CONSUMER PREFERENCES OF CUT-SUNFLOWER VARIETIES AS INDICATED BY PURCHASING DATA
Outline

- Overview of Cape May County Situation
- Consumer Preferences
- Pricing Data
- Potential for Season Extension
Agriculture in Cape May County

- We have 201 farms & 102 full-time farmers
- Most of our farms are between 10-49 acres
- We have 7,976 acres of farmland
- Farmland is 4.6% of the total county acreage
Agricultural Products

Nursery, greenhouse, floriculture & sod is the #1 agricultural industry, followed by vegetables & then fruits
Agricultural Income

The market value of production: $14.6 million in 2007 ($72,567 /farm)
The People of Cape May County

- Year-round population is about 77,000, (42% on shore)
- Summertime population rises to 564,000, (69% on shore)
- Only 10% of County households earned as much as the 2007 mean farm income
Agriculture as an Industry

- Principal industries are tourism, healthcare and construction.
- Significant part of Cape May County heritage.
- Constantly fighting the disparity between citizens and visitors who are non-farm sympathetic and the local permanent community who is largely supportive.
Research Overview

- Evaluation of market performance
  - Farm-stands (2)
  - Community farmers market (1)
- Recorded data at each sale
  - Variety (13)
  - Price combination
    - (50 ¢ each, 3 stems for $1, $3.50/bunch)
  - Bunched vs. Single stem
Variety Preference

The consumer purchasing choice data revealed a preference for the “traditional” style

- Varieties of this type include ‘Sunbright’, ‘Sunny F₁ Hybrid’, ‘Sunrich Lemon’, ‘Sunrich Orange Summer’ and ‘Tiffany’.
Non-preferred Varieties


Varied colored flower types and other less preferred varieties resulted in only 33-66% of the total of sunflower displays sold
<table>
<thead>
<tr>
<th>Variety</th>
<th>Stems Sold</th>
<th>Stems Unsold</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUNRICH ORANGE SUMMER</td>
<td>1099</td>
<td>162</td>
<td>87%</td>
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<tr>
<td>TIFFANY</td>
<td>2379</td>
<td>359</td>
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<tr>
<td>SUNRICH LEMON</td>
<td>536</td>
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<tr>
<td>SUNBRIGHT</td>
<td>835</td>
<td>157</td>
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<tr>
<td>SUNNY F1</td>
<td>1917</td>
<td>363</td>
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<tr>
<td>DOUBLE QUICK</td>
<td>656</td>
<td>336</td>
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<tr>
<td>MOONSHADOW</td>
<td>573</td>
<td>372</td>
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<tr>
<td>MAGIC ROUNDBOOUT</td>
<td>820</td>
<td>2571</td>
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<tr>
<td>PRO CUT BICOLOR</td>
<td>3172</td>
<td>1398</td>
<td>55%</td>
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<tr>
<td>PRO CUT YELLOW LITE</td>
<td>1629</td>
<td>169</td>
<td>54%</td>
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<tr>
<td>JOKER</td>
<td>164</td>
<td>700</td>
<td>49%</td>
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<tr>
<td>PRADO RED SHADES</td>
<td>754</td>
<td>231</td>
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<tr>
<td>PEACH PASSION</td>
<td>117</td>
<td></td>
<td>34%</td>
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</tbody>
</table>
Pricing Data Results

- Higher sales volume when flowers were bunched
- Regardless of price
Pricing Data

Highest sales frequencies occurred in bunches at $3.50 each
Bunches contained flower numbers from 4-20
Yielding gross income of 17.5¢- 87.5¢ per stem
% of Sales by Price/Stem

Percent of Stems Sold on Display

- <$0.33/Stem: 84.58%
- $0.33-0.49/Stem: 65.92%
- $0.50-0.59/Stem: 63.96%
- $0.77-0.80/Stem: 84.89%

Relative Price Per Stem
Pricing Data Implications

Indicated potential under-pricing for the seasonal market.
Season Extension?

- Potential for an increase in income through extending the growing season prior to- and after the traditional tourist season
- (mid-May through Labor Day).
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References

- National Agricultural Statistics Service-Census of Agriculture 2007
- Soil Survey of Cape May County, NJ 2002
- County Government Website-www.capemaycountygov.net
- Cape May County Chamber of Commerce