Synopsis Report:

Results of the PSPC Local Food & Farming Survey

Prepared by the Peterborough Social Planning Council

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PETERBOROUGH Social Planning Council

Peterborough Community Futures Development Corporation

United Way Member Agency

Background

The Peterborough Social Planning Council has been researching the changing face of agriculture in the context of food security and the changing social fabric of our rural communities since 2011, when we first partnered with Farms At Work to prepare the discussion document: "**The Future of Peterborough Food & Farming: A Call for Reflection & Discussion".** The purpose was to raise awareness about our changing farm community within the context of local food production.

Agriculture is an economic and social driver with significant impact on our community social fabric. It's also key to local food security. Local production preserves farmland, helps the environment by reducing food miles and expands the local food market for producers. Buying local means you have access to the freshest food available while supporting your neighbours and building community.

How is the agricultural sector changing in our community?

- Since 1971, the County of Peterborough has lost 36% of its farms. That's 599 farm businesses lost.
- Almost 91,000 farmland acres (28%) went out of production in the County from 1971 to 2011. In the last 5 years alone, more than 20,000 acres have been lost.
- The average age of farm operators in the County continues to rise, going from 52.7 years in 2001 to 56.5 years in 2011. This suggests that approximately half of area farmers may retire in the next 10-15 years with few young farmers to take their place.

Survey Methodology

The Peterborough Social Planning Council (PSPC) staff with the help of staff at Farms at Work designed a survey on attitudes towards buying local food. The main goal was to gauge the public's purchasing habits and attitudes toward local foods in order to advance policy development efforts in this area. The questions were adapted from a survey conducted by the Women's Institute of Nova Scotia by Steven Dukeshire in 2007.

The survey took about 10 minutes to complete and asked people to respond to questions about:

- their purchasing habits, perceptions and attitudes towards local foods;
- how they define local foods (in terms of distance travelled and region of production);
- how they see their role in the local food economy (consumer, producer, distributor, etc.);
- their access to and the availability of local foods from different food retailers;
- and demographic characteristics.

538 responses to the survey were received.

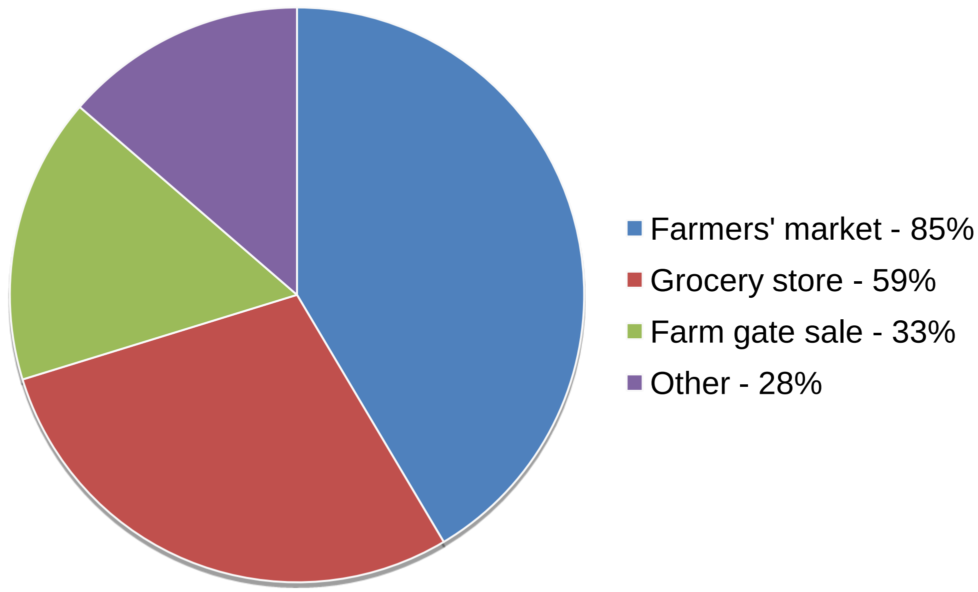
"Great job thank you for making the promotion of local foods a priority. These actions will help our local farmers, economy and reduce our carbon footprint!"

Demographics of Survey Respondents

Characteristics		Percent
Gender	Female	71.5%
	Male	26.3%
	Prefer not to answer	2.3%
Age (years)	18-24	4.1%
	25-34	22.5%
	35-44	17.1%
	45-54	21.4%
	55-64	22.9%
	65-74	8.7%
	75 or older	3.3%
Education Level	Elementary/some high school	0.6%
	Completed high school	6.2%
	Some college	6.8%
	Completed college	23.5%
	Some university	9.7%
	Completed university	61.9%
Annual Household Income	under $20,000	8.1%
	$20,000-$39,999	15%
	$40,000-$59,999	23.3%
	$60,000 and over	53.6%
Municipality or First Nation Reservation of Residence	Asphodel-Norwood	0.8%
	Cavan Monaghan	4.6%
	City of Peterborough	71.4%
	Curve Lake First Nation	0.2%
	Douro-Dummer	5.2%
	Galway-Cavendish & Harvey	1.4%
	Havelock-Belmont-Methuen	0.4%
	Hiawatha First Nation	0.4%
	North Kawartha	2.0%
	Otonabee-South Monaghan	5.4%
	Smith-Ennismore-Lakefield	8.5%

Just under three-quarters of the respondents were female (71.5%). The 25-34 year (22.5%), 45-54 year (21.4%) and 55-64 year (22.9%) age groups were the largest and each represented just over one-fifth of survey respondents. 85.4% of respondents had completed college (23.5%) or university (61.9%). Just over half (53.6%) had incomes of $60,000 or more. 71.4% of respondents lived in the largest municipality in the Peterborough Census Metropolitan Area (CMA), the City of Peterborough.

