



vineland
RESEARCH & INNOVATION CENTRE

Edible Flowers

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Results



Consumers

Total: 796 consumers

Total: 288 consumers



Total: 508 consumers



(Eastern USA & California)

To qualify participants had to:

1. Be the primary grocery shopper in their household
2. Be interested in purchasing potted edible flowers

Consumer Demographics

Pre-screened for qualification

Total: 796

Gender

Male

53%

Female

47%

Age

18-35

31%

36-50

32%

51 and Above

37%

Income

Less than 40,000

32%

40,000-79,999

37%

80,000-119,999

19%

120,000 and up

11%

Edible Flowers

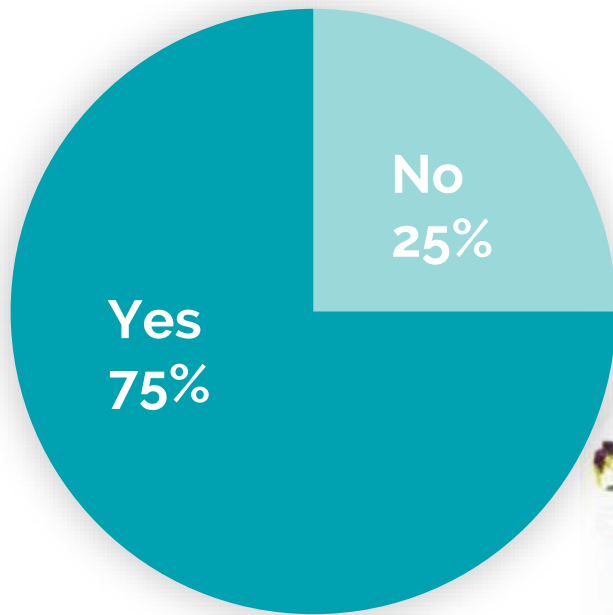


Edible Flower Interest

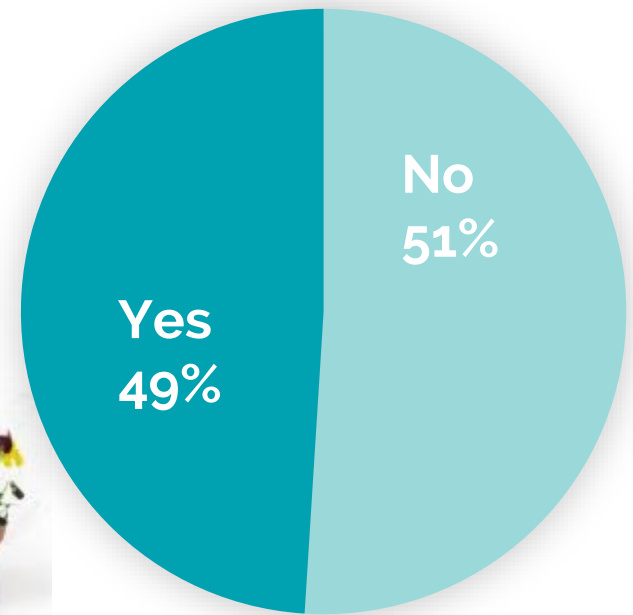
Purchase Habits

If edible flowers were sold in pots like basil, would you be interested in purchasing them?

