

‘Buy Local’ Marketing Messages for Solano County: Situation Analysis

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1 Introduction

1.1 Overview and Project Goals

Sustainable Solano is a nonprofit organization focused on promoting environmental sustainability, local food systems, and community resilience in Solano County, California. Its local food mission centers on empowering communities to create a sustainable, equitable food system that supports small and medium-sized local farmers and producers in Solano County and provides healthy food access for all. The organization engages in various initiatives such as local food promotion and education, and supports projects such as community gardens and sustainable landscaping.

A cornerstone of Sustainable Solano’s local food work is its stewardship of the Solano Local Food System Alliance. In 2017, Sustainable Solano was awarded a 15-month Local Food Promotion Program planning grant by the U.S. Department of Agriculture and initiated a local food system feasibility study conducted in partnership with University of California, Davis. The Advisory Board formed during that project evolved into the Alliance, which continues to serve as a guiding body for community-rooted food system in Solano County. Sustainable Solano has upheld the Alliance to this day.

Efforts within Solano County to boost local food production and consumption have included Solano Grown, a brand developed to market local products that has fallen into disuse, and current projects such as the County’s Sustaining Agriculture Planning Project, aimed at supporting long-term agriculture viability in the region. These efforts reflect an ongoing commitment to building food system infrastructure that supports farmers, educates consumers, and enhance community health throughout Solano County.

The goal of Sustainable Solano in this project is to build its capacity to implement marketing strategies that reach both new and existing market segments in Solano County, ultimately improving the revenue-generating potential of local and regional farmers and food businesses. A core component of this effort is developing a comprehensive marketing plan, with a particular focus on engaging consumer groups that have underdeveloped preferences for and limited access to local foods. This situation analysis aids the development of targeted marketing messages and delivery methods to be tested, including specific product marketing messages and strategies. These actions build on existing initiatives aimed at raising awareness of local food across diverse segments of the community.

1.2 Market Analysis

This section provides a comprehensive overview of the agricultural, demographic, and retail landscape of Solano County, with the goal of identifying opportunities for Sustainable Solano to expand awareness of and

access to local foods.

1.2.1 Agricultural Production in Solano County

In 2023, the total gross value of agricultural and livestock production in Solano County reached \$460.4 million, an 18% increase from the previous year ([Solano County Department of Agriculture, Weights and Measures, 2023](#)). Solano County's top crop in 2023 was processing tomatoes, followed by almonds, nursery products, and grapes (wine). Notably, the value of tomato crops rose by 30% to \$101.5 million, while wine grape production achieved a record high of \$35 million, from approximately 4,000 acres. A key driver behind this increase was a sharp rise of over 30% in contract pricing and a 54% expansion in harvested acreage, as the tomato processing industry sought to recover from inventory shortages caused by statewide droughts and smaller yields in 2021 and 2022. However, the ranking of the top ten commodities in Solano County tends to vary from year to year. For instance, almonds ranked sixth in crop value in 2018, rose to the top position in 2019, dropped back to sixth in 2022, and climbed to second place in 2023. For the purpose of this study, rather than focusing on a single specialty crop, or agricultural commodity produced in Solano County, we suggest focusing on diversity in California agriculture more broadly.

In 2022, the total market value of agricultural products sold in Solano County reached \$465,237,000—an increase of approximately 57% compared to 2017 ([U.S. Department of Agriculture, National Agricultural Statistics Service, 2024](#)). The average market value of products sold per farm was \$653,422, reflecting an increase of about 87% compared to 2017. While the number of farms decreased by 16% to 712 farms over the same period, the average farm size grew by 18%, reaching 477 acres. The distribution of farms by value of sales revealed a polarized pattern: 174 farms (24%) reported sales of less than \$2,500, whereas 228 farms (32%) reported sales of \$100,000 or more. Net cash farm income reached \$81,495, reflecting a 94% increase compared to 2017. Importantly, the majority of farms in Solano County can be considered small farms.¹ In terms of acreage, most farms in the county are small in size: 191 farms (27%) operated on 1 to 9 acres, 244 farms (34%) on 10 to 49 acres, and 135 farms (19%) on 50 to 179 acres. Together, these categories account for approximately 80% of all farms in the county.

At the same time, the percentage of farms selling directly to consumers remained at 14% and indicates no change compared to 2017. Moreover, the proportion of farms operating organically decreased (from 7% in 2017 to 4% in 2022). The percentage of family farms also slightly declined from 98% in 2017 to 93% in 2022.

In 2023, approximately 1,300 farm-related jobs were operating in Solano County, marking an 18.2%

¹The USDA defines a small farm as an operation with gross cash farm income (GCFI) under \$250,000, not acreage ([U.S. Department of Agriculture, Economic Research Service, 2013](#)).

increase compared to the previous year ([Solano County, 2024](#)). Although these positions represent less than 1% of total employment in Solano County, farm production is part of a broader food system economy, providing pre-production services as well as value-added food processing. The Moving Solano Forward (MSF) III project estimates that, as of 2021, this food system cluster supported over 8,750 jobs and contributed \$1.55 billion to the county’s economy, accounting for roughly 7.9% of Solano County’s \$19.73 billion Gross Regional Product.

Additional Industries and Employers in Solano County

Solano County continues to be a location of choice not only for businesses in the Food and Beverage industry. A variety of businesses and investors seek to operate at scale outside of but in proximity to the Bay Area (e.g., San Francisco, Berkeley, Oakland) and Silicon Valley. Lower operating costs (about 15-20% lower), plenty of available and much cheaper industrial space (as much as 40% below Bay Area and Silicon Valley costs) are attracting Advanced Manufacturing, Biotech & Biomedical, Logistics, and defense-related businesses, although more people continue to commute out of the county than in ([Solano Economic Development Corporation, 2025](#)). Table 1 reports major Solano County Employers and their respective industries.

Table 1: Major Employers by Industry

Employer	Industry Sector
Jelly Belly Candy Company	Candy Manufacturer
Mariani Packing Company	Crop Packaging Manufacturer
Anheuser-Busch	Brewery
Superior Farms Company	Meat Packing Manufacturer
Guittard Chocolate	Chocolate Manufacturer
Valley Fine Food Inc.	Frozen Food Manufacturer
Valero Refining Company	Petroleum Refinery
Meyer Cookware	Cookware Manufacturing
M & G DuraVent	Pellet Stove Manufacturing
UTC Aerospace Systems	Aerospace Components Manufacturing
Dunlop Manufacturing, Inc.	Granite Products Manufacturing
Petrochem Insulation	Insulation Manufacturing
Lonza	Pharmaceutical Manufacturing
Janssen Pharmaceuticals	Analytical Instruments Manufacturing
Novici Biotech	Pharmaceutical Manufacturing
Bio-Rad Laboratories	Pharmaceutical Instruments Manufacturing
Muri Genics	Pharmaceutical Manufacturing

Source: [Solano Economic Development Corporation \(2025\)](#)

Finally, it is worth mentioning that a group of Silicon Valley billionaires proposed building the city of the future in Solano County. The controversial *California Forever* project is promising 53,000 permanent jobs in advanced manufacturing and other industries (and 12,000 jobs during the construction) and \$16 billion annual economic impact by 2040, and envisions building new walkable neighborhoods powered by clean energy in a new city between Suisun City and Rio Vista ([California Forever, 2025](#)).

