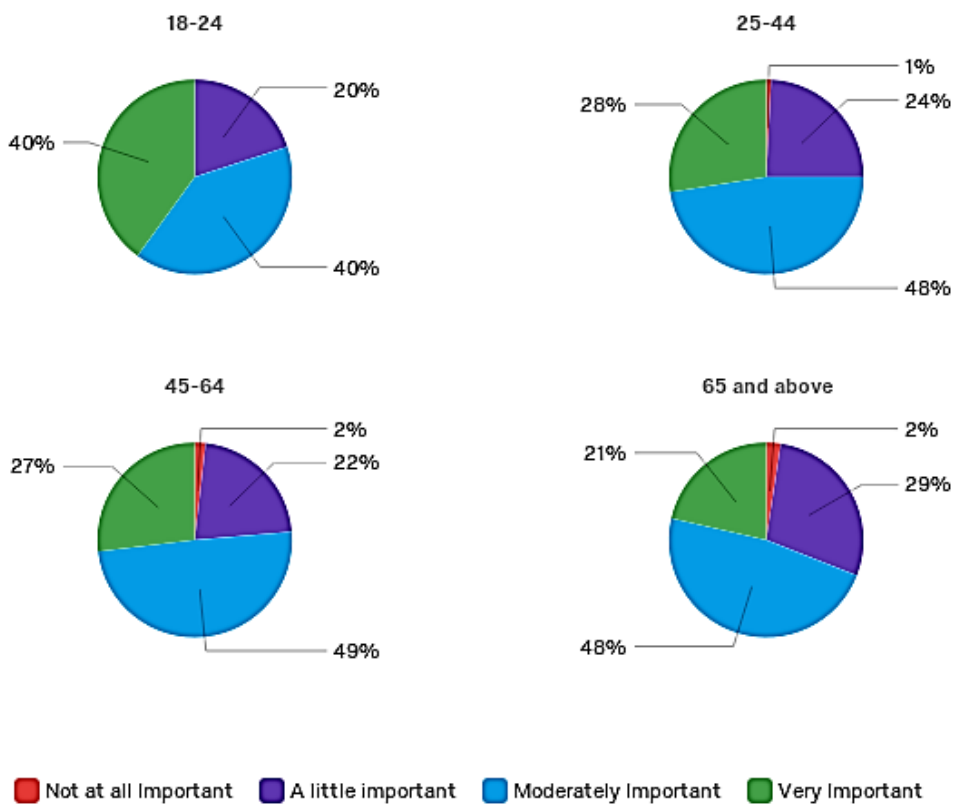


Figure 7c. It is important that the food I eat each day is not expensive by income

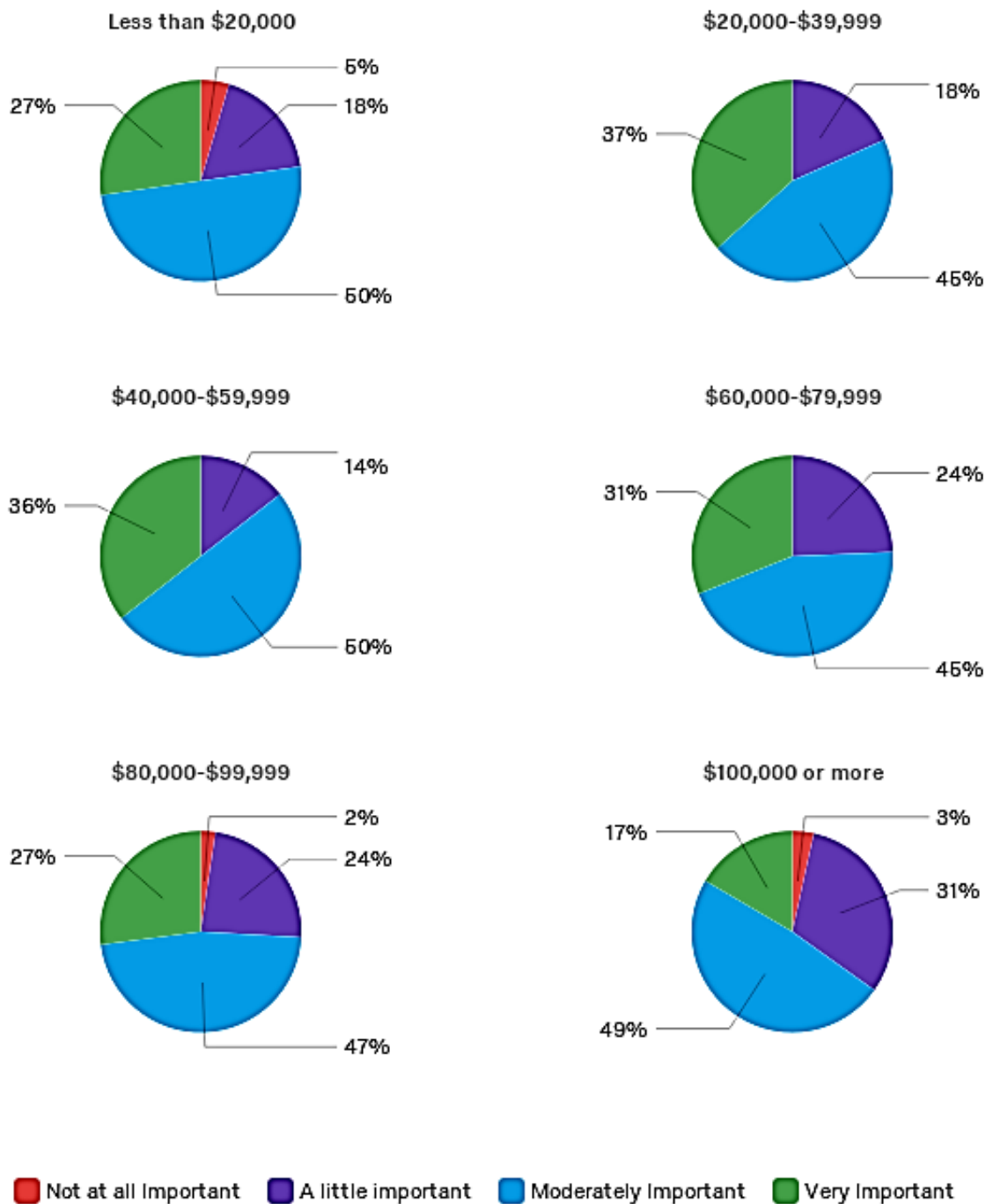
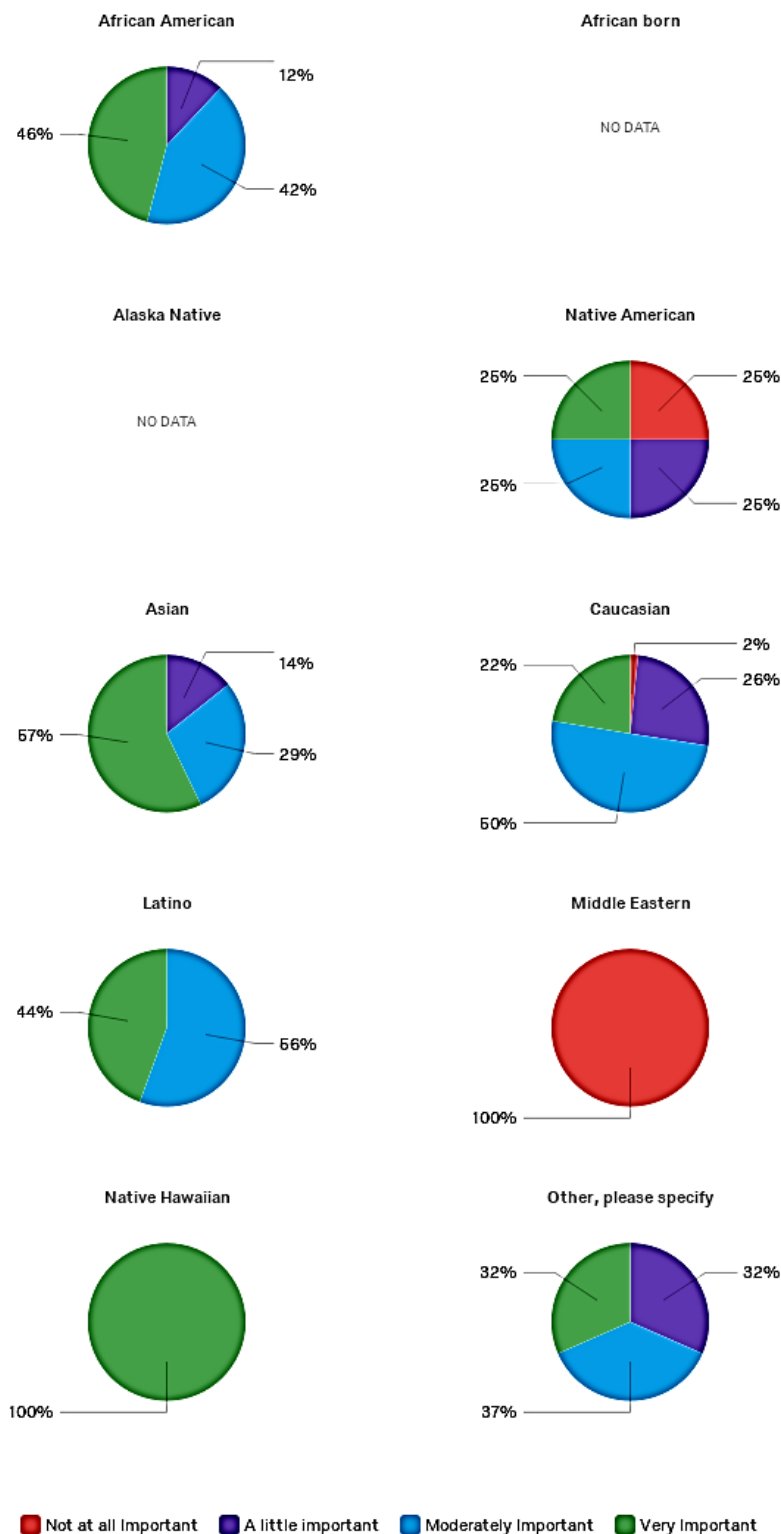


Figure 7d. It is important that the food I eat each day is not expensive by cultural heritage



## Familiarity

Figure 8a. It is important that the food I eat each day is familiar by gender

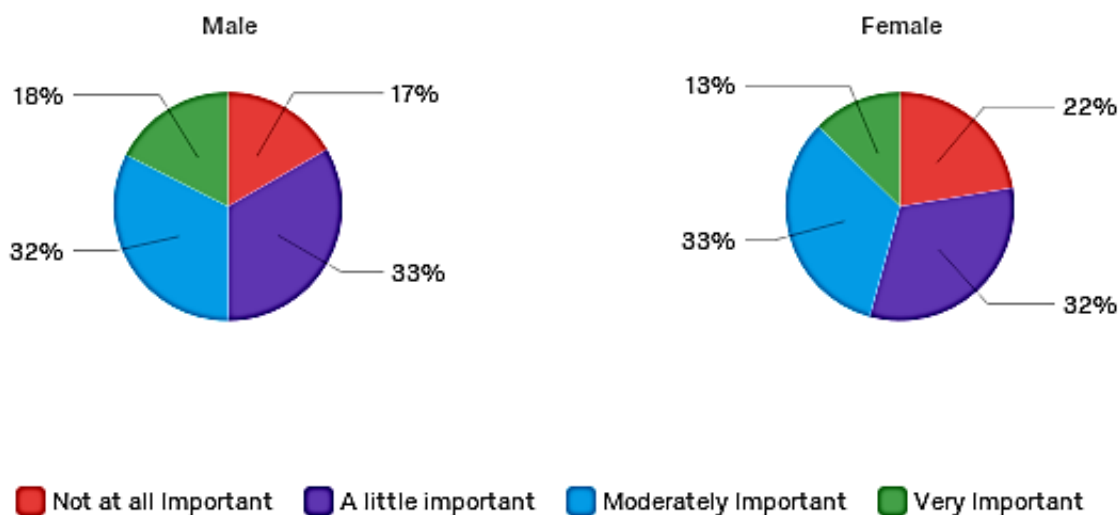


Figure 8b. It is important that the food I eat each day is familiar by age

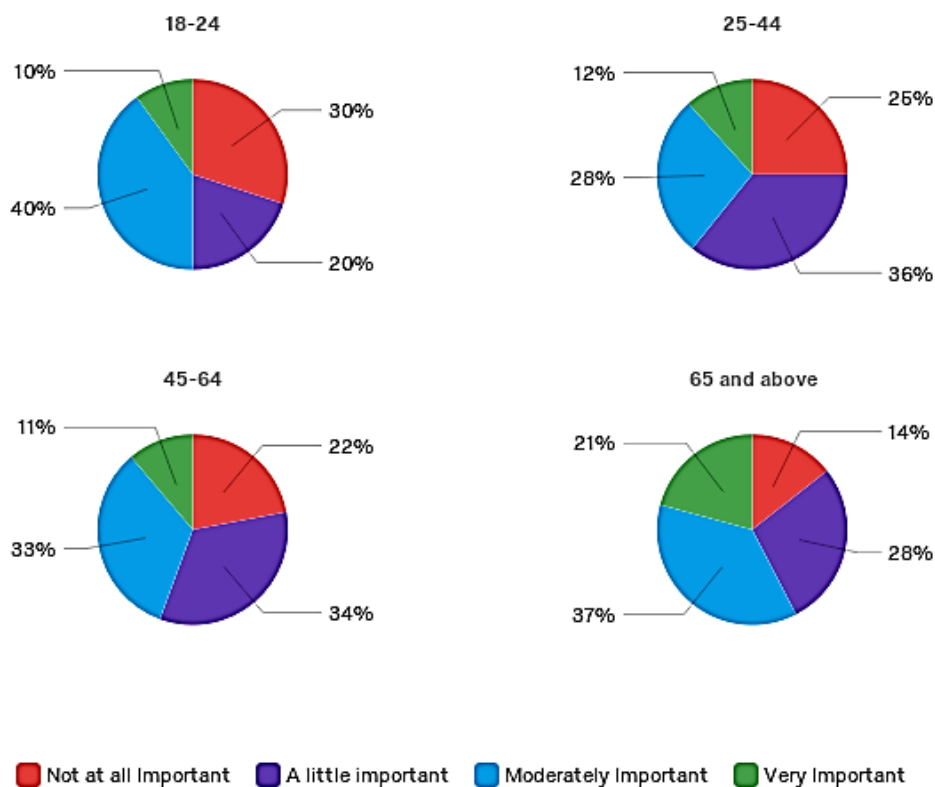




Figure 8c. It is important that the food I eat each day is familiar by income

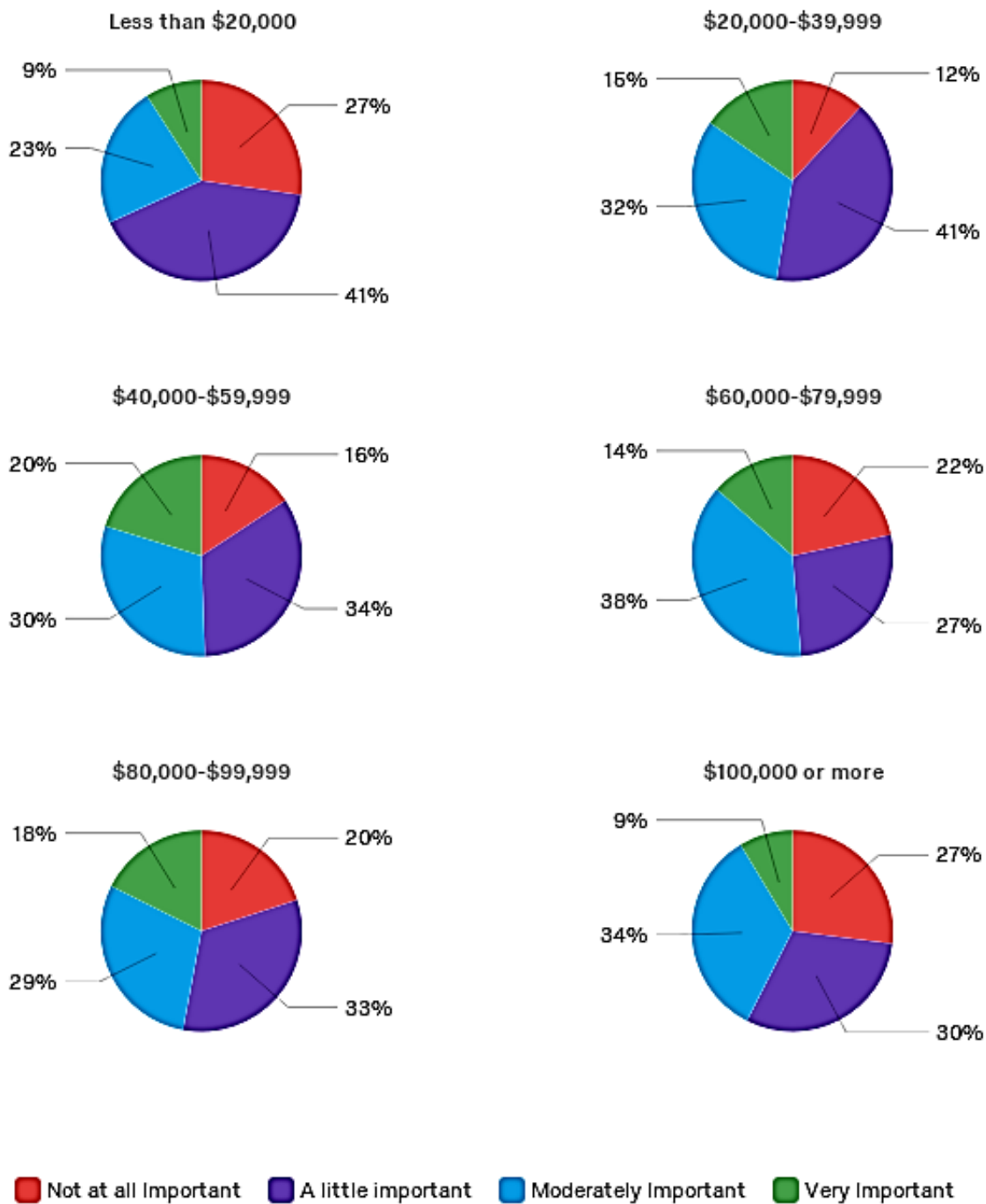
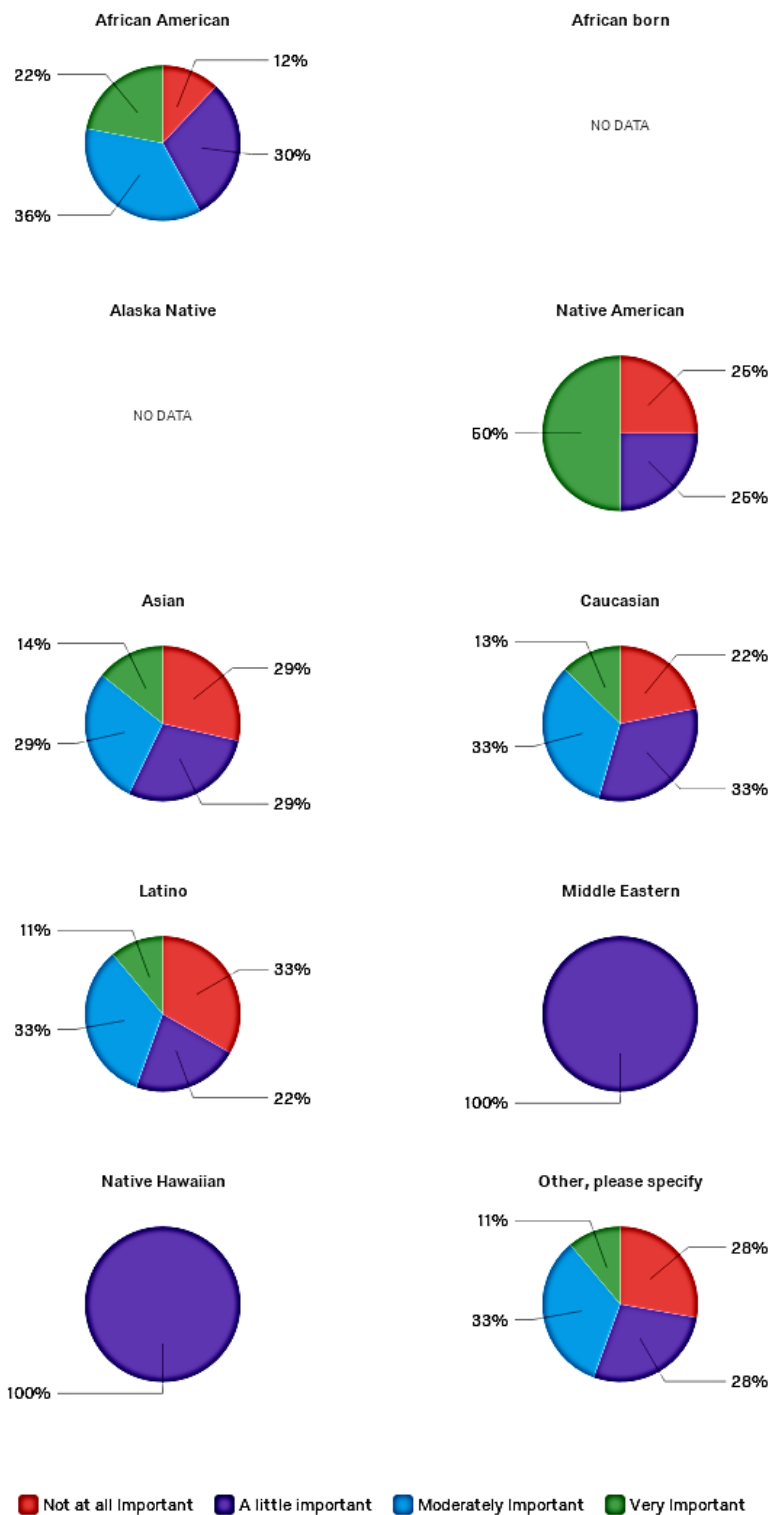


Figure 8d. It is important that the food I eat each day is not expensive by cultural heritage



No additives

Figure 9a. It is important that the food I eat each day contains no additives by gender

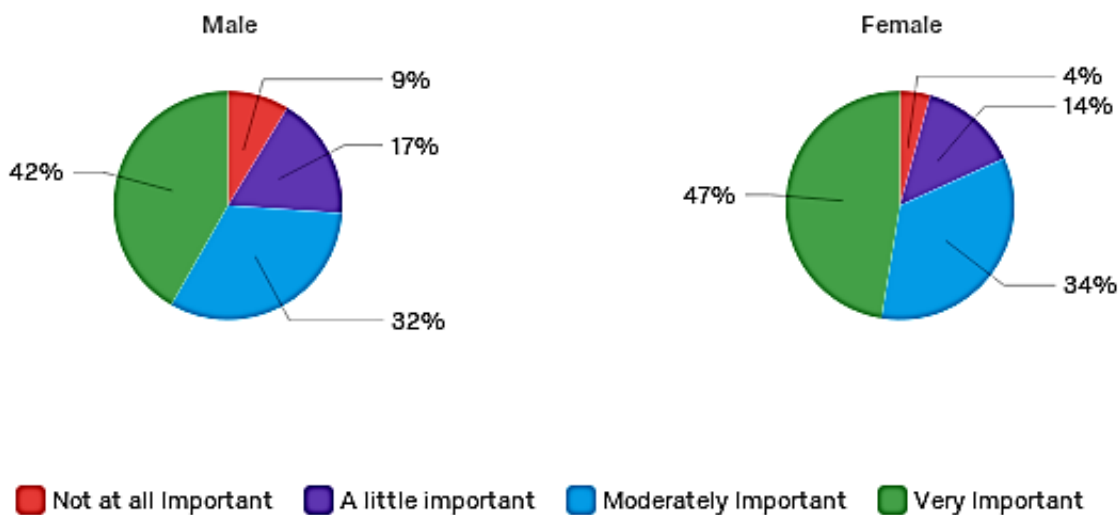


Figure 9b. It is important that the food I eat each day contains no additives by age

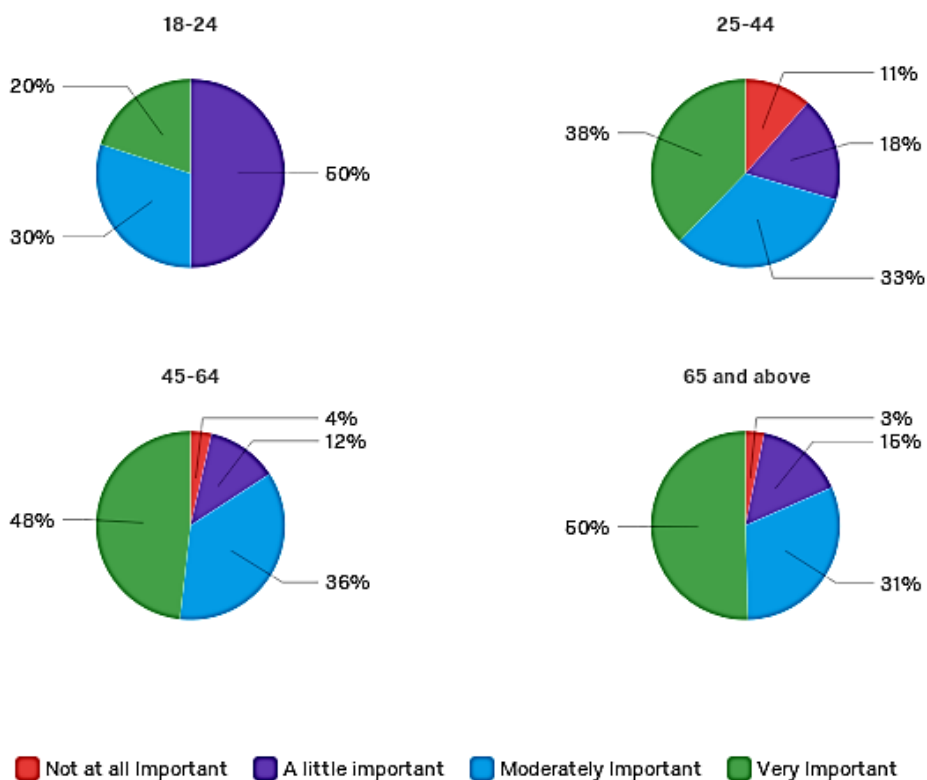
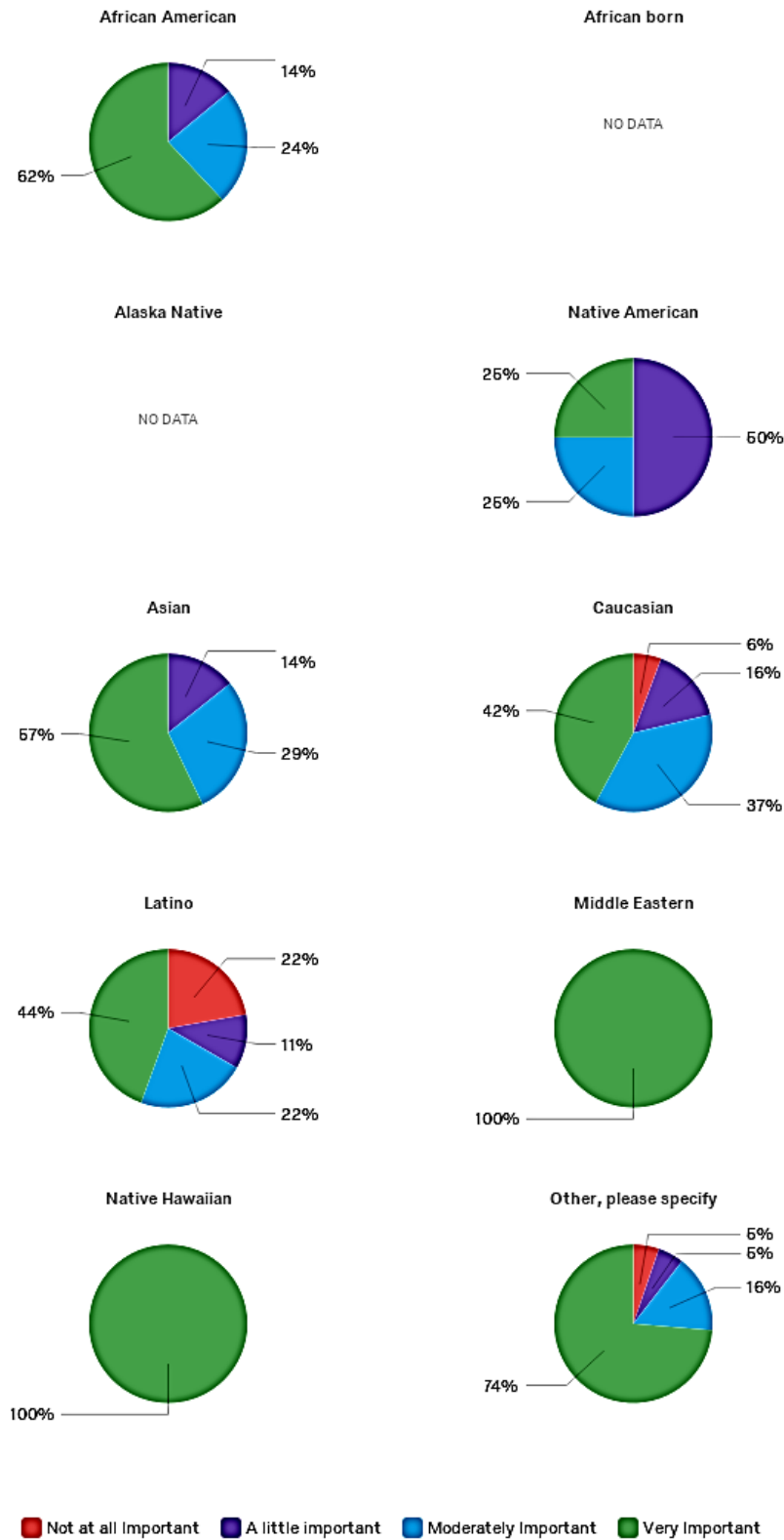


Figure 9c. It is important that the food I eat each day contains no additives by income



Figure 9d. It is important that the food I eat each day contains no additives by cultural heritage



## Nutritious

Figure 10a. It is important that the food I eat each day is nutritious by gender

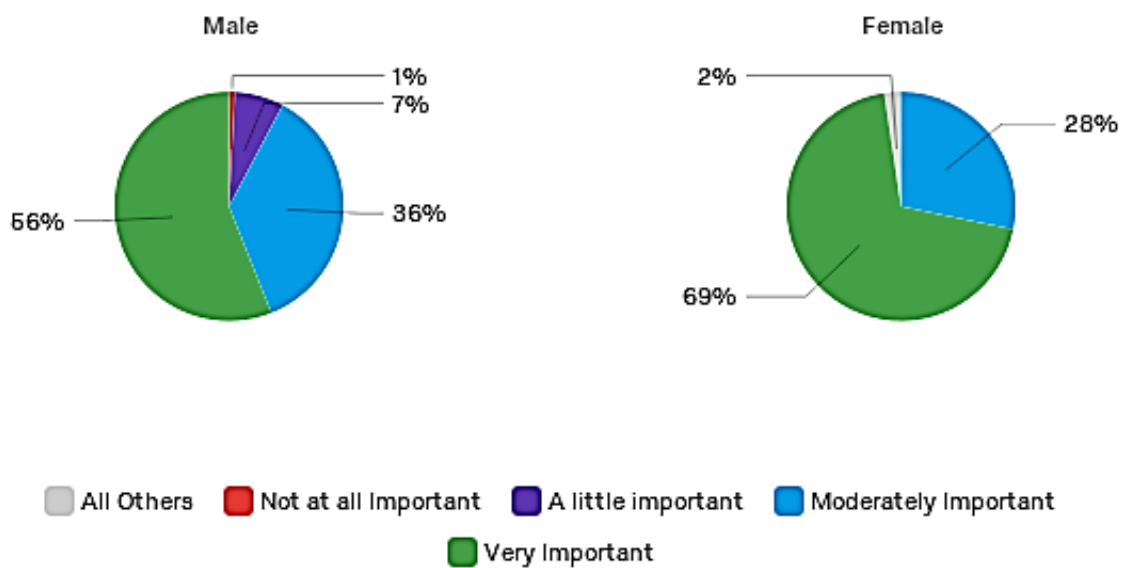


Figure 10b. It is important that the food I eat each day is nutritious by age

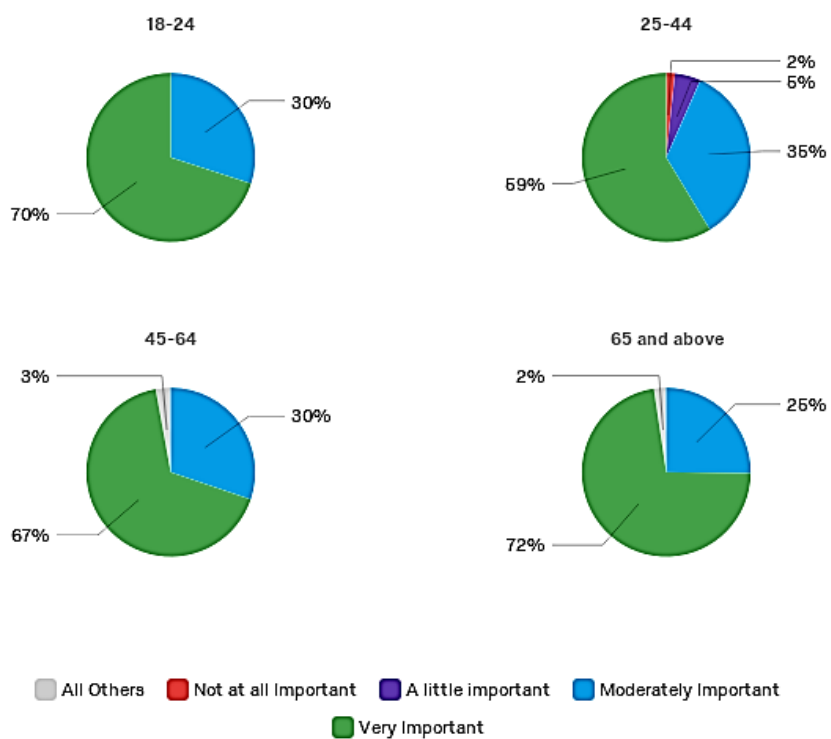
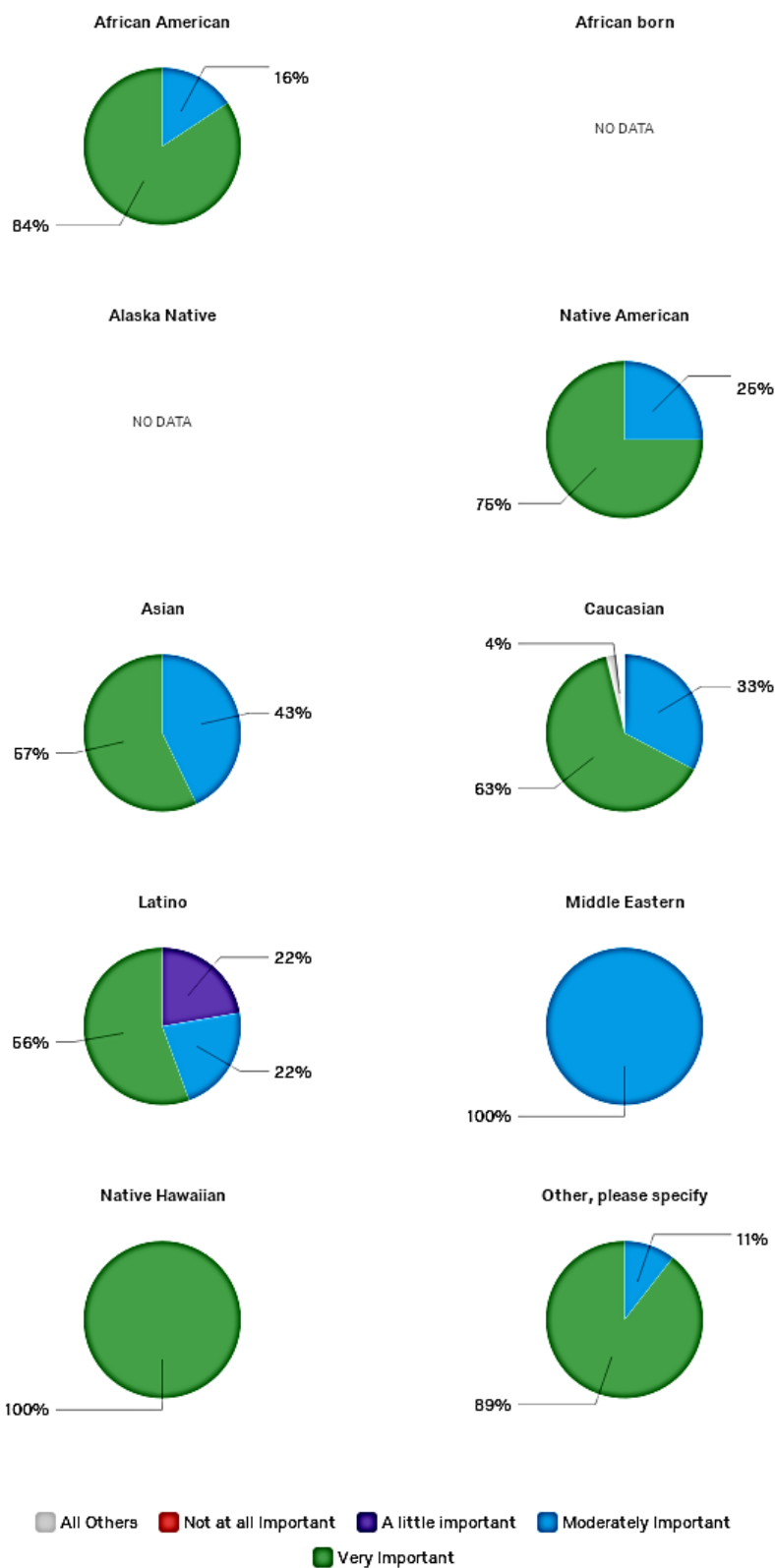


Figure 10c. It is important that the food I eat each day is nutritious by income



Figure 10d. It is important that the food I eat each day is nutritious by cultural heritage





