

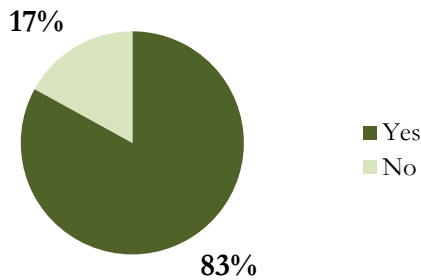


SCIG | Summary of Farmers Market Survey Results

A total of 237 farmers market customers completed surveys.

Q1: Do you regularly shop for food that’s been grown or raised using environmentally sustainable practices (including but not limited to organic, pesticide free, free range, etc.)?

Respondents: 234



Q2: If you answered “yes”, what practices are you looking for?

Respondents: 171

	Response Percent	Response Count
Organic	57%	97
Free range	32%	55
Pesticide free	32%	54
Local	23%	40
Non GMO	16%	27
Sustainable	6%	10
Grass-fed	5%	8
Humanely raised/cruelty free	5%	8
Cage-free	1%	2
Low spray	1%	2
No spray	1%	3
Vegetarian	1%	2
Fresh	1%	2
Heirloom varieties	1%	2
Biodynamic	1%	2
Natural	1%	2

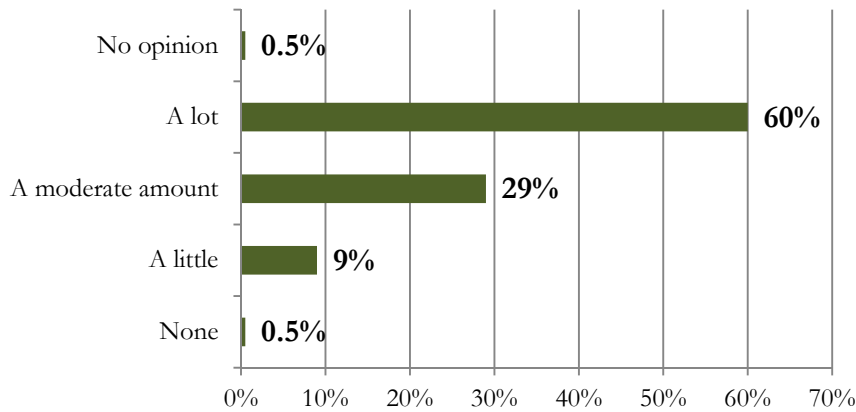
Other:

- Treating the earth well
- Treating workers well
- No processed food
- No added sugar
- Permaculture
- Edible food forest

- Simple ingredients
- Close to home
- Home-grown
- Pasture raised
- Heritage varieties
- Antibiotic free
- Wild
- Clean
- Free trade
- Certified organic

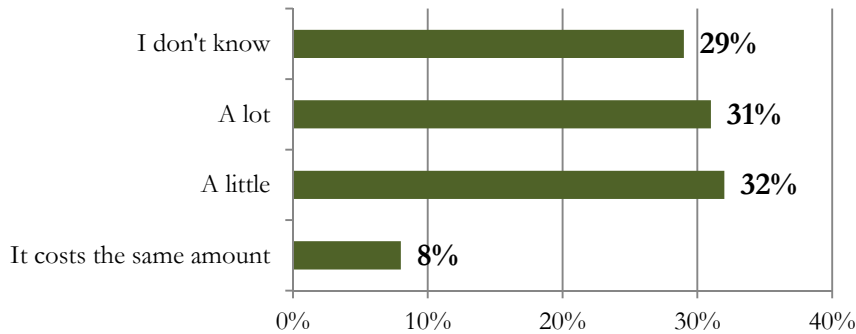
Q3: How much does the way a product is grown or raised influence your willingness to purchase this product?

