EVALUATING THE POTENTIAL OF THE BUY FRESH BUY LOCAL STRATEGY FOR NORTHWEST MINNESOTA

Prepared for

Pembina Trail RC&D

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Executive Summary

Buy Fresh Buy Local (BFBL) is a marketing program for farmers and local producers selling directly to consumers, restaurants, grocery stores and other institutions. It also educates consumers about the importance of farming and locally grown food. This program is supported on the national level by the FoodRoutes Network and on the state/regional level by the Land Stewardship Project. The Buy Fresh Buy Local Red River Valley (BFBL RRV) Chapter was established in 2007 by the Northwest Regional Sustainable Development Partnerships (NW RSDP). The BFBL RRV Chapter is made up of approximately 14 northwestern Minnesota counties, which include Kittson, Roseau, Lake of the Woods, Marshall, Pennington, Red Lake, Polk, Norman, Mahnomen, Clay and Wilkin, and portions of Clearwater, Beltrami, and Becker.

The BFBL RRV Chapter project was adopted by Pembina Trail Resource Conservation & Development (RC&D) in 2009 after a request for assistance was submitted from the NW RSDP. Pembina Trail RC&D was asked to evaluate how the current BFBL marketing campaign was working in the local region and how members can increase the potential of the BFBL strategy. Pembina Trail RC&D also wanted to evaluate the potential for new members to help sustain the BFBL RRV Chapter.

Surveys were created for current members as well as potential members to assess the needs and wants that can be satisfied through the BFBL strategy. There were two types of surveys that were distributed. Mailings were sent to area producers which were found on the NW RSDP's local foods website (www.localfoods.umn.edu). Consumer surveys were given out online via the University of Minnesota Qualtrics website to faculty/staff members and to a sample of University of Minnesota Crookston students.

The results of the surveys concluded that most of the area producers were not aware of the BFBL RRV Chapter and they were interested in the marketing offerings provided by the organization. Consumers were somewhat aware of the BFBL program and they were supporters of the local producers in their region. The main recommendation based on the survey results would be to increase the BFBL brand, chapter, and campaign awareness in order to help increase and maintain membership within the Red River Valley region. This report discusses these topics in depth as well as the limitations encountered during the research and other recommendations to help the BFBL RRV Chapter become a success.

Introduction

The Buy Fresh Buy Local Red River Valley (BFBL RRV) defines itself as a brand that identifies the Red River Valley region and its abundant supply of local, sustainable, healthy foods. It is also a chapter with partners engaged in the production, distribution and retail sales of local food products and partner organizations, agencies and individuals that support the development of a community-based food system. The BFBL RRV is a campaign to promote local markets for local growers, to help consumers source local products, and educate the community about the economic and environmental benefits of locally grown food.

Establishing the Need

The BFBL RRV project needs were established between the NW RSDP and Pembina Trail RC&D. These needs included maintaining contact with current chapter members and encouraging that existing members be active as well as recruiting new active members and partners. BFBL needs existing members to determine what chapter activities will be and engage in those activities. Before assisting the chapter with these needs, Pembina Trail RC&D needed to evaluate the current strategy to determine whether or not it should be modified before execution. A research project was conducted to evaluate the potential of the Buy Fresh Buy Local strategy for the northwestern Minnesota region.

Research Goal & Objectives

The main goal of the research project was to collect information to identify gaps and marketing needs of local producers as well as the needs pertaining to the use of local foods of consumers and then identify the resources, services, and systems that could be used to fill the gaps to meet those needs. The objectives of the research proposal are as follows:

- Objective 1: Identify the priorities, preferences, and needs of producers to determine which BFBL resources can be beneficial to them and how we can recruit new membership.
- Objective 2: Measure the effectiveness of our current BFBL campaign with current members to identify what resources are helpful to them, what needs are not being met, and what we can do to best meet those needs.
- Objective 3: Identify the consumption of local foods by consumers in order to measure future progress.
- Objective 4: Understand the needs and wants for local foods of consumers. Determine whether the needs and wants are being satisfied and how BFBL can better assist in the process.

Method

The research was conducted using primary research through surveys for local producers and consumers. The surveys themselves were created using secondary information recovered from several different studies that focused on similar objectives as this research. These studies included research assistance from the Spring 2009 Marketing Research class at Lafayette College as well as students from the Muhlenberg College, a survey created by the Buy Fresh Buy Local Chapter of the Upper Minnesota River Valley, and an assessment by the Community Alliance with Family Farmers of the progress of the BFBL campaign on the Central Coast.

Producers in the Red River Valley were identified using the NW RSDP's local foods website. These participants were sent mailings of the BFBL Producer Survey. The consumer groups in this research consisted of University of Minnesota Crookston (UMC) faculty and staff members as well as a small sample of students that were attending the university. The surveys (Appendix B and Appendix C) were administered online via email. In all cases, the surveys consisted of both open and close-ended questions. Trial runs of the producer and consumer surveys were conducted in order to finalize the surveys to be distributed for this research.

