

March 2016



## Final Report

# Tracking Florida Blueberries in Online Weekly Advertisement of East Coast Grocery Stores

Florida Blueberries Growers Association

### **For More Information**

Contact the Center for Public Issues Education at [piecenter@ifas.ufl.edu](mailto:piecenter@ifas.ufl.edu) or 352-273-2598

### **Suggested Citation**

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## Executive Summary

Florida Blueberries Growers Association/Project  
March 2016

## Introduction

The Florida blueberry industry has a short three-month window to harvest and market their crops. This three-month window also overlaps with blueberry harvest in Chile, and other states in the United States such as Georgia. The UF/IFAS Center for Public Issues Education (PIE Center) collaborated with Florida Blueberry Growers association to enhance the marketing strategies of Florida blueberries. This portion of the study focused on the current branding and advertising of Florida blueberries. Researchers tracked blueberry information in online weekly advertisements from a sample of east coast grocery stores during the 2015 blueberry season. This report includes findings such as the time period Florida blueberries were featured in the advertisements, advertised prices of Florida blueberries compared with blueberries grown in different locations, and the price of blueberries among different states. The report also provides findings of the textual and visual content of the blueberry advertisements.

## Findings

- Advertising frequency of Florida blueberries was low. Florida blueberries were only featured for seven weeks during the season.
- The number of Florida grocery stores featuring Florida blueberries online was more than the combination of stores in all other east coast states for most of the seven weeks.
- Publix, Winn Dixie, and Whole Foods, featured Florida blueberries online for three or more weeks. Bi-Lo, Key Food Fresh, Shaw's Super, ShopRite, C-Town Market, D'Agostino, The Fresh Grocer, and Wayfield featured Florida blueberries online for one or two weeks. The other 20 stores in the sample did not feature Florida blueberries in their online advertisements.
- The *Fresh from Florida* logo was rarely used in the online weekly advertisements. Only Publix in Florida, Bi-lo in South Carolina, and C-town market in New York used the *Fresh from Florida* logo for a total of three weeks.
- The average price of Florida blueberries was \$0.82 per pint higher than other advertised blueberries during the same seven weeks.
- After removing organic blueberries from non-Florida blueberries, Florida blueberries were \$1.76 per pint more expensive than non-Florida blueberries. (No organic Florida blueberries were advertised.)
- The average price of Florida blueberries was \$1.37 per pint higher than non-Florida advertised blueberries throughout the 21-week-period under examination.
- After removing organic blueberries from non-Florida blueberries, the average price of Florida blueberries was \$2.03 per pint higher than non-Florida, non-organic blueberries throughout the 21-week-period under examination.
- The average advertised price of Florida blueberries declined over the seven weeks they were advertised in the advertisements.
- Eight of 13 states featured Florida blueberries during the entire 21 weeks examined.
- Common textual information presented in the advertisements included produce growing location, promotional information including promotional offers, health benefits, different adjectives describing blueberries, and selling strategies.
- Common visual elements accompanying the blueberries in the advertisements included State-specific logos, product quality related visuals, product price related visuals, and different presentation of blueberries.

## Background

As the largest blueberry-producing country, the United States has produced over half of the global production of blueberries (Evans & Ballen, 2014). With 1040 farms growing 7,377 acres of tamed blueberries, Florida blueberries are valued at more than \$47 million dollars and rank seventh in blueberry production throughout the nation (Census of Agriculture, 2012; Florida Agriculture by the Numbers, 2012). All cultivars of blueberries in the United States can be found in Florida (Williamson, Olmstead, & Lurene, 2012). Florida blueberries are marketed across the entire East Coast.

However, the Florida blueberry industry has a short three-month window to harvest and market their crops. This three-month window also overlaps with blueberries from Chile, and other states in the United States such as Georgia.

To make Florida blueberries stand out among competitors, consumers need to be able to recognize Florida-grown blueberries to have the option to choose them over other brands. In addition, branding and advertising can significantly influence consumers' perception of a product, attitude toward a brand, and their purchasing behavior. Therefore, to understand current branding and advertising of Florida blueberries, it is essential to examine how Florida blueberries are presented in the east coast market.

The objectives of this study were to:

- Identify the stores that featured Florida blueberries and the length of time they featured Florida blueberries.
- Compare the length of time and number of stores featuring Florida blueberries in Florida and in other east coast states' grocery store advertisements.
- Compare the advertised prices of Florida blueberries and other blueberries.
- Compare the advertised prices of Florida blueberries among east coast states.
- Explore textual content of blueberry advertisements.
- Explore visual features of blueberries advertisements.

## Methods

To fulfill the objectives, a sample of online weekly advertisements from east coast grocery stores was collected.

### Sample Selection

To select the sample advertisement, a total of 18 cities from 13 east coast states were selected (See Table 1). Grocery stores in each city were selected by typing in the city name (e.g. "Miami") and "grocery store" through Google search engine. Google Map automatically provided a list of grocery stores with an option to click the grocery stores websites. Each store with a Website option was checked to see if it had online weekly advertisement. Only the stores that had online weekly advertisements were selected for this study. Wholesale stores (e.g. Wal-Mart, Sam's, etc.) were further eliminated from the list. In the end, a total of 94 grocery stores across 13 east coast states were selected, containing 34 chain grocery stores. Each of the 94 stores can be identified by its store name (e.g. Publix) and its zip code (30308).

### Data Collection

Thirty-one out of 34 websites had the function of searching online weekly advertisement of each store by entering the store zip code. Among other three websites, Earth Origins Market website could identify its stores by clicking the city names (e.g. Earth Origins Market <http://www.earthoriginsmarket.com/savings/store-flyer>), D'Agostino and PriceRite had only one circulating online weekly advertisement (<http://www.dagnyc.com/displayaddag.asp>).

<http://www.priceritesupermarkets.com/specials/>). By using the zip code or city name on each website, the researcher searched each website to identify if any fresh blueberry advertisements were present in the online weekly advertisements. Each blueberry advertisement was screen-captured and saved once it was identified. Screen-captured images, blueberry prices, produce locations, advertisement visual elements, and textual elements were tracked in a Microsoft Excel. Since the height of Florida Blueberry season lies from March to May, data collection started February (7<sup>th</sup>) and ended June (26<sup>th</sup>) to ensure the time frame covered the entire growing season and any potential promotion before blueberries were on the market. Analysis was completed using SPSS and Microsoft Excel.

