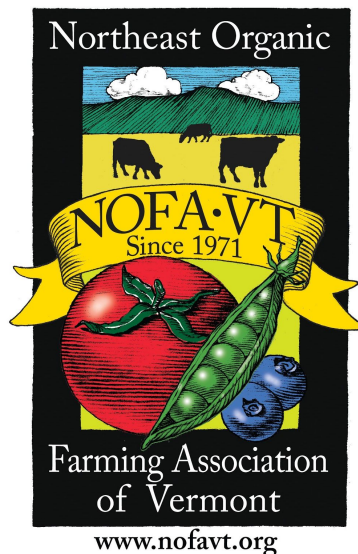


Fresh & Affordable

Full report from NOFA-VT's 2016 study on price competitiveness of products purchased directly from local farmers.



Special thanks to NOFA-VT's 2016 summer intern, Chloe Kidder, for coordinating the study and to Vermont Sustainable Jobs Fund's, Jake Claro, for finalizing the study results.

EXECUTIVE SUMMARY

The Direct Market Pricing Study seeks to determine whether there is a notable difference between the prices of farm products at farmers markets, in Community-Supported Agriculture (CSA) shares, and at farm stands when compared to those of grocery stores¹. In order to determine competitiveness and categorize price differences, an item was considered competitive if it lay within a 10% price range, in accordance with the Vermont Agency of Agriculture Food and Market's (VAAFMM) standards developed in their 2015 Farmers Market Price Report (May 2016).

During the summer of 2016, NOFA-VT completed a direct market pricing study to determine how competitive direct markets are compared to grocery stores for the same products. Fourteen farms from around the state were enrolled in the study. These farms represented both certified organic and conventional practices, were geographically distributed throughout the state and had either or both CSA programs and farm stands. Farmers market data was collected via the VAAFMM Local Food Data Tracking program. Grocery store data was collected by the NOFA-VT Farm to Community Mentors.

Analyzing data from the four collection periods, it was concluded that certified organic products across the different markets (i.e. farm stands, farmers markets, and CSA shares) was competitive with grocery store pricing 55% of the time while conventionally grown products were competitive 24% of the time. Of all of the direct markets studied, CSA shares, both certified organic and conventionally grown, were the most competitive with grocery store pricing (58% and 44% respectively). Farm stands were the least competitively priced with certified organic farmstand prices competitive 52% of the time and conventional 20% of the time. Certified organic products from farmers markets were competitively priced 58% of the time while conventionally grown products were competitive 19% of the time.

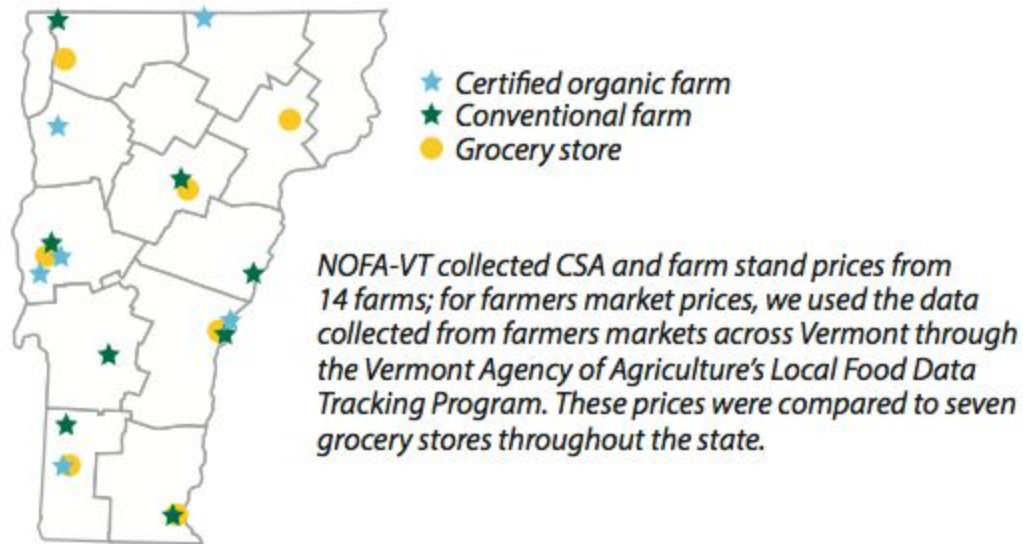
OVERVIEW

METHODOLOGY

NOFA-VT collaborated with 14 farms from around the state. The farms chosen were both certified organic and conventional, were representative of the geographic distribution of farms around the state (farms from 10 of the 14 counties in the state), and had either or both CSA programs and farm stands. **See Map 1.**

¹ Food cooperatives data was also collected but at the time of this report, has not been analyzed..

Map 1.



The CSA farms that participated were chosen in part because of their CSA model - offering a “traditional” produce-based CSA share where the farm creates a basket of goods for the participants on a weekly basis.