Results

Producers (Survey: Appendix A)

Staff and research assistant developed a distribution list of 135 local producers, retailers, processors, and farmers' markets. Of the 135, we received 40 surveys in return of which 10 were returned due to insufficient addresses. Of the 30 respondents, two respondents were no longer producing products for consumers. The following graphs were created with the data collected from the remaining 28 participants.

The producers that responded have property sizes ranging from farms of less than 50 acres to more than 400 acres of property and there were some responses that weren't applicable to the property sizes (see figure 1).

The annual value of total sales were also varied, with the top response selected being between $1,000 to 9,999. The second most selected response was $100,000 or more total sales per year (see figure 2). Of the total sales, 67% of the producers said 80 to 100% were made locally. Of the local sales, the majority said they sell 80 to 100% directly to consumers. Over half of the respondents are more likely to sell locally depending on the consumer demand. This was a popular response from the producers as well when asked what determines their production amount and type each year.

Figure 1

Acreage of Producers Group

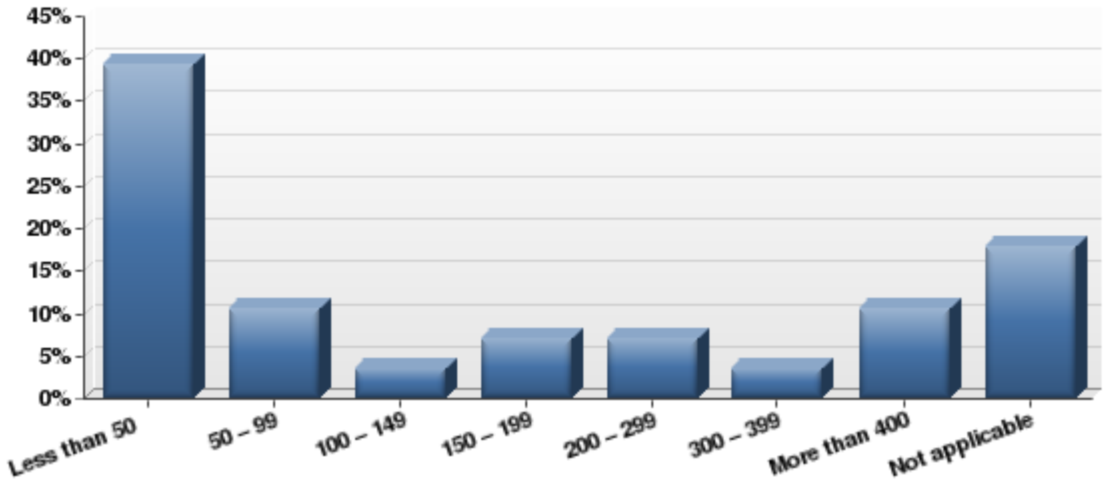
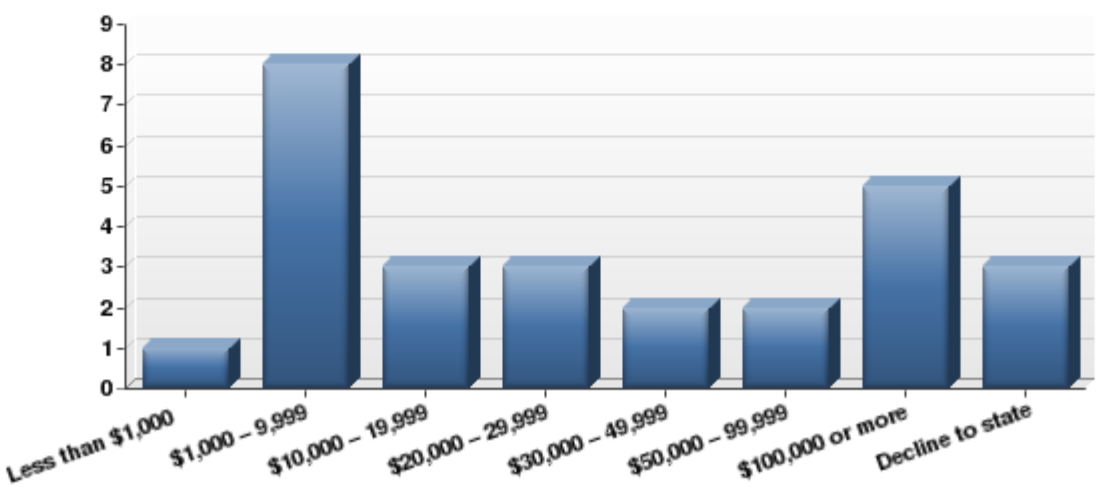


Figure 2

Annual Value of Total Sales



The producers were asked to rank a variety of local selling methods. The following are the results from the most effective to the least effective process:

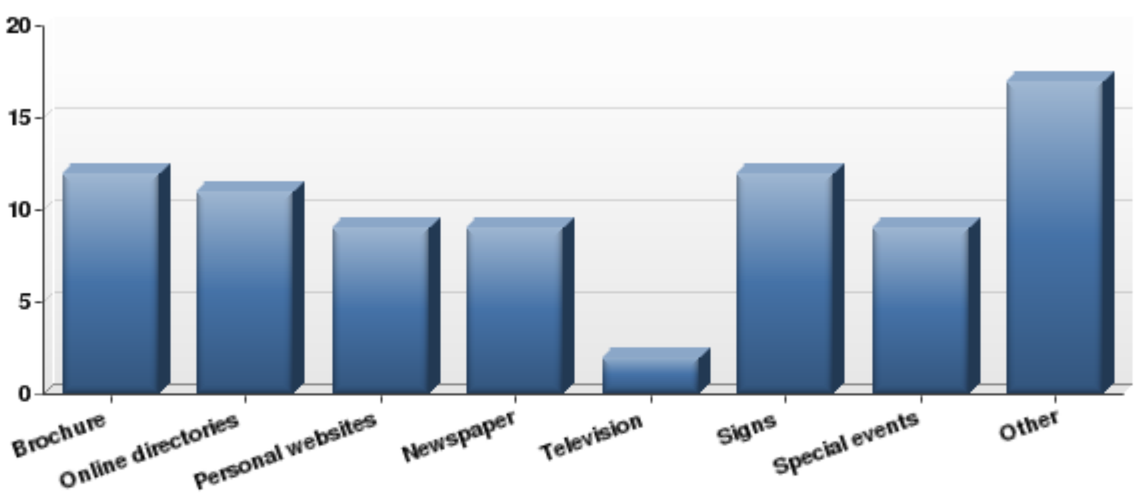
- road/farm stand
- farmer's market
- local restaurant/stores
- community supported agriculture
- wholesaler
- local distributors

Over half of the respondents currently do not sell to institutions, retailers or restaurants. The majority of those that do, sell 25% or less of their total sales and the remainder sell 51% to 75% of their total sales.

The producers were also asked to identify their current marketing methods. The following is a list of the different methods utilized to market their product or business: brochures, signs, online directories, special events, newspapers, personal websites, television, word of mouth, farmers market, magazine ads, personal contacts/referrals, and bulletin board ads (see figure 3).

Figure 3

Current Marketing Methods Utilized

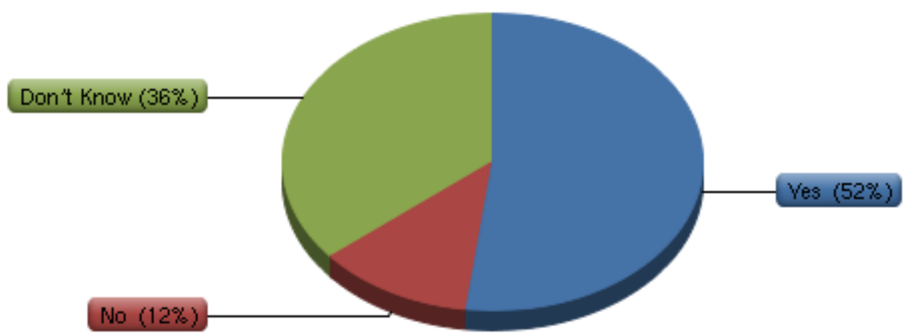


In addition to identifying current marketing methods, producers also determined areas in which BFBL can offer marketing assistance. These consisted of educational fact sheets, retail information, marketing classes, grant information for local producers, information on producing specific products, developing more media for the public focusing on benefits of local produce and other specific marketing topics such as advertising using vinyl signs, decals, posters, and increasing customer traffic.

Half of the respondents admitted to seeing the BFBL logo before. 50% of those that answered yes said it was helpful, 14% said it was somewhat helpful and 36% said it wasn't very helpful at all. See Figure 4 for the distribution of the responses of those interested in using the BFBL logo. Of the 52% that said yes they would like to use the logo, 41% said they would like assistance using it, 47% said maybe they would like assistance, and 12% said no they would not like assistance. The other respondents were either not interested or they didn't know if they would want to use the BFBL logo.