1.2.2 Population Trends and Characteristics

Over the past 24 years, Solano County’s population growth rate nearly doubled between 2010 and 2020 compared to the 2000–2010 period. However, the population increase between 2023 and 2024 was marginal ([Solano County, 2024](#)). Although the population declined between 2020 and 2021, overall, it has remained relatively stable. As of 2024, almost half a million people live in Solano County. Vallejo is the largest of seven cities, with 121,558 residents, followed by Fairfield, housing 120,339 of Solano County residents. Rio Vista is the smallest city in Solano County with 10,000 residents. Only about 20,000 people live in unincorporated areas or outside of city lines.

Table 2: Solano County Population Changes from 2000 to 2020, 2023 to 2024

City	2000	2000–2010	2010	2010–2020	2020	2023	2024	Difference (%)
Benicia	26,865	132 (0.5%)	26,997	85 (0.3%)	27,082	26,255	26,033	-0.8%
Dixon	16,103	2,248 (14.0%)	18,351	508 (2.8%)	18,859	19,060	19,403	1.8%
Fairfield	96,178	9,143 (9.5%)	105,321	15,126 (14.4%)	120,447	120,036	120,339	0.3%
Rio Vista	4,571	2,789 (61.0%)	7,360	2,628 (35.7%)	9,988	9,969	10,004	0.4%
Suisun City	26,118	1,993 (7.6%)	28,111	1,343 (4.8%)	29,454	28,543	28,840	1.0%
Vacaville	88,625	3,803 (4.3%)	92,428	9,801 (10.6%)	102,229	101,272	102,173	0.9%
Vallejo	116,760	-818 (-0.7%)	115,942	9,994 (8.6%)	125,936	122,220	121,558	-0.5%
Unincorporated	19,322	-488 (-2.5%)	18,834	562 (3.0%)	19,396	18,151	18,076	-0.4%
Total	394,542	18,802 (4.8%)	413,344	40,047 (9.7%)	453,391	445,506	446,426	0.2%

Source: [Solano County \(2024\)](#)

Demographic patterns in Solano County are generally representative of state and national averages and trends. However, we observe some unique distributional features discussed below.

Population by Age Group

[Solano County \(2024\)](#) reports that youth under the age of 18 make up about 22.0% of the county’s population, nearly identical to California’s average of 22.3%, reflecting only a 0.3 percentage point difference. Adults aged 18 to 64, the primary working-age group, account for 61.5% of the population in Solano County. This is slightly lower than the statewide average of 62.8%, indicating a modest 1.3 percentage point gap. Meanwhile, residents aged 65 and older represent approximately 16.5% of the county’s total population – a 0.6 percentage point increase from the previous year (15.9% in 2021). This proportion is also higher than the statewide average for this age group, which stands at around 14.9%.

Population by Race and Ethnicity/Race Identification

Solano County is highly diverse, with nearly two-thirds of its population identifying as Black, Indigenous, or People of Color (BIPOC). An analysis by the Association of Bay Area Governments and the Metropolitan Transportation Commission (MTC) confirms that Solano County is the most diverse county in the nation ([County of Solano and Solano Economic Development Corporation, 2020](#)). By the end of 2024, preliminary predictions indicate that Solano County will be approximately 35.3% White, 28.5% Hispanic, 13.4% African

American, 16.0% Asian, and 6.8% Other Races ([California Department of Finance, 2024](#); [County of Solano and Solano Economic Development Corporation, 2024](#)). [California Department of Finance \(2024\)](#) projects that over the next 10 years Solano County will be increasingly more racially and ethnically diverse.

Table 3: Racial and Ethnic Composition of Solano County Residents (2024 Population Estimates, Year-End)

Race and Ethnicity	Percentage
White, non-Hispanic	35.3%
Hispanic or Latino	28.5%
African American, non-Hispanic	13.4%
Asian, non-Hispanic	16.0%
Other Races, non-Hispanic	6.8%

Source: [County of Solano and Solano Economic Development Corporation \(2024\)](#); [California Department of Finance \(2024\)](#)

Educational Attainment

Fewer than one in three Solano County residents over the age 25 (29.1%) hold a bachelor’s degree or higher, which is nearly 8 percent points below the California state average of 37.5% ([U.S. Census Bureau, 2023b](#)). Solano County’s graduation rate was 86.8% in the 2022/23 academic year, reflecting a slight decline of 2.2 percentage points from 88.8% the previous year. Nonetheless, it remains slightly above the California state average of 86.2%. From 2018 to 2022, 29.8% of Solano County residents aged 25 and over attained an associate or bachelor’s degree, which is slightly below the statewide average of 30.1%. Additionally, 8.9% of residents in this age group hold a graduate degree, 4.9 percentage points lower than the California average of 13.8% ([U.S. Census Bureau, 2023b](#)).

Table 4: 2023 Household Income in Solano County

Income Bracket	Percentage
Less than \$10,000	5.7%
\$10,000 to \$14,999	2.4%
\$15,000 to \$24,999	3.9%
\$25,000 to \$34,999	4.1%
\$35,000 to \$49,999	8.4%
\$50,000 to \$74,999	13.3%
\$75,000 to \$99,999	12.3%
\$100,000 to \$149,999	20.3%
\$150,000 to \$199,999	13.2%
\$200,000 or more	16.4%

Source: [U.S. Census Bureau \(2023a,c\)](#)