The farmers market pricing information came from the VAAFMT Local Food Data Tracking program, which collected weekly pricing data of local foods seasonally available at Vermont Farmers Markets across the state. VAAFMT collaborated with 10 farmers markets across the state to compile a weekly report of the high, low, and average prices for a pre-selected list of goods (<http://agriculture.vermont.gov/localfooddatatracking>)².

Six of NOFA-VT’s Farm to Community mentors from around the state (counties: Addison, Caledonia, Bennington, Washington, Windham, and Chittenden) collected grocery store pricing information during this study to compare the cost of goods available in the direct markets.

The study focused on collecting pricing data during four periods over the summer of 2016. In order to get a representation of the variation of farm prices and farm product offerings over the course of the growing season, data was collected during the following weeks: June 27th, July 18th, August 15th, and September 5th.

Data submission

Farm Stand: For farm stand data, farms were asked to submit the prices via Google Forms, in specified per unit amounts, for 13 items commonly available at farm

² In a given week the VAAFMT typically receives responses from 4-6 out of the ten markets.

stands (see Section III: Sample Forms “Survey” for copy of survey). These 13 items, with their associated unit amount, are shown here:

- **Blueberries** (price per pint)
- **Cantaloupe** (price per pound)
- **Corn:** sweet corn on the cob (price per ear)
- **Cucumbers:** no special or pickling varieties like European or miniature cucumbers (price per pound AND price per cucumber³)
- **Eggs:** large, Grade A (price per dozen)
- **Mesclun:** (priced per pound)
- **Head lettuces:** (price per head)⁴
- **Peas:** snow peas (priced per pound)
- **Peppers:** green bell peppers (price per pound)
- **Potatoes:** Yukon gold and red skinned potatoes-- no fingerlings (price per pound)
- **Green beans:** no other colored varieties (price per pound)
- **Squash:** yellow summer squash (price per pound)
- **Tomatoes:** slicing varieties (price per pound)

The 13 items did not change over the course of the study. In the event that the farm stand was not selling one or more of the 13 items, they left the price blank for that item and moved on to the next. In addition, farms noted if there was a difference in the certification status of the farm stand product from that of their farm when submitting the pricing information.

CSA: For CSA share pricing information, farms submitted a list via Google Forms of the items in their CSAs the week of the data collection, along with the weight of each item (see Section III: Sample Forms “Survey” for copy of survey).

Grocery Store: NOFA-VT mentors used the standard farm stand item list and a changing CSA item list to visit grocery stores around Vermont and recorded the corresponding prices for those items. After the farms had submitted their CSA share items, each mentor received an item list with the CSA share items from one certified organic farm and one conventional farm, to use as they collected pricing information from the grocery stores⁵. The mentors then went to the grocery stores to collect the pricing information in dollars/pound for each of the CSA share items on their lists.

Farmers Market: Each reporting period, the VAAFM farmers market price report was incorporated into the pricing study data set.

³ See “Conclusion” in Section II: “Suggestions for Future Efforts”.

⁴ See “Conclusion” in Section III: “Suggestions for Future Efforts” as there were some difficulties acquiring this information.

⁵ See Section II “Mentor Data Collection Sheets”

Reporting Dates

Each reporting week, farms submitting both farm stand and CSA information submitted their product and associated pricing data at noon on the day following their CSA distribution⁶.

After receiving CSA data, data collection sheets were prepared on Thursday (deadline for farm stand and CSA reporting) and emailed to the Farm to Community Mentors by Friday on noon (see “Data Collection Sheet” in Sample Forms). Over the weekend, mentors visited grocery stores and recorded the pricing information for the 12 standard farm stand items as well as their unique CSA list. Mentors then submitted their completed pricing sheets by the following Monday at noon.

Reminders

To try to control for normal price fluctuation, it was important that the grocery store data be collected close to the CSA distributions. It was therefore necessary that farms submit their data in a timely manner. Reminder emails to farmers were sent the Sunday before the week the data submission was due⁷ and reminder emails to mentors⁸ were sent out on the Monday of the data collection week. Mentors and farmers not responsive via email were called.

Compensation

Farms submitting both CSA and farm stand prices were compensated \$25 per week for each of the four data submission periods for a total of \$100. Farms that submitted information on their CSA or farm stand, but not both, were paid \$15 per week for a total of \$60. The NOFA Mentors were compensated based on the number of hours worked.

ANALYSIS

Calculating Competitiveness

To determine competitiveness, a 10% price range of grocery store prices was calculated to create an upper limit (i.e. 10% of the grocery store price was added onto the observed grocery store price), which was then used to determine whether the price was competitive.⁹ Prices falling at or under the 10% upper limit were deemed competitive. An example of determining competitiveness:

Market	<u>Certified Organic Squash per lb (avg. price)</u>
Farm stand price	\$2.68
Grocery Store	\$2.58

⁶ For farms that offered multiple CSA pick ups only the earliest date was considered.