Figure 4

Percent of interest in using the BFBL logo

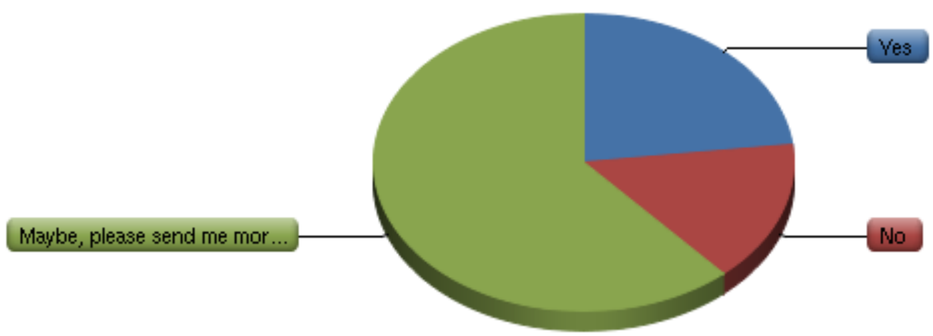


Ten of the producers stated they were members, however, most of them haven't seen any benefits yet. One respondent said they benefited by the information received and the contacts they have established. According to the current BFBL RRV records, those that answered yes were not officially members. The one producer that has found BFBL to be helpful is actually a member of the BFBL Upper Valley of Minnesota Chapter.

The rest of the producers had several comments on why they weren't partners. The majority were unaware that BFBL RRV existed. Some of the respondents were processors or retailers and thought that only farmers could join. They weren't aware of the benefits of becoming a partner for them. The remaining reasons include that they just weren't interested, they didn't have enough skills, time or personality to market their product, didn't know how to join, or they were already part of the Minnesota Grown organization. Of those that answered no, 53% said they may be interested and would like more information on the organization, 20% said that they would like to join and 13% answered that they weren't interested at all (see Figure 5).

Figure 5

Interest of non-partners in joining BFBL RRV



Consumers

There were two groups of consumers selected for this research. The first group consisted of the UMC faculty/staff members, which were administered online surveys shown in Appendix B. The second group was a small sample of UMC students that were given the student version of the BFBL Consumer survey (Appendix C). Our main intent was to determine the current consumption of local foods from these two different groups and then identify any unmet needs that could be satisfied by our local producers.

Faculty/staff members (Survey: Appendix B)

All the respondents stated that they purchase food for at least one person on a regular basis. Of these people they purchase food for, the majority are older than 18 years old. However, many respondents are purchasing food for at least 2 people that are younger than 18 years old. For both groups, the factors that were considered when purchasing foods were ranked the same. The majority ranked taste and freshness as very important followed by availability, cost, supporting the local community and then the brand name as the last factor that is least significant. These results were then compared to the same factors when purchasing locally grown foods. The results were similar except for there was an increase in the importance of supporting the local community when purchasing local foods.

The participants were very aware of the location and hours for their local grocery stores. This was also the top location where most of the faculty and staff members purchased their food items. The majority of the participants were somewhat aware or not aware at all of the presence of locally grown foods in each section of the grocery store. Some were somewhat aware of the location and hours for the local farmers markets and farm stands, which the locations were ranked second where the consumers purchased locally grown foods. Many were not aware at all of the community supported agriculture (CSAs) in the area and were never utilized by the majority of the respondents. Other locations or sources were also listed by the consumers for products they purchase locally. Most of them answered they receive their local foods directly from the farmers or they produce it themselves. These products include milk, eggs, honey, meat and a variety of vegetables from local gardens.

After identifying where the faculty and staff members were currently purchasing their food items, it was important for our research to determine if the consumers were inclined to pay or travel more in order to purchase local foods. Most of the respondents were willing to pay more money for locally grown products if they knew it helped the local economy. Many were willing depending on the difference between the prices retail chains and the local producers are charging. They wouldn't purchase the items if the prices were out of their budget. There were some that were concerned with the quality of the products and were willing to pay more if that meant better quality. The remaining respondents weren't willing to pay extra even if it meant supporting the local economy. Approximately 54% of the consumers were willing to travel a longer distance to a farmer's market if the quality was significantly better. Twenty-seven percent said they would consider it depending on the product that is available, price of gas at the time, and the distance they would have to travel. The remaining responses were not in favor of traveling to a farmer's market in order to purchase foods even if the quality was significantly better.

The majority of the participants felt that it was somewhat important for the UMC's food services to incorporate locally grown food into the dining halls, while most of them considered it very important or extremely important for there to be locally grown foods offered on campus.

