

Town of Wendell

Community Food Assessment Survey Findings

Based on 76 Respondents



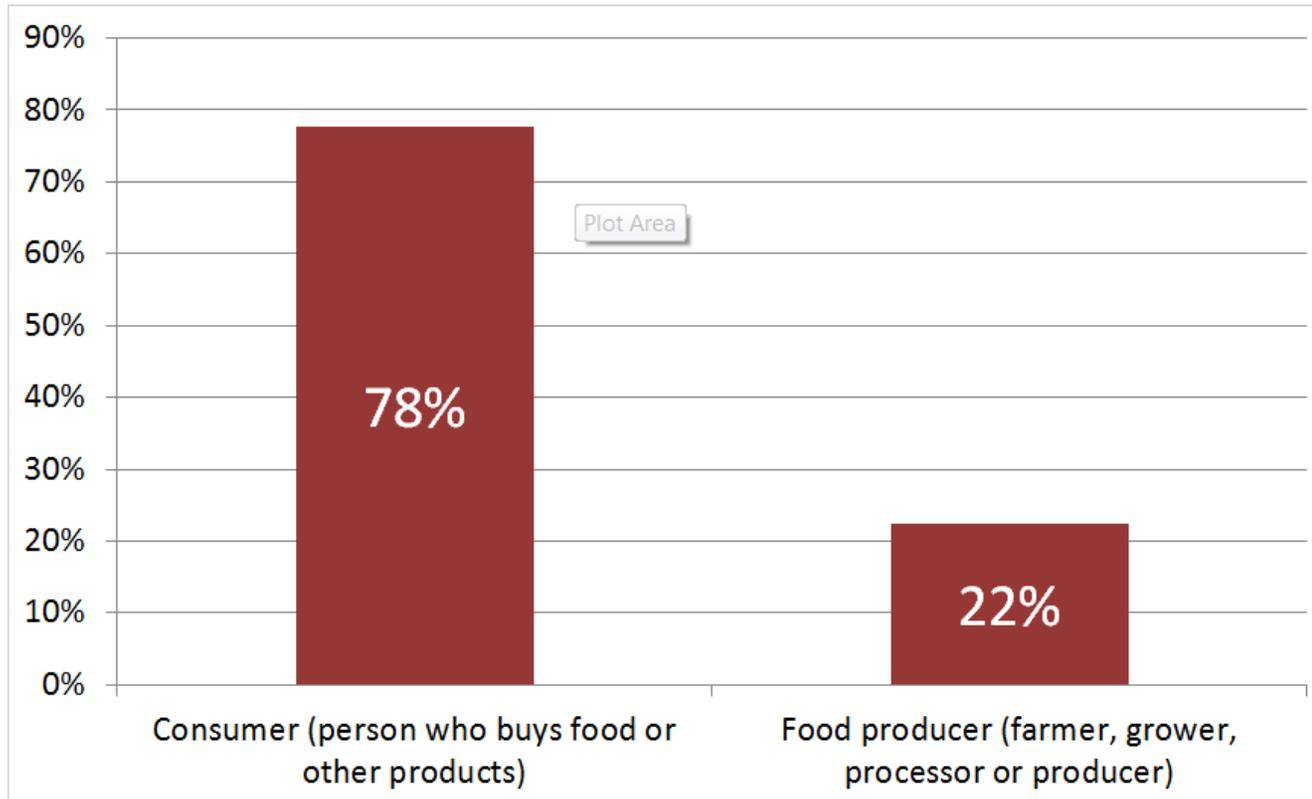
For the Wendell Agricultural Commission
and the Wendell Energy Committee
by the Franklin Regional Council of Governments
November 9, 2017

Note: Please see the following pages for potential follow-up items for Wendell Agricultural Commission:

- Page 8: Potential workshops/activities the Ag Comm could consider holding
- Page 14: Residents who have land they may want to lease to farmers
- Page 15: A few respondents are interested in being listed in the directory. There is a need for more / different kinds of outreach to increase the numbers of interested participants. The Ag Comm could also consider including resources, such as commercial kitchens, community gardens, farmers market location/hours and more in the directory.
- Page 19: Producers who would like to be contacted because they have or need farmland.
- Page 28-29: Producers who would like to be contacted regarding potential services/resources.

CONSUMER SURVEY

Q1: Are you a consumer or producer? (76 respondents)



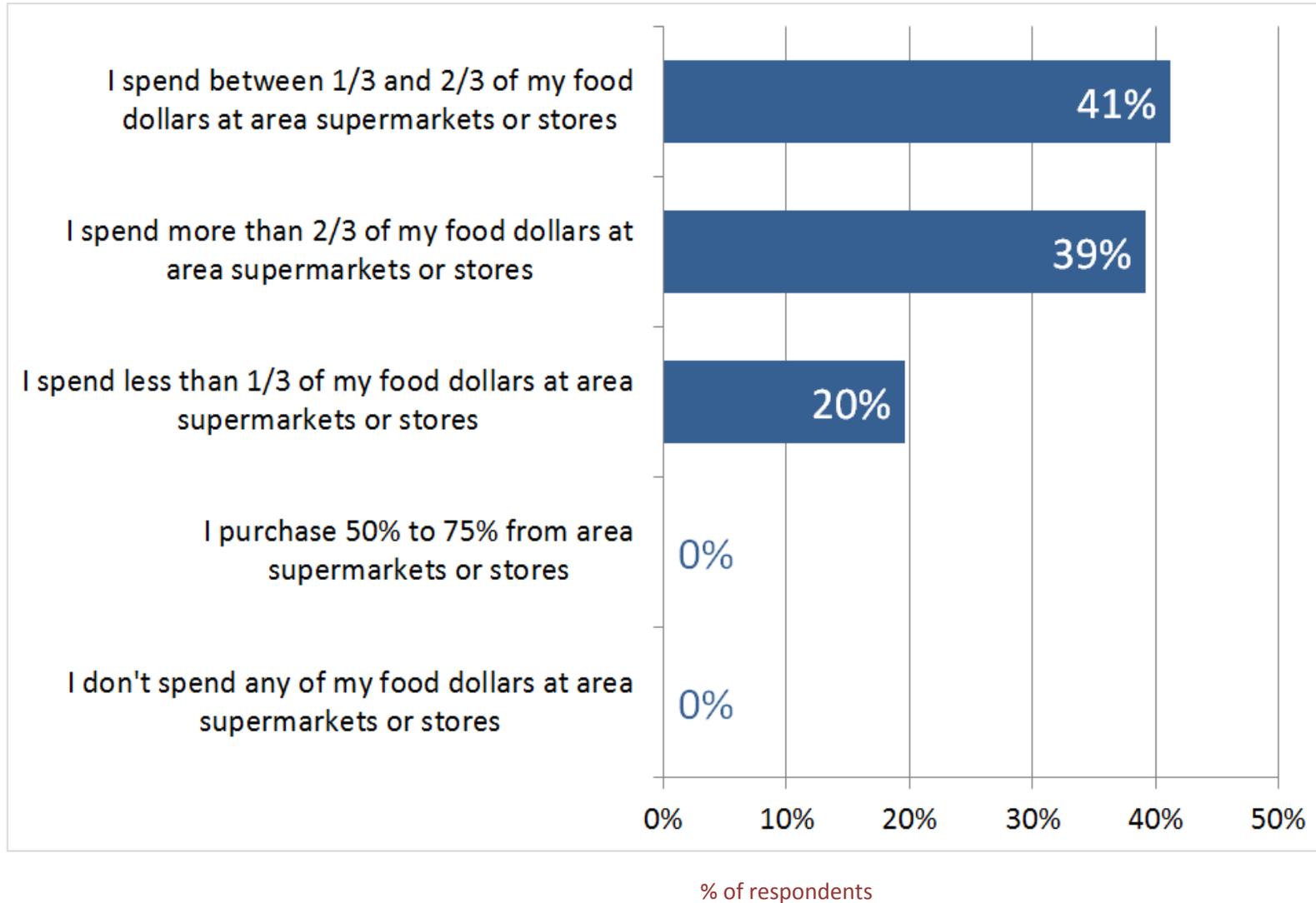
Note: Some respondents identified as both consumers and producers.

