

# THE KENTUCKY FOOD CONSUMER



*An insight into our perceptions and behaviors in relationship to food purchasing and consumption.*



# *AN ASSESSMENT OF OUR ATTITUDES & BEHAVIORS:* **THE KENTUCKY FOOD CONSUMERS PANEL**

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The traditional model of food distribution creates a separation between producers and consumers, often leading to an accumulation of processors, manufacturers, brokers, shippers, and retailers. This industrial size, global system can increase the price of food for the consumer, yet decrease the pay price to the producer. Regionalized food systems are a viable alternative to this challenge when farmers are able to meet demands with an adequate supply of food that achieves or exceeds the commercial standard.

The Kentucky Food Consumer Panel was designed to collect information about food purchasing and consumption from households across the state, in an effort to provide resources to farmers and their communities that will assist in developing more localized food systems. The impact could be strengthened economies, higher food quality, lower food costs, an increase of fresh produce consumption, overall health improvement of residents, and a positive environmental impact.

In March 2008, the first online survey was conducted. Topics included were dairy, bourbon agri-tourism, and blueberries. In June 2008, another survey was conducted, primarily targeting produce, salsa, and sweeteners. Both surveys included questions about health, food activities and behaviors, demographics, and willingness to pay. More than 300 panelists participated in each survey, representing each region of Kentucky.

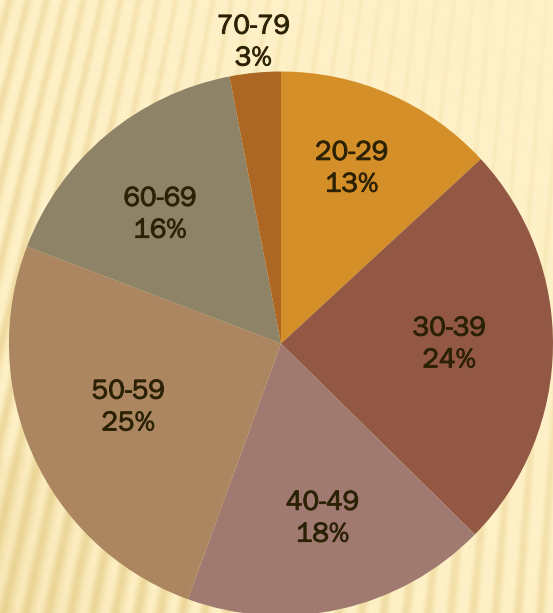




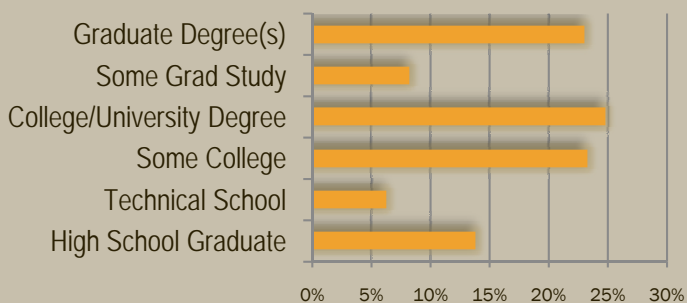
# PANEL DEMOGRAPHICS

Average Age: 60 years  
 Average Household Income: \$40-60k  
 Persons per Household: 2.8