## Tastes good

Figure 11a. It is important that the food I eat each day tastes good by gender

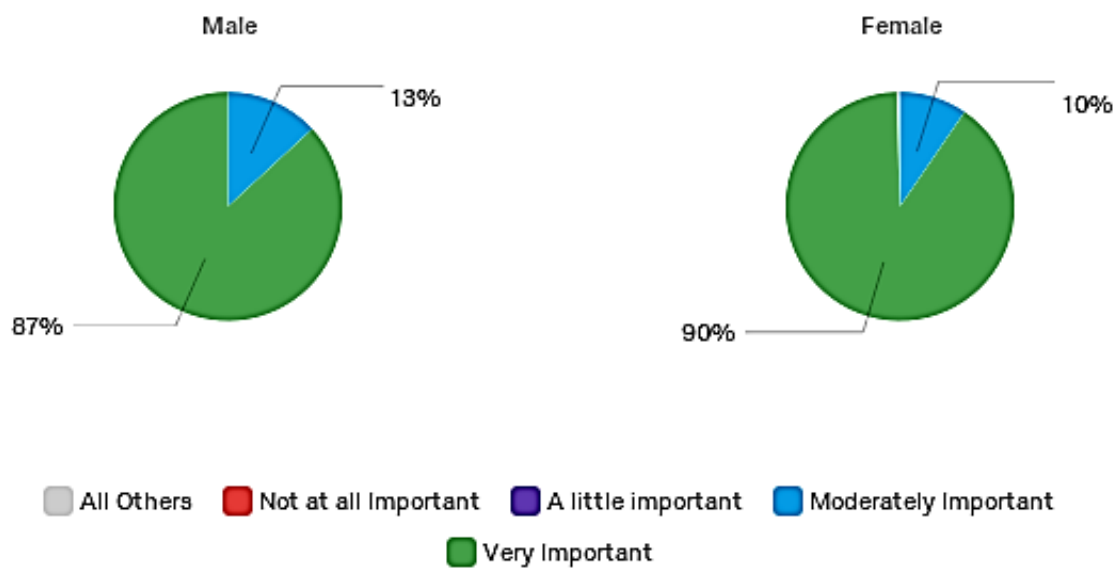


Figure 11b. It is important that the food I eat each day tastes good by age

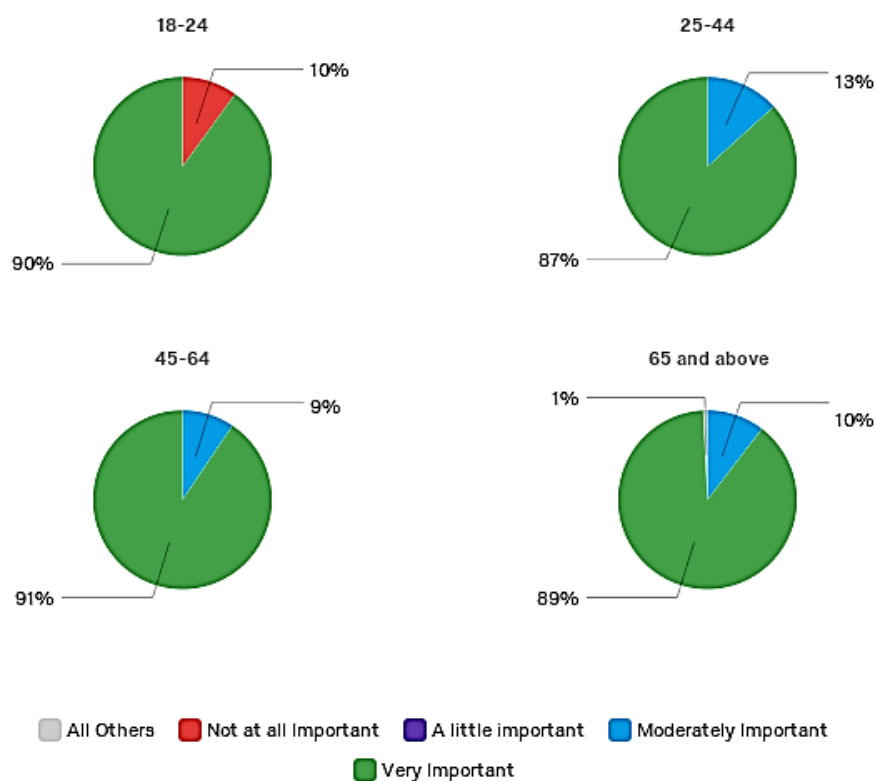


Figure 11c. It is important that the food I eat each day tastes good by income

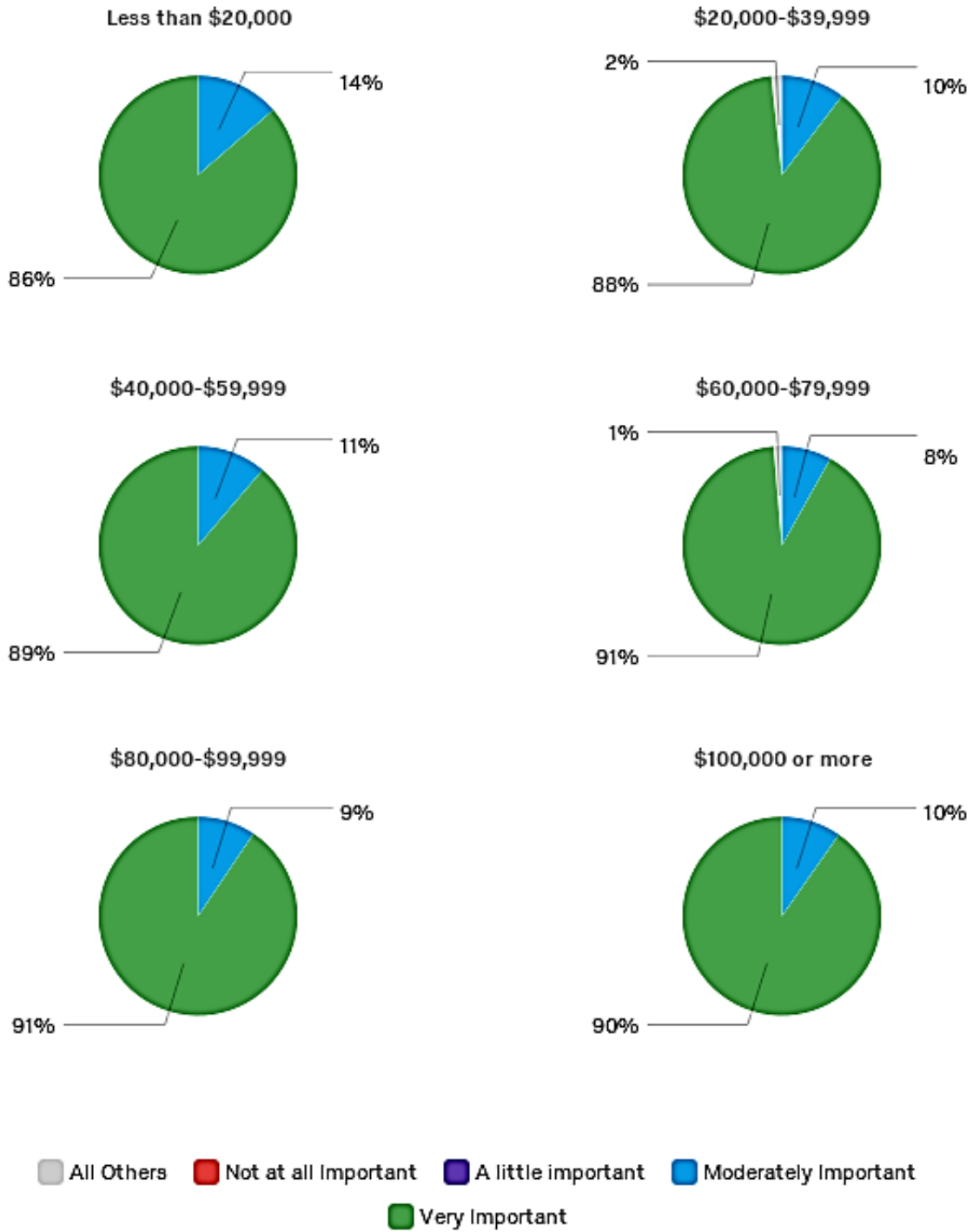
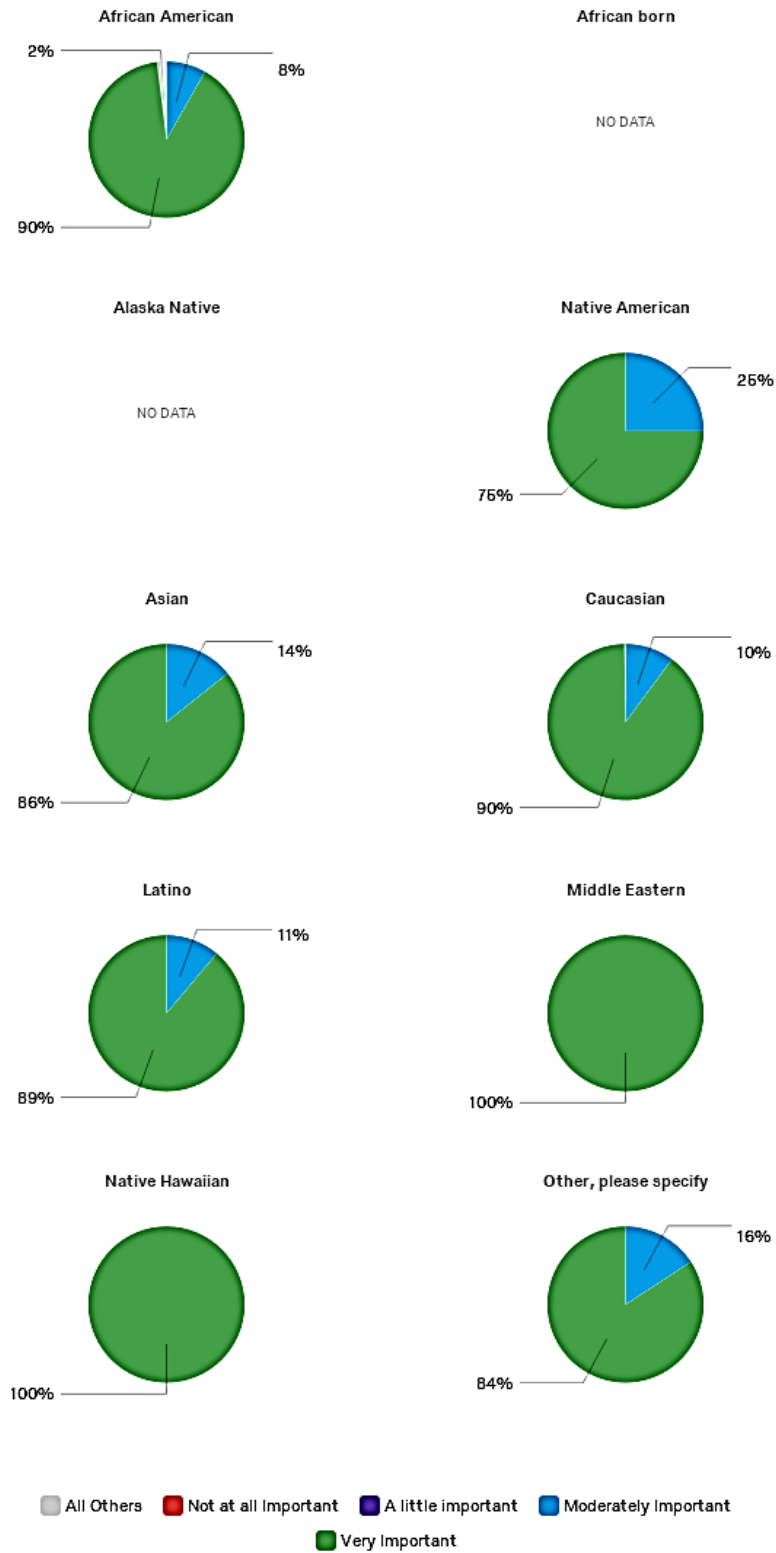


Figure 11d. It is important that the food I eat each day tastes good by cultural heritage



## Ease of availability

Figure 12a. It is important that the food I eat each day is easily available in shops and supermarkets by gender

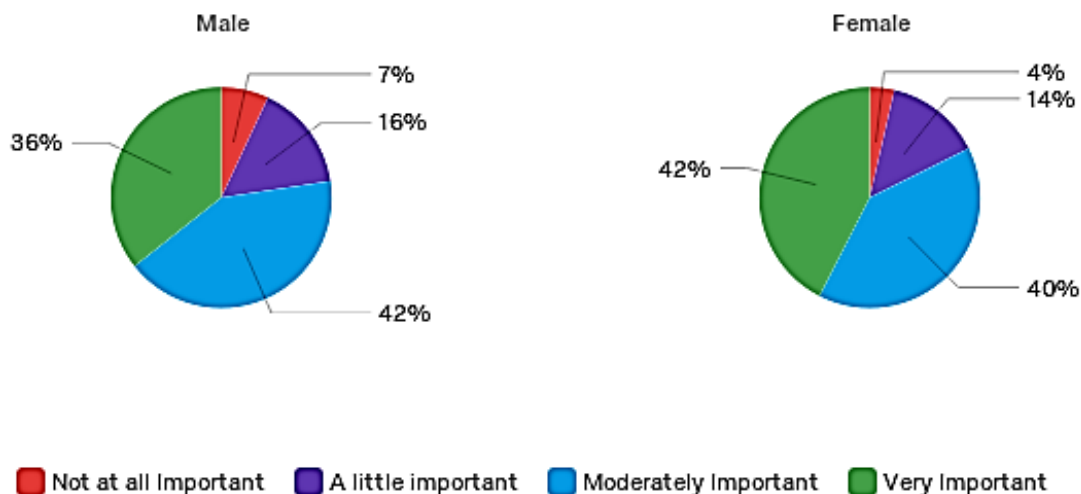


Figure 12b. It is important that the food I eat each day easily available in shops and supermarkets by age

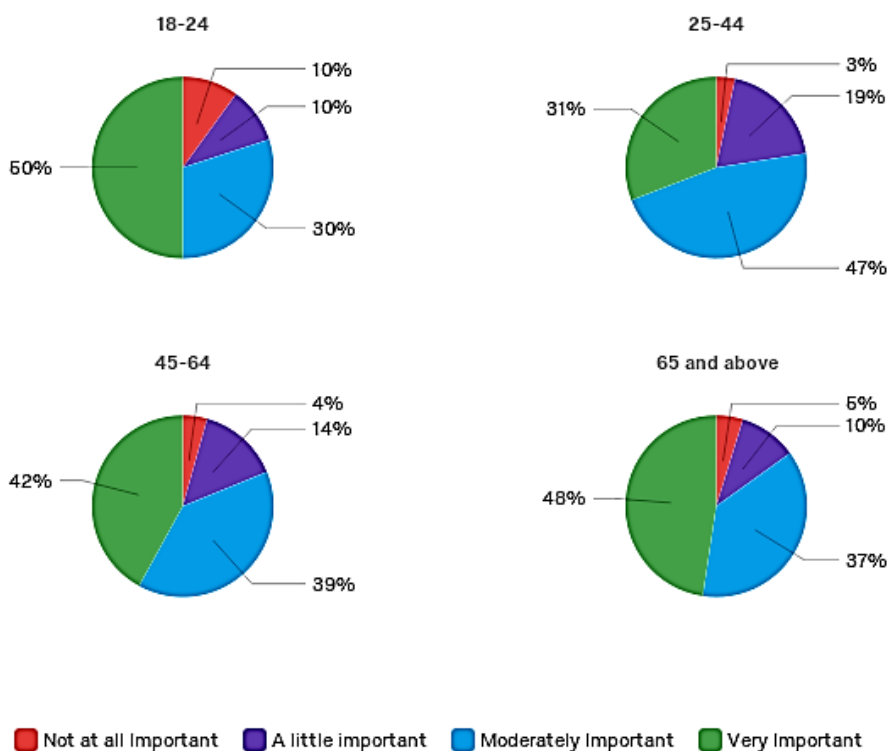
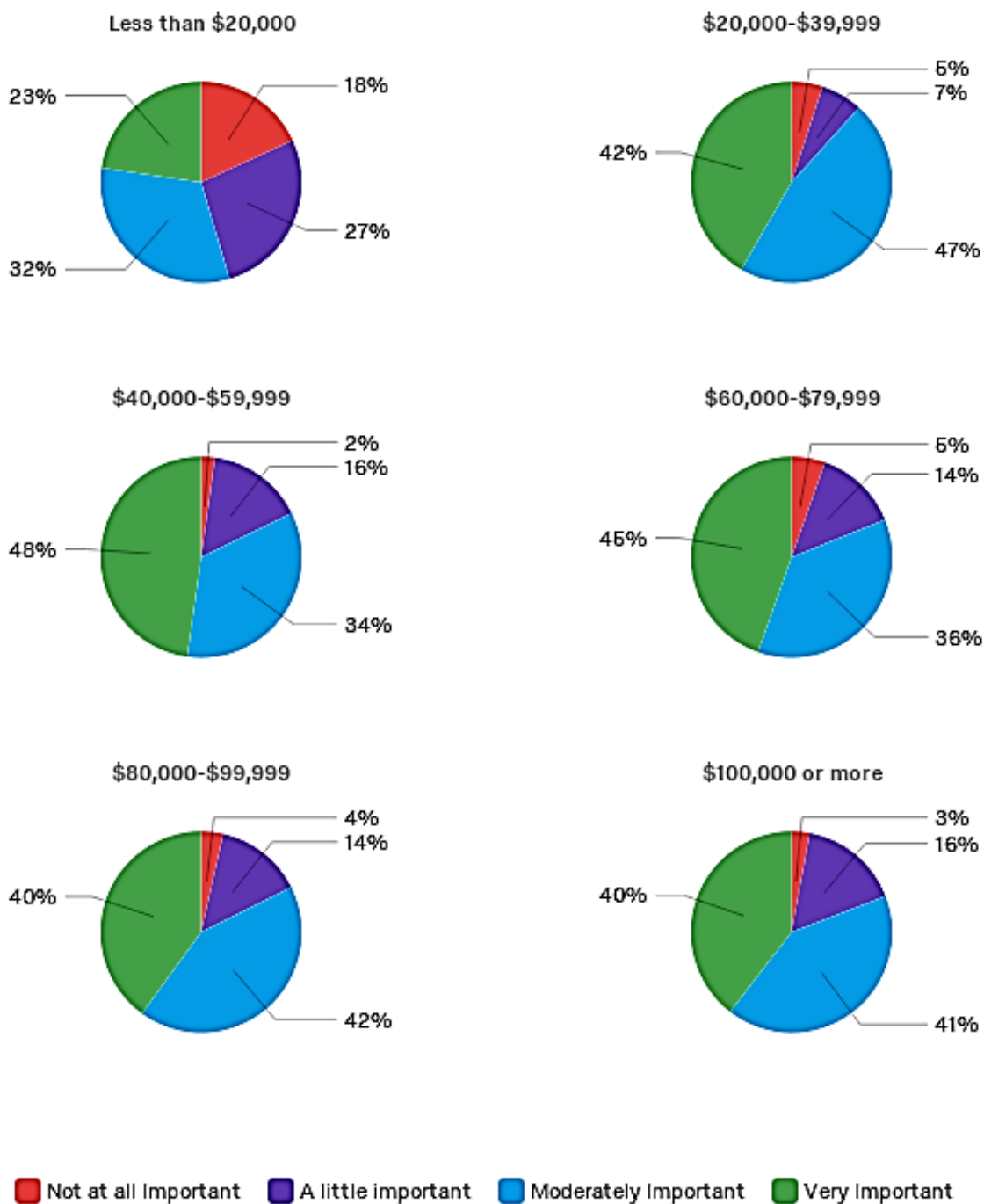
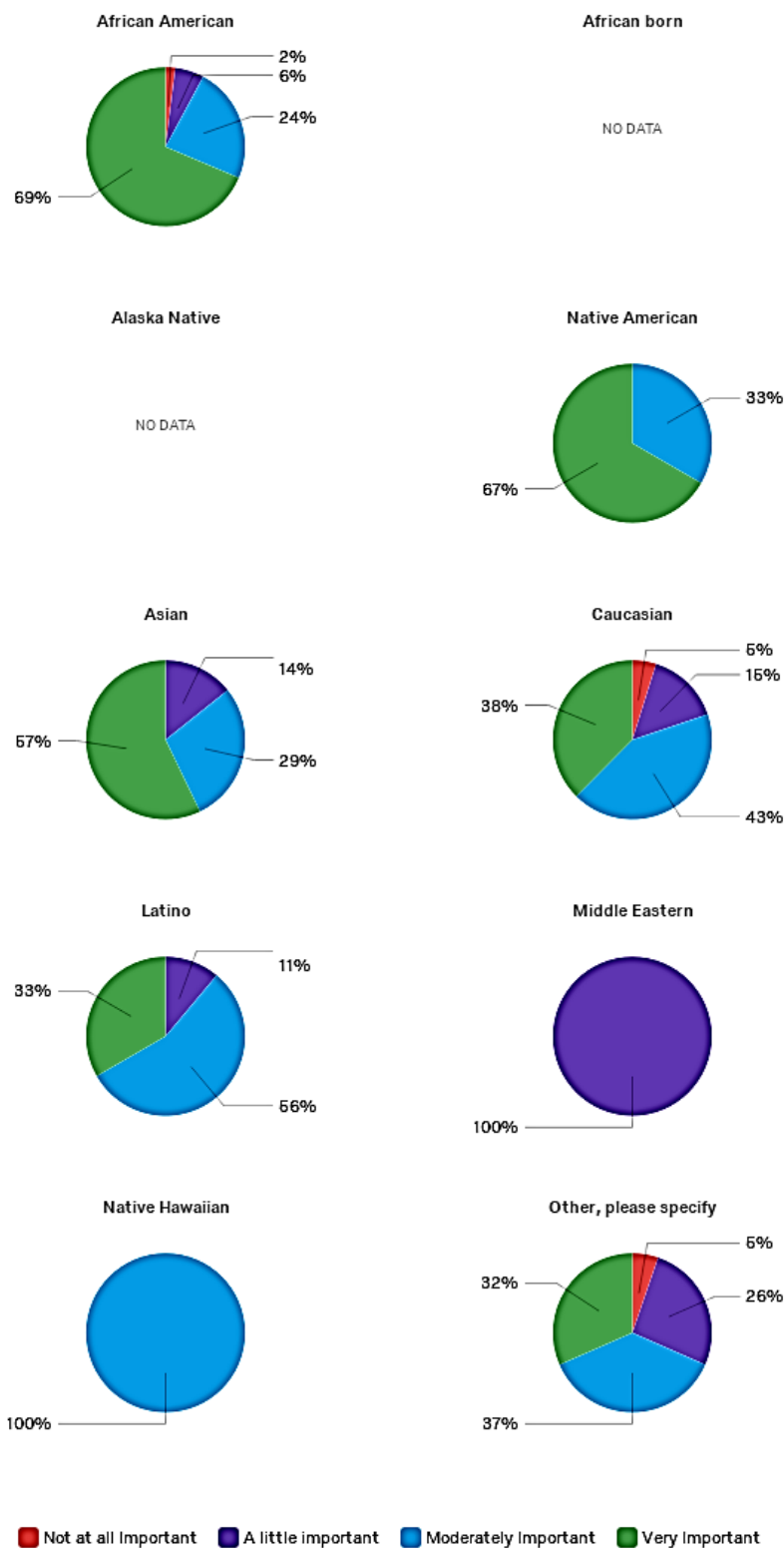


Figure 12c. It is important that the food I eat each day easily available in shops and supermarkets by income



**Figure 12d. It is important that the food I eat each day easily available in shops and supermarkets by cultural heritage**



### Good value

Figure 13a. It is important that the food I eat each day is a good value for the money by gender

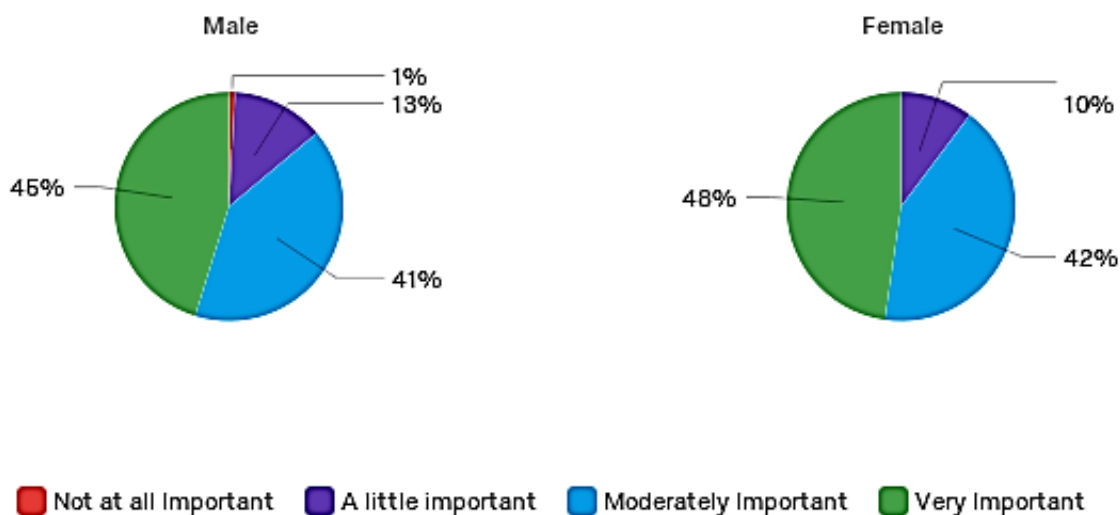


Figure 13b. It is important that the food I eat each day a good value for the money by age

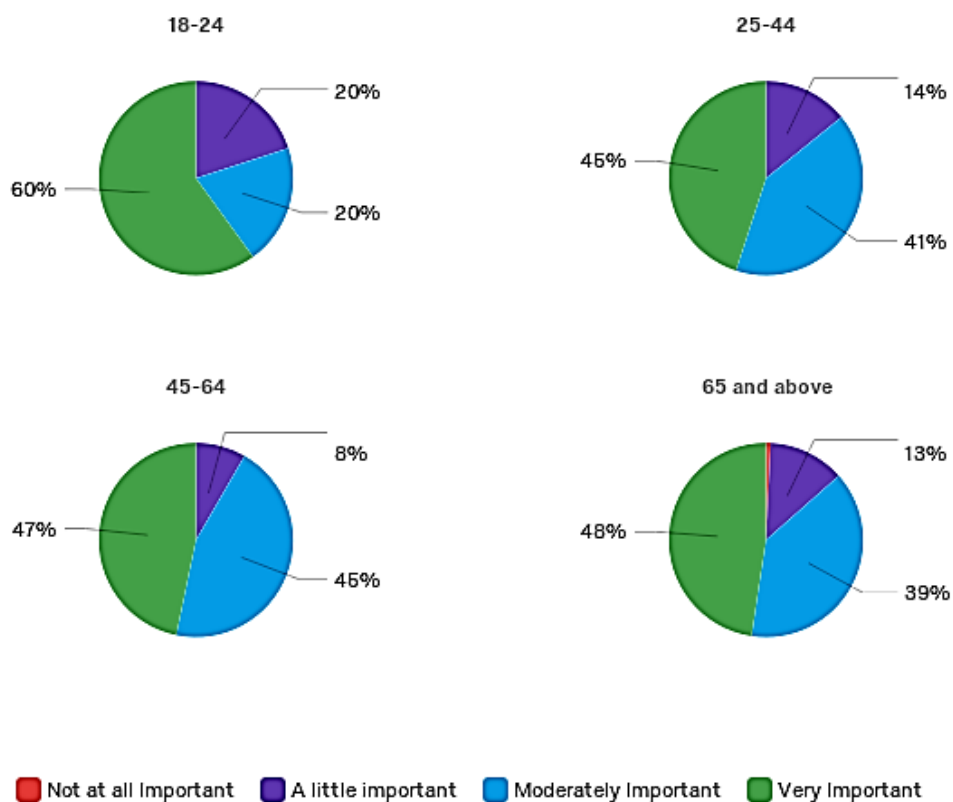
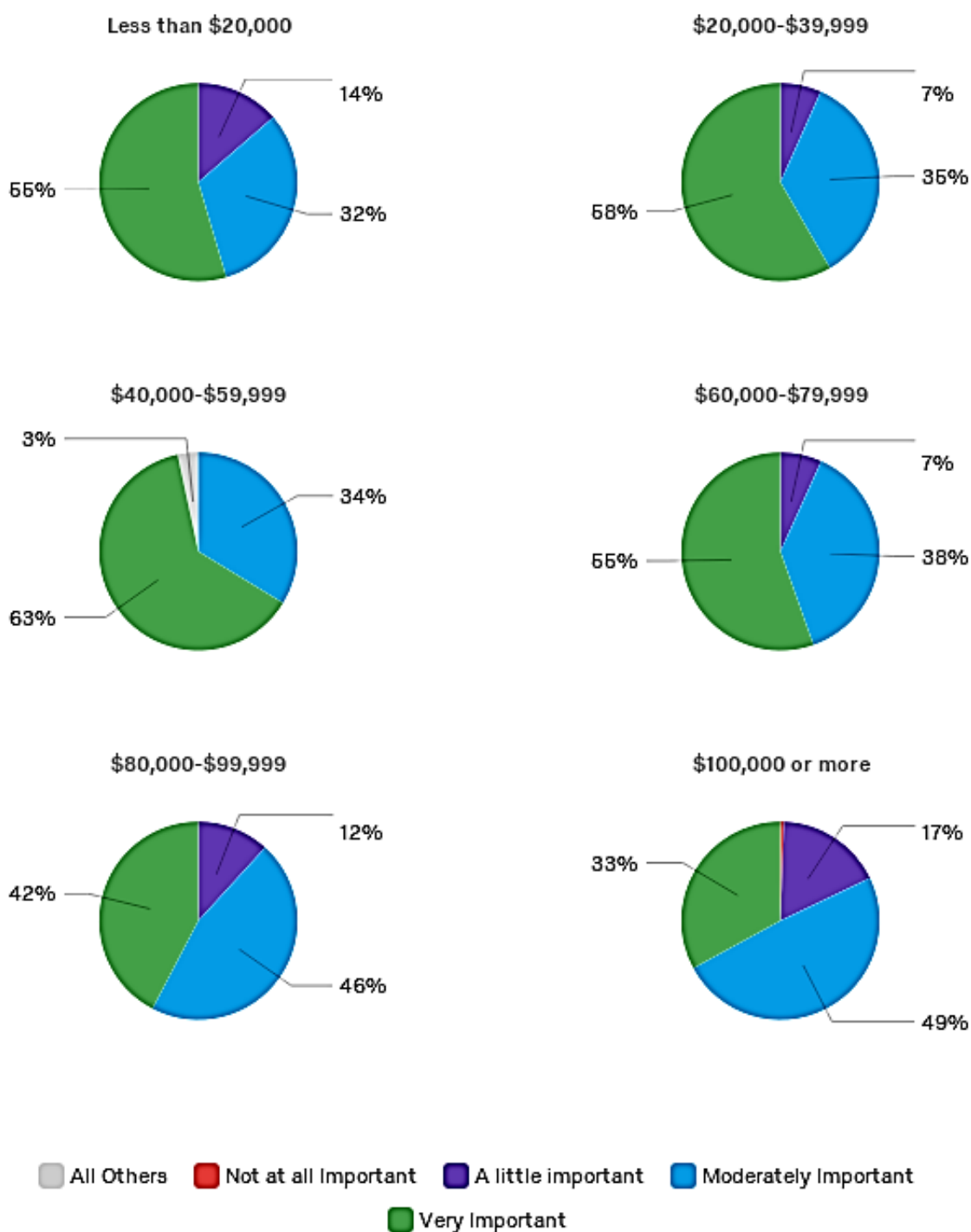
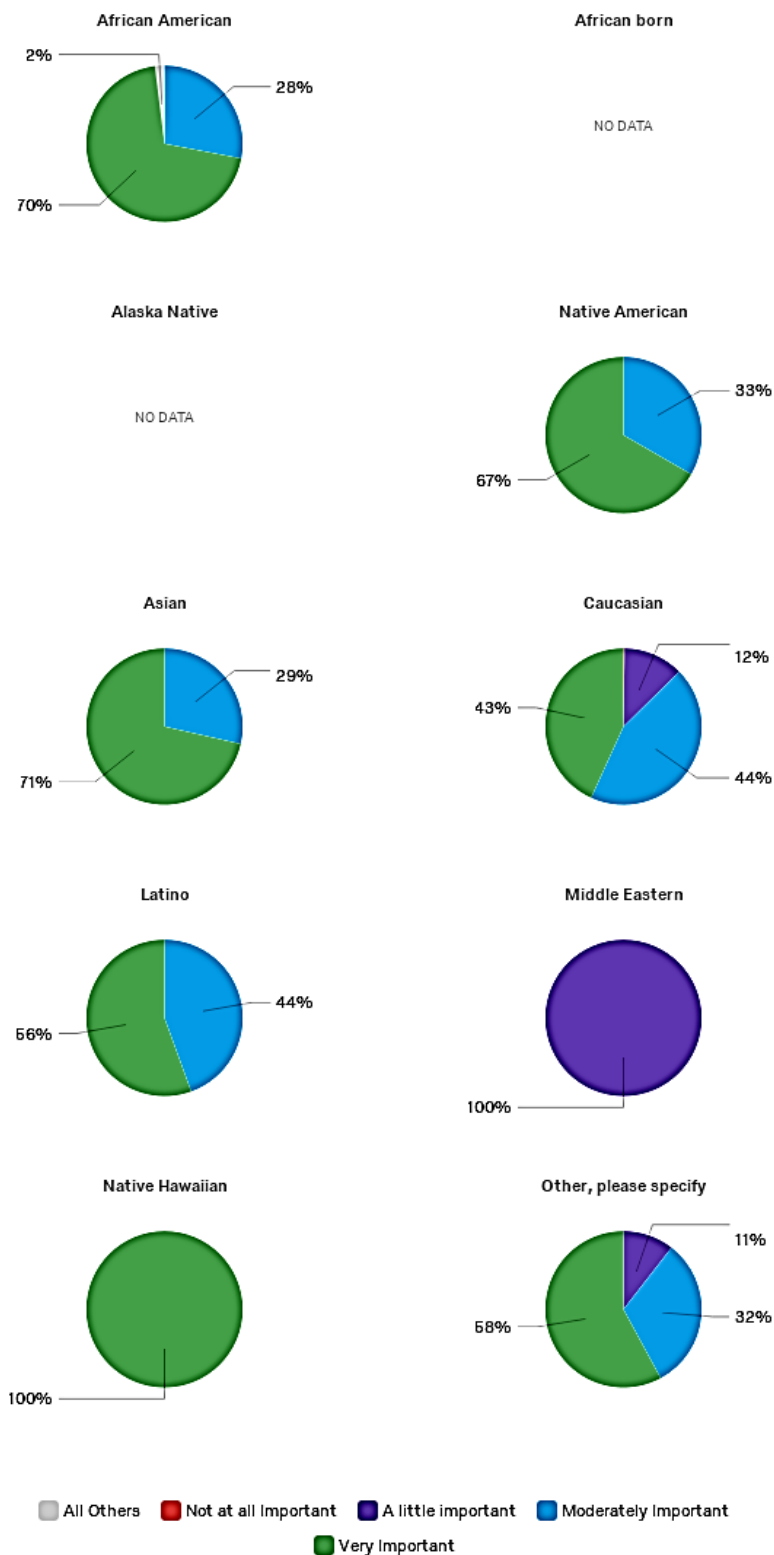


Figure 13c. It is important that the food I eat each day a good value for the money by income





**Figure 13d. It is important that the food I eat each day a good value for the money by cultural heritage**



### Packaged in an environmentally friendly way

Figure 14a. It is important that the food I eat each day is packaged in an environmentally friendly way by gender

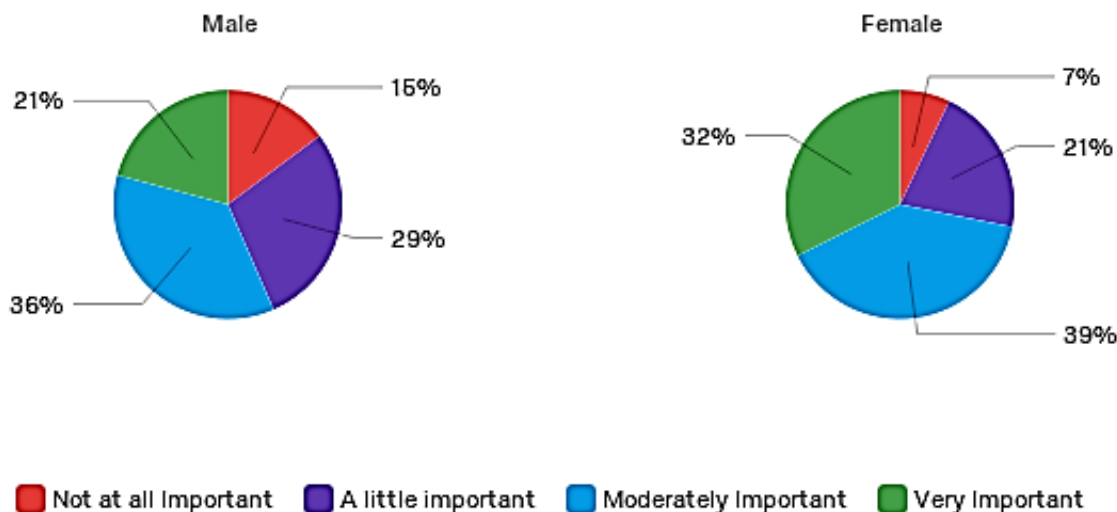
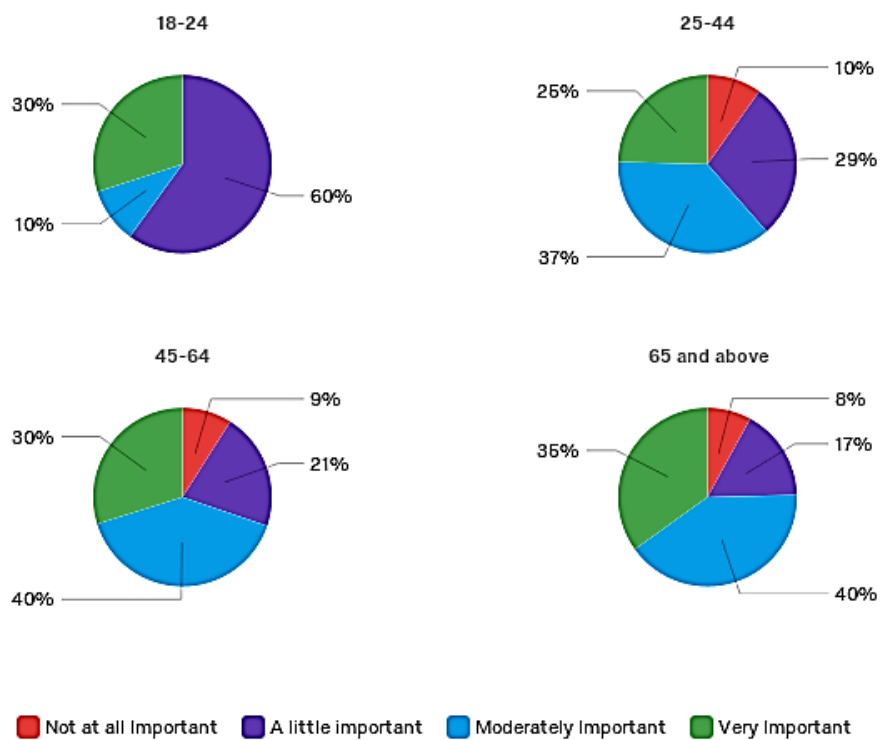
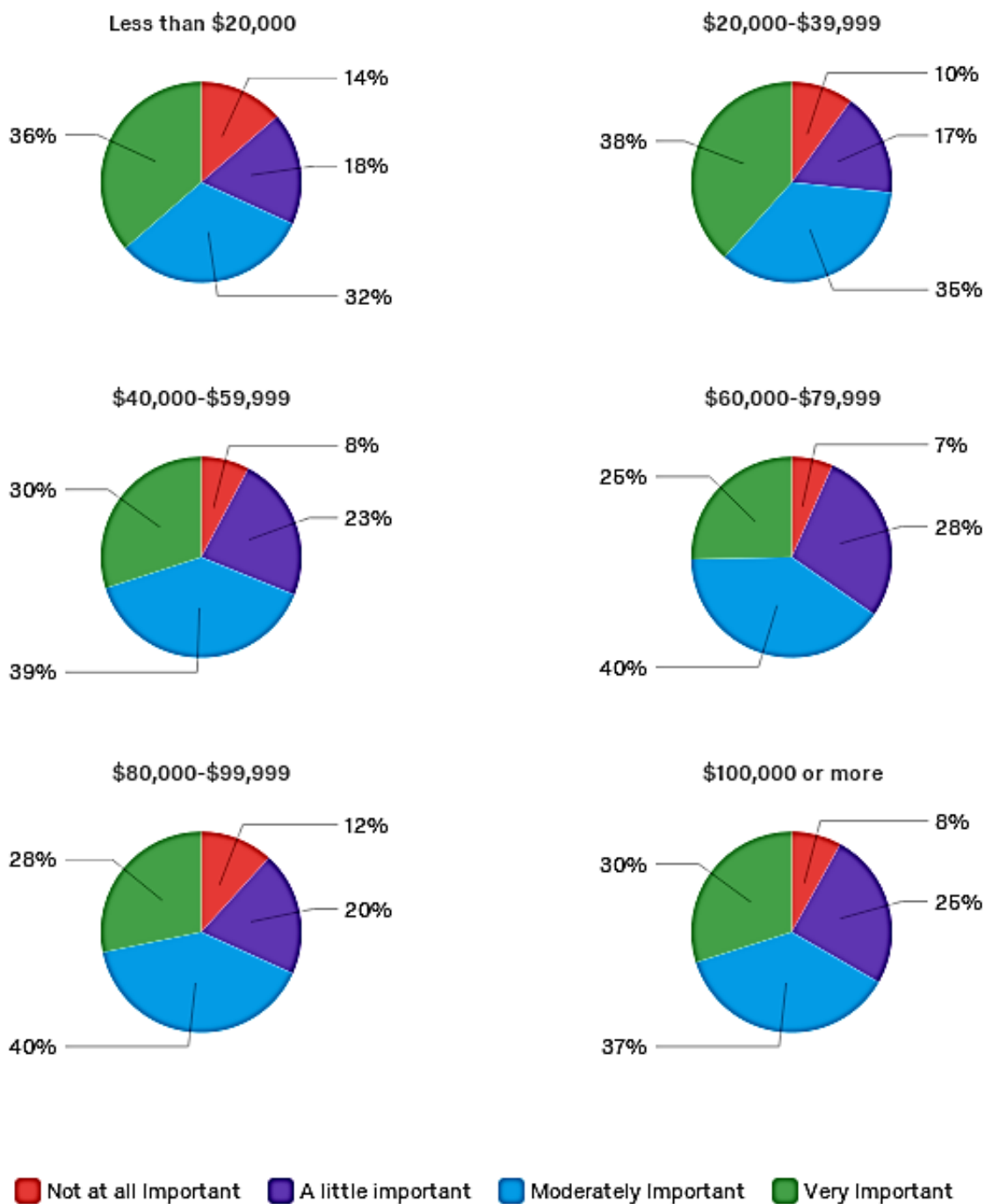


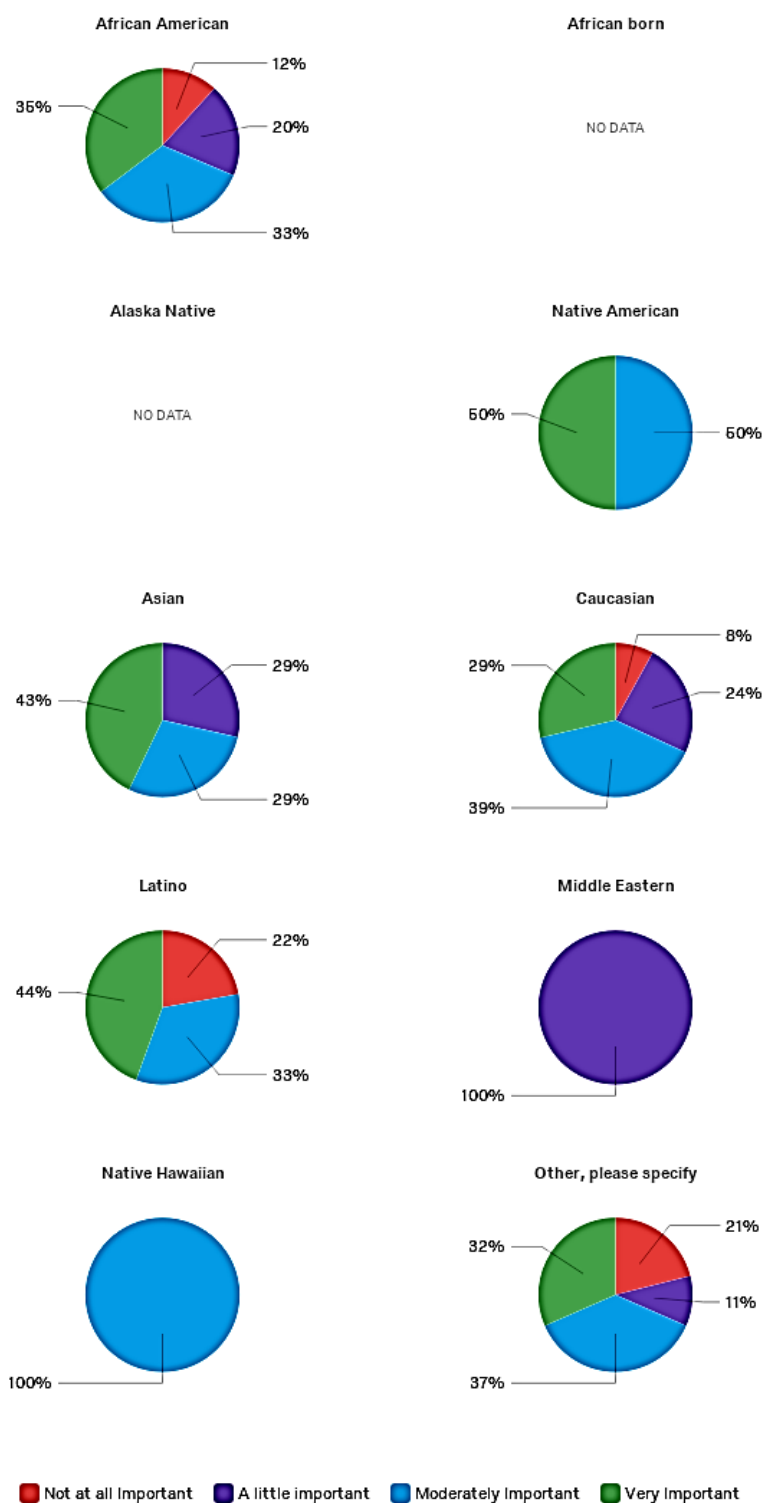
Figure 14b. It is important that the food I eat each day is packaged in an environmentally friendly way by age



