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Press Release

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Consumers Prefer Product Information from the Retailer

“Farmers and food entrepreneurs who add value to farm commodities by processing and marketing directly to consumers often have a great opportunity to provide nutrition, health and cooking information to consumers,” according to Rob Holland, University of Tennessee Extension specialist with the Center for Profitable Agriculture.

Recent consumer trends indicate that many food shoppers trust nutritional advice from the food retailer. Consumers also rely on product information from the product’s label and in-store signage and “point-of-purchase” displays.

Holland suggests that addressing these preferences provides a good opportunity for value-added entrepreneurs to develop a niche for specific goods. “Farmers should definitely consider consumer preferences when developing marketing plans and product packaging for value-added food products,” he said. “A well-designed package or creatively presented displays can definitely help a new product establish a reputation with consumers,” Holland added.

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