Where Respondents Bought Local Food

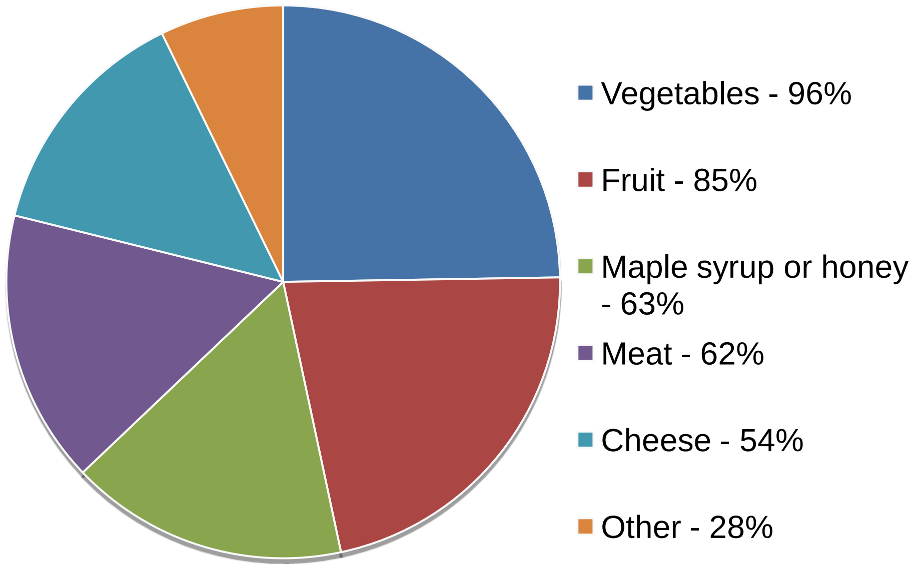


Nearly all survey respondents (94%) had bought local food in the last six months. Farmers' markets were the most popular spot to buy it, followed by grocery stores. Farm gate sales and health food stores were considerably less popular. 94.8% of those aged 25 years and older had bought local food in the last six months compared to 85.7% of those under 25 years old. Female respondents reported they had bought local food in the last six months at a rate 5.1% higher than that among male respondents.

Who bought local foods at these locations the most?

Farmers' markets	Grocery stores	Farm gate sales	Health food stores
92% of those with a **household income below $20,000** vs. 83% of those with a household income above $60,000 (9% difference; rate declined as income rose).	63% of those with a **household income above $60,000** vs. 34% of those with a household income below $20,000 (29% difference; rate rose with income).	38% of those with a **household income above $60,000** vs. 24% of those with a household income below $20,000 (14% difference; rate rose with income).	37% of those with a **household income below $20,000** vs. 22% of those with a household income above $60,000 (15% difference; rate declined as income rose).
85% of **women** and **men**.	61% of **women** vs. 51% of men (10% difference).	38% of **men** vs. 31% of women (7% difference).	28% of **women** vs. 20% of men (8% difference).
89% of **urban respondents** compared to 77% of rural respondents (12% difference).	67% of **rural respondents** vs. 55% of urban respondents (12% difference).	44% of **rural respondents** vs. 28% of urban respondents (14% difference).	27% of **urban respondents** vs. 22% of rural respondents (5% difference).

Types of Local Food Purchased

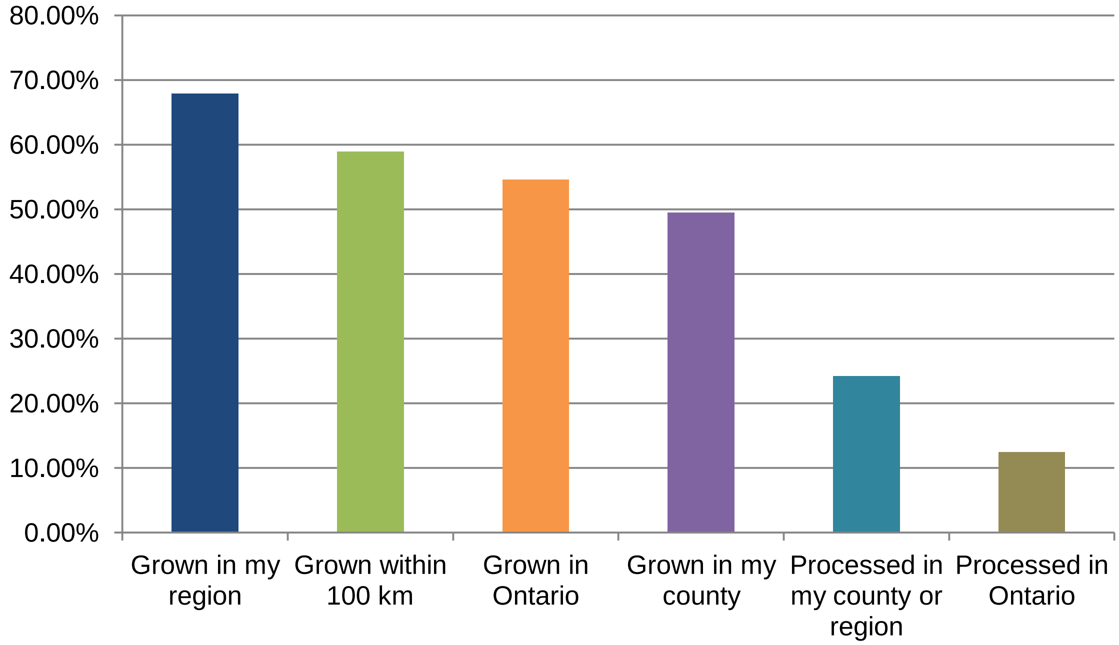


Nearly all survey respondents bought local vegetables. Fruit was also highly popular. Far fewer respondents bought local cheeses, meats, and maple syrup or honey.

