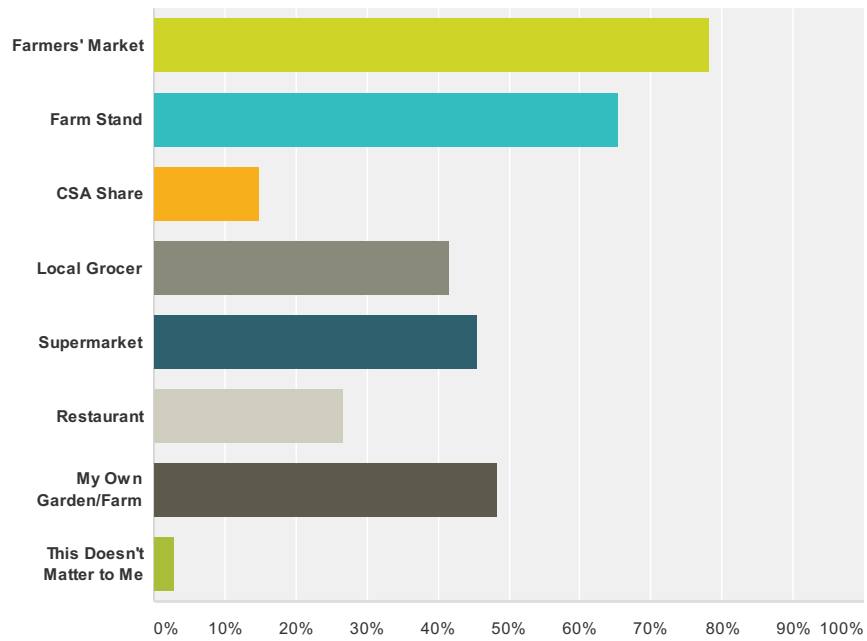


Consumer Survey

Q1 When shopping or dining out, do you seek out local farm goods? If so, where?

Answered: 101 Skipped: 1



Answer Choices	Responses
Farmers' Market	78.22% 79
Farm Stand	65.35% 66
CSA Share	14.85% 15
Local Grocer	41.58% 42
Supermarket	45.54% 46
Restaurant	26.73% 27
My Own Garden/Farm	48.51% 49
This Doesn't Matter to Me	2.97% 3
Total Respondents: 101	

Consumer Survey

Q2 Do you attend events that celebrate locally grown food? If so, what events?

Answered: 78 Skipped: 24

#	Responses	Date
1	CCE Locally Grown Foods Festival	8/8/2014 12:34 PM
2	yes	8/4/2014 2:23 PM
3	no	8/3/2014 8:48 PM
4	One winter event that's been held at CMOG, and an event through the co-operative extension held at Hill Top Inn	7/31/2014 8:28 PM
5	Farmer's Markets and CCE events	7/31/2014 2:43 PM
6	farmer's markets, CSA sponsored events	7/31/2014 2:23 PM
7	no	7/31/2014 1:47 PM
8	Garlic Festival	7/29/2014 1:42 PM
9	Farmers markerts	7/29/2014 10:57 AM
10	?	7/29/2014 9:26 AM
11	Farmers Market	7/28/2014 3:52 PM
12	Naples-Grape Festival, PennYan-BuckWheat Festival, Cohocton-Fall Foliage and Wayland- Potato Festival, etc..	7/25/2014 9:32 AM
13	i would if i knew about any	7/23/2014 2:04 PM
14	No	7/22/2014 12:58 PM
15	No	7/22/2014 10:05 AM
16	Heron Hill farm market/ Bath farmer market	7/21/2014 6:58 PM
17	Local Farmers Markets	7/21/2014 5:37 PM
18	Empire Farm Days	7/21/2014 1:51 PM
19	Yes, Coming Local Foods Fest @ Union Hall	7/21/2014 1:14 PM
20	CCE-Steuben Local Foods Festival	7/21/2014 11:52 AM
21	No	7/21/2014 10:39 AM
22	farmers markets, local food fest, wine festivals	7/21/2014 10:30 AM
23	We once went to a Cornell Cooperative Extension food fair in Coming.	7/21/2014 10:22 AM
24	winter farmers market in Coming union hall	7/16/2014 9:56 PM
25	wine festivals, garlic festival	7/15/2014 3:28 PM
26	no	7/15/2014 3:00 PM
27	No	7/15/2014 1:23 PM
28	windmill, fairs, auctions	7/15/2014 10:30 AM
29	farmers markets	7/14/2014 10:00 PM
30	winery events	7/14/2014 9:02 AM
31	Farmer's Markets Hammondsport Fire dept. BBQ	7/13/2014 4:03 PM
32	wayland potatoe festival	7/13/2014 10:33 AM