Respondents: 236



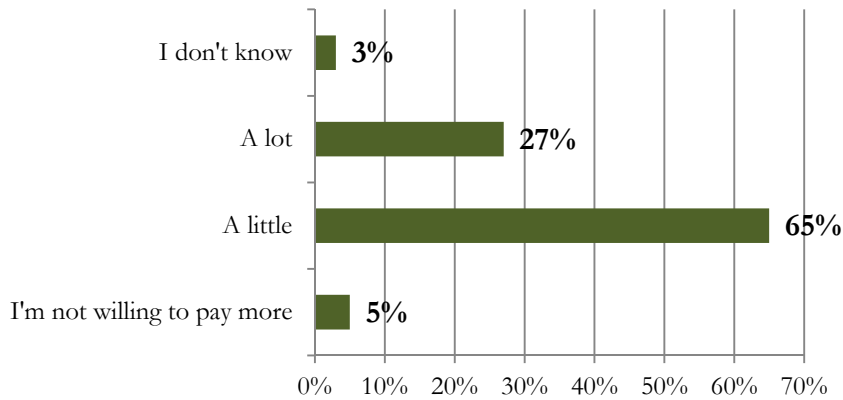
Q4: Compared to conventionally-grown products (e.g. not organic), how much more does it cost to grow or raise food using environmentally sustainable practices?

Respondents: 230



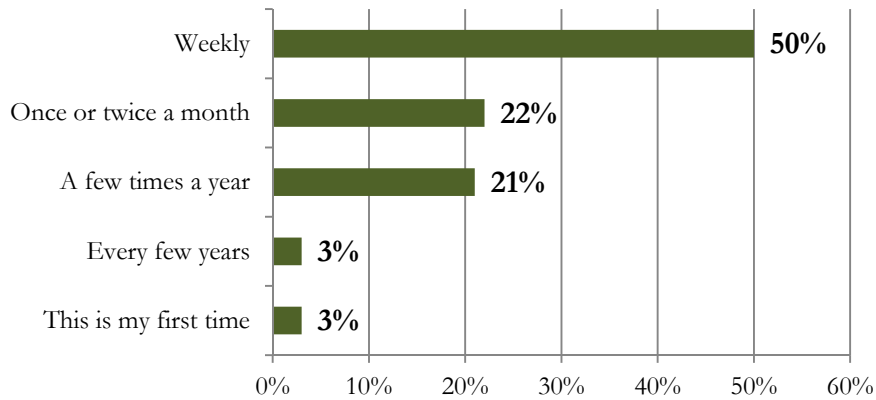
Q5: How much more are you willing to pay for products grown or raised more sustainably?

Respondents: 234



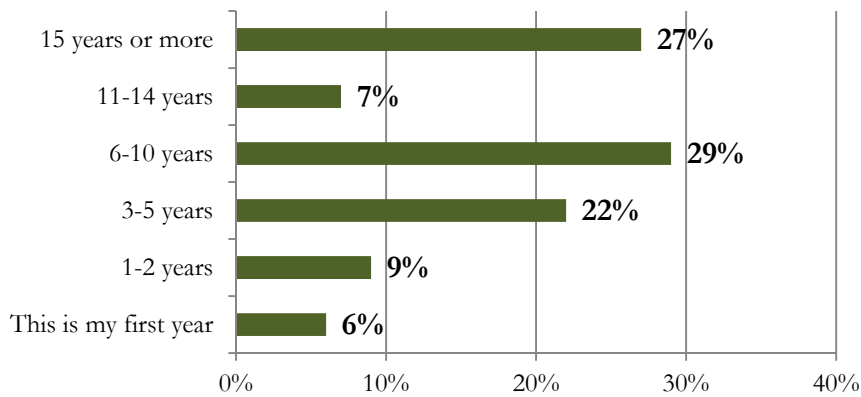
Q6: How frequently do you shop at farmers markets?

Respondents: 234



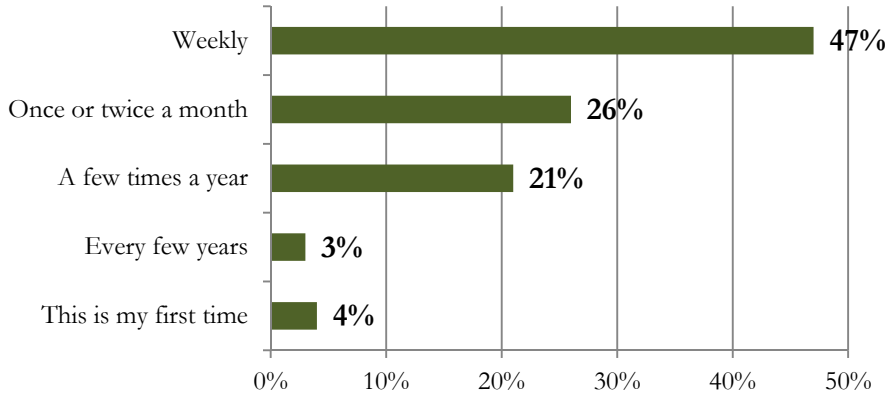
Q7: How long have you been shopping at farmers markets (generally)?

