

Survey Name: Consumer Interest in Local Foods in Shenandoah County

1. Are you a resident of Shenandoah County?

	Response Ratio
Y	82.9%
N	17.0%
Survey Question Left Blank	5.5%
<b>Total</b>	<b>100%</b>

2. If not, in what town or county do you live?

- Answer**
- Auousta Countv
  - Broadway
  - Broadway VA
  - Clarke
  - Clarke
  - Clarke Countv
  - Frederick
  - FREDERICK
  - Frederick Countv
  - Frederick County
  - Front Royal, VA
  - Harrisonburg
  - Harrisonburg
  - Harrisonburg, VA
  - Luray - Page co.
  - Mauertown
  - Middletown, VA
  - Mt Jackson
  - quoksburg
  - Rappahannock
  - rookstone
  - Rockingham
  - Rockingham
  - stephenson
  - Toms Brook
  - Warren Co.
  - Winchester VA
  - Woodstock
  - Woodstock Smiles NW
  - Woodstock, Shenandoah

3. Please rank in order of significance the following factors you consider when purchasing food.

(1 = Most Important / 4 = Least Important)

	1	2	3	4
Cost	19%	39%	23%	20%
Quality	66%	27%	6%	1%
Source	9%	27%	38%	26%
Your travel distance to store or market	6%	8%	33%	53%

4. Are you familiar with the Shenandoah Valley Buy Fresh Buy Local Guide?

	Response Ratio
Y	84.0%
N	12.6%
Survey Question Left Blank	8.2%
<b>Total</b>	<b>100%</b>

5. Do you grow or have access to seasonal produce from a home garden?

	Response Ratio
Y	69.4%
N	23.0%
Survey Question Left Blank	7.3%
<b>Total</b>	<b>100%</b>

6. What produce do you grow or obtain from a home garden?

- Answer**
- A full range of fruits and veggies
  - all types of veggies
  - all vegetables and herbs (not enough space)
  - all veggies
  - almost all we consume and can be grown in Virginia as much as I can
  - Asian vegetables, tomatoes, sesame, lettuce
  - assorted vegetables
  - basil, parsley, tomatoes, peppers
  - Bean onion corn peas cucumber tomato beets lettuce beans lima tomatoes peppers lettuce spinach chard
  - Beans, Corn, Potato, Squash, Cukes, Lettuce, more beans, tomatoes, chard, spinach, peppers, squash
  - beans,brussel sprouts,tomatoes,squash,cucumbers, me beans,potatoes,lettuce,tomatoes,herbs
  - Beans, potatoes,tomatoes,beets,onions,com, cabbage
  - beets, kale, chards, arugula, peppers, tomatoes,
  - beets, lettuce, greens, tomatoes, squash, peppers,
  - com, beans, tomatoes, onions, cucumbers, turnips
  - Corn, Tomatoes, Cucumbers
  - Corn, tomatoes, potatoes, green beans, cucumbers
  - corn, tomatoes, lettuce, squash,beans
  - corn,potato,tomato,beans,peppers
  - cucumbers,com,tomatoes,beans,pumpkin,squash
  - eggs, vegetables, beef and lamb
  - Garden Veggies
  - tomatoes cucumber lettuce corn peppers
  - tomatoes cucumbers peppers
  - Tomatoes Green Bean Cucs Corn Pepper Melons Berry
  - Tomatoes, basil, oregano, sage, peppers
  - tomatoes, basil, peppers, corn, spinach, lettuce
  - tomatoes, basil, peppers, squash
  - tomatoes, beets, green beans
  - tomatoes, berries, green beans, squash, peppers
  - tomatoes, blueberries - Quality is most import.
  - tomatoes, com, beans, squash, peppers, cukes, fru
  - tomatoes, com, onion
  - tomatoes, com, zucchini
  - tomatoes, cucumbers
  - tomatoes, cucumbers, com, squash, potatoes, beans
  - tomatoes, cucumbers, peppers
  - Tomatoes, cucumbers, peppers, green beans, squash
  - tomatoes, cukes
  - tomatoes, cukes, peppers
  - tomatoes, cukes, squash
  - tomatoes, cukes, squash, peaches, peas
  - tomatoes, green beans, cucumbers, peppers, herbs
  - Tomatoes, herbs
  - Tomatoes, herbs, salad greens, zucchini
  - tomatoes, herbs, squash
  - tomatoes, kidney/brown/green beans, com, potatoes
  - tomatoes, lettuce, peppers