Who bought these different types of local food products the most?

Vegetables	Fruit	Maple syrup or honey	Meat	Cheese
97% of **urban respondents** vs. 92% of rural respondents (5% difference).	87% of **women** vs. 80% of men (8% difference).	65% of **women** vs. 59% of men (6% difference).	67% of **men** vs. 60% of women (7% difference).	56% of **women** vs. 49% of men (7% difference).
96% of **those with some post-secondary education** vs. 91% of those with a high school education or less (5% difference).	88% of **urban respondents** vs. 78% of rural respondents (10% difference).	66% of **rural respondents** vs. 62% of urban respondents (4% difference).	61-63% of those with a **household income above $20,000** vs. 53% of those with a household income below $20,000 (8-10% difference).	55% of **urban respondents** vs. 50% of rural respondents (5% difference).
			62% of **those with some post-secondary education** vs. 42% of those with a high school education or less.	58% of those with a **household income above $60,000** vs. 45% of those with a household income below $20,000 (13% difference; percentage rose with income).

Definitions of Local Food



The top five definitions of local food among respondents were, in descending order: grown in my region, grown within 100 km, grown in Ontario, grown in my county, and grown on a family farm.

The top term, "region" is somewhat ambiguous. "My region" could mean Peterborough County, Southern Ontario, or even all of Ontario. The choice of this ambiguous definition makes sense considering that in the text responses it was made clear that local food is a relative term where the shorter the distance from farm to table, the more local it is. The more local the better, but lack of availability causes consumers to buy food grown further afield while still considering it local, up to a certain point.

Respondents were more inclined to define local food as that which is *grown* locally than that which is *processed* locally. Processing industries are integral to a vibrant local food economy but do they register with most local food consumers as important?

"I try to buy within 100 km, then my region, then in ON etc. and make my circle bigger to get what I need as close as possible."

"No distinction [in survey questions] made between local food grown organically or not. Organically grown food is as important to me as being grown locally."

Perceived ability to buy local foods

Statement	Mean	Percent						
		1	2	3	4	5	6	7
The distance I have to travel to buy local food is prohibitive	5.34	2.7%	5.5%	8.4%	13.2%	13.5%	23.7%	33.2%
The amount of time it takes to find local food is prohibitive.	4.73	3.8%	11.5%	12.2%	14.7%	17.9%	18.6%	21.4%
The cost of local food is comparable to what I would otherwise buy at the grocery store.	3.84	10.2%	20%	9.2%	19.5%	23.5%	12.1%	5.4%
I find it difficult to know if food is local or not.	4.29	6.3%	9.8%	22.3%	16%	15%	16.5%	14%
I find it easy to get locally produced foods in the summer	1.72	63.2%	22.1%	5.8%	3.3%	1.5%	1.9%	2.1%
I find it easy to get locally produced foods in the winter	4.45	4.1%	8.1%	17.1%	18.6%	23.1%	19.4%	9.7%
I have little choice whether or not the foods I buy are locally grown.	4.64	3.1%	10.2%	19%	13.3%	16%	18%	20.4%

Responses were on a seven point scale with 1 = Strongly agree to 7 = Strongly disagree.

For most respondents, the distance necessary to travel to buy local food was not prohibitive. Nor was the time it takes to find local food when shopping. Respondents were split about whether or not the cost of local food is comparable to what they would otherwise buy. More people disagreed than agreed that it is difficult to know if food is local or not, but not by many. Most respondents find it easy to get locally produced foods in summer, but less so in winter. About one-third felt to some degree that they have little control over whether or not they buy local food.

Those aged 65-74 years disagreed more strongly than any age group that the distance they have to travel to buy local food was prohibitive (mean: 5.93). Level of agreement increased steadily with age from the 65-74 year age group to the 18-24 age group (mean: 4.19). Similarly, those aged 75 and older were in strongest disagreement that the time it takes to find local food is prohibitive (mean: 5.18). Level of agreement increased steadily between the 75 and older age group and the 18-24 year age group (mean: 3.57).

“[E]veryone knows that Canadian winters make "Local" only those root veggies, etc that are grown in the summer and stored; often "fresh, imported from C[alifornia”] may be superior in quality to veggies that have been stored for long periods.”

