

Northwest Indiana CSA Preference Study

NCR-SARE Grant FCN07-696

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The Community Supported Agriculture (CSA) movement traces its roots to Japan in the mid-1960's. Women tired of imported, pesticide-laden produce contracted with local farmers to provide natural food for their tables. The concept migrated to Europe and then to the United States in 1985 (Schnell, 2007). The growth of CSA's has been accompanied by research and published literature that contains significant advice about how a CSA can successfully bring fresh produce to consumers. The literature did not provide specific information to support critical decisions like pricing, crop selection and other consumer preferences within a specific geographic area. The study described in this summary report seeks to shed some light on relevant consumer food preferences for the New Carlisle, Indiana community and nearby areas.

An online survey was created with two sections totaling 40 questions. The survey began on July 18, 2010 and ended on October 15, 2010 which allowed sufficient time to promote and gather a significant number of survey responses. The majority of survey participants responded to the entire survey in hopes of winning one of three prizes. The threshold for a prize drawing was 300 completed surveys, which was not reached. The survey was promoted through the local newspaper, the public library, as well as various community groups via email -- resulting in a total of 77 online survey responses received.

Survey Overview

This survey was designed to capture data about the participants in order to determine if there were any significant trends, and to provide the prospective CSA farmer Michael Hollcraft with the information necessary to make a management decision about establishing a CSA on his farm or not. Information about consumer shopping preferences in location and types of stores was collected. This study also looked at where consumer's dollars were spent and how often they ate out or cooked for themselves. A list of 84 fruits, grains, nuts, vegetables, and herbs gave the

survey participants a chance to note items they bought in the last 12 months. Survey participants were also asked to choose their favorite top 10 produce items from that list.

The remainder of the questionnaire asked more general questions related to attitudes about CSA's, reasons for purchasing organic vegetables and how much they would be willing to pay for local and organic food. Finally, the survey responses provide information about survey participant access to internet connectivity and the use of technology as a marketing tool for farmers who want to market directly to their customers.

Existing Literature Review

According to the US Department of Agriculture (USDA), 12,549 farms marketed products through a CSA arrangement in 2007. Other sources claim the number is much lower, which is very likely explained by counting only farms dedicated to a CSA framework. Indiana had 273 such farms while Michigan counted 463 (USDA, National Agricultural Statistics Service, 2007). More conservative counts placed the number of CSA farms closer to one-tenth of the USDA total – approximately 1,250 nationwide. These estimates looked more narrowly at farms that dedicated their operation exclusively to a CSA format as opposed to simply marketing some of their products through such an arrangement. Consequently, this estimation suggests that the active number of CSA farms may be less than 20 in Indiana and nearly 40 in Michigan (Adam, 2006).

Nationally, the average price in 2001 for a CSA share was \$429, assuming a 24-week season. Studies showed that this rate was able to provide income for a farm if family members earning little or no direct compensation provided the majority of the labor or if CSA members also joined in to assist with some of the labor-intensive farm work. At the same time, farms with CSA operations were more optimistic about their ability to meet farm overhead costs, improve their quality of life, as well as maintain and improve soil quality and community involvement.

The CSA was seen as an important part of the farming enterprise both in terms of financial outcomes and improved attitudes (Lass, Bevis, Stevenson, Hendrickson, & Ruhf, 2008).

Data Collected

The existing literature focused on CSA information germane to the farms themselves. However, a large gap existed in studies that focused on consumers' attitudes and food preferences. Therefore, a study based on consumer attitudes and preferences that would enhance the ability of a CSA operator to better meet the needs of CSA subscribers would provide valuable marketing information to a farmer interested in establishing an organic CSA. Information regarding what types of produce local consumers want to buy, how much they are willing to pay for organic versus conventional food, plus other preferences related to their food buying habits was the focus of the survey. As noted, the focus of this study was to gather information about consumer attitudes specific to the northwest portion of Indiana -- particularly in the town of New Carlisle -- which is a small, rural farming community whose farmers are dedicated primarily to conventional, industrial agriculture. The resulting Survey Summary Report thus provides a snapshot of consumer preferences in this specific geographic area of the country. Additionally, the survey results represent a narrow segment of the population -- as the income and education levels of the survey responses are weighted heavily to the high end -- which suggests that the data may be somewhat skewed. A broader sample size would be necessary to provide a more reliable cross section of consumers. Given that disclaimer, the survey participants with higher incomes and higher education levels likely represent the current dominant demographic for CSA's and organic/natural foods today.

Survey Method

The creation, execution, collection and analysis of surveys to support a marketing study have been enhanced by the availability of on-line survey tools. This enables survey responses to be collected and tabulated on a 24 hour, 7 day-a-week basis, which permits survey participants to complete the online survey at a time most convenient for them. Advertising the survey via local newspapers, email groups, list-serves, and social media sites such as Facebook, Twitter, and MySpace can also be used as informal marketing tools to distribute the online survey link to interested parties. This organic distribution of a survey can increase the number of online survey responses (perhaps even exponentially if the survey link goes “viral”) with relatively little effort by the marketing survey initiators. However, such organic transmission may also skew the data given this less randomized approach -- as individuals belonging to a given social network may be more like-minded and/or have a particular agenda. Obviously, a larger survey size is desirable, but if the sample is skewed to like-minded persons belonging to a particular social network, then the data may need to be more carefully evaluated in order to determine the veracity of the results. Overall, this online survey method can dramatically reduce the marketing cost to produce meaningful data results, especially when compared with the cost of conducting a similar survey using a more traditional, manual survey approach.

This online survey was broken into two sections, totaling 40 questions. The first section (Questions 1-21) asked several demographic questions and two vital questions of the study. Responses to questions 13 and 14 were of key importance as they provide critical economic information for the farm manager. The second section (Questions 22 – 40) contained questions that provided additional information relevant to the study. Survey participants were offered the option of completing the second half if they chose to do so. A significant majority (86%) completed both sections of the survey. Completing the second section conferred participant

eligibility for a cash prize drawing if the target number of 300 surveys were completed. Given that only 77 surveys were actually completed, this target number was not met. Appendix 1 is a Survey Summary Report of data results for the 35 substantive survey question responses. Four of the questions were purely administrative (Questions 1, 21, 39, & 40) and the question asking respondents to rank their top 10 favorite produce items (Question 23) did not result in useful data, so the data results for these five question responses were not included in the Survey Summary Report found in Appendix 1.

The survey tool utilized was www.SurveyGizmo.com. This web-based survey creation, administration and analysis program is a new class of internet tools described as Software as a Service (SaaS). This software has many benefits and some limitations. Creating an online survey via Survey Gizmo is straightforward and this site allows tests to be run without any additional cost, which are the major benefits. However, there are some limitations to the built-in analysis tools in Survey Gizmo. The charts, graphs and tables offered cover the majority of the chart and graph types needed, though Survey Gizmo is unable to perform advanced statistical calculations. If advanced calculations are needed, raw data can be exported into Excel or a statistical software program such as SPSS. Additionally, the reporting functions may be too limited for some users. In sum, Survey Gizmo offers a number of different feature sets and cost levels, ranging from free basic services to full-scale Enterprise systems, though the latter options require a monthly fee.

The small sample size and straightforward nature of the questions in this study required only basic calculations and statistics needed to describe the results in a meaningful way for the target audience. The most common calculations were simple percentages, which is a means of interpreting the data results that many people find easy to understand. For some questions, averages and standard deviation were calculated for the responses as well. Standard calculations were utilized to generate these values.

Key Survey Results

A number of questions in this survey are more important to agricultural producers than others. Perhaps the most important question is the amount consumers would spend on a weekly basis (Q13, Appendix 1). In short, 87% of the respondents said that they would pay \$20 per week to purchase local, organic produce. Expanding on this critical question, respondents chose amounts they would be willing to pay for a 20 week CSA membership with \$20 as the lowest level (Q14, Appendix 1). This base \$20 level (\$400 total) was selected by 31% of the respondents. The second highest amount was \$25 a week (\$500 total) which was selected by 27% of the respondents. The third highest selection response came from 21% of respondents that stated they were unwilling to purchase a CSA because of the total cost. One noteworthy outcome is that some of the consumers willing to spend \$20 per week were not willing to make a longer term (higher dollar) commitment to a 20 week CSA subscription. Additionally, a majority of the respondents (55%) said that they would consider exchanging three (3) hours of work at a local CSA farm in exchange for a 50% discount on the CSA subscription fee (Q15, Appendix 1) -- which is an encouraging outcome. However, while a labor-sharing incentive program can help to reduce the initial set-up and labor costs for a CSA farm, it may also involve additional management risk and effort to ensure that members perform the agreed upon work on a consistent basis.

Another set of questions explored the consumer's awareness of and participation in CSA's in their area. These questions asked survey participants to list the barriers they perceived to purchasing locally produced and/or organic food. When asked if they were aware of CSA farms in their area, nearly 80% responded affirmatively (Q24, Appendix 1). Next, they were asked about their actual participation in a CSA and the results nearly reversed with only 27% responding affirmatively and 74% responding negatively (Q25, Appendix 1). Clearly, from these

results, the relatively low adoption rate (27%) for the CSA model suggests that significant opportunities exist for CSA's to expand their customer base. At the same time, care must be taken to further evaluate these results. While the desire to join a CSA appears to be fairly strong, the willingness to purchase a 20 week CSA subscription and the actual adoption rate are much less encouraging for a prospective CSA farmer within the target market. Further investigation into the perceived barriers that consumers have to joining a CSA could result in more positive sales results for CSA farms.

