

# **NORTHEAST IOWA LOCAL FOOD SURVEY FAYETTE COUNTY**



## **Brief Summary**

*Presented to:*

**Northeast Iowa Food & Farm Coalition**

*Presented by:*

**Community Development-Data Information and Analysis Laboratory  
Ames, Iowa**

**IOWA STATE UNIVERSITY**  
University Extension

*Helping Iowans become their best.*

**CD-DIAL No. 187  
June 2007**

**Table of Contents**

List of Tables and Figures..... ii  
Brief Summary..... 1  
    Survey Methodology..... 1  
    Profile of Respondents..... 2  
    Results..... 3  
Appendix A: Percent Distributions for Northeast Iowa Local Food Survey -  
    Fayette County Resident Survey..... 8

**List of Tables**

Table 1.	Questionnaire disposition.....	1
Table 2.	Respondent characteristics.....	2

**List of Figures**

Figure 1.	Length of residence in Fayette County .....	2
Figure 2.	Importance ratings for factors influencing food purchasing decisions	4
Figure 3.	Agreement with food safety statements .....	5
Figure 4.	Highest agreement for food purchasing habit statements .....	5
Figure 5.	Lowest agreement for food purchasing habit statements.....	6
Figure 6.	Likely to purchase <i>locally produced</i> foods based on how food is distributed.....	6

# *Northeast Iowa Local Food Survey*

## **Fayette Brief Summary**

Northeast Iowa Food and Farm Coalition is seeking input on food purchasing and use in Fayette County. The information will be used to develop a plan to provide safe, high quality food for Northeast Iowa county residents. The goal is to create new economic opportunities for locally grown agriculture products.

The Northeast Iowa Food and Farm Coalition requested technical assistance from the Community Development - Data Information and Analysis Laboratory (CD-DIAL) to conduct a survey of county residents. CD-DIAL is a unit operated by Extension Sociology at Iowa State University. The laboratory provides training and technical assistance to organizations that wish to conduct needs assessments, public opinion surveys, or program evaluation. CD-DIAL provided technical assistance with questionnaire design, data collection, and summary report writing.

A random sample of Fayette County residents was selected to receive the questionnaire as part of a larger regional sample. Counties included in the regional sample are Allamakee, Clayton, Fayette, Howard, and Winneshiek. This summary discusses results from 135 individuals who returned useable questionnaires.

### **Survey Methodology**

The Northeast Iowa Food and Farm Coalition, in collaboration with CD-DIAL, developed a ten page questionnaire. A total of 286 households within Fayette County were randomly selected to receive questionnaires. These households were identified in a database maintained by CD-DIAL through InfoUSA (Omaha, NE). A

random sample allows for a known confidence level that the results will represent the residents of Fayette County within a known margin of error. The sampling frame included households located in Fayette County selected from a database of all Iowa heads of households.

Questionnaires were distributed using a four-phase mailing process<sup>1</sup>. Responses were tracked using a number, which was stamped on the back of the return envelope. This procedure was approved by Iowa State University's Institutional Review Board. Confidentiality of respondents was maintained with a set of procedures that included separate case numbers for respondents and password protected files. After data entry, all completed questionnaires are shredded.

Mailings resulted in 135 completed questionnaires. Table 1 shows the disposition of the questionnaires. Eighteen questionnaires were returned undeliverable, while 123 failed to respond or refused to complete the questionnaire. However, one household who returned the questionnaires reported living in a county other than Fayette. Therefore, those respondent's responses were included in the respective reported county. In addition, there were two households added to the sample due to the respondent reporting he or she lived in

**Table 1. Questionnaire disposition**

	<b>Number</b>
Returned Useable	134
No Response/Refused	124
Undeliverable due to address	18
Deceased	1
Not in Fayette County	1
Other	8
<i><b>Total Mailed</b></i>	<b>286</b>

Fayette County, but was sent a different county questionnaire. The adjusted response rate for Fayette County is 50.8%

This summary includes responses for 135 respondents who completed useable questionnaires. Assuming respondents are not different from non-respondents, this allows us to conclude with 95% confidence that the results obtained from the survey are within +/-7% from results that would have occurred if all residents in Fayette County had a chance to participate. For example, if 60% of respondents agree with a statement, we can generalize to the population by inferring that somewhere between 53% and 67% of the population agree with the statement. We cannot conclude this with complete certainty, but rather we conclude this will be true 95% of the time.

Some important points should be made at this point to guide the reader in the interpretation of this summary. The term respondent refers to the person who completed the questionnaire. Percentages reported in the tables and figures typically reflect the views of those who answered the question and not other household members. The corresponding number of respondents (N) providing answers for each item will be listed next to each item in the tables and figures. Statistics based on less than 30 respondents are unreliable estimates and are not shown in the tables and figures.

### Profile of Respondents

Over half of respondents (64%) report living in Fayette County for 31 years or more. Over half of those living within Fayette County reside in town (62%); whereas, 38% of respondents live outside of city limits. West Union is the most frequently cited city in which respondents living outside of city limits call home. Figure 1 depicts the length of residence within Fayette County.

**Figure 1. Length of residence in Fayette County (n=135)**

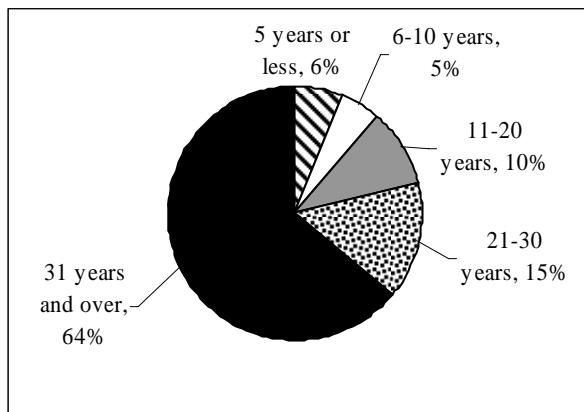


Table 2 summarizes respondent demographics and lists corresponding county figures from the 2000 United States Census of Population. To determine the potential for bias, respondent characteristics are compared with 2000 Census of Population figures. This comparison is made under the assumption that, while six years old, Census figures provide acceptable indicators of adults and households within Fayette County. The average age for questionnaire respondents is 59.4 years with a mean income range between \$25,000 and \$34,999. Gender comparisons between survey respondents and Census figures indicate an under-representation of males in the survey sample. However, this difference in

**Table 2. Respondent characteristics**

	Survey	2000 Census
	Percent	
<b>Sex (n=129; 16,516 )</b>		
Female	73	51
Male	27	49
<b>Age (n=129;16,516)</b>		
Less than 45 years	16	45
45-64	44	30
65 years or more	40	25
<b>Income (n=121;8,833)</b>		
\$14,999 or less	22	20
\$15,000-\$34,999	25	34
\$35,000-\$49,999	24	20
\$50,000-\$74,999	17	18
\$75,000 or more	12	8

comparison to Census proportions is likely the result of instructions in the questionnaire regarding who should complete the survey. The questionnaire asked that the household member who is responsible for the shopping complete the questionnaire.

## Results

Responses for all questions in the Northeast Iowa Local Food Survey may be found in Appendix A (Percent Distributions). This Results section provides a brief summary of key questions within the questionnaire.

In general, several questions addressed eating habits. Nearly three-fourths of respondents (73%) eat three meals on a typical day. Of those meals, on average, 79% are eaten at home. In addition, a majority of households with children reported their oldest child eats three meals on a typical day (81%) and again, more than a majority of those meals are eaten at home (60%).

