Strengthening Local Agriculture in Northampton

A SUMMARY AND SYNTHESIS OF THE KEEP FARMING® NORTHAMPTON PROJECT

DECEMBER 2013

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This report incorporates information gathered by the *Keep Farming® Northampton* Citizens Group. The authors of the synthesis of this information are very appreciative of these earlier studies and reports which are found in the appendix to this document.

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Executive Summary

In the fall of 2009, a group of Northampton citizens and community leaders found common ground in their concern for long-term food security for the city and the preservation of the city's history of agricultural productivity. Community leaders invited representatives of the Glynwood Center to help them address their concerns. Glynwood, a non-profit organization has developed a program called Keep Farming® to help communities strengthen their agricultural economies. Glynwood's Keep Farming® program was introduced and explained at a well-attended public meeting and adopted by the Northampton Agricultural Commission. Following that meeting, a group of volunteers coalesced to work under the auspices of the Agricultural Commission, with guidance from the Glynwood Center as *Keep Farming® Northampton* (KFN). *Keep Farming® Northampton* volunteers modified and implemented a series of surveys to gather information from Northampton farmers, consumers, restaurants and institutions. Throughout the process of data gathering, analysis and report writing, the KFN group collaborated in a variety of important ways with Smith College faculty and students.

This cumulative report was written by Smith students enrolled in a Sustainable Food Capstone course and includes a summary of previous reports on the farmer, consumer, and restaurant reports previously presented by KFN, as well as the institutional survey conducted and analyzed by these students. It also includes case studies developed by the students as well as recommendations based on a synthesis of all the information gathered to date. These recommendations are designed to expand the production and reliance on local food by strengthening Northampton agriculture in ways that benefit local farmers, businesses, and the community as a whole.

In general, the surveys found that local food plays a considerable role in the Northampton community and that Northampton has considerable potential to grow into a regional destination for local food. The results from the surveys on restaurants, consumers and institutions all strongly indicated an interest and desire for local food, emphasizing a need for convenience, information sharing and communication. Northampton is located in the agriculturally active Pioneer Valley, where 2,000 farms hold 169,000 acres of land in production and represent 25% of farms in Massachusetts. Northampton is home to 26 active farms with an average size of 24 acres, ranging from small, organic operations to large-scale operations conventionally producing potatoes and soybeans or crops for animal consumption including corn and hay.

Another important finding from the research revealed that Northampton institutions consume a tremendous amount of food, produce a surprising number of meals each day and yet remain relatively untapped by local farmers. The ten institutions surveyed served more than 9,900 meals a day and spent well over an estimated $11 million annually on food. Restaurants surveyed reported serving an estimated 6,000 meals each day. These estimates are conservative and provide only a partial picture of the food-related economic activity that was generated by restaurants and institutions in the city throughout the year. Many Northampton restaurants and institutions reported a high level of interest and commitment to purchasing more local food for their clients.

Many individuals, businesses and institutions contributed to the *Keep Farming® Northampton* project. They are recognized for their effort with appreciation in the Acknowledgements found at the end of this report. This report was made possible with the support of the Glynwood Center, the Center for Community Collaborations at Smith College and the Northampton Agricultural Commission. The Smith Capstone students would particularly like to recognize the work of Virginia Kasinki and Melissa Adams from Keep Farming®, Fran Volkmann, Project Coordinator, and Adele Franks from *Keep Farming® Northampton*, Paul Wetzel from the Smith CEEDS Program, and those who so generously contributed to the report's case studies.

Barriers

While agriculture is alive in Northampton, considerable barriers limit the community's production and consumption of local food. Farmers, residents, restaurants and institutions had the opportunity to elaborate on those challenges when responding to the Keep Farming® surveys. When this feedback was pooled together and synthesized by Smith College Students in the Fall of 2013, several common barriers surfaced, including challenges associated with distribution, processing and storage, changes in the availability of regional produce throughout the seasons, building and maintaining business relationships between consumers and local farmers, limitations set by state and federal regulations, the perceived expense of local food as well as an an overarching lack of information sharing regarding local food.

Distribution:

Many restaurants and institutions expressed the need for convenient, reliable deliveries, as well as a food ordering system. On the producer end, farmers find delivering their produce to customers to be expensive due to high fuel costs, to require a large capital investment in delivery equipment and that dedicating time and energy to making multiple, small deliveries is inefficient and time consuming.

Processing:

Another barrier is that institutions and restaurants rely on the convenience of minimally processed foods. Some food service directors referred to processed foods as "labor in a box," allowing them to cut down on preparation time without sacrificing meal quality or the diversity of options they offer customers. Kitchen staff often lack the time, commercial processing equipment, and space required to clean, chop or peel fresh produce or un-butchered meats. Similarly, farmers lack the time, facilities, and food safety certifications required to provide restaurants and institutions with minimally processed goods.

Storage

Institutions and restaurants lack space in their compact downtown locations to accommodate and store the influx of local food during the late summer and fall for use over the winter. While farmers would like to extend the produce season by storing crops onsite, large storage facilities represent a major capital investment and long term expense to maintain.

Seasonal Availability:

Institutions and restaurants expressed a need for consistency and volume throughout the year of a wide range of foods, many of which can not be grown in the Pioneer Valley in the cold winter months. Although fresh fruits and vegetables have their season in the Northeast, businesses and consumers do serve these items year round, regardless of changes in seasonal availability.

Relationships

The challenges surrounding seasonal availability are compounded by the lack of up to date information on fluctuations in supply. Institutional food service directors, restaurateurs, chefs and farmers all find it difficult to leave the kitchen or the field (get away from work) to build business relationships together. Stakeholders lack the time, the resources, the knowhow and the network to build these long term local food connections.

Perceived Price

Residents, restaurants and institutions together indicated that the real or perceived price premiums on local food were a significant barrier to local food consumption. At the same time, Farmers expressed frustration with the high cost of fuel and the prohibitively expensive cost of farmland in Northampton due to rising property values and development pressure. It's uncertain whether the local food price premium is a reality or how significant it may be.

Access to Information

A common theme in all of these barriers is a lack of access to information linked to local food in Northampton, including the absence of resources to compare local food prices, the lack of labeling in supermarkets and restaurants, and a lack of community awareness about seasonality of local food. Furthermore, the surveys indicated that many stakeholders are unaware of existing resources, businesses and community organizations, like the Pioneer Valley Growers Association (PVGA), SQUASH Trucking or Massachusetts Farm to School Project that already provide the very services for which they express a need.

State and Federal Regulations

State and federal rules and regulations were expressed as a barrier by institutions and farmers. While most farmers who reported regulatory challenges did not indicate the specific regulations they struggle with, these hurdles could include costly agricultural insurance requirements and programs, restrictive zoning policies, state tax codes, as well as the Good Agricultural Practices (GAP) certification process, which includes food safety regulations. While GAP certification is optional for farmers, it is required by most grocery stores and many institutions for wholesale growers to sell to them. In 2013 the Food and Drug Administration proposed updates to GAP, including new food safety regulations that could make it harder for small farmers to meet GAP standards and earn certification. Institutions explained that local foods were more challenging to incorporate into their menus due to strict state and federal regulations relating to nutrition and food safety standards for serving at risk populations (the elderly, immune compromised). Restrictions associated with exclusive prime vendor contracts, as well as exhaustive corporate procedures for approving new vendors also posed a challenge for institutional food buyers and local farmers.

While a number of local organizations are working hard to decrease barriers to local food use in the Northampton food system, there is more work to be done to strengthen agriculture in the pursuit of a vibrant local agricultural economy and a food system with more local inputs. Our recommendations to achieve that goal are as follows:

Permanent Farmers Market

Support year-round direct sales between farmers and local consumers by identifying a permanent location for all Northampton Farmers Markets. An ideal location would be central, accessible and publicly owned, with multipurpose facilities designed to create stability for farmers and increase access to local foods year round. A permanent farmers market could serve as a community center for local food activities including small business workshops, networking nights and community workshops.

Processing Facility & Community Center

Create a small scale processing facility built into the Northampton Farmers Market for peeling, chopping, packaging, preservation and storage. While the Greenfield facility is meant for large scale bulk processing, this facility would provide a local, small scale option designed to meet the needs of local institutions, and would not duplicate the services provided by the Western Massachusetts Food Processing Center in Greenfield.

Northampton Local Food Week

Promote local food by developing a “Northampton Local Food Week”, a tradition designed to celebrate local food, local farmers and the restaurants with local menus. Events would be designed to engage the community and to promote discussions regarding the challenges surrounding access to local food in our area. This “Local Food Week” would feature a series of community events and activities, including local food dinners, cooking classes, farm tours, canning and gardening workshops all aimed at engaging the community in discussions surrounding local food access in our area while promoting Northampton as a local food destination.

Promote Local Food in Supermarkets

Promote local food in supermarkets, by working toward consistent labeling of local food in all Northampton grocery stores. CISA’s local hero program could be utilized in markets to better market local food.

Double Up Food Stamp Benefits

Institutionalize fundraising for the Double Up Food Stamp Benefits campaign by supporting a non-profit organization in championing this program. The Double Up Food Stamps Program has been an important way for all residents to gain access to local foods, but the program is not a permanent fixture. Fundraising to support this campaign could come from the help of institutional sponsors such as United Way or the Community Foundation of Western Massachusetts.

Institutional Networking Nights

To address challenges institutions face making connections with local farmers, regular networking nights would be arranged to bring food service directors, chefs and buyers together in one room to share and develop creative solutions. Buyers interested in purchasing from local farmers would be afforded the opportunity to meet with colleagues who have worked through similar barriers for their own institution in order to increase their consumption of local food. Farm to Institution New England (FINE) and the Massachusetts Farm to School Program are well positioned to organize these networking nights and provide matchmaking services to those institutions ready to form a business relationship with local farmers. A "Farm to Fork Liaison" could be appointed to support farmers in meeting institutional regulations.

Community Workshops

To ensure the success of any marketing campaigns regarding local food, Northampton must support its consumers through a community driven program of workshops. Depending on the target demographic and venue, the goal of each course or lecture would be to develop practical life skills while emphasizing the benefits of local food, how to cook and preserve it, and where to purchase it on a budget.

Mobile Marketplace Application

A streamlined, electronic ordering system would be a great way to facilitate an increase in direct sales between local growers and institutions by meeting the needs of busy farmers and food buyers. The Smith College Computer Science Department would be well positioned to support a student intern in the development of a mobile application and online platform that allows chefs, restaurateurs and institutional buyers to purchase directly from local farmers with access to a wide range of information regarding local foods, including where and by whom its grown, current availability, delivery options, as well as price. CISA's database could serve as a solid foundation for this type of program, allowing the organization to further its mission of supporting agriculture in the Pioneer Valley.

Survey Profiles

The four surveys administered by *Keep Farming® Northampton* and Smith College students were designed to gain insight into four major players of Northampton's local food system: producers, consumers, restaurants and institutions. Each survey was administered using different methods For the producer survey twenty-six active farms were identified through discussion with the Agricultural Commission and each was sent a copy of the survey; 20 responded. Seven hundred residents were surveyed for the consumer profile. All restaurants in Northampton were contacted, but half declined to complete the survey. Thirteen institutions were asked to participate and three declined, however the remaining 10 included Northampton's largest institutions such as Smith College, Northampton public schools and Cooley-Dickinson Hospital. We have summarized the findings of the four surveys in the following four profiles. Each profile outlines characteristics that define a typical respondent, as well as key interests and barriers reported by each group.

Farmers

In order to asses the current farming system in Northampton, *Keep Farming® Northampton* used a two step process. First, the amount of farmland actually producing crops within the municipality was determined using United States Agricultural reports and Northampton property records. To gain further insight this information was put into the context of agricultural operations of the Pioneer Valley as a whole. The second step in the assessment, involved surveying active farmers in Northampton about their farm operations, types of products they produced, and the challenges that they face running their operations.

Northampton is home to 4,500 acres of farmland in 2009, a full 18% of the municipality's land. Seven percent of the farmland is managed forest and the remaining 11% is cropland (*Keep Farming® Northampton*, 2009). On a regional scale, there are nearly 2,000 active farms located in the Pioneer Valley, with 169,000 acres in agricultural production. A quarter of all Massachusetts farms and a third of the state's agricultural land are located in the Pioneer Valley. In 2009 Northampton farms ranged in size from one to 345 acres, with an average farm size of 26.3 acres (*Keep Farming® Northampton*, 2009). The average farm in the Pioneer Valley is nearly twice as large, at 50 acres. Four landholders farm more than 100 acres each, accounting for 40% of all Northampton farmland. More than 50% of the farmland in Northampton is dedicated to the production of potatoes and crops for animal consumption such as feed corn, hay and soybeans (*Keep Farming® Northampton*, 2009).

Keep Farming® Northampton also investigated the characteristics and opinions of 20 of the 26 active farmers in a survey administered over the winter of

Figure 1: A comparison of farms in Northampton and the Pioneer Valley

Northampton

- 26 active farms
- 2,600 acres (11% of land)
- 45% of land in the Meadows
- Average of 24 acres per farm
- 4 owners farm 100 acres (40% of land)

Pioneer Valley

- Nearly 2,000 farms
- 169,000 acres (14% of land)
- 33% of farmland in Massachusetts
- 25% of farms in Massachusetts
- Average 50 acres per farm

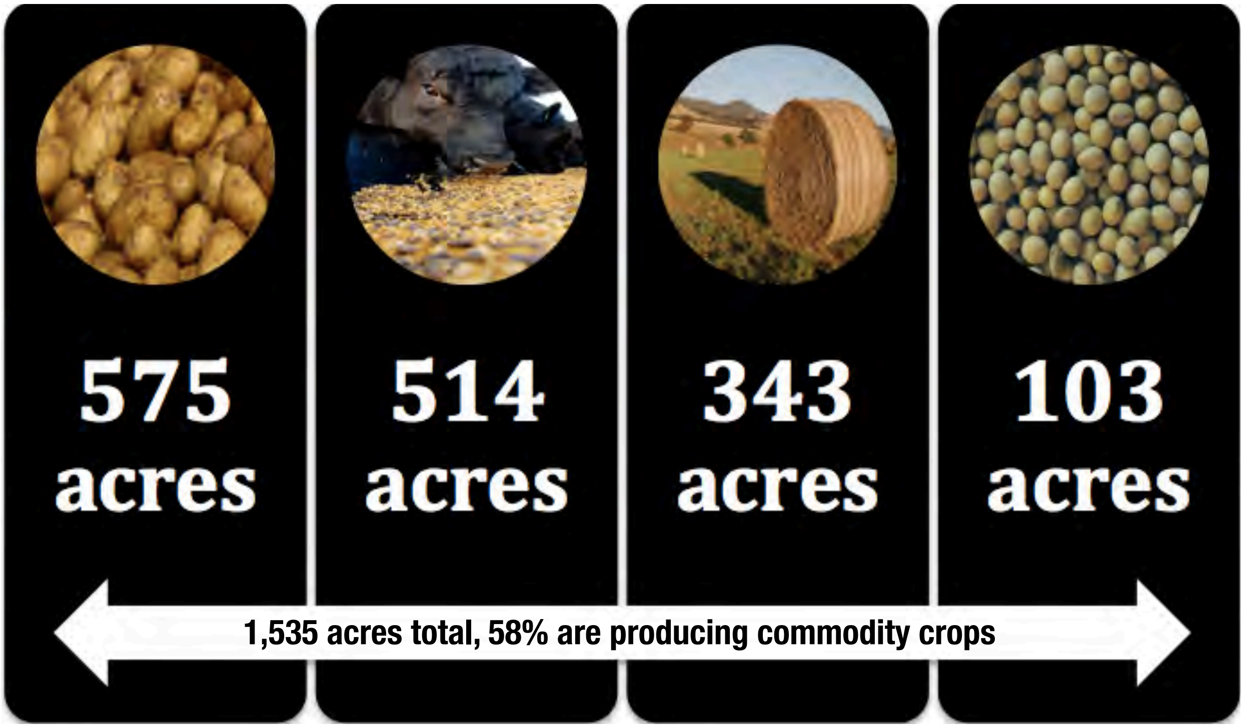


Figure 2: The number of acres used in production of the top four food crops (potatoes, feed corn, hay and soy beans) reported by 20 responding farmers in Northampton.

2010 and 2011. Fourteen of the farmers surveyed have farmed in Northampton for over 25 years. Sixty-six percent of respondents own the land they farm on. A full 60% of farmers surveyed reported marketing half or more of their agricultural output within the city limits, while four farmers reported that they sold none of their produce in Northampton. A number of respondents reported the use of sustainable production methods on their farms. In the three years leading up to the survey, 11 respondents planted winter cover crops or employed crop rotation strategies. Five managed their fields using low-till/no-till cultivation methods or operated an Integrated Pest Management (IMP) system while three farmers used organic methods. Eight farmers said the "buy local" movement, interests of food safety, consumer preferences for fresh food and community concern for agriculture has had a positive impact on their business.

Northampton is in the center of an active farming community rich with natural resources.

Barriers and Considerations

The challenges reported by respondents to the Northampton farmer survey came down to three main barriers: cost of farm inputs, regulations and restrictions, and availability of land and infrastructure. The number one concern expressed by respondents was the price of fuel. This concern has a direct impact on the way farmers think about local food. High fuel prices might make Farmers reluctant to make deliveries to local institutions or restaurants unless they have enough deliveries in the area to justify transport costs. Farmers also referred to a lack of available processing facilities and difficulty finding available, arable and affordable land in Northampton. Another frequent problem was small farms' inability to file their land as "agricultural land" for property tax purposes. State and federal regulations on agricultural practices, local land use restrictions and labor laws also presented considerable challenges to local farmers.

In their study, Dresdale et al. (Dresdale, 2010) determined that despite considerable agricultural activity, Northampton is restricted in its capacity to feed itself due to the city's highly concentrated population and a low availability of agricultural land. Northampton is, however, located within the Pioneer Valley, a region endowed with exceptional natural resources, a wealth of agricultural land in conservation, and an active agricultural community. Dresdale also advocated for the conversion of nonagricultural land to food production. While Northampton may not be able to scale up its own agricultural production in the short term, the KFN surveys suggest that the city is well positioned to connect with and strengthen agriculture throughout with the greater Pioneer Valley by serving as an active consumer of and destination for local food.

Farmer Concerns Addressed

After synthesizing the results of the Farmer Survey, Keep Farming® Northampton identified two issues that were of particular concern to Northampton farmers, including crop loss due to trespassers in the Meadows as well as pot-holes that restricted the movement of farm equipment to and from the Meadows. In an effort to resolve these challenges, Keep Farming® Northampton and the Agricultural Commission of Northampton organized a meeting to discuss these problems. Many farmers from the area as well as the police officers in charge of patrolling the Meadows and the Director of Public Works met, and many of the worries expressed by farmers concerning the Meadows are in the process of being addressed.

Consumers

While Northampton consumers span a wide spectrum of demographics, survey results revealed common goals and mindsets surrounding the importance of local food. The 558 residents who responded to the consumer survey showed great interest in local food and an enthusiasm for the preservation of farms and rural community.

The majority of survey respondents (68%) reported buying locally grown food on a weekly basis, and an additional 18% said they bought local food once or twice a month. Their main reasons for purchasing locally grown food included a desire to support local farms and a belief that local food is fresher and healthier. Northampton consumers shop everywhere, with the majority (75%) making food purchases at large supermarkets or retailers like Wal-Mart (22%). Forty-two percent of respondents reported shopping at farmers markets (42%). Thirty percent of the respondents reported that they bought Community Supported Agriculture shares (CSAs). Respondents bought far more local vegetables including corn, apples and fruit than they bought locally produced milk or cheese. Overall, respondents expressed a desire for more local foods of all types. The top three reasons people gave for shopping where they do included healthy food options, good selection, and convenient location. A large proportion of respondents (88%) said that they always or sometimes check to see if their food is local, and 58% said they will go out of their way to get local during the growing season.

Most respondents (79%) indicated that their family prepared its own meals 'from scratch' four or more times a week. A large proportion of respondents (56%) reported never eating fast food, while 30% said that they eat fast food 'less than once a week.' Over two thirds of respondents reported eating at a local restaurant once a week or more and 88% said that it is "very" or "somewhat" important that restaurants serve local food.

In order to fully understand the buying habits of Northampton residents in regard to local agriculture, it's important to identify those most and least likely to buy

locally grown foods according to the data collected in the consumer survey. Those most likely to go out of their way to buy local food in season are women over the age of 55 (70%) and college educated women (71%) with household incomes over $75,000 (67%). Sixty percent of women 55 or older shop at farmers markets at least twice per month. Women were 16% more likely than men to "always" check to see if the food they buy is locally produced (47% vs. 31% respectively). College graduates were 10% more likely to do the same when compared to non-college graduates (43% vs. 33% respectively). Women surveyed were reportedly more conscientious than men regarding local food, while those who have lived in Northampton the least amount of time (less than 25 years) were most likely to purchase local food (29%), as were households with two adults and children (31%).

The data show that Northampton residents have access to local foods through a wide range of venues. The average Northampton consumer respondent in search of local food shops at co-ops (46%) such as River Valley Market, farms stands (37%), farmers markets (about 30%), small local grocers (28%), supermarkets (27%) or grows their own produce in personal or community gardens (27%). Just over a quarter of respondents (26%) also buy food from farm shares or CSAs. While CSAs are often perceived as a luxury, 23% of those most likely to purchase CSA shares earned under $25,000 a year.

The vast majority of respondents (81%) said that they think local food is healthier than similar foods brought into the area, and women were more likely to think this than men (89% vs. 70% respectively). Residents over the age of 55 were also more likely to agree that local food is healthier than than younger people (87% vs. 78% respectively). Those least likely to think local food is healthier included men under 55 and the town's most affluent people, those whose incomes are over $75,000 a year. The pool of respondents who expressed the least interest in local food were more likely to have achieved lower levels of education and reported consuming more fast food. Lifetime residents of the town are also more likely to shop at large retailers than newer residents. Non-college educated women (40%) are more likely to shop at large retailers like Wal-Mart, as are persons in households with incomes of less than $25,000 per year (18%), outlets less likely to offer local foods.

The results of the consumer survey suggest that Northampton residents want local food on the table, and have the means, the motive and the opportunity to make that happen. Respondents demonstrated an awareness of local food, with 68% of buying local food on a weekly basis. Eighty-eight percent reported that it was important to them that restaurants serve local food, and always or sometimes checking to see if the food they buy is grown locally. These figures show an incredible level of consumer interest in local food.

Northampton consumers want local food on the table.

Barriers and Considerations

While Northampton residents certainly expressed enthusiasm for local food and 63% of respondents said there was nothing keeping them from buying local food, many respondents cited price and access as barriers in their ability to buy or increase their consumption of local foods. According to the results of the Keep Farming® survey, 42% of respondents thought local food was too expensive while 30% of respondents said they experience difficulty in accessing local foods where its sold or where they shop.

Restaurants

In 2012, there were a total of 72 restaurants in Northampton, including delicatessens, fast-food chains, caterers and fine dining establishments. Of those 72 restaurants, 38 eateries completed the local food use survey. No fast-food or chain restaurants completed the survey, as some were not allowed to discuss the sources of their food. The meals served each day by the surveyed restaurants ranged from less than 100 to more than 300 for an estimated total of over 6,000 meals per day. Of the 38 restaurants surveyed, 12 priced their meals between $10 and $14, 12 priced their meals between $5 and $9, and six charged more than $20 for an average adult meal.

Restaurants were asked if there was an interest in local food among their clientele and whether they believed that serving local food was good for business. Over 90% of respondents said that their clients were sometimes or almost always interested in the sourcing of their ingredients and that local food was valued by consumers. Additionally, 80% expressed an interest in purchasing local food.

Barriers and Considerations

Freshness and quality were the top two considerations for Northampton restaurants when purchasing ingredients. The second two most important factors were price and availability. Price and availability were cited as the two greatest barriers preventing restaurants from purchasing more or any local food. Analyses of the survey results found that as price and convenience considerations became more important to restaurant owners, the percentage of food obtained from local growers decreased. When food quality and growing methods, such as organic, were more important to a particular restaurant, the percentage of food obtained from local growers increased.

Price

Restaurants reported that customers are often not willing to pay the premium for local food which forces owners to choose less expensive produce grown elsewhere. As one restaurateur said, "The issue is price. If it were the same as other food I would do anything to get the local food. It makes sense not to get it from halfway around the world. It also has a lot to do with consumer awareness and customers making that choice."

Northampton restaurants that reported purchasing local ingredients (mostly vegetables, herbs, baked goods and beer) bought from a variety of sources within the Pioneer Valley or the greater Western Massachusetts and Southern Vermont regions. These restaurants also expressed a desire for a wider variety of foods throughout the year and a source for local meat. Despite their overwhelming acknowledgment of the importance of local food to their clientele, many restaurateurs don't market their use of local foods to their customers.

Convenience

Like Northampton institutions, many restaurants called for better communication with local farmers, as well as regular and reliable delivery times, which have been a problem in the past. This addresses two basic needs reported by restaurateurs, chefs and institutional food buyers: convenience and reliability.

Often, restaurateurs are unaware of what is available locally and where or how to purchase it. Restaurants need to know at least a week in advance what will be available to them from farmers to plan their menus accordingly. They want to know what produce is available, when it's available, who they can buy it from, how much is available and at what price it is sold. As a Northampton restaurateur said: "We need to know what the supply and demand is ahead of time to be able to make predictions. For example, if there was a lack of tomatoes due to some reason, knowing that ahead of time would allow us to cut things out of the menu that aren't local."

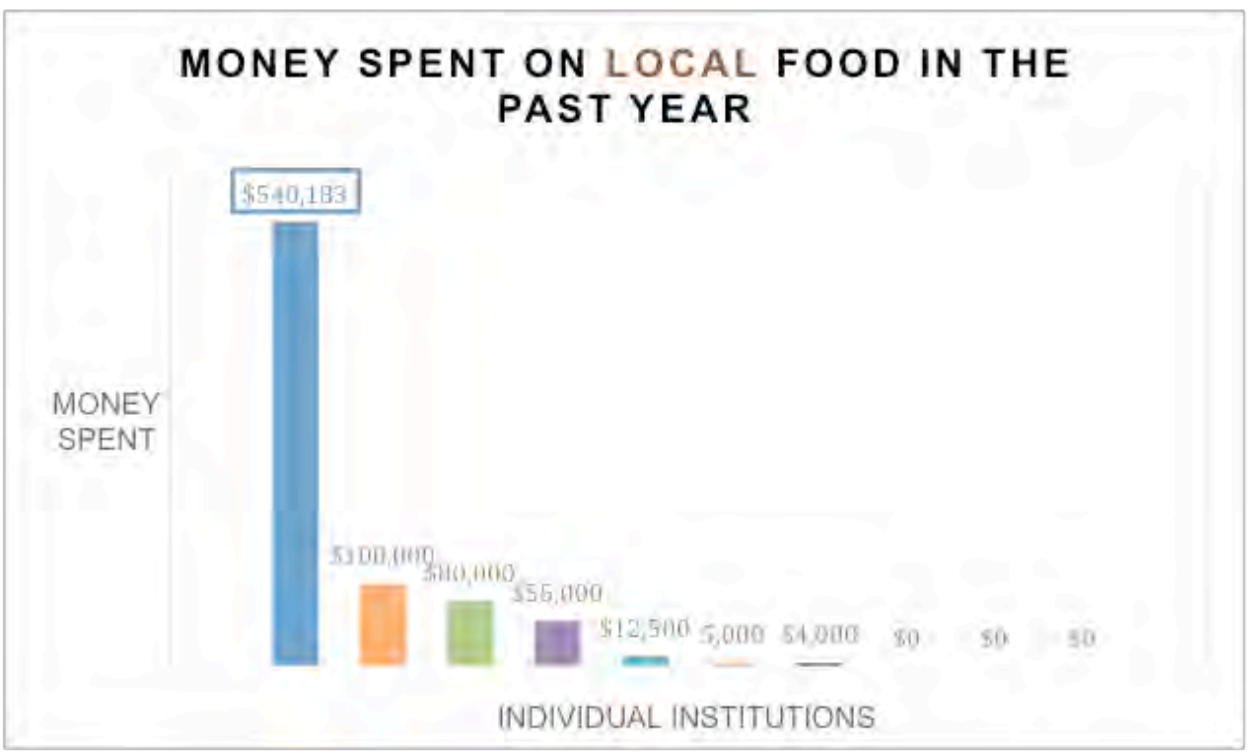
Overall, the Northampton restaurants surveyed by Keep Farming® expressed considerable interested in local food. Eighty percent are interested in local food and ninety percent reported that their customers are interested too. That being said, restauranteurs need local food to be convenient, with access to farmers willing to provide streamlined ordering systems and reliable delivery services provided by farmers who are proactive in initiating and maintaining business relationships based on good communication. Improvements to these challenges could make a big difference to increase the consumption of local food by Northampton restauranteurs in the long run.

Northampton restaurants want convenient local food.

Institutions

In the fall of 2013, ten Northampton institutions (out of 14 contacted) were surveyed as part of the larger *Keep Farming® Northampton* initiative. Of these institutions, four classified themselves as health-related institutions, three as nursing homes, two as educational institutions, and one as a penal institution. Some institutions also reported providing other services, such as meal home delivery and congregate eating. All of the institutions serve lunch, and the majority serve breakfast and dinner as well. With the exception of educational institutions, all operate year-round. The number of meals served ranges from 150 to approximately 4000 meals served each day, averaging 600 meals served daily. Eighty percent of the institutions reported that the food service director makes the decisions regarding food purchasing. Chefs are also involved in the process at 30% of the institutions, and 20% have corporate offices in another city which hold some decision making power.

Institutions purchase food from a variety of sources, both local and non-local. All of the institutions surveyed bought at least some of their food through major distributors. Half of institutions reported buying food from area farmers. Forty percent of the institutions purchased food



Food Budget	Money Spent on Locally Grown Food	Facility type
$100,000-$199,999	$0	retirement/ nursing
$100,000-$199,999	$80,000	retirement/ nursing
$200,000-$299,999	$5,000	health
>$300,000	$0	education
>$300,000	$0	health
>$300,000	$4,000	other
>$300,000	$12,500	health
>$300,000	$55,000	retirement/ nursing
>$300,000	$100,000	health
>$300,000	$540,183	education

from large supermarkets, and 20% bought their food from local markets, such as Serio's and State Street. In some cases, food buyers were subject to exclusive prime vendor contracts, group purchasing agreements, competitive bid systems, strict state and federal regulations and nutritional requirements that dictate the price, source, quality, type, quantity and origin of the foods approved for purchase.

Institutional food budgets varied greatly. The majority of institutions had annual food budgets of more than $300,000. It was found that food budget size did not appear to be a key determining factor in the amount of money spent on local food purchases. The institution that spent the largest proportion of their food budget on local food (70%) had one of the smallest overall food budgets. There is a lot of potential to increase local food sourcing among the institutions surveyed. Most institutional food service directors are interested in local food. With assistance, institutions that spend less than 20% of their budgets on local food could drastically increase their purchasing.

Barriers and Considerations

Top considerations that influenced institutional food directors when making food purchases were food security assurance, quality, customer preferences, and freshness. Price and contractual restrictions were the second most influential factors. Origin of the product and agricultural practices were among the least influential purchasing considerations.

The main three barriers to increased purchasing of local food in institutions were cost, convenience, and lack of infrastructure.

Price

Many institutional food buyers expressed a perception that local food costs significantly more than non-local food. Cost, however, is more than what the price tag may say. Delivery cost was highlighted as a major barrier, as well as the cost of the extra labor that local food requires when it arrives unprocessed. Many institutions expressed frustration with unreliable deliveries that caused their kitchens more inconvenience than local food was worth. Additionally, most local produce is not processed at all, which adds labor for those in the kitchen. If an institution is serving 400 people, the kitchen may not have time to peel and slice enough produce for each meal. For most institutions, that is what prevents local food from being purchased. Prepared meals and minimally processed products are considered "labor in a box," a more affordable option than hiring additional staff.

Convenience

Convenience is a multi-faceted barrier for institutions. Many have expressed having difficulties finding local food in the winter. If they are able to source local food, there is often a question of whether or not an institution is permitted to serve it. Some Northampton institutions serve at risk, immunocompromised populations, which intensifies the already strict health and safety regulations that institutions are subject to.

Given that most Northampton institutions serve an average of 600 meals per day, their food purchases tend to be quite large in amount. It is difficult for local farms to meet these quantity demands, thus making local food more inconvenient for institutional food buyers. It is easier to order from a large distributor than attempt to piece together deliveries from multiple farms to obtain one item in bulk.

Delivery coordination poses another problem for institutions. If deliveries are unreliable and unpredictable, institutions cannot prepare food at the correct time. Institutional menus are often set months in advance, which limits their flexibility in adjusting to missed deliveries or other production-side changes. The job of institutional food service is further complicated for some by mandated vendorizing processes. These federally mandated processes make it virtually impossible for an institution to purchase local food, unless they invest in more staff—which for many is not an option.

Lack of Infrastructure

State and federal regulations pose many problems to institutional food buyers. Some institutions are legally unable to purchase food from farms that are not certified under Good Agricultural Practices (GAP). The rigorous standards set by GAP coupled with a time-consuming certification process leave few local farms qualified to sell their food directly to institutions. Further, it is a challenge for institutional food directors to find farmers to buy from at all. Many reported a lack of relationships with farmers as a structural barrier to increased local food purchasing. Even if institutions were to purchase more local food, there is a distinct lack of refrigeration facilities to support such an increase. Consumers today expect foods that do not currently grow year-round to be available for eating year-round. Institutions, however, do not necessarily have the capacity to store local produce throughout the non-growing season. If the infrastructure to support local food existed, such as functional distribution systems, year-round storage facilities, and processing facilities, many institutions would be able to purchase more local food.

Ultimately, institutions represent a relatively untapped market in Northampton. Only three institutions are not serving local food, and many institutions do have room in their budgets to expand purchasing, as long as it is convenient for them. It is essential that steps are taken to make it convenient for institutions to purchase local food.

Institutions: Northampton's Untapped Market.

Production

A generally unknown resource in the Pioneer Valley that is already distributing wholesale local vegetables to large and small grocery stores all over New England is the Pioneer Valley Grower's Association (PVGA). The PVGA is a cooperative of about 30 farmers from the Pioneer Valley that collects produce from over 80 farmers in the area. The co-op organizes and delivers 5 to 6 million pounds of produce a year, using the three coolers and 11-bay loading dock they have on their premises in South Deerfield, Massachusetts. About 300,000 pounds of this food is distributed directly to Northampton consumers, through Stop n' Shop and River Valley Market. PVGA does not process food themselves, but several farmers do sell them minimally processed produce that PVGA then distributes. This produce and fruit is sold to large supermarkets around New England, including Stop n' Shop, Shaws, Market Basket, and Hannaford. Initially the cooperative explored the possibility of distributing directly to institutions as well, but they determined that it was not cost effective because the institutions could not order a large enough quantity of food to justify the price of the transportation costs. However, some of their produce does reach local institutions through Black River Produce.

The PVGA, along with other local wholesale endeavors such as Happy Valley Organics in Whatley, represent an example of local food systems already working to bring local products to consumers without their knowledge. The PVGA website could also be a valuable resource for teaching consumers about local food; they have information on why buying local is important, where the food comes from, when it's in season, how it can be prepared and how to know if it is fresh. While this co-operative represents an important means of distributing local food to larger supermarkets, the PVGA does not advertise and relies on word of mouth to attract farmers, and food from the PVGA often goes unlabeled as locally grown food in the supermarkets. Additionally, wholesale is not a reasonable way for small farmers to make a good living because wholesale prices are low and the only way to profit is to sell large quantities of product. However, selling a portion of their produce to wholesale distributors can still be a good option for smaller farms' because at least some part of their annual income is assured.

Potential Market

While consumers face considerable barriers to local food, the Institutional, Restaurant and Resident surveys provide valuable information regarding the potential market for local food in Northampton. Northampton restaurants, institutions and residents allocate a bare minimum of 11.9 million dollars a year to food purchases, with 28 restaurants spending at least 4.5 million and 10 institutions spending well over 3 million. When pooled, participating restaurants and institutions serve over 16,200 meals daily. Just ten Northampton institutions serve 61% of those meals, producing more than 9,900 meals each day. It's essential to make clear that while this data is optimistic, it is limited by the size and scope of the Keep Farming® survey's sample size. These numbers represent an incredibly conservative estimate of the amount of food being purchased and prepared in Northampton.

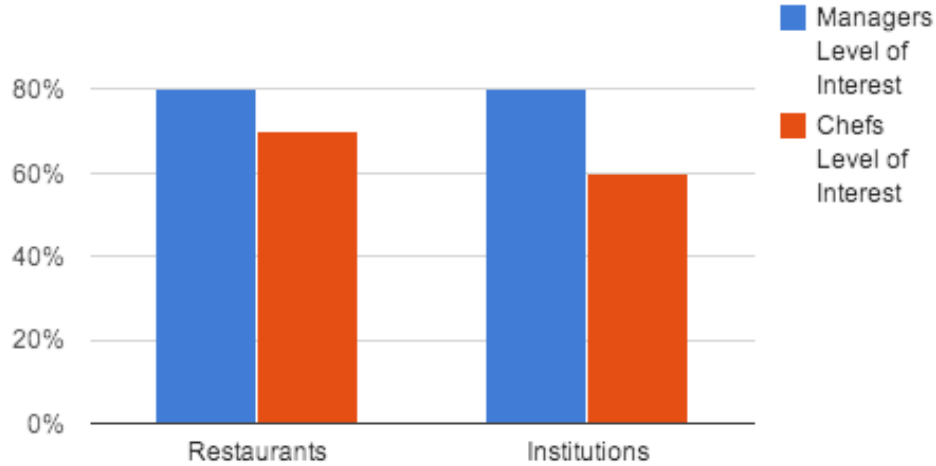
Northampton institutions serve a great deal of people and yet remain a segment of the market left relatively untapped by local farmers. The majority of these institutions have food budgets well over $300,000. Seven of the ten participating institutions report purchasing some local food, collectively spending approximately $798,700 on local food in the past year.

Institutions of all sizes participate in the purchase of local food in Northampton. While one might assume that larger institutions would be able to purchase more local food, it is clear from the purchasing habits of these institutions that larger budgets do not necessarily mean a greater proportion of that budget is dedicated to bringing in local food. To illustrate this point, it is useful to compare the purchasing habits of two Northampton retirement homes serving at risk populations living on a fixed income. The first institution operates on a food budget of $100,000 to $199,999 while the second pulls on a larger budget that exceeds $300,000 per year. The retirement facility with the smaller budget spends $80,000 on local food, $30,000 more than the facility whose budget is at least 50% larger. The survey results suggest that those institutions who remain open to the concept of local food have the potential to expand their consumption in order to support a substantive expansion of the local food supply.

By synthesizing and pooling the market data collected from institutions, restaurants and residents, it becomes clear that food already plays a key role in Northampton's economy. While considerable barriers exist for the production and consumption of local food, there is certainly room for an expansion of local food within the Northampton market. If these challenges can be addressed with creative solutions and community action, the surveys suggest that Northampton has incredible potential to become a regional destination for local food that supports a stronger, more

25

Figure 3: Level of interest managers and chefs of restaurants and institutions in Northampton have in local food.



resilient agricultural community throughout the Pioneer Valley.

> *"Participating restaurants, institutions and residents allocate a bare minimum of* ***11.9 million dollars a year*** *to food purchases while participating restaurants and institutions serve over* ***16,200 meals daily****."*

Level of Interest

Though in Northampton there is generally very high interest in local food, that interest varies from one section of the food system to another and even within the various sectors. For example, 20 out of the 26 farmers *Keep Farming® Northampton* identified in Northampton did not place a very high interest in producing and selling food locally. Only about 6% of land farmed by those who responded sold 80-100% of its sales in Northampton. Additionally, 40% of those who responded sold or used most of their output outside of Northampton, and four farmers sold none of their food inside the city. These four farmers are significant because they account for 2/3 of Northampton land farmed by respondents. Additionally, only three farms reported that all of their outlets were in Northampton, and just under 33% of farmers sold some or all of their products at their farm stand, at farmers markets, or to other farmers. And yet, 60% of the respondents reported marketing at least half of their agricultural output locally.

their farm stand, at farmers markets, or to other farmers. And yet, 60% of the respondents reported marketing at least half of their agricultural output locally.

In contrast, consumers, restaurants and institutions expressed much more interest in purchasing local food. The consumer survey determined that 93% of respondents felt buying local helps the local economy a lot and 90% of respondents believe buying local will save family farms. Additionally, 87% believed buying local helps "a lot" in preserving the rural character of the Pioneer Valley, and 81% of respondents think, "local food is healthier."

