

Educating the Community on Best Practices for Purchase, Storage, Preservation and Consumption for Optimal Micronutrient and Phytonutrient Levels in Local Produce

Purpose

Although many consumers perceive locally-produced, fresh produce to be healthier, few have the knowledge, awareness, and skills to retain optimal nutritional quality following harvest or purchase.

Therefore, a series of 5x7" informational cards were created for various types of produce, providing the best nutritional practices related to purchase, storage, preservation, and consumption.

Social marketing research guided the development and delivery of the materials. Our poster highlights key outcomes of our social marketing research.

Impact

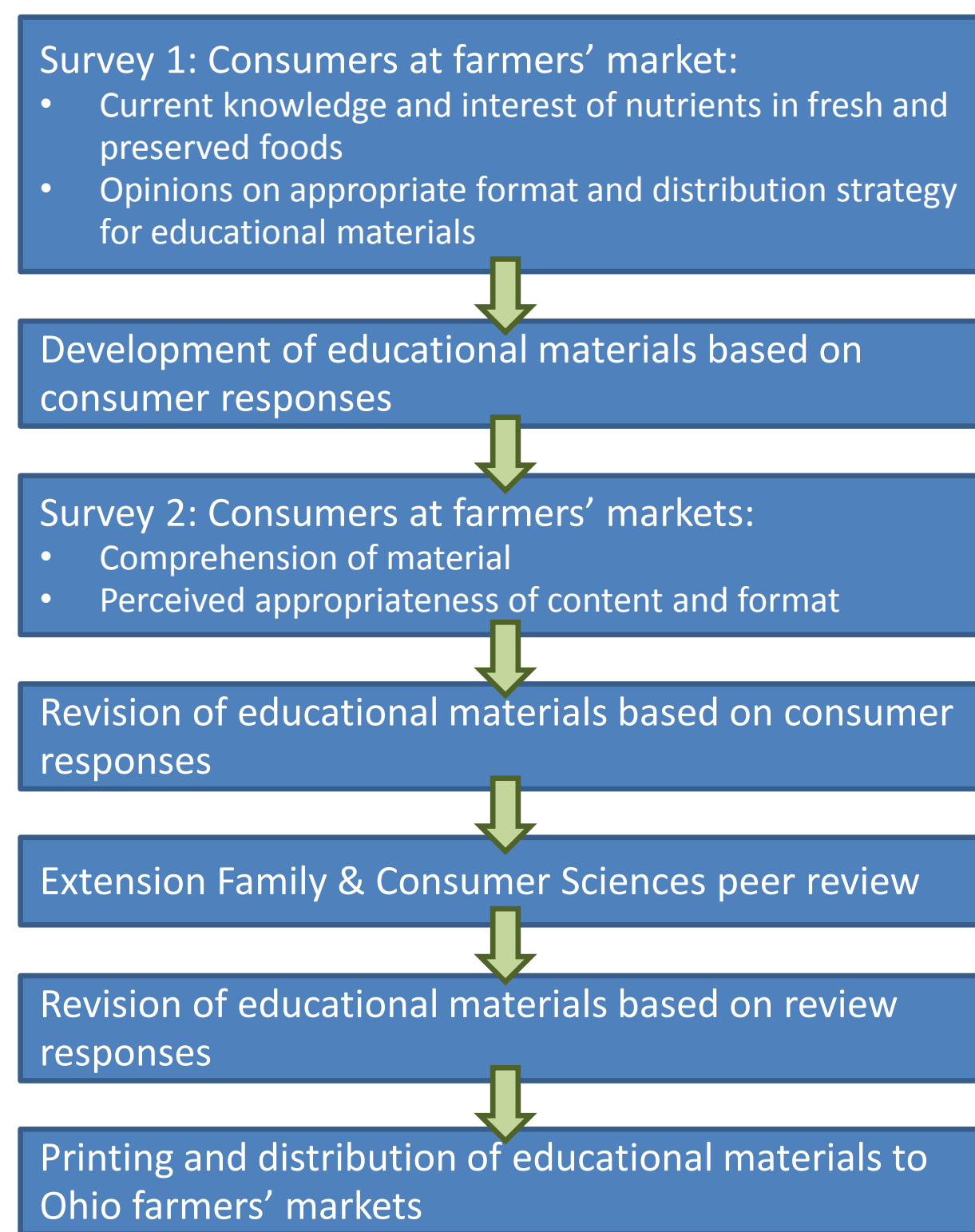
When preserving produce, over 75 percent of farmers market consumers did not know that change in micronutrient and phytonutrient levels is dependent on the type of produce and the preservation technique.