Respondents: 234



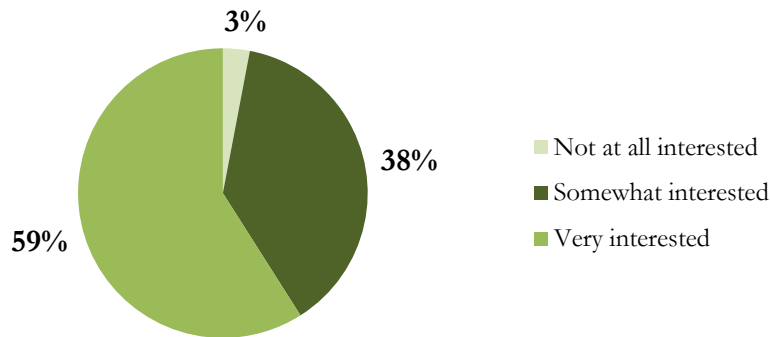
Q8: How often do you purchase food (i.e. produce, meat, baked goods, dairy products, eggs, and/or seafood) at farmers markets?

Respondents: 234



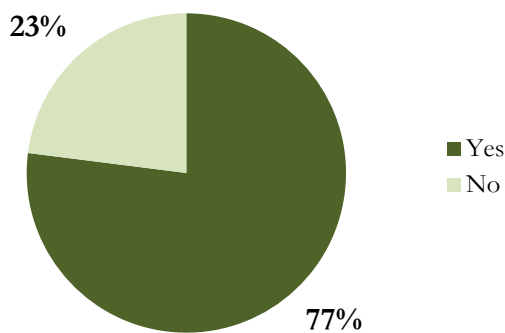
Q9: How interested are you in the growing practices of farmers selling food at the market?

Respondents: 234



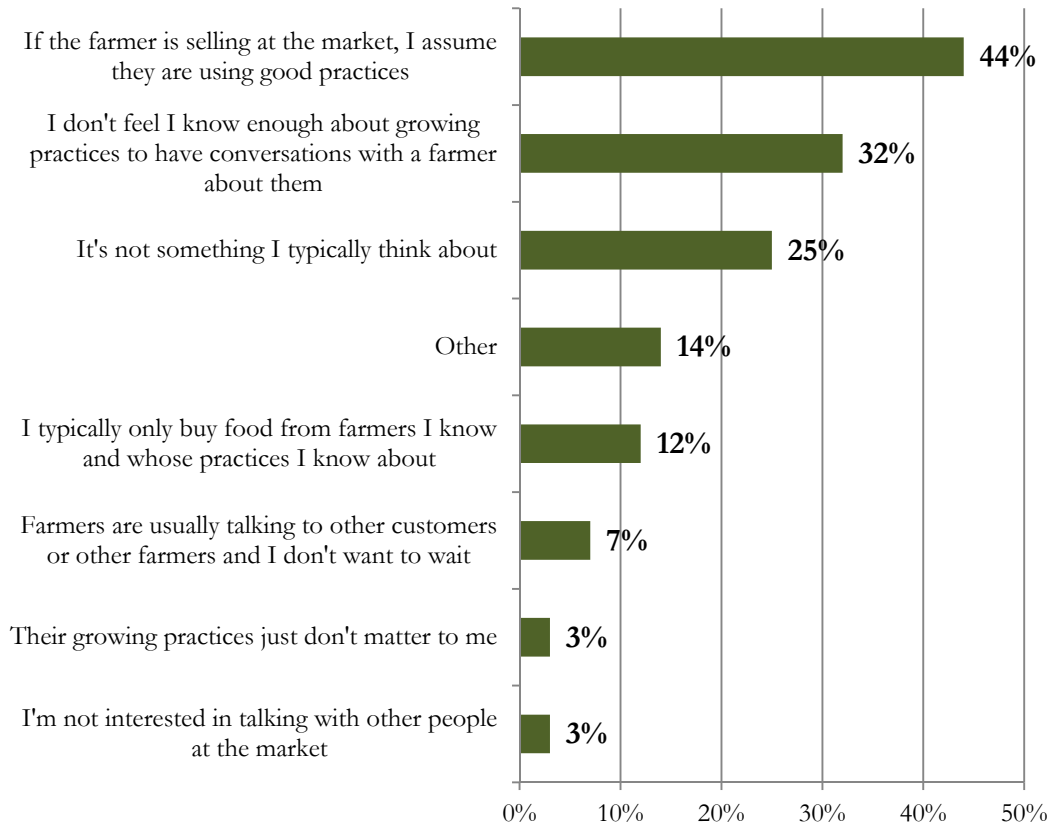
Q10: Have you ever talked with a farmer at the market about their growing practices?