green beans, beets, tomatoes, corn, peppers  
 Green beans, tomatoes, peas, squash  
 Greens, tomatoes, beans, a little of everything  
 greens, tomatoes, cukes, onions, peppers, squash,  
 gm beans,com,tom,pumpkins,cuke,squash  
 herbs, selected space efficient veg  
 Herbs,peppers,tomatoes,cukes,peas,cabbage,berries  
 herbs,tomatoes,some veg & peaches and apples  
 hot peppers, basic veggies  
 I am a truck farmer I have a market retail &  
 jalapeno and green peppers  
 large variety  
 lettuce,spinach,cucumber,squash,tomato,potato,more  
 lettuce,tomato,herbs,strawberries,blackberry  
 lettuce,tomatoes,peas,onions,beets,com,beans  
 lettuce,tomatoes,onion,com,greenbeans,peas  
 lettuces,tomatoes,cucumbers,squash,beans  
 Lots of veggies, berries, grapes, peaches  
 most all vegetables  
 most vegetables  
 most vegetables & small fruit  
 Need more space to answer correctly  
 odds and ends  
 Onions, tomatoes, potatoes, peas, green beans  
 Own buss, value added vendor  
 peas, beets, spinach,beans,potatos,tomatoes cab  
 peppers, tomatoes, cucumbers, potatoes, etc  
 peppers, tomatoes, potatoes  
 potatoes,tomatoes,beans,com,blackberries,cabage  
 produce, kls beans,  
 Rhubarb, berries, karragon  
 sp onion,radish,kale,tumip,com,sw,pot,squash,zuc  
 squash, asparagus,potatoes,tomato,lettuce,onion  
 squash, tomato, fig, lettuce, herbs  
 squash, tomatoes, lettuce, beans, carrots, broccol  
 squash, tomatoes, peppers, corn, okra  
 Standard vegetables  
 Sweet Potatoes, Peppers, Cukes, Basil, Tomatoes,  
 Swiss Chard, Tomato, Squash, Beans, Cantalope, Beets  
 too much to name  
 tom, corn, squash, beans, beets, lettuce, greens  
 tom, cukes, squash, com,onions,green beans,okra  
 tom, beans,peppers,com, squash, greens, cukes,  
 Tomato, beans, cucumber, squash  
 Tomato's, Cucumbers, Squash  
 tomatoes  
 Tomatoes  
 tomatoes  
 Tomatoes  
 tomatoes and peppers, potatoes, green beans

tomatoes, lettuce, peppers, cucumbers  
 tomatoes, lettuce, peppers, greens, beans, herbs  
 tomatoes, lettuce, peppers, squash, calabagies  
 tomatoes, lettuce, squash, cucumbers, pumpkins  
 tomatoes, lettuces, beans  
 tomatoes, onions, bean, peas, greens, carrots  
 tomatoes, onions, beans  
 tomatoes, peppers, green beans, peaches  
 tomatoes, peppers-hot/green,basil,squash  
 tomatoes, peppers, carrots, cucumbers, beans  
 Tomatoes, peppers, cucumbers, onions, potatoes  
 tomatoes, peppers, greens, beans, melons, herbs...  
 tomatoes, peppers, lettuce, cucumbers  
 tomatoes, peppers, peaches  
 tomatoes, peppers, potatoes, swiss chard  
 Tomatoes, Peppers, Potatoes, zucchini, cucumbers  
 Tomatoes, peppers, squash, cukes, fruit  
 tomatoes, peppers  
 tomatoes, potatoes, berries, beets, lettuce, beans  
 Tomatoes, potatoes, broccoli, beans, cabbage  
 tomatoes, potatoes, cucumbers, com squash  
 tomatoes, snow peas  
 tomatoes, squash, beans, cukes, peppers  
 tomatoes, squash, beans, peppers, potatoes, beets  
 tomatoes, squash, cucumbers, peppers, pumpkins  
 tomatoes, squash, kale, carrots, beets, beans  
 tomatoes, squash, peppers  
 tomatoes, squash, rasp, peaches, apples  
 tomatoes,eggplant,lettuce,asparagus, herbs  
 TOMATOES,PEPPERS  
 tomatoes,peppers, greens,herbs,com,squash  
 tomatoes,peppers,lettuce,herbs  
 tomatoes,peppers,squash,greenbeans,strawberries  
 tomatoes,peps, squash, cukes, limas, radishes,pea  
 Tomatoes, Cucumbers, peppers, beans, carrots, beets  
 Tomatoes, cucumbers, peppers, carrots, beets, beans  
 tomatoes,potatos,cabbage,rasberry,apples,pears,  
 Toms, peppers, squash, cucs, onion, beans, lettuce  
 toms,brn,lettuce,squash,com,onions,cukes,taters,  
 toms,squash,peppers,bell,cayenne,clantro,basil  
 vegetables  
 vegetables--tomatoes, squash, etc.  
 vegetables and herbs  
 vegetables--la corn, beans, tomatoes, potatoes, sq  
 vegetables, berries, eggs, sweet potatoes  
 Vegetables, herbs  
 Vegetables, raise organic beef  
 Veggies from farmers mkt