Income

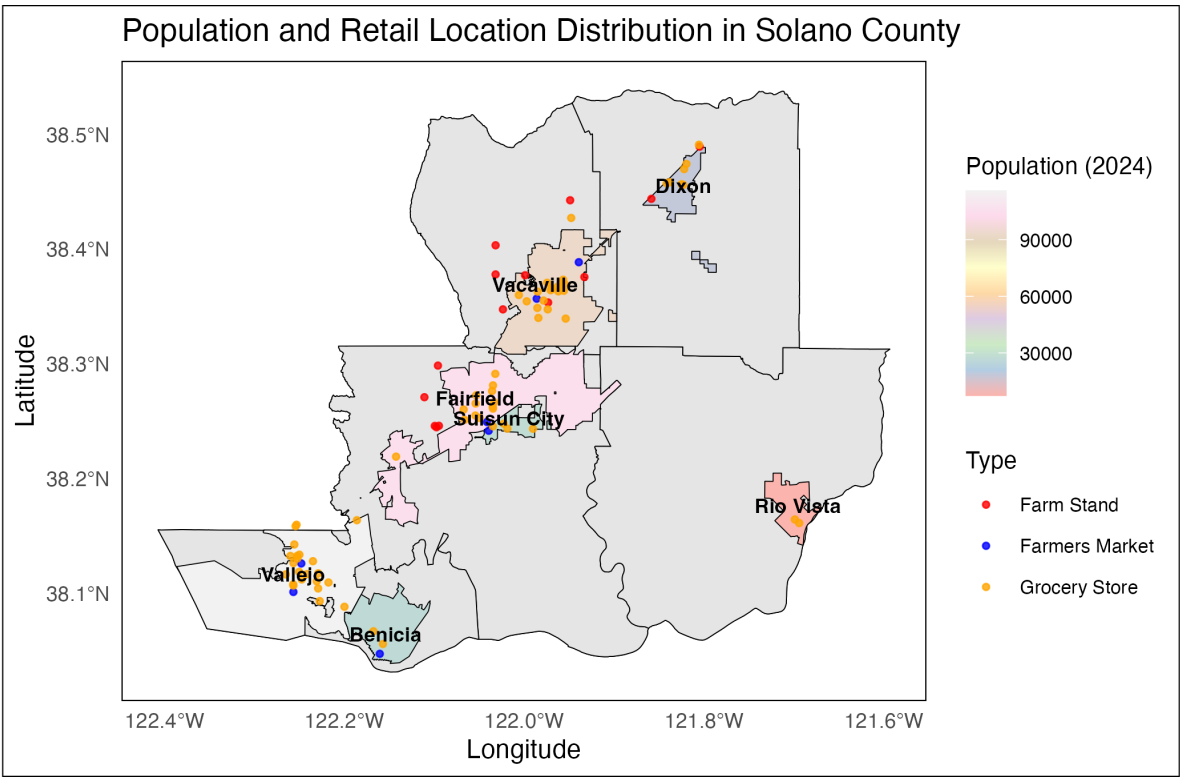
The median income among Solano County households is \$100,027 annually, and somewhat higher than the median income statewide (\$95,521) ([U.S. Census Bureau, 2023a](#)). Table 4 reports a breakdown of or

distribution of households across income brackets. While nearly half of all households earn \$100,000 or more per year, about 10% of the population still lives below the poverty line (U.S. Census Bureau, 2023c).

1.2.3 The Food Retail Environment in Solano County

Solano County’s retail environment is fairly diverse. We detected close to 70 grocery stores, ranging from supercenters (e.g., Walmart Supercenter) and national and regional chains (e.g., Safeway and Raley’s), discount stores (e.g. Grocery Outlet and Smart and Final), to small independent stores catering to a specific demographic (e.g., Vargas Mexican Market and Taqueria). Fifteen farm stands and seven farmers’ markets are located in Solano County and offer additional opportunities to purchase groceries.² The majority of these outlets are located in or near Solano County’s large cities (e.g., Vacaville, Vallejo, and Fairfield) as indicated in Figure 1.

Figure 1: Population and Retail Location Distribution in Solano County



²A complete list is included in the appendix.

2 Effectiveness of Sustainability Labels and Claims

Our development of informative and effective marketing messages (logos, labels, claims, and slogans) that support local and regional farmers and food businesses in Solano County by building revenue-generating potential and improve access to local produce and foods for all Solano County residents is supported by insights developed in the scientific literature and our own ongoing research. We reviewed the economic literature related to consumer decision-making and strategic firm behavior under uncertainty and information asymmetries in modern retail markets more broadly, as well as applied or empirical studies in four key areas: (1) studies on the effects of food labels and claims on consumers' perceptions and valuations, (2) studies on the impacts of providing additional label-relevant information on consumers' perceptions and valuations, (3) studies on the impacts of providing multiple food labels and claims on consumers' perceptions and valuation, and (4) studies on the impacts of providing label information through different channels and methods on consumers' perceptions and valuations. Our primary focus is on the effectiveness of information provision via food labels and claims, especially those communicating sustainability messages.³ Finally, we conclude with a discussion of the relevant literature and case studies regarding the promotion of local and regional production.

Contrary to traditional economic theory that often assumes consumers process all available information at no cost, searching for and processing information requires time and effort. Consumers often purchase products without becoming fully informed about product attributes, especially when products are differentiated by credence qualities, like organic or local production, that cannot be easily observed at point of purchase or experienced afterwards. Limitations in information search and processing (e.g., constraints on time and effort) can result in rational inattention. Combined with emotional reactions and cognitive biases, they motivate strategic actions taken by firms that often exacerbate rather than reduce information asymmetries between consumers and producers. While food labels and claims can better inform consumers, a growing body of evidence shows that not all information is equally salient to consumers (Chetty et al., 2009; Busse et al., 2013; Nocke and Rey, 2024), and that the proliferation of food labels and claims can mislead rather than better inform consumers (Kiesel and Villas-Boas, 2013; Kiesel and Spalding, 2025). The development of a thorough understanding of today's complex market dynamics is a necessary first step when designing targeted marketing messages and delivery methods that can raise awareness and promote local foods with diverse audiences (e.g., new or existing consumers across income levels).

³We draw a distinction between labels and claims and define labels as uniformly defined or standardized statements certified by third-party or government agencies. Claims, on the other hand, are voluntary statements made by manufacturers or retailers for which no clear definition exists.

2.1 Possible Behavioral Biases in Consumer Decision-Making and Strategic Firm Behavior under Information Asymmetries

Consumers have become increasingly concerned about where, how, and by whom their food is produced, processed, and distributed. These concerns are often motivated by perceptions of health harms or benefits, concerns about environmental sustainability, the economic viability of local communities, as well as broader ethical and fairness considerations. These factors strongly influence the formation of brand preferences and purchasing choices, potentially increasing willingness to pay and reducing price sensitivity.

Product differentiation is widespread in the modern retail markets, and much comes from the introduction of value-added products or the promotion of product attributes desired by consumers, many of which easily observable. Manufacturers and retailers strategically highlight these attributes through labels and claims, using them both as marketing tools and as signals of quality or value to attract consumers and increase market share. Numerous food labels and claims have been introduced in the market, with important implications for both consumer decision-making and firm behaviors (Saitone and Sexton, 2010; Onozaka and McFadden, 2011; Villas-Boas et al., 2020; Kiesel et al., 2023; Kiesel and Spalding, 2025).