Respondents: 232



Q11: If you answered “no”, why not? (check all that apply)

Respondents: 59



Q12: If you answered “yes” to question 10, what types of things do you talk with farmers about related to their growing practices?

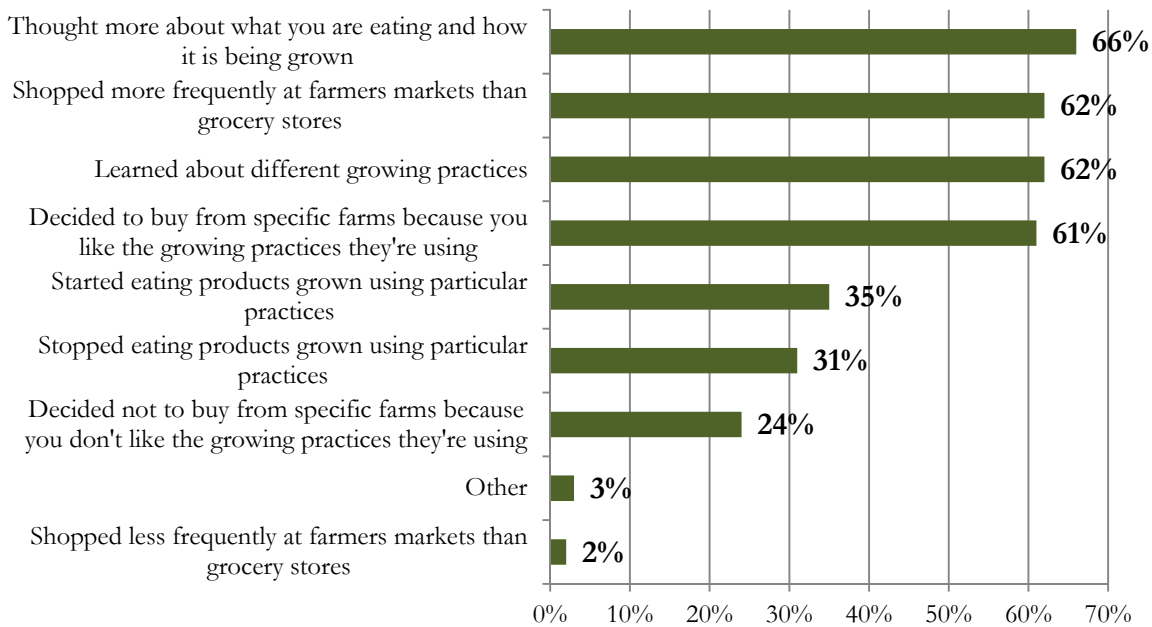
Respondents: 147

- Pesticide/chemical use (n=34)
- Whether they are organic/organic growing practices (n=32)
- Growing practices (in general) (n=13)
- Treatment of animals (n=13)
- Location of their farm (n=9)
- Fertilizers (n=8)
- Sustainability (n=7)
- Cooking/recipes (n=6)
- Weather (n=5)
- Soil (n=5)
- Gardening (n=4)
- Bugs and pest control (n=4)
- Product availability (n=4)
- Non-GMO/GMO free (n=3)
- Size of farm (n=2)
- Their family (n=2)
- Crop rotation (n=2)
- Use of antibiotics/hormones (n=2)
- Product taste (n=2)
- Crop selection (n=1)

- Growing certifications (n=1)
- Composting (n=1)
- Sourcing of materials (n=1)
- Are they at other markets (n=1)
- Farming, general (n=1)
- Gratitude (n=1)
- Energy usage (n=1)
- Cost (n=1)
- Restaurants they sell to (n=1)
- WWOOFers/intern help (n=1)