Of the restaurants that responded to the survey 35 out of 38 reported having a higher level of interest in purchasing and working with local food. Eighty percent of those who were in charge of food budgets expressed an interest, and 70% of chefs said they were very or moderately interested (Figure 3). Almost all of the restaurants (92%) that responded said their customers were almost always or sometimes interested in where their food came from. A large percentage (76%) reported that local food is important or very important to the customers who show interest, and 90% said that serving local food is very good or somewhat good for business. Finally, about 68% reported that they are interested in buying more local food from area growers.

Institutions that responded to the survey reported that 80% of those who are in charge of the food budget are very or moderately interested in purchasing local foods, and 60% of their chefs are very or moderately interested in obtaining and cooking local foods (Figure 3). Four of the ten institutions surveyed reported that they actively look for distributors who buy local, and 70% of people they serve sometimes or often express an interest in eating local foods. Additionally, 70% of institutions already serve local food to their consumers (Figure 4). The high level of interest among consumers, restaurants and institutions resonates with the findings of the consumer profile.

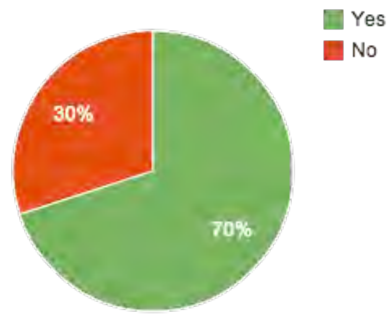


Figure 4: Percentage of institutions that serve any local food.

While there is recognition of the value of local food in Northampton and encouragement for new value-added food businesses (Pioneer Valley Food Security Plan, 2013), not all restaurants and grocery stores invest significant resources in marketing their use of local foods. Restaurants regularly serving local food should be clearly identifiable, and their efforts should be both promoted and celebrated.

Barriers to Local Food Use

From the four surveys conducted, six common barriers emerged.

1. **Seasonal Availability**

Consumers and purchasers of local food often don't know when certain foods are available. This lack of awareness prevents local food use. A consumer needs to know where to find a product before they can buy it. Another limitation of seasonal availability is that many people now expect fresh produce during all seasons. Restaurants serve customers who expect strawberries in December, which the local food system as it currently exists cannot accomplish.

2. **Relationships**:

Many restaurants and institutions expressed a desire for closer relationships with farmers as an integral part of increasing local food purchases. Local food is about more than numbers or monetary transactions. A human connection is needed to strengthen these interactions. Such connections also build a robust local food community. However, these relationships take time to develop and maintain.

3. **Processing, Storage, and Distribution:**

A streamlined flow of produce from field to fork is needed. Restaurants and especially institutions want minimally processed local produce. Buyers of local food need reliable, efficient deliveries. Farmers, on the other hand, are extremely busy and don't necessarily have the time to provide these services. There are several companies that exist in the Pioneer Valley at present. The Greenfield Processing Center offers many services including processing, and the Pioneer Valley Growers Association aggregates the produce of many farms in the area in order to sell to grocery stores (both explored in this paper). The Processing Center is underutilized at present, however, and both options are not entirely accessible to farmers.

4. **Cost and Price:**

Many people perceive local food as more expensive than non local. This was reflected in the consumer and restaurant survey results. In the case of these two groups, consumer perception, rather than actual price, seems to be the main factor. While more research should be conducted to investigate the real price differential between local and non-local food, one institutional food service director expressed that they rarely encountered local food as more expensive than non-local food. Whether or not there is a large price differential between local and non-local, added costs of additional processing and any time lost through inefficient deliveries are a problem.

5. **Awareness and Information:**

This is a multifaceted barrier. Generally speaking, among all players in the Northampton food system there is a lack of awareness about the resources available. The Pioneer Valley is home to processing and storage facilities, aggregate distributors, and nonprofits that attempt to make connections in the food system—yet all of these resources are underutilized. Part of this is no doubt due to a general lack of information about what is obtainable. Consumers, institutional food service directors, and restaurateurs often do not understand what is available during a given season. Among food service directors and restaurateurs who wish to purchase more local food, a problem that often arose was knowing where to buy local food, and from whom.

6. **State and Federal Rules and Regulations:**

Regulations that range from exclusive contracts with US Foods to strict health and safety codes play a major role. Some institutions can only purchase produce from farms who have been certified under Good Agricultural Practices (GAP)—a certification that only one local farmer has, and is very expensive to obtain. Others must purchase intensively sanitized foods, including pasteurized eggs. While this is a barrier that cannot be easily changed, it is important to note.

Case Studies

A deeper look into businesses, institutions and cooperatives working to address challenges and barriers related to the production and use of local food.

Several common barriers surfaced when all all four of the Keep Farming surveys were synthesized, including including challenges associated with distribution, processing and storage, changes in the availability of regional produce throughout the seasons, building and maintaining business relationships between consumers and local farmers, limitations set by state and federal regulations, the perceived expense of local food as well as an a lack of information sharing regarding local food. In order to understand these barriers more completely and inform the recommendations made to address them, the Sustainable Food Capstone class sought out businesses, institutions and cooperatives that have developed innovative strategies to overcome the challenges they face in regard to local food. Students took to the fields, dining halls and phone lines to speak with entrepreneurs and leaders to learn more about how they make local food work. The following case studies are the product of this research. The first takes a deeper look at how small-scale facilities like the **Western Massachusetts Food Processing Center** and the **Vermont Food Venture Center** connect buyers with local food throughout the seasons through minimal processing and storage services. The case study to follow explores how **UMass Dining Services** works with area farmers to bring local food to scale in an institutional framework. **The Kitchen Garden Farm** is highlighted in the third case study for their creative use of technology and networking skills in the development of long-term business relationships with Northampton restaurants. The final study focuses on **" La Campagna di Casa Tua,"** an Italian cooperative of farmers who have pooled resources to reach their customers through a streamlined ordering system, shared distribution services and exceptional marketing campaigns.

Processing Facilities

Hardwick Vermont and Greenfield Massachusetts

The surveys revealed that a lack of a food-processing hub for processing and storage of food was a barrier to increasing the use of local food. After researching the food processing facilities in Hardwick, Vermont and Greenfield, Massachusetts it became evident that these facilities could also inspire solutions to barriers involving cost and weak relationships between farmers, processors, and consumers.

About the Food Processing Centers

The Vermont Food Venture Center is a 15,000 square foot processing center for sauces, beverages, and dried, frozen and cut products. It does not process meat, meat products or fresh dairy products. The center offers consulting, workshops, ServSafe certification, and networking opportunities. The processing hub has a bakery, a prep kitchen, hot pack kitchen (for jams, sauces, beverages), cold and dry storage ($20 or $30 for a pallet of space), and a loading dock that receives deliveries from 9-5 Monday-Friday. Mostly restaurants use this facility by signing up for a time slot and coming in to use the processing and freezing equipment. The application fee is $25 and the membership fee is $50.

The Western Massachusetts Food Processing Center is part of the Franklin County Community Development Corporation in Greenfield, MA. It offers training for farmers interested in creating value-added products, business planning, and co-packing. Similar to Vermont, Greenfield offers dry and cold storage, pallet space, and the membership fee is also $50.

Greenfield Food Processing Center acts as a connection between farmers and institutions. For example, Bon Appetit, the food service provider for Hampshire College, sends carrots grown on Hampshire's farm to the Greenfield Processing Center to be chopped and frozen. The Processing Center then sells the carrots back to Hampshire College and other schools that are part of the Massachusetts Farm to School program.

Funding

Annie Rowell, the program associate at the Vermont Food Venture Center, agreed to an interview while on her way to Castleton State College armed with broccoli samples, hoping to talk about future ordering between the college and the venture center. The Vermont Food Venture Center is not a profitable business yet, but is staying afloat from a World Business Enterprise grant from the USDA and a focus on staying efficient. A center like this in Vermont needs to be efficient and selective in what it tries to do in order to remain economically viable. The center mostly processes carrots, broccoli, and potatoes. The institutions Annie has surveyed about the center's products have responded well to both the quality of the food and the price point.

John Waite responded similarly about the funding the Greenfield facility receives. The food processing center didn't break-even until year six. The Center was alternately a little profitable and not at all profitable over its next six years. As such, it is not yet profitable, even after 12 years of being in operation. The center cost $800,000 to build in 2001 grants from the Massachusetts Department of Agriculture, USDA, and Housing and Urban Development.

Challenges

Annie Rowell believes a big challenge is working with farmers. Farms in the Northeast are mostly diversified and it is difficult for farmers to produce a significant quantity of one product. Asking for a large quantity of produce requires farmers to use their land in a very different way. Farms need to create business plans and receive technical assistance in restructuring the farm and acquiring larger equipment. Such farm restructuring may happen in the near future because fresh produce markets are becoming increasingly saturated, reducing access and profitability. Using the center is an opportunity for farmers to process and distribute greater amounts of produce.

Lessons Learned

After researching the processing centers, touring the Western Massachusetts Food Processing Center, and interviewing Annie Rowell and John Waite, recommendations that could make a difference include:

1). Encouraging restaurants, small food businesses, and farmers to use the Greenfield facility since it is currently underutilized. Businesses from as far away as Boston use the facility because one monthly trip can help a business process a significant amount of food. Both the Greenfield and Hardwick facilities co-pack products for businesses and they have found that most farmers prefer to have the facility process and package for them. Both facilities also offer support for businesses that are starting up and provide information about funding opportunities, potential customers, and crafting business plans. John Waite specifically stated that he would like to foster a deeper connection between *Keep Farming® Northampton* and other Northampton businesses and the processing center.

2). Annie Rowell suggested conducting a training for food directors at Northampton schools about what foods are in season and how to incorporate them into menus. It is important that the person ordering food feels informed and connected about easy ways to buy local food. A website or catalog would work along with the training. The Greenfield Food Processing Center had processed an industrial-sized freezer full of carrots for February because that is carrot month for the Massachusetts Farm to School Project's Harvest of the Month program.

For more information, visit:

http://www.fccdc.org/about-the-center or *http://www.hardwickagriculture.org/vermont-food-venture-center/*

Dining Services

University of Massachusetts, Amherst

The University of Massachusetts (UMass) is exemplary in its efforts to incorporate sustainably grown and locally produced food into the meals that they serve. Through interviews with Ken Toong, the director of dining services at UMass, Rachel Dutton and Joe Czajkowski three main areas of excellence became apparent, that make UMass so successful in its efforts to provide quality, healthy food for the students there- adherence to strict guidelines, encouragement of consumer feedback and symbiotic farmer relationships.

The University of Massachusetts Dining Services has an annual budget of $25 million with $3 million spent on produce each year. Last year, they spent $1 million on food produced within the Pioneer Valley. During peak season (late August-mid May) UMass serves 45,000 meals a day. In the summer, they serve roughly 8,000 meals a day.

Toong and his office adhere to a strict set of guidelines called the Real Food Challenge. These guidelines provide a framework for them to work within as well as goals to work towards. The Real Food Challenge, a national organization dedicated to promoting a fair, green food system through work with universities, dictates that institutions source 20% of their food needs locally. For UMass "local" is defined as being within 50 miles of Amherst. Goals of the Real Food Challenge include reducing waste in order to save money, gauging feedback from students and untouched food in the next day's menu. An interesting fact about waste management at UMass is that they save 50% by transporting compost to the NE Small Farmers Institute in Belchertown, MA instead of sending it to the landfill.

The strict guidelines of the Real Food Challenge as well as waste management and reduction strategies help Toong and his staff keep on track towards their goal of 20% local. Everything at UMass having to do with their dining services is planned at least seven weeks in advance. These

school has created a Sustainability Communication position. This person works to increase the rapport and information that students have access to regarding sustainable food facts, practices and uses. UMass also employs three nutrition specialists that sit in at planning meetings and ensures that nutritional needs of the students are being met. Their emphasis on full transparency about dining operations is also a contributing factor to their success. Students and staff feel confident about what they are eating and feel empowered enough to submit suggestions because they know that they will be seriously considered.

guidelines inform their decisions and ensure that their progress towards the Real Food Challenge does not slacken.

"Without the farmer's willingness to make new capital investments, as well as their willingness to work together, UMass would not be able to buy the volume of food that they need."

UMass Dining Services highly values feedback from their consumers. Toong employs 25 "student ambassadors" who are paid throughout the year to gather opinions from their own eating experience as well as from that of their friends. This feedback is incorporated in a very serious way into any plans that UMass dining makes- including the weekly menus. Students are informed as to exactly where their food is coming from and are encouraged to submit comments and suggestions. Recently, Rachel Dutton of the Sustainability Office at UMass said that the

When Toong began his work at UMass one of the biggest barriers he faced was the lack of infrastructure for collecting and storing local food from surrounding farms. UMass works with many local farmers but the only way that this is possible is due to the efforts of Joe Czajkowski, of Czajkowski Farms in Hadley. Czajkowski made an effort to expand his refrigeration unit on his farm as well as buy another refrigerated truck in order to transport produce and other goods from farms to institutions and restaurants. By organizing nearby farmers, Czajkowski was able to

"When asked what could be improved in the system, Dutton answered that increasing the amount of collaboration between the five colleges would be very helpful. She also believes that the more time food directors and food buyers spend together talking and brainstorming, the better. She identified a strong need for a third party who would source food from the area and provide it to the college."

supply UMass with most of the food that they buy locally. Without the farmer's willingness to make new capital investments, as well as their willingness to work together, UMass would not be able to buy the volume of food that they need. However, the only reason Czajkowski was willing to invest in new capital was due to the assurance that UMass would be purchasing from his farm for a number of years.

Toong and the Office of Sustainability still face the challenges of increased labor costs as well as the sometimes high costs of locally sourced food, especially meat. However, their willingness to think outside of the box and to hold themselves to a platinum standard drives them toward sustainability despite their size as an institution. When asked what could be improved in the system, Dutton answered that increasing the amount of collaboration between the five colleges would be very helpful. She also believes that the more time food directors and food buyers spend together talking and brainstorming, the better. Lastly, she identified a strong need for a third party who would source food from the area and provide it to the college. This is a common need throughout the institutional food system and one of the most important to address in some way moving forward.

From this case study we can see how important a stringent and clear set of guidelines, consumer feedback and farmer side cooperation and investment are for a sustainable food program. In our list of the six main barriers facing local food consumption in Northampton, UMass has effectively dealt with farmer-institution relationship challenges, distribution/ processing/storage, and awareness and information. While there is still work to be done at UMass with regard to seasonal supply challenges and cost, the institution serves as a valuable example of how institutions can increase the market for local food and educate thousands of students on the topic of local food.

For more information, visit:

http://www.umassdining.com/sustainability

The Kitchen Garden Farm

Building Strong Relationships Between Restaurants and Farmers

When Tim Wilcox and Caroline Pam started the Kitchen Garden Farm in 2006, they brought a unique culinary background and some truly innovative ideas to their first square acre of farmland in Hadley. The pair started small, aiming to connect with local restaurateurs looking for rare or unique vegetable varieties. The Kitchen Garden Farm has scaled up production considerably over the past seven years and now grows a wide range of organic vegetables and flowers on twenty acres of Connecticut River bottomland in Sunderland. Wilcox and Pam have expanded their market and now sell their produce and prepared foods at local farmers markets, deliver orders to local retailers, caterers and wholesalers. Today restaurants represent 20% of the farm's produce sales, ordering the equivalent of just two retailers. Regardless of growth in recent years, Wilcox and Pam remain committed to the community of restaurants that helped build the foundation of their business. These long-term relationships continue to shape the produce they grow, the connections they establish and the identity of their business here in the Valley.

While 55% of the respondents of the restaurant survey said they were very interested in purchasing local foods, most chefs and restaurateurs explained they were too busy to leave the restaurant to initiate a business relationship with local farmers. When asked what barriers or challenges kept them from buying local food, 19% of Northampton restaurants mentioned convenience, 8% referred to a lack of information and 50% expressed that communication was a problem. "If I knew a local farmer who would come over and give me a list of his products and prices I would buy more," explained one restaurateur. In order to purchase more local food, Northampton restaurants would like farmers to reach out and initiate the wholesale relationship (rather than restaurants initiating) by providing convenient access to information on the produce they have available, pricing, delivery services, as well as prompt updates on any changes in supply. For many farmers, cultivating this kind of relationship can seem daunting. When Wilcox and Pam first cast their net in the Northampton restaurant community, they were faced with the same set of frictional barriers. This case study explores how they have overcome those challenges to successfully build and maintain long-term relationships with Northampton restaurateurs through networking, flexible, convenient service and excellent communication.

Cultivating the Relationship

- One of the farm's first clientele was the Green Street Café, where Pam worked as a chef. Her personal connection with the owner grew into a fantastic business relationship that introduced her to a whole network of Northampton area restaurateurs. Pam began reaching out to that network of chefs and owners through well-orchestrated cold calls and in-person inquiries. When reaching out to prospective clients, Wilcox and Pam were careful to call between the hours of two and five in the afternoon, when the chef, owner or produce buyer would most likely be in house, but not in service. Aware of how busy chefs may be, Pam expressed the importance of persistent, regular contact and patience. Some restaurants have been on the farm's wholesale e-mail list for four years and just began placing regular orders this season. Wilcox and Pam are careful to stay in contact with chefs as they move from one restaurant to another, where they may begin ordering again.
- By growing a few niche vegetables like jerusalem artichoke, treviso radicchio, or okra, Wilcox and Pam are able to attract new clientele. Although specialty crops can be challenging to grow or inefficient to harvest on a small scale, Wilcox and Pam began a long-term relationship with the Blue Heron Restaurant when their head chef began ordering squash blossoms, which are nearly impossible to purchase from conventional vendors. Years later the Blue Heron fully stocks its kitchen with a variety of Wilcox and Pam's produce on a regular basis.
- Wilcox and Pam make a point to conduct deliveries personally and have preferred to steer clear of aggregators who might cut relationships out of their business. As a chef herself, Pam makes a point to become familiar with her client's menu and cooking style, offering substitutions, recipes and calling their attention to unique varieties that would add vibrancy to their menus.

Flexibility

- By coordinating delivery routes and times, Wilcox and Pam are willing to accommodate late orders, offer incomplete cases of their produce and offer low minimum ordering requirements.
- In order to accommodate restaurants with minimal storage space, the Kitchen Garden will make smaller deliveries throughout the week. The farm

maintains a root cellar that allows for long-term storage and a consistent offering of root vegetables throughout the winter.

Mobility, Constant Contact and the Almighty Smartphone

- The Kitchen Garden Farm makes ordering simple and convenient by e-mailing their clients midweek updates on availability and pricing twice a week. Chefs are immediately notified by text or e-mail of shortages, crop failures or changes to their order.

- Rather than being tied down to their desk or juggling paperwork in the field, mobile devices allow Wilcox and Pam to provide flexible, fast-paced, streamlined service on the go. iPhones are used to store client information, manage orders, conduct deliveries, market their products and maintain good communication with customers. Instant access to emails and orders during harvest allows them to respond quickly to last minute orders and customer requests. Mobile applications allow the pair to update their social media feeds throughout the day or drum up business while the farmers market warms up for the day.

- Wilcox and Pam capitalize on their position in the marketplace as farmers, processors and caterers by maintaining a spot on regional wholesalers produce lists. If they see Black River Produce is charging a premium to break a case of eggplant, Wilcox and Pam are ready to reach out to their network of chefs, highlighting their flexible order minimums, the quality of their eggplant, or a competitive price.

With patience and persistence, Wilcox and Pam have built some truly terrific relationships with local restaurateurs and chefs. They responded to their client's needs and provided these fast paced businesses with the convenience, flexibility and tailored services they need to bring more Kitchen Garden produce onto the menu. To learn more about the Kitchen Garden Farm, visit their website at http://kitchengardenfarm.com/

For more information, visit:

http://www.kitchengardenfarm.com

"La Campagna di Casa Tua"

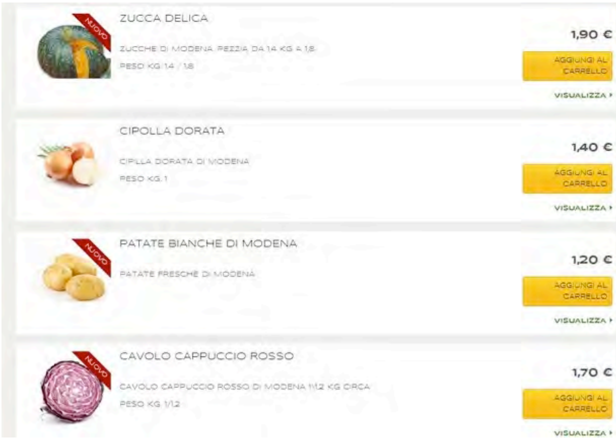
Italian Local Foods Catalogue & Farmer Cooperative

"La Campagna di Casa Tua" ("Your Home's Countryside") is a project that consists of a network of 25 farms that collectively provide fruits, vegetables, meat, milk, cheeses, eggs, rice, flours, wine and preserves to their local region. These farms are located in the geographical area comprised between the cities of Modena and Reggio Emilia, and the home delivery service is available in the same area. This Northern Italian subregional area is about two hours from any big urban center and is similar in size to the Pioneer Valley.

Until October 2013, "La Campagna di Casa Tua" counted on a static website (providing basic information about the project - such as the history of the single farms - and contacts) and a paper monthly catalogue that was distributed to families, restaurants, institutions (hospitals, religious institutions etc.) on request (via email or telephone) and featured the products available during that month and their price. Orders had to be made on the phone, because this way the consumers could be informed that one product was no longer available when placing their order.

In October 2013, "La Campagna di Casa Tua" launched a new website (www.lacampagnadicasatua.it) and renovated its services. A paper monthly catalogue is still available and orders can still be made on the phone (this makes the service easily accessible to elderly people and to people who don't own/don't know how to use a computer) but now it is also possible to shop online. The website is more intuitive than it used to be and is easily surfable. The fact that prices can be consulted directly on the website (without having to send an email or make a phone call to get the paper catalogue) is a way for people to approach local food and actually realize that it is not always as expensive as one may think. Customers can choose whether to pick up the food themselves or to have it delivered. Farmers pay a modest fee to cover the salaries of six employees, who are involved in distribution, catalogue development, organization and marketing. This program works because it is flexible, finding ways to accommodate various groups of people.

The prices that La Campagna di Casa Tua provides are, in fact, extremely competitive with supermarket prices. When comparing the prices of "La Campagna di Casa Tua" with the ones of "Esselunga"—the biggest food retail store chain in Italy—it becomes clear that there are not relevant differences. Sometimes Esselunga's prices are even the higher than those provided by farmers.



- Relationships: The main goal of "La Campagna di Casa Tua" was to build strong relationships between consumers and producers. The social connections promoted through this project represent a powerful tool in order to shape regional and local food systems.

- Local food perception: The lack of relationships between producers and consumers often provokes a misperception of local food, in the sense that many people seem to think that local food is more expensive than non-local food. The possibility of consulting prices on a catalogue may be a way for people to approach local food and realize that it is not always as expensive as one may think.

- Accessibility: The fact of having both a paper and an online monthly catalogue solve problems of accessibility, which represent an important barrier to local food. The paper catalogue makes the service easily accessible to people who don't own or don't know how to use a computer.

- Distribution: Consumers can choose whether to pick up the food themselves or to have it delivered. This service provides farmers and consumers with a creative solution to the distribution challenges that surfaced in the *Keep Farming® Northampton* surveys.

Product	La Campagna Price	Esselunga Price
Radicchio (0.5 kg)	€1.50	€1.38
Yellow Potatoes (1 kg)	€1.22	€1.79
William Pears (1 kg)	€2.10	€2.38

Q: How were you able to create such a big network of farms?
A: It came naturally. An initial network was created between a few farms that met during the weekly farmer's market. With time, because we were featured in several magazines and because our case was proving to be successful, other farms joined the network.

Q: What about costs?
A: Single farms could never afford to pay six extra people (six people are working at this service) but they can afford to pay six people collectively. The products' prices cover the cost of these extra six people. There is no annual fee for the farms.

Recommendations

Given the findings about overlapping barriers expressed by all four types of survey participants, better communication between farmers, institutions, various consumers, and distributors is currently needed. Furthermore, it is essential to increase the distribution of information and available resources to large and small consumers alike. As a means of accomplishing these goals, community resources and support will be needed at both a local and state level. The following are a list of proposed recommendations, many of which will take time and require extensive discussion with community members.

Permanent Farmer's Market Location

Support year-round direct sales between farmers and local consumers by identifying a permanent location with indoor and outdoor facilities for all Northampton Farmers Markets (Regional Planning Studio 2011, p. 19). Possible locations include the empty parking lot on King Street (former Honda dealership), the Northampton Fairgrounds, or the Roundhouse Plaza. Selecting a permanent, easily accessible location for these markets would create stability for farmers and increase access to local foods year round. A permanent, indoor location would allow the market to have longer hours into the evening, which would be helpful for consumers. Farmers would not have to waste precious time setting up booths before and after farmers' markets. Other times, the same facility could be used for community events, festivals and workshops. If there is space for a commercial kitchen, the facility could also be used as a minimal processing center for local foods, which we recommend. A permanent farmers' market could serve as an epicenter of local food activities, providing a central, reliable space. Permanent markets draw food tourism and increase the vibrancy of the surrounding area as well, as can be seen with the positive impact Eastern Market has had on its surrounding neighborhood in Detroit. In Detroit, more than 250 Vendors come from Michigan, Ohio, and Ontario to sell at the Saturday markets, serving approximately 40,000 consumers. The market is also accessible to lower-income families because they participate in the double up food bucks program. The market operates year-round and has revitalized the local economy.

Processing Facility and Community Center

While a small-scale, minimal processing facility would be a great asset for Northampton's local food system, we should also encourage restaurants, small food businesses, and farmers, to use the Greenfield facility for larger scale processing as it is currently under utilized (Pioneer Valley Food Security Plan, 2013). The processing facility co-packs, a service used by the majority of the farmers they serve, as well as offers support for new businesses by providing information about funding opportunities and crafting business plans. John Waite, the director of the Western Massachusetts Food Processing Center, suggests that by fostering a deeper connection between *Keep Farming® Northampton*, other Northampton businesses, and the processing center, Northampton based institutions may be more apt to use the center, therefore eliminating the need for a Northampton based processing facility.

Northampton Local Food Week

The creation of a "Local Food Week" in Northampton, possibly in partnership with CISA and their already established "Restaurant Week", would help to engage residents, in discussions that explore the surrounding local food access in our area. This "Local Food Week" would feature a series of community events and activities, including local food dinners, cooking classes, farm tours, restaurant competitions for best local menu, and canning and gardening workshops all aimed at raising awareness and increasing public education about local food. This festival may also be promoted as an agricultural tourism attraction.

Double Up Food Stamp Benefits

The Double Up Food Stamp Benefits campaign, which uses private donations to offer double SNAP points when shopping at a farmers market, has been an important way for residents on food stamps to better access local foods. However, the program is currently set to lose its sponsorship at the end of the year and needs a new, long term sponsor. We emphasize the importance of this program to insure increased access to local food for all Northampton citizens and suggest that a new sponsor that can commit to supporting the program in the long term should be found. Examples of such a sponsor are United Way or CISA. With this new sponsor, fundraising to support this campaign could continue, and the program could be possibly integrated into other recommendations. For example, restaurants participating the "Local Food Week" could be asked to donate a portion of their proceeds to the program. Ideally, if an endowment of sufficient size could be secured, an account could be set up through the Community Foundation of Western Massachusetts, which would then be able to take care of the administrative work.

Marketing

A wide range of studies (some conducted by Slow Food International, an organization committed to local food) shows that linking food to the identity and the cultural memory of a geographical area is a marketing choice that often results in a high economic value for local food.

Foods that reflect the distinctive alchemy of history and culture that makes each place unique are the expression of a diversity that globalization tends to erase. However, today many recognize such diversity as an important resource. Following the example of the Slow Food Presidia, the creation of a Pioneer Valley brand would be an opportunity for food producers to effectively promote their products, and to stimulate the rise of agricultural tourism in the region.

CISA's "be a local hero" campaign has been highly successful in bringing more attention to local food issues and reenergizing the local food movement. This well-established and widely known symbol of the local food movement in the Pioneer Valley could be revamped and included in new efforts to create a cohesive "brand" that would mark Northampton or Pioneer Valley local products. This consistent, easily recognized mark would allow consumers to quickly identify local products and become more engaged in the process of selecting local products over global ones.

Institutional Networking Nights

Institutional buyers expressed their struggle to connect with local farmers in order to bring local food to scale in a way that's economically and logistically feasible. Contract restrictions, distribution needs, ordering and budgetary constraints are just some of the common barriers that face institutions regarding local food. In the institutional surveys, several institutions cited Good Agriculture Practices (GAP) as a barrier for obtaining

local foods. GAP is a program that was started by the United States Department of Agriculture that applies to on-farm production and post-production processes. Many institutions only buy food from farms that are GAP certified. Food safety regulations are a concern for farmers because the cost associated with additional requirements and administration for farmers is often a burden. While GAP certification is optional, most grocery stores and many institutions require that their wholesale growers be certified. This time consuming process and the rigorous standards set by GAP regulations leave few local farms qualified to sell to these markets. In order to help institutions address these challenges, regular networking nights would be arranged that bring food service directors, chefs and buyers together in one room to share and develop creative solutions to increase the use of local food. Buyers interested in buying from local farmers but unsure of how to begin, who to contact or how to make local foods work on a limited budget would have the chance to meet with colleagues who have worked through those very same barriers to bring local food to scale in their own institution. In order to improve awareness regarding seasonality, a vegetable pin-up calendar could be created in collaboration with local farmers. The calendar would be distributed to Northampton institutions as a way of highlighting the range of fresh produce and foods grown locally throughout the year. Farm to Institution New England (FINE) and the Massachusetts Farm to School Project are well positioned to organize these networking nights and provide matchmaking services to those institutions ready to form a business relationship with local farmers. The importance of aiding communication between institutions and farmers to facilitate the inclusion of local food in more institutional menus has also been highlighted in several local food reports, including the Food System Toolkit for Hampden and Hampshire Counties by the Pioneer Valley Planning Commission and Building Local Food Connections: A community food system assessment by Christina Gibson and Jamie Pottern of The Conway School Food System (Regional Planning Studio, 2011).

Community Workshops

Northampton restaurants, institutions and producers all expressed concern for consumer awareness, specifically about seasonality and price. It is crucial to promote community involvement when trying to implement a new program or to expand awareness (Regional Planning Studio 2011, p. 16-17). One way to do this is to educate the public about local food through courses, workshops and lecture series. Possible venues include libraries, community centers, penal institutions and schools. The Pioneer Valley Planning Commission can help kick-start such programs, but it will be important to get other organizations and the entire community involved in the process to ensure its success. There should be an interaction between these food education workshops and local agricultural organizations and institutions, such as local farms, school and community gardens, and farmer's markets. This would promote the success and popularity of them all.

Depending on the target demographic and venue, each course would strive to teach attendees to cook with local ingredients, exposing them to unfamiliar fruits, vegetables, grains, herbs and spices; to plan quick, nutritious and affordable meals using those ingredients; to be smart consumers by educating them about seasonality, available benefit programs and financial assistance. Programs to teach the importance and preparation of local foods in schools are widely considered to be a useful tool to widen the scope of local food involvement and are suggested as well in the *Food System Toolkit for Hampden and Hampshire Counties* by The Pioneer Valley Planning Commission and *Planning for Food Access and Community-based Food Systems by* Kimberly Hodgson (Regional Planning Studio, 2011).

The curriculum would change, depending on venue, timeline and target audience. Here are the main topics for a culinary course:

- The Basics of Nutrition and Food Science (creating a healthful & balanced meal)
- Local Meat, Poultry, Game, Fish, Shellfish, Fruit and Vegetable Identification
- Purchasing and Identification of Local Dairy and Eggs
- Dry Goods Identification
- Seasonality, Canning and Other Preservation Techniques
- Basics of Urban or Indoor Gardening and Harvesting
- How to be a Smart Shopper: Know your Benefits and Resources

Mobile Marketplace Application

Restaurateurs and institutions expressed the need for improved coordination and convenience in order to initiate and maintain a relationship with local farmers. While CISA's local food database is a fantastic resource for information on local farms and their products, it lacks an order function as well as updated information on price and availability. A streamlined, electronic ordering system would be a great way of bridging this gap to facilitate an increase in direct sales between local growers and institutions by meeting the needs of busy farmers and food buyers. The Smith College Computer Science Department is well positioned to support a student intern in the development of a mobile application and online platform that allows chefs, restaurateurs and institutional buyers to access to a wide range information regarding local foods, including where and by whom its grown, current availability, delivery options, as well as price. Restaurants and institutions would use this application or the online platform to compare prices, place orders and arrange deliveries on the go using their smartphone or computer. Payments would be made online using a PayPal account or credit card. Farmers would receive automatic notifications on their smartphone or computer when orders are placed or edited, allowing them to organize their harvest and delivery schedule from the field. Some services like this already exist in Massachusetts and in the Pioneer Valley. In the *Planning for Food Access and Community-based Food Systems*, Kimberly Hodgson reinforces the importance of using local universities and colleges as a resource to support local food initiatives. Joe Blotnick, a member of the local community, has already invested a great deal of time and money into software that would allow restaurants or institutions to order directly from farmers and says it is about 90% done. He previously approached CISA to ask if they would be interested in hosting this system and they were receptive. Additionally, he has said that he would be willing to give the software to Smith IT if the project were to proceed.

In Conclusion

Glynwood's community-based Keep Farming® program allowed community members to establish a better understanding of the role of local agriculture and local food in Northampton's food system. The information gathered in the *Keep Farming® Northampton* surveys identified Northampton as a potential destination for local food in which agriculture, food related businesses and events become a driving force for economic development. The recommendations made in this report offer exciting opportunities to increase the consumption of local food and strengthen Northampton agriculture in ways that are good for farmers, good for business and good for the community.

In Appreciation...

We appreciate the contributions of the following people and organizations to this project and to our group.

The Glynwood Center

- The Keep Farming® program formed the basis of our methodology.
- Virginia Kasinki, Director of Community-Based Programs, offered invaluable advice and support
- Andrea Burns and Melissa Adams served as liaison and worked with us each step of the way.

Keep Farming® Northampton Working Group

Project Coordinator: Fran Volkmann

Agricultural Economics Coordinator: Professor Nola Reinhardt

- A group of volunteers from the community worked with the Northampton Agricultural Commission and the Glynwood Center on various aspects of the survey. Community members include Robin Anderson, Joan Cenedella, Adele Franks, Mari Gottdiener, Donna Harlan, Deb Jacobs, Carmel Kelly, Daryl La Fleur, Marcie Stock, Alan Wolf, and Betsey Wolfson.

Northampton City Government

The Agricultural Commission served as sponsor of the project and helped us understand what kinds of information would be most useful to the agricultural community. Wayne Feiden, Director of the Office of Planning and Development, provided constructive feedback on the survey and kept us connected with the Agricultural Commission.

Smith College

- The Center for Community Collaboration provided support for our work and an inviting space for the working group to meet.
- The Center for the Environment, Ecological Design, and Sustainability (CEEDS), especially Paul Wetzel and Joanne Benkley, provided an important connection with the Keep Farming® group.
- Professor Phil Peake contributed expertise in survey preparation and analysis, and student oversight.
- Six Smith College students worked on surveys: Aqdas Aftab completed a Special Studies project in which she oversaw the SurveyMonkey program and conducted the statistical analyses of the data. Maya Kutz worked on all aspects of the project as part of a CEEDs internship. Alina Ahmad, Charlene Gemora, Dalyn Houser, and Mina Zahin conducted surveys as part of a course taught by Prof. Julia Jones.

Other Individuals and Organizations

- Joana Griciute provided invaluable expertise with the preparation of the charts and graphs.
- Over the course of the entire project, we have benefitted from the work of CISA (Community Involved in Sustaining Agriculture), and GFN (Grow Food Northampton), and especially appreciate the expertise and values that they have shared with us.
- Others include: Former Director of Board of Health Ben Wood, Agricultural Commission Chair John Omasta, Liaison to the Farmer's Survey Group Rich Jaescke, GIS Coordinator James Thompson, Katherine Halvorsen of the Smith College Department of Mathematics and Statistics, Smith Professor of Psychology Lauren Duncan, Smith Special Studies Students and Interns Astrid Burke, Lizzie DeHuff, Wendi Liebl, Samara Ragaven and Dana Sherwood, CISA's Phil Korman, Kelly Coleman, and Margaret Christie, Grow Food Northampton's Lilly Lombard, Lauren Howe and Jen Morrow. Thanks to Joel Russell, Sarah Bankert, Kelly Erwin and Liana Foxvig.

People Interviewed

Czajkowski, Joe. Czajkowski Farms, Hadley, MA. October 2013

Dutton, Rachel. Sustainability Office at UMass, Amherst, MA. October 2013

Rowell, Annie. Program Associate at the Vermont Food Venture Center, Hardwick, VT. October 2013

Toong, Ken. Director of Dining Services at UMass, Amherst, MA. October 2013

Waite, John. Executive Director of Franklin County Community Development Corporation, Greenfield, MA. October 2013

Wilcox, Tim and Pam, Caroline. Kitchen Garden Farm, Hadley, MA. October 2013

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Appendix

The following appendix includes detailed reports presenting the results of each of the four Keep Farming Northampton surveys. These reports provide an in-depth analysis of the role of local food and agriculture in Northampton according to responses submitted by Northampton Farmers, Residents, Restaurants and Institutions.

KEEP FARMING NORTHAMPTON

Report on Northampton Agriculture

by the

Agricultural Economics Committee

October 5, 2011

EXECUTIVE SUMMARY

Agriculture is an important element of our productive landscape: according to city property records, approximately 11% of Northampton land is farmed, and another 7% is in managed forests. Nearly 45% of the farmland is in the Meadows section of the city, fertile land lying in the floodplain of the Connecticut River, with the rest of the farmland, and the forestland, scattered throughout the city. According to property records, which give only a broad sense of how the land is utilized, field crops (hay, corn, etc.) are the principle products of Northampton farmland.

The Agricultural Economics Committee of *Keep Farming Northampton* conducted a survey of Northampton farmers in the winter of 2010–2011 to learn more about the agricultural sector. The results give us a more detailed look at Northampton farming. While the majority of the farmland is used for hay, feed corn, and pasture, respondents also grow soybeans, sweet and Indian corn, vegetables of all kinds, fruit, flowers, and bedding plants. Farmers produce honey, maple syrup products, eggs, wine, jams and other fruit products, pickles, wool, meat, Christmas trees, and firewood. In addition to beef cattle, sheep, and poultry, Northampton farmers also raise goats, llama, rabbits, donkeys, and emu. In addition to more common crops and animals, Smith Vocational and Agricultural High School, located in Northampton, also raises dairy cattle, pigs, horses and fish for educational purposes.

Sixty percent of the respondents market at least half of their agricultural output locally. Almost one third of the respondents sell some or all of their products at farm stands, and one third sell products at local farmers markets. However, 40% of respondents sold or used most of their output outside of Northampton.

Three quarters of respondents said they were satisfied with their Northampton farm operations, and 25% said they were very satisfied. While Northampton farmers have benefited from the “buy local” movement, agri-tourism, and more local outlets and ways of distributing and marketing their products, they also reported many problems. These include the rising costs of fuel, pesticides, fertilizer, farmland, and labor; insurance concerns; pests and diseases; theft, trespassing and vandalism; and state regulations and local land use laws.

The findings of this survey have led the Agricultural Economics Committee to recommend a number of potential actions that could strengthen Northampton’s farming sector to benefit the city’s economic future, including: engaging city leadership to help solve the problems of vandalism, trespassing, and dumping on farmland; providing education for farmers on succession planning and permanent preservation of farmland; erecting permanent farmers market infrastructure; expanding the marketing of farm products to schools, hospitals, businesses and restaurants; creating regional facilities to process and market locally grown products; creating regional solutions to supply problems; and matching farmers with available farmland.

I. INTRODUCTION: THE KEEP FARMING NORTHAMPTON STUDY

This report summarizes the first research project of the Glynwood Center's *Keep Farming*® program in Northampton. The Glynwood Center (www.glynwood.org) is a not-for-profit organization based in Cold Spring, NY, that specializes in helping communities plan for their agricultural futures. In the fall of 2010 Glynwood offered to help Northampton engage in a community-wide assessment and planning effort through its program called "*Keep Farming*®."

At a public meeting on September 22, 2010 about 50 members of the community expressed enthusiastic support for the program. The Northampton Agricultural Commission (www.northamptonma.gov/agcomm/) officially endorsed the program, sponsored the present research, and provided expert guidance to the project.

