

Marketing Potential for Local Producer to Restaurants in Jackson, Lenawee, Monroe, Washtenaw and Wayne Counties

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June 2006



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Executive Summary

As manufacturing jobs decline in Michigan, it is increasingly important to create avenues of economic growth in other industries throughout the state. Agriculture is the second largest industry in Michigan and is a logical area to focus economic programs towards. Therefore, an assessment of the opportunities and barriers involved in the exchange between farmers and local restaurants has been conducted. The following report outlines information gathered from personal interviews, focus groups, surveys, literary review and analysis of programs throughout the United States to provide a background from which an economic development plan can be derived.

The five county area of Jackson, Lenawee, Monroe, Washtenaw and Wayne Counties has been the focus of this study. Focus groups, individual interviews and surveys were conducted with restaurant owners, managers and chefs to gain a better understanding of purchasing practices, as well as, in buying products from local farmers.

Obstacles restaurants face in purchasing locally include:

- Lack of knowledge about product availability
- Not knowing how to find farmers
- Inconsistent pricing
- Not enough product to meet demand
- Delivery difficulties
- Lack of consumer education

Those who are purchasing locally indicate they do so because they get a better tasting product, and have a personal desire to support local agriculture. Many respondents indicated they desired a personal relationship with the farmers and felt a sense of responsibility to the community. Thus the social fabric of the communities they live in is strengthened through the farm to restaurant relationship.

In addition to research conducted in the five county area, similar studies conducted by Iowa State University, Michigan Land Use Institute, University of Massachusetts Lowell and University of Nebraska were reviewed to provide a well-rounded understanding of barriers in the farmer to restaurant relationship. Some of the obstacles facing farmers as identified in the studies included: not knowing how to market product, lack of understanding pricing, difficulty finding new customers, and lack of dependable market. Similarly, restaurants identified obstacles as: a lack of consistent supply, lack of knowledge about product availability, time consuming (difficult to order from many farmers when you can order from one large supplier), and higher price.

The results of research conducted in the five county area and that conducted by others around the country are very similar. To overcome barriers, non-profit groups such as The Vermont Fresh Network, Farm to Chef Express in New York, New Hampshire Farm to Restaurant Connection, and Hancock County Buy Local Eat Fresh Campaign in Maine have formed. These organizations assist with supporting the farm to restaurant relationship by: providing marketing avenues, establishing delivery routes, taking orders from restaurants, and distributing product availability lists on a weekly basis. In addition, they create avenues for networking through sponsoring dinners at restaurants using local products and hosting farm tours, as well as promoting consumer education on importance of buying locally.

Research indicates that a support network is needed in Southeast Michigan, which will link farmers to local restaurants. This group can provide guidance, networking opportunities, marketing and distribution capabilities to enhance the economic potential of the farm to restaurant relationship. As manufacturing jobs continue to decline in the region, it is increasingly important to find new and innovative ways to stimulate the economy. Supporting the farm to restaurant connection will result in a larger portion of the food dollar staying in the local economy, where its benefits will impact the entire community.

Part I: Literary Review

An exhaustive literary review was conducted in effort to gain a better understanding of the work being done in the farm to restaurant arena. While the amount of information on the subject was limited, the following provides a summary of information gathered from books, journal articles and case studies discussing the challenges of implementing farm to restaurant programs.

Current Situation

As the days go by, we become increasingly aware of the loss of farmland in rural communities across the United States. Areas experiencing rapid growth are also experiencing a decline in farmland, as farming is no longer able to compete with development. Often perceived as a rural, not an urban issue, food issues get pushed to the side by local and federal governments. Many civic leaders have forgotten the influence local food has, in the importance of economic stability to a community.¹ A number of individuals recognize that “greater local food sales could help the agricultural industry survive, and even thrive, in the face of population growth and development.”² So how did we get so far off track?

In an article published in 2004 in *Planning* magazine, John Hoffman, of the North Carolina Department of Agriculture indicates “up until the 1970s the majority of



Photo: slowfoodhuronvalley.com

the food you ate was fresh, seasonal and came from within a 50-mile to 100-mile region.”³ However, improved technology in terms of food preservation and transportation has allowed us to become an increasingly global economy as it relates to food production and consumption. As food travels on average some 1500 miles, the portion of the food dollar returned to the farmer is reduced, when it becomes consumed by fuel, shipping, and distribution costs. In fact, “the share of the consumer’s food dollar that trickles back to the farming community has plunged from

over 40 cents in 1910 to just above 7 cents in 1997.”⁴ Thus making it difficult for the family farm to survive. The loss of family farms of the past has resulted in the

¹ Pothukuchi, Kameshwari & Kaufman, Jerome L. (2000). The food system: A stranger to the planning field. *Journal of the American Planning Association*, 66 (2), 113. Retrieved May 26, 2006, from ProQuest database.

² Krieger, Douglas. (2006). *Locally Grown Food: Let's Put Some on Every Plate* (Report to Taste The Local Difference Select Northwest Michigan). Traverse City, MI: Michigan Land Use Institute.

³ Terreri, April. (2004). The Food Pipeline. *Planning*, 70 (3), 4. Retrieved May 26, 2006, from ProQuest database.

⁴ Halweil, Brian. (2002). *Home Grown: The Case For Local Food In A Global Market*. Washington, DC: Worldwatch Institute.

degradation of the “economic health of entire communities,” in addition to a loss in social networks once deeply rooted throughout the community.⁵

So how is the local food system rebuilt? In his book *Home Grown: The Case For Local Food In A Global Market*, author Brian Halweil suggests the local farming community must reclaim retail sectors of the food industry for locally grown foods. As this is an area which he believes holds tremendous profits for traditional farmers. While rebuilding the local food system requires crop diversity, the advantage of growing a wide range of crops for local use is that more money stays in the community longer.

“Money, jobs and food hemorrhaging out of local economies is not a new trend, but it has been a growing one over the last century, as farms become increasingly specialized and more and more services are performed off the farm. As food is shipped long distances, less of the value of that food tends to be retained locally; the shipping, processing, packaging and retailing of the food assumes greater importance than the food itself.”⁶

Others have recognized the benefits locally produced food has on the economy as well. In an article published by Mary B. Gregoire et al, the authors made the following statement “alternative marketing of produce by local growers through direct sales to schools and restaurants can increase producers’ profits.”⁷ In addition to financial benefits, locally produced food is being recognized as a way to solve social problems as relationships within the community are reestablished and the social fabric is restored.⁸

Over the past five years, there has been a growing movement across the United States in which the demand for locally grown foods is increasing. Post 9/11 concerns with how food is grown and access to food in times of crisis are receiving increased media attention, creating an emphasis on the importance of locally grown food. In addition to food security concerns, an increase in fuel costs and concern over greenhouse gas emissions have furthered the interest in locally grown foods even more. Finally,



Photo: farmtochefexpress.com

⁵ Norberg-Hodge, Helena et al. (2002). *Bringing the Food Economy Home Local Alternative to Global Agribusiness*. Bloomfield, CT: Kumarian Press, Inc.

⁶ Halweil, Brian. (2002). *Home Grown: The Case For Local Food In A Global Market*. Washington, DC: Worldwatch Institute.

⁷ Gregoire, Mary B., Arendt, Susan W., & Strohbahn, Catherine H. (2005). Iowa Producers’ Perceived Benefits and Obstacles in Marketing to Local Restaurants and Institutional Foodservice Operations. *Journal of Extension*, 43 (1).

⁸ Norberg-Hodge, 2002.

independently owned restaurants struggling to compete with national chains have found that featuring locally grown foods is an excellent way to attract interest in their restaurant, while supporting the local economy.

As manufacturing jobs are lost and Michigan's economy struggles, it is increasingly important to retain the food dollar within the local economy. Therefore it is important to consider the perceived and real barriers producers, as well as consumers, are faced with in the farm to restaurant relationship.

Obstacles Facing Farmers

Iowa State University conducted a study in 2003 in which producers were questioned about the type of produce they sold, whom they sold to and why they stopped or never started selling to food service operations. 560 producers were surveyed, with 195 responding to the questioner. "Producers indicated that tomatoes, onions, and peppers were the most frequent types of produce sold.