2017:
Herb Purchasers



2018:
General Population

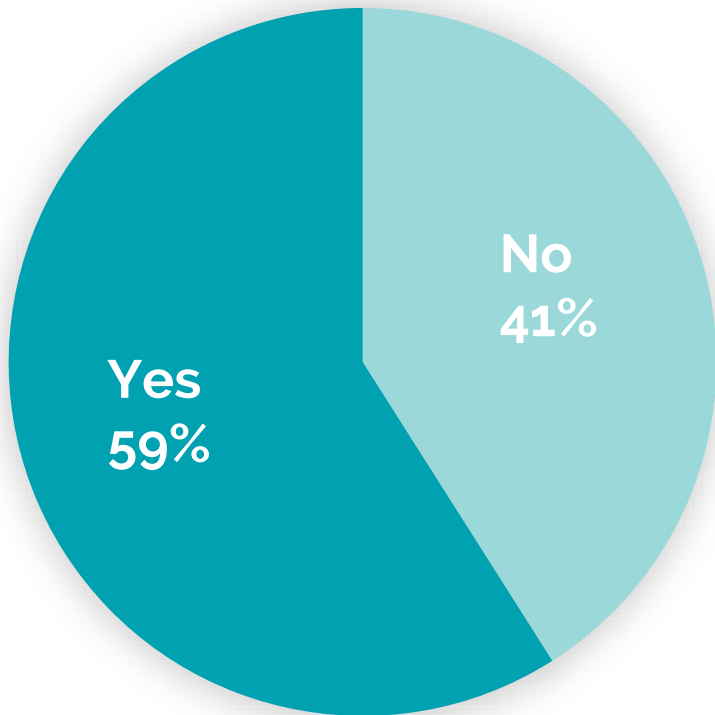


*Canada and US data together

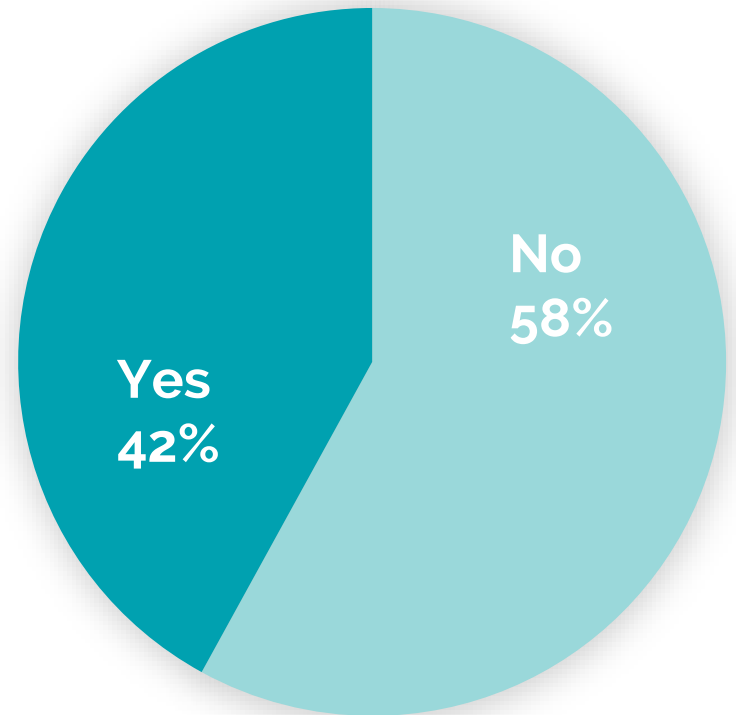
Edible Flower Experience

Have you previously eaten edible flowers?

2017:
Herb Purchasers



2018:
General Population



*Canada and US data together

Edible Flower Experience

Which edible flowers have you eaten? Select all that apply.

Flower Eaten	Consumer (%)
1. Lavender	32%
2. Rose	31%
3. Honeysuckle	28%
4. Pansy	24%
5. Jasmine	23%
6. Nasturtium	18%
7. Elderflower	15%
8. Viola	15%
9. Marigold	12%
10. Violet	12%
11. Anise hyssop	12%
12. Candy pop mint	12%
13. Impatiens	11%
14. Peach Sage	10%
15. Borage	9%
16. Snapdragon	8%
17. Petunia	6%
18. Dianthus	5%
19. Other	5%
20. Bachelor's button	3%



*Results not significantly different between US and Canada

Edible Flower Experience

Earlier you said you have previously eaten edible flowers. In what type of dish(es) have you eaten edible flowers? Select all that apply.

Dish	Consumer (%)
Salad	84%
Tea	38%
Pasta	34%
Soup	33%
Dessert	29%
Mixed beverage (i.e. cocktail, smoothie, punch)	28%
Other Dish	0%

Salad most popular dish



*Results not significantly different between US and Canada

Edible Flower Experience

When you ate the flowers, were they...(select all that apply)

Majority of edible flower experiences come from professionally prepared meals

Prepared By:	Consumer (%)
Part of a dish or cocktail prepared by a professional chef (e.g. restaurant, wedding reception, etc.)	63%
Part of a dish or cocktail prepared by a non-professional (e.g. family dinner, friend's house, etc.)	44%
Part of a dish or cocktail you prepared yourself	30%