**Figure 14c. It is important that the food I eat each day is packaged in an environmentally friendly way by income**



**Figure 14d. It is important that the food I eat each day is packaged in an environmentally friendly way by cultural heritage**



### From countries approved of politically

Figure 15a. It is important that the food I eat each day comes from countries I approve of politically by gender

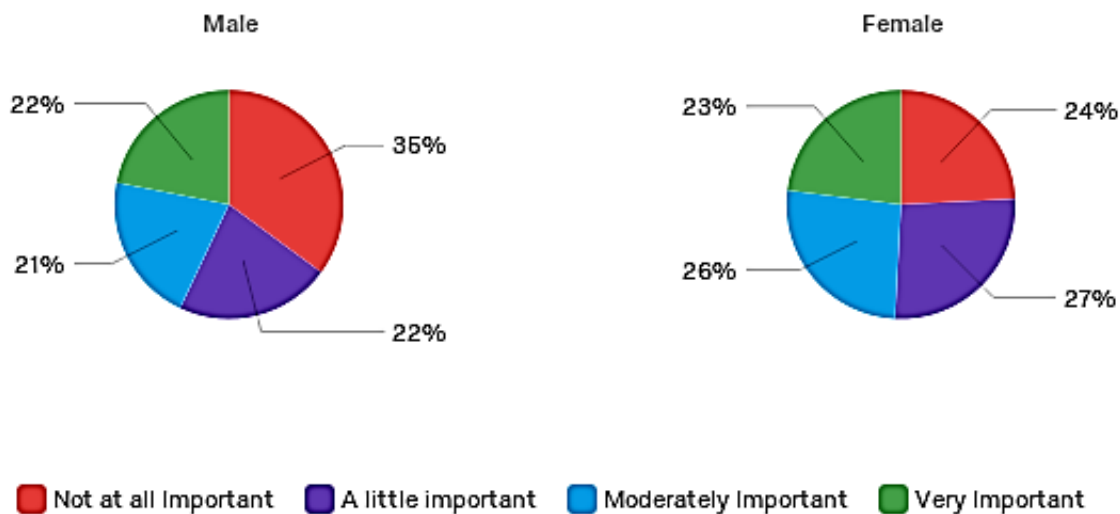
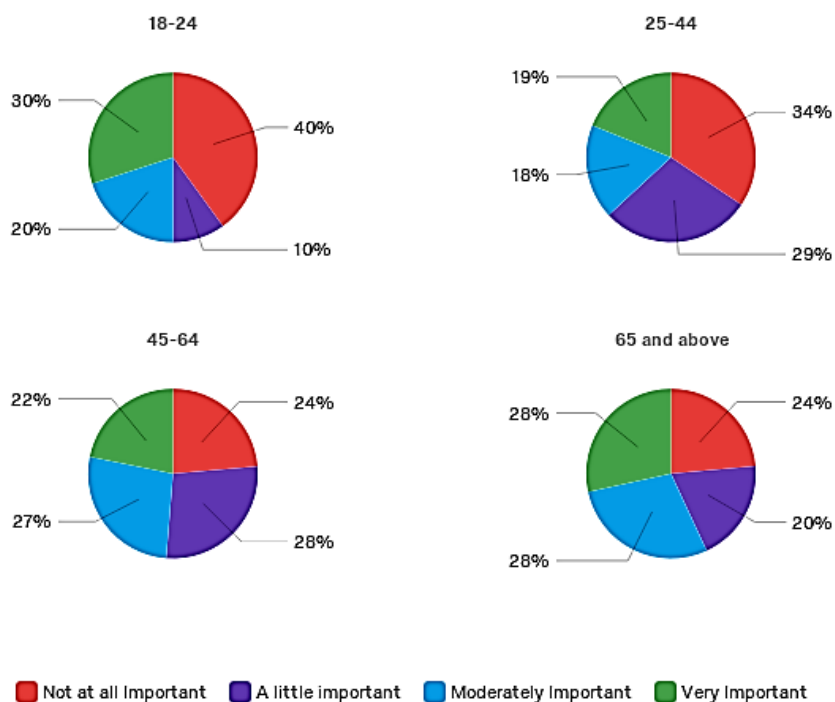
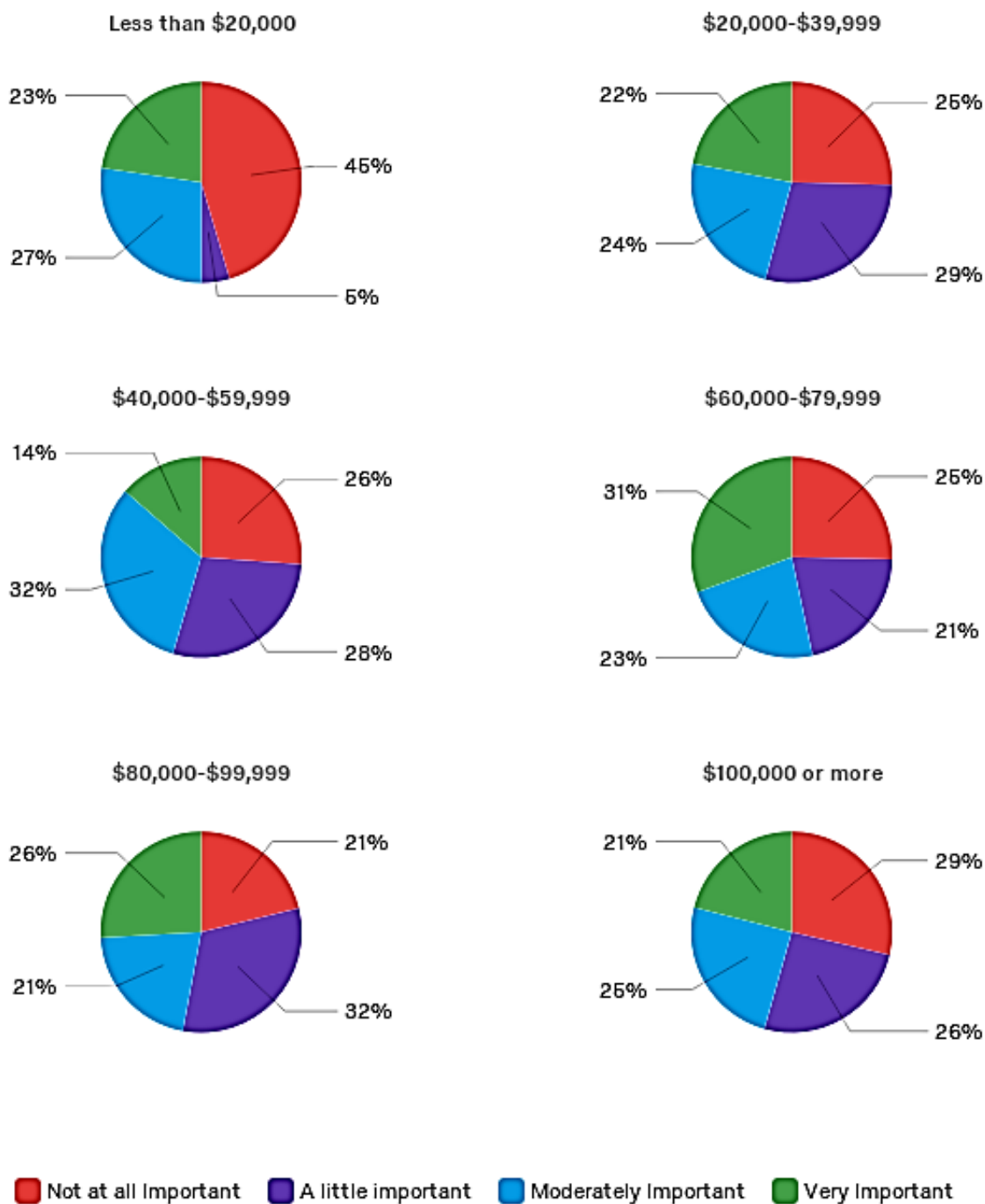


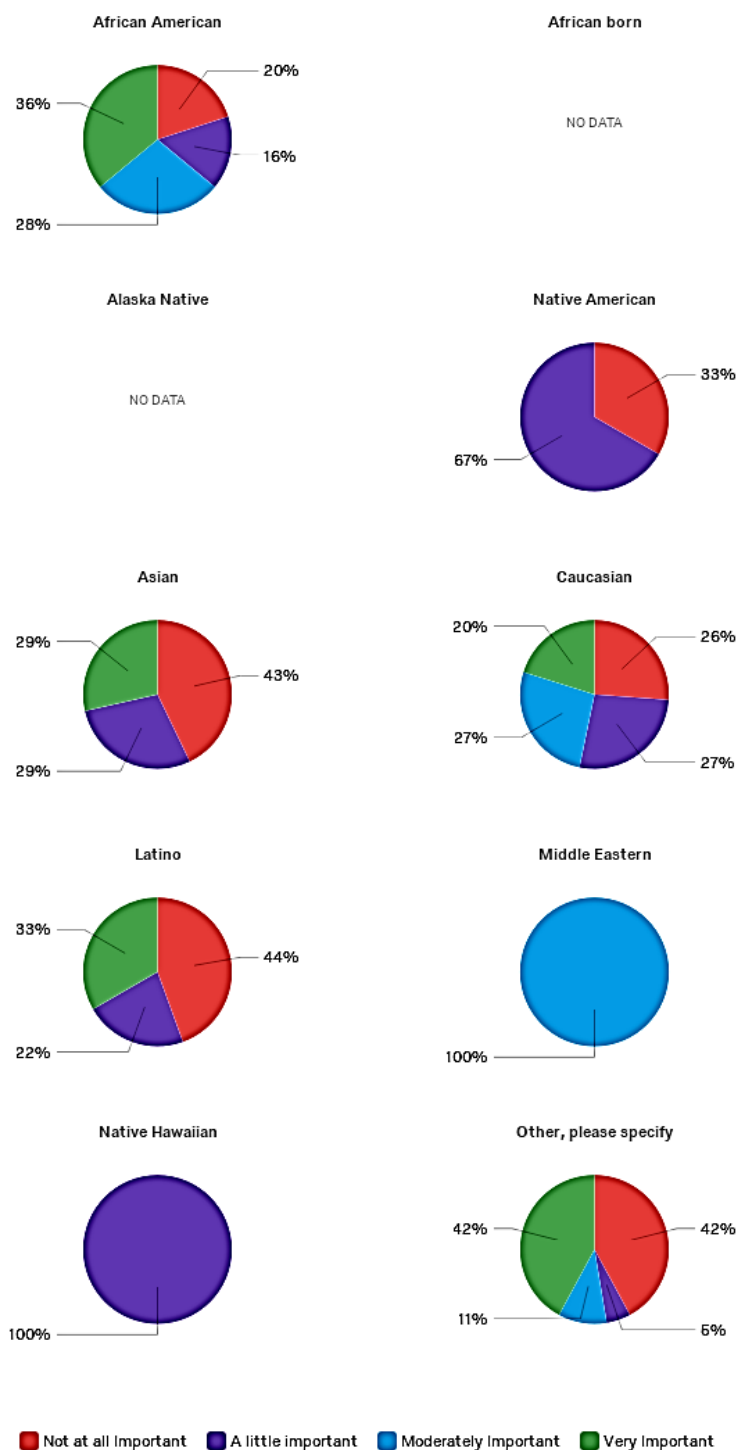
Figure 15b. It is important that the food I eat each day comes from countries I approve of politically by age



**Figure 15c. It is important that the food I eat each day comes from countries I approve of politically by income**



**Figure 15d. It is important that the food I eat each day comes from countries I approve of politically by cultural heritage**



## Simple cooking

Figure 16a. It is important that the food I eat each day can be cooked very simply by gender

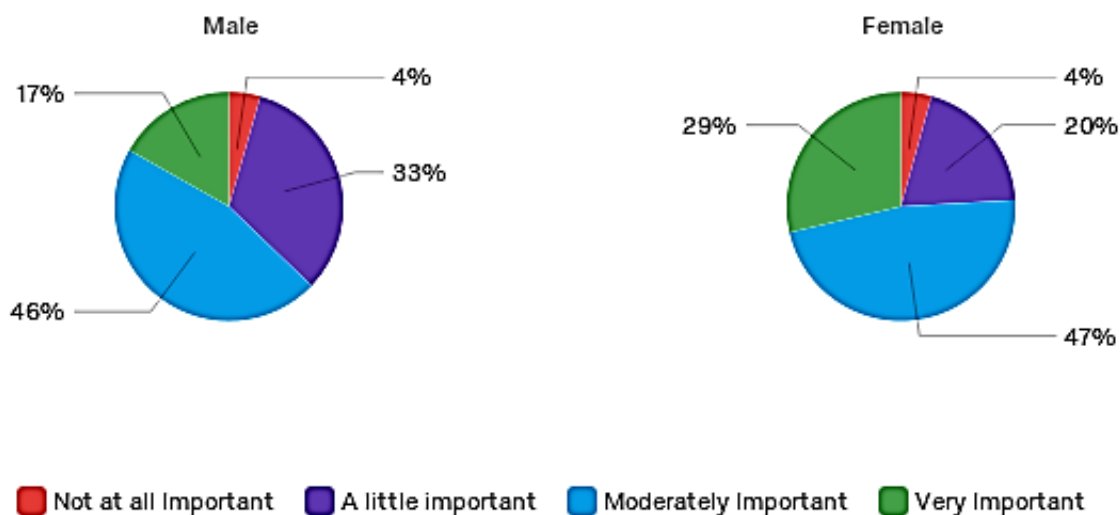


Figure 16b. It is important that the food I eat each day can be cooked very simply by age

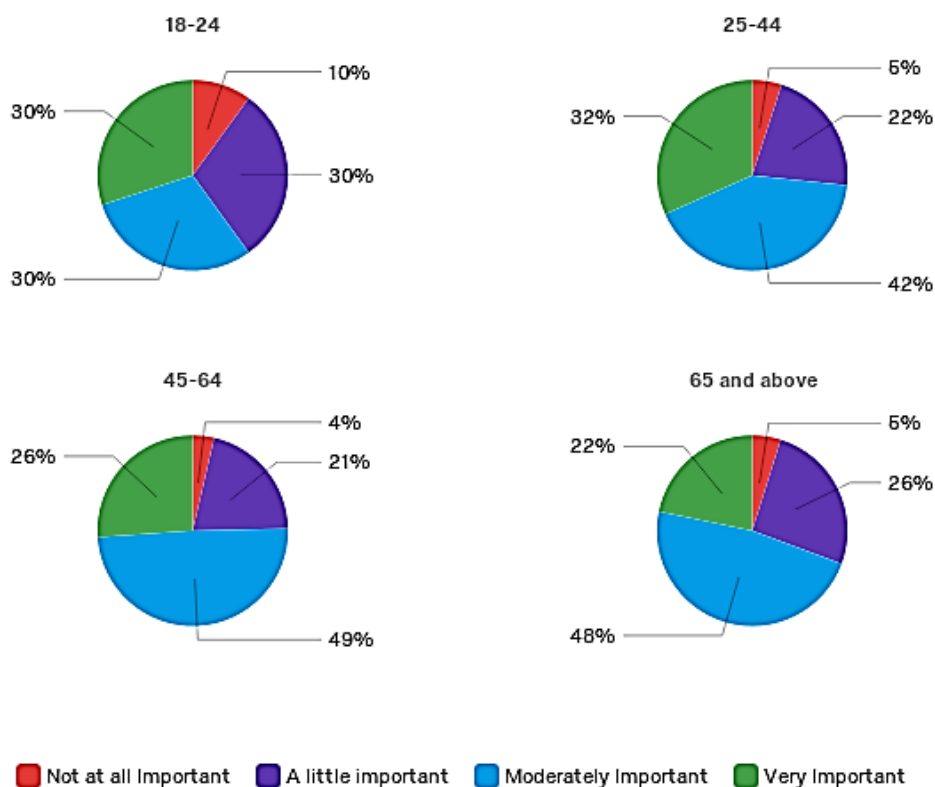
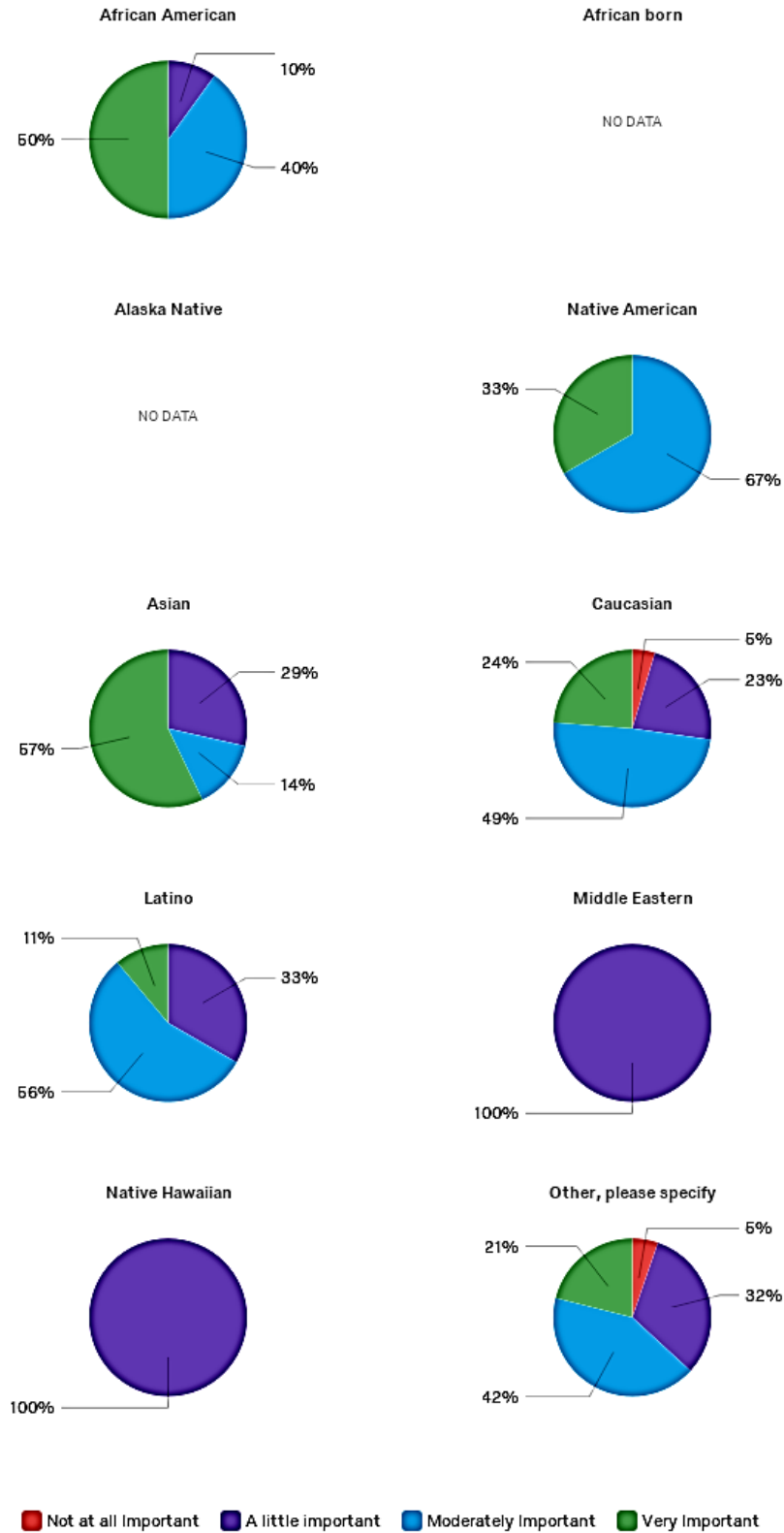




Figure 16c. It is important that the food I eat each day can be cooked very simply by income



Figure 16d. It is important that the food I eat each day can be cooked very simply by cultural heritage



## Weight control

Figure 17a. It is important that the food I eat each day helps me control my weight by gender

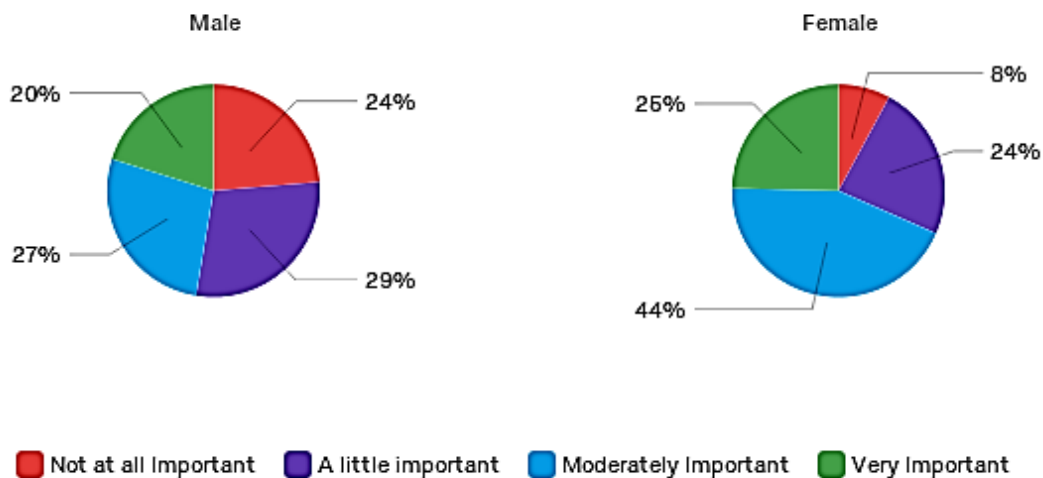


Figure 17b. It is important that the food I eat each day helps me control my weight by age

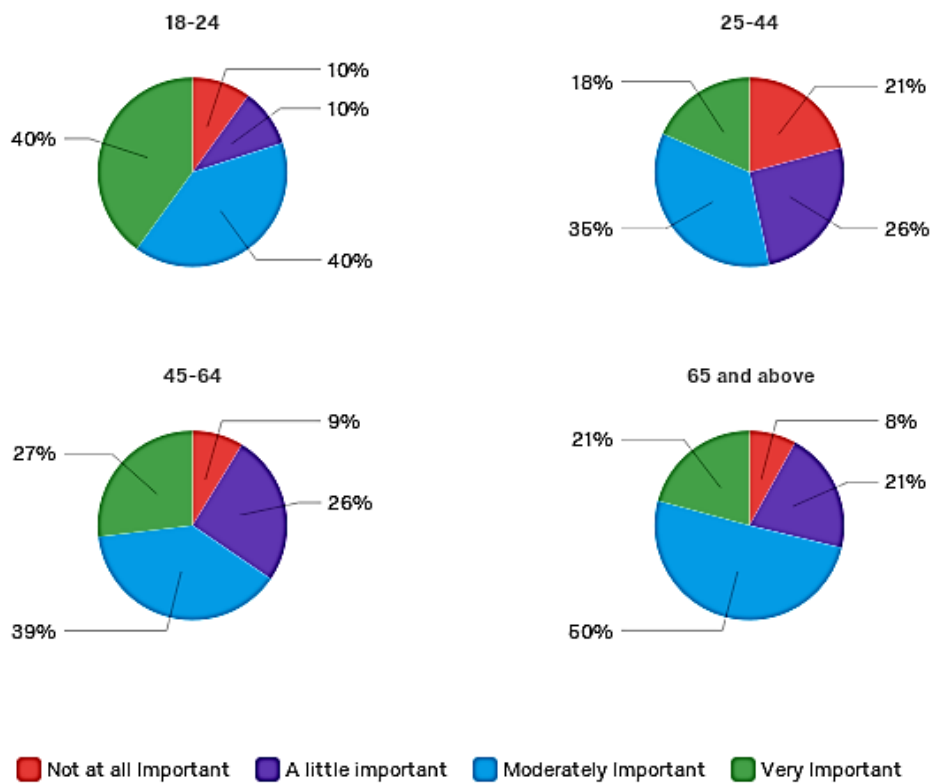
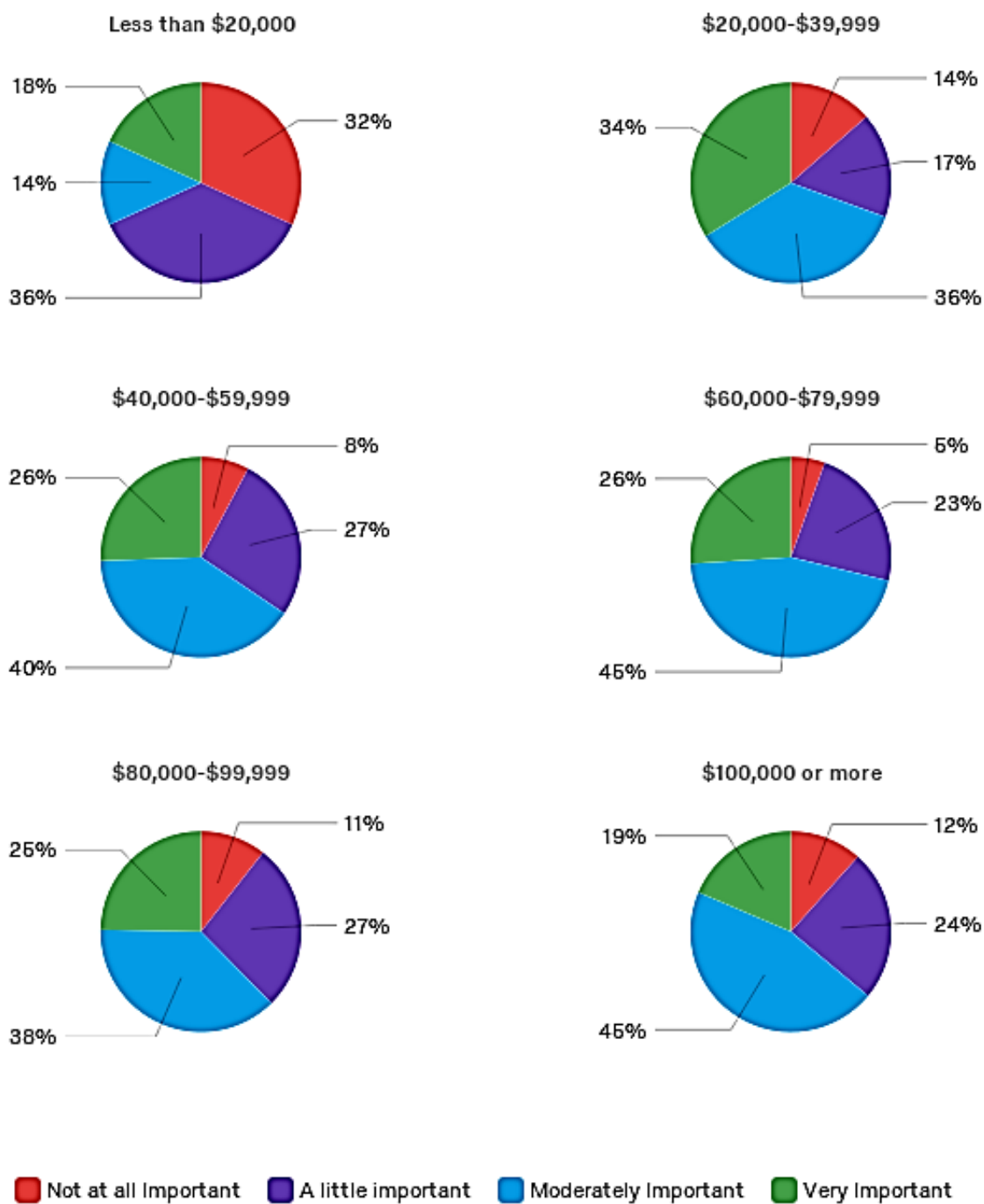
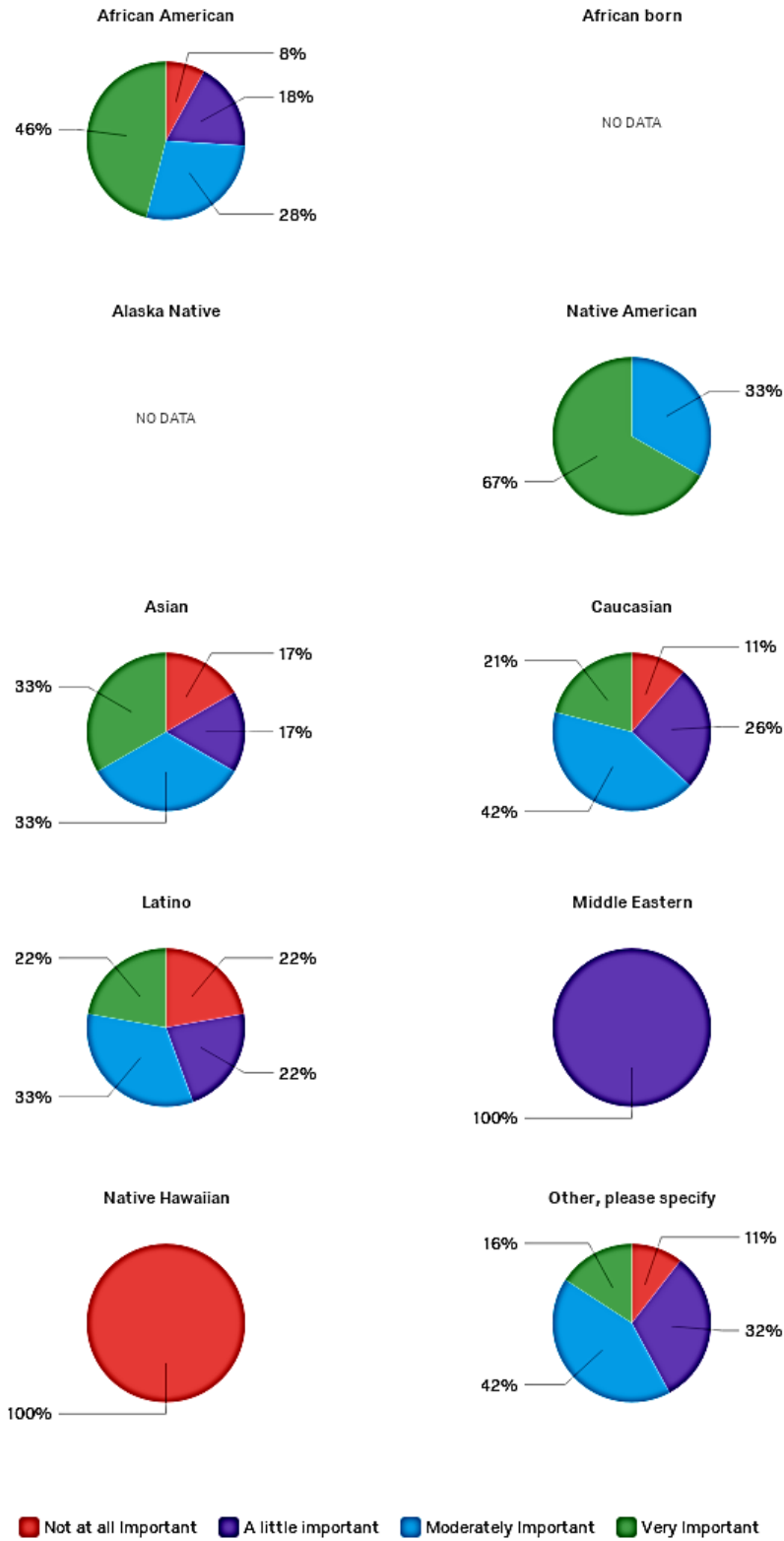


Figure 17c. It is important that the food I eat each day helps me control my weight by income



**Figure 17d. It is important that the food I eat each day helps me control my weight by cultural heritage**



## Coping with stress

Figure 18a. It is important that the food I eat each day helps me cope with stress by gender

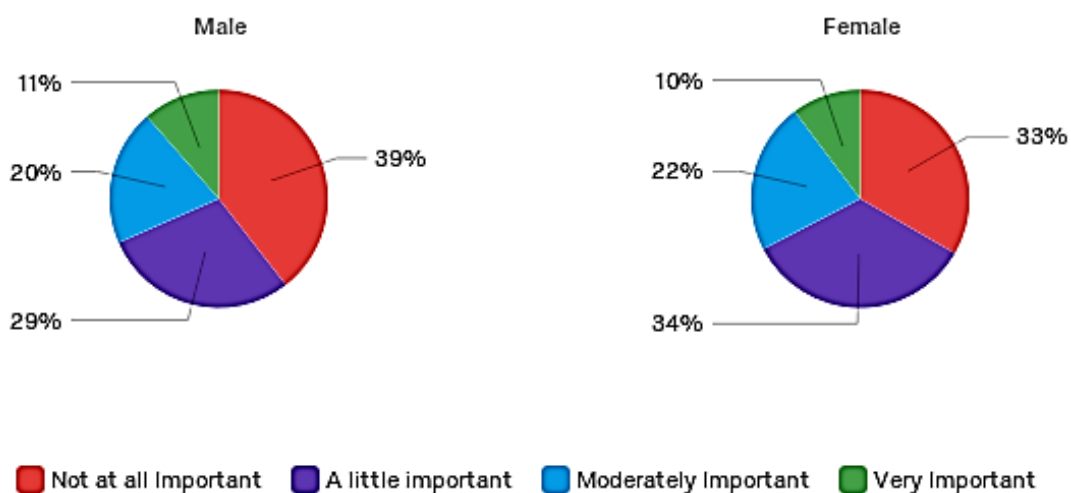


Figure 18b. It is important that the food I eat each day helps me cope with stress by age

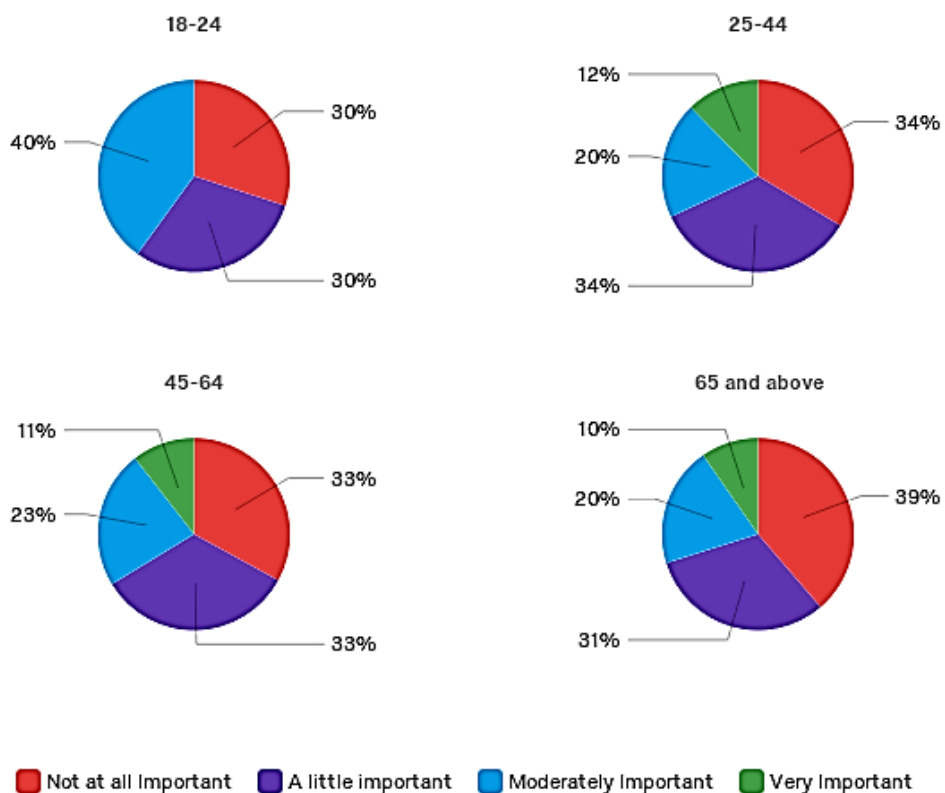
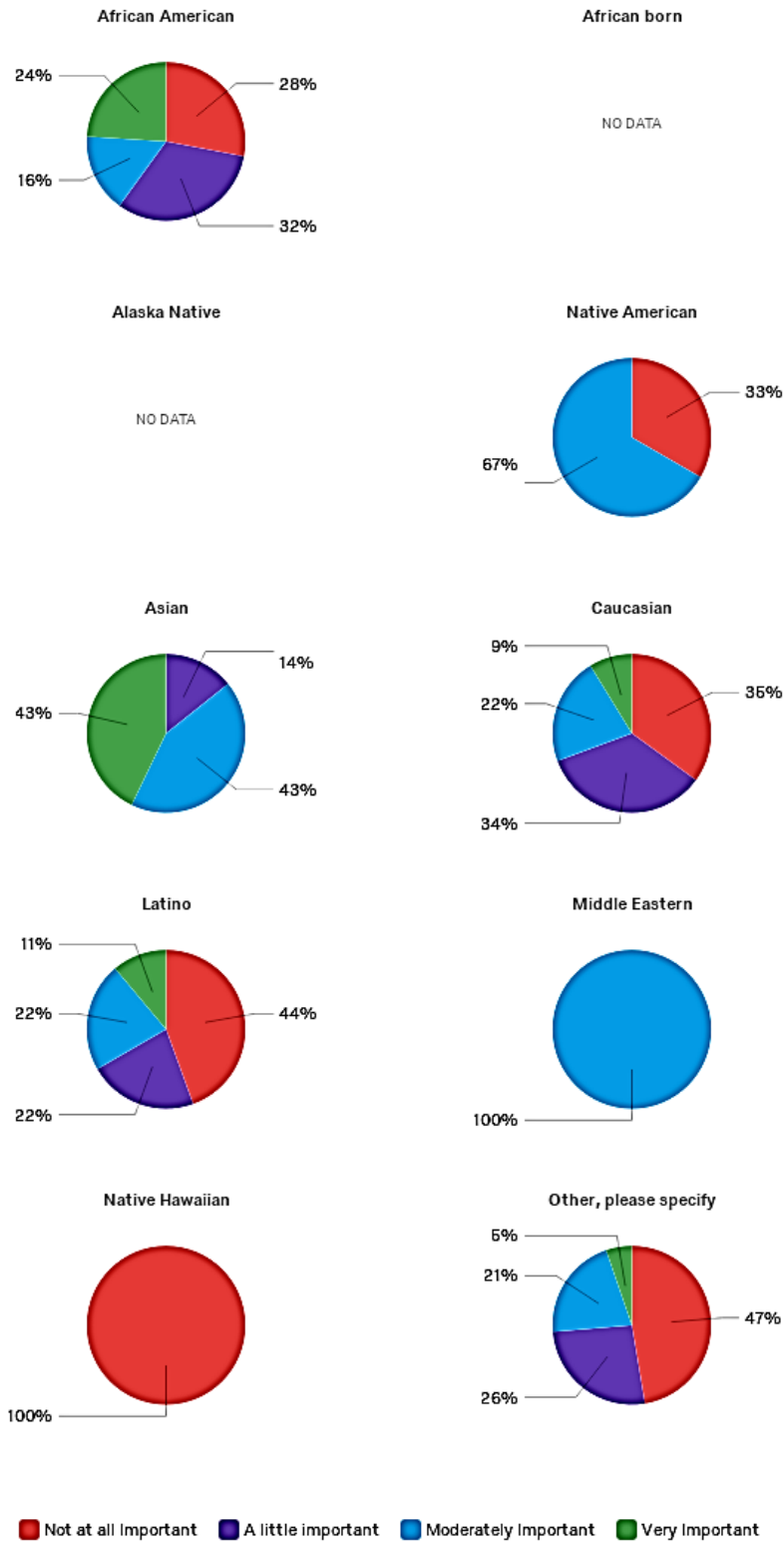


Figure 18c. It is important that the food I eat each day helps me cope with stress by income



Figure 18d. It is important that the food I eat each day helps me cope with stress by cultural heritage