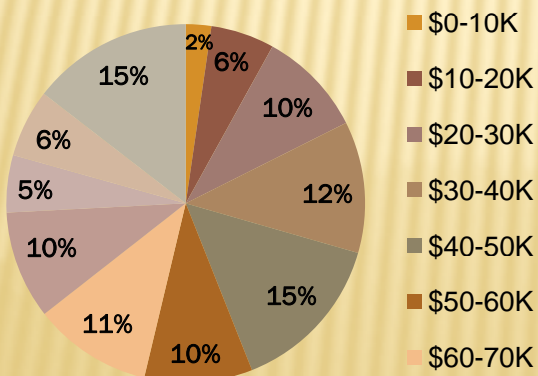
## Panelists Age Range



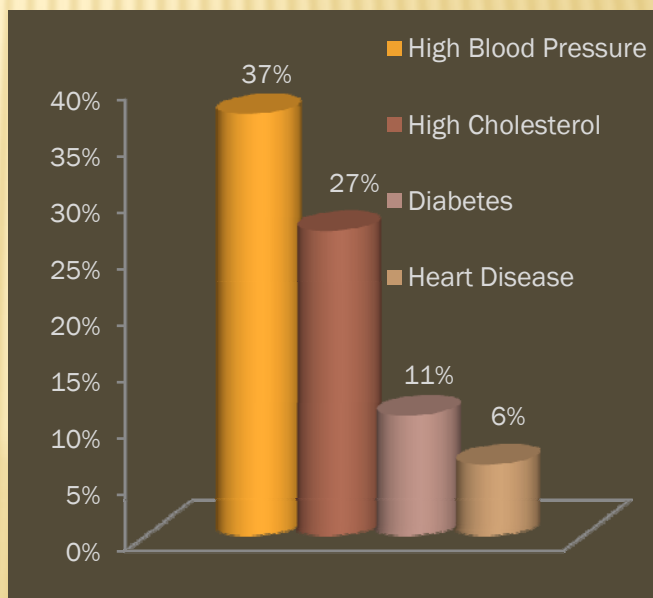
## Highest Level of Education



## Household Income

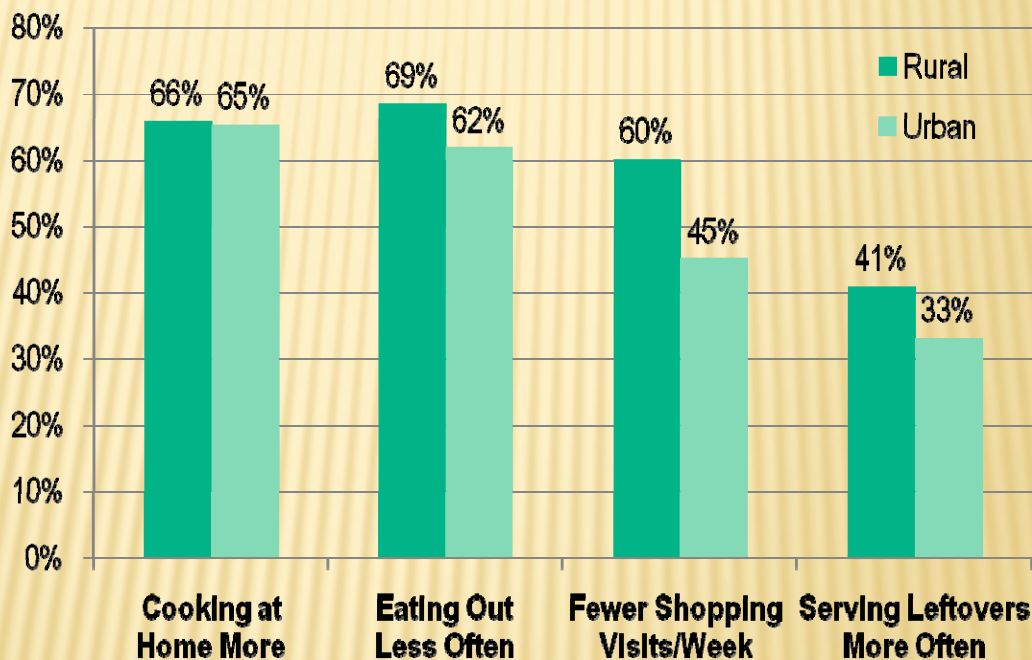


## Health Concerns



# EFFECTS OF RISING FUEL COSTS ON FOOD BEHAVIORS

Many panelists are cooking at home more and shopping fewer times per week to save on fuel costs. In addition, when it comes to grocery purchases, survey participants indicated the high cost as their greatest barrier to more produce consumption. Surprisingly, many panelists are able to preserve and store their own produce, and are likely to have a garden of their own. This may lead to less retail purchasing of produce and more home processing.