Consumer Survey

33	YesFall Festival	7/10/2014 4:06 PM
34	no	7/10/2014 9:04 AM
35	Locally Produced Wine and Beer at festivals	7/9/2014 8:40 PM
36	occasionally	7/9/2014 3:19 PM
37	farmers markets	7/9/2014 12:41 PM
38	sometimes	7/9/2014 9:44 AM
39	yes	7/9/2014 6:17 AM
40	I would like to	7/8/2014 10:39 PM
41	the coming event in (?) march...local producers displaying their products	7/8/2014 6:20 PM
42	Farmer's Markets in Coming City & Bath; Farm City Day	7/8/2014 4:14 PM
43	wine festivals, beer festivals, hops harvesting, cheese festivals	7/8/2014 10:59 AM
44	i can't think of any, but if they existed I'd go	7/8/2014 10:48 AM
45	Wayland Potato Festival, Naples Grape Festival	7/8/2014 8:15 AM
46	No	7/7/2014 7:19 PM
47	Yes I do, Local farmers markets, festivals, and every year we attend the local foods festival in coming put on by the cooperative extension.	7/7/2014 5:46 PM
48	Local Food Festival in Coming	7/7/2014 4:01 PM
49	no	7/7/2014 3:48 PM
50	No	7/7/2014 3:09 PM
51	Locally Grown Food Fest	7/7/2014 2:55 PM
52	yes, cce events, farmer's markets	7/7/2014 2:01 PM
53	yes, potato fest	7/7/2014 12:23 PM
54	Eat at primarily farm to table when we eat out	7/7/2014 11:55 AM
55	No	7/7/2014 11:33 AM
56	the Coming Local Food Fest	7/7/2014 11:25 AM
57	Local foods event in Coming	7/7/2014 10:40 AM
58	Local Foods Event in Coming, NY	7/7/2014 10:31 AM
59	no	7/7/2014 10:31 AM
60	Farmers Market in Bath, Farm City Days, Local food Fest	7/7/2014 10:20 AM
61	Ithaca Farmers Market events; Finger Lakes Restaurant Weeks	7/7/2014 10:10 AM
62	food fest, farmers markets	7/7/2014 10:07 AM
63	farmers markets	7/7/2014 10:06 AM
64	farmers markets	7/3/2014 10:51 AM
65	yes	6/30/2014 3:39 PM
66	farmers markets	6/30/2014 3:37 PM
67	yes, organic festival	6/30/2014 3:33 PM
68	no	6/30/2014 3:32 PM
69	no	6/30/2014 3:30 PM
70	farmers markets	6/30/2014 3:29 PM
71	Coming Farmers Market	6/30/2014 3:27 PM

