

# Consumer Preferences and Willingness to Pay for Finger Limes

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**UF-IFAS-TREC**

**Finger Lime Field Day**

**April 24<sup>th</sup>, 2024, UF-IFAS-CREC**

**Lake Alfred, FL**



# Outline

I. Industry feedback

II. Consumer evaluation  
and willingness to pay

III. Concluding remarks

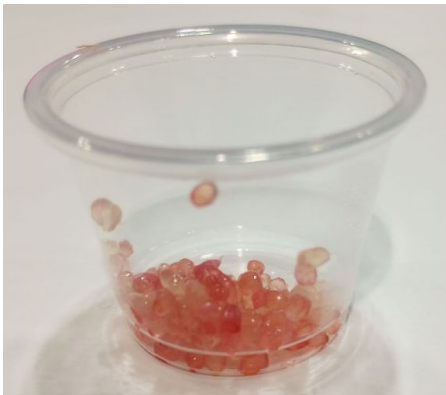
# Industry Feedback



UF SunLime is a novel product

Industry feedback about:

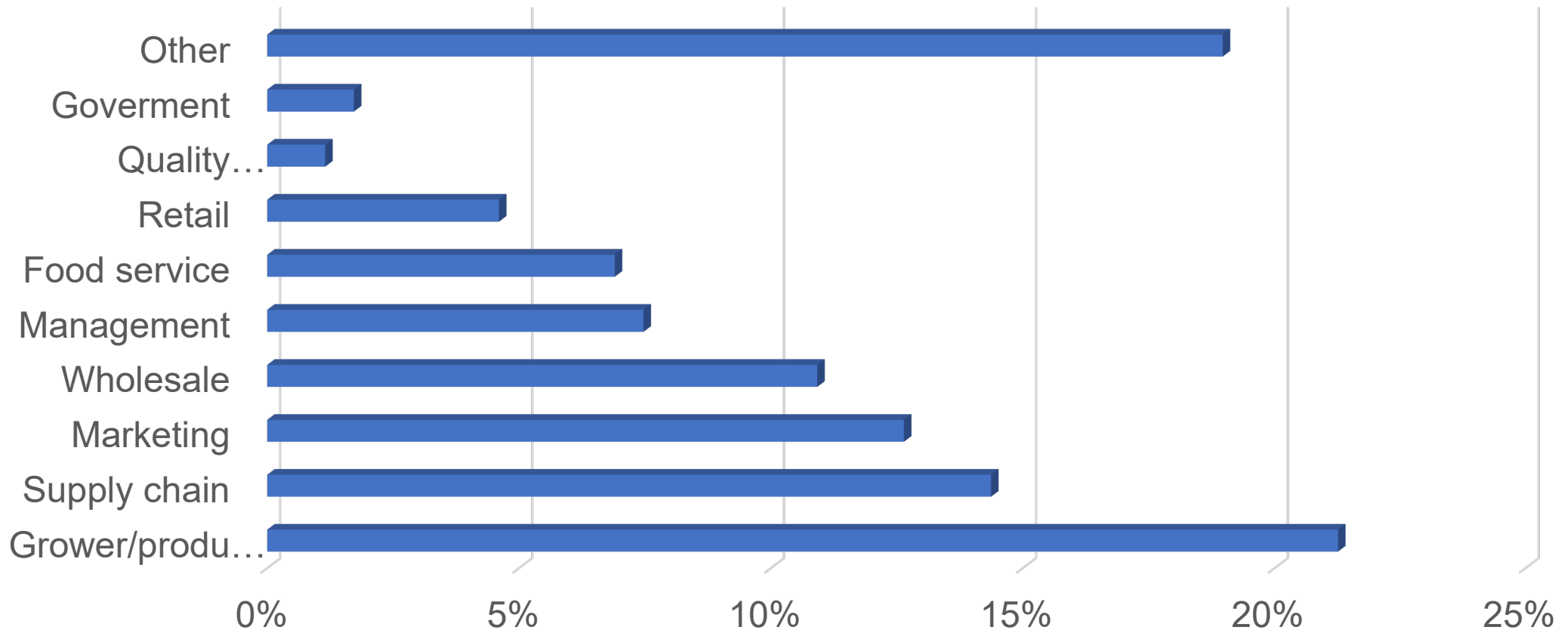
1. Sensory attributes (ratings)
2. Fruit pairing options (ratings)
3. Insights on marketing outlets
4. Insights on selling attributes
5. Potential prices