**Table 1. Grocery stores across the selected cities of the east coast states**

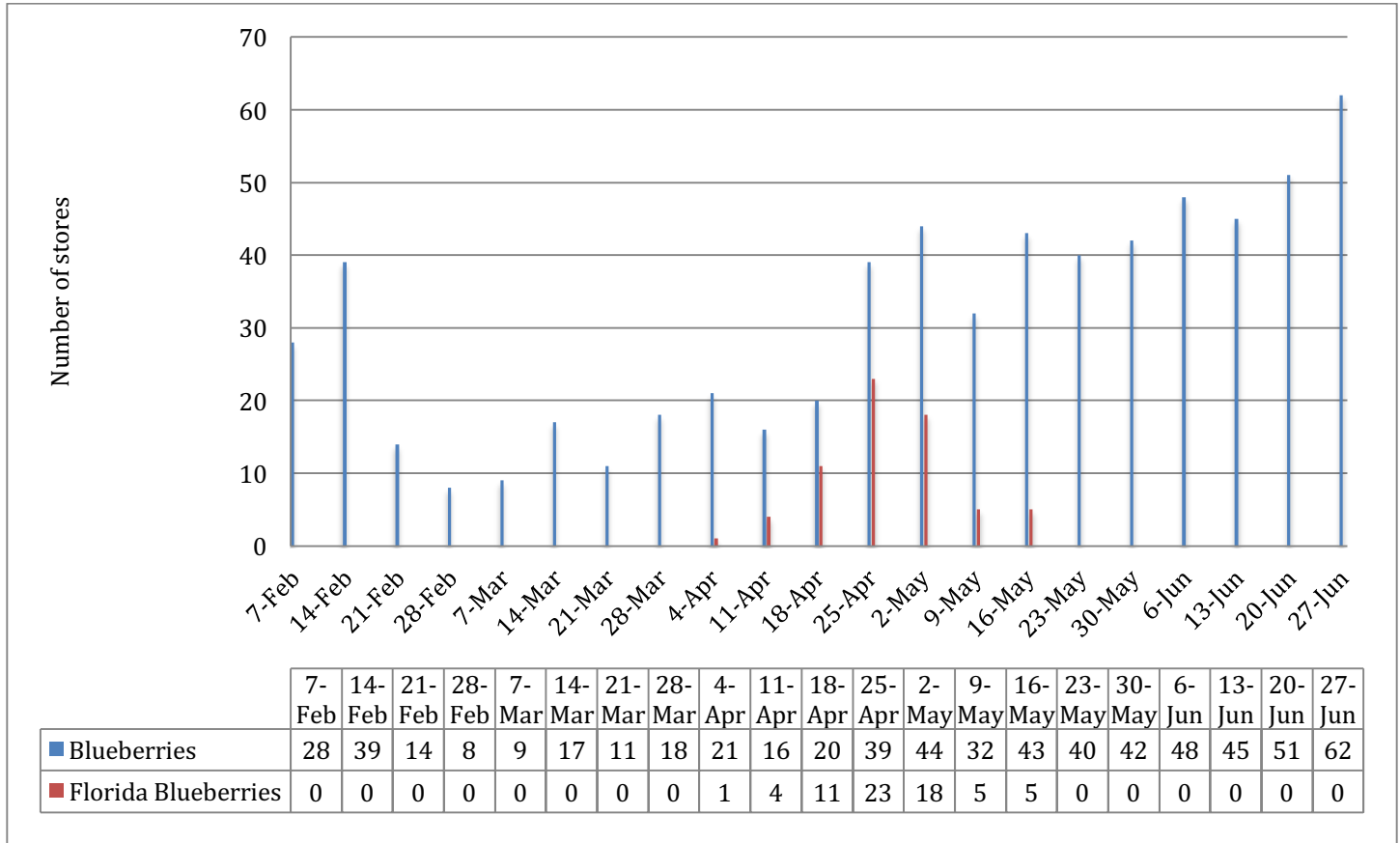
States	Cities	Grocery stores
Georgia	Atlanta	Publix, whole Foods Markets, ALDI, Kroger, Wayfield
Florida	Jacksonville	Publix, The Fresh Market, Save-A-Lot, Earth Fare
	Miami	Publix, Winn Dixie, The Fresh Grocer, Whole Foods Market
	Orlando	Publix, Winn Dixie, The Fresh Grocer, Whole Foods Market, ALDI
	Tampa	Publix, Winn Dixie, The Fresh Grocer, Whole Foods Market, ALDI
South Carolina	Charleston	Publix, Save-A-Lot, Food Lion, Harris Teeter, Bi-Lo, Earth Fare
North Carolina	Charlotte	Publix, The Fresh Grocer, Whole Foods Market, ALDI, Food Lion, Harris Teeter, Earth Fare, Lowes Foods
Pennsylvania	Philadelphia	Whole Foods Market, ALLDI, Save-A-Lot, ShopRite, C-Town Market, The Fresh Grocer
New York	Brooklyn	ALDI, ShopRite, C-Town Market, Fairway, Key Food Fresh
	New York City	Whole Foods Market, ALDI, C-Town, Fairway, D'Agostino
Massachusetts	Boston	Whole Foods Market, Save-A-Lot, Shop & Shop, PriceRite
Connecticut	Hartford	Whole Foods Market, ALDI, Save-A-Lot, C-Town Market, Shop & Shop
Maine	Portland	Whole Foods Market, Save-A-Lot, Hannaford Supermarket, Shaw's Super
New Jersey	Trenton	ALDI
Rhode Island	Providence	Whole Foods Market, ALDI, Shop & Shop, PriceRite
Virginia	Richmond	The Fresh Market, Save-A-Lot, food Lion, Kroger, Martin's food Market
Maryland	Baltimore	The Fresh Grocer, Whole Foods Market, ALDI, Save-A-Lot, Harris Teeter, ShopRite, Shoppers, Earth Origins Market

**Results**

**Time and stores that featured Florida blueberries**

Florida blueberries first appeared the first week of April (April, 4<sup>th</sup>, 2015) in Shaw’s Super, Portland, Maine. The advertisement simply displayed the blueberries as “Florida Blueberries.” The following week (April 11<sup>th</sup>, 2015), Winn Dixie grocery stores in Miami, Orlando, and Tampa, and a Bi-Lo store in Charleston, South Carolina featured Florida blueberries. All four stores used the Fresh from Florida logo.

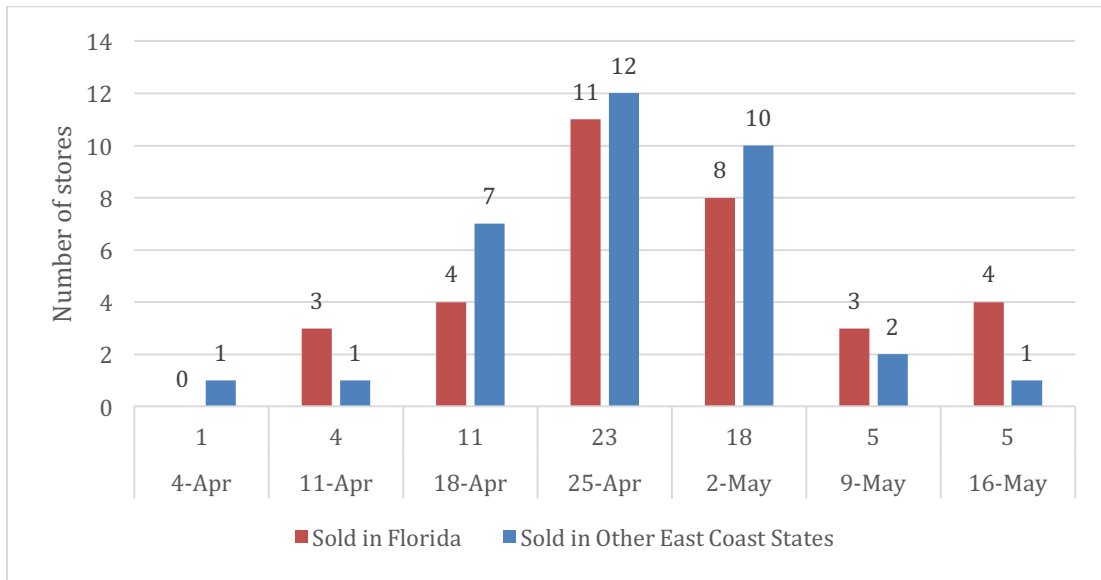
*Figure 1. Number of Grocery Stores Featuring Blueberries and Florida Blueberries from February to June, 2015*



Specific to the weeks when Florida blueberries were featured, Figure 2 compares the number of grocery stores featuring Florida blueberries in Florida and in other states. Among these seven weeks, there were three weeks that Florida had more stores featuring Florida blueberries compared to the number of stores in the rest of the 12 states.



