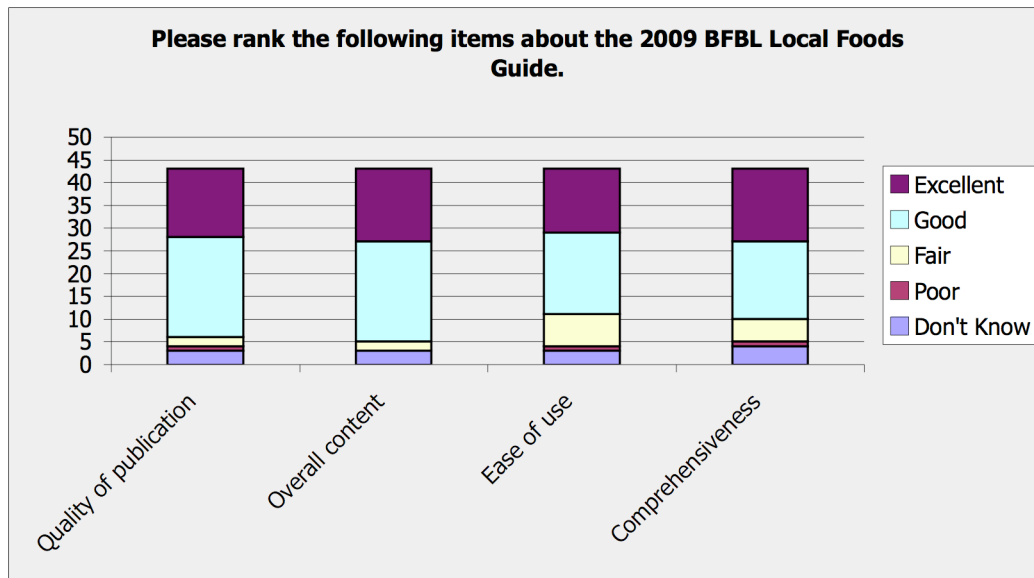


Buy Fresh Buy Local of the Upper Minnesota River Valley 2009 Partner Survey

85 surveys sent out to current BFBL of the Upper Minnesota River Valley partner members;
43 people responded -- Response rate 50.6%

Based on these 43 people:

Please rank the following items about the 2009 BFBL Local Foods Guide:



Has the 2009 BFBL Local Foods Guide directly generated any sales for your farm, farmers' market or business?

Over half of respondents (24) have not seen any sales from the guide.

44.2% - **yes** (19 people)

55.8% - **no** (24 people)

For your food producing business, are you meeting your income or profit goals?

Only a little over half of respondents (21) are meeting their income or profit goals.

53.8% - **yes** (21 people)

46.2% - **no** (18 people)

A two-year membership in BFBL of the Upper MN River Valley is currently \$10. Would you consider paying more?

The results are mixed, but people may be willing to pay more. If the membership fee was increased, the new fee could probably be between \$15 and \$25. \$20 was the most popular.

19% - **yes** (8 people)

26.2% - **no** (11 people)

54.8% - **maybe** (23 people)

In the past the Land Stewardship Project offered and sold a holiday gift basket featuring locally grown foods. If we were to offer a similar BFBL Holiday Gift Basket in 2010 would we be able to purchase products from you for this effort?

Producers do show some interest in selling BFBL UMRV products for a gift basket again.

46.3% - **yes** (19 people)

26.8% - **no** (11 people)

26.8% - **maybe** (11 people)

Are you using the BFBL Logo?

Slightly less than HALF are using the BFBL logo.

48.8% - **yes** (21 people)

51.2% - **no** (22 people)

How these people are using the logo:

Use it extensively

- **At farmers' markets** – I had the sign made, and attached to my big Pope County Farmers Market sign (both sides); it is lovely; Sign for the Cafe at the Becker Market, along with copies of the Food Guide for customers; Identify vendors at the Farmer's Mkt. Place the logo on recipe handouts; We use it at our Farmers Market and also hand out the local food guide at our stand as well; At our farmers market stand. I print off BFBL sheets to list my produce prices on; Signs for vendors identifying their farm; We have a sign on the Market sign
- **Logo on Food Pkg** - on my jams and jellies and veggies; on our literature; On packaging; On the frozen meat packages sold in our local grocery store.
- On websites and in printed postcards, mailings; I display it on my business cards and in my stand; On and in our sales shop, our website.
- Table tents and signs; We have the big sign in our shop, posters in the store

Use it some

- At farmers' markets – hand out local foods guides, We go to 5 markets. Alexandria and Willmar are in or near the Upper Minnesota River Area. St. Cloud and Brainerd-Baxter are not. Some of the materials do not work well.
- I display the catalogue in my B&B
- minimally only; we already are MN Grown members as well
- Have the plastic logo we received attached to the window of our sales vehicle.
- pamphlet

Not using

- Not direct marketing at this time.
- I just haven't bought any stick on labels yet
- Right now, I only sell meat to refugees and they pass the information on by word of mouth. I am struggling with advertising on my wool, and am afraid that if I dilute my image with the bfbl image I will just confuse people
- Advertising has been word of mouth.
- I guess we just don't use logos...need to though
- We've starting using in on our label.
- I sell chemical free onions to people I know. Logos are irrelevant. If the logo triggered additional sales, I'd be in favor.
- I would like banners or flags to display at our market. Also, help for radio and newspaper advertisements.