The Glynwood *Keep Farming*® program is designed to help communities assess their agricultural systems by gathering important information, analyzing the results, and engaging in informed discussions aimed at setting priorities for how to strengthen farming and the local food system. Here are some of the questions that the program is designed to address:

- How much land do we currently have in farming?
- What do we grow?
- How seasonal is it?
- Where is it sold?
- Who are its consumers?
- Can we do better job of making healthful food available to all of the members of our community?
- What do we process locally?
- How do we add value to our agricultural products?
- How effective is local agriculture as an economic engine for the community?
- Can local agriculture play a larger role in business and tourism?
- How can we improve our local food infrastructure?
- Can we do better with the management of transportation and waste as components of a local food system?
- Can local food play an increased role in bringing us together as a mutually supportive community?

This report begins to address some of these questions – those directly concerned with agricultural economics. Subsequent research will address additional aspects of the topic.
To lay the groundwork for this project, Glynwood provided materials, training, and ongoing support free of charge to the Agricultural Commission and the citizen volunteers participating in the study.

The Agricultural Economics Committee was established in the fall of 2010 (*see Appendix A for membership*). The committee worked over the winter with the Agricultural Commission to gather baseline information, design a questionnaire, and conduct a survey of Northampton farmers. The first step was to identify existing sources of information. Two sources consulted were the 2007 U.S. Agricultural Census and the City of Northampton property records. While these enabled the committee to form a broad overview of Northampton farming, they had several limitations. The information in both sources was dated, the census provided very little information at the city level, and the property records did not indicate the amount of land that was actually farmed, nor give more than a broad indication of land use.

In order to obtain a more up-to-date picture of agricultural land use in the city, as well as a more detailed picture of farm operations, the committee created a farmer survey based on the Glynwood methodology. This survey, as well as a snapshot of information obtained from city property records, was presented for discussion to a gathering of farmers held at Smith Vocational and Agricultural High School (SVAHS) on January 27, 2011. The survey was distributed in January and February 2011 to all farmers identified through property records and conversations with the Agricultural Commission as currently operating farmland in Northampton – a total of 26, including SVAHS.

II. THE FINDINGS

A. United States Agricultural Census

There is very little information available from the U.S. Agricultural Census at the city (zip code) level. According to the 2007 Agricultural Census, there were 29 farmers operating in the Northampton city limits that year: zip code 01060 = 7 farms; 01061 = 2; 01062 = 14; and 01053 = 6. However, the fact that 2 farms were listed under zip code 01061, which is the city's post office box number, raised the question of whether farms were based on the address of the farmer rather than the physical location of the land. This is an important distinction, since farmers in this area often reside in one community while farming land in another.

In addition, it was not possible to compile information on farm size and production from the census data, since these were reported as ranges rather than specific amounts. We also found that it was not possible to use census data to determine trends in the number of Northampton farms over recent decades, since the information for some Northampton zip code levels was missing for some years.

B. Northampton Property Records

A more useful source of information was the city property records maintained by the Assessor's Office, and obtained by the committee through the Planning Office. The 2010 records provide information on 2009 property ownership. State land use codes (LUC) were used to identify farm properties, which in Northampton in 2010 included Chapters 61 (managed forest) and 61A (agricultural/horticultural) properties, and LUC 393 (agricultural lands not included under 61A).[1] Additional information was obtained on city and state owned land farmed in Northampton.

According to these records, as summarized in Table B.1, a total of 302 plots were cultivated or in managed forest in 2009, covering 4,499 acres. This represents 18% of Northampton land, approximately 11% in farmland (2,624 acres) and 7% in forest (1,875 acres). Some 45% of the

[1] These are based on the Massachusetts Department of Revenue (DOR) publication "Property Type Classification Codes" (Bureau of Local Assessment, Revised June 2009), which specifies Land Use Codes for tax assessment purposes. Under Massachusetts General Law (Mass DOR: *Taxpayer's Guide to Classification and Taxation in Massachusetts*), Chapter 61A is a designation for agricultural/horticultural land that consists of "at least 5 contiguous acres of land under the same ownership." Chapter 61 is a designation for woodlots that requires "10 or more contiguous acres of private woodland managed for forest production under an approved long-term forest management plan." In each case, the owner must certify each year that the land is in active use. While this classification results in a lower tax rate, it also comes with stipulations that the city has first option to purchase if the owner wishes to sell the land or convert it from agricultural/woodlot use, and imposes a tax penalty if the land is no longer actively farmed. LUC 393 properties are "agricultural/horticultural lands not included in Chapter 61A," often properties less than 5 acres in size, or ones where the owner wishes to avoid the 61A conditions.

cultivated land was in the "Meadows," an area in the Connecticut River floodplain in the southeast portion of the city. For an historical comparison, in 1902/03 there were 551 farmers in Northampton cultivating 6,243 acres in crops with an additional 4,142 acres in permanent pasture. At that time the Meadows, today the most intensively cultivated section of the city, was largely uncultivated or inefficiently farmed (S. S. Warner, "Agriculture in Northampton," *Daily Hampshire Gazette*, 1902).

Table B.1: Farmed lots and area, 2009, from city records

Type of Lot	Number	Acreage
Privately owned:		
– LUC 61A	154	2,056
– LUC 393	104	361
– LUC 61	36	1,502
Subtotal	294	3,919
Leased from city	5	42
SVAHS	3	538
TOTAL	**302**	**4,499**

In 2009, a total of 258 plots were listed as LUC 61A or 393, covering 2,417 acres. These plots were owned by 92 landowners, 52 of whom had Northampton mailing addresses, while 33 resided in neighboring towns, and 7 lived out of state. The number of parcels per owner ranged from 1 (over half the owners) to 31. The average quantity of farmland owned by individual owners was 26.3 acres (a range of 1 to 345 acres, with over half owning 9 acres or less). The 7 out-of-state owners own a total of 55 acres (ranging from 1 to 24 acres each). There were 4 owners of farms larger than 100 acres (150–345 acres), comprising over 40% of all Northampton's farmland. One of these owners is located in Northampton and 3 are in nearby towns where they own and farm additional acres.

Harvesting of trees occurs on 1,502 acres in Northampton, as indicated by assessor's records of 36 parcels of land filed as Chapter 61(forestry), owned by 23 owners (14–229 acres each). There are 3 out-of-state owners of forestry land (owning 13–60 acres), and 3 owners who live in neighboring towns.

An important observation that emerges from these data is the fragmentation of farmland in the city, which raises costs and lowers efficiency for Northampton farmers. Although 258 assessor's plots were registered as farmland, the committee identified only 26 farmers active in the city in 2009. Thus many farmers operate multiple plots, some of which are contiguous and some not. The average plot size for LUC 61A properties was 13.4 acres, and for LUC 393 properties, 3.6 acres. A second significant finding is that much active Northampton farmland is leased, some from absentee owners, creating a considerable degree of uncertainty about future availability of farmland.

City- and state-owned land is also being farmed in Northampton. In 2009 the city leased 42 acres, in 5 plots, for private agricultural use. In addition, Smith Vocational and Agricultural High School runs one of the largest agricultural operations in the city as part of its educational program. SVAHS operated 3 plots of land in 2009 totaling 538 acres, some of which is part of school property, but the majority of which was leased from the state. Of the 538 acres, 187 were in managed forest and 165 were actively farmed.

Property records give us only a general picture of today's land use. Unfortunately, the LUC 393 properties do not specify the type of agricultural use. The 61A usage categories are very broad and give only one category per property. If the land is used in multiple ways, only the principle use is reported. Bearing in mind these limitations, the following Land Use table gives the totals from the LUC 61 and 61A property records, and the reported SVAHS usage. Forestry accounted for almost of half of the reported land use. For land being farmed, these data suggest that field crops (hay, corn, etc.) were far and away the principle use, in terms of both lots and acreage. Data from the farmer surveys, discussed below, corroborate this conclusion. This is one aspect of Northampton agriculture that has not changed since the early 1900s, when some 72% of cultivated acreage was in hay (S. S. Warner, “Agriculture in Northampton,” *Daily Hampshire Gazette*, 1902). The numbers in Table B.2 should be considered as indicative only, however, and may be inaccurate: local farmers are quite certain, for example, that despite the 75 acres reported in tobacco, no tobacco has been farmed in Northampton for many years.

Table B.2: Land Use: 61, 61A, SVAHS

Agricultural Use	Number of Lots	Total Acreage
Tobacco (61A: 711)	8	75
Truck Crops (61A: 712)	35	367
Field Crops (61A: 713)	113	1649
Orchards (61A: 714)	1	1
Pasture (61A: 718)	5	64
Forestry (CH61) & Woodlands (61A: 717)	41	1965
Nursery (61A: 719)	1	1

C. Farmer Surveys

Through discussion with members of the Agricultural Commission we identified 26 farmers actively farming in Northampton, including SVAHS. We distributed surveys to these 26 farmers and received 20 responses, for a response rate of 77%. The survey is presented in *Appendix B: Northampton Farm Survey.* The survey results provide useful information that is summarized below. Given the special mission of SVAHS, we separate out the numbers for their operation where appropriate. It is important to remember that care must be taken not to over-generalize from these results, given that not all farm operations are included. Often, useful information comes in the form of trends and relationships rather than absolute numbers. It should also be noted that almost none of the respondents answered all of the questions on the survey, so individual questions have different numbers of respondents. Results for each question are based on the number of respondents for that question.

Farmer Profile

Question 1 collected basic farmer information, from which we see that the respondents are a diverse group. As Question 1a indicates, some families began farming in Northampton fairly recently, while others have farmed here for over a century, including SVAHS. Eleven of the respondents indicated they were full-time farmers, while seven farm part-time (Question 1f).

Question 1a: Years farming in Northampton

Years	# of farmers
<25	3
25–50	5
50–100	5
>100	4

Questions 1b–1d give us a picture of respondents' access to farmland in Northampton. Thirteen respondents cultivated only Northampton land, while the other five had 20–50% of their farmland outside the city. The amount of Northampton land per farm (**Question 1c below**) ranged from 1 to 500 acres (165 for SVAHS), and the amount of Northampton cultivated forest from 40 to 187 acres (SVAHS).

The managed forest operated by the respondents is only a fraction of the Chapter 61 total because we did not seek out for the survey those whose only agricultural operations were productive forestland. The total of 1,827 acres cultivated by the respondents represents approximately 70% of the city's 2,624 acres reported as cultivated in property records or as public leased land. This is fairly consistent with our survey response rate of 77%.

Question 1c: Acres farmed in Northampton

Acreage: cultivated land	# of farmers	Acreage: forest	# of farmers
1–11	6	40–55	2
15–35	5	187	1
50–90	3		
100–500	6		
Total Cultivated Acreage: 1,827		Total Forest Acreage: 282	

Overall, the respondents owned 66% of the land they farmed in Northampton: 1,388 acres out of 2,109 acres. Eight owned all their Northampton farmland, while nine leased some or all of their land. Of these, four rented Northampton farmland from one owner, four rented from 3 or 4 owners, and one rented from 7 owners (**Question 1e**). This contributes to the pattern of land fragmentation noted in the previous section.

Question 1d: Acres owned in Northampton

Acreage	# of farmers
0–11	7
20–30	4
60–90	5
100–300	4
Total acreage	1,388

Farm products and practices

Questions 2 through 5 collected information on recent farm products and practices and give us a more detailed picture of Northampton agriculture than was possible with the property records. We can see from the answers given by 17 respondents to **Question 2** that the bulk of their cultivated land was used for potatoes, feed corn, hay, and soybeans. These farmers also cultivated a wide range of other crops including fruits and vegetables, herbs and flowers, and Christmas trees, as well as maintaining pastures and managed woodland. They produced many processed goods (**Question 3 below**) and raised a wide variety of farm animals (**Question 4 below**).

Question 2: Use of Northampton Farmland in past three years

Farmland use	Produced in past 3 years (Northampton acreage)	Stopped Producing (# farmers)	Would like to add or increase (# farmers)
Potatoes	575		
Feed corn	514	1	
Hay	343 (SVAHS=100)		1
Soybeans	103		
Pasture	80 1/2 (SVAHS=55)		1
Sweet corn	30		
Indian corn	Unspecified acreage		
Grain (wheat/rye/etc.)		1	
Pumpkins/gourds	5 1/2 (SVAHS–5)	1	
Other vegetables	11 1/2 + unspecified acreage		1
Orchards (apples/pears/etc.)	3 1/2 (SVAHS=1)		1
Other fruit (berries/grapes/etc.)	1/4		
Herbs	1/4		
Flowers	4		
Bedding/nursery plants	3/4 (SVAHS=1/2)		
Christmas trees	2 1/4 (SVAHS=2)		
Forest	282 (SVAHS=187)		

Question 3: Northampton Processed Farm Products (ranked by number of farmers)

Farm product	Produced in past three years	Stopped producing	Would like to produce
Firewood	4		1
Fruit or vegetable products (jam, cider, pickles, etc.)	2		
Maple syrup/products	2		
Eggs	2		
Meat	2		
Wool or fiber	2		
Honey	1		
Wine	1		
Flour or baked goods	0		
Milk or other dairy (cheese, yogurt, etc.)	0		

Question 4: Northampton Farm Animals

Animals	Have now (# of animals)	Stopped having (# of farms)	Would like to have (# of farms)
Poultry/fowl	70	1	
Sheep	57 (SVAHS=12)	1	1
Beef cattle	27 (SVAHS=11)	1	1
Dairy cattle	15 (all SVAHS)		
Llama or alpaca	23		1
Goats	14 (SVAHS=9)		
Swine	6 (all SVAHS)		1
Horses: boarding	6 (SVAHS)		1
Horses: breeding	1 (SVAHS)		
Donkeys	1	1	
Fish	11 (SVAHS)		
Oxen	0		1
Other	2 rabbits, 2 emus		

We can see from Question 5 that the respondents used many practices to care for the soil (crop rotation, winter cover crops, low-till/no-till, organic methods). Almost one third used greenhouses to extend the growing season. Forty percent used either organic or integrated pest management systems to control pests. Only three farmers used irrigation, although two others would like to.

Question 5: Northampton Farm Practices (ranked by # farmers using)

Practices	Used past 3 years	Stopped using	Would like to use
Winter cover crops	11		
Crop rotation	11	1	1
Greenhouse to extend season	6		1
Low-till/no-till	5		
IPM	5		
Organic	3		
Irrigation	3	1	2

No farmers gave any additional information about their farm (**Question 6**).

Disposition of Products

The survey respondents found a variety of outlets for their products (**Question 7**). Just under one third sold some or all of their products at their farm stand, at farmers markets, or to other farmers (the latter selling mainly hay and feed corn). The responses indicate a wide diversity of outlets for farm products in the area, although several farmers expressed a desire for additional ones.

Question 7: Methods used for selling/distributing Northampton farm products (ranked by number of farmers using)

Sales practice	Currently use	Stopped using	Would like to use
Farm stand/store	6		
Farmers market	6	1	
Direct sales to other farmers/stables	5		
Sales to grain mills/processors/ slaughterhouses	3		
Not sold, used as farm inputs	3		
Direct sales to retail stores	3	1	1
Sales to wholesalers/distributors	3		
Direct sales to schools & institutions	2		
Cooperative auction	2		
Pick-your-own	1		1
Direct sales to restaurants/caterers	1		2
CSA	1	1	
Internet sales			1
Other (direct to consumer, used for B&B, consumed by farmer)	3		

Most of the respondents sold or used some or all of their products outside of Northampton (**Question 8**). Only three reported that all their outlets were in Northampton, while four had no outlets in the city. These four, however, accounted for two-thirds of Northampton land farmed by the respondents. These responses suggest considerable scope for increasing local distribution.

Question 8: Percent of farm products sold/used in Northampton

Percent of use/sales in Northampton	Number of farmers	Acres farmed In Northampton
0	4	1187
20–30	4	190
50–75	4	339
80–100	6	111

Reported sales revenue from Northampton farm operations are generally low (**Question 9**), in keeping with the finding that 40% of the respondents are part-time farmers and that, for many respondents, Northampton is just part of their overall operation,). Eight of sixteen respondents indicated that their sales in 2009 were below $20,000, and two others reported between $20,000 and $50,000 in sales. Four respondents reported sales in the $50,000 to $100,000 range and two above $100,000. While these latter numbers may seem high, it is important to note that they are gross sales figures and do not take account of farm expenses.

Two farmers responded to **Question 10**, “Are you thinking of adding non-farming activities?” One reported offering a workshop series, and the other is considering a trucking operation.

Issues affecting farm businesses

Of the eighteen respondents who indicated any farm problems (**Question 11**), the most frequently cited problem was the cost of fuel. As the answers to this question demonstrate, farmers face a variety of challenges; a number related to cost/availability of farm inputs, others related to depredations from pests, predators, and trespassers. The problem of trespassing (and dumping) is particularly acute for farmers in the Meadows). Farmers also cited difficulties related to state and local regulations and taxes. Some of the problems in the list below might be addressed at the local or regional level.

Question 11: Problems affecting your farm

Number Citing	Problem
11	Cost of fuel
7	Availability/cost of pesticides/fertilizer State regulations/restrictions Theft, trespassing, or vandalism
6	Insurance concerns
5	Availability/cost of farmland Availability of machinery/parts
4	Availability/cost of qualified seasonal help Local land use laws Marketing/distributing products Plant/animal pests/diseases/predators
3	Property taxes Availability of processing facilities
2	Complying with labor laws Storing products Availability of water
1	Availability/cost of qualified full-time help Availability of technical assistance Complaints from neighbors Availability of veterinary services Wildlife Time Manure disposal

At the same time, a number of factors have had a positive impact on these farmers (**Question 12**), the most important being the Buy Local movement, along with an increased interest in food safety, freshness, and agri-tourism. A number of farmers also cited more ways of distributing/marketing their products, as well as more local outlets, increased interest in organic products, and local land use laws:

Question 12: Factors having a positive impact on your farm

Number Citing	Factor
8	"Buy local" movement Increased interest in food safety/freshness
6	Increased interest in agri-tourism
5	Increased awareness of farming and farming issues More ways of distributing products
4	More local outlets for products More ways of marketing products
3	Increased interest in organic products Local land use laws
2	More ways of storing products Availability of qualified seasonal help State or federal farm programs
1	Availability of farmland Availability of technical assistance New methods to control pests/diseases Wine sales allowed at farmers market Attraction of local creative economy

Of the 16 farmers who responded to a question about satisfaction with their Northampton operation (**Question 13**)**,** four said they were very satisfied and the rest indicated they were satisfied. None said they were dissatisfied.

Question 14: Farmers responded to this open-ended question asking "What would make it easier for you to continue your Northampton agricultural operations, or make it grow, in the future?" with a variety of answers:

- Better public transportation
- Change conservation restrictions to allow farm-related infrastructure and electric fences on city conservation land
- Access to more affordable land
- Conservation commission more favorable to farming
- Less regulation
- Central distribution area for farms
- Own the land
- Possibility of 61A tax designation for plots under 5 acres
- Lower costs/higher farm income/lower risk

Farmers were also asked about any strategies they felt "the community should pursue to help keep farming viable in Northampton" (**Question 15**). Respondents made the following suggestions, most of which could be implemented at the local level:

- Reduce regulatory overhead
- Place farmers with available land to keep it as viable farmland
- Advertising fallow city land for lease/rent for farming
- Change Conservation Restrictions to allow farming-related activities by right
- Adopt local zoning changes to allow more backyard farming (i.e. hens, community root cellar, greenhouses)
- Host workshops on food production, including cooking, storage and preservation
- Increased infrastructure to make small operations viable in the Meadows
- Support local farmers even if it costs more per item
- More CPA grants for farmers instead of housing
- Smith Voc students helping plant and maintain trees (fruit, maple etc.) on small farms
- More local campaigns: grown in Northampton by owner
- More of a tax break for farmers
- Free health care for full-time farmers

Question 16 asked farmers if they were interested in a variety of educational or service options; the largest number expressed interest in a farmer discussion session and in learning about farmland preservation:

Number Expressing Interest	Option
6	Attending a session for farmers to voice their issues and concerns
6	Learning more about the possible options for preserving farmland (i.e. Transfer of Development Rights, Conservation Easements, Tax Abatement Programs etc.)
1	Learning more about succession planning
1	Learning more about the Northampton APR program for floodplain land
1	Serving on the Agriculture Commission

Farm Resources/Inputs

Twenty farms responded to **Question 17** on farm labor. These farms employed 49 full-time family members, 24 part-time family members, 20 full-time hired workers, and 46 part-time hired workers. Family members working on the farms ranged in age from under 20 to over 60 years old:

Question 17: Number and age of family farm workers

Age of family members working on Northampton Farms	Number of workers
≤ 20 years old	3
20–40	25
40–60	29
over 60	16

There was a wide range of spending on supplies for Northampton operations (**Question 18a**), with 60% spending less than $25,000:

Question 18a: Amount spent on supplies for Northampton farm operation (fertilizer, parts & equipment, seeds, feed, plant & live stock, vet supplies, computers, fencing).

Amount spent	Number of farms
$10,000	4
10,000–25,000	4
35,000–60,000	4
80,000–100,000+	2

Question 18b: Of the fourteen farmers who responded, eight purchased no supplies in Northampton, five purchased some, and only one purchased all.

In response to Question 19a, most spent little on services, with twelve spending between $0 and $5,000:

Question 19a: Amount spent on services for Northampton farm operation (vets, farrier, insurance, slaughter, repair, and maintenance)

Amount spent	Number of farms
0–<$1,000	6
1,000–5,000	6
15,000–25,000	2
100,000	1

Of those who purchased services, five purchased from 50 to 100% in the city, while seven purchased under 25% or none in Northampton, as shown in the following table:

Question 19b: Percent of service dollars spent in Northampton

Purchased in Northampton (% of spending)	Number of farms
0	3
10–25%	4
50–70%	3
100%	2

There are clearly service and supply dollars leaving the city, especially the latter. Responses to **Question 20**, asking about recent changes in where farmers purchased these supplies and services, suggest that this loss has been increasing:

- Fewer options, more distance
- Fewer supplies, fewer services

- Feed store moved from Haydenville to Williamsburg
- Suppliers not available in Northampton
- Have to travel further
- Fewer farm machinery dealers with experienced staff
- Buy more parts online

This general theme, of decreasing availability/knowledge of local suppliers, was echoed in the responses to **Question 21**, "What one thing causes the most problems for you when you need to purchase supplies or obtain services?"; the other factor mentioned was high cost:

- People not knowing what they are doing
- (Having to go) out of area
- Availability
- Not many local services
- Lack of local stores
- Distance
- Suppliers don't stock products, need to be ordered
- Travel to obtain supplies and services
- Finding qualified personnel to work on complicated farm machinery
- We pay high prices for shipping because we often need small quantities
- Cost/price
- Lack of capital

III. RECOMMENDATIONS FOR ACTION

- **Develop local initiatives to support local food purchases:**

The diversity of outlets for their products has been an important element in the ongoing success of Northampton farmers, as can be seen in the responses to Questions 7 and 12. The work of Community Involved in Sustaining Agriculture (CISA) and its "Local Hero" initiative has undoubtedly been helpful for some local farmers. Nevertheless, survey responses indicate that only a few farmers took advantage of sales to restaurants, caterers, schools and institutions, and wholesale distributors. A next step of the Keep Farming initiative will be to gather information about where these local outlets obtain agricultural products and whether local products might be used more widely. The Agricultural Commission might also work with organizations such as CISA and Grow Food Northampton to explore possible additional strategies for marketing local agricultural products.

On a positive note, farm stands, which have long been an important means of selling local products, have benefitted greatly from the recent "buy-local" and "food safety" movements. Farmers' markets have expanded rapidly in the area, and one third of the respondents participate in them. One possible local initiative could be to follow the lead of cities like Ithaca or Brattleboro in setting up a permanent structure for farmers markets, which makes setting up and breaking down market stalls each week much less strenuous and time-consuming for farmers and vendors.

- **Promote regional initiatives to support local inputs suppliers and food marketing:**

The decreased availability of farm supplies and services has been a significant problem for local farmers (Questions 21–22), costing them time and money on shipping. Although respondents spent more than $450,000 in 2009 on farm supplies, less than 6.5% was spent in Northampton. Given that there are economies of scale in the provision of inputs, the shrinking of suppliers can be seen as a regional factors for which broader Pioneer Valley efforts to support local inputs suppliers could be useful. There may be opportunities to encourage regional suppliers to locate in Northampton.

Given that there are similar economies of scale considerations on the marketing end, expansion of Valley processing and distribution centers might be a venture of considerable benefit to local growers. Again, CISA could be a helpful partner in identifying such regional possibilities.

- **Create a regional Agricultural Commission**

Given that farmers throughout the Pioneer Valley often lease land in several communities, and that there are economies of scale in addressing supply, marketing, and distribution concerns, it might be helpful to create a regional Agricultural Commission for Hampshire County or the Pioneer Valley. Such an agency could work with regional organizations such as CISA or the UMass Extension Service, as well as with the city Agricultural Commissions, to promote region-wide initiatives.

- **Identify and protect vulnerable farmland:**

One quarter of the respondents indicated that the cost/availability of farmland was a problem for them. Over half of those who responded lease at least some of their farmland. City property records show that, while more than half the declared agricultural acreage is owned by 7 owners, the remainder of the farmland is divided among 85 owners, the majority with fewer than 10 acres each. Given that there are only 26 farmers operating these lands, it is clear that most of these landowners lease out some or all of their land. This situation has contributed to farmland fragmentation, which results in higher costs and lower efficiency for farmers. The physical disconnect between landowners and their property contributes to the uncertainty associated with the future availability of farmland in Northampton. The Agricultural Commission may want to work on identifying vulnerable parcels of land. It was encouraging that approximately one third of the survey respondents were interested in learning more about preserving their farmland. This offers an opportunity to follow up with suitable educational workshops that could ultimately result in protecting more of Northampton's farmland from development pressures.

- **Address theft and vandalism, land use, and conservation issues through improved city policies and laws:**

The city can support farmers through modifying local policies and laws such as those that address theft and vandalism, land use, and conservation. The vandalism that farmers experience, especially in the Meadows area, demands that local leadership (Mayor, City Council, Police Department) work with farmers to give them the security they need. There are some other concerns that can be addressed through the zoning process, such as allowing fencing, if needed, on conservation land, and adopting local zoning to allow more backyard farming (the keeping of chickens, etc.). The city's Agricultural Commission may want to work with the ordinance committee on some of these changes.

IV. CONCLUSIONS

Despite the "urbanization" of Northampton over the past century, agriculture has remained an important element of city life. The results of this survey yield salient information that may be of use to the City of Northampton and its residents in assuring the continued vitality of our farm sector.

The strength of Northampton farming can be seen in the diversity of farm products and outlets, as well as in the longevity of family farm operations. Although field crops continue to be important, respondents also produce an expanding variety of farm products, from fruits and vegetables, flowers, and bedding plants to processed products of many types. Farmers raise a variety of animals in Northampton, from fowl to sheep, cattle, and llamas. It is important to note that Smith Vocational and Agricultural High School owns a large share of the animals in the city (about 20% of the sheep, almost 50% of the beef cattle, more than 50% of the goats, and 100% of the dairy cattle, horses, swine, and fish). Nevertheless, 20% of the survey participants aspire to raise more farm animals on their property.

Farmers of all ages have chosen to carry out their work in Northampton. Many of them have deep roots in the area. Over half of the farm families in our survey have been farming in Northampton for over 50 years – some for over 100 years – and another quarter for 25–50 years. Over 60% of the respondents identify themselves as full-time farmers. However, reported gross sales figures suggest that very few of the respondents could live on the income from their Northampton operations. As is true of the vast majority of American farm households today, many make ends meet through non-farm income-earning activities. Many Northampton operators also cultivate land in neighboring communities, which means we must consider their successes and difficulties from a regional rather than purely local perspective.

The responses suggest a variety of city initiatives that could help Northampton farmers. While many of the farmers' concerns are out of our control (e.g. fuel costs, health insurance, pests, etc.), the survey responses point to a number of efforts that can strengthen local farming. Areas for improvement include surveillance to discourage dumping, trespassing and theft; infrastructure to facilitate processing, marketing and distributing farm products; expanded local and regional markets for farm products and supplies; a service to match prospective farmers with available farmland; and allowing more farming on conservation land. Individuals can also support Northampton farmers by facilitating, promoting, and attending collaborative meetings that generate dialogue in the form of workshops, local campaigns, and educational initiatives on farmland preservation. Farmers themselves expressed strong interest in further opportunities to meet together to discuss common problems and opportunities. The fact that the Agricultural Commission has sponsored this initial effort to gather information and that numerous local farmers have actively participated, provides reason to be optimistic that communication and collaboration between citizens, farmers, and the municipality can be continued and expanded in future years to the benefit of all.

Respectfully submitted,

The Agricultural Economics Committee of Keep Farming Northampton

Nola Reinhardt, Chair

Adele Franks

Deb Jacobs

Fran Volkmann

Betsey Wolfson

Andrea Burns, Glynwood representative

Jen Morrow, Grow Food Northampton Intern

Lauren Howe, Grow Food Northampton Intern

APPENDIX A: KEEP FARMING NORTHAMPTON
AGRICULTURAL ECONOMICS COMMITTEE MEMBERS

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APPENDIX B: NORTHAMPTON AGRICULTURAL COMMISSION/KFN SURVEY OF NORTHAMPTON FARMERS

Thank you for agreeing to participate in this survey. The information you provide will help us as we look for ways to help farms thrive in our city. We are asking for this information to get an accurate profile of the importance of farming in Northampton, and to get a better understanding of what you think the community can do to help support agricultural operations.

The information we collect will not ever be connected to your name or farm. The information from many farmers will be combined and presented in general graphs and charts. You may choose not to answer any individual questions but we hope you will see how valuable it is to the success of our efforts to have accurate information from a wide range of farmers. All participants will receive a copy of the final report.

SECTION ONE: BASIC INFORMATION

1. Basic Farmer Information

a. How many years have you and your family been farming in Northampton? ________
b. What percent of the land you farm is in Northampton (approximately)? ___________
c. How many acres do you farm in Northampton? __________
d. Of these, how many acres do you own? _________
e. If you rent, from how many owners? _________
f. Do you farm: __ Full-time __ Part-time __ Other (please describe) _______________

2. Use of Northampton Farmland in past three years: indicate all that apply

Farmland use	Produced in past 3 years (give Northampton acreage)	Stopped producing	Would like to add
Hay			
Feed corn			
Soybeans			
Pasture			
Sweet corn			
Indian corn			
Grain (wheat/rye/etc)			
Potatoes			
Pumpkins/gourds			
Beans/legumes			
Other vegetables			
Orchards (apples/pears/etc)			
Other fruit (berries/grapes/etc)			
Herbs			
Flowers			
Bedding/nursery plants			
Christmas trees			
Forest			
Other			

3. Northampton Processed Farm Products: indicate all that apply

Farm product	Produced in past three years	Stopped producing	Would like to produce
Fruit or vegetable products (jam, cider, pickles, etc)			
Flour or baked goods			
Honey			
Maple syrup/products			
Eggs			
Milk			
Other dairy (cheese, yogurt, etc)			
Wine			
Meat			
Wool or fiber			
Firewood			
Other			

4. Northampton Farm Animals: indicate all that apply

Animals	Have now (give #)	Stopped having	Would like to have
Dairy cattle			
Beef cattle			
Swine			
Sheep			
Goats			
Llama or alpaca			
Oxen			
Donkeys			
Poultry/fowl			
Horses: breeding			
Horses: boarding			
Fish			
Other			

5. **Northampton Farm Practices; check all that apply**

Practices	Used past 3 years	Stopped using	Would like to use
Crop rotation			
Winter cover crops			
Greenhouse to extend season			
Low-till/no-till			
IPM			
Organic			
Irrigation			

6. **Additional information/comments about the farm**

…………………………………………………………………………………………………….

…………………………………………………………………………………………………….

…………………………………………………………………………………………………….

SECTION TWO: SALES AND DISTRIBUTION OF PRODUCTS

7. What methods do you use for selling and distributing your Northampton farm products? Check all that apply. Give approximate percentage of sales for current use.

Sales practice	Currently use (give % of current product sales)	Stopped using	Would like to use
Farm stand/store			
Pick-your-own			
Farmers market			
Direct sales to retail stores			
Direct sales to restaurants/caterers			
Direct sales to schools & institutions			
Direct sales to other farmers/stables			
Internet sales			
Sales to grain mills/processors/ slaughterhouses			
Sales to wholesalers/distributors			
CSA			
Cooperative auction			
Not sold, used as farm inputs			
Other			

8. What percent of your Northampton farm products do you sell/use in Northampton? ___
Would you like to sell more of your products in Northampton? _________ If so, what could make that easier?

9. Please check a range of sales in 2009 from your Northampton farmland:
_ Under $20,000 _ $20,000-49,999 _ $50,000-100,000 _ Over $100,000

10. Are you thinking of adding non-farming activities? If so, what are you considering?

……………………………………………………………………………………………………
……………………………………………………………………………………………………

SECTION THREE: ISSUES AFFECTING YOUR BUSINESS

11. Do the following issues present problems for you? Please check all that apply on the LEFT. Then on the RIGHT rank order the top 5 problems, with #1 being the issue that presents the most problems.

This Issue is a Problem for Me: **Rank-Ordered Top 5 Problems**

__ Availability/cost of qualified full-time help
__ Availability/cost of qualified seasonal help
__ Availability/cost of farmland
__ Complying with labor laws
__ Availability of housing for farm workers
__ State regulations/restrictions
__ Local land use laws
__ Availability of technical assistance
__ Theft, trespassing, or vandalism
__ Property taxes
__ Availability of machinery/parts
__ Complaints from neighbors
__ Availability of veterinary services
__ Availability of processing facilities
__ Marketing/distributing your products
__ Storing your products
__ Insurance concerns
__ Availability/cost of pesticides/fertilizer
__ Plant/animal pests/diseases
__ Availability of water
__ Wildlife
__ Manure availability
__ Manure disposal
__ Cost of fuel
__ Other (please specify)………………………………………………………………………………

12. Which of the following have recently had a positive impact on your farm? Check all that apply on the LEFT and then rank order the top 5 on the RIGHT (#1 being the most positive factor)

This has recently benefited my farm: **Rank-Ordered Top 5 Most Beneficial**

__ More local outlets for your products
__ More ways of marketing your products
__ "Buy local" movement/increased interest in food safety/freshness
__ Increased interest in organic products
__ More ways of distributing your products
__ More ways of storing your products
__ Increased interest in agri-tourism
__ Increased awareness of farming and farming issues
__ Local land use laws
__ Availability of qualified full-time help
__ Availability of qualified seasonal help
__ Availability of housing for farm workers
__ State or federal farm programs (please specify)
__ Local land use laws (please specify)
__ Availability of farmland
__ Availability of technical assistance
__ Availability of machinery/parts
__ Availability of veterinary services
__ New methods to control pests/diseases
__ Other (please specify) ....

13. Overall, how satisfied are you with your Northampton farm operation?
__ very satisfied __satisfied __dissatisfied

14. What would make it easier for you to continue your Northampton agricultural operation, or make it grow, in the future?

……………………………………………………………………………………………….

………………………………………………………………………………………………

15. Please list any strategies that you feel the community should pursue to help keep farming viable in Northampton.

………………………………………………………………………………………...

……………………………………………………………………………………………

16. Are you interested in any of the following (check any that apply):

__ Learning more about succession planning
__ Learning more about the possible options for preserving your farmland (i.e. Transfer of Development Rights, Conservation Easements, Tax Abatement Programs etc.)
__ Learning more about the Northampton APR program for floodplain land
__ Attending a session for farmers to voice their issues and concerns
__ Serving on the Agriculture Commission
__ Other ………………………………………………………………………………

SECTION FOUR: FARM RESOURCES/INPUTS

17. Farm labor

a. In 2009, how many family members worked on your Northampton farm full-time? __________
Part- time? _______Of these, how many are in each of the following age ranges:
under 20 _________20-40_____ 40-60_________ 60+__________

b. How many other full-time workers worked on your Northampton farm? ___________

c. How many other part-time or seasonal workers worked on your Northampton farm? ________

18. Farm supplies

a. In 2009, approximately how much did you spend on supplies for your Northampton farm operation (including things like fertilizer, equipment and parts, seeds, feed, plant stock, live stock, vet supplies, computers, and fencing)? _______________________

b. Of the amount spent in 2009 on supplies, approximately how much was purchased in Northampton?

19. Farm services

a. In 2009, approximately how much did you spend on services for your Northampton farm operation (including things like vets, farrier, insurance, slaughter, repair and maintenance)? _ __________

b. Of the amount spent in 2009 on services, approximately how much was purchased in Northampton?

20. What changes, if any, have there been in where you purchase supplies or obtain services in the past few years?

…………………………………………………………………………………………………….

21. What one thing causes the most problems for you when you need to purchase supplies or obtain services for your farming operation?

…………………………………………………………………………………………………

Do you have any other comments or suggestions?

THANK YOU FOR PARTICIPATING IN THIS SURVEY

KEEP FARMING NORTHAMPTON

NORTHAMPTON RESIDENTS FOOD SURVEY REPORT

OCTOBER 25, 2012

EXECUTIVE SUMMARY

Keep Farming Northampton, a volunteer group sponsored by the Northampton Agricultural Commission, used the methodology of the *Glynwood Keep Farming*® program to survey 558 Northampton residents regarding their food consumption preferences and attitudes. Surveys were conducted both in person and on line, sampling residents in a variety of locations with the goal of approaching a representative sample of the Northampton population. Comparison of the survey population with the city's demographic composition allowed evaluation of instances where the two populations were similar and where they were different. These are summarized in the Discussion section of this report.

Results strongly support the conclusion that Northampton residents are committed to local food and to the preservation of farms and the rural community. The work of our local farmers over hundreds of years of farmland husbandry and the recent work of groups such as Community Involved in Sustaining Agriculture (CISA) and Grow Food Northampton (GFN) has clearly had an enormous impact on the attitudes of residents towards fresh local food and the importance of agriculture to the character of our city.

A majority of respondents (68%) reported buying locally grown food every week. Reasons given for purchasing local food included supporting local farms and farming, as well as believing that local food is fresher and healthier.

Northampton residents shop at a variety of food outlets, including large supermarkets, small grocers, food co-ops, natural food stores, farmers' markets, farm stands, and farms offering Community Supported Agriculture (CSA) shares. The most frequently cited locations where people buy local food are farmers' markets, food co-ops and farm stands. Smaller numbers get it at small grocers and supermarkets. Because 75% of respondents report shopping at large supermarkets, one way to increase local food purchasing would be through marketing more local food to large supermarkets. About a quarter of respondents get local food from their own gardens or from the gardens of friends and relatives.

Respondents buy a wide variety of local foods and are interested in buying more of just about everything, including meats, fruits, and grain and grain products. For farmers to increase production of locally raised meat and grain, regulatory support as well as infrastructure development will be required.

While a large majority of respondents prepare and eat most of their meals at home, and report almost never eating at fast-food establishments, over two-thirds eat at a local restaurant once a week or more. Moreover, over 88% of those surveyed indicated that it is 'very' or 'somewhat' important that local restaurants serve local food.

Analysis of the survey data in terms of age, education, gender, and income yielded a picture of who shops at farmers' markets, who participates in CSA shares, and an array of other results that suggest ways of marketing local foods to particular populations. For example, least interest in local food, and most fast food consumption, were each associated with lowest levels of education, suggesting opportunities for outreach, perhaps in the early school years.

For additional information regarding this project, or to request an e-copy of this report, please contact Fran Volkmann: franv@comcast.net.

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INTRODUCTION

This survey is part of a larger project designed to provide a detailed picture of food in Northampton: where it is grown, how it is distributed, what is sold in restaurants and served in institutions, and what is bought and eaten by Northampton residents. The survey is sponsored by the Northampton Agricultural Commission and uses the methodology of the Glynwood Center's *Keep Farming* Program® www.Glynwood.org.

The Glynwood Center is a not-for-profit organization based in Cold Spring, NY, that helps communities plan for their agricultural futures. In the fall of 2010, Glynwood offered to help Northampton engage in a community-wide assessment and planning effort through its *Keep Farming*® Program. The idea was enthusiastically endorsed at a public meeting on September 22, 2010, and the Northampton Agricultural Commission signed on to serve as local sponsor and to provide expert guidance to the project.

Keep Farming Northampton engages a group of citizen volunteers to assess several aspects of our local food system. Many people and organizations have given their time, expertise, financial support, and resources in support of the project. They are listed and acknowledged in Appendix I.

A previous survey, *Report on Northampton Agriculture*, completed in the fall of 2011, provided a detailed look at Northampton farming: who are Northampton's farmers, what they grow, where they market their products, and what are their needs and interests. This report is available on the city website: www.northamptonma.gov/agcomm (click on Files and Reports). The present survey of Northampton Residents is the second survey in the larger project. Future surveys will include Northampton restaurants, food distributors, schools, and institutions.

The surveys, along with information from other sources, are designed to provide the bases for wide-ranging public and municipal conversations about how our community might build a better, economically stronger, healthier, more accessible food system. These conversations will be advertised widely, including on the City of Northampton website.

