



TEXAS STATE [®]

Dear Farmer or Wholesale Buyer,

If you grow and sell vegetables, or buy these products, we are conducting a study that we believe will benefit farms and businesses along the food chain. We hope you will continue reading for more information and then contact us to sign up. Farmers willing to talk to us for about an hour will be compensated for their time.

Why help us? We need to better understand the Central Texas wholesale vegetable market and want to help create more sales avenues for Texas family farmers. We want producers to have such a demand for product at a fair price that they will increase production of good, clean, fair food for the wholesale market. We hope to find there are price points that will be satisfactory to both farmers and wholesale buyers. You will directly benefit from our research by learning the prices available to farms in wholesale markets in central Texas.

It is common knowledge wholesale buyers cannot pay what farmers can get in a market setting but how close is that price? We don't know but that's what we intend to find out. With your help, we will compile hard data by specific vegetable type of the prices wholesale markets are willing to pay and compare that to the sale prices farmers are willing to offer.

Results will be published in aggregate and at no point will there be any link back to participant's personally identifiable data. We ask you to share your expertise and experience to accomplish this unprecedented study by agreeing to talk with us in person or by phone. We will use your valuable input to encourage food policy makers, advocates, and industry associations to enact rules and create support systems for rebuilding a robust agriculture economy and to get local, healthy, nutrient dense foods to Texans.

We will protect your confidentiality. We understand that your price information is proprietary and critical to the function and success of your farm business. This study is being conducted under the Institutional Review Board (IRB) of Texas State University. The IRB reviews and approves all research involving human subjects to ensure that it is conducted in accordance with all federal, institutional, and ethical guidelines.

To sign up or to get more information please contact Sue Beckwith (512) 496-1244 or SueB@TexasLocalFood.org or Kara Kroeger (512) 567-5206.

We look forward to visiting with you!

Texas State University, Dr. Nicole Wagner
Texas A & M AgriLife Extension, Dr. Rebekka Dudensing
Texas Center for Local Food, Susan Beckwith