

# Charting the Future of Local Foods



## A Local Foods System Study

April 2016 – April 2017



Upper Minnesota Valley  
**REGIONAL DEVELOPMENT COMMISSION**  
Helping Communities Prosper

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## Table of Contents

Project Goal and Summary .....	2
Partners .....	2
The UMVRDC Region .....	3
Why Support Local Foods in the Region? .....	3
Vocabulary Regarding the Food System .....	4
A Brief History of Food Initiatives in the Area .....	5
Local Food Market Analysis Summary .....	6
Issues and Barriers .....	7
What Can We Do Next to Improve the Local Foods System? .....	8
Community Building .....	8
Food Availability and Food Skills .....	9
Farm Business Planning and Farmer Recruitment .....	10
Marketing .....	11
Distribution .....	12
Priority Recommendations .....	14
Appendix A: Resources .....	15
Appendix B: Planning Process and Public Outreach .....	16
Appendix C: 2017 Food Survey Questions .....	20

## Project Goal and Summary

### Goal:

The goal of the Local Foods System Study was to conduct an assessment of the local foods system and to identify the needs, gaps, opportunities, and support for improving the local foods system of the Upper Minnesota Valley Regional Development Commission (UMVRDC) region, which includes the counties of Big Stone, Chippewa, Lac qui Parle, Swift, and Yellow Medicine.

### Summary:

The Local Foods System Study was initiated in order to explore the capacity of the region to produce and distribute healthy, locally grown food. This project started in April of 2016 and continued to April of 2017. Part of the project involved engaging community members to determine the current situation of the local foods system and draft potential steps that could be taken to improve local foods within the region. Meetings with stakeholders and growers of the area were held to discover interests, ideas, and barriers to developing the local foods system. Additionally, a survey was conducted with food service providers and institutions to assess the level of local foods incorporated into these establishments, the interest in purchasing and providing local foods, and the difficulties in achieving those interests. This report is the final product of the project.

### Partners:

Upper Minnesota Valley Regional Development Commission (UMVRDC)

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Document prepared by Hannah Tuomi (UMVRDC intern and University of Minnesota student) in conjunction with the partners listed above.

## The UMRDC Region



Five Counties:

- Big Stone
- Chippewa
- Lac qui Parle
- Swift
- Yellow Medicine

### Why Support Local Foods in the Region?

- To increase access to healthy foods
  - To support local farmers
  - To introduce healthy foods to children (and adults)
  - To boost the local economy
- To teach skills in preparing and cooking food
  - To decrease diet-related health concerns
  - To strengthen community!

### Vocabulary Regarding the Food System

Local: Food that is grown near the consumer, usually designated as a certain number of miles from the consumer. For this study, local is emphasized as food produced within the five counties of the UMRDC.

Organic: Food produced without chemical insecticides, fertilizers, herbicides, antibiotics, growth hormones, or genetically modified foods or seeds. Certified organic means a third-party certifying agency has inspected and confirmed the use of organic practices.

Sustainable: Food that is grown with a management system that uses products and techniques that promote and sustain a healthy environment, a healthy economy, and a healthy human community for current and future generations.

Healthy Food: Food that is nutritious and has not undergone a lot of processing. In this study, there is an emphasis on fresh fruits and vegetables as healthy foods.

Food Affordability: People can buy most or all of the healthy foods they want with the money they have available.

Food Availability: There are an adequate number of convenient food sources, offering a sufficient number and variety of healthy options in a community.

Food Accessibility: Sources for healthy food are easy to get to at a manageable distance from home or work, using affordable and convenient personal or public transportation.

Definitions in this report were influenced by or drawn from:

*Local Foods Guide Buy Fresh Buy Local Upper Minnesota River Valley 2011-2012*

The Local Foods Guide is a directory of farmers, farmers' markets, wineries, restaurants, and retailers that grow and sell local foods in the Upper Minnesota River Valley region.

*Minnesota Food Charter*

The Minnesota Food Charter was initiated by the Minnesota Health Department along with other entities to create a tool to help ensure access and affordability to healthy foods.

*Morris Healthy Eating Community Food Assessment*

This food assessment was conducted by Morris Healthy Eating to determine the knowledge and interest about eating healthy foods in the Morris area.

## **A Brief History of Food Initiatives of the Area**

1970s - The Pomme de Terre Foods Co-op was established in Morris.

1974 - Good Food Buyers Co-op formed in Montevideo, first as a buying club and then operated as a storefront in the 1980's.