⁷ See Section IVa “Sample Schedule” for calendar

⁸ See “Farmer Reminder Emails” and “Mentor Reminder Email” in Section IV: Sample Forms

⁹ The 10% price range was chosen to maintain consistency with the Vermont Agency of Agriculture’s definition of competitive pricing.

STEP 1: 10% of \$2.58 = 0.258 → \$2.58+ \$0.258 = \$2.84 (upper limit of 10%)

To determine whether or not certified organic squash at farm stands is competitively priced with certified organic squash at grocery stores, we first calculated what 10% of the grocery store price was and added that onto the price to find the upper limit, or the highest price, that the farm stand could still be within and be considered competitive.

STEP 2: \$2.68 < \$2.84 → **yes**, competitively priced (the farm stand price *does* lie within the 10% price range)

We compared the upper limit we just calculated to the actual farm stand price to see whether the farm stand price was within the 10% range. Because \$2.68 is less than \$2.84 (the highest price possible to still be considered competitive) we concluded that the farm stand price in this instance *was* competitively priced. The same methodology was applied to farmers markets.

For CSA shares, using the weights provided by the farms, the price of the same basket of goods bought at the grocery store was calculated. To calculate the price of the equivalent item at the grocery store the weight in lbs (column three) was multiplied by the price in dollars/pound (column four) (See **Table I.** “Grocery Store Price”).

Table I

<u>Item</u>	<u>Unit</u>	<u>CSA Weight (lbs)</u>	<u>Grocery Store Price</u>	<u>Weight-Adjusted Price</u>
organic cabbage	1	3	\$0.79/lb.	\$2.37

There were 3 lbs. of certified organic cabbage in one of the CSA shares that week and the price per pound of cabbage at the grocery store was \$0.79, so to figure out the equivalent cost of 3 lbs of certified organic cabbage at the grocery store we multiplied the weight by the price per pound.

$$3lb \times 0.79 \frac{\$}{lb} = \$2.37$$

To determine competitiveness of the CSA share, the weight-adjusted prices (column four) for the items in the CSA share were all added up resulting in the total cost of buying all the products in the CSA share at the grocery store that week (See **Table II**). In this example, the six items in the CSA share would have cost \$12.75 from the grocery store.

Table II. CSA Share Grocery Store Price Calculations

<u>Item</u>	<u>Weight (lbs)</u>	<u>Grocery Store Price/Lb</u>	<u>Weight Adjusted</u>
sugar snap peas	1	\$3.99	\$3.99
green beans	1	\$1.99	\$1.99
cucumber	1.5	\$0.79	\$1.19
swiss chard	0.75	\$1.49	\$1.12
zucchini	2	\$1.49	\$2.98
head lettuce	1	\$1.49	\$1.49
	TOTAL		\$12.75

The average weekly cost of the CSA share was determined by dividing the total season share cost by the number of weeks. This cost was then compared for competitiveness with the total cost of all the same items from the grocery store using the competitiveness procedures as outlined earlier in this section.

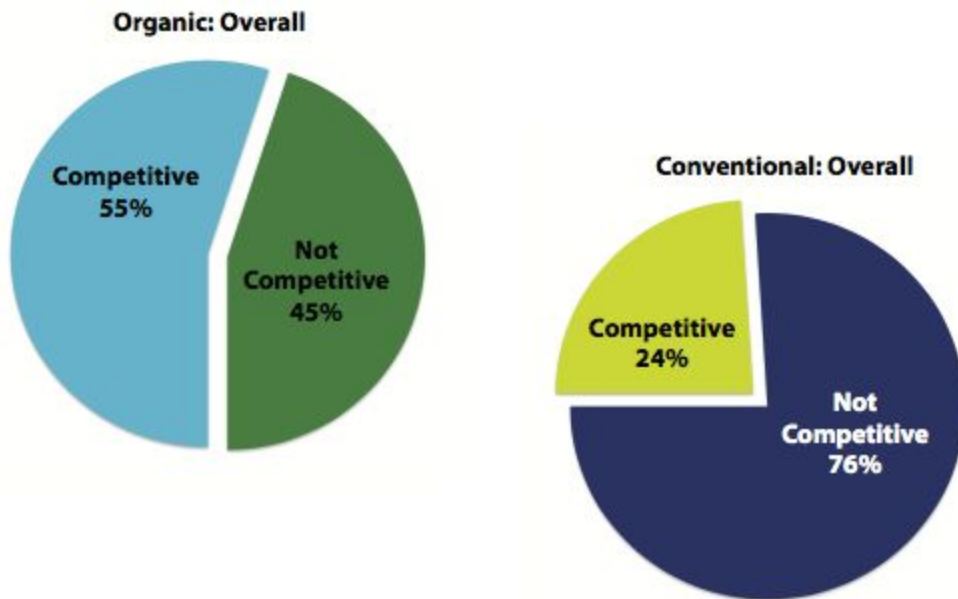
While all efforts were made to control for differences between grocery store and CSA items, many times the grocery stores did not carry some of the items from the CSA share and therefore another grocery store item was substituted in its stead. This means that the grocery store prices reflect the total price of an approximately equivalent basket of goods; however, the two baskets are not identical.