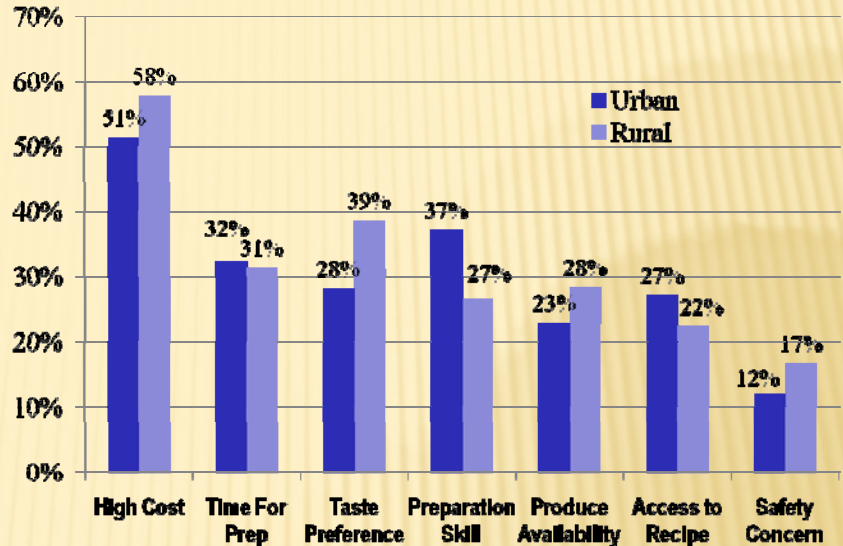




Kentucky Food Consumer Survey

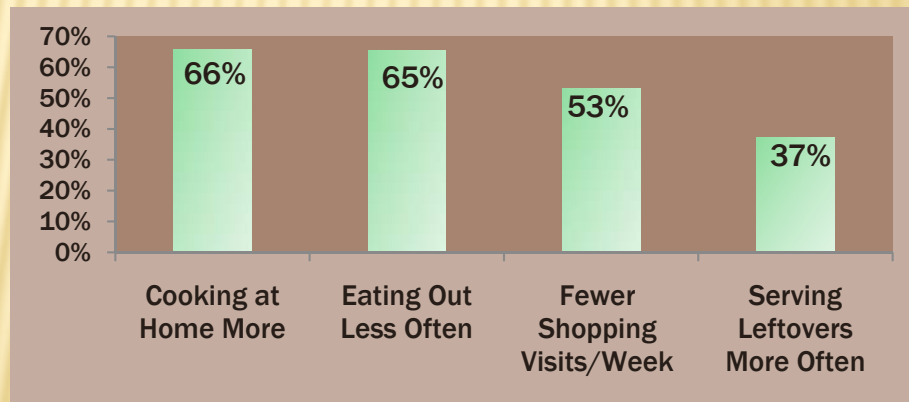
The most significant impact on panelists in terms of attitudes and behaviors concerning food seemed to have much to do with prices or budget constraints.

### BARRIERS to the Consumption of More Fresh Produce



**Kentucky households are feeling budgetary stress from increasing fuel prices, food costs, and everything in between.**

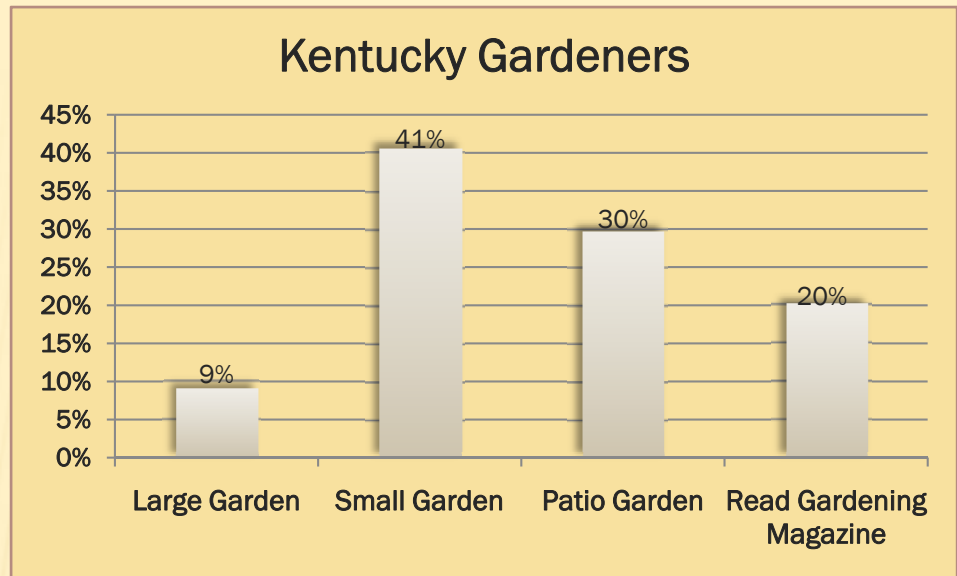
### EFFECTS OF RISING FUEL COSTS ON FOOD BEHAVIOR