Many of these labels and claims communicate what can be classified as “credence attributes or qualities.” Darby and Karni (1973) initially introduced the concept of “credence attributes,” referring to attributes for which consumers’ purchasing decisions depend on formed beliefs that cannot fully be verified prior or even post-purchase. Frequently encountered labels or claims in the market, such as organic, GMO-free, pesticide-free, and local, fall into the category of credence attributes. Products with those labels or claims do not exhibit readily noticeable differences in color, taste, or texture and cannot easily be distinguished by consuming them. However, consumers might develop taste perceptions or strongly held beliefs about these products that can be reinforced by experiences and marketing messages. Even when statements about credence qualities are regulated and certified, being able to make informed choices, form accurate beliefs, correct misconceptions will require investing time and effort, and processing this information places an additional burden on consumers, especially consumers who are not already well informed about agricultural production processes and market dynamics (Darby and Karni, 1973; U.S. Department of Agriculture, Economic Research Service, 2017; Yeh et al., 2019; Scott and Sesmero, 2022; Ufer et al., 2022).

Strategic information provision in combination with the remaining uncertainty by consumers may result in consumers repeatedly choosing a low-quality alternative over a high-quality alternative and a collapse of market for higher quality products (Akerlof, 1970). This is true, despite the fact that food labels have the potential to convert credence and experience attributes into search attributes. Even then, consumers need to exert cognitive effort to access and understand information provided on these labels, and need to believe that

they can access this information or produce these insights in other ways (Stigler and Becker, 1977; Messer et al., 2017). Consumers almost always make decisions based on incomplete information and their subjective beliefs, deviating from traditional decision theory that assumes complete information (Stigler, 1961; Tversky and Kahneman, 1974, 1983; Caplin and Dean, 2011; Maćkowiak et al., 2023; Guan et al., 2023). For instance, consumers may believe that products labeled as organic or all natural are healthier than conventional products (i.e., organic halo effect), or they may mistakenly presume that labeled products contain certain traits that are not actually present. Furthermore, consumers may confuse the USDA-regulated organic label with newer but unregulated and somewhat ambiguous claims and sustainability messaging (such as all natural, zero pesticides) developed by manufacturers and retailers, leading them to mistakenly believe that these products are more sustainably produced (U.S. Department of Agriculture, Economic Research Service, 2023b).

The behavioral economics literature has established that consumers’ cognitive limitations and emotional responses significantly impact economic outcomes (Tversky and Kahneman, 1974; Kahneman et al., 2021). Consumers’ time constraints, information search and processing costs (Stigler, 1961; Becker, 1965; Stigler and Becker, 1977; Weitzman, 1979; Richardson, 1986), and consumers perceived gains and losses as well as cognitive biases (Tversky and Kahneman, 1974; Kahneman and Tversky, 1979; Tversky and Kahneman, 1983; Messer et al., 2017; Kahneman et al., 2021; Maćkowiak et al., 2023; Guan et al., 2023) can lead to what is often described as the “vote-buy” gap.⁴

One key theme in the behavioral economics literature is the analysis of decision making under uncertainty and strategic or bounded rational inattention that leads to the use of simplifications and heuristics, and in some cases, suboptimal outcomes (Tversky and Kahneman, 1974). It also means that the manner in which information is presented (on food labels and claims) can influence consumer attentiveness and formed beliefs. Specifically, “framing effects” (Tversky and Kahneman, 1981) or the theory that information search and processing can be influenced by seemingly insignificant features or aspects of the choice environment, such as the arrangement of items on a screen or in a store, can have significant effects (Tversky and Kahneman, 1981; Samuelson and Zeckhauser, 1988; Caplin and Dean, 2011). One such example is “conjunction fallacy” introduced by Tversky and Kahneman (1983). It leads consumers to mistakenly believe that combining multiple constituents will result in a higher likelihood of occurrence compared to considering only one constituent. This suggests that consumers may have a greater willingness to pay (WTP) for a product with

⁴The vote-buy gap refers to settings where consumers’ stated preferences diverge from their purchase behavior. Organic production provides a good example. While the majority of respondents in surveys and focus groups state that they prefer organic products, market shares for organic products remain relatively low. For example, in the fruit and vegetable category, the largest retail category of organic foods with nearly \$22 billion in organic sales in 2020 (inflation adjusted to 2021 dollars), the share of organic compared to conventionally grown foods remains in the single digits. This is despite continuously observed growth for organic fresh fruits from 3% in 2001 to nearly 7% in 2018 (U.S. Department of Agriculture, Economic Research Service, 2023b).

multiple labels, even if the labels provide redundant information, compared to a product with a single label.

Several biases, including representativeness, availability, and confirmation bias, have been identified that relate to familiarity with a product and frequency of purchase, and favoring information that is intuitive and consistent with prior experiences and beliefs. Disconfirmation bias, on the other hand, refers to the tendency for individuals to disregard or discount information that contradicts prior experiences and beliefs. “Status quo bias” or the tendency of consumers to stick with the current status quo or the currently chosen option during a search process is well-documented in the literature as well. [Kahneman and Tversky \(1979\)](#) developed an alternative theory to making decisions that maximize overall happiness (utility). “Prospect Theory” instead distinguishes between the effects of perceived gains and losses relative to a reference point, rather than on the final outcomes themselves.

More recently, [Kahneman et al. \(2021\)](#) discussed the concept of “noise”, emphasizing that the presence of biased perceptions and noise simultaneously influence consumers’ decision-making processes, resulting in ambiguous outcomes or making it difficult to predict outcome deviations. Furthermore, [Guan et al. \(2023\)](#) argue that consumers’ subjective information preferences are highly influenced by the instrumental value of the provided information. Their findings also suggest that subjective information processing costs may lead consumers to undervalue richer information structures, which are more intricate and demand greater processing, if they are unwilling or unable to bear the associated costs.

2.2 Strategic Firm Behavior

Manufacturers and retailers will strategically respond to these potential flaws in consumers’ information processing, especially when significant information asymmetries between consumers and producers exist. [Nelson \(1970, 1974\)](#) first argued that strategic advertising and marketing responses arise from consumers’ decision-making under uncertainty about product quality. Strategic information provision result in significant inefficiencies and market failures, however, and depending relative market shares of competing products and brands and the overall distribution of consumer preferences, may result in including adverse selection, or the market for higher quality products ceasing to exist ([Akerlof, 1970](#)). In less severe cases, it can lower consumers’ sensitivity to price ([Nikolova and Inman, 2015](#)).

Signaling is defined as strategic communication of reducing information asymmetries between parties with different levels of information ([Spence, 2002](#)). Sellers can utilize various forms of signaling, such as advertising, branding, and reputation formation to achieve product differentiation and increase sales ([Shapiro, 1983](#)). High-quality products can be differentiated by providing clear and standardized labels, and consumers can gain insights into the methods used to produce the food they purchase through these labels. This trans-

parency can help consumers make informed choices aligned with their preferences and values (Stigler, 1961; Akerlof, 1970; Darby and Karni, 1973; Caplin and Dean, 2011). Businesses may desire to convey the superiority of their products through those various signaling methods (Shapiro, 1983; Spence, 2002; Bonroy and Constantatos, 2015). In some cases, they may also strategically opt not to disclose certain information to consumers if it could potentially have a negative impact on their sales (Nelson, 1970, 1974; Villas-Boas et al., 2020). In such situations, the incentives of consumers and producers may not be aligned, and this misalignment will not effectively reduce information asymmetries. Villas-Boas et al. (2020) demonstrate that, although consumers could potentially use multiple claims to make more informed and welfare-enhancing purchase decisions, firms with market power often lack the incentive to present these claims in a manner that maximizes overall consumer welfare.