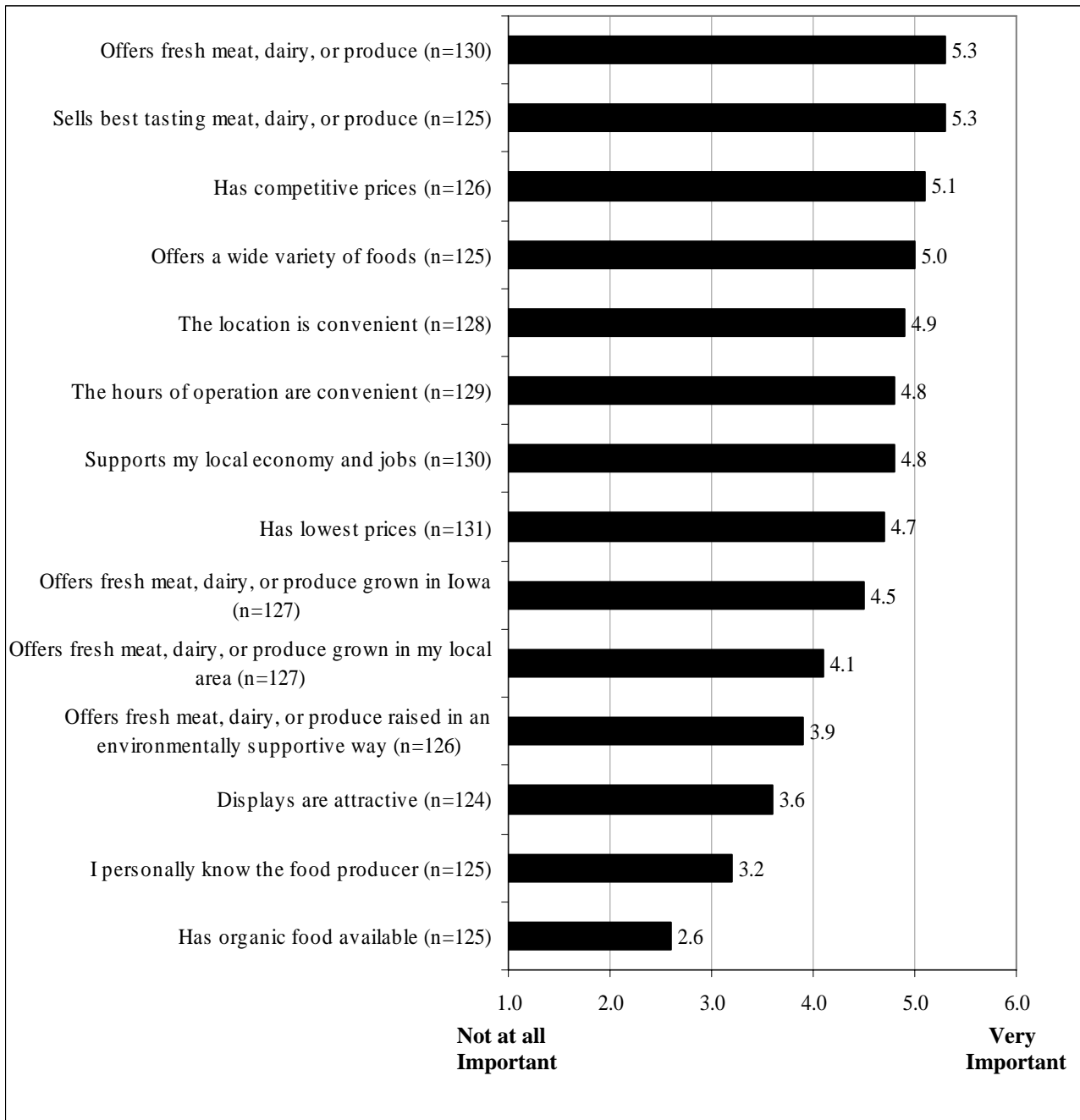
Respondents were asked to give importance ratings for factors influencing decisions made about where to purchase food for their household. As shown in Figure 2 (page 4), “offers fresh meat, dairy, or produce” and “sells best tasting meats, dairy, or produce” are the two most important factors with an average value of 5.3 on a scale of 1 to 6 (1 = ‘not at all important’ and 6 = ‘very important’). The responses for each factor influencing purchasing decisions were then compared based on a number of respondent characteristics, including: whether the household has children, and whether respondents had heard about *locally produced* food before they had received the questionnaire. After all these comparisons were analyzed, no comparisons were statistically significant. In addition, survey participants, on average, travel 13.0 miles to shop for food.

Survey participants also reported on several questions regarding food safety. Figure 3 (page 5) illustrates the mean ratings for each of the food safety statements. As shown in Figure 3, “the safety of the food my household consumes is important to me” has the highest mean rating of 5.8 on a scale of 1 to 6 (1 = ‘strongly disagree’ and 6 = ‘strongly agree’). The lowest mean rating is 2.3, which was given for the statement “Food safety is the same regardless of where in the world our food comes from.”

Food purchasing habits of each of the survey individuals was assessed with a series of statements about general food purchasing habits of each household. The top five statements which, on average, respondents most agreed with are illustrated in Figure 4 (page 5). The statement “participates in a recycling plan,” received the highest average rating of 5.1 on a scale of 1 to 6 (1 = ‘strongly disagree’ and 6 = ‘strongly agree’). Those statements with the highest agreement are shown in Figure 4. It is also important to look at statements for which respondents expressed the lowest level of agreement. As shown in Figure 5 (page 6), survey participants agreed the least with the statement “in general, my household would buy *locally produced* foods on the Internet” (M=1.7).

Respondents were asked to consider several statements regarding the purchase of *locally produced* foods. Of those who have heard of the concept *locally produced* food, nearly three-fourths would shop local if they were available (73%). The likelihood they would purchase *locally produced* foods based on several different factors was included. Over half of respondents (61%) would be more likely to purchase *locally produced* foods if they were available at the local grocery store. Figure 6 (page 6) displays the percentage of people who stated no, (would not be more likely), yes, (would

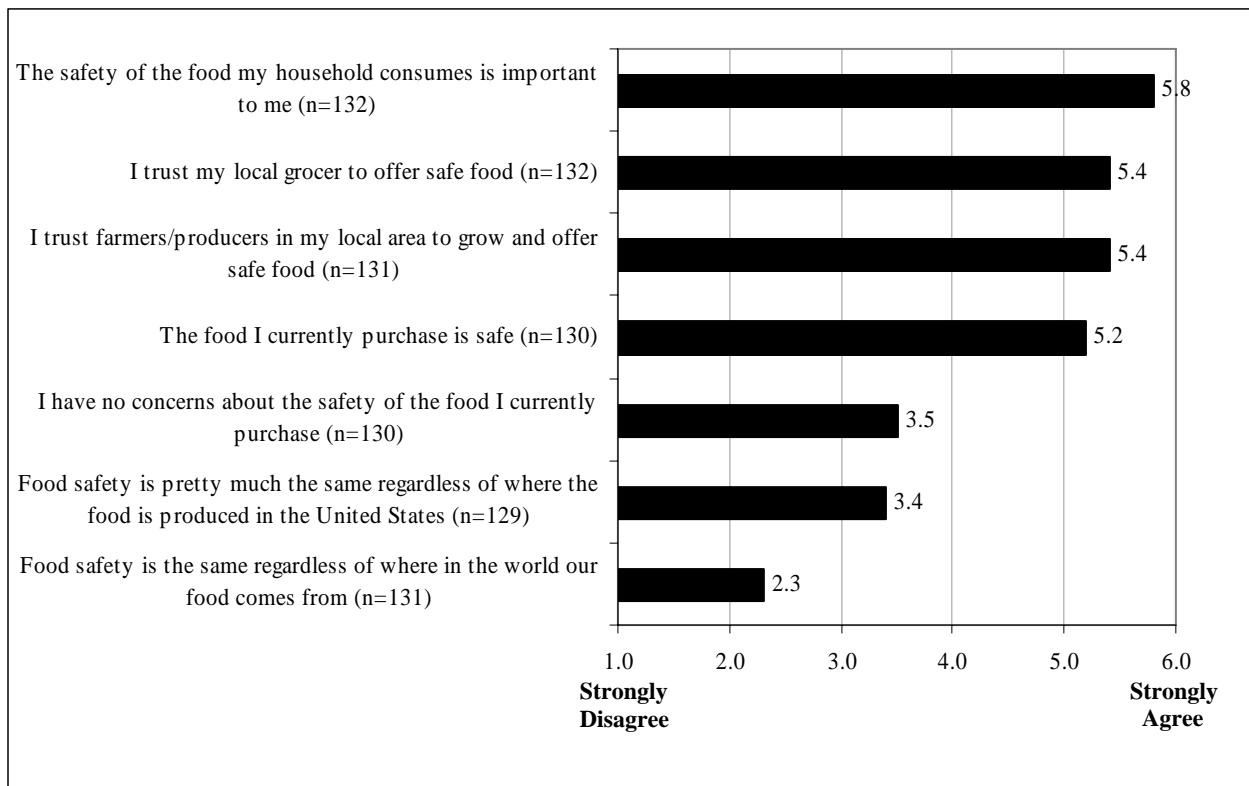
**Figure 2. Importance ratings for factors influencing food purchasing decisions**