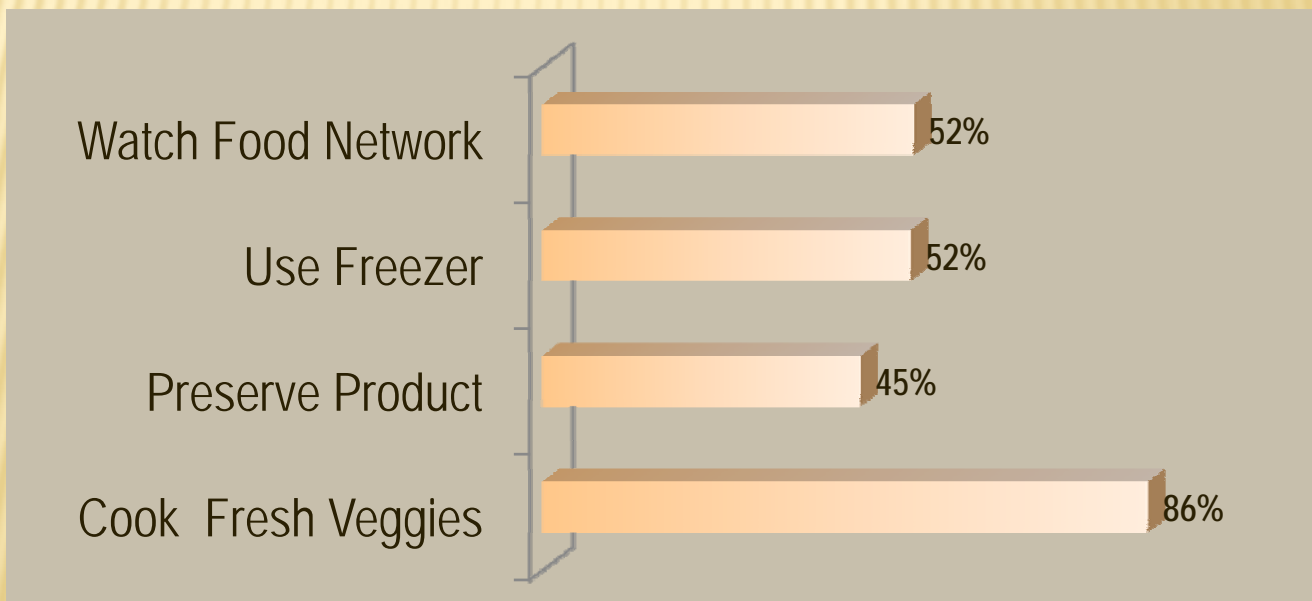
**KENTUCKY  
FOOD CULTURE**



Surprisingly, more than 70% of panelists have a small or patio garden. In addition, 20% read a magazine with gardening topics or primary theme.



When it comes to food storage, preparation, and preservation, Kentuckians are prepared! Statistics show a solid number of panelists who are able to save money and time by purchasing fresh produce during Kentucky's harvest months and store it for consumption during cold months.



# KENTUCKY FOOD CULTURE

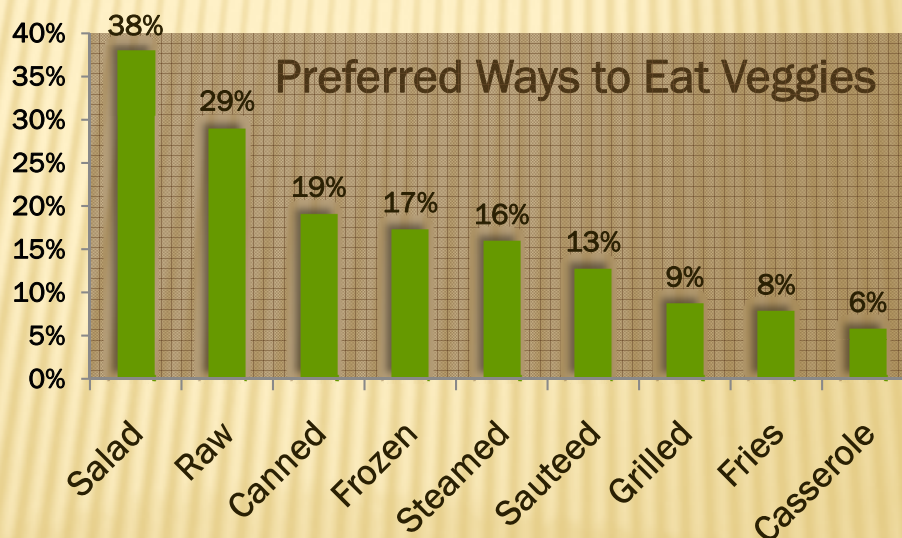
# KENTUCKY FOOD CONSUMPTION

Panelists reported total servings consumed weekly of several food and beverage categories.