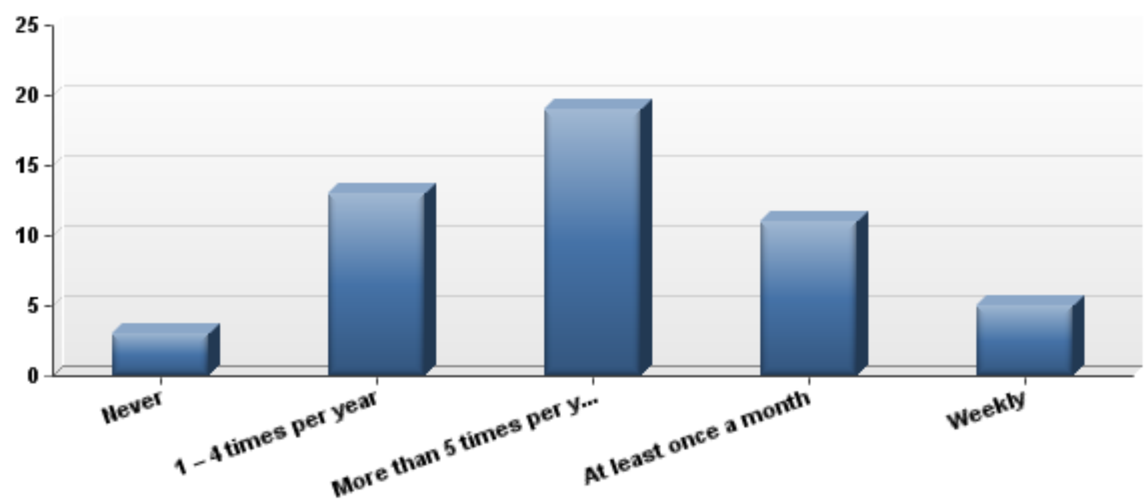
The participants were asked to describe what the term "local" meant to them in regard to the term "local foods" or locally grown. Some responses measured the local geographical area and defined it as within a 25-50 mile radius, within a 100-200 mile radius, or even up to 400 miles of their home. Others defined “local” as a specific area such as the Crookston, Minnesota area, Polk County, the Red River Valley, within Minnesota, North and South Dakota, the upper Midwest region, and even as broad as within the national borders.

Many of the respondents agreed that “local” also meant coming from a farmer or producer in their area that provide products that are “in season” at that time. A couple responses even explained the term as being produced or grown in a natural and healthy environment without hormones, pesticides, etc. within the region.

The faculty and staff members were asked how often they purchased locally grown foods within the past year. Most of the responses were that they purchased more than 5 times per year. Some faculty/staff members said they purchased at least once a month or 1 to 4 times per year. The few remaining said they either purchase quite frequently (weekly) or never have purchased locally grown foods within the past year (see figure 6). The different types of foods that were purchased locally from the most selected to the least are vegetables, fruits, meats, dairy, and other products which include bread, honey, wild game, eggs, sugar, and various items at farmer’s markets. Of those that do purchase locally, the majority were not sure the percentage of the food they purchase that is locally grown.

Figure 6

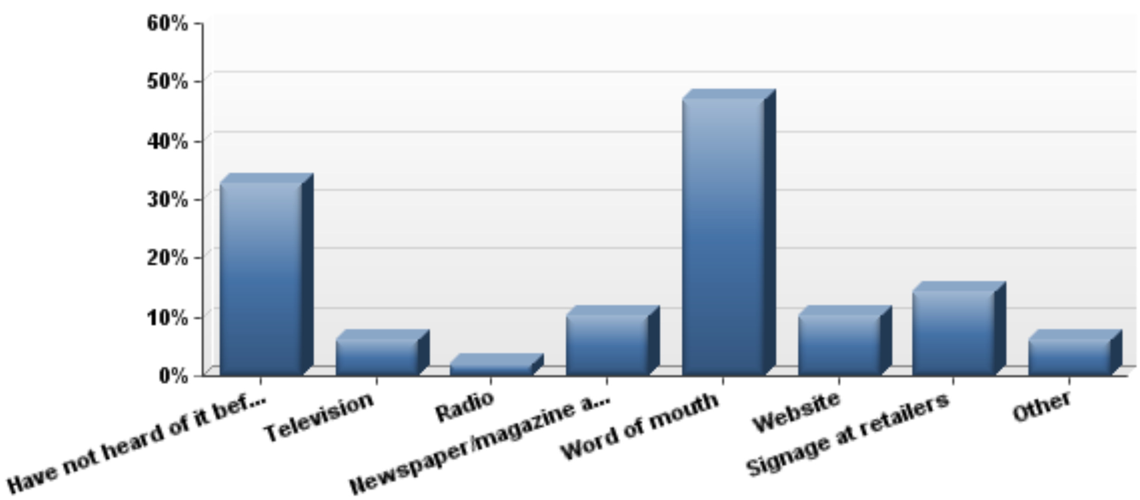
How frequent the respondents purchased locally grown products



The majority of the faculty and staff members were either not at all or somewhat aware of the BFBL movement in the Red River Valley. There were few respondents that were very aware of the movement. Figure 7 shows the different ways the participants have heard or seen the BFBL label or campaign. Of the 63% that were aware of BFBL, the majority have heard of it through word of mouth. The following are other ways the respondents have been exposed to the BFBL label or campaign from the most popular to the least: signage at retailers, newspaper/magazine ads, websites, on television, others, and on the radio. Some of the "other" responses include farmers markets, local foods meetings, and through the University of Minnesota, Crookston. When asked if they would be interested in becoming a BFBL 'vocal local,' 73% answered no while the remaining said they would like more information.