2.3 Empirical Studies on Effects of Food Labels and Claims

A large body of literature explored the impacts of introducing food labels and claims on consumer perceptions, valuations, and, in some cases, actual purchases. These studies documented that, in general, consumers perceive labeled products as higher quality and are willing to pay more for them (Kiesel and Villas-Boas, 2007; Kanter et al., 2009; Bernard et al., 2019; Yeh et al., 2019; Wilson and Lusk, 2020; U.S. Department of Agriculture, Agricultural Marketing Service, 2023). Furthermore, the findings indicate that the extent of changes in WTP is influenced by factors such as the number of labels and claims, the provision of label-related information, and the type of product (Onozaka and McFadden, 2011; Yeh et al., 2019; Yu, 2023; Asioli et al., 2023). However, some studies present mixed results, suggesting that despite the introduction of labels and the provision of information, the magnitude of these effects varies significantly depending on which information is presented and certain consumers stick to their initial beliefs (Gao and Schroeder, 2009; Kiesel and Villas-Boas, 2013; Heng et al., 2016; Bernard et al., 2019; Streletskaia et al., 2019; Villas-Boas et al., 2020; Wilson and Lusk, 2020; Ufer et al., 2022; Streletskaia et al., 2023). A recent study found that providing information about a product (e.g., eggs) has little impact on consumer valuation due to the presence of heterogeneous preferences for product attributes among consumers (Areal and Asioli, 2024). Furthermore, Asioli et al. (2017) discover that consumers' interpretation of clean labels is subjective, varying based on their familiarity with the label or the interpretations they derive from it.

Several studies have broadened their attention to explore the effectiveness of providing additional label-related information beyond investigating changes in consumers' WTP in response to the introduction of labeling on agricultural products. However, the majority of related studies have mainly focused on processed and packaged food products rather than fresh produce. Among the few studies focusing on produce,

[Bernard et al. \(2019\)](#) analyze the impact of providing minimal information in labels on consumers' WTP for watermelon. The study concludes that both minimal information and redundant labels have a positive and significant impact on consumer perceptions and WTP by fostering participants' belief that the labeled products would be tastier, safer, and more aligned with their definition of local. [Streletskaya et al. \(2019\)](#) and [Streletskaya et al. \(2023\)](#) suggest that the availability of information about labels has a significant impact on consumers' WTP for wine and cheese, respectively. They also postulate that these information delivery strategies positively influence the changes consumers' perceptions and preferences despite the fact that there are consumers who are loyal to a particular product.

To date, few studies have focused on the impact of providing label information through different methods on consumers' perceptions for agricultural products. However, several studies have explored how decision-making processes can be influenced by factors such as the retail location or the manner in which information is presented. [Onozaka et al. \(2011\)](#) find that consumers' valuation of a label or claim varies depending the purchase location. Specifically, their study reveals that consumers did not place a high value on organic apples when purchasing them directly from farmers' markets, in comparison to other retail venues such as supermarkets. However, when this factor is considered alongside perceived consumer effectiveness (PCE), consumers tend to assign a positive value to organic products. This suggests that interacting with producers may enhance consumers' confidence in the positive aspects of organic farming practices. [Lai et al. \(2020\)](#) examines the "nudge" effect of information on dairy consumption to evaluate the effectiveness of informational prompts in reducing sugar-sweetened milk consumption in school lunches among children. The results suggest that simply introducing the prompt increases the number of children choosing white milk over chocolate milk, but adding information about health or taste does not have a significant effect. Furthermore, the prompt proves to be as effective as non-monetary incentives in influencing milk choice.

Several studies have begun to explore the impacts of redundant food labels on consumers' perceptions of agricultural products ([Foster and Just, 1989](#); [Heng et al., 2016](#); [Wilson and Lusk, 2020](#); [Ufer et al., 2022](#)). Our ongoing research distinguishes three types of redundancies: a) labels and claims that restate information already communicated by another label; b) labels or claims that emphasize attributes present or absent in all products in a given category; and c) characteristics promoted through shelf displays that are already promoted via labels or claims on packages. These studies suggest that labels with redundant information can potentially mislead consumers, causing them to pay extra for products with such labels or claims. [Foster and Just \(1989\)](#) referred to this phenomenon as a "cost of ignorance," stemming from consumer confusion or lack of knowledge, which could have been alleviated with better information provision. [Foster and Just \(1989\)](#) examine the effect of adding food attribute information on consumers' WTP for beef steaks. The findings demonstrate that as additional food attributes are introduced, WTP for beef steaks initially

decreases; however, it increases again when further attributes are added. Importantly, the study finds that consumers' WTP is influenced not solely by the number of food attributes, but also by the relevance of these additional attributes to the previously presented food attribute information. Similarly, [Heng et al. \(2016\)](#) find that the valuations of credence attribute labels and claims are influenced by the number of labels on eggs, and providing information on redundancy did not effectively correct consumers' misinterpretation of statements on labels on claims. [Wilson and Lusk \(2020\)](#) examine how redundant label influences consumer perception. They leverage the fact that salt cannot be produced with GMOs and the absence of gluten in orange juice, along with the Food Safety and Inspection Service (FSIS) prohibition on added hormones in swine and poultry, therefore, none of the claims provide any additional information to consumers. The results reveal that participants were willing to pay a premium for products with redundant claims. However, even after being informed about the redundancy of these claims, fewer than half of the respondents who initially expressed a willingness to pay extra for the labeled products changed their stance. [Ufer et al. \(2022\)](#) investigate the effects of redundant claims on consumer choice of milk products. Their findings align with the results from [Wilson and Lusk \(2020\)](#). The results indicate that consumers, including those who are informed, exhibit a higher WTP for milk products with redundant claims, and the presence of these redundant labels significantly impacts market share among labeled milk products.

