

## **VIII. Consumer Surveys**

Seeking to identify the challenges and opportunities associated with marketing Pennsylvania-raised foods to Pennsylvania consumers the key step was an analysis of the habits, purchase decisions, and preferences of the target market. Working with a class of MBA students from St. Joseph University Department of Food Marketing under the direction of Dr. Martin Meloche a survey of food shoppers in Southeast Pennsylvania was conducted to determine the best way to position Pennsylvania farm products for retail sales.

The study was conducted in two steps. The lion's share of the effort was incorporated into the first step and consisted of a survey to develop a profile of the shoppers. Questions focused on issues related to motivations that would encourage shoppers to try products they do not currently purchase. In addition consumers' reaction to state "branding" of products as sourced from a particular area, in this case from Pennsylvania were examined. Consumers were queried as to their familiarity with efforts by other states to "brand" their products, i.e. the Jersey Fresh program.

Bridging the surveys of step one and step two was a question that had to do with the attributes associated with Pennsylvania products. Step two unfolded with questions specific to consumer reactions to Pennsylvania themes and foods. Additionally, consumers' view of the proposed brand "Pennsylvania Preferred" were probed.

What follows are:

- Summaries of the surveys associated with step one and two that derived from the efforts of four survey teams and;
- Detailed reports from each of the survey teams.

The results indicated a positive reaction to products as made in "Pennsylvania". Consumers identified the positive impact on their local economy, freshness, and quality as reasons they would consider purchasing something raised in Pennsylvania. Images that would have value in labeling and signage for POP displays were identified. These results will be incorporated into the promotion of the selected Pennsylvania products through the second half of the project.