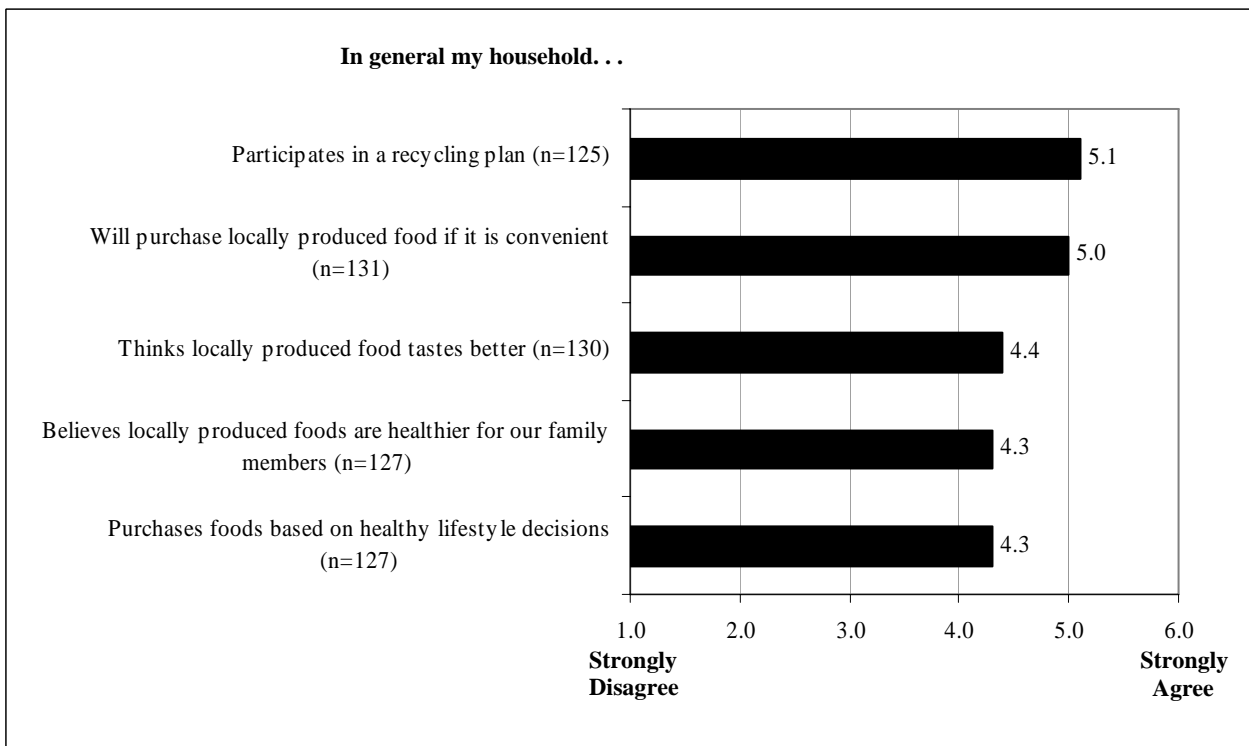
be more likely), and not sure if they would be more likely to purchase *locally produced* foods based on different distribution methods. In addition, a majority of

respondents are interested in buying several locally produced foods. Some of these foods include: meat (57%), vegetables (85%), fruit (81%), and dairy (47%).

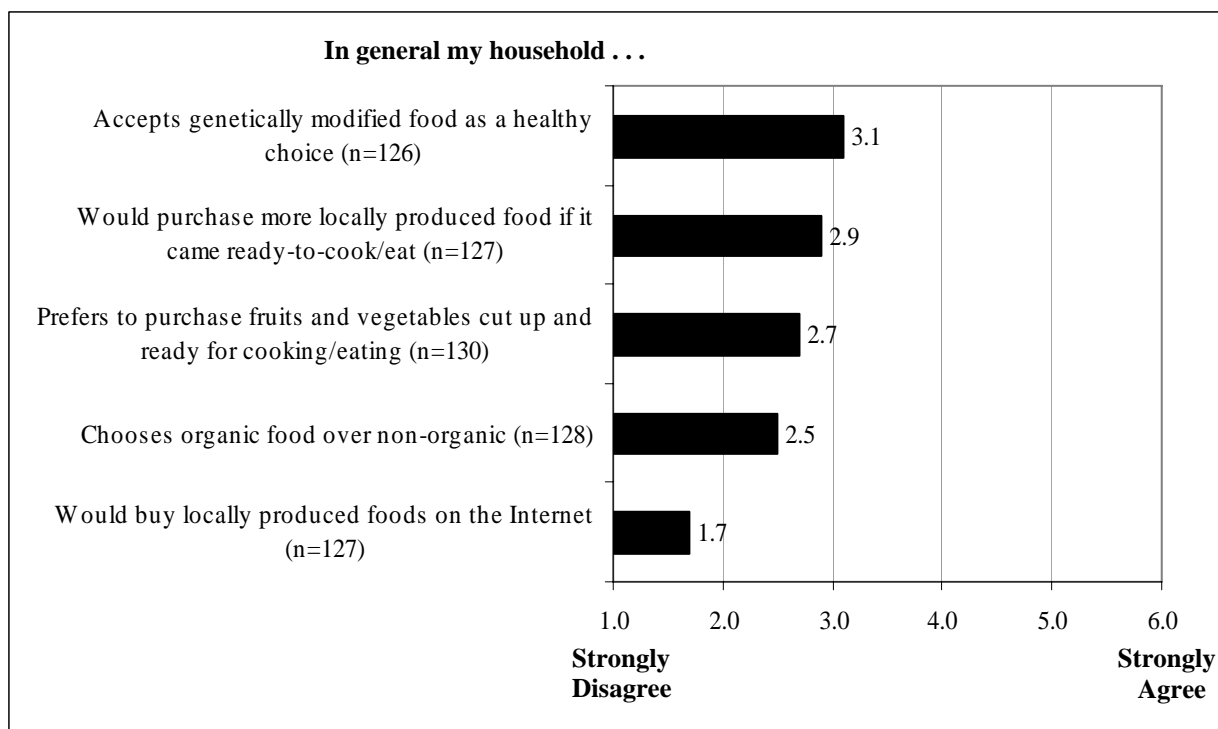
**Figure 3. Agreement with food safety statements**