2.4 Consumer Perceptions and Preferences for Local Claims

Demand and interest in locally produced foods have grown significantly in recent decades, with evidence pointing to a strong consumer preference for local products ([U.S. Department of Agriculture, Economic Research Service, 2023a](#); [He et al., 2021](#); [Kiesel and Spalding, 2025](#)). Even prior to the COVID-19 pandemic, consumer interest in local foods had surpassed or ranked higher than preferences for other prominent food-related concerns, including organic production and use of genetically modified ingredients ([NielsenIQ, 2019](#)). Consumers' ability to purchase local foods seemed limited only by the perception that local production was not clearly advertised in most retail settings ([Burt et al., 2015](#)), a consumer concern quickly addressed by manufacturers of all sizes, specialty stores, grocery chains, and supercenters alike. The COVID-19 pandemic, as well as recent international conflicts and resulting supply shortages have further strengthened consumers' preferences for local foods and reinforced policymakers' commitments towards building more resilient regional food systems and promoting locally-produced foods ([Hobbs, 2020](#)). "Local" claims frequently appear on packages and retail shelves, and promoting local production has become an eminent positioning strategy pursued by producers at all stages of the supply chains, often without providing a clear definition of what differentiates their products from those without these claims. Unlike organic production, which has a

standardized and uniform definition and is certified and regulated by the USDA, local produce and locally processed foods lack a universally accepted definition, however. The 2008 Farm Act offered a definition of local foods as those sold within 400 miles of their origin or within the state where the product is produced. While “local” generally carries a geographic connotation, there still remains no clear consensus on the specific distance that constitutes local production and consumption ([U.S. Department of Agriculture, Economic Research Service, 2023a](#)). Many consumers associate local foods with direct-to-consumer sales or distribution through local retailers within regional markets ([Kiesel and Spalding, 2019](#)).

Existing research on consumer preferences for locally produced foods further highlights the complexity of consumer valuations, which are shaped by concerns about sustainability, perceptions of fairness, and a strong desire to support small, community-based farmers and food businesses. Consumers frequently associate local foods with superior taste and quality attributes such as freshness, safety, and health benefit characteristics they believe are more immediately noticeable. Locality is also linked to both observable attributes (e.g., color, freshness) and unobservable qualities (e.g., safety, environmental friendly grown) ([He et al., 2021](#)). While environmental concerns such as food miles may factor into their preferences, some consumers also interpret “localness” as being closely aligned with organic or sustainable farming practices and overall higher quality ([Kiesel and Spalding, 2019](#)). [Onozaka and McFadden \(2011\)](#) suggest that local claims and organic labels may complement and reinforce each other in consumers’ perceptions, rather than serve as substitutes, and [He et al. \(2021\)](#) demonstrate that awareness that a product is locally produced leads to increased WTP. However, depending on the stage of consumption, search attributes such as color, size, and freshness, and experience attributes such as taste and texture after consumption, significantly influence consumers’ quality perceptions of local foods.

2.5 Applications and Case Studies of Local Branding and Promotions of Local Production

Few studies addressing the effectiveness of local labels and claims have analyzed actual consumer purchases ([Kiesel and Spalding, 2025](#)). Even though industry experts had estimated that sales of local foods more than doubled from \$5 billion in 2008 to \$12 billion in 2014, and predicted that sales would reach \$20 billion by 2019 ([Burt et al., 2015](#)), Nielsen, the leading industry source for consumer purchase data, tracked only \$239 million in sales of local foods in 2019 ([NielsenIQ, 2019](#)). Locally produced foods promoted by manufacturers or retailers are not easily identified in commonly available and increasingly utilized scanner data. Local foods can often only be identified via product names or descriptions suggestive of well-established and widely distributed local brands in these data. Not only are purchases from smaller specialty retailers and

local Food Co-ops not captured by these data, but neither are promotions of local foods by larger retailers.⁵. However, local foods are often only promoted via shelf labels and store displays in select store locations in these stores and cannot be easily identified in these data (Kiesel et al., 2023).

The small and medium-sized farms targeted by Sustainable Solano’s efforts are more likely to sell through direct-to-consumer (DTC) channels (e.g., via farmers markets, farm stores or stands, and community-supported agriculture arrangements), and less likely to sell to institutions and retailers than large farms (Plakias et al., 2020). The Local Food Marketing Practices Survey distributed by the USDA collects data directly from farmers participating in local and regional food systems. A look at these data prior to the pandemic and more recent supply chain disruptions suggests that 147,000 farms generated \$9.0 billion in revenue in 2020. These data further indicated that growth in DTC marketing opportunities had slowed—the number of farmers markets in the U.S. had increased by roughly 3,500 in the past decade to a total of 8,771 in 2019, but increased by less than one percent annually since 2016 (U.S. Department of Agriculture, Agricultural Marketing Service, 2021)—and suggest that competition a relatively small overall share of food sales among small and medium-sized entrepreneurs has intensified. These data do not lend themselves well to an analysis of the effectiveness of specific promotional efforts, however.

Below, we briefly discuss select case studies as well as the overall policy direction pursued by the European Union, which, rather than introducing a uniform definition of local production, developed

The EU system for geographical indications (GIs), including protected designations of origin (PDOs) and protected geographical indications (PGIs), was introduced in 1992. This framework provides protection for agricultural products and foodstuffs that are linked to a specific geographical location and possess qualities or a reputation due to that origin.

2.5.1 Geographic Indicators and Regional Marketing Approaches

The European Union (EU) introduced regulation that protected designations of origin and geographical indications back in 1992, and significantly strengthened protection under the geographical indications (GIs) system for wine, spirit drinks, and agricultural products in 2023. The newer regulation increased the uptake of GIs across the EU and provided a higher level of protection, enabling the exclusive promotion of foods linked to a specific geographical location as higher quality (International Trademark Association, 2025; ?). Once obtained, GIs can serve as a powerful marketing tool because they reveal a credence attribute otherwise not known to the consumer and, invoking perceptions of exclusivity and higher quality. Champagne is the classic example of the use of GIs as an effective marketing strategy, as only sparkling wines produced

⁵Even large retailers like Walmart source 20% to 40% of their produce locally, and increasingly try to differentiate themselves and attract consumers to their stores via point-of-sales promotions of local produce as well as locally produced value-added products (Burt et al., 2015)

with grapes grown in the Champagne region of France can be marketed as such. Prior to 2023, other producers could create similar products and market themselves as champagne, potentially threatening the reputation of champagne as a luxury good. With the newer regulation in place, sparkling wine sold as champagne adheres to strict quality standards and can maintain their unique product status. Despite the absence of a GI system in the US, locally produced foods can capitalize on region-specific characteristics, and promotions can be strengthened by partnerships between municipal governments and regional producers. Regions can distinguish themselves by creating an identity centered around a regional trait, turning that trait into the area's trademark feature. Local businesses then tie their value proposition to the region-specific characteristic to reinforce the regional identity. As long as the municipal government and the messages of local companies are consistent, local products benefit from this marketing strategy because their products become less substitutable.