Q2: In what town do you live? (52 respondents)

Wendell (98%)

Other town (2%)

Q3: What percentage of your food dollars are spent at area supermarkets or stores? (51 respondents)



Q4: Check ALL that describe your current food consumption/purchasing: (53 respondents)

	I buy at a supermarket or smaller store	I buy direct from growers and/or at farm stands	I buy at farmers markets	I barter with neighbors or friends	I grow/raise my own	I don't buy this product
Apples	31	34	16	3	14	1
Beef	26	25	3	2	3	9
Berries	27	25	17	8	25	1
Cheese	45	15	13	1	1	4
Chicken	32	18	2	2	8	6
Cider	20	32	7	1	6	9
Eggs	19	25	10	8	14	5
Fruit, other	36	28	20	6	8	1
Grains (corn meal, flours)	42	6	0	0	0	9
Herbs	30	21	13	4	32	3
Honey	27	26	11	4	3	3
Lamb	20	12	2	1	0	24
Maple syrup and products	9	35	17	6	5	3
Milk	39	12	2	1	1	6
Vegetable plants	17	39	22	9	22	3
Pork	27	14	3	3	0	17
Processed local foods (jams, salsas, etc)	35	14	14	4	12	8
Turkey	22	28	3	0	4	10
Vegetables	38	36	29	8	30	1
Wine	35	2	0	0	1	17
Yogurt	40	8	3	0	5	7

of respondents

Q4 (cont.)

Top five purchased from:

- **supermarkets:** cheese (45), grains (42), yogurt (40), milk (39), vegetables (38)
- **growers:** vegetable plants (39), vegetables (36), maple (35), apples (26), cider (32)
- **farmers markets:** vegetables (29), vegetable plants (22), fruit (20), maple (17), berries (17)
- **barter:** vegetable plants (9), berries (8), vegetables (8), eggs (8), fruit (6)
- **grow my own:** herbs (32), vegetables (30), berries (25), vegetable plants (22), eggs (14)

Comments on Q4:

- We do most of our shopping at the Green Fields Market, North Leverett Coop and Old Depot (Red Fire Farm) Farm Stand. We have frequented the Wendell Farmers' Market on Saturdays and have purchased a CSA from New Wendell Farm for next season.
- I try to buy from local owned supper markets, Fosters, the coop, farmers market, we grow a good amount of food, we look for organic
- Where I checked "supermarket or smaller store," I frequently was referring to Good Neighbors Food Pantry.
- I grow about 30% of my own vegetables.
- Good Neighbors should be in this survey as an option. I get most of my food from Good Neighbors and from a local CSA. The CSA is only active in the warmer months so I'd like a source of vegetables during the winter.

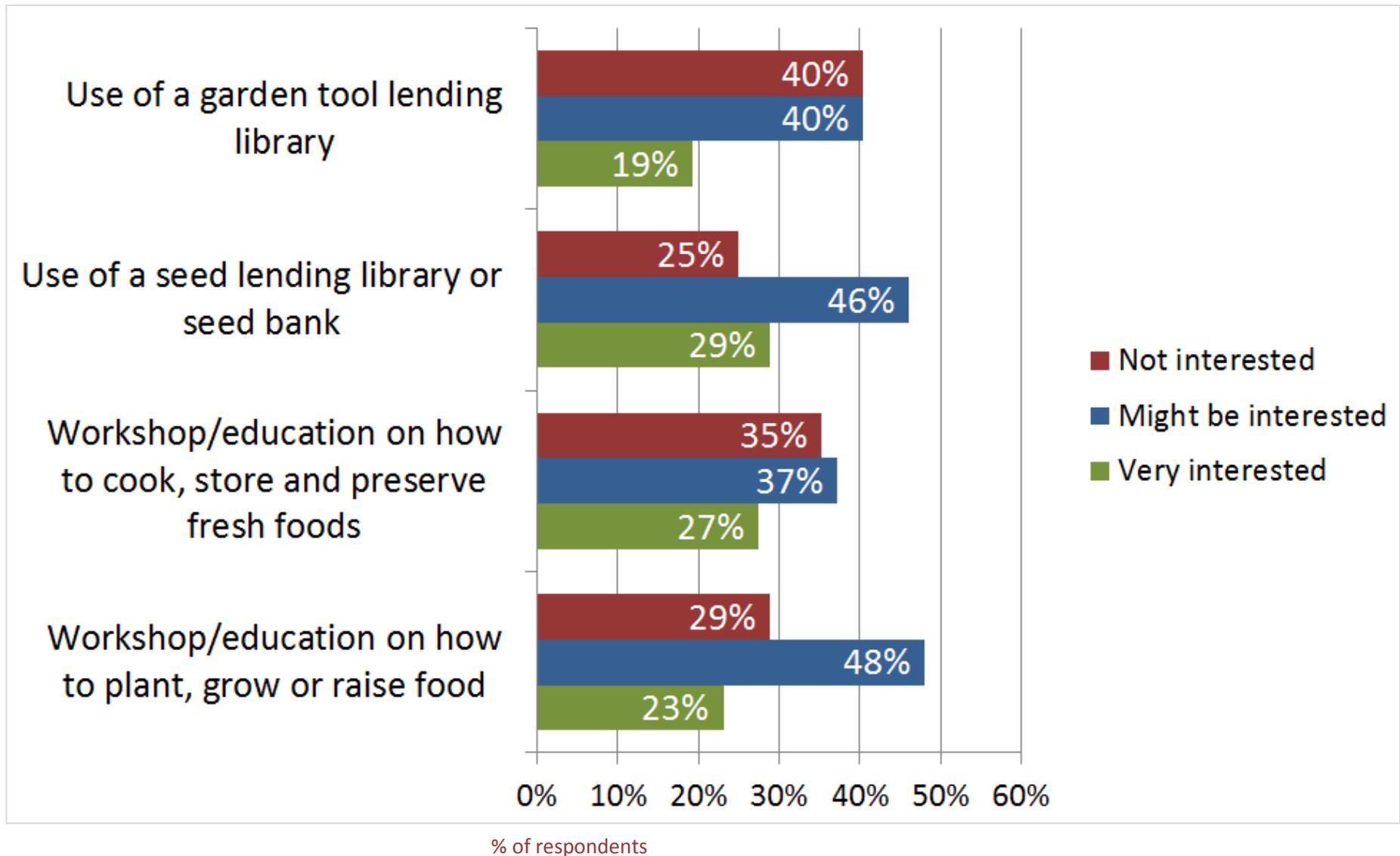
Q5: If more food was available in Wendell, please select ALL that apply: (52 respondents)

	I would buy more locally on a regular basis	I would buy more locally occasionally	I would not buy more locally
Vegetables	33	12	0
Apples	30	17	0
Honey	30	14	3
Fruit, other	29	15	3
Maple syrup and products	28	9	8
Cider	27	8	9
Cheese	25	13	12
Milk	25	8	12
Berries	24	19	4
Beef	23	12	11
Eggs	23	7	12
Vegetable plants	23	15	6
Processed local foods (jams, salsas, etc)	22	12	10
Yogurt	22	9	14
Herbs	21	16	6
Turkey	21	14	10
Grains (corn meal, flours)	20	11	17
Chicken	19	15	10
Lamb	17	6	19
Pork	15	11	15