Figure 2. Number of Grocery Stores featuring Florida Blueberries in Florida and in Other States



Specific to each store, Figure 3 shows which grocery chains and the number of stores within each chain that featured Florida blueberries. April 25th had the highest number of stores featuring Florida blueberries. The weeks before April 25th showed a gradual increase and after April 25th showed a gradual decrease. Eleven grocery store chains featured Florida blueberries, the remaining stores including the Fresh Market, Kroger, ALDI, and others did not feature Florida blueberries.

Figure 3. Number of stores from each grocery store chain that featured Florida blueberries over time

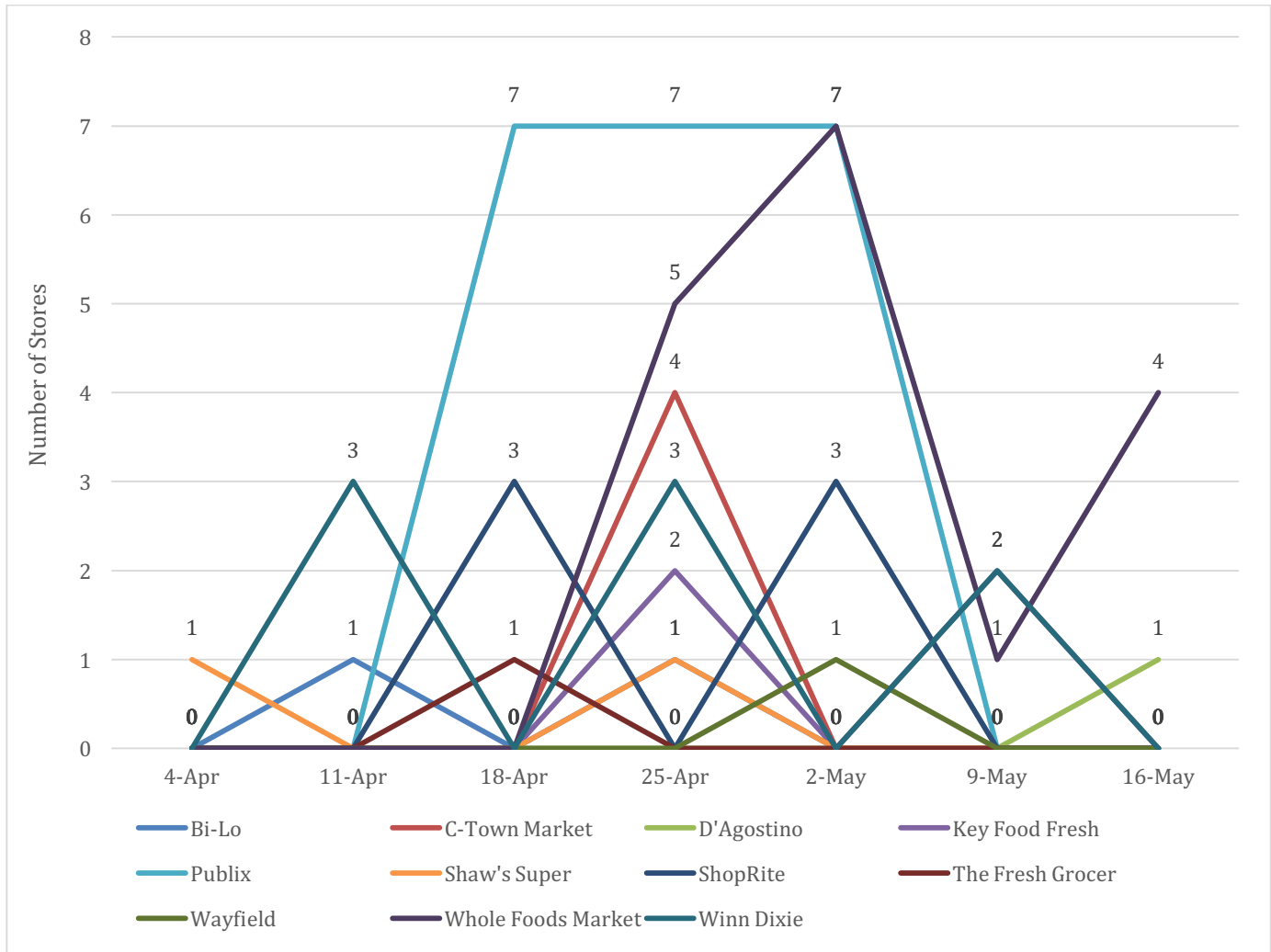


Table 2 shows details of when and how many weeks Florida blueberries were featured in which locations for each grocery chain. Most of the stores such as Publix and C-Town Market featured Florida blueberries the same weeks across different locations. However, Whole Foods Market and Winn Dixie featured Florida blueberries different weeks in different locations.

*Table 2. List of Grocery stores that featured Florida blueberries*

Grocery Stores	Number of weeks	Specific weeks
Whole Foods Market		
Raleigh, NC 27607	1 week	April 25
Charlotte, NC 28210	1 week	April 25
Atlanta, GA 30329	1 week	May 2
Jacksonville, FL 32257	3 weeks	April 25, May 2, May 16
Orlando, FL 32819	3 weeks	April 25, May 2, May 16
Miami, FL 33131	4 weeks	April 25, May 2, May 9, May 16
Tampa, FL 33607	3 weeks	April 25, May 2, May 16
Winn Dixie		
Orlando, FL 32806	3 weeks	April 11, April 25, May 9
Miami, FL 33145	2 weeks	April 11, April 25
Tampa, FL 33619	3 weeks	April 11, April 25, May 9
Bi-Lo		
Charleston, SC 29403	2 weeks	April 11, April 25
Key Food Fresh		
New York City, NY 10009	2 weeks	April 25, May 9
Brooklyn, NY 11228	2 weeks	April 25, May 9
Publix		
Charlotte, NC 28273	3 weeks	April 18, April 25, May 2
Charleston, SC 29412	3 weeks	April 18, April 25, May 2

Tracking Florida Blueberries in Online Weekly Advertisement of East Coast Grocery Stores

	Atlanta, GA 30308	3 weeks	April 18, April 25, May 2
	Jacksonville, FL 32204	3 weeks	April 18, April 25, May 2
	Orlando, FL 32801	3 weeks	April 18, April 25, May 2
	Miami, FL 33130	3 weeks	April 18, April 25, May 2
	Tampa, FL 33606	3 weeks	April 18, April 25, May 2
Shaw's Super			
	Portland, ME 04102	2 weeks	April 4, April 25
ShopRite			
	Brooklyn, NY 11230	2 weeks	April 18, May 2
	Philadelphia, PA 19148	2 weeks	April 18, May 2
	Baltimore, MD 21207	2 weeks	April 18, May 2
C-Town Market			
	Hartford, CT 06114	1 week	April 25
	New York City, NY 10038	1 week	April 25
	Brooklyn, NY 11223	1 week	April 25
	Philadelphia, PA 19132	1 week	April 25
D'Agostino			
	New York City, NY 10014	1 week	May 16
The Fresh Grocer			
	Philadelphia, PA 19122	1 week	April 18
Wayfield			
	Atlanta, GA 30311	1 week	May 2

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**Florida Blueberries prices**