METHODS

Design. The *Glynwood Keep Farming® Workbook* (www.Glynwood.org, 2010) provided the basic methodology for this research. In consultation with the Northampton Agricultural Commission and a number of local and regional organizations (see Appendix I), we modified the Keep Farming Residents Survey to address the Northampton population (see Appendix IV for our survey). We included questions previously asked by another group, Community Involved in Sustaining Agriculture (CISA), in order to provide a basis for comparison.

There are many definitions of 'local food', so it was important that all respondents had the same definition in mind as they completed the survey. Therefore, we inserted the following instruction into the survey:

"For the purposes of this survey, "local food" is defined as edible products (such as fruit, vegetables, meat, eggs, dairy, jams, honey, bread, herbs, microbrews, maple syrup, etc.) that have been grown or produced ONLY in the Pioneer Valley of Western Massachusetts. These items may or may not be certified organic."

Sample population. Since we wanted to use Northampton as a case study in local food, we limited the survey to Northampton residents. Using a variety of approaches to obtain participation from many sectors, we sampled 558 residents, with the goal of obtaining a sample that would represent as closely as possible the demographic profile of the city. The demographic profile of our sample is shown in Appendix II, "Population Sample and Treatment of Data".

Procedure. The *Northampton Keep Farming* group, augmented with five trained Smith College Special Studies students, administered paper surveys individually to 255 residents in a number of public locations, including Wal-Mart, Stop & Shop, Forbes Library, the Senior Center, the Survival Center, Casa Latina, the Northampton Athletic Club, schools, public meetings, and other high-traffic locations throughout the city. In addition, the survey was made available on the web-based survey tool *Survey Monkey* and publicized through word-of-mouth and social media, including e-mails to constituents sent by all of Northampton's City Councilors. Exactly 283 residents completed the survey on line, for a total of 558 surveys. The time required to complete each survey was approximately 15-20 minutes.

As an incentive to complete the survey, cider and local doughnuts were offered to participants in most of the public locations.

The survey ran from late October 2011 through early March of 2012, with most of the data collected in the fall of 2011. The Smith College students presented a preliminary report of findings in late December 2011.

Treatment of data. The data were weighted by the demographic values for gender, age, Ward, and race to ensure that the population accurately reflected the actual demographic makeup of the city of Northampton (see Appendix II). Data analysis included breakdowns by gender, age, education, and income. Instances in which the survey sample departed from the Northampton demographic profile are reviewed in the Discussion Section, below. We also analyzed Ward of residence, but include only a summary of those results in Appendix III since it was of secondary interest.

RESULTS

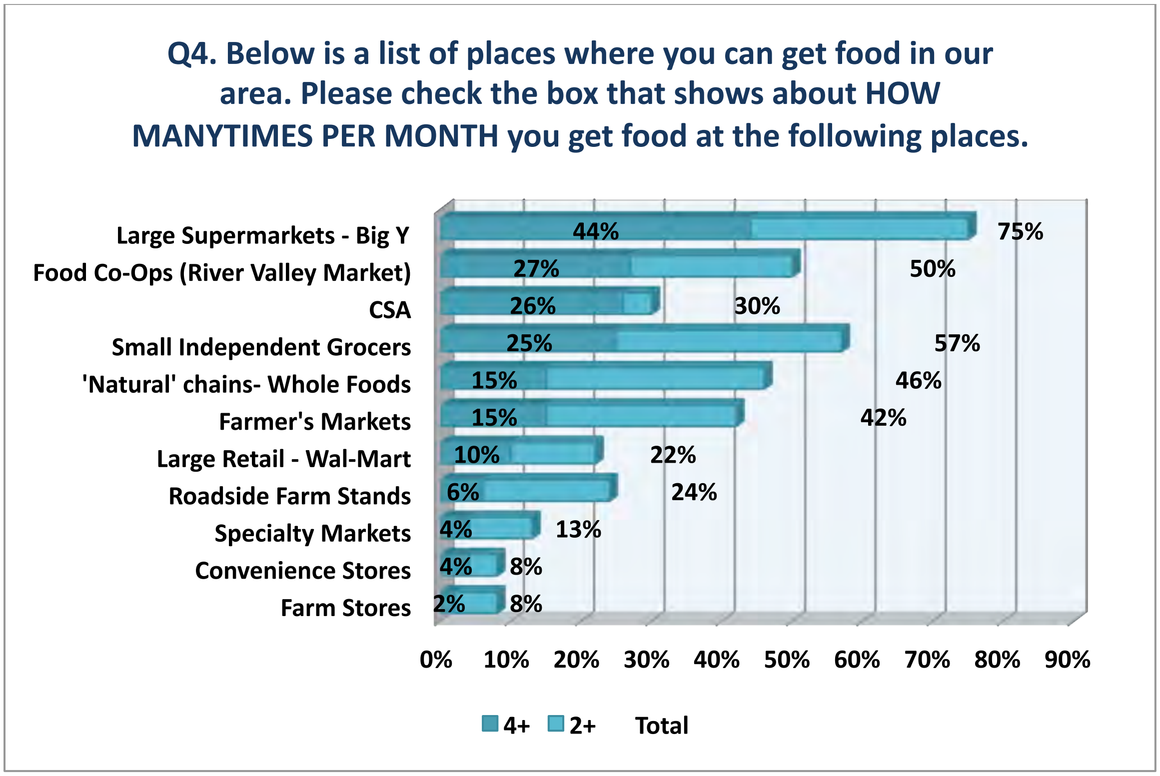
Where do Northampton residents shop for food?

The first step in understanding the contours of Northampton's local food consumption is to understand where residents shop for their food. At the outset of the survey, prior to asking any questions about opinions on locally grown or produced food issues, we asked Northampton residents how often they shopped at each available food retailer in our area.

By far, most respondents reported shopping at large supermarkets in the area such as Stop & Shop, Big Y, or Price Rite (See chart below). Three-quarters (75%) reported shopping at one of these stores two or more times a month (44% shop there at least four times per month). Conversely, 25% reported rarely or never shopping at these large supermarkets. Next comes smaller, independent grocery stores like Serio's Market, Cooper's Corner, The State Street Fruit Store and Cornucopia, with 57% overall shopping at one these stores at least twice a month (25% go there four or more times).

Half (50%) the respondents reported shopping at Food Co-ops (e.g. River Valley Market) at least twice a month, 46% frequent Whole Foods, Trader Joe's or other 'natural' grocery store chains, 42% go to a local farmer's market twice a month or more, just under a third (30%) regularly pick up a CSA farm share, and 24% stop at farm stands at least twice a month. Only 22% of residents reported food shopping at the large retail stores such as Wal-Mart, Costco, and Target, and fewer reported shopping at convenience stores or specialty markets.

The following chart outlines shopping patterns by venue:



Different demographic groups tend to get their food from different places. In each of the following paragraphs we describe the types of people who tend to shop more often at each of the venues.

Large Supermarkets. The demographic groups reporting the greatest frequency shopping at big supermarkets (more than 4 times per month) included 56% of residents over age 55, 61% of men over age 55, 60% of long-term Northampton residents (25 years or more), and 63% of those who have lived in Northampton all their lives. In addition, 53% of male primary shoppers and 54% of households with two adults and no children reported shopping at large supermarkets four or more times per month. Half of those who rarely shop at farmer's markets, and 57% of those who indicated little interest in CSA farm shares frequent large supermarkets.

Small Grocers. Thirty-one percent of those who said they buy locally grown food every week shop at these stores. A third (34%) of people who often shop at farmers' markets also frequent small grocery stores. The small grocers appear to be serving as neighborhood markets, as 40% of Ward 2 respondents report shopping there 4 or more times per month.

Food Co-ops. Thirty-seven per cent of those who reported buying local food every week shop at a food co-op four or more times a month, as do 46% of those who have a CSA farm share, and 42% of those who grow a lot of their own food.

Thirty-two percent of respondents with college degrees reported shopping at a food coop four or more times per month. Interestingly, those who tend not to shop at a food co-op are people with little interest in a CSA farm share (16%), people who buy local food only once or twice a month (1%), people who don't think locally grown or produced foods are healthier (19%), households where the primary shopper is male (9%) and those who have lived in Northampton 25 years or longer (19%).

CSA or Farm Share. Slightly more than a quarter of respondents (26%) reported participation in a CSA farm share program every week. Demographic groups most likely to pick up a weekly CSA share include women under age 55 (38%) and college graduates (31%). Though residents with higher incomes were more likely to report CSA membership (31 percent earn $75,000 or more per year), 23% of those reporting less than $25,000 per year income also participated. Duration of Northampton residence was associated with CSA involvement in that those living here longest were least likely to report CSA membership (29% of residents of less than 25 years vs. 19% of those living here longer). The likelihood of CSA participation increased with household size, with only 10% of single person households participating, and 31% of households with 2 adults and children. Thirty-seven percent of people who buy locally produced or grown food every week participate in CSAs.

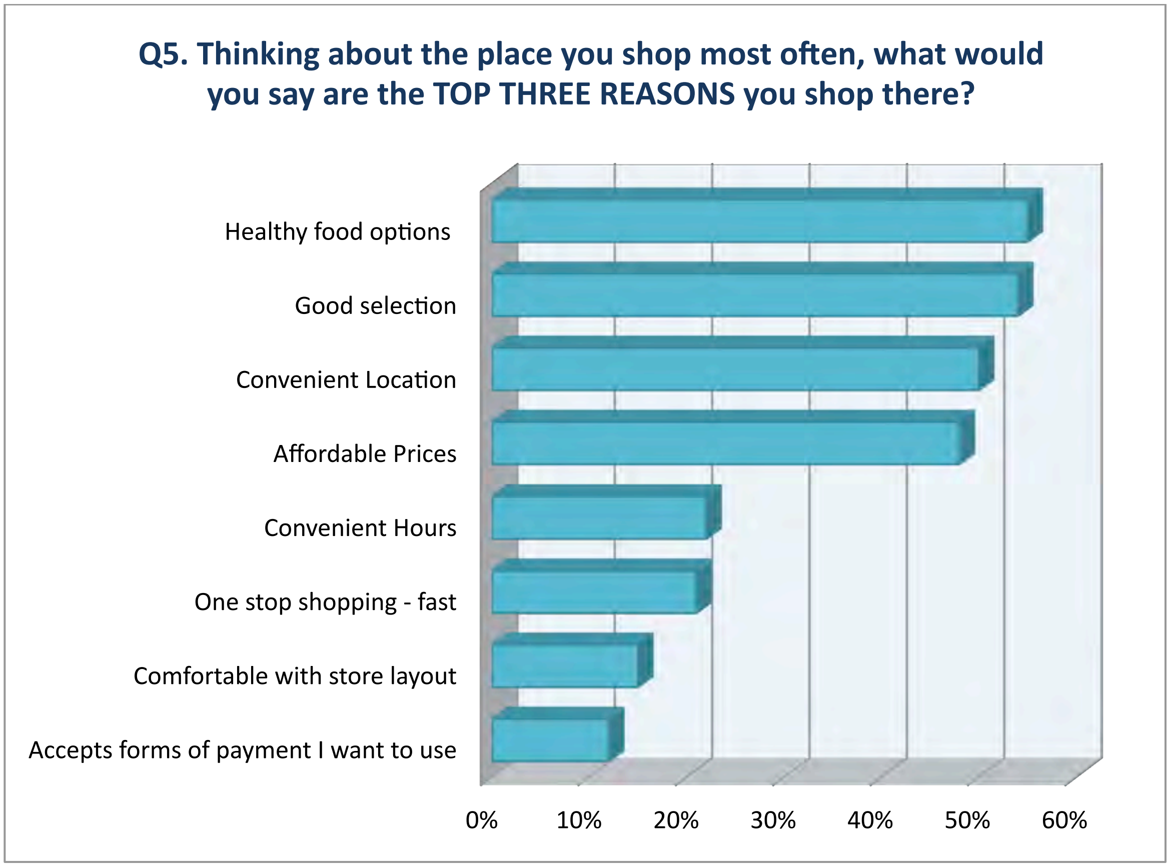
Farmer's Markets. More than half of Northampton respondents 55 years of age or older reported shopping at least twice per month at a farmers market, with women 55 or older reporting the greatest likelihood (60%). However, only 20% of people who reported purchasing locally grown food every week shop at a farmers market every week.

Large Retailers. Only 5% of Northampton respondents with a college degree reported shopping at least 4 times per month at large retailers such as Wal-Mart. The subgroup most likely to shop this often at such stores was non-college-educated women (40%).

Households with less than $25,000 per year income were most likely to report frequent shopping at these stores (18%) compared with those households with incomes above $75,000 (7%). Other demographic groups reporting frequent shopping at large retailers include 23% of lifetime Northampton residents compared with 9% of those who are not lifetime residents.

Reasons for choice of shopping venue

When asked the basis for their food store choices, four main factors emerged as the most important reasons: the availability of healthy food options (55%), good selection (54%), convenient location (50%) and price (48%). Much less important reasons included convenience factors such as one-stop shopping, hours, store layout, and kinds of payment accepted. See chart Q5 below.



Among the survey's respondents, non-college-educated women (65%) and those earning less than $25,000 per year (57%) are the most price-conscious shoppers. In addition, those with household incomes less than $25,000 per year were most likely to report that form of payment influenced their choice of food shopping location (25%). Men 55 years of age or older are most concerned with good selection (63%) and convenient location (57%), while healthy food options were most important to college graduates (66%), and people living in Northampton 10 years or less (62%).

Food Spending

Three quarters of respondents reported spending $150 or less each week on all kinds of food (not including restaurant purchases). However, 46% of households containing two adults and children spend more than $150 per week on food.

Importance of Local Food to Northampton Residents

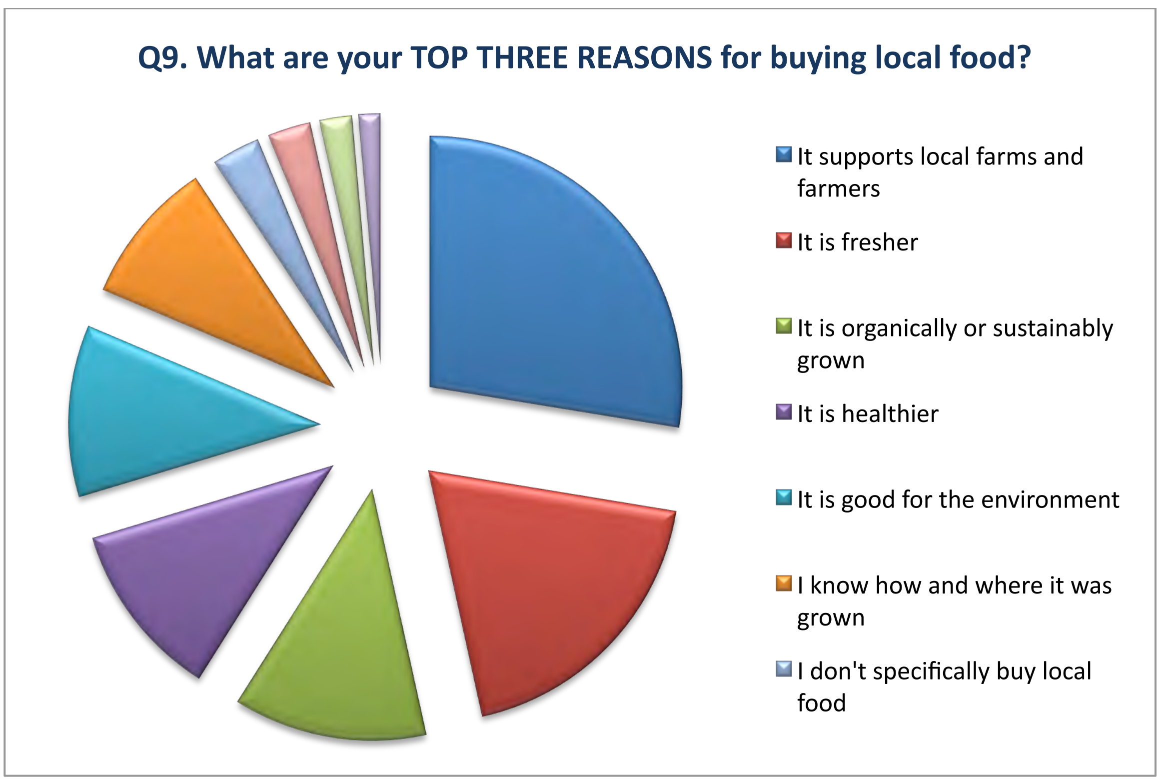
The vast majority (88%) of respondents reported checking "always" (40%) or "sometimes" (48%) to see if the food they buy is grown locally. Just 13% report checking rarely or never. Overall more women than men said they always check (47% vs. 31%), as did college graduates (43% vs. 33% of non-college graduates). Other groups that always check for locally grown food include people who buy locally grown every week (51%), shop at farmers' markets often (52%), participate in a farm share (53%), and grow a lot of their own food (53%). Lifetime residents of Northampton show approximately the same level of interest in checking as non-lifetime residents (36% and 41%).

In addition to checking to see whether food is locally grown, Northampton residents generally buy locally grown food--68% of respondents reported buying locally produced or grown food every week, with another 18% choosing local once or twice a month. A majority of every group measured in this survey, except for non-college educated respondents (31%) reported buying local food weekly. College-educated women comprise the group most likely to report buying local food every week (84%).

When local foods come into season, most respondents (58%) said that they will go out of their way to buy it. Thirty percent will buy local but not go out of their way for it. Just 11% reported that they do not change their purchasing habits at all. Women over age 55 (70%), college educated women (71%), and households with incomes over $75,000 (67%) are most likely to go out of their way to purchase local food in season.

Driving this behavior is a strong desire to support local farms and farmers- 80% of respondents listed 'supporting local farms and farmers' as one of their top three reasons they buy local food. Demographic groups with the greatest belief in buying local to support local farms include college-educated respondents (86%) residents with annual incomes greater than $75,000 (85%) and respondents who have not lived in Northampton all their lives (82%).

The second most important reason given to buy locally is freshness, with 55% listing this as one of their top three reasons. A third tier of 'organically and sustainably grown,' 'healthier,' 'good for the environment,' and 'I know how and where it was grown' were all chosen by 25-33% of Northampton residents. Few shoppers list family preference, diet, or cheaper food costs as important factors. See chart below for more detailed information.

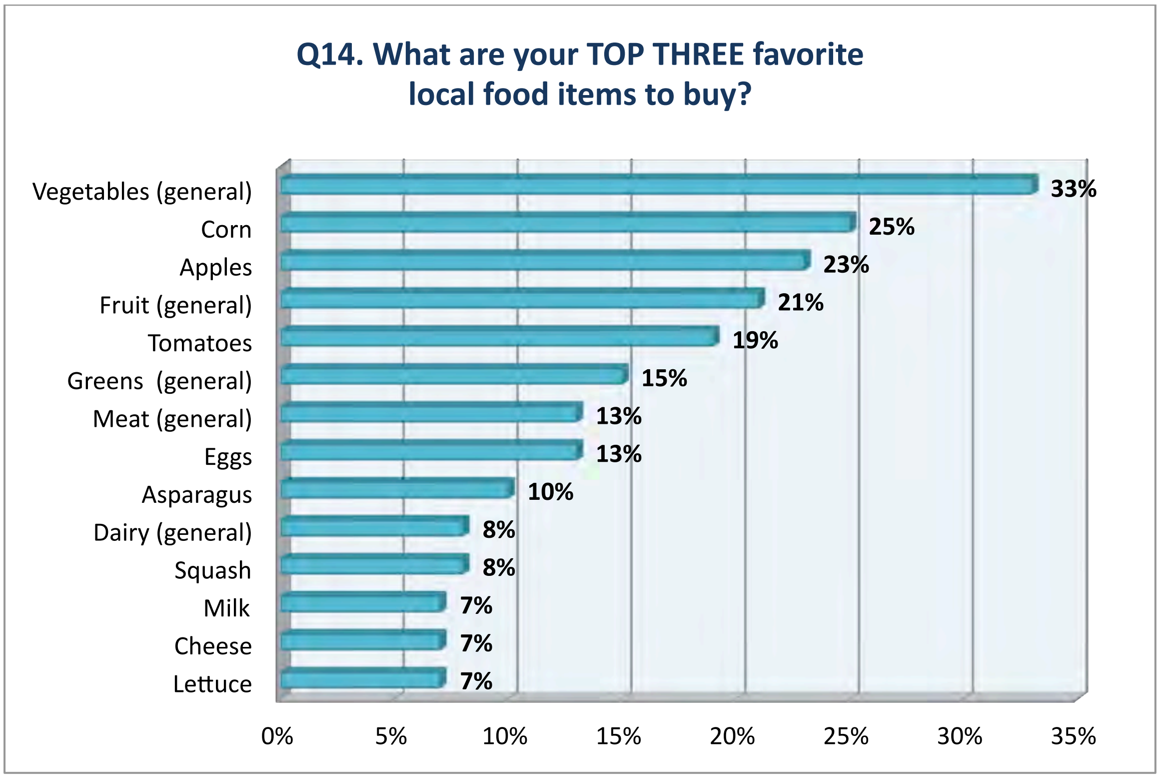


When asked what three factors make buying local food more difficult, 63% reported that nothing prevents them from buying local food. When instructed to pick additional reasons, 42% said it could be too expensive, and 30% said it could be difficult to get to the places where it is sold. The types of payment accepted is an issue for 9% of respondents, with 15% of residents without a college education and 15% of households with two adults and children having this difficulty.

Asked slightly differently as, "If you DO NOT buy available local food, what are your TOP THREE reasons for not buying it?" some 86% report that they do buy local food. Among the reasons given for not buying locally, again, expense and access were the chief concerns.

What Northampton residents buy and want to buy

We asked Northampton residents what are their top three favorite local food items to buy. People responded to this question in different ways. Some listed general categories such as vegetables or fruit while others listed specific items (see following chart). Specific items reported most frequently were corn, apples, tomatoes, eggs, asparagus, squash, dairy, and lettuce. Older people and long-time Northampton residents focus on buying vegetables and fruit, and men favor corn more than do women. People with CSA memberships were more likely than other groups to report buying local meat (23%) and dairy (12%).



When asked what other food items they would like to see grown locally, Northampton residents offered a wide variety of options. A third of respondents indicated that would like to buy more locally grown vegetables (16% vegetables in general and 17% cited specific vegetables). Thirty one percent said they would like to buy locally produced meat in general (19%), or specifically more beef, lamb or chicken (12%). The next most frequently cited categories of food people would like to have grown locally included fruits (23%) and grain products and bread (17%). Requests for more local cheese/milk/dairy were made by 4% of respondents, eggs by 2%, beer and maple syrup by 1% for each.

Men drive the desire for more meat, as they were twice as likely to request meat in general than women (25% to 12%), along with residents who have lived in Northampton more than 25 years (29%), the wealthiest residents (23% of those earning more than $75k), and respondents who grow food themselves or get food from the gardens of friends or family (30%).

Where Northampton residents buy local food

Food co-ops such as River Valley Market and farm stands lead the pack in supplying local food to Northampton residents. When asked all the places where they shop for local food, nearly half (46%) of respondents listed co-ops as a primary source. Thirty seven per cent indicated that they stop at local farm stands. Farmers markets also attract many of these shoppers (30% said the Saturday market, 28% said the Tuesday market), followed by small local grocers (28%) and supermarkets (27%). Twenty-seven percent said they get local food from their own or a neighbor's or family-member's garden. Finally, smaller numbers report getting food at the Wednesday market or the winter market.

The demographic breakdown for shoppers at the various venues follows.

Farmers' Markets are discussed in detail in a later section of this report.

River Valley Market and Co-ops. Demographic groups most likely to purchase their local food at River Valley Market include college graduates (60%), college men (58%), men under age 55 (56%), people who've lived in Northampton 10 years or less (54%), those with incomes greater than $75,000 (49%), those who share the shopping with others (52%) and people who shop for local food every week (54%).

Just 7% of respondents with a high school education or less report purchasing their local food at a co-op like River Valley Market, as do only 20% of those who report having lived in Northampton all of their lives. Among residents who rarely or never visit a farmers market, only 34% reported shopping at a local food co-op.

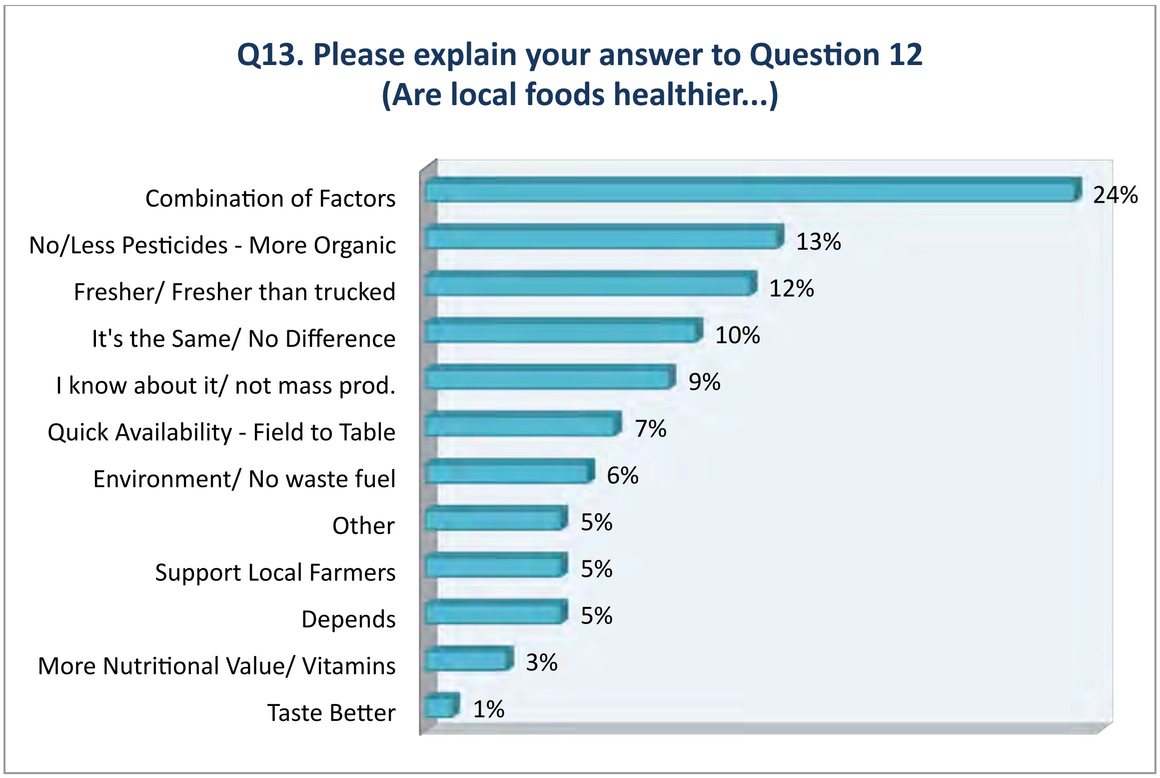
Farm Stands. Older residents and those living in Northampton the longest were the most likely to report buying their local food at farm stands. Just 26% of those living in Northampton 10 years or less report getting local food from a farm stand, compared to 37% of those who have lived here 11-25 years and 56% of those who have lived in Northampton more than 25 years. More than half (51%) people age 55 or older reported buying their local food at farm stands.

Small Grocers. There was little variation among demographic groups in buying local food at small grocers with the exception that fewer non-college educated women (16%) reported purchasing their local food there.

Attitudes about Local Food

Eighty-one percent of respondents said they agree with the statement that local food is healthier than similar foods brought in from other places. While support for this notion is strong across all demographic groups, there were some noteworthy differences by gender and age. Women were more likely to agree (89% of women compared to 70% of men). Residents aged 55 and over (87%) were more likely to agree than those under 55 years of age (78%). Those least likely to agree with the statement were men under age 55 (37%) and Northampton's most affluent residents, those earning more than $75,000 per year (28%).

When asked why they feel local food is healthier, Northampton respondents listed a number of reasons (see chart below).



Many indicated that they believe local food is healthier because of a combination of all of the factors listed. Others cited that local food is healthier because it is less likely to be contaminated by pesticide and more likely to be organically grown, or because it is fresher and spends less time traveling from farm to table.

The Value of Buying Local

Ninety-three percent feel that buying local helps 'a lot' to support the local economy of the Pioneer Valley, with nearly every demographic group rating this at or near the top of their list.

Similarly, 90% overall believe buying local will help save family farms, with little demographic variation. Eighty-seven percent overall believe buying local helps 'a lot' in preserving the 'rural character' of the Pioneer Valley while 69% overall believe buying local food helps the environment 'a lot.' Lastly, 68% overall think buying local helps by keeping people healthy with fresher food.

Who shops at farmers' markets?

While a large majority of respondents indicated that they shop at one of the city's several farmers' markets 'often' or 'sometimes', a profile emerges for frequent shoppers, casual shoppers, and those who rarely or never buy food from farmers' markets.

"Often" shoppers. Overall, 36% reported shopping at farmers markets often, including 46% of those over 55 years of age, 50% of women over 55, 41% of college educated women, 40% of those who think locally produced food is healthier, and 46% of those who buy local food every week. "Often" shoppers include 40% of those have a farm share and 50% of those who do not currently have a farm share, but have had one in the past. Those earning less than $25,000 annually are least likely to shop often at a farmers market (24%).

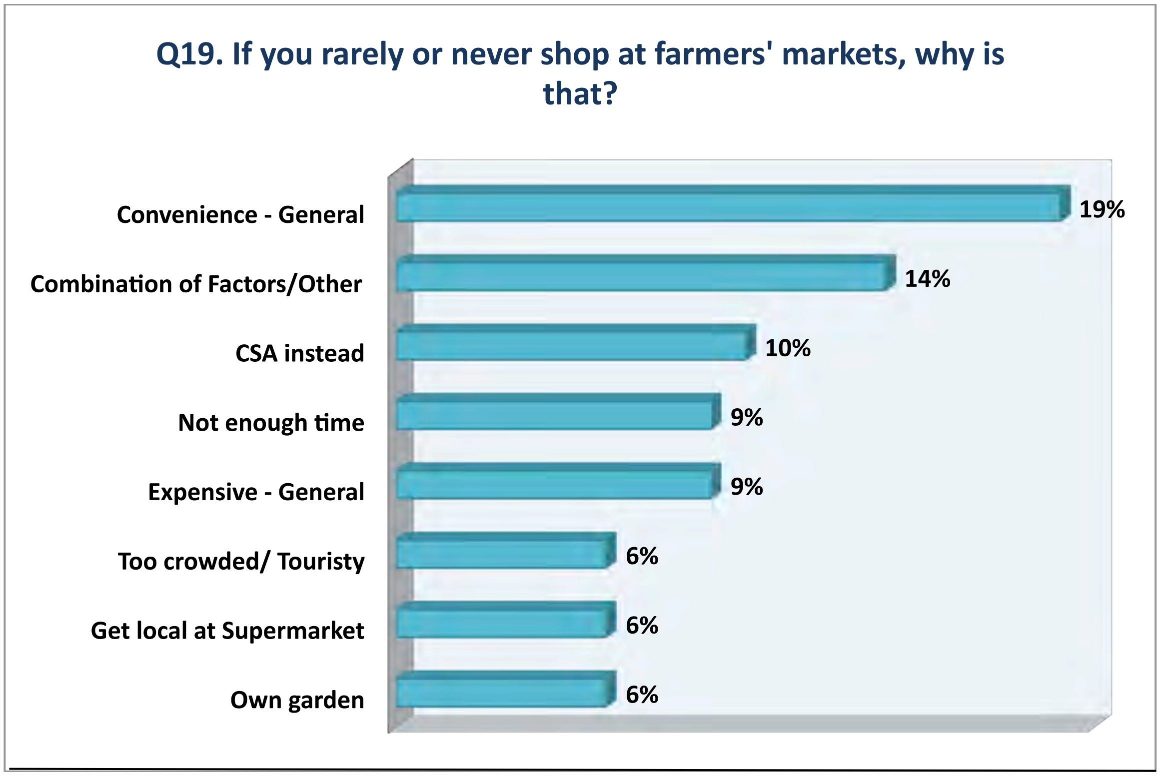
"Sometimes" shoppers. Overall, 34% reported shopping at farmers markets "sometimes", including 43% of college-educated men, and 43% of men under age 55. Forty two percent of respondents who reported buying local food "once or twice a month" shop at farmers markets "sometimes" as do 43% of those who were not subscribed to a farm share but were interested in doing so, and 45% of those who got a lot of food from their own or family or friends' gardens.

"Rarely" shoppers. Overall, 22% of respondents reported rarely shopping at farmers markets. The group with the highest percentage reporting that they rarely shop at farmers markets was those who did not graduate from college (27%). Other "Rarely" shoppers included 28% of those who reported buying local food once or twice a month, and 29% of those with no interest in participating in a farm share.

"Never" shoppers. Nine percent of respondents reported never shopping at a farmers market, with little demographic variation: 3%-19% among all the demographic subgroups.

Thirty five percent of respondents who reported having a CSA farm share indicated that they rarely or never shop at a farmers market because they have a CSA share instead. On the other hand this suggests that 65% of those with a CSA farm share shop at farmers markets often or sometimes.

Asked to explain why they do not shop at farmers' markets, Northampton residents gave several responses. The most frequently cited reasons were related to convenience, having a CSA share instead, and issues of expense and lack of time (see chart below).

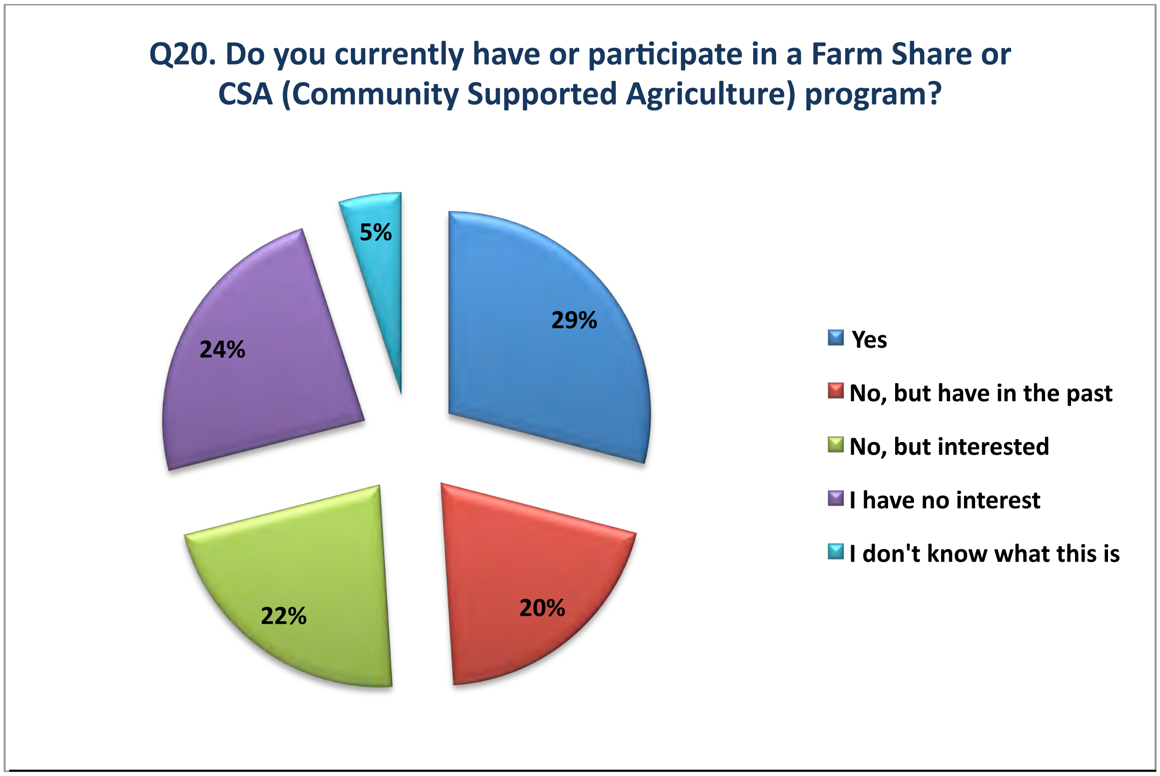


Who participates in CSAs?

Many Northampton residents reported currently having, or previously participating in a Community Supported Agriculture program, or CSA farm share, or being interested in a farm share. Very few respondents had not heard of the concept (see Chart Q 20, below).

Those most likely to participate in a CSA farm share tend to be women under age 55 (39%), college educated women (39%), the wealthiest residents (37%), and residents of Ward 4 (41%).

Demographic groups showing the least interest in having a farm share include 43% of seniors aged 65 and over, 42% of those with a high school education or less, 45% of those who have lived in Northampton more than 35 years, and 48% of households with one adult and no children. Interestingly, only 33% of people who grow 'a lot' of their own food are not interested in farm share.

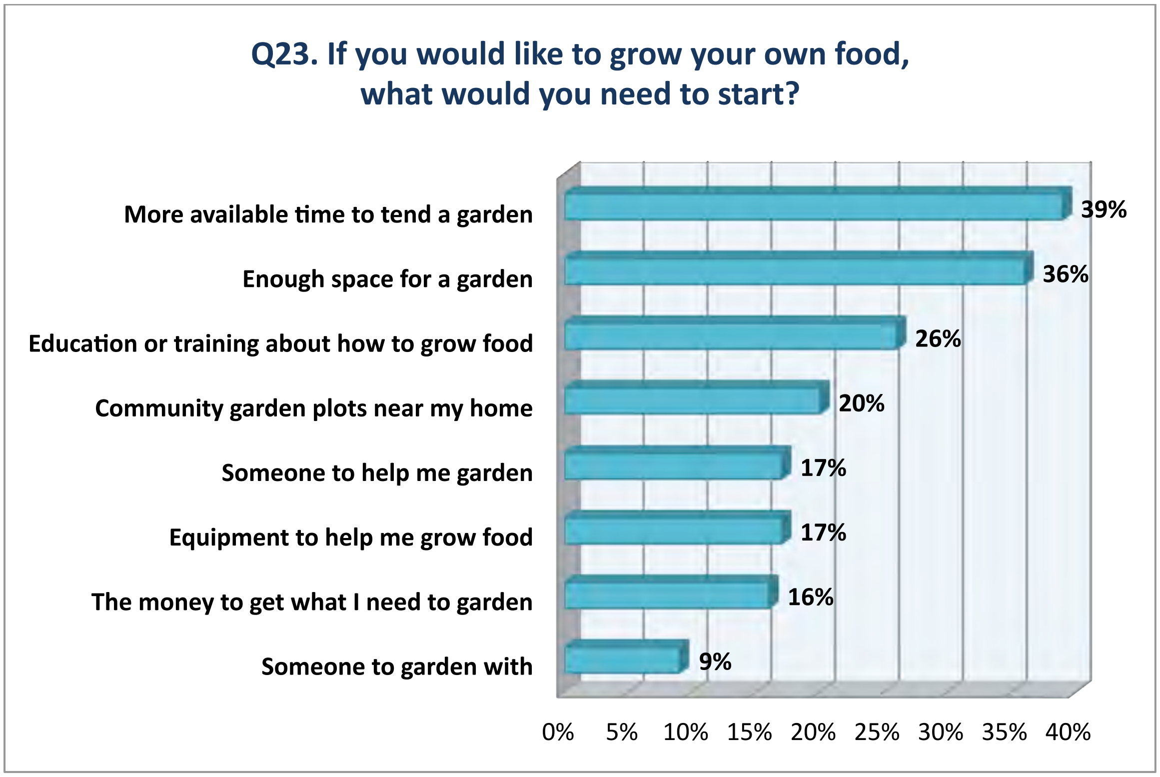


Who gets food from home gardens?

A total of 61% of respondents reported that they grow food or receive garden grown food from family or friends (13% reported receiving ‘a lot’ of homegrown food while 48% reported ‘a little’). Forty nine percent of those age 65 or older reported not growing food or receiving garden-grown food from family or friends.

Just over a third of respondents (36%), or 188 people, reported not having a garden but were interested in growing their own food. Fully half of those age 18-34 fall into this category, as do 53% of those with incomes less than $25,000 per year.