For farmers markets and farm stands, competitiveness was analyzed by month and then averaged over the four months of the study to determine overall competitiveness of the market channel over the course of the season. Since CSAs typically require a seasonal commitment, competitiveness was analyzed over the four month period, rather than by month.

Results Overview

Analyzing data across the four collection periods, it was concluded that certified organic products across the different markets (i.e. farm stands, farmers markets, and CSA shares) were competitive with grocery store pricing 55% of the time while conventionally grown products were competitive 24% of the time. (See **Figure 1.**)

Figure 1. Overall Direct Market Competitiveness with Grocery Store Pricing



Broken down by direct market channel for certified organic products, CSAs and farmers markets were most competitive with grocery stores 58% of the time. Farm stands were competitively priced for certified organic products 52% of the time. For conventional products, CSAs were most competitive with grocery stores 44% of the time, followed by farm stands 20% of the time and farmers markets 19% of the time.

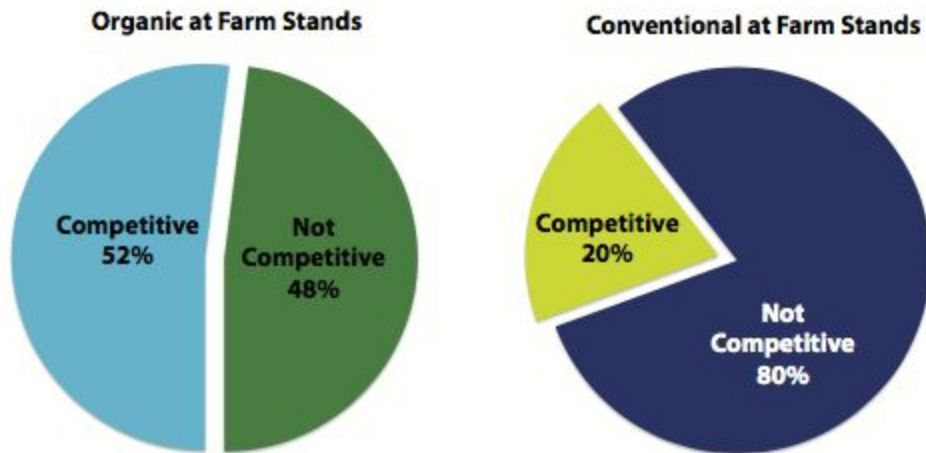
MARKET CHANNEL RESULTS

Farm Stands

Farmstand Overall Results

Comparing farm stand data in aggregate with grocery stores, certified organic farm stand products were competitive 52% of the time and conventional 20% of the time. Out of all of the direct markets studied, certified organic farm stand products were found to be priced the least competitively with grocery stores for certified organic products (See **Figure 2**). .

Figure 2. Farm Stand Competitiveness with Grocery Store Pricing



For the purpose of comparing certified organic prices against conventional prices at farm stands, all reported data for the 13 items were separated into two groups - certified organic and conventional. The average price for each of the 13 items for farm stands was recorded to yield one average price for each farm stand item (e.g. an average price for certified organic cucumbers across farm stands¹⁰). Farm stand price competitiveness varied significantly by month.

June

For the June data collection period, 40% of certified organic products sampled were found to be priced competitively with grocery stores.¹¹ The competitively priced certified organic farm stand items for June were cucumbers and squash. In comparison only 13% of the conventionally grown products (or one out of the eight items for which there was data) were competitively priced. Cucumbers were the only competitively priced conventional item for the month of June. As can be seen in both Figures 2 and 3, the number of price comparisons in June was limited due to either a lack of items to compare with at sampled grocery stores or sampled farm stands not yet having certain products available like blueberries, cantaloupe, and corn.

July

In July, it was found that 78% of the items at certified organic farm stands were competitively priced with grocery stores (i.e. 7 out of 9 items¹² we had data for were less expensive or lay within a 10% price range of the grocery store product). The

¹⁰ See "Pricing Table" in Section III: Analysis

¹¹ Two out of the five items for which there was data were competitively priced.

¹² Only 9 out of the 12 items were examined because the other three lacked data due to availability issues.

competitively priced certified organic items were cucumbers, green bell peppers, head lettuce, potatoes, green beans, squash, and tomatoes. Only 15% of conventionally grown farm stand items in July were competitively priced (i.e. 2 out of the 13 items lay within a 10% price range). The competitively priced conventional farm stand items were cantaloupe and green bell peppers.

August

Certified organic farm stand products were found to be competitive with grocery store pricing 44% of the time.¹³ Conventional farm stand products were competitive 18% of the time.¹⁴ The certified organic competitively priced farm stand products for August were cucumbers, green bell peppers, head lettuce, and squash while the competitively priced conventional items were cantaloupe and head lettuce.