*Results not significantly different between US and Canada

Edible Flower Experience

When you ate the flowers, were they...(select all that apply)

Significant percentage prepared a dish with edible flowers themselves

Prepared By:	Consumer (%)
Part of a dish or cocktail prepared by a professional chef (e.g. restaurant, wedding reception, etc.)	63%
Part of a dish or cocktail prepared by a non-professional (e.g. family dinner, friend's house, etc.)	44%
Part of a dish or cocktail you prepared yourself	30%



*Results not significantly different between US and Canada

Edible Flower Experience

When you prepared dishes containing edible flowers, where did you obtain the flowers from? Select all that apply.

Prepared Yourself:

Almost 2/3 sourced edible flowers from a home garden

Location	Consumer (%)
Grew them myself	42%
Purchased from a grocery store	42%
Received them from someone else's garden	19%
Purchased from a farmer's market	14%
Purchased from a specialty store (health food, natural food, etc.)	10%
Other source	0%

61%

*Results not significantly different between US and Canada

Edible Flower Experience

What format did you purchase the flowers in? Select all that apply.



Pre-cut (60%)



Dried (40%)



Potted (34%)

*Results not significantly different between US and Canada

Purchase Habits

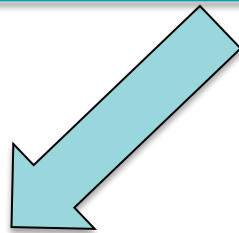




Edible Flower Purchase Habits

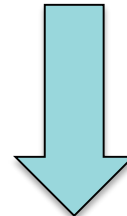
Which of the following factors affect your decision to buy edible flowers? (Taste, Familiarity, Appearance, Aroma, Health, Locally Grown, Organic, Price)

Taste important to **ALL** consumers. Largest segment was novelty seekers (foodies).



Cost Conscious
(20%)

- Value cost most



Ethical consumers
(23%)

- Place high value on health & local



Novelty Seekers
(57%)

- Value familiarity least

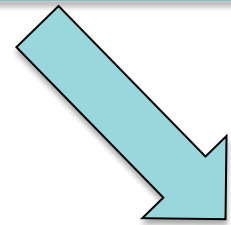
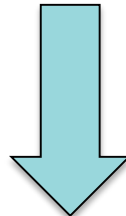
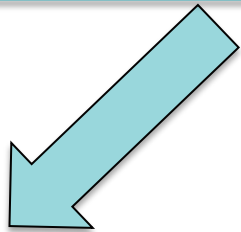


Edible Flower Purchase Habits

Which of the following factors affect your decision to buy edible flowers?

Taste, Familiarity, Appearance, Aroma, Health, Locally Grown, Organic, Price

Taste important to **ALL** consumers



Indiscriminate
(35%)

- Place high value on all aspects.

Ethical consumers
(27%)

- Place high value on health & **Organic**

Novelty Seekers
(36%)

- Place less value on familiarity and **local**

Edible Flower Purchase Habits

Preferred Location

Home

If you purchased potted edible flowers, how would you use them?

1. Kitchen (51%)



2. Around the house (27%),
3. Patio/balcony (12%),
4. Planted in garden (10%)

Grocery

Where would you expect to find potted edible flowers in a supermarket?

1. Produce Aisle (65%)



2. Flower section (20%)
3. Cross-Merchandised (10%)

*Results not significantly different between US and Canada

Edible Flower Purchase Habits

How long do you expect potted edible flowers to last?

Length	Consumers (%)
1-2 weeks	24%
Approximately 1 month	30%
2-3 months	17%
Indefinitely, like a potted plant	29%