Meat items, such as chicken, ground beef, ground pork, and ham were items least sold."⁹

Just over 50% had sold or were currently selling to foodservice operations at the time surveyed and were using direct marketing or farmers markets as a way to market their products. Producers who had never sold to local foodservice operations indicated the following as perceived barriers "buyers were not receptive and/or they could not produce the quantity, year-

round availability, color and size of produce needed by the buyer." They also indicated a lack of knowledge about regulations on their part and that of the purchaser as a reason they were not selling to foodservice establishments.

Other obstacles that were identified in the study included "lack of a dependable market, ability to change price for a product, communication with the food buyer and ability to produce needed quantity."¹⁰ While, producers who were currently selling or had sold in the past to foodservice operations indicated significantly different barriers than those perceived by their counterparts, there were three barriers perceived as the greatest threat to those who were not currently serving the foodservice industry. These included: "local and state regulations, knowledge of restaurant's/foodservice's purchasing practices and ensuring a safe food supply."¹¹

⁹ Gregoire, Mary B., Arendt, Susan W., & Strohbahn, Catherine H. (2005). Iowa Producers' Perceived Benefits and Obstacles in Marketing to Local Restaurants and Institutional Foodservice Operations. *Journal of Extension*, 43 (1).

¹⁰ Gregoire et al, 2005.

¹¹ Gregoire et al, 2005.

In a similar study published in 2006 by Michigan Land Use Institute, *Taste the Local Difference in Northwest Michigan*, growers indicated “they need help finding new customers; assistance with business issues and pricing decisions; and less restrictive federal, state, and local regulations to increase their local sales.”¹² It is important to note that “production capacity is not a constraint for many food products” as local producers were able to grow enough variety to meet local demand.¹³

Both studies identified the farmer’s need for assistance in identifying new markets and promoting themselves to become part of the local food system. In addition, the importance of having a diversified product appears to be essential in being successful in the local realm. However, understanding both perceived and real barriers, on the part of the producer as well as the consumer, appears to be essential to developing a model that will be successful in fostering relationships between farmers and restaurants.

Obstacles Facing Restaurants

A Farm to Restaurant Marketing Study, conducted by the University of Massachusetts Lowell was done in partnership with several other organizations. The study examined how to establish a relationship with immigrant farmers and ethnic restaurant owners and was published in January 2003. Of the 22 restaurant owners interviewed, 75% indicated they would “buy from a farmer if quality, freshness, reliability, and decreased delivery time were guaranteed.”¹⁴ Just over half of the owners said they would be willing to pay more if the aforementioned items were met. Quality and freshness were indicated as the most important things, while 58% believed “it is important to support local agriculture.”¹⁵ It is important to note that this study found “price is of primary importance when there is of lack of education about what is available and why it is advantageous to buy locally.”¹⁶



That same year, University of Nebraska – Lincoln published a study in which Chefs Collaborative Members indicated obstacles they faced when purchasing locally grown foods. The following list of barriers, is taken from the report published in June 2003:

¹² Krieger, 2006.

¹³ Krieger, 2006.

¹⁴ Crumbly, Cathy. (2003). Farm to Restaurant Marketing Study: Opportunities for the Newcomer Community to Participate in Restaurant –Supported Agriculture (Federal-State Market Improvement Grant Proposal Final Report). Lowell, MA: The Center for Family, Work and Community & The Lowell Center for Sustainable Production, University of Massachusetts Lowell.

¹⁵ Crumbly, 2003.

¹⁶ Crumbly, 2003.

- A. “Distribution and Delivery – getting the right product in the right quantity to the right place at the right time.
- Consistent availability
 - Reliable Supply
 - Availability and knowing what locally grown products are available in their area
 - Complicated ordering
 - Too many purveyors (establishments want fewer invoices to pay)
- B. Competitive or Pricing Comparable to Other Purveyors”¹⁷

It is important to note of those Chefs Collaborative Members surveyed, only 11% indicated seasonality as an obstacle, which may be due to the fact that those sampled featured locally grown products on a seasonal menu.

In addition to looking at barriers farmers are faced with, the Taste the Local Difference in Northwest Michigan group also looked at barriers restaurants face when purchasing locally grown foods. Restaurants indicated that they believe it is important to provide locally grown food because it is fresher, and their customers like it. In addition, by offering these products, they are helping the local economy. In a survey conducted of restaurants and stores, the perceived barriers are “unpredictable availability; higher price; inconsistent quality’ seasonal availability; inadequate storage, delivery and packaging; and inadequate quantity. In spite of a concern about higher prices, a majority of stores and restaurants seem willing to pay a modest premium for locally grown foods.”¹⁸ While both stores and restaurants indicated the previously mentioned barriers were important, restaurants put more emphasis on the importance of each barrier.

Finally, in a study conducted by Cornell University and Cornell Cooperative Extension of New York City, approximately 65 restaurants were interviewed. They were asked questions about type of food purchased, where it was purchased from, needs in terms of quality and supply and willingness to purchase locally. They found “restaurants are reluctant to place an order from the farmers unless they see the product. The farmers are reluctant to raise the crop until they have a commitment from the buyer.”¹⁹

Again the real and perceived barriers remain consistent in the restaurant group across several studies. In addition to the restaurant surveys indicating some consistent concerns, there were several issues perceived as barriers found on

¹⁷ University of Nebraska – Lincoln. (2003). Approaching Foodservice Establishments with Locally Grown Products (Report to The North Central Initiative For Small Farm Profitability). Lincoln, NE: Food Processing Center, Institute of Agriculture and Natural Resources, University of Nebraska – Lincoln.

¹⁸ Krieger, 2006.

¹⁹ Sustainable Agriculture Network. (2003). *Marketing Strategies for Farmers and Ranchers*. Retrieved May 24, 2006 from <http://www.sare.org/publications/marketing/marketing.pdf>.

both the producer and consumer sides of the relationship. These include: price, size, availability, and quantity of the locally grown product. Therefore, it is important to address these issues with both the producer and consumer.

Successful Programs

While there may be concerns surrounding price, size, availability and quantity of locally grown products, flexibility has proven to be a key to success in the farm to restaurant relationship. A restaurant owner in Vermont who strives to serve 100% locally grown products on his menu and features the farmers on the cover, highlights safety regulations, lack of crop diversity, and influence of global food brands as some of the greatest obstacles to overcome. While most diners work with less than five suppliers, Tod Murphy works with at least thirty-five suppliers and expects that number to continue to increase.²⁰ While ordering supplies is no small task, the commitment Mr. Murphy has made to serving locally grown foods is something he values and he is willing to sacrifice the convenience of ordering from large suppliers to put a better product on the table.



Photo: whitedog.com

Others are following suit. In Philadelphia, the White Dog Café encourages their patrons to demand local foods and discusses the advantages of purchasing locally on their menu. Along with educating their customers on the benefits of local food, White Dog Café sponsors tours of area farms, and hosts a Farmers Sunday Supper and Dance of the Ripe Tomatoes in the fall. “Its social action agenda includes serving customers, the community, the earth and each other. ‘We work to leave things better than we found them.’”²¹ Indeed, many who are promoting locally grown foods in their restaurants share these sentiments. This is also evident in New Hampshire, where chefs encourage their servers to visit local farms; so that they can become better educated and able to tell their patrons about the food they are eating.²²

Restaurants in Ohio, Michigan, New York, Oregon and California are featuring locally grown products as a way to set themselves apart from the competition. In addition, they are able to provide a better tasting product to the consumer. “Alice Waters of Berkeley, Calif. Was the pioneer restaurateur who, 30 years ago, first

²⁰ Halweil, Brian. (2004). *Eat Here: Reclaiming Homegrown Pleasures in a Global Supermarket*. Washington, DC: Worldwatch Institute.

²¹ Wicks, Judy. (2002) Philadelphia café serves flavor and sustainability. *In Business*, 24 (3), 16. Retrieved May 26, 2006, from ProQuest database.