Consumer attitudes to the intrinsic value of local and organic food were measured as well. A clear majority (91%) of survey respondents said they would be willing to pay 20% more for organic food than conventional, mass-produced food products (Q21, Appendix 1). Additionally, a significant majority (65%) said they would pay 30% more for certified organic produce that was free from pesticides, residues or genetic modifications (Q22, Appendix 1). These overwhelming endorsements of organic food products must be considered against the backdrop of access to these types of products -- given that survey participants ranked lack of availability where they shop as the number one factor keeping them from buying locally grown and/or organic products (Q23, Appendix 1). Cost was the second most common factor identified. The issue of low product availability has numerous remedies. Producers may increase their production and visibility within the community, as well as increase the number of outlets that carry their agricultural products. Consumer education regarding online food purchasing options may prove helpful, provided of course that consumers within the target market are willing to modify their shopping habits in order to purchase locally grown natural and organic food.

Conclusions

Survey respondents overwhelmingly exhibited a strong desire to purchase local and organic food products, as demonstrated by their apparent willingness to pay a premium for such products. However, the number of respondents that already belong to a CSA or are willing to purchase a 20 week CSA subscription was much lower and therefore less encouraging for prospective CSA farmers. While the current CSA adoption rate is still relatively low, this gap can also be viewed as a potential opportunity to promote the CSA model and increase the number of CSA members within the target market by pursuing some of the marketing options previously mentioned. Additional study to evaluate what barriers may be causing the low adoption rate of the CSA model may also prove useful.

One key question comes to mind. Given the current economic recession, is the specter of paying a lump sum for a CSA subscription a point of resistance for some consumers? It is noteworthy that survey respondents are willing to pay \$20 and \$25 per week to purchase local food. Also noteworthy is the fact that the average household size is 2.7 rather than 4.0 persons. Given that the amount of food needed by these survey respondents is less than the generally accepted 4 person household model, producers may want to consider offering half (or even quarter) CSA shares, which may help to overcome the price resistance that some consumers may have towards purchasing a full CSA subscription.

In conclusion, the data results for these survey respondents were skewed toward a higher income and educational demographic. This group is already more likely to purchase these types of products and do not represent the norm in the New Carlisle area. The validity of the results would be enhanced with a larger sample size that is more closely representative of the demographic profile of the Northwest Indiana area.

References

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Authors

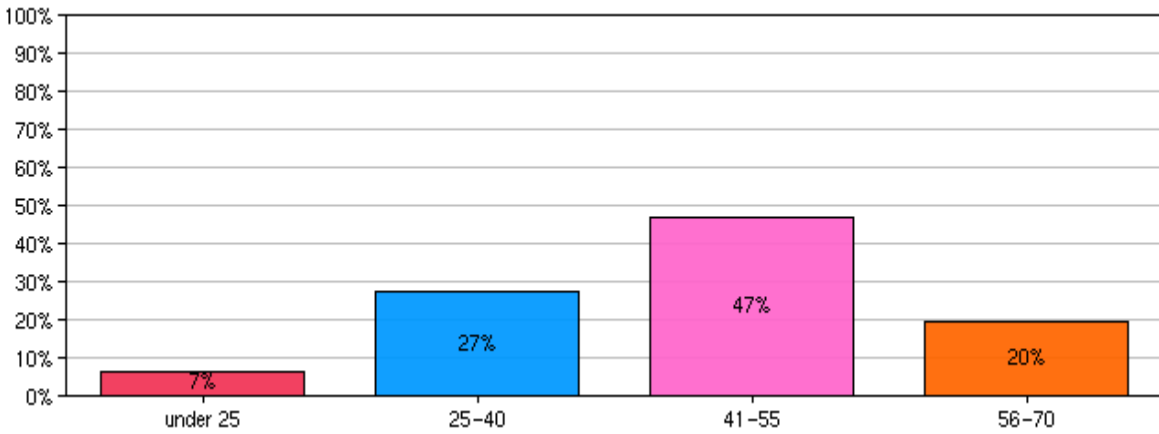
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Michael Hollcraft, recipient of NCR-SARE Grant FCN07-696, is a farmer and consultant in Northwest Indiana conducting research on rural marketing strategies for organic CSA farms. Email: mfhollcraft@comcast.net

Appendix 1

**Survey Summary Report
SARE Project FNC07- 696**

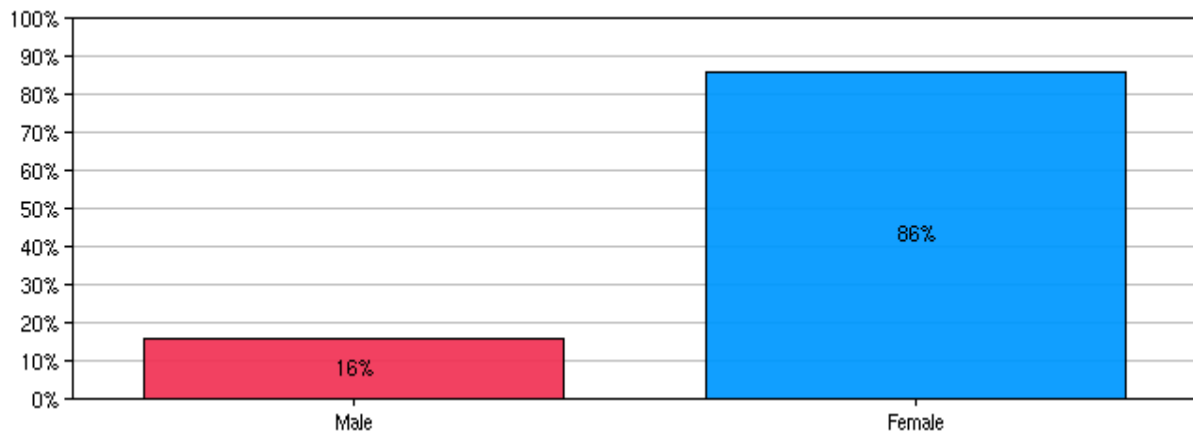
1. Please indicate your age.



Value	Count	Percent %
under 25	5	6.5%
25-40	21	27.3%
41-55	36	46.8%
56-70	15	19.5%

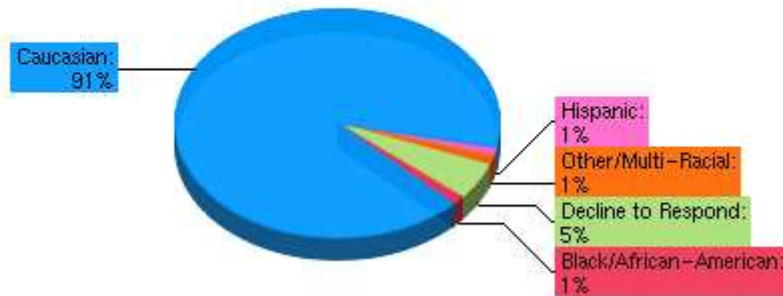
Statistics	
Average	39.5
Standard Deviation	10.92
Maximum	56.0

2. Please indicate your gender.



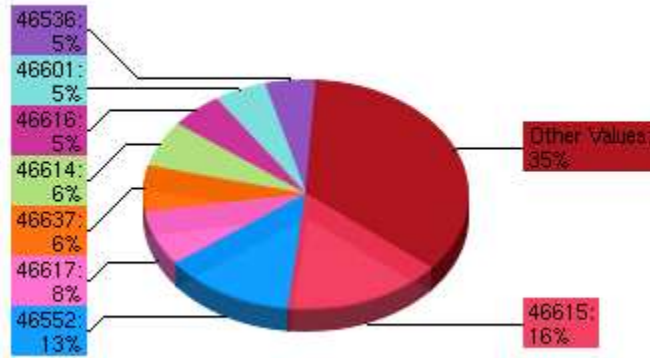
Value	Count	Percent %
Male	12	15.6%
Female	66	85.7%

3. Please select the choice you feel best indicates your ethnicity.



Value	Count	Percent %
Black/African-American	1	1.3%
Caucasian	70	90.9%
Hispanic	1	1.3%
Other/Multi-Racial	1	1.3%
Decline to Respond	4	5.2%

4. What is the zip code of your primary residence?



Value	Count	Percent %
46350	2	2.6%
46374	2	2.6%
46383	1	1.3%
46385	2	2.6%
46403	1	1.3%
46501	1	1.3%
46514	1	1.3%
46516	1	1.3%
46530	2	2.6%
46536	4	5.2%
46544	3	3.9%
46552	10	13%
46554	1	1.3%
46574	2	2.6%
46601	4	5.2%
46614	5	6.5%
46615	12	15.6%
46616	4	5.2%
46617	6	7.8%
46619	1	1.3%
46628	1	1.3%
46637	5	6.5%
49113	1	1.3%
49120	1	1.3%

85351	1	1.3%
97002	1	1.3%
98225	1	1.3%
49112	1	1.3%

Key Observations:

1. The target zip code of interest is 46552, because this zip code covers the geographical area within 5 miles of the prospective CSA farmer conducting this survey.
2. Data results indicate 10 survey responses of the 77 total came from zip code 46552, which equates to 13% of the target market consumers.