**134 participants tasted the fruit and completed the survey.**

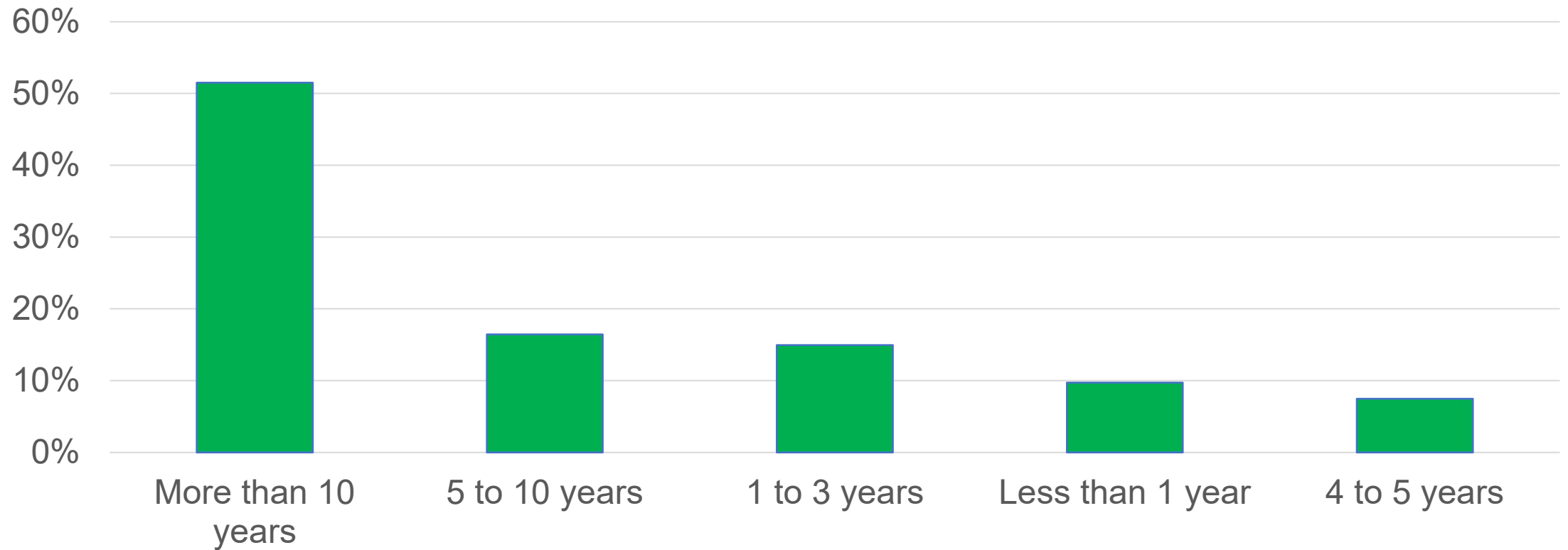
# Industry Feedback

Participant's functional area



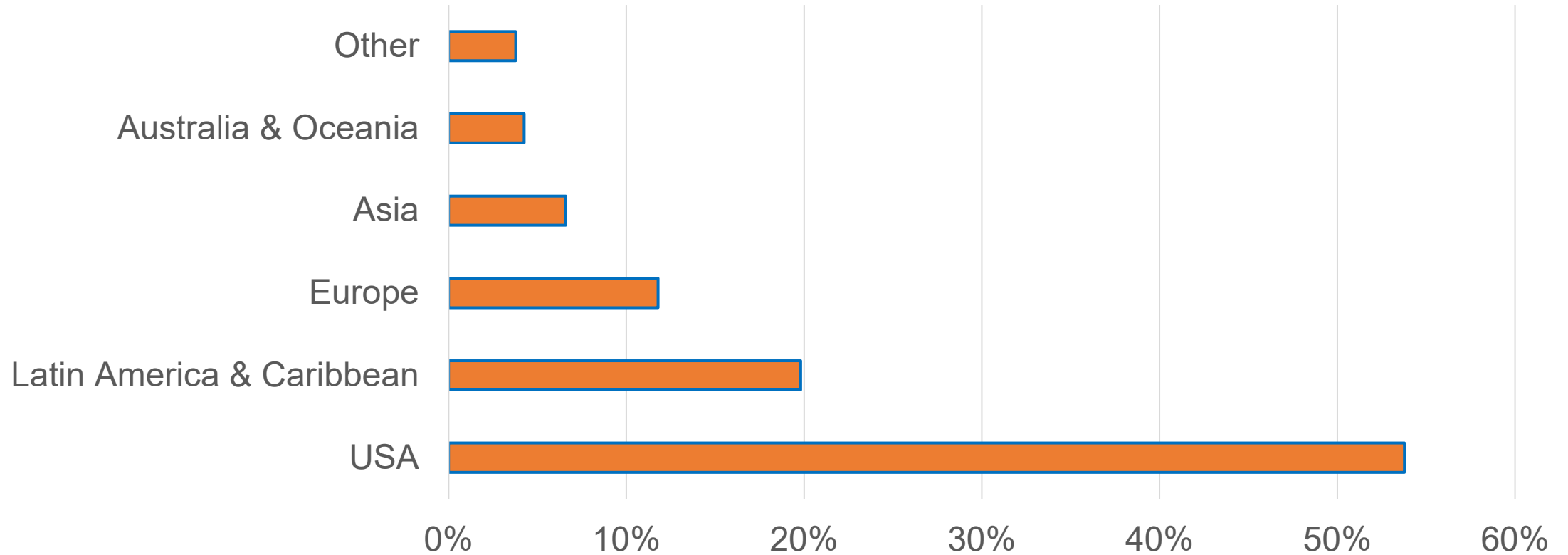
# Industry Feedback

Time working in the industry



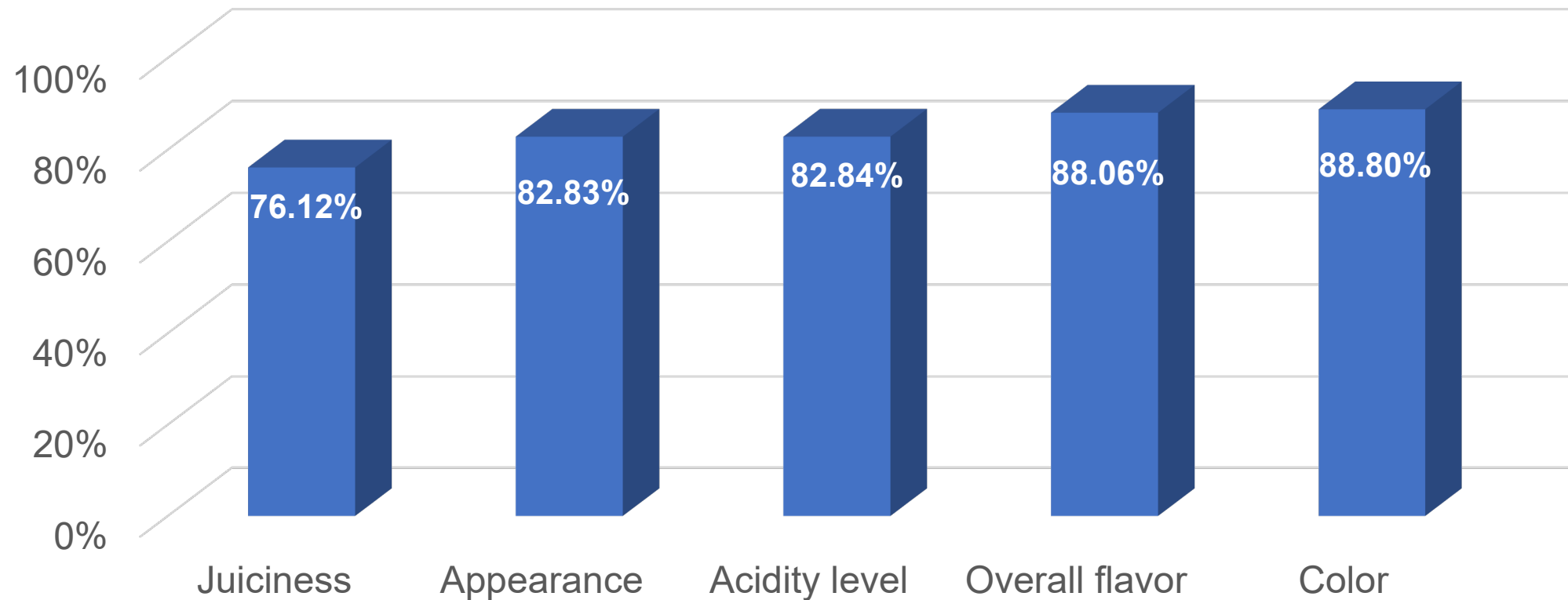
# Industry Feedback

Where does your company operate?