1980s - The Granary Food Co-op opened in Ortonville. Other food co-ops started up in Dawson, Marshall, and Montevideo.

Farmers' markets began in both Morris and Montevideo.

1990 - Pride of the Prairie was a community based collaboration formed with the support of the Kellogg Foundation's "Food Routes", the West Central Sustainable Development Partnership, Land Stewardship Project, and others. Pride of the Prairie had a three-pronged approach: increase produce grown by farmers for local markets, raise consumer awareness about local foods and support for the local economy, and create conversations with institutions about buying local foods.

1990s - Montevideo Community Garden was started.

2005 - The U of M, Morris established the student gardens.

Land Stewardship Project and Big Stone County citizens worked on increasing consumer awareness about local foods with the help from the Blue Cross Blue Shield initiative Healthy Eating Minnesota.

2007 - The Pride of the Prairie began the Buy Fresh Buy Local campaign to market local foods. The Buy Fresh Buy Local label is a registered trademark of FoodRoutes Network, a nationwide program that helps community-based local food campaigns.

2011 - The Micronesian Community Garden was started in Milan.

2013 - Bountiful Baskets began serving Montevideo.

A farmers' market started in Granite Falls.

The Willmar Food Hub began organizing with the help of the Willmar Downtown Development and a grant from the SW Regional Sustainable Development Partnership.

2014 - Kerkhoven Farmers' Market began.

The Fergus Falls Food Hub was established.

The backpack program was created in the Montevideo school district to help provide meals for kids on the weekend by sending a bag of food home with them.

## Local Food Market Analysis Summary

As part of the Local Foods System Study project, an analysis was conducted from April 2016 to March 2017 about the market potential for local foods in the UMVRDC region. Ryan Pesch from the University of Minnesota Extension authored this study, the Local Food Market Analysis. It was done in partnership and sponsorship from RSDP, SHIP, Countryside Public Health, and the University of Minnesota Extension. The aim of the analysis was to determine the food market of the region and if local foods could become five percent of the food market share.

### Highlights of the Analysis:

- Farms in the UMVRDC region increased from 81 farms in 2007 to 92 farms in 2012. Direct sales to consumers totaled \$307,000 in 2007 and doubled to \$654,000 in 2012. This amount of \$654,000 in direct sales represents about 0.5 percent of household spending on food in the region. This means local foods sales are a very small portion of total food spending.
- Together, meat and fresh fruits and vegetables account for \$24.5 million spent on food in the region. If residents in the region purchased five percent of these products direct from local operators, farmers could make \$1.2 million in sales. Since producers sold \$654,000 in direct sales in 2012, this change in purchasing would double direct-to-consumer sales in the region.
- Surveys were conducted in 2015 and 2017 of grocery stores, schools, restaurants, and healthcare facilities of the region. Respondents were asked about local food purchases and barriers to buying from local farms.
- When asked which types of food they purchased direct from farmers, vegetables were the most common type of locally grown food purchased.
- These institutions were asked to rank possible issues as no barrier, minor barrier, or major barrier.
  - Grocery stores identified negotiating a price and reliable delivery of produce when ripe as the most significant barriers for purchasing from local farms.
  - Restaurants ranked meeting local farmers and knowing how long an item is available as the largest barriers with reliable delivery as the most significant barrier.
  - Schools and healthcare facilities ranked meeting local farmers, maintaining shelf life, and negotiating a price as the top barriers with not one issue being the most significant.

Secondary data was used for analyzing the food market of the UMVRDC region. The datasets used consisted of sales tax data from the Minnesota Department of Revenue, the Consumer Expenditure Survey data from the U.S. Bureau of Labor Statistics, population and demographic estimates from the U.S. Census Bureau, and food availability and disappearance data from the USDA's Economic Research Service.

## Issues and Barriers

In trying to improve the local foods system, it is important to understand what issues and barriers people face. The UMVRDC and partners reached out to different sectors of the community (growers, restaurants, schools, and healthcare facilities) to assess the situation. On April 19, 2016, a meeting was held with growers in the region to discuss ideas, issues, and opportunities regarding the local foods system. Many issues were brought up at this meeting.

### Issues:

- Consumers are willing to drive long distances to buy their food from large stores.
- There is increased competition from non-grocery stores selling food and increased fast food consumption.
- Pricing of locally grown produce is too high for some consumers while being too low for farmers to support themselves.
- Most growers already have markets, and many of them are direct markets.
- Institutions plan far ahead and therefore buy from large food distribution companies.
- Risk is a barrier for farmers, especially those trying to start up.