Significance:

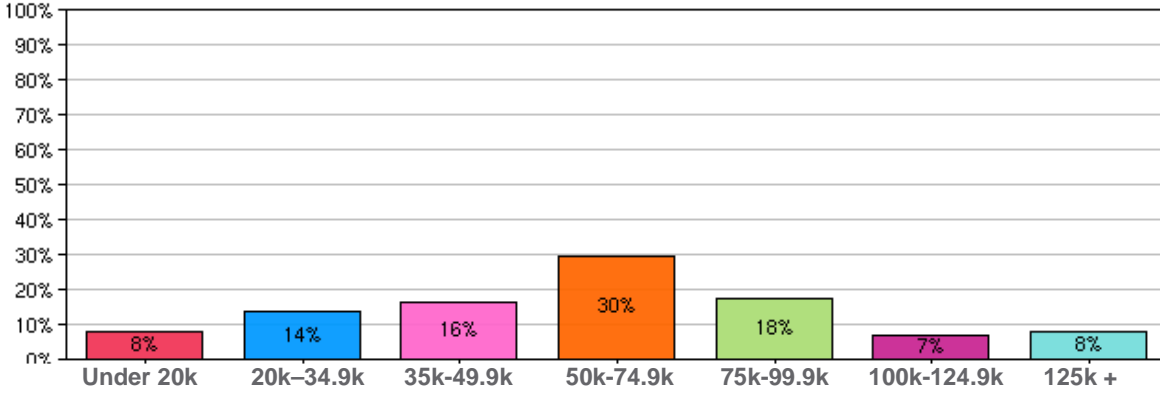
1. Survey responses for the target zip code 46552 are most valuable to the prospective CSA farmer. A high number of positive responses within this zip code would be most valuable to the prospective CSA farmer.
2. In this case, only 10 responses were received, which is a relatively low number in absolute terms and discouraging. For example: a positive response from 50 survey participants would be much more encouraging to the prospective CSA farmer who must consider the set-up, break-even, and opportunity costs of establishing the CSA farming model.

5. Please select the highest level of education



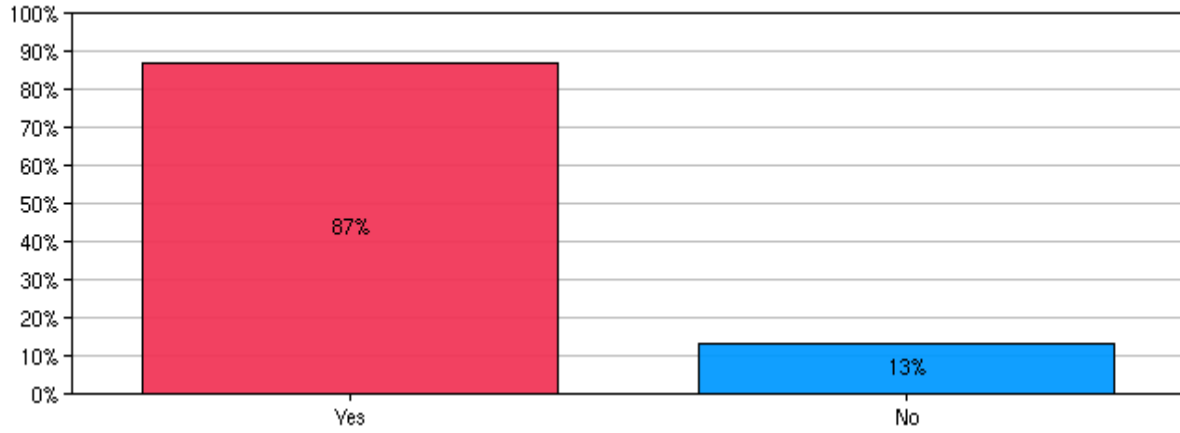
Value	Count	Percent %
Graduated high school or equivalent	5	6.5%
Some college, no degree	11	14.3%
Associate degree	5	6.5%
Bachelor's degree	23	29.9%
Post-graduate degree	32	41.6%

6. What is your average annual household income?



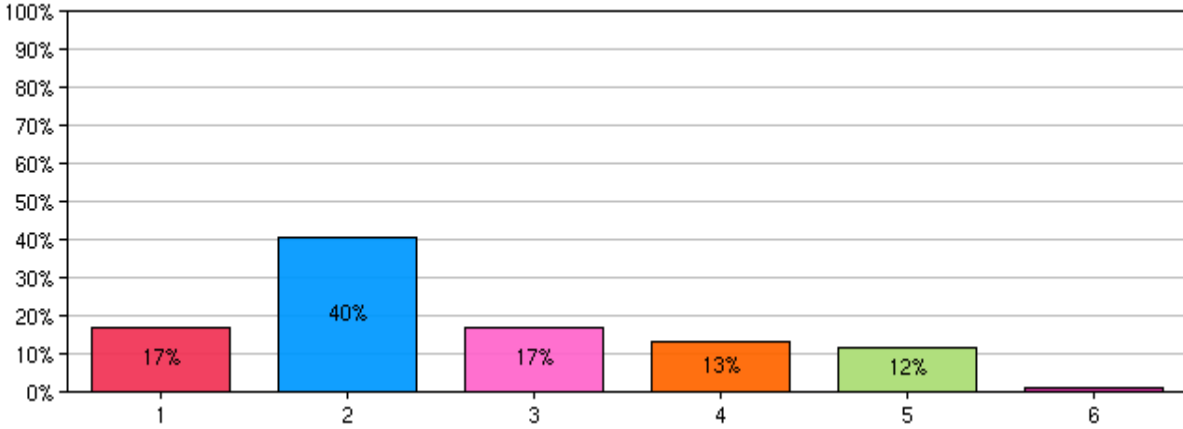
Value	Count	Percent %
Less than \$20,000	6	8.1%
\$20,000 to \$34,999	10	13.5%
\$35,000 to \$49,999	12	16.2%
\$50,000 to \$74,999	22	29.7%
\$75,000 to \$99,999	13	17.6%
\$100,000 to \$124,999	5	6.8%
\$125,000 or more	6	8.1%

7. Are you the primary food shopper in your household?



Value	Count	Percent %
Yes	67	87%
No	10	13%

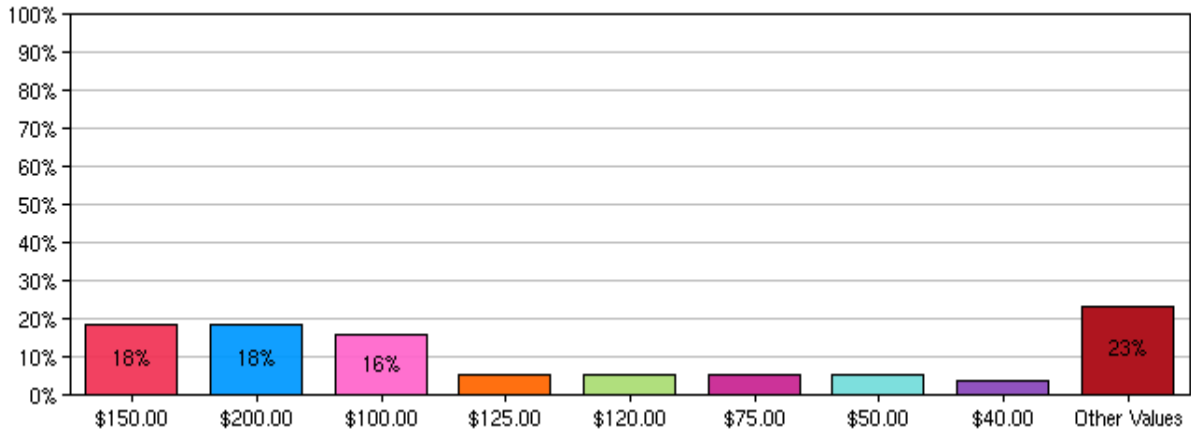
8. How many people, including yourself, live in your household?



Value	Count	Percent %
1	13	16.9%
2	31	40.3%
3	13	16.9%
4	10	13%
5	9	11.7%
6	1	1.3%

Statistics		
Average		2.7
Standard Deviation		1.30
Maximum		6.0

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



Value	Count	Percent %
\$10.00	2	2.6%
\$100.00	12	15.6%
\$120.00	4	5.2%
\$125.00	4	5.2%
\$130.00	1	1.3%
\$140.00	2	2.6%
\$145.00	1	1.3%
\$15.00	1	1.3%
\$150.00	14	18.2%
\$200.00	14	18.2%
\$220.00	1	1.3%
\$250.00	2	2.6%
\$300.00	2	2.6%
\$35.00	1	1.3%
\$40.00	3	3.9%
\$50.00	4	5.2%
\$60.00	1	1.3%
\$65.00	1	1.3%
\$75.00	4	5.2%
\$80.00	3	3.9%

10. Thinking about the amount you spend on food. What percentage is spent in each area?

ITEM	#RESPONSES	AVERAGE
Pre-made meals	64	9.92%
Processed food	70	17.83%
Natural or raw ingredients	74	48.08%
Organic	69	31.29%

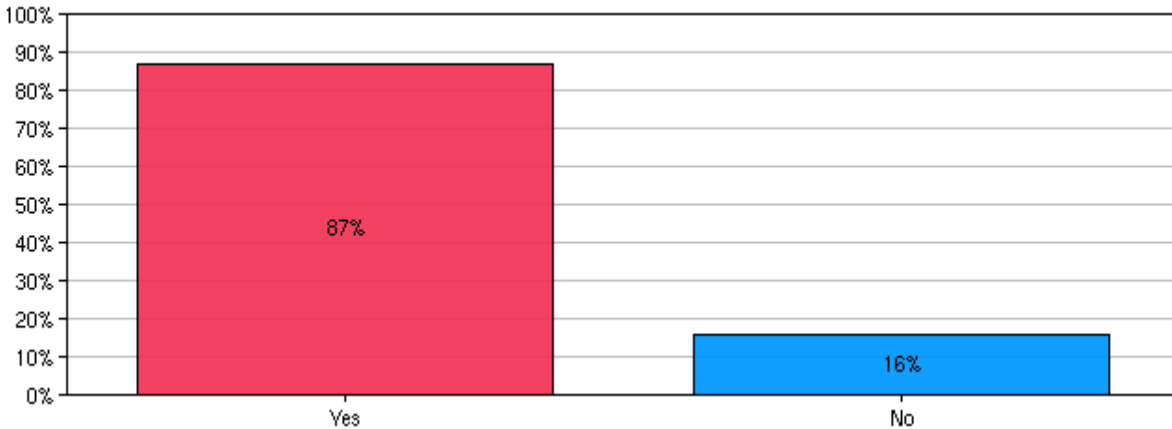
11. In general, where do you spend your food dollars by percentage?