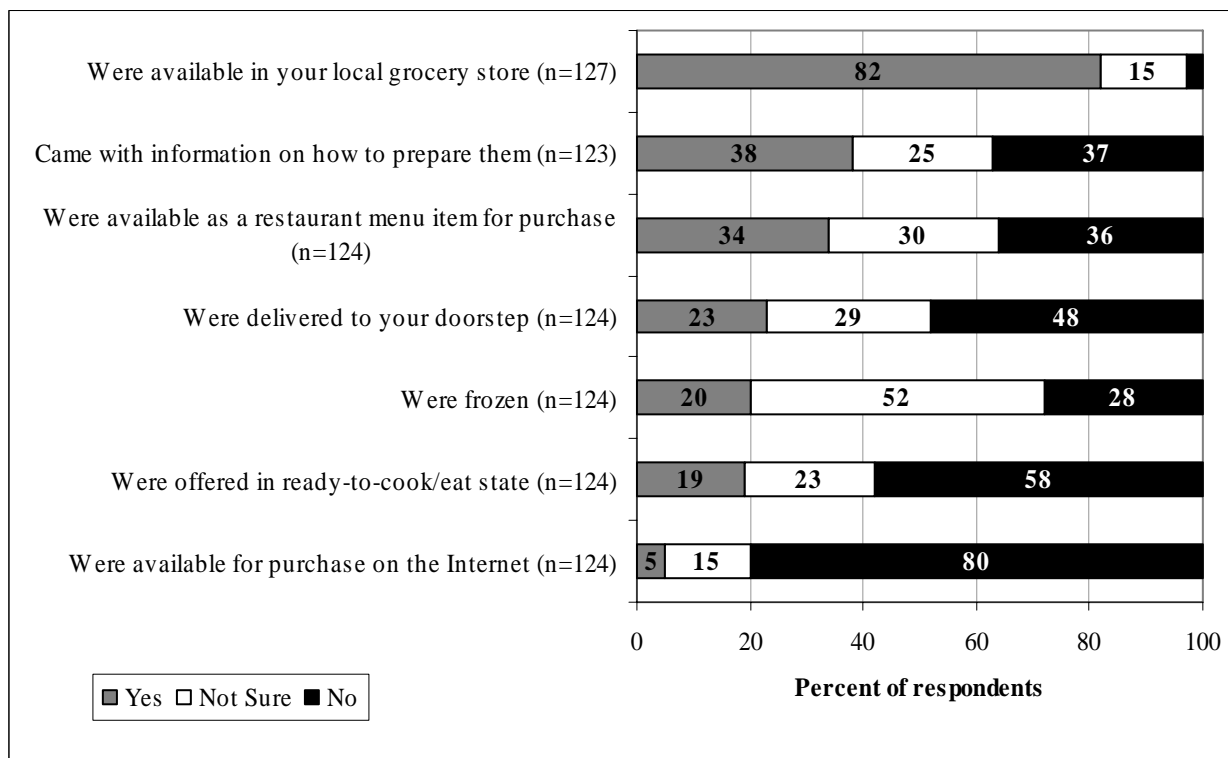
**Figure 4. Highest agreement for food purchasing habit statements**



**Figure 5. Lowest agreement for food purchasing habit statements**



**Figure 6. Likely to purchase *locally produced* foods based on how food is distributed<sup>1</sup>**



<sup>1</sup> Percentages less than 5% are not labeled.

The information in this brief summary is information perceived to be important by CD-DIAL staff after analysis of the data and conversations with the Northeast Iowa Food and Farm Coalition. However, the information in this summary should not limit the scope of future planning efforts. Other areas of concern than those discussed might emerge that also need to be addressed. It is important now that the Northeast Iowa Food and Farm Coalition interprets the information contained in this summary and begins a planning process for the future of the county.

Please refer to the appendix that follows to see a complete listing of results of the survey, including the frequency distributions and comments to open-ended questions. This information will also be helpful in any future planning efforts.

Prepared by:

Christie Graeve, Research Assistant

Katie Malone, Research Assistant

Kathlene Larson, CD-DIAL Research Director

Lori Merritt, Office Assistant

---

<sup>i</sup>The process included:

- An announcement postcard.
- A cover letter, a copy of the questionnaire, and a postage-paid return envelope addressed to Iowa State University.
- A thank you/reminder postcard, mailed to everyone in the sample approximately one week after the first questionnaire.
- A replacement questionnaire, including cover letter, and a postage-paid return envelope, mailed to those who had failed to respond two weeks after the first mailing.

## APPENDIX A: PERCENT DISTRIBUTIONS FOR NORTHEAST IOWA LOCAL FOOD SURVEY – FAYETTE COUNTY

**Instructions:** The primary food shopper in your household should complete this survey. As the primary shopper responds, note that some questions apply to you personally, while others apply to your entire household. Responses are usually made by circling a number or filling in a blank. You will also be given a chance to write your overall comments at the end of the questionnaire.

**A. Are you the primary food shopper for your household? (n=132)**

- 1. No 4% → **IF NO, please ask the primary food shopper to complete this questionnaire.**
- 2. Yes 96%

**Aa. Approximately what percentage of your household's weekly food needs do you purchase during a typical week? \_\_\_\_\_ % (n=111)**  
 Mean=78.1%, (S.D.=27.8), Minimum=0%, Maximum=100%

**B. How many meals do you, personally, eat on a typical day? \_\_\_\_\_ (n=133)**

1=3% 2=24% 3=73%

**C. What percentage of the meals that you, personally, eat in a week are usually eaten...**

	<u>% of weekly meals</u>
At home (n=132) .....	Mean=78.7% <sup>1</sup> , (S.D.=22.3 <sup>2</sup> ), Minimum=1%, Maximum=100%
Work/school (n=124) .....	Mean=7.9%, (S.D.=14.3), Median=.0%, Minimum=0%, Maximum=60%
In fast food restaurant (n=123).....	Mean=4.7%, (S.D.=11.6), Median=.0%, Minimum=0%, Maximum=75%
In non-fast food restaurant (n=122) .....	Mean=6.3%, (S.D.=11.8), Median=1.0%, Minimum=0%, Maximum=80%
On the run (n=122) .....	Mean=1.8%, (S.D.=5.4), Median=.0%, Minimum=0%, Maximum=30%
At another person's home (n=122) .....	Mean=.7%, (S.D.=2.0), Median=.0%, Minimum=0%, Maximum=10%
<b>Total</b>	<b>100 %</b>

<sup>1</sup>Mean is the average of all of the responses to a question. Mean is calculated by summing the value of all responses and dividing by the total number of persons responding to the question.

<sup>2</sup>Standard deviation (S.D.) is a measure of the variability in the way responses to a question are distributed. The more the responses cluster around the mean, the smaller the standard deviation. A standard deviation higher than the mean represents a group of responses that are not normally distributed – i.e., not in the typical, bell-shaped curve.

**D. Do you have children or stepchildren under the age of 18 years living in your household?** (n=135)

- 1. No 76% → **If NO, please skip to Question G on page 2.**
- 2. Yes 24% →

<b>Da. How old is your oldest child? _____ years (n=33)</b>					
2	6%	10	9%	15	3%
3	6%	11	6%	16	22%
4	6%	12	6%	17	9%
7	3%	13	6%	21	3%
9	12%	14	3%		

**E. How many meals does your oldest child (under 18 years) eat on a typical day?** \_\_\_\_\_ (n=32)  
 2=16% 3=81% 4=3%

**F. What percentage of the weekly meals for your household’s oldest child are usually eaten...**

	<u>% of weekly meals</u>
At home (n=33).....	Mean=60.0%, (S.D.=19.0), Minimum=20%, Maximum=98%
Work/school (n=33).....	Mean=33.2%, (S.D.=19.8), Minimum=0%, Maximum=70%
In fast food restaurant (n=33)	Mean=1.9%, (S.D.=3.4), Median=.0%, Minimum=0%, Maximum=10%
In non-fast food restaurant (n=33) .....	Mean=1.5%, (S.D.=3.3), Median=.0%, Minimum=0%, Maximum=10%
On the run (n=33) .....	Mean=.9%, (S.D.=2.3), Median=1.0%, Minimum=0%, Maximum=10%
At another person’s home (n=33) .....	Mean=2.5%, (S.D.=5.9%), Median=.0%, Minimum=0%, Maximum=25%
<b>Total</b>	<b>100 %</b>

**G. Who does the majority of the cooking in your household?** (n=134)

- 1. I do 85%
- 2. Another adult in the household 10%
- 3. No one cooks; I/we either eat out or use prepared foods 1%
- 4. Other (Please specify) \_\_\_\_\_ 4%
  - Shared
  - Either my husband or I
  - Share duty
  - Both #1 and #3
  - My spouse
  - We go out.

