

Local Food Survey

1. Background Information

Sustainable Sandhills has seen a growing interest in fresh local food. In response to this interest, we have partnered with Moore County Cooperative Extension, FirstHealth and the Sandhills Farm To Table Co-Operative to develop a Local Food Survey. Please take a moment to read the following introduction and complete our short survey. We thank you in advance.

Community Supported Agriculture, or CSA, is a way for consumers to purchase locally grown, seasonal fruits and vegetables directly from a farmer or farmers. Here are the basics: a farmer offers a certain number of "shares" to the public, which are paid for in advance of the planting season. In exchange for pre-payment on this "share" the farmer commits to providing a box of fruits and vegetables for a period of 20-25 weeks with enough of each item for at least two people. This box may also include other farm products such as eggs, herbs or cut flowers. Seasonal eating is implied, as shares are based on the local outdoor growing season.

In addition to CSA's, there are other local food distribution options. One distribution model handles marketing to consumers, purchasing from farms, packing and delivering CSA-like boxes, and collecting payment. This model can be an independent business, or it can be a Cooperative where the consumers, workers and farmers all participate in making the policy decisions and all share in the profits generated.

2. Consumer Preferences

* 1. Please rate your interest in a CSA.

Extremely interested

Somewhat interested

Unsure

Not interested

* 2. Please rate your interest in a Cooperative.

Extremely interested

Somewhat interested

Unsure

Not interested

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* 3. Have you previously been involved in a CSA or Cooperative for locally grown food?

Yes, I have been involved in a CSA

Yes, I have been involved in a Cooperative

No, I have not been involved in either

If you would like to share your experience, please do so here

* 4. Assuming a weekly delivery, how much would your family be willing to pay for a box of 5 to 10 vegetables to feed two people over a 20 to 25 week period from the beginning of May to the middle of October? For a CSA, this would be an up front expense at the beginning of the growing season.

\$240 to \$375 per season (This is approximately \$12-\$15 per week)

\$320 to \$450 per season (This is approximately \$16-\$18 per week)

\$380 to \$550 per season (This is approximately \$19-\$22 per week)

* 5. In addition to your CSA or Cooperative payment, would you consider a one time contribution to help cover a portion of the first year start up costs? If so, what amount would you be willing to pay?

\$25

\$50

\$100

Nothing

* 6. How far are you willing to travel for your weekly pickup at a designated place and time?

1-3 miles

4-6 miles

7-10 miles

10+ miles

Interested in home/work delivery only

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* 7. Are you willing to pay more per week for home/work delivery?

Yes

No

* 8. How many types of items would be optimal for you/your family each week?

5 types of fruits/vegetables in generous quantities of each (4 servings of each per week)

7 types of fruits/vegetables (2-3 servings of each per week)

10 types of fruits/vegetables (1-2 servings of each per week)

* 9. Would you want flowers included in your box each week?

Yes, every week

Yes, every two weeks

Yes, once per month

Never

* 10. The following fruits and vegetables are typically available from May to early June. Please mark all items that you would like to receive in a CSA-like box during this growing season.

Arugala

Asian Vegetables (bok choy, masuna, Chinese cabbage)

Beans

Beets

Broccoli

Cabbage

Carrots

English Peas

Flowers

Garlic

Green onions

Greens

Herbs

Lettuce

Onions

Potatoes (all varieties)

Radishes

Spinach

Strawberries

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* 11. The following fruits and vegetables are typically available from mid June through August. Please mark all items that you would like to receive in a CSA-like box during this growing season.

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> Basil | <input type="checkbox"/> Herbs other than basil |
| <input type="checkbox"/> Beans | <input type="checkbox"/> Okra |
| <input type="checkbox"/> Blackberries | <input type="checkbox"/> Other melons |
| <input type="checkbox"/> Blueberries | <input type="checkbox"/> Peaches |
| <input type="checkbox"/> Cucumber | <input type="checkbox"/> Squash |
| <input type="checkbox"/> Eggplant | <input type="checkbox"/> Sweet corn |
| <input type="checkbox"/> Field peas | <input type="checkbox"/> Tomato |
| <input type="checkbox"/> Flowers | <input type="checkbox"/> Water melons |

* 12. The following fruits and vegetables are typically available from September to October. Please mark all items that you would like to receive in a CSA-like box during this growing season.