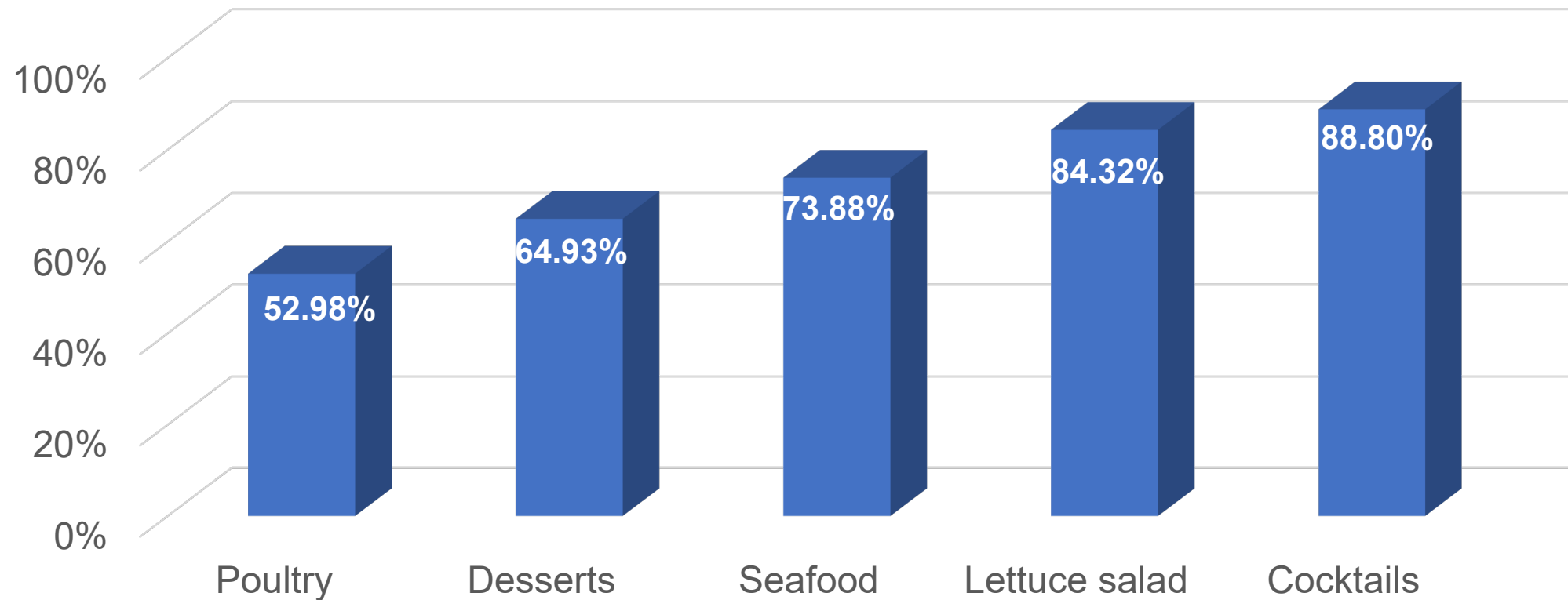
# Industry Feedback

Ratings for sensory attributes: % rated as good (4) or very good (5)



# Industry Feedback

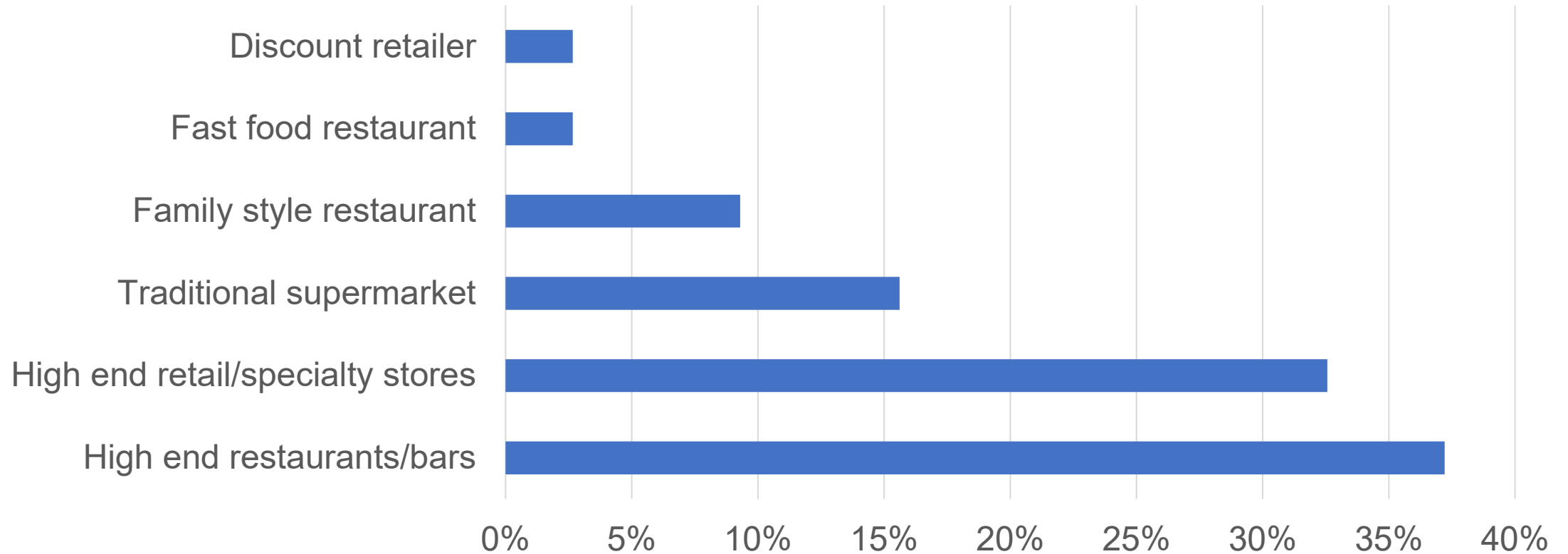
Ratings for fruit pairing: % as well (4) or very well (5)