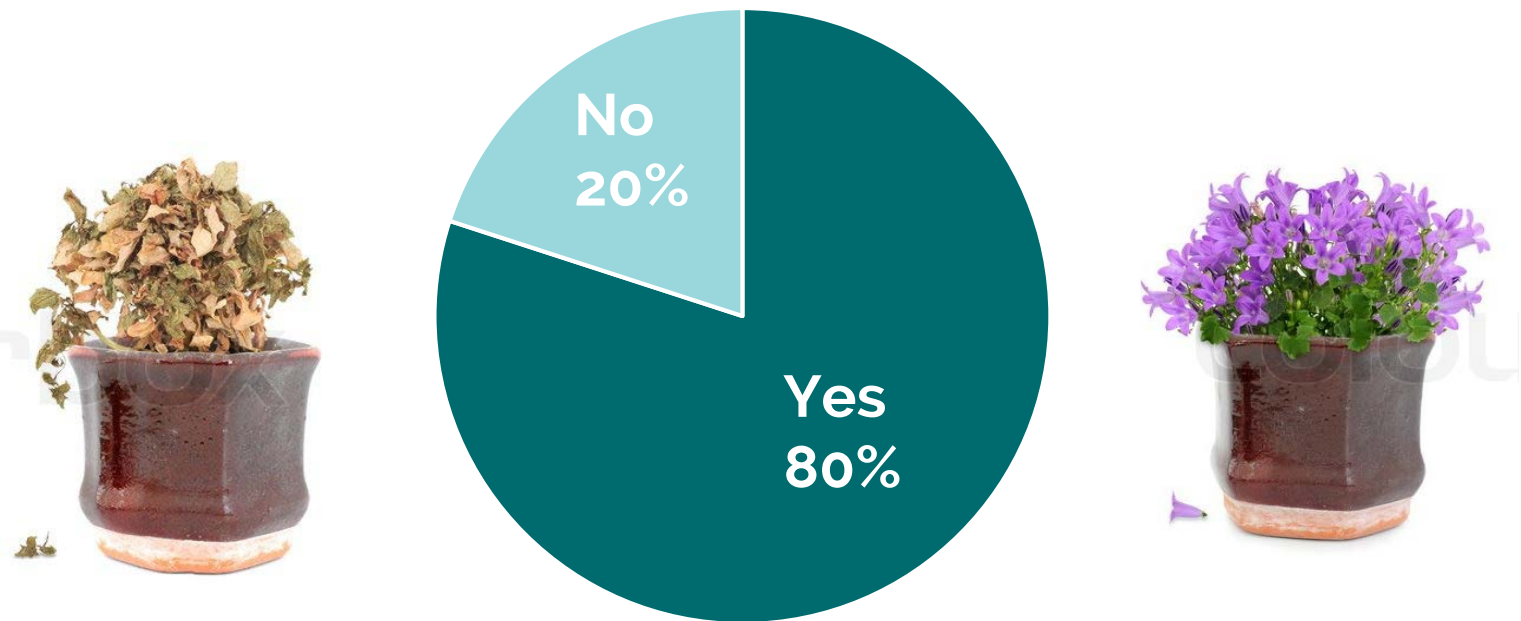


- 47% expect the product to last longer than it does.
- Consider addressing this in marketing. e.g. best before date

*Results not significantly different between US and Canada

Edible Flower Purchase Habits

Do you expect your potted edible flowers to re-bloom?



*Results not significantly different between US and Canada

Product Format



2017 Results recap

2017 Results

Product line should include flowers that appeal to strong flavour seekers and mild flavour/smooth texture seekers.

Based on appearance & taste results:

1. **Top strong flavour contenders: Nasturtium, Candy Pop mint & Petunia.**
2. **Top mild flavour & smooth texture contenders: Impatiens, Marigold & Dianthus.**

Developing Combo Pots

- Consumers likely to use whole container at once (Dinner party etc.)
- Strong flavoured flowers not easily interchangeable, release strong flavours individually.
- **Focus on determining mild flavour mix preference**

Edible Flowers Colour Combinations

Imagine that you are purchasing potted edible flowers. Each pot contains 3 plants (either all different or multiples of the same edible flower). Which of the following flower types would you like in your pot?

Select 1 flower below if you'd like multiples of the same plant and up to 3 flowers if you'd like a mix. Ignore any differences in colour.



