



LOCALLY-SOURCING FOOD ENTERPRISES

# Customer Survey Results: Ideal Green Market

NUMBER OF RESPONDENTS: 17

*How many times per month do you typically visit?* **4.0 times/month on average**

*On average, how much do you spend in dollars during a store visit?* **\$54.24**

*Thinking about why you shop at Ideal Green Market, what types of products draw you here?*

Local produce and meat

organic products, local produce

Local interesting new products

The meats and produce are wonderful.

Organic fresh vegetables and fruits

fresh produce grown locally

None

organic foods, local foods,

I always buy my eggs at the co-op, and most of my produce. I am interested in local food as well as organic.

produce

Produce, meats, fruit

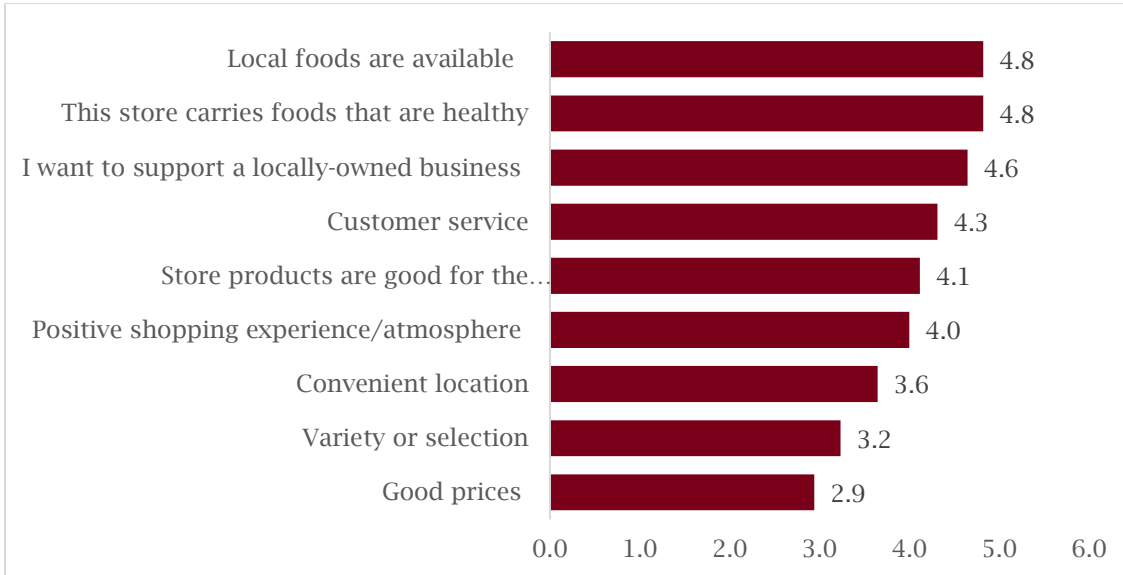
eggs, dairy, produce, bulk oats, meat

organic, local, can't find

grassfed meats organic produce and eggs

Fresh organic vegetables, organic dry goods and bulk items

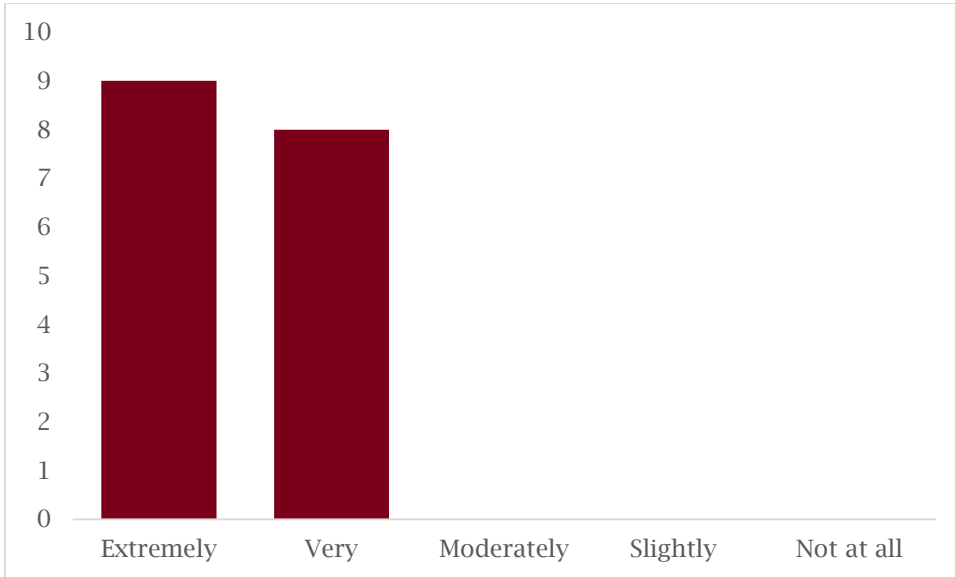
*How important are the following reasons for shopping at this store?*



*Which would you rank as the top two reasons?*



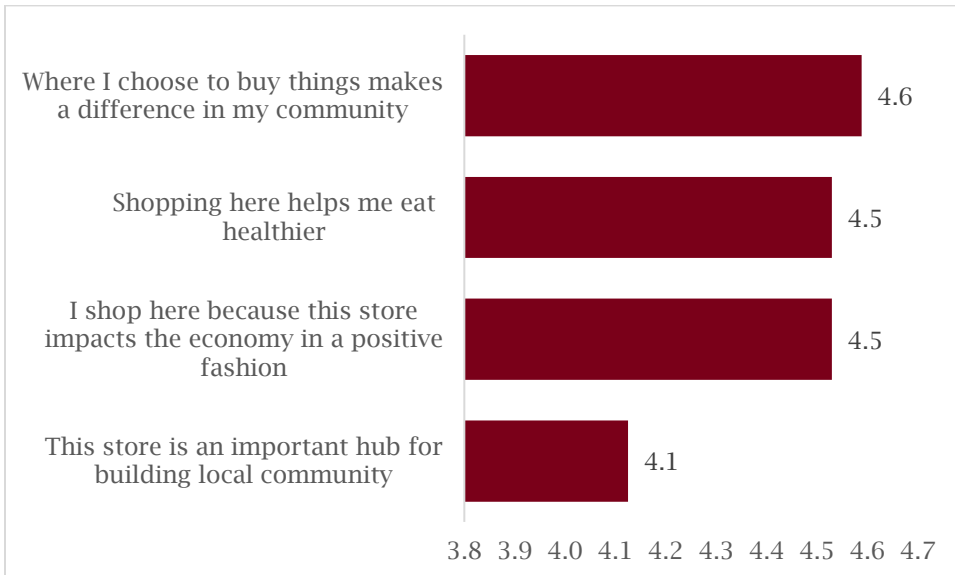
*How important is 'local food' to your consumer choices?*



*Have you discovered a new local product or local farm by shopping at this store?*

Yes 94%    No 6%

**To what extent do you agree with the following statements (1=Strongly Disagree, 5=Strongly Agree):**



*In a few words, what do you love most about Ideal Green Market?*

The local produce and meat	my money there! Its like going to visit a friend.
Wonderful store for this rural area.	
Intimate local cozy special	Produce, local goods, knowledgeable staff
Love the local foods and great produce and meats	locally sourced wherever possible
the staff are very friendly and welcoming	location near our home
Location	values
The organic, local (at least Minnesota or Wisconsin) produce and pasture raised, local meats	healthy food, Megan is great!
I love having a store 10 minutes away that carries everything I need and after I have shopped there I feel good about having spent	Local and building community MAKING A DIFFERENCE! fresh products, butter, poultry, veggies, customer service It's a mile from my house

*In a few words, what would you like to see improved at Ideal Green Market?*

More local bread continually in stock.