**H. How many miles from home do you typically travel to shop for food? (If less than 1 mile, please write “0.”) \_\_\_\_\_ miles (n=134)**

Mean=13.0, (S.D.=16.8), Median=8.0, Minimum=Less than 1 mile, Maximum=100

**I. Before you received this questionnaire, had you heard of the concept of *locally produced food*? (Circle ONE response) (n=135)**

- 1. No 27%
- 2. Yes 73% →

**Ia. If YES, CIRCLE ALL of the following statements that apply to your experience with *locally produced food*. (n=95)**

- 1. Seldom think of where food is produced when shopping for food. 27%
- 2. Don't really care where food is produced, so long as it is safe. 27%
- 3. Usually shop local, if available. 61%
- 4. Always shop local first. 33%
- 5. Other (specify) \_\_\_\_\_ 14%
  - Farmer's Market
  - Try to shop where locally grown and organic
  - We have a garden/ homegrown meat (beef)
  - Home garden
  - Look for sellers who had a good reputation for quality merchandise
  - Local is better
  - Locally does not provide variety so one time a week we go to larger grocery stores.
  - Where we can get it for less money
  - Raise as much as we can
  - Raise 85-90% of food in our garden and freeze for winter
  - Not much food is grown locally; we do garden!
  - Grow my own
  - Meat bought from local farmer

**J. If you drew a line from your home to the farthest point where you would consider food to be *locally produced*, how far away is that point? (Circle ONE number and fill in any necessary blanks) (n=134)**

- 1. \_\_\_\_\_ miles from my home (n=43) 33%  
 Mean=23.1, (S.D.=33.9), Median=10, Minimum=0, Maximum=200
- 2. At my county border 5%
- 3. At the border of the northeast Iowa five-county region (includes Allamakee, Clayton, Fayette, Howard, & Winneshiek County) 22%
- 4. At the Iowa state line 9%
- 5. Don't know 28%
- 6. Other (specify) \_\_\_\_\_ 3%
  - Farmer's Market in summer, Iowa town
  - Not far, any of my neighbors produce food in summer gardens
  - Do grow some garden in the summer
  - But I also consider SE Minnesota and SW Wisconsin because they are in driving area.
  - We produce our own vegetables

**K. In the past 12 months, where have you obtained food for your household? (Circle the numbers for ALL that apply) (n=135)**

- 1. Grocery store 100%
- 2. Food pantry/shelf 2%
- 3. Senior meal program 6%
- 4. Personal, family, or friend's garden 50%
- 5. Food Stamps 5%
- 6. Women/Infant Children's Program (WIC) 2%

(continued on following page)

**K. (Continued)**

7. Farmer's Market	56%
8. Meals with family/friends	39%
9. Grocery items from family/friends	9%
10. Directly from local farmers	24%
11. Grown/raised own meat or dairy products	13%
12. Local hunting or fishing	24%
13. Roadside produce stand	24%
14. Senior Farmer's Market food vouchers	7%
15. Direct mail or Internet	4%
16. Meat locker	34%
17. Community garden	1%
18. Community Sustainable Agriculture (CSA) farm shares purchase	--

---

**L. What types of foods do you grow/raise? (Circle the numbers for ALL that apply) (n=133)**

1. Do not grow/raise any food	43%
2. Meat	11%
3. Vegetables	56%
4. Fruit	27%
5. Dairy products	2%
6. Other (Please specify) _____	5%
Chickens (some years) not every year	
Chickens, ducks	
Herbs and flowers	
Herbs, sage, chives, tarragon, parsley, etc.	
Many flowers, instead	
Herbs	
None	

**M. What types of locally grown foods would you be interested in buying? (Circle the numbers for ALL that apply) (n=134)**

1. I would not buy locally grown foods	5%
2. Meat	57%
3. Vegetables	85%
4. Fruit	81%
5. Dairy products	47%
6. Other (Please specify) _____	6%
Bread and rolls	
Fruit I don't grow/have	
Organic fruit and vegetables	
Honey	
Honey	
Based on experience, usually food stands, Farmer's Markets charge more than what I can pay in a grocery store.	
Honey	
Has to be quality!	

**N. How IMPORTANT are the following factors in your decision about where to purchase your household’s food? Circle one number between 1 (Not at all Important) and 6 (Very Important).**

	How important?					
	Not at all Important				Very Important	
1. Offers fresh meats, dairy, or produce (n=130)..... Mean=5.3, (S.D.=1.1), Minimum=1, Maximum=6	2%	--	6%	7%	23%	62%
2. Sells best tasting meats, dairy, or produce (n=125) Mean=5.3, (S.D.=1.1), Minimum=1, Maximum=6	1%	2%	4%	11%	24%	58%
3. Has lowest prices (n=131)..... Mean=4.7, (S.D.=5.0), Minimum=1, Maximum=6	2%	5%	10%	22%	24%	37%
4. Displays are attractive (n=124)..... Mean=3.6, (S.D.=1.6), Minimum=1, Maximum=6	12%	16%	19%	24%	14%	15%
5. Offers a wide variety of foods (n=125)..... Mean=5.0, (S.D.=1.2), Minimum=1, Maximum=6	3%	2%	4%	18%	34%	39%
6. Has organic food available (n=125)..... Mean=2.6, (S.D.=1.7), Minimum=1, Maximum=6	36%	22%	13%	11%	11%	7%
7. Offers fresh meat, dairy, or produce raised in an environmentally supportive way (n=126)..... Mean=3.9, (S.D.=1.6), Minimum=1, Maximum=6	9%	15%	12%	24%	20%	20%
8. Offers fresh meats, dairy, or produce grown in my local area (n=127)..... Mean=4.1, (S.D.=1.5), Minimum=1, Maximum=6	5%	11%	17%	22%	24%	21%
9. Offers fresh meats, dairy, or produce grown in Iowa (n=127)..... Mean=4.5, (S.D.=1.4), Minimum=1, Maximum=6	3%	3%	20%	17%	28%	29%
10. Supports my local economy and jobs (n=130)..... Mean=4.8, (S.D.=1.3), Minimum=1, Maximum=6	3%	3%	8%	20%	28%	38%
11. Has competitive prices (n=126)..... Mean=5.1, (S.D.=1.0), Minimum=1, Maximum=6	1%	1%	5%	19%	33%	41%
12. I personally know the food producer (n=125)..... Mean=3.2, (S.D.=1.6), Minimum=1, Maximum=6	22%	14%	21%	22%	10%	11%
13. The location is convenient (n=128)..... Mean=4.9, (S.D.=1.0), Minimum=1, Maximum=6	2%	--	4%	25%	38%	31%
14. The hours of operation are convenient (n=129)..... Mean=4.8, (S.D.=1.2), Minimum=1, Maximum=6	3%	2%	6%	26%	30%	33%

**O. To what extent do you DISAGREE or AGREE with the following statements about food SAFETY? Circle one number between 1 (Strongly disagree) and 6 (Strongly agree) for each statement.**

	Strongly Disagree						Strongly Agree					
	1. The safety of the food my household consumes is important to me (n=132)..... Mean=5.8, (S.D.=.5), Minimum=2, Maximum=6	--	1%	--	2%	10%	87%					
2. I trust my local grocer to offer safe food (n=132)..... Mean=5.4, (S.D.=.8), Minimum=2, Maximum=6	--	2%	4%	9%	23%	62%						

(continued on following page)