7. What produce from a home garden do you freeze or can?

Answer

all none  
 all none  
 all but melons none  
 all of it none  
 all of it none  
 all of it none  
 All of the above none - yet  
 all of the above none really. Some tomato juice or salsa  
 All the above not enough production to freeze/can  
 any excess that I do not eat or share nothing  
 any that can be processed okra, beans, tomatoes, com, spinach, kale, peach  
 apples, beets, beans, squash, tom, pot, jam, soups peas,beets,sauerkraut,beans,spinach,peppers  
 Apples,cherries,tomatoes,green beans, strawberries peas, beans  
 Asian vegetable PEPPER  
 bean,tomato,strawberry,pea,pepper,lima,etc oeoers  
 beans limas tomatoes pickles  
 beans, apples, tomatoes, etc. rasperries, strawberries, tomatoes  
 Beans, Veg Soup, Beets, Tomato, Salsa, salsa from tomatoes and oeoers  
 beans,tomatos,strawberries,brussels, squash,tomatoes,beans,com  
 beets,beets,tom,salsa,beans,peppers,onions, tomato products -- soup, sauces  
 berries tomatoes  
 berries, tomatoes, peppers, green beans Tomatoes  
 blackberries, corn, beans, squash Tomatoes  
 zuc: tomato,bean,squash,peppers Tomatoes  
 carrots, beans, carrots, broccol tomatoes  
 corn tomatoes  
 corn, beans tomatoes  
 corn, beans, cucumbers, potato's, tomatoes Tomatoes  
 corn, greenbeans,beets,tomatoes,pears,peppers Tomatoes  
 corn, pickles, beans, beets, tomatoes tomatoes & cucumbers  
 Cukes, tomatoes, herbs, berries tomatoes-beans-beets  
 Every thing tomatoes, beans  
 green beans Tomatoes, beans, pesto, Peppers, herbs  
 green beans tomatoes, berries, beans, beets  
 green beans tomatoes, blueberries  
 green beans and corn tomatoes, corn, beans,peppers, fruit,  
 green beans, corn tomatoes, corn, green beans  
 green beans, com, tomatoes tomatoes, com, green beans, pickles  
 green beans, veg soup, salsa, jellies tomatoes, com, cickles  
 green beans, beets, tomatoes, corn, peppers Tomatoes, cucumbers  
 herbs, assort, veg. Tomatoes, Cukes, Peppers, Potatoes, Beans  
 herbs, tomatoes, peaches Tomatoes, peach & raspberry jam, applesauce  
 I get some already canned tomatoes, oeoers  
 jalapenos tomatoes, oeoers  
 Lima beans, sweet potatoes, squash tomatoes, peppers, beans  
 Many tomatoes, peppers, beans  
 none tomatoes, oeoers, crabapple,lelv  
 none tomatoes, oeoers, peaches  
 None tomatoes, peppers, peaches  
 none tomatoes, peppers, pickles  
 none tomatoes, squash, oeoers, beets  
 none tomatoes, squash,onions, green oeoers  
 none tomatoes, zucchini, beans, greens  
 none tomatoes,beans  
 none tomatoes,beans,beets,com  
 none tomatoes,com,beans,(green&lima),oas,cickle,oeoer  
 none tomatoes,com,greenbeans,peas  
 none tomatoes,squash,peppers  
 none Tomatoes,String,beans,Pesto  
 none tomatoes,beans,beets  
 None Tomatos,beets,beans  
 None tomatoes,cherries,blackcurrants,pickles,peppers  
 None tomatoes,pears,rasperries  
 none toms, oeoers, squash, beans  
 none toms,brn,squash,com,cukes,pumpkin,beets,herbs,  
 none used to do tomatoes and beans  
 none vegetables  
 none whatever I have  
 none whatever there is an excess of  
 none zuchini, tomatoes  
 none

