

Local Produce Marketing Plan

Marketing Survey

1. How old are you and what is your gender?
Under 19 20-29 30-39 40-49 50-59 60 or older male female
2. What is your approximate household income?
Under \$30,000 \$30,000-\$50,000 \$51,000-\$75,000 \$76,000-\$100,000 \$101,000-\$150,000 Above \$150,000
3. Do you think it is important to know where your produce comes from? i.e. location it was grown. Yes No
4. Which is more important: Local or Organic?
5. If a program that provided fresh, local, in season produce delivered to a location near your home, would you participate in it? Yes No
6. What is your preferred method of payment? Cash Credit/Debit Card Check
7. How much would a fair fee be to deliver produce to a location near you? \$5 \$10 \$15
8. What day would you prefer to have fresh produce delivered to a location near you? Monday Tuesday Wednesday Thursday Friday Saturday Sunday
9. What time frame would be most convenient for you to collect produce from a predetermined drop point? 12-2pm 2-4pm 4-6pm 6-8pm
10. I want to support local farmers and purchase local produce but:
I cannot locate it easily.
It is inconvenient because I would have to drive to multiple locations.
The store "Local Produce" at the Farmer's Market does not have hours convenient for my normal grocery shopping hours.
If it is more expensive, I will not purchase it.
I do not care about local foods.

Sol Oeste Made-at-Home Dog Food Survey

Do you have a dog?	Yes	No, Please return survey		
How many dogs do you have?	1	2-3	4-5	6+
What size is your dog?	<10 lbs.	10-20 lbs.	20-35 lbs.	>35 lbs.
Where do you buy dog food?	Pet Store	Feed Store	Grocery Store	Dog Boutique
Please rank in order (1-6) what you consider when purchasing dog food.	Health Benefits	Cost	Freshness	Carbon Footprint
How much do you spend on dog food per month?	Brand Name <\$30	% of Protein \$30-\$45	% of Grain \$45-\$60	Organic \$60+
Would you consider making dog food at home?	Yes	No		
How much time are you willing to spend making dog food at home?	<10 minutes	10-20 minutes	20-30 minutes	30+ minutes
How much are you willing to spend on a made-at-home dog food product?	<\$1 per day	\$1.01-\$2	\$2.01-\$3	>\$3.01
Do you know the health benefits of wild rice for dogs?	Yes	No		
Demographics				
Age	18-25	26-35	36-50	50+
Gender	Male	Female		
Annual Income	<\$22k	\$23-45k	\$46-75k	\$75+
Where do you live?	Solano County	Sacramento County	Yolo County	San Francisco

Comments:

