

# Busting a Myth:

Farmers' Market Produce is

# Fresh *and* Affordable

The following items grown by Three Springs Farm and sold at the Tulsa Cherry Street Farmers' Market in 2005 were either cheaper than or comparably priced\* to produce sold at Tulsa supermarkets.

- Basil
- Beets
- Bok Choy
- Green leaf lettuce
- Chard
- Green garlic
- Green onion
- Lacinato kale
- Leeks
- Red leaf lettuce
- Butterhead lettuce
- Romaine lettuce
- Green peppers
- Red bell peppers
- Yellow bell peppers
- Poblano peppers
- Salad mix
- Patty pan squash
- Yellow squash
- Heirloom tomatoes
- Vine-ripened tomatoes

\*25 cents or less per lb difference between the cheapest of the grocery store prices and the farmers' market price.



Selected produce price comparisons (\$/lb.), Tulsa-area farmers' market and supermarkets.

	FARMERS' MARKET	WAL-MART	ALBERTSON'S	WILD OATS
<b>SPRING</b>				
Romaine Lettuce	\$0.76	\$1.38	\$2.65	\$4.55
Turnips	\$0.91	\$1.46	\$0.99	\$1.99
Green Onions	\$1.63	\$3.26	\$4.21	\$5.96
<b>SUMMER</b>				
Vine Ripe Tomatoes	\$2.74	\$2.84	\$2.99	\$2.99
Red Bell Peppers	\$2.74	\$4.48	\$5.31	\$7.99
Eggplant	\$1.83	\$1.54	\$1.99	\$2.29



Excerpted from the Kerr Center Centennial Report: *Closer to Home: Healthier Food, Farms, and Families in Oklahoma*. The full report is available on the Kerr Center website, [www.kerrcenter.com](http://www.kerrcenter.com) or by calling 918-647-9123.



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