## Cheers up

Figure 19a. It is important that the food I eat each day cheers me up by gender

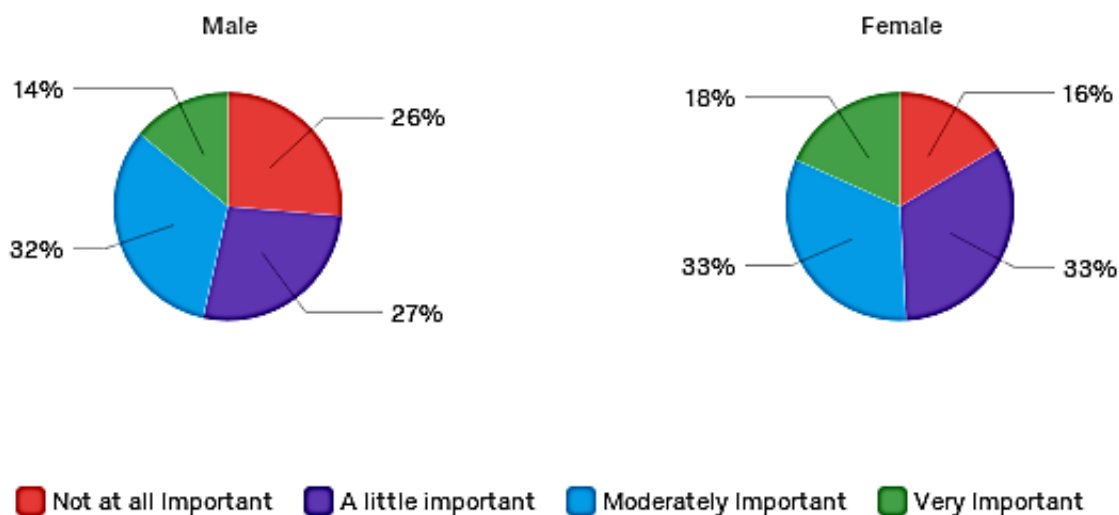


Figure 19b. It is important that the food I eat each day cheers me up by age

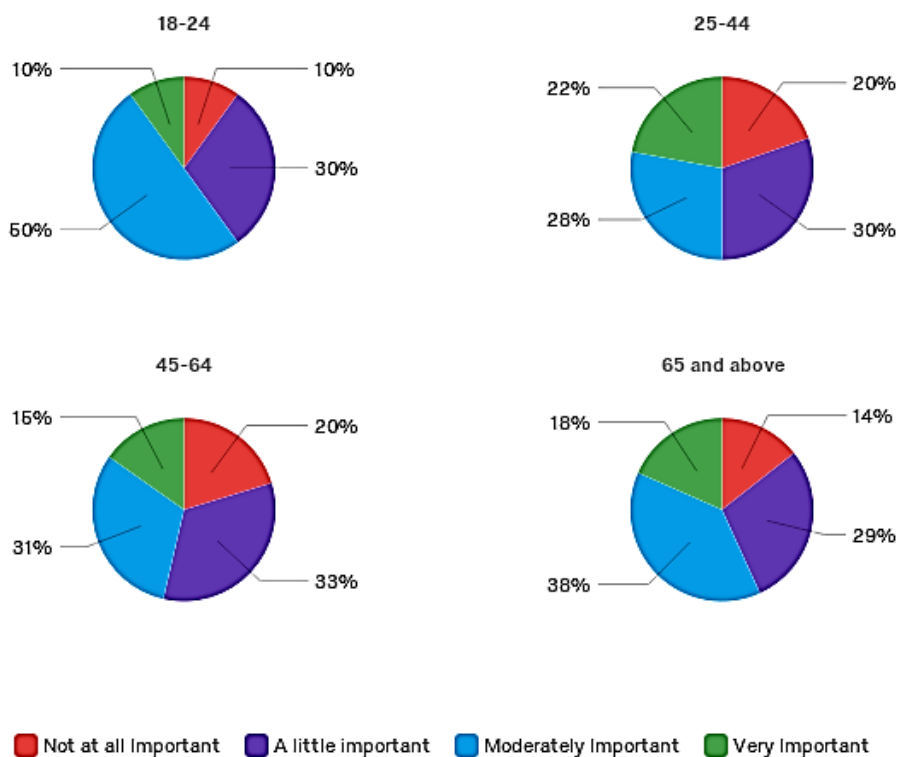


Figure 19c. It is important that the food I eat each day cheers me up by income

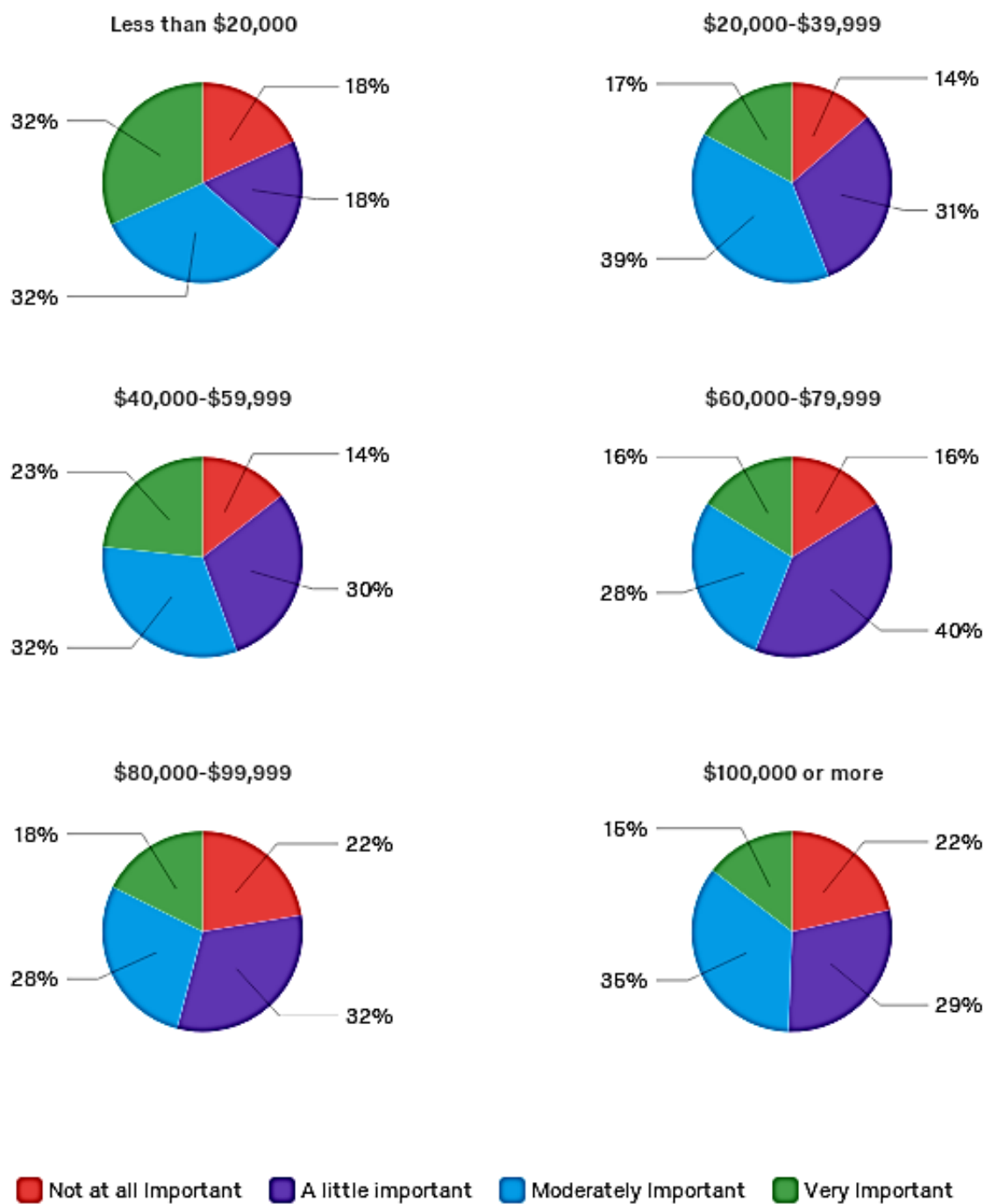
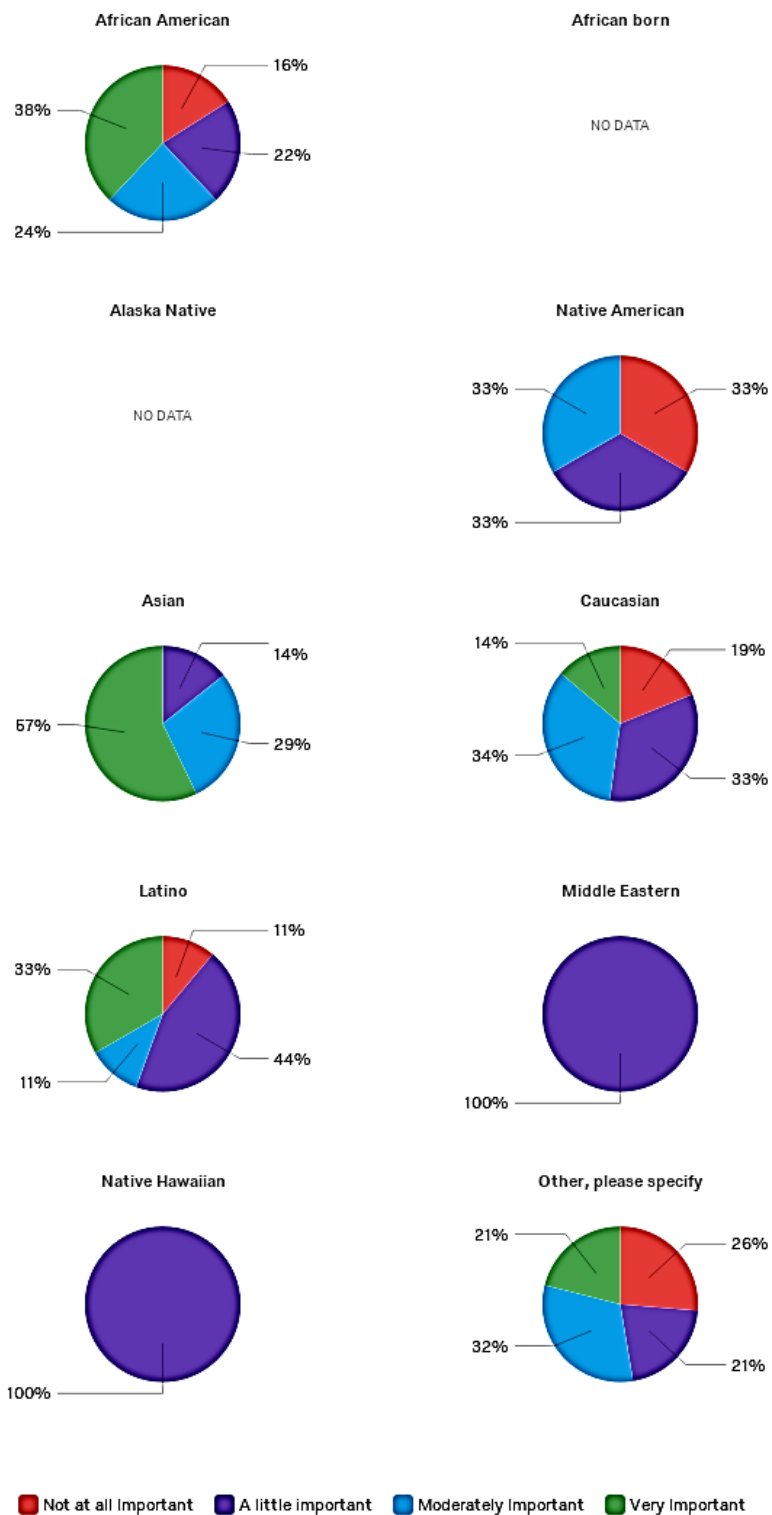


Figure 19d. It is important that the food I eat each day cheers me up by cultural heritage



### No time to prepare

Figure 20a. It is important that the food I eat each day takes no time to prepare by gender

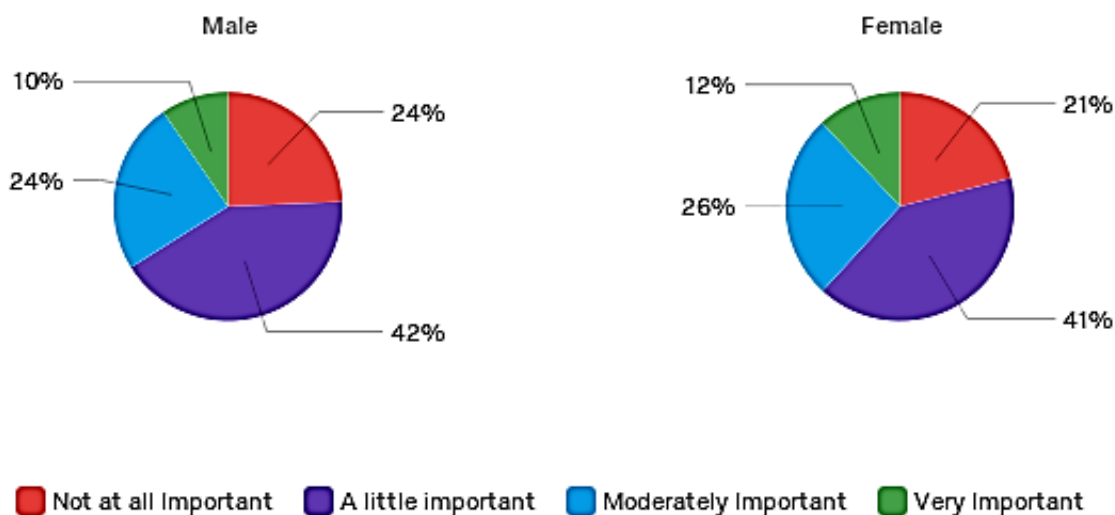


Figure 20b. It is important that the food I eat each day no time to prepare by age

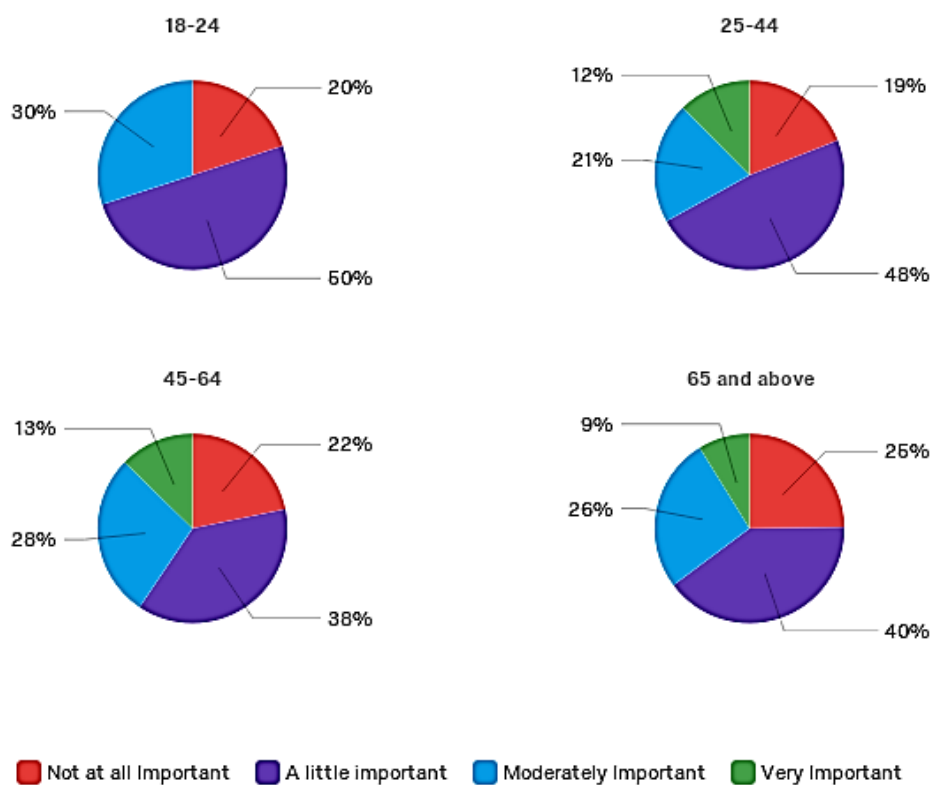


Figure 20c. It is important that the food I eat each day no time to prepare by income

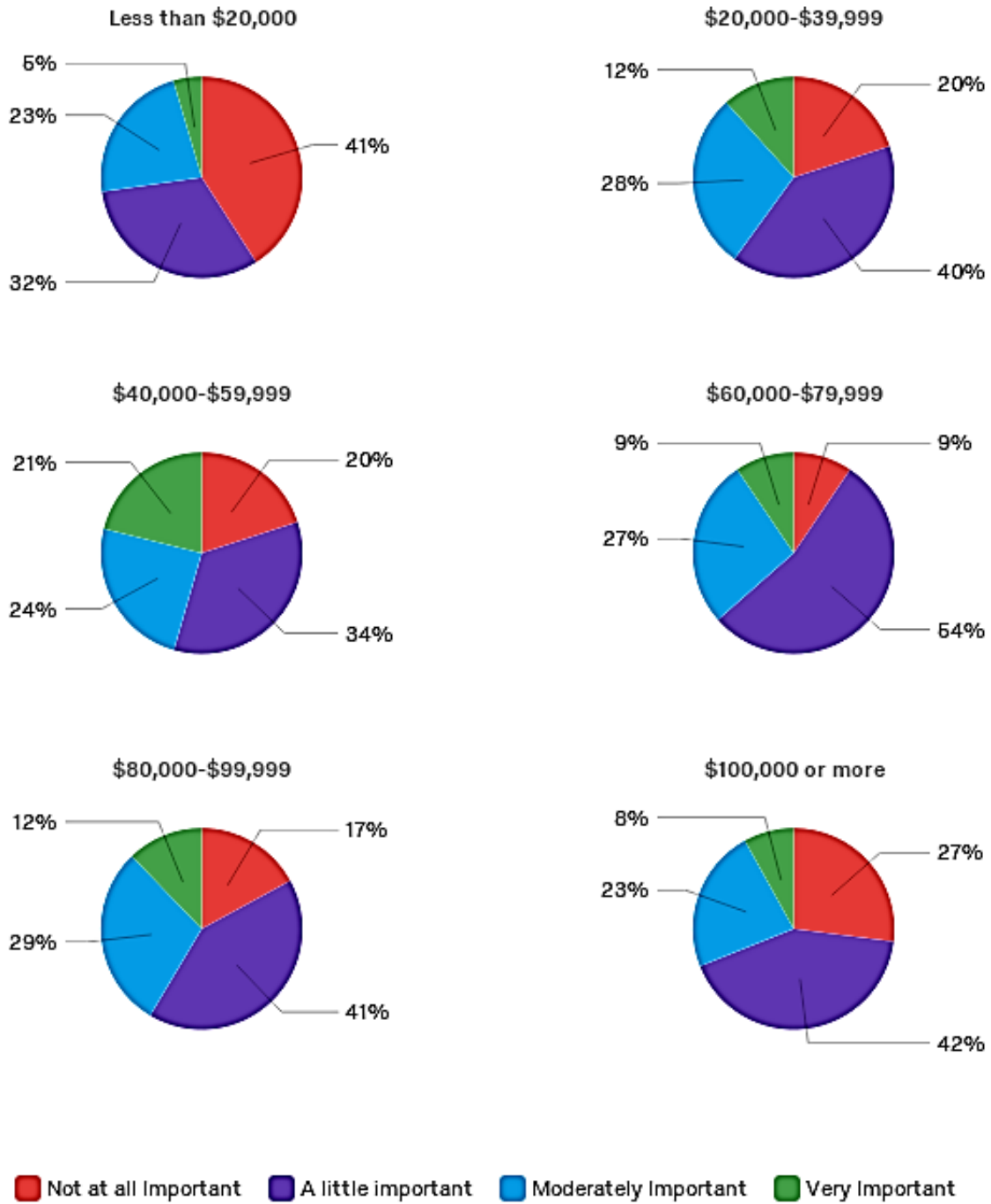
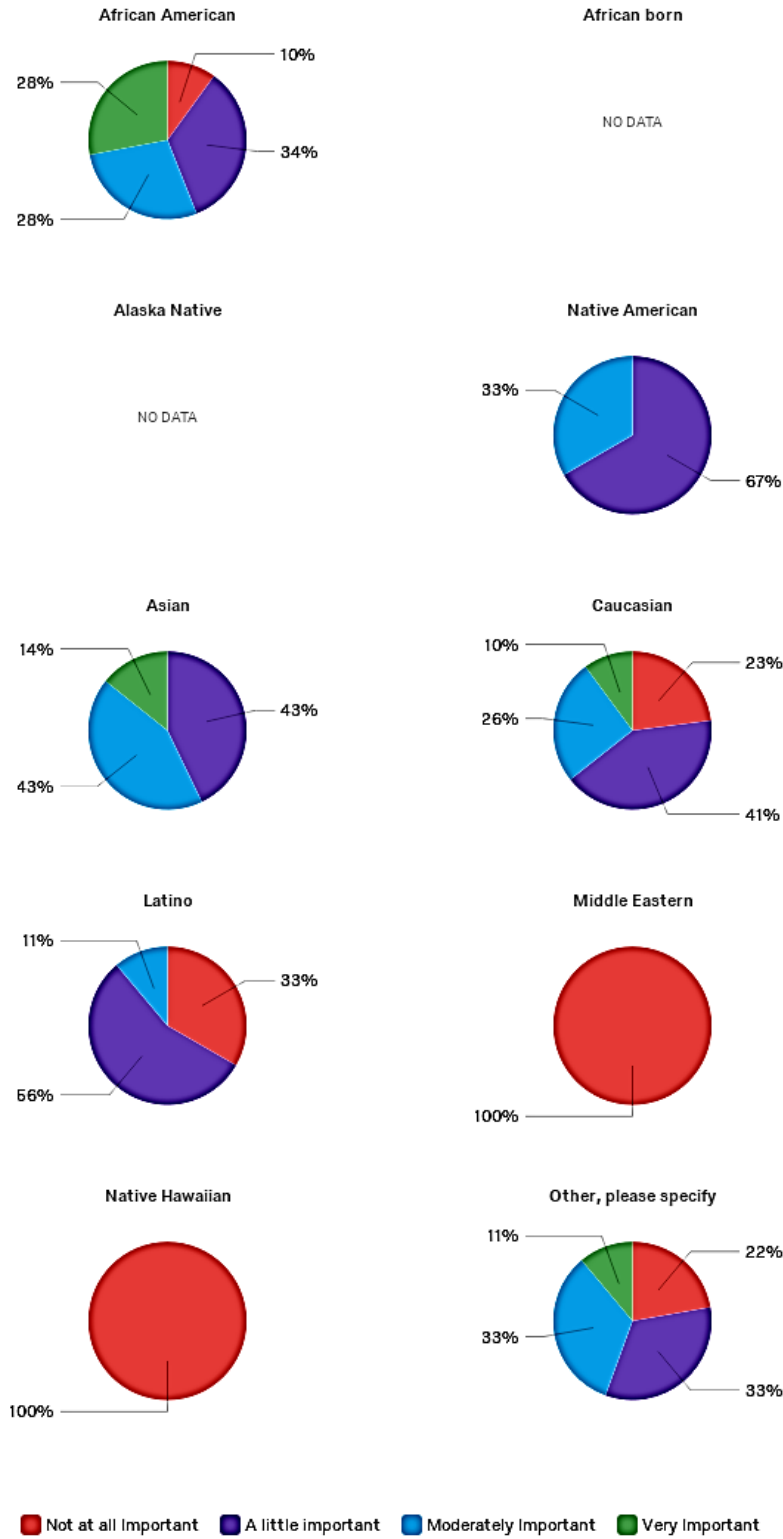


Figure 20d. It is important that the food I eat each day no time to prepare by cultural heritage



### Makes me feel good

Figure 21a. It is important that the food I eat each day makes me feel good by gender

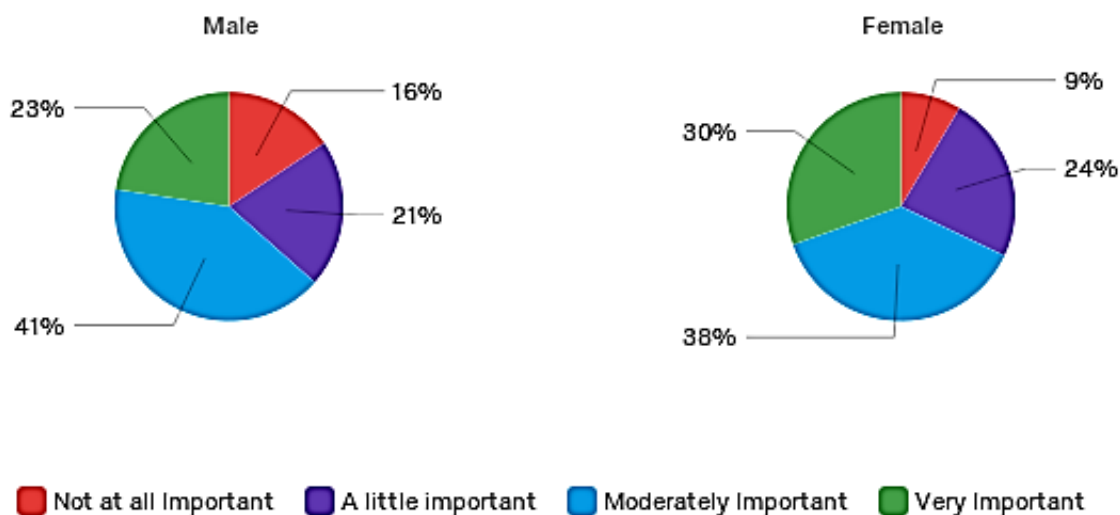


Figure 21b. It is important that the food I eat each day makes me feel good by age

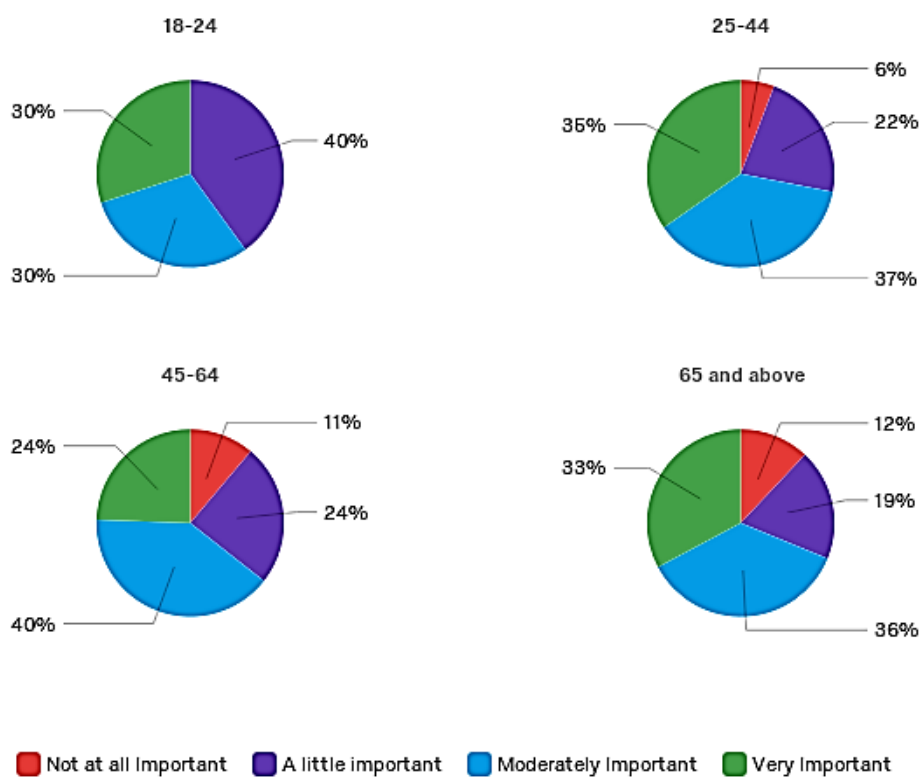


Figure 21c. It is important that the food I eat each day makes me feel good by income

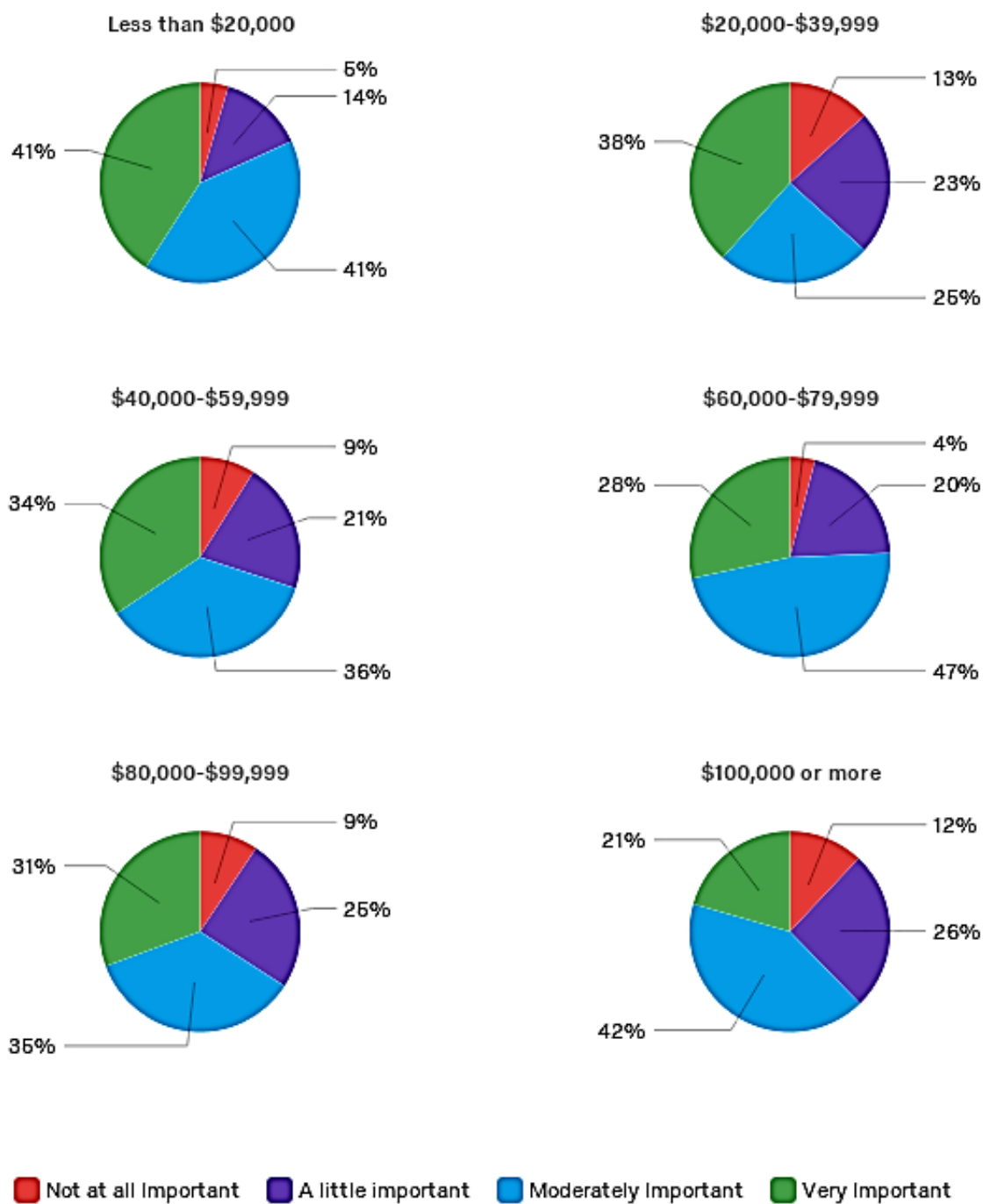




Figure 21d. It is important that the food I eat each day makes me feel good by cultural heritage



## Country of origin label

Figure 22a. It is important that the food I eat each day has country of origin clearly labeled by gender

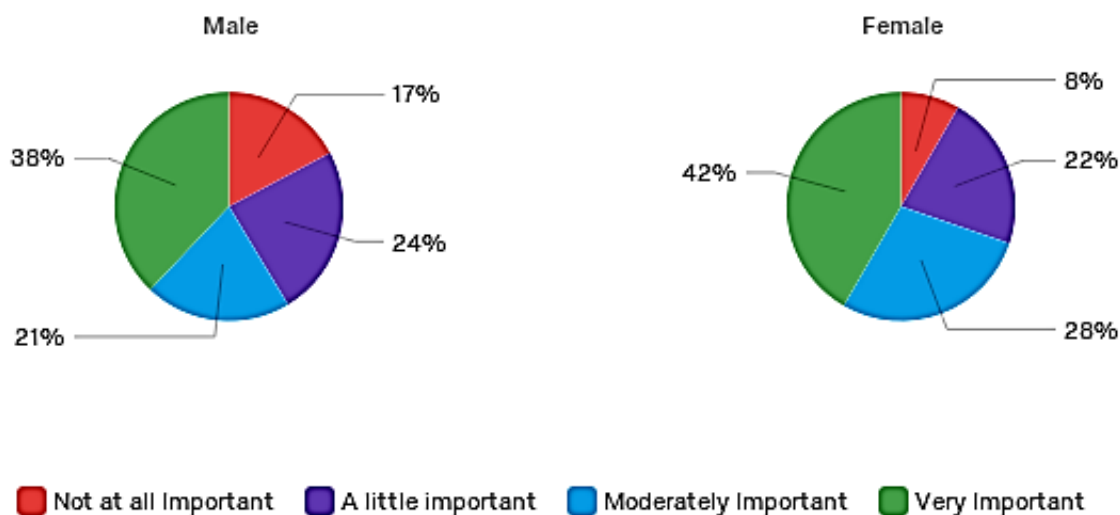


Figure 22b. It is important that the food I eat each day has country of origin clearly labeled by age

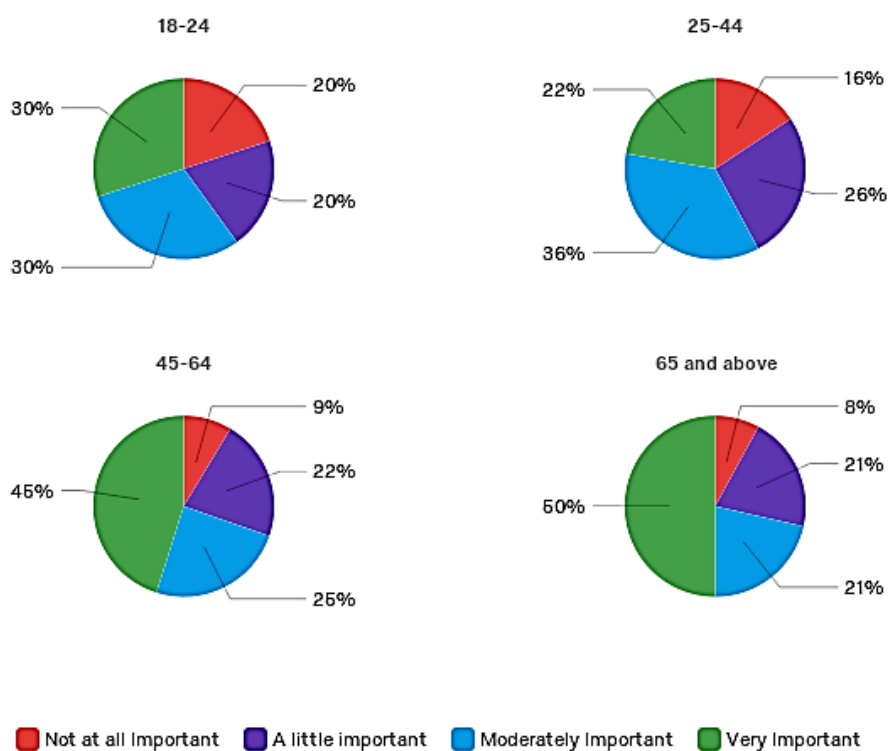
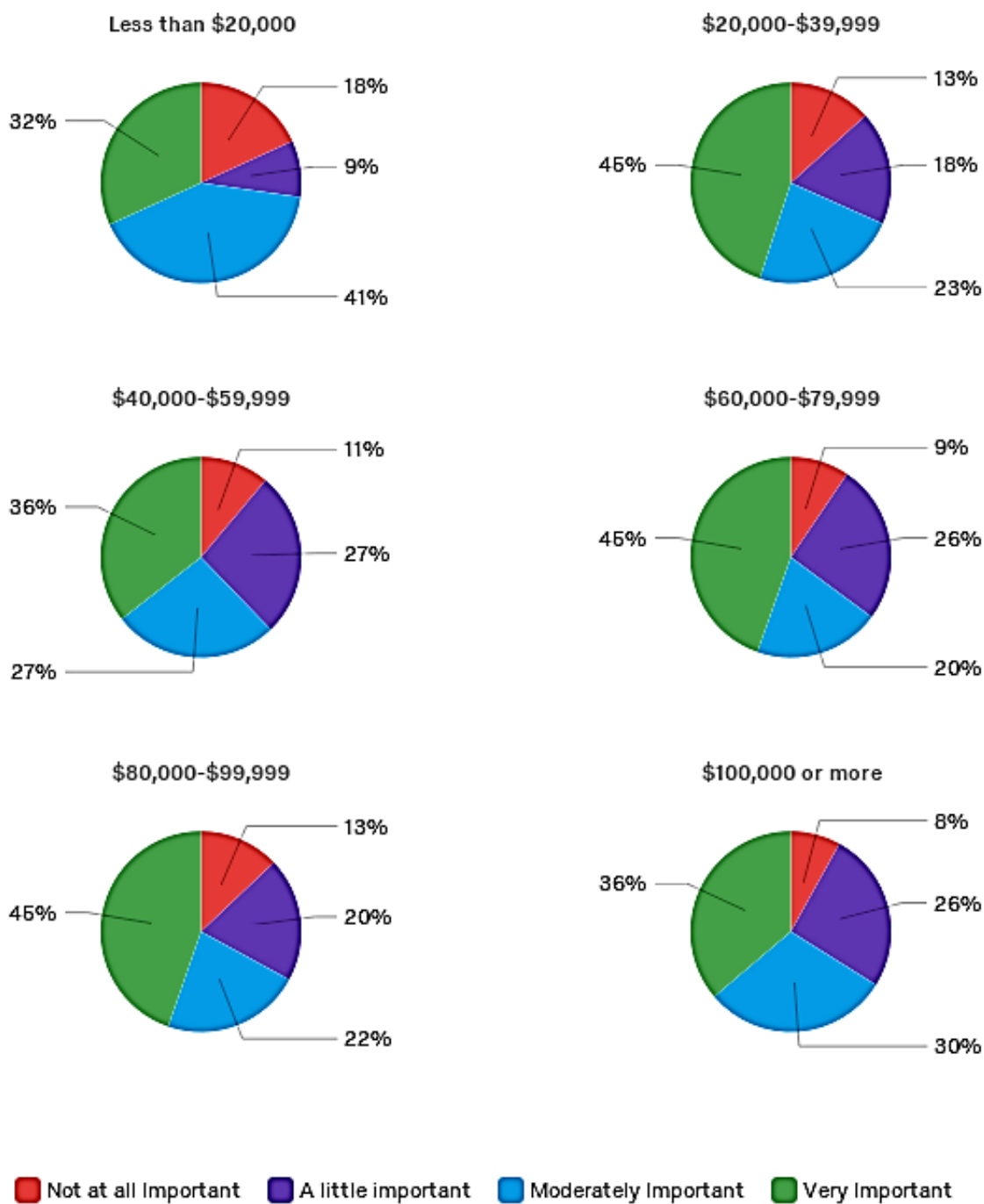
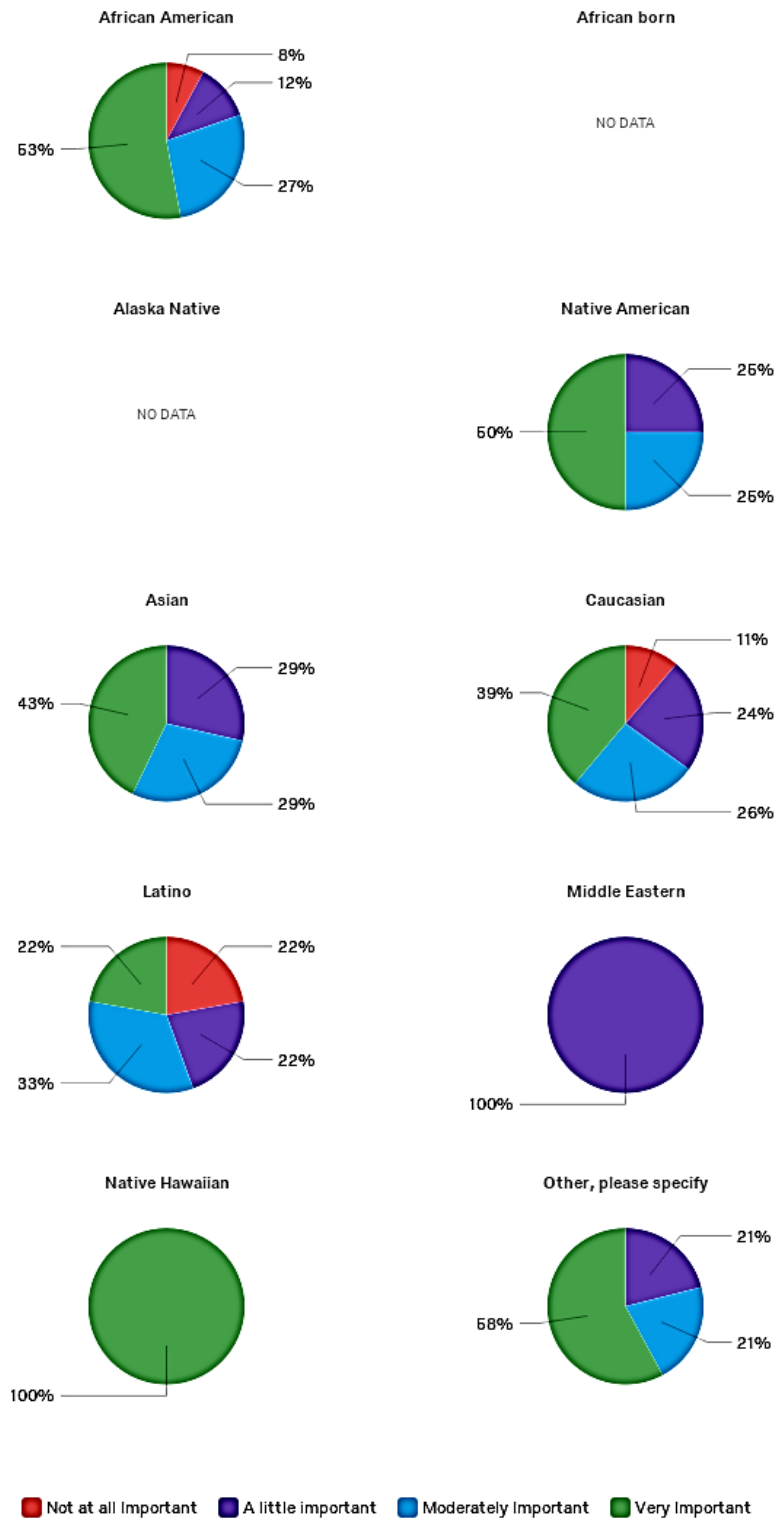


Figure 22c. It is important that the food I eat each day has country of origin clearly labeled by income



**Figure 22d. It is important that the food I eat each day has country of origin clearly labeled by cultural heritage**



## What I usually eat

Figure 23a. It is important that the food I eat each day is what I usually eat by gender