Servings Per WEEK	Veggies	Fruit	Grain	Diary	Fish	Meat	Poultry	Nuts	Soft Drinks	Alcohol
0 servings	8%	9%	13%	6%	34%	11%	12%	32%	27%	61%
1-4 servings	6%	21%	14%	15%	63%	23%	51%	46%	26%	29%
5-9 servings	27%	33%	29%	28%	2%	33%	29%	18%	19%	7%
10-15 servings	31%	23%	23%	31%	0%	23%	6%	3%	13%	2%
16+ servings	28%	14%	21%	20%	0%	9%	1%	1%	14%	1%

Surprisingly, more than one third of the panelists do not eat fish or nuts! Vegetables, grain, and dairy products were among the most frequently consumed categories.

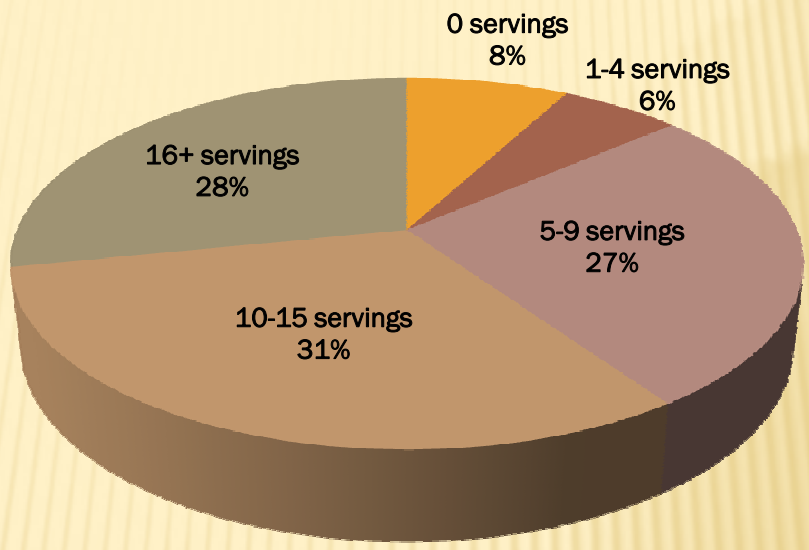
Veggie eaters prefer salad and raw products significantly more than other options, such as canned or frozen.



# KENTUCKY FOOD CONSUMPTION

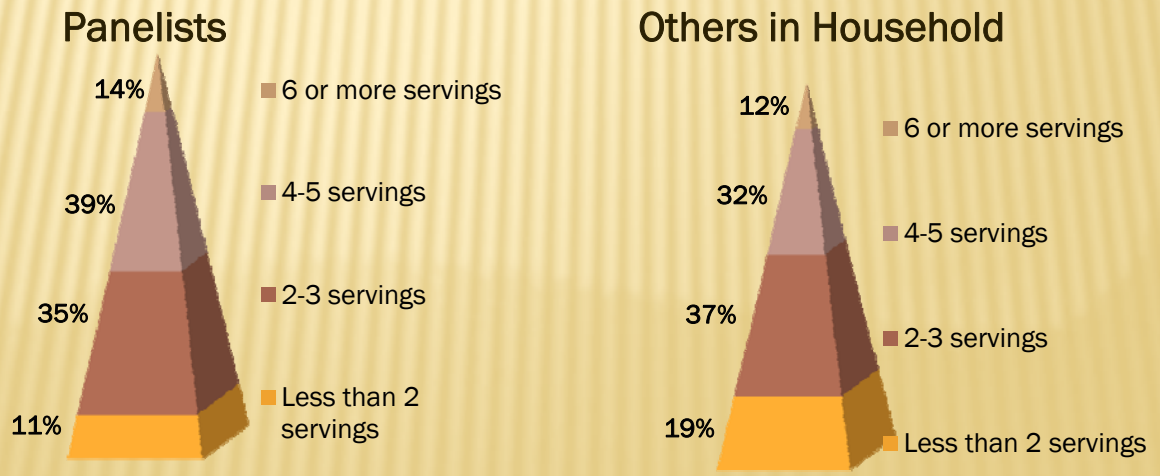


## Weekly Vegetable Consumption



When asked to indicate the number of vegetable servings purchased per week for personal use, panelists reported significantly lower numbers than they identified when asked to indicate the number of servings consumed on a daily basis. This data reveals a discrepancy between perception of consumption and actual consumption of food.