Figure 7

Marketing methods that were effective in reaching consumers



Students (Survey: Appendix C)

The majority of the students that participated in the survey lived off campus and they all had a car. The students also went grocery shopping 3 or more times per month. Sixty-three percent were not aware of the BFBL movement at all while the remaining students were only somewhat aware. Of those that were aware, they heard or had seen the BFBL label or campaign mostly through word of mouth or on television. They've also been exposed to BFBL through the radio, newspaper/magazine ads, websites, and signs at retailers.

Many of the students felt the word "local" in regards to the term "local foods" or locally grown meant it was produced by farmers in the area as well as fresh and organic. Sixty-three percent said they purchased locally grown foods 1 to 4 times per year of which are mostly vegetables, meat and dairy products. When purchasing foods in general, freshness and taste were the top factors followed by availability, supporting the local community and cost. The brand name was considered somewhat important. The results were similar when asked which factors were significant when purchasing locally grown foods, however, the brand name and the cost weren't major factors.

Seventy-five percent of the students have not been to a farmers market in the Crookston area and they were not very interested in attending one. Of those that answered yes, they have been to the one in Crookston. Approximately 75% of the students felt it was very important that UMC's food services incorporate locally grown foods into their menus.

Over half of the respondents were juniors and seniors at UMC and were under the age of 24. Only two of the participants were interested in more information on the BFBL chapter and becoming a BFBL 'local vocal.'

Limitations

There were limitations that inhibited the collection of primary information. Lack of responses from both producers and consumers were the main limitation that was encountered during the research. Many of the mailing addresses of the producers found on the local foods website were not up-to-date, therefore, they were returned due to the insufficient addresses. There also was a delay in the online survey distributions due to technical difficulties with creating the surveys. Time was a factor when distributing the student surveys in particular. Both consumer surveys weren't distributed until after the semester had ended resulting in a lower amount of responses than expected.

Conclusions and Recommendations

In conclusion, the local producers and consumers are not receiving sufficient information on the Buy Fresh Buy Local Chapter in the Red River Valley. Many of the respondents were not aware of the BFBL campaign; however, they did show an interest in the purpose of the campaign and wanted to obtain more information or become members of the chapter.

The producers are interested in many of the marketing services the BFBL organization is able to offer and have shown interest in becoming part of the BFBL RRV chapter. Information should be sent out to these producers about who/what can be a part of the BFBL RRV chapter as well as how to become a partner or renew their partnership. This will help NW RSDP establish who their official partners are in order to better assist the producers in marketing their products and to increase participation with BFBL RRV campaign. It will also help NW RSDP maintain an effective communication relationship between the BFBL organization and its members in the RRV area.

According to the results from the two consumer groups, many of them have been and are interested in purchasing local foods due to the quality of the foods and the ability for them to help support their local farmers. They recognize the importance of purchasing locally grown foods, however, they could be better informed on where they are able to purchase these foods currently. Expanding where the local foods are being offered can also help consumers better locate these products. Like the producers, the consumers were not very aware of the BFBL movement and there were some participants that would like more information about the campaign itself and how they can help support the cause.

With the services available through the BFBL campaign, the BFBL RRV chapter can help producers and consumers develop and maintain a strong relationship that will benefit both parties. Consumers are interested in purchasing more local foods and producers are interested in finding ways to reach those consumers. With the success of these relationships, the BFBL RRV chapter can increase its marketing efforts to reach new partners via word of mouth, signage at retailers, and other marketing methods. Offering informative seminars on the BFBL campaign itself could be helpful for both producers and consumer to raise awareness and participation. There are many opportunities available for the BFBL RRV chapter with some time and effort by the NW RSDP to become a success in the northwestern Minnesota region.

Appendices

Appendix A. Buy Fresh Buy Local Producer Survey Questions

1. **How many acres of property do you farm?**

❑ Less than 50	❑ 100 – 149	❑ 200 – 299	❑ More than 400
❑ 50 – 99	❑ 150 – 199	❑ 300 – 399	❑ Not applicable

2. **Are you a member of a Buy Fresh Buy Local (BFBL) Chapter?**

❑ Yes ❑ No

3. **If you are a member of BFBL, how has it benefited you and your business?**

4. **If you are not a member of BFBL, what are your reasons for not joining?**

5. **What impacts the decision you make with regards to <u>what and how much</u> to grow or produce?**

6. **How do you market your farm and products in the community? (Check all that apply)**

❑ Brochure	❑ Online directories	❑ Personal websites	❑ Newspaper
❑ Television	❑ Signs	❑ Special events	❑ Others: ____________

7. **Of the total products you sell, what percentage do you sell <u>locally</u>?**