ITEM	#RESPONSES	AVERAGE
Supermarket	75	50.21%
Health Food Market	43	15.02%
Farmers Market	59	23.19%
CSA (Community Supported Agriculture) Farm	39	20.67%
Dining out	60	16.90%

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

ITEM	#RESPONSES	AVERAGE
Supermarket	70	52.13%
Health Food Market	29	10.41%
Farmers Market	62	39.02%
CSA (Community Supported Agriculture) Farm	36	34.17%

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



Value	Count	Percent %
Yes	67	87%
No	12	15.6%

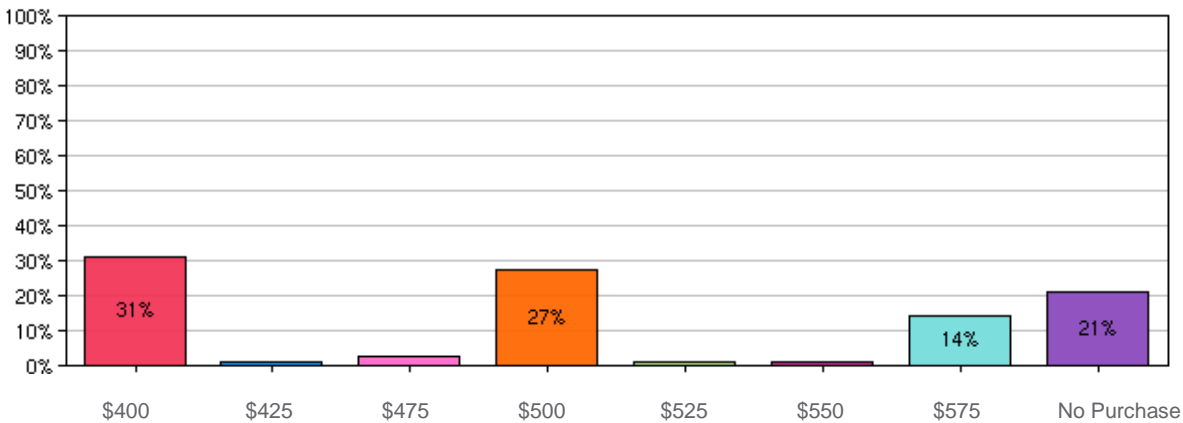
Key Observations:

1. This result is a key economic indicator for the prospective CSA farmer. A high number of positive responses for this question reflects the willingness of consumers within the larger target market audience to purchase a CSA subscription.
2. Data results indicate that 67 of 77 survey respondents answered in the affirmative, which equates to 87% of the target market consumers.

Significance:

1. In this case, the high response rate (87%) is encouraging.
2. A high response rate within the target zip code would be even more relevant to a prospective CSA farmer.

14. Please indicate the maximum you would be willing to pay to purchase a 20 week CSA membership from a CSA in your local area.



Value	Count	Percent %
\$ 400 = \$20.00 per week	24	31.2%
\$ 425 = \$21.25 per week	1	1.3%
\$ 475 = \$23.75 per week	2	2.6%
\$ 500 = \$25.00 per week	21	27.3%
\$ 525 = \$26.25 per week	1	1.3%
\$ 550 = \$27.50 per week	1	1.3%
\$ 575 = \$28.75 per week	11	14.3%
I would not be willing to purchase a CSA membership because of the total cost.	16	20.8%

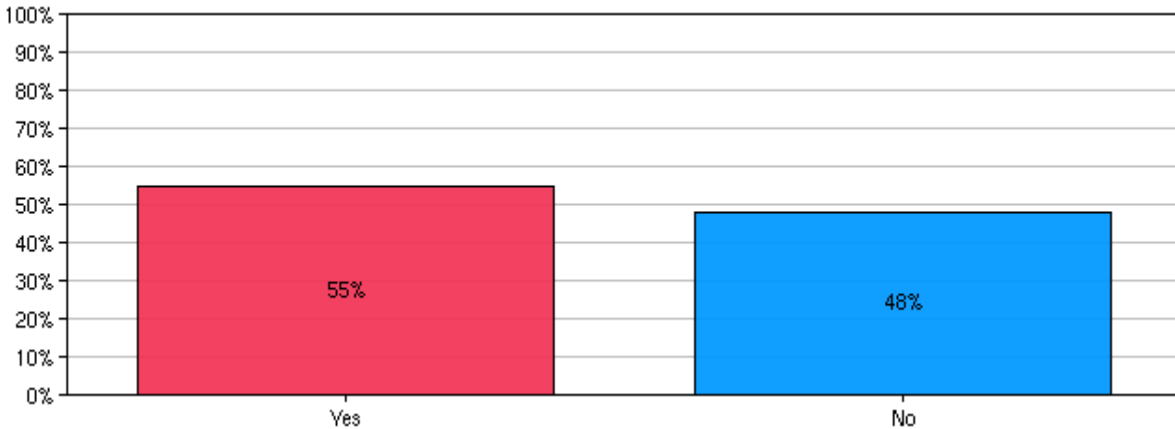
1. This result is a key economic indicator for the prospective CSA farmer. A high number of positive responses for this question reflects the willingness of consumers within the larger target market audience to purchase a CSA subscription at specified price points.
2. Data results indicate that 31% of the survey respondents would purchase a CSA subscription priced at the \$400 price point, 27% would purchase a CSA subscription priced at the \$500 price point, 14% would purchase a CSA subscription priced at the \$575 price point, and 21% are not interested in purchasing a CSA subscription.

Significance:

1. The \$400 CSA subscription price point is the assumed break-even point for the CSA subscription model.

2. In this case, the relatively high percentage of survey respondents willing to purchase CSA subscriptions at the \$400, \$500, and \$575 price points is encouraging for the overall target market, though the numerically low survey results for the 46552 target zip code is much less encouraging.

15. 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.



Value	Count	Percent %
Yes	42	54.5%
No	37	48.1%

Key Observations:

1. This result is an indicator of the willingness of survey respondents to participate in a labor-sharing incentive program.
2. Data results indicate that 55% of the survey respondents are willing to participate in a 3 hour per week labor-sharing incentive program in exchange for a 50% discount on their subscription price.

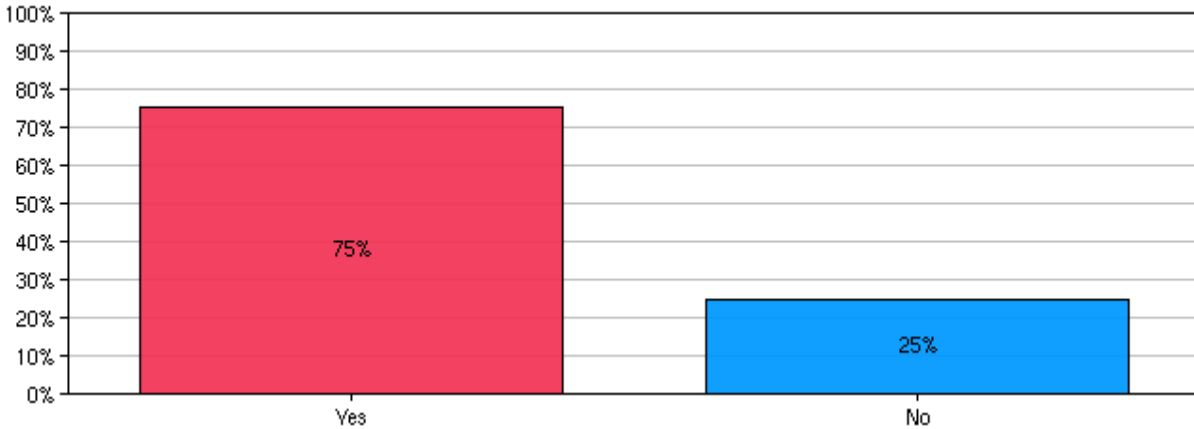
Significance:

1. A labor-sharing incentive program can help to reduce the set-up and labor costs of the CSA model, as well as assist in training new organic farmers.
2. In this case, the relatively high percentage of survey respondents interested in a labor-sharing incentive program (55%) is encouraging.
3. Labor-management risk and effort must also be taken into consideration whenever a labor sharing incentive program is used, in order to ensure that the agreed upon work of CSA members is performed on a consistent basis.