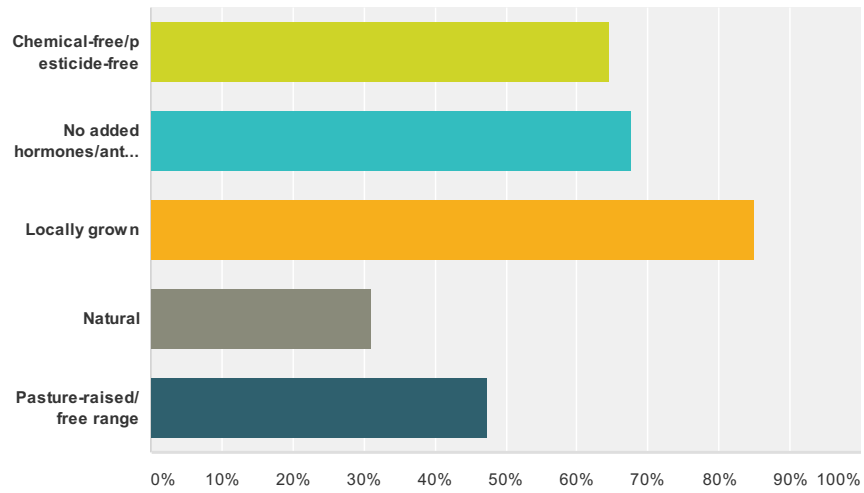
Consumer Survey

72	famers markets	6/30/2014 3:24 PM
73	New York State Fair, Farmers Markets	6/30/2014 3:22 PM
74	yes	6/30/2014 3:16 PM
75	famers markets	6/30/2014 3:14 PM
76	state fair	6/30/2014 3:12 PM
77	no	6/30/2014 3:10 PM
78	yes	6/30/2014 3:06 PM

Consumer Survey

Q3 Are the farming practices of where your food comes from important to you? If so, what labeling/practices are most important? Select all that apply

Answered: 93 Skipped: 9



Answer Choices	Responses
Chemical-free/pesticide-free	64.52% 60
No added hormones/antibiotic-free	67.74% 63
Locally grown	84.95% 79
Natural	31.18% 29
Pasture-raised/free range	47.31% 44
Total Respondents: 93	

Consumer Survey

Q4 How far are you willing to travel to purchase local farm goods?

Answered: 95 Skipped: 7

#	Responses	Date
1	20 miles	8/11/2014 7:48 AM
2	120 miles	8/8/2014 12:35 PM
3	1 mile	8/8/2014 8:48 AM
4	no car	8/4/2014 2:26 PM
5	5miles	8/3/2014 8:50 PM
6	2 hours	7/31/2014 8:29 PM
7	Normally just in town - but we are going to Naples to get the best maple syrup ever soon!	7/31/2014 2:44 PM
8	not so far	7/31/2014 2:24 PM
9	I stay local	7/31/2014 1:47 PM
10	10-15 miles	7/29/2014 1:43 PM
11	20 miles	7/29/2014 10:58 AM
12	Not too far	7/29/2014 9:27 AM
13	10 miles	7/28/2014 3:53 PM
14	30 miles	7/25/2014 12:09 PM
15	usually 5-10 miles..	7/25/2014 9:33 AM
16	20 miles	7/23/2014 2:04 PM
17	20 miles	7/22/2014 12:59 PM
18	20 miles	7/22/2014 10:06 AM
19	20 miles	7/22/2014 9:01 AM
20	40 miles	7/21/2014 6:58 PM
21	15 miles	7/21/2014 5:58 PM
22	20 miles	7/21/2014 5:37 PM
23	20 minutes	7/21/2014 2:14 PM
24	30	7/21/2014 1:51 PM
25	Have driven 30+ miles for u-pick fruits/berries	7/21/2014 1:16 PM
26	45 miles	7/21/2014 11:53 AM
27	6-12 miles	7/21/2014 10:40 AM
28	20 miles	7/21/2014 10:30 AM
29	Depends on whether we are looking for an "event" or not. If we could tour a farm with the kids, then we would travel.	7/21/2014 10:23 AM
30	40 miles	7/16/2014 9:56 PM
31	30 miles	7/15/2014 3:29 PM
32	20 miles	7/15/2014 3:01 PM
33	"Local" to me is within 5-10 miles	7/15/2014 1:24 PM