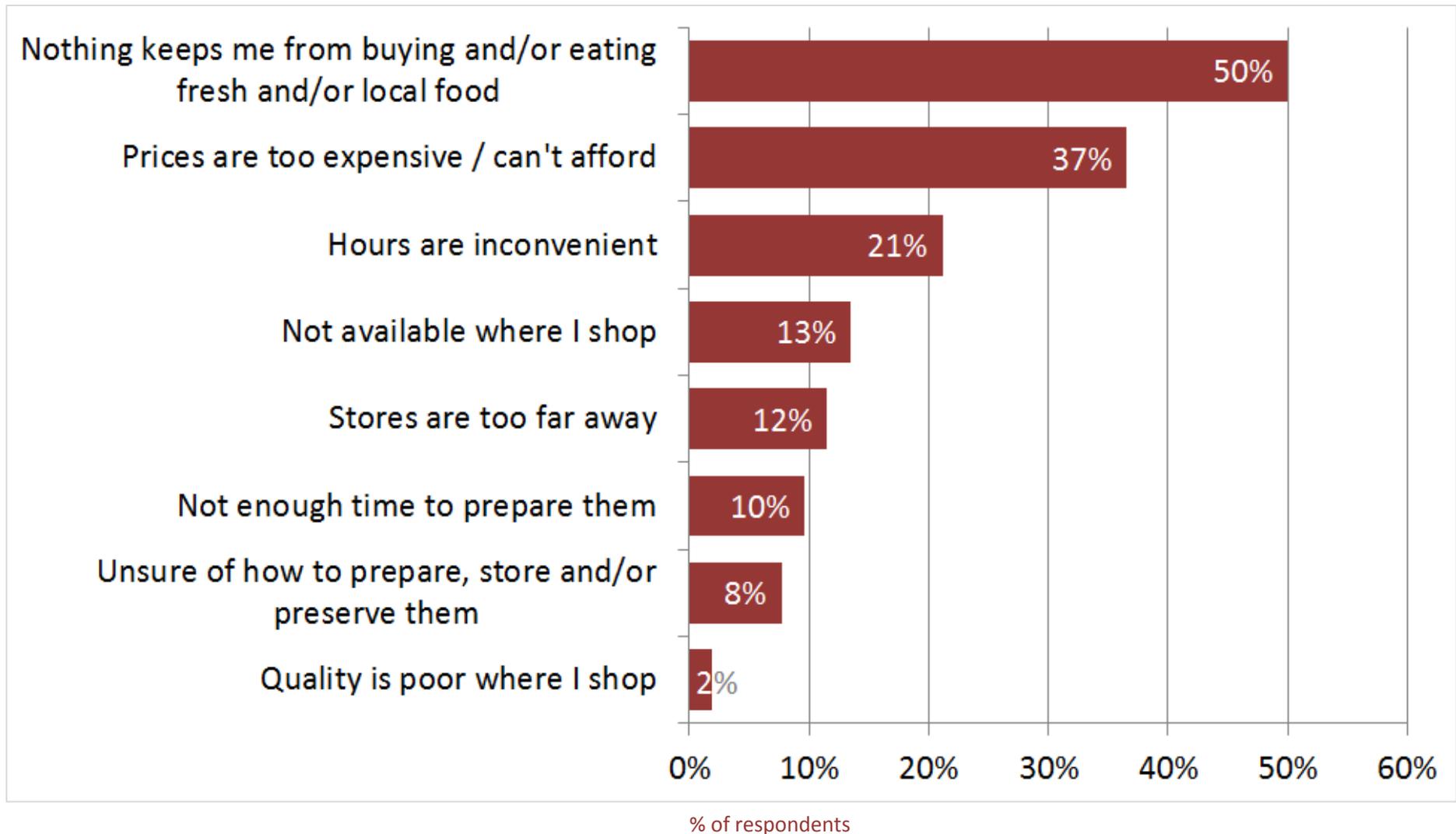
Comments on Q5:

- I would buy more milk locally on a regular basis: pasteurized. If products were certified **organic**, we would support this.
- Cost would be a factor
- Pricing tends to be higher for homemade products, which can be a deterrent for folks.
- I generally buy **organic** vegetables and fruits, soy and almond milks, nuts, seeds. If the type of products I buy were available I'd buy in town
- Convenience is a factor. Weekly shopping at the Coops and Stop and Shop makes additional trips in town unnecessary and the quantity and quality are usually high.
- I would buy more of all of these products locally if they were available, **ORGANIC**, and not way more expensive.
- I already buy most locally. Also we shop as extensively as possible at the food coop in Orange, and plan to continue doing that.
- I only purchase **organic** products. I would be more likely buy all of these locally if they are organic.
- would want **organic**
- would love not to have to travel out of wendell for food!

Q6: If the following were available free or low cost, indicate your level of interest for each: (52 respondents)



Q7: What keeps you from buying and/or eating as much fresh and/or local food as you would like? (52 respondents)



Comments on Q7:

- We frequent the local farmers' market when it is open -- once a week. But we shop several times a week to obtain fresh produce, and that takes us to the Coops and Stop and Shop.
- The biggest factor is time, I often choose the easiest time wise and that may mean mail order meals.

- Laziness! I eat too much ready to eat/processed food (I live alone). This survey has helped me think hard about eating better and more locally.
- Needing more locally grown, produced food
- With a stronger local-food-buying cultural *ethic* in Wendell, I'm quite sure we would spend more of our limited money on food raised/processed locally. As it stands, we're sort of given a pass. We can too easily lapse into being consumers of anonymous "imported" and mass-produced foodstuffs, more than is good for us, in terms of food security and personal health.
- I mostly shop from local coops for convenience and hours of availability as opposed to farms directly.
- we eat plenty
- Lack of organic local food. Organic is main priority, then local, then cost.
- I guess it depends on what you mean by "local." Do you mean Wendell and surrounding, or do you mean MA or NE, etc.? I do the local meat CSA in winter and Caro's veg CSA in summer. I buy things at NQ Harvest or GF Market when I can. But sometimes due to location or availability, I buy at Hannaford or River Valley Market. e.g., There are staples like bananas, soy milk, protein powder, etc., that are not local foods. It also matters to me if it's organic, conventional, ipm, etc. Whenever there is a local and organic option, I always get that, even if it's more expensive.
- My husband and I both work at UMass so it is easier to shop in Hadley or at farm stands on the route home.
- Wish our country store had more foods
- But it takes up a larger portion of our budget than is good
- organic sometimes goes bad quickly

Q8: Which of the following options would help you eat more local food? Please check ALL that apply: (48 respondents)