- | | |
|---|---|
| <input type="checkbox"/> Arugula | <input type="checkbox"/> Herbs other than basil |
| <input type="checkbox"/> Asian vegetables (bok choy, masuna, Chinese cabbage) | <input type="checkbox"/> Muscadine grapes |
| <input type="checkbox"/> Basil | <input type="checkbox"/> Pumpkins |
| <input type="checkbox"/> Beans | <input type="checkbox"/> Shitake mushrooms |
| <input type="checkbox"/> Broccoli | <input type="checkbox"/> Spinach |
| <input type="checkbox"/> Fall decorations, Indian corn, gourds | <input type="checkbox"/> Squash |
| <input type="checkbox"/> Field peas | <input type="checkbox"/> Sweet potatoes |
| <input type="checkbox"/> Flowers | <input type="checkbox"/> Tomatoes |
| <input type="checkbox"/> Greens | |

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* 13. Other local goods and services I would like easy access to are: (Mark all that apply)

- Health/beauty aids
- Cleaning supplies
- Clothing
- Eggs and dairy products
- Local meat
- Local honey, jams, jellies, relishes
- Beer and wine
- Personal nutritional assessment
- Information about nutrition and healthy food
- Recipes and cooking instructions
- Various food preparation workshops, such as canning, freezing, pickling, etc.
- Other (please specify)

* 14. How important are each of the following to your food buying decisions?

	Not at all	Somewhat	Critical
Appearance	jn	jn	jn
Available all year	jn	jn	jn
Cost	jn	jn	jn
Easy to cook	jn	jn	jn
Easy to get	jn	jn	jn
Freshness	jn	jn	jn
Healthy	jn	jn	jn
Locally grown/produced	jn	jn	jn
Quality	jn	jn	jn
Taste	jn	jn	jn

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* 15. I would prefer the farmer growing my food to use the following growing methods:

- Certified organic
- Sustainable practices, but I do not require organic
- I don't care as long as it is local

* 16. How often do you shop for fruits and vegetables?

- Every day
- Every 2-3 days
- Once per week
- Every 2-3 weeks
- Once per month

* 17. How frequently do you buy the following items?

	Never	Sometimes	Regularly
Fresh food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frozen food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Canned food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dried food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Single meal portions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bulk/case lots	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Homemade jams, pickles, breads, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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* 18. Where do you normally buy your fruits and vegetables? (Mark all that apply)

- Chain grocery
- Neighborhood grocery
- Food cooperative
- Farmer's market
- U-pick/farm stands
- CSA
- Wholesale Club (Sam's, BJ's, Costco)
- I grow my own
- Other (please specify)

* 19. Are you interested in helping to organize the start of a CSA or Cooperative?

- Yes
- No

* 20. Would you be willing to volunteer to: (Mark all that apply)

- Coordinate
- Assemble boxes
- Delivery
- Communicate with your fellow share members
- Not interested in volunteering

* 21. If you are willing to volunteer, how many hours per week would you like to give?

- 1 to 3 hours
- 4 to 6 hours
- 7 to 9 hours
- Occasionally
- Not interested in volunteering

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* 22. What payment methods are you willing to use when buying your food through a local food system? (Mark all that apply)

- Cash/check
- Automatic draft from banking account
- Automatic charge to credit card
- Other (please specify)

* 23. How would you prefer to place orders and receive information if you were a member of a Cooperative? (Mark all that apply)

- Phone
- Internet/email
- Face-to-face at pick-up or delivery

3. You're almost done! Just five more questions about routes and demographics...

4. Location Information

The following information will be used to evaluate potential delivery routes and/or centrally located pick-up locations. Please include your name, home address and work address. If you do not work but there is another address you frequently visit throughout the week, please include that address.

1. Please provide your home address here.

Name:

Physical Home Address:

City/Town:

State:

ZIP/Postal Code:

2. Please provide your work address or other address you frequently visit here.

Physical Work Address:

City/Town:

State:

ZIP/Postal Code:

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3. If you are interested in becoming part of a listserv to stay informed about local food issues in our community, please provide your email address and/or phone number below.

Email Address:

Phone Number:

5. Demographic Information

1. Please choose your age range.

Under 18

18-30

31-45

46-60

61+

2. Please choose the number of members in your household.

1-2

3-4

5-6

7+

6. Thank you for taking the CSA survey!

Thank you for taking the time to complete our survey. We hope to improve the quality of life in the communities of our region by supporting local farmers producing local food.