

Food Preference Survey

Welcome

Greetings survey participant. Our goal with this survey is to help local farmers better understand how to market their products by learning more about your food buying preferences.

The first section consists of 21 questions, while the second section consists of 19 additional questions. After reaching the goal of 300 surveys, we are offering three prize incentives for those completing all of the survey questions.

After reaching the goal of 300 surveys by October 15, 2010, we are offering three prize incentives for those completing all of the survey questions. The prizes will be awarded by random drawing for those participants completing the entire survey and may be taken as gift certificates to the area farmers market, payment toward a local CSA share in 2011 or as cash in the following amounts: first prize is \$100; second prize is \$50; and third prize is \$25. Please be sure to include your name, phone number, and email address so that we can contact you about any prize that you may have won.

Before you start the survey be aware that there are questions about how much your household spends each week for food of all types. You might take a few minutes to think about that before you start the survey.

Please use the "Back" and "Next" buttons at the bottom of each survey page to navigate through the questions.

Thanks again for contributing a few minutes of your time to complete the survey and help local farmers.

Please tell us about yourself

1.) What is your first name?

2.) Please indicate your age.

under 25

25-40

41-55

56-70

71+

3.) Please indicate your gender.

Male

Female

4.) Please select the choice you feel best indicates your ethnicity.

Asian/Pacific Islander

Black/African-American

Caucasian

Hispanic

Native American/Alaska Native

Other/Multi-Racial

Decline to Respond

5.) What is the zip code of your primary residence?

6.) Please select the highest level of education you have achieved.

12th grade or less

Graduated high school or equivalent

Some college, no degree

Associate degree

- Bachelor's degree
- Post-graduate degree

7.) What is your average annual household income?

- Less than \$20,000
 - \$20,000 to \$34,999
 - \$35,000 to \$49,999
 - \$50,000 to \$74,999
 - \$75,000 to \$99,999
 - \$100,000 to \$124,999
 - \$125,000 or more
-

Please tell us a little about what you eat and where you get your food

In this section we ask about where you get food. A CSA is something some of you may not be familiar with so here is a short explanation.

Community-supported agriculture (CSA) is a food production and distribution system that directly connects local farmers and consumers.

Consumers buy a membership or "shares" in a farm's crops in advance of the growing season. Each week, as different crops are ready farmers provide consumers with a weekly basket of produce. The season usually runs about 20 weeks, June to October.

8.) Are you the primary food shopper in your household?

- Yes
- No

9.) How many people, including yourself, live in your household?

10.) Please estimate the total dollar amount spent on food weekly in your household. Please include dining out.

11.) Thinking about the amount you spend. What percentage is spent in each area?

- _____ Pre-made meals
- _____ Processed food
- _____ Natural or raw ingredients
- _____ Organic

12.) In general, where do you spend your food dollars by percentage?

- _____ Supermarket
- _____ Health Food Market
- _____ Farmers' Market
- _____ CSA (Community Supported Agriculture) Farm
- _____ Dining out

13.) In general, where do you spend your produce dollars by percentage?

- _____ Supermarket
- _____ Health Food Market
- _____ Farmers' Market
- _____ CSA (Community Supported Agriculture) Farm

14.) Would you be willing to pay \$20.00 per week to purchase organic, locally grown produce? (assuming a family of 4)

- Yes
- No

15.) Please indicate the maximum you would be willing to pay to purchase a 20 week CSA membership (which typically supplies enough produce to feed a family of 4 during the growing season) from a CSA in your local area.

- \$ 400 = \$20.00 per week
- \$ 425 = \$21.25 per week

\$ 450 = \$22.50 per week

\$ 475 = \$23.75 per week

\$ 500 = \$25.00 per week

\$ 525 = \$26.25 per week

\$ 550 = \$27.50 per week

\$ 575 = \$28.75 per week

I would not be willing to purchase a CSA membership because of the total cost.

16.) I would purchase a CSA membership for a 50% discount in exchange for doing 3 hours of work per week at a local CSA farm.

Yes

No

17.) How often do you eat the following items?

| | Daily | 4 to 6 days per week | 1 to 3 days per week | Special Occasions Only | Never |
|---|-------|----------------------|----------------------|------------------------|-------|
| Produce (includes fruit and vegetables) | () | () | () | () | () |
| Meat | () | () | () | () | () |
| Poultry | () | () | () | () | () |
| Dairy (includes cheese, milk, etc.) | () | () | () | () | () |
| Fish | () | () | () | () | () |

18.) Do you grow your own food in a home garden?

Yes

No

19.) When you purchase food what form is it in by percentage?

_____ Pre-made, ready to eat

_____ Processed, canned, frozen

_____Natural or raw ingredients

_____Organic

20.) Please rank your food purchase motivations, in order of your personal priorities

_____Taste/Quality

_____Price

_____Convenience

_____Nutritional Value

21.) This completes the first portion of the survey. To be eligible for the prize drawing there are more questions to complete. Please select how you want to proceed.

() I've finished with the first section of the survey and would like to exit now.

() I want to complete the entire survey and be eligible for the prize drawing!

