



# WHAT PEOPLE THINK ABOUT FOOD & AGRICULTURE

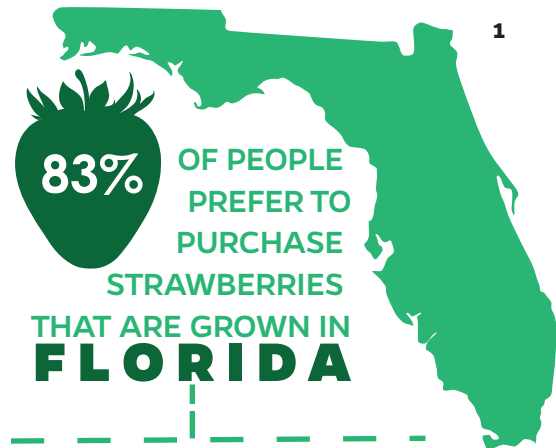
The UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources (PIE Center) conducts research and educates on how people form and act on opinions regarding complex agricultural and natural resources issues. The PIE Center encourages informed decision-making in three important areas, including exploring emerging issues impacting food and agriculture, advancing the responsible use of water and conservation of natural resources, and helping communities and organizations understand and adapt to changing agricultural and natural resources issues.

## VALUABLE CHARACTERISTICS OF FLORIDA STRAWBERRIES

When asked about purchasing preferences of Florida strawberries, 83 percent of respondents preferred to purchase strawberries that are grown in Florida, in comparison to Mexico and California. The reasoning for purchasing Florida strawberries was also investigated. Ninety-one percent of consumers purchase Florida strawberries because of their freshness, and 83 percent purchase them to support Florida's economy.

### ATTRIBUTES CONSIDERED EXTREMELY IMPORTANT WHEN PURCHASING STRAWBERRIES

1. FRESHNESS	73%
2. TASTE	70%
3. NUTRITION	38%
4. IN SEASON	34%
5. PRICE	27%



PURCHASE THEM  
BECAUSE OF THEIR  
**FRESHNESS**



PURCHASE THEM TO  
SUPPORT FLORIDA'S  
**ECONOMY**

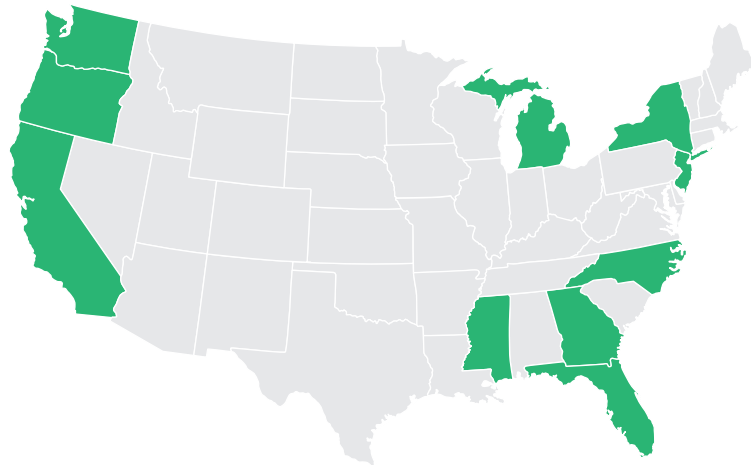


PURCHASE THEM  
BECAUSE OF THEIR  
**TASTE**

## CORRECTLY PERCEIVED HEALTH BENEFITS OF BLUEBERRIES



### TOP STATES CONSUMERS PREFER TO PURCHASE BLUEBERRIES FROM



1. FLORIDA
2. CALIFORNIA
3. GEORGIA
4. NORTH CAROLINA
5. NEW JERSEY
6. MICHIGAN
7. NEW YORK
8. MISSISSIPPI
9. OREGON
10. WASHINGTON

## CONSUMERS' PREFERENCES FOR FLORIDA BLUEBERRIES

The UF/ IFAS Center for Public Issues Education surveyed consumers to better understand national purchasing preferences and awareness of Florida's blueberries. Research revealed most consumers want to purchase Florida blueberries. Respondents were also asked about the health benefits from eating blueberries and correctly identified most benefits offered by blueberries, including strengthening eyesight, improving memory, and lowering the risk of cancer.