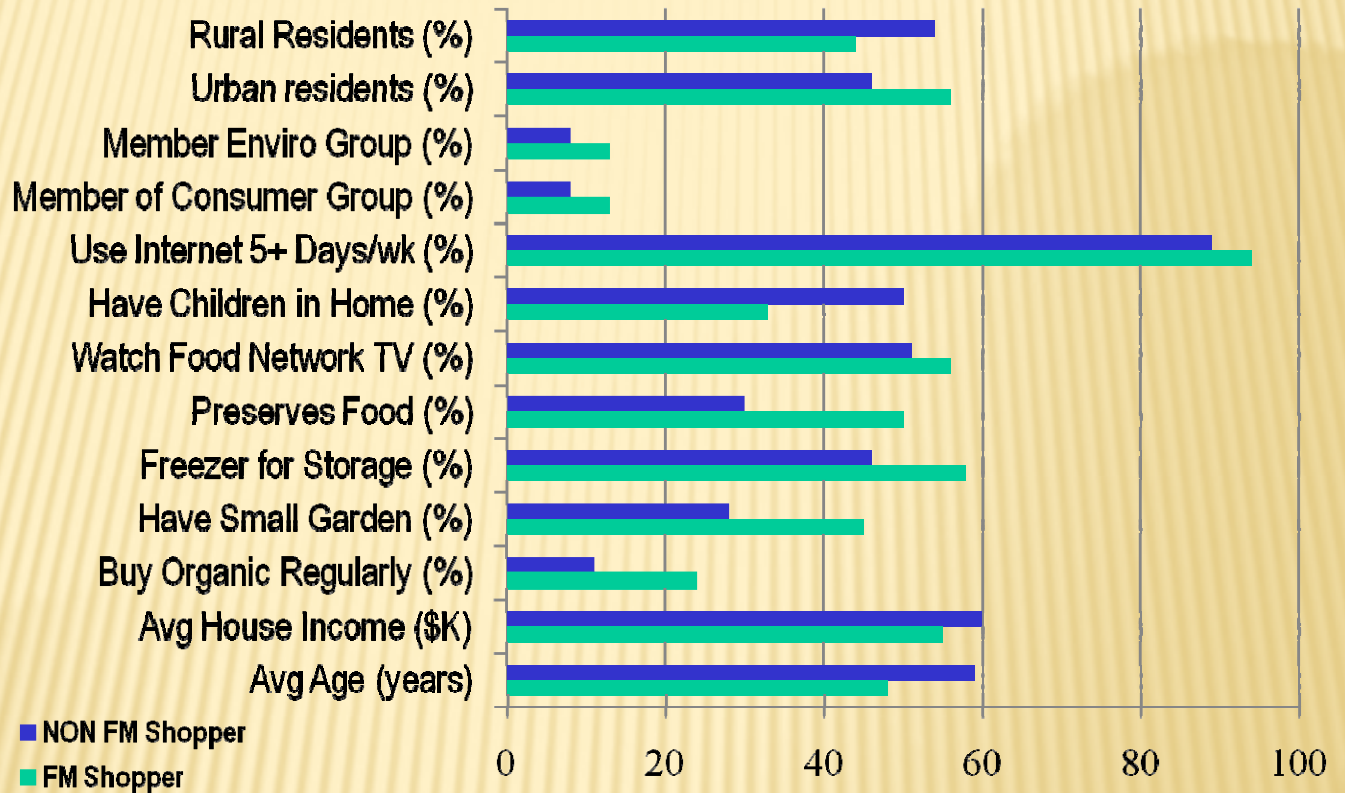
## Daily Consumption of Vegetables



# KENTUCKY

# FARMERS' MARKET CONSUMER

## Farmers' Market vs Non-Farmers' Market Shoppers in KY



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