Consumer Survey

34	10 miles	7/15/2014 10:31 AM
35	30 mi	7/15/2014 10:24 AM
36	up to 20 mi	7/14/2014 10:00 PM
37	40 miles	7/14/2014 9:03 AM
38	10-20 miles	7/13/2014 4:04 PM
39	30 to 40 miles	7/13/2014 10:34 AM
40	25 Miles	7/10/2014 4:07 PM
41	30 miles	7/10/2014 10:36 AM
42	15-20 miles	7/10/2014 9:05 AM
43	Depends on the product, about a hour 1 way is reasonable	7/9/2014 8:42 PM
44	25 miles	7/9/2014 3:20 PM
45	not sure	7/9/2014 2:10 PM
46	yes	7/9/2014 1:54 PM
47	20 miles	7/9/2014 12:42 PM
48	20 mi	7/9/2014 9:46 AM
49	20 miles	7/9/2014 6:33 AM
50	10 miles	7/9/2014 6:18 AM
51	20 miles	7/8/2014 10:40 PM
52	10 miles	7/8/2014 9:33 PM
53	10 miles	7/8/2014 6:21 PM
54	25 miles	7/8/2014 4:17 PM
55	30 miles	7/8/2014 2:18 PM
56	10 miles	7/8/2014 1:08 PM
57	30 miles	7/8/2014 10:59 AM
58	an hour	7/8/2014 10:48 AM
59	50 miles	7/8/2014 8:16 AM
60	25 miles	7/7/2014 7:19 PM
61	I have been known to travel an hour to purchase meats direct from the farm.	7/7/2014 5:47 PM
62	10 miles	7/7/2014 4:55 PM
63	5 miles out of my usual routes/commute	7/7/2014 4:02 PM
64	30 miles	7/7/2014 3:49 PM
65	10 miles	7/7/2014 3:10 PM
66	60 miles	7/7/2014 2:56 PM
67	25-30 miles	7/7/2014 2:02 PM
68	25-30 miles	7/7/2014 12:24 PM
69	1 hour, where I can get most at one location or close by	7/7/2014 11:56 AM
70	50 miles or less	7/7/2014 11:52 AM
71	10 miles	7/7/2014 11:33 AM
72	20 miles	7/7/2014 11:26 AM
73	1 hr	7/7/2014 10:41 AM

