

LOCAL FOOD QUESTIONNAIRE

This survey is a joint project between faculty and students associated with the Kenyon College Department of Anthropology, The Rural Life Center, and Food for Thought, a local food initiative at Kenyon College. We are interested in learning about local food consumption and its effects on community-building in and around Knox County. Your cooperation will help us create a detailed picture of local food resources by learning about the expectations of consumers and understanding the kinds of contributions that local products make to the community.

Our questionnaire focuses on the consumption of local food products. Sources of local food products include (but may not be limited to): Farms/orchards, Farmstands, Farmers Markets, and Grocers who carry local foods. Please respond to the following questions. This questionnaire should take about five minutes to complete.

Thank you for your time!

1. What is your age? 16-24 25-34 35-44 45-54 55-64 65-74 75+
2. What is your gender? _____
3. Place of residence? Mt. Vernon Gambier _____ Elsewhere (please specify)
4. How many people live in your home (household size)? _____
5. What is your highest level of education? (check one): Some High School High School Diploma
 Some College Bachelors Degree Post-graduate
6. What is your yearly household income? Less than \$15,000 \$15,000-\$29,999 \$30,000-\$44,999
 \$45,000-\$59,999 \$60,000-\$74,999 \$75,000-\$89,999 more than \$90,000
7. Were you or your parents raised on a farm? _____
8. I define a "local product" as found within Knox County Knox and adjacent Counties
 Central Ohio Region State of Ohio the Midwest
9. Based on the following, rank the local items purchased most frequently: (1=most frequent, 5=least frequent)
 fruits vegetables meat plants/flowers other (please specify): _____
10. During the growing season, how many meals per week include foods purchased from a local food source? _____

11. During the growing season, how often do you visit a local food source? More than once a week
 Once a week Twice a month Once a month Other (please specify): _____
12. How much would you be willing to spend on a local food item if the same item costs \$1.00 at the supermarket? \$0.50 \$0.90 \$1.00 \$1.10 \$1.50
 Other (please specify): _____
13. From the following list rank the advantages of buying local foods: (1=highest, 7=lowest)
 product quality produced locally supports local economy product variety
 value/prices produced organically other (specify): _____
14. How often do you look at labels to see where a product is made or grown? always
 frequently/regularly sometimes seldom never
15. How often do you purchase food labeled 'organic'? always frequently/regularly
 sometimes seldom never do not understand meaning of 'organic'
16. How does local food compare to supermarket food? quality is higher quality is the same
 quality is lower don't know
17. When purchasing food, I do not care where it is grown. strongly agree agree
 no opinion disagree strongly disagree
18. On average how much money per visit do you spend at a local food source? \$ _____
19. How do local product prices compare to supermarket prices? price is higher price is the same
 price is lower don't know
20. When purchasing food, it is important to know who produces it. strongly agree agree
 no opinion disagree strongly disagree
21. Based on the following list, rank your reasons for buying from local sources: (1=highest, 7=lowest)
 to support local farmers sustainability environmental concerns more nutritious
 taste better promotes community interaction other (please specify): _____
22. I would be interested in buying local products beyond the "traditional growing season" (e.g. canned or frozen products, etc) strongly agree agree no opinion
 disagree strongly disagree don't buy local products
23. What local products would you like to see that are not currently available from local sources?

24. Do you practice any activities that extend the availability of local food beyond local seasonal availability? (check any that apply) canning freezing jams/jellies drying
 pickling other _____
25. How many years have you attended the Mount Vernon farmers market? _____
26. During the farmers market season, approximately what percentage of your weekly household produce purchases come from the Mount Vernon farmers market?

___ Less than 10% ___ 11- 25% ___ 26- 50% ___ 51- 75% ___ More than 76%

27. Approximately how many vendors do you purchase from on average? ___ today? ___

28. What improvements would you like to see at the market? _____

29. Are there disadvantages or things you would change about the market? If so, please specify:

30. Please rank what marketing and/or advertising features you would like to see at the Mount Vernon market?

(1=highest priority, 4=lowest) ___ Recipes from vendors ___ Prices (clearly displayed)

___ Documentation of farmers products (organic, locally grown, etc.)

___ Other (specify): _____

Are you interested in volunteering for a follow-up interview? You would be interviewed in more detail about your experiences with local foods. (Please write down your name and contact information): _____

Thank you for taking the time to fill out this survey, if you have any questions please feel free to ask us.

Date _____

Recorder _____