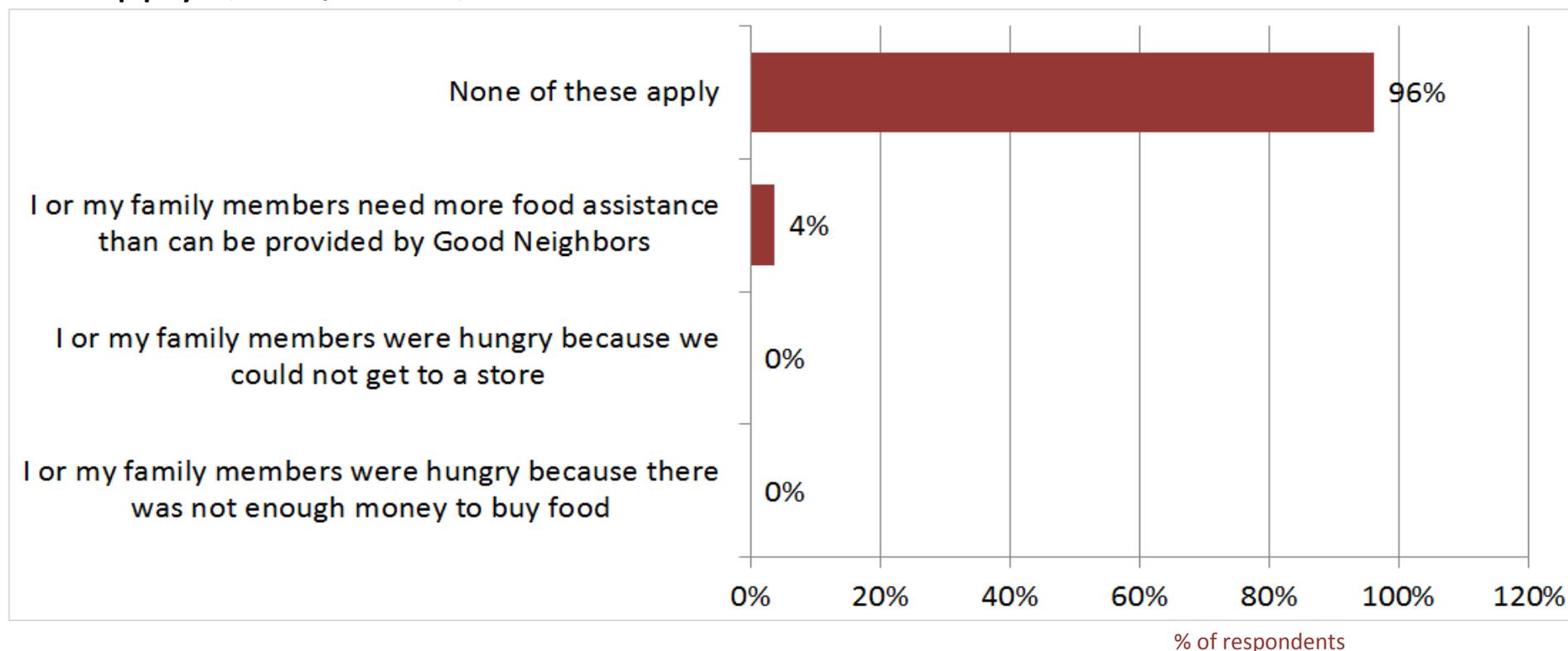


Comments on Q8:

- We intend to patronize local growers as much as possible.
- Farm stand open after work/evening hours.
- More of my peers buying locally, e.g., at the Wendell Farmers' Market. More vendors at the Wendell Farmers' Market. More visible farming or food processing operations in Wendell – folks that sell foodstuffs. (Not that any of this is readily done; I'm just saying there's a critical mass of food producers that would allow this consciousness to flourish, and the combination of convenience and consciousness would tip the scales. There's probably also a critical mass of food buyers that could do the same thing.
- More and varied options at the farmers market. Earn more income to afford local food costs.
- More organic options.

- Organic milk, raw milk, meat and cheeses from the Wendell Farmer's market would be great.
- The Wendell Country Store could carry more local produce but has not had good results in the past when they tried to do that.
- Someone to cook it for me
- Wendell has a great farmers market
- Bigger farmers market with more variety
- Red Fire Farm stand in Montague is exemplary. We prefer organic food products. Local organic certified is most preferred. Sometimes we choose organic over a local choice of the same product, such as a milk/dairy product or eggs.
- The organic Red Fire Farm stand in Montague w/ self serve (cash, credit-card, check) option with daily hours is an excellent model. Low infrastructure costs. The organic Atlas Farm store in Deerfield is also another good example for providing local food with extensive daily hours.

Q9: In the past twelve months, which statements were true? Please select ALL that apply: (53 respondents)



Q10: Please check ALL that describe your current/potential purchasing of forest and other products: (53 respondents)

	I buy from a producer in Wendell	I would like to buy from someone in Wendell	I buy from a producer outside Wendell	I barter with neighbors or friends	I grow/ make my own	I buy from a store	I would like to buy from someone in Wendell	I don't buy this product
Fire wood	31	5	7	1	21	0	0	3
Other wood products	8	10	8	0	3	9	0	18
Christmas trees	4	6	6	0	5	2	0	32
Herbal body products	7	10	5	3	7	11	0	22
Cut or dried flowers/herbs	7	9	3	4	19	5	0	20

of respondents

Comment on Q10:

- It is unclear what "other wood products" means, but we buy most building materials at Hamshaw in Orange.
- Danny Botkin's flowers

Q11: If you own land, please indicate how interested you are in any of the following: (45 respondents)

	I would do so without charging a fee	I would do so for a fee	I don't own land and/or am not interested in allowing farmers access to my land
Allowing a farmer to access my land for animal grazing	13	8	24
Allowing a farmer to access my land for haying	5	6	28
Allowing a farmer to access my land to grow crops	10	6	24
Allowing a farmer to pick fruit from my fruit trees	3	7	29

of respondents

Comments on Q11:

- mostly woods, not cleared/appropriate for agriculture. (3)
- Judy Hall We have limited land available for this as we grow quite a bit already. I would be interested in a conversation. Judy Hall judy6238@gmail.com
- Possibilities in a back field for growing. Blueberries there.
- Jonathan von Ranson 978 544-3758 commonfarm@crocker.com
- Sharon 4-6347
- Would definitely need to discuss with Betsy, first! But it's Sharon Wachsler -- swachsler@gmail.com
- I am interested, but don't have enough land for this to be viable
- currently have a farmer grazing on land but would be interested in the future when that is no longer the case
- Linda Hickman
- Keller – 2857
- Our landlady has rented the land before and is speaking with a local about it now.
- Land in Chapter 61 - forest management
- Christine Heard - 544 5585

PRODUCER SURVEY

Q1: The Wendell Agricultural Commission will be producing a directory of Wendell food, farm, forest and other related products in the fall of 2017. The directory will be available as a brochure as well as online. If you would like your business and or product(s) included, please provide your name, email and/or phone number below and someone from the Wendell Ag Comm will be in touch with you in September:

Comments on Q1:

- Nicole Burton, burtonik@yahoo.com, 413-429-6544
- Adam Zaykoski 413-325-3471
- Sugarbush Farm 978-544-7178
- Poulin 9639
- Sarr 9849
- Keller 2857
- Keller, Nina, Daniel and Caleb

Q2: Please check all that describe your current food production: (13 respondents)