❑ 0 – 19%	❑ 40 – 59%	❑ 80 – 100%
❑ 20 – 39%	❑ 60 – 79%	

8. **Of the products that you sell locally, what percentage do you sell <u>directly</u> to the consumer?**

❑ 0 – 19%	❑ 40 – 59%	❑ 80 – 100%
❑ 20 – 39%	❑ 60 – 79%	

9. **What would make you more likely to sell locally?**

10. **What impacts your decisions with regards to <u>where and how you sell</u> your products?**

11. **How profitable are the following methods in selling your products:**

Community Supported Agriculture	Very Ineffective	1	2	3	4	5	Very Effective
Local Distributors	Very Ineffective	1	2	3	4	5	Very Effective
Local Restaurant/Stores	Very Ineffective	1	2	3	4	5	Very Effective
Farmers' Market	Very Ineffective	1	2	3	4	5	Very Effective
Road/Farm Stand	Very Ineffective	1	2	3	4	5	Very Effective
Wholesalers	Very Ineffective	1	2	3	4	5	Very Effective

12. What is your annual value of <u>total</u> sales?

❑ Less than $1,000 ❑ $10,000 – 19,999 ❑ $30,000 – 49,999 ❑ $100,000 or more
❑ $1,000 – 9,999 ❑ $20,000 – 29,999 ❑ $50,000 – 99,999 ❑ Decline to state

13. What is your annual value of <u>local</u> sales?

❑ Less than $1,000 ❑ $10,000 – 19,999 ❑ $30,000 – 49,999 ❑ $100,000 or more
❑ $1,000 – 9,999 ❑ $20,000 – 29,999 ❑ $50,000 – 99,999 ❑ Decline to state

14. Do you currently sell produce or products to institutions (ie: schools), retail or restaurants?

❑ Yes ❑ No

If yes, what percentage of your total sales?

❑ 25% or less ❑ 51 – 75% ❑ 100%
❑ 26 – 50% ❑ 76 – 99%

15. Have you seen the BFBL logo?

❑ Yes ❑ No

If yes, did you think the label was useful?

16. Would you be interested in using the BFBL logo?

❑ Yes ❑ No ❑ Don't know

If yes, would you like any assistance or ideas on how to use the BFBL logo?

❑ Yes ❑ No ❑ Maybe

17. Is there anything BFBL could do to help you in your business? (check all that apply)

❑ Educational fact sheets
❑ Marketing classes
❑ Retail information
❑ Other: ________________________________

Appendix B. Buy Fresh Buy Local Consumer Survey Questions (General)

1. **How many people do you regularly purchase food for?**
   - ❑ 1
   - ❑ 2
   - ❑ 3
   - ❑ 4
   - ❑ 5+

2. **Out of these people, how many are under the age of 18?**
   - ❑ None
   - ❑ 1
   - ❑ 2
   - ❑ 3
   - ❑ 4
   - ❑ 5+

3. **How AWARE are you of the Buy Fresh Buy Local movement?**
   Not at All 1 2 3 4 5 Very Aware

4. **Where have you heard or seen the Buy Fresh Buy Local label or campaign mentioned?**
   (Check all that apply)
   - ❑ Have not heard of it before
   - ❑ Television
   - ❑ Radio
   - ❑ Newspaper/magazine ad
   - ❑ Word of mouth
   - ❑ Website
   - ❑ Signage at retailers
   - ❑ Other (Please list) ____

5. **What does the word "local" mean to you in regard to the term "local foods" or locally grown?**

6. **How often do you purchase foods that are locally grown within the past year?**
   - ❑ Never
   - ❑ 1 – 4 times per year
   - ❑ More than 5 times per year

- ❑ At least once a month
- ❑ Weekly

7. **What percentage of the food you purchase is locally grown?**
   - ❑ Don't know
   - ❑ Under 5%
   - ❑ 5-10%
   - ❑ 11%-20%
   - ❑ 21%-50%
   - ❑ More than 50%

8. **What type of food do you purchase that is locally grown?**
   (Check all that apply)
   - ❑ None
   - ❑ Meat
   - ❑ Dairy
   - ❑ Fruits
   - ❑ Vegetable
   - ❑ Other____________

9. **How significant is each of the following factors when purchasing food:**

a.	Cost	Not at All	1	2	3	4	5	Very
b.	Support local community	Not at All	1	2	3	4	5	Very
c.	Availability	Not at All	1	2	3	4	5	Very
d.	Taste	Not at All	1	2	3	4	5	Very
e.	Freshness	Not at All	1	2	3	4	5	Very
f.	Brand name	Not at All	1	2	3	4	5	Very

10. **How significant is each of the following factors when deciding whether or not to purchase locally grown foods:**

a.	Cost	Not at All	1	2	3	4	5	Very
b.	Support local community	Not at All	1	2	3	4	5	Very
c.	Availability	Not at All	1	2	3	4	5	Very
d.	Taste	Not at All	1	2	3	4	5	Very
e.	Freshness	Not at All	1	2	3	4	5	Very
f.	Brand name	Not at All	1	2	3	4	5	Very