In February of 2017, a survey was sent out to regional institutions in the foodservice industry to find out the interests and concerns of those involved on the demand side of the food system. Restaurants, schools, and healthcare facilities answered the survey. These institutions were asked to rank issues as either a major or minor barrier to selling local foods from farmers.

### The Top Major Barriers:

- Meeting local farmers
- Knowing how long an item is available
- Reliable delivery
- Negotiating amount and delivery time

### The Top Minor Barriers:

- Purchasing enough to fill the shelves
- Maintaining shelf life of local foods
- Negotiating a purchase price

## What Could We Do Next to Improve the Local Foods System?

After hosting meetings and discussing with community members, the UMVRDC and partners compiled a list of action steps related to improving the local foods system. The actions steps are divided into five overarching categories with subcategories within each one.

The Five Categories of Action Steps: Community Building, Food Availability and Food Skills, Farm Business Planning and Farmer Recruitment, Marketing, and Distribution.

### **Community Building**

Social networking:

1. Start a Facebook page for local farmers. Explore who could be an administrator.
2. Utilize rummage sale sites for local produce sales.

In-person networking:

3. Find ways that get growers and institutions/restaurants/etc. together on a recurring basis.
4. Establish mechanisms to get people to eat together, as a way to build community around food.

Community-building as promotion (repeated under marketing):

5. Host community events or meals to promote local foods.
6. Work with a high-quality chef to utilize local foods, thus marketing the region and local foods.
7. Clarify that “eating local” does not have to be an issue between organic vs. non-organic.
8. Connect local farmers to one another so they can cross promote each other.
9. Work to get multi-agency involvement in marketing and growing interest.

Welcoming newcomers to farms and farming (repeated under farmer recruitment):

10. Host workshops within communities to figure out how to be more welcoming, supportive, and connected with newcomers, farmers, and others.

## **Food Availability and Food Skills**

### Research:

11. Conduct a survey to find out who wants to learn more about food preparation, such as when local foods are available and the best ways to prepare them. Utilize Facebook and community networks.
12. Learn more about people in the region who face food insecurity, and explore how the local food market could help them.

### Community gardens:

13. Create and maintain community gardens at hospitals, nursing homes, care centers, and schools, and other accessible locations (within immigrant communities, etc).

### Food skills:

14. For young people: Systematically assist schools in providing classes for cooking and preparing food at an early level.
15. For adults: Start local cooking groups for families using in-season local foods.
16. For adults: Teach food preparation skills in a variety of places, including food shelves and farmers' markets.

### Food shelves:

17. Continue to connect food shelves to local food initiatives to purchase and utilize local foods.
18. Expand the mobile food shelf that makes local foods accessible to more people.
19. Consider using an online forum to connect the mobile food shelf and a mobile farmers' market.

## **Farm Business Planning and Farmer Recruitment**

### Research:

20. Explore who is growing food for human consumption in the region. Identify different kinds and scales of growers, and identify those who want to scale up and use different marketing mechanisms.
21. Research and report on the most successful models through which other regions support beginning farmers.
22. Research and report on the most successful models through which other regions entice young farmers to come to the region and stay.
23. Explore the interests of different ethnic groups and the crops and food they may wish to grow. Discern how they can access information about growing in this region.
24. Research and report on what makes local foods farming financially viable (business planning) and what is needed to support the increase of local food production, specifically:
  - i. Land availability and cost (especially small acreage opportunities)
  - ii. Market outlook and projections (what is needed to start a farm enterprise)
  - iii. Risk Abatement
  - iv. Available labor workforce

### Business planning:

25. Provide assistance to farmers making decisions about scaling up and choosing different marketing mechanisms. Design plans that small producers could adopt to scale up.
26. Encourage local food production by providing access to business planning and help with creating good paying jobs.

### Welcoming newcomers to farms and farming:

27. Host workshops within communities to figure out how to be more welcoming, supportive, and connected with newcomers, farmers, and others.
28. Create models for conventional farmers to join the local foods system with an emphasis on small and mid-sized farms.

29. Provide mentorship for farmers and food entrepreneurs from different ethnic groups.

New ventures and adding value:

30. Expand the use of commercial kitchens in Clinton and Milan by producers.

31. Connect local producers with the Willmar processing plant to add value to their products by flash drying or canning etc.

32. Promote winter greenhouses with LED lighting as a way to increase profits.

## **Marketing**

Buy Local campaigns:

33. Design initiatives to encourage people to buy food from within their communities. Educate communities on the power of buying locally and supporting the local economy.

