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 (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?
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 ________________________