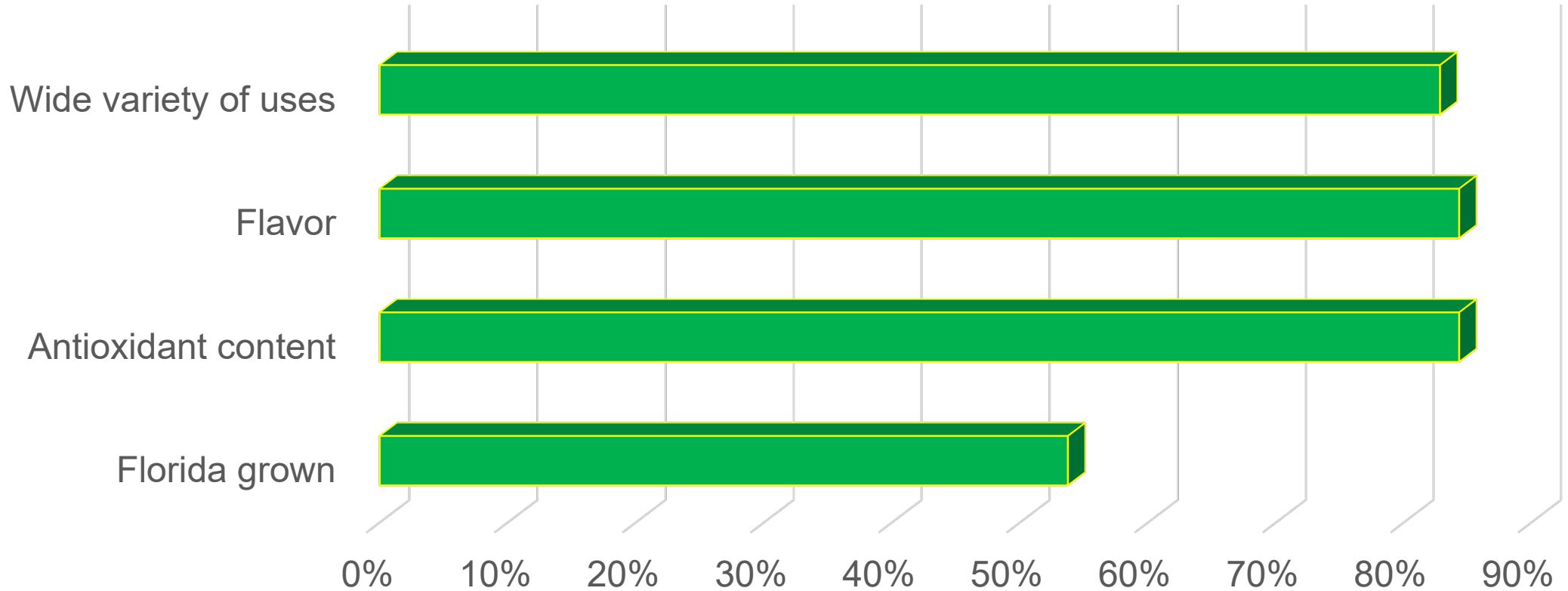
# Industry Feedback

## Marketing Outlets



# Industry Feedback

Ratings of marketing attributes:  
% rated as important (4) or very important (5)

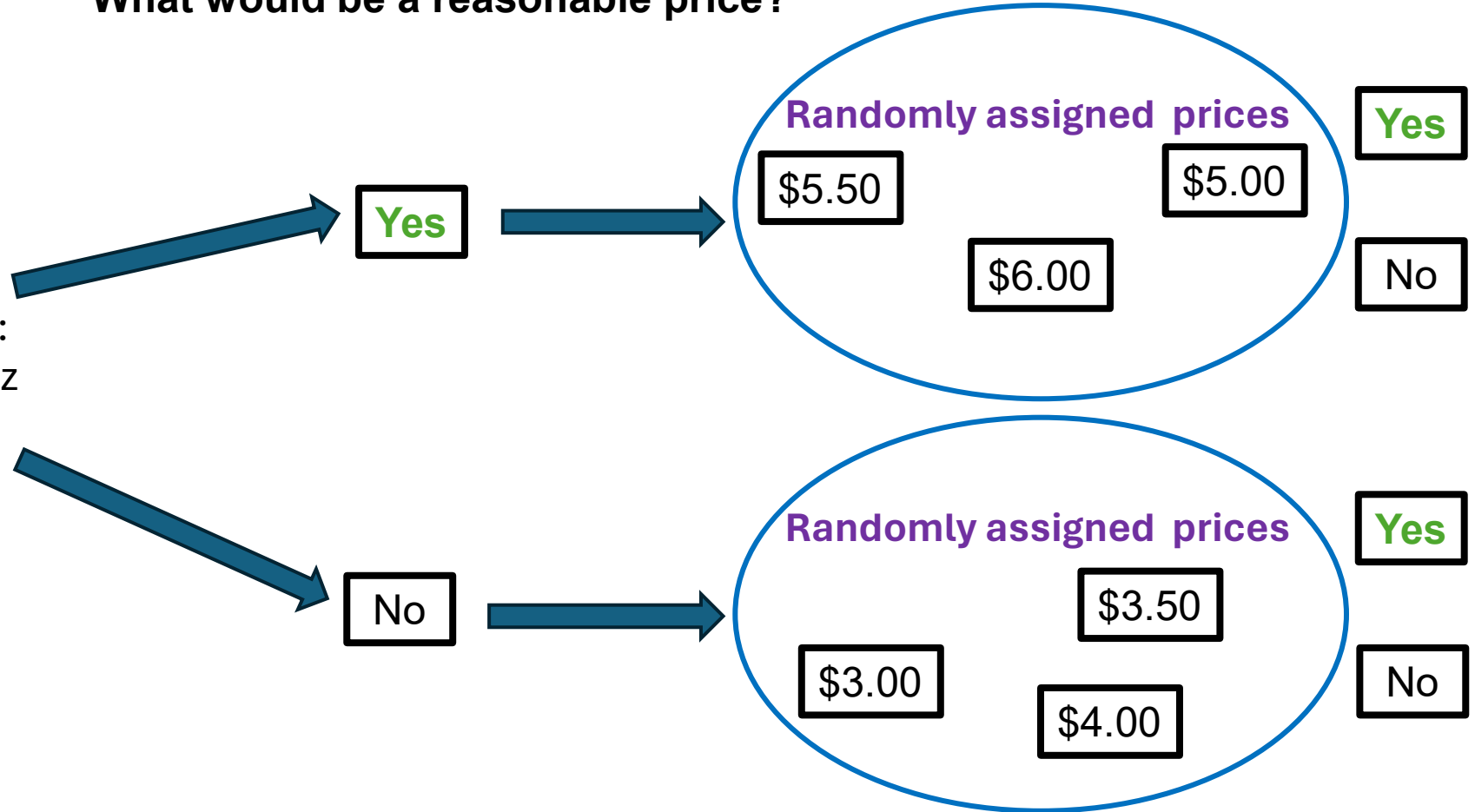


# Industry Feedback



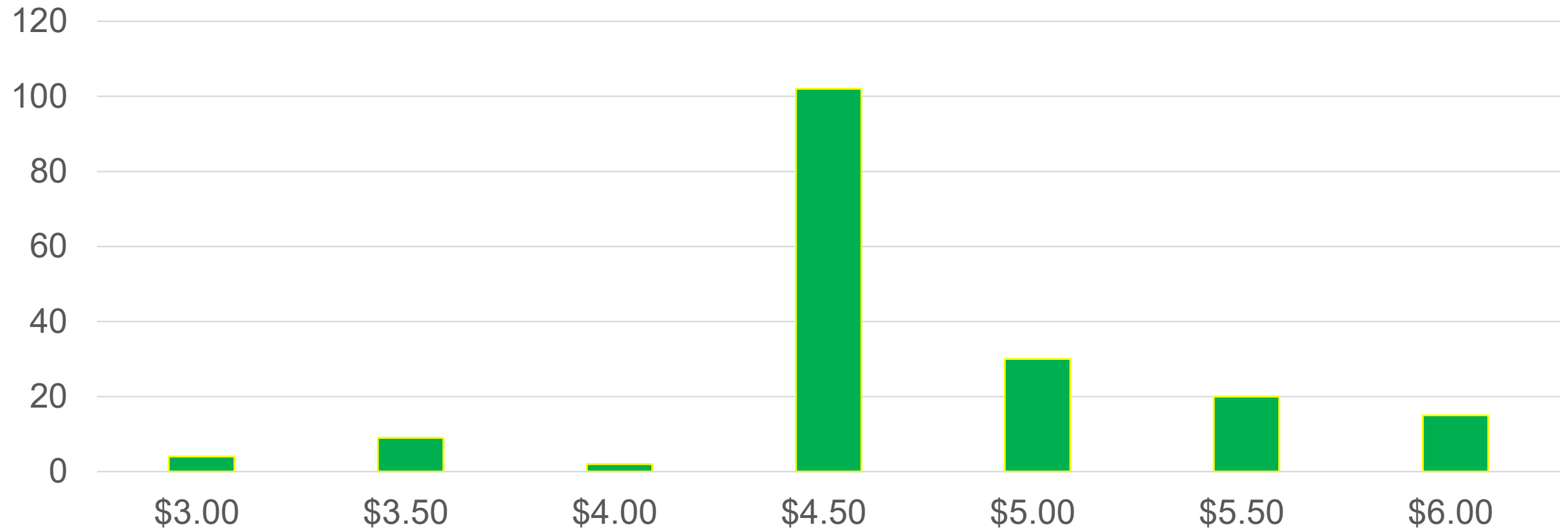
Base price:  
\$4.50/1.4 oz  
(40 gr.)

What would be a reasonable price?

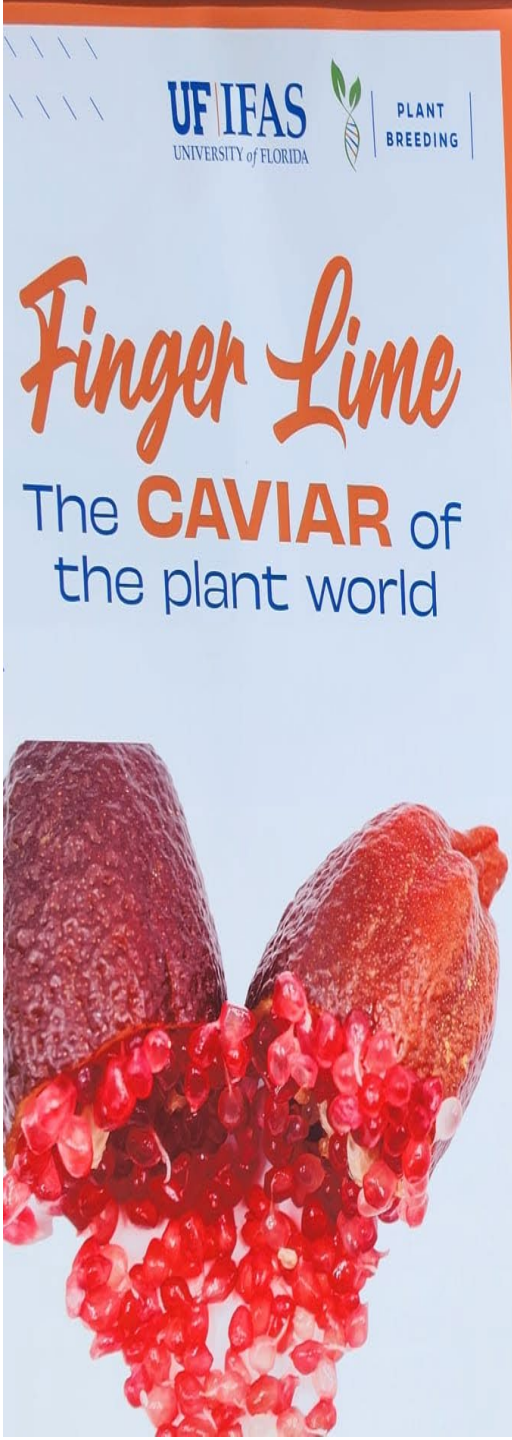


# Industry Feedback

Is \$4.50 for 1.4 oz/(40 gr.) a reasonable price? (n=134)



## **II. Consumer evaluation and WTP**



# Consumer evaluation and WTP

Participated at several festivals to get the consumer's feedback about the fruit.

## Fruit sampling & onsite/online survey:

- Fruit habit purchases
- Sensory evaluation & fruit uses ratings
- Consumer segmentation
- Willingness to Pay
- Demographic info