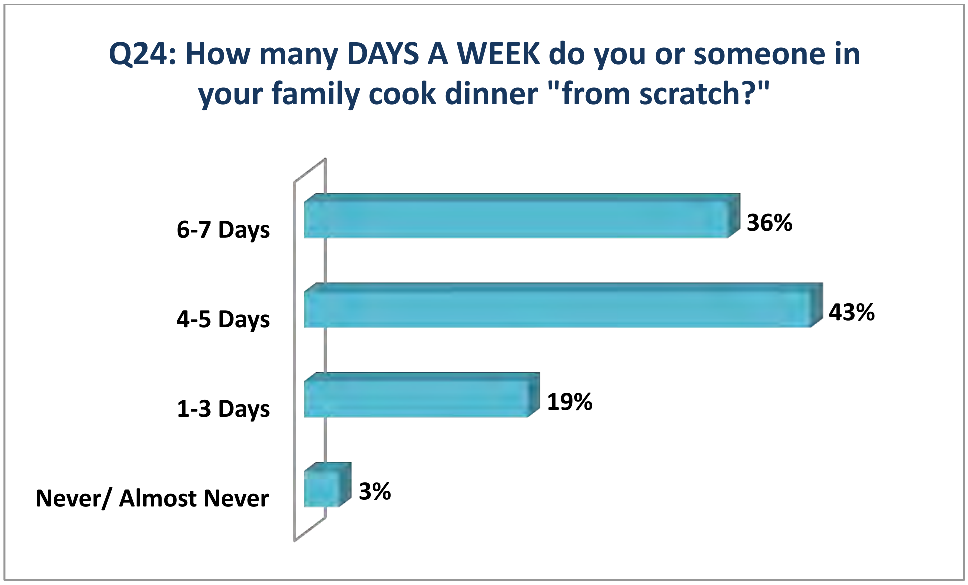
When asked what they would need in order to do more gardening, most said more time (39%), more space (36%) and education or training (26%). The following chart outlines the most common responses chosen in a question where respondents were allowed to mark any that applied. “I’m already gardening” was removed from this chart, but 45 percent selected that option.

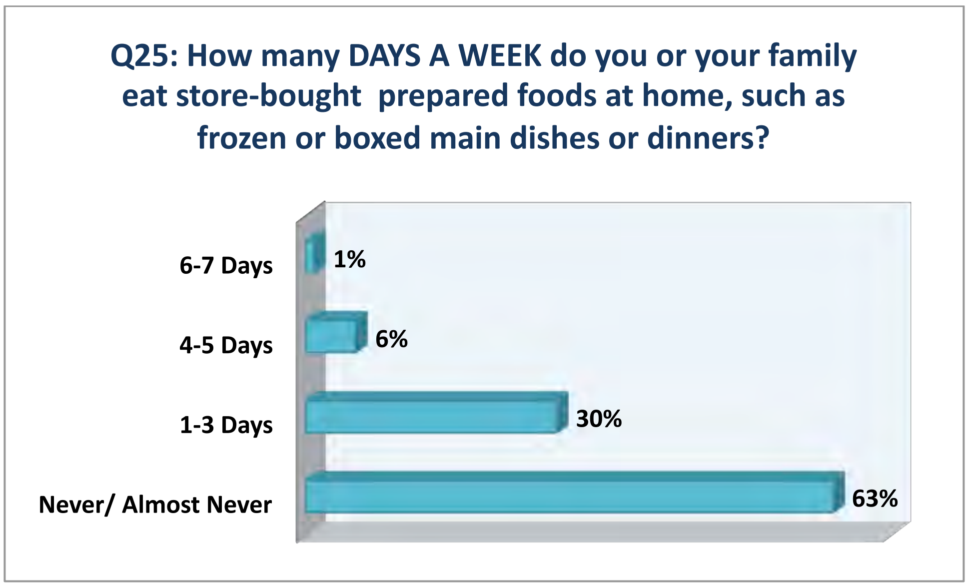


Eating at home/ Eating out

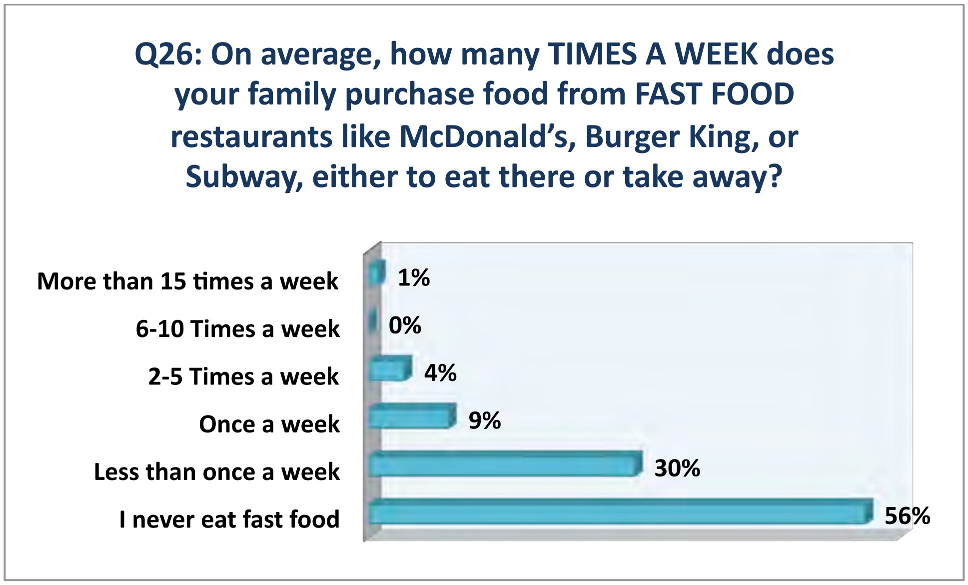
The vast majority of respondents (79%) indicated that their family prepares its own meals 'from scratch' four or more times a week, and 63% indicated that they rarely eat store-bought meals.

The biggest difference in cooking at home 6-7 times per week was between those with a high school education or less (14%) versus college graduates (40%). A high percentage of families (82%) with two adults and children cook at home at least 4 times per week.

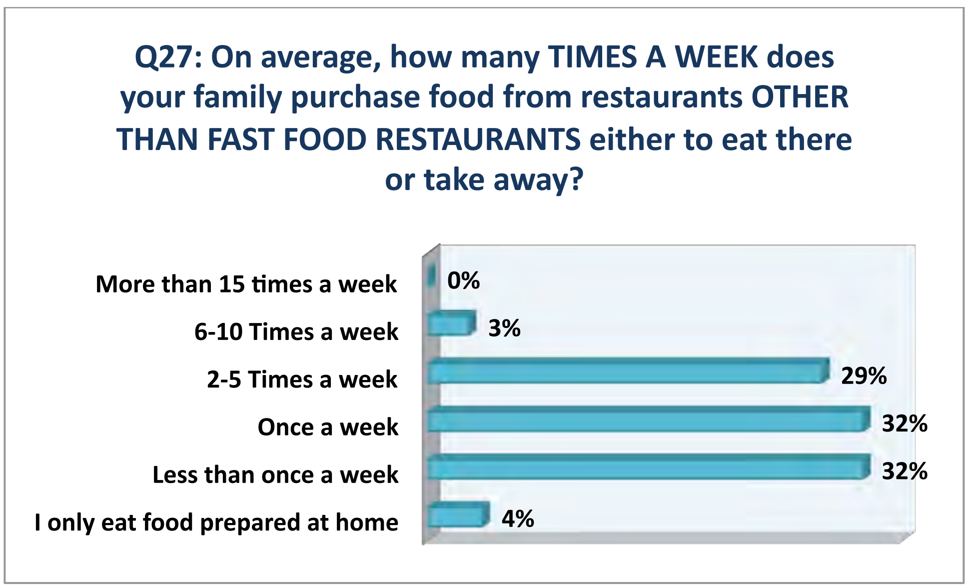




A majority of respondents (56%) reported never eating fast food, and an additional 30% said they eat fast food 'less than once a week.' In all, just 14 % indicated that they eat at a fast food restaurant once a week or more. College graduates (61%) are more likely to report never eating fast food than those with a high school education or less (31%). People who buy locally grown food every week are more likely to report never eating fast food (63%) than those who report buying local food once or twice a month (44%). Those with a high school education or less were most likely (32%) to report eating fast food at least once per week.



Respondents indicated that they do patronize other eating establishments, with almost two-thirds (64%) reporting eating at a non-fast-food restaurant at least once per week, including 29% who eat out from two to five times a week.



The demographic breakdown shows that more than half of both men and women in all age groups eat at a non fast food restaurant at least once per week. However, respondents with less than a high school education are somewhat less likely to do so (42%). Similarly, those with the lowest annual income (<$25,000) are less likely (36%) to report eating at restaurants at least once per week than those of higher incomes (81% of those with >$75,000 in income).

Northampton Restaurants should serve locally produced food

Overall 88% of respondents indicated that it is 'very' or 'somewhat' important that local restaurants serve local food, with 45% saying that it is "very important.' Women are more likely (56%) to consider it 'very important' that restaurants serve local food than are men

(29%). Not surprisingly, those who buy local food every week (52%), those who think local food is healthier (50%), those who often shop at farmers markets (64%), have a farm share (57%), and those who claim to never eat fast food (51%) also think it is very important to be served local food in Northampton's eateries. Interestingly, level of education and income do not differentiate people in the importance they ascribe to local restaurants serving local food.

DISCUSSION

The degree to which Northampton residents are committed to local food and the preservation of agrarian values is impressive and heartening. Throughout the survey, this substantial sample of residents told us that they think about what they eat and make choices for local food. Undoubtedly, the credit for a good part of this commitment goes to the local farmers that produce and market local foods, and the organizations such as CISA and Grow Food Northampton that support them.

Overall, Northampton residents shop at a variety of retail food outlets, with at least 40% shopping at large supermarkets, small grocers, food co-ops, natural food stores and farmers markets at least twice per month. Decisions about where to shop are influenced primarily by four considerations: healthy food options, good selection, convenient location and affordable prices. The large majority of shoppers indicate that they check to see whether their food is locally grown.

Over two-thirds (68%) of respondents reported buying local food every week. The most frequent reason cited for purchasing local food was to support local farms and farmers. Additional reasons include freshness, healthfulness, the use of sustainable/organic growing methods, and benefits to the environment.

The primary reason to buy local for large majorities of Northampton respondents was based on a sense of wanting to preserve something valuable about the Pioneer Valley – family farms, the local economy, and our rural character. Concerns about protecting the environment or keeping people healthy come in a distant second to people's concerns about the local farming economy of our area. When you add how much buying local food helps 'a lot' or 'a little' across every possible benefit, every demographic group scored over 90%, indicating broad agreement that buying local is beneficial.

A large majority (81%) of our respondents stated that local food is healthier than similar food brought in from other places. Some of the reasons cited include a greater likelihood that it was grown organically or without pesticide, greater freshness and knowing where their food comes from.

Of interest is that these findings so closely parallel the findings of a survey conducted by CISA in two local counties (Hampshire and Franklin) in 2006.[1] Comparisons with that survey should be made cautiously since the population and survey methodology differed substantially. Nonetheless, the CISA survey also showed that a substantial majority of respondents sought to purchase locally grown food every week, and reported that buying local food was important for saving family farms, supporting the local economy, keeping people healthy with fresh food, and preserving the rural character of our region. Our

[1] Community Involved in Sustainable Agriculture Primary Shoppers Questionnaire, June, 2006, South Deerfield, MA.

respondents reported purchasing a wide variety of locally grown and produced foods, and expressed interest in more locally grown vegetables, meat, fruit and grain products. The most frequently cited locations where respondents purchase locally grown food include food co-ops, farmers' markets, and local farm stands. Smaller numbers purchase local food at small grocers and supermarkets.

About a quarter of respondents get local food from their own garden or the gardens of friends or relatives. Just over a third reported not having a garden, but having an interest in growing their own food. When asked what they would need in order to do more gardening, the most common things mentioned were more time, more space, and education/training. There is no significant impact of household size or composition on whether or not residents garden, and gardeners are only slightly more likely than the overall population to buy local food regularly.

When asked how often they cook at home, eat at a fast food establishment, or go to a restaurant, a large majority of respondents reported preparing most of their meals at home, although almost two-thirds (64%) eat at a non fast food restaurant at least once a week. Very few reported eating at fast food establishments. Respondents believe it is very important for local restaurants to serve local food.

Some general demographic trends emerging from our data suggest that women (especially those with a college education) are the most likely to believe that local food is healthier, to check regularly to see whether the food they are buying is locally grown, to shop regularly at farmers markets, to have a CSA share, and to believe it is very important for restaurants to serve local food. These trends may be especially salient since women tend to be the primary food shoppers. People with the least amount of education (high school or less) were more likely to report eating fast food, and less likely to report eating at non-fast food restaurants, purchasing local food weekly, and cooking at home nearly every day.

Since many respondents report shopping at large grocery stores for convenience, it may be worthwhile for farmers to devote increased efforts towards developing business relations with large grocery stores. As food from afar becomes more expensive, the large grocery stores may become more interested in purchasing food from local growers. As such market opportunities expand, farmers may wish to tailor their crops accordingly. Interestingly, CISA also concluded from its earlier cited study that marketing locally grown food to large grocery stores is an important strategy to influence purchasing patterns.

Seniors (over the age of 65) reported little interest in having a garden if they didn't already have one, and little interest in a farm share. Nonetheless, when Grow Food Northampton (GFN) initiated the CISA senior farm share program in Northampton in 2011 there were more applicants than available shares. In 2012 GFN doubled the size of the program yet still the demand could not be completely satisfied. Perhaps the popularity of that program is related to the fact that the shares are smaller, designed with senior food preferences in mind, and that the food is delivered to the senior center for the share holders' convenience. Similarly, single person households were unlikely to indicate interest in a farm share, suggesting that CSA farms might consider marketing smaller shares for this group as well.

The group least likely to appreciate the value of local food includes those with the least amount of education. This group may thus present an important opportunity for outreach efforts. Early school programs may be especially important for this demographic group, as well as general educational campaigns highlighting the increased nutritional value and safety of local food.

Our findings show that price is a factor in discouraging residents from purchasing local food and shopping at farmers markets. The current effort to double the value of SNAP (food stamp) benefits at farmers markets should help reduce this barrier, and should be expanded if possible. In addition, it is likely in the future that food imported from afar will rise substantially in price (as the cost of fuel rises and water becomes scarce in the western part of the U.S.) at which point the perceived disadvantage of local food may no longer be relevant. Meanwhile, strengthening local food systems (farms, food processing businesses) should be vigorously supported by policies and financial incentives so that they are ready to supply food in larger quantities to meet future needs. In particular, increased use of local produce in creating 'value-added' products such as baked goods, canned and preserved food, beer and wine might be promoted.

Similarly as we plan for a future in which imported food is prohibitively expensive or unavailable, encouraging residents to grow some of their own food is wise. Our survey suggests that over a third of respondents who currently do not have a garden would like to grow some of their own food, and that they currently lack land to do so. The fact that Northampton is currently doubling the number of community garden plots from 400 to 800 should help meet this need but cannot totally fulfill it. Therefore we should be exploring additional community gardening space for the future especially in or near low-income neighborhoods. In addition support should be given to efforts to match people desiring garden space with those who have land they might be interested in sharing with others. Another need voiced by respondents was for education and training to prepare them for gardening. That Grow Food Northampton is offering gardening and food preserving workshops and plans for expanded offerings in the future should help address this need. Other organizations might be inspired to provide similar opportunities.

It is important to recognize the limitations of our data. Though every effort was made to obtain a representative sample of Northampton residents responding to this survey, (and the age, race and gender distributions were weighted to accurately reflect these characteristics), the sample obtained was not representative of Northampton residents in some ways. For example, in our sample, one quarter of respondents reported participating in a CSA farm share every week, which is clearly an overestimate of such participation. It is likely that people interested in being interviewed about food were those with a greater interest in food, and thus our survey may have attracted residents enthusiastic about local food in particular. Thus, there may be more of an opportunity to persuade Northampton residents of the benefits of local food than our findings suggest.

CONCLUSIONS

A substantial majority of Northampton respondents to our survey believe that local food is healthier than similar food brought in from other places**.** Opportunities to increase the sale of locally grown food include marketing local food to large grocery stores where most residents shop, and reaching out in a variety of ways to segments of the population that have low levels of education to highlight the increased nutritional value and safety of local food

Farmers' decisions to grow more livestock and more grains seem to be supported by these survey results. Both these endeavors will require development of appropriate infrastructure (for animal slaughtering and grain processing) as well as more favorable regulations at the state and local level.

In order to build CSA memberships, local CSA's might wish to target recent arrivals and frequent or semi-frequent farmers' market shoppers. In addition CSA farms might consider marketing smaller shares to single-person households. Our data indicates that both seniors and young people represent a real target for CSA programs if CSAs could craft a small share that these groups could find affordable, and make it easy for them to pick up or receive their shares.

The messages used by farmers markets and CSAs in attempts to increase business will strongly overlap. Both will undoubtedly want to highlight the benefits of local food (freshness, healthfulness, less environmental and climate impact, support for local farmers, and knowing where their food is produced and by whom). In order to draw in those who supply much of their own local food, both farmers' markets and CSA farms may wish to highlight products difficult to grow in home gardens.

The strongly held opinions about the desirability of restaurants serving local food indicate that there are some significant opportunities for Northampton's restaurants to cross-market with local food sources to attract customers. Many local customers are undoubtedly attracted to restaurants that use local ingredients. A number of farm-restaurant partnerships already exist in Northampton, and it appears that more of these would be welcomed by consumers. Such partnerships could be promoted through the farmer's markets, the co-op, and perhaps even CSA farm shares, with a mutually beneficial outcome for both restaurants and farms.

A future area of exploration might be the increased use of local produce in creating "value-added" products such as baked goods, canned and preserved products, and beer and wine.

APPENDIX I

Contributors to the Project

Many people and organizations played a role in the construction, administration, and analysis of this survey and the preparation of this report. We want to recognize them here with appreciation for their contributions to the project and to our group. We couldn’t have done it without them.

The Glynwood Center

The *Keep Farming*® Program formed the basis of our methodology.

Virginia Kasinki, Director of Community-Based Programs, offered invaluable advice and support; Andrea Burns, and Melissa Adams served as liaisons and worked with us each step of the way.

Smith College

The *Center for Community Collaboration* provided funding for the preparation, production, and statistical analysis of the survey, an inviting space for the working group to meet, and refreshments for the participants and the public presentation.

Professors Phil Peake and Lauren Duncan contributed expertise in survey preparation and student oversight.

Professor Katherine Halvorsen and her Statistics class created a separate, shorter, questionnaire based on ours, and administered it in a fully randomized fashion. Results are similar to those shown here.

Five Smith College students, Astrid Burke, Lizzie DeHuff, Wendi Liebl, Samara Ragaven, and Dana Sherwood, worked on the survey as a Special Studies project in fall, 2011. They were full members of our working group, participated in the construction of the survey, received approval from the Smith Institutional Review Board for the survey, administered it to hundreds of participants in locations all over Northampton, analyzed the preliminary data, and gave a public presentation at the end of the semester.

Keep Farming Northampton Working Group

A group of volunteers from the community worked with the Northampton Agricultural Commission and the Glynwood Center to prepare, administer, analyze, and write up the survey. Community members include Robin Anderson, Joan Cenedella, Adele Franks, Mari Gottdiener, Daryl LaFleur, Fran Volkmann (Coordinator), Alan Wolf, and Betsey Wolfson, along with the Glynwood representatives and the Smith students.

Northampton City Government

The *Agricultural Commission*, and especially its Chair, John Omasta, served as sponsors of the project and helped us understand what kinds of information would be most useful to the agricultural community.

The Office of Planning and Development contributed in a number of ways. Director Wayne Feiden provided constructive feedback on the survey and kept us connected with the Agricultural Commission. James Thompson, GIS Coordinator, helped with demographic maps, advice, and Census data.

Board of Health former Director, Ben Wood, provided us a Survey Monkey account and advice on health-related aspects of our work.

Other Organizations and Individuals

CISA (Community Involved in Sustaining Agriculture), especially Kelly Coleman, contributed advice and connected us with previous related research that they had done.

GFN (Grow Food Northampton), especially Lilly Lombard, helped us hone our questions. GFN also contributed two interns, Lauren Howe and Jen Morrow, who provided invaluable help during the summer of 2011 as we were in the early stages of our work.

Cooley Dickinson Hospital, especially Sarah Bankert, connected us with research on health aspects of local food.

Joel Russell led us to think about the larger context of our work and the structure and importance of local food systems.

Liana Foxvog provided the Spanish translation of the survey.

A number of organizations allowed us to administer the survey on their premises. These include Forbes Library, the Survival Center, the Northampton Athletic Club, the Northampton Senior Center, Stop & Shop, Wal-Mart, Thornes, Jackson Street School, Leeds School, where else? We are especially grateful to the people in these organizations that made it possible for us to work there.

APPENDIX II

Methodological Details: Population Sample; Treatment of Data

The data were weighted slightly by the demographic values for gender, age, and race, and evened across Ward to ensure that the population accurately reflected the actual demographic makeup of the city of Northampton. The final weighted tallies were 329 online and 229 in-person surveys.

In the table below is a comparison of actual Northampton demographic data versus the survey data. Values can be more than 100% due to rounding.

	Actual[2]	Survey (Weighted)
Gender		
Female	57%	57%
Male	43%	43%
Other		1%
Age		
18-19	1%	1%
20-34	34%	35%
35-44	14%	14%
45-54	18%	14%
55-64	15%	18%
65-74	8%	14%
75 or over	9%	4%
Race and Latino Populations		
White	87.4%	92%
Black	2.2%	2%
Asian	3.7%	4%
Other	6.6%	2%
Latino (of any race)	6.3%	7%

In interpreting survey results, all sample surveys are subject to possible sampling error; that is, the results of a survey may differ from those that would be obtained if the entire population were interviewed. The size of the sampling error depends upon both the total

[2] Actual demographic data was taken from the document "Northampton Community Data Profile (PVPC 2011) by the Pioneer Valley Planning Commission 2011 and available at http://www.northamptonma.gov/City_Statistics__Demographics/ ; age data was adjusted to reflect the fact that respondents to the survey were all 18 and over.

number of respondents in the survey and the percentage distribution of responses to a particular question. For example, the margin of error for percentages near 50% is about +/- 4.4%. So, on question 6, where respondents were asked, “How often do you check to see if the food you buy is grown or produced locally?”

– 48 percent said, “Sometimes.” Therefore we can be confident that the true value for this response is between 43.6 and 52.4 percent. The table below represents the estimated sampling error for different percentage distributions of responses.

Sampling Error by Percentage

(at 95 in 100 confidence level)

	PERCENTAGES NEAR								
SAMPLE SIZE	10	20	30	40	50	60	70	80	90
600	2.4	3.2	3.7	3.9	4.0	3.9	3.7	3.2	2.4
500	**2.6**	**3.5**	**4.0**	**4.3**	**4.4**	**4.3**	**4.0**	**3.5**	**2.6**
400	2.9	3.9	4.5	4.8	4.9	4.8	4.5	3.9	2.9
300	3.4	4.5	5.2	5.5	5.7	5.5	5.2	4.5	3.4
200	4.2	5.5	6.4	6.8	6.9	6.8	6.4	5.5	4.2
100	5.9	7.8	9.0	9.6	9.8	9.6	9.0	7.8	5.9

It is also important to keep in mind that different numbers of people answered different questions, so that the percentages shown do not always reflect the total sample. We will be happy to provide the raw data to anyone interested in a more detailed analysis.

APPENDIX III

Summary effects of residence in different municipal Wards

In our effort to approach a representative sample of the Northampton population we tracked responses according to the Ward in which people live (see Ward map, below) and sought additional interviews in underrepresented Wards. Given the relatively small size of the city, we have not presented detailed results by Ward, although the raw information is available to interested parties. We can, however, make a few generalizations about respondent's food-buying behavior and attitudes based on the Ward in which they live. The comparisons below are intended to draw attention to responses which appear to differentiate the wards to some extent

Residents of Ward 1 tend to buy their food, including local food, at large supermarkets. They shop less at Farmer's Markets than the majority of other respondents. There is some interest in growing their own gardens, but they said they would need garden space.

Residents of Ward 2 are more likely than most other wards' residents to shop at Small Grocers, the Food Co-op, Farmers' Markets, and to hold CSA shares. They report going out of their way to obtain local food, believing that it is fresher and growing it helps the environment. They overwhelmingly do not eat fast food, and they believe that it is very important for restaurants to serve local food.

Residents of Ward 3 report going out of their way to obtain local food, and grow a lot of food in their own gardens. They tend to shop less at Farmers' Markets.

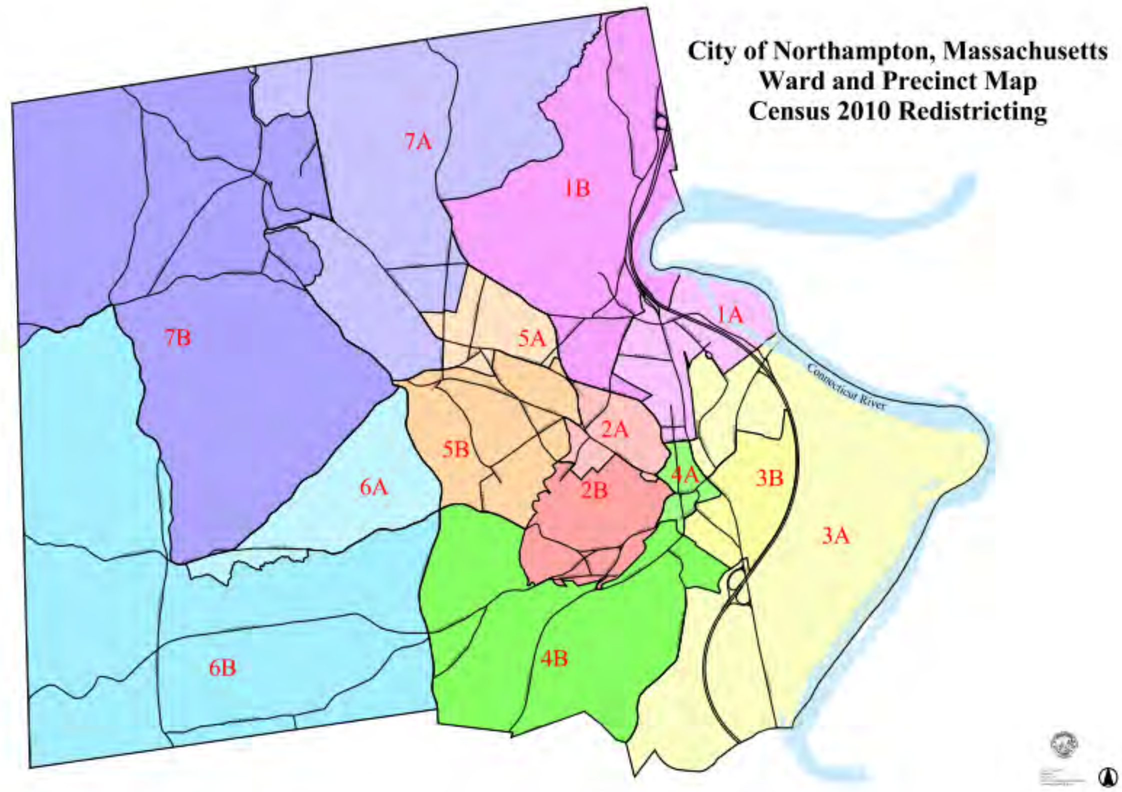
Residents of Ward 4 tend to shop at Small Grocers and hold CSA shares. They report eating very little fast food, and they believe that it is very important for restaurants to serve local food.

Residents of Ward 5 report shopping especially at the Food Co-op and obtaining local food from their own gardens or those of neighbors or relatives.

Residents of Ward 6 surveys were insufficient in number to permit analysis.

Residents of Ward 7 tend to shop at Large Supermarkets, but also frequently at Farm Stands and Farmers' Markets. They go out of their way to get local food, and obtain a good deal of it from their own gardens or those of neighbors or relatives.

Map of wards and precincts in Northampton



APPENDIX IV

Northampton Residents Food Survey

Fall 2011

Thank you for your willingness to participate in the Northampton Residents Food Survey. This survey is being conducted by citizen volunteers interested in learning more about how Northampton residents shop for food. The project is sponsored by the Northampton Agricultural Commission.

Please take this survey ONLY if you are a resident of Northampton, Florence, or Leeds.

Your answers will be kept strictly confidential, and your information will not be added to any kind of list for e-mail or other communications or solicitations. The survey should take approximately 10 minutes.

In order to make sure we collect an accurate cross-section of Northampton residents, we need to make sure we talk to residents from every part of the city. The only way we can verify we've done this is if you're willing to share your address with us.

1. What is your street address in Northampton (includes Florence and Leeds)**?**

……………………………………………………………Ward, if known………..

2. Who is the primary food shopper for your household? (Check one.)

_____ I am the primary shopper

_____ Someone else is the primary shopper

_____ I share the shopping equally with others

3. How many people, including yourself, currently live in your household?
(Enter number.)

_____ Adults

_____ Children under age 18

4. Below is a list of places where you can get food in our area. Please check the box that shows about HOW MANY TIMES PER MONTH you get food at each.

	4 or more times	2–3 times	1 or fewer times	I don't shop here
Large supermarkets, such as Big Y, Stop & Shop, or Price Rite				
Whole Foods, Trader Joe's, or other "natural" grocery store chains				
Stores such as Wal-Mart, Target, Costco, or other large retail or wholesale stores				
Convenience Stores, such as 7-Eleven or Hess				
Food co-ops, such as River Valley Market				
Small independent grocery stores, such as Serio's, Cooper's Corner, or Cornucopia				
Markets specializing in foods not normally carried by supermarkets, such as World Foods Market or Maple Valley Market				
Farmers markets, such as the Saturday or Tuesday markets				
Farm stores, such as Hickory Dell Farm or Outlook Farm				
Roadside farm stands				
A CSA (Community Supported Agriculture) farm)				
Other				

5. Thinking about the place you shop most often, what would you say are the TOP THREE REASONS you shop there?

	Check **three**
Affordable Prices	
Accepts forms of payment I want to use	
Convenient Location	
Convenient Hours	
Comfortable with store layout	
One stop shopping – fast	
Good Selection	
Healthy food options	
Other: please give reason ………………………………………………………………………………………………	

For the purposes of this survey, "local food" is defined as edible products (such as fruit, vegetables, meat, eggs, dairy, jams, honey, bread, herbs, microbrews, maple syrup, etc.) that have been grown or produced ONLY in the Pioneer Valley of Western Massachusetts. These items may or may not be certified organic.

6. When you are purchasing food, how often do you check to see if the food you are buying was produced or grown locally?

	Check here
Always	
Sometimes	
Rarely	
Never	

7. How often do you buy locally produced or grown food?

	Check here
Every week	
Once or twice a month	
Several times a year	
Hardly ever / I don't know	

8. When local produce is in season, do you change your shopping habits to shop at local Farmers markets, local farms, or other outlets for local food? Please select the answer that comes CLOSEST to your situation.

	Check here
Yes, I go out of my way to buy as much as possible there	
Yes, but I don't go out of my way	
No, I don't change my habits much or at all	

9. What are your TOP THREE REASONS for buying local food?

	Check **three**
I don’t specifically buy local food	
It is fresher	
It is healthier	
My family likes it	
It fits my diet	
It is organically or sustainably grown	
It supports local farms and farmers	
It is good for the environment	
I know how and where it was grown	
It is less expensive	

10. What are the TOP THREE reasons that make it difficult for you to buy local food?

	Check **three**
Nothing prevents me from buying local food	
It is too expensive	
It is difficult to get to the places that sell it	
My family won’t eat it	
The places that sell it do not accept my preferred form of payment	

11. If you do NOT buy local food, what are your TOP THREE reasons for NOT buying it?

	Check **three**
I DO buy local food	
It is too expensive	
It is not convenient to prepare	
My family won’t eat it	
It is low quality	
Lack of variety	
It is not readily available where I shop	
I do not know where to go to get it	

12. In general, do you think locally produced or grown foods are healthier than similar foods brought in from other places?

_____ Yes

_____ No

13. Please explain your answer to Question 12:

……………………………………………………………………………………………

……………………………………………………………………………………………

14. What are your TOP THREE favorite LOCAL FOOD ITEMS to buy?

……………………………………………………………………………………………

……………………………………………………………………………………………

……………………………………………………………………………………………

15. Based on your knowledge of what local foods are available to you in this area, what OTHER food items would you like to have grown locally? List up to three items.

……………………………………………………………………………………………

……………………………………………………………………………………………

……………………………………………………………………………………………

16. In your opinion, how effectively does buying locally produced food help to achieve the following goals?

	A lot	A little	Not at all
Protecting the environment			
Saving family farms			
Keeping people healthy			
Supporting the local economy of the Pioneer Valley			
Preserving the rural character of the Pioneer Valley			

17. If you eat local food, where do you most often get it? Please choose UP TO THREE.

	Check **three**
I don't specifically eat local food	
Saturday Farmers Market on Gothic Street	
Wednesday Farmers Market in Florence	
Tuesday Farmers Market behind Thorne's Market	
Winter Farmers Market in Thorne's basement	
Farm Stands	
Pick-your-own	
Local markets, such as Serio's	
Food co-ops such as River Valley Market	
Supermarkets	
My own/Family member's/Neighbor's garden	
Some other place; please specify: …………………………………………………………………………………	

18. How often do you shop at one or more of the Northampton farmers markets?

	Check one
Often	
Sometimes	
Rarely	
Never	

19. If you rarely or never shop at farmers markets, why is that?

……

……

20. Do you currently have or participate in a Farm Share or CSA (Community Supported Agriculture) program?

	Check one
Yes	
Name of farm(s) …………………………………………………………………………………………	
No, but I have in the past	
No, but I am interested in a farm share	
I have no interest in getting a farm share	
I don’t know what this is	

21. Do you grow food in your own garden or community plot, or get it from the gardens of friends or family members?

	Check one
Yes, a lot of food	
Yes, a little	
No	

22. Would you like to grow your own food?

	Check one
I’m already gardening for food	
Yes, I would like to grow food	
No, I am not interested at growing my own food	

23. If you would like to grow your own food, what would you need to start? Please mark all that apply.

	Check here
I'm already gardening for food	
Education or training about how to grow food	
Equipment to help me grow food	
Someone to garden with	
Someone to help me garden	
Enough space for a garden	
Community garden plots near my home	
The money to get what I need to garden	
More available time to tend a garden	

24. How many DAYS A WEEK do you or someone in your family cook dinner "from scratch"?

	Check one
Never or almost never	
1–2 days a week	
3–5 days	
6–7 days	

25. How many DAYS A WEEK do you or your family eat store–bought prepared foods at home, such as frozen or boxed main dishes or dinners?

	Check one
Never or almost never	
1–2 days a week	
3–5 days	
6–7 days	

26. On average, how many TIMES A WEEK does your family purchase food from *FAST FOOD* restaurants, such as McDonald's, Burger King, or Subway, either to eat there or take away? In your answer, please include all meals at all times of the day.

	Check one
I never eat fast food	
Less than once a week	
Once a week	
2–5 times a week	
6–10 times a week	
11–15 times a week	
More than 15 times a week	

27. On average, how many TIMES A WEEK does your family purchase food from restaurants OTHER THAN FAST FOOD RESTAURANTS, either to eat there or take away? In your answer, please include all meals at all times of the day.

	Check one
I only eat food prepared at home	
Less than once a week	
Once a week	
2–5 times a week	
6–10 times a week	
11–15 times a week	
More than 15 times a week	

28. How important is it to you that the restaurants you eat at serve locally grown food?

	Check one
Very important	
Somewhat important	
Not very important	
Not at all important	

29. On average, how much does your household spend on all kinds of food for the home per week, not including food you purchased at restaurants? If you are not sure, please make your best guess.

	Check one
Less than $25 per week	
$26–50	
$51–100	
$101–150	
$151–200	
$201–$250	
$251–$300	
More than $300 per week	

30. Across your entire life, how many years have you lived in the city of Northampton?

	Check here
5 years or less	
6–10	
11–15	
16–25	
26–35	
More than 35	

31. Have you lived in Northampton (including Florence and Leeds) all your life?

_____ Yes

_____ No

32. Do you identify yourself as:

_____ Male

_____ Female

_____ Other

33. What is your age?

	Check here
18–19	
20–34	
35–44	
45–54	
55–64	
65–74	
75 and over	

34. Do you identify yourself as Hispanic or Latino?

_____ Yes

_____ No

35. With what race do you identify? (Select all that apply)

_____ American Indian or Alaska Native

_____ Asian

_____ Black or African American

_____ Native Hawaiian or other Pacific Islander

_____ White / Caucasian

_____ Other (please specify) ....

36. What is your highest level of education?

	Check here
Have not completed High School	
High School graduate	
G.E.D.	
Two-year college	
Four-year college	
Graduate degree	

37. What is your household income?

_____ Less than $10,000

____ $10,000–$14,999

____ $15,000–$24,999

____ $25,000–$34,999

____ $35,000–$49,999

____ $50,000–$74,999

____ $75,000–$99,999

____ More than $100,000

38. Are there any further comments that you would like to make about local food or this survey?

……………………………………………………………………………………………

……………………………………………………………………………………………

If you would be willing to be contacted at a later date to participate in a focused discussion group on local food and agriculture, we ask that you complete the form on the accompanying sheet. In order to keep this survey completely anonymous, do not attach the form to the survey.

Thank you for taking the time and effort to complete this survey.

The results will contribute to planning for effective food systems for Northampton residents in the future.

Thank you again.

Encuesta de Northampton Alimentos Residentes

Otoño 2011

Muchas gracias por su disposición a participar en la Encuesta de Northampton Alimentos residentes.Esta encuesta se lleva a cabo por ciudadanos voluntarios interesados en aprender más acerca de cómo los residentes en Northampton compram su comida. El proyecto está patrocinado por la Comisión Agrícolas de Northampton.

Por favor, tome esta encuesta sólo si usted es un residente de Northampton, Florence o Leeds.

Sus respuestas serán estrictamente confidenciales y su información no será añadida a ningun tipo de lista de correo electrónico u otras comunicaciones o solicitudes. La encuesta es aproximadamente 10 minutos.

Con el fin de asegurarnos de obtener una sección transversal precisa de los residentes en Northampton, necesitamos asegurarnos de hablar con los residentes de todas partes de la ciudad. La única manera de comprobar que hemos logrado este objetivo es si usted está dispuesto a compartir su dirección con nosotros.

1. ¿Cual es su dirección en Northampton (incluyendo Florence and Leeds)**?**

……………………………………………………………Ward, si sabes………….

2. ¿Quién está a cargo de hacer comprar los alimentos en el hogar? (Marque uno)

____ Yo estoy a cargo de las comprar los alimentos
____ Otra persona está encargada de comprar los alimentos
____ Comparto este deber con los demás miembros del hogar

3. ¿Cuántas personas, incluyéndose usted viven actualmente en el hogar? (Entre el número**)**

____ Adultos
____ Niños menores de 18 años

4. A continuación se muestra una lista de lugares donde se puede obtener los alimentos en nuestra área. Por favor, marque la casilla que muestra CUÁNTAS VECES POR MES compra en los lugares incluidos aqui.

	4 or mas veces	2–3 veces	1 or menos veces	No comprar aqui
Los supermercados grandes como Big Y, Stop & Shop, o Price Rite				
Whole Foods, Trader Joe's, u otras bodegas "natural"				
Tiendas como Wal-Mart, Target, Costco, u otras tiendas grande de al por mayor o menor				
Tiendas de convivencia, como 7-Eleven o Hess				
Las cooperativas de alimentos, tales como el mercado del River Valley Market				
Pequeñas bodegas independiente, como Serio's,				
Cooper's Corner, o Cornucopia				
Mercados especializados en los alimentos que normalmente no se lleva a los supermercados, tales como World Food Market o Mercado de Maple Valley				
Mercados de agricultores, como los mercados Saturday o Tuesday				
Mercados de agricultores, como Hickory Dell Farm o el mercado Outlook				
Granjas en la carretera				
(CSA) Agricultura Apoyada por la Comunidad o granjas				
Otro				

5. ¿Pensando en el lugar en el hace sus compras más a menudo. Que diría usted son LAS TRES RAZONES principales por las cuales usted compra ahí?

	Marque **tres**
Precios asequibles	
Aceptan la forma de pago que quiero usar	
Locación conveniente	
Horas conveniente	
Cómodo con la distribución de la tienda	
Una parada de compras rápida	
Buena selección	
Opciones alimenticias saludables	
Otra: por favor incluye la razón …………………………………………………………………………………………………	

Para el proposito de esta encuesta, "alimentos locales" son definidos como productos comestibles (como la fruta, verduras, carne, huevos, lácteos, mermeladas, miel, pan, hierbas, cervezas, jarabe de arce, etc). Que han sido cultivados o producidos SÓLO en Pioneer Valley del Oeste de Massachusetts. Estos artículos pueden ser o no ser certificadas como orgánicos.

6. ¿Cuando usted está comprando la comida, ¿Con qué frecuencia la examina para determinar si los alimentos que compra hayan sido producido o cultivados localmente?

	Marque aqui
Siempre	
A veces	
Casi nunca	
Nunca	

7. ¿Con qué frecuencia usted compra alimentos cultivados o producidos localmente?