8. The local products I generally buy are: (Please mark all that apply)



(1 = Most Important / 5 = Least Important)	1	2	3	4	5
Food Safety	24%	26%	14%	16%	20%
Price	9%	24%	36%	21%	9%
Quality	58%	27%	12%	2%	2%
Store/Market schedule (i.e., daytime of operation)	6%	15%	21%	37%	22%
Your travel distance to store or market	4%	9%	16%	24%	47%

13. If a selection of products was significantly better than the selection available at a closer store or market, would you be willing to travel a longer distance to buy locally grown products?

	Response Ratio
Y	79.2%
N	8.2%
Survey Question Left Blank	12.6%
<b>Total</b>	<b>100%</b>

14. If you answered yes to question #13, how much farther would you be willing to travel?

	Response Ratio
Less than 5 miles	7.7%
5-10 miles	36.1%
10-20 miles	41.2%
More than 20 miles	15.0%
<b>Total</b>	<b>100%</b>

15. What are your preferred day(s) for shopping for local products? (Please mark all that apply. If no preference, write "No Preference" in comment box.)

	Morning	Afternoon	Evening
Monday	31%	27%	42%
Tuesday	27%	31%	42%
Wednesday	26%	30%	43%
Thursday	26%	30%	44%
Friday	28%	25%	46%
Saturday	67%	28%	5%
Sunday	28%	64%	9%

**Comments**

No Preference was the Response for 63 Respondents.  
 No preference but prefer daytime hours  
 no preference during weekdays  
 no preference for any of these days  
 no preference for the other days.  
 No Preference, but I wish the farmers markets were open more regularly or more easily visible. Until I develop a well-established habit or pattern, I am unlikely to remember the off-the-beaten-track sources, no matter how good they are.  
 no preference; usually combine with other local errands  
 No preference. Most of the farmer's markets are not open later in the evenings (up until 9 PM). This is a significant reason why I do not shop at these markets. They do not have hours that meet the needs of people who work and have busy family lives.  
 No preference. My husband and I are retired, so not limited to shopping on weekends only.  
 No real preference but during the week, during the day  
 Not a major issue  
 All day Thursday, willing to travel if can combine with other shopping  
 also sat and sun afternoon  
 Any weekend time.  
 blackberries corn beans squash  
 But no great preference  
 but really no preference  
 Changes week to week which is why I like places that have flexible schedule s.  
 Depends on my work schedule.  
 Fri and Sat am and afternoon  
 Fri Eve / Sat and Sun am and afternoon  
 I am willing to travel further on a Sunday afternoon to shop for what I want.  
 I don't have much time to go shopping. With my work schedule, kids, and family activities, getting out to shop when locally grown produce is normally available would be difficult.  
 I dont  
 I find such a spotty selection of foods in our local farmers market. I went a few times but was disappointed so stopped going.  
 I live in Fort Valley and would buy local products if offered at The Country Store in Fort Valley. Many people would buy here since it is far for us to drive over the mountain to local farms and stands. I would like to support Farmers MKT but go over the mountain during the week and usually have no other reason to go to Woodstock again on Saturday. Please call Ken Zenger if local producers are interested in bringing produce to Fort Valley regularly.  
 I shop local farm stands after work during the week but only patronize further locations on the weekends when I have time to venture out.  
 Ideally, I'd like to see our country start a small co-op with the capacity to grow with increasing interest.  
 Mon - am and afternoon / Sat and sun - am and afternoon  
 Mon-Fri am and afternoons  
 Mon-Sun afternoon and evenings  
 Sat and Sun - am and afternoons  
 Sat and Sun - am, afternoon, pm  
 The farmers markets and CSA that only offer morning hours are extremely limiting when you have conflicts like kids sports. Also, evening hours are important for when you want to shop locally for a weeknight dinner. It's a race for me to get to Mowrey's by 6 and I'd shop there more if it was open even 30 minutes later. I was going to join a CSA in Stephens City but the Saturday morning schedule made it impossible for me to commit.  
 usually but would go during the weekdays  
 weekdays around 5pm-ish

16. How important is it for Shenandoah County Public Schools to include locally grown foods in school menus?

(1 = Not at All / 5 = Very Important)	1-Not at all	2	3	4	5-Very
	2%	3%	15%	21%	59%