Quilts from Hamilton, MO

An example of regional marketing from the craft industry is the success story of quilts produced in Hamilton, MO. The city is widely known for its quilts, often being called the Quilting Capital of the World (or Quilt Town). During the last decade, the city has worked with Missouri Star Quilt Co. to build its region's identity around quilting. Founded in 2008, Missouri Star Quilt Co. initially started as an online business, but as the company increased in online notoriety, the city invested in marketing itself as a premium location to buy quilts from ([Missouri Star Quilt, 2025](#)). Although quilts are widely available everywhere, quilts made in Hamilton and by Missouri Star Quilt Co. are distinguished and sought out by consumers because of the messaging strategy created by both the city and the company. Both consistently market the company and the city as a small town with local producers and unique products. As a result, tourists seek out this specialty product, while the local community feels that it is worthwhile to invest in their city and local businesses. Even during the pandemic, when tourist visits dropped dramatically, Missouri Star Quilt Co. was kept afloat by an increase in online sales ([Kniggendorf, 2021](#)).

The key element of this marketing strategy is that the identity of the region is consistent and deeply ingrained in the city and the company's message, which is accomplished in this case. For example, the Missouri Star Quilt Co. includes a 'Quilt Town' tab on its website where consumers can create an integrated trip visiting company shops, bus tours, and different city events centered on quilt festivals.

Similar approaches are often used in Agritourism initiatives that can both attract tourists and establish brands that can be sold in larger urban markets. Importantly, these strategies are not only promising for large businesses but can also create spillover effects for smaller operations. For instance, [Coca-Stefaniak \(2010\)](#) interviewed small European business owners about important elements of marketing strategies grounded in

people, place, and promotion that contribute to the success of their businesses.⁶ They highlighted the need to have a strong regional reputation linked to a specific characteristic, access to specific markets and increased demand. The majority of these business owners also reported their reliance on word-of-mouth marketing, which interviewees viewed as a competitive advantage over large operations. Finally, business owners also attributed their success to community embeddedness, which included attending or sponsoring local events and encouraging interpersonal relationships beyond simple customer service. Successful localization relies on a strong understanding of the region, its community, and creating a business that seamlessly integrates into the region's identity and becomes another social hub for its community.

[Emily H. Morgan and Seguin \(2018\)](#) identified potential challenges faced by U.S. farmers attempting to implement similar regional marketing strategies. While some farmers worked to encourage community involvement and interpersonal interaction by having stores or farm stands on the farm itself, others found that these attempts conflicted with consumers' preference for convenience and opted for less interactive but more manageable contracts with local retailers to increase the frequency of purchase.

Fresh from Florida Promotional Campaign

While framed as conflicting messages in this article, both of these approaches can contribute to regional brand recognition, especially if these efforts are coordinated and products are marketed under an umbrella brand or unifying trademark. This approach can be used to promote variety, rather than a unique product, as in the case of the Fresh from Florida regional marketing campaign ([Fresh from Florida, 2025](#)). This campaign was implemented with various initiatives to promote locally grown products over the last two years, aligning with a growing consumer interest in food provenance and a desire to connect with the sources of their produce ([Vilsack, 2012](#)). The University of Florida's Institute of Food and Agricultural Sciences (UF/IFAS) further supported these efforts and developed training programs designed to help farmers market and distribute their locally produced goods more effectively. In conducted focus groups, researchers at the University of Florida have examined public perceptions of local food, highlighting the lack of a universally accepted definition. Despite this ambiguity, their research identified recurring themes in how consumers characterize local food and received benefits through terms such as: nutritious, natural, safe, trustworthy, fresh and fresher, wholesome, better tasting and better quality, requiring less transportation, chemical-free, and less expensive ([Vilsack, 2012](#)). This research further identified additional keywords to be used in campaigns promoting regional foods that likely resonate with consumers, including farmer and farm worker, agribusiness, locally grown, agriculture, family owned, animal welfare, food safety, and organic ([University of Florida, 2020](#)).

⁶(These are drawn from the four P's of Marketing developed by McCarthy in 1960 with price being the fourth P. Since then, there have been many advances, including the development of Relationship Marketing and Total Quality Management, and Content Marketing. However, McCarthy's core concept remains quite robust ([Scheinbaum et al., 2022](#)).

2.5.2 Possible Complementarities with Sustainability Labels and Claims

As already discussed, the existing literature suggests that messages of local and organic production might reinforce each other. Unlike for local production, uniform definitions for organic production do exist. While consumers' willingness to pay price premiums for the USDA organic seal is well documented, newer sustainability claims might be more accessible and result in an even higher WTP. In a recent study and conducted choice experiment on cherry tomatoes, [Shonkwiler \(2024\)](#) find that consumers are willing to pay less for Certified Organic produce than Certified Naturally Grown (CNG) produce.⁷ The study finds that consumers were willing to pay a premium of \$3.25 for a pint of cherry tomatoes labeled as CNG, compared to \$2.71 premium for those labeled Organic on average. Furthermore, the research identified three distinct consumer segments: (1) those who substitute between CNG and organic labels, the largest group, (2) those who consistently prefer one label over the other, and (3) those who prioritize price and product origin.

3 Next Steps

This situation analysis suggests a focus on diversity in agricultural productions similar to the strategy pursued by the *Fresh from Florida* campaign. This focus could be strengthened by a strategic partnership with larger producers and operations in Solano County (e.g., Mariani Nuts). Our message development will also consider strategically combining claims that highlight organic and local production (e.g., "Sustainably grown in Solano County") as well as the use of strategic redundancies (e.g., adding the USDA organic Seal, and/or a "Fresh from California" statement). The development of specific marketing messages for Sustainable Solano will further be informed by focus groups and surveys conducted with two distinct consumer segments: Consumers with already established preferences for local and organic production, and consumers who have underdeveloped preferences for and limited access to local foods. The results of these data collection and proposed messaging will be shared in a separate document and form the basis for an incentive-compatible choice experiment conducted later this summer.

⁷Unlike government certification of organic production under the National Organic Program, CNG relies on within industry peer reviews and inspections (including remote inspections) and does not set clear and enforceable certification standards ([Naturally Grown, 2025](#))