	Marque aqui
Cada semana	
Una o dos veces al mes	
Varias veces al año	
Casi nunca/ no sé	

8. ¿Cuando la producción local es de temporada, usted cambia sus hábitos de compras para cambiar a los mercados de agricultores locales, las granjas locales, o de otros puntos de venta de alimentos locales? Por favor, seleccione la respuesta que más se acerca a su situación.

	Marque aqui
Sí, hago todo lo posible de comprar tanto como sea posible	
Sí, pero no trato mucho	
No, yo no cambio mis hábitos	

9. ¿Cuáles son sus tres principales razones para comprar alimentos locales?

	Marque **tres**
Yo no compro comida local	
Es más fresca	
Es más saludable	
A mi familia le gusta	
Encaja mi dieta	
Es orgánica o cultivada localmente	
Apoya las granjas locales y los agricultores	
Es bueno para el medio ambiente	
Yo se como y donde es cultivada	
Es menos costosa	

10. ¿Cuáles son las tres principales razones que hacen comprar alimentos locales difícil?

	Marque **tres**
Nada me impide comprar alimentos locales	
Es muy costosa	
Es difícil llegar a los lugares que venden alimentos locales	
Mi familia no comería alimentos locales	
Los lugares que la venden no aceptan mi preferencia de pago	

11. ¿Si usted no compra alimentos locales ¿Cuáles son sus tres principales razones para no comprarlo?

	Marque **tres**
Yo sí compro alimentos locales	
Es muy costoso	
No es conveniente de preparar	
Mi familia no comería alimentos locales	
Es de mala calidad	
Falta de variedad	
No so disponible en donde hago mis compras	
No sé donde ir para obtenerlos	

12. En general, ¿Cree que los alimentos cultivados o producidos localmente son más saludables que similares alimentos traídos de otros lugares?

_____ Si

_____ No

13. Explique su respuesta a la pregunta 12:

……………………………………………………………………………………………………

……………………………………………………………………………………………………

14. ¿Cuáles son sus TRES PRODUCTOS FAVORITOS de alimentos locales para comprar?

…………………………………………………………………………………………………

…………………………………………………………………………………………………

…………………………………………………………………………………………………

15. Basado en su conocimiento sobre los alimentos locales disponibles para usted en su área, ¿Cuáles OTROS productos alimenticios le gustaría que hayan sido cultivado localmente? Haga una lista de tres productos.

…………………………………………………………………………………………………

…………………………………………………………………………………………………

…………………………………………………………………………………………………

16. En su opinión, ¿Qué tan eficiente es comprar alimentos producidos localmente para lograrlos siguientes objetivos?

	Bastante	Un poco	Para nada
Protegiendo el medio ambiente			
Salvando familias			
Manteniendo las personas saludable			
Apoyando la economía local de Pioneer Valley			
Preservando las características rural de Pioneer Valley			

17. Si usted come comida local, ¿Dónde los compra más a menudo? Por favor, elija HASTA TRES.

	Marque **tres**
Yo no consumo alimentos locales	
Sábados Farmers Market en Gothic Street	
Miercoles Farmers Market in Florence	
Martes Farmers Market detrás de Thorne's Market	
Invierno Farmers Market en Thorne's basement	
Granjas en la carretera	
Elija donde usted compra amenudo y si no esta mencionado aquí	
Mercados locales, como Serio's	
Cooperativas alimenticias como River Valley Market	
Supermercados	
Mi propio/ de un familiar/ o jardín de un vecino	
Otros lugares: por favor especifique	

18. ¿Con qué frecuencia usted hace compras en uno o más de los mercados de los agricultores en Northampton?

	Marque uno
A menudo	
A veces	
Casi nunca	
Nunca	

19. Si rara vez o nunca compra en los mercados de agricultores, ¿Por qué no?

……………………………………………………………………………………………………

……………………………………………………………………………………………………

20. ¿Tiene usted actualmente o ha participado en un programa de compartir su granja o de agricultura apoyada por la comunidad?

	Marque uno
Sí	
Nombre de la granja(s)	
No, pero he participado en el pasado	
No, pero estoy interesada(o) en compartir una granja	
No tengo ningún interés	
No sé de que se trato esto	

21. ¿Usted cultiva alimentos en su propio jardín o parcela de la comunidad, o lo consigue de los jardines sus de amigos o familiares?

	Marque uno
Si, muchos alimentos	
Si, un poco	
No	

22. ¿Le gustaría cultivar su propia comida?

	Marque uno
Ya estoy cultivando mi propia comida	
Si, me gustaría cultivar mi propia comida	
No estoy interesada(o) en cultivar mi propia comida	

23. Si usted desea cultivar su propia comida, ¿Qué usted necesita para ccomenzar? Por favor, marque todas las respuestas que correspondan.

	Marque aqui
Ya estoy cultivando mi propia comida	
Capacitación sobre cómo cultivar alimentos	
Equipo para ayudarme a cultivar los alimentos	
Alguien con quien compartir el jardín	
Alguien que me ayude a cultivar los alimentos	
Suficiente espacio para cultivar	
Parcelas de jardín comunitario cerca de mi casa	
El dinero para conseguir lo que necesito para jardín	
Más tiempo libre para cuidar de un jardín	

24. ¿Cuántos DÍAS A LA SEMANA usted o alguien en su familia preparan la comida "desde cero"?

	Marque uno
Nunca o casi nunca	
1–2 días a la semana	
3–5 días	
6–7 días	

25. ¿Cuántos DÍAS A LA SEMANA, usted o su familia comen comida comprada o pre-preparadas fuera del hogar, tales como comida congeladas o en cajas para la cena?

	Marque uno
Nunca o casi nunca	
1–2 días a la semana	
3–5 días	
6–7 días	

26. En promedio, ¿cuántas VECES A LA SEMANA su familia compra comida de restaurantes de COMIDA RÁPIDA, como McDonalds, Burger King, o SubWay, ya sea para comer allí o para llevar? En su respuesta, por favor incluya todas las comidas en todo momento del día.

	Marque uno
Yo nunca como comida rápida	
Menos de una vez por semana	
Una vez por semana	
2–5 veces por semana	
6–10 veces por semana	
11–15 veces por semana	
Más de 15 veces por semana	

27. En promedio, ¿cuántas VECES A LA SEMANA su familia compra comida en restaurantes QUE NO SON DE COMIDA RÁPIDA? Ya sea para comer allí o para llevar. En su respuesta, por favor incluya todas las comidas en todo momento del día.

	Marque uno
Solo como comidas preparadas en casa	
Menos de una vez por semana	
Una vez por semana	
2–5 veces por semana	
6–10 veces por semana	
11–15 veces por semana	
Más de 15 veces por semana	

28. ¿Qué tan importante es para usted que los restaurantes que usted frequenta sirva alimentos cultivados localmente?

	Marque uno
Muy importante	
Un poco importante	
No muy importante	
No me importa	

29. En promedio, ¿cuánto dinero su hogar gasta en todo tipo de alimentos para el hogar por semana, sin incluir los alimentos que usted compra en los restaurantes? Si usted no está seguro, por favor escriba su mejor promedio.

	Marque uno
Menos de $25 por semana	
$26–50	
$51–100	
$101–150	
$151–200	
$201–$250	
$251–$300	
Más de $300 por semana	

30. A través de toda su vida, ¿cuántos años hace que vive en la ciudad de Northampton?

	Marque uno
5 años o menos	
6–10	
11–15	
16–25	
26–35	
Más de 35	

31. ¿Ha vivido en Northampton (incluyendo Florence y Leeds) toda su vida?

_____ Si

_____ No

32. ¿Se identifica a sí mismo como:

_____ Masculino

_____ Femenino

_____ Otro

33. ¿Cuál es su edad?

	Marque aqui
18–19	
20–34	
35–44	
45–54	
55–64	
65–74	
75 o más	

34. ¿Se identifica a sí mismo como Hispano o Latino?

_____ Si

_____ No

35. ¿Con qué raza usted se identifica? (Seleccione todas las que corresponda)

_____ indio americano o nativo de Alaska
_____ asiático
_____ negro o afro-americanos
_____ nativo de Hawai u otras islas del Pacífico
_____ blanco
_____ otro (por favor especifique) …………………..……

36. ¿Cuál es su nivel más alto de educación?

	Marque aqui
No he completado la escuela secundaria	
Se graduó del colegio	
G.E.D.	
Dos años de universidad	
Licenciatura	
Título de posgrado	

37. ¿Cual es su ingreso familiar?

____ Menos de $10,000

____ $10,000–$14,999

____ $15,000–$24,999

____ $25,000–$34,999

____ $35,000–$49,999

____ $50,000–$74,999

____ $75,000–$99,999

____ Más de $100,000

38. ¿Hay algún otro comentario que le gustaría hacer acerca de los alimentos locales o acerca de esta encuesta?

…………………………………………………………………………………………………

…………………………………………………………………………………………………

Si usted estaría dispuesto a ponerse en contacto en una fecha posterior para participar en un grupo debate centrado sobree alimentos locales y la agricultura locales, le pedimos que complete el formulario en la siguiente hoja. A fin de mantener esta encuesta totalmente anónima, por favor no entregen ambos formularios juntos.

.

Gracias por tomar el tiempo y esfuerzo para completar esta encuesta.

Los resultados contribuirán a la planificación de los sistemas alimentarios efectivos para los residentes de Northamptonen el futuro.

Gracias de nuevo.

KEEP FARMING NORTHAMPTON

REPORT on LOCAL FOOD in NORTHAMPTON RESTAURANTS

MAY 2013

EXECUTIVE SUMMARY

As the third in a series of surveys designed to gather information on Northampton's local food system, this survey was conducted among Northampton's restaurants. The purpose was to ascertain how much and what kinds of foods served are locally grown or produced, level of interest in purchasing more local food, and what considerations facilitate or impede the purchase of local ingredients.

Of the 72 restaurants initially reached through a preliminary interview designed to determine whether they serve local food and whether they were willing to participate in a second, more comprehensive, survey, 30 declined or failed to answer the questions. 42 restaurants participated in the longer survey. Keep Farming volunteers obtained 38 usable questionnaires over a period of 3 months in the fall of 2012.

More than 90% of respondents indicated that their customers are sometimes or almost always interested in where the food they serve comes from, and that local food is important to these customers. Over 90% believe that serving local food is very good or somewhat good for business. No respondent believed that serving local food is not good for business. At the same time, only 50% of restaurants say that they are very or somewhat effective in marketing local food to their customers.

Nearly 80% of respondents indicated an interest in purchasing local food. Nearly all reported that freshness and quality of food are the most important considerations influencing purchasing patterns, with price and availability ranking nearly as high. When asked what impedes their purchasing more local food, they reported the combination of price, availability, convenience and delivery reliability. Challenges communicating with local farmers underlay many of these issues.

Restaurateurs reported purchasing a wide variety of local foods, most frequently vegetables, herbs, baked goods and beer. They named approximately 100 suppliers, most of which are local to the Pioneer Valley or the surrounding hill towns of Western Massachusetts and Southern Vermont.

Though most of the restaurateurs indicated a desire to purchase more locally grown or produced food, it is clear that better communication is needed to help them understand what foods are available, when, at what cost, and in what quantity. Mechanisms such as an electronic Food Hub, a system for coordinating deliveries from various farms and producers to restaurants, and pre-season meetings between farmers and buyers, would greatly increase convenience and efficiency and likely result in greater reliance on local food on the part of Northampton's restaurants.

For additional information regarding this project, or to request an e-copy of this report, please contact Fran Volkmann: franv@comcast.net.

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INTRODUCTION

This survey is part of a larger project designed to provide a detailed picture of Northampton's local food system: where our food is grown, how it is distributed, what is sold in restaurants and served in institutions, and what is bought and eaten by Northampton residents. The project also seeks to develop a continuing dialog among local consumers and food providers. It is sponsored by the Northampton Agricultural Commission and uses the methodology of the Glynwood Center's *Keep Farming* Program® (www.Glynwood.org).

The Glynwood Center is a not-for-profit organization based in Cold Spring, NY, that helps communities plan for their agricultural futures. In the fall of 2010, Glynwood offered to help Northampton engage in a community-wide assessment and planning effort through its *Keep Farming*® Program. The idea was enthusiastically endorsed at a public meeting on September 22, 2010, and the Northampton Agricultural Commission signed on to serve as local sponsor and to provide expert guidance to the project.

Keep Farming Northampton engages a group of citizen volunteers to assess several aspects of our local food system. Many people and organizations have given their time, expertise, financial support, and resources in support of the project. They are listed and acknowledged in Appendix I.

Previous steps in the project

The first survey of the project, *Report on Northampton Agriculture*, completed in the fall of 2011, provided a detailed look at Northampton farming: who are Northampton's farmers, what they grow, where they market their products, and what are their needs and interests. Sixty percent of respondents reported marketing at least half of their agricultural output locally; one third sell products at local farmers markets. Many said they benefit from the "buy local" movement, agritourism, and new local methods of distribution. Problems respondents reported include the rising costs of fuel, pesticides, fertilizer, and labor; insurance concerns; plant pests and diseases; theft, trespassing and vandalism; and state regulations and local land use laws. This report is available on the city website: www.northamptonma.gov/agcomm (click on Files and Reports).

The second stage of the project, the *Northampton Residents Food Survey*, conducted in 2011-2012, was completed by 558 Northampton residents. It dealt with food-buying and food consumption habits, with particular emphasis on local food. Results show that that there is wide support for local agriculture in Northampton. A majority of respondents (68%) reported buying locally grown food every week. Overall, respondents expressed interest in obtaining more of any type of local produce, including especially meat and grain. The first two stages of Keep Farming Northampton, surveying farmers and surveying residents, show that local food is important in Northampton, and that the local food system would greatly benefit from better regulatory support, infrastructure, and education. This report is also available on the city website: www.northamptonma.gov/agcomm.

Purposes of present study

In order to build on the results from the first two surveys, the Restaurant Survey seeks to provide insight into the distribution of prepared foods in the Northampton community. Restaurant establishments were asked about what food items they serve, where they purchase their food, and the degree to which they emphasize local food. Using these data, the Keep Farming Northampton working group hopes to understand in more detail our local food system, and in particular what Northampton can do to facilitate the serving of local farm products and prepared food.

METHODS

Design and Definitions. The survey was designed to find out what foods local restaurants serve, where the foods come from, how much and what kinds of foods are local, the level of interest in purchasing more local foods and the factors that work for or against the purchase of local foods.

As has been the case throughout this project, the *Glynwood Keep Farming® Workbook* (www.Glynwood.org, 2010) provided the basic methodology for this research. We modified the Glynwood Food Providers Survey to address Northampton restaurants specifically. We included a range of establishments where food is prepared to be eaten on the premises or taken out, from delicatessens and fast-food chain establishments to caterers and one-of-a-kind fine dining restaurants. Throughout the report we use the term "restaurants" to mean any combination of these categories unless otherwise specified.

We adopted the same definition of "local food" as that used in the other surveys of this project, and inserted the following definition into the survey:

> "For the purposes of this survey, "local food" is defined as edible products (such as fruit, vegetables, meat, eggs, dairy, jams, honey, bread, herbs, microbrews, maple syrup, etc.) that have been grown or produced ONLY in the Pioneer Valley of Western Massachusetts. These items may or may not be certified organic."

We also differentiated between items that are grown locally and those that are produced locally from raw materials grown elsewhere (e.g. coffee, some breadstuffs).

Population**.** Since Keep Farming Northampton is using Northampton as a case study in local food systems, we limited the survey to the Northampton restaurants.

Procedure. We approached restaurants at two levels. First, we wanted to differentiate between restaurants regarding whether they serve local foods at all. Second, for those who do use local foods, we designed a more comprehensive survey related to local food use. Specifically, the procedure was designed as follows:

Preliminary Interviews. As a first step, we attempted to contact all of the restaurants in Northampton to obtain threshold data on the use of local food. Northampton is a community of many restaurants, and we reached 72 of the approximately 80 establishments either by phone, email, or in person.

We informally asked four questions:

1. Who in your company makes the decisions about what foods to buy?
2. Do you know where the food you serve is grown?
3. Does your company buy foods grown locally in the Pioneer Valley of Western Mass?
4. If the answer to # 3 is "no," does your company have plans to source some of the foods locally in the future? If the answer is "yes," would you be willing to participate in a

follow-up interview at a later date that would take about 15 minutes and explore your use of local food and considerations that lead you to use more or less local food?

Main Survey. The main survey is shown in Appendix III. We obtained completed surveys from 42 restaurants. Participating restaurants are listed in Appendix II. Due to technical difficulties with the data from four participants, we were able to use the data from 38 of these restaurants. The surveys were administered during the fall of 2012.

Keep Farming Northampton volunteers, including six Smith College students, administered paper surveys individually to each restaurant. Initially, the volunteers hoped to interview restaurant owners, managers, chefs, or employees in person. But having the surveys dropped off and picked up at a later date ultimately proved to be more convenient for the respondents due to the hectic nature of restaurant schedules. At drop-off, the Keep Farming volunteer scheduled a pick-up date and provided contact information. Often it was necessary to set new pick-up dates when a respondent did not complete the survey on schedule. If the volunteers had unsuccessfully tried to pick up an establishment's survey more than five times, the establishment was scored as not responding.

The collected data were entered into the online survey program SurveyMonkey, which provides descriptive graphs and analysis. In addition, an analysis of variance program was used to analyze specific interactions among some of the principal variables.

RESULTS

Local food in Northampton restaurants: an overview.

We contacted almost all of the restaurants in Northampton, including the village of Florence (72) in our preliminary interviews. Of these, 38 completed our main survey. This means that almost half of Northampton restaurants did not participate in the main survey. The reasons given for non-participation were diverse and sometimes ambiguous, but they can be summarized into a few categories.

1. Respondents from chain restaurants, where food purchasing decisions are not made locally but rather by "corporate headquarters" located elsewhere, typically indicated that they have no idea where the food they serve comes from, that it is not local to our area, and that they are prohibited from discussing the matter further.

2. Respondents from prepared-food sections of some chain supermarkets typically give similar responses to those from chain restaurants, even if the supermarkets are regional and emphasize "local" food in their marketing.

3. Respondents from some ethnic restaurants who tend to have special suppliers did not wish to discuss the sources of their food. Lack of a common language also sometimes worked against our interviewing these restaurateurs successfully.

4. Respondents from a few restaurants indicated that they are too busy to participate or are simply not interested in participating.

Only two or three of the non-participating restaurants indicated that they serve any local food. What we can glean from these data is that there is a substantial number of restaurants in Northampton who do not serve local foods and who probably will not do so in the foreseeable future. This is true even in a city where local food is highly valued by residents and visitors alike.

All of the 38 restaurants that did participate in the main survey (see list in Appendix II) do serve at least some local foods. The analysis of their responses to the main survey follows.

A profile of restaurants surveyed

Of the 38 restaurateurs whom we interviewed, about half were the owners of their establishments and almost 40 percent were the chefs; some were both owners and chefs. Only about 8 percent called themselves "buyers."

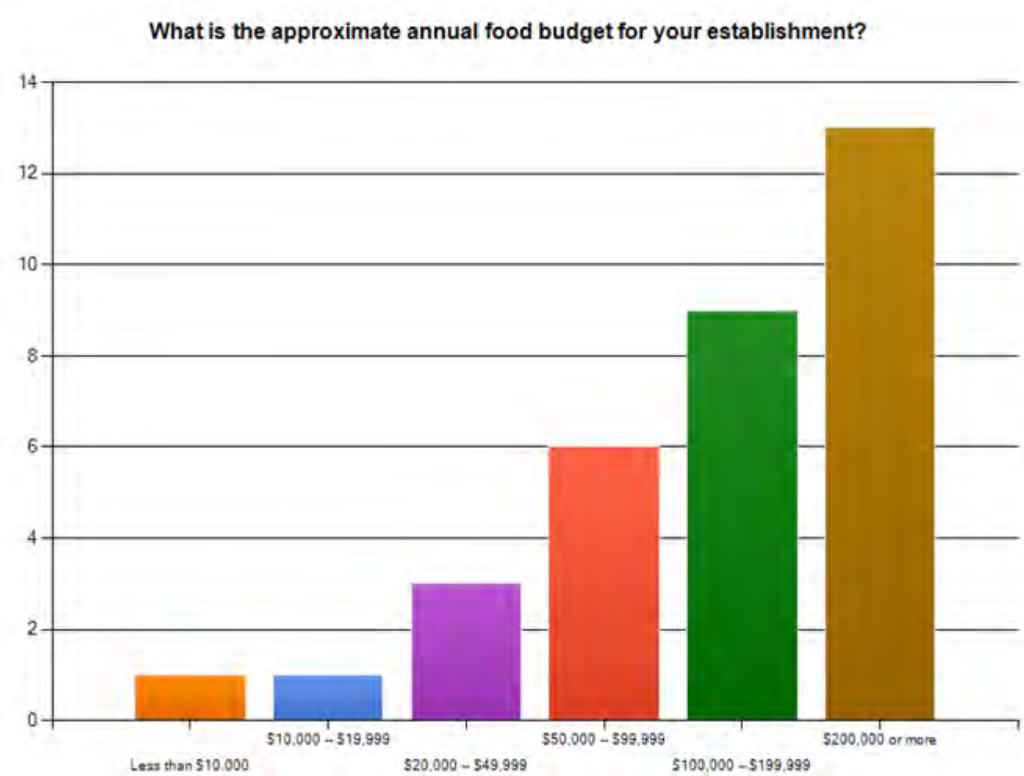
The 38 establishments that participated in the survey consisted of 32 restaurants, 8 caterers (most of which were also restaurants), 4 delicatessens, and the prepared food divisions of 2 supermarkets. All but one of the establishments is open year-around. Thirty-six serve dinner, 26 serve lunch, and 15 serve breakfast. Twenty-five are primarily eat-in, five primarily take-out, and eight about equally eat-in and take-out.

Seven restaurants serve fewer than 100 meals per day; 11 serve between 100 and 200; 6 serve between 200 and 300; and 8 serve more than 300. Six did not respond to this question.

The table below shows the average price of an adult meal in the restaurants surveyed. The cost of alcoholic beverages is not included in these figures. As the table shows, 24 restaurants, almost two-thirds of those surveyed, price their meals at less than $14. Only six charge $20 or more for an average adult meal.

COST	$5-9	$10-14	$15-10	$20-24	$25 or more
NUMBER	12	12	7	3	3

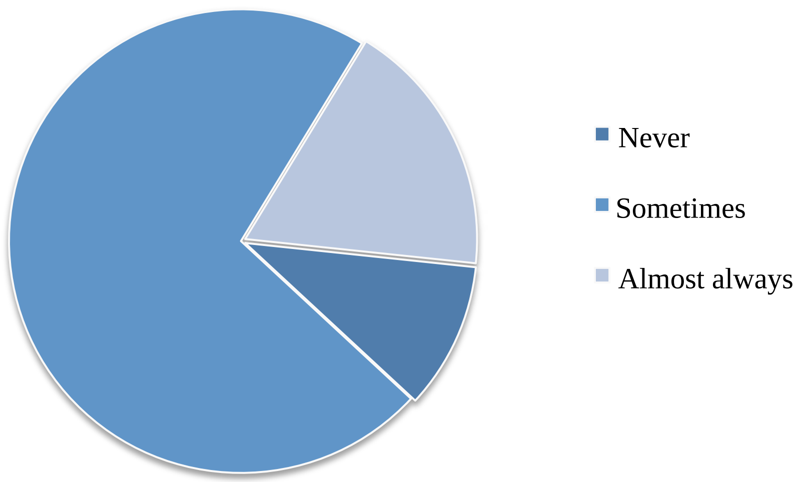
The following chart shows the distribution of annual food budgets. Twenty-two establishments have annual food budgets over $100k; 13 have food budgets over $200k.



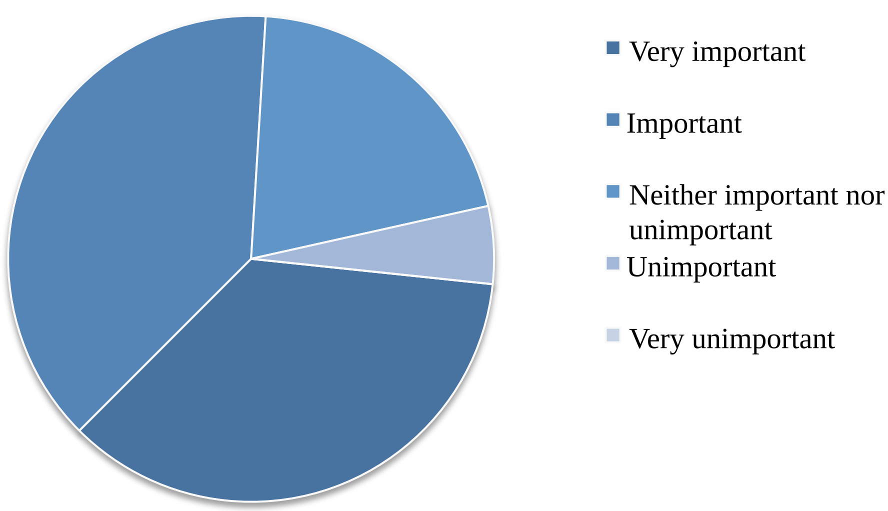
Customer interest in local food

Thirty-five of the 38 restaurants (92%) indicate that their customers are sometimes or almost always interested in where the food they serve comes from. In addition, 76% report that among the customers who show interest, local food is important or very important to them. Only two respondents reported that local food was unimportant to their customers. These results are illustrated in the charts below.

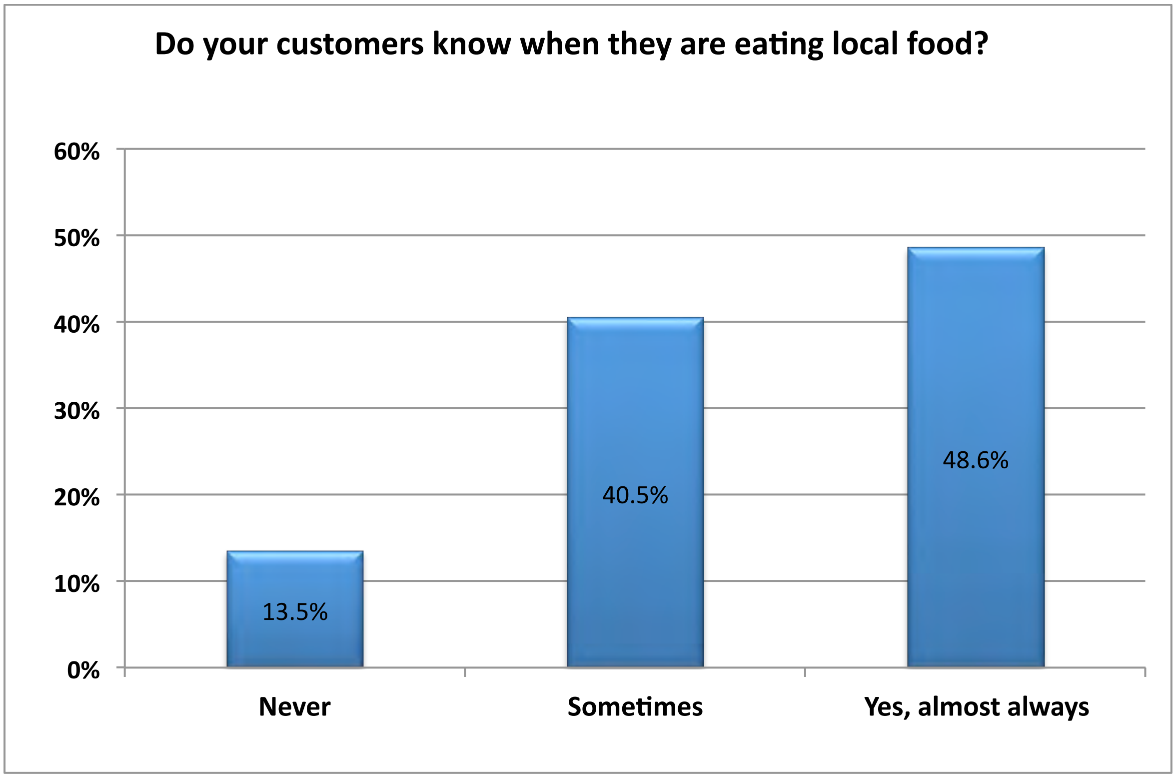
How often do customers indicate that they are interested in where the food you serve comes from?



Amongst the customers who show interest, how important is local food to them?

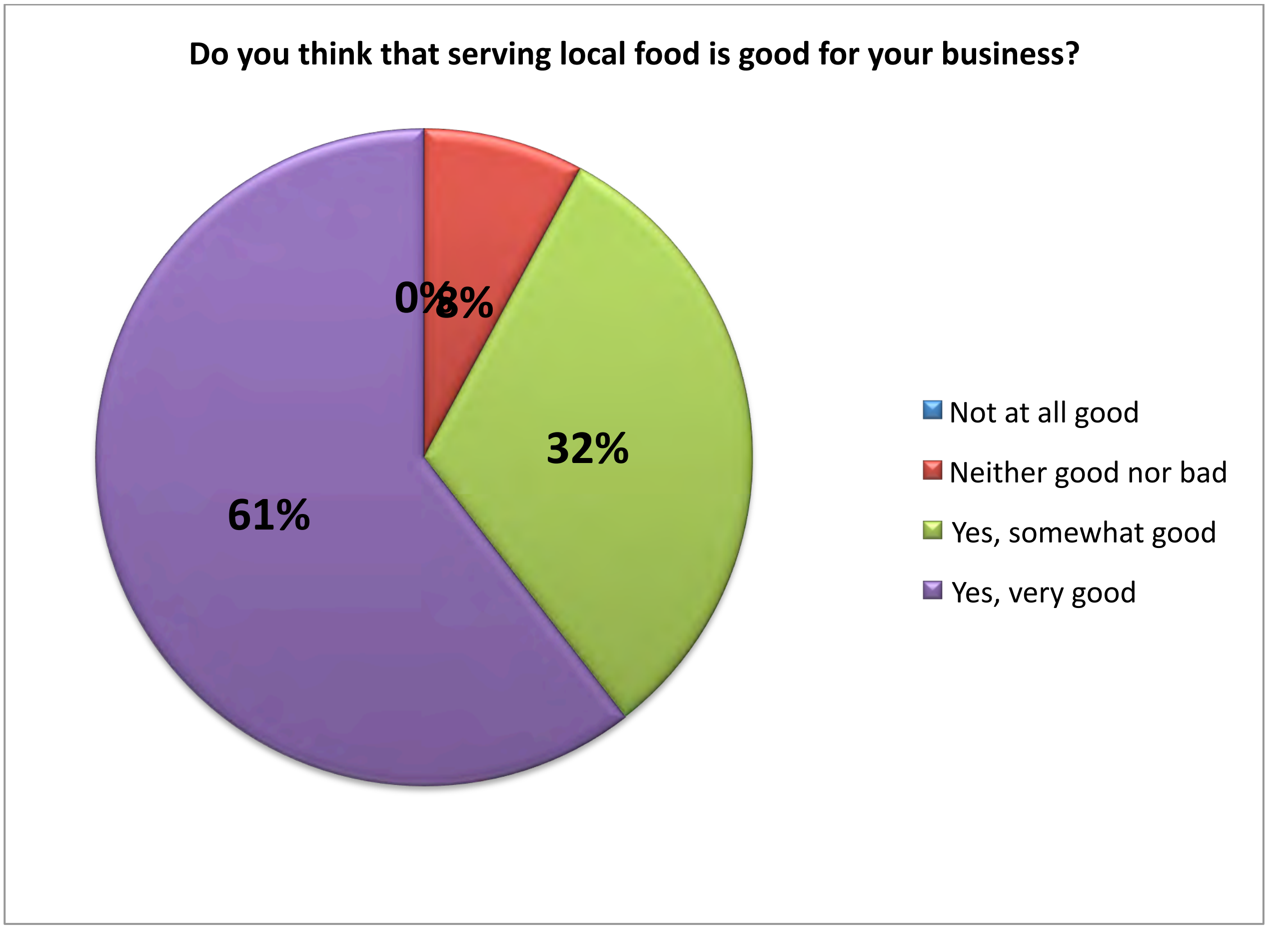


As shown on the following chart, eighteen of the restaurants report that customers almost always know when they are eating local food, and 15 additional restaurants sometimes inform their customers when local food is being served. Only 5 restaurants do not inform their customers if local food is being served.



Restaurants inform their customers in a variety of ways when the food they serve is local. Many state on the menu when a product is local or place menu boards or table tents that highlight local food. Many simply have their servers point out to customers which items are local. A few use the Internet, with websites or Facebook pages for their restaurant that emphasize local food. A couple of restaurants report that customers and potential customers tend to know of their commitment to local food by their reputations.

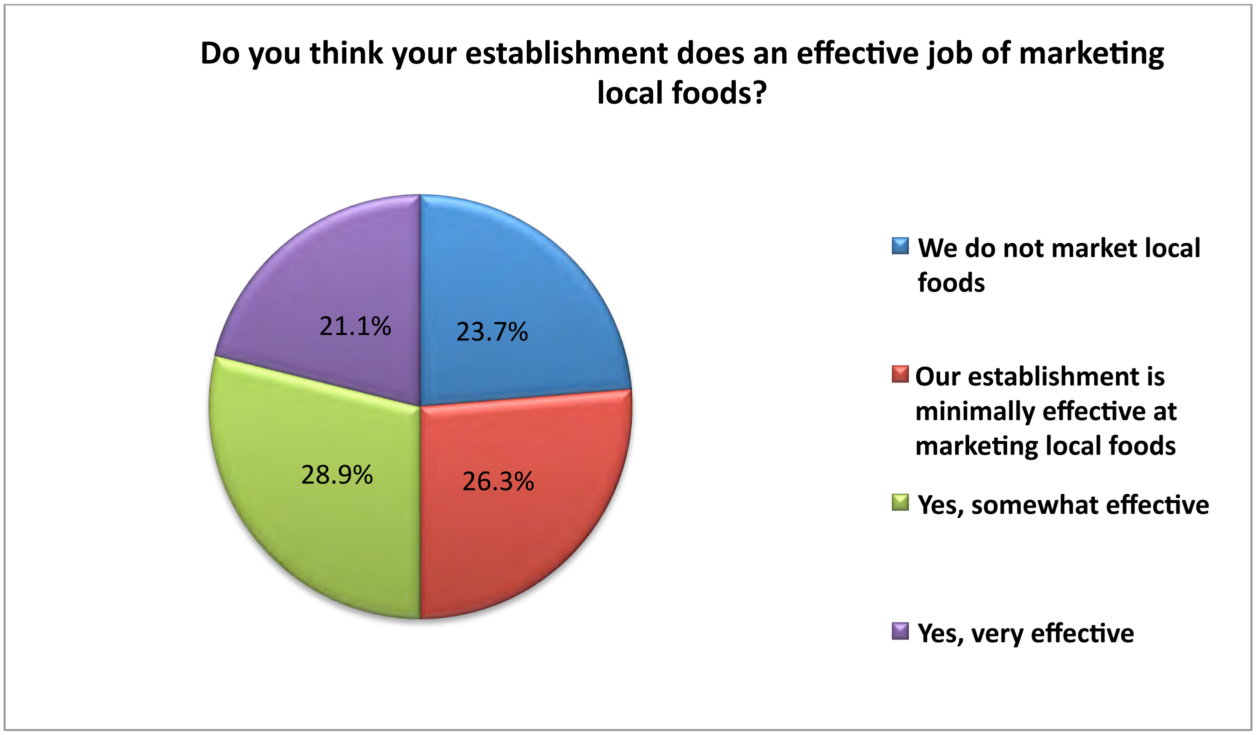
Asked if they believe that serving local food is good for business, 35 of the 38 restaurants (90%) responded that it is very good or somewhat good, and 3 that it is neither good nor bad. No one believes that serving local food is not at all good for business. These figures are shown as percentages in the chart below.



Restaurants' interest in buying, preparing, and marketing local food

Decisions about where and what foods to buy are almost always made by local owners or chefs (who are sometimes the same person). Almost 80% of the people in charge of restaurants' food budgets are interested in purchasing local foods. Likewise, about 70% of chefs are moderately or very interested in cooking local foods.

Even though restaurateurs overwhelmingly indicate that serving local food is good for their businesses, many reported that they do not do a very good job of marketing local foods to their customers. As the chart below shows, only 8 establishments said that they are very effective in marketing their local foods; 11 believe they are somewhat effective; 10 reported being minimally effective, and 9 do not try to market the fact that they serve local foods.



What considerations drive where restaurants buy their food?

The table on the following page summarizes the considerations that are most important in determining where Northampton restaurants buy their food. Various considerations are listed on the left. The horizontal bars show the percentage of respondents who indicated that the consideration was very important (blue), important (red) and either important or very important, taken together (green).

When we look at the category “very important” taken alone (blue bars), two considerations stand out from all of the others in importance: Freshness and Quality of the food. Almost 90% of the respondents rated these two considerations “very important.” Ready Availability ranks second, with 53% of the respondents rating it “very important.” Price ranks third, and is considered “very important” by 47%. But further analysis, below, shows that price is more important than is suggested by looking at this category alone. .

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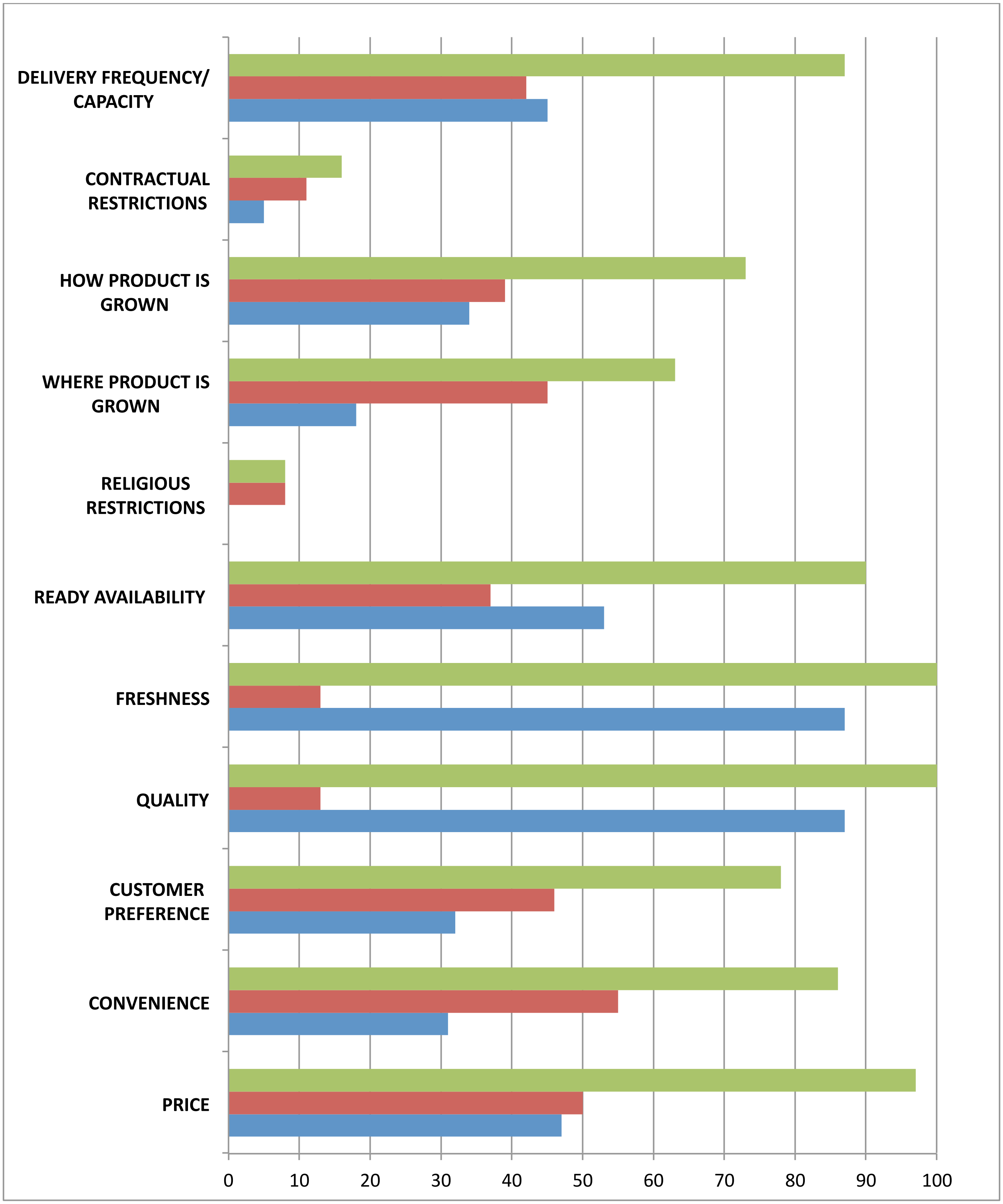


Percent of restaurants rating consideration Very Important (Blue), Important (Red) or both (Green)

When the categories "very important" and "important" are taken together, the table above (green bars) shows that the highest ranking considerations continue to be Quality and Freshness of the food, but now Price jumps to near the top. 97% of respondents say that Price is either important or very important in determining where they buy their food. Ready availability, delivery frequency/capacity, and convenience rank almost as high. Customer preferences rate next in importance. How and where the product is grown is of somewhat lesser importance. Contractual and religious restrictions are of minor importance to most local restaurants.