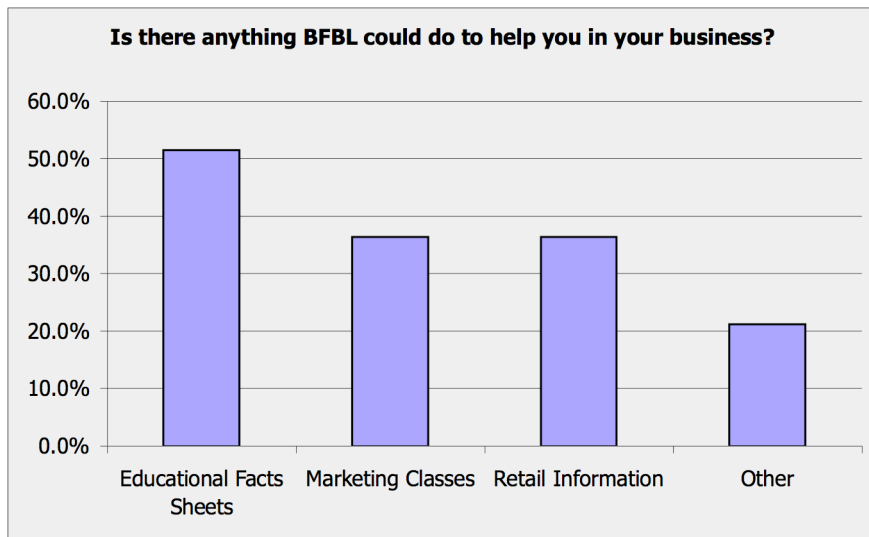
Would you like Assistance on how to make better use of the BFBL logo?

33.3% - **yes** (14 people)

35.7% - **maybe** (15 people)

31% - **no** (13 people)

Is there anything BFBL could do to help you in your business?



Educational Facts Sheets were the most popular (17) with about half of respondents wanting them. Marketing Classes and Retail information were equal (12 each) with about a third of respondents wanting them.

There's growing interest among urban dwellers in farm stays and farm tours/activities, otherwise known as "agri-tourism." Are you interested?

Roughly 70% have some interest in agri-tourism.

39% - **yes** (16 people)

31.7% - **maybe** (13 people)

29.3% - **no** (12 people)

Do you currently sell produce or products to institutions (ie: Schools), retail or restaurants?

Yes – half of respondents to this question (20 people) do sell to institutions, retailers or restaurants, but

For 76% of producers (16 people) these sales make up 25% or less of total sales

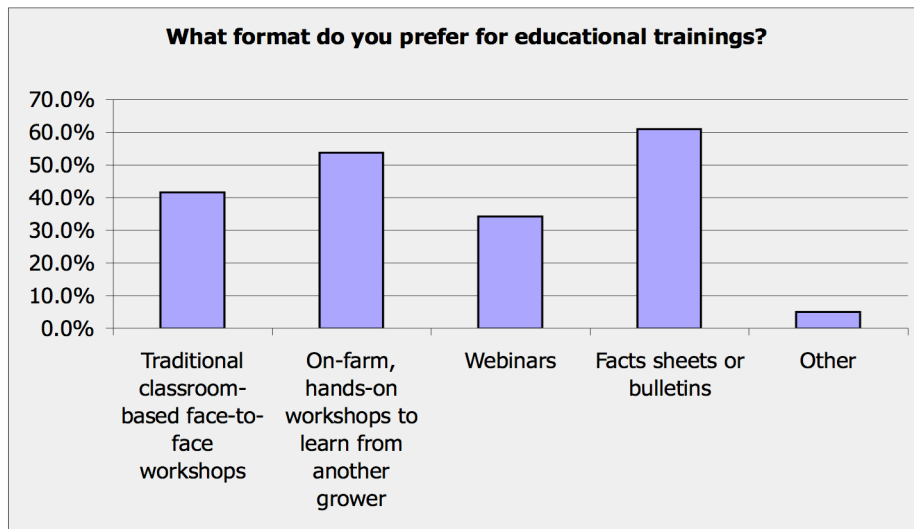
For 2 producers these sales make up 76% - 99% of total sales

For 2 producers these sales make up 100% of total sales

Are you aware of federal and state safe food handling regulations or the USDA Good Agricultural Practices (GAP) and Good Handling Practices?

Roughly HALF (20) of respondents are aware of these, a THIRD (13) have some knowledge them and a FIFTH (9) have no knowledge of them.

What format do you prefer for educational trainings?



Respondents are open to a variety of educational opportunities, however, **Facts sheets or bulletins** were the most popular (25 people) followed by **On-farm, hands-on, workshops to learn from** (22). *People were allowed to choose as many options as they wanted.*

Other comments:

- We already offer tours and find that these, along with our vinegar tastings, generate the best sales. Promotion of our site as a tour destination would be appreciated.
- Great Job!!!
- Most of our customers contact us thru Eatwild.com, Minnesota Grown, and Local Harvest. Your publication does list us but we aren't sure of the impact.
- To remote, a problem with big box stores using it, it cheapens the logo.
- The BFBL information is extremely complete and informative for our farmer's market. The support and response to our questions have been invaluable to us.
- Thanks for all you do to promote sustainable production and locally grown foods.
- I had a difficult time finding the booklet, other than what was provided to me (6 copies). I had a copy in our roadside stand...unknown to most if not all. What about a single postcard (displayed in brochure racks) @ hotels, tourist info, chamber of com...basic information..location, phone numbers, product..less expensive
- Thanks for all your work on this stuff, Anne, et al.
- No concerns, think BFBL is very ahead of any other organization in the area.
- Your work has been helpful to us at the Becker Market & in our catering business.
- The trend is growing stronger to buy local.