

WHAT ARE UTAH
FARMERS' MARKET SHOPPERS
WILLING TO DO
TO PROTECT LOCAL AGRICULTURE?

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ABSTRACT

The purpose of this study is to determine what actions Utah farmers' market shoppers would be willing to take to protect their supply of local food: agriculture. This qualitative study used in-depth interviews of 32 farmers' market shoppers in Salt Lake City, Utah to determine their perceptions of local agriculture and whether they would consider taking any action to protect local farmland. The study found that they were highly supportive of small-scale farmers who supply fruits and vegetables to farmers markets. The shoppers' most frequently stated actions would be to join an education/outreach program as well as continue to shop at farmers markets. Other actions mentioned were: Work politically to educate other Utahns, help people understand the importance of locally grown food, and lobby state and federal legislators in favor of laws that benefitted small local farming.