**O. (Continued)**

	<b>Strongly Disagree</b>				<b>Strongly Agree</b>	
3. I trust farmers/producers in my local area to grow and offer safe food (n=131) ..... Mean=5.4, (S.D.=.8), Minimum=2, Maximum=6	--	1%	2%	8%	32%	57%
4. Food safety is pretty much the same regardless of where the food is produced in the United States (n=129)..... Mean=3.4, (S.D.=1.7), Minimum=1, Maximum=6	20%	15%	20%	16%	16%	13%
5. Food safety is the same regardless of where in the world our food comes from (n=131)..... Mean=2.3, (S.D.=1.5), Minimum=1, Maximum=6	42%	22%	15%	8%	8%	5%
6. The food I currently purchase is safe (n=130) ..... Mean=5.2, (S.D.=.8), Minimum=3, Maximum=6	--	--	3%	12%	47%	38%
7. I have no concerns about the safety of the food I currently purchase (n=130) ..... Mean=3.5, (S.D.=2.0), Minimum=1, Maximum=6	30%	6%	11%	9%	26%	18%

**P. To what extent do you DISAGREE or AGREE with the following statements about the food purchasing habits of your household?**

<b>In general, my household ...</b>	<b>Strongly Disagree</b>				<b>Strongly Agree</b>	
1. Prefers one-stop shopping for food and other necessities (n=129) ..... Mean=4.3, (S.D.=1.5), Minimum=1, Maximum=6	7%	9%	8%	22%	28%	26%
2. Buys food based on what's on sale or coupon offers (n=128) ..... Mean=4.0, (S.D.=1.3), Minimum=1, Maximum=6	6%	5%	21%	31%	21%	16%
3. Thinks <i>locally produced</i> food tastes better (n=130) ..... Mean=4.4, (S.D.=1.3), Minimum=1, Maximum=6	3%	2%	19%	28%	26%	22%
4. Chooses organic food over non-organic (n=128) ..... Mean=2.5, (S.D.=1.4), Minimum=1, Maximum=6	34%	22%	19%	16%	4%	5%
5. Believes it is important to know where your food is grown and/or processed (n=128) ..... Mean=4.1, (S.D.=1.5), Minimum=1, Maximum=6	7%	10%	14%	26%	23%	20%
6. Will purchase <i>locally produced</i> food if it is convenient (n=131) ..... Mean=5.0, (S.D.=1.0), Minimum=1, Maximum=6	1%	2%	6%	15%	40%	36%
7. Accepts genetically modified food as a healthy choice (n=126) ..... Mean=3.1, (S.D.=1.5), Minimum=1, Maximum=6	18%	20%	24%	21%	9%	8%
8. Will go out of our way to purchase <i>locally produced</i> food (n=127) ..... Mean=3.4, (S.D.=1.4), Minimum=1, Maximum=6	10%	17%	23%	28%	15%	7%
9. Prefers to purchase fruits and vegetables cut up and ready for cooking/eating (n=130) ..... Mean=2.7, (S.D.=1.4), Minimum=1, Maximum=6	27%	23%	21%	20%	6%	3%

(continued on following page)

**P. (Continued)**

<b>In general, my household ...</b>	<b>Strongly Disagree</b>				<b>Strongly Agree</b>	
10. Is willing to pay a little more for <i>locally produced</i> food (n=129) ..... Mean=3.9, (S.D.=1.3), Minimum=1, Maximum=6	6%	10%	16%	35%	20%	13%
11. Is having difficulty finding <i>locally produced</i> foods (n=124) ..... Mean=3.9, (S.D.=1.4), Minimum=1, Maximum=6	7%	11%	20%	24%	29%	9%
12. Wants to support local farmers, but can't afford to spend more for our food (n=128)..... Mean=3.9, (S.D.=1.5), Minimum=1, Maximum=6	7%	13%	19%	20%	27%	14%
13. Can't understand why <i>locally produced</i> food costs more (n=125) ..... Mean=3.9, (S.D.=1.6), Minimum=1, Maximum=6	9%	14%	15%	26%	14%	22%
14. Believes <i>locally produced</i> foods are healthier for our family members (n=127) ..... Mean=4.3, (S.D.=1.3), Minimum=1, Maximum=6	1%	10%	13%	33%	19%	24%
15. Would purchase more <i>locally produced</i> food if it came ready-to-cook/eat (n=127) ..... Mean=2.9, (S.D.=1.5), Minimum=1, Maximum=6	20%	23%	24%	17%	10%	6%
16. Believes buying locally is healthier for community residents (n=128) ..... Mean=4.2, (S.D.=1.2), Minimum=1, Maximum=6	2%	4%	23%	34%	19%	18%
17. Participates in a recycling plan (n=125) ..... Mean=5.1, (S.D.=1.3), Minimum=1, Maximum=6	1%	6%	6%	9%	23%	55%
18. Would buy <i>locally produced</i> foods on the Internet (n=127) ..... Mean=1.7, (S.D.=1.2), Minimum=1, Maximum=6	67%	17%	7%	4%	1%	4%
19. Purchases foods based on healthy lifestyle decisions (n=127) ..... Mean=4.3, (S.D.=1.5), Minimum=1, Maximum=6	7%	5%	13%	24%	24%	27%
20. Purchases foods necessary to meet special dietary needs (n=127) ..... Mean=3.8, (S.D.=1.8), Minimum=1, Maximum=6	21%	9%	8%	15%	26%	21%
21. Is willing to purchase <i>locally produced</i> beverages and/or wines (n=126) ..... Mean=3.4, (S.D.=1.8), Minimum=1, Maximum=6	25%	6%	13%	24%	18%	14%
22. Would purchase <i>locally produced</i> foods, but is unable to find them (n=127) ..... Mean=3.6, (S.D.=1.4), Minimum=1, Maximum=6	12%	7%	29%	26%	15%	11%

**Q. On average, how much do you usually spend per week to feed members of your household at the following sources/locations? If the location is not available in your area, please circle the number for “Not Available.” Please sum the dollar amounts with the TOTAL SPENT PER WEEK.**

	<b>How much spent per week</b>	<b>Not Available</b>
1. Grocery Store (n=132; 132).....	Mean=\$60.95, (S.D.=33.1), Minimum=\$.0, Maximum=\$200.00	--
2. Wholesale food store (like Sam’s Club) (n=67; 132).....	Mean=\$8.36, (S.D.=19.2), Median=\$.0, Minimum=\$.0, Maximum=\$100.00	49%
3. Convenience store/gas station (n=121; 132).....	Mean=\$4.40, (S.D.=10.6), Median=\$.0, Minimum=\$.0, Maximum=\$100.00	8%
4. Specialty food store (meat locker, health food store, bakery) (n=104; 132).....	Mean=\$3.68, (S.D.=6.6), Median=\$.0, Minimum=\$.0, Maximum=\$30.00	21%
5. Farmer’s Market (n=107; 132).....	Mean=\$6.40, (S.D.=20.5), Median=\$.0, Minimum=\$.0, Maximum=\$200.00	19%
6. Local cooperative food store (n=69; 132).....	Mean=\$.80, (S.D.=3.6), Median=\$.0, Minimum=\$.0, Maximum=\$20.00	48%
7. Directly from local producers (n=84; 132).....	Mean=\$1.12, (S.D.=3.4), Median=\$.0, Minimum=\$.0, Maximum=\$20.00	36%
8. Prepared food eaten away from home (fast food, non-fast food restaurant) (n=127; 132).....	Mean=\$14.70, (S.D.=19.4), Median=\$10.00, Minimum=\$.0, Maximum=\$100.00	4%
9. Other (specify) _____ (n=132; 132)..... “Schwann’s” ice-cream/fish Pot lucks, church dinners Fruit and vegetables – food side stand The only time we eat out is doctor appointment. Schwann’s	Mean=\$.42, (S.D.=2.2), Median=\$.0, Minimum=\$.0, Maximum=\$15.00	--
<b>TOTAL SPENT PER WEEK (n=131)</b>	Mean=\$93.16, (S.D.=59.8), Minimum=\$20.00, Maximum=\$500.00	

Mean, (S.D.) Median, Minimum, Maximum reflect only those who did not answer “not available.”