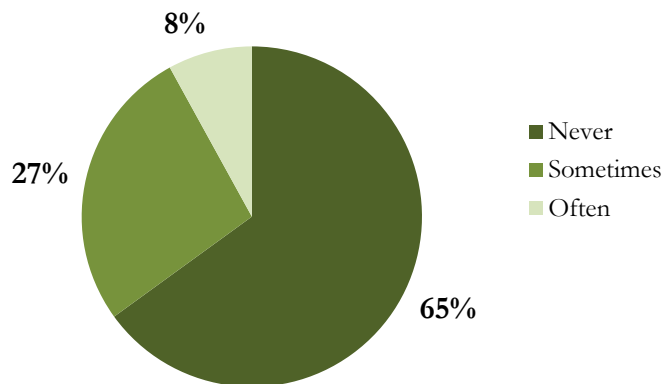
Q13: Because of conversations you've had with farmers at farmers markets, have you taken any of the following actions? (check all that apply)

Respondents: 190



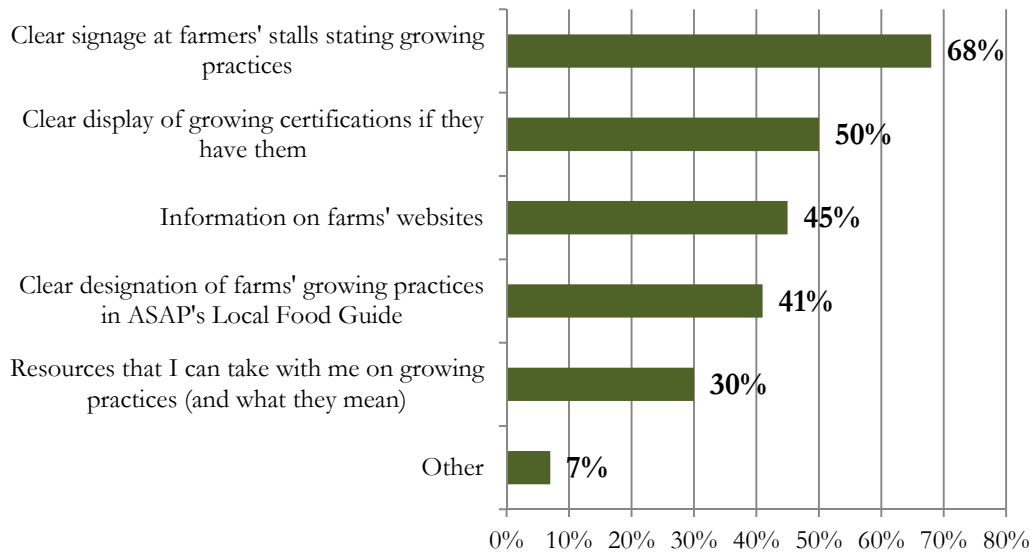
Q14: How often do you talk to a farmer at the market about how they set prices for their products?

Respondents: 230



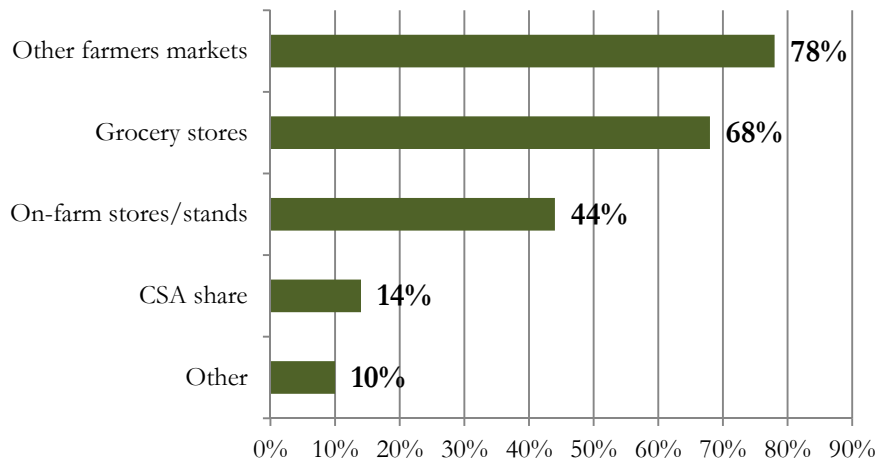
Q15: What kinds of written communications would you like to have or see that would provide better or more useful information about farmers' growing practices? (check all that apply)