16. 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	Total
Produce (includes fruit and vegetables)	90.9% 70	7.8% 6	1.3% 1	0.0% 0	0.0% 0	100% 77
Meat	20.8% 16	24.7% 19	31.2% 24	14.3% 11	9.1% 7	100% 77
Poultry	9.1% 7	16.9% 13	54.5% 42	11.7% 9	7.8% 6	100% 77
Dairy (includes cheese, milk, etc.)	72.7% 56	19.5% 15	5.2% 4	2.6% 2	0.0% 0	100% 77
Fish	2.6% 2	2.6% 2	37.7% 29	42.9% 33	14.3% 11	100% 77

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



Value	Count	Percent %
Yes	58	75.3%
No	19	24.7%

Key Observations:

1. This result is an indicator of those survey respondents who are active gardeners.
2. Data results indicate that 75% of the survey respondents are active gardeners.

Significance:

1. In this case, the relatively high percentage of active gardeners within the target market needs to be evaluated in terms of the other survey results.

Assumptions to consider:

1. Active gardeners may be growing all of the food they need, though frequently do not grow all of the food they desire.
2. Some gardeners can their food at home and may be interested in purchasing surplus food from a local CSA or farmer’s market.
3. If gardeners within the target market area do not grow all of the food they desire and can their food, then a niche-marketing effort aimed at “canners” may be worthwhile.
4. A separate set of questions for canners would be useful in a niche-marketing survey, in order to determine their specific preferences.

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

ITEM	#RESPONSES	AVERAGE
Pre-made, ready to eat	56	11.16%
Processed, canned, frozen	71	19.52%
Natural or raw ingredients	73	46.25%
Organic	67	33.03%

Key Observations:

1. This result is an indicator of the percentage of natural and organic foods purchased by survey respondents.
2. Data results indicate that survey respondents purchased an average of 46% of natural or raw foods and 33% of organic foods.

Significance:

1. In this case, the relatively high percentage of natural and organic foods purchased by survey respondents is noteworthy and encouraging.

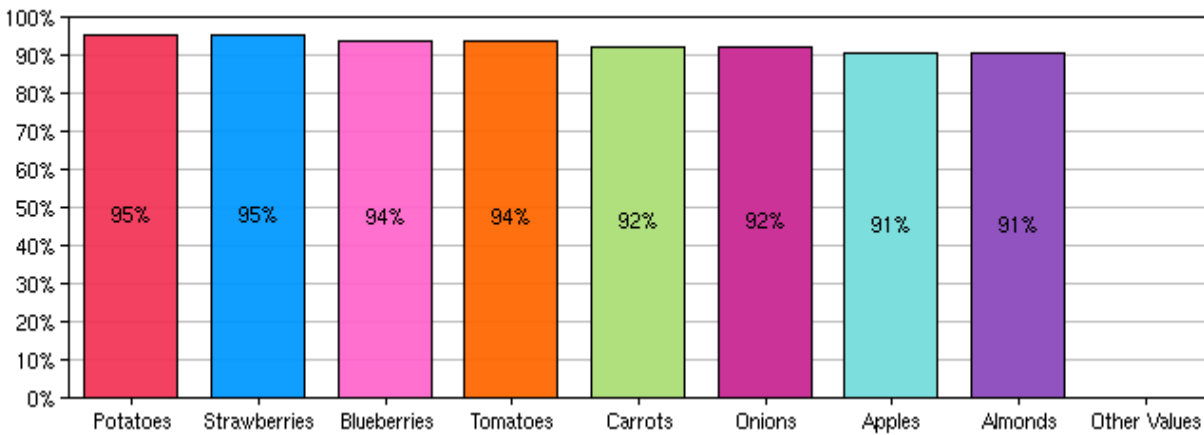
19. Please rank your food purchase motivations, in order of your personal priorities.

Item	Total Score¹	Overall Rank
Nutritional Value	245	1
Taste/Quality	243	2
Price	155	3
Convenience	117	4

Total Respondents:

¹ Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is the sum of all weighted rank counts.

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



Value	Count	Percent %
Potatoes	60	95.2%
Cauliflower	41	65.1%
Strawberries	60	95.2%
Tomatoes	59	93.7%
Asparagus	53	84.1%
Apples	57	90.5%
Sweet Corn	56	88.9%
Eggplant	31	49.2%
Oranges	52	82.5%
Onions	58	92.1%
Beets	38	60.3%
Pears	40	63.5%
Head Lettuce	35	55.6%
Artichokes	20	31.7%
Cantaloupe	54	85.7%
Romaine & Leaf Lettuce	56	88.9%
Collard Greens	14	22.2%
Grapes	49	77.8%
Carrots	58	92.1%
Radishes	26	41.3%
Watermelon	52	82.5%
Cucumbers	51	81%

Mustard Greens	14	22.2%
Honeydew	30	47.6%
Cabbage	48	76.2%
Turnip Greens	10	15.9%
Kiwi	33	52.4%
Broccoli	55	87.3%
Lima Beans	13	20.6%
Dates	23	36.5%
Snap Beans	45	71.4%
Okra	10	15.9%
Raspberries	44	69.8%
Bell Peppers	56	88.9%
Kale	32	50.8%
Blueberries	59	93.7%
Chili Peppers	33	52.4%
Escarole	12	19%
Apricots	32	50.8%
Celery	52	82.5%
Brussel Sprouts	26	41.3%
Peaches	56	88.9%
Pumpkin	33	52.4%
Basil	43	68.3%
Nectarines	39	61.9%
Zucchini	47	74.6%
Chives	33	52.4%
Cilantro	39	61.9%
Mint	18	28.6%
Dill	28	44.4%
Parsley	39	61.9%
Marjoram	10	15.9%
Chervil	4	6.3%
Tarragon	13	20.6%
Sweet Potatoes	53	84.1%
Rosemary	32	50.8%
Plums	40	63.5%
Squash	40	63.5%
Thyme	25	39.7%
Pineapple	40	63.5%
Mushrooms	54	85.7%
Sage	25	39.7%
Lemons	52	82.5%

Spinach	55	87.3%
Garlic	56	88.9%
Limes	38	60.3%
Green Peas	44	69.8%
Olives	49	77.8%
Cherries	50	79.4%
Lentils	41	65.1%
Rice	53	84.1%
Peanuts	51	81%
Navy Beans	33	52.4%
Oats	50	79.4%
Almonds	57	90.5%
Pinto Beans	34	54%
Barley	22	34.9%
Walnuts	53	84.1%
Black Beans	42	66.7%
Wheat	31	49.2%
Pecans	46	73%
Red Kidney Beans	45	71.4%
Rye	11	17.5%
Pistachios	32	50.8%

Key Observations:

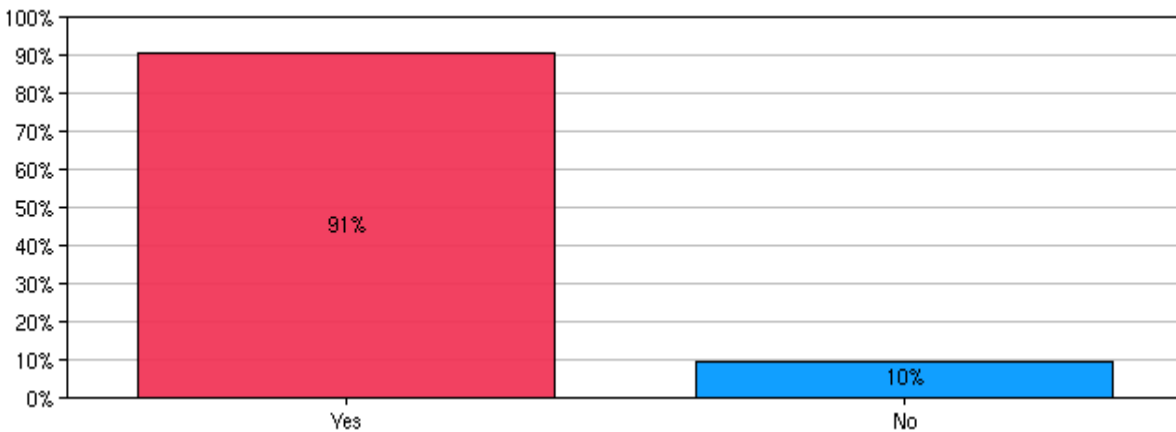
1. This result is an indicator of the main types of produce foods purchased by survey respondents.
2. Data results indicate that many of the foods listed have been purchased within the past 12 months.
3. The Top 8 foods listed in the graph deserve highest consideration by prospective CSA farmers, though other food choices with relatively high percentages should be considered as well.

Significance:

1. In this case, the Top 10 list includes the following foods: Potatoes (95%), Strawberries (95%), Blueberries (94%), Tomatoes (94%), Carrots (92%), Onions (92%), Apples (91%), Almonds (91%), Sweet Corn (89%), and Romaine & Leaf Lettuce (89%). These foods are likely favorites within this target market.

2. Other foods with high percentages include the following: Bell Peppers (89%), Peaches (89%), Garlic (89%), Broccoli (87%), Spinach (87%), Mushrooms (86%), Cantaloupe (86%), Walnuts (84%), Sweet Potatoes (84%), Rice (84%), Asparagus (84%), Watermelon (83%), Oranges (83%), Celery (83%), Peanuts (81%), Oats (79%), Cherries (79%), Olives (78%), Cabbage (76%), Zucchini (76%), Red Kidney Beans (71%), and Basil (68%).
3. Other foods with lower percentages should not be overlooked as they may represent niche-market opportunities for farmers wishing to differentiate their product offerings within the marketplace.

21. 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?