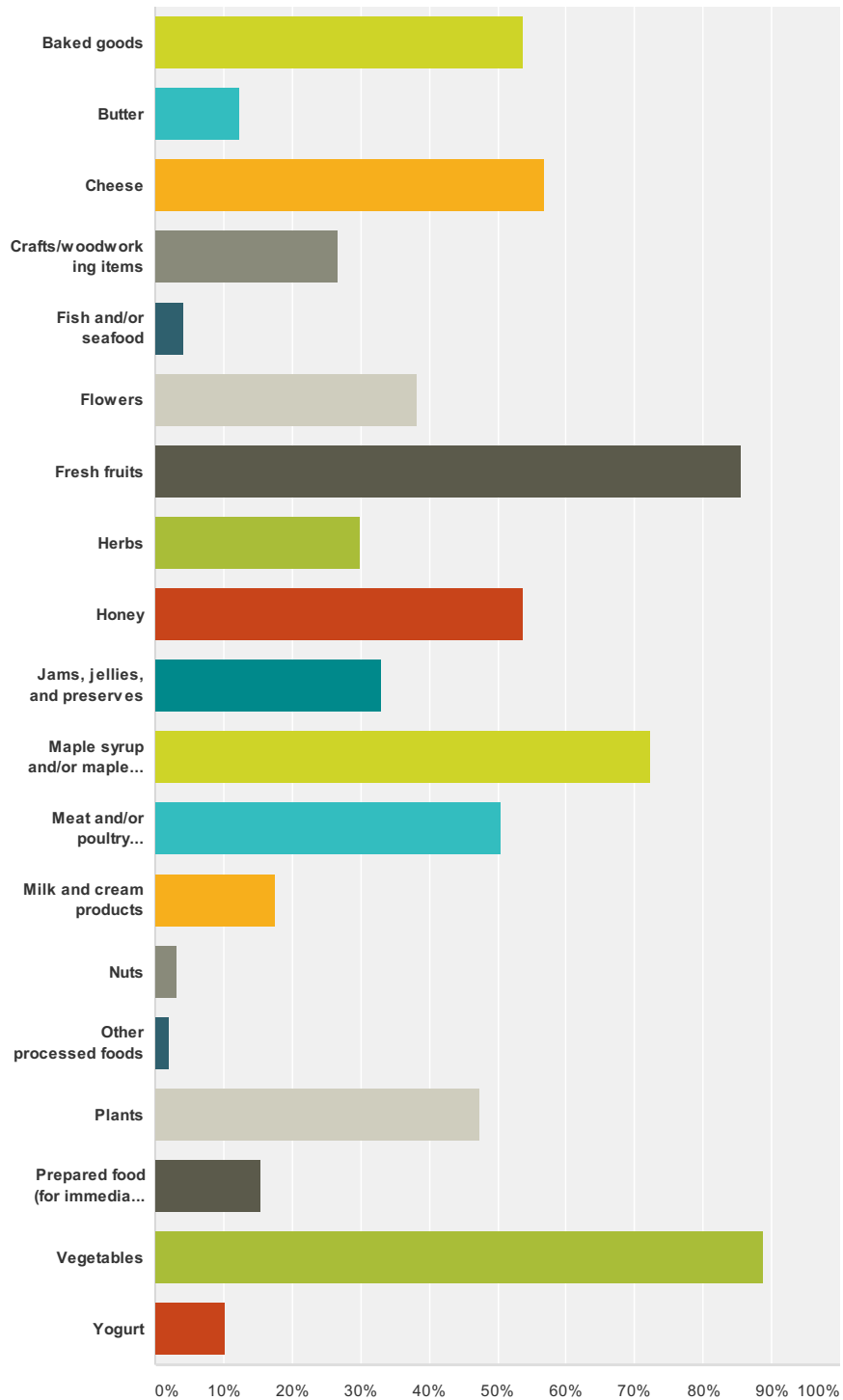
Consumer Survey

74	10-15 miles	7/7/2014 10:32 AM
75	50 miles	7/7/2014 10:31 AM
76	30 miles	7/7/2014 10:21 AM
77	30 minutes	7/7/2014 10:10 AM
78	30 miles	7/7/2014 10:08 AM
79	30 minutes	7/7/2014 10:06 AM
80	10 miles	7/3/2014 10:51 AM
81	yes	7/2/2014 9:30 AM
82	5-30 miles	6/30/2014 3:39 PM
83	2 hours	6/30/2014 3:38 PM
84	25 miles	6/30/2014 3:33 PM
85	40 miles	6/30/2014 3:32 PM
86	5 miles	6/30/2014 3:31 PM
87	45 miles	6/30/2014 3:29 PM
88	20 miles	6/30/2014 3:27 PM
89	15-20 miles	6/30/2014 3:24 PM
90	10-20 miles	6/30/2014 3:22 PM
91	30 miles to Bath, Elmira and Coming	6/30/2014 3:17 PM
92	1.5 hours for some fresh fruit and vegetables	6/30/2014 3:15 PM
93	10 miles	6/30/2014 3:12 PM
94	1 hour drive	6/30/2014 3:10 PM
95	Mansfield and Ithaca	6/30/2014 3:06 PM

Consumer Survey

Q5 Do you seek out and purchase any of the following locally produced farm goods? Select all that apply:

Answered: 97 Skipped: 5



Answer Choices	Responses
Baked goods	53.61% 52
Butter	12.37% 12
Cheese	56.70% 55
Crafts/woodworking items	26.80% 26

Consumer Survey

Fish and/or seafood	4.12%	4
Flowers	38.14%	37
Fresh fruits	85.57%	83
Herbs	29.90%	29
Honey	53.61%	52
Jams, jellies, and preserves	32.99%	32
Maple syrup and/or maple products	72.16%	70
Meat and/or poultry products	50.52%	49
Milk and cream products	17.53%	17
Nuts	3.09%	3
Other processed foods	2.06%	2
Plants	47.42%	46
Prepared food (for immediate consumption)	15.46%	15
Vegetables	88.66%	86
Yogurt	10.31%	10
Total Respondents: 97		

Consumer Survey

Q6 Are there products that you would purchase locally if more readily available? If yes, what?