Over 65 percent of farmers market consumers were interested in how best to store, consume, and preserve produce to maximize micronutrient and phytonutrient levels.

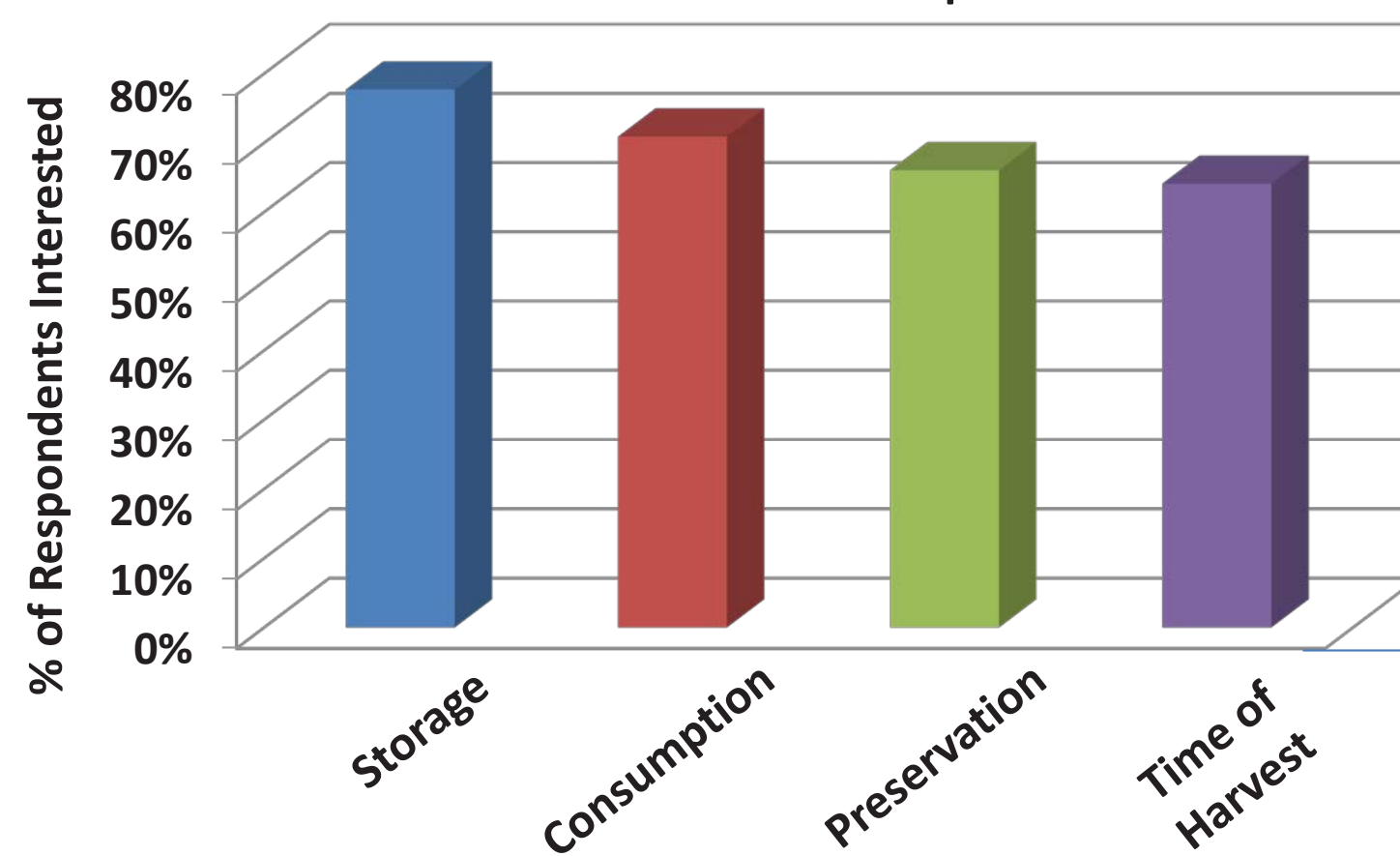
Educational materials based on scientific literature were developed and distributed to Ohio farmers markets. Eighty percent of respondents reported that they are likely to use the materials.



