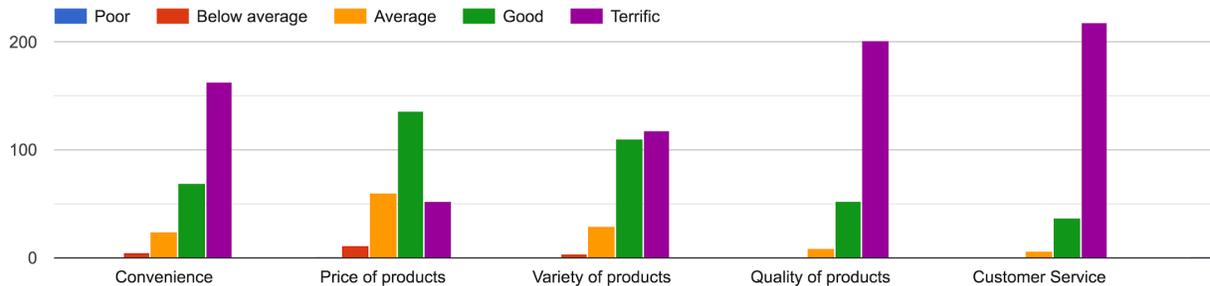


2022 Customer Survey Overview

263 people completed the survey: biggest response the Food Hub has ever had.
Survey was open from Jan. 20 - Feb. 17

How would you rate the Food Hub in these different areas?



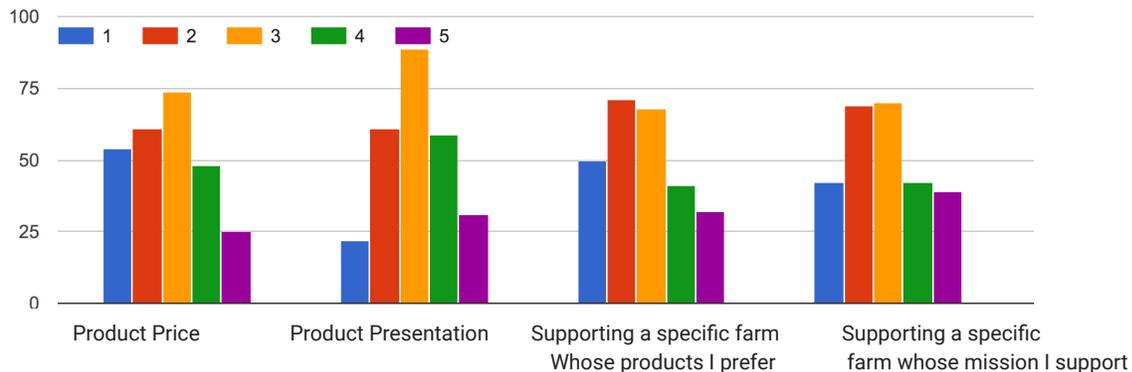
Quality of Products:

- 76.7% said terrific
- 19.9% said good
- 3% said average

Price of Products:

- 20% said terrific
- 52% said good
- 23% said average
- 4.5% said below average

What factors are most important when making a purchase?



- “Good quality photographs with size descriptions/presentation are very helpful!”
- “I like to know the farmers.”
- “I like buying things that are interesting and that I wouldn’t normally see elsewhere. Some examples that come to mind are masquerade potatoes, blue potatoes, and heirloom apples.”
- “The ethics/mission of the specific farm is hands down the most important factor.
- “Reliable quality,” “Consistency,”
- “Quality of the product, which is related to value for price. If I receive poor quality produce from a vendor, I’m unlikely to order from them again. Also, reliable availability is important.

2022 Customer Survey Overview

What customers are interested in seeing:

- 54.2% said grains, 53.8% said seafood/fish, 37.8% said more prepared foods, 33.6% said more dairy products, 27.5% said kombucha
- A few comments about vegan/vegetarian options
- Comments wanting more variety in the winter
- More fruit in the summer

“I would shop more if I could get more dairy, a wider variety of fruit, and more vegetables through the winter.”

Barriers that prevent customers from purchasing more regularly:

- **37% said cost**

Comments about barriers for purchasing more regularly:

Availability:

- **“In the winter there aren’t a ton of options so I tend to not order as often.”**
- “things I want are often sold out or not available”
- “Lack of diversity in produce (specifically fruits)”
- **“There have been a few times that the produce I’ve gotten has been at the end of their life or much too large.”**

Average Rating of Food Hub From Survey Respondents: 4.786 out of 5 stars!



“Top notch! Seems like a lot of work has gone into organizing it, making it run smoothly for the customer, and making it a convenient experience. I'm thrilled to have it as an alternative to getting up early on a Saturday morning and running into town to shop at the farmer's market.”

“I am very happy with the convenience, and the quality of the products. I feel good about supporting local farmers, thereby helping to make my community more food secure.”