Appendices

Appendix A Additional Tables

Table A.1: Produce Retail Locations in Solano County

No.	Name	Address
Farm Stand		
1	99 Cherry Orchard U-Pick	2627 Rockville Rd., Suisun Valley
2	Dixon Fruit Market	7808 Batavia Rd., Dixon
3	Pedrick Produce	6850 Sievers Rd., Dixon
4	Cal Yee Farm	5158 Clayton Rd., Suisun Valley
5	Larry's Produce	4606 Suisun Valley Rd., Fairfield
6	Robledo Produce	4300 Russell Rd., Fairfield
7	Saechao Family Farms	2707 Rockville Rd., Fairfield
8	Be Love Farm	7071 Bucktown Ln., Vacaville
9	Brazelton Ranch	3628 Gates Canyon Rd., Vacaville
10	Fred's Cherry Stand	149 Elmira Rd., Vacaville
11	Gibson Canyon Farm	6609 Gibson Canyon Rd., Vacaville
12	Lockewood Acres	7781 Locke Rd., Vacaville
13	Rick's Berry Farm	6572 Leisure Town Rd., Vacaville
14	Soul Food Farm	6046 Pleasants Valley Rd., Vacaville
Farmers Market		
1	Benicia Certified Farmers Market	Downtown Benicia on First Street between B & D streets
2	Fairfield Certified Farmers Market	Downtown Fairfield, on the county lawn at Jefferson & Texas streets
3	Suisun Waterfront Farmers Market	Harbor Plaza, Downtown Suisun, 520 Solano St.
4	Kaiser Vacaville Farmers Market	Vacaville Medical Center, 1 Quality Drive
5	Vacaville Certified Farmers Market	Creekwalk Plaza at Andrews Park
6	Vallejo Certified Farmers Market	Downtown between 300 & 400 blocks of Georgia Street
7	Kaiser Vallejo Certified Farmers Market	Kaiser Hospital, 975 Sereno St.
Grocery Store		
1	Foodmaxx	1740 Tuolumne St, Vallejo, CA 94589
2	Grocery Outlet	66 Admiral Callaghan Ln, Vallejo, CA 94591
3	Safeway	122 Robles Way, Vallejo, CA 94591
4	Smart and Final Extra!	3901 Sonoma Blvd, Vallejo, CA 94589
5	Seafood City Supermarket	3495 Sonoma Blvd, Vallejo, CA 94590
6	Food Basket	1694 Broadway, Vallejo, CA 94590
7	Lola's Market	5201 Sonoma Blvd #7, Vallejo, CA 94589

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Table A.1: Farm Stands, Farmers Markets, and Grocery Stores in Solano County (continued)

No.	Name	Address
8	Bazaar	4380 Sonoma Blvd, Vallejo, CA 94589
9	Grocery Outlet	401 Marin St, Vallejo, CA 94590
10	Safeway	709 Lincoln Rd W, Vallejo, CA 94590
11	La Tapatia Market	601 Broadway, Vallejo, CA 94590
12	Walmart Neighborhood Market	501 Sereno Dr, Vallejo, CA 94589
13	Island Pacific Supermarket and Seafood	2110 Springs Rd UNIT 24, Vallejo, CA 94591
14	Cardenas Market	2107 Solano Ave, Vallejo, CA 94590
15	168 Market	765 Sereno Dr, Vallejo, CA 94589
16	El Dos De Oro Produce Market	1417 Tennessee St, Vallejo, CA 94590
17	J&O's Market and Deli	8340 Bennington Ct, Vallejo, CA 94591
18	Food Mart	55 Wilson Ave, Vallejo, CA 94590
19	Anchor Pantry	620 Marin St, Vallejo, CA 94590
20	Guanajuato Market Taqueria	18 Laurel St, Vallejo, CA 94591
21	V-Town Grocery and Smoke	10 Broadway, Vallejo, CA 94590
22	Vargas Mexican Market & Taqueria	5201 Sonoma Blvd, Vallejo, CA 94589
23	Safeway	2090 Harbison Dr, Vacaville, CA 95687
24	Nugget Markets	130 Browns Valley Pkwy, Vacaville, CA 95688
25	WinCo Foods	855 Davis St, Vacaville, CA 95687
26	Raley's	3061 Alamo Dr, Vacaville, CA 95687
27	County Square Market	136 Peabody Rd, Vacaville, CA 95687
28	Sprouts Farmers Market	1041 Helen Power Dr, Vacaville, CA 95687
29	Grocery Outlet	130 Nut Tree Pkwy, Vacaville, CA 95687
30	Maya Supermarket	120 S Orchard Ave, Vacaville, CA 95688
31	Lucky	777 E Monte Vista Ave, Vacaville, CA 95688
32	Lucky	1979 Peabody Rd, Vacaville, CA 95687
33	Mexico Meat Market	1130 E Monte Vista Ave A, Vacaville, CA 95688
34	Walmart Supercenter	1501 Helen Power Dr, Vacaville, CA 95687
35	Walmart Neighborhood Market	2050 Nut Tree Rd, Vacaville, CA 95687
36	Oates' Country Store	4819 Midway Rd, Vacaville, CA 95688
37	Walmart Neighborhood Market	941 Alamo Dr, Vacaville, CA 95687
38	Desi Outlet	127 Peabody Rd, Vacaville, CA 95687
39	Yoli's Produce and Meat Market	1490 Alamo Dr, Vacaville, CA 95687
40	Sam's Club	1500 Helen Power Dr, Vacaville, CA 95687
41	Safeway	50 Solano Square, Benicia, CA 94510
42	Raley's	890 Southampton Rd, Benicia, CA 94510
43	3J's Asian Market	311 Marina Center, Suisun City, CA 94585
44	Suisun Seafood Center	303 Lawler Center Dr, Suisun City, CA 94585

Continued on next page

Table A.1: Farm Stands, Farmers Markets, and Grocery Stores in Solano County (continued)

No.	Name	Address
45	Walmart Supercenter	350 Walters Rd, Suisun City, CA 94585
46	Raley's	270 Sunset Ave, Suisun City, CA 94585
47	Safeway	5051 Business Center Dr, Fairfield, CA 94534
48	Foodmazz	1955 W Texas St, Fairfield, CA 94533
49	La Charrita Market	1470 W Texas St, Fairfield, CA 94533
50	Fairfield Market & Liquor	1303 W Texas St, Fairfield, CA 94533
51	Raley's	3001 Travis Blvd, Fairfield, CA 94534
52	Grocery Outlet	200 Travis Blvd, Fairfield, CA 94533
53	International Market	1736 N Texas St, Fairfield, CA 94533
54	Super La Favorita Meat Market	1950 N Texas St, Fairfield, CA 94533
55	Trader Joe's	1350 Gateway Blvd Ste A1-A7, Fairfield, CA 94533
56	Safeway	2401 Waterman Blvd, Fairfield, CA 94534
57	Smart & Final Extra!	2525 N Texas St Ste C, Fairfield, CA 94533
58	Walmart Supercenter	2701 N Texas St, Fairfield, CA 94533
59	Raley's	3330 N Texas St, Fairfield, CA 94533
60	Grocery Outlet	2400 N 1st St, Dixon, CA 95620
61	Safeway	1235 Stratford Ave, Dixon, CA 95620
62	Viva Supermarket	925 N Adams St, Dixon, CA 95620
63	Pedrick Produce	6850 Sievers Rd, Dixon, CA 95620
64	Super La Favorita Meat Market	925 N Adams St, Dixon, CA 95620
65	Walmart Supercenter	235 E Dorset Dr, Dixon, CA 95620
66	Carniceria Lupita	1145 Pitt School Rd # E, Dixon, CA 95620
67	Lira's Supermarkets	609 CA-12, Rio Vista, CA 94571
68	Maxx For Less	1441, 1009 CA-12, Rio Vista, CA 94571

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