

Table 1. Summary statistics of taste testing survey.

	Average	Median	Standard Deviation	Minimum	Maximum
Color G*	4.15	4	0.88	2	5
Color L**	3.99	4	0.88	2	5
Freshness G	3.93	4	0.94	2	5
Freshness L	4.36	5	0.92	1	5
Size G	4.17	4	0.83	2	5
Size L	3.63	4	0.88	2	5
Appearance G	4.17	4	0.85	2	5
Appearance L	4.10	4	0.80	2	5
Smell G	3.73	4	1.00	1	5
Smell L	4.18	4	0.86	2	5
Firmness G	4.06	4	0.80	2	5
Firmness L	4.16	4	0.77	2	5
Sweetness G	3.66	4	1.07	1	5
Sweetness L	4.14	5	1.12	1	5
Juiciness G	3.79	4	0.99	1	5
Juiciness L	4.02	4	1.06	1	5
Overall Quality G	3.87	4	0.86	2	5
Overall Quality L	4.24	4	0.87	1	5
Price G	2.18	2	1.30	0	5
Price L	2.90	3	1.30	0	5

*G means grocery store bought strawberry;

**L means local grown strawberry.

Table 2. Count of demographic factors

Recommendation	Count
Grocery store strawberry	11
Local grown strawberry	36

Gender	Count
Female	19
Male	28

Age Range	Count
0-18	0
18-24	6
25-34	23
35-44	6
45-54	6
55+	6