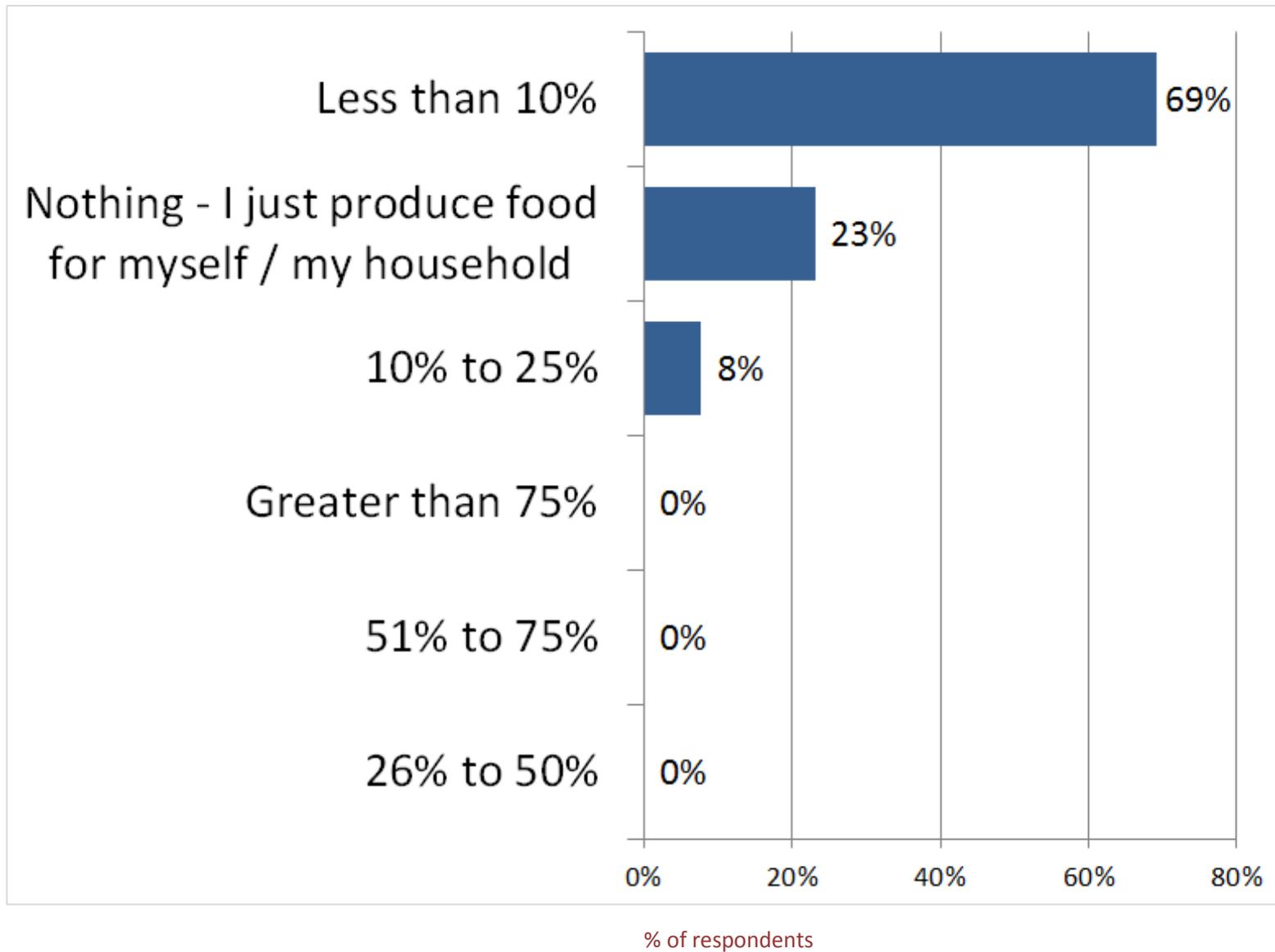
	I grow just enough for my family	I barter with neighbors or friends	I sell direct to consumers (farm stands, CSAs, etc)	I sell some commercially	Would like to produce/sell more
Berries	7	1	2	1	3
Vegetables	7	0	1	0	1
Herbs	6	1	0	0	3
Apples	5	0	1	0	3
Fruit, other	4	0	0	1	2
Processed local foods (jams, salsas, etc)	3	0	0	0	2
Honey	2	1	0	0	1
Nursery stock, bedding plants	2	0	0	0	2
Cheese	1	0	0	0	0
Chicken	1	1	0	0	1
Eggs	1	0	4	1	1
Maple syrup and products	1	0	2	1	1
Milk	1	0	0	0	0
Yogurt	1	0	0	0	0
Beef	0	0	0	0	3
Cider	0	0	0	0	1
Grains (corn meal, flours)	0	0	0	0	0
Lamb	0	0	1	0	1
Pork	0	1	2	1	1
Turkey	0	0	0	0	0

of respondents

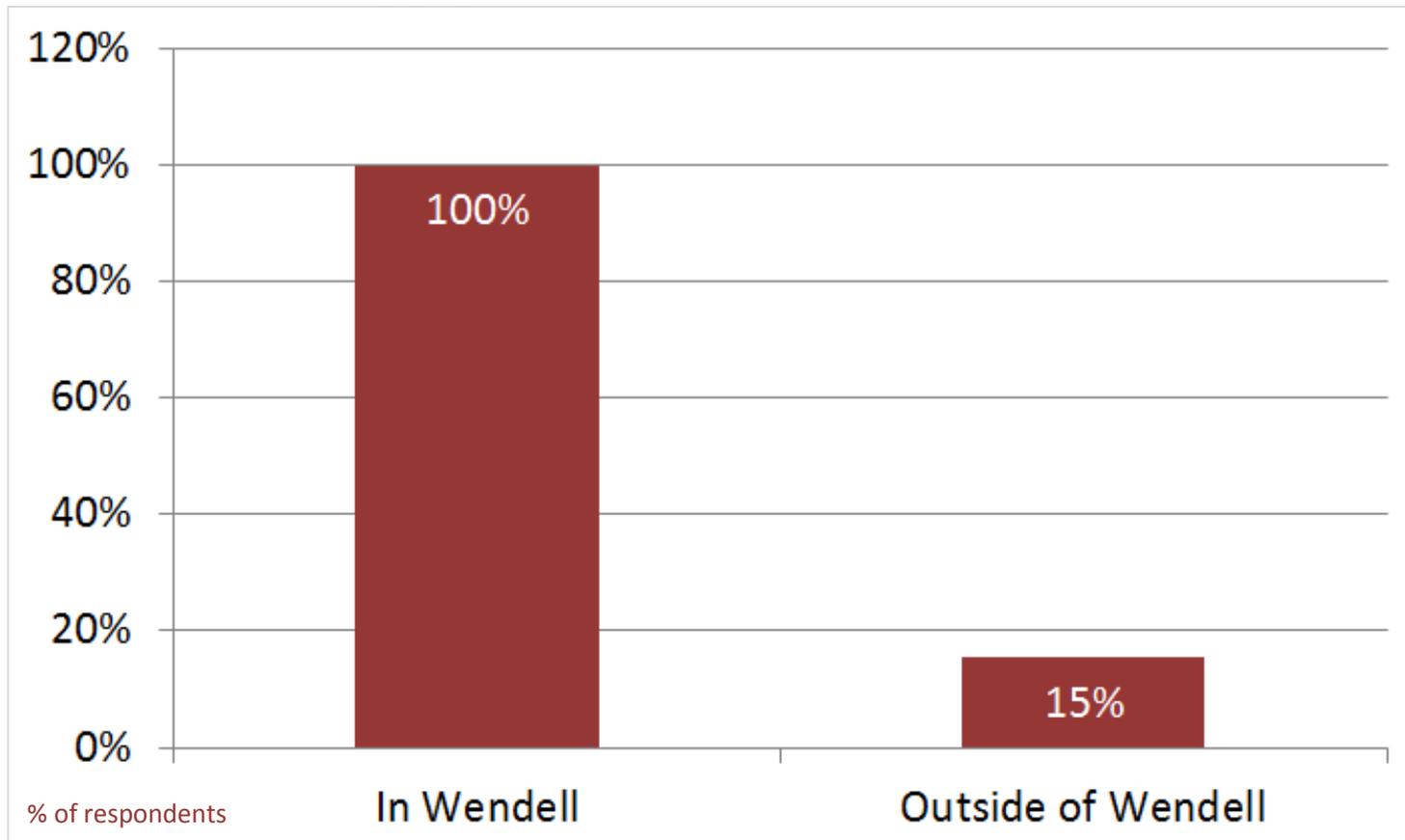
Other:

- Lumber, hay

Q3: What percent of your total household income do you earn from your operation? (13 respondents)



Q4: Where do you grow, farm and/or produce your food or other products?
Check ALL that apply: (13 respondents)