Beliefs about local foods

Statement	Mean	Percent						
		1	2	3	4	5	6	7
The quality of local food is usually very high.	3.84	48.4%	29.8%	8.6%	5.7%	3.3%	3.1%	1.3%
Local food stays fresh for the same length of time as does non local food.	3.24	24.1%	20.3%	12.2%	17%	10.6%	8.7%	7.1%
Buying local food is a way to maintain the vibrancy of rural communities in Ontario	1.43	75%	17.1%	4.1%	0.6%	1%	1.4%	1%
Buying local food reduces the threat of losing family farms to suburban sprawl and large industrial farms	1.54	69.8%	18%	7%	2.1%	1.2%	0.8%	1.2%
Buying local is important to support the local economy	1.38	77.7%	15.7%	3.5%	0.6%	0.2%	1%	1.4%
Buying local is a positive choice for the environment	1.55	70.1%	17.1%	7.6%	2.1%	0.4%	1.6%	1.2%

Responses were on a seven point scale with 1 = Strongly agree to 7 = Strongly disagree.

There was a strong feeling that the quality of local food is very high. More than half said local food stays fresh for as long as non-local food (though in the written comments several said they find that local food stays fresh longer). There was almost unanimous agreement that buying local food helps maintain the vibrancy of rural communities in Ontario, reduces the threat of losing family farms to suburban sprawl and industrial scale farming, and that buying local foods is important to support the local economy. There was near-equal agreement that buying local foods is a positive choice for the environment as well, though in the comments section many respondents wrote that on the question of environmental credentials, farming practices matter as much to them as distance from farm to table alone.

"Local food that has been grown using pesticides and harvested using petroleum products is problematic."

"[M]ore education regarding local foods and why they are important would be useful. I think many people do not understand the connection between cheap oil, low food prices, malnutrition and climate change, not to mention loss of community and self-sufficiency, all of which come into play when food sources are industrialised and run according to corporate interests.

Propensity to buy local foods

Statement	Mean	Percent						
		1	2	3	4	5	6	7
Whenever possible, I intentionally buy locally produced food	2.14	48.3%	23.1%	11.8%	7.8%	3.7%	2.7%	2.5%
I make it a priority to buy locally produced food	2.53	34%	24.5%	17.7%	10.7%	7.6%	3.3%	2.3%

Responses were on a seven point scale with 1 = Strongly agree to 7 = Strongly disagree.

Nearly half of all survey respondents strongly agreed that they intentionally buy locally produced food whenever possible. Fewer, just over one third, strongly agreed with the statement “I make it a priority to buy locally produced food.”

Promotion of local foods

Statement	Mean	Percent						
		1	2	3	4	5	6	7
The government should promote buying locally grown food	1.71	70.4%	12.5%	7.4%	3.1%	2.1%	1.4%	3.1%
The government should promote the institutional purchasing of locally grown food (e.g. for hospitals, schools, prisons)	1.77	64.1%	17.6%	8.4%	3.7%	1.8%	2.3%	2.1%
I would order more locally produced foods in restaurants if menu items were clearly marked as locally grown	1.86	54.8%	24.4%	10.5%	5.3%	2.1%	1.2%	1.8%

Responses were on a seven point scale with 1 = Strongly agree to 7 = Strongly disagree.

Seven-tenths of survey respondents strongly agreed that the government should promote buying locally grown food. Slightly fewer, but still far more than half, strongly agreed that the government should promote the institutional purchasing of locally grown food. Just over half of all survey respondents strongly agreed that they would order more locally produced foods in restaurants if they were clearly marked on menus.

“I love Peterborough community for its efforts and initiatives in selling and eating local foods! I brag to other communities about what a great farmers market we have! I really hope we continue to have more than Saturdays market as even I who wants to support it have a hard time waiting until the market opens. it is very important to have different days to encourage people to access it!”

Attitudes toward local foods

Statement	Mean	Percent						
		1	2	3	4	5	6	7
I am willing to pay more for local food to support local farmers and food producers	2.53	29.1%	31.4%	19.8%	8.5%	4.3%	2.9%	4.1%
It does not matter to me if my food is locally grown	6.04	1.4%	1.8%	3.9%	5.3%	13.1%	21.6%	53%
It does not matter to me if my food is locally processed	5.55	2%	3.1%	8.2%	9.8%	16.8%	21.5%	38.7%

Responses were on a seven point scale with 1 = Strongly agree to 7 = Strongly disagree.

There was a considerable level of willingness to pay more for local food to support local farmers and producers.