34. Utilize the Buy Fresh Buy Local logo in food campaigns.

35. Educate about the power of connection to our neighbors and what supporting local growers does to your own community.

Restaurants:

36. Initiate a “kids” menu that introduces healthy food in child size proportions. Encourage the use of local foods as part of this initiative.

37. Create a regional marketing guide for restaurants who have a special local foods dish on their menu, and for the local farmers who provide the products to restaurants.

38. Initiate tools to make it easy for restaurants to find local food producers, understand how long items are available, and receive reliable delivery of items.

Community-building as promotion (repeated under community-building):

39. Host community events or meals to promote local foods.

40. Work with a high quality chef to utilize local foods, thus marketing the region and local foods.

41. Clarify that “eating local” does not have to be an issue between organic vs. non-organic.
42. Connect local farmers to each other so they can cross promote each other.
43. Work to get multi-agency involvement in marketing and growing interest.

## **Distribution**

### Research:

44. Look into models similar to Bountiful Baskets that support CSAs and other local foods producers.
45. Look into buying clubs to see how the structure might work with local growers and transportation issues (UNF).
46. Look into other local foods distribution mechanisms that are working in other regions, such as food hubs and online farmers’ markets (e.g. Local Harvest Market).
47. Carefully research financial planning prior to starting any venture like a food hub (example: The Good Acre in the Metro, fully funded by a foundation, and expected not to turn a profit for eight years).
48. Create a list of the buyers including schools, restaurants, hospitals, residential care facilities, etc. for growers and farms.
49. Find models at a regional level where local foods are sold to schools, care centers, restaurants, grocery stores, etc. that help address barriers such as regulations, distribution, or being able to connect to a local food grower.

### Online sales:

50. Establish an online farmers’ market.
51. Use social media to get the word out about new places local produce is being marketed.

### Retail avenues:

52. Sell local produce in gas stations and local establishments to make products more accessible (e.g. frozen meats).

53. Sell local, fresh fruits, vegetables and meats in local grocery stores in new ways (e.g. consignment farm stands at bakery, nursing home, convenience store, etc. One example: retailer gets 20%.) Use social media to get the word out.
54. Establish farmers' markets located in places where there are lots of people, such as schools and large employers.

Connecting to increase market reach:

55. Find ways to make it easy for institutions to find local food producers, understand how long items are available, negotiate a purchase price, and receive reliable delivery of items.
56. Create more stable markets for producers by connecting to local food markets statewide (Willmar Food Hub, Fergus Falls, Alexandria) and into South Dakota. Link to food hubs across the state and link co-ops in the surrounding area.
57. Identify the main local food distributors and continue to work with them (LSP has done this). Pastures of Plenty of Kerkhoven, KADEJAN of Glencoe, Co-op Partners, Dakota Rural Action, add to this list and create new conversations.
58. Work to make sure that local food profits do not go to Cisco (Met with Sodexo @ U of M Morris to buy local. They did not want to change policy, actually asked Cisco to carry local products so they could buy from them. Profits go to Cisco).

## Priority Recommendations

A meeting was held on March 20, 2017, with community members to determine which action steps to focus on. Participants were asked to select two action steps from each category. Some of the action steps were adapted and ideas were added.

### Community Building:

- Find ways that get growers and institutions/restaurants/etc. together on a recurring basis.
- Host workshops within communities to figure out how to be more welcoming, supportive, and connected with newcomers, farmers, and others.

### Food Skills and Availability:

- For young people: Systematically assist schools in providing classes for cooking and preparing food at an early level.
- Expand the mobile food shelf that makes local foods accessible to more people.

### Farm Business Planning and Farmer Recruitment:

- Explore who is growing food for human consumption in the region. Identify different kinds and scales of growers and identify those who want to scale up and use different marketing mechanisms.
- Create models for conventional farmers to join the local foods system with an emphasis on small and mid-sized farms.

### Marketing:

- Utilize the Buy Fresh Buy Local logo in food campaigns (Cooperative regional marketing (logo/campaign) to grocery stores/restaurants).

### Distribution:

- Identify the main local food distributors and continue to work with them.
- Create more stable markets for producers by connecting to local food markets statewide and into South Dakota. Link to food hubs across the state and link co-ops in the surrounding area.
- Establish an online farmers' market.
- Look into models similar to Bountiful Baskets that support CSAs and other local food producers.

### Additional ideas:

- Host opportunities for low to modest income individuals to cook with local foods.
- Create a local foods cuisine cookbook.