Answered: 42 Skipped: 60

#	Responses	Date
1	raw milk	8/11/2014 7:50 AM
2	Custom containers designed to consumers need	8/8/2014 8:51 AM
3	Milk, eggs, pork	7/31/2014 8:33 PM
4	Meat if similar in price to grocery store	7/31/2014 2:45 PM
5	Yes - I like to purchase as much locally as I can	7/31/2014 1:49 PM
6	seasonally extended vegetables	7/29/2014 1:49 PM
7	fruit & veggies	7/29/2014 11:02 AM
8	I would like to find a convient source for local meat products. I know you can contact farmers but I would prefer to be able to purchase them in a store.	7/28/2014 4:08 PM
9	meats, cheeses not readily available	7/25/2014 12:13 PM
10	flowers & vegetables	7/22/2014 1:01 PM
11	Fresh vegetables and fruits in season	7/22/2014 10:08 AM
12	strawberries, grapes, apples, cherries, tomatoes	7/21/2014 6:03 PM
13	Cheese	7/21/2014 5:39 PM
14	Meat	7/21/2014 2:14 PM
15	Can't think of anything - mostly all that I need is available.	7/21/2014 1:28 PM
16	smoked trout from NYS waterways if I was confident it was healthy and not polluted	7/21/2014 10:25 AM
17	Anything pesticide, gmo free	7/16/2014 9:58 PM
18	organically grown fruit and vegetables	7/15/2014 10:32 AM
19	can't think of anything	7/14/2014 10:06 PM
20	Yes /Any fruits, meat or vegetables	7/10/2014 4:09 PM
21	Yes, Baked goods, Juices, sausage	7/9/2014 8:46 PM
22	yes	7/9/2014 1:55 PM
23	maple syrup and honey	7/9/2014 9:49 AM
24	unprocessed milk	7/9/2014 6:19 AM
25	beef, raw unprocessed honey, vegetables, berries	7/8/2014 10:44 PM
26	can't think of any...	7/8/2014 6:22 PM
27	Chicken and pork	7/8/2014 2:20 PM
28	raw dairy products	7/8/2014 10:49 AM
29	I am sure that there are, I can not think of what they might be.	7/7/2014 5:48 PM
30	Most fruits and vegetables	7/7/2014 4:56 PM
31	cheese, nuts, butter, milk	7/7/2014 4:04 PM
32	no	7/7/2014 3:50 PM

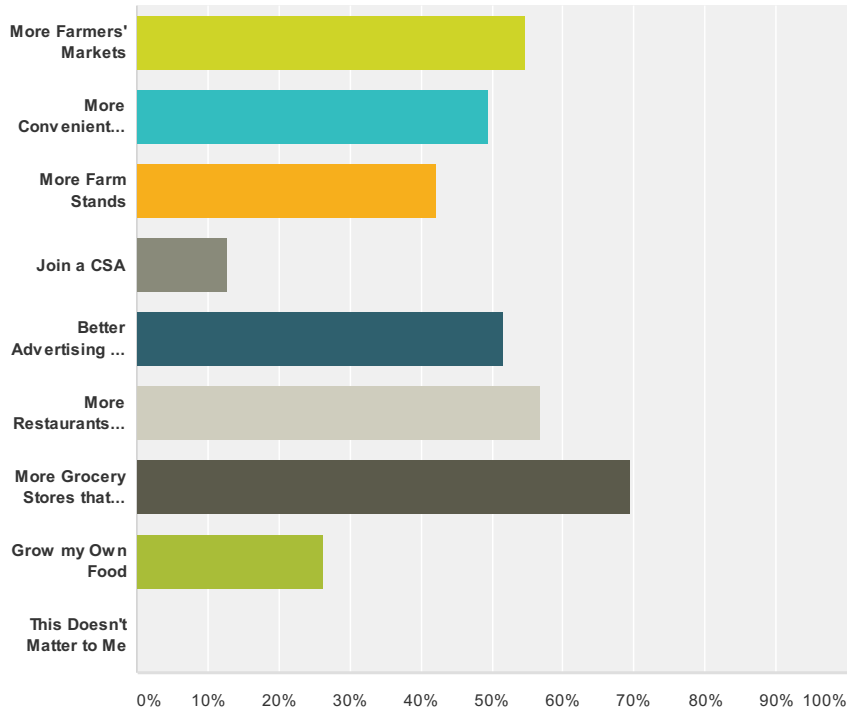
Consumer Survey

33	not sure	7/7/2014 11:58 AM
34	Meat	7/7/2014 11:54 AM
35	All of my grocery needs.	7/7/2014 11:27 AM
36	cannot think of anything	7/7/2014 10:33 AM
37	more cheeses	7/7/2014 10:10 AM
38	eggs and meats	7/7/2014 10:07 AM
39	Yes, vegetables and fruit	7/2/2014 9:31 AM
40	maple syrup	6/30/2014 3:30 PM
41	fruits, vegetables and meats	6/30/2014 3:18 PM
42	more berries	6/30/2014 3:07 PM