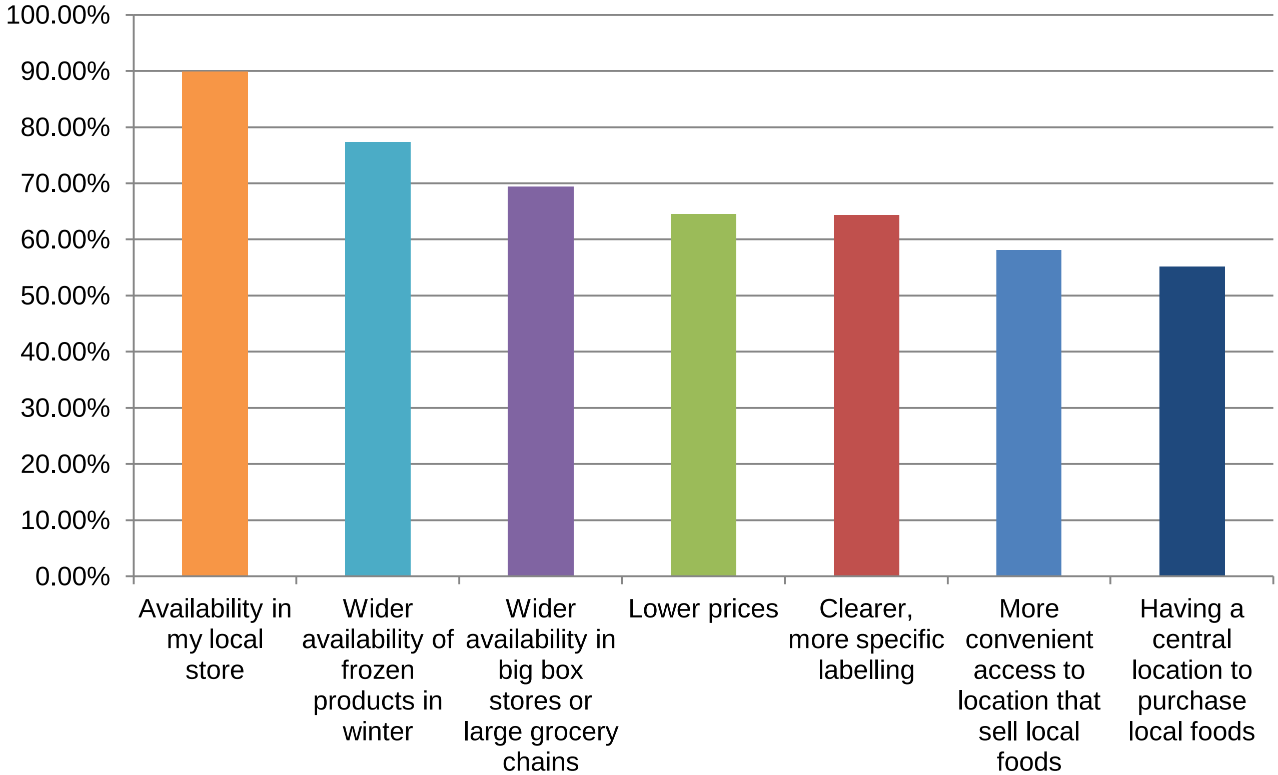
A strong observed willingness to pay more for local foods to support the local food economy was only minimally tied to income; willingness declined with income, but only very slightly. The mean rating among those with a household income below $20,000 was 2.63 whereas the mean rating among those with a household income above $60,000 was 2.44.

The overwhelming majority somewhat disagreed, disagreed or strongly disagreed with the statement “it does not matter to me if my food is locally grown.” Regarding the local processing of foods, the level of disagreement was not as significant. Women were in stronger agreement with these two statements than were men. Women gave an average rating of 6.18 to the statement regarding food being locally grown whereas the average rating among men was 5.7. Likewise, the average rating among women of the statement regarding food being locally processed was 5.71 whereas among men it was 5.16.

“It appears to me that some [local food] is overpriced simply for being ‘local’.”

“Since moving to Peterborough I have been continually impressed and amazed by the strong local food movement, and the commitment to local food is one of the things that makes me want to stay and make my home here. I really hope that this tradition remains strong and grows in this city!”

What Would Make You More Likely to Purchase and Consume Local Foods?



The top five things that would make respondents more likely to purchase local foods are: 1) availability in local stores, 2) wider availability of frozen products in winter, 3) wider availability in big box stores or large grocery chains, 4) lower prices, and 5) clearer, more specific labelling.

"I think that if you start to push local food into big box stores, it takes away from the quality of the produce, etc, as there would be pressure to make more, faster, cheaper, but not better. I like that the local farmers and those at the markets are proud of what they grow, and that you have to get their early to get what you want, it shows care and quality. I think that is a part of the local food allure. But I guess it is ultimately up to the farmer."

"I try to make it to the market on Saturday mornings to buy local food, but often I'm working or busy. It would be good to be able to buy these farmer's products at stores like Freshco etc. for when I do my shopping during the week."

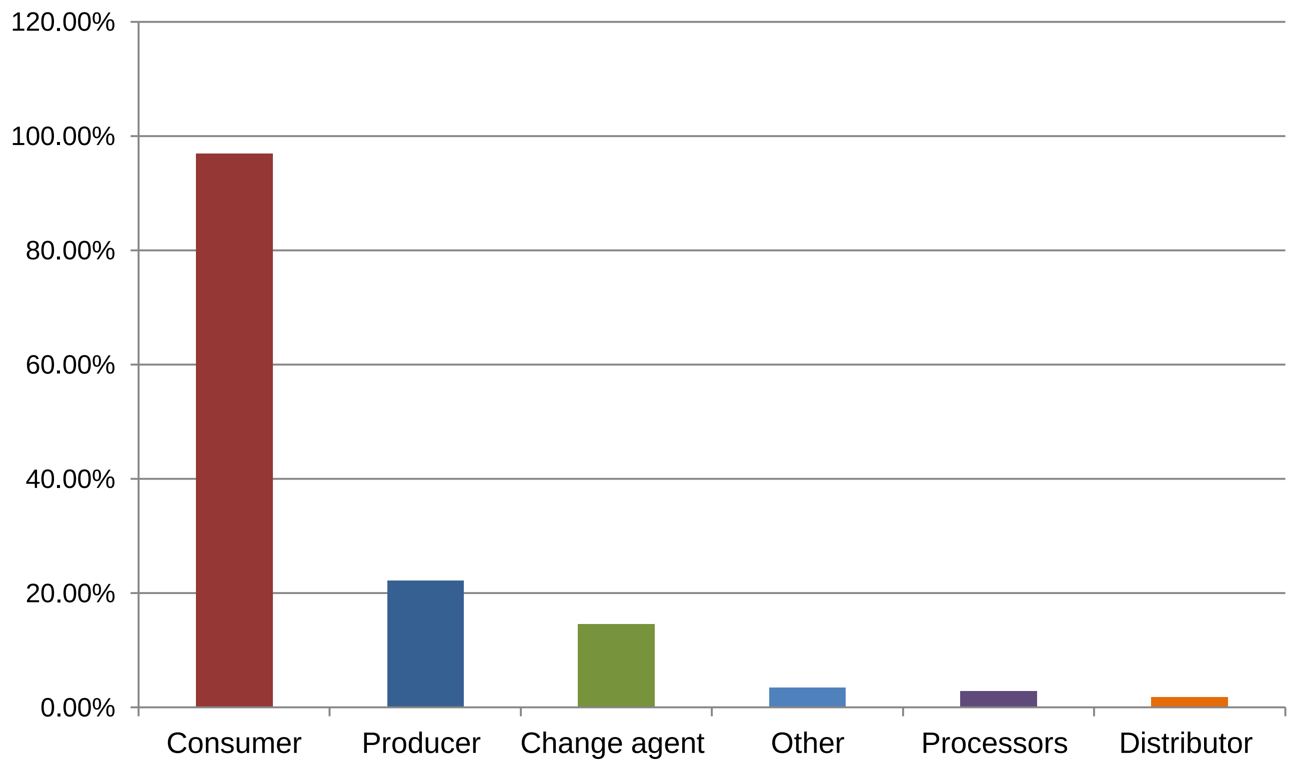
Lower prices would entice people with a household income above $60,000 to buy more local food the most (73%). That compares to 68% of those with a household below $20,000. Among those aged 18-34 years, 76% said lower prices would entice them to buy local foods more often. That compares to only 61% of those aged 35 years and older.