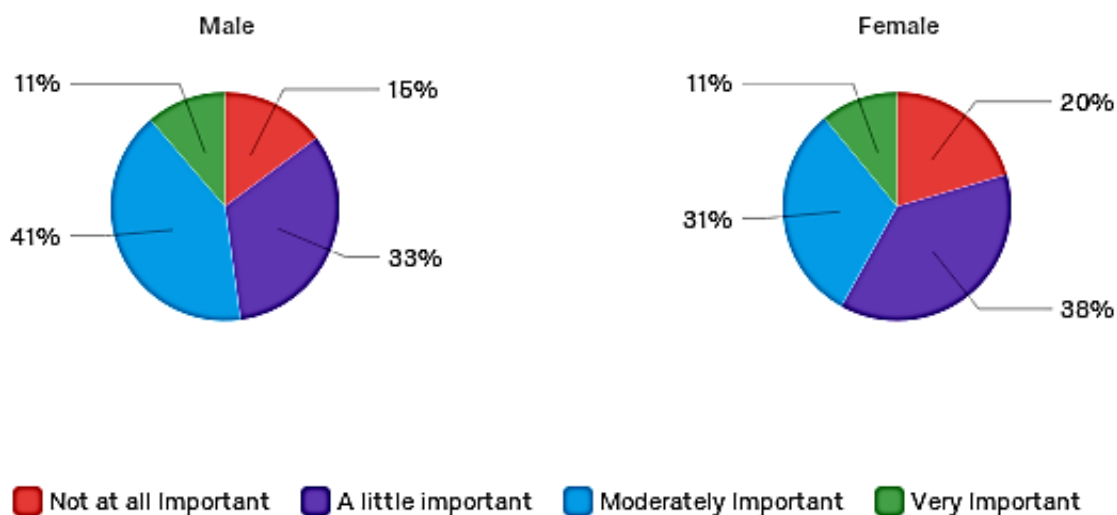


Figure 23b. It is important that the food I eat each day is what I usually eat by age

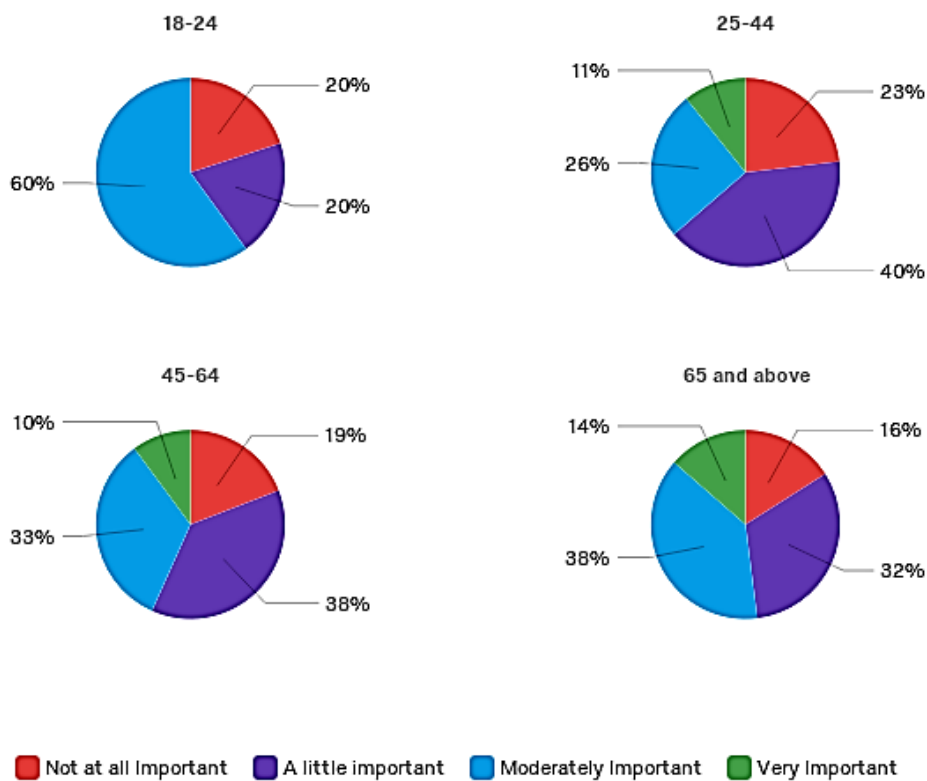


Figure 23c. It is important that the food I eat each day is what I usually eat by income

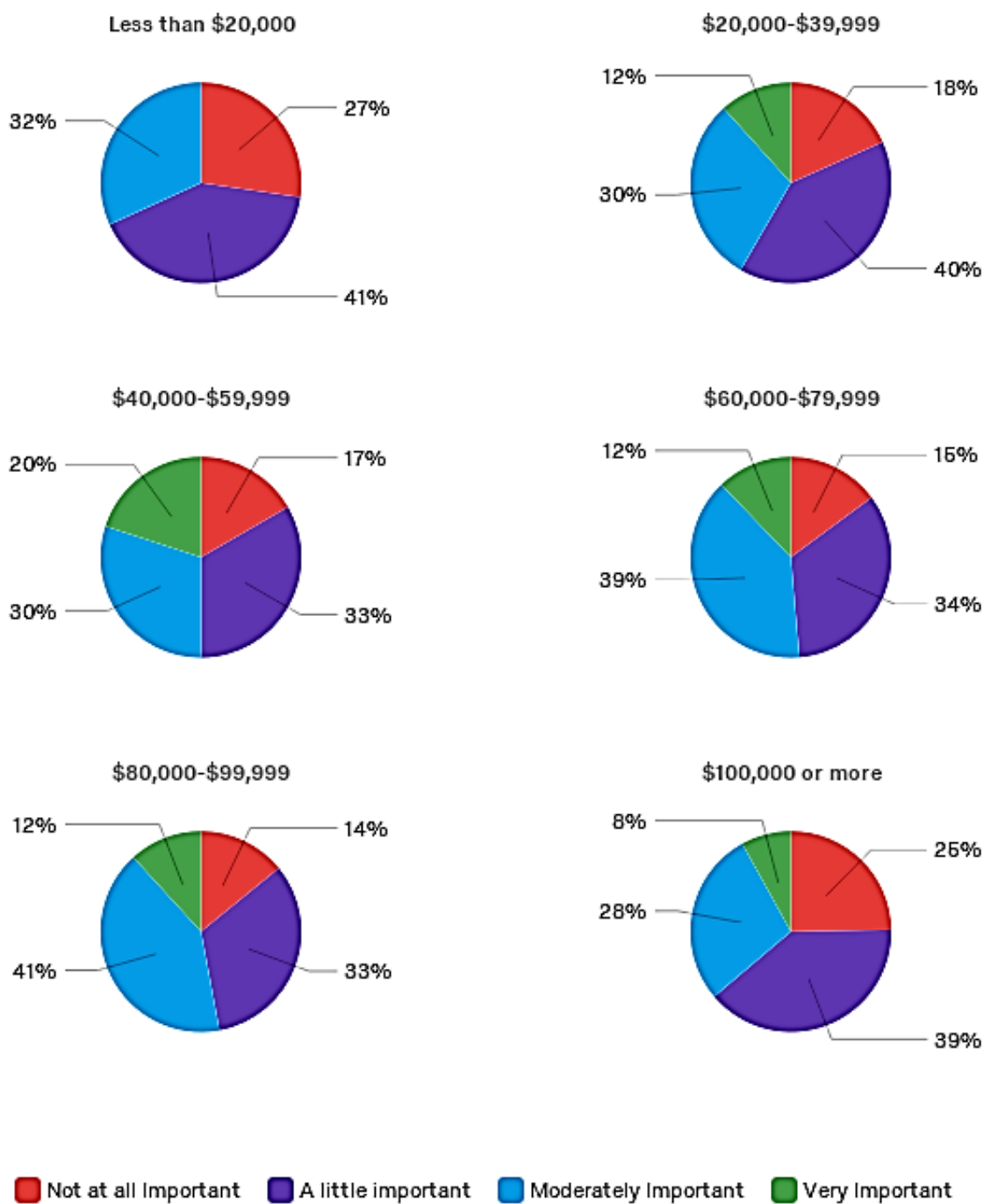


Figure 23d. It is important that the food I eat each day is what I usually eat by cultural heritage

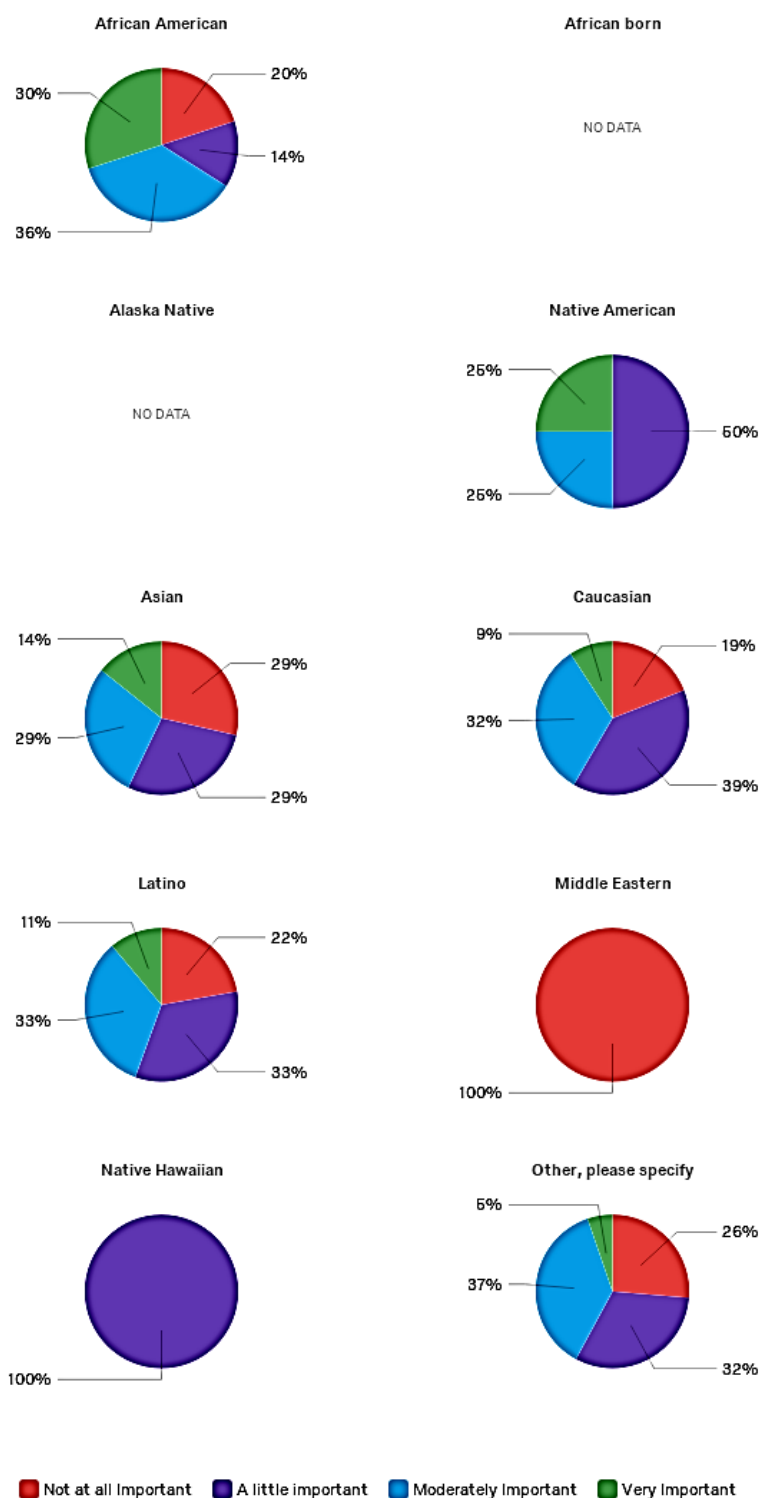
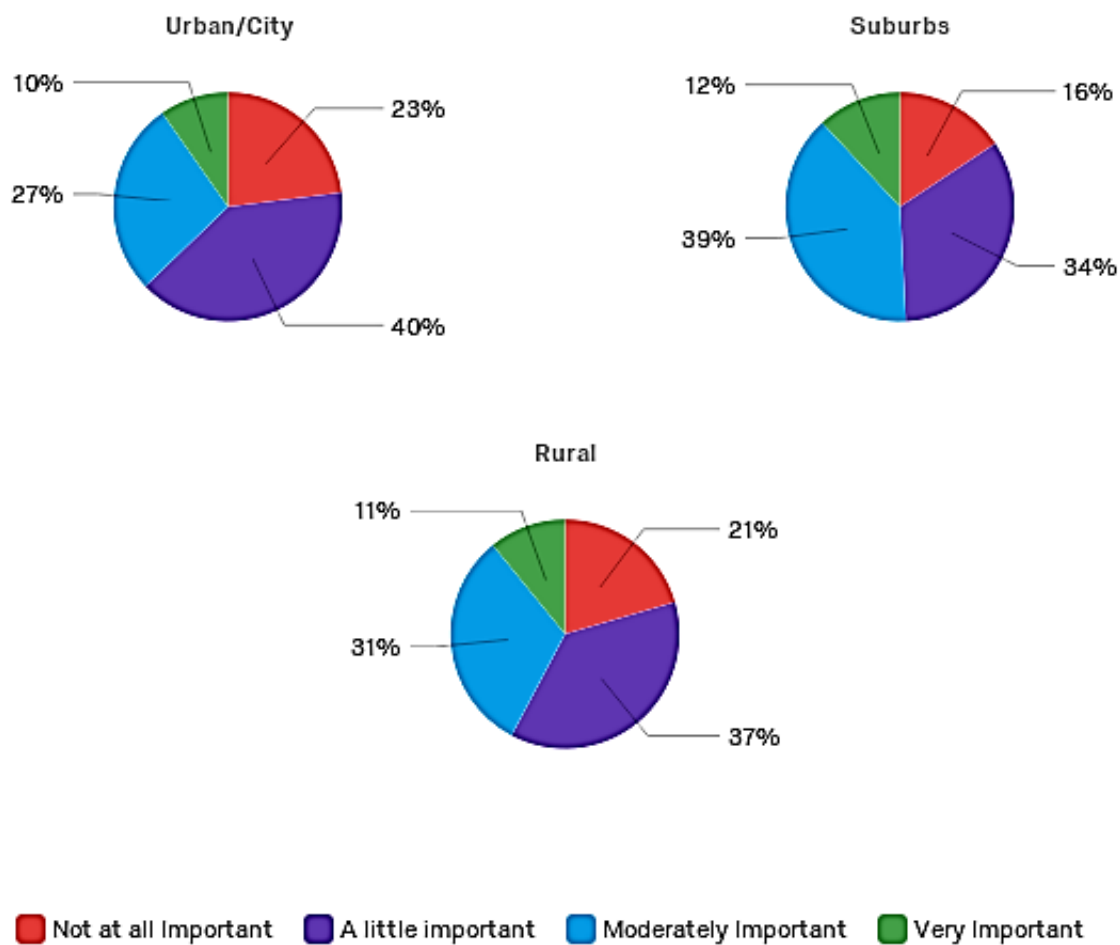


Figure 23e. It is important that the food I eat each day is what I usually eat by area type





### Can be bought close by

Figure 24a. It is important that the food I eat each day can be bought in shops close to where I live or work by gender

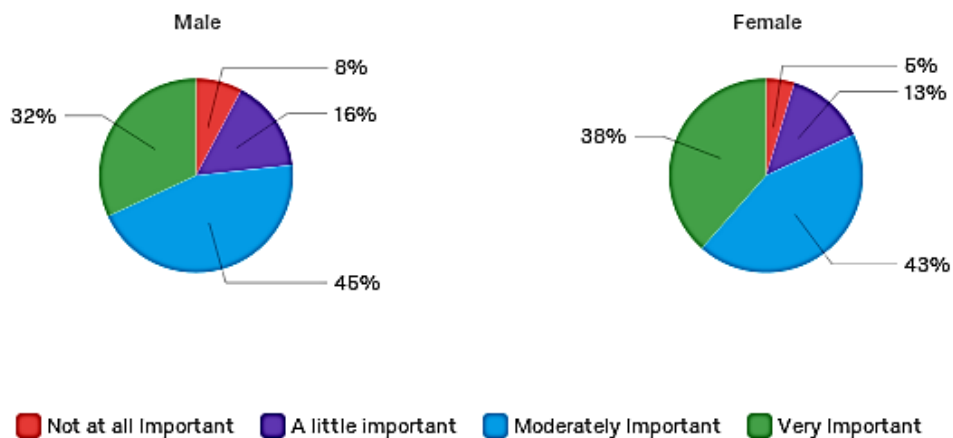
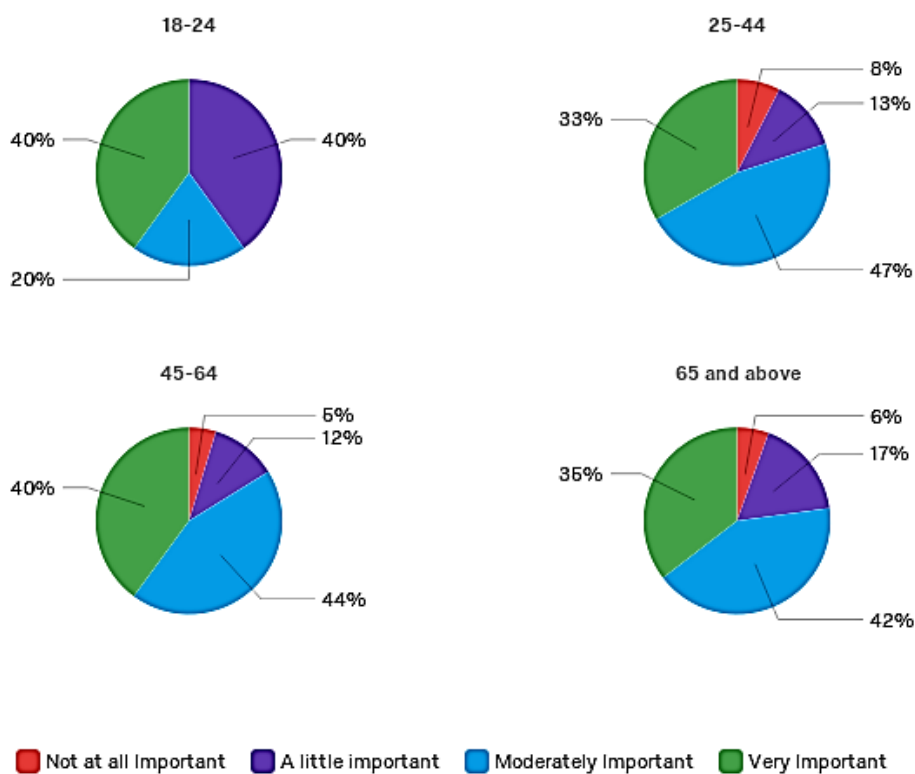
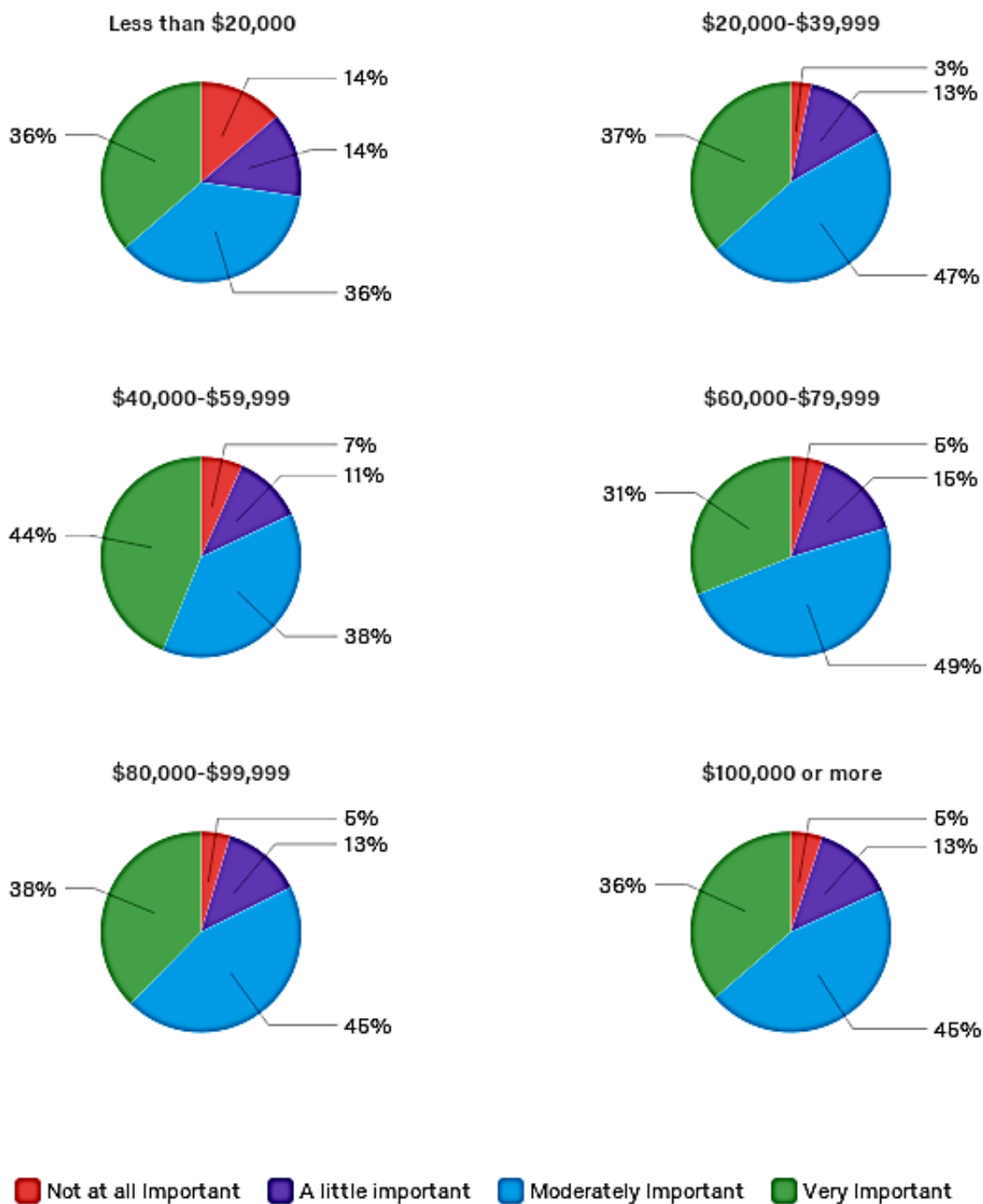


Figure 24b. It is important that the food I eat each day can be bought in shops close to where I work by age



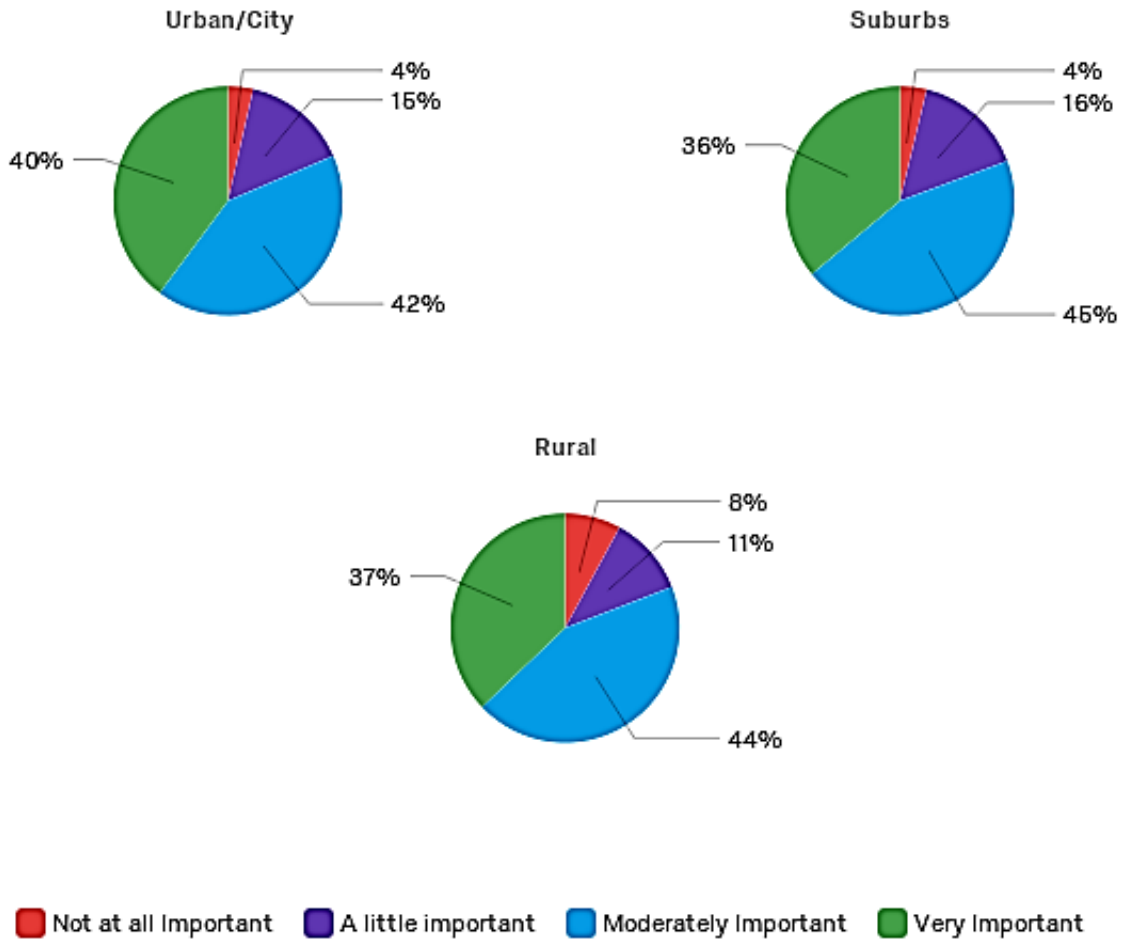
**Figure 24c. It is important that the food I eat each day can be bought in shops close to where I live or work by income**



**Figure 24d. It is important that the food I eat each day can be bought in shops close to where I live or work by cultural heritage**



Figure 24e. It is important that the food I eat each day can be bought in shops close to where I live or work by area type



## Is cheap

Figure 25a. It is important that the food I eat each day is cheap by gender

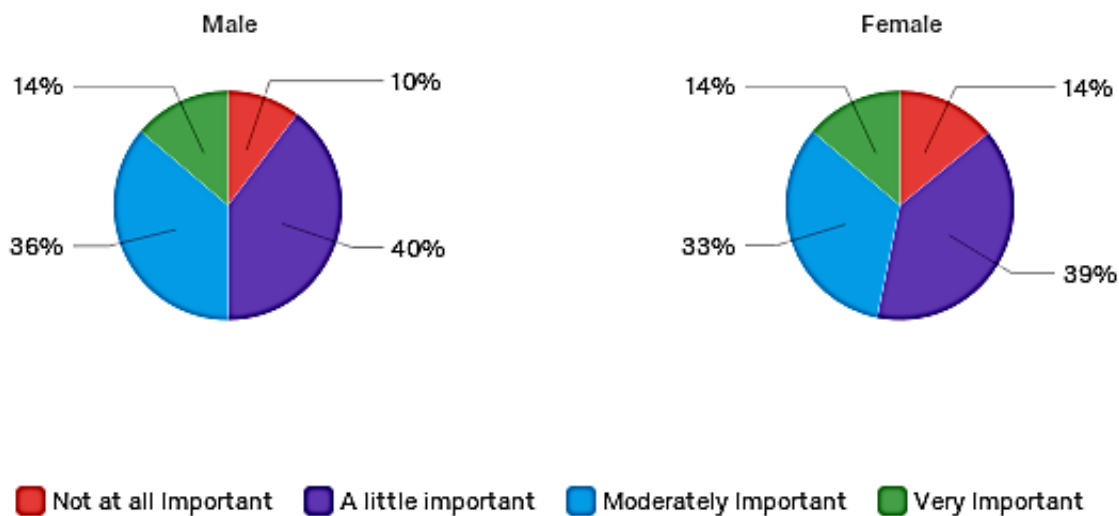


Figure 25b. It is important that the food I eat each day is cheap by age

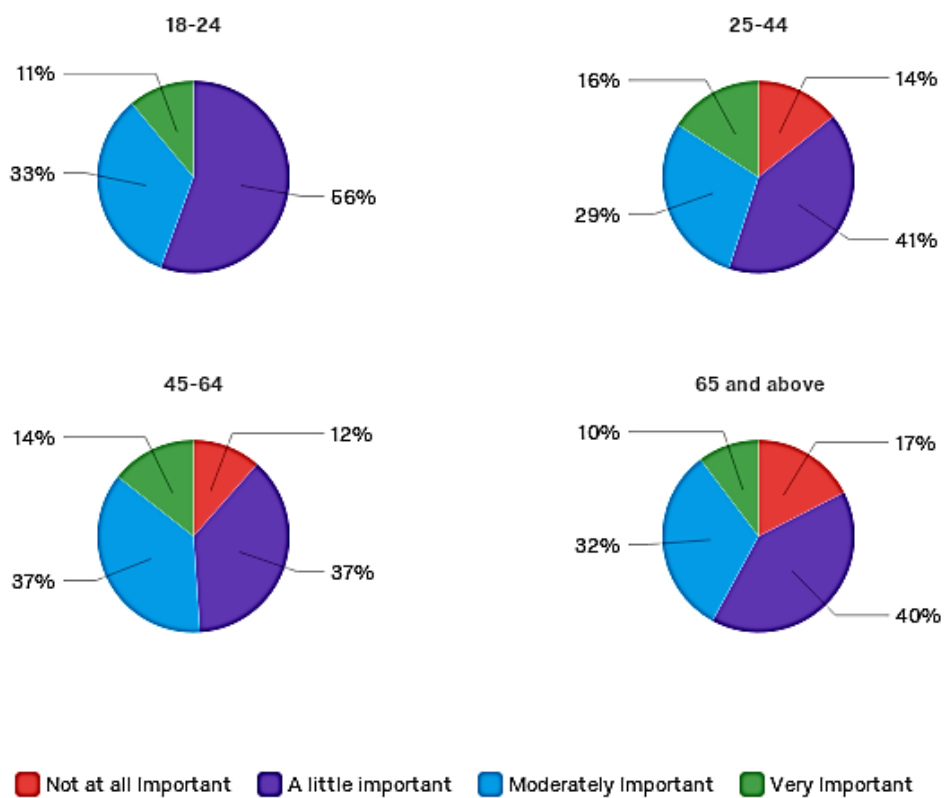


Figure 25c. It is important that the food I eat each day is cheap by income

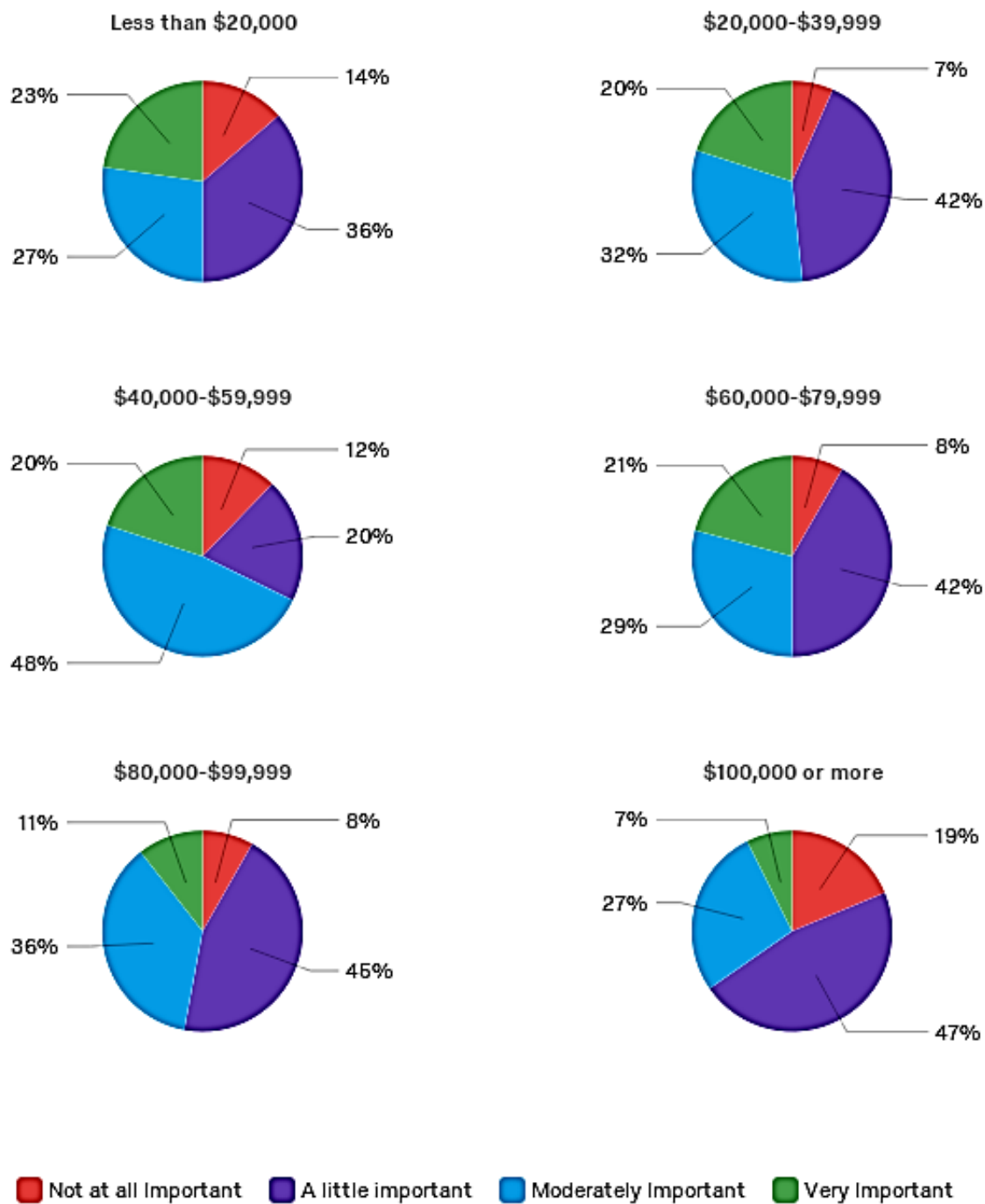
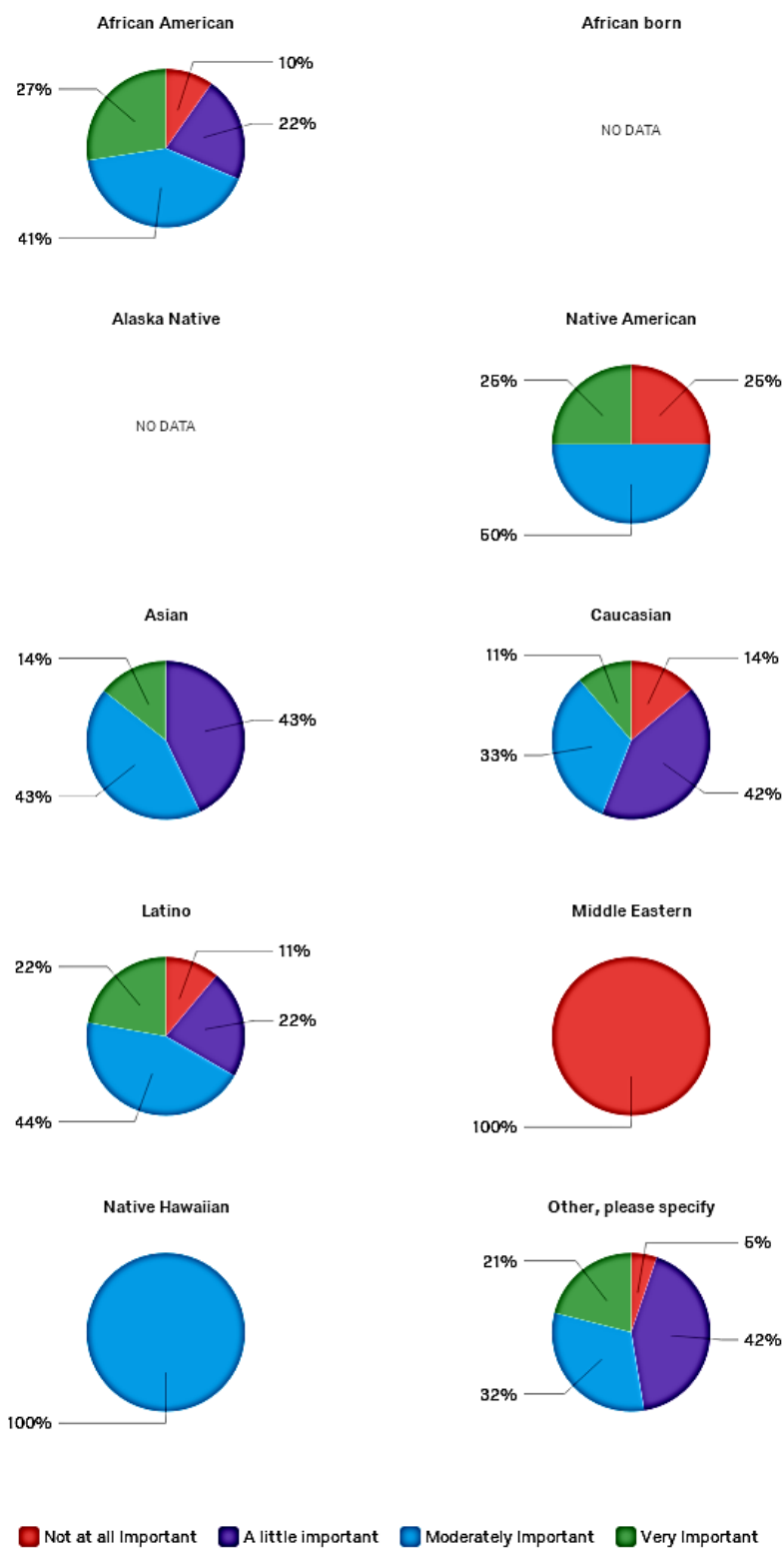


Figure 25d. It is important that the food I eat each day is cheap by cultural heritage



### Labeled "certified organic"

Figure 26a. It is important that the food I eat each day is labeled "certified organic" by gender

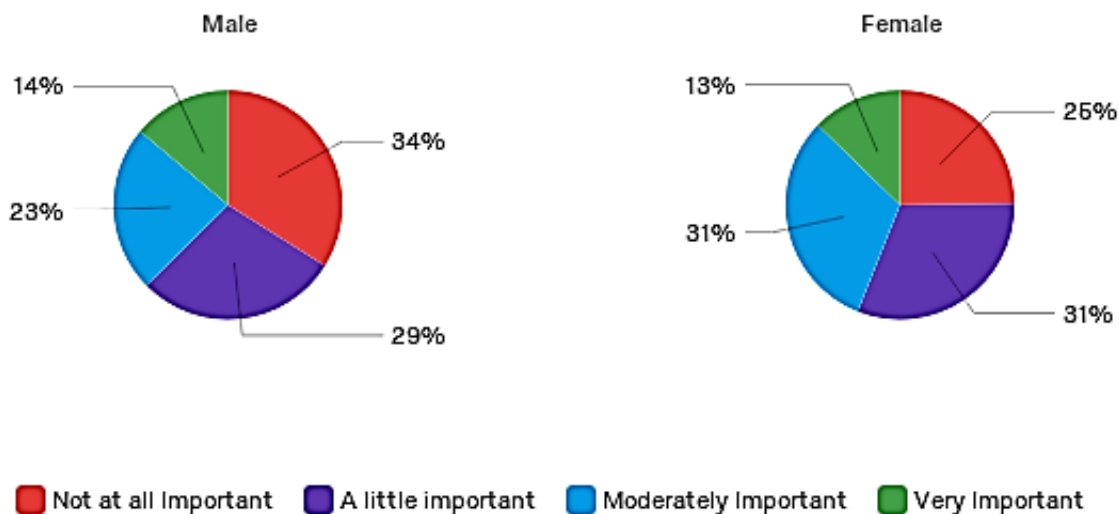


Figure 26b. It is important that the food I eat each day is labeled "certified organic" by age