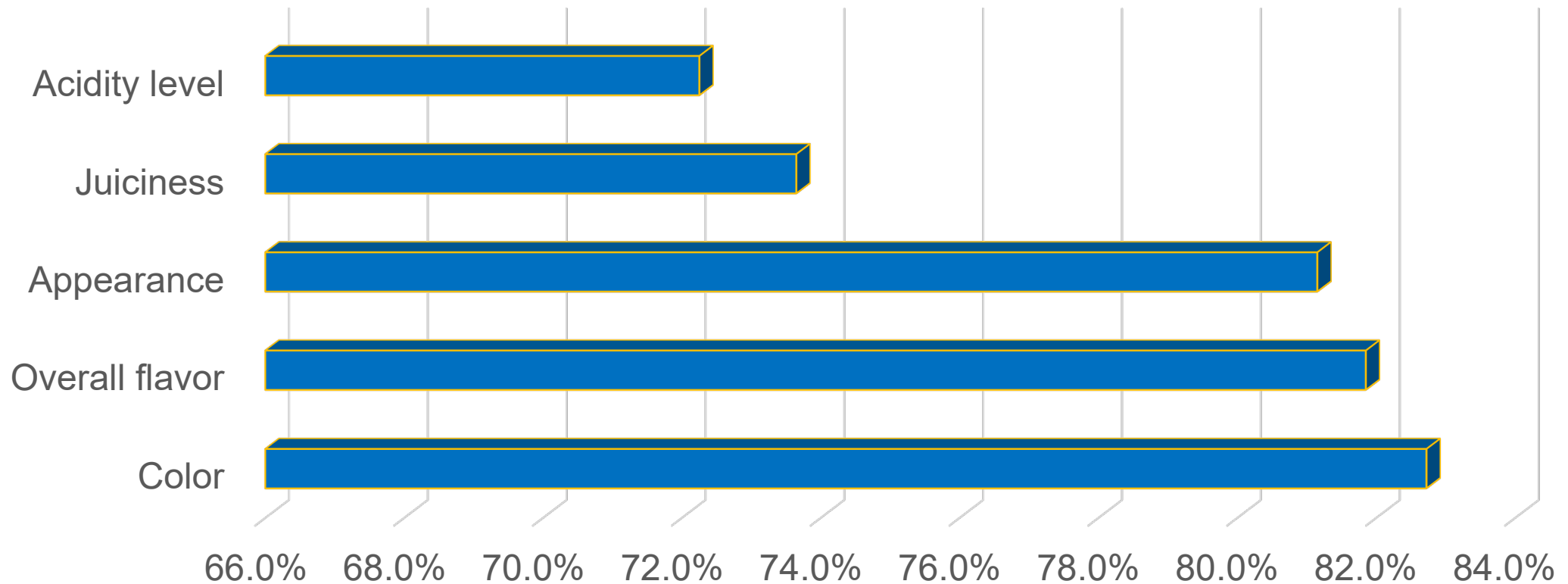
**573 surveys completed.**

# Consumer evaluation and WTP

	Sample	FL	USA
Female	<b>58.3%</b>	50.8%	50.5%
<b>Age:</b>			
35 - 44	<b>20.4%</b>	12.5%	13.2%
45 - 64	<b>37.4%</b>	12.5%	25.2%
<b>Education:</b>			
Bachelor's degree	<b>36.3%</b>	20.6%	21.2%
Adv. Degree	<b>29.7%</b>	12.6%	13.8%
<b>Household income:</b>			
\$75,000-\$99,999	<b>19.2%</b>	12.9%	12.8%
\$100,000 and more	<b>39.8%</b>	29.2%	34.0%
<b>Race:</b>			
White	<b>76.79%</b>	56.1%	61.2%
African American	<b>3.84%</b>	15.1%	12.1%

# Consumer evaluation and WTP

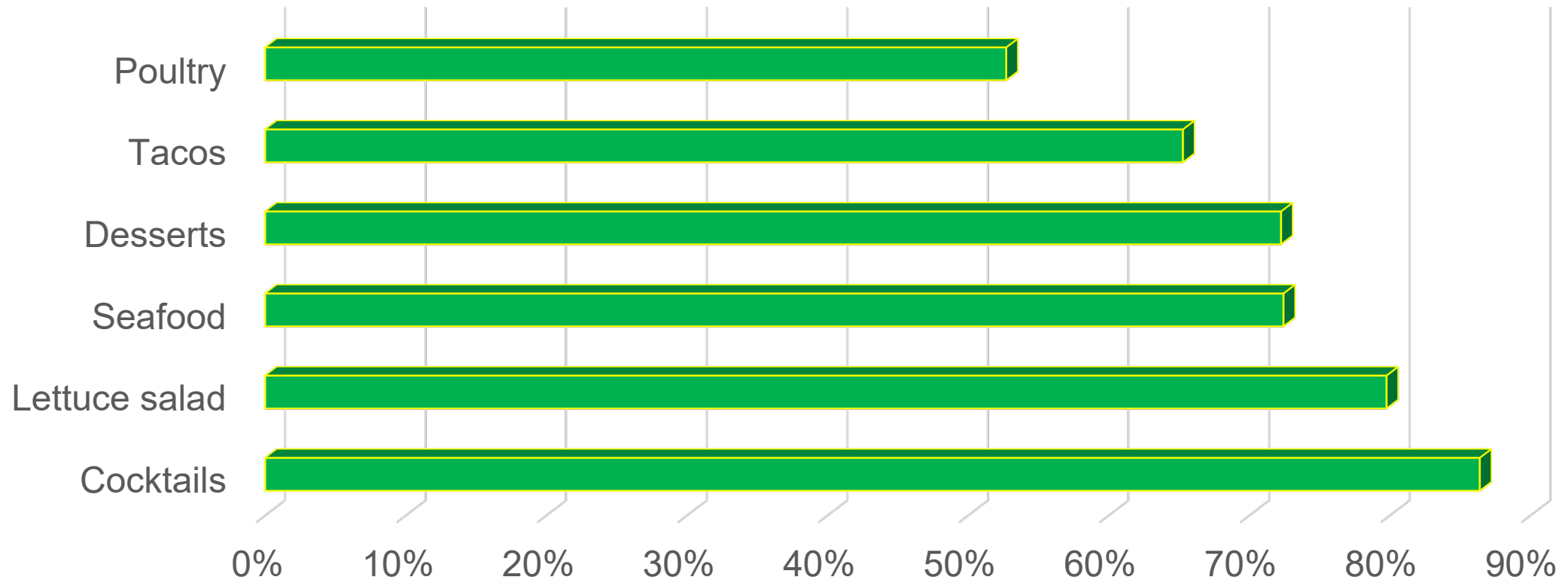
Ratings of sensory attributes: % rated as good (4) or very good (5)





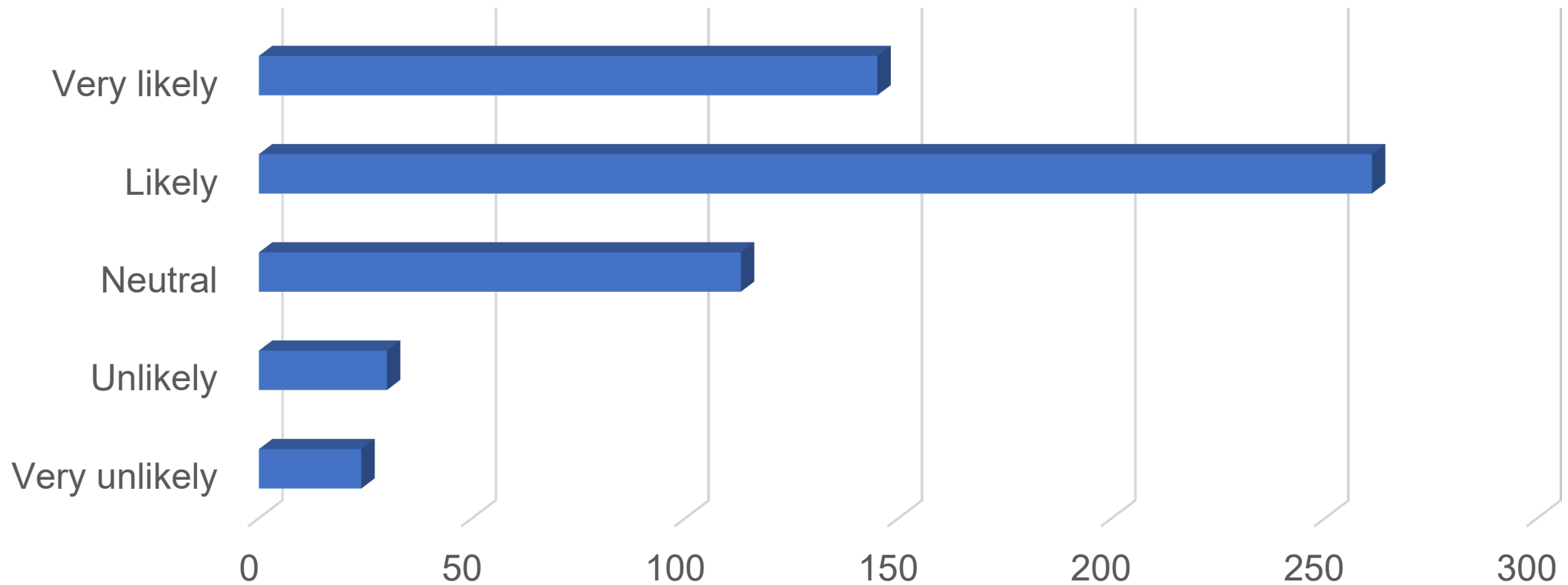
# Consumer evaluation and WTP

Ratings of pairing options: % as well (4) or very well (5)