Value	Count	Percent %
Yes	57	90.5%
No	6	9.5%

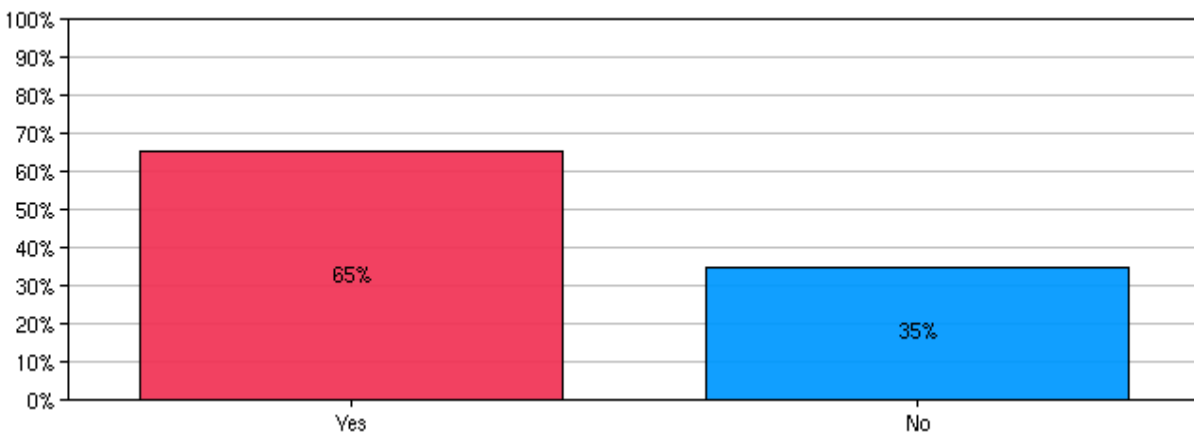
Key Observations:

1. This result is an indicator of the willingness of survey respondents to pay 20% more for organic food.
2. Data results indicate that 91% of the survey respondents are willing to pay 20% more for organic food.

Significance:

1. A very high majority (91%) of survey respondents within this target market are willing to pay 20% more for organic food than conventional food.
2. This result suggests a strong preference for organic food over conventional food and is encouraging for organic farmers.

22. 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?



Value	Count	Percent %
Yes	41	65.1%
No	22	34.9%

Key Observations:

1. This result is an indicator of the willingness of survey respondents to pay 30% more for organically produced food.
2. Data results indicate that 65% of the survey respondents are willing to pay 30% more for organically produced food.

Significance:

1. A significant majority (65%) of survey respondents within this target market are willing to pay 30% more for organic food than conventional food.
2. This result suggests a preference for organic food over conventional food and is encouraging for organic farmers.

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

Item	Total Score ¹	Overall Rank
Cannot find it where I shop	191	1
Cannot afford it	159	2
Cooking takes too much time	123	3
Do not how to cook it	71	4
Total Respondents:		
¹ Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is the sum of all weighted rank counts.		

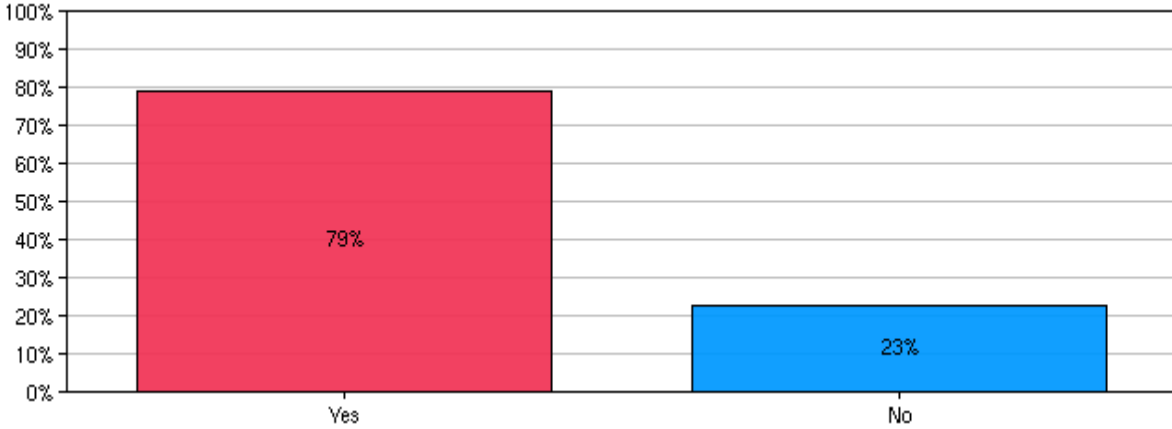
Key Observations:

1. This result is an indicator of the main reasons why survey respondents did not purchase more organically produced food.
2. Data results indicate that the main reason identified by survey respondents was "Cannot find it where I shop" followed by the secondary reason "Cannot afford it".

Significance:

1. This result suggests that local and organic farmers could capture market share by increasing production of those foods consumed within the target market.
2. Producers may want to keep pricing considerations in mind if they want to compete with the conventional food market, in order to successfully capture market share.

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



Value	Count	Percent %
Yes	49	79%
No	14	22.6%

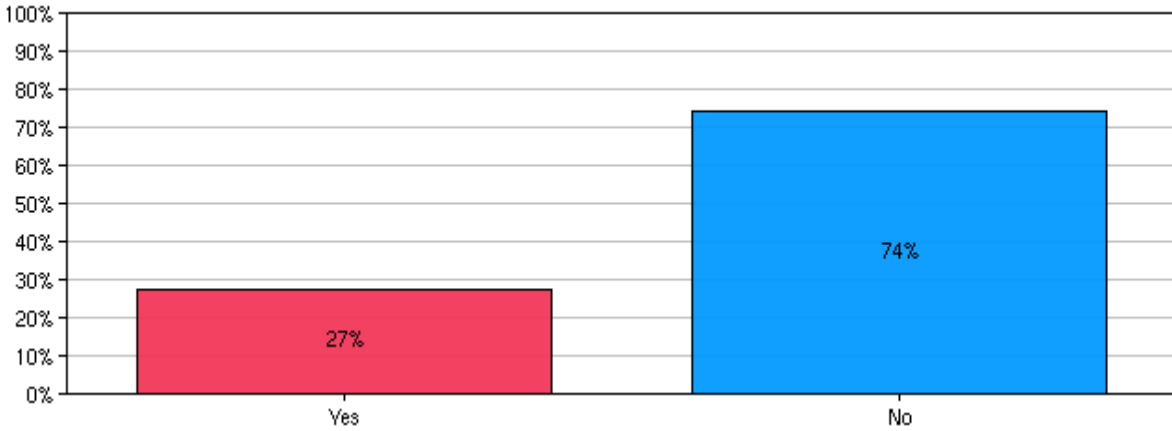
Key Observations:

1. This result is an indicator of the awareness of survey respondents to local CSA farms within the target market area.
2. Data results indicate that a significant majority (79%) of survey respondents are aware of CSA farms within their local area.

Significance:

1. This result suggests that most survey respondents within the target market area are aware of their local CSA farms.

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



Value	Count	Percent %
Yes	17	27.4%
No	46	74.2%

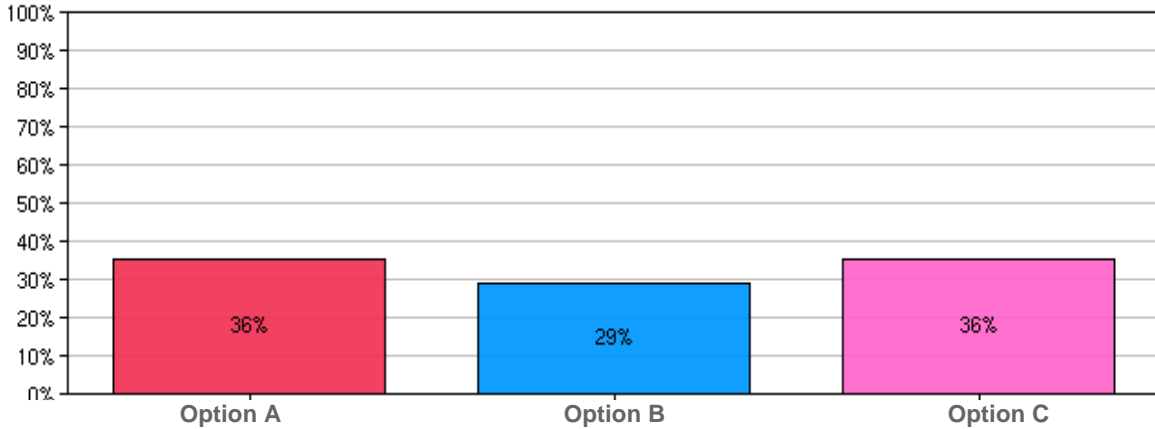
Key Observations:

1. This result is an indicator of the current subscription rate of survey respondents to a local CSA farm within the target market.
2. Data results indicate that a relatively small minority (27%) of survey respondents currently subscribe to a CSA farm.