²² Stoddard, Carolyn L. (2006). Small farms having an impact on N.H. restaurants' tables. *New Hampshire Business Review*, 28 (8), 36. Retrieved May 26, 2006, from ProQuest database.

hit the back roads around the Bay Area to forage among local farmers and food artisans, getting them to supply top-quality organic edibles for her seminal restaurant, Chez Panisse. Now in cities everywhere, there are restaurants following Alice's steps, providing a market for more and more local producers."²³

Across the country, restaurant chefs are increasingly aware of the benefits of locally grown foods, including the freshness and improved taste. "The main appeal is the good-and-good-for-you freshness of having local goods delivered to you right from the field at prime ripeness. But a close second in appeal is knowing these farm families personally and realizing that buying from them makes you part of an economic loop that sustains your community."²⁴ Certainly the farm to restaurant relationship is not limited to a better, fresher product on the table. As it also fosters



a sense of community that many indicate they desire. "Once again we're beginning to see the value of what sales people call 'relationship marketing.'"²⁵

Those who are involved in the farm to restaurant relationship recognize the value and importance it holds. Even the planning commission of Hancock County Maine has joined the local food movement. Hancock County promotes a Locally Grown Foods Project in which they are encouraging relationships between area chefs and local farmers in effort to stimulate entrepreneurial opportunity within the community. For over six years they have worked to support this relationship by creating a regularly updated brochure, listing all restaurants who buy locally grown food and where they are located. In addition, they have established a delivery route to help farmers get their produce from the farm to restaurants. These efforts combined with local land trusts are all done to preserve the community and act as a reminder that "our actions as consumers do make a difference."²⁶ While many farmers do not have the time to market their product or explore new endeavors, those who have become a part of the local food network have found a plethora of opportunities.

²³ Eaters of the World, Unite. (2002, November 27). *Colorado Springs Independent* [Colorado Springs], p. 15. Retrieved May 26, 2006, from ProQuest database.

²⁴ Eaters of the World, Unite p.15.

²⁵ Poitras, Ron. (2000). Viewpoint. *Planning*, 66 (9), 50.

²⁶ Hancock County Planning Commission. *Hancock County Locally Grown Food Project*. Ellsworth, ME: Retrieved May 30, 2006 from http://www.healthyhancock.org/healthy_eating/LGFPrGDesc.htm.

Part II: Summary of Focus Group Findings

Focus groups were held with restaurant owners, managers and chefs in both Jackson and Ann Arbor to identify barriers they are faced with when purchasing local products. Restaurants for the focus groups were selected at random. Focus group questions and responses for each group can be found in Appendix I – III.

A series of questions were asked at each focus group, intended to spur discussion and provide insight as to purchasing habits, willingness to purchase locally, and identify desired attributes of locally purchased products. Findings across the two groups were similar, with both groups indicating a strong desire to learn more about local buying opportunities.

Current Barriers

The first part of the focus group discussion was designed to identify existing barriers in purchasing from local producers. In the Ann Arbor focus group, two



restaurants represented were currently buying from local producers, while the others were not. In Jackson, only one restaurant buys locally but they do so through the farmers market down the street. Of those who were not currently purchasing from local producers, the main reason cited was lack of knowledge including; not knowing who to contact, and what types of products are available. The restaurants that are purchasing locally indicated flexibility on both sides of the relationship as the key to success.

They also mentioned that it is important to have a back up plan in case the farmer is unable to provide the desired product.

In terms of availability, those purchasing locally indicated concerns about not having enough suppliers to meet demand and complained of inconsistent prices amongst the farming community. Customers want fresh, good tasting food but restaurants can't charge more for it. Therefore, there needs to be some consistency in pricing so that restaurants can afford to buy from local producers without increasing price of end product.

Finally, restaurants indicated they would like to see more customer education taking place in terms of importance of purchasing local food. They feel customers educated about the benefits of local food would then come into the restaurant asking if items were locally grown and they would recognize the value of the product.

Food Gaps

Restaurants were asked to identify foods that they would like to purchase locally that they are not currently buying. Seasonal produce received the greatest response, with mention that they would like to buy vegetables like salad greens, and tomatoes year round, locally. Several restaurants in Jackson who are not currently buying locally indicated they would like to purchase meat eventually but would prefer to start with buying seasonal produce.

Contrary to our initial assumption, restaurants in the focus group would prefer to receive produce whole, for preparation later. Produce is typically delivered daily to the restaurants in the two groups, however, it was mentioned by several that they would be willing to get delivery of fresh produce 1-3 times per week if that was more reasonable for the farmer. In terms of flexibility with frequency of delivery, storage space seemed to be the biggest obstacle.

Opportunities

Both focus groups indicated a strong desire to interact with local producers. They do not use the Internet or fax, rather they typically place orders in-person or over the phone and would like to continue doing so with farmers. Roger Bowser of Zingerman's Deli in Ann Arbor indicated that if restaurants communicate with producers and express commitment to buying locally then producers are more comfortable with growing products that restaurants use.



Several suggestions were made to help foster the farm to restaurant relationship and include:

- Create a meeting place where farmers and restaurants can get interact and exchange information.
- Create a marketing arm for interaction between farmer and restaurant to help foster connection and distribute information on availability of products.
- A newsletter would be useful for those who are busy and can't attend events & could also distribute information on availability this way.
- Internet might be nice to look up information, but would not be primary source, as they often don't have time to use computers.

Part III: Survey Selection

Based on information gathered during the focus groups held in Jackson and Washtenaw counties, a survey was designed to further investigate the barriers that exist in the farm to restaurant relationship. A copy of the survey and detailed results can be found in Appendix IV – V. The mailing list for the restaurant market analysis survey was selected based on a list of restaurant owners and managers obtained by Food Systems Economic Partnership from the CS Mott Group. This list contained over 3,000 names and addresses of restaurants in the five county area, which was then narrowed down by removing national chain restaurants and duplicate entries. In addition, participants of the focus groups were removed from the mailing list.

After deletions from the original list were made there were 97 restaurants in Jackson County, 75 restaurants in Lenawee County and 87 restaurants in Monroe County. Washtenaw County had 261 restaurants listed, while Wayne County had 1167 restaurants remaining on the list. The restaurants in Washtenaw and Wayne Counties were then sorted based on volume of sales after which a research randomizer²⁷ was used to select restaurants for each of the four sales categories. Forty restaurants were selected in three categories for Washtenaw County, while thirty restaurants were selected in four categories for Wayne County. A total of 500 surveys were mailed out across the five county region. The following table indicates number of surveys sent per sales bracket for each county.

Table 1 – Surveys Mailed by County

County	Volume: Less than \$500,000	\$500,000 to \$1 million	\$1 million to \$2.5 million	\$2.5 million +	Total # of Surveys Mailed
Jackson	73	17	8	-	98
Lenawee	54	14	7	-	75
Monroe	54	15	18	-	87
Washtenaw	40	40	40	-	120
Wayne	30	30	30	30	120
Total	251	116	103	30	500

²⁷ Research Randomizer. Available from the World Wide Web at: <http://www.randomizer.org>. Accessed on June 14, 2006.

Part IV: Survey Results

Fourty six surveys were compiled and represented the five counties as follows: Jackson County 37%, Lenawee 11%, Monroe 4%, Washtenaw 17% and Wayne 13%. Additional surveys were completed by chefs, managers or owners from other counties outside of the five county area and contributed to 17% of total surveys completed.

