

# Enhancing Small Farm Income in Alabama Through University Farmers Market: The Case of Tuskegee University

By Deayana Baker and Darrielle Adams

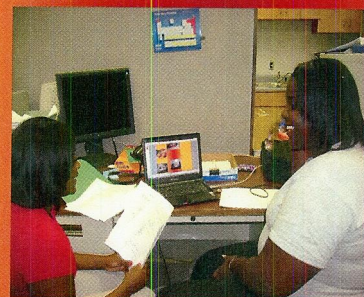
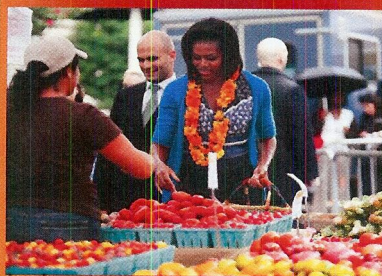
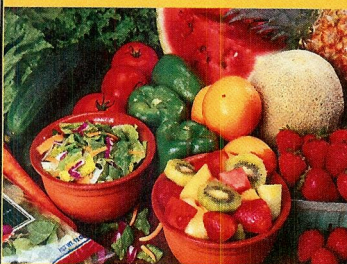
## Introduction

A growing number of colleges and universities are finding out that campus farmers markets are a great idea. It taps into the students' interest of staying fit and eating healthy foods. It also helps strengthen the local economy. Farmers markets benefit the consumers because they can buy fresh, organic or unprocessed goods, which is beneficial to their health. Farmers markets can be a valuable direct marketing channel. Market shoppers are often willing to pay more than supermarket prices because they value the freshness of the food and the connection with the producers (Govindasamy, Italia, & Adelaja, 2002; Hardesty, 2008). The producers benefit by cutting out the middleman, saving money, and selling directly to the community. The purpose of this study is to analyze the perceptions of students, faculty and staff on the campus of Tuskegee University to determine the feasibility of opening a farmers market on the campus of Tuskegee University. The specific objectives are to:

1. Determine the level of interest among students, faculty and staff in regards to having a farmers market on campus
2. determine which products the students, faculty, and staff would be interested in purchasing from local farmers
3. determine the best location to place a farmers market on the campus of Tuskegee University
4. determine the best way to advertise the farmers market.

## Methodology

The data for this study was collected using surveys. Fifty-seven interviews were completed. We asked various faculty, staff and students 10 multiple-choice questions regarding location, preference of products, and the availability of the market from 57 surveys. Data were analyzed using SPSS.

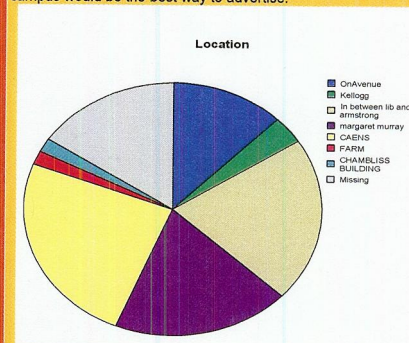


## Advisors:

Graduate Advisor: Langston Anderson  
Undergraduate Advisor: Tamara McGhee  
Faculty Advisors: Dr. Tasha M. Hargrove & Robert Zabawa

## Results

Out of 57 surveys, eighty-six (86) percent of the surveyors chose to have a farmers market on campus. The top three produce choices were strawberries, blueberries, and watermelon. Seventy-three (73) percent of the population (n=57) chose strawberries as the most preferred produce. Sixty-eight (68) percent chose watermelon, while fifty-seven (57) percent chose blueberries. As for location, twenty-nine percent felt that the farmers market should be in close proximity to CAENS Department building. Sixty percent figured signs around campus would be the best way to advertise.



CAENS= 29.2% In between library and Armstrong = 25%  
Margaret Murray Hall = 22.9%

## Recommendations

To enhance farmers income we recommend:

- Bringing entertainment to the farmers market for potential buyers such as live music and activities for all ages.
- Allow vendors to have mobility around campus.
- Get more of the CAENS students involved.
- Better advertisement to the students.

## Conclusions

In conclusion, after doing the surveys and collecting information, Tuskegee University should have a Farmers Market after all. In response to the positive feedback from the faculty and students, they all concur that bringing one to campus would be excellent. Some students on campus do not have vehicles to travel to local farmers markets. Therefore bringing one to campus would be convenient. It would also encourage students to have a healthier lifestyle. Nevertheless, it will also increase the profitability for local farmers.

**Farmers Market Authority**  
STATE OF ALABAMA