**R. Does your household raise any of the meat you eat? (n=131)**

- 1. Yes, raise all the meat we eat 4%
- 2. Yes, some 9%
- 3. No, do not raise any of our meat 86%
- 4. We do not eat meat --
- 5. Other (Please specify) \_\_\_\_\_ 1%

We buy a half beef from a farmer who lives over 100 miles from us – \_\_\_\_\_ friends.  
Our son raises meat.

→ Please skip to Question T below.

**S. Do you usually purchase meat at any of the following locations? Meat includes chicken, pork, fish, turkey, beef, or specialty meats.**

	Usually purchase?	
	No	Yes
1. Pre-packaged at the grocery store (n=126).....	21%	79%
2. Full-service counter at the grocery store (n=123) .....	18%	82%
3. Superstore (for example, Wal-Mart) (n=115) .....	72%	28%
4. Local meat locker (n=111) .....	60%	40%
5. Wholesale club (n=109) .....	93%	7%
6. Farmer's Market (n=114).....	86%	14%
7. Directly from a farmer (n=113).....	73%	27%
8. Through mail catalogs/on the Internet (n=111).....	97%	3%
9. Other (specify) _____ (n=58).....	98%	2%

Chicken FFA boys  
Wholesale distributors like Bisco and Reinhard Foods

**T. Would you be more likely to purchase *locally produced* foods if they ...?**

	Usually purchase?		
	No	Not Sure	Yes
1. Were frozen (n=124) .....	28%	52%	20%
2. Were offered in ready-to-cook/eat state (for example, chopped vegetables, fruit in bite-sized pieces) (n=124) .....	58%	23%	19%
3. Came with information on how to prepare them (n=123).....	37%	25%	38%
4. Were available in your local grocery store (n=127).....	3%	15%	82%
5. Were delivered to your doorstep (n=124) .....	48%	29%	23%
6. Were available for purchase on the Internet (n=124).....	80%	15%	5%
7. Were available as a restaurant menu item for purchase (n=124)	36%	30%	34%

**The rest of this questionnaire requests information to give an accurate description of persons who responded to the survey. To protect confidentiality, your responses are combined with responses from others so that individual information cannot be identified.**

**A. In which county do you live?** \_\_\_\_\_ (n=131)  
Fayette 100%

**B. Approximately how many years have you lived in your county?** \_\_\_\_\_ years (n=133)

5 years or less 6%  
6-10 years 5%  
11-20 years 10%  
21- 30 years 15%  
31 years and over 64%

Mean=42.6, (S.D.=23.4), Minimum=2, Maximum=85

**C. What is your 5 digit postal zip code? \_\_\_\_\_ (n=132)**

50606 Arlington	6%	52142 Fayette	7%
50629 Fairbank	1%	52147 Hawkeye	3%
50655 Maynard	5%	52157 McGregor	1%
50662 Oelwein	31%	52164 Randalia	2%
50671 Stanley	1%	52169 Wadena	6%
50674 Sumner	2%	52171 Waucoma	3%
52135 Clermont	6%	52175 West Union	18%
52141 Elgin	8%		

**D. Which of the following best describes where you currently live? (n=130)**

1. In town	62%			
2. Outside city limits, not on a farm	12%	→	<b>What community do you call home? _____</b> (n=43)	
3. Outside city limits, on a farm	26%			

Elgin	5%	Arlington	14%
Clermont	5%	Fayette	12%
West Union	16%	Oelwein	14%
Eldorado	2%	Waucoma	5%
Hawkeye	7%	Fairbank	2%
Sumner	2%	Maynard	5%
St. Lucas	2%	Westgate	2%
Wadena	5%	Randalia	2%

**E. Which statement best describes your current housing arrangement? (n=133)**

- 1. Rent 9%
- 2. Own 90%
- 3. Other (please describe) \_\_\_\_\_ 1%
  - Corporate housing
  - Senior citizen

**E. Please indicate the AGE, SEX, and RELATIONSHIP TO YOU of each person living in your household during the majority of the year. Do not include children who lived away at college.**

**Be sure to include yourself!**

<u>Person</u>	<u>Age</u>	<u>Sex</u>		<u>Relationship to you</u>
		M	F	(for example, spouse, child, stepchild)
<b>YOU</b>		1	2	<b>SELF</b>
<b>2</b>		1	2	
<b>3</b>		1	2	
<b>4</b>		1	2	
<b>5</b>		1	2	
<b>6</b>		1	2	
<b>7</b>		1	2	
<b>8</b>		1	2	

**Total household size (n=135)**

Mean	2.31	persons
S.D.	1.27	
Minimum	1.00	person
Maximum	6.00	persons

(continued on following page)

**E. (Continued)**

**Self gender (n=129)**

Male	27%
Female	73%

**Self age (n=121)**

Average	59.4	years
S.D.	15.6	
Range	25-85	years

**Respondents reporting a spouse**

	85	
Average spouse's age	54.6	years
Spouse age range	25-83	years

**Spouse's sex**

Male	78%
Female	22%

**Respondents reporting one or more children**

31 cases had minor child

Average minor child age	13.1	years
Minor child age range	0-18	years

**Minor child's sex**

Male	55%
Female	45%

**Adult children**

Adult children in household	5	cases had one or more adult children
Adult children's age range	20-27	years

**Adult child's sex**

Male	40%
Female	60%

**Grandchild in household**

2 cases had grandchildren in household

Average grandchild age	9.8	
Range	2-16	years

**Grandchild's sex**

Male	60%
Female	40%

**Live-in boyfriend, girlfriend, or fiancé in household**

2 cases

Average live-in age	33.5	years
Range	25-42	years

**Live-in boyfriend, girlfriend, or fiancée's sex**

Male	50%
Female	50%

**Stepchildren in household**

1 cases

Average stepchild age	18.0	years
-----------------------	------	-------

(continued on following page)

**E. (Continued)**

**Stepchild's sex**

Male	0%
Female	100%

**Sister/Brother/In-law in household**

Average sister/brother/in-law age	1 cases	70.0 years
-----------------------------------	---------	------------

**Sister/Brother/In-law sex**

Male	0%
Female	100%

**Parent/In-law in household**

Average sister/brother/in-law age	2 cases	78.0 years
-----------------------------------	---------	------------

**Parent/In-law sex**

Male	0%
Female	100%

**Friend in household**

Average sister/brother/in-law age	1 cases	42.0 years
-----------------------------------	---------	------------

**Friend sex**

Male	0%
Female	100%

**Other in household**

Average sister/brother/in-law age	2 cases	36.0 years
-----------------------------------	---------	------------

**Other sex**

Male	0%
Female	100%

**F. What is the highest level of formal education that you have completed? (n=134)**

1. Less than high school diploma	8%
2. High school diploma or GED	35%
3. Some college, no degree	20%
4. Associates degree	7%
5. Bachelors degree	20%
6. Graduate or professional degree	10%

**G. Would you say your health in general is ... (n=134)**

1. Excellent	14%
2. Very good	41%
3. Good	34%
4. Fair	10%
5. Poor	1%

**H. What is your employment status? (Circle the number for ALL that apply) (n=130)**

- |   |     |
|---|-----|
| 1. Employed or self-employed full-time  | 39% |
| 2. Employed or self-employed part-time  | 11% |
| 3. Student                              | 1%  |
| 4. Full-time homemaker                  | 12% |
| 5. Retired or disabled                  | 42% |
| 6. Unemployed or looking for employment | 2%  |
| 7. Other (specify _____)                | 3%  |
| Farm wife                               |     |
| Wild game                               |     |
| Caretaker mother                        |     |
| Cook                                    |     |

**Ha. In what city do you work or attend school? \_\_\_\_\_ (n=54)**

Elgin	1%
Prairie du Chien, WI	1%
Decorah	2%
Clermont	2%
Strawberry Point	2%
Independence	4%
Calmar	2%
West Union	33%
Wadena	2%
Fayette	11%
Oelwein	28%
Waucoma	2%
Hazleton	2%
New Hampton	2%
Waterloo	6%