Respondents: 209



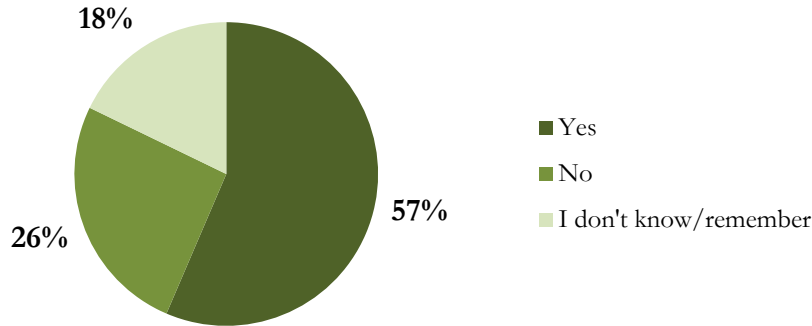
Q16: Where do you shop for locally-grown food? (check all that apply)

Respondents: 225



Q17: Have you purchased locally-grown food at a grocery store, restaurant, or other outlet that you first learned about at a farmers market?

Respondents: 229



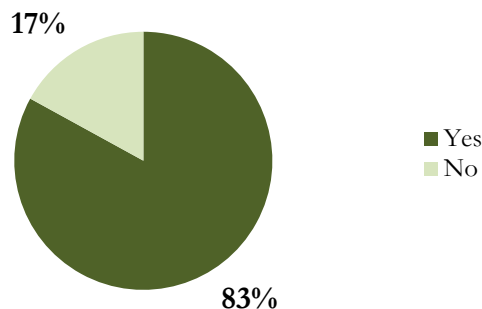
Q18: Through this survey, we've asked you questions about your interactions with farmers at the farmers market around the growing methods they use. What do you think are the best ways for farmers to share this information with you at market?

Respondents: 135

- Signage/signs (n=74)
- Verbally, through conversation (n=58)
- Brochure/pamphlet/flyer/handout (n=25)
- Online/website (n=9)
- Facebook/social media (n=3)
- Email (n=2)
- Other
 - As many ways as possible
 - Blogs
 - Mobile app
 - A sheet laminated for shoppers to view
 - Post responses on a spreadsheet that all farmers can read
 - Perhaps organizations could gather info and print all participants on a single checklist-type document
 - Information boards
 - Business cards
 - Multimedia
 - ASAP logo on products or booth
 - Local Food Guide
 - Maybe a very brief, featured talk by each farmer every week during season

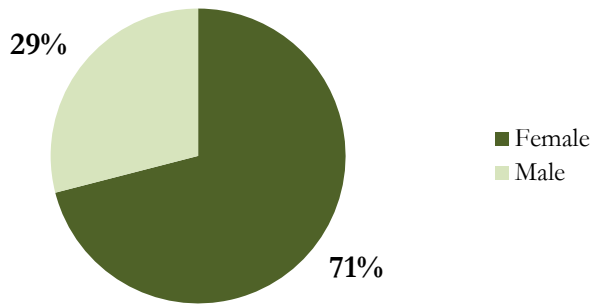
Q19: Are you the primary food shopper in your household?

Respondents: 230



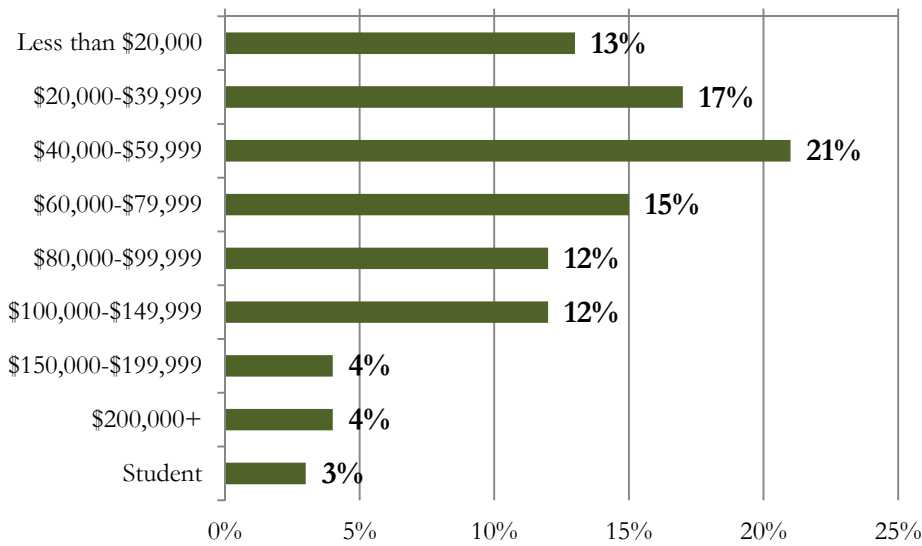
Q20: What is your gender?