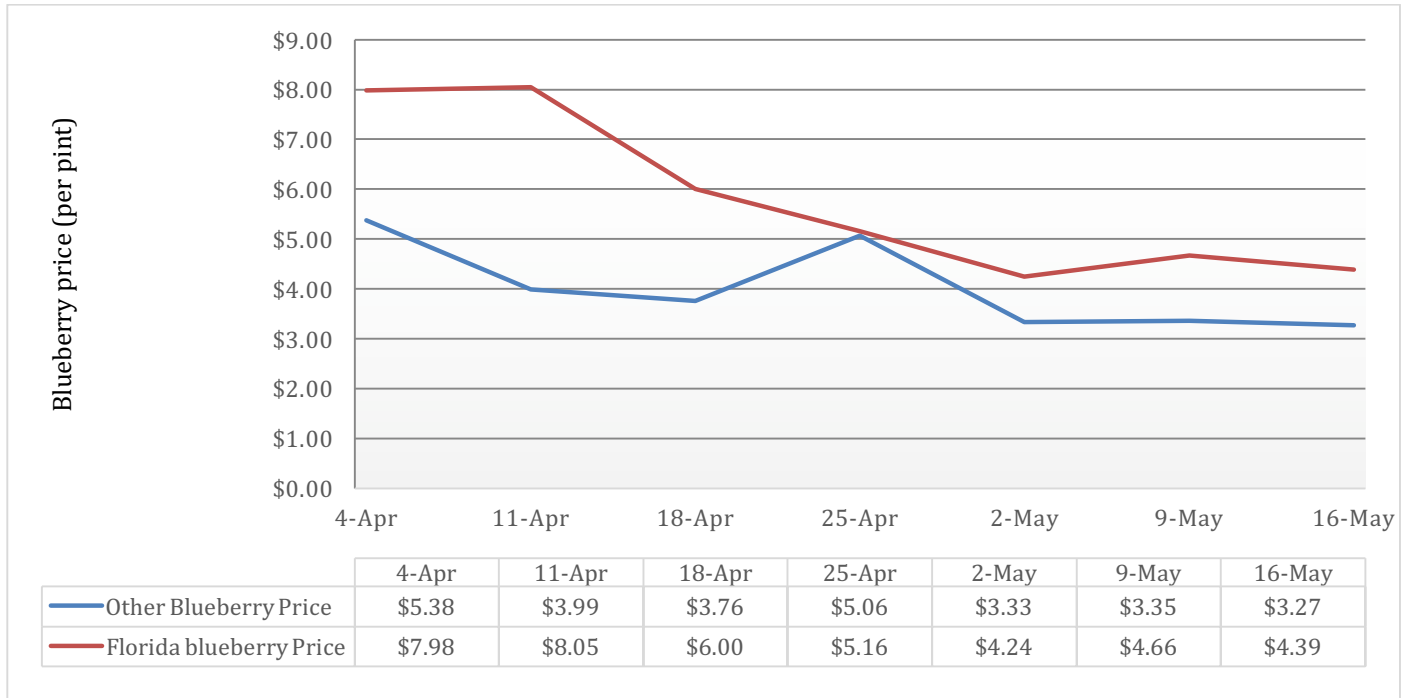
Figure 4 compares the prices between Florida blueberries and non-Florida blueberries during the seven weeks that Florida blueberries were featured in east coast states. Other blueberries, represented by the blue line, include organic and non-organic blueberries from other states. There were not any organic Florida blueberries advertised. Prices were taken from online advertisements. Due to variety of units (e.g. pint, pound, and ounces) used to advertise blueberry prices, all prices were converted to the unit of pint for consistency. Florida blueberries were more expensive than other blueberries except on May 16<sup>th</sup>. Florida blueberry prices in the online grocery ads were \$0.82 higher per pint than overall blueberry prices over that seven weeks.

*Figure 4. Florida Blueberry price and other blueberry price per pint from the online grocery ads comparison over time*



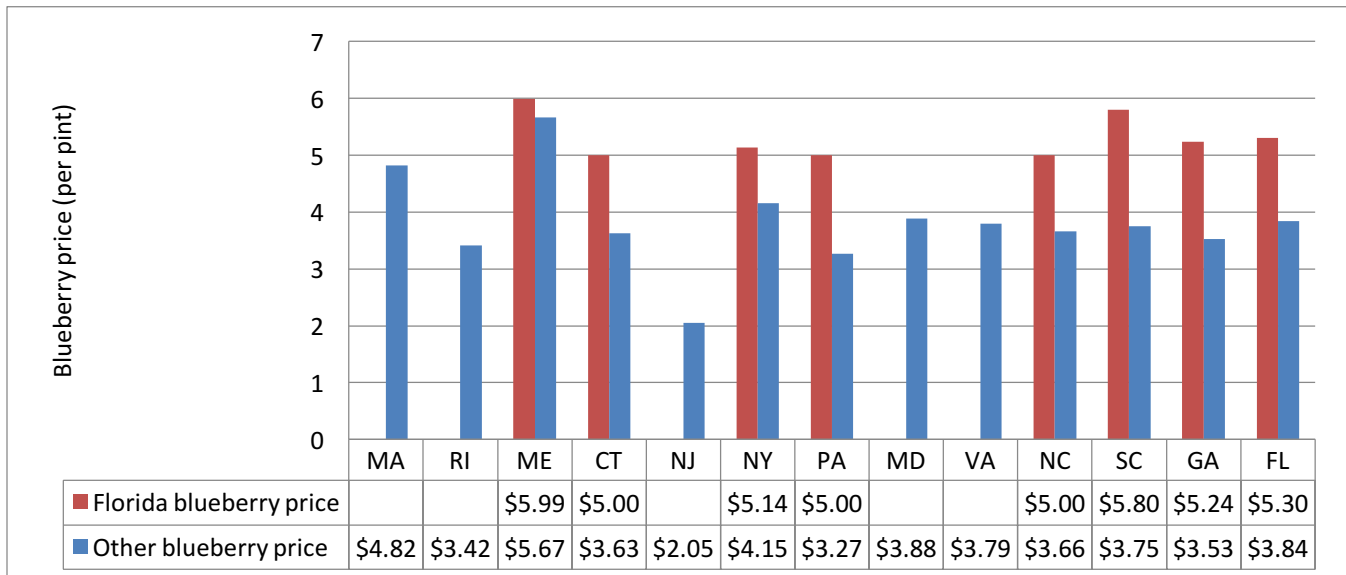
Since no organic blueberries were advertised in Florida, the researcher removed the organic blueberries, and compared the price of Florida blueberries and non-Florida non-organic blueberries over the seven weeks. Figure 5 shows that after removing organic blueberries, Florida blueberries are more expensive than non-Florida, non-organic blueberries over the seven weeks. On average, Florida blueberries were \$1.76 more expensive than non-Florida, non-organic blueberries over the seven weeks.

Figure 5. Florida Blueberry price and other non-organic blueberry price per pint from the online grocery ads comparison over time