Significance:

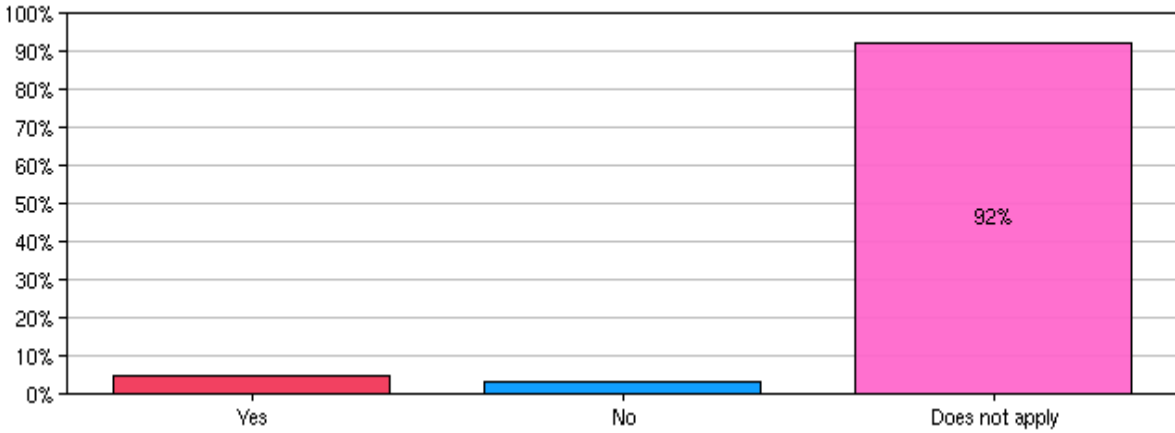
1. Combined with the data results for Question 24, this result suggests that although many survey respondents (79%) are aware of CSA farms, relatively few (27%) of survey respondents within the target market currently subscribe to a CSA.
2. This result suggests that there is considerable opportunity for the CSA model to take root and grow, though generally indicates less receptivity to the CSA model than may be desired by prospective CSA farmers.

26. 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)



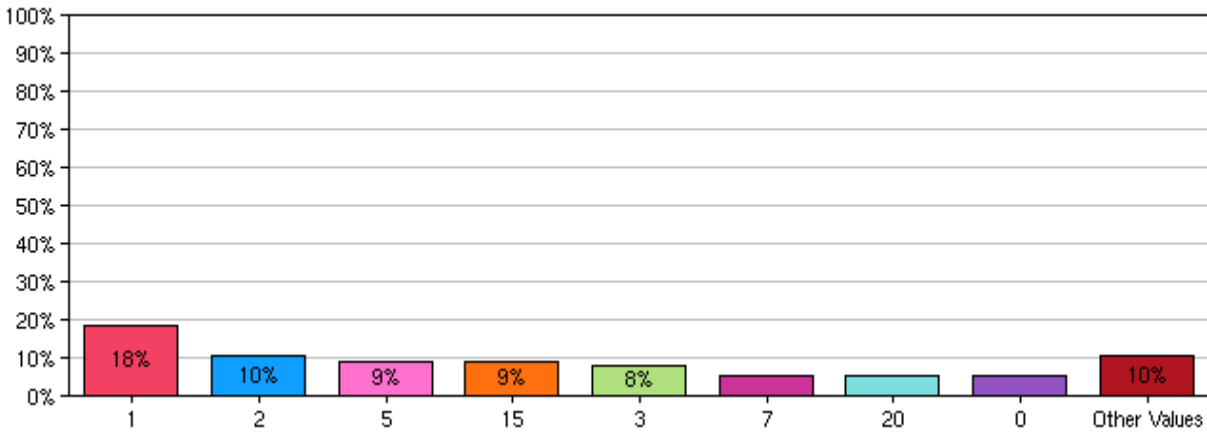
Value	Count	Percent %
Option A Discounted Membership (Involves work + education)	22	35.5%
Option B Regular Membership (No work involved)	18	29%
Option C Cash & Carry Only (No membership, surplus produce only)	22	35.5%

27. 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?



Value	Count	Percent %
Yes	3	4.8%
No	2	3.2%
Does not apply	57	91.9%

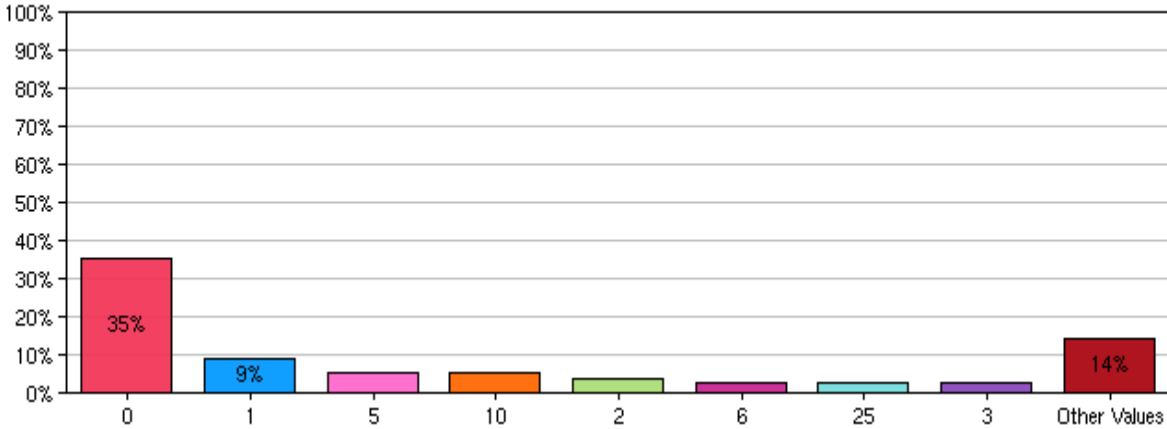
28. What is the approximate distance in miles to the nearest farmers market from your home? (If you do not know where a farmers market is answer 0.)



Value	Count	Percent %
0	4	5.2%
1	14	18.2%
10	3	3.9%
12	1	1.3%
15	7	9.1%
2	8	10.4%
20	4	5.2%
25	1	1.3%
3	6	7.8%
4	2	2.6%
5	7	9.1%
6	1	1.3%
7	4	5.2%

Statistics	
Average	6.1
Standard Deviation	6.34
Maximum	25.0

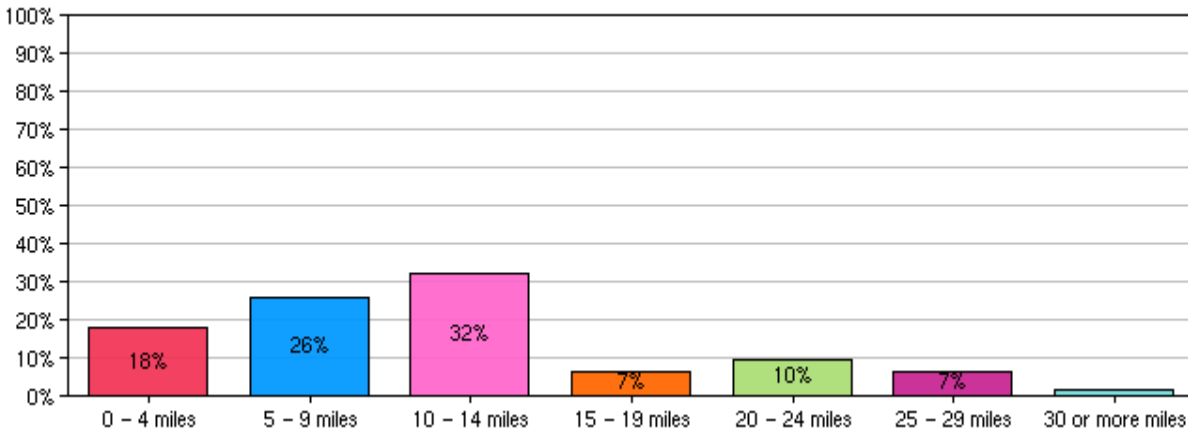
29. What is the approximate distance in miles to the nearest CSA farm from your home? (If you do not know where a CSA is answer 0.)



Value	Count	Percent %
0	27	35.1%
1	7	9.1%
10	4	5.2%
11	1	1.3%
12	1	1.3%
15	1	1.3%
16	1	1.3%
2	3	3.9%
20	1	1.3%
23	1	1.3%
25	2	2.6%
29	1	1.3%
3	2	2.6%
30	1	1.3%
5	4	5.2%
6	2	2.6%
7	1	1.3%
8	1	1.3%
9	1	1.3%

Statistics		
Average		5.2
Standard Deviation		7.84
Maximum		30.0

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



Value	Count	Percent %
0 - 4 miles	11	17.7%
5 - 9 miles	16	25.8%
10 - 14 miles	20	32.3%
15 - 19 miles	4	6.5%
20 - 24 miles	6	9.7%
25 - 29 miles	4	6.5%
30 or more miles	1	1.6%

Statistics	
Average	11.6
Standard Deviation	6.68
Maximum	30.0

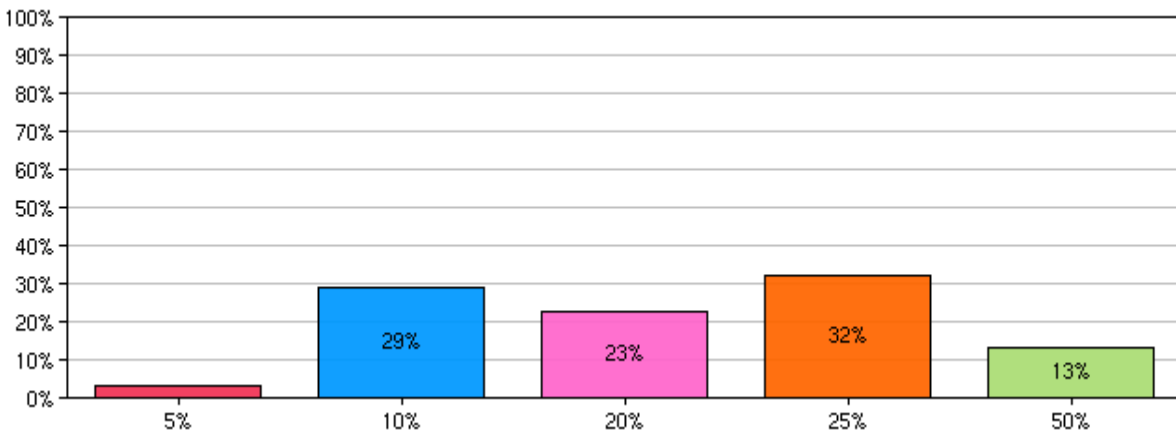
Key Observations:

1. This result is an indicator of the maximum distance(s) that survey respondents are willing to travel in order to purchase food within the target market area.
2. Data results indicate that a significant majority (76%) of survey respondents are not willing to travel more than 14 miles to purchase food.
3. Specifically, 18% are not willing to travel more than 4 miles, 26% are not willing to travel more than 9 miles, and 32% are not willing to travel more than 14 miles.