Consumer Survey

Q7 In order to increase your purchasing and consumption of local farm goods, what would need to happen? Select all that apply:

Answered: 95 Skipped: 7

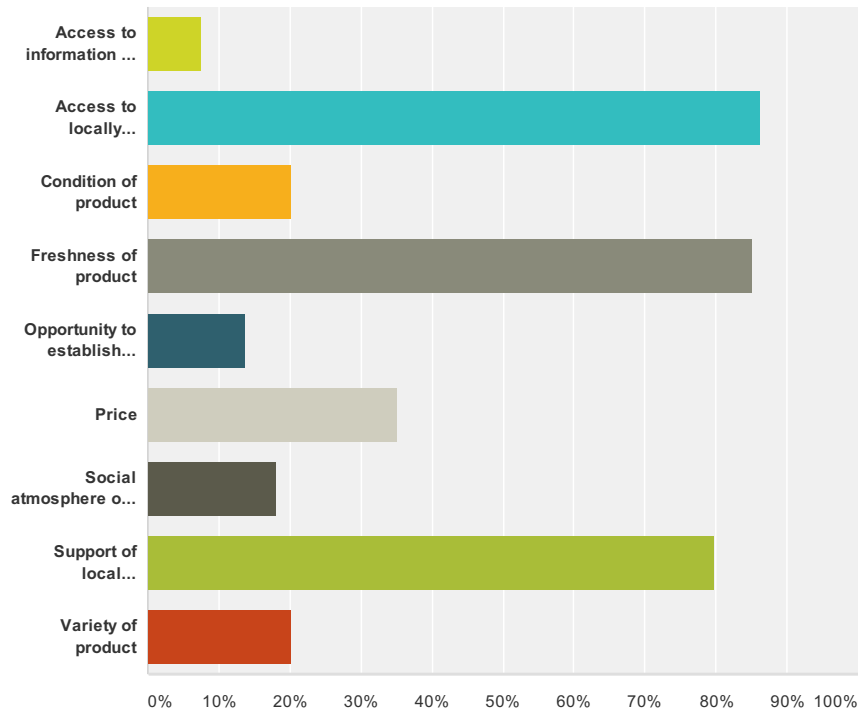


Answer Choices	Responses
More Farmers' Markets	54.74% 52
More Convenient Times for Farmers' Markets	49.47% 47
More Farm Stands	42.11% 40
Join a CSA	12.63% 12
Better Advertising of Where to Purchase Local Food	51.58% 49
More Restaurants that Source Locally	56.84% 54
More Grocery Stores that Source Locally	69.47% 66
Grow my Own Food	26.32% 25
This Doesn't Matter to Me	0.00% 0
Total Respondents: 95	

Consumer Survey

Q8 Why do you come to farmers' markets? Please select the three most important reasons:

Answered: 94 Skipped: 8



Answer Choices	Responses
Access to information on how food is produced	7.45% 7
Access to locally produced food	86.17% 81
Condition of product	20.21% 19
Freshness of product	85.11% 80
Opportunity to establish relationships with vendors	13.83% 13
Price	35.11% 33
Social atmosphere of market	18.09% 17
Support of local agriculture	79.79% 75
Variety of product	20.21% 19
Total Respondents: 94	

Consumer Survey

Q9 Please use the space below to provide us with any additional comments, concerns or ideas related to the farming and food in Steuben County

