

Local Food Poll Results



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UW-Extension, Douglas County



Demographics



- ❧ 83% of the respondents were from Douglas County
- ❧ 60% were over the age of 50
- ❧ 77% grow their own food to some degree. Of those, most grow vegetables, fruit and herbs
- ❧ Of livestock grown, the highest amount was for eggs (22%)
- ❧ Also indicated was wild harvest foods, hunting and fishing, and goats



Thoughts about Local Food

- ❧ 14% of respondents would consider food grown throughout the state of Wisconsin or the Upper Midwest to qualify as 'local'
- ❧ 86% consider local food to be within 100 miles or closer to their home
- ❧ Respondents indicated they purchased or used 'local food' most frequently throughout the season at their grocery or home garden
- ❧ More people responded that they purchased local food occasionally (1 - 2 times per season) at a farmers market or farm stand
- ❧ Local food was indicated as most important to consumers for its perceived quality and nutrition. Least important was meeting and knowing the producer

Economics / Market



- ❧ 37% responded that they were willing to pay 10% more for local food. Nearly 20% would pay 20% more
- ❧ 6% of those polled market their local food
- ❧ 100% of these sell at farmers markets
- ❧ Word of mouth and social media are considered the most effective means to market
- ❧ 54% of respondents would like to learn more about social media marketing, followed by CSA marketing