We evaluated the association between price, quality, convenience, and availability and the percentage of local foods purchased by Northampton restaurants with an analysis of variance. Results suggested that:

> As price and convenience considerations become more important, the percentage of food obtained from local growers decreases.
>
> As quality and growing methods become more important, the percentage of food obtained from local growers increases.

However, the analysis of variance failed to demonstrate statistical significance of these findings due to the small sample size.

What locally grown or locally produced foods do Northampton restaurants use?

We provided restaurateurs with a list of foods (see Survey, Appendix III, p 27) and asked them to check which of the foods they serve or use in food preparation, which of these foods are grown locally, and which are produced locally from ingredients grown elsewhere.

As shown in the tables below, vegetables, greens and herbs, fruits, and maple syrup are the locally grown products used by the largest numbers of local restaurants. About a quarter to a half of the restaurants responding use local milk products, breads and pastries, jams and jellies. Less than 20% of the restaurants responding use local meats.

Percentage of restaurants that use the following locally grown products

80-99%	60-79%	40-59%	20-39%	0-19%
Vegetables	Greens	Yogurt	Milk	Cheese
	Herbs		Eggs	Beef
	Orchard Fruits		Ice Cream	Pork
	Small Fruits		Bread	Lamb
	Maple Syrup		Pastries	Poultry
			Jams	Fish
				Processed Meats
				Honey
				Pickles
				Salad Dressing

Percentage of restaurants that use the following foods produced locally by themselves or others from non-local ingredients

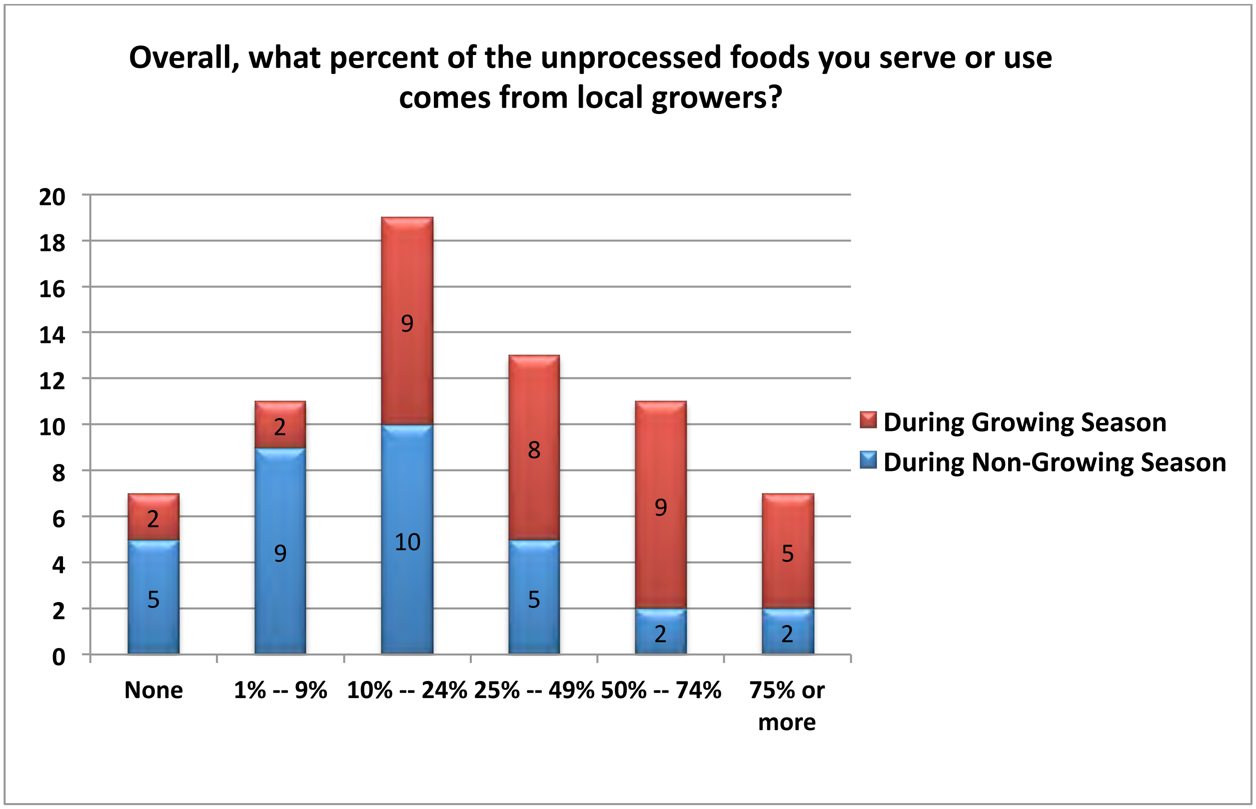
80-99%	60-79%	40-59%	20-39%	0-19%
	Bread	Salad Dressing	Vegetables	Poultry
	Pastries		Greens	Fish
	Coffee		Herbs	Processed Meats
	Beer		Orchard Fruits	Wine
			Small Fruits	
			Milk	
			Eggs	
			Cheese	
			Ice Cream	
			Yogurt	
			Beef	
			Pork	
			Lamb	
			Jams	
			Honey	
			Pickles	

It is easy to infer that a relatively large number of local restaurants make their own bread and pastries or buy them from local bakers who get their ingredients from elsewhere. This is also true for coffee and beer and, to a lesser degree for salad dressing. The longer lists of food items in the categories below 40% may indicate simply that restaurants get these products from non-local sources and use them to prepare the foods they serve.

In addition to the different kinds of local food that restaurants serve, we were interested in what proportion of the food they buy is local, or is produced locally from ingredients or raw materials grown elsewhere. The results are shown in the chart on the next page.

The data show that during the growing season, 5 restaurants report buying more than 75% of their unprocessed foods locally. Nine more buy 50-74% locally. Seventeen buy between 25% and 49% locally. Four restaurants buy less than 10% of their unprocessed foods locally.

During the non-growing season only two restaurants buy 75% or more of their unprocessed foods locally. Seven more buy between 50 and 75% locally; 24 buy less than a quarter of their unprocessed foods locally.



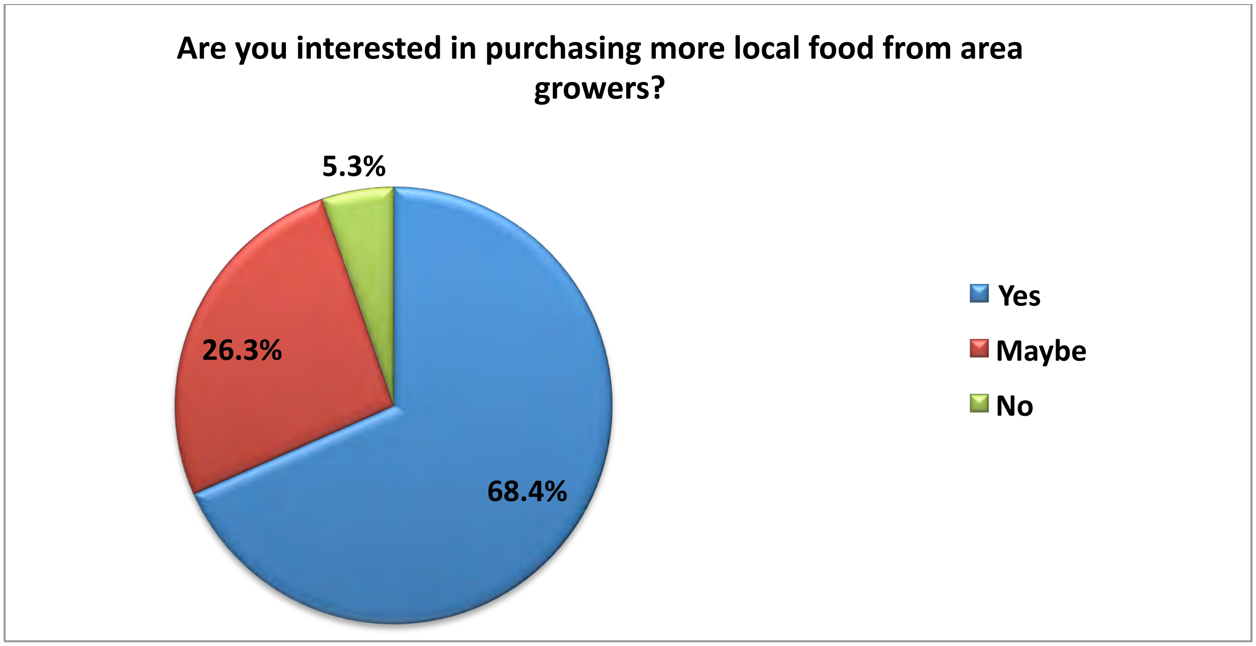
The percentages of prepared foods or processed foods that are purchased from local artisans are also relatively small. Nine restaurants (25%) report purchasing 50% or more locally; 19 (54%) report purchasing less than 10% from local sources.

Asked how much they spent on locally grown food, only 20 restaurants were able to provide a figure (6 more said they did not know; the remainder did not answer the question). Of those responding, the amounts spent break down as follows:

Amount spent	Number of restaurants
$0-9,999	7
$10-19,999	5
$20-39,000	4
$40-69,000	2
$70-99,000	0
$100-119,000	1
$120-139,000	1

How can we increase the amount of local food that Northampton restaurants buy?

As the chart below shows, almost 70% of respondents (26) told us that they are interested in buying more local food from area growers. Ten more said they might be interested in buying more. Only 2 said they were not interested.



When asked what keeps them from buying more locally, 17 respondents listed price (cost) among the top two or three hindrances. Eleven more listed availability, and 8 listed convenience. Reliability appeared four times. A combination of high prices, lack of predictable availability, and lack of reliable delivery are often seen to work together to hinder restaurants from buying locally. Lack of communication with farmers was cited as a specific impediment to buying more locally.

Although lack of variety was occasionally mentioned as working against buying local foods, most restaurateurs did not ask for increased variety. Some explicitly cited their desire for more local meats and poultry. One said that he had to go to upstate New York for duck. Several others expressed their need for more locally grown grains.

Where do Northampton restaurants get their food?

As the chart below shows, almost all of the restaurants responding receive some of their food by means of deliveries from local sources. In addition, about a third go to local farms and/or farmers markets. Smaller percentages get their food from wholesalers or retail markets.

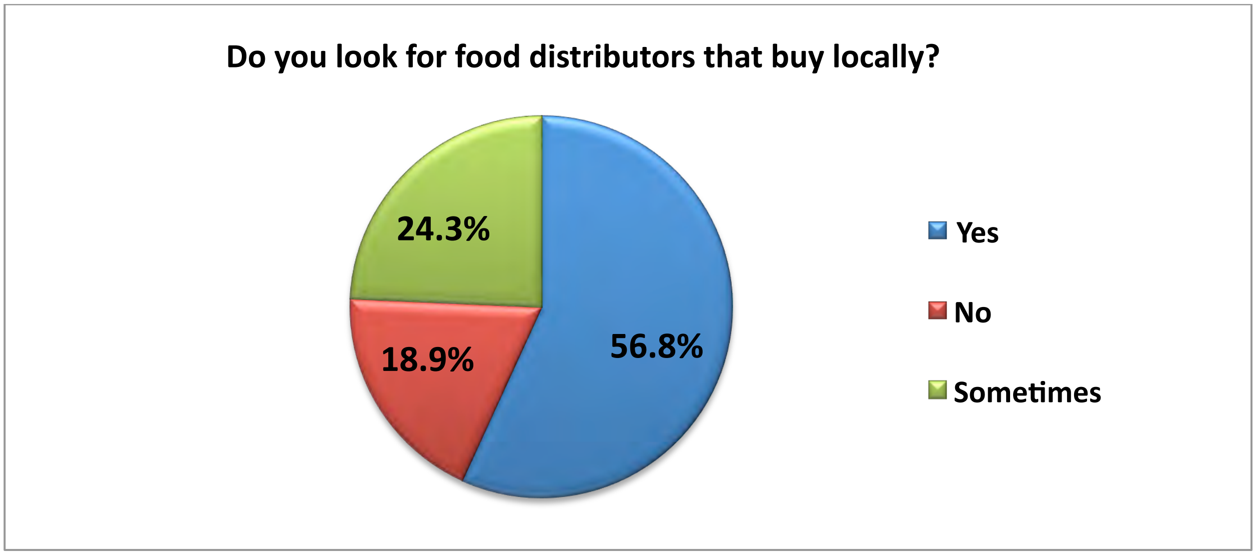
Local restaurateurs use a broad array of sources, both local and non-local, for their foods. Survey respondents listed approximately 100 farms, farmers markets, bakeries, breweries, distributors, and prepared food producers that provide them with the raw materials and foods that they serve. Sources explicitly listed are shown below, although a number of respondents noted that this is only a partial list.

Sources of food (local and non-local) listed by Northampton restaurants

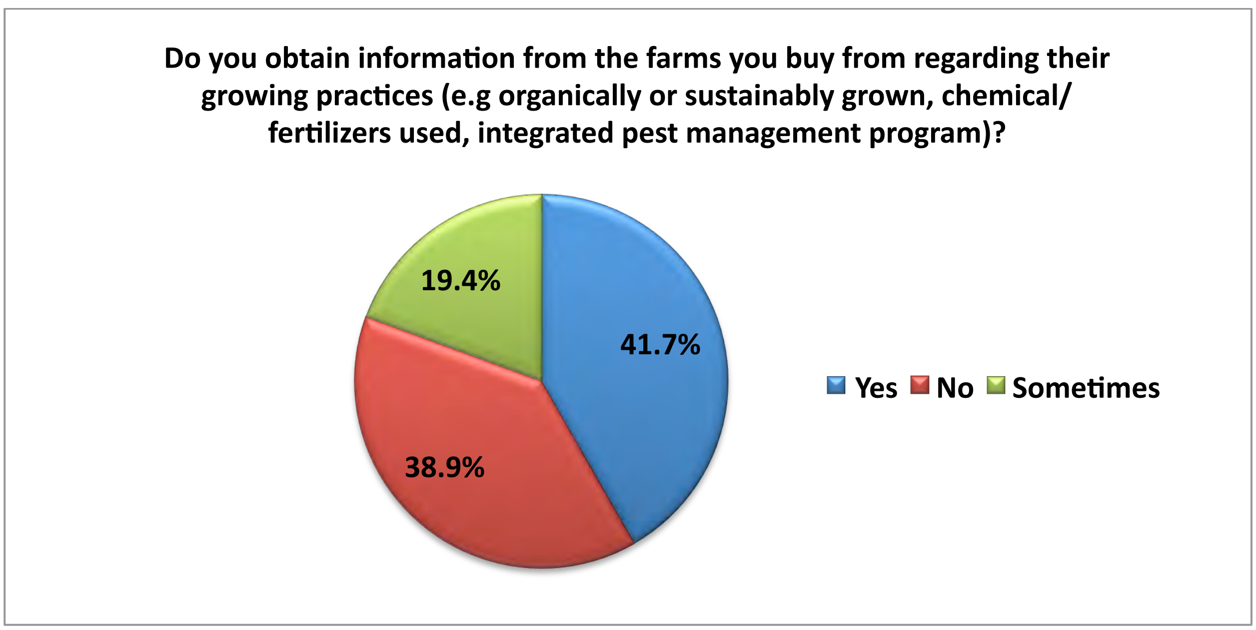
Alligator Farm	Antocy Farm	Apex Orchards	Arnolds Meats	Atkins Farm
Bare Root Farm	Bart's Homemade Ice Cream	Berkshire Bakery	Berkshire Brewing Company	Black River Produce
Blue Ledge Farm	Boisvert Farm	Bread Euphoria	Bursheri Brewery	Chmura's Bakery
Chumucka Farms	Clementine's	Dean's Beans	Dufresne's Sugar House	El Jardin Bakery
Enterprise Farm	Feather Rich Farm	Florence Farmers Market	Four Corner Farms	Fox Farm
Fuller Farm	Garlic Farm	Gell Greenery	Golunka Farm	Good Field Farm
Green Meadow Farm	Hall Poultry Farm	Henion Bakery	High Lawn Farm	Hillman Farm
Hot Mama's Gourmet	Iggy's Bread	Indigo Coffee	Jason Shea	J.O.E.s
Kindred Spirits	Kitchen Garden	La Fiorentina	Local Mushroom Farms	Lukasik Game Farm
Many Hands Farms	Maple Valley Farm	Mapleline Farm	Misch Farms	Mockingbird Farm
New England Wild Edibles	Next Barn Over	North Hadley Sugar Shack	Northampton Farmers Markets	Old Friends Farm
Our Family Farms	Outlook Farm	Pascenik Farm	People's Bread	Performance Food Group PFG
Pierce Bros	Polchlopch Farm	Poppo Farm	Poultry and Cat Farm	Real Pickles
Red Fire Farm	River Rock Farm	Scott Farms	Sengha	Serios
Showshoe Farm	Sidehill Farm	Silk Purse Farm	Simos Produce	Smasowski Farm
Smithsonian Caterers	Snow Shoe Farm	Snow's Ice Cream	SOCO Creamery	Solid Ground
South River Miso	Southern New England Spice Co	Springfield Smoked Fish	Squash Produce	State Street Market
Stepanik Farm,	Stop and Shop	Swazlowski Farm	Sweet Life	Sysco
The Country Hen	Thurston Foods	Thyme Herbal	TNR Wholesale	Tougias Bakery
Town Farm	Twenty Acres	Uncle Mike's Seafood	Wendoloski Farm	West Country Cider

Fifteen of the respondents report that they always ask their distributors where they purchase the foods that they subsequently sell to the restaurants. Thirteen more ask them sometimes; 10 do not ask.

As the chart below shows, almost 60% of respondents look for distributors that buy locally.



A somewhat smaller percentage of respondents report obtaining information from the farms they buy from regarding their growing practices. As the chart below shows, almost 60% of respondents sometimes or always ask about growing practices.



It should perhaps be noted that many consumers, including restaurants, choose farms based on their known growing practices, and do not see the need for asking them about those practices specifically.

When asked which farming-related issues are particularly important to them, "organic," "sustainable," and "grass-fed, hormone-free" topped the list. That said, over a third of respondents did not list any farming-related issues as being important.

DISCUSSION

All of the 38 food establishments that completed our survey indicated that they serve some amount of local food. Note that an additional 4 restaurants whose data we could not use also serve local food. By contrast, almost all of the 30 establishments that eliminated themselves from the survey as a result of the preliminary interviews seem not to use local food at all, or not to know where the food they serve comes from. So it seems as though somewhat over half of Northampton restaurants or other food establishments actually serve local food. Since Northampton has a reputation for being a center for local food, it would be interesting to know how this percentage would compare with the percentages of restaurants serving local food in other localities across the country.

The restaurants that serve local food in Northampton get that food from an impressive array of local farms, artisans, and producers, as well as from more broadly based distributors who may use both local and non-local sources. Our respondents list over 100 different sources, many of which specialize in produce and food products of the very highest quality.

Respondents agree that customers value local food. This finding of the survey correlates positively with results of our earlier Northampton Residents Survey, which show that local consumers want our restaurants to serve local food.

A few local restaurants obtain a large proportion of the foods they serve from local sources, and they market their commitment to local foods effectively. Others use varying amounts of local foods, believe that they could market more effectively, and indicate that they would like to buy more local foods if it were easier and less expensive to do so.

Issues, challenges, and opportunities

Price**.** One of the greatest challenges for our respondents has to do with the <u>price</u> of the local foods that they would like to serve. There is a general recognition that local, sustainably raised meats and organic produce cost more that agri-business products. There is also a strong belief that there is a pervasive motivation on the part of diners to pay as little as possible for their foods, and fast-food and low-end establishments that use <u>no</u> fresh, local, sustainably-raised foods are always there to fulfill customer expectations.

Here are some comments made by the restaurateurs in their own words.

> It’s not just about wanting to buy local food. It is complicated by the prices and logistical issues like only delivering on certain days.
>
> The issue is price. If it were the same as other food I would do anything to get the local food. It makes sense not to get it from halfway around the world. It also has a lot to do with consumer awareness and customers making that choice.
>
> Farmers get way better prices at open markets than through distribution so I understand.
>
> Some customers are not willing to pay the premium price that some local products require, i.e. beef, hamburger. So it is difficult to offer some local products.
>
> Wheat/grain growing infrastructure is costly – we charge more for products (loaves/pastry/pizza) with local ingredients. We hope that this is not prohibitive for people.
>
> While we like to purchase local products, it is difficult to also request organic. Organic products add to the cost, which needs to be reflected in the final price. Many

> customers are not willing to pay the extra money for organic result in the final product. So affordability in the end is difficult to obtain with strictly organic products.

> There is a disconnect between consumers and food price.

Availability. The second major challenge is availability of local foods to restaurants. The problem takes several forms. Here are some comments from the survey respondents.

> It is hard to figure out what can be accessed and when.

> Would like more information on who and what is available.

> It would be helpful if farms would put out lists of what is available.

> If I knew a local farmer who would come over and give me a list of his products and prices I would buy more.

> We need to know what the supply and demand is ahead of time to be able to make predictions. For example, if there was a lack of tomatoes due to some reason, knowing that ahead of time would allow us to cut things out of the menu that aren't local.

Some respondents noted special issues related to the availability of meat products.

> Availability of meats and specialty meats is the biggest issue.

> Need more local poultry, beef, and pork.

> We need local meat distribution, easier processing laws, and lower local meat prices. We have access to clean local meat in VT but not in MA.

A number of restaurateurs would like to establish ongoing relationships with farmers that would inform them in predictable ways what products and how much of them would be available at any particular time.

Seasonal Issues. Seasonal issues also play an important role in availability.

> Being able to get local food year around is important.

> We face seasonal challenges; quantity challenges. We now grow all of our herbs so we can use fresh herbs. Also, we grow peppers, cucumbers, and tomatoes on the rooftop.

> People want to buy strawberries in February.

Delivery Issues. Problems of delivery are also related to availability. Restaurants need to know what they can put on the menu for a given week, and they need to know that they can get it reliably and easily.

> Reliable fixed delivery is key.

> Would like more information on farmers that deliver.

> Transport costs are an issue. It is an expensive inconvenience – have to buy all the ingredients from different places because local suppliers don't have everything.

> Resources are the most important. Local farms have been getting better at dropping off lists of product that is available.

A number of respondents believe that it is gradually becoming easier to get local food, due in large part to the work of CISA (Community Involved in Sustaining Agriculture) and a small group of local farmers.

RECOMMENDATIONS

1. Build on the work of CISA* to create a mechanism for ongoing exchange of information between farmers and restaurateurs regarding what local products are available, in what quantities, and at what costs. The mechanism might take the form of an electronic food hub – a website where farmers can list their products and restaurants can view what is available on any given day. As an example, *Berkshire Grown* sponsors an online service that connects restaurants with what's available weekly from local farms.

2. Explore opportunities for collaboration among farmers to address delivery issues. For example, one farm with a truck and an established delivery route to Northampton may be able to increase the volume of produce per trip by picking up products from other local farms on the way.

3. Continue to work toward increasing the amount of local food in supermarkets. We know from our Residents Survey that people buy a large proportion of their food in supermarkets. Restaurants also buy there. Increasing local food options in supermarkets serves a broad base of consumers.

4. Continue and expand upon CISA's concerted educational efforts to inform the public of the importance of buying local, both in the foods they prepare at home and the foods they eat at restaurants. The case for fresh, local, sustainably raised foods is overwhelmingly strong.

5. Produce a "feedback sheet" based on this survey and our previous surveys that can be distributed to all local food establishments, summarizing the findings that people prefer local food in our local restaurants and highlighting where they can get more information about local food availability. Work to strengthen the climate that values local foods.

6. Reward restaurants that serve local foods with awards and recognition in the media that is likely to increase business at these restaurants. For example, the Valley Advocate might initiate a category called "Best Restaurant Emphasizing Locally Grown Food".

7. Provide templates for restaurants to provide information to their customers about the local farms that they buy from (i.e. signs for windows or table top displays).

8. Encourage local farmers to have a pre-season meeting with chefs and buyers from interested restaurants to help plan variety and volume of plantings and to provide input into menu planning and how menus might best reflect what local foods are available. Again, CISA might be best positioned to take a leadership role in this initiative.

*Community Involved in Sustaining Agriculture (www.buylocalfood.org)

APPENDIX I

Contributors to the Project

We appreciate the contributions of the following people and organizations to the project and to our group.

The Glynwood Center

The *Keep Farming®* Program formed the basis of our methodology.

Virginia Kasinki, Director of Community-Based Programs, offered invaluable advice and support; and Melissa Adams served as liaison and worked with us each step of the way.

Smith College

The *Center for Community Collaboration* provided support for our work and an inviting space for the working group to meet.

The *Center for the Environment, Ecological Design, and Sustainability* (CEEDS), especially Paul Wetzel and Joanne Benkley, provided an important connection with the Keep Farming group.

Professor Phil Peake contributed expertise in survey preparation and analysis, and student oversight.

Six Smith College students worked on the survey:

> Aqdas Aftab completed a Special Studies project in which she oversaw the SurveyMonkey program and conducted the statistical analyses of the data.
>
> Maya Kutz worked on all aspects of the project as part of a CEEDs internship.
>
> Alina Ahmad, Charlene Gemora, Dalyn Houser, and Mina Zahin conducted surveys as part of a course taught by Prof. Julia Jones.

Keep Farming Northampton Working Group

A group of volunteers from the community worked with the Northampton Agricultural Commission and the Glynwood Center on various aspects of the survey. Community members include Joan Cenedella, Adele Franks, Mari Gottdiener, Donna Harlan, Fran Volkmann (Coordinator), Alan Wolf, and Betsey Wolfson.

Northampton City Government

The *Agricultural Commission* served as sponsor of the project and helped us understand what kinds of information would be most useful to the agricultural community. Wayne Feiden, Director of the Office of Planning and Development, provided constructive feedback on the survey and kept us connected with the Agricultural Commission.

Other Individuals and Organizations

Joana Griciute provided invaluable expertise with the preparation of the charts and graphs.

Over the course of the entire project, we have benefitted from the work of CISA (Community Involved in Sustaining Agriculture), and GFN (Grow Food Northampton), and especially appreciate the expertise and values that they have shared with us.

APPENDIX II

Participating Restaurants*

40 Green Street Lunch
Bistro les Gras and Grub
Bluebonnet Diner
Café Evolution
Cup and Top
Dirty Truth
Eastside Grill
Eclipse
Fitzwilly's/Toasted Owl
GoBerry
Green Bean
Haymarket
Herrell's Ice Cream
Hinge
Hungry Ghost
Ibiza Tapas and Wine Bar
Iron Horse
Jake's Restaurant
Joe's Restaurant
Local Burger
Look Restaurant
Mama Iguana's
Mulino's & Bishop's Lounge
Northampton Brewery
Osaka Restaurant
Paul and Elizabeth's
Pizza Amore
Pizza Factory
Pizzeria Paradiso
Quarry Café
The Roost
Serio's Deli
Side Street Café
Sierra Grille
Sip Coffee & Tea Bar
Spoleto/ Spoleto Express
State Street Deli
Sylvester's Restaurant
Teapot Restaurant
Webster's Fish Hook
Viva Fresh Pasta
Woodstar Café

*Four of the restaurants were not counted in the results due to technical problems.

APPENDIX III

Keep Farming Northampton

Restaurant Survey

2012

…starts on next page

Keep Farming Northampton Restaurant Survey, Fall 2012

Introduction

We are a group of Northampton residents who are engaged in gathering information on the local food system. We are sponsored by the Northampton Agricultural Commission and we use the methodology of an organization called Glynwood, which has helped a number of municipalities asses their food systems and position themselves to strengthen the place of local food in the economy. We are carrying out this project as volunteers and concerned residents.

As part of this effort, we are asking establishments and organizations in the community that provide food to answer some questions about the food they provide, where they purchase their food, and what types of food they are interested in purchasing that they do not currently obtain locally. Your participation is, of course, entirely voluntary, and all information gathered that could identify you will be strictly confidential.

We appreciate your assistance, and thank you for taking time to be a part of this project.

1. Please enter the position of person being interviewed:

- [ ] Chef
- [ ] Owner
- [ ] Buyer
- [ ] Other (please specify)

2. Please enter the dates of operation:

- [ ] Year-round
- [ ] Other (please specify)

3. Please enter the hours of operation (check all that apply):

- [ ] Breakfast
- [ ] Lunch
- [ ] Dinner
- [ ] Late Night

4. Type of Food Provider (please check all that apply):

- [ ] Restaurant
- [ ] Caterer
- [ ] Delicatessen
- [ ] Prepared foods section of Grocery/Supermarket
- [ ] Other (please describe)

Food Service

5. Is the food you serve primarily eaten on the premises or taken out?

- [ ] Primarily eaten in
- [ ] Primarily taken out
- [ ] About equally

6. On average how many meals do you serve daily when you are open?

7. What is the average price of an adult meal?
(Please do not include the price of alcoholic drinks)

Attitudes and Information about the food you serve

8. How often do your customers indicate that they are interested in where the food you serve comes from?

- [ ] Never
- [ ] Sometimes
- [ ] Almost always

9. Amongst the customers who show interest, how important is local food to them?

- [ ] Very important
- [ ] Important
- [ ] Neither important nor unimportant
- [ ] Unimportant
- [ ] Very unimportant

10. Do your customers know when they are eating local food?

- [ ] Never
- [ ] Sometimes
- [ ] Yes, almost always

If yes, how do they know?

11. Do you think that serving local food is good for your business?

- [ ] Not at all good
- [ ] Neither good nor bad
- [ ] Yes, somewhat good
- [ ] Yes, very good

12. Do you think your establishment does an effective job of marketing local foods?

- ☐ We do not market local foods
- ☐ Our establishment is minimally effective at marketing local foods
- ☐ Yes, somewhat effective
- ☐ Yes, very effective

Food Purchasing

13. What is the approximate annual food budget for your establishment?

- ☐ Less than $10,000
- ☐ $10,000 -- $19,999
- ☐ $20,000 -- $49,999
- ☐ $50,000 -- $99,999
- ☐ $100,000 -- $199,999
- ☐ $200,000 or more

14. How important are the following considerations in influencing your decisions about where to buy the food that you serve or use in your food preparation?

	Very important	Important	Neither important nor unimportant	Unimportant	Very unimportant
Price	☐	☐	☐	☐	☐
Convenience	☐	☐	☐	☐	☐
Customers' Preferences	☐	☐	☐	☐	☐
Quality	☐	☐	☐	☐	☐
Freshness	☐	☐	☐	☐	☐
Ready availability	☐	☐	☐	☐	☐
Religious restrictions	☐	☐	☐	☐	☐
Where the product is grown	☐	☐	☐	☐	☐
How the product is grown	☐	☐	☐	☐	☐
Contractual restrictions	☐	☐	☐	☐	☐
Delivery frequency/ Capacity	☐	☐	☐	☐	☐

15. Who makes the decisions regarding the foods you buy?

☐ Local owner

☐ Chef

☐ Local buyer

☐ Corporate Office in another city

☐ Other (please specify)

16. To what degree are the people who prepare your food interested in obtaining and cooking local foods?

- [ ] Not interested
- [ ] A little interested
- [ ] Moderately interested
- [ ] Very interested

17. To what degree are the people who are in charge of the food budget interested in purchasing local foods?

- [ ] Not interested
- [ ] A little interested
- [ ] Moderately interested
- [ ] Very interested

Local Foods Served

For the purposes of this survey "local food" is defined as edible products (such as fruits, vegetables, meat, eggs, dairy, jams, honey, bread, herbs, microbrews, maple syrup etc.) that have been grown or produced ONLY in the Pioneer Valley of Western Massachusetts. These items may or may not be certified organic.

18. Below is a list of foods. Please check which foods you serve and/or use in preparing the food you serve. Then please indicate which of these foods are grown locally or are produced locally from produce grown elsewhere.

	Serve/Use	Grown Locally	Produced locally
Vegetables	☐	☐	☐
Greens	☐	☐	☐
Herbs	☐	☐	☐
Orchard fruits	☐	☐	☐
Small fruits/berries	☐	☐	☐
Milk	☐	☐	☐
Eggs	☐	☐	☐
Cheese	☐	☐	☐
Ice Cream	☐	☐	☐
Yogurt	☐	☐	☐
Beef	☐	☐	☐
Pork	☐	☐	☐
Lamb	☐	☐	☐
Poultry	☐	☐	☐
Fish	☐	☐	☐
Processed meats	☐	☐	☐
Bread	☐	☐	☐
Pastries	☐	☐	☐
Maple Syrup	☐	☐	☐
Jams/Jellies	☐	☐	☐
Honey	☐	☐	☐
Pickles	☐	☐	☐
Salad dressings	☐	☐	☐
Coffee	☐	☐	☐
Beer	☐	☐	☐
Wine	☐	☐	☐

Other (please specify)

19. Overall, what percent of the unprocessed foods you serve or use comes from local growers?

	During Growing Season	During Non-Growing Season
None	☐	☐
1% -- 9%	☐	☐
10% -- 24%	☐	☐
25% -- 49%	☐	☐
50% -- 74%	☐	☐
75% or more	☐	☐

20. Over the past year, how much did you spend on locally grown food?

21. Are you interested in purchasing more local food from area growers?

☐ Yes

☐ Maybe

☐ No

22. If yes, what keeps you from buying more locally?

23. If you serve or use purchased prepared foods such as baked goods or processed foods, what percentage of these come from local artisans?

☐ None

☐ 1% -- 9%

☐ 10% -- 24%

☐ 25% -- 49%

☐ 50% -- 74%

☐ 75% or more

24. Are there specific foods that you would like to buy locally that are currently not available?

25. Please provide the names of the suppliers of your local food (include wholesalers, farmers markets, farms, CSA shares, and retail markets):

26. Do you ask your suppliers where they purchase the food items you purchase from them?

- [ ] Yes
- [ ] No
- [ ] Sometimes

27. Do you look for food distributors that buy locally?

- [ ] Yes
- [ ] No
- [ ] Sometimes

28. Do you obtain information from the farms you buy from regarding their growing practices (e.g organically or sustainably grown, chemical/ fertilizers used, integrated pest management program)?

- [ ] Yes
- [ ] No
- [ ] Sometimes

29. Are any of the above listed farming-related issues particularly important to you when you are choosing to purchase locally grown products? If so, which ones (list as many as you like)?

30. Do your local suppliers deliver to your door, or do you go out to get your local foods?

- [ ] We go to Local Farms
- [ ] We go to Farmers Markets
- [ ] We go to Local Wholesale Markets
- [ ] We go to Retail Markets
- [ ] We receive deliveries from

31. What else do you think would be helpful for us to know about the issues, challenges, and opportunities that are faced by establishments such as yours regarding the purchase and service of local food?

Thank you for taking the time to contribute to this important effort.

Your information will be useful in helping us plan for a stronger local food system in Northampton.

32. Administrative Information:

Number

Survey administered by

Date administered

Smith College Student Research

Institutional Survey Report, 2013

Keep Farming Northampton

Keep Farming Northampton Institutional Survey

Investigators: **Smith College Sustainable Food Capstone Course, 2013**—Emily Barbour, Gaia Cozzi, Haley Crockett, Victoria Dunch, Alexis Flora, Anne Hunter, Julia Jones, Rebecca Schilling, Emma Ulriksen, Julia Whiting, Paul Wetzel (Instructor)

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KEEP FARMING NORTHAMPTON

REPORT ON LOCAL FOOD IN NORTHAMPTON INSTITUTIONS

DECEMBER 2013

EXECUTIVE SUMMARY

Administered by Smith College students in the Sustainable Food Capstone Course, this report is the fourth in a series of surveys designed to gather information and provide recommendations to strengthen the role of local food in Northampton. With the guidance and support of community-based volunteer group, *Keep Farming Northampton,* which conducted the previous three surveys on producers, consumers, and restaurants, this final survey examines local food use by Northampton institutions.

Of the fourteen institutions initially asked to participate in the research study, ten completed the survey. The following report represents four types of institutional settings: educational, penal, health-related facilities, and retirement/nursing homes. With the exception of some local schools, all of the institutions surveyed operate year round and most serve three meals a day. The number of meals served daily ranges from 150 to approximately 4000, with an average of 600 per day and a daily total of 9,900.

For the majority of institutions surveyed (80%), food service directors reported having the most authority regarding food purchases; 30% reported involvement on the part of chefs; 20% used corporate administrators. Half of institutions reported that the staff who prepare their food express interest in working with locally grown food, and another half indicated that the people they serve do not know when locally produced food is being served.

Food security assurance, quality, customer preferences and freshness were most influential factors in food purchasing decisions, whereas the origin of the product, agricultural practices, and religious restrictions were among the least influential considerations for institutional food buyers. Despite such limiting restrictions, food service directors continued to express a sincere interest and enthusiasm for incorporating local foods into menus.

Of responding institutions, 60% reported that the major distributors they buy from identify local products. Interestingly, only 40% of survey respondents claimed to actively seek out distributors that buy locally. This suggests that some local food purchases may be the result of convenience, not active desire to source food locally.

When comparing the amount of money each institution spent on local food, it became clear that a restricted food budget does not necessarily dictate how much money can be allocated to locally grown food. Additionally, the price of food was not reported as being a top influential factor in food purchasing decisions. For example, the institution that spent the most on local food ($540,183) had one of the largest food budgets, but local food represented only 21% of that total food budget. An institution with one of the smallest budgets, however, spent the third most on

local food ($80,000), which was nearly 70% of their total food budget. Of the three institutions that spent $0 on local food, two had the largest budgets surveyed, demonstrating the variability of funds spent on local food within comparable sized food budgets.

Nine institutions reported serving fresh produce in season, dairy, meat, and coffee. On average, only 46% served locally sourced fresh produce in season, 20% served local dairy products, 18% served locally sourced meats, and 22% of institutions reported purchasing local coffee. Half of institutions reported serving maple syrup and pickles, with 60% of those who serve maple syrup sourcing it locally. Proportionally speaking, this is the most locally purchased product of those we listed. Given the importance of maple syrup to the local economy, this is an encouraging finding.

Eight of the ten institutions indicated interest in purchasing more local food from area growers, but many face barriers, the biggest of which are a *lack of infrastructure*, *labor and administrative constraints*, and a *lack of information*. The Northampton area lacks major distribution hubs that could help streamline the flow of products from farms to institutions, which lack the time or resources to obtain local food. Additionally, with an average output of 600 meals a day, institutions require some processed foods that have already been cut or cooked. Tied down by exclusive prime vendor contracts and the vendorizing process, many institutions must keep the USDA Good Agricultural Practices (GAP) certification requirements in mind when purchasing food. Finally, a lack of information about local suppliers, seasonal availability, pre-existing resources, and affordability of local food turned many institutions away from buying more.

A few proposed recommendations for increased consumption of local foods in institutions:

- A distribution center or food hub that could help streamline the flow of products from farms to institutions
- More reliable and efficient delivery systems to serve as the middle-man between farms and institutions (such as Squash or similarly sized distributors)
- Meet-ups and workshops between institutions, other food directors, farmers and distributors
- Knowledge of existing distributors must be better advertised and expanded (such as advertising the PVGA to more institutions)
- Participating organizations, such as Farm to Institution New England (FINE) and Massachusetts Farm to School Program, could team up with CISA's GAP certification program to support uncertified farmers interested in serving institutions

For additional information regarding this project, or to request an e-copy of this report, please contact Fran Volkmann: franv@comcast.net. The reports of all surveys can be found on the City of Northampton web page under the Department of Planning and Sustainability.

Introduction

Keep Farming Northampton is a local community-based volunteer initiative sponsored by the Northampton Agricultural Commission with the support, guidance, and direction of *Glynwood*® the non-profit organization that developed the Keep Farming methodology. Their collective goal is to engage the community and conduct research on agricultural and local food use by producers, consumers, restaurants, and institutions and provide recommendations to the Northampton community to strengthen the role of local food in the Pioneer Valley. Through their collaboration with Smith College students enrolled in a capstone course on local food systems, Keep Farming Northampton created four surveys and administered the Northampton Farmers, Residents, and Restaurants surveys. The reports to these surveys can be found on the CIty of Northampton webpage under the Department of Planning and Sustainability.

For the purposes of this survey, "local food" is defined as edible products grown, foraged, collected, raised or produced in the Pioneer Valley of Western Massachusetts, including Franklin and Hampshire Counties. Products like locally roasted coffee, that may be processed and packaged locally but grown elsewhere, are considered to be "local foods" by the above definition.