Answered: 25 Skipped: 77

#	Responses	Date
1	Fresh fruits and vegetables should be available in convenience stores and drugstores around the county. Those who do not have cars do not have access to fresh foods. Steuben county buses stop running around 5-6 latest, and that's when the work day ends. Steuben county buses do not run on weekends. It is not feasible to carry a week's worth of groceries in bags a distance of 1-5 miles, or to put them in a shopping cart and receive stares from judgmental people. And asking someone to take you to the grocery store every week can get annoying too. If you're on SNAP, that's SNAP money going to waste, being spent on over-priced drugstore items, or being spent on junk at the gas station simply because you can't get to the grocery store. It would be very helpful to have fresh food at Byrne Dairy, Walgreens, Rite Aid, a gas station, etc. Perhaps local farmers or grocers could donate or provide at low cost some fresh foods. Convenience stores/ drug stores could start a pilot project with just apples and bananas near the register. It has been done before with Byrne Dairy in South Coming, but when the person leading the effort left, the project stopped. We need sustainability with these things. Thanks.	8/4/2014 2:48 PM
2	I would be more willing to purchase things other than fruits and veggies and baked goods at farm stands and farmers markets if they were similar in price. Most people I know only get produce at the market.	7/31/2014 2:47 PM
3	Continued development of CSAs along with smaller farms sourcing local meats, dairy and produce into smaller markets and expansion of farmer's markets both in size and seasonally would be helpful now.. Value added local product development to encourage establishment of the region as a serious agricultural producer should be encouraged.	7/29/2014 2:14 PM
4	Suggestions & recipies on how to use farm grown fruit & veggies, esp for 1 or 2 persons	7/29/2014 11:09 AM
5	My largest concern about some of the farm stands and the stands at the farmers markets are produce that was purchased at the produce auctions. I like to buy for home grown places so I know they are local products. It would be better to have products labeled better so consumers are aware what products are local and which are not. If the products are not grown by the individuals selling them then at least reliable information as to where they were grown.	7/28/2014 4:11 PM
6	Major concern in our area is that we are losing our local(Small Farms).Growing up in this area, we used to have many Dairy Farms, Vineyards etc. we no longer have that and it is a major concern to me.	7/25/2014 9:48 AM
7	Subsidize farmers who grow local food for local food pantries. It is a win, win	7/21/2014 6:06 PM
8	Really would like to do more. Hectic lifestyles make supermarkets too convenient to pass up.	7/21/2014 1:29 PM
9	Labeling would be helpful - what is local, what isn't? I don't want to buy peppers from Chile at a local farm stand.	7/21/2014 10:26 AM
10	make people aware that you have farm fresh products	7/15/2014 10:34 AM
11	I think instead of providing tax breaks to all farmers that some effort to provide financial assistance to only ones that run efficient operations and produce quality product. Additionally large commercial operations should receive financial assistance on a sliding scale that reduces the benefit as the size of the operation increases.	7/10/2014 4:15 PM
12	Often we will see signs for products like cheese at a farm, but no discernable retail space. Would be more comfortable stopping if there was.	7/9/2014 8:48 PM
13	Our food needs to be raised efficiently, free of chemicals or additives (naturally) and cheaply (affordable).	7/9/2014 9:51 AM

Consumer Survey

14	i think that government agencies will become more involved in the regulation of home grown products..and that will kill the business...	7/8/2014 6:24 PM
15	i'm glad you're doing this! i'd love to have more convenient access to the fresh greens grown year round/hydroponically at northern tier greens in bradford county, pa.	7/8/2014 10:50 AM
16	Farmers seem to be banking on natural gas royalties to make their farms profitable instead of looking at alternate crops (small acreage with many varieties versus large acres of corn) to meet today's buy-local trends. Local beer farm brewers cannot get enough NY grown grains, barley and malt.	7/7/2014 7:26 PM
17	Farmers' Markets should offer more agricultural products and food and less flea market stuff.	7/7/2014 4:07 PM
18	keep pushing all to buy locally grown. it is the best form of going green.	7/7/2014 12:27 PM
19	I always prefer to have a conversation vs writing about additional thoughts and concepts about how to improve the connections between farmer, restaurant and end user. I can be reached at 607-569-3767	7/7/2014 12:04 PM
20	It is extremely difficult to get locally sourced foods from Steuben County. There simply is no consistent reliable market and Wegman's is not the appropriate venue. A venue is needed for the small producer.	7/7/2014 11:29 AM
21	Would like to have good farmer's market in western Steuben Co.	7/7/2014 10:43 AM
22	I would be more likely to utilize the Coming Farmers Market if there were open after 5pm. (Working families can't always attend morning or afternoon hours of operation.)	7/7/2014 10:35 AM
23	Would like to see more events and on farm site events.	7/7/2014 10:35 AM
24	Farming is a critical component to our economical stability in this county..	7/7/2014 10:23 AM
25	There needs to be better connectivity from farms to schools too. Also, how can we connect growers to food pantries to provide surplus crops to feed the hungry in the county?	7/7/2014 10:09 AM