More information on the labels.

More variety

Change some shelf products to mainstream offerings so that prices are lower - pasta comes to mind

the prices and getting larger amounts of packages. More ounces per jar, etc. I know they can find vendors that are cheaper as I do for the same products.

More low-priced options. (Day-old, wilted, expired, discontinued, etc) Not cheap foods - expensive foods that have lost their appeal to "sensitive" shoppers.

Expanded open days and hours each day! I love it when the produce is fresh, but too often it is not and I believe it has to do with the very limited hours/days for shopping.

In the past there have been times that the produce was expired or not very fresh in appearance.

Sunday or Tuesday hours -- three days off and I end up shopping elsewhere

more customers

variety and more people coming for volume

more selection

increased customer base so exists for long run

expansive and more locally grown products

A bigger selection of cheese

Addition to the comment about fresh produce I already sent in with my fully completed survey: I suspect that the Saturday farmer's market is a factor in wilted produce in the store. I buy a lot of produce from the farmers at the market, and since I usually shop one day a week, I often don't buy produce at the store during the months of the Farmer's Market because I bought it outside or because of lack of sales (because everyone else also bought from the farmers) it is wilted.

*What percent of meals does your household cook from scratch? Average = 83.6%*

*What is the zip code for your primary residence?*

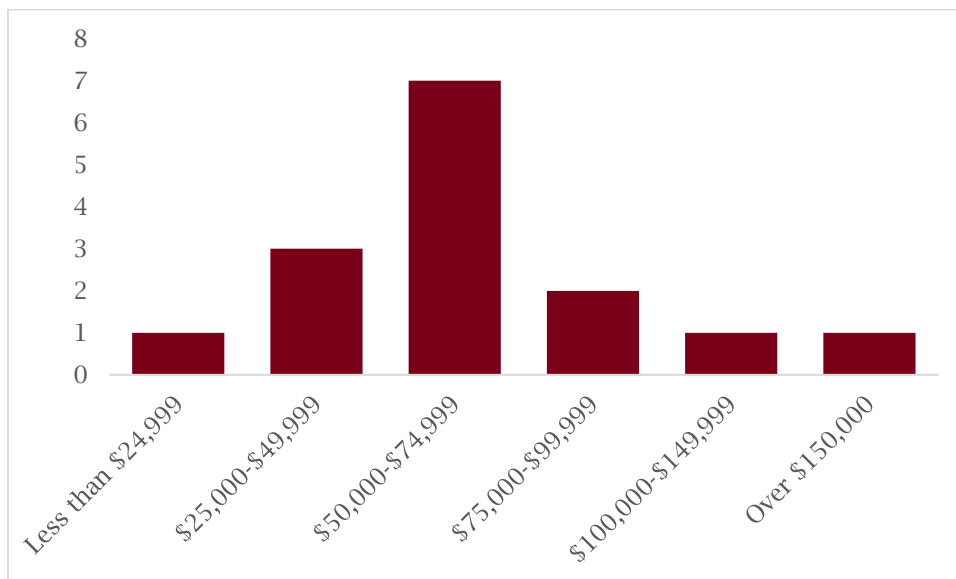
Zip	City	Count
56472	PEQUOT LAKES	10
56442	CROSSLAKE	4
56431	AITKIN	1
56465	MERRIFIELD	1
56474	PINE RIVER	1

*How old are you? Average age = 59.3 years*

*How many adults and children live in your household (including yourself):*

**Average Household size = 2.3 people, 18% have children in household**

*Household Income:*



*What is the highest level of school you have completed?*

Graduate or professional degree	4	24%
Bachelor's degree	7	41%
Associate degree	2	12%
Some college, no degree	4	24%
High school diploma or GED	0	0%
less than a high school diploma	0	0%

### **QUESTIONS OR COMMENTS?**

Please contact Ryan Pesch (218-770-4398 or [pesch@umn.edu](mailto:pesch@umn.edu)) with any questions.