One Flower (60%)

1. Pansy
2. Marigold
3. Impatiens
4. Dianthus

Mix of Flowers (40%)

Dianthus, Pansy, Impatiens most popular, followed by other combinations

Edible Flowers Colour Combinations

What colour(s) of Pansy would you like **MOST** in your pot of edible flowers? (Check all that apply)



One Flower (60%)

1. Pansy
2. Marigold
3. Impatiens
4. Dianthus



- Half of consumers prefer pot with single colour
- Half prefer a mix of colours
- All colours of Pansy equally preferred

*See appendix for list of Flower colours and preference

Edible Flowers Colour Combinations

What colour(s) would you like MOST in your pot of edible flowers? (Check all that apply)



One Flower (60%)

1. Pansy
2. Marigold
3. Impatiens
4. Dianthus



- 2/3 prefer pot with single colour
- All colours of flowers equally preferred

*See appendix for list of Flower colours and preference



Product Line Recommendations

5 Product Release

Mild Flavour

1. **Single flower: Pansy** as either a single colour or a mix of colours.
2. **Mix: Dianthus, Pansy, Impatiens**

Strong Flavour

3. Petunia
4. Nasturtium
5. Candy pop Mint

Marketing



Marketing: Naming

Petunias are an edible flower with a grassy, sweet flavour and velvety texture, which of the following product names for Petunia do you like the most?

Name options	Consumer (%)
Sweet & Velvety Petunia	47 % ^a
Culinary Petunia	39% ^b
Palatable Petunia	14% ^c



Name that includes **flavour description** most preferred



Consumers unaware of flower flavour:

When asked to indicate how they expect the flower to taste, **sweet**, **floral** and **fruity** were most selected options, even for Nasturtium

* No significant difference in preference between Canada and U.S. Messages with the same letter do not differ significantly in consumer preference

Marketing: Tag Information

What information would you like to see on the plant tag? Select all that apply.

Unfamiliar product:

Consumers are looking for information about product use.

Information	Consumer (%)
Recipes	70% ^a
Plant Care Information	65% ^a
Flavour Descriptions	58% ^b
Pictures of dishes using edible flowers	49% ^c
I don't look at plant tags for information	1% ^d

*No significant difference in preference between Canada and U.S.

*Information with the same letter do not differ significantly in consumer preference

Marketing: Tag Information

What information would you like to see on the plant tag? Select all that apply.

Plant tags are important sources of information for consumers

Information	Consumer (%)
Recipes	70% ^a
Plant Care Information	65% ^a
Flavour Descriptions	58% ^b
Pictures of dishes using edible flowers	49% ^c
I don't look at plant tags for information	1% ^d

*No significant difference in preference between Canada and U.S.

*Information with the same letter do not differ significantly in terms of consumer preference

Marketing: Sweet Recipes

Which of the following SWEET edible flower recipes would you be most likely to try at home?



Cupcakes



Cakes



Crepes



Cocktails



Popsicles

Sweet Recipe	Canada	USA	Total
	Consumer (%)	Consumer (%)	Consumer (%)
Cupcakes	32% ^a	39% ^a	37%
Cakes	22% ^{a,b}	21% ^b	21%
Cocktail	20% ^{a,b}	20% ^b	20%
Crepes	18% ^b	11% ^b	13%
Popsicle	8% ^c	10% ^c	9%

- Cupcake recipes preferred by both US and Canadian consumers.

*Recipes with the same letter do not differ significantly in consumer preference

Marketing: Savoury Recipes

Which of the following SAVOURY edible flower recipes would you be most likely to try at home?



Salad



Pasta



Soup



Cheese Roll

Savoury Recipes	Canada	USA	Total
	Consumer (%)	Consumer (%)	Consumer (%)
Salad	54% ^a	51% ^a	53%
Pasta	23% ^b	29% ^b	27%
Soup	16% ^b	10% ^c	13%
Cheese Roll	6% ^c	9% ^c	8%

Salad recipes preferred by majority of both US and Canadian consumers.

*Recipes with the same letter do not differ significantly in consumer preference



Edible Flowers Key-Take-Aways

Tag Information:

- 1. Recipes:** Start with most familiar.
Sweet: Cupcakes, Savoury: Salad
- 2. Flavour Descriptions:** Include a name that describes flavour
e.g. "Sweet and Velvety Petunia".
- 3. Plant care:** Include additional information on flower lifespan.
- 4. Pictures:** For a new product, visuals are important. Show pictures of the product itself, and how it can be used in a variety of dishes .

