



Assessing the market for Farm-to-Institution in NW MN

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METHODS



Instructions: We do not need exact information, so please feel free to estimate and answer to the best of your knowledge. Once complete, please return in the stamped and self-addressed envelope included with the survey. We appreciate your participation.

1. We understand that the number of patients or residents can vary, but please estimate how many meals on average you serve daily. *For example, serving 50 guests 3 times a day would be 150 meals.*

_____ meals per day

2. How much of the following fresh fruit and vegetables on average do you purchase per week? *Please note that the list is focused on produce we commonly raise in Minnesota. We are not interested in bananas or mangos, for example, since we cannot grow them.*

Product	Average Amount Purchased per Week (lbs)	Preferred form (shredded, diced, etc)	Would you consider buying in whole form (circle)?
Fresh Vegetables:			
Beans			Yes / No
Broccoli			Yes / No
Cabbage			Yes / No
Carrots			Yes / No
Cauliflower			Yes / No
Cucumbers			Yes / No
Tomatoes			Yes / No
Peppers			Yes / No
Lettuce			Yes / No
Potatoes			Yes / No
Onions			Yes / No
Radishes			Yes / No

Only on regionally-available and fresh F+V products



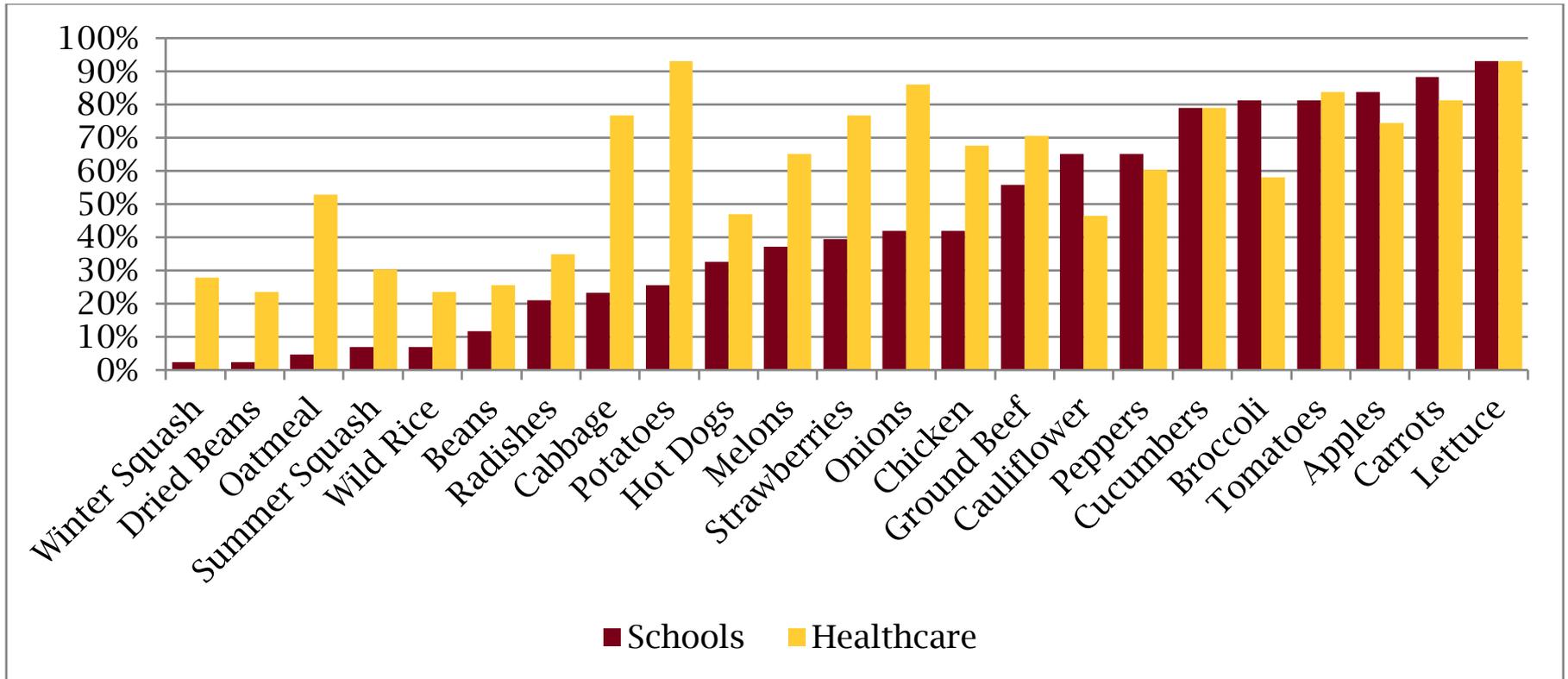
43 K-12 respondents (54 districts total)
Over 27,000 meals daily (67% of total)



43 healthcare respondents (129 total)
13,000 meals daily (72% of total)

Healthcare facilities purchase a wider mix of products able to be raised locally than schools

Figure 1: Products Currently Purchased by Percent of Respondents



Both schools and healthcare facilities have high interest in purchasing from local farmers

Figure 1: School Interest in Local Purchasing

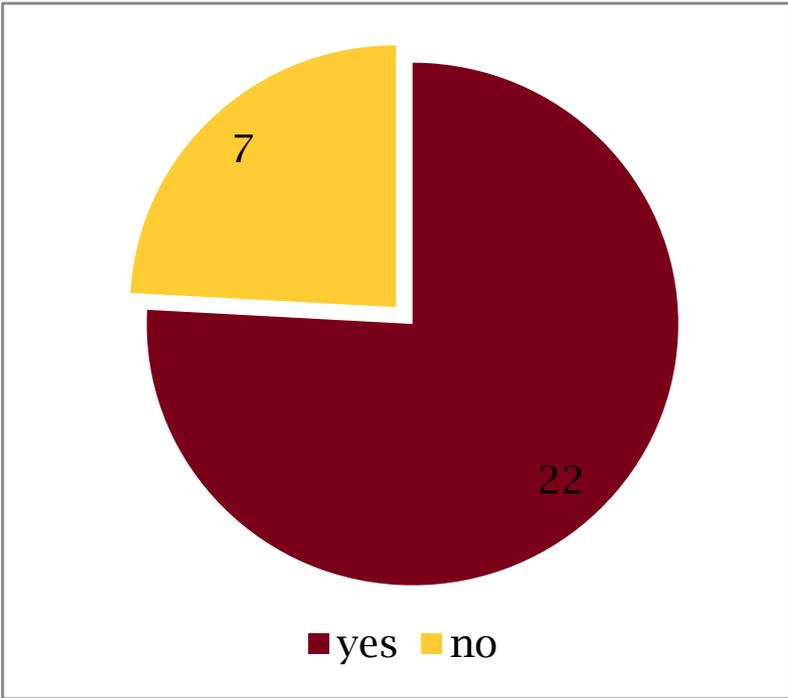