## **Appendix A**

### **Resources**

U of MN Southwest Regional Sustainable Development Partnership (RSDP)

Land Stewardship Project (LSP)

## **Appendix B**

### **Planning Process and Public Outreach**

#### **Planning process**

*April 2016 – April 2017*

Project Partners met multiple times to design the planning process:

*Partners:*

Kristi Fernholz, UMVRDC  
Katrina Henry, Amber Amdahl and Ashlie Johnson - SHIP  
Ryan Pesch, U of M  
Anne Dybsetter, U of M  
David Fluegel, U of M

*Project outline:*

The Local Foods Study was intended to do the following:

1. Conduct an assessment
2. Complete public engagement with meetings and outreach.
3. Create document that includes action steps.

We then identified three sectors that are or could be involved as organizers of the local foods system:

1. Growers/Producers
2. Food Service and retail sector
  - Restaurants
  - Grocery
  - Food hub
  - Institution
  - Schools
  - Hunger relief
3. Community organizers/assets/champions
  - Community gardens
  - Backpack programs
  - Food shelf
  - SNAP-ed
  - Farmers market organizers
  - Educators

## **Public Outreach**

### ***March 29, 2016 - Stakeholder Meeting***

Held a meeting with stakeholders to determine what had been done in the past, what new opportunities were out there, and input on our process.

#### *Agenda*

- 11:00 Introduction: Summary of project, research we'll be doing, and introductions of everyone:  
*"Money is no object – what is the coolest thing that you could imagine happening to the local food system in our region?"*
- 11:15 Timeline of past projects
- 11:30 Local Food System opportunities
- 12:00 Lunch
- 12:15 Input on sector meetings
- 12:50 Closing thoughts

#### *Attendees:*

Lynn Mader, food shelf and backpack program  
Angela Nissen, Prairie Five  
Kristin Wick, Dawson Health Care  
Bonnie Kluver, Kerkhoven Farmer's Market  
Ashraf Ashkar, SNAP-ed  
Terry Van der Pol, Land Stewardship Program  
Brent Olson, Inadvertant Café, Big Stone County Commissioner  
Peter Ekadu, SNAP-ed  
Audrey Arner, Moonstone Farm  
Katrina Henry, SHIP  
Kristi Fernholz, UMRDC  
Anne Dybsetter, U of M  
Ryan Pesch, U of M  
David Fluegel, U of M

### ***April 19, 2016 - Grower/Producer Meeting***

We wanted to meet with the growers and producers to have their voices heard early in the process. We wanted to get their perspective on how we feed our region. We also wanted to hear what barriers, issues, and opportunities there are for selling food in the region. And finally, we wanted to give the growers a chance to connect (or reconnect) with each other.

#### *Agenda*

- 6:30 Optional Potluck
- 7:00 Intro about the project
- 7:15 Statistics and research about local foods in our region
- 7:30 Small groups to answer these questions:

1. What changes have you seen in how people in the 5-county region buy or access food? For example, greater demand to buy directly from growers? A different mix of foods requested? Different types of stores shopped?
2. What opportunities do you see to better feed our region? What would be needed to make that happen?

*Attendees:*

Annette Fernholz, Earthrise Farm, Madison  
 Amy Bacigalupo, Kalliroe Farm, Montevideo  
 Kay Fernholz, Earthrise Farm, Madison  
 Mike Jacobs, Easy Bean Farm, Milan  
 Sue Roisen, Lac qui Parle Vineyard, Dawson  
 Kevin Roth, Moonstone Farm, Montevideo  
 Emily Wittnebel-Schlieman, free range poultry, Dawson  
 Amber Amdahl, SHIP  
 Richard Handeen, Moonstone Farm, Montevideo  
 Carol Ford, Garden Goddess Produce, Milan  
 Terry VanDerPol, Red Tail Valley Beef, Granite Falls & Land Stewardship Project  
 Davis Bonk, Toad Hill Farm, Appleton  
 Oray Tangen, Morris  
 Kristi Fernholz, UMRDC  
 Ryan Pesch, U of M  
 Joy Adedeji, U of M  
 David Fluegel, U of M

***February 2017 - Food Service and Retail survey***

In early 2017, we looked at getting data from the Food Service and Retail sector. We decided to use data from a grocery store survey conducted in 2015. There were 13 grocery stores from our region that responded. We put together an almost identical survey in early 2017 and gathered feedback from schools, health care facilities, and restaurants.

For the survey questions see Appendix C.