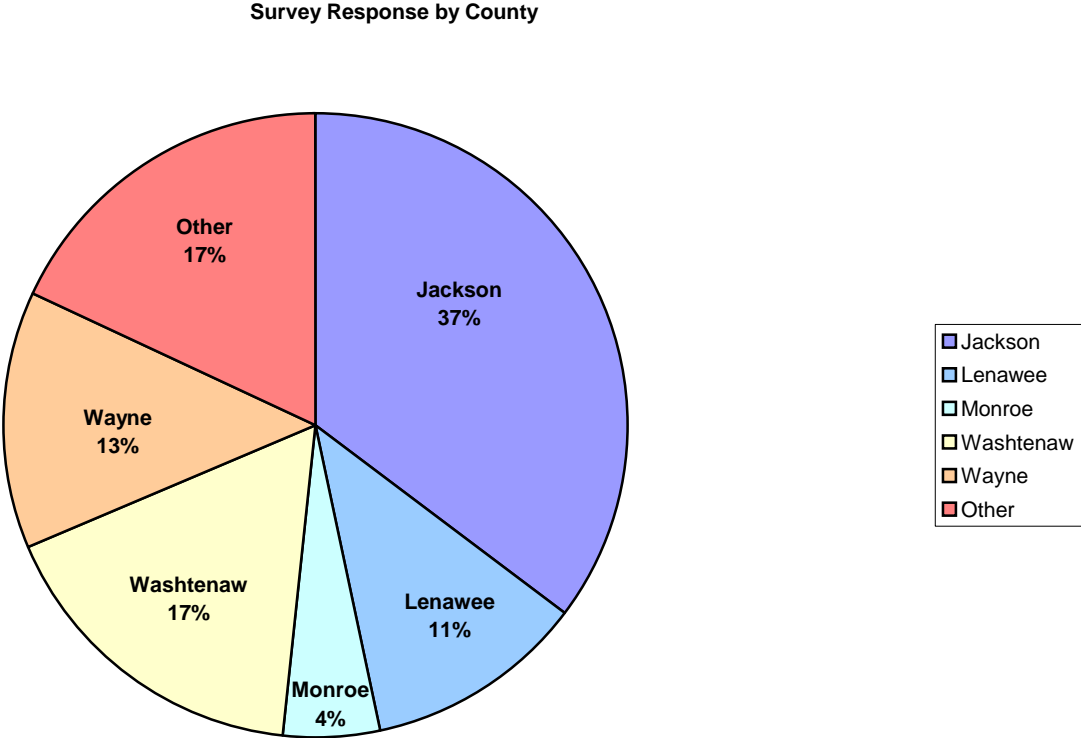


Figure 1: Percent Response by County

The majority of respondents were owners 46% and chefs 30% who had held their position for just over 11 years and made the food purchasing decisions for the restaurant. Of the respondents, 41% were Casual/Family Style restaurants, 22% were Upscale full service restaurants and followed by café, caterer and other categories comprising the remainder of respondents.

Table 2 – Respondents by County

	Jackson	Lenawee	Monroe	Washtenaw	Wayne	Other	Total
Chef	2	0	0	3	3	6	14
Owner	12	3	2	1	3	0	21
Manager	3	1	0	4	0	0	8
Other	0	0	0	0	0	2	2
Length of Time in Position	10 years	11 years	29½ years	7½ years	18 years	8 years	11 years

An overwhelming number of restaurants purchase their food for preparation whole and fresh. The items most frequently purchased frozen were Chicken and Fish among those surveyed. Of the items obtained for food preparation, the majority, were purchased through large wholesalers or local distributors with only six restaurants purchasing at local farmers markets or directly from the farmer.

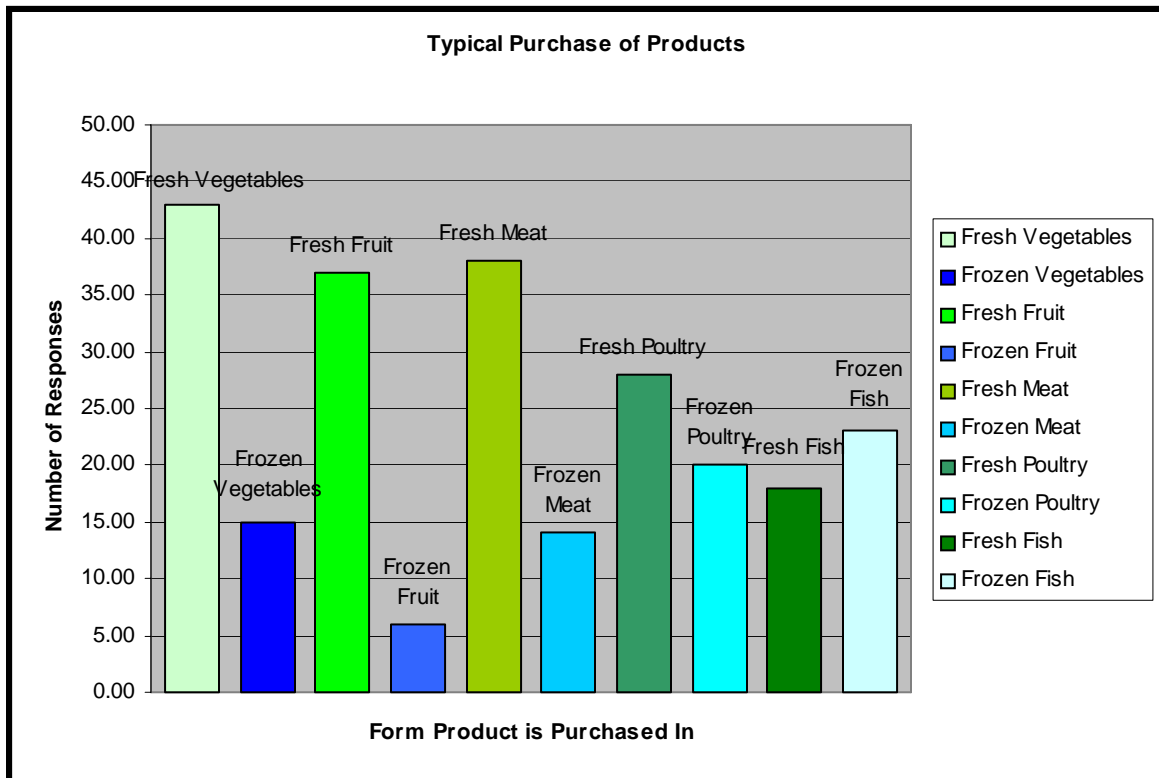


Figure 1 – Products Purchased

The survey asked respondents to list the various sources they obtained food products from. More than one answer could be selected and the following chart evaluates answers based on response per county. It is important to note that Monroe County only returned two surveys. The chart indicates that restaurants in Washtenaw and Wayne counties are more likely to purchase from Farmers Markets or directly from the local farmer.

Table 3 – Place of Purchase

	Jackson	Lenawee	Monroe	Washtenaw	Wayne	Other
Large Wholesaler	88%	80%	50%	75%	67%	75%
Local Distributor	71%	60%	50%	75%	83%	75%
Farmers Market	12%	0%	0	38%	17%	13%
Local Farmer	6%	0%	50%	13%	17%	25%

Respondents indicated that they typically ordered products either by phone or in-person and would like to continue to do so when purchasing from a farmer. Only three people indicated they would like to purchase from a farmer using the fax machine or e-mail and one person indicated they would use the Internet. This may be a result of the desire that many have expressed, to have a personal relationship to the farmer.

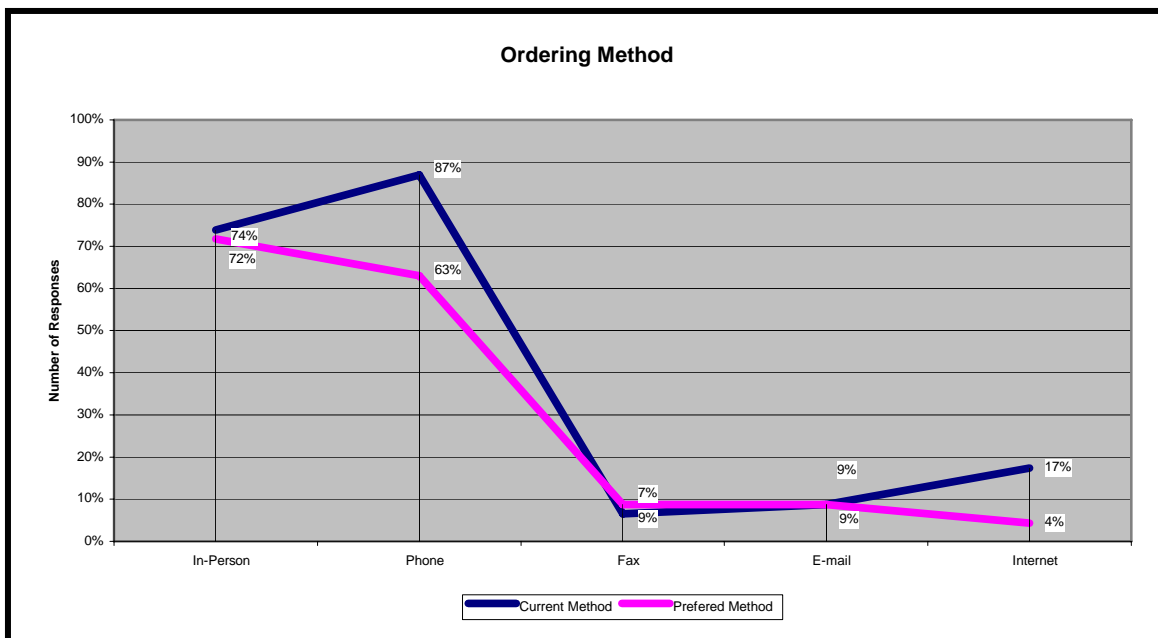


Figure 2 – Current and Preferred Ordering Method

The products most frequently purchased from distributors and local farmers include: Vegetables 78%, Fruit 46% and Eggs 35%. These findings are consistent with the responses to the question of what type of products would the restaurant like to purchase from a farmer. While fruits and vegetables are both items that are prevalent in Michigan, there are a number of barriers, perceived and real, that are preventing restaurants from purchasing from local farmers.