Recommendations

Edible Flowers

5 Product Release



Mild Flavour

- 1. Single flower: Pansy** as either a single colour or a mix
- 2. Mix: Dianthus, Pansy, Impatiens**

Strong Flavour

- 3. Petunia**
- 4. Nasturtium**
- 5. Candy Pop Mint**

Include on Tag: Recipes, Flavour Descriptions, Plant Care Information and Pictures.

Potted Flowers

Consumers DON'T want responsibility. Many concerned that potted edible flowers would need significant maintenance and worry about "killing them".

Consider implementing a best before date on herbs and flowers. Let consumers know:

1. Expected lifespan
2. Minimal care required

Thank you

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Growing Forward 2 
A federal-provincial-territorial initiative

 Ontario

Canada 

Appendix



Edible Flowers Colour Combinations

What colour(s) would you like MOST in your pot of edible flowers? (Check all that apply)

Pansy

Colour	Consumer (n)	Consumer (%)
Tricolour	69	20
Purple	62	18
Pink	52	15
Orange	45	13
Red Yellow	43	12
Red	43	12
Bicolour	37	11

*No significant difference in preference for colour



Tricolour



Pink



Coral



Red-yellow



Purple



Red



Orange

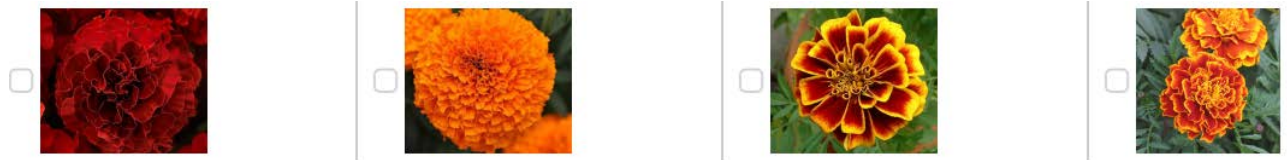
Edible Flowers Colour Combinations

What colour(s) would you like MOST in your pot of edible flowers? (Check all that apply)

Marigold

Colour	Consumer (n)	Consumer (%)
Yellow-Red	38	23
Orange	47	28
Yellow-Orange	43	26
Red	38	23

*No significant difference in preference for colour



Red

Orange

Yellow-Red

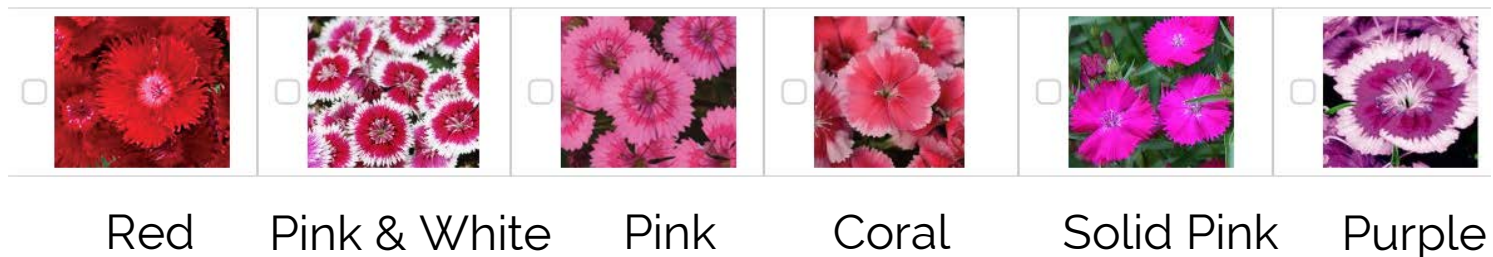
Yellow-Orange

Edible Flowers Colour Combinations

What colour(s) would you like MOST in your pot of edible flowers? (Check all that apply)

Dianthus		
Colour	Consumer (n)	Consumer (%)
Pink & White	25	24
Purple	25	24
Red	17	16
Pink	16	15
Coral	14	13
Solid Pink	9	8

*No significant difference in preference for colour



Edible Flowers Colour Combinations

What colour(s) would you like MOST in your pot of edible flowers? (Check all that apply)

Impatiens

Colour	Consumer (n)	Consumer (%)
Pink	37	28
Coral	28	21
Purple	26	20
Orange	20	15
Red	20	15

*No significant difference in preference for colour