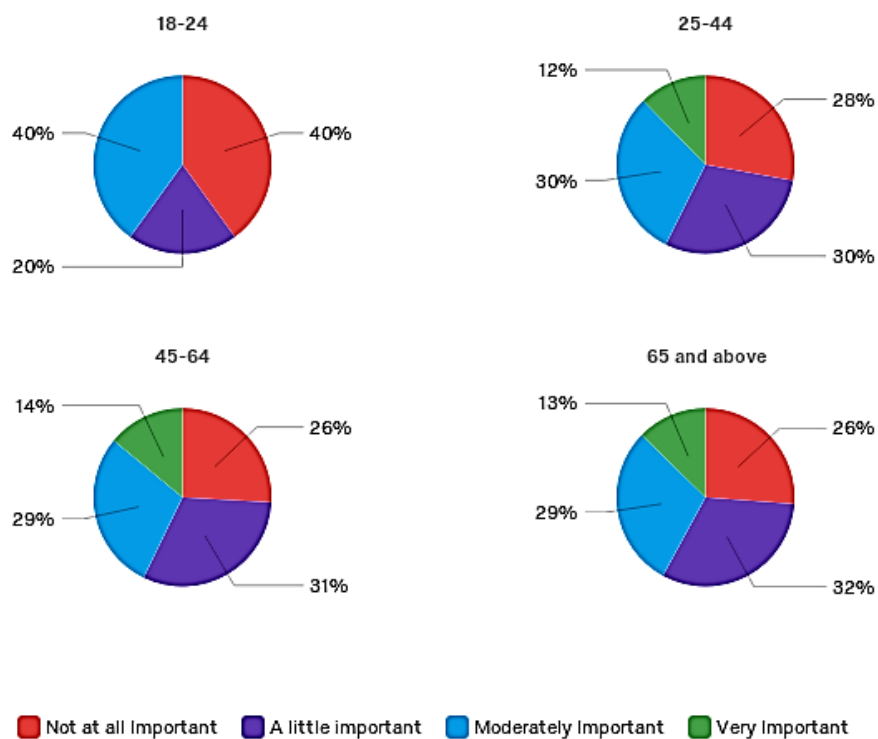
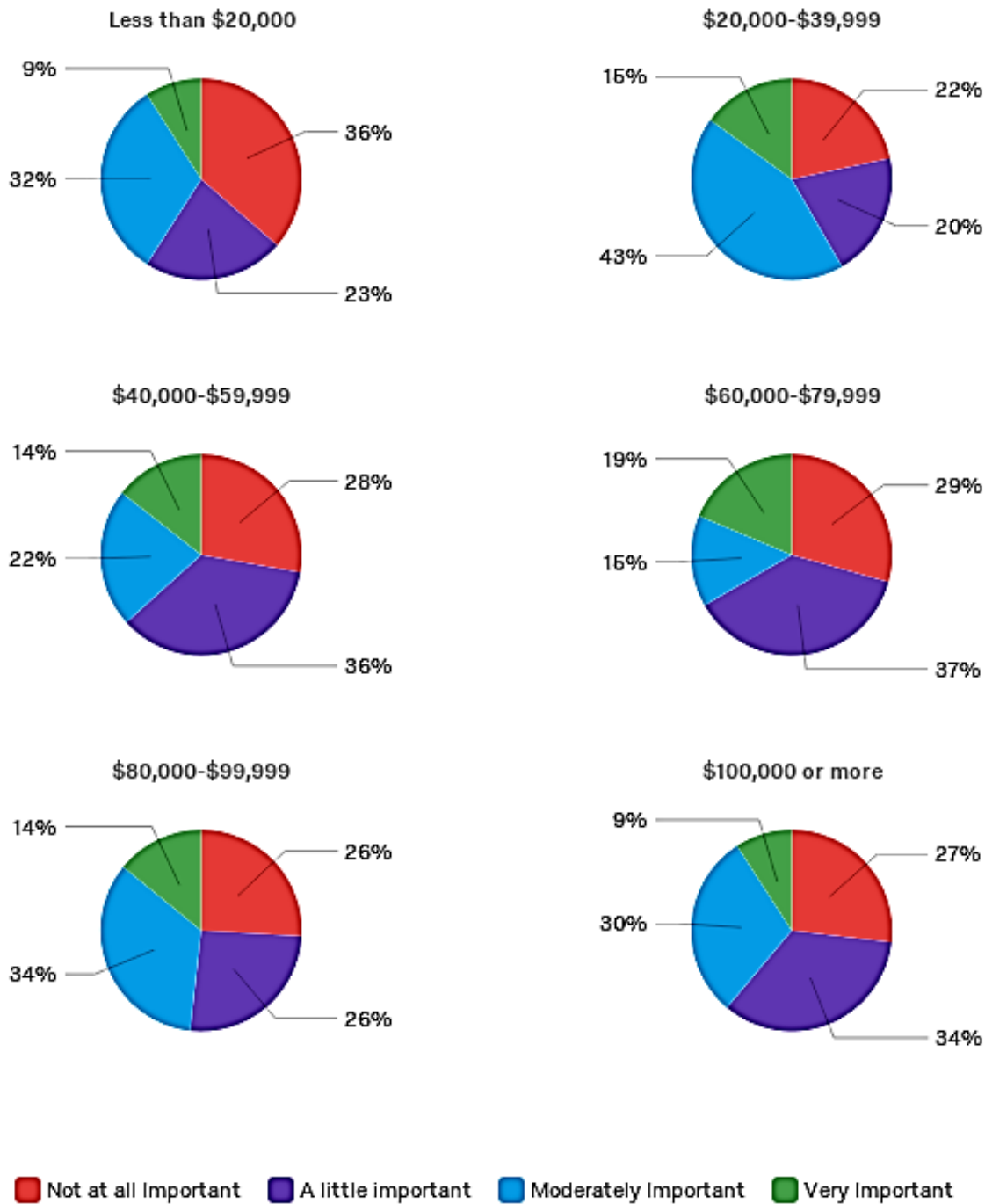




Figure 26c. It is important that the food I eat each day is labeled “certified organic” by income



**Figure 26d. It is important that the food I eat each day is labeled “certified organic” by cultural heritage**

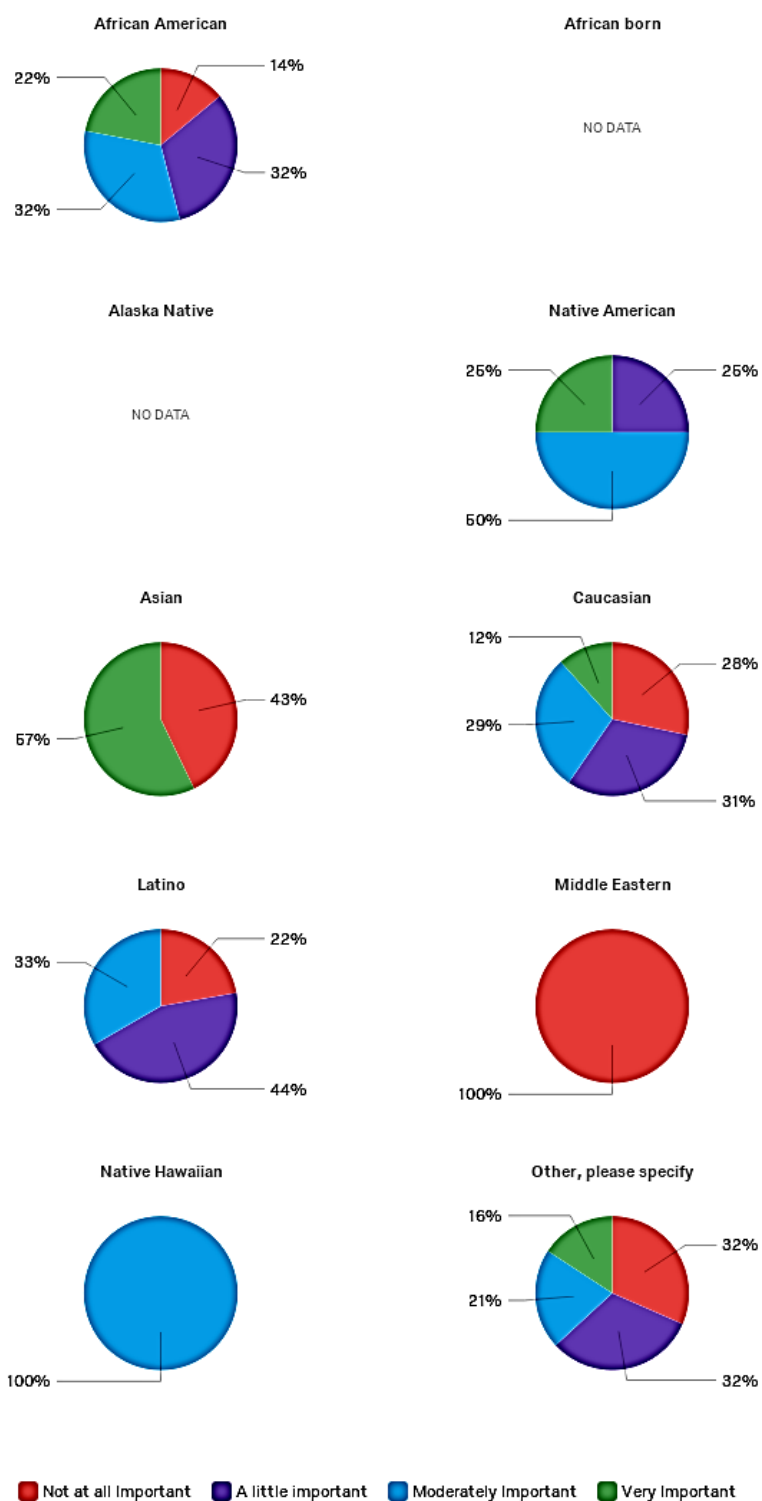


Figure 26e. It is important that the food I eat each day is labeled “certified organic” versus number of times I eat fruit each week

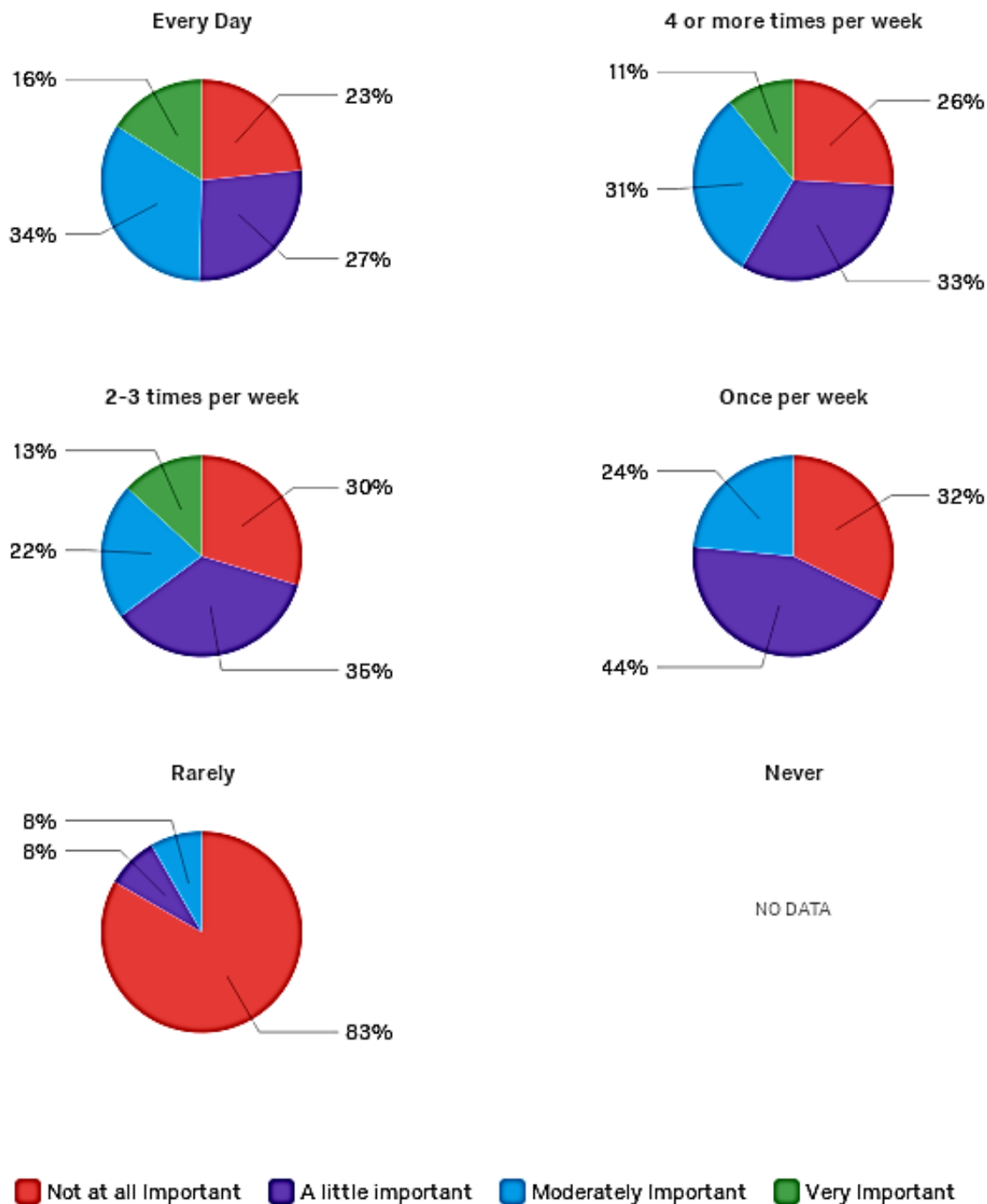


Figure 26f. It is important that the food I eat each day is labeled “certified organic” versus number of times I eat vegetables each week

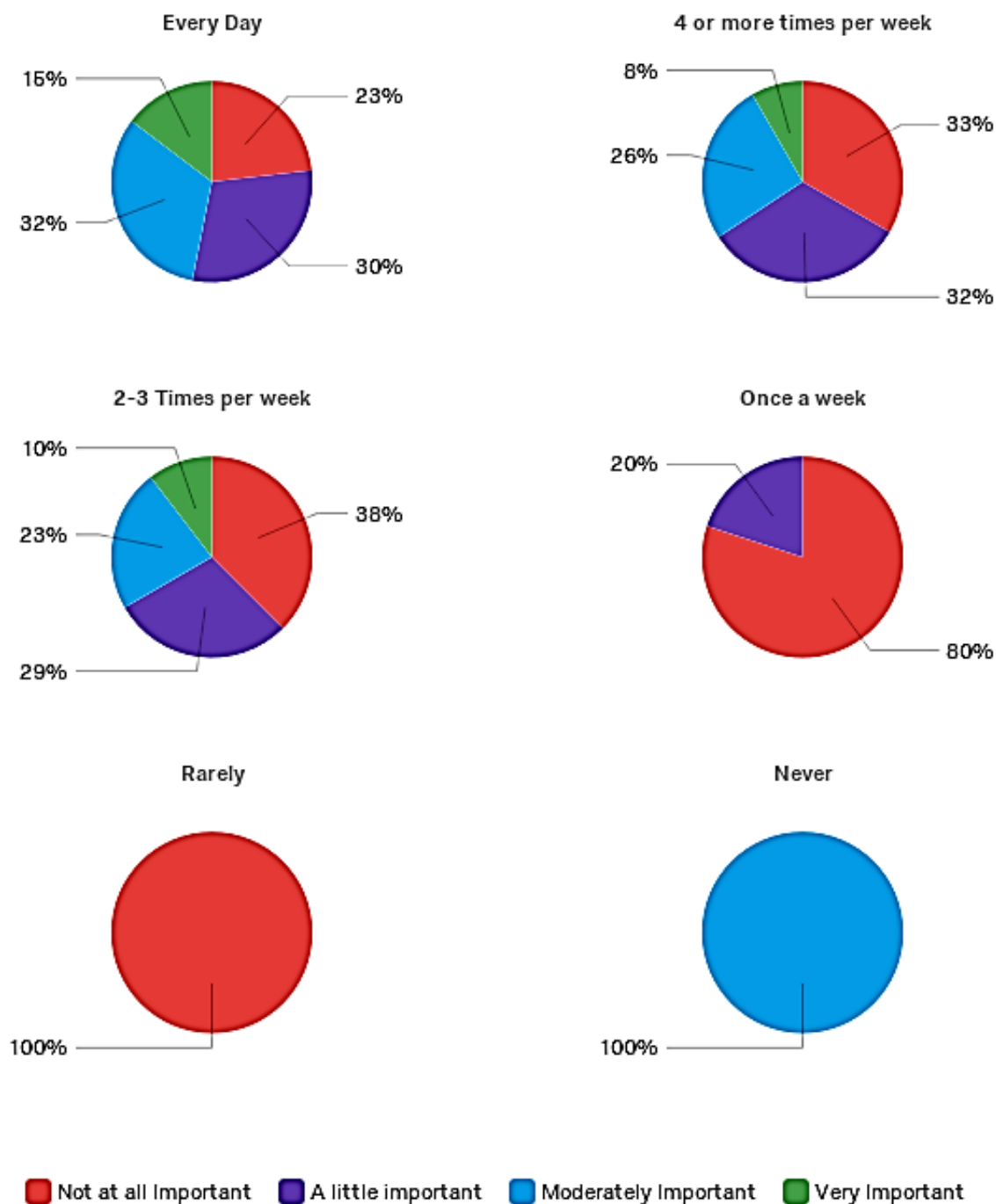
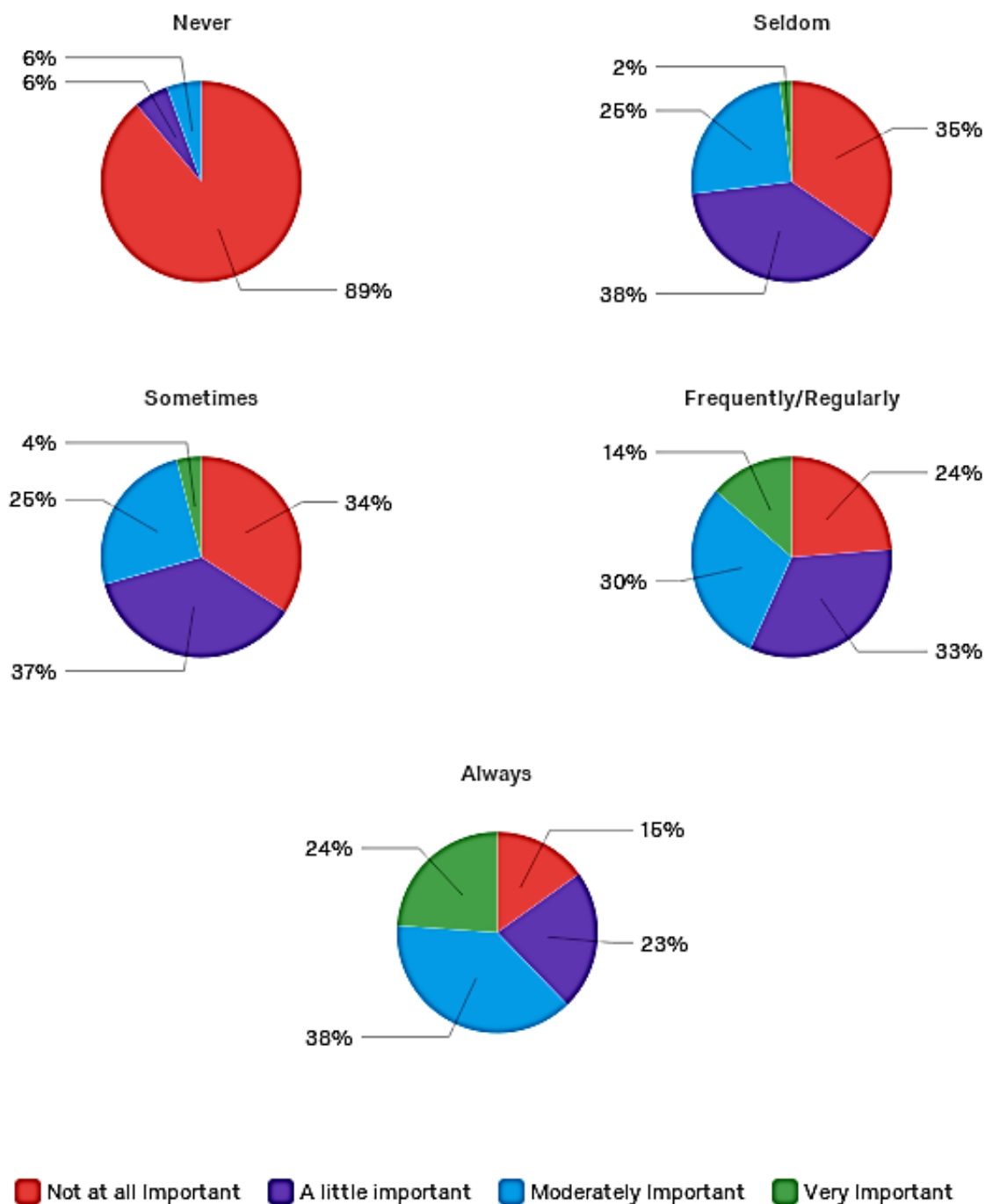


Figure 26g. It is important that the food I eat each day is labeled “certified organic” versus how often I look at labels



## Grown in Virginia

Figure 27a. It is important that the food I eat each day is grown in Virginia by gender

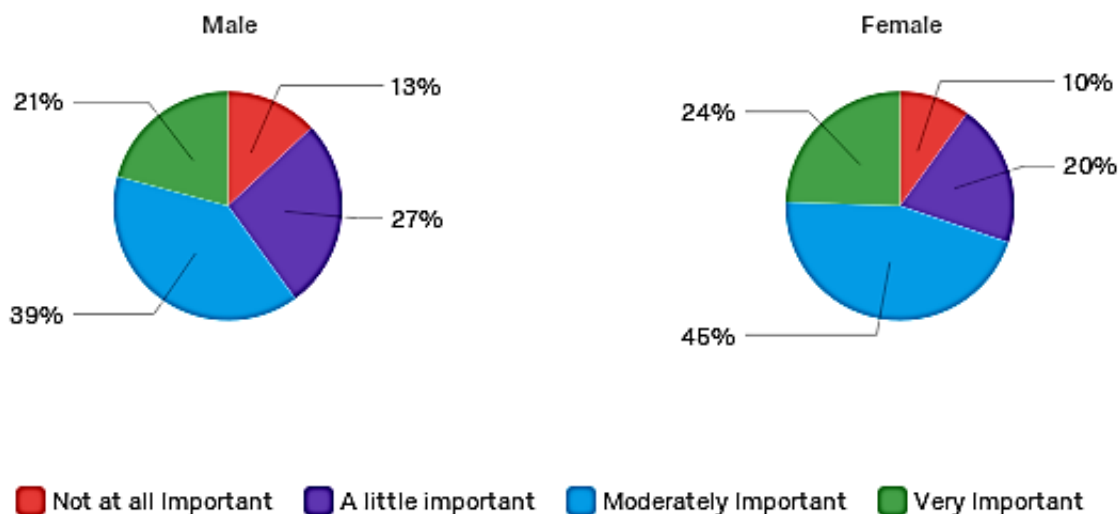


Figure 27b. It is important that the food I eat each day is grown in Virginia by age

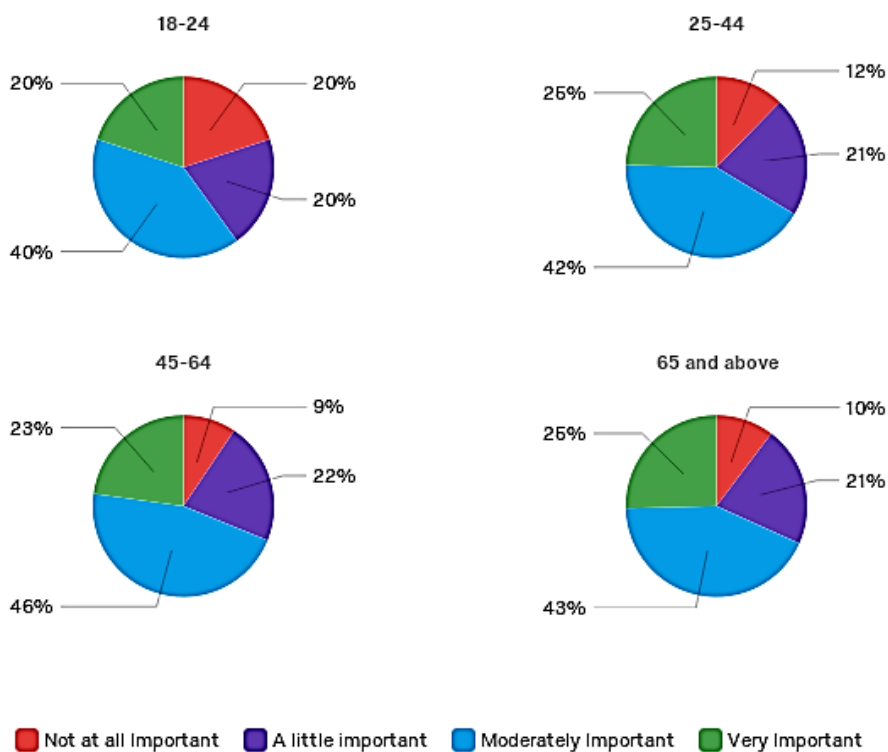


Figure 27c. It is important that the food I eat each day is grown in Virginia by income

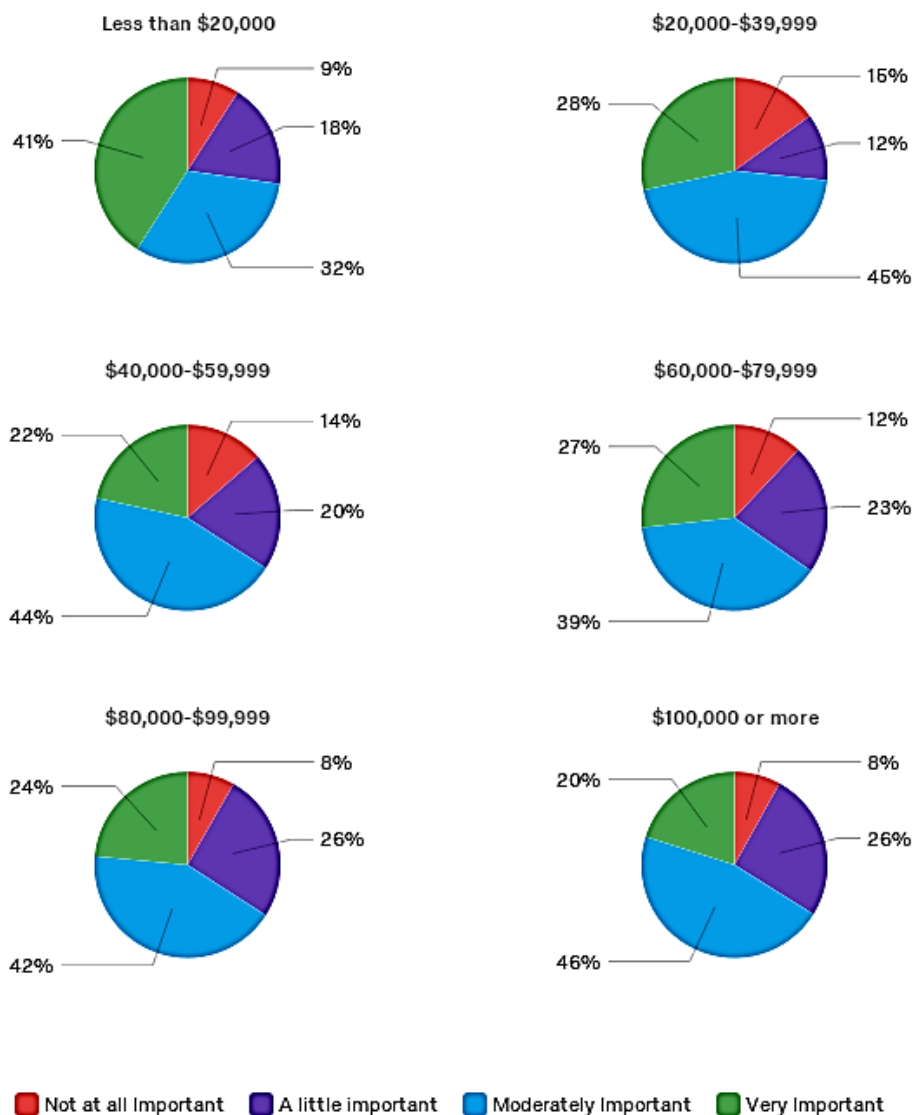


Figure 27d. It is important that the food I eat each day is grown in Virginia by cultural heritage

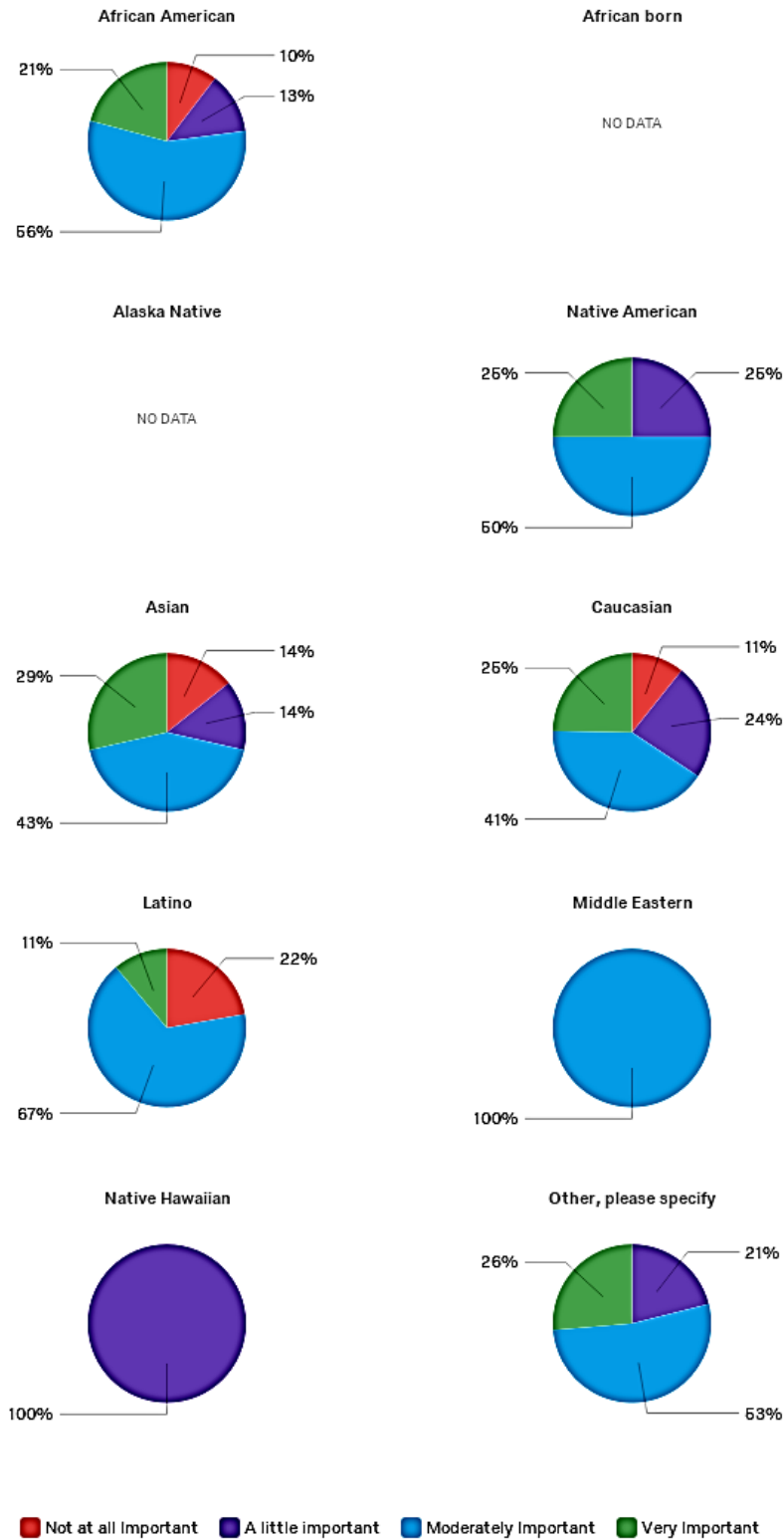
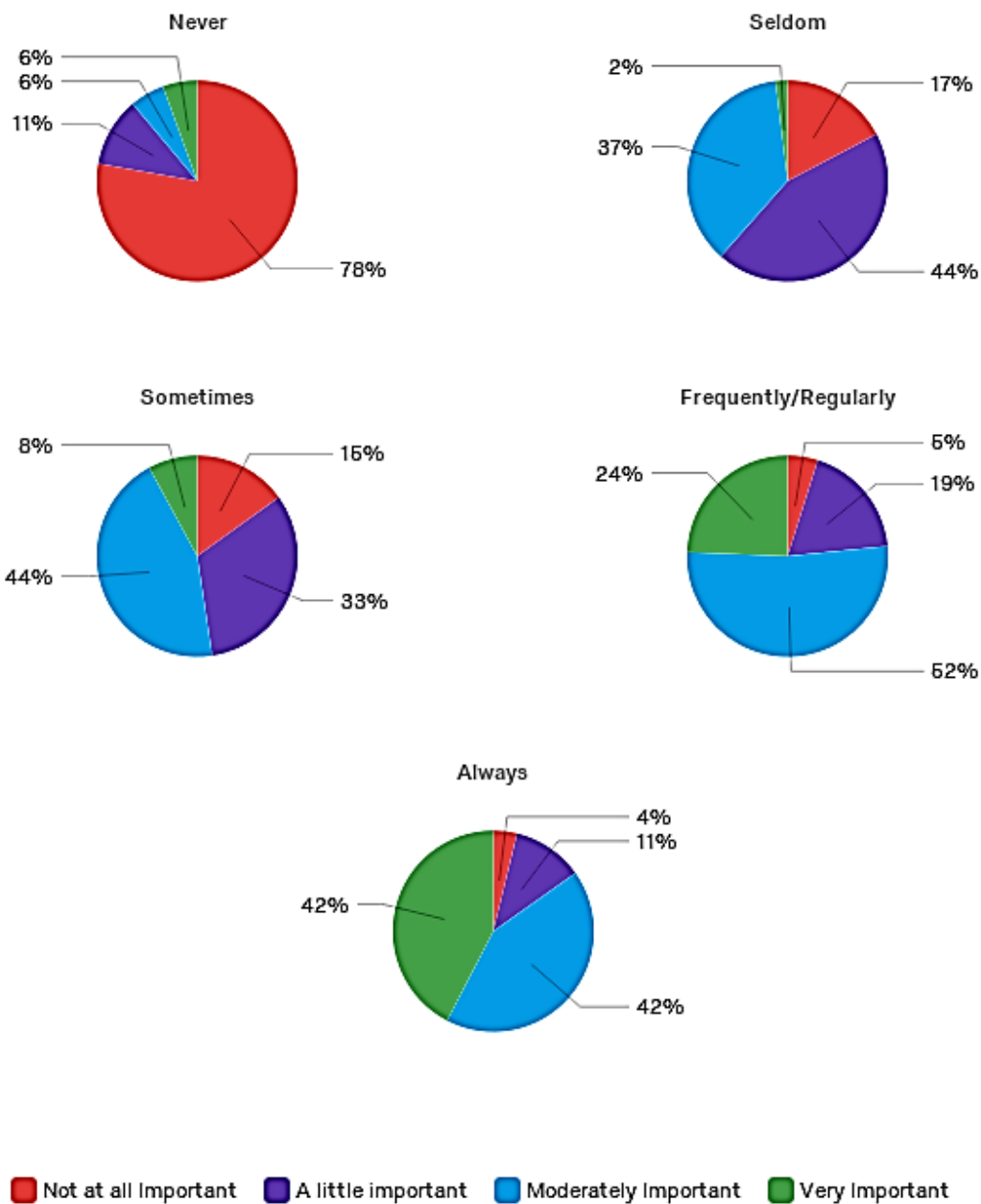




Figure 27e. It is important that the food I eat each day is grown in Virginia versus how often I look at labels



## Pesticide free label

Figure 28a. It is important that the food I eat each day is labeled “pesticide free” by gender

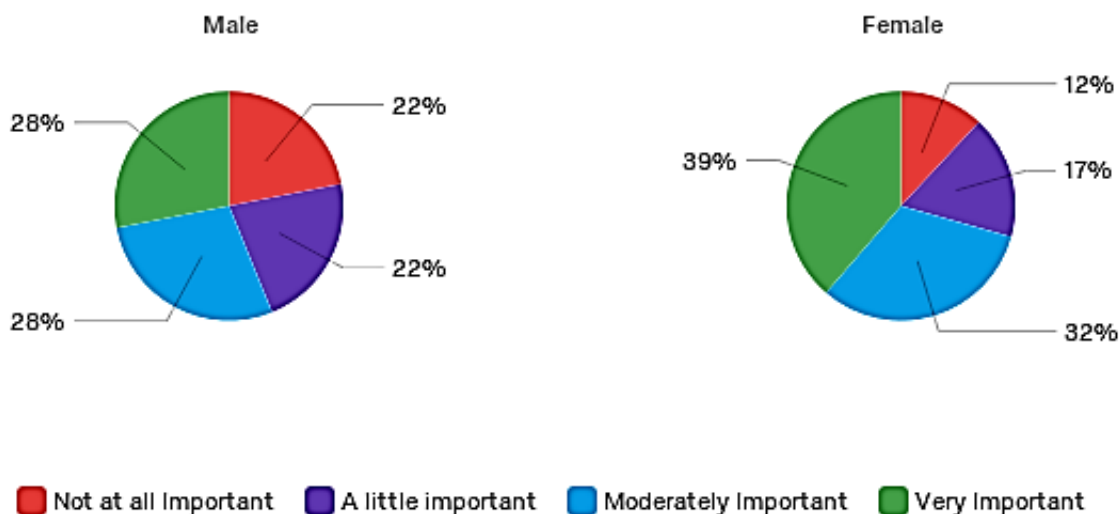


Figure 28b. It is important that the food I eat each day is labeled “pesticide free” by age

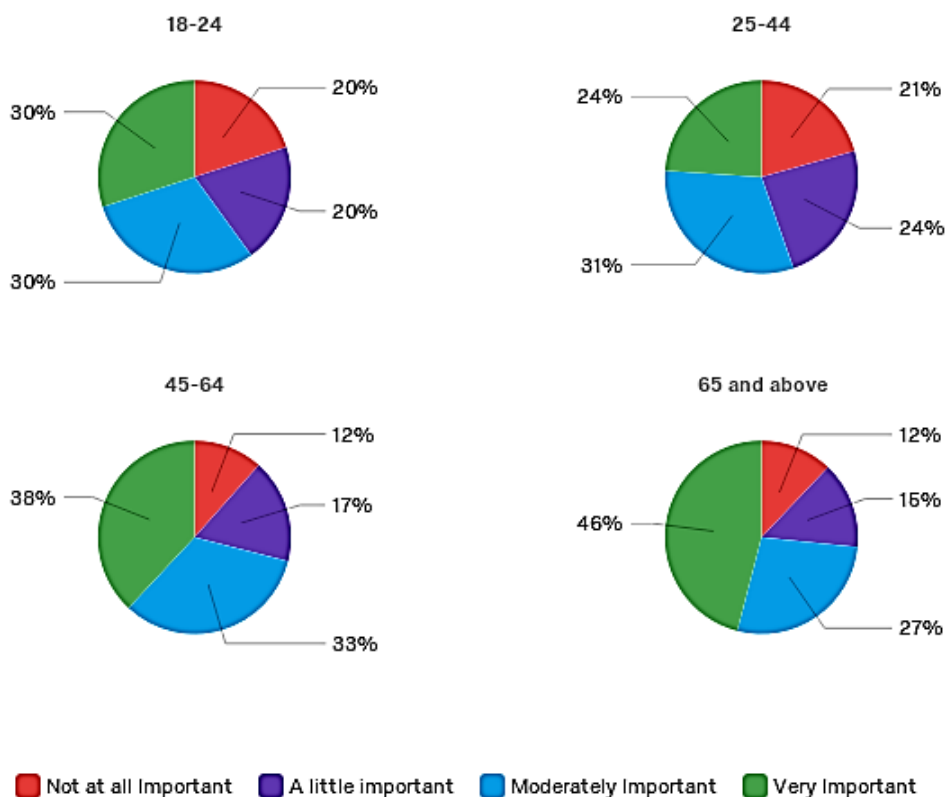


Figure 28c. It is important that the food I eat each day is labeled “pesticide free” by income

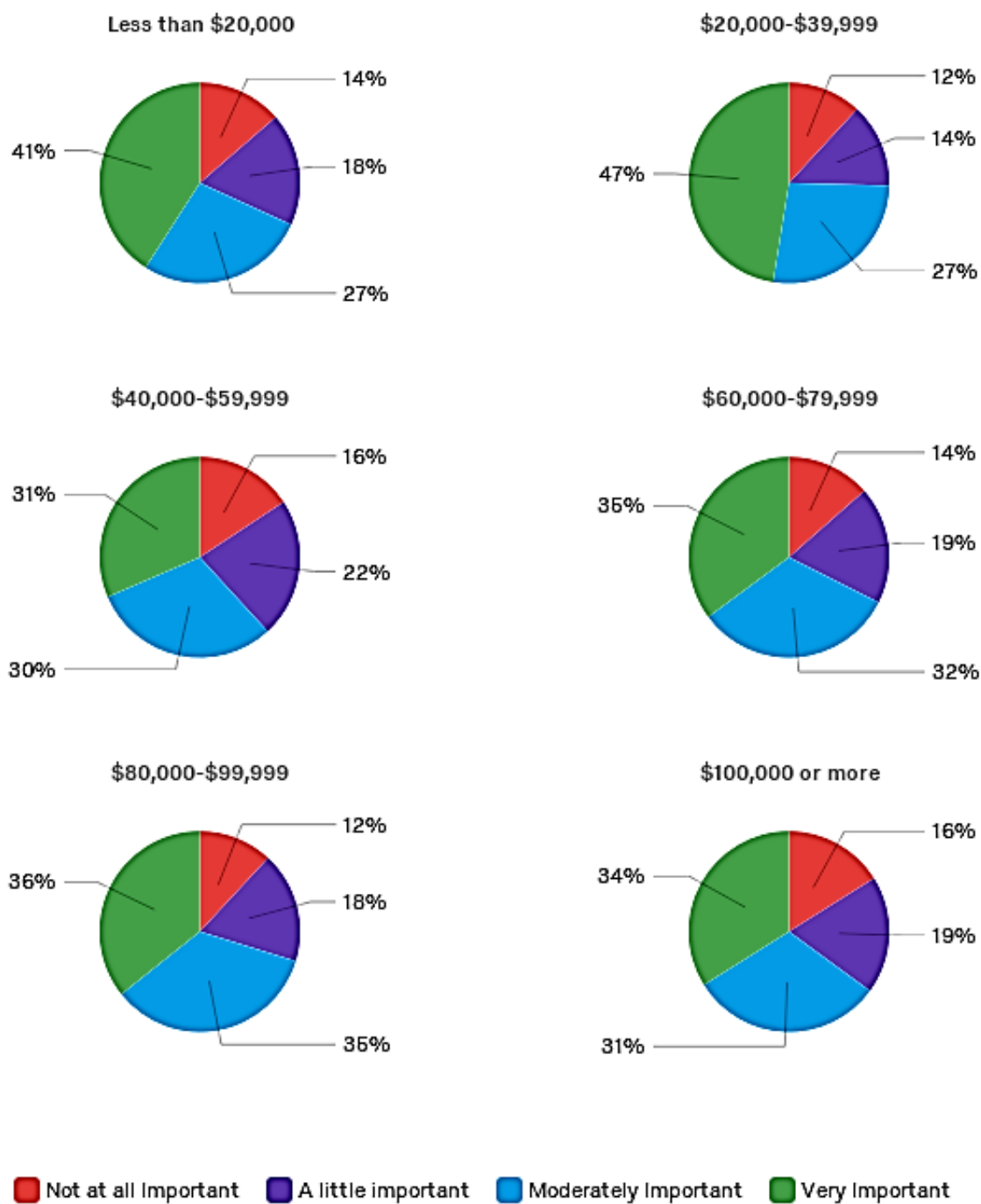


Figure 28d. It is important that the food I eat each day is labeled “pesticide free” by cultural heritage