Note: Some respondents farm land in more than one town

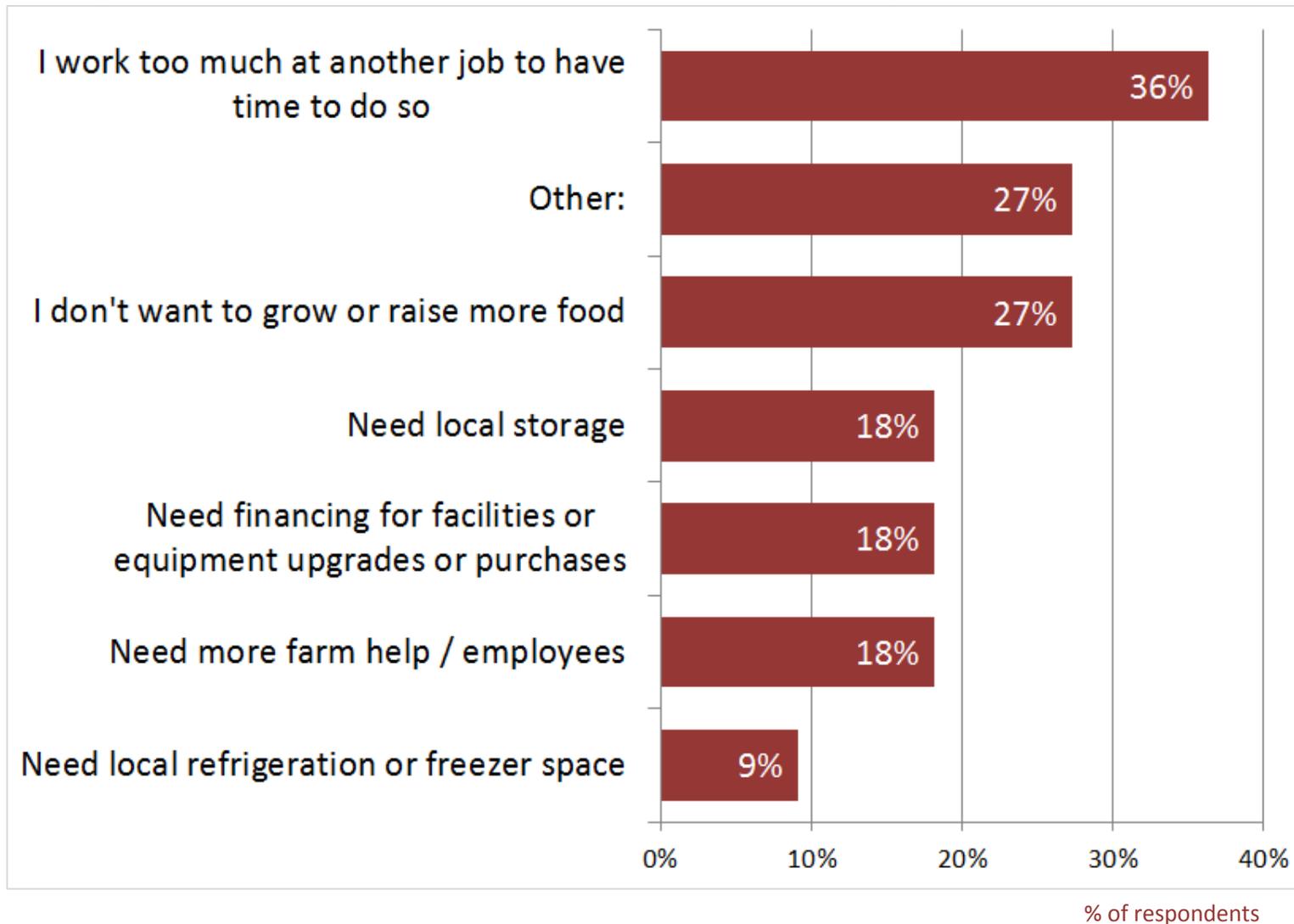
Q5: Of your current land situation, check all that apply: (13 respondents)

	I need more land to lease or purchase for farming	I rent land to another farmer	I have land that is available to rent to another farmer	I have just enough to meet my needs
Cropland	1	0	5	6
Pasture	3	1	4	2
Hay	0	0	1	3
Orchard	0	0	0	5
Sugarbush	1	0	0	2
Woodlot	1	0	3	8

Comments on Q1:

- Nicole Burton
- Sara Jenney, mungo157@hotmail.com - interested in pasturing a horse in summer time on someone else's land, preferably with other horses or cows.
- Linda Hickman hickman.linda@yahoo.com
- Adam Zaykoski 413 325 3471

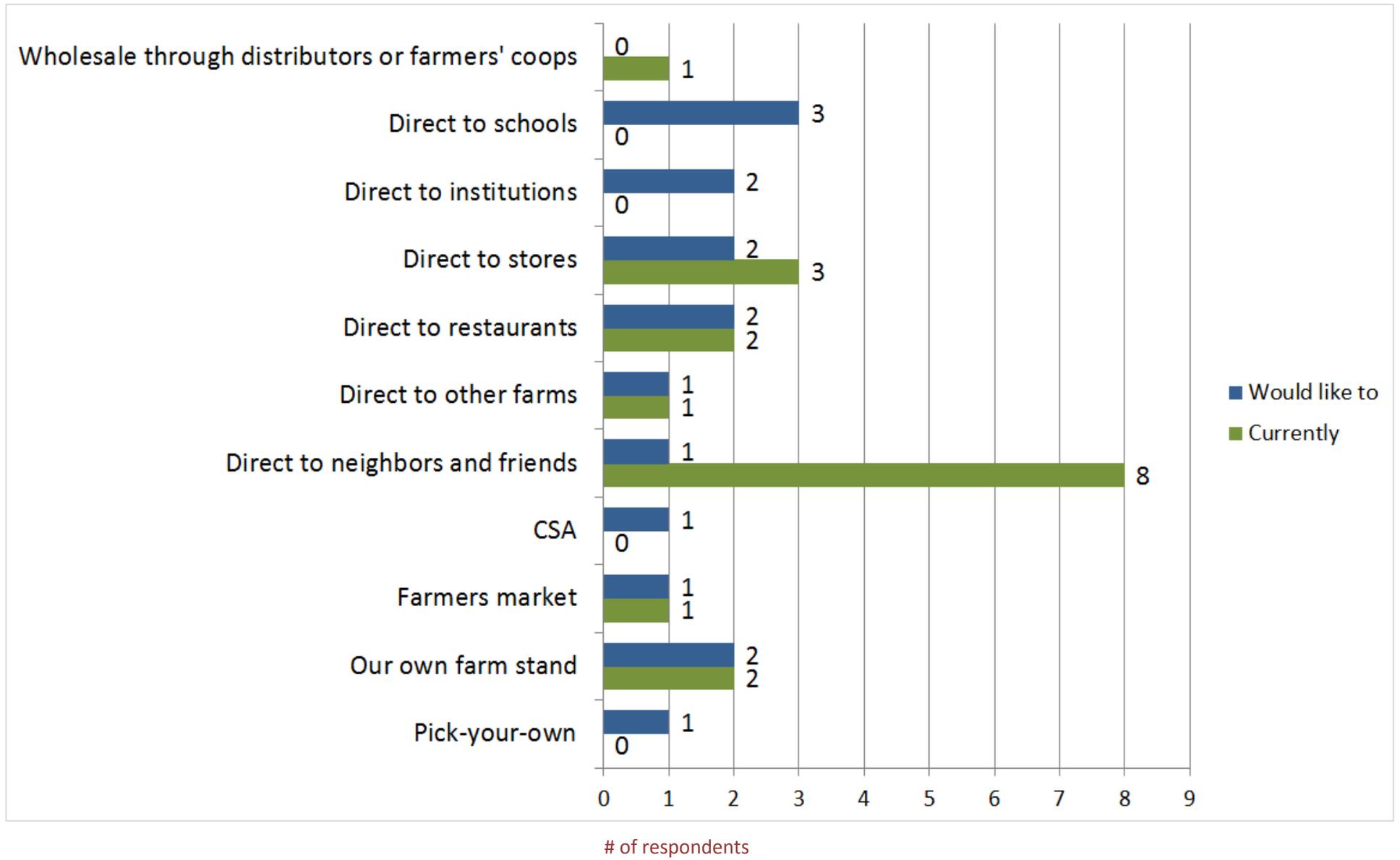
Q6: If you would like to grow or raise more food, what is preventing you from doing so other than land cost and availability? (11 respondents)



Other:

- Need marketing
- Need pasture for beef and lamb
- Lack of enough personal time & energy to do it