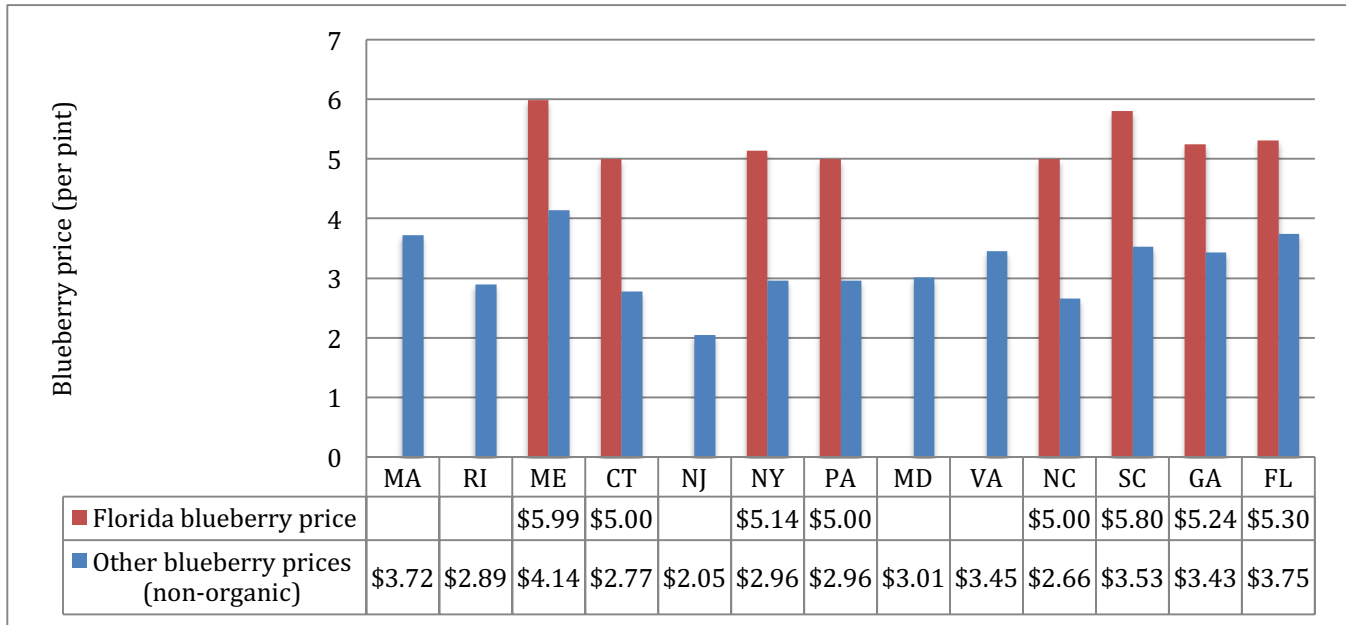
Specific to each state, Figure 6 compares the price of Florida blueberry and non-Florida blueberries per pint from the online advertisements across east coast states. Florida blueberry prices were only available for seven weeks from April 4<sup>th</sup> to May 16<sup>th</sup>. Eight (ME, CT, NY, PA, NC, SC, GA, and FL) out of 13 states featured Florida blueberries. The average price per pint for blueberries not grown in Florida was calculated from prices available from February 4<sup>th</sup> to June 21<sup>st</sup> in each state (21 weeks). For all the states that featured Florida blueberries, Florida blueberry prices were higher than the prices of blueberries not grown in Florida. On average, Florida blueberries were \$1.37 more expensive.

Figure 6. Blueberry price comparison across east coast states (including organic and non-organic blueberries)



Since no Florida-grown, organic blueberries were advertised on the grocery store websites studied, Figure 7 removed organic blueberries and compared the price of Florida blueberries (advertised in seven weeks) and non-Florida grown, non-organic blueberries (featured in 21 weeks). After removing organic blueberries, the price of Florida blueberries was on average \$2.03 more expensive than non-Florida non-organic blueberries.

Figure 7. Blueberry price comparison across east coast states (non-organic blueberries only)



### Textual Analysis

The text of the blueberry advertisements, in the online weekly advertisements, was analyzed. Major themes that emerged were produce location and promotional information. The theme of promotional information included subthemes of promotional offers such as reduced price, health benefits such as “alternative healthy snacks,” adjectives when describing blueberries such as “sweet” “fresh,” and blueberry selling strategies presented on the advertisement such as “buy one get one free.”






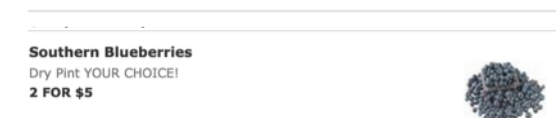

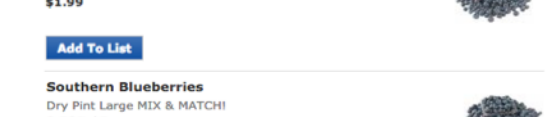
### Produce location

The growing location of blueberries was indicated in some online weekly advertisements. Some locations in the advertisements covered wider geographic areas than others, such as “Imported” or “Southern grown,” some locations were specific to U.S. states. Below is a bulleted list of the different growing locations seen in the advertisements. Additionally, Table 3 provides a summary of the growing location as well as corresponding store, zip code, date of the advertisement, and image that appeared in the advertisement.

- Imported
- Southern grown
- Chilean blueberries
- Florida
- Georgia
- New Jersey

- North Carolina
- California

**Table 3. Details of blueberry advertisements that specified the blueberry growing location**

Growing location	Store	Zip Code	Date	Image
Imported	D'Agostino	New York City	2/21	
Imported	Shaw's Super	Portland	2/7	
Imported	Shaw's Super	Portland	2/21	
Southern Grown	Key Food Fresh	New York City	5/23	
Southern Grown	Key Food Fresh	New York City Brooklyn	5/30	
Southern Grown	Key Food Fresh	New York City Brooklyn	6/8	
Southern Grown	Key Food Fresh	New York City Brooklyn	6/13	
Southern Grown	Key Food Fresh	New York City Brooklyn	6/20	



Tracking Florida Blueberries in Online Weekly Advertisement of East Coast Grocery Stores

Southern Grown Key Food Fresh New York City Brooklyn 6/26

Southern Blueberries  
4.4 Oz Cont Organically Grown  
\$2.99



Add To List



Southern Grown Wayfield Atlanta 5/23



Southern Grown Wayfield Atlanta 5/30

Southern Grown Publix Charlotte Charleston Atlanta Jacksonville Orlando Miami Tampa 5/9

Southern Grown Winn Dixie Orlando Miami Tampa 5/16



Southern Grown Winn Dixie Orlando Miami Tampa 5/23



*fresas o arándanos*  
**CALIFORNIA STRAWBERRIES**  
 1 lb. package or  
**SOUTHERN GROWN BLUEBERRIES**  
 1 pint or  
 6 oz. raspberries or blackberries  
**\$2.95**  
 With card

With card



*arándanos*  
**SOUTHERN GROWN BLUEBERRIES**  
 Pint  
**\$2**  
 With card

Southern Grown Winn Dixie Orlando Tampa 6/8

Southern Grown Bi-Lo Charleston 5/16

*arándanos*  
**SOUTHERN GROWN BLUEBERRIES**  
 Pint  
 Save up to \$4.99 on 2 with card  
**GET 1 FREE**

Southern Grown Bi-Lo Charleston 5/23



*arándanos*  
**CALIFORNIA STRAWBERRIES**  
 1 lb. package or  
**SOUTHERN GROWN BLUEBERRIES**  
 1 pint or  
 6 oz. raspberries or blackberries  
**\$2.95**  
 With card

Southern Grown Bi-Lo Charleston 6/8

**SOUTHERN GROWN BLUEBERRIES**  
 Pint  
**\$2**  
 With card

Southern Grown C-Town Market Hartford New York City Brooklyn Philadelphia 6/20



**SOUTHERN BLUEBERRIES**  
**1.99**  
 Fresh 1 Pt. Cntr.  
 Valid 6/19/15 - 6/25/15  
[Larger View](#) ADD TO LIST

Chilean Grown Wayfield Atlanta 3/9



6 Oz. Container - Chilean Grown  
**Sweet Ripe Blueberries**  
**\$2.99** Ea.  
 Blueberries are high in fiber, Vitamin C, & antioxidants. They are delicious & nutritious!



6 Oz. Pkg. - Chilean Grown  
**Plump Juicy Blueberries**  
**\$2.99** Ea.  
 Blueberries are high in fiber, Vitamin C, & antioxidants. They are delicious & nutritious!