Barriers identified in survey include:

- Lack of time
- Inconsistent product
- Not knowing how to find farmers who sell produce
- Lack of information about products available
- Not enough fresh vegetables available to meet demand/limited availability
- Inconsistent pricing of products
- Fear about safety, cleanliness of product
- Lack of a central source to obtain products from

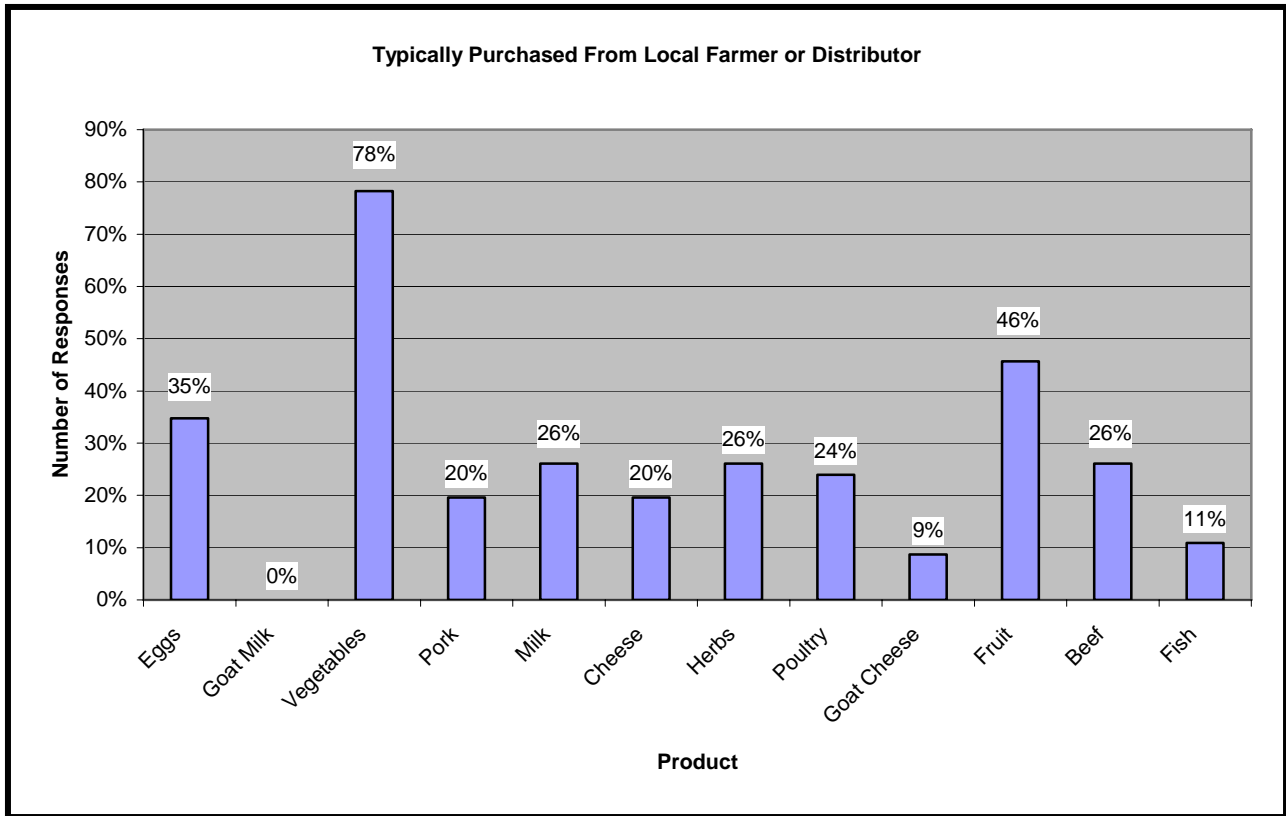


Figure 3 – Products Typically Purchased

Of those surveyed, 43% indicated they are currently purchasing local, fresh produce and meats with an additional 26% indicating they would be interested in sourcing foods directly from a farmer. As one of the barriers that was indicated in both the focus groups and surveys was a lack of knowledge about products available, the following question was asked: What type of activities would be beneficial to you in purchasing more local foods? Over half of the respondents indicated a newsletter would be useful, and another 46% indicated they would benefit from informational meetings or gatherings with local farmers. Of the 46 respondents, only 35% indicated they would be interested in a website.

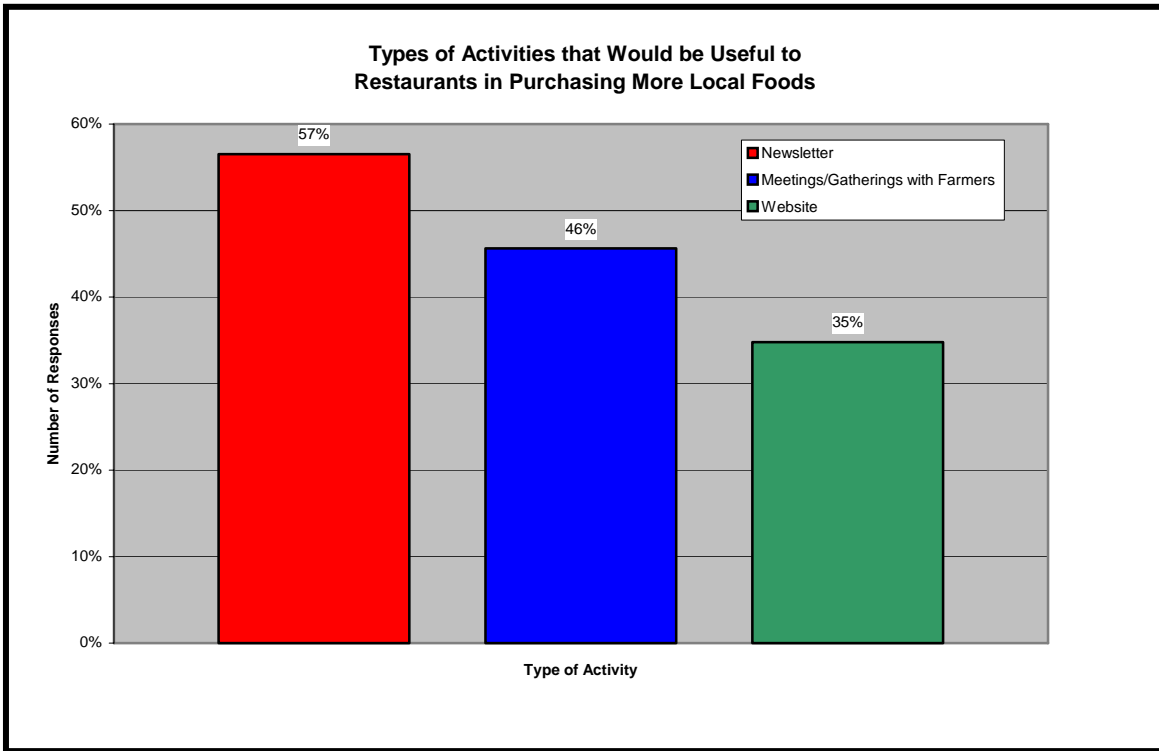


Figure 4 – Preferred Activities

As was indicated in the literary research and focus groups, a program that provides education and creates opportunities for restaurants and farmers to interact is needed. The barriers, restaurants face in purchasing local products can be overcome. A number of non-profit organizations have sprung up across the country to aid in fostering the farm to restaurant relationship. These groups can provide a basis from which a similar model can be developed for use in Southeast Michigan.