Q7: Of the places or ways in which you sell your food, please check all that apply.
 (10 respondents)



Comments:

- Don't sell food

Q8: If you would like to sell more products in or near your town, what are the barriers to doing so (check ALL that apply)? (10 respondents)

I think the local market is saturated	4
I don't have time to look for new markets for my products	4
There are few businesses nearby to sell to nearby	3
I need product development or marketing assistance	3
I don't want to sell more products	3
There are difficult / expensive regulatory hurdles (e.g. butchering, pasteurization)	2
There are no farmers markets in towns I want to sell in and/or farmers markets hours are too limited	1
Many people and/or businesses can't afford to buy local food	1
It's difficult to sell to institutions / schools	1
I can get a better price elsewhere	1

Q9: Where are your foods processed? Check all that apply: (9 respondents)

On my farm	6
Sell to someone else who processes them	1
Western Massachusetts Food Processing Center	0
Other off-site commercial kitchen	0
Off-site slaughter facility	4
I don't process any of my foods	1
Other:	2

Other:

- jams, jellies are for my use
- don't currently raise meat animals, but used to

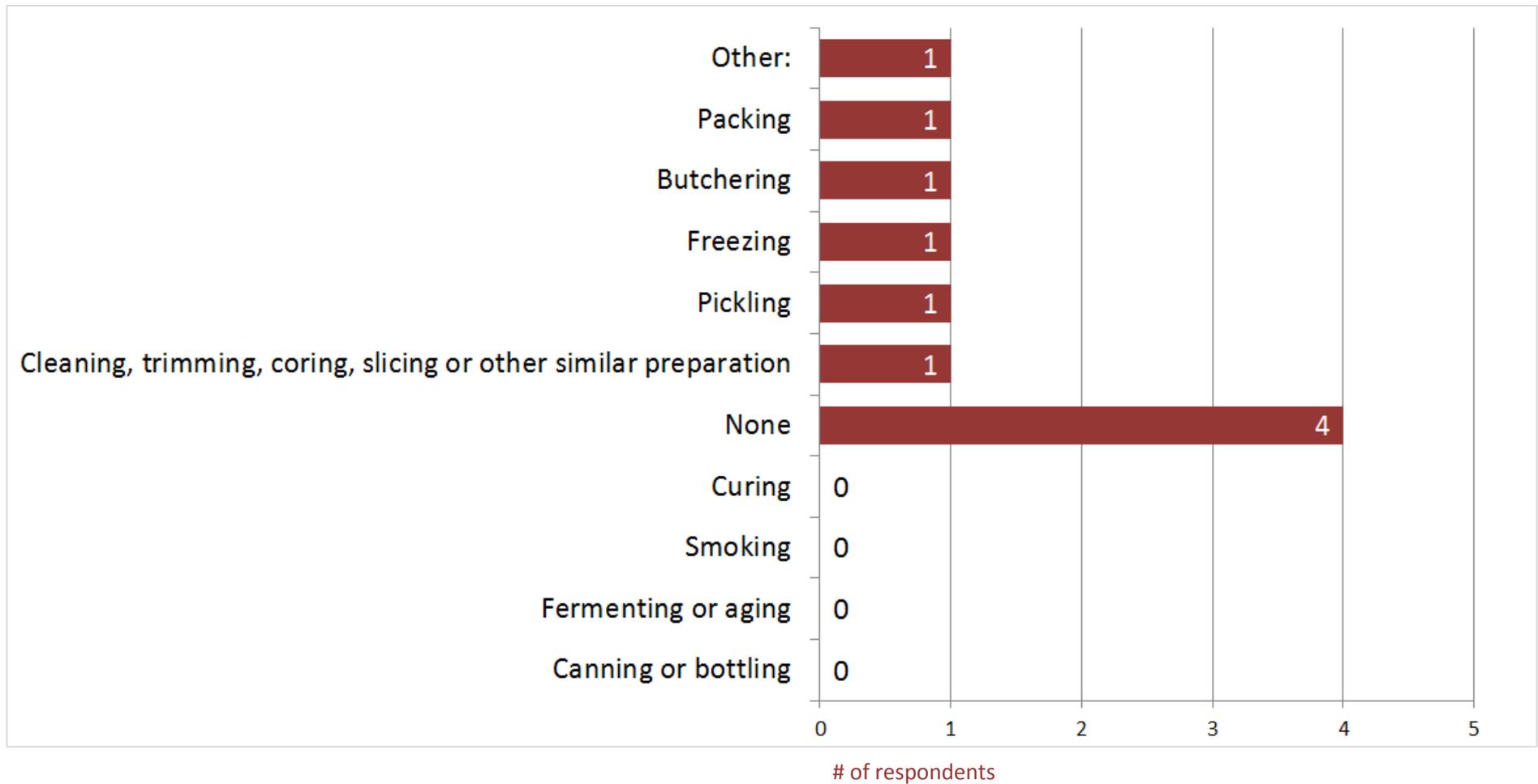
Q10: If you would like to process more of your food (such as salsas, jams, pickles), what is keeping you from doing so? Check all that apply: (8 respondents)



Comments:

- Family/farm decisions

Q11: What type of food packing and /or processing services or facilities do you need? Check all that apply: (6 respondents)



Comments:

- our directions are unclear at this time

Q12: If any of the following equipment was available to the community, please indicate your level of interest in using the following equipment: (9 respondents)

	Very interested / would use it regularly	Interested / would use it occasionally	Not interested
Smoker	1	2	5
ServSafe kitchen	1	0	5
Scalder	1	2	5
Sausage maker	1	3	4
Meat grinder	1	3	4
Canning equipment	1	1	5
Small truck / trailer	0	4	4
Plucker	0	2	5
Cider press	0	2	4

Other:

- Livestock trailer
- Refer truck

Q13: If you slaughter off-farm, please rate your level of satisfaction with your current meat or poultry slaughter facility: (6 respondents)

	Highly satisfied	Satisfied	Not satisfied
Meat slaughter facility	2	1	3
Poultry slaughter facility	0	0	1

Other:

- highly satisfied except for the distance
- We're not always sure we get all our own beef back.
- Inconsistent and expensive