Significance:

1. These results suggest that the maximum distance consumers are willing to travel is an important factor in their food purchasing decisions.
2. Results also suggest that if a farm is not located within 14 miles of the local target market, then a local farmer wishing to establish a CSA or niche-market product should carefully consider this factor and any transportation costs which may affect future product pricing.
3. A rise in the cost of gasoline may also affect pricing and production cost decisions, so being located closer to a local target market is desirable.

31. 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?



Value	Count	Percent %
5%	2	3.2%
10%	18	29%
20%	14	22.6%
25%	20	32.3%
50%	8	12.9%

Statistics	
Average	22.1
Standard Deviation	12.49
Maximum	50.0

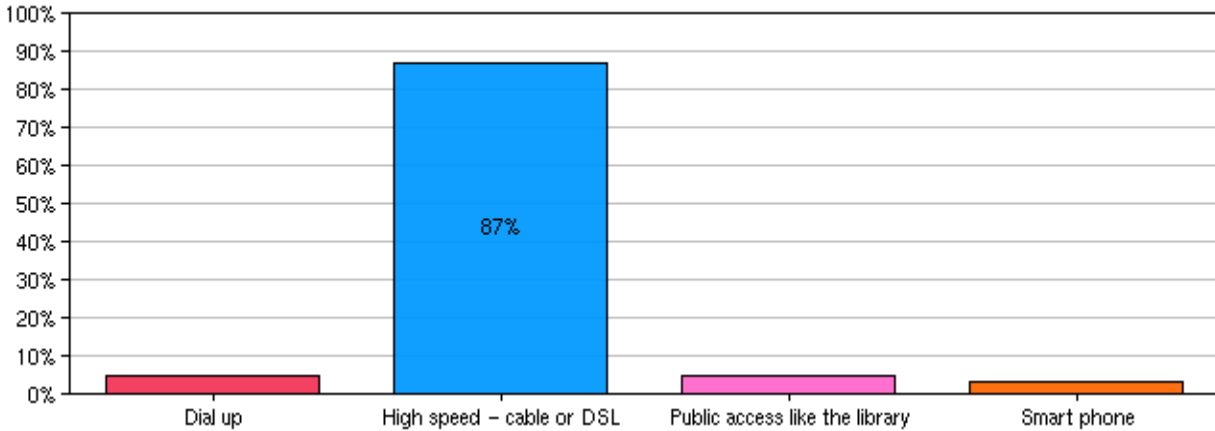
Key Observations:

1. This result is an indicator of the willingness of survey respondents to spend more in order to purchase locally produced food within the target market area.
2. Data results indicate that nearly all (95%) of survey respondents are willing to spend at least 10% more for locally produced food.
3. Specifically, 29% are willing to spend 10% more, 23% are willing to spend 20% more, 32% are willing to spend 25% more, and 13% are willing to spend 50% more.

Significance:

1. These results suggest that the consumer desire for locally grown food is relatively high within this target market.
2. Results also suggest the different price premiums that consumers are willing to pay within this target market.
3. Given that 32% of consumers are willing to spend 25% more for locally produced food, this is an encouraging sign for local farmers.

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



Value	Count	Percent %
Dial up	3	4.8%
High speed - cable or DSL	54	87.1%
Public access like the library	3	4.8%
Smart phone	2	3.2%

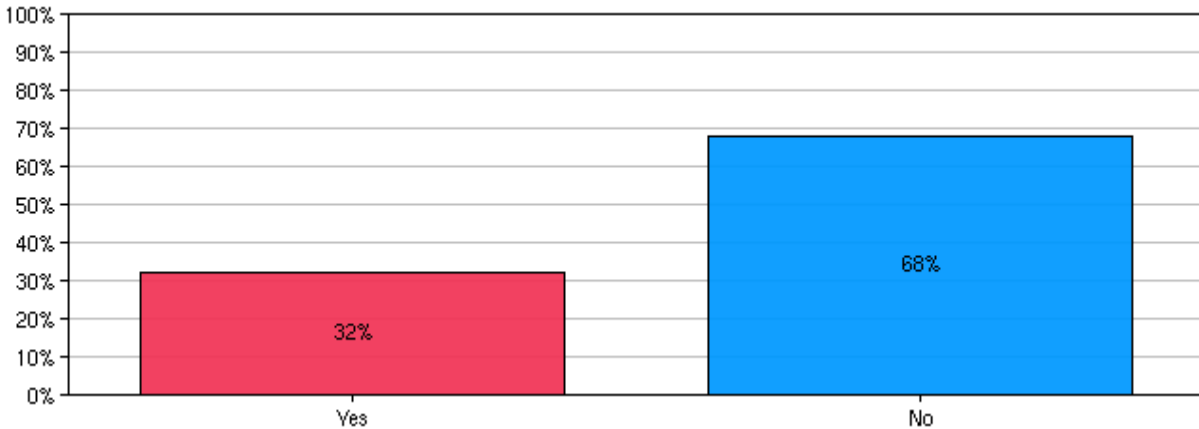
Key Observations:

1. This result is an indicator of the access that survey respondents have to an internet connection.
2. Data results indicate that a very large majority (87%) of survey respondents have access to a high-speed internet connection.

Significance:

1. These results suggest that internet-based marketing could be a viable option for local farmers within the target market.

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



Value	Count	Percent %
Yes	20	32.3%
No	42	67.7%

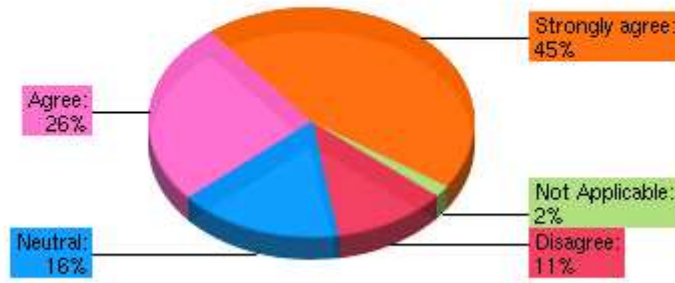
Key Observations:

1. This result determines whether survey respondents have purchased food from an online farmer’s market at least once.
2. Data results indicate that a significant minority (32%) of survey respondents have purchased food from an online farmer’s market.

Significance:

1. These results suggest that online food purchasing could be a viable option for local farmers within the target market.
2. Combined with the data results for Question 32, this suggests that while 87% of the survey respondents have access to a high-speed internet connection, only 32% have used the internet to purchase food from an online farmer’s market.
3. These results also suggest that there is significant potential to increase online food purchasing from a farmer’s market.

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



Value	Count	Percent %
Disagree (2)	7	9.1%
Neutral (3)	10	13%
Agree (4)	16	20.8%
Strongly Agree (5)	28	36.4%
NA	1	1.3%

Statistics	
Average	4.1
Standard Deviation	1.04
Maximum	5.0

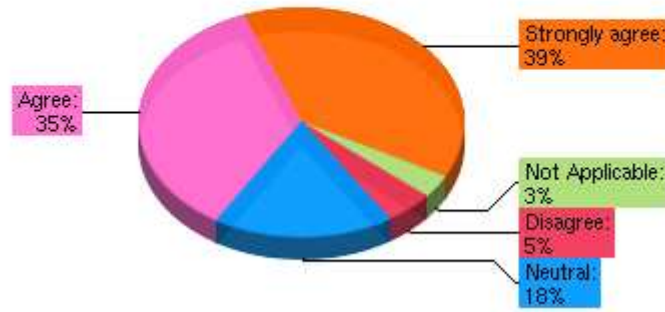
Key Observations:

1. This result determines the extent to which survey respondents are comfortable using the internet to purchase food from an online farmer’s market.
2. Data results indicate that a significant majority (71%) of survey respondents are comfortable using the internet to purchase food from an online farmer’s market.
3. Specifically, 45% of the survey respondents “Strongly Agree” with this food purchasing method while 26% simply “Agree” with it.

Significance:

1. These results suggest that local farmers should consider their direct marketing options via the internet.

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



Value	Count	Percent %
Disagree (2)	3	3.9%
Neutral (3)	11	14.3%
Agree (4)	22	28.6%
Strongly Agree (5)	24	31.2%
NA	2	2.6%

Statistics	
Average	4.1
Standard Deviation	0.88
Maximum	5.0

Key Observations:

1. This result determines whether survey respondents are comfortable using the internet to purchase a CSA membership from a local farmer.
2. Data results indicate that a significant majority (74%) of survey respondents are comfortable using the internet to purchase a CSA membership from a local farmer.
3. Specifically, 39% of the survey respondents “Strongly Agree” with this CSA purchasing method while 26 % simply “Agree” with it.

Significance:

1. These results suggest that CSA local farmers should consider their direct marketing options via the internet.