Those aged 45-74 years were most likely to say wider availability of locally produced foods in big box stores and large grocery chains would entice them to buy local foods more often (75%). Those aged 18-24 were least likely to say so (48%).

Women had significantly more interest in having wider availability of local foods in big box stores than did men. 72% of women said this would encourage them to buy more local foods, compared to 64% of men. Clearer, more specific labeling resonated with 67% of women but only 59% of men.

91% of those with a high school education or less and 77% of those with some post-secondary education said wider availability or frozen products in winter would make them buy more local foods. 34% of those with a high school education or less wanted more information about the importance of buying local foods. That compares to 22% of those with some post-secondary education.

Roles in the Local Food Economy



Most respondents indentified as consumers in the local food economy. Those aged 25-34 years were most likely to identify as producers (32%). Those aged 18-24 were mostly like to identify as change agents (25%). Not surprisingly, the rural group included more producers (35% compared to 17% of urban respondents). However, there were slightly more change agents in the city (15% to 13%).

Discussion

The main goal of the survey was to gauge the public's purchasing habits and attitudes toward local foods in order to advance policy development efforts in this area. While the survey sample was not actually representative of the general population of Peterborough city and county, it provided a good insight into expectations on local food procurement. Women, City of Peterborough residents, those aged 25-64 years, those with a college or university education, and those with a household income above $60,000 all had a higher representation in the survey sample than in the general population. PSPC plans to do a follow up survey in the future to see how purchasing habits and attitudes change. It will be necessary to improve the distribution method to attempt to ensure a more representative sample.

The most important finding was that there was very strong support for the local food sector. Respondents buy local food whenever possible. Many make buying local food a priority. The overwhelming majority care whether their food is local or not. Slightly fewer felt the same about whether or not their food is locally processed. There was almost unanimous agreement that buying local food helps maintain the vibrancy of rural communities, reduces the threat of losing family farms to suburban sprawl and industrial scale farming, and that buying local foods is important to support the local economy. There was near-equal agreement that buying local foods is a positive choice for the environment as well, though many respondents wrote that on the question of environmental credentials, farming practices matter as much to them as distance from farm to table alone. All of this indicates very strong support for local foods from a large sample of the local community (538 responses gathered in only 16 days). This support remained strong across demographic groups.

Most respondents bought local foods at farmers' markets. Vegetables and fruits were purchased the most. There was some variation in what local foods different demographic groups bought and where. The data suggests farmers' markets are still what most people imagine when they think about local foods. To expand the local food sector, farmers' markets will need to increase the availability of other products besides the most popular: vegetables and fruits. Meanwhile they will have to define what constitutes local food and help consumers be able to clearly identify such products.

For most respondents, the distance necessary to travel to buy local food was not prohibitive. Nor was the time it takes to find local food when shopping. From the comments section, however, it was clear that travel distance and time are far from non-issues**.** Many wrote of the challenge of accessing farmers' markets due to their limited hours of operation for various reasons, such as conflicting work schedules. Others found it difficult to access farmers' markets riding public transit. It is also telling that close to one-third felt to some degree that they have little control over whether or not they buy local food. This is likely due to financial and time constraints, as well as the low availability of certain products, especially in winter.

Respondents were split about whether or not the cost of local food is comparable to what they would otherwise buy. It may be that costs are not readily comparable between grocery stores and local vendors because of different unit measurements. Some respondents also expressed frustration over pricing, arguing that designation of a product as local gives vendors’ license to raise prices for no other reason. There may be a need for greater communication between consumers and vendors about how and why prices are set the way they are.