September

Certified organic farm stand products were competitively priced 38% of the time.¹⁵ The competitively priced certified organic farm stand items for the month of September were cantaloupe, squash, and tomatoes. Conventional farm stand products were competitive 31% of the time.¹⁶ The competitively priced conventionally grown farm stand items for the month of September were cantaloupe, peas, squash, and tomatoes.

CSA

CSA Overall Results

Across the four data collection periods, certified organic CSA shares were found to be competitively priced 58%¹⁷ of the time while conventional CSA shares were competitive 44% of the time¹⁸. (See **Figure 3.**)

¹³ Four out of the 9 organic farm stand items for which we had data were found to be competitively priced.

¹⁴ Two out of the 11 conventional farm stand items for which we had data was found to be competitively priced.

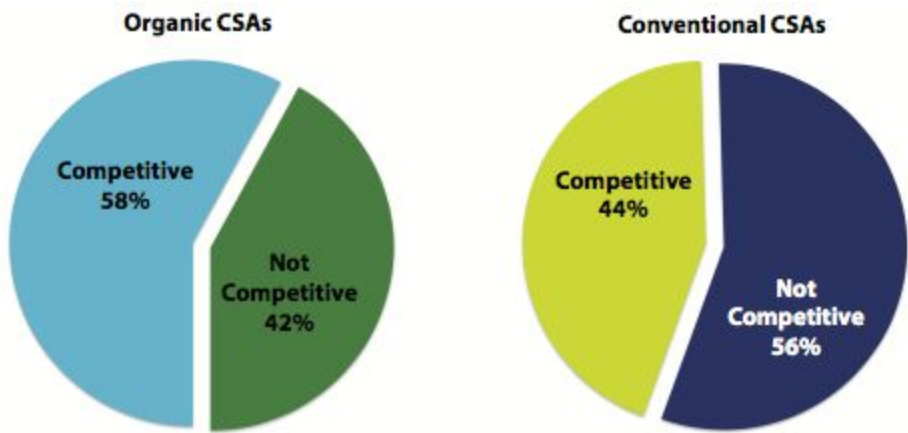
¹⁵ Three out of the 8 certified organic farm stand items for which there was data were found to be competitively priced.

¹⁶ Four out of the 13 items for which there was data were found to be competitively priced.

¹⁷ Of the eighteen conventional CSA observations, eight were competitively priced. Seven out of the twelve certified organic CSA observations were competitively priced

¹⁸ It is important to note that these percentages are based off of pricing information from July, August and September only because there was not enough accurate CSA share pricing information to draw conclusions about price competitiveness for the month of June.

Figure 3. CSA Competitiveness with Grocery Store Pricing

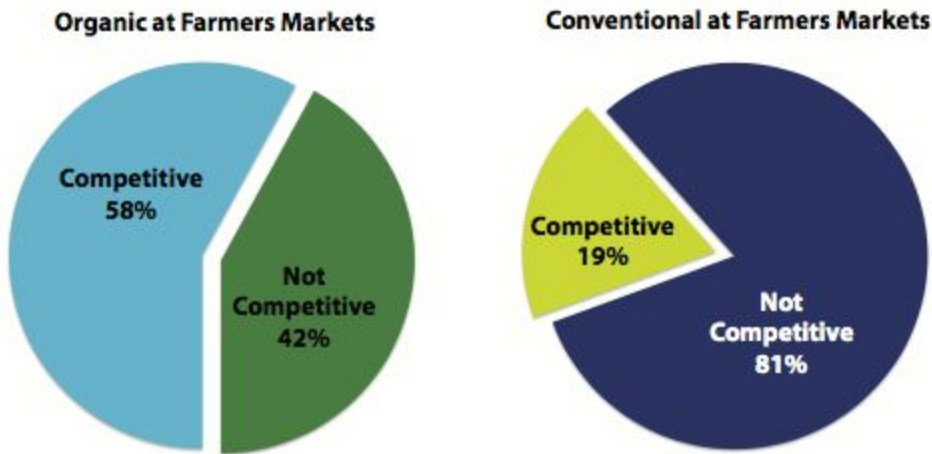


Farmers Markets

Farmers Overall Results

Overall, certified organic farmers market products were found to be competitive 58% of the time whereas conventionally grown farmers market items were competitive 19% of the time. (See **Figure 4.**)

Figure 4. Farmers Market Competitiveness with Grocery Store Pricing



June

In June, certified organic products at farmers markets were competitively priced 50% of the time, compared to grocery stores, while conventionally grown items at farmers markets were never competitively priced¹⁹.

¹⁹ It is important to acknowledge that the size of our June data set was significantly reduced due to problems with the data collection.

