

XIV On-Premise Activities

Starting in late August chefs were teamed with marketing students from the St. Joseph's University Department of Food Marketing were deployed to supermarkets where they would advance the products participating in the study not on the intrinsic value of the products themselves but on the "Pennsylvania" benefits of purchasing the product, i.e. freshness (shipping distance minimized) & seasonality, support of farmers, benefit to regional economy, etc.

Structure of The Teams – Each team would include one chef and two marketing students.

Interaction With Shoppers – Chefs would execute simple recipes on-site for sampling. Students would invite shoppers to taste the samples using that as a point of engagement would explain that the product they are sampling was raised by local farmers who live and work no more than a few hours away. Purchasing these products would directly benefit the state's economy and the proximity of the farms to Southeast Pennsylvania meant that the products freshness could be assured.

Presentation Design – Signs were created that incorporated images from Pennsylvania farms and a graphic of the particular product. These signs were prominent at the sampling tables and were reinforced by handouts given the patrons. Students were attired in aprons from the host store and the chefs were in whites lending a professional finish to the teams as they engaged the shoppers. Where possible product was displayed in proximity to the sampling station.

Products Sampled – Bell & Evans selected boneless breasts for sampling. Country Time Farm focused on their nitrate-free pork hot dogs and, of course, Simply Sweet onions were the product sampled for Cross Creek Farms.