Respondents: 164



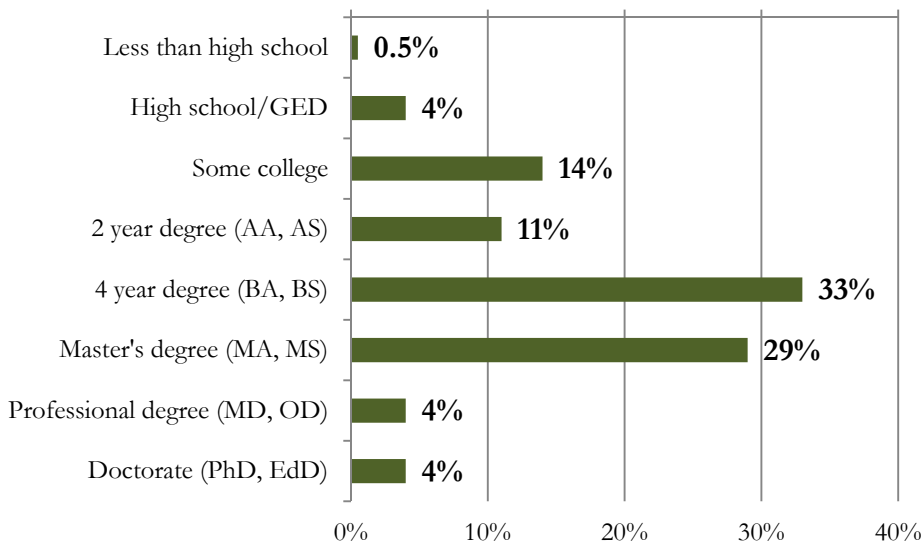
Q21: What is your annual household income?

Respondents: 204



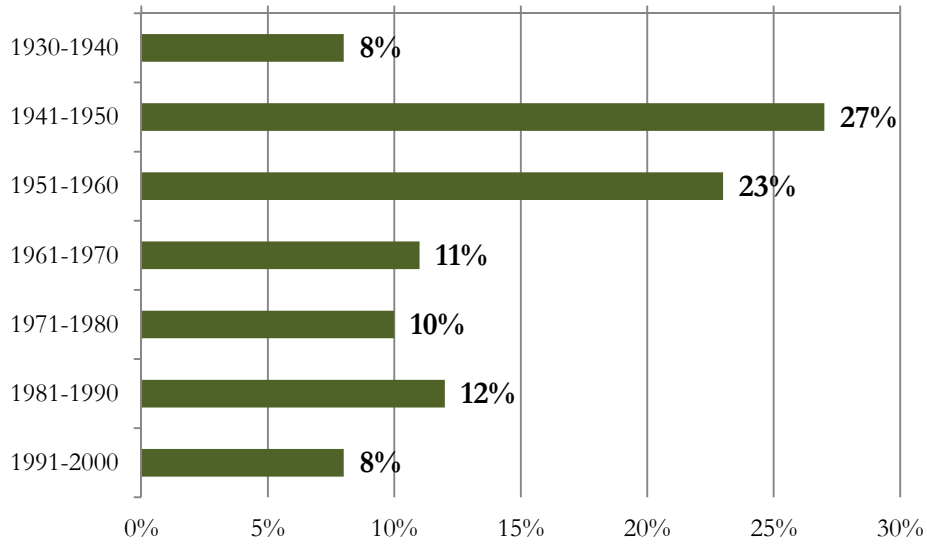
Q22: What is the highest level of education you have completed?

Respondents: 227



Q23: What year were you born?

Respondents: 212



Q24: Are you a full-time resident of Western North Carolina?

Respondents: 230

