

Title Fruit and vegetable quality, the value of time and marketing
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Abstract

The paper discusses the patterns of consumption of fruits and vegetables in the context of time perception. Applied economic studies quantify the marginal price of specific quality attributes or quantify the willingness to pay in the context of utility or satisfaction consumers derive from quality of produce. Time is only implicitly considered. However, the perception of time value, duration, efficiency, and orientation affect consumer preferences and produce purchase and consumption behavior. Societies placing value on time treat it like a commodity that alters their perception of time duration and efficiency. Because time perception varies across countries therefore consumer choices and behavior with regard to fruit and vegetable purchase, preparation and consumption can be expected to vary as well. Consequently, the produce supply systems may differ depending on the consumer segment's time perception. Systems approach deferring benefits associated with produce quality and the increasing evidence linking health status and produce consumption may induce change in consumer choices and the supply of produce.