Part V: What Others Are Doing

The Vermont Fresh Network²⁸

Established over ten years ago, the Vermont Fresh Network was the first statewide farm to restaurant program in the country. Originally established under the guidance of the Department of Agriculture, it is now an independent non-profit organization with over 200 members. Membership requires a “handshake agreement” between farmers and restaurants. For a farmer to be a member a fee of \$30 is charged and there must be one agreement with a restaurant. For restaurants to gain membership, they must pay a \$50 fee and have agreements with three farmers. Finally, producers may join for a fee of \$100, in addition, they must have agreements with three farmers and three restaurants.

In return, the organization organizes the Fresh Network Forum, an event that allows for farmer and restaurant interaction. Food tasting and lectures comprise the framework for the event and allows for participants to learn more about local food. In addition, they sponsor farmers’ dinner series, in which farmers who produce food sold in restaurants, share their story with diners. The dinner series is held at least monthly, and sometimes as often as twice a month.



In addition to increasing education of locally grown foods, the Vermont Fresh Network has designed a logo that creates brand recognition for customers. Restaurants selling locally grown foods use this logo on their menus and in their store windows as a mark of commitment as well as brand identification. The organization also supports a website that allows farmers to update information on available products and chefs to access the updated lists. Finally, the Vermont Fresh Network has partnered with other organizations to increase public awareness, most recently sponsoring food for a public radio picnic event.

Farm to Chef Express – New York²⁹

Like the Vermont Fresh Network, the Farm to Chef Express promotes the farm to restaurant relationship. Established in 2004, the goal of the organization is to link farmers to chefs in New York City. In the twelve month period from June 2004 – May 2005, over \$150,000.00 of farm products had been sold to restaurants. In the summer of 2004 there were 7 farms selling to 6 restaurants, one year later there were 17 farms selling to 14 restaurants. Membership into the nonprofit organization requires an initial fee of \$40. After the first \$500 in sales, an

²⁸ Vermont Fresh Network. Available from the World Wide Web at:
<http://www.vermontfresh.net/index.php>. Accessed on June 21, 2006.

²⁹ Farm to Chef Express Farm to Chef Express. Available on the World Wide Web at:
<http://www.farmtochefexpress.org>. Accessed on May 11, 2006.

additional membership fee of \$60 is charged. Each subsequent year, members pay an annual \$100 fee.



Farm to Chef Express

Linking New York Farmers with New York City Chefs

The benefits Farm to Chef Express provides to farmers and restaurants differ and include:

Services For Producers:

- Markets farms and products to chefs in New York City
- Assists farmers with pricing, packaging, quality standards & chef's expectations
- Provides chefs with information on products available – weekly
- Provides packing slips for orders & assists with transportation of products from farm to restaurant
- Features farm on Farm to Chef Express Website

Services For Chefs:

- Coordination of order between chef and farmer
- Reliable delivery
- Access to products in three counties north of New York City
- Arrange farm tours
- Promotional materials & listing on Farm to Chef Express Website
- Education and Networking Opportunities
- Provide knowledge of products – able to answer questions & address concerns

New Hampshire Farm to Restaurant Connection³⁰

Like the Vermont Fresh Network and the Farm to Chef Express organization, The New Hampshire Farm to Restaurant Connection provides marketing materials and networking opportunities for farmers and restaurants. The New Hampshire Farm to Restaurant Connection has partnered with NH Stories who own the branding logo “New Hampshire’s Own” a logo that promotes local products throughout the state.



In addition to marketing materials, the organization sponsors “Grower Dinner” several times a year at participating restaurants. They also maintain a directory of farms that sell to restaurants, as well as a list of restaurants that use local products to distribute to potential customers. To overcome the barrier of product delivery, The New Hampshire Farm to Restaurant Connection has partnered with

³⁰ New Hampshire Farm to Restaurant Connection. Available from the World Wide Web at: <http://nhfarmtorestaurant.com>. Accessed on May 12, 2006.

UPS in which members receive a reduced rate when shipping products from the farm to the restaurant. The discount based on the volume shipped each month, has enabled farmers to deliver products to restaurants in a more timely fashion.

Part VI: Conclusion

Research has indicated through literary review, focus groups and survey conduction that a program that works to link farmers with restaurants is beneficial in a number of ways. When products are sold in the local community, the farmer profits by receiving a greater portion of the food dollar and the local economy is strengthened. In implementing programs for the farm to restaurant network, it is important to keep several things in mind. Education of the consumer, farmer and restaurant will be essential in creating a market for locally grown food. In addition, fostering the relationship between all parties will be necessary to create a social fabric that is valuable to those who are part of the local food community. Finally, as model plans are developed, it is important to be aware of and understand the perceived and real barriers facing those on both sides of the relationship. Addressing these key components and continual reevaluation of the program will be required as the farm to restaurant link is established.

Appendix I - Focus Group Questions

Part 1 – Current Barriers

1. Do you currently source foods directly from farmers? If so, which ones?
2. How would you characterize your experiences of buying local foods currently?
3. What are some of the problems you may have had with purchasing locally?
4. Are there specific things that make the transactions cumbersome for you?
5. How might the farmer suppliers better structure their business to make transactions easier with you?
6. If you do not currently source foods directly from local farmers do you want to?
7. How do you typically order food? Fax, phone, online?
8. How would you like to order food from farmer?

Part 2 – Food Gaps

1. Are there any foods you'd like to purchase locally that you don't? If yes, which ones?
2. What barriers prevent you from purchasing this food locally?
3. Are there specific attributes in these local foods you desire such as organic, free range, etc?
4. What volumes of these foods might you be looking for?
5. Is there a specific price point you would want the food to meet?
6. What form would you like these foods delivered? Washed, sliced, diced, unprocessed?
7. How frequently do you want delivery?

Part 3 – Opportunities

1. Would you require possible educational or networking opportunities with farmers to help forage linkages amongst you? How often would you like to gather?
2. Would a website listing farmer suppliers and contact information be helpful in locating more local foods?
3. Would a newsletter profiling a few local farmers help you make local connections for sourcing food? How often should this newsletter be published?

Appendix II - Jackson County Focus Group Responses

Jackson County Focus Group for Restaurant Owners, Managers & Chefs
Held Monday, May 22, 2006

Fay Owner 27 years Steve's Ranch

Currently purchases from Jackson City Farmers Market & buys as much seasonal produce as possible – often several carloads. This arrangement has worked well but is time consuming & she would like less hassle but still good product.

Often gets honey from a local producer – she just calls when she needs something and that has worked out well.

Used to buy from farmers who came around with trucks, but that doesn't happen anymore.

Fay wants to buy as much as possible locally, thinks it is very important & was excited to hear she could ask Cisco for local products.

Currently orders food over the phone and would like to continue this arrangement with farmer. Does not use Internet.

Is really looking for seasonal foods as much as possible. Currently gets delivery 3x per week but could accept 1x per week if farmer was not able to do more often. They have lots of refrigerator space, so space is not an issue – fresh produce priority over delivery method.

Dale, Owner 30 years Hunt Club & Michelle, General Manager 27 years of Hunt Club

Does not currently buy from local farmers.

Don't really know whom to contact, what's available - would like some help getting started on buying local foods. Is looking for produce & possibly meat.

Typically call to order food or deal with sales rep.

Typically uses 200-300 steaks per week.

Needs produce delivered whole, gets delivery 2-3 times per week but needs produce daily.

Product needs to meet market price & that fluctuates depending on the season.

Website is not useful – prefer something in person.

Would like a newsletter featuring farmers & products. Would like to see more events where restaurants & farmers were brought together.

John, Chef 5 years Bella Notte

Does not currently buy from local farmers but would like to.

Would like to get into seasonal fruits & vegetables – produce first maybe others later.

Sales rep comes in & they talk to them. Would like to establish relationship with farmer & have face-to-face contact.

Gets delivery every day on produce – needs cases delivered – would like product delivered whole & arrive in the morning. Product needs to be at market price.

Setting something up before stopping by is preferred over drop in.

John would like a website that allowed you to look up farmer & see what they specialized in – also would be nice to look up product & find source.

Liked the idea of a newsletter – thinks that opportunities to get restaurants & farmers together are great.

It is not a problem to feature seasonal foods & change menu. Problem is more knowing where to get product, who has it & when it's available.

Sue & Amy, General Manager Cascades Manor House

Does not currently buy from local farmers. Would be interested in mainly purchasing lettuces, seasonal produce.

Not purchasing locally because it's just easy to order from supplier.

Typically need cases of food – some variation in quantity with catering – would like product delivered whole.