**Comments**

It is important as long as the students know it is coming from local.  
 So long as ag practices are sustainable and working toward organic  
 but the costs need to be competitive in these tight budget times  
 It makes me crazy we don't use more local produce! I attended the meeting last year where this was discussed but it's something I hope we will continue to pursue. Especially apples - that just seems ridiculous.  
 We need to make more effort to ensure locally grown products have a fair chance. However we cannot afford to spend extra over the long haul (but incentivizing something to give it a try can lead to long term benefits).  
 why not, we have too many fat kids that eat french fries, pizza and cookies  
 I believe it is equally important that the schools use local foods and food production as a teaching tool - economics, sciences, sociology, others - all can be taught using farming systems and food production as a laboratory, so that children can make a direct connection between their world and their bodies, their health, and the health of their communities.  
 Depends on cost and supply of local products  
 I am employed at a residential child care facility & we purchased 8 shares from a CSA annually. Let our local monies stay local, support the family farms or they will all be gone. It is critical to develop a local report with relation to food. Why waste money on transport and the middle man. Also safer knowing your source.  
 they can not do it paying institutional prices  
 for many reasons! Teaches kids to appreciate what can be grown at home  
 Especially in the elementary school. I think the food selection and quality there is very poor and would like to see more locally grown foods at that level where children are developing healthy habits for life.  
 This area is rich in agriculture and it would be great to make use of that in schools however, the cost must also be competitive. One great way is through school farms where the kids participate in growing the products used in the cafeteria. This helps educate kids on the importance of food and nutrition as well.  
 A potentially large consumer buying local products is good for Shenandoah Co. economy.  
 only if it is cost effective  
 VERY, VERY IMPORTANT  
 I'm the oldest of 13 kids and my younger siblings are eating that food and it is NOT good.  
 Should be based on practicality and affordability ... if done, it should be used as a teaching moment for the students that this food is coming from their community.  
 It's important to provide the students with good food, and also to build within them the awareness of local quality foods.  
 depending on availability and cost  
 I would like to see healthier foods and more choices.

I like fresh products.

I support this for several reasons, including: Fresher better quality food for students. Support of local farmers and economy. Increased sustainability due to decrease in importing of non-local foods. Also, it provides the opportunity to educate students on the importance of supporting local economy and farmers, either passively by allowing them to be aware of where their food comes from, or actively through assemblies or presentations.

Live in Frederick County, but can see a great importance for schools to purchase from local markets due to quality/nutritional value.

This may be the MOST important part of this effort!

Very important. Am working on farm to school program with school division. quality is much better. school purchases would help ag economic development... schools are a huge consumer of foods

I wish they would offer health fresh choices every day!

It is important to stimulate our local economy and strengthen agriculture.

Supports local agriculture, provides fresher, healthier food, increases students' awareness of local agriculture.

More information needed. Who wins out on the dollars and cents end of it?

Not only good for their health but also educational.

Great concept- but quantity needed is not available.

If the farmer can grow a quality product with very little pesticides at a reasonable price for bulk foods

Cost is the major factor especially in this economy. For the volumes required to support public schools and given the cost for locally grown foods is generally higher than retail stores, this can't be as important as it should be. The price per pound of locally grown averages 10 to 20 cents more per pound than the box stores. They have to get competitive to be equal or less than the retail stores.

I think that schools could be growing all their own vegetables if each school or the community were equipped with a greenhouse. Healthier menus would ensue and children would learn nutrition if caring for the vegetable greenhouse were a part of their curriculum. It has been tried in other communities and works.

Everyone should know where their food comes from. Everyone should know the value of locally grown...both nutritionally and economically

As much as it is feasible possible.

Cost of local is difficult to budget with tight finances

Do it! I can't believe what they offer our kids. My child chooses not to eat what is served and reports that there is humongous food waste...kids throw it in the trash.

My church group contributes to these schools' Emergency Lunch Programs. It would be wonderful to know that we are paying for locally grown foods that are nutritious.

\*Provided they are hormone/antibiotic/pesticide/igmo free!

This will depend on availability and price. How many local farms grow enough produce to supply cafeteria programs?

But cost is the big hold back, but Mrs. Polk tries very hard and I think we will see more and more local in our schools.

Typically pack our lunches

If parents and schools agree

If price competitive

Fresh is better

Good nutrition, good for economy. If you can set an example for school children it will stay with them.