This report details the results of the institutional survey conducted by Smith students, exploring the local food purchasing habits of local health and nursing facilities, penal, and educational institutions. The main goals of the survey were to understand the buying practices of city institutions, to determine what considerations affect food procurement, to identify obstacles to purchasing local food, and to gauge the level of interest in increasing the amount of local products incorporated into institutional meals.

Institutions

In order to obtain a detailed understanding of Northampton's local food system, student researchers contacted a variety of institutions in the area. Of the fourteen institutions asked to participate, ten completed the survey.

All of these institutions serve lunch, and the majority also serve breakfast (90%) and dinner (80%). With the exception of some local schools, all of the institutions surveyed operate year round. The number of meals served daily ranges from 150 to approximately 4000, with an average

Types of Institutions Surveyed

Educational institutions (2)
Health-related facilities (4)
Retirement/Nursing homes (3)
Penal institutions (1)

Some institutions also provide other food services, such as home delivery, group eating, and rehabilitation.

of 600 per day and a daily total of 9,900.

Interest

- To what degree are the people who prepare your food interested in obtaining and cooking local foods?
- Do the people you serve know when they are eating local food?
- Do the people you serve express an interest in eating local foods?

Participants were asked three questions regarding interest in local food:
Half of the institutions surveyed report that the staff who prepare their food is very interested in working with locally grown food (Figure 1). This is significant because the support of those who actually have to work with the products in the kitchen is vital to increasing local food usage.

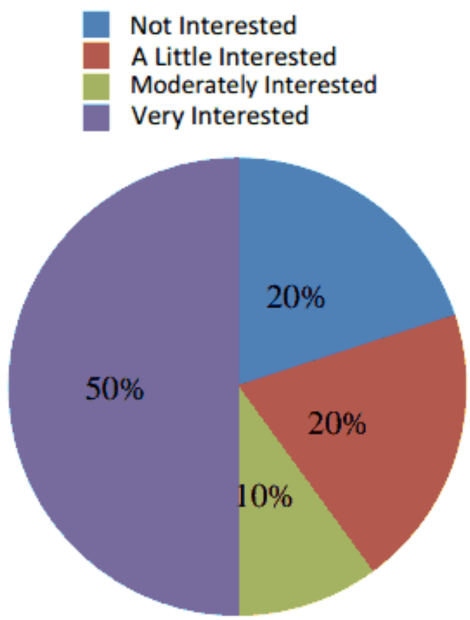

Figure 2. Consumer awareness of when institutions serve foods that are locally sourced

In response to the second question, half of the institutions disclosed that the people they serve do not know when locally produced food is being served (Figure 2). If these institutions were to indicate the origin or their foods, consumers could make more informed decisions regarding their dietary choices-- a move that offers a more inclusive approach to the issue.

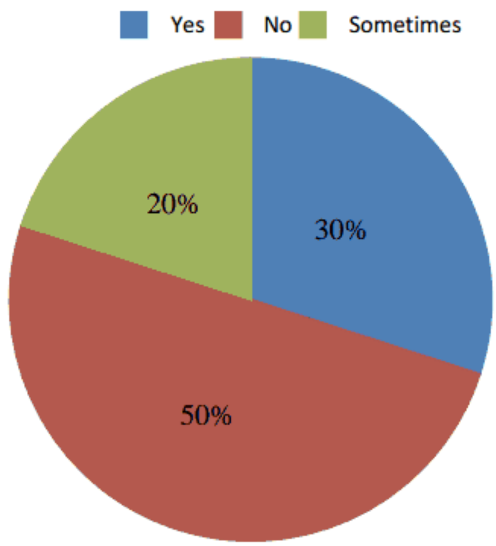

Figure 2. Awareness of consumers of institutional food of when local food is served.

Additionally, half of institutions believed that those they serve are sometimes or seldom interested in eating local food (Figure 3), but this may not fully reflect people's true interest. As the question explicitly inquired after their expressed interest in local food, it is not unreasonable to assume that some interest was merely not expressed. The potential discrepancy between real and expressed interest in local food can affect institutional food directors abilities to make informed decisions about their customers dietary preferences.

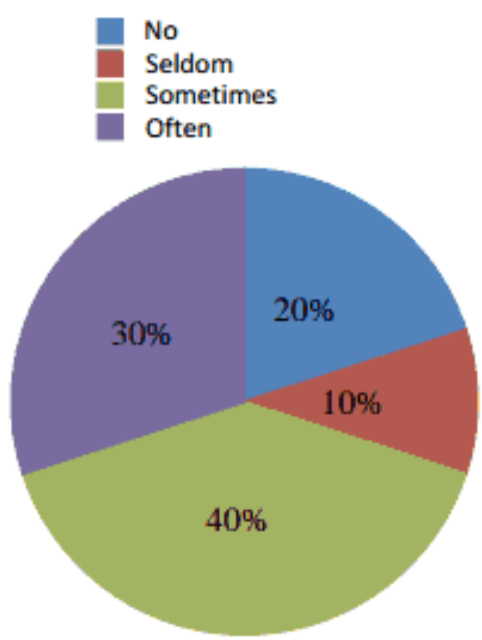

Figure 3. Interest of consumers of institutional food that is locally sourced

Decisions

The institutional survey revealed the key players involved in directing the food purchases for each institution:

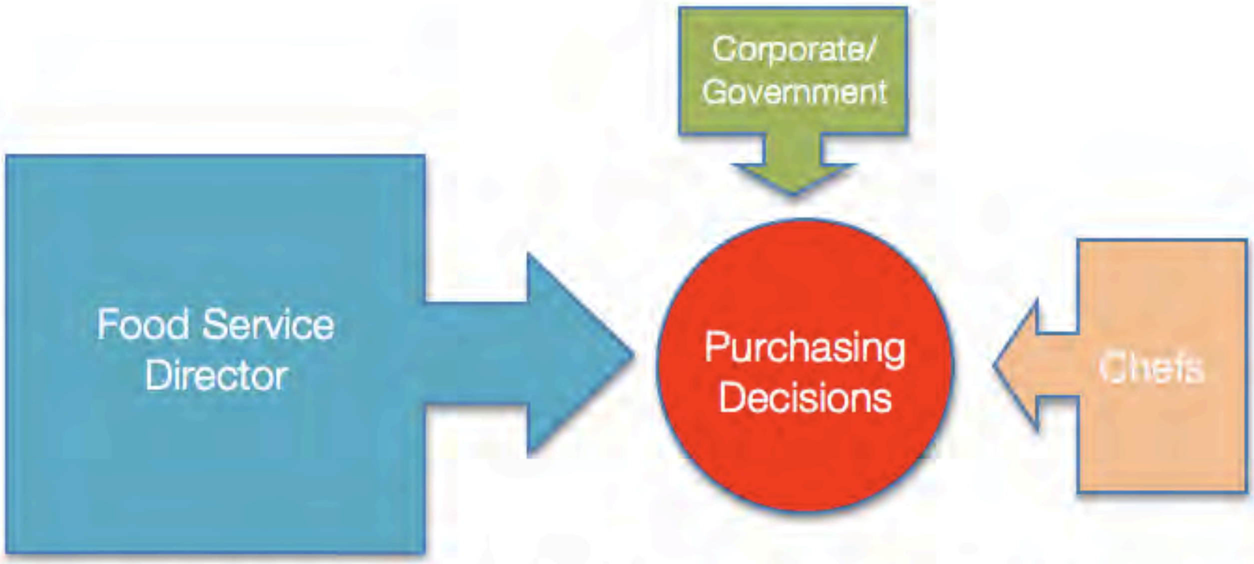

Figure 4. The size of the boxes indicates the degree of power each player has in making food purchasing decisions for each of the institutions surveyed.

For the majority of institutions surveyed (80%), the food service directors make most of the decisions regarding food purchases, with only 30% of institutions reporting involvement on the part of chefs and 20% using corporate administrators (Figure 4). A few food service directors were at the mercy of corporate administrators to make purchasing decisions. In some other cases, decision makers are subject to exclusive prime vendor contracts, group purchasing agreements, competitive bid systems, strict state and federal regulations and nutritional requirements that dictate the price, source, quality, type, quantity and origin of the foods approved for purchase.

In order to better understand the purchasing decisions made by Northampton institutions, it is essential to explore the key factors taken into consideration by those in control of preparing and placing food orders. Institutions were asked the degree to which a range of considerations influence their decisions about where to buy the food they serve or use in food preparation.

Figure 5. Factors that are most and least important when making food purchasing decisions.

According to Figure 5, food security assurance, quality, customer preferences and freshness are most influential in making food purchasing decisions. While conducting the surveys, it was noted that there were different possible interpretations for “food security assurance.” While some institutions took that to mean assurance that food deliveries would arrive when needed, at least one institution interpreted it under the umbrella of national security through the mention of terrorism. Different possible interpretations of the questions should be taken into account when considering all results. Although price is quite influential, these institutions do not consider price as the most important factor taken into consideration when deciding what to buy or whom to order from. Notably, the origin of the product, agricultural practices, and religious restrictions are among the least influential considerations (Figure 5).

Although these types of restrictions can limit an institution’s power to bring in more local foods, our surveyors continued to come across food service directors with a sincere interest in local foods and an enthusiasm for bringing those foods into their menus.

In response to the question of to what degree are the individuals in charge of the food budget interested in purchasing local foods, 50% report that they are very interested, 30% moderately interested and just 20% of institutions responded saying they are only a little interested or not interested (Figure 6).

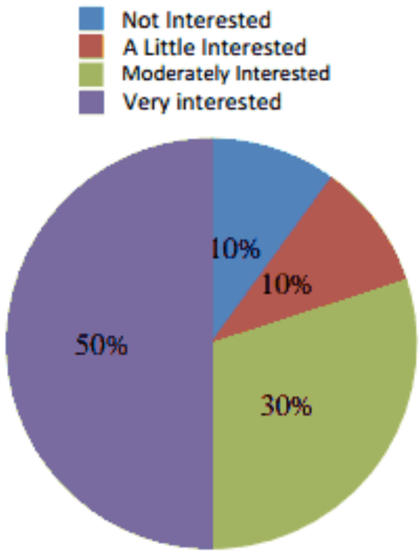

Figure 6. Interest in local food of those in charge of food budget.

Though the price of food was not reported as being the most influential factor in food purchasing decisions, the importance of the institutional food budget is still relevant to consider. When compared with the amount of money each institution spent on local food, it becomes clear that a restricted food budget does not necessarily dictate how much money can be allocated to locally grown food (Table 1).

For example, the institution that spent the most on local food ($540,183) had one of the largest food budgets over $300,000, but their local food budget represented only 21% of their total food budget. However, the institution that spent the third most on local food ($80,000) had one of the smallest budgets surveyed ($100,000 - $199,999) and their local food budget represented nearly 70% of their total food budget. Of the three institutions that spent $0 on local food, two have budgets of over $300,000, demonstrating the variability of funds spent on local food within comparable sized food budgets. On average the retirement/nursing institutions spent more money on local food ($45,000) than any of the other types of institutions.

Table 1. Comparison of Institutional Budgets,
Money Spent on Locally Grown Food and their Facility Type.

Food Budget	Money Spent on Locally Grown Food	Facility type
$100,000-$199,999	$0	retirement/ nursing
$100,000-$199,999	$80,000	retirement/ nursing
$200,000-$299,999	$5,000	health
>$300,000	$0	education
>$300,000	$0	health
>$300,000	$4,000	other
>$300,000	$12,500	health
>$300,000	$55,000	retirement/ nursing
>$300,000	$100,000	health
>$300,000	$540,183	education

Nancy Mathers—Meals on Wheels

Nancy Mathers, nutrition program director for Meals on Wheels at Highland Valley in Northampton takes pride in the amount of food she is able to obtain from local sources. Meals on Wheels aims to provide lunch and dinner meals, nutrition education, and home delivery and check-in so people do not have to go to a nursing home. The service also offers a congregate dining hall for people who are not eligible for home delivery. Meals on Wheels gets the majority of their food products from the USDA to make their tight budget work, but Nancy works hard to get as much local produce to her customers as possible because they really notice the difference. She buys butternut squash and carrots from a CSA farm in Hadley and also uses a grant that allows her to distribute a brown bag of fresh, local apples, pears, and peaches from Outlook Farm twice a year. Nancy puts smiley faces on her monthly menu next to produce that is locally sourced. The budget for each meal for Meals on Wheels is $6.88, so it is incredible that Nancy uses so many local products, and she wishes to use even more.

Suppliers

When asked where they purchase food from, all responding institutions reported buying at least some food from major distributors. Fifty percent of institutions reported buying local food directly from farmers, 40% bought from supermarkets and other large retail businesses in the region, and 20% reported buying from small, local markets (Figure 7). Some institutions are locked into contracts with major distributors, which significantly impact food services directors' ability to buy local.

Of responding institutions, 60% reported that the major distributors they buy from identify local products. 20% stated that major distributors sometimes identified local products, while the remaining 20% of institutions reported that their major distributors do not identify local products at all. One major regional distributor does identify local products, but it is important to recognize that a product that is local to a distributor in Albany, New York is not actually local to Northampton. Interestingly, only 40% of survey respondents claimed to actively seek out distributors that buy locally. This suggests that some local food purchases may be the result of convenience, not active desire to source food locally. It is also important to consider that even if some respondents desire to source locally, they may have little choice in who their distributor is due to a contract.

Figure 7. The photo scaling represents different types of food suppliers and indicates how large or small of a role these suppliers play for the institutions surveyed.

Institutions purchased local food from a variety of sources, listed here: Sysco, Performance Food Group (PFG), Arnold's Meats, Garelick Farms, Outlook Farm, Bimbo Bakery, HP Hood, United States Department of Agriculture, Thurston Food, Whorilies, Pure Foods, All Star Dairy, Diana's Bakery, Halls Poultry, Polar Soda, Serios, Big Y, Black River Produce, Maple Valley Ice Cream, Sidehill Farm, Winter Moon Farm, Indigo Coffee, Riverbend, SQUASH, Czajowski, and Diemond Farms. These food suppliers range from small farms to major distributors, illustrating the diversity of sources of local food available to institutions. Increasingly more major distributors are interested in cashing in on the profitable local food niche as well, and one can reasonably expect an increase in local food offerings in the future for institutions who do not have the option to buy outside of a contract.

Local food suppliers delivered food to 80% of the institutions surveyed. Those suppliers included: Riverbend, SQUASH, Czajowski, Sysco, Freshpoint, Outlook Farms, and Wintermoon Farm. None of the institutions surveyed report going to farmers' markets, local farms or local wholesale markets to purchase local food. Only one institution went to retail markets to purchase local food.

Food Served: Local vs. Non Local

Institutions were asked to compare the approximate percentages of local, unprocessed foods they serve during and outside of the growing season. Of the ten institutions surveyed, half do not serve any locally produced foods during the growing season. However, of the remaining institutions surveyed, the following responses were recorded: during the growing season, one institution served 1% -- 24% of their foods from local farms, two served 25% -- 49%, one served 50% -- 74%, and one served 75% or more of their foods from local farms (Figure 8).

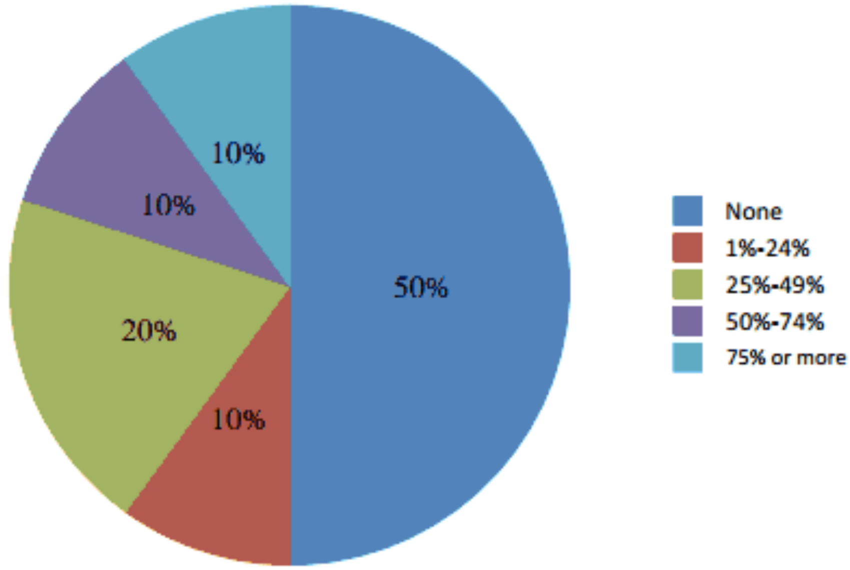

Figure 8. Amounts of local, unprocessed foods that are served by institutions in the growing season.

Alternatively, the following results were given for foods served outside of the growing season: two institutions reported serving none of their food from local farms, three institutions report serving 1% -- 24%, two reported serving 25% -- 49%, one reported serving 50% -- 74%, and one reported serving 75% or more of their foods from local farms (Figure 9).

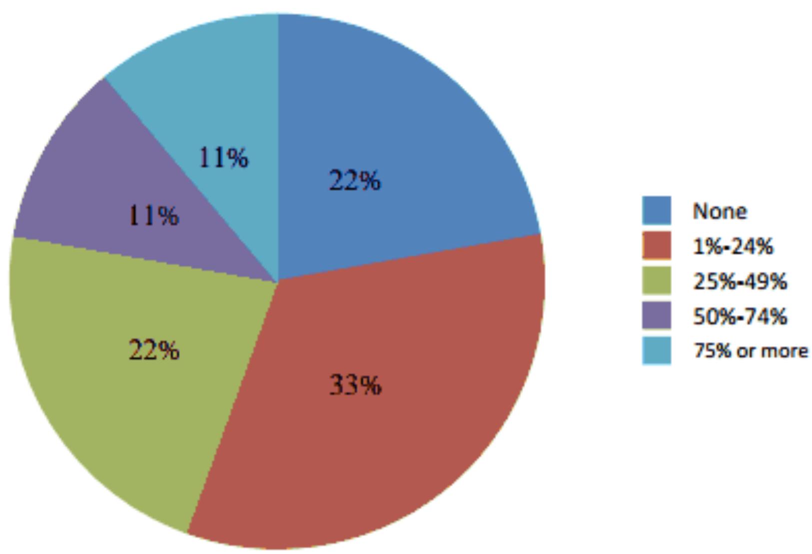

Figure 9. Amounts of local, unprocessed foods served by institutions during the non-growing season.

The surveyors asked institutions to specify what food products they serve, and which of those products sourced locally. As seen in Table 2, nine institutions reported serving fresh produce in season, dairy, meat, or coffee. Of the institutions reporting serving these items, 46% served locally sourced fresh produce in season, 20% served local dairy products, 18% served locally sourced meats, and 22% of institutions reported purchasing local coffee. On the surface, this may seem out of place—coffee is most definitely not native to New England. Florence is, however, home to Indigo Coffee, a roasting company, which can account for the reports of local coffee.

Table 2. Total number of institutions serving product and percent of institutions serving a locally sourced product

Product	Average Number of Institutions Serving Product	Percent of Institutions Serving Locally Sourced Product
Fresh Produce in Season	9	46%
Dairy	9	20%
Meat	9	18%
Baked Goods/Grains	7	28%
Coffee	9	22%
Maple Syrup	5	60%
Jams/Honey	7	28%
Pickles	5	0%

On average, seven institutions served baked goods and/or grains, jams and honey. For both of these items, 28% reported serving them locally (Table 2). One institution even makes their own jams on site, using local ingredients. Fifty percent of institutions report serving maple syrup and pickles, with 60% of those who serve maple syrup sourcing it locally. Proportionally speaking, this is the most locally purchased product of those we listed. Given the importance of maple syrup to the local economy, this is an encouraging finding. Only one of the 10 institutions served local pickles.

Issues and Challenges

Eight of the ten institutions indicated interest in purchasing more local food from area growers, but many face challenges, such as state and federal regulations, cost, varying seasonal availability, and food safety regulations, which prevent them from attaining this goal.

Lack of infrastructure

The Northampton area lacks major distribution hubs that could help stream line the flow of products from farms to institutions. While there are a few instances of farmers who make aggregate deliveries, these number less than 5. A common finding of the surveyors was that institutions do not necessarily have the time or resources to go out of their way to obtain local food. More reliable and efficient delivery systems would dramatically increase the amount of local food served and used in institutions.

Increased freezer space facilities are also greatly needed in Northampton. Consumers today expect foods that do not grow year-round to be available for eating year-round.Institutions, however, do not necessarily have the capacity to store local produce throughout the non-growing season. With more refrigeration space, institutions could serve products such as locally grown berries throughout the year. This is a service that could also be provided by a food hub in or near Northampton.

The Pioneer Valley Grower's Association (PVGA) is a generally unknown local resource that is already distributing wholesale local vegetables to large and small grocery stores all over New England. A co-operative of about 30 farmers from the Pioneer Valley, the PVGA collects produce from over 80 farmers in the area. The co-op then organizes and delivers 5 to 6 million pounds of produce a year on their premises in South Deerfield, Massachusetts. About 300,000 pounds of this food is distributed directly to Northampton consumers, through Stop n' Shop and River Valley Market. While PVGA does not process food themselves, they are an aggregator of locally grown produce. They sell produce and fruit to large supermarkets around New England, including Stop n' Shop, Shaws, Market Basket, and Hannaford. Initially they explored the possibility of distributing directly to institutions as well, but determined it was not cost effective because the institutions couldn't order enough bulk to justify transportation costs. However, some of their produce does reach local institutions through Black River Produce. The PVGA, along with other local wholesale endeavors such as Happy Valley Organics in Whatley, represent an example of local food systems already working to bring local products to consumers without their knowledge.

For all infrastructure to work properly, better communication is needed between farmers and institutions. Clear statements of expectations and abilities are required on both sides for any business relationship to work. Knowledge of existing distributors must also be better advertised and expanded. With this in mind, creation of distributors to bridge the gap between the producers and consuming institutions could greatly improve the situation. One such example is a woman named Marge Levenson who owns and operates a business in this sector within the Pioneer Valley, "Squash Inc" and supplies a few local institutions. Squash, Inc. is a locally owned and operated year-round full line distributor of commercial and organic produce, butter, eggs, and cheese. They specialize in local produce distribution and trucking and have been in operation for over thirty-five years. The Pioneer Valley Growers Association (PVGA) is another distributor but one that operates on a much larger scale. The drawback here is that institutions must need enough food to warrant a delivery from PVGA, so a similar operation but one that could deliver to smaller institutions or businesses is needed.

Labor and administrative constraints are overarching challenges for many institutions. The institutions surveyed produce an average of 600 meals a day, so processed foods that are already cut or cooked are considered "labor in a box". The creation of more spaces for food preparation would allow farmers or distribution hubs to provide more food that is already peeled, cut, or cooked, which would be a viable solution for institutions facing labor deficits. If the hubs were separate entities from the farmers as well, it would save them crucial time that could be spent in the fields.

As for administrative constraints, many institutions are tied down by exclusive prime vendor contracts and the vendorizing process. Institutions also need to keep the USDA Good Agricultural Practices (GAP) certification requirements in mind when purchasing food. One director providing food services to one of the institutions feels constrained by a highly exclusive prime vendor contract. As a former herdswoman, this food service director expressed her interest in supporting local farmers and increasing the quality and freshness of the produce used in her kitchen by purchasing directly from local growers. Although exclusive prime vendor contracts with distributors make it nearly impossible to source foods locally, loopholes do exist. With the help of an intern or extra staff member, this food service director explained that her institution could begin the lengthy and demanding vendorizing process necessary to begin bringing in local produce without violating her contract with such a large vendor with an exclusive contract. This anecdote is one of many that illustrate how decision makers interested in building a stronger food system can work with their institution to navigate contractual challenges, bureaucratic overhead or a restrictive regulatory framework and open up more opportunities for local food.
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Institutions working with vulnerable populations must take extreme precautions to ensure the cleanliness and safety of food. It is difficult to consider buying local food when small local farms might not meet certain regulatory standards, i.e. the only eggs allowed to be served in an institution must be pasteurized.

Lack of information about local suppliers, seasonal availability, pre-existing resources, and affordability of food turned many institutions away from buying more locally. Some institutions deem all local food as too expensive, while other institutions praise local food as being the more affordable option. This discrepancy highlights the need to make local food pricing information and comparisons more available for institutions. Increased communication about what is available and when is also required to help institutions make informed decisions about local food purchasing.

Comparing Restaurant and Institutional Results

Though not exactly the same, there are many similarities between the operations of restaurants and institutions and the challenges they face to increasing consumption of local food in their establishments. The surveys they completed were also very similar, making the comparison of the two a worthwhile inquiry. Restaurants generally operate on smaller scales, serving a fewer number of meals and with smaller food budgets, but both industries must still have an efficient and reliable method of producing a relatively large number of meals. What is initially promising, is that both restaurants and institutions reported a high degree of interest in purchasing and working with local food. Nearly 80% of restaurants, for example, indicated an interest in purchasing local food, and similarly 80% of the individuals in charge of institutional food budgets reported that they are very or moderately interested in purchasing local foods.

Restaurants and institutions also report similar factors that influence their purchasing patterns. Most on both sides rank freshness and quality of food as most important while restaurants also emphasize the importance of price and availability, and institutions, food security assurance and customer preferences. When restaurants were asked what impeded their purchasing of more local food, they reported the combination of price, availability, convenience and delivery reliability. Challenges communicating with local farmers underlay many of these issues. Institutions also reported facing these same barriers and are impeded by a lack of communication with many important groups including farmers. This relationship is significant because if these similar issues can be addressed it will benefit two sectors that are responsible for a great deal of consumption, and could potentially be a very large local food market.

Recommendations

Better communication between farmers, institutions, various consumers, and distributors is currently needed, as is distribution of information and available resources. A food hub is a major proposed solution for multiple reasons, primarily to streamline the flow of products from farms to institutions. It could act as a middle-man between the two, as well as be a place for food processing to take place away from farms and institutions whose time and labor is limited and valuable, and finally as a sort of refrigeration facility to store local foods that can be made available during off seasons, such as berries, which are demanded year round. More reliable and efficient delivery systems would also dramatically increase the amount of local food served and used in institutions. Proposed recommendations are as follows:

- **A distribution center or food hub that could help streamline the flow of products from farms to institutions**

- **More reliable and efficient delivery systems**
  - Procurement within the local food community to serve as the middle-man between local farms and institutions
    - Outreach efforts between the PVGA and institutions
  - Mobile app for institutional ordering

- **Meet-ups and workshops between institutions, other food directors, farmers and distributors such as PVGA and Squash**

- **Knowledge of existing distributors must be better advertised and expanded**
  - Advertising the Pioneer Valley Growers Association to more institutions
  - PVGA should label their food as locally grown

- **Increased refrigeration facilities**

- **CISA should help promote existing organizations and resources for GAP training for farmers**

- **Interns or extra staff members dedicated to increasing the consumption of local food**

Conclusion

The results of the institutional survey aided in forming a better picture of the local food buying practices of the city's institutions, determining the considerations that impact food procurement, identifying obstacles to purchasing local food, and gauging the level of interest in increasing the amount of local products incorporated into institutional meals. The 10 institutions that were surveyed served a total of 600 meals per day. However, because not every Northampton institution participated in this survey, it is reasonable to assume that the total number of institutional meals served each day in Northampton, is much greater. These institutions spent on average only about 15% of their food budget on local food (if you use the minimum possible budgets in the provided ranges for calculations), though the real number is likely much lower, and they ranged from 0% to 70% of their food budgets. This means that if each institution could spend even just 20% of their food budget on local food, this would create a market of half a million at the very least (and again using $300,000 as the minimum possible food budget, recognizing that many institutions had food budgets much larger) for just the 10 institutions that were surveyed. Realistically the possible market for just these institutions is likely in the millions. Given that one small institution was able to devote 70% of its food budget to local food, 20% is a very reasonable proportion that even one of the largest food budgets was already able to devote to local food. The information also indicates that the size of an institution’s food budget does not always determine the size of the local food budget. Price, as it turns out, is not always the most important factor taken into consideration for these 10 institutions when purchasing food (Figure 5). It did not even rank top three, but was instead the fifth most influential factor.

The interest that food directors and staff have in purchasing and working with local food is also very important in determining how much of it an institution will use. The survey determined that 80% of those who are in charge of the food budgets are very or moderately interested in purchasing local food, whereas only 60% of those who prepare the food are very or moderately interested in obtaining and cooking local food. Having the largest amount of support possible from these people is essential because they will be willing to do the extra work necessary to purchase and prepare these types of foods. Local food does not currently have as convenient of a system in place for delivery to businesses or use as conventional food. The surveys highlighted many barriers to introducing more local food into institutional menus. The three biggest of these were lack of infrastructure, labor and administrative constraints, and lack of information. First of all, institutions need more efficient delivery systems that they can depend on for delivering appropriate quantities of local food at convenient times. A food hub (facilities established to man-

One director of an educational institution explained that the reason for their lack of interest in buying local food was that "no local food is in season during times of operation." Clearly, this statement underscores a misconception by some food directors in understanding seasonality in relation to local. While there may be fewer choices in local products as compared to large wholesale food outlets, local is indeed in season year-round.

age the aggregation, storage, processing, distribution or marketing of locally and regionally produced foods) could provide this type of service. Currently, none of the institutions buy from farmer's markets because of its inconvenience, but an institutional CSA could be started, potentially run by a farmer, where the pick up point was a farmer's market. This would ideally be a central point both convenient for Northampton farmers and institutions.

Labor and administrative constraints also make obtaining and cooking local foods very challenging. Local food takes more time to prepare in terms of washing and cutting for institutional cooks and chefs who are at times attempting to put out high volumes of food for consumers with special needs. Administrative constraints feed into this as well, because institutions have regulations and guidelines that they must follow when purchasing and preparing food. USDA Good Agricultural Practices (GAP) certification requirements must be kept in mind when purchasing food, as do the contracts that institutions have with food distributors, such as US Foods.

Lack of information is also a major issue that institutions face because in some cases, there are already existing resources and solutions for problems that institutions simply are unaware of. The Pioneer Valley Growers Association for example is one such distributor that many large institutions are possibly unaware of. Information about suppliers, seasonal availabilities, other existing resources, food affordability and availability are also lacking for many institutions.

The Northampton food system is multifaceted and complex, but not unmanageable. Having outlined the amount of interest in using and procuring local foods, and the barriers that prevent it, the process can begin to develop and implement possible recommendations for a more vibrant local foods system that works for both institutions and farmers.

Appendix A
KEEP FARMING NORTHAMPTON
INSTITUTIONAL SURVEY
2013

We are Smith College students enrolled in a course on local food systems. We are working with a group called Keep Farming Northampton, which is engaged in gathering information on local food use in Northampton. The group is sponsored by the Northampton Agricultural Commission and uses the methodology of the non-profit organization Glynwood, which has helped a number of municipalities assess their food systems and position themselves to strengthen the place of local food in the economy.

As part of this effort, we are asking institutions in the community that provide food to answer some questions about the food they provide, where they purchase their food, and what types of food they are interested in purchasing that they do not currently obtain locally. Please read and sign the participant consent form.

We appreciate your assistance, and thank you for taking time to be a part of this project.

Name of institution: ____

Address: ____

City_______________________________________ State ___________ Zip ___________

Phone: (   ) ________ - __________   E-mail: __________________________________

Name of person interviewed: ____

Position ____

KEEP FARMING NORTHAMPTON
INSTITUTIONAL SURVEY
2013

1. How would you classify your institution? (please check all that apply):

_____Educational institution

_____Health-related facility

_____Retirement/Nursing home

_____Penal institution

_____Other (please describe): ____

2. What meals do you serve?

_____Breakfast; _____Lunch; _____Dinner; _____Other, please specify:___________

3. On average, how many meals do you serve daily?_________________

4. Dates of operation:

______ Year-round

______Other (please describe) ____

5. What is the approximate annual food budget for your institution?

_______Less than $10,000
_______$10,000 -- $19,999
_______$20,000 – $49,999
_______$50,000 -- $99,999
_______$100,000 -- $199,999
_______$200,000 -- $299,999
_______more than $300,000

6. To what degree do the following considerations influence your decisions about where to buy the food that you serve or use in your food preparation?

	Not at All	A little	Quite a bit	A Great Deal
Price	_____	_____	_____	_____
Convenience	_____	_____	_____	_____
Preferences of those you serve	_____	_____	_____	_____
Quality	_____	_____	_____	_____
Freshness	_____	_____	_____	_____
Food security assurance	_____	_____	_____	_____
Religious restrictions	_____	_____	_____	_____
Where the product is grown	_____	_____	_____	_____
How the product is grown	_____	_____	_____	_____
Contractual restrictions	_____	_____	_____	_____
Delivery frequency/ Capacity	_____	_____	_____	_____

7. Who makes the decisions regarding the foods you buy?
_____Food Services Director; _____Chef;_____ Corporate Office in another city; _____Other, Please identify:_____________________________

For the purposes of this survey "local food" is defined as edible products (such as fruits, vegetables, meat, eggs, dairy, jams, honey, bread, herbs, maple syrup, etc,) that have been grown or produced ONLY in the Pioneer Valley of Western Massachusetts. These items may or may not be certified organic.

8. To what degree are the people who prepare your food interested in obtaining and cooking local foods?
_____Not interested; _____A little interested; _____Moderately interested;
_____ Very interested

9. To what degree are the people who are in charge of the food budget interested in purchasing local foods?
_____Not interested; _____A little interested; _____Moderately interested;
_____ Very interested

10. Do the people you serve know when they are eating local food? _____Yes; _____sometimes; ______No; _____NA
11. Do the people you serve express an interest in eating local foods? ______no; ______seldom; ______sometimes; ______often

12. Where do you buy your food?
______Major distributors
______Supermarkets or other large retail establishments
______Local markets (e.g. Serios, River Valley Market)
______Farmer's markets
______Area farmers

13. Overall, what percentage of the unprocessed foods you serve or use comes from local farmers?

During Growing Season	During Non-Growing Season
_____none	_____none
_____1% -- 24%	_____1% -- 24%
_____25% -- 49%	_____25% -- 49%
_____50% -- 74%	_____50% -- 74%
_____75% or more	_____75% or more

14. Below is a list of foods. Please check which foods you serve and/or use in preparing the food you serve. <u>Then please indicate which of these foods are grown locally or are produced locally from produce grown elsewhere</u>.

PRODUCT	**CHECK IF YOU SERVE THE ITEM**	**CHECK IF IT IS LOCALLY GROWN OR PRODUCED**
<u>Fresh produce (in season)</u>		
Vegetables	______________	______________
Greens	______________	______________
Herbs	______________	______________
Orchard fruits	______________	______________
Small fruits/berries	______________	______________
<u>Dairy</u>		
Milk	______________	______________
Eggs	______________	______________
Cheese	______________	______________
Ice Cream	______________	______________
Yogurt	______________	______________
<u>Meat</u>		
Beef	______________	______________
Pork	______________	______________
Lamb	______________	______________

Poultry	______________	_____________
Processed meats	______________	_____________
Baked Goods/Grains		
Bread	______________	_____________
Pastries	______________	_____________
Other (please specify)	______________	_____________
Other		
Coffee	______________	_____________
Maple syrup	______________	_____________
Jams/Jellies/Honey	______________	_____________
Pickles	______________	_____________

15. Over the past year, approximately how much did you spend on locally grown food?
$___________________

16. Are you interested in purchasing more local food from area growers?
_____Yes; _____No

17. If yes, what keeps you from buying more locally?

18. Are there specific foods that you would like to buy locally that are currently not available?
_____Yes; please specify which foods ____
_____No

19. If you buy from distributors, do they identify local products?
______Yes; ______No; _____ Sometimes

20. Do you look for food distributors that buy locally? _____ Yes; _____No

21. Please provide the names of the suppliers of your local food (include wholesale distributors, retail markets, farmers markets, farms, CSA shares, etc):
____
____
____

22. Do your local suppliers deliver to your door, and/or do you go out to get your local foods?
_____We receive deliveries from____
_____We go to _____local farms; _____Farmers Markets; _____local wholesale markets; _____retail markets.

23. What else do you think would be helpful for us to know about the issues, challenges, and opportunities that are faced by establishments such as yours regarding the purchase and service of local food?

Thank you for taking the time to contribute to this important effort. Your information will be useful is helping us plan for a stronger local food system in Northampton.

Appendix B: Summary of Results

Table 1: Responses to questions 1- *How would you classify your institution?* – question 2- *What meals do you serve?*- question 7 - *Who makes the decisions regarding the foods you buy?*- and question 12- *Where do you buy your food?*

	Yes	No
Classification: Educational (Q1)	2	8
Classification: Health related (Q1)	4	6
Classification: Retirement (Q1)	3	7
Classification: Penal (Q1)	1	2
Classification: Other (Q1)	2 (home delivery, rehab)	8
Do you serve breakfast (Q2)	9	1
Do you serve lunch (Q2)	10	0
Do you serve dinner (Q2)	3	0
Do you serve other meals (Q2)	2 (special events, catering)	8
Decisions: Food service director (Q7)	8	2
Decisions: Chef (Q7)	3	7
Decisions: Corporate office (Q7)	2	8
Decisions: Other (Q7)	3	7
Buy from major distributors (Q12)	10	0
Buy from supermarkets (Q12)	4	6
Buy from local markets (Q12)	2	8
Buy from farmers markets (Q12)	0	10
Buy from area farmers (Q12)	5	5

Table 2: Responses to questions 5- *What is the approximate annual food budget for your institution?*- and question 15- *Over the past year, approximately how much did you spend on locally grown food?*

	Annual food budget	Annual local food budget
Less than $10,000	0	5
$10,000 – $19,999	0	1
$20,000 – $49,999	0	0
$50,000 – $99,999	2	3
$100,000 – $199,999	1	1
more than $300,000	7	0

Table 3: Responses to question 6, *To what degree do the following considerations influence your decisions about where to buy the food that you serve or use in your food preparation?*

	Not at all	A little	Quite a bit	A great deal
Price	1	0	4	5
Convenience	0	4	4	2
Preference of those you serve	0	1	3	6
Quality	0	0	4	6
Freshness	0	2	2	6
Food security assurance	0	0	0	10
Religious restrictions	0	4	2	1
Where the product is grown	0	5	3	2
How the product is grown	1	4	2	3
Contractual restrictions	1	1	2	6
Delivery frequency/capacity	1	1	3	5

Table 4: Responses to questions 8- *To what degree are the people who prepare your food interested in obtaining and cooking local foods?* - question 9 - *To what degree are the people who are in charge of the food budget interested in purchasing local foods?* – and question 11- *Do the people you serve express an interest in eating local foods?* Responses for questions 8 and 9 can be found before the forward slash in the first row and responses for question 11 are found after the forward slash.

	Not interested/ No	A little interested/ seldom	Moderately interested/ sometimes	Very interested/ often
Chefs (Q8)	2	2	1	5
Buyers (Q9)	1	1	3	5
Customers (Q11)	2	1	4	3

Table 5: Responses to question 13, *Overall, what percentage of the unprocessed foods you serve or use comes from local farmers?*

	During Growing Season	During non-growing season
None	5	5
1% – 24%	1	3
25% – 49%	2	2
50% – 74%	1	1
75% or more	1	1

Table 6: Responses to question 14, *Below is a list of foods. Please check which foods you serve and/or use in preparing the food you serve. <u>Then please indicate which of these foods are grown locally or are produced locally from produce grown elsewhere</u>.*

	This item is served	This item is locally produced or grown
Vegetables	10	5
Greens	10	4
Herbs	8	4
Orchard fruits	9	4
Small fruits/berries	8	4
Milk	10	3
Eggs	9	3
Cheese	10	1
Ice Cream	8	1
Yogurt	8	1
Beef	10	2
Pork	9	2
Lamb	4	2
Poultry	10	2
Processed meats	10	1
Bread	10	3
Pastries	8	4
Other baked goods/grains	3	3
Coffee	9	4
Maple syrup	5	3
James/jellies/honey	7	2
Pickles	5	1

Table 7: Responses to question 4- *Dates of operation*- question 10- *Do the people you serve know when they are eating local food?*- question 16- *Are you interested in purchasing more local food from area growers?*- question 18- *Are there specific foods that you would like to buy locally that are currently not available?*- question 19- *If you buy from distributors, do they identify local products?*- question 20- *Do you look for food distributors that buy locally?*- and question 22- *Do your local suppliers deliver to your door, and/or do you go out to get your local foods?*

	Yes	No	Sometimes
Operate year round (Q4)	9	1 (school year)	N/A
Awareness of consumers (Q10)	3	5	2
Interest in expanding (Q16)	8	2	N/A
Expanding specific products (Q18)	3	7	N/A
Identification by distributors (Q19)	6	2	2
Seek local distributors (Q 20)	4	6	N/A
Do your distributors deliver (Q 22)	8	1 (retail markets)	N/A