Gets delivery once a week for everything. Delivery time doesn't matter; they are there all the time.

Very busy – farmer needs to set something up – they don't like people to show up unannounced – established day is good if time is consistent but don't stop by.

They are on-line but too busy to bother with website – would prefer face-to-face contact. They don't have time to “mess with” website. Like the idea of a newsletter. They are busy & don't have time to do a lot so events might be nice but their time is limited.

Appendix III - Washtenaw County Focus Group Responses

Restaurant Focus Group – Ann Arbor, MI
Tuesday, June 6, 2006

Jean, Owner Jefferson Market

Currently purchases local foods from several vendors including Garden Works and Tantré farms. Believes the key to purchasing local food is flexibility.

Experience has been tremendous – issues with supply and economics. Limited in how much they can charge the customer, puts restraints on what they can buy in terms of pricier/boutique items.

People don't want to pay a lot for food – they say they want fresh food but they don't understand/appreciate that there may be an increased cost. Ideal world would be one where patrons come into restaurant asking for locally grown foods.

Identified that there is some level of commitment needed on the part of the restaurant to serve local food because of the need for flexibility.

Would like to buy mosh (a lettuce) – would like anything with extended growing season in MI – veggies, veggies, veggies

Orders food on the phone – would like to continue doing ordering this way with a farmer – likes the personal relationship established with the farmer. Internet is not really used – might be nice to look up what farmer is growing but not for ordering.

Roger, Managing partner Zingerman's

Currently purchases foods from between twenty and thirty vendors.

Experience buying local foods has been awesome; he has been able to establish relationships with farmers – creating a unique opportunity. Difficulty is there are simply not enough producers to meet demand.

Difficulty in conveying to consumer the value of locally grown foods. Thinks more education needs to be done with the public.

Biggest complaint is – farmer's inconsistency in price – used example of farmers market in Chelsea vs. Ann Arbor. A² is twice the price.

Roger told a story of grasshopper in salad greens because it was fresh – sometimes little glitches but thinks that restaurant patrons need to understand where food comes from and how the price is affected – some education is needed in the public realm.

If restaurants communicate to producers that they are committed to buying local – then producers feel more comfortable in growing products restaurants use.

Organic, free range etc are buzzwords that don't necessarily mean anything anymore. Buying local is important because you are getting food where you are at.

Food is purchased fresh daily – such high volume can't store food. Hodgepodge though if farmer can only come into town once a week then they might get something delivered like that – but this is rare.

Would like networking opportunities with farmers – thinks central spot where farmers and chefs could get together would be very useful. Website is not as personal as he would like relationship to be. Might be useful for getting pointed in the right direction but not really preferred.

Would like someone to be the marketing arm for farmers who interacts with restaurants to tell them about local products that are available.

Brandon, Chef for six years The Chop House

Does not currently purchase local foods but is interested in doing so.

Would like to purchase veggies/produce

Buying local first is more important than organic, free range, etc. Others are important but locality is the most important.

Asparagus, mushrooms – use TONS – gets food delivered from distributor every day.

Currently order on the phone would like to continue doing this with farmers. Would also like to establish relationship with farmer.

Janea, Chef for one year Carson's American Bistro

Does not currently purchase local foods but is interested in doing so.

Gets produce in every single day – it would be hard to keep a lot of things for very long because of space

Food is delivered whole

Order on a daily basis on the phone – wants to continue doing so with farmer.

Appendix IV - Restaurant Market Analysis Survey

Name of Restaurant _____ City _____

1a. What is your position? _____

1b. How long have you held this position? _____

1c. Do you make the food purchasing decisions? Yes No

2. Which segment best describes your type of establishment?

- a. Upscale Full Service Restaurant
- b. Casual/Family Dining
- c. Café
- d. Caterer
- e. Other: _____

3. Which category best describes the seating capacity of your restaurant?

- Less than 50 50 – 100 100 – 150 More than 150

4. In what form do you typically purchase products for food preparation? (check all that apply)

- | | <u>Fresh</u> | <u>Frozen</u> |
|---------------|--------------------------|--------------------------|
| a. Vegetables | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Fruit | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Meat | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Poultry | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Fish | <input type="checkbox"/> | <input type="checkbox"/> |

5. Where do you typically purchase your products from? (check all that apply)

- Large Wholesaler Local Distributor
 Farmers Market Local Farmer

6. What method do you use to order these products? (check all that apply)

- In Person Phone Fax E-mail Internet

7. What method would you prefer to use when purchasing products from local farmers?
(check all that apply)

- In Person Phone Fax E-mail Internet

8. Do you currently purchase local fresh produce or meats?

- Yes No Sometimes

9. If yes, what types of products do you purchase from local farmers or distributors?
(check all that apply)

- Eggs Milk Goat Cheese
 Goat milk Cheese Fruit
 Vegetables Herbs Beef
 Pork Poultry Fish

10. What types of products would you like to purchase from a local farmer?

11. What barriers prevent you from purchasing locally?

12. If you do not currently source foods directly from a local farmer, do you want to?

- Yes No Maybe

13a. How often would you like delivery of your product?

13b. What form would you like these foods delivered in? (ex. Sliced, Diced, Whole)

13c. Are there specific attributes in local foods that you desire?(ex. Organic, Sustainably Raised)

14. When considering purchasing local foods, please rank the following on a scale of 1-6, in order of importance. (1 as most important)

- ___ Quality/Consistency
- ___ Price
- ___ Quantity
- ___ Taste
- ___ Variety of Menu Applications
- ___ Locally Grown

15. What type of activities would be beneficial to you in purchasing more local foods?

- a. Informational Meetings/Gatherings with Local Farmers
- b. Newsletter
- c. Website

16. Would you like to be listed on Michigan Integrated Food and Farming Systems' Marketline?

- Yes No

Comments:

Thank you for taking the time to complete this survey. By doing so, you're helping us better understand the interactions between farmers and restaurants.

Appendix V - Survey Results

Restaurant Market Analysis Survey	Total # of Responses	% of Total Response	Jackson	Lenawee	Monroe	Washtenaw	Wayne	Other
Total Number of Surveys	46.00		17	5	2	8	6	8
County								
Jackson	17.00	37%	17	0	0	0	0	0
Lenawee	5.00	11%	0	5	0	0	0	0
Monroe	2.00	4%	0	0	2	0	0	0
Washtenaw	8.00	17%	0	0	0	8	0	0
Wayne	6.00	14%	0	0	0	0	6	0
Other	8.00	17%	0	0	0	0	0	8
1a. What is your position								
Chef	14.00	30%	2	0	0	3	3	6
Owner	21.00	46%	12	3	2	1	3	0
Manager	8.00	17%	3	1	0	4	0	0
Other	2.00	4%	0	0	0	0	0	2
1b. How long have you held this position?	11.13		9.81	10.80	29.50	7.50	18.20	7.88
1c. Do you make the food purchasing decisions?	45.00							
Yes	43.00	93%	16	5	2	7	6	7
No	2.00	4%	0	0	0	1	0	1
2. Which segment best describes your type of establishment?	45.00							
a. Upscale Full Service Restaurant	10.00	22%	3	0	1	2	2	2
b. Casual/Family Dining	19.00	41%	9	4	0	4	2	0
c. Café	3.00	7%	2	0	0	1	0	0
d. Caterer	1.00	2%	0	0	0	0	0	1
e. Other	12.00	26%	2	1	1	1	2	5
3. Which category best describes the seating capacity of your restaurant?	45.00							
less than 50	13.00	28%	7	3	0	2	0	1
50-100	14.00	30%	6	2	1	2	1	2
100-150	8.00	17%	2	1	0	3	1	1
more than 150	10.00	22%	1	0	1	1	3	4
4. In what form do you typically purchase products for food preparation?								
a. Vegetables								
Fresh	43.00	93%	16	5	2	7	6	7
Frozen	15.00	35%	6	0	1	4	3	1
b. Fruit								
Fresh	37.00	80%	12	4	1	7	5	8
Frozen	5.00	13%	2	0	0	2	1	1
c. Meat								
Fresh	38.00	83%	13	4	2	6	6	7
Frozen	14.00	30%	7	2	1	1	2	1