#### 17. What would make it easier or help you to incorporate more locally grown and/or processed foods into your household food purchases?

##### Answer

better selection and availability

longer seasons

availability

Sell through grocery chain

nothing

A wider selection with more organic offerings available.

more flexible sales hrs, especially in evenings

Longer hours and closer locations. It would be ideal if a CSA could share space at a local Farmer's Market so as to reduce the number of trips consumers need to make. Shoppers could also fill in the gaps from the CSA delivery with items from the market. Market attendees could then learn more about the CSAs.

Availability in a central location. I also buy fresh flowers from farmers markets. If there were a place - say like Fort Valley Nursery - where all local produce vendors could have a booth, that would be most convenient.

nothing

Needs to be readily available and the price needs to be reasonable.

we buy meat and eggs direct from farmer, all other purchases are from walmart type big stores. they need to have local foods for me to buy local. no time to shop at markets on saturday

not sure

If more of the local food was organic I would buy more of it. Most of what I can find is NOT organic.

Having the producers of these items gather at the same location at the same time.

Availability in grocery stores

Raise most of my own products, including meat. If I had to buy then having the product sold closer to my home and reasonable prices.

More participation of local farms/individuals so the cost would go down. Some of the costs prohibit me from buying local.

availability

Regular reminders of what is available where and when

convenience

Availability

Accessibility to locally grown foods on a regular basis.

Have more available more often closer to home.

Convenience of location. Ability to find out what products any given location has on hand at a given time - website. Availability of meat that is not frozen.

awareness/education, planning, time in my answers, I think I am assuming a certain level of food safety and therefore it is just not a factor. It would be most important, of course, if there were a real risk.

If CSAs would sell smaller amounts for couples without kids at home, have more variety at markets and more advertising to know where to find locally grown food!

availability

More variety and longer seasons

Convenient hours and central locations. The Farmer's Market at the fairgrounds is just starting up and I hope it expands because it is in a convenient location for Saturday mornings. That is where I purchase my honey and jams.

Make them more available. Although many products are produced here, our farmers markets are small and offer little variety. Local vendors travel to further markets like DC and Harrisonburg making it difficult for us to support our local farms. They should partner with other local stores open during the week to sell their goods.

Education on availability. I honestly am unaware of where to find locally grown food products.

Better advertising of dates and locations for farmers' markets.

quality & reasonable costs

If everything I needed was in one place

more information about location and operation hours.

We eat nothing but local foods.

Availability closer to home - Woodstock. Reasonable price.

More availability, variety. More places to buy it with convenient hours.

A more visible, regularly scheduled venue.

easier access

Bigger Farmers Market

Being sold at Wal-Mart and Food Lion on a more regular basis.

Hours of operation.

Greater selection of products

products available where I already shop; a food store like friendly city food coop within 5 miles-one stop shopping; better income

if price was comparable

More options through farmer's markets, local foods in local grocery stores, more stores dedicated to selling local foods. It needs to be easy for folks to do this, with lots of options.

more information on availability of such foods

If grocery stores used local sources.

Quality of foods, ease of shopping at any time of day. Knowledge of the foods availability, online ordering, guarantee of freshness.

Availability and reasonable price.

Accessibility - it is often difficult to find local produce in the "off" season.

closer location / lower prices

price

More of it available

Price/quality

Access to a well organized venue such as a Co-op or CSA.

The CSA has been great!

availability

We are blessed in our ability to grow much of our needs

Knowledge of sites and developing the habit of shopping there consistently.

larger selection, longer season

lower prices and more availability

more locally produced vegetables year round (ie, grown in hoop houses or greenhouses, etc out of season

Easier access to products

If they are available during my normal shopping times - after work.

Price

more selection at local farmers markets. Availability throughout the week. If Food Lion and WalMart featured local products.

have indoor farmers markets into the fall

One stop shop for everything - shop for convenience too. I am glad to see that Martins chain is purchasing local vegetables mostly. What about beef if gov. approved in which ours is and more local fruit instead of Wash, etc...

larger farm markets with more suppliers and more convenient locations

Better availability nearer my home.

Knowing where all the locally grown food stands are located within Shenandoah County. Possibly having recipe ideas to get families away from the 'boxtv' dinners.