July

For July, cucumbers were the only conventional products at farmers markets competitive with conventional products sold at grocery stores (11% or 1 out of 9). On the other hand, certified organic products from farmers markets were competitively priced 67% of the time (6 out of the 9 items were competitively priced). The competitively priced items were cucumbers, eggs, head lettuce, potatoes, green beans, and summer squash²⁰.

August

Certified organic farmers market products were priced competitively with grocery stores 67% of the time.²¹ Conventionally grown farmers market products were competitive 27% of the time²².

September

Our September data collection showed that the conventional farmers market items (for which there was data) were competitively priced to grocery store products 27% of the time. Certified organic farmers market items were found to be competitive 44% of the time.²³

DISCUSSION

Farm Stand Discussion

Overall, certified organic farm stand products were more competitively priced with grocery stores than conventional farm stand products. A little more than half of the time, certified organic products were competitively priced.

It is important to note that the price differences were not very large, and in some cases grocery store prices were not competitively priced with farm stand prices. However, due to the relative cheapness of the products, it was very difficult for items to fall within the 10% price range because a few cent difference had a large effect. For example, if certified organic corn at the grocery store costs \$0.65, in order for farm stand corn to be considered competitive it had to be \$0.71 or less. That is a very small margin, only a 6 cent difference. With the less expensive products (i.e. corn, cucumbers, etc.), consumers may not be dissuaded by such a small price difference. and should still be encouraged to frequent farm stands despite not always being competitive.

Additionally, certain product mixes of competitive and noncompetitive items can result in a consumer saving money or paying a similar total price. For example, in

²⁰ It is important to note that there was a lot of missing data from the farmers markets data set in July, therefore these conclusions could be different with more complete data set.

²¹ Six out of the nine farmers market items for which there was data were competitively priced.

²² Three out of the eleven farmers market items for which there was data were competitively priced.

²³ Four out of the nine farmers market items for which there was data were competitively priced.

September, a consumer buying a unit of certified organic cantaloupe, squash, tomatoes, head lettuce, eggs, and green bell peppers would pay \$21.27. The same product mix at the grocery store would cost \$21.05--a 1% difference. This mix is competitively priced even though only 3 of the 6 items listed are competitively priced on an individual basis.

Farmers Market Discussion

Certified organic products at farmers markets were much more competitive with grocery store pricing than conventionally grown products. Farmers market product prices for both certified organic and conventional were the most competitive in August. In June conventionally grown products were never competitive, and in July only one item was competitive.

Farmers market prices for certified organic products were competitive 58% of the time, the same as certified organic CSAs. Interestingly, if certified organic items at farmers markets compared in this study from July-September were treated as an aggregated basket of products similar to a CSA share, certified organic farmers market prices would be price competitive in each month. For example, in July, a consumer buying a unit of certified organic blueberries, cucumbers, eggs, green bell peppers, head and mesclun lettuce, potatoes, green beans, squash, and tomatoes would pay \$30.50 at the farmers market compared to \$35.47 at the grocery store. In fact, the basket price at farmers markets would be less than the price at grocery stores for both July and August (\$37.51 compared to \$41.16 for the 9 items compared in August), and the grocery store aggregate in July would not be price competitive with the farmers' market aggregate if we applied the 10% threshold. There is an opportunity for farmers markets and vendors to market price competitive items that can be gateway products to higher margin items that may not be as price competitive. For example, farmers who are aware of price competitiveness are in a position to market to consumers product pairing ideas or recipe suggestions that include a price competitive item with a less price competitive item.

CSA Discussion

Unlike the other two direct market channels, rather than comparing competitiveness on an item by item basis, CSA price competitiveness was compared in the aggregate as the average price of a basket of items. As observed in the discussions on farm stands and farmers markets, comparing items as a basket of goods can lead to more favorable competitiveness for direct markets, and this may help to explain why conventional CSA competitiveness was notably more competitive 44% of the time, compared to the conventional products from the other two direct market channels. However, while CSAs may enjoy an advantage due to comparing competitiveness at the aggregate level, the need to substitute certain items that are available in the CSA but not at the grocery store creates disadvantageous comparisons for CSAs that are not entirely apples to apples comparisons (or perhaps more fittingly in this case, bok choy to bok choy). CSA

substitution is often due to the fact that CSAs offer premium varieties (which command premium prices in the marketplace) that are not consistently available at the grocery store. Therefore, substituting for items puts the CSA at a price comparison disadvantage because the premium pricing captured in the CSA basket is not reflected in the grocery store basket.

Additionally, several of the farms allowed their members to choose from a range of items (e.g. 8 of the 12 items offered) for the week. While the farm submitted information for all of them, the items used for the price comparison were randomly selected to calculate the cost of a CSA share for a family that week. It is possible to put together a slightly more or less expensive CSA, so we can expect some price variation where customers are allowed a choice of products.