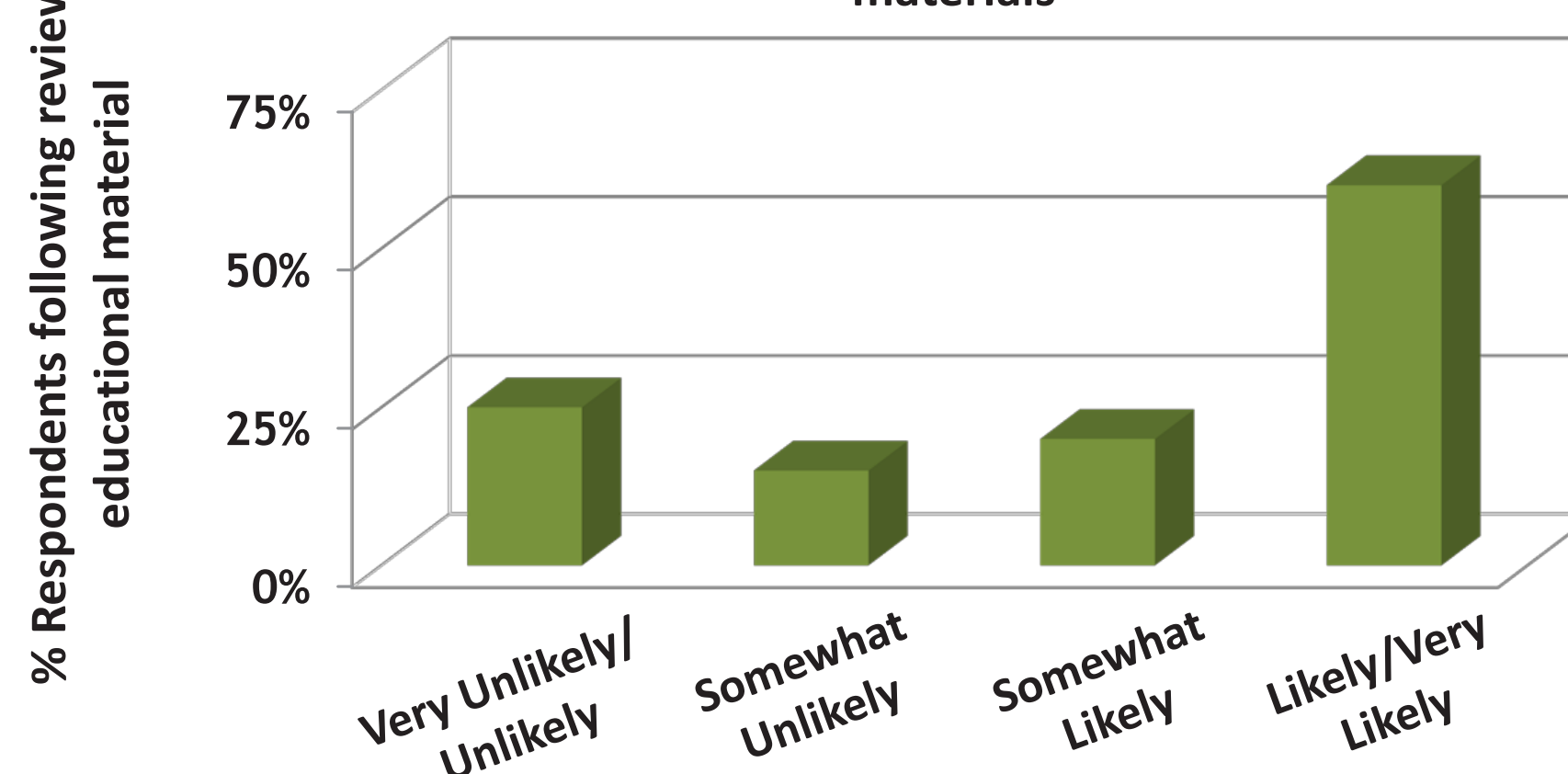
Strategy



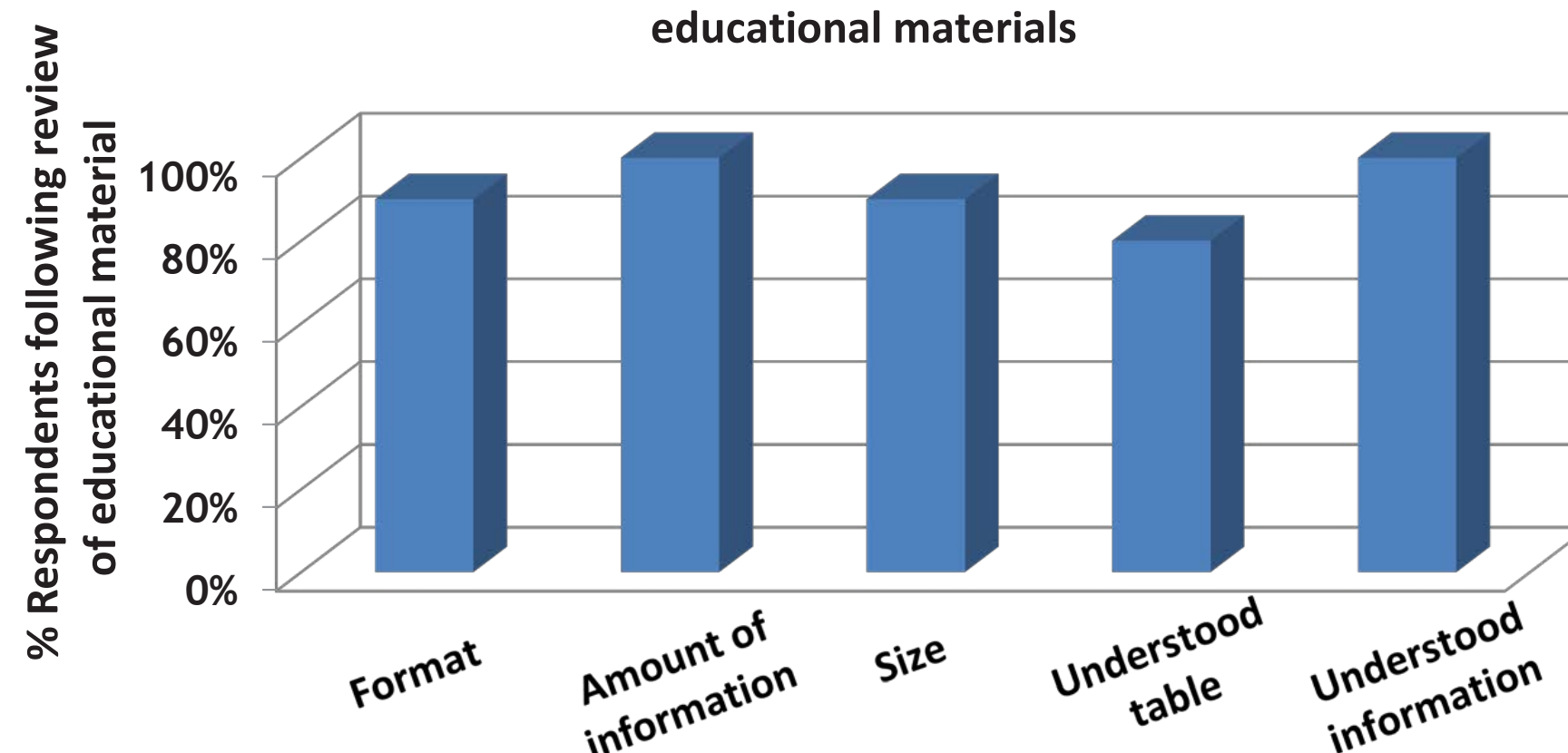
Survey 1: Consumers' interests in ways to maximize nutritional values of produce



Survey 2: Likelihood of consumer use of educational materials



Survey 2: Consumer perception of appropriateness of overall educational materials



Ohio State Colleges/Units Involved

- College of Food, Agricultural, and Environmental Sciences:
- Center for Advanced Functional Foods Research and Entrepreneurship
 - Department of Food Science and Technology,
 - OSU Extension
- College of Medicine:
- Division of Medical Dietetics (School of Health and Rehabilitation Sciences)
- College of Education and Human Ecology
- Department of Human Sciences

Community Partners Involved

- Ohio Farmers Market Management Network
- Chillicothe Farmers Market
- Olde Worthington Farmers Market
- Oberlin Farmers Market
- Extension Educators

This project is made possible by funding through OSU CARES - an initiative of OSU Extension and the OSU to expand faculty, staff and student partnerships with communities throughout Ohio.

Contact

Robin Ralston
Program Manager
Center for Advanced Functional Foods Research and Entrepreneurship
College of Food, Agricultural, and Environmental Sciences
ralston.67@osu.edu

Linnette Goard
Morgan Orr
Daniel Remley
Christopher Taylor

<http://localfoods.osu.edu/maximizenutrients>