I have tried local meats and have not found the same consistency good quality as at Costco.

no

nothing in particular

Having them available at the grocery store.

offering more of a selection on the off season, at a reasonable price

I hate making multiple stops when buying groceries. If all my shopping needs where in a centralized location more of a concerted effort would probably be made on my part.

More farmers markets

Fairness in pricing. To pay more because it is grown within 100 mile radius seems to defeat the purpose, or is the purpose to raise overall prices for the ag industry?

I like the CSA. However, since I grow a lot of my own stuff, I would like the option to choose products obtained from the program so I get more variety. Often I have gotten products I already grow—but, I realize the seasonality of the business. Thanks for what you do!

Availability at grocery store

Regular consistent availability

Availability

lower prices, availability

Central location.

I feel I already incorporate a lot of locally grown foods.

Inviting environment in which to shop. Permanent structure. Ha Ha

afarmers market with dedicated growers and more produce that just a little extra out of the garden also it would not have to be directly from Shenandoah city but within a 100 mile radius with value ADDED products to make the event an outings and not just to pick up a few things

Become competitive with the price per pound of local retail stores for the same product.

having them clearly marked at my local grocery store.

We need to concentrate on a seasonal farmers market at this point. Our farmers market is not good enough to attract consumers or vendors on a large scale. The community needs a covered facility with electrical outlets.

Availability / Access

Easy access/good selection

I get the produce that I need from Brigette & Daryl Huffman or Mowery's or Wagner's market from Spring through Fall. That works for me.

More locations - there may be plenty but we only know of 2 produce stands and a few butchers within 20 miles of us.

Sell to local supermarket chains. ie: Food Lion

Having better farmer's markets as opposed to farmer's produce stands throughout the valley. I only want to feed my family organic locally grown food, but I have to travel to many different places to get it.

more choices closer to home

more availability and variety

knowledge about location and variety of locally sourced food products. Assistance with comparison shopping re: price. Relationship with the producer. Different mindset when "impulse shopping". Don't often plan ahead and then think it's too late/inconvenient to search for local products - it's quicker/easier to go to Food Lion.

Ease of access and fair price.

Meats—higher quality/lower prices

I do  
 local advertising in papers, radio, flyers  
 availability and knowing when and where to purchase  
 Sell in Fort Valley.  
 I already incorporate locally grown foods, but I would like for the local grocery stores to carry more locally grown foods.  
 Later shopping hours, more advertising and specifically labeling or posting signs indicating that locally grown food is hormone/anti-biotic/pesticide/no free! Just saying it's "locally grown" is not enough for me! Since most local food is not "certified organic" I want peace of mind as to what I'm buying!  
 Greater number of CSA programs year round  
 I would buy milk and meat products if I knew where to get them and the hours/days of operation. I think there needs to be more advertising. Maybe I'm missing it. I don't read newspapers.  
 Easier access to the local farmers market.  
 more foods available in shenandoah county and not just rockingham.  
 consistently available  
 easy accessibility, larger variety  
 More year around produce, raised hoop houses, green houses, etc  
 availability and cost  
 access, advertising  
 accessibility  
 Just make myself go buy it. Maybe if the market/stand was by Food Lion, Get beef and produce from our own farm  
 suppliers who deliver regularly to shop (cafe)  
 local location Raise our own meat  
 local location  
 closeness  
 availability  
 Availability and Cost  
 Public transportation  
 selection and price comparable to the store  
 lower prices, sodium, carbs  
 having everything under 1 roof and priced competitively. Price is major factor in willingness to travel to buy local products  
 A coop with all types of food available in one place  
 Price ... The price of meat and dairy are forcing me to buy at Sav-A-Lot and Walmart  
 freshness  
 Cost  
 s  
 more options  
 Better farmer's market with more selection. We've visited Sat. morning market at fairgrounds and the selection is not great.  
 Close to home. In local stores  
 more availability and convenience to purchase

18. Based on the following list, please rank your reasons for buying or wanting to buy from local sources.

(1 = Most Important / 7 = Least Important)	1	2	3	4	5	6	7
Better nutrition	12%	19%	21%	22%	14%	11%	1%
Better taste	20%	17%	20%	17%	13%	5%	1%
Environmental awareness	10%	9%	16%	16%	28%	21%	1%
Food safety	4%	8%	12%	14%	20%	40%	1%
Strengthens community	13%	17%	19%	19%	14%	16%	2%
To support local farmers	33%	30%	11%	11%	10%	4%	0%
Other	2%	1%	1%	1%	0%	2%	84%