Restaurant Market Analysis Survey	Total # of Responses	% of Total Response	Jackson	Lenawee	Monroe	Washtenaw	Wayne	Other
d. Poultry								
Fresh	28.00	61%	8	2	2	6	5	5
Frozen	20.00	43%	11	2	1	2	3	1
e. Fish								
Fresh	18.00	39%	4	0	1	5	4	4
Frozen	23.00	50%	11	3	0	2	4	3
5. Where do you typically purchase your products from?								
Large Wholesaler	36.00	78%	15	4	1	6	4	6
Local Distributor	33.00	72%	12	3	1	6	5	6
Farmers Market	7.00	15%	2	0	0	3	1	1
Local Farmer	6.00	13%	1	0	1	1	1	2
6. What method do you use to order these products?								
In-Person	34.00	74%	11	2	2	7	5	7
Phone	40.00	87%	13	5	2	8	6	6
Fax	3.00	7%	1	0	1	0	1	0
E-mail	4.00	9%	0	0	0	1	2	1
Internet	8.00	17%	2	1	0	1	1	3
7. What method would you prefer to use when purchasing products from local farmers?								
In-Person	33.00	72%	11	4	2	6	4	6
Phone	29.00	63%	9	3	1	7	4	5
Fax	4.00	9%	3	0	0	1	0	0
E-mail	4.00	9%	0	0	0	1	2	1
Internet	2.00	4%	0	0	0	0	1	1
8. Do you currently purchase local fresh produce or meats?								
Yes	20.00	43%	8	0	1	3	4	4
No	7.00	15%	2	2	0	1	1	1
Sometimes	19.00	41%	7	3	1	4	1	3
9. If yes, what types of products do you purchase from local farmers or distributors?								
Eggs	16.00	35%	4	2	1	2	4	3
Goat Milk	0.00	0%	0	0	0	0	0	0
Vegetables	36.00	78%	13	4	2	7	5	5
Pork	9.00	20%	4	1	1	0	3	0
Milk	12.00	26%	3	1	0	2	3	3
Cheese	9.00	20%	2	1	1	0	4	1
Herbs	12.00	26%	1	0	1	3	3	4
Poultry	11.00	24%	4	1	1	1	3	1
Goat Cheese	4.00	9%	0	1	0	1	1	1
Fruit	21.00	46%	8	1	1	4	2	5
Beef	12.00	26%	5	1	1	1	3	1
Fish	5.00	11%	1	0	1	0	3	0

Restaurant Market Analysis Survey	Total # of Responses	% of Total Response	Jackson	Lenawee	Monroe	Washtenaw	Wayne	Other
10. What types of products would you like to purchase from a local farmer?								
11. What barriers prevent you from purchasing locally?								
12. If you do not currently source foods directly from a local farmer, do you want to?								
Yes	12.00	26%	5	0	0	4	1	2
No	1.00	2%	0	0	0	0	0	1
Maybe	25.00	54%	9	5	1	3	4	3
13a. How often would you like delivery of your product?								
once a week / weekly	10.00	22%	4	0	0	2	4	0
1-2x per week	3.00	7%	1	0	0	0	1	1
2x per week	14.00	30%	5	3	1	2	0	3
2-3x per week	2.00	4%	0	1	0	1	0	0
3x per week	4.00	9%	1	1	0	1	0	1
3-4x per week	1.00	2%	1	0	0	0	0	0
2-5x per week	1.00	2%	0	0	0	0	1	0
3-5x per week	1.00	2%	1	0	0	0	0	0
5x per week	1.00	2%	1	0	0	0	0	0
5-6x per week	1.00	2%	0	0	0	1	0	0
6x per week	1.00	2%	0	0	0	0	0	1
daily	2.00	4%	1	0	0	0	0	1
13b. What form would you like these foods delivered in? (ex. Sliced, Diced, Whole)								
Whole	34.00	74%	15	5	0	6	5	3
Sliced	0.00	0%	0	0	0	0	0	0
Diced	3.00	7%	1	1	0	1	0	0
All	5.00	11%	1	0	0	1	1	2
Varies	2.00	4%	0	0	0	1	0	1
13c. Are there specific attributes in local foods that you desire?(ex. Organic, Sustainably Raised)								
14. When considering purchasing local foods, please rank the following on a scale of 1-6, in order of importance. (1 is most important)								
Quality/Consistency (n=40)	1.93	-	1.79	1.00	3.50	1.38	1.60	3.50
Price (n=41)	2.90	-	2.44	2.40	4.00	3.13	3.20	3.80
Quantity (n=39)	3.74	-	3.73	4.00	2.00	3.88	3.60	3.80
Taste (n=41)	2.29	-	2.19	3.00	4.50	1.63	1.80	2.60
Variety of Menu Applications (n=36)	3.50	-	3.46	3.80	3.00	3.88	2.60	3.00
Locally Grown (n=36)	3.83	-	3.33	5.40	4.50	3.88	2.80	3.40

Restaurant Market Analysis Survey	Total # of Responses	% of Total Response	Jackson	Lenawee	Monroe	Washtenaw	Wayne	Other
15. What type of activities would be beneficial to you in purchasing more local foods?								
a. Informational Meetings/Gatherings with Local Farmers	21.00	46%	7	2	1	4	2	5
b. Newsletter	26.00	57%	11	3	1	4	3	4
c. Website	16.00	35%	3	0	0	5	4	4
16. Would you like to be listed on Michigan Integrated Food and Farming Systems' Marketline?	37.00							
Yes	20.00	43%	7	0	0	6	2	5
No	17.00	37%	5	5	1	1	2	3

Responses to Survey Questions #10, 11, 13

Q. 10. What types of products would you like to purchase from a local farmer?

Jackson County

- milk
- mushrooms, eggs, cheese
- produce or dairy
- don't use local farmer - use Keys Produce - they get it fresh
- any to help their business
- any product that I use - keeping farmers in business is important.
- fruit – 4 mentions
- vegetables – 7 mentions
- eggs, produce

Lenawee County

- tomato & potato
- fruits & vegetables
- most products I use is not available locally

Monroe County

- vegetables

Washtenaw County

- poultry & pork
- herbs – 2 mentions
- fruit – 3 mentions
- greens
- meat – 2 mentions
- more produce - need volume, more tomatoes, fruits, salami & cured hams

Washtenaw County Continued

- vegetables – 3 mentions

Wayne County

- herbs, pork, poultry, veggies
- veg, spices, herbs & fruit
- veggies
- produce, cheese, poultry

Other Counties

- vegetables, meat, fruit
- apples & squash
- poultry, eggs, cheese & dairy

Q. 11. What barriers prevent you from purchasing locally?

Jackson County

- none avail & cost
- no idea how to make contact w. farmers. No idea products that are avail.
- information about available products
- time, safety of product
- availability, quantity, time constraints, looking for what's out there
- finding suppliers, time
- easy of use/hours of operation & where to purchase locally

Lenawee County

- not enough fresh vegetables
- consistent product – 2 mentions
- most products I use is not available locally
- time, availability, variety

Monroe County

- No responses to this question.

Washtenaw County

- lack of central source - not enough time to shop at farmers market or set up individual accounts - volume sometimes larger than supply
- limited availability & price
- management
- convenience & pricing
- delivery system
- knowledge of availability of local products

Wayne County

- season & location
- cost or location
- availability, cleanliness

Wayne County Continued

- no contact from any local farmers, I have no idea what is being grown or raised - time to research

Other Counties

- purchasing logistics - 6 chefs demands
- contacts

Q. 13c. Are there specific attributes in local foods that you desire?(ex. Organic, Sustainably Raised)

Jackson County

- taste, shelf life
- sustainably raised
- fresh as possible
- organic – 4 mentions

Lenawee County

- No responses to this question.

Monroe County

- No responses to this question.

Washtenaw County

- organic, consistency in sizing & yield
- sustainably raised – 2 mentions
- natural - depends on price

Wayne County

- quality – 2 mentions
- sustainably raised

Other Counties

- quality
- organic – 2 mentions

Acknowledgements

Food Systems Economic Partnership would like to thank the following people for their participation and contribution to this project: Matthew Horning of Jackson County Health Department, Roger Bowser of Zingerman's Deli, Chef Nick Seccia and Susan Schmidt of The Henry Ford, Focus Group Participants, Michigan State University Extension and Urban Collaborators. Thank you to Mary Zum Brunner & Murari Suvedi for feedback in creating the research methodology and survey instruments.