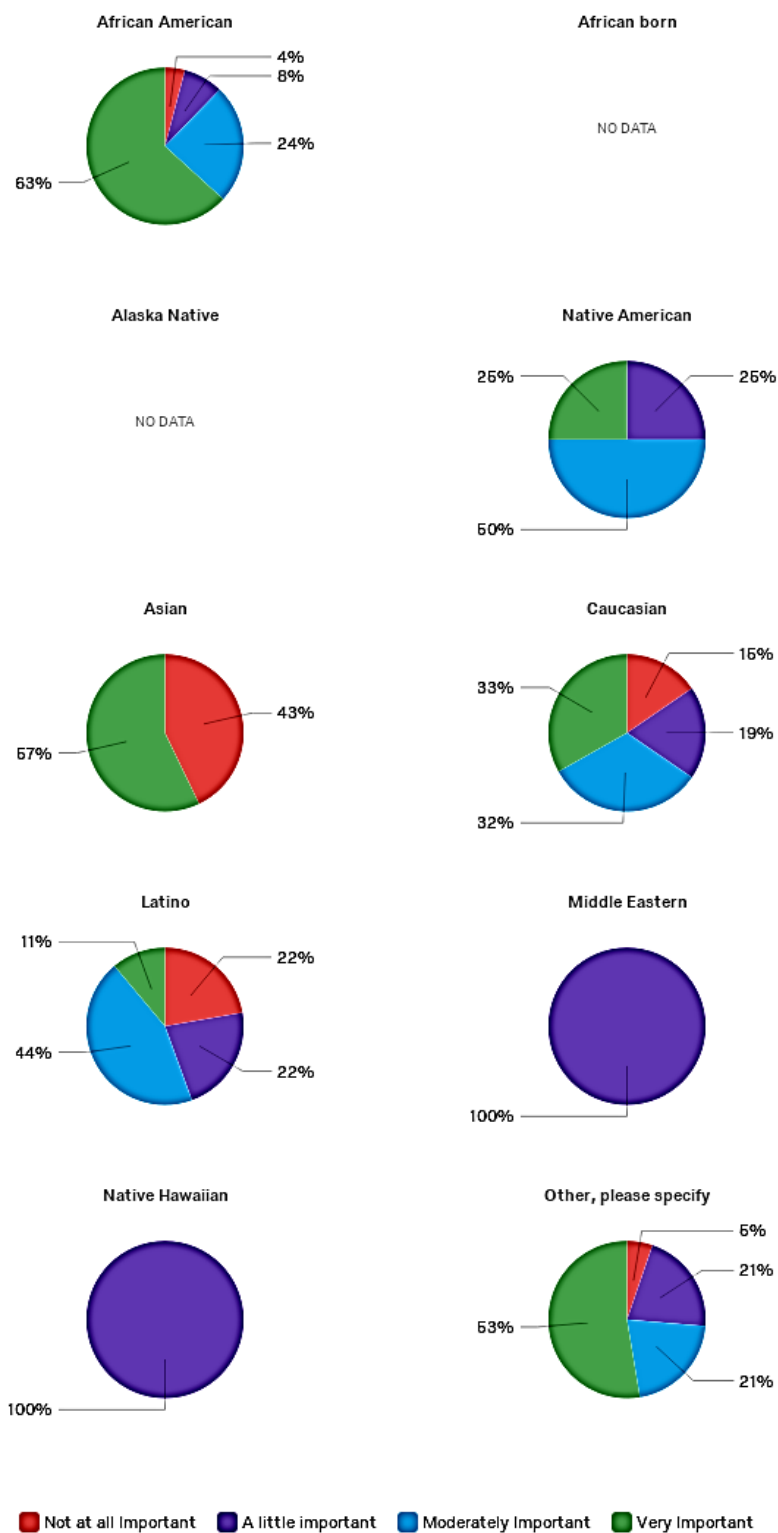


Figure 28d. It is important that the food I eat each day is labeled “pesticide free” versus how often I look at labels

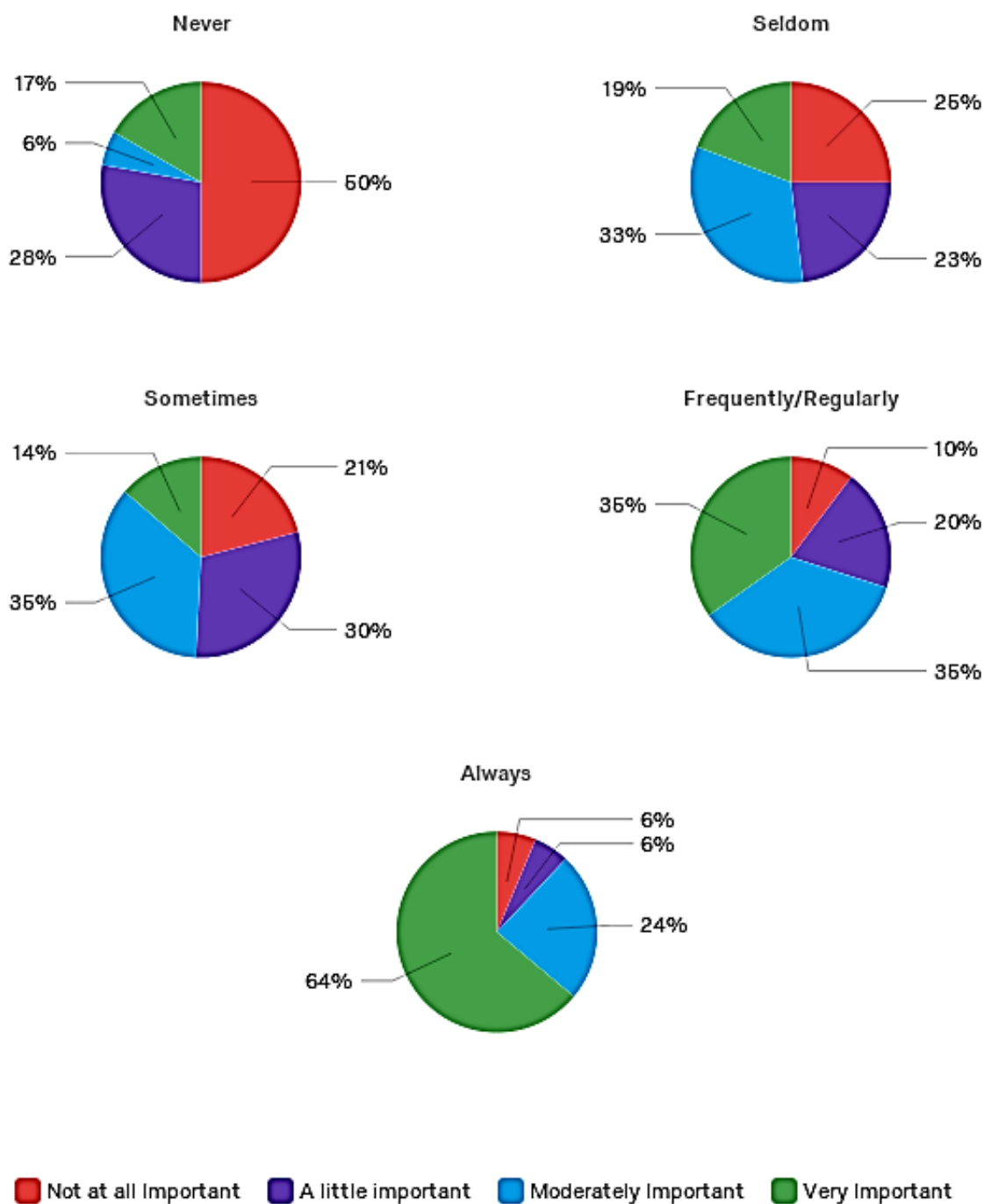


Figure 28e. It is important that the food I eat each day is labeled “pesticide free” versus number of times I eat fruit each week

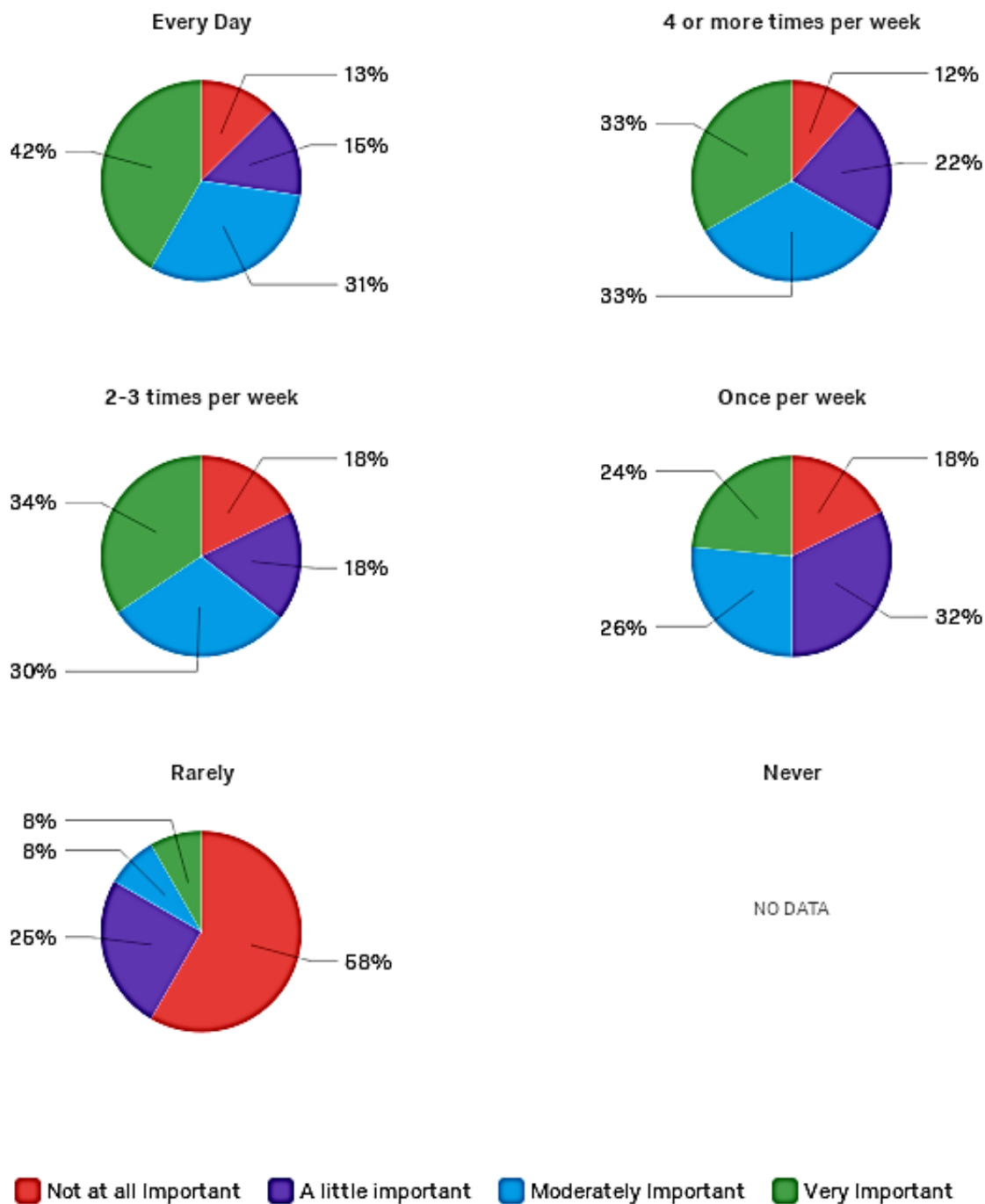
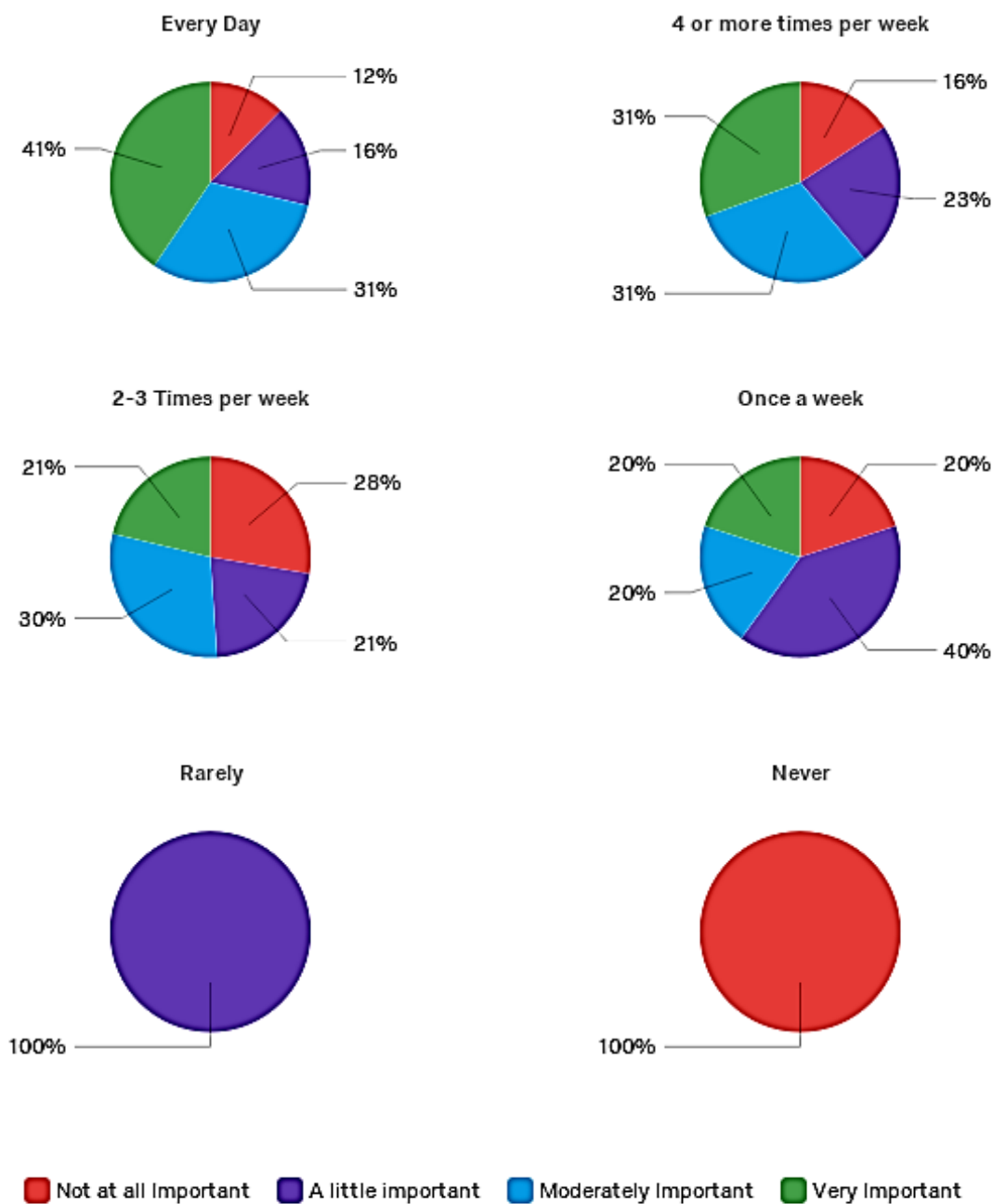


Figure 28f. It is important that the food I eat each day is labeled “pesticide free” versus number of times I eat vegetables each week



### Labeled "Virginia Grown"

Figure 29a. It is important that the food I eat each day is labeled "Virginia Grown" by gender

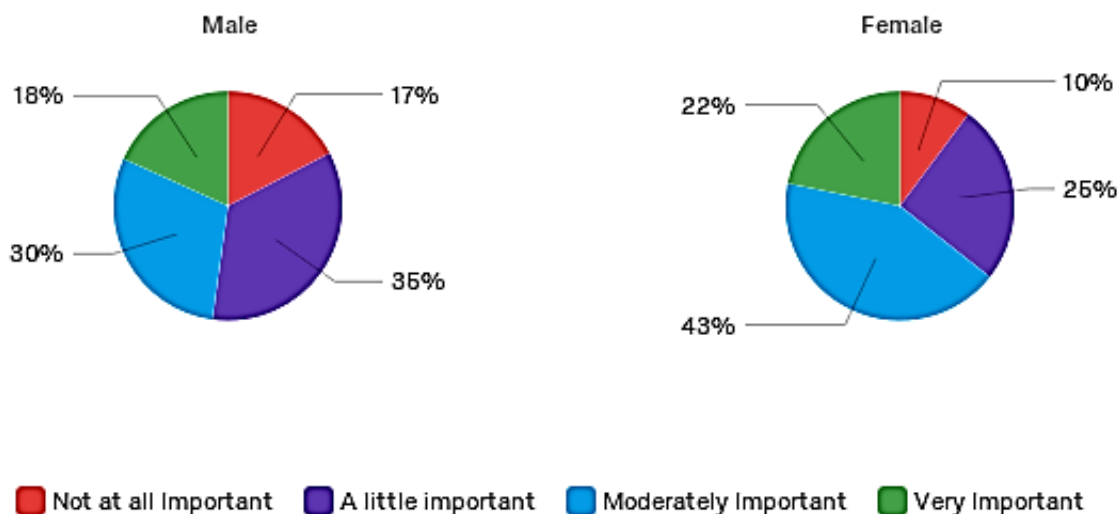


Figure 29b. It is important that the food I eat each day is labeled "Virginia Grown" by age

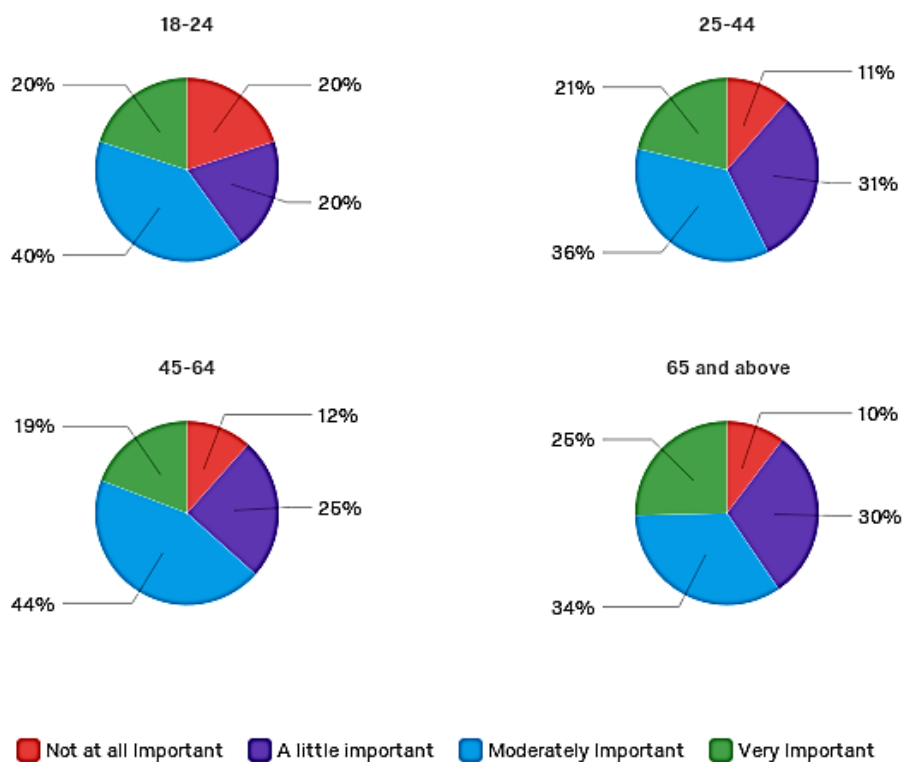
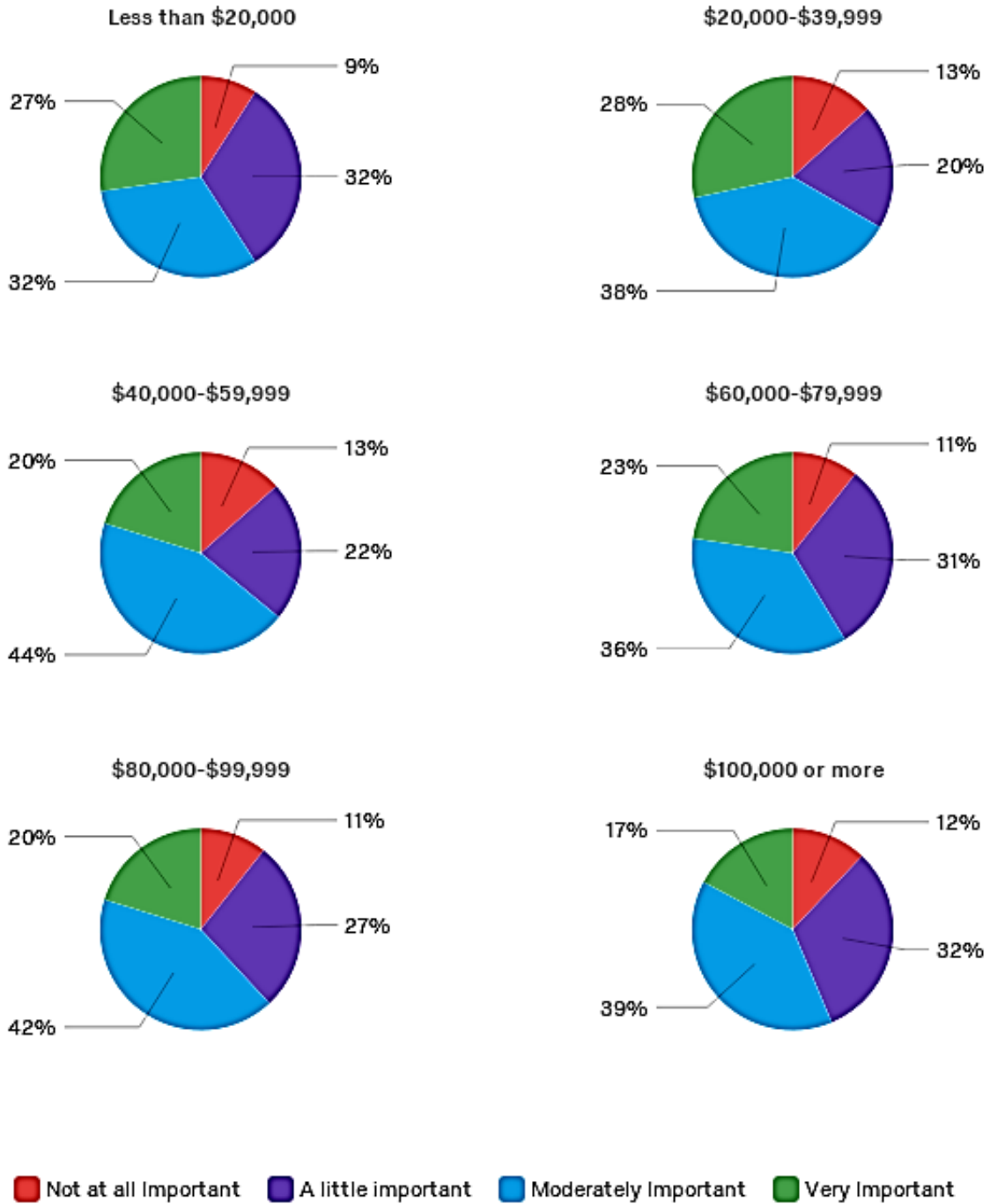




Figure 29c. It is important that the food I eat each day is labeled “Virginia Grown” by income



**Figure 29d. It is important that the food I eat each day is labeled “Virginia Grown” by cultural heritage**

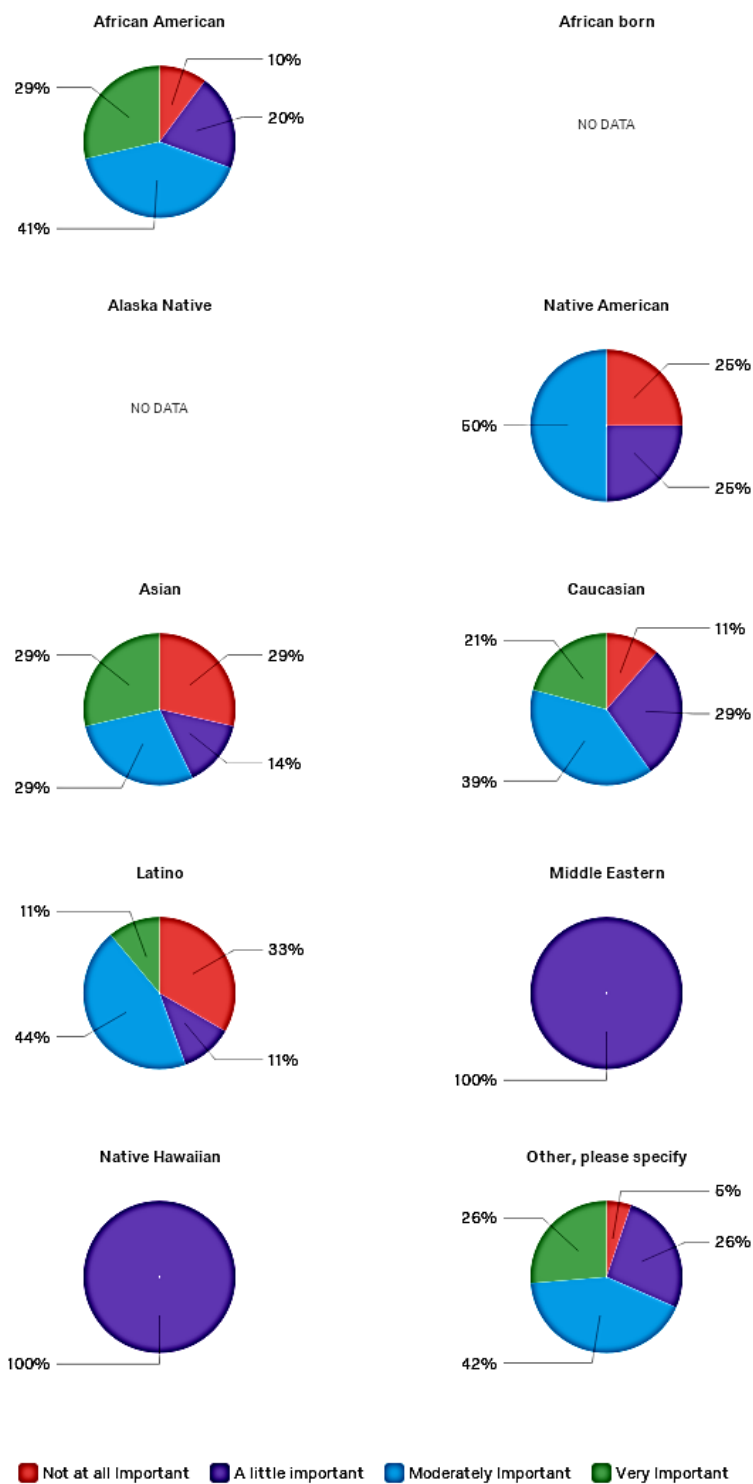


Figure 29e. It is important that the food I eat each day is labeled “Virginia Grown” versus how often I look at labels

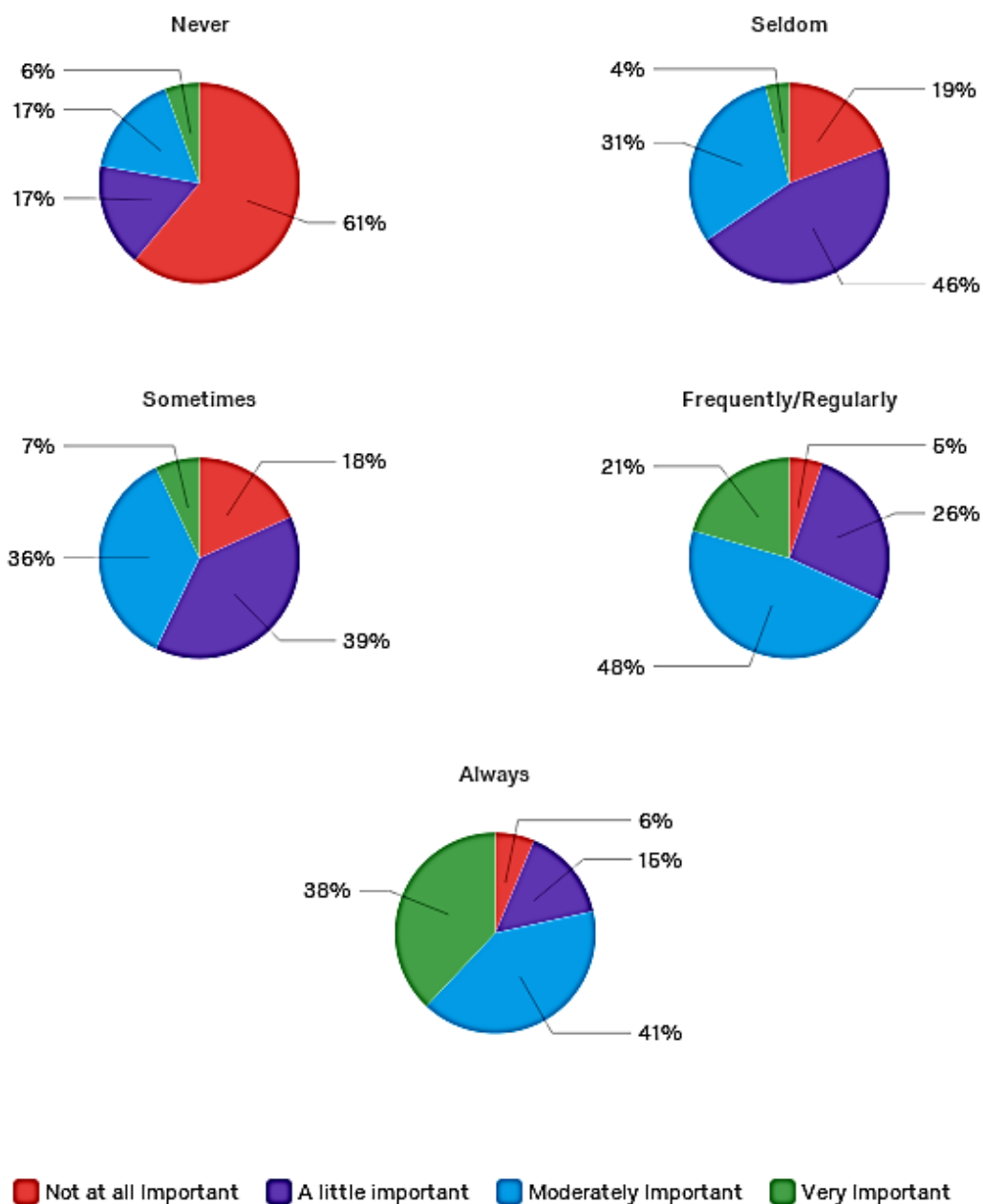


Figure 29f. It is important that the food I eat each day is labeled “Virginia Grown” versus number of times I eat fruit each week

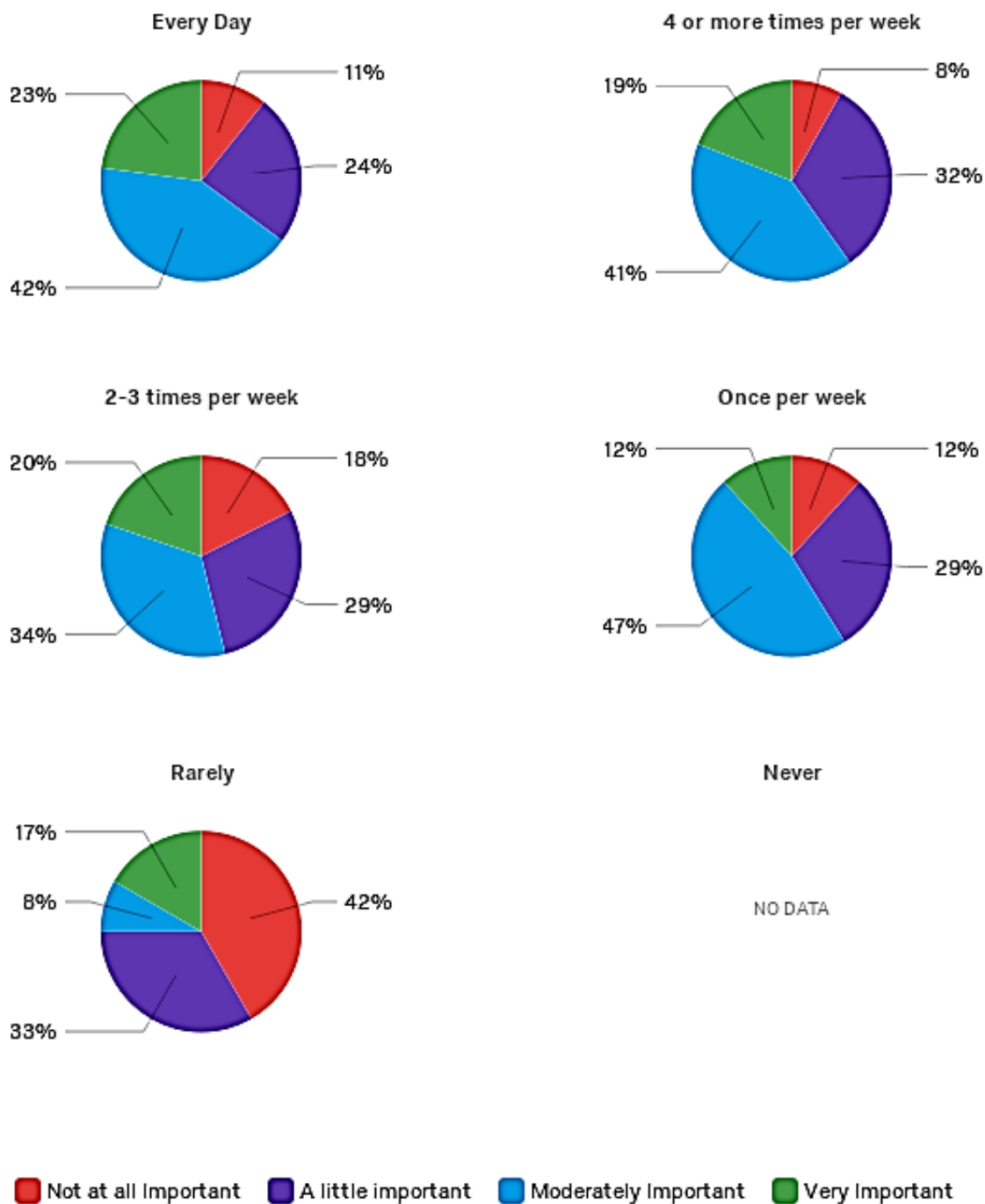
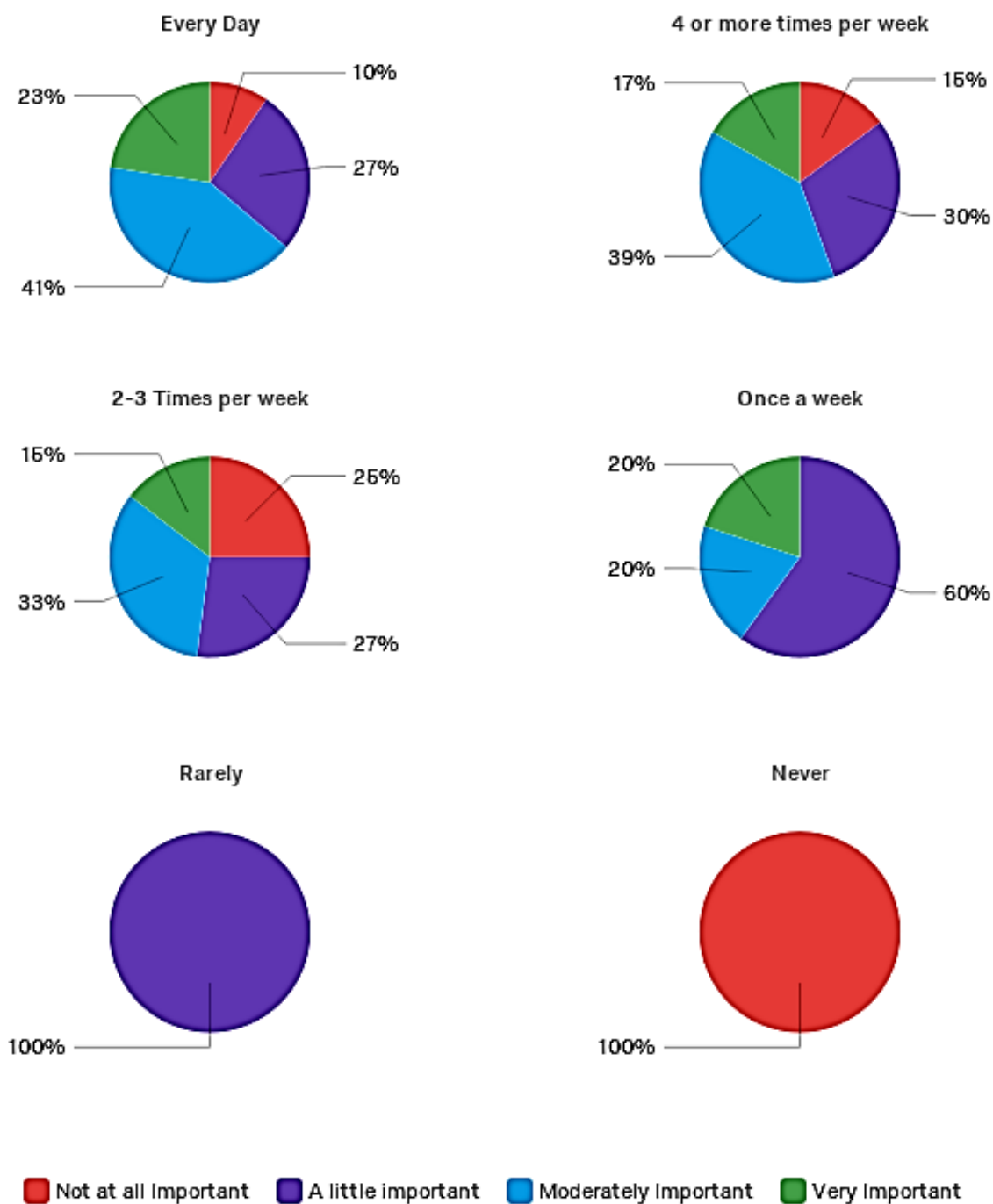


Figure 29g. It is important that the food I eat each day is labeled “Virginia Grown” versus number of times I eat vegetables each week



## Superfood label

Figure 30a. It is important that the food I eat each day is labeled a “superfood” by gender

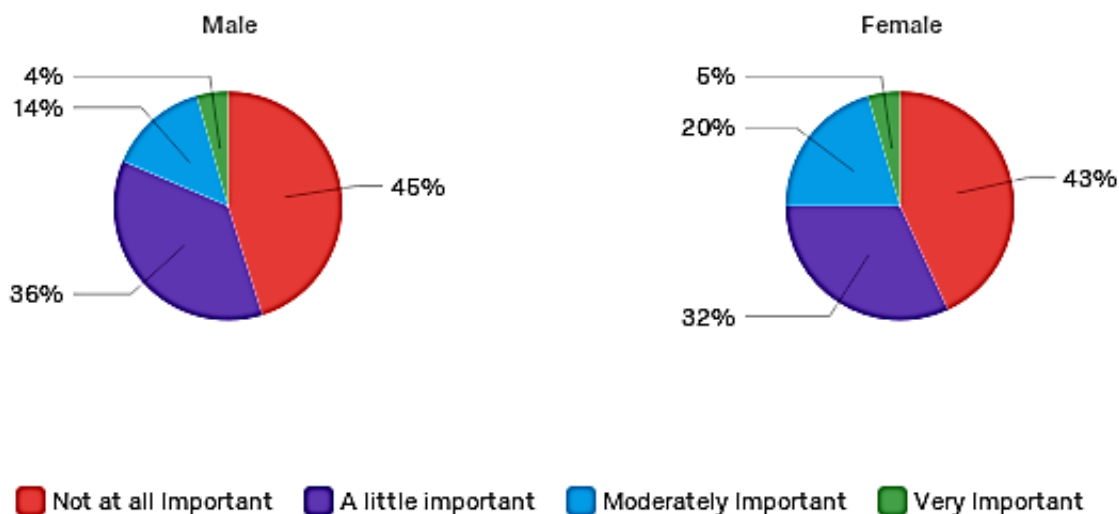


Figure 30b. It is important that the food I eat each day is labeled a “superfood” by age

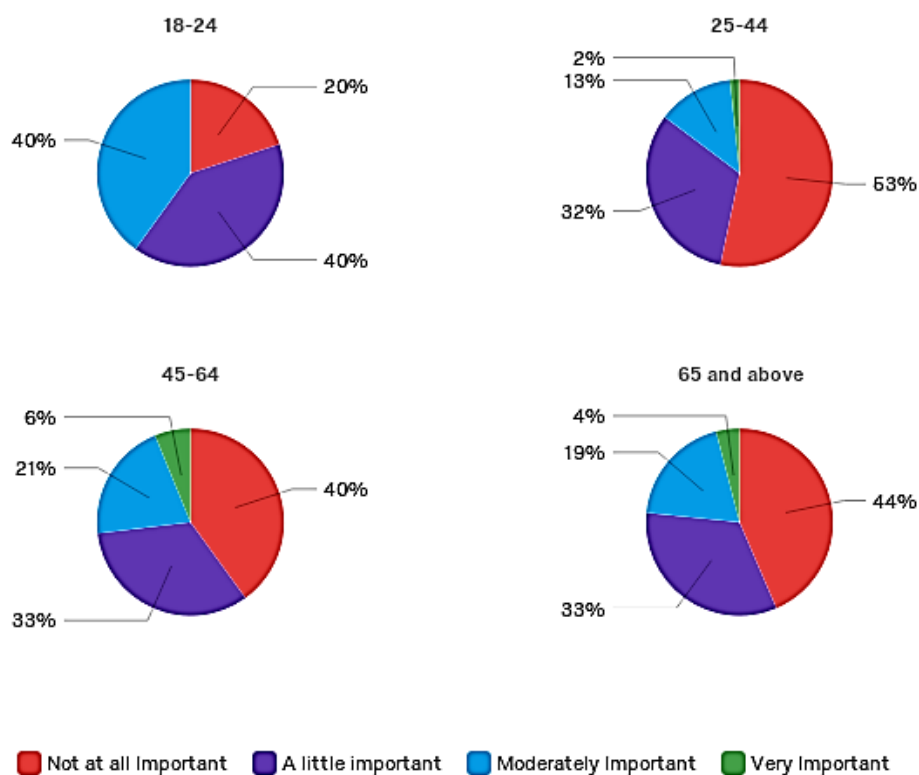


Figure 30c. It is important that the food I eat each day is labeled a “superfood” by income