Despite this, CSAs on the whole were still very competitive, particularly for organic items, and this speaks to strengths of CSAs that could be promoted more explicitly. CSAs are a great way to get high quality and premium products for a good price. It also brings up questions about how farms can target different consumers by direct market type. CSAs may be best suited for the relatively converted local food consumer who already has a good working knowledge of how to prepare or best utilize specialty produce and who highly values premium quality and uniquely flavored produce. Or, if farms are hoping to reach beyond the converted through CSAs it may require more point of sale recipe cards and educational materials to help consumers utilize specialty varieties and fully appreciate the value they're getting with their CSA share. While many farms utilize newsletters to provide recipes or education, consumer expectations around utilization and convenience are evolving particularly in the age of online food delivery services such as Blue Apron that provide educational materials with the delivered food.

OTHER

General Discussion and Limitations and Suggestions for Future Studies

Overall, the better price competitiveness of organic items in all three direct market channels raises questions about how producers and direct market stakeholders position and promote themselves to consumers. While direct markets allow for direct consumer engagement that lessens the need for organic certification to communicate certain values to consumers, there still may be sticker shock or perceptions around high prices for consumers who are comparing a conventional grocery store price with a non-certified organic direct market price even if the non-certified organic item comes from a farm utilizing organic practices. As a result, organic certification may still provide additional leverage to producers in direct markets, as certified organic producers can offer attributes and values like personal health, environmental sustainability, and local while also emphasizing that consumers can get these at a reasonable and competitive price. Non-certified producers, on the other hand, are more exposed to price comparisons with

conventional grocery store prices which they are much less likely to be able to compete with.

From start to finish the data collection period took eight days. While this timeline is sensible, it is not unreasonable to imagine some price variation due to the time lag rather than fundamental differences in market pricing. Future studies should work to decrease turnaround time. Additionally, with regards to error caused by timing, occasionally some Farm to Community Mentors were unable to go to the stores to collect the pricing information over the weekend and had to collect the data after the due date. This lag may have skewed the pricing information and resulted in inaccurate conclusions.

The certified organic and conventional comparisons were both limited in that many times grocery stores did not carry certified organic items. This lack of comparable options decreased the number of observations we were able to record, thus resulting in a smaller data set. Similarly, the grocery stores often did not offer items found in the CSAs that week (e.g. bok choy, garlic scapes, etc.). In the event that a store did not have the item in the CSA, another item was substituted. While these substitutions were helpful in recreating a roughly equivalent basket of goods for the price comparison, they are also a source of error as the items, and therefore prices, are different from what was offered in the CSA. Furthermore, some mentors forgot to provide substitutions when they were collecting prices so prices from other stores were used instead.

Due to budget constraints the sample size was quite small so conclusions are based on very few observations. Future studies should seek to increase the number of farms participating. Also, statistical analysis should be utilized to account for sample size and test for outliers that may arise from sampling errors in projects such as this that aggregate data from several different data collectors.

More analysis should be done to understand pricing strategies at farm stands and farmers markets, as prices tend to vary month to month and vendor to vendor in these market channels in particular. Presumably monthly variations are a function of supply, but variations between vendors may be the result of pricing strategies that are not well understood and may be potentially detrimental to price competitiveness or producer profitability. Analyzing VAAFMs price reports from year to year may also reveal consistent product price trends and monthly price trends that can help individual producers understand how they compare to market averages and help market managers and support organizations to promote their markets during especially competitive periods.

Item selection and unit prices should be aligned with VAAFMs market reports to ensure comparative consistency across all direct market types. Certain discrepancies of nomenclature should be worked out as well, such as VAAFMs using

“microgreens” while this study used “mesclun mix”. Arguably, these should be treated as separate and distinct items.

Appendix - Sample Forms

- I. Logistics
 - a. Mentor Data Collection Sheets
 - i. Farm stand
 - ii. CSA
 - b. Timeline
- II. Analysis
 - a. Pricing Sheet
- III. Communication
 - a. Farm Recruitment Emails
 - b. Pricing Study Details Farmer Email
 - c. Pricing Study Details Mentor Email
 - d. Reminder Emails
 - i. Farms
 - ii. Mentors
- IV. Survey

Mentor Data Collection Sheet: Farm Stand

Mentor Name:					
Location:					
Store:					
Date:					
Item	Units	Price Per Unit Organic (Grocery Store)	Price Per Unit Conventional (Grocery Store)	Price Per Unit Organic (COOP)	Price Per Unit Conventional (COOP)
Blueberries	Priced per pint				
Cantaloupe	Priced per pound				
Corn: Sweet corn on the cob	Priced per ear				
Cucumbers: no pickling varieties or special varieties like European or mini cukes.	Priced per pound and priced per cucumber				
Eggs: Large Grade A	Priced per dozen				
Peppers: Green bell peppers	Priced per pound				
Lettuce: Mesclun and spring mix cut varieties, head	Priced per pound, head lettuces priced per head				
Potatoes: Yukon gold and red skinned potatoes-- no fingerlings	Priced per pound				
Peas: snow peas	Priced per pound				
Green beans: only green-- no other colored varieties	Priced per pound				
Squash: yellow summer squash	Priced per pound				
Tomatoes: slicing varieties	Priced per pound				