More people disagreed than agreed that it is difficult to know if food is local or not, but not by many. The split over this issue may relate to a perception among some, raised in the comments section, that certain vendors merely resell foods imported from farther away without fully disclosing their place of origin.

Respondents find it fairly easy to get locally produced foods in summer, but less so in winter. There may be a need to promote healthy, flavourful seasonal diets in order to expand the market for those products available in winter (such as root vegetables). Investments in storage facilities and technology will help producers offer more products for a greater part of the year. Bolstering local food processing industries will also help to increase selections of local food products year-round.

There was strong agreement that the government should promote buying local food, including institutional purchasing (though this had slightly less support). This finding suggests that there would be support for greater government involvement in strengthening the local food sector.

The issue of having more local products in big box stores and large grocery chains was very contentious. Many said this would make it easier to access local foods, giving people more locations from which to buy local foods at stores that are open daily. On the other hand, many expressed strong opposition to this idea in the comments section, arguing that large corporate retailers would drive down prices for farmers and even put a downward pressure on quality. The needs to balance here are that of convenient and affordable access to local foods, adequate compensation for farmers, ensuring sustainable farming practices, and quality assurance.

Interestingly, respondents in the lowest age groups were most likely to identify as producers and change agents in the local food economy. This is despite the continual rise of the average age of farmers in Peterborough County in recent decades. This is promising as it shows some interest among younger people to maintain a local farming sector that, if you look at the statistics, seems to be dying out. Of course, these younger producers and change agents may be getting involved in farming in far different ways than traditional farmers. Supporting the entrance of younger people into the agricultural sector, in new and innovative ways that fit with different living and working styles, should be a primary focus for local food policy. Not surprisingly, the rural group included more producers, processors and distributors than the urban group. However, there were slightly more change agents in the city. Why don't more rural producers, processors and distributors think of themselves as change agents? How can they be involved in visioning a vibrant, growing local food sector?

"I love [the] Peterborough community for its efforts and initiatives in selling and eating local foods! I brag to other communities about what a great farmers market we have! I really hope we continue to have more than Saturday's market as even I who wants to support it have a hard time waiting until the market opens. it is very important to have different days to encourage people to access it!"

"Thank you for making me think. I really enjoy shopping at local farmer's markets and co-op stores, and hadn't really thought much of it."

Appendix: Tables

Where Local Foods Were Purchased, by Level of Income

Location	Percent "Yes"			
	Under $20,000	$20,000-$39,999	$40,000-$59,999	$60,000 and over
Farmers' market	92.1%	88.7%	85.3%	83.2%
Local grocery store	34.2%	53.5%	56.9%	63.2%
Farm gate sale	23.7%	28.2%	31.2%	37.6%
Other local supplier	28.9%	28.2%	27.5%	28.4%
Health food store	36.8%	31%	27.5%	22.4%

Types of Local Foods Purchased, by Level of Income

Local food products	Percent "Yes"			
	Under $20,000	$20,000-$39,999	$40,000-$59,999	$60,000 & over
Vegetables	94.7%	97.2%	96.3%	95.6%
Fruit	84.2%	84.5%	85.3%	85.9%
Maple syrup or honey	73.7%	59.2%	69.7%	60.6%
Meat	52.6%	63.4%	62.4%	61%
Cheese	44.7%	46.5%	52.3%	57.8%
Other	32.4%	38%	25.7%	24.9%

Instances of Purchasing Local Foods in Last 6 Months, by Age

Age	Percent "Yes"
18-24	85.7%
25-34	96.6%
35-44	90.9%
45-54	91.8%
55-64	97.4%
65-74	97.8%
75 +	94.1%

Instances of Purchasing Local Food, by Gender

Gender	Percent "Yes"
Female	96.1%
Male	91%

Where Local Foods Were Purchased, by Gender

Location	Percent "Yes"	
	Female	Male
Farmers' market	85%	85.4%
Local grocery store	60.6%	51.2%
Farm gate sale	31.4%	38.2%
Other local supplier	28.6%	28.5%
Health food store	28.3%	19.5%

Types of Local Foods Purchased, by Gender

Local food products	Percent "Yes"	
	Female	Male
Vegetables	96.3%	93.5%
Fruit	86.6%	79.7%
Maple syrup or honey	64.8%	58.5%
Meat	59.7%	66.7%
Cheese	55.7%	48.8%
Other	31%	20.3%

Where Local Foods Were Purchased by Rural & Urban Respondents

Answer options	Percent "Yes"	
	Rural municipalities	City of Peterborough
Farmers' market	77%	88.5%
Grocery store	66.7%	54.6%
Farm gate sale	44.4%	28%
Other	27.4%	28.6%
Health food store	22.2%	27.4%

Types of Local Foods Purchased by Rural & Urban Respondents

Answer options	Percent "Yes"	
	Rural municipalities	City of Peterborough
Vegetables	91.9%	97%
Fruit	77.8%	87.9%
Maple syrup or honey	65.9%	61.8%
Meat	61.5%	60.4%
Cheese	49.6%	54.7%
Other	25.2%	29.9%

Types of Local Foods Purchased, by Level of Education

Local food products	Percent "Yes"	
	High school education or less	Post-secondary education
Vegetables	90.9%	95.9%
Fruit	81.8%	85.3%
Maple syrup or honey	60.6%	63.2%
Cheese	48.5%	54.1%
Meat	42.4%	62%
Other	21.1%	28.8%