11. **How aware are you of the location and hours of the following locally grown foods outlets?**

a.	Farmers Markets:	Not at all	Somewhat	Very Aware
b.	Farm Stands:	Not at all	Somewhat	Very Aware
c.	Grocery stores:	Not at all	Somewhat	Very Aware

d. Crop share program: Not at all Somewhat Very Aware

12. How often do you purchase locally grown foods from the following outlets within the past 5 years?

a. Farmers Markets:	Never	Rarely	Sometimes	Often	Always
b. Farm Stands:	Never	Rarely	Sometimes	Often	Always
c. Grocery stores:	Never	Rarely	Sometimes	Often	Always
d. Crop share program:	Never	Rarely	Sometimes	Often	Always

13. Have you ever purchased locally grown foods from another outlet that isn't listed in number 12?

- ❑ Yes
- ❑ No

If yes, what did you purchase and where?

14. How aware are you of the presence of locally grown foods in each section of the grocery store?

- ❑ Very aware
- ❑ Somewhat
- ❑ Not at all

15. Would you be willing to pay more money for locally grown produce over other produce if you knew it helped the local economy?

16. Would you be willing to travel a longer distance to a farmer's market if the quality was significantly better?

17. What is your gender?

- ❑ Male
- ❑ Female

18. What is your age?

- ❑ 18-24
- ❑ 25-44
- ❑ 45-65
- ❑ Over 65

Appendix C. Buy Fresh Buy Local Consumer Survey Questions (Students)

1. Do you live on/off campus?

- ❑ On
- ❑ Off

2. **Do you have a car?**
   - ❑ Yes
   - ❑ No

3. **How many times per month do you go grocery shopping?**
   - ❑ 1 or less
   - ❑ 2
   - ❑ 3
   - ❑ 4
   - ❑ 5 or more

4. **How AWARE are you of the Buy Fresh Buy Local movement?**

   Not at All 1 2 3 4 5 Very

5. **Where have you heard or seen the Buy Fresh Buy Local label or campaign mentioned?**
   (Check all that apply)
   - ❑ Have not heard of it before
   - ❑ Television
   - ❑ Radio
   - ❑ Newspaper/magazine ad
   - ❑ Word of mouth
   - ❑ Website
   - ❑ Signage at retailers
   - ❑ Other (Please list) ____

6. **What does the word "local" mean to you in regard to the term "local foods" or locally grown?**

7. **How often do you purchase foods that are locally grown within the past 5 years?**
   - ❑ Never
   - ❑ 1 – 4 times per year
   - ❑ More than 5 times per year
   - ❑ At least once a month
   - ❑ Weekly

8. **What percentage of the food you purchase is locally grown?**
   - ❑ Don't know
   - ❑ Under 5%
   - ❑ 5-10%
   - ❑ 11%-20%
   - ❑ 21%-50%
   - ❑ More than 50%

9. **What type of food do you purchase that is locally grown?** (Check all that apply)
   - ❑ None
   - ❑ Meat
   - ❑ Dairy
   - ❑ Fruits
   - ❑ Vegetable
   - ❑ Other___________

10. **How significant is each of the following factors when purchasing food:**

g.	Cost	Not at All	1	2	3	4	5	Very
h.	Support local community	Not at All	1	2	3	4	5	Very
i.	Availability	Not at All	1	2	3	4	5	Very
j.	Taste	Not at All	1	2	3	4	5	Very
k.	Freshness	Not at All	1	2	3	4	5	Very
l.	Brand name	Not at All	1	2	3	4	5	Very

11. **How significant is each of the following factors when deciding whether or not to purchase locally grown foods:**

a.	Cost	Not at All	1	2	3	4	5	Very
b.	Support local community	Not at All	1	2	3	4	5	Very
c.	Availability	Not at All	1	2	3	4	5	Very
d.	Taste	Not at All	1	2	3	4	5	Very
e.	Freshness	Not at All	1	2	3	4	5	Very
f.	Brand name	Not at All	1	2	3	4	5	Very

12. **Have you ever been to a farmer's market in the Crookston area during your college career here?**
   - ❑ Yes
   - ❑ No

   If yes, which location(s) have you been to?

   If no, would you like to attend one?

13. **How important is it to you that UMC's food services incorporates locally grown food into the dining halls?**

   Not at All 1 2 3 4 5 Very

14. **What year are you at the University of Minnesota, Crookston?**
   - ❑ Freshman
   - ❑ Sophomore

- ❑ Junior
- ❑ Senior

15. What is your gender?

- ❑ Male
- ❑ Female

16. What is your age?

- ❑ Under 18
- ❑ 18-24
- ❑ 25-44
- ❑ 45-65
- ❑ Over 65