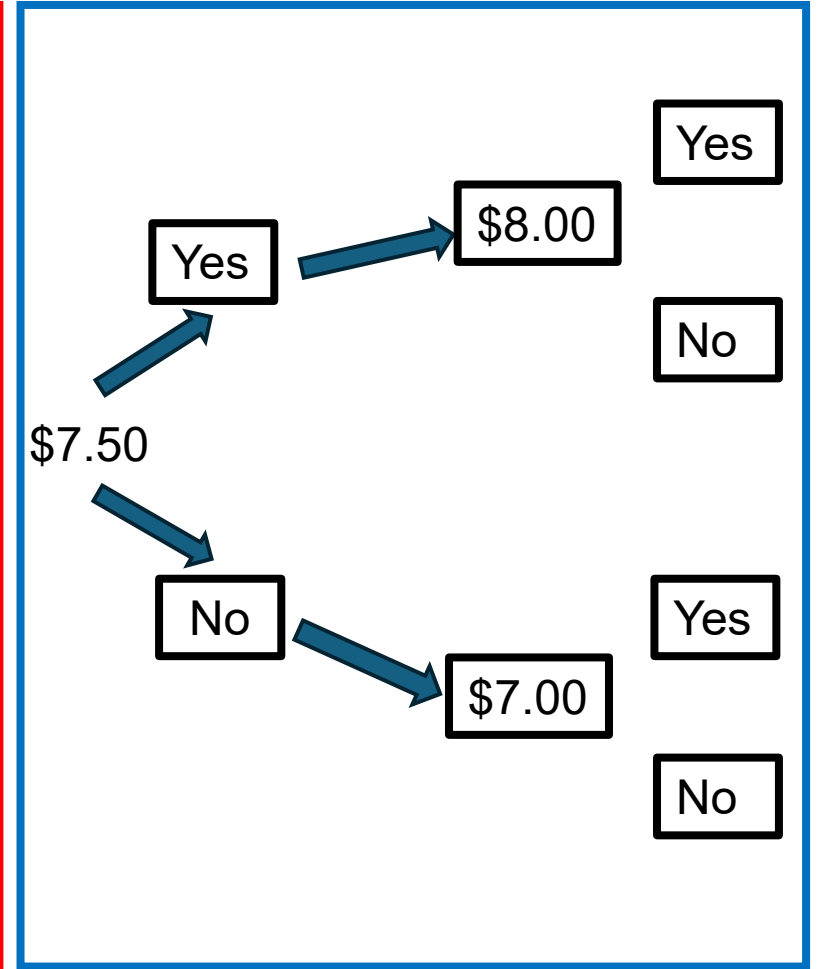
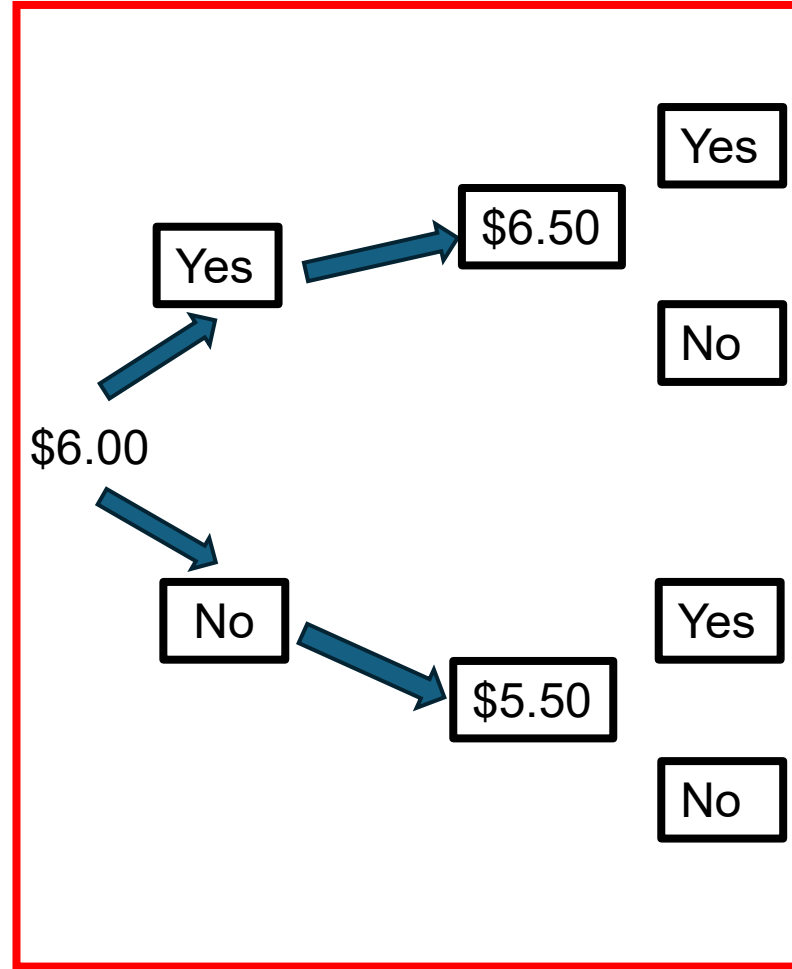
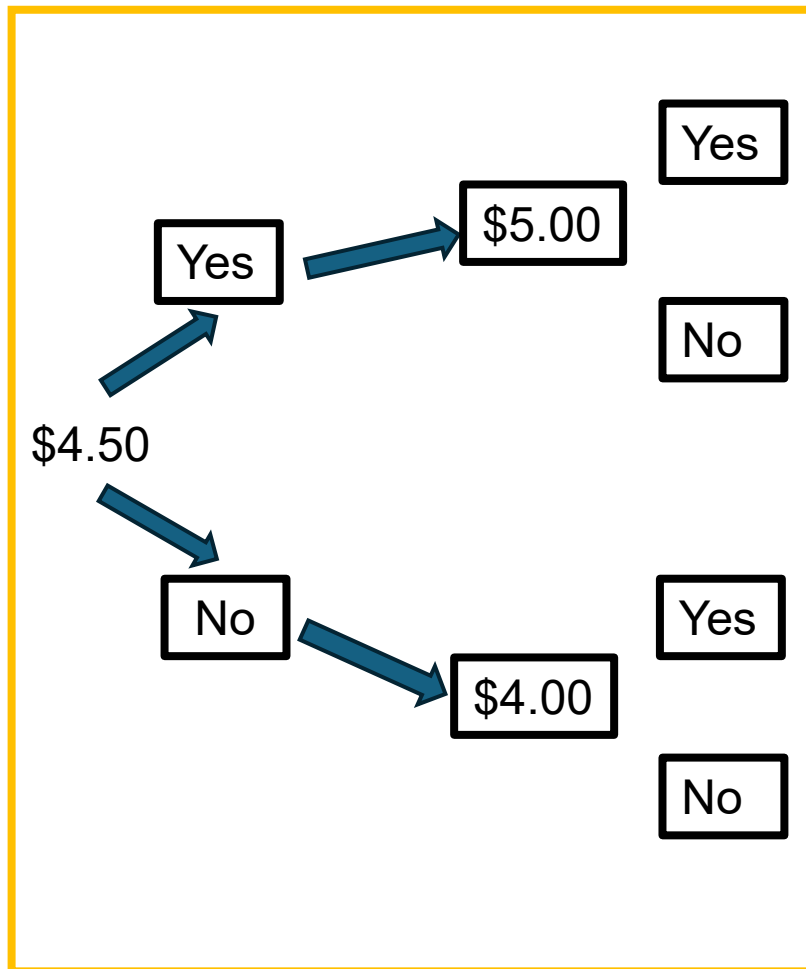
# Consumer evaluation and WTP