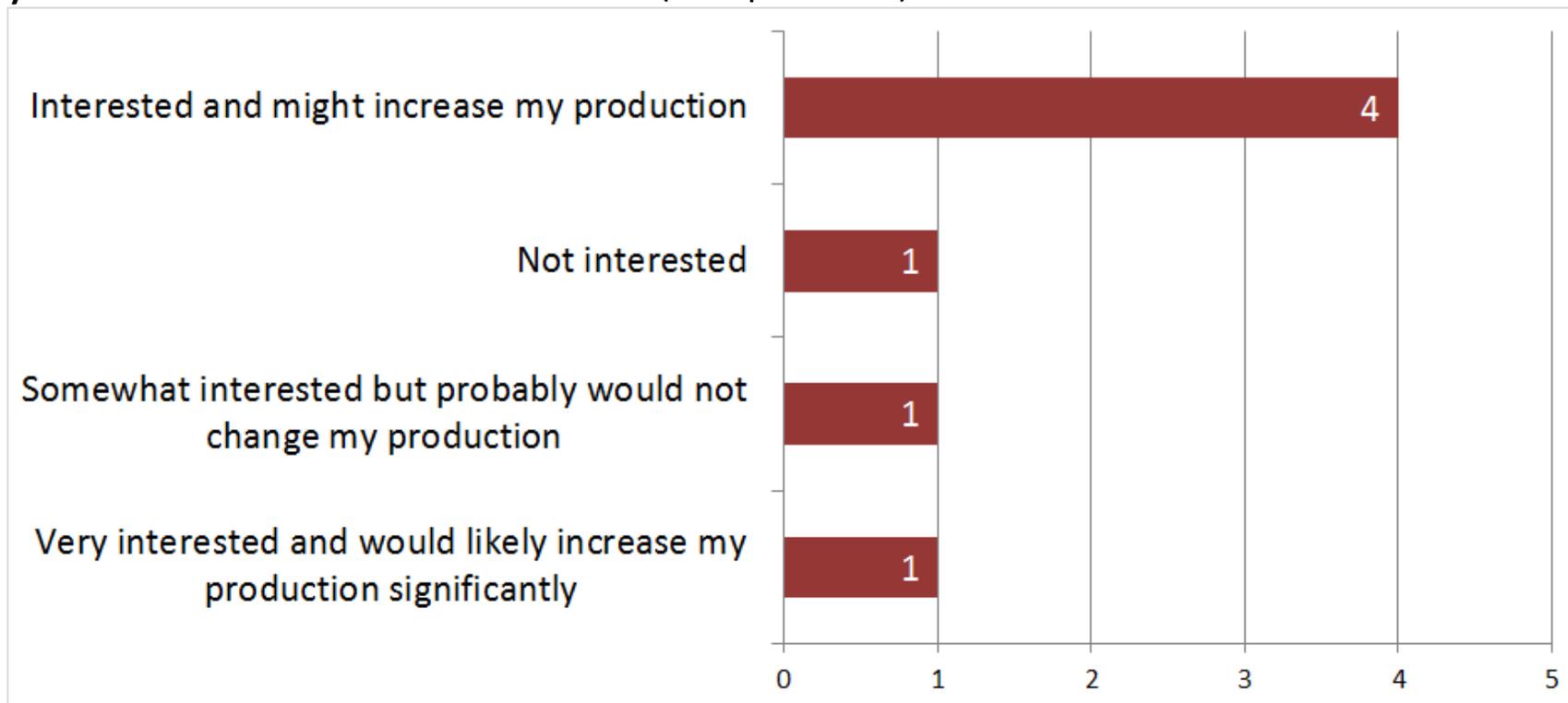
Q14: If you are dissatisfied with your current meat or poultry slaughter facility, why are you dissatisfied? Check all that apply: (5 respondents)

	Too far away	Too expensive	Poor quality	Issues with facility mixing up my animals with someone else's animals	Too hard to get an appointment during peak seasons
Meat slaughter	4	2	1	1	2
Poultry slaughter	0	0	0	0	0

Other:

- Far too long waiting time to get an appointment for meat slaughter
- Poultry slaughter – filthy

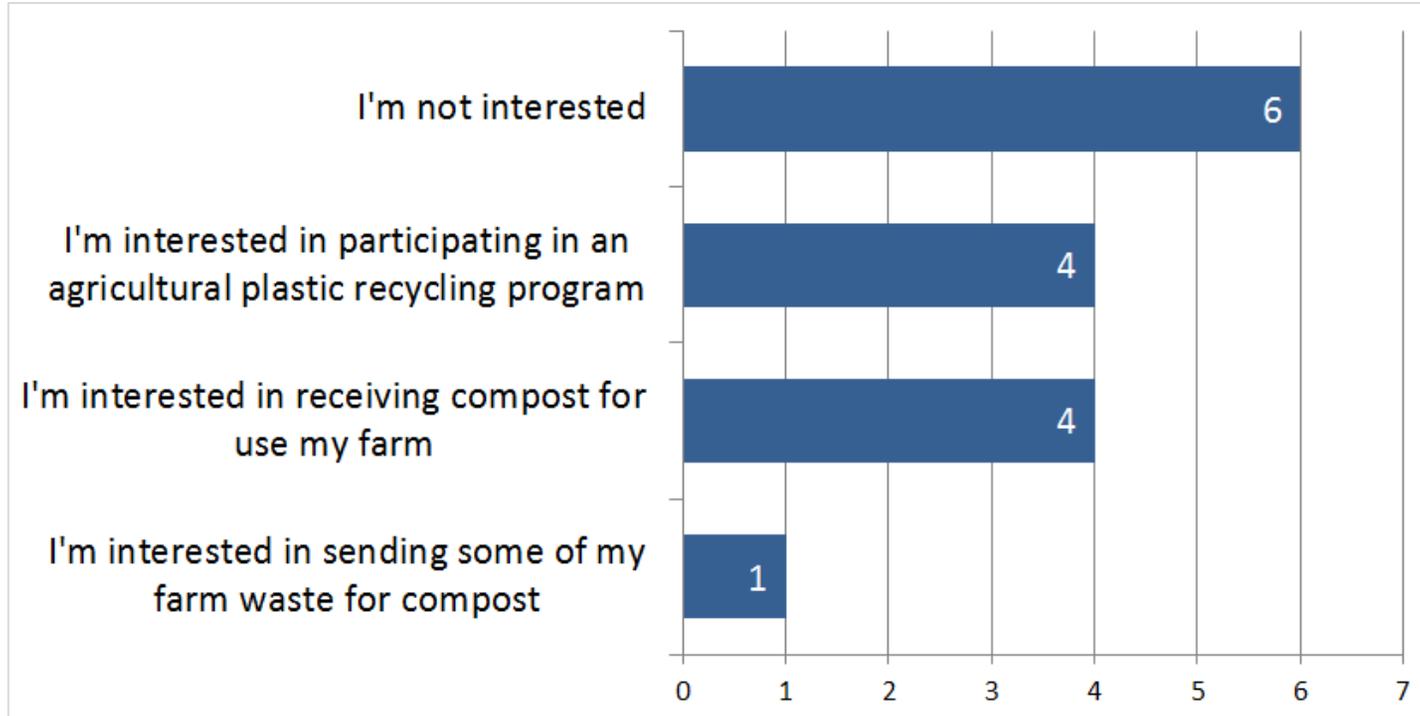
Q15: If there was a small-batch poultry processing facility nearby, what would your level of interest in it be? (7 respondents)



Q16: Are you interested in using a cold storage rental facility and/or refrigerated vehicle? (check all that apply) (6 respondents)

Yes, a cold storage facility	1
Yes, a refrigerated truck	1
I'm not interested in a cold storage rental facility or vehicle	4

Q17: Are you interested in participating in a food /organic waste composting program or plastic recycling program? Check all that apply: (11 respondents)



Q18: If any of these became available, please select all that apply: (11 respondents)

	Would like to start or manage	Would like to participate	Not interested
Seed saving library	0	6	2
Cooperative purchasing	1	6	3
Labor shares or work parties	0	2	6
Tool lending library	1	3	4
Shared greenhouse	0	2	6
Donating surplus food	0	2	3
Farmer's cooperative store or other farm- and/ or food-focused business	1	5	2

Comments:

- Nina Keller – 2857
- Caleb and Elisha 9339 mushrooms and chocolate
- Adam Zaykoski 413-325-3471
- Wanita Sears wsears@wildblue.net 544-7198
- I process logs on my property. This survey does not address such an operation. Michael Idoine, mikar65@earthlink.net
- Sara jenney 413 834 2878

Q19: I would like information on or assistance with the following land-related topics: (5 respondents)

Answer Choices	Responses
Finding farmland to buy or lease	2
Leasing farmland to others	2
Farm transition planning (including succession and estate planning)	1
Farmland protection programs	0

Comments:

- Adam Zaykoski 413-325-3471

Q20: I would like information on or assistance with other topics: (4 respondents)

Farm business planning or marketing	3
Training in organic farming	2
Training in Good Agricultural Practices (GAP)	1
New product development (eg: value-added products)	1
Farm business financing	1
Processing at the Western Massachusetts Food Processing Center	1
Recycling collection for agricultural plastic	1
On-farm energy production	1
Training in using EBT (electronic benefits transfer) / SNAP (Supplemental Nutrition Assistance Program) at my farm stand or CSA	0
CISA's Local Hero program	0

Comments:

- Adam Zaykoski 413-325-3471
- Nina Keller – 2857
- Bill Facey