

VALLEY FOOD & FARM

RESULTS of 2011 SURVEY to COMMUNITY MEMBERS

SURVEY SIZE – Of the 3000 community members (non-farmers) who received the survey, 444 responded – for a 15% response rate.

1. Overall, how did your personal TOTAL purchases of local farm products change this past year (foods grown in VT or NH)?

My purchases stayed constant	33%
My purchases increased	56%
My purchases decreased	2%
Other/don't know	9%

2. What local farm products did you buy more of in the past year? (check all that apply)

Fruit	58%
Fruit Products	34%
Vegetables/Mushrooms	70%
Dairy and Eggs	67%
Meats and poultry	55%
Maple Products	38%
Bee Products	23%
Wool/Fiber	5%
Plants/Herbs/Seeds	43%
Christmas Trees/Wood	24%

3. How much of the local foods that you purchased in the past year came from the following outlets? (avg score on scale 1-5 None/a little/some/a lot/most)

Retail stores/coops	3.7
Farmers' markets	2.9
CSA share	2.1
Farm stands/on-farm stores	2.8
Restaurants	2.1
Pick your own	2.1
Other direct sales from farms	1.8

4. Top 3 factors most responsible for any changes in your buying habits:

- Grocery stores and coops are selling more locally grown foods
- There are generally more types of local foods available in more locations
- There are more farmers' markets in the region

5. Did you grow or raise any food for yourself in the past year?

I did not raise or grow any food	21%
I used to, but I didn't in the past year	8%
I produced about the same amount	28%
I started a new effort to produce food	11%
I expanded my previous efforts	26%