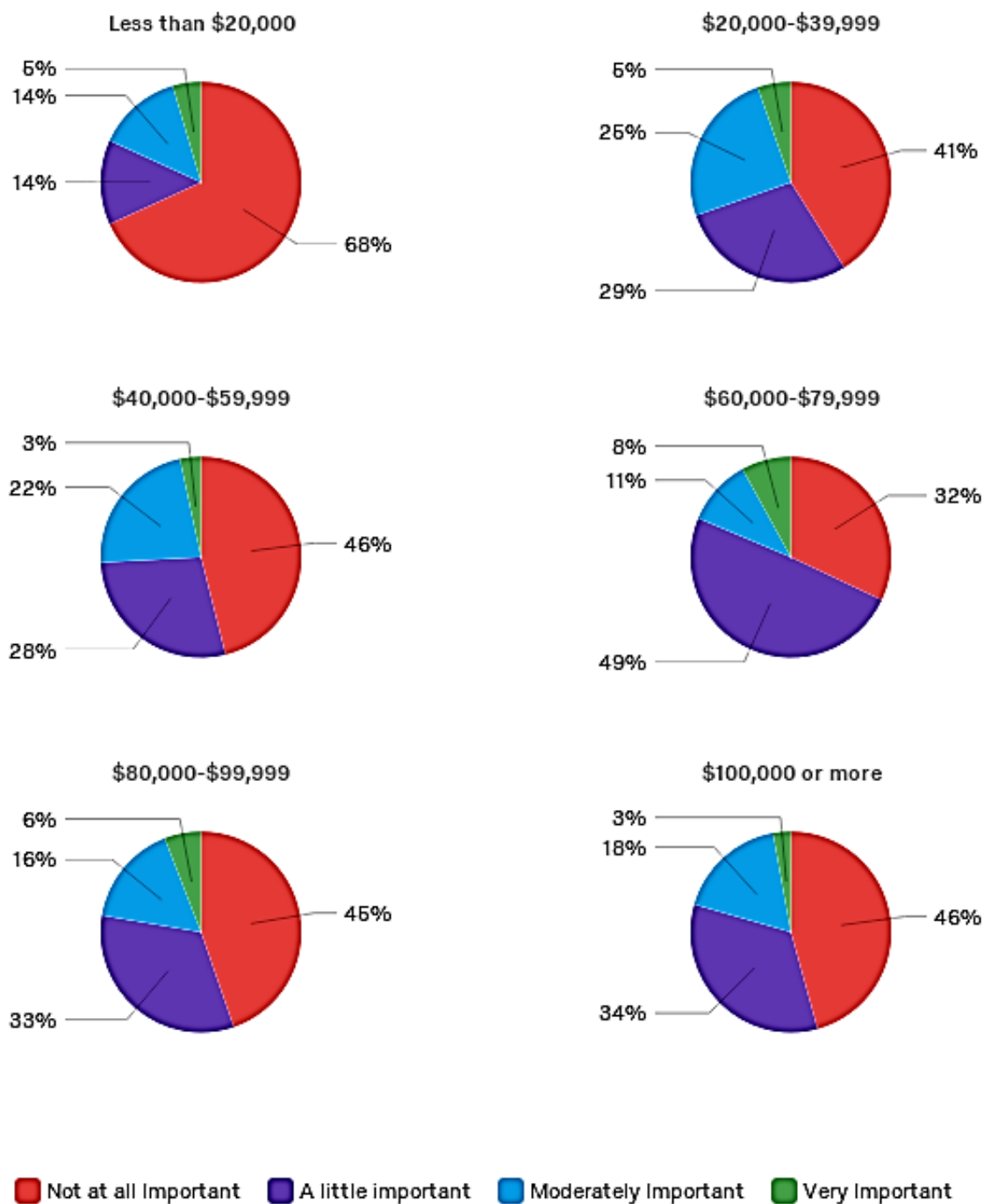


Figure 30d. It is important that the food I eat each day is labeled a “superfood” by cultural heritage

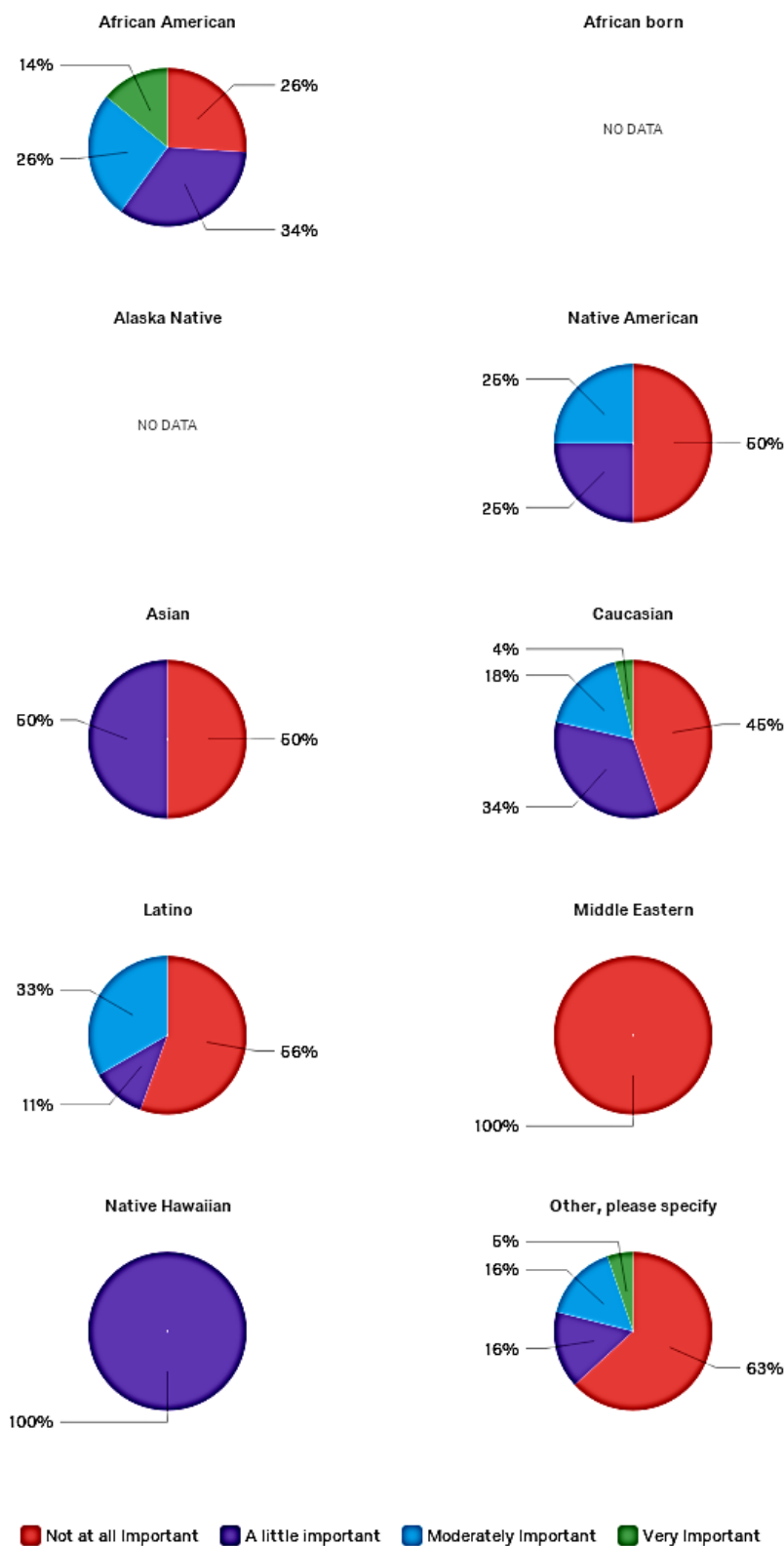




Figure 30e. It is important that the food I eat each day is labeled a “superfood” versus how often I look at labels

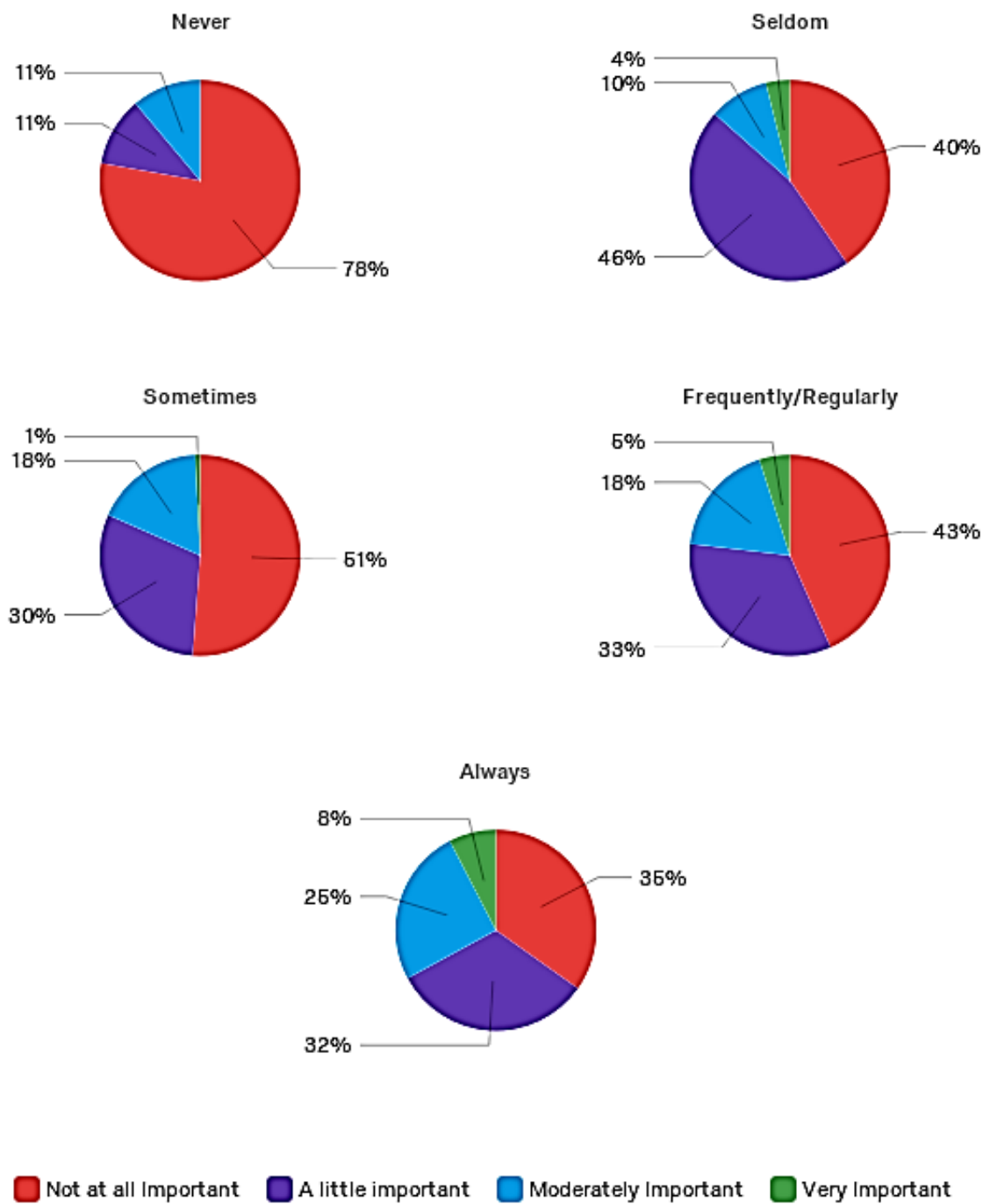
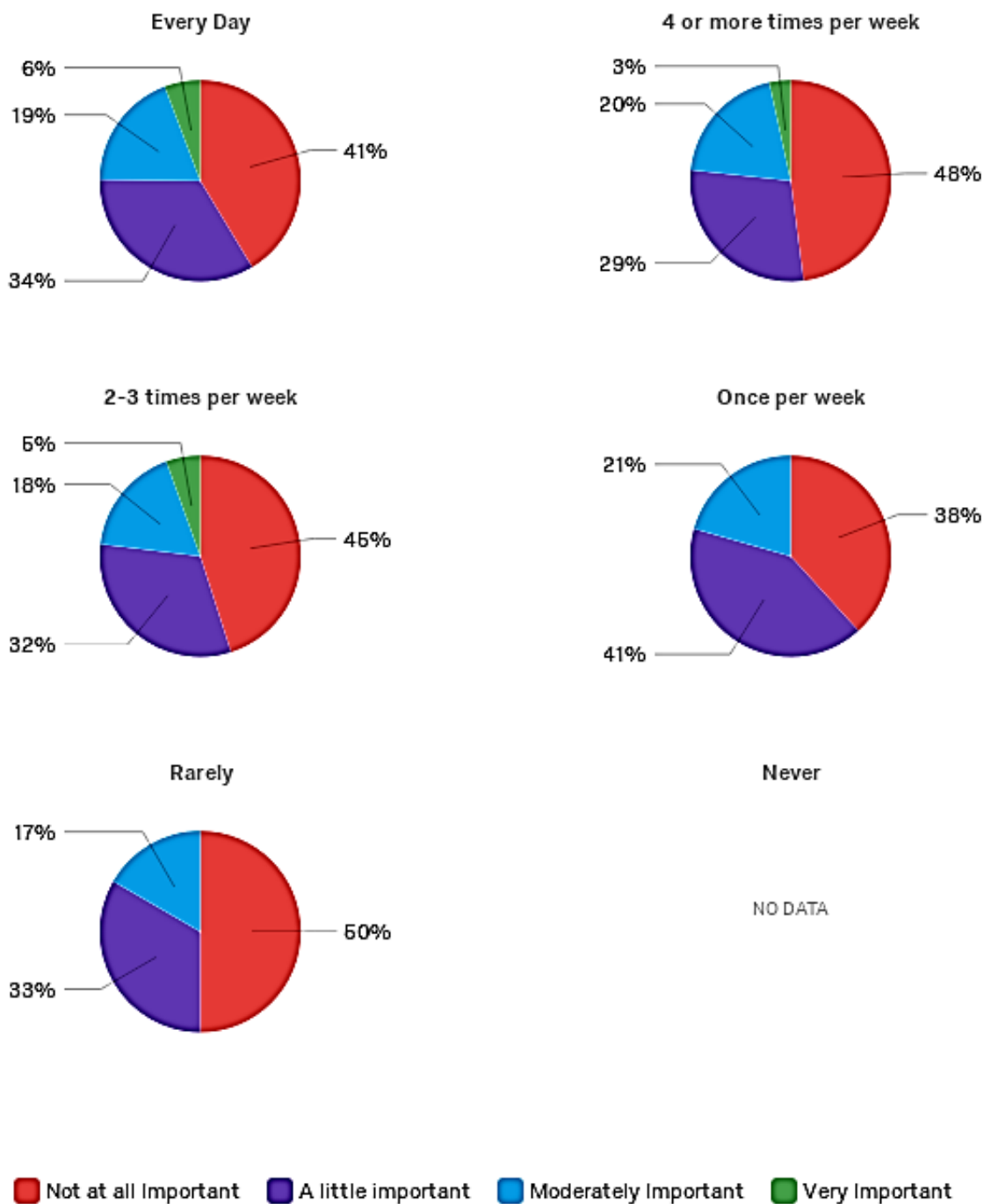
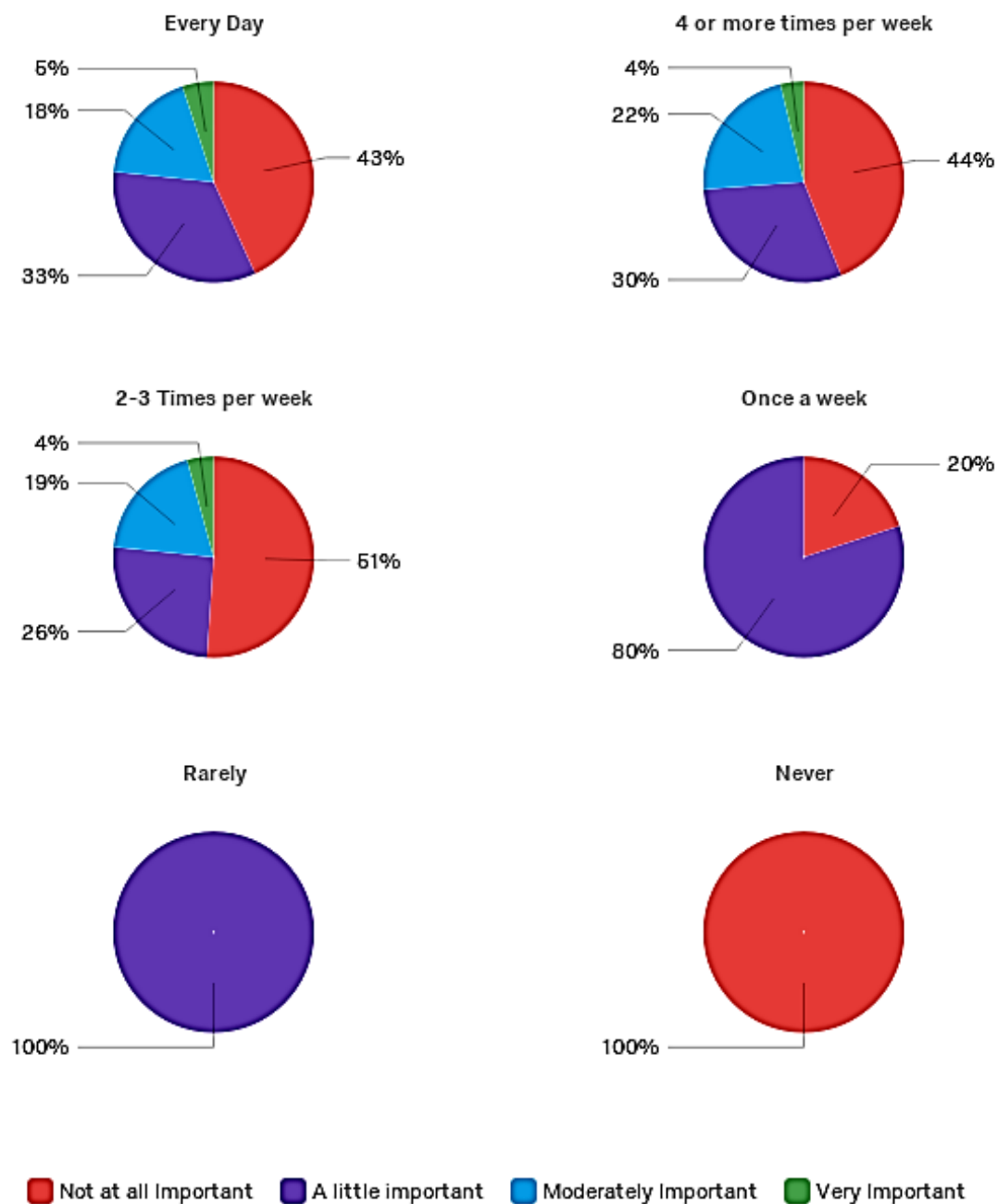


Figure 30f. It is important that the food I eat each day is labeled a “superfood” versus number of times I eat fruit each week



**Figure 30g. It is important that the food I eat each day is labeled a “superfood” versus number of times I eat vegetables each week**

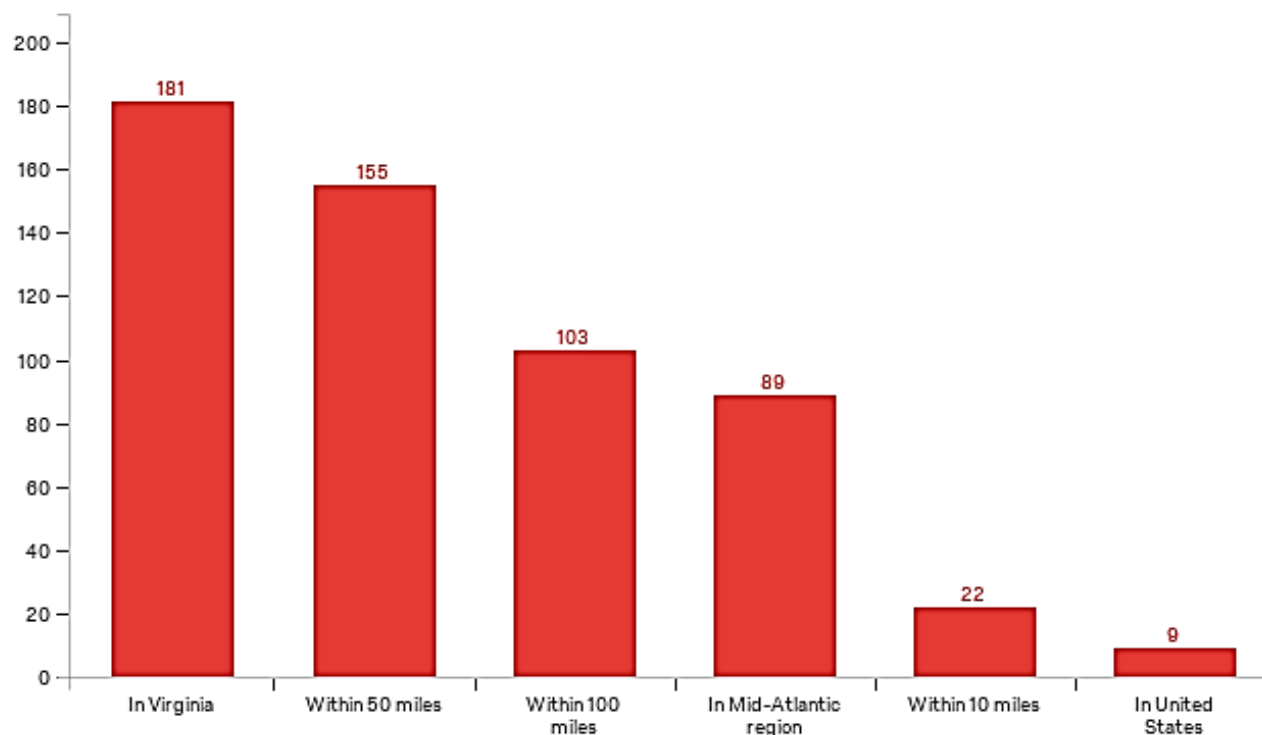


## Other Questions

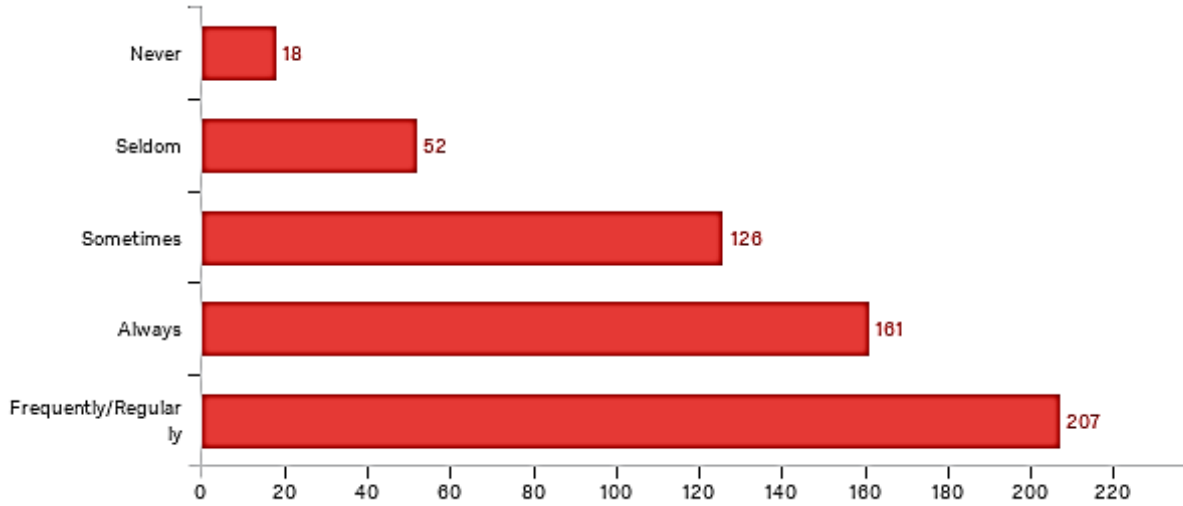
Table 4. Where do you shop for fruits and vegetables?

	Never	Rarely	Sometimes	Frequently	Always
Chain grocery store (i.e. Wal-Mart, Kroger, Food Lion)	2%	8%	18%	55%	17%
Local grocery store (i.e. Ellwood Thompson's Local Market)	27%	29%	29%	14%	2%
Specialty food store (such as Tom Leonard's, Fresh Market)	26%	35%	28%	11%	1%
Health/Natural Food Store (i.e. Whole Foods)	27%	35%	24%	11%	2%
Convenience Store	69%	23%	6%	1%	0%
Food Co-op	60%	21%	11%	6%	2%
Farmers Market	6%	18%	36%	30%	10%
Community Supported Agriculture	46%	18%	14%	16%	6%
Direct from farm producers	24%	21%	25%	22%	8%

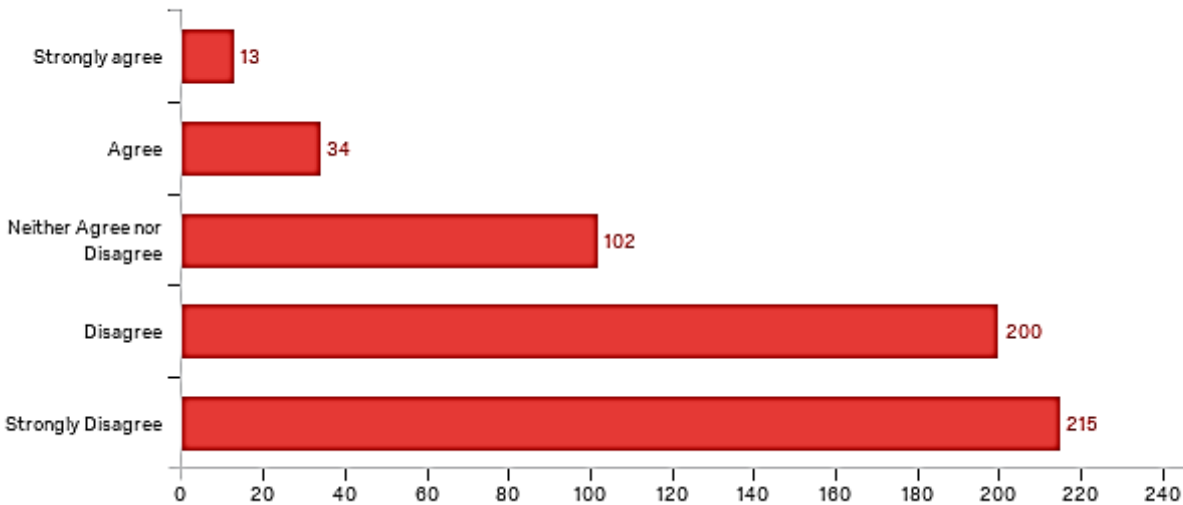
Figure 31. I consider fruits and vegetables to be local ONLY if they are produced this far from my home by response count.



**Figure 32. How often do you look at labels to see where fruits and vegetables are grown?**



**Figure 33. When purchasing food, I do not care where it is grown**



**Figure 34. What % of the fruits and vegetables you purchased last year (2015) were produced locally?**

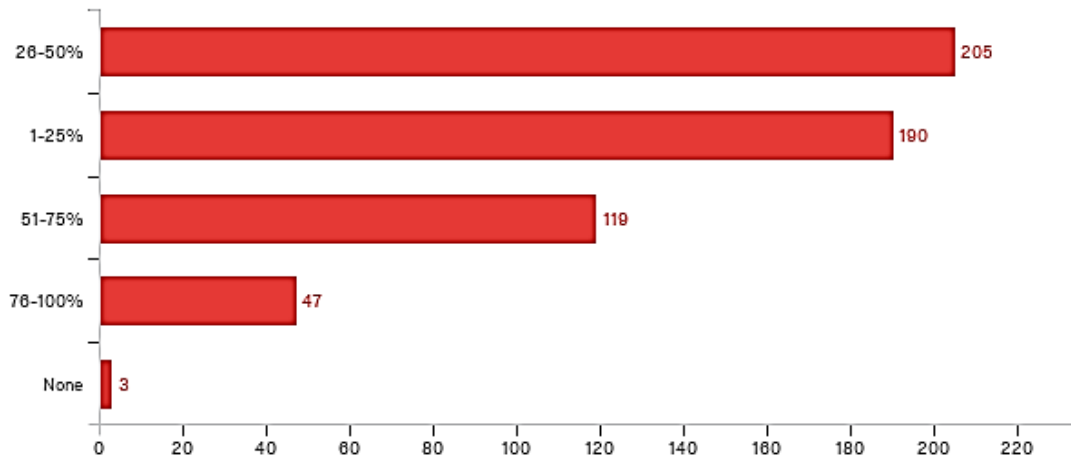
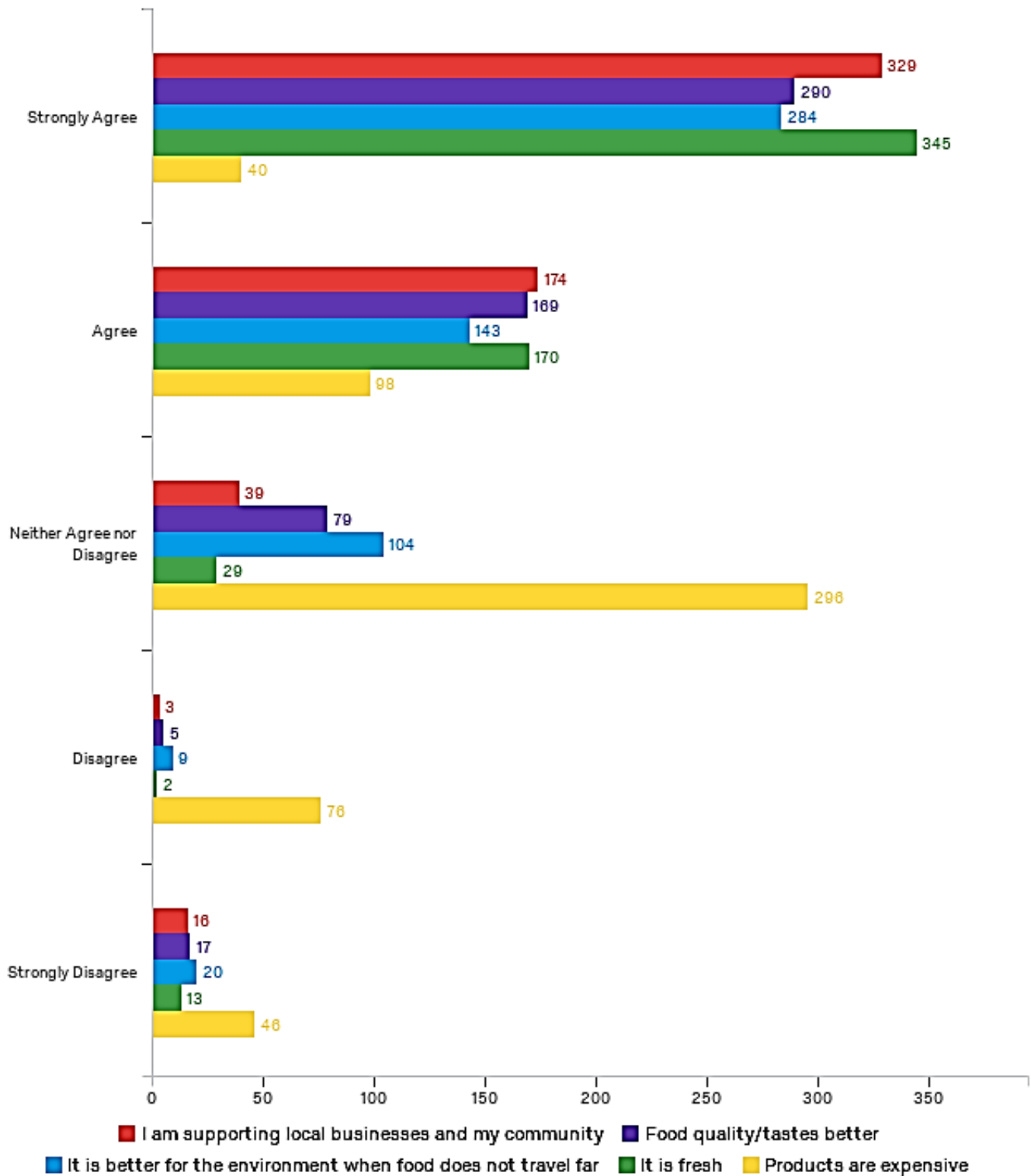


Figure 35. I buy and eat locally grown because...



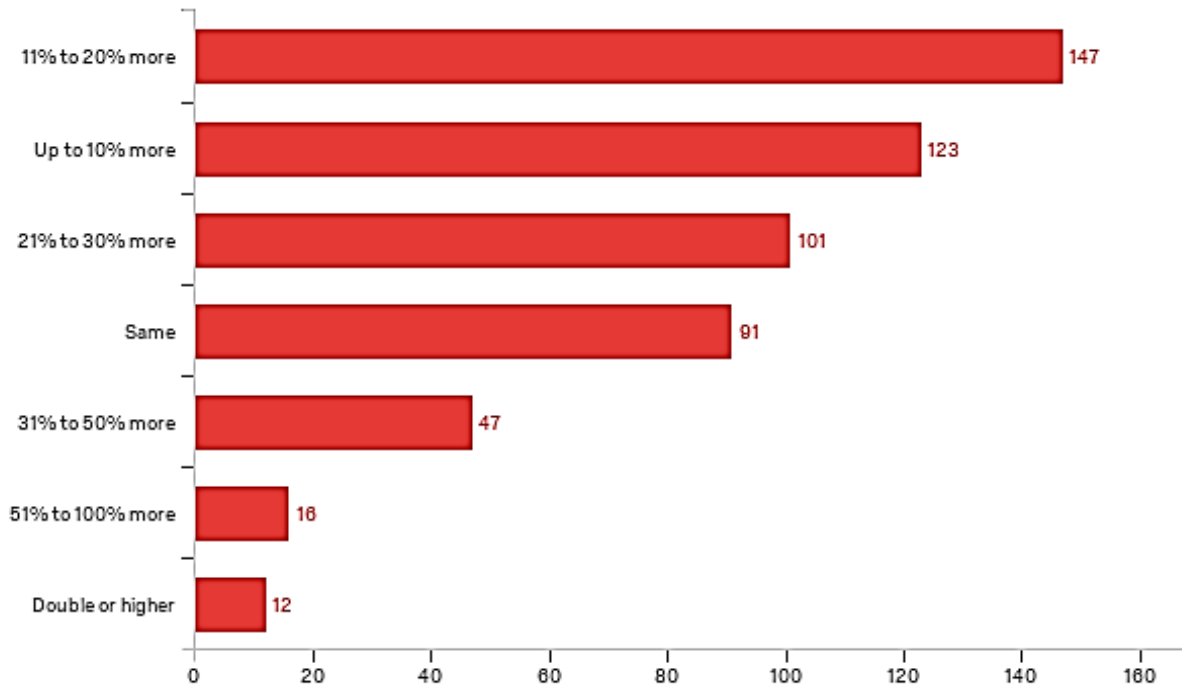
**Table 5. Factors limiting the amount of locally grown foods purchased**

Limiting Factors	Very Limiting	Moderately Limiting	Not Limiting	Don't Know	N
Unavailability or limited selection of local foods in your area	18%	51%	28%	4%	544
Seasonality (i.e. available only certain times of the year)	27%	58%	13%	2%	546
Not knowing whether food is truly local, as labeled	13%	31%	48%	9%	542
High price	17%	45%	36%	2%	543
Farmers market days and times are inconvenient	17%	42%	39%	2%	545
Congestion/Traffic/Parking at farmers market	11%	21%	63%	5%	543
Lacking transportation to market locations	3%	7%	87%	3%	540
Lacking storage capacity/refrigeration for large quantity purchases	11%	26%	61%	2%	544
Lack of knowledge to prepare local foods	4%	11%	83%	2%	541
Lack of transportation to market locations	3%	5%	90%	2%	540

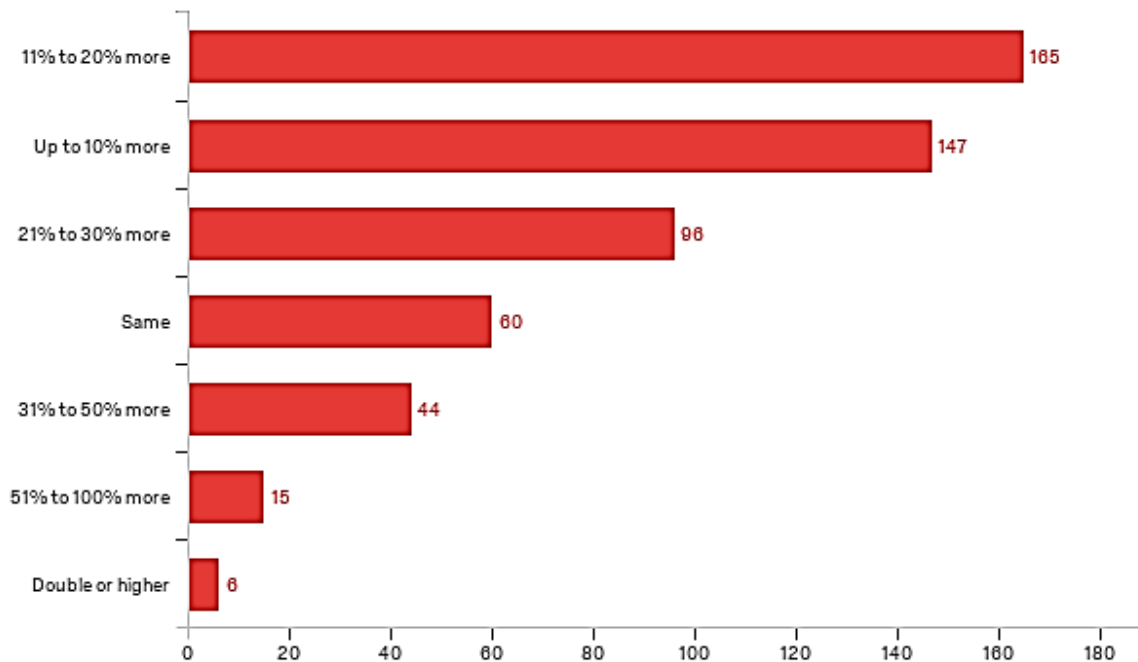
**Table 6. Reasons why an individual consumes locally grown fruits/vegetables**

Reason	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N
It is fun to create meals that are good	37%	37%	24%	2%	1%	543
Other people close to the individual nag her/him to consume local foods	3%	7%	41%	32%	17%	541
The individual likes to find new ways to create meals that are good	24%	45%	26%	4%	1%	541
Other people close to individual insist on local foods	4%	18%	43%	23%	12%	537
Individual takes pleasure in fixing healthy meals	38%	47%	11%	3%	0%	540
Other people close to individual will be upset if local foods are not consumed	2%	9%	45%	28%	16%	539
For the satisfaction of eating well	42%	44%	11%	2%	1%	543
It is expected of the individual	6%	12%	48%	20%	13%	537

**Figure 36. In your experience, how much more do local fruits/vegetables cost over non-local products? (N=537)**

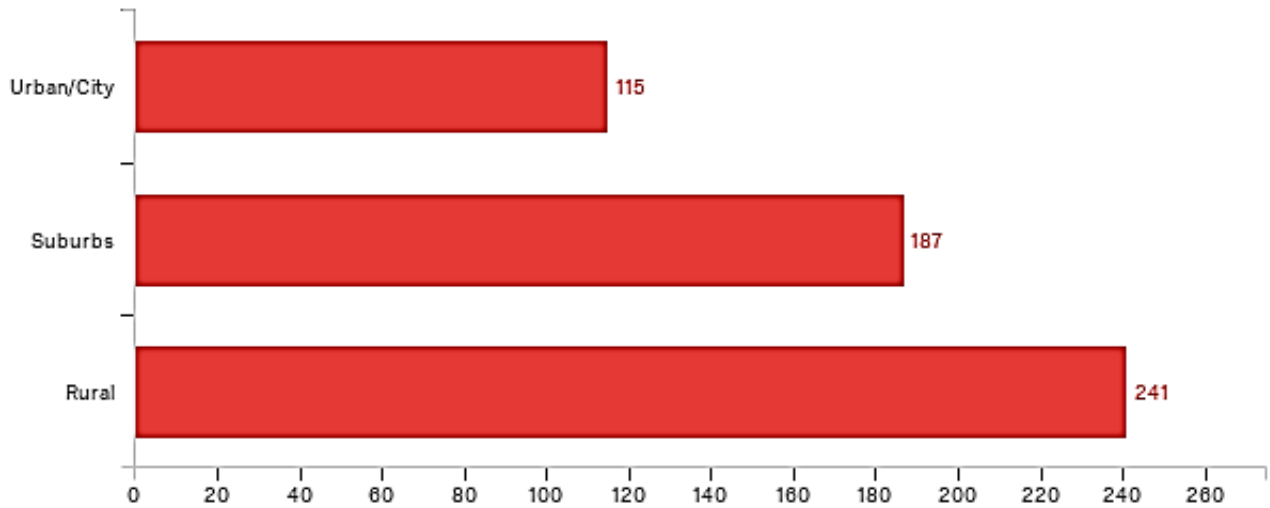


**Figure 37. How much more are you willing to pay for local fruits/vegetables than you currently pay for non-local products? (N=533)**





**Figure 38. What type of area do you live in? (N=543)**



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