***March 20, 2017 - Final meeting***

We held our final meeting in Milan to share our results and to prioritize our findings.

*Agenda*

- 6:00 Potluck
- 6:15 Introductions and project overview (Kristi Fernholz)
- 6:30 Research and history of local foods in our region (Ryan Pesch)
- 6:45 Choose your top two actions from each category.  
Which are the most important to pursue in this region?
- 7:25 Resources available (David Fluegel)
- 7:30 Choose what could/should be done this next year from these priority action steps
- 8:00 Open networking

*Attendees:*

Dave Willander, Granite Greenhouse  
Mike Jacobs, Easy Bean Farm  
Luke Peterson, Peterson Farms, Dawson  
Tobin Tyler, Toad Hill Farm, Appleton  
Davis Bonk, Toad Hill Farm, Appleton  
Samuel Lye, Prairie Five CAC, Montevideo  
Terry VanDerPol, Land Stewardship Project  
Carol Ford, Garden Goddess Produce, Milan  
Kristi Fernholz, UMRDC  
Hannah Tuomi, U of M Student, UMRDC Intern  
Ryan Pesch, U of M  
Anne Dybsetter, U of M  
David Fluegel, U of M

## Appendix C

### 2017 Food Survey Questions

Q1. The UMRDC, in partnership with University of Minnesota Extension and the Statewide Health Improvement Partnership (SHIP), is conducting a short survey to measure the level of interest in purchasing foods from local farmers in the region. For the purpose of this survey, “local” is defined as the five counties of Upper MN River Valley Area (Big Stone, Chippewa, Lac Qui Parle, Swift, Yellow Medicine). Please feel free to reply only those questions you are able and comfortable answering. Your individual answers will not be shared in any report, but aggregated together with other respondents.

Q2. Your name (optional)

Q3. Your organization or business

Q4. Type of food service (please select one)

1. Restaurant
2. Health care facility
3. School or college
4. Food shelf
5. Other (please specify)

Q5. On a scale of 1 to 10, how important is selling food by local farmers to you?

Q6. On a scale of 1 to 10, how important is buying food raised by local farmers to your customers?

Q7. How well does your store do at providing local foods to customers?

1. Extremely well
2. Very well
3. Moderately well
4. Slightly well
5. Not well at all

Q8. Which of the following do you buy from local farmers or producers (check Yes or No for each)?

1. Fresh fruit
2. Fresh vegetables
3. Locally raised meat
4. Locally raised eggs
5. Locally raised grains (popcorn, dried beans, etc.)
6. Local honey
7. Other (specify)

Q9. Would you like help finding or connecting with local farmers who could supply local foods to you?

1. Yes
2. Maybe
3. No

Q10. If yes to the previous question, which products would you like assistance in sourcing?

Q11. Do you think there are regulatory barriers in purchasing fresh produce directly from local farmers?

1. Yes
2. No

Q12. Do you buy fresh produce (fresh fruits and vegetables)?

1. Yes

2. No

Q13. If yes to the previous question, where do you get your fresh produce (check all that apply)?

1. Grocery distributor
2. Produce distributor
3. Food service distributor
4. Chain grocery store
5. Independent grocery store
6. Other (specify)

Q14. What percentage of your fresh fruits and vegetables do you estimate are from local producers (within the 5 counties of the Upper MN River Valley)?

Q15. Do you purchase meat?

1. Yes
2. No

Q16. If yes to the previous question, where do you source your meat (check all that apply)?

1. Grocery distributor
2. Produce distributor
3. Food service distributor
4. Chain grocery store
5. Independent grocery store
6. Other (specify)

Q17. How much of a barrier are each of the following issue to selling local foods direct from farmers? (Major barrier, minor barrier, not a barrier)

1. Negotiating a purchase price
2. Negotiating amount and delivery times
3. Reliable delivery
4. Meeting local farmers
5. Maintaining shelf-life of local foods
6. Low customer interest
7. Purchasing enough to fill shelves
8. Knowing how long an item is available
9. Other (specify)

Q18. Which of these issues is the most significant challenge for you (check one)?

1. Negotiating a purchase price
2. Negotiating amount and delivery times
3. Reliable delivery
4. Meeting local farmers
5. Maintaining shelf-life of local foods
6. Low customer interest
7. Purchasing enough to fill shelves
8. Knowing how long an item is available
9. Other (specify)

Q19. What other comments would you like to share related to buying locally grown food?

Q20. Who else do you recommend in the Upper Minnesota River Valley region to fill out this survey?