Mentor Data Collection Sheet: CSA

Mentor Name:			
Location:			
Store:			
Date:			
CSA Item:	Weight	Price Per Unit (Grocery Store)	Price Per Unit (Coop)
organic strawberries			
organic head lettuce			
organic lettuce mix			
organic carrots			
organic garlic scapes			
organic spinach			
organic kale			
organic chard			
organic Napa cabbage			
cherry tomatoes			
chard			
kale			
mesclun			
spinach			
scallions			

Timeline

July

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17 Send reminder emails to farms
18 Send reminder emails to mentors	19 Farm Stand info due at noon for farms w/o CSA	20	21 Should have all CSA and Farm Stand info by noon	22 Send data collection sheets to mentors by noon, Follow up w/ late farms	23	24
25 Mentor Store Pricing Data due at noon, Receive Farmers market data for the week	26 Alternate date for Mentor Store Pricing Data, Follow up w/ late mentors	27	28	29	30	31

Key:

Data Collection Period

Analysis: Pricing Sheet

ORGANIC

<u>Farm Name:</u>	<u>Blueberries</u>	<u>Cantaloupe</u>	<u>Corn</u>	<u>Cucumbers</u>	<u>Eggs (dozen)</u>	<u>Green Bell Peppers</u>	<u>Lettuce: head</u>	<u>Lettuce: Mesculn (lb)</u>	<u>Peas (lb)</u>	<u>Potatoes</u>	<u>Green Beans</u>	<u>Squash (lb)</u>	<u>Tomatoes (lb)</u>
				\$4.25	\$5.00		\$3.75	\$11.35		\$1.95		\$2.30	\$4.95
Jericho Settlers			\$0.80	\$3.50	\$6.00		\$3.00	\$13.33		\$4.00		\$3.50	\$4.50
Cedar Circle	\$5.75			\$2.00	\$6.00	\$3.50	\$2.50	\$10.00		\$3.50	\$3.50	\$2.25	\$4.00
AVG.	\$5.75		\$0.80	\$3.25	\$5.67	\$3.50	\$3.08	\$11.56		\$3.15	\$3.50	\$2.68	\$4.48

Grocery Store Organic

<u>Mentor Name:</u>	<u>Blueberries</u>	<u>Cantaloupe</u>	<u>Corn</u>	<u>Cucumbers</u>	<u>Eggs (dozen)</u>	<u>Green Bell Peppers</u>	<u>Lettuce: head</u>	<u>Lettuce: Mesculn (lb)</u>	<u>Peas (lb)</u>	<u>Potatoes (lb)</u>	<u>Green Beans</u>	<u>Squash (lb)</u>	<u>Tomatoes (lb)</u>
Virginia	\$3.99				\$4.99	\$3.99				\$4.49			\$3.99
Sharon					\$5.98								
Misse	\$3.99			\$4.49	\$5.29	\$2.49	\$5.00		\$3.99		\$4.25	\$2.99	\$3.99
Pam					\$1.69					\$4.29		\$2.25	
AVG.	\$3.99			\$4.49	\$4.49	\$3.24	\$5.00		\$3.99	\$4.39	\$4.25	\$2.62	\$3.99

Coop Organic

<u>Mentor Name:</u>	<u>Blueberries</u>	<u>Cantaloupe</u>	<u>Corn</u>	<u>Cucumbers</u>	<u>Eggs (dozen)</u>	<u>Green Bell Peppers</u>	<u>Lettuce: head</u>	<u>Lettuce: Mesculn (lb)</u>	<u>Peas (lb)</u>	<u>Potatoes (lb)</u>	<u>Green Beans</u>	<u>Squash (lb)</u>	<u>Tomatoes (lb)</u>
Virginia	\$5.99	\$0.75		\$3.69	\$5.79	\$4.29	\$3.75		\$7.99	\$1.69		\$3.69	\$4.49
Sharon		\$1.99	\$0.59	\$2.99	\$5.99	\$3.99	\$2.99		\$6.99	\$1.99	\$3.99	\$2.49	\$4.99
Sharon	\$5.49	\$1.29	\$0.59	\$2.69	\$4.35	\$3.99	\$2.89		\$5.99	\$1.59	\$3.79	\$1.99	3.69-4.49
Misse	\$4.98	\$1.49	\$0.98	\$2.00	\$5.49	\$3.69		\$9.89	\$6.98	\$2.29	\$5.29	\$2.69	\$4.69
Pam	\$4.70			\$2.10	\$4.99	\$3.50		\$11.25		\$1.55		\$2.25	\$2.50
AVG.	\$5.29	\$1.38	\$0.72	\$2.69	\$5.32	\$3.89	\$3.21	\$10.57	\$6.99	\$1.82	\$4.36	\$2.62	\$4.17