Purchase likelihood:



# Consumer evaluation and WTP

WTP: Participants were assigned randomly one of three starting prices: \$4.50 or \$6.00 or \$7.50 (1.4 oz)



# Consumer evaluation and WTP



Green pulp cultivar:  
**\$4.50/1.4 oz**

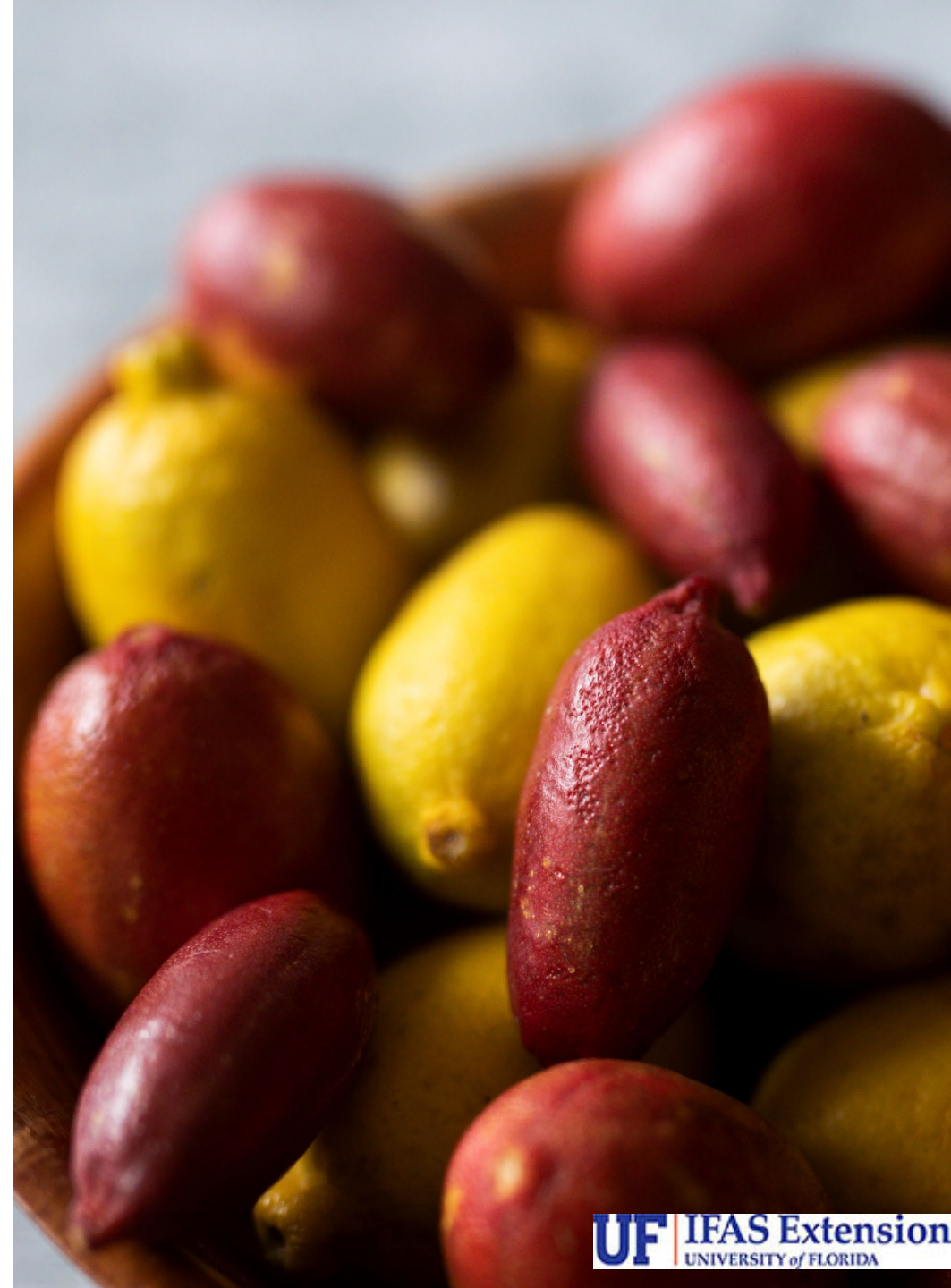


UF-Sunlime  
WTP range (\$4.55 - \$5.17)  
Consumers' mean WTP:  
**\$4.86/1.4 oz**

**8% premium** over the green pulp cultivar

# Take aways

- The Sunlime cultivar is well regarded by consumers.
- Could pair with a variety of foods – more uses means a larger market.
- Initial marketing efforts: high end hotels, bars, restaurants, & specialty stores.
- Selling points: antioxidant content, wide variety of uses and flavor.



# Next steps

- Industry feedback
- Consumer assessment
  - Determine their willingness to pay for finger limes
  - Identify consumer groups to target (i.e. young, affluent) **in progress**
- Building a market is a long process
  - Widespread consumer recognition of the fruit
  - Creating the appropriate supply chains (investment \$\$)



# Acknowledgements



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UF/IFAS CITRUS RESEARCH AND EDUCATION CENTER

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Thank you

Questions?



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