Willingness to Pay More for Local Foods, by Income

Statement	Income			
	Under $20,000	$20,000-$39,999	$40,000-$59,999	$60,000 and over
I am willing to pay more for local food to support local farmers and food producers	2.63	2.61	2.60	2.44

Responses were on a seven point scale with 1 = Strongly agree to 7 = Strongly disagree

Perceived Ability to Purchase Local Foods, by Age

Statement	Age (years)						
	18-24	25-34	35-44	45-54	55-64	65-74	75 +
The distance I have to travel to buy local food is prohibitive	4.19	4.91	5.29	5.36	5.67	5.93	5.76
The amount of time it takes to find local food (i.e. having to read labels & go to different stores and markets) is prohibitive	3.57	4.49	4.44	4.93	4.98	5.16	5.18

Responses were on a seven point scale with 1 = Strongly agree to 7 = Strongly disagree

Ability, Propensity, Promotion and Attitudes toward Local Foods, by Gender

Statement	Mean	
	Female	Male
The distance I have to travel to buy local food is prohibitive	5.42	5.13
The amount of time it takes to find local food (e.g. reading labels & going to different stores & markets) is prohibitive.	4.81	4.53
Whenever possible, I intentionally buy locally produced food	2.06	2.32
I make it a priority to buy locally produced food	2.44	2.75
The government should promote buying locally grown food	1.61	1.96
The government should promote the institutional purchasing of locally grown food (e.g. for hospitals, schools, prisons)	1.65	2.05
It does not matter to me if my food is locally grown	6.18	5.7
It does not matter to me if my food is locally processed	5.71	5.16

What Would Make You More Likely to Purchase and Consume Local Foods? by Level of Income

Answer options	Percent “Yes”			
	Under $20,000	$20,000-$39,999	$40,000-$59,999	$60,000 & over
Availability in my local store	87.5%	93.2%	93%	89.4%
Wider availability of frozen products in winter	85%	79.7%	80%	75.5%
Wider availability in big box stores or large grocery chains	57.5%	64.9%	67.8%	72.8%
Lower prices	67.5%	70.3%	73.0%	59.2%
Clearer, more specific labelling	65%	64.9%	69.6%	61.9%

What Would Make You More Likely To Purchase and Consume Local Foods? by Age

Answer options	Percent “Yes”						
	18-24	25-34	35-44	45-54	55-64	65-74	75 & up
Wider availability in big box stores or large grocery chains	47.6%	69%	72.7%	74.5%	66.9%	73.3%	52.9%
Lower prices	81%	70.7%	65.95%	64.5%	56.8%	64.4%	52.9%
The opportunity to visit local farms	42.9%	40.5%	15.9%	20.9%	24.6%	11.1%	11.8%
The chance to participate in growing	23.8%	31.9%	10.2%	11.8%	11.9%	8.9%	5.9%

What Would Make You More Likely to Purchase and Consume Local Foods? by Gender

Answer options	Percent "Yes"	
	Female	Male
Availability in my local store	90.5%	89.6%
Wider availability of frozen products in winter	80.1%	80.1%
Wider availability in big box stores or large grocery chains	72.2%	63.7%
Clearer, more specific labelling	66.8%	59.3%
Lower prices	64.6%	63.7%
More convenient access to locations that sell local foods	59.1%	55.6%
Having a central location to buy local foods	56.7%	52.6%
Wider availability of processed products	40.6%	39.3%
Knowing the farmer	38.1%	43%
The opportunity to visit local farms	27%	20%
More information about the importance of buying local food	23.4%	21.5%
The chance to participate in growing	15.8%	14.8%
Other	8.2%	6.7%
Nothing	0.5%	1.5%

What Would Make You More Likely to Purchase and Consume Local Foods? by Level of Education

Answer options	Percent "Yes"	
	High school education or less	Post-secondary education
Availability in my local store	97.1%	89.9%
Wider availability of frozen products in winter	91.2%	76.7%
Lower prices	73.5%	65%
Wider availability in big box stores or large grocery chains	64.7%	70%
More convenient access to locations that sell local foods	61.8%	58.6%
Clearer, more specific labelling	58.8%	64.4%
Having a central location to buy local foods	50%	59.9%
Wider availability of processed products	44.1%	40.4%
Knowing the farmer	41.2%	39.2%
More information about the importance of buying local food	32.4%	22.1%
The opportunity to visit local farms	29.4%	25.2%
The chance to participate in growing	17.6%	16.5%
Other	11.8%	7.8%
Nothing	0%	0.8%

Roles in the Local Food Economy, by Place of Residence

Roles	**Percent "Yes"**	
	Rural municipalities	City of Peterborough
Consumer	93.8%	98%
Producer	35.4%	16.8%
Change agent	12.5%	15.4%
Processor	4.9%	2%
Other	3.5%	3.6%
Distributor	2.1%	1.4%

Roles in the Local Food Economy, by Age

Answer Options	Percent "Yes"						
	18-24	25-34	35-44	45-54	55-64	65-74	75
Consumer	100%	93.9%	98.9%	96.4%	97.5%	100%	94.1%
Producer	25%	32.2%	14.8%	18.2%	21.2%	24.4%	17.6%
Change agent	25%	19.1%	9.1%	18.2%	11%	13.3%	5.9%
Processor	0%	3.5%	1.1%	4.5%	4.2%	0%	0%
Other	5%	6.1%	3.4%	1.8%	2.5%	4.4%	0%
Distributor	0%	2.6%	0%	5.5%	0%	0%	0%