Baseline Survey for Local / Niche Buyers in Detroit

EXPANDING LOCAL MARKET OPPORTUNITIES FOR SOUTHEAST MICHIGAN SPECIALTY CROP PRODUCERS

1. How do you define "local?"

- ○ Within 50 miles of my business
- ○ Within 400 miles of my business
- ○ From the state of Michigan
- ○ Other

2. How much locally-grown produce do you purchase annually?

- ○ None
- ○ Less than 1,000 pounds
- ○ 1,001 to 5,000 pounds
- ○ 5,001 to 10,000 pounds
- ○ 10,001 to 50,000 pounds
- ○ 50,001 to 100,000 pounds
- ○ More than 100,000 pounds

3. What percentage of your overall produce purchases consists of local produce?

- ○ 0 to 10%
- ○ 11 to 25%
- ○ 26 to 50%
- ○ 51 to 75%
- ○ 76 to 100%

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4. What are the barriers that prevent you from buying more locally produced products? (check all that apply)

- ☐ None-I am buying all I want now.
- ☐ There are not enough locally produced products available.
- ☐ There are quality issues with locally produced products.
- ☐ Locally produced products are not supplied consistently.
- ☐ My supplier does not handle locally produced products.
- ☐ I don't know who to call.
- ☐ Other

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5. What types of locally-grown produce are you interested in buying?

- ☐ Spinach
- ☐ Salad greens
- ☐ Carrots
- ☐ Apples
- ☐ Other

6. In what form do you need the produce?

- ☐ Fresh cut (prepared in serving sizes, ready to serve)
- ☐ Raw, unprocessed
- ☐ Frozen
- ☐ Other

7. How do you currently buy your locally-grown produce?

- ☐ Direct from a farmer
- ☐ Distributor - General bid
- ☐ Distributor - Request for Proposal
- ☐ Distributor - Whatever is available
- ☐ Other, please specify

8. What type of business do you operate? (Check all that apply)

- ☐ Food Processor
- ☐ Food Retailer
- ☐ Restaurant
- ☐ Wholesaler/Distributor
- ☐ Institutional Buyer
- ☐ Other, please specify

9. How important is it for you to promote locally produced products in making sales to your customers?

Irrelevant	Somewhat Unimportant	Somewhat Important	Important	Extremely Important
1	2	3	4	5
○	○	○	○	○

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