

NORTHEAST IOWA LOCAL FOOD SURVEY

Instructions: Please respond to this questionnaire by circling a number or filling in a blank. There is also an opportunity for you to write your own comments.

1. How IMPORTANT is each of the following factors to you when purchasing food products? Using a scale of 1 (Not important) to 7 (Very important), circle ONE response for each factor.

| | Not | | | | | Very | |
|---|------------------|---|---|---|---|------------------|---|
| | <u>Important</u> | | | | | <u>Important</u> | |
| 1. Product's quality | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2. Product's taste..... | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3. Product is nutritious and healthy..... | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4. Product's cost | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5. Product has a variety of menu applications . | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6. Product is locally grown | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7. Product is made by a small local processor . | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8. Ease of preparation | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9. Personally know <i>who raised</i> processed product..... | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10. Personally know <i>who grew</i> the product..... | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 11. Know <i>how product was raised or grown</i> | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

2. If a farmer or a small processor approached your establishment about their product, how IMPORTANT would each of the following factors be in your decision to purchase their food products? (Circle ONE response for each product)

| | Not | | | | | Very | |
|--|------------------|---|---|---|---|------------------|---|
| | <u>Important</u> | | | | | <u>Important</u> | |
| 1. Guaranteed consistent <i>supply</i> | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2. Guaranteed consistent quality | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3. Price | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4. When product is delivered | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5. How product is delivered | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6. Product freshness | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7. Satisfaction guaranteed | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8. Ability to deliver the quantity and packaging needed..... | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9. Food safety..... | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10. USDA health inspected | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 11. Product knowledge..... | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 12. Extra processing completed (e.g. sliced/diced vegetables)..... | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

3. In your opinion, would locally grown food products that were “source verified,” naturally or organically grown, or heritage-based have any advantages in their appeal to your customers (circle ONE response)?

- 1. No
- 2. Yes
- 3. Don't know

3a. If YES, list one or more advantages

4. Do you currently use locally grown food?

- 1. Yes
- 2. No

If YES, was it ...?

- 1. Purchased
- 2. Donated

If NO, go to Question 6

5. In the table below, write the individual product and the quantity estimate for each locally grown product you are CURRENTLY purchasing. For the quantity, write down the average amount purchased per month and the number of months per year the product is purchased.

| VEGETABLES (for example, tomatoes, potatoes, peppers, carrots, etc) | Unit (e.g., pints, quarts, pounds, bushels) | Monthly quantity currently used | How many months per year? |
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| FRUITS (for example apples, pears, strawberries, grapes) | Unit (e.g., pints, quarts, pounds, bushels) | Monthly quantity currently used | How many months per year? |
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| <p style="text-align: center;">MEATS (for example, beef, pork, fish, poultry, eggs, specialty meats)</p> | <p style="text-align: center;">Unit (e.g., pints, quarts, pounds, bushels)</p> | <p style="text-align: center;">Monthly quantity currently used</p> | <p style="text-align: center;">How many months per year?</p> |
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| <p style="text-align: center;">DAIRY (for example, milk, cheese, yogurt, ice cream)</p> | <p style="text-align: center;">Unit (e.g., pints, quarts, pounds, bushels)</p> | <p style="text-align: center;">Monthly quantity currently used</p> | <p style="text-align: center;">How many months per year?</p> |
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| <p style="text-align: center;">PROCESSED FOODS (for example, jams, jellies, honey, peeled/sliced vegetables, meat by the cut)</p> | <p style="text-align: center;">Unit (e.g., pints, quarts, pounds, bushels)</p> | <p style="text-align: center;">Monthly quantity currently used</p> | <p style="text-align: center;">How many months per year?</p> |
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| OTHER PRODUCTS (for example, bread, crafts, cut flowers, candies, alcoholic beverages) | Unit (e.g., pints, quarts, pounds, bushels) | Monthly quantity currently used | How many months per year? |
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6. For what reasons have you not purchased OR have you stopped purchasing locally grown foods? (List the barriers or obstacles that make it difficult for you to purchase these products).

7. If these barriers or obstacles were adequately addressed by a vendor, would you purchase locally grown food (circle one response)?

- 1. No (Go to question 8)
- 2. Yes

→ If YES, please go to the table below. List the products you would consider purchasing if available. Also, list an estimate of the quantity you would potentially purchase and how many months per year you would need this quantity. Then move on to Question 8.

| PRODUCT | Unit (e.g., pints, pounds, bushel) | Monthly quantity you would use | How many months per year? |
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Thank you for responding to this questionnaire!

Please fold and return your completed questionnaire in the enclosed envelope to the individual delivering the questionnaire to you.

If you would like to know more about how to purchase locally grown food or receive a copy of the survey results please provide your contact information below, check the appropriate box, detach this sheet, and hand your request to the individual delivering the questionnaire.

Name _____

Business name _____

Address _____

Telephone _____

Want info on how to purchase; please contact me.

Send me survey results