**Hb. Outside of caring for home and family, how many hours per week on average do you typically work/attend school? \_\_\_\_\_ hours (n=42)**

Mean=36.0, (S.D.=17.2),  
Minimum=0, Maximum=72

**I. What is your current marital status? (n=128)**

- |                                     |     |
|-------------------------------------|-----|
| 1. Married or living with a partner | 67% |
| 2. Divorced                         | 11% |
| 3. Separated                        | --  |
| 4. Widowed                          | 16% |
| 5. Never married                    | 6%  |

**Ia. If you are NOT currently married or living with a partner, please skip to Question K.**

**J. What is your spouse/partner's employment status? (n=83)**

- 1. Employed or self-employed full-time 53%
- 2. Employed or self-employed part-time 6%
- 3. Student --
- 4. Full-time homemaker 4%
- 5. Retired or disabled 35%
- 6. Unemployed or looking for employment 2%
- 7. Other (specify \_\_\_\_\_) 4%
  - Truck driver OTR – works from 40-70 hours per week
  - Computer Specialist II

**Ja. In what city does she/he work or attend school? \_\_\_\_\_ (n=36)**

- Postville 6%
- Elgin 8%
- Elkader 2%
- Manchester 2%
- Dubuque 3%
- Independence 8%
- West Union 28%
- Sumner 3%
- Fayette 6%
- Oelwein 22%
- Waucoma 3%
- Winthrop 3%
- Hazleton 3%
- Waterloo 3%

**Jb. Outside of caring for home and family, how many hours per week on average does he/she typically work/attend school? \_\_\_ hours (n=35)**

Mean=46.3, (S.D.=19.4), Minimum=0, Maximum=90

**K. Are the following statements true for your household?**

	<u>No</u>	<u>Yes</u>	<u>Doesn't Apply</u>
1. One or more adults work more than one, full-time job (n=122)...	58%	17%	25%
2. At least one child receives free or reduced price school lunches (n=109) .....	44%	6%	50%

**L. Income level is requested in order to understand how the needs of individuals and families differ depending on their level of income. Please circle ONE response to show your total 2006 gross household income (before taxes) from all sources. (n=121)**

- 1. Under \$5,000 3%
- 2. \$5,000-9,999 7%
- 3. \$10,000-14,999 12%
- 4. \$15,000-24,999 12%
- 5. \$25,000-34,999 13%
- 6. \$35,000-49,999 24%
- 7. \$50,000-74,999 17%
- 8. \$75,000-99,999 5%
- 9. \$100,000 and over 7%

**M. This space is provided for any comments or suggestions you would like to share with the Northeast Iowa Food and Farm Coalition.**

It seems like the Northeast corner of Iowa doesn't exist unless you want something? The roads never get fixed up this way and the only time we're thought of is when it's election time.

Finding ways to help local restaurants and small growers living locally would really be great for us and Iowa's economy.

I feel this is a great opportunity to market farm products. The wine industry seems to be picking up. Also, there is a lot of interest in "organic" meat, milk, etc. I think the farmers need help marketing their products in the area.

This interesting, never filled out like this before. It was simple to do and didn't take that long.

It is hard to answer these type questions. Too many ways to answer and not everything is important to food purchasing.

Have to travel out of town for Farmer's Market but like to get fruit there or else produce from Fareway stores because the produce from Fareway is so much better than most grocery stores. Locally grown could mean food grown in neighboring states!!

I am a strong believer in buying locally as I believe it benefits my city, community, and state. I do buy as much as possible locally. We have a Farmer's Market in the warm months. I attend and buy every week. These are fresh, delicious fruits and vegetables at a fair price. Many of the growers are people I know and trust.

I get Farmer's Market coupon and they are very nice and helpful. I really enjoy the producers. Thank you very much.

I support and encourage Farmer's Market. Would buy from local growers as much as possible, if available.

I really appreciate the Farmer's Market but it is hard to buy locally during such a short growing season. I shop at the local Fareway store. Is the meat I buy there grown locally?

I would like to see a local place to purchase fresh foods, local foods, bulk food (perhaps coop oatmeal, cheese, etc.), local honey, nuts, and apples. Could include local citizens – quilt sales, oil, local furniture, baskets, clothing, etc.; could perhaps be weekly.

We have a small garden for veggies and 2 apple trees (cherry tree). We produce sweet corn on farm for family and friends.

We would buy some strawberries and raspberries and apples. We would buy locally produced melons and fruit. We would buy small amounts of maple syrup. We should buy more at Farmer's Markets in Oelwein and areas near home. Organic foods are okay but not a necessity. Buy only very small amounts of home baked goods (none from Amish). Farm produce should be sold by people who are clean and have clean clothes. Oelwein school has small greenhouse and hope to sell plants for gardens.

The Farmer's Market system in Iowa will always struggle unless they are located in "Fareway" competitive spots. The seasonal nature and outdoor locations work against habits and convenience. My daughter lives in \_\_\_\_\_ and gets good stuff on a contractual basis from growers in Wisconsin. This seems to work well.

I feel most of the food I purchase is safe. The food at a Farmer's Market could be just as contaminated as food from other areas. The only product I would be concerned about would be chicken that is shipped in. I am very careful in cleaning that. Otherwise I do my shopping at Fareway grocery and I trust in them to have a good product.

I will buy all I can locally and locally grown.

My daughter completed survey.

1. We buy locally grown beef. 2. Seven months of the year, we eat at fast food restaurant. 3. IDA does not allow restaurants to buy locally produced food.

March 3, 2007 – Thank you for choosing me to fill this out. I was working and caring for other family members with health problems. Even my long deceased grandparents after I was born and growing up; I've done a lot of jobs over the years to pay the bills when no one else would. Sickness never stopped me. So I know what it's like to go with that. Taxes took our home of 39 years away from us and the new owner wouldn't fix it up. We've been in the HUD program almost 10 years now and this rental is going bad from the 1993 floods. We just wish the Algin Farmer's Market could take the senior checks. But we manage without it. Mom's medicine take up mostly though little 19 and medicine (sic). (1 kidney, asthma, bad liver, bad irregular heart, glaucoma, deafness.) So am not complaining but am very thankful for everything that we have. We take care of the wildlife, too. Just bought 2 more 20 pound bags of birdseed. So should see us through quite awhile. Closing to get this in the mail. Again many thanks for everything. I hope you're all doing okay and are staying well and taking care of yourselves in these storms. Have a safe and joyous holiday season. Thank you all! \_\_\_\_\_

This was the first year we had Farmer's Market coupons. We had more fresh vegetables and fruit than we ever had before. That was the summer of 2006.

Most of the produce in our area grocery store is not appealing. Not enough variety either. I usually consider the quality of our food over the price. Taste is the best indicator if I purchase it again. I travel over 30 miles one way to purchase quality fresh meat that I bring home and freeze.

We shop at our local stores because they benefit our own town and school district.

I may be old fashioned but meat and poultry don't have the flavor or texture it had in my day when livestock were pastured.

The closest locker to me is 10 to 15 miles away and I don't always have access to it.

**M. Any comments/suggestions (continued)**

All of my meat is non-hormonal but from a friend.

I believe many of these questions were pre-loaded. By that, I mean they are directed toward a pre-determined mind set. So in that respect, I believe your answers will be skewed.

**Thank you for completing this questionnaire. Please fold it from top to bottom and return it in the enclosed, postage-paid envelope to:**

**Iowa State University CD-DIAL  
317 East Hall  
Ames, IA 50011-1070**

**... and justice for all**

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Many materials can be made available in alternative formats for ADA clients. To file a complaint of discrimination, write USDA, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410 or call 202-720-5964.

Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Jack M. Payne, director, Cooperative Extension Service, Iowa State University of Science and Technology, Ames, Iowa.