Chilean Grown Wayfield Atlanta 3/28



**Sweet Blueberries**  
**\$3.99**  
 Details:  
 pint cont., Product of Chile  
 Prices valid 02/22/15 - 02/28/15  
Add to List

Product of Chile ShopRite Brooklyn Philadelphia Baltimore 2/21

Chilean blueberries D'Agostino New York City 4/11



**Chilean Blueberries**  
 6 oz.  
**\$2.99** ea.

Tracking Florida Blueberries in Online Weekly Advertisement of East Coast Grocery Stores

Florida Publix  
 Charlotte  
 Charleston  
 Atlanta  
 Jacksonville  
 Orlando  
 Miami  
 Tampa 4/18

Red Raspberries or Florida Blueberries  
**2 FOR 6.00**  
 Try on Cereal or as a Healthy Snack, 6-oz pkg.  
 SAVE UP TO 2.98 ON 2  
 Effective 4/16 - 4/22  
 Add To List Print

Florida Publix  
 Charlotte  
 Charleston  
 Atlanta  
 Jacksonville  
 Orlando  
 Miami  
 Tampa 4/25

Red Raspberries or Florida Blueberries  
**2 FOR 5.00**  
 Great in Cereal or as a Healthy Snack, 6-oz pkg.  
 Effective 4/23 - 4/29  
 Add To List Print

Florida Publix  
 Charlotte  
 Charleston  
 Atlanta  
 Jacksonville  
 Orlando  
 Miami  
 Tampa 5/2

Florida Blueberries  
**3.99**  
 New Crop, A Healthy Snack Alternative, 1-pt pkg.  
 SAVE UP TO 1.00  
 Effective 4/30 - 5/6  
 + SHOPPING LIST PRINT

Florida Winn Dixie  
 Orlando  
 Miami  
 Tampa 4/11

Fresh Florida  
 arándanos  
**FRESH BLUEBERRIES**  
 4.4-6 oz.  
**With card**  
**\$3.49**  
 PAGE 5  
 3 lb. bag

Florida Winn Dixie  
 Orlando  
 Miami  
 Tampa 4/25

Fresh Florida  
 arándanos  
**BLUEBERRIES**  
 6 oz.  
**With card**  
**\$2.99**  
 ADD ITEM

Florida Winn Dixie Orlando Tampa 5/9



PRODUCT OF FLORIDA

Conventional **Blueberries**

Locally grown at CLEAR SPRINGS,  
BARTOW, FL

**2 for \$6**

REG. \$4.49

Valid 4/22 - 4/28

Florida Whole Foods Market Raleigh Jacksonville Orlando Miami Tampa 4/25



FRESH BLUEBERRIES  
4.4-6 oz.

**\$3.49**

With card

3 lb. bag

Florida Bi-Lo Charleston 4/11



arándanos BLUEBERRIES  
6 oz.

**\$2.99**

With card

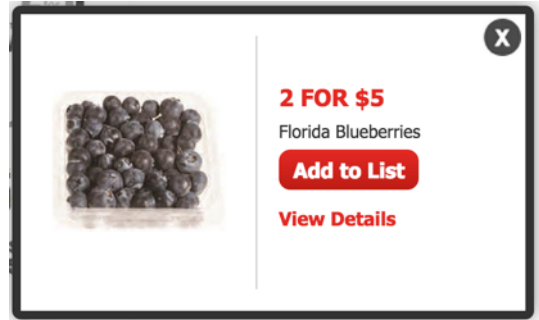
Florida Bi-Lo Charleston 4/25

Florida C-town Market New York City Hartford Brooklyn Philadelphia 4/25

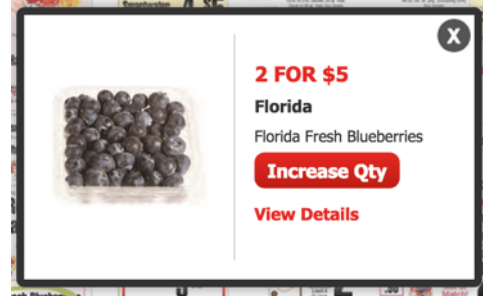


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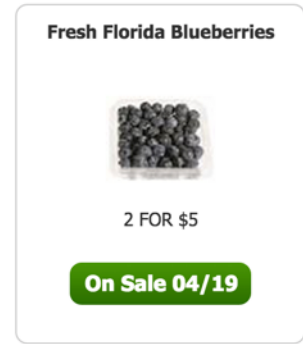
Florida ShopRite Brooklyn Philadelphia Baltimore 4/18



Florida ShopRite Brooklyn Philadelphia Baltimore 5/2



Florida The Fresh Grocer Philadelphia 4/18



Florida D'Agostino New York City 5/16



Florida Key Food Fresh New York City Brooklyn 5/9

**Fresh Florida Blueberries**  
6 Oz Cont  
**2 FOR \$5**

[Add To List](#)



Tracking Florida Blueberries in Online Weekly Advertisement of East Coast Grocery Stores

Florida Shaw's Super Portland 4/15



Georgia Kroger Atlanta 5/16



Georgia Kroger Atlanta 5/23



Georgia Kroger Atlanta 5/30



Georgia Kroger Atlanta 6/8



Georgia Kroger Atlanta 6/13



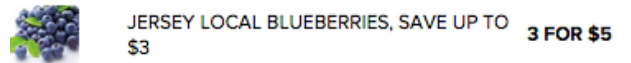
Tracking Florida Blueberries in Online Weekly Advertisement of East Coast Grocery Stores

Georgia Kroger Atlanta 6/20



Item	Price
------	-------

New Jersey Fareway New York City Brooklyn 6/20



New Jersey D'agostino New York City 6/26



New Jersey Key Food Fresh New York City Brooklyn 6/26



New Jersey Shaw's Super Portland 6/26



New Jersey Whole Foods Market New York City 6/26

**LOCAL NEW JERSEY**  
**Blueberries**

Jazz up everything from cereal to salads to angel food cake. They're an antioxidant bonanza.

**\$2.99 ea**  
 Regular \$4.99  
**YOU SAVE \$2 OFF**  
 Valid 6/23 - 6/30

**\$2 OFF**



New Jersey Whole Foods Market Boston Providence Portland West Hartford 6/26

**FROM NEW JERSEY**  
**Blueberries**  
 Mildly sweet, somewhat tart with a tangy flavor, they have one of the highest antioxidant capacities among all fruit.  
**\$3.00 ea**  
 Regular \$3.99 each  
**YOU SAVE 99¢ OFF**  
 Valid 6/24 - 6/30

**99¢ OFF**

North Carolina Whole Foods Market Jacksonville Orlando Miami Tampa 6/20

**NORTH CAROLINA**  
**Conventional Blueberries**  
**2 for \$6**  
 Reg. \$4.29  
 Valid 6/17 - 6/23

North Carolina Lowe's Foods Raleigh 5/30

**New Crop NORTH CAROLINA BLUEBERRIES**  
 Produce a palooza PINT BASKET EACH CHARGED AT HALF PRICE local. The Finest Acts Picked From Over 200 Local Farms May Thru September

**BUY 1 GET 1 FREE!**

**Add To List**

**North Carolina Blueberries**  
 pint save up to \$4.98 on 2 LOCAL  
**2 FOR \$5 With Card**



**Add To List**

North Carolina Lowe's Foods Raleigh 6/20

**North Carolina Blueberries**  
 pint save up to \$4.98 on 2 LOCAL  
**2 FOR \$5 With Card**



**Add To List**

North Carolina Lowe's Foods Raleigh 6/26

North Carolina Wayfield Atlanta 6/26



CALIFORNIA  
Organic Blueberries  
(1 pint)

**\$3.99 ea**  
Regular \$4.99 each  
**YOU SAVE 20% OFF**  
Valid 5/13 - 5/19

20% OFF

California Whole Foods Market Philadelphia 5/16

CALIFORNIA  
Organic Blueberries  
Grown by farmers who work hard to protect human health and the environment. (1 pint)

**\$3.99 ea**  
Regular \$5.49 each  
**YOU SAVE \$1.50 OFF**  
Valid 5/20 - 5/26

\$1.50 OFF


California Whole Foods Market Philadelphia 5/23

CALIFORNIA  
Organic Blueberries  
(1 pint)

**\$3.99 ea**  
Regular \$4.99 each  
**YOU SAVE 20% OFF**  
Valid 5/13 - 5/19

20% OFF

California Whole Foods Market Baltimore 5/16

California	Whole Foods Market	Baltimore	5/23	
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**Promotional information**

Words used to promote blueberries were also analyzed in the grocery store advertisements. Promotional information from the blueberries advertisements was summarized into “promotional offers”, “health benefits”, “adjectives to describe blueberries,” and different blueberry selling strategies presented on advertisements.

**Promotional offers**

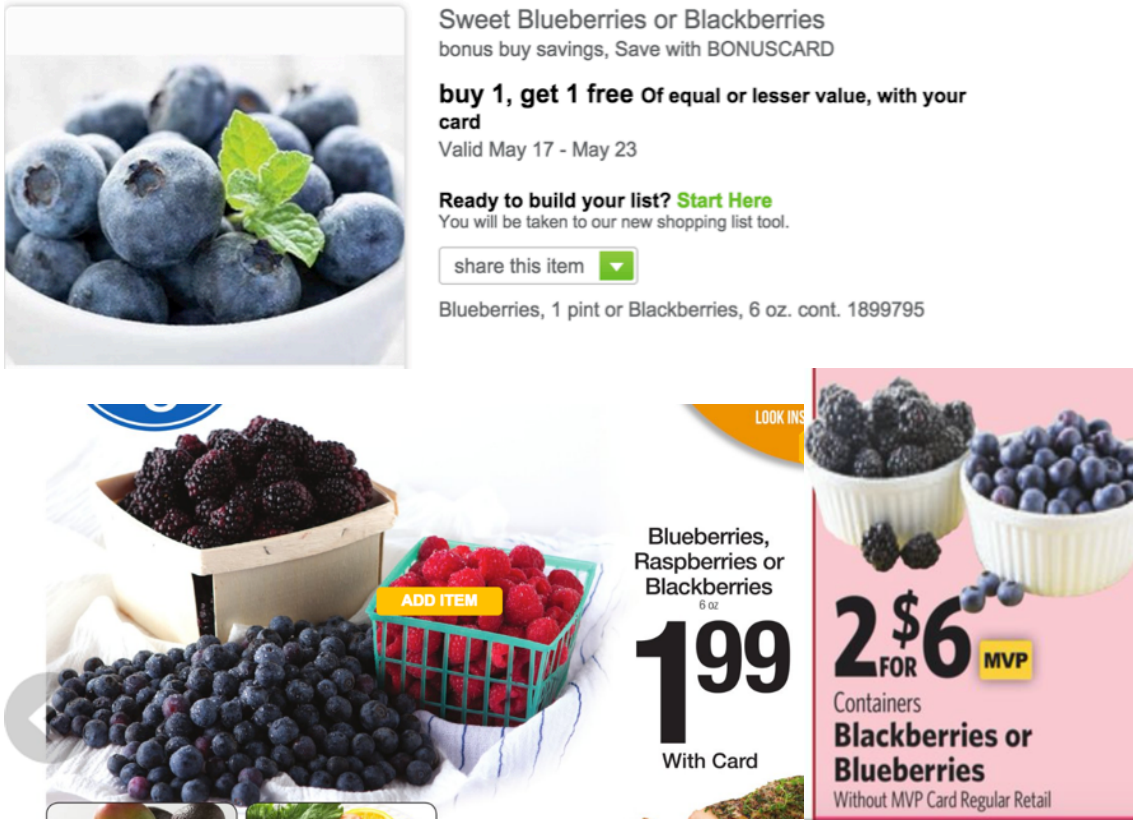
Several stores (e.g. Publix, Shop & Shop) offered “buy one get one free deal with equal or lesser value.” A great number of stores had price deals such as discounts, reduced price, and pay less if buy more. For example, California blueberries in a Whole Foods Market advertisement had an offer of “20% off, \$3.99 ea, Regular \$4.99 ea.” Whole Foods Market also compared regular prices and current prices “\$3.99 PT, REG. \$5.99 PT, SAVE \$2”. Others stores such as Key Food Fresh and Earth Fare also showed the amount saved on the advertisement. Figure 8 shows examples of the online ads with promotional offers.

*Figure 8. Promotional offers (example from Whole Foods Market, ALDI, and Earth Fare)*



In addition to a specific reduced price, several stores advertised the use of *card* to receive special deals. For instance, Food Lion advertised blueberries with “2 For \$6 Blackberries or Blueberries, Without MVP card Regular retail;” Martin’s Food Market presented “Sweet blueberries or blackberries, Bonus buy savings, save with Bonuscard;” Kroger advertisements showed “Blueberries, Raspberries, and Blackberries, 1.99 with card”. Examples of promotional offers with card are shown on Figure 9.

Figure 9. Promotional offers with card (examples from Food Lion, Martin’s Food Market, and Kroger)



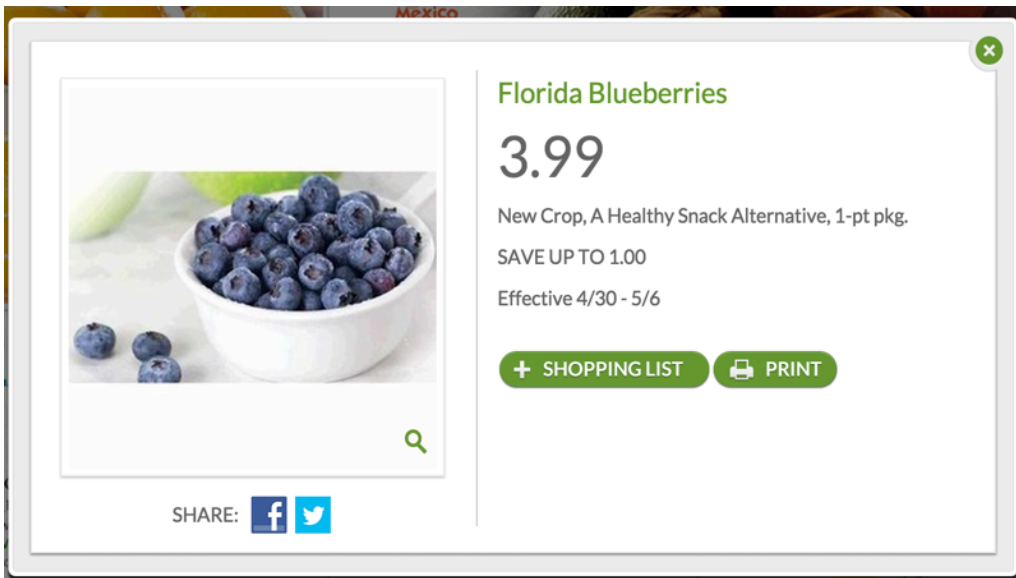
The figure displays three promotional offers for berries, each featuring a photograph of the fruit and associated text:

- Top Offer (Food Lion):** A photograph of blueberries in a white bowl with a mint leaf. Text: "Sweet Blueberries or Blackberries", "bonus buy savings, Save with BONUSCARD", "buy 1, get 1 free Of equal or lesser value, with your card", "Valid May 17 - May 23", "Ready to build your list? [Start Here](#)", "You will be taken to our new shopping list tool.", "share this item" button, "Blueberries, 1 pint or Blackberries, 6 oz. cont. 1899795".
- Bottom Left Offer (Martin's Food Market):** A photograph of three berry baskets (blackberries, raspberries, and blueberries). Text: "ADD ITEM" button.
- Bottom Right Offer (Kroger):** A photograph of two berry baskets (blackberries and blueberries). Text: "LOOK INS", "Blueberries, Raspberries or Blackberries", "6 oz", "1.99", "With Card", "2 FOR \$6 MVP", "Containers Blackberries or Blueberries", "Without MVP Card Regular Retail".

### Health benefits

A few stores offered one or two sentences describing health benefits of blueberries or a combination of berries. Publix described Florida blueberries as “New crop, A healthy snack alternative,” and described a mix promotion of strawberries, blueberries, and raspberries “Delicious and Nutritious.” The Fresh Market described blueberries “For a healthy snack fresh or frozen, blueberries are rich in antioxidants and high in vitamin C.” Figure 10 shows examples of the online ads describing blueberry’s health benefits.

Figure 10. Examples of health benefits themes from Publix and The Fresh Market



Mexico

Florida Blueberries

3.99

New Crop, A Healthy Snack Alternative, 1-pt pkg.

SAVE UP TO 1.00

Effective 4/30 - 5/6

+ SHOPPING LIST PRINT

SHARE: f t



Strawberries, Blueberries, or Red Raspberries

2 FOR 5.00

Delicious and Nutritious, 6 or 16-oz or 1-pt pkg.

SAVE UP TO 1.00 ON 2

Effective 6/4 - 6/10

+ SHOPPING LIST PRINT

SHARE: f t



**Featured Item**

**"New Crop" Blueberries**

12 oz, Conventional from USA

Rich in antioxidants blueberries are great with cereal, yogurt, or as a frozen snack.

**3 for 10.00**


Save \$4.97 on 3

**Adjectives when describing blueberries**

In addition to the prices on the advertisements, some stores, during some weeks, used only one word to describe blueberries. Those words were “Fresh”, “Sweet”, “Organic”, and “Plump & Juicy”. For example, blueberries on ShopRite only presented “Fresh blueberries” or “Sweet blueberries” or “organic blueberries” besides price. Blueberries in the Wayfair online weekly advertisement were constantly described as plump, juicy, sweet and/or ripe. These adjectives also appeared on blueberry advertisements of other grocery stores coupled with other promotional or health benefits descriptions.


Figure 11. Adjectives when describing blueberries (examples from Harris Teeter, Winn Dixie, Lowe’s Foods, ShopRite, Wayfield, Martin’s Food Market)

**Fresh Blueberries**



your wellness CHOICE


Pint Save Big! **\$2.99**




**FRESH BLUEBERRIES**  
4.4-6 oz.  
With card **\$3.49**

**Sweet Blueberries**  
Pint  
2 FOR \$6 with Just SAVE SAVINGS card

**Add To List**






**Sweet Blueberries**  
**\$3.99**  
Details:  
dry pint  
Prices valid 05/24/15 - 05/30/15

**Add to List**

6 Oz. Pkg.  
**Sweet Juicy Plump Blueberries**  
**\$2.99** Ea.



*Blueberries are high in fiber, contain C, V, K, & antioxidants, iron, manganese & potassium.*



*Different blueberry selling strategies presented on advertisements*

Most of the blueberries were advertised using an image of a container or pile of blueberries. Some blueberries were advertised together with other fruits or vegetables. Publix advertised blueberries together with strawberries and raspberries: “Strawberries, Blueberries, or Raspberries. Delicious and Nutritious 1-pt or 6 or 16oz pkg. Concord Strawberry smoothie Mix.” Food Lion presented blueberries with Blackberries: “Container Blackberries or Blueberries, 2 for \$4.” Blueberries mixed with other fruits in one container were also advertised on weekly online advertisements Shaw’s Super advertised “Fresh cut strawberry, Mixed berry or Mango Strawberry bonus.”

*Figure 12. Selling only blueberries (examples from Shop & Shop and ALDI),*

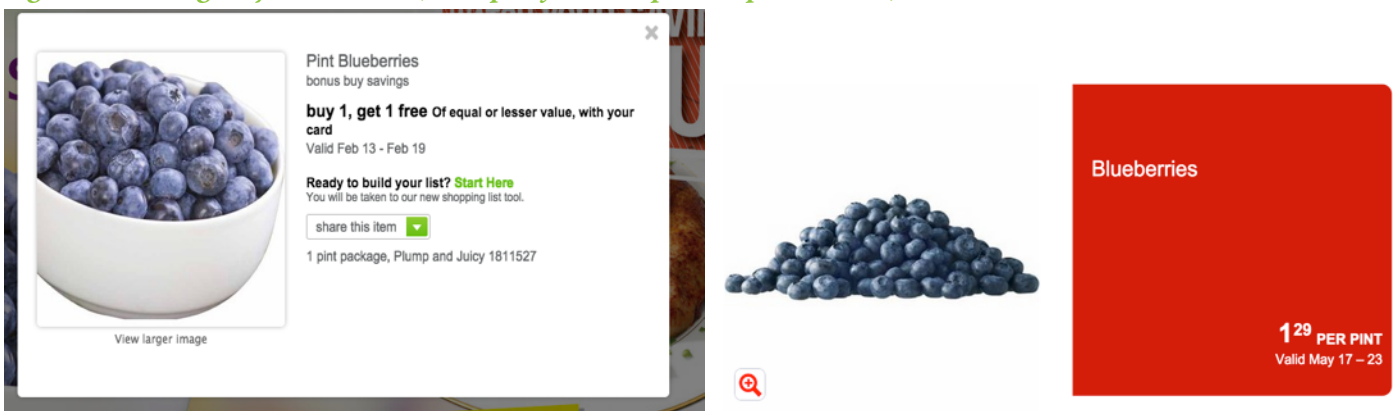


Figure 13. Choosing blueberries or other fruits and vegetables (examples from Publix, Food Lion, and Shop & Shop)

Figure 14. Selling mixed berries in one container (Example from Shaw's Super and Hannaford Supermarket)







### Visual Analysis

One item on a grocery online weekly advertisement takes a relatively small space than a regular advertisement of a product. This small space could combine one or multiple visual elements. The visual elements of blueberries were categorized into four groups “State-specific logo,” “Product quality related visuals,” “Product price related visuals,” and “Forms of blueberries”.

### State-specific logo

Among the locations that were specific to U.S. States, only Florida and Georgia had their own logo, Fresh from Florida and Georgia Grown (see Figure 15, Figure 16). Only Winn Dixie, Bi-lo, and C-town market used the Fresh from Florida logo in its advertisements. Only Kroger used the Georgia Grown logo in its advertisements.

Figure 15. Fresh from Florida logo (Examples from Winn Dixie, Bi-Lo, and C-town market)



Figure 16. Examples of Georgia Grown logo from advertisement on Kroger



### Product quality related logo

Product quality related logos included local food related visuals and organic food related visuals. Specifically, The Whole Foods Market advertised “Buy local” logo, Shaw’s Super presented a “First of the season” logo. Harris Teeter and Earth Fare used different “organic” logos in their advertisements. D’Agostino used USDA Organic logo, “Taste me, Do good” logo in one of their advertisements.

Figure 17. Logos related to local food. (Examples from The Whole Foods Market, D'Agostino, and Shaw's Super)



Figure 18. Logo about organic production. (Examples from online weekly advertisement on Harris Teeters, Earth Fare, and D'Agostino)



### Product price related logo

A few grocery stores created their own product price related logos, including buy one get one free logo and reduced price logos.

Figure 19. Buy one get one free logo. (Examples from Winn Dixie and Shaw's Super)



Figure 20. Reduced price logo (Examples from Hannaford Supermarket and ALDI)