Comments

Were it available it would be more convenient not to have to travel some of the distances I now cover.  
 There is no data that shows local foods are better nutrition  
 You did not list Price. Price is real important. Local foods that cost a lot more than other food is not sustainable.  
 In this survey I did not rank food safety very high. However if I think something is not safe I will not buy it at any price (even free). I see no evidence that local foods are any safer than other foods grown in the United States (might be less safe because of less quality control of small operations).  
 difficult to judge food safety in buying local and environmental awareness??? farmers could be using a tremendous amount of fertilizer or just using a small amount at the wrong time. How would I know? error message...Bad question if I have to rank other  
 I wish food safety was number one but since the locals are using as much pesticide like Sevin, I can't say that and end up buying much more organic food from places like whole foods and martins.  
 I consider Enviro, taste, nutrition and safety to be equally important.  
 I ranked them, but they are all relatively equal  
 Feel it's very important to support our local farmers and comfort in knowing where my food comes from.  
 I personally have always been against irradiated foods of any kind. Stores should at least be required to notify via signage that foods have been irradiated.....as everything is now.  
 My most important reason is being able to face the person who raised or processed the food and ask questions about how it is done.  
 The communication works both ways, as the producers learn about customers' concerns and preferences and vary their offerings accordingly.  
 (E.g. my nagging convinced my favorite farmer to sell other fruit juices in addition to cider, and  
 this has been a hugely successful product line.)  
 Lessen truck shipment distances  
 I think we should all learn to cook local food, which would mean cooking rather than expecting bananas in December and asparagus year round. We're spoiled in that sense.  
 Local honey prevents allergies.  
 Help support our local economy  
 In terms of safety, I find it extremely important to have access to information about my food, such as if any GMO's were involved in its production, if it's organic, or if synthetic pesticides or herbicides were used, etc.  
 It's really annoying to have to "rank" options that don't matter to me. Only the quality of the produce has any real importance to me.  
 Other: strengthens the local economy.  
 Answer format for questions 3 and 18 should NOT have been force-ranked among the factors. Should have been able to choose multiple "1's" or "4's", etc.  
 n/a  
 All for support, but it is very discouraging to walk into a grocery store and see "same" US product for fewer dollars than local. Since there is much less cost in transportation, well, local pricing should reflect that.  
 Definition of locally grown should precede question 1.  
 nutrition will follow with the rest of the above  
 Organic locally grown product is generally far and above healthy for one's body  
 All of the above make sense. Food loses its value if trucked great distances. The Farmers Market provides a sense of community. The produce is fresh and attractive.  
 JUST FYI: I don't eat meat so don't buy that local.  
 Food safety is a huge concern but I am not certain that the local farmer is up to the task. 1. knowledge 2. record keeping 3. \$  
 I know many feel like our government should drive these trains, but it is the communities that impact and enforce change in the economy, environment and simply the quality control of what we consume and what we produce. Today the voices of local communities are more important than ever, thank you for providing this!  
 Food safety and handling is an issue--little or no oversight. Old antiquated facilities with poor refrigeration. Many would not pass national regs particularly meat packing and processing.  
 This is a very important issue. Good, nutritious food is healthier. We are slowly being poisoned by processed foods filled with chemicals that the large corporations make available in all stores.  
 Quality is most important  
 Food safety and other were blank  
 checked better nutrition, food safety and support local farmers  
 checked better taste, strengthens community and to support local farmers  
 strengthens community  
 better taste and support local farmers  
 1. better taste  
 2. support farmers  
 3. strengthen community  
 4. better nutrition  
 1. support farmers  
 2. food safety  
 3. community  
 1-strengthen community  
 2-support farmers  
 3-better taste  
 4-better nutrition  
 All of these equal importances  
 Strengthens community #1  
 support local garden stands, better taste and price  
 Better Nutrition and Food Safety equal  
 If farmer/family eats it then it's safe  
 I assume good quality then food is safe

19. Please mark your age.

	Response Ratio
Less than 20	<1%
21-35	17.3%
36-50	26.7%
51-65	36.3%
66-75	14.2%
Over 75	8.2%
Total	100%

20. Number of adults in your household.

	Response Ratio
1	3.6%
2	74.4%
3	8.8%
4 or more	13.2%
Total	100%

21. Number of children (under 21) in your household.

	Response Ratio
0	60.8%
1	18.2%
2	19.0%
3	4.2%
4 or more	7.8%
Total	100%