



NJ Department of Environmental Protection
Pesticide Control Program
Pesticide Evaluation & Monitoring

NJFMEP Direct Marketing Survey – 2008

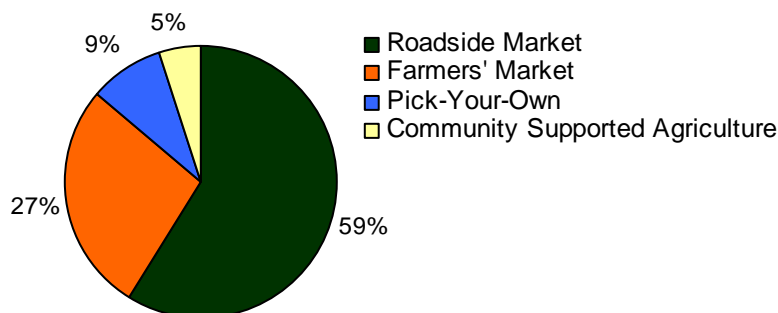
During the winter of 2008, the NJDEP Pesticide Control Program (PCP) provided licensed Private Applicators with the opportunity to receive 1 unit of Core credit for completing a survey. The survey was designed based on the results of the initial overview survey conducted during 2006-2007. This survey focused solely on direct marketing of fresh produce and other specialty items.

19 surveys were completed. The survey indicates that the traditional roadside market is still the most popular direct marketing tool for NJ farmers. Many of those surveyed have been in business for 20 years or more and most operate for 6 months or more a year. Fruits and vegetables are still the staple roadside items, but many markets are diversifying to include herbs, ornamental plants and holiday items as value-added products. Of particular interest is that nearly one-third of those surveyed believe that an effort to support local farmers is what consumers consider most important when purchasing fresh produce. Furthermore, 80% of those surveyed consider word of mouth as their biggest advertising source. It is reasonable to assume that consumers seeking out local produce will most likely consult local residents and businesses to find a local roadside market or community farmers' market. While there appears to be a growing movement, both locally and globally, towards organic produce, only 2 of the 19 farmers surveyed (10%) offer organic items. Although they do not seem to be following the organic trend, 70% of the farmers surveyed do have plans to expand their markets. Increasing the physical size of the market facility and incorporating agri-tourism top the list for market expansion.

Many of the survey responses are supported by what PCP has observed during eight seasons of the NJ Food Monitoring & Evaluation produce sampling project. We will use the survey data to refine the components of the project to better represent direct marketing in NJ. The specific responses to each survey question are presented as follows.

How would you best describe your direct marketing retail outlet? (Please choose ONLY one.)

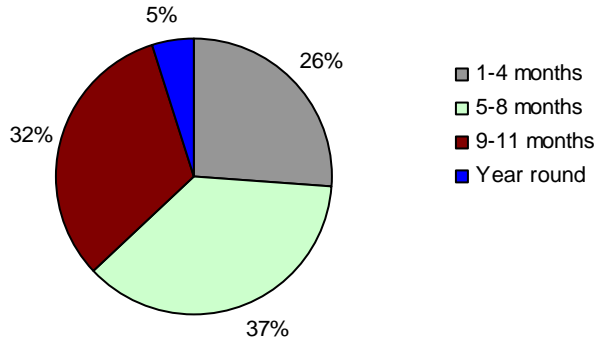
There were 22 responses (some of those surveyed chose more than one.)



How many years has your operation been in business?

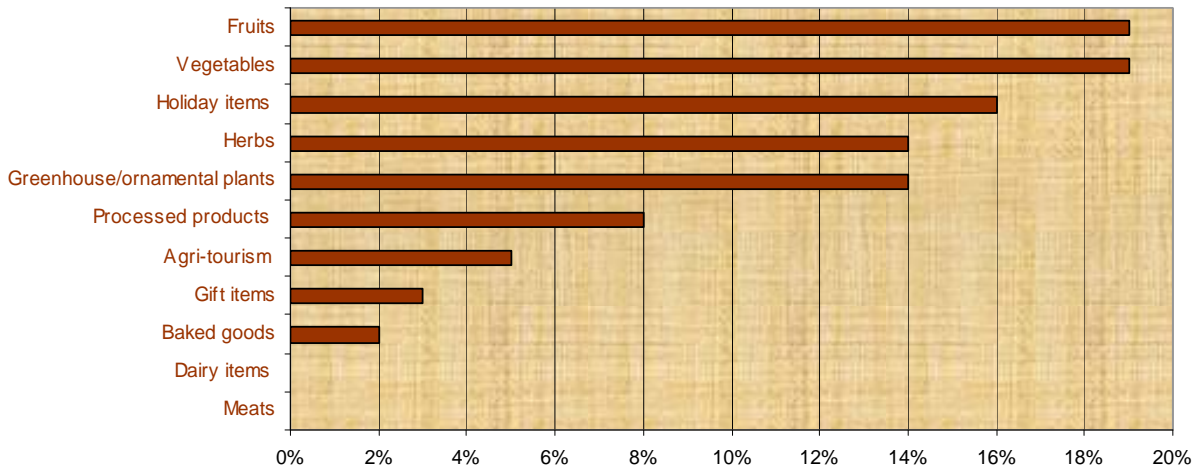
19 responses. The responses ranged from 2-98 years, with an average of 32 years.

How many months in a year is your business open? (Please choose ONLY one.)

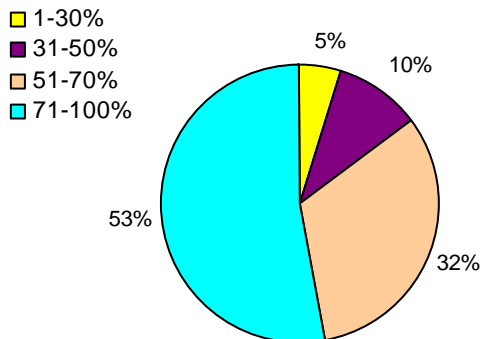


What items do you offer for sale? (Mark all that apply.)

All individuals surveyed chose at least one, most chose more than one.



Of the commodities you sell, what percentage did you grow yourself?

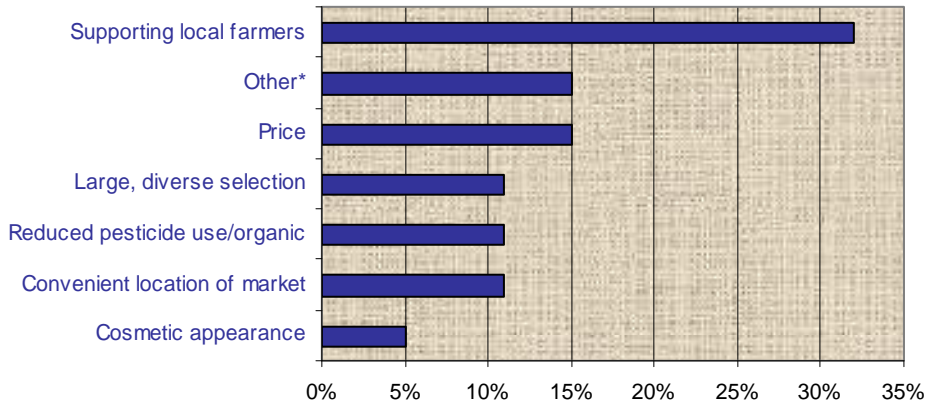


Do you offer any organic items for sale?

2 responded yes.

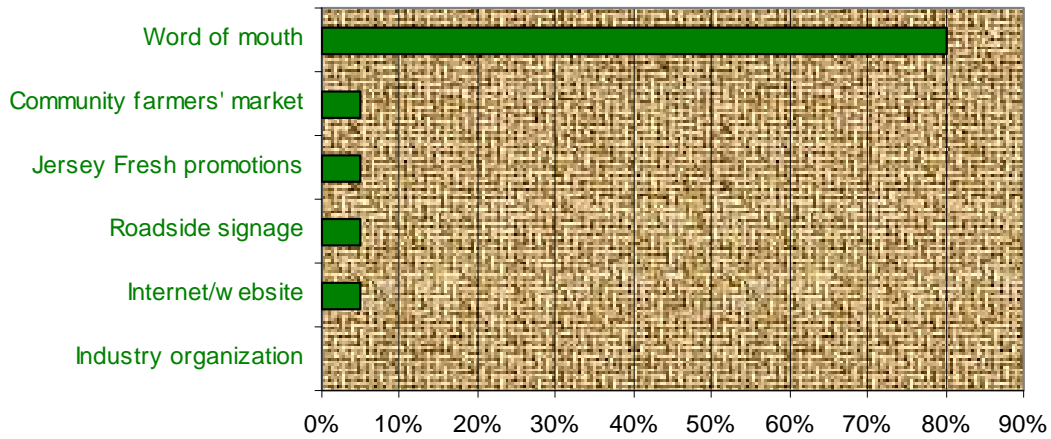
If yes, please list: The responses included all products, and spring mix and pen shoots.

**In your opinion, what do consumers consider MOST important when purchasing fresh produce?
(Please circle ONLY one.)**



*Other responses included freshness and abundance, quality, fresh produce and good quality.

What do you consider your biggest advertising resource? (Please choose ONLY one.)



Do you have plans for expansion?

13 responded yes.

In what area do you plan to expand FIRST? (Please circle ONLY one.)