More details about your food preferences

22.) Please indicate which fruits, grains, nuts, vegetables, and herbs you have purchased within the past 12 months:

Potatoes

Cauliflower

Strawberries

Tomatoes

Asparagus

Apples

Sweet Corn

Eggplant

Oranges

Onions

Beets

Pears

Head Lettuce

Artichokes

Cantaloupe

Romaine & Leaf
Lettuce

Collard Greens

Grapes

Carrots

Radishes

Watermelon

Cucumbers

Mustard Greens

Honeydew

Cabbage

Turnip Greens

Kiwi

Broccoli

Lima Beans

Dates

Snap Beans

Okra

Raspberries

Bell Peppers

Kale

Blueberries

Chili Peppers

Escarole

- | | | |
|--|---|---|
| <input type="checkbox"/> Apricots | <input type="checkbox"/> Sweet Potatoes | <input type="checkbox"/> Rice |
| <input type="checkbox"/> Celery | <input type="checkbox"/> Rosemary | <input type="checkbox"/> Peanuts |
| <input type="checkbox"/> Brussel Sprouts | <input type="checkbox"/> Plums | <input type="checkbox"/> Navy Beans |
| <input type="checkbox"/> Peaches | <input type="checkbox"/> Squash | <input type="checkbox"/> Oats |
| <input type="checkbox"/> Pumpkin | <input type="checkbox"/> Thyme | <input type="checkbox"/> Almonds |
| <input type="checkbox"/> Basil | <input type="checkbox"/> Pineapple | <input type="checkbox"/> Pinto Beans |
| <input type="checkbox"/> Nectarines | <input type="checkbox"/> Mushrooms | <input type="checkbox"/> Barley |
| <input type="checkbox"/> Zucchini | <input type="checkbox"/> Sage | <input type="checkbox"/> Walnuts |
| <input type="checkbox"/> Chives | <input type="checkbox"/> Lemons | <input type="checkbox"/> Black Beans |
| <input type="checkbox"/> Cilantro | <input type="checkbox"/> Spinach | <input type="checkbox"/> Wheat |
| <input type="checkbox"/> Mint | <input type="checkbox"/> Garlic | <input type="checkbox"/> Pecans |
| <input type="checkbox"/> Dill | <input type="checkbox"/> Limes | <input type="checkbox"/> Red Kidney Beans |
| <input type="checkbox"/> Parsley | <input type="checkbox"/> Green Peas | <input type="checkbox"/> Rye |
| <input type="checkbox"/> Marjoram | <input type="checkbox"/> Olives | <input type="checkbox"/> Pistachios |
| <input type="checkbox"/> Chervil | <input type="checkbox"/> Cherries | |
| <input type="checkbox"/> Tarragon | <input type="checkbox"/> Lentils | |

23.) From the list above create your "Top 10 list of local foods" you would like to buy at a farmers market or get from a CSA.

- | | |
|----------|-----------|
| 1: _____ | 6: _____ |
| 2: _____ | 7: _____ |
| 3: _____ | 8: _____ |
| 4: _____ | 9: _____ |
| 5: _____ | 10: _____ |

24.) Organic food production is often labor-intensive and relatively more expensive than conventional methods of food production. Given this information, would you be willing to spend 20% more to purchase organic food than conventional food?

- Yes
 No

25.) Some research suggests that certified organic food is healthier than conventional food because it does not contain synthetic chemicals, pesticide residues, hormones, or genetically modified organisms (GMO's). Given this

information, would you be willing to spend 30% more to purchase certified organic food than conventional food?

Yes

No

26.) Please rank the reasons that keep you from purchasing locally grown or organic produce.

_____ Cannot afford it

_____ Cooking takes too much time

_____ Do not know how to cook it

_____ Cannot find it where I shop

Questions about Community Supported Agriculture (CSA)

27.) Are you aware of any Community-Supported Agriculture (CSA) farms in your local area?

Yes

No

28.) Does anyone in your household currently belong to a CSA?

Yes

No

29.) Assuming you were interested in purchasing a CSA membership from a local farmer, which of the three membership options would you prefer most? (Please check only one)

Option A Discounted Membership (Involves work + education)

Option B Regular Membership (No work involved)

Option C Cash & Carry Only (No membership, surplus produce only)

30.) If someone in your household receives food stamp benefits would you be willing to use your benefits to purchase a CSA membership from a local farm?

Yes

No

Does not apply

31.) What is the approximate distance in miles to the nearest farmers market from your home? (If you do not know where a farmers market is answer 0.)

32.) What is the approximate distance in miles to the nearest CSA farm from your home? (If you do not know where a CSA is answer 0.)

33.) What is the maximum distance you are willing to travel on a regular basis to make your weekly food purchases?

0 - 4 miles

5 - 9 miles

10 - 14 miles

15 - 19 miles

20 - 24 miles

25 - 29 miles

30 or more miles

34.) Locally grown food directly benefits local producers as they can sell it for full price and the money stays local. Consumers get farm fresh foods that potentially have superior nutrition and quality. How much more are you willing to spend for local food?

5%

10%

20%

25%

50%

Nothing

Internet and on-line purchasing

35.) What type of internet connection is most accessible to you?

- I do not use the internet
- Dial up
- High speed - cable or DSL
- Public access like the library
- Smart phone

36.) Has anyone in your household ever shopped at an online farmers market, such as www.LocallyGrown.net?

- Yes
- No

37.) I am comfortable using the internet to buy food from a local farmer via an online farmers market?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree
- Not Applicable

38.) I am comfortable using the internet to purchase a CSA membership from a local farmer?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree
- Not Applicable

Congratulations!! You are eligible for the prize drawing

You have completed the entire survey.

Once we have 300 completed surveys you and the others that have completed the entire survey will eligible for the prize drawing. Please provide your e-mail address and a phone number for notification purposes.

This information is private and will not be shared with anyone. It is only for notifying prize winners. One survey and entry per person.

39.) What is an e-mail address you can be contacted at in case your name is drawn?

40.) What is a phone number we can contact you at?

Thank You!

Thank you for taking our survey.

Your responses will help local farmers as they plan how they can provide healthful, local produce for the area.