EXPANDING LOCAL MARKET OPPORTUNITIES FOR SOUTHEAST MICHIGAN SPECIALTY CROP PRODUCERS

1. How do you define "local?"
   - Within 50 miles of my business
   - Within 400 miles of my business
   - From the state of Michigan
   - Other

2. How much locally-grown produce do you purchase annually?
   - None
   - Less than 1,000 pounds
   - 1,001 to 5,000 pounds
   - 5,001 to 10,000 pounds
   - 10,001 to 50,000 pounds
   - 50,001 to 100,000 pounds
   - More than 100,000 pounds
3. What percentage of your overall produce purchases consists of local produce?

- 0 to 10%
- 11 to 25%
- 26 to 50%
- 51 to 75%
- 76 to 100%

4. What are the barriers that prevent you from buying more locally produced products? (check all that apply)

- None - I am buying all I want now.
- There are not enough locally produced products available.
- There are quality issues with locally produced products.
- Locally produced products are not supplied consistently.
- My supplier does not handle locally produced products.
- I don’t know who to call.
- Other

5. What types of locally-grown produce are you interested in buying?

- Spinach
- Salad greens
- Carrots
- Apples
- Other

- Other
6. In what form do you need the produce?
   - Fresh cut (prepared in serving sizes, ready to serve)
   - Raw, unprocessed
   - Frozen
   - Other

7. How do you currently buy your locally-grown produce?
   - Direct from a farmer
   - Distributor - General bid
   - Distributor - Request for Proposal
   - Distributor - Whatever is available
   - Other, please specify

8. What type of business do you operate? (Check all that apply)
   - Food Processor
   - Food Retailer
   - Restaurant
   - Wholesaler/Distributor
   - Institutional Buyer
   - Other, please specify

9. How important is it for you to promote locally produced products in making sales to your customers?
   - Irrelevant
   - Somewhat Unimportant
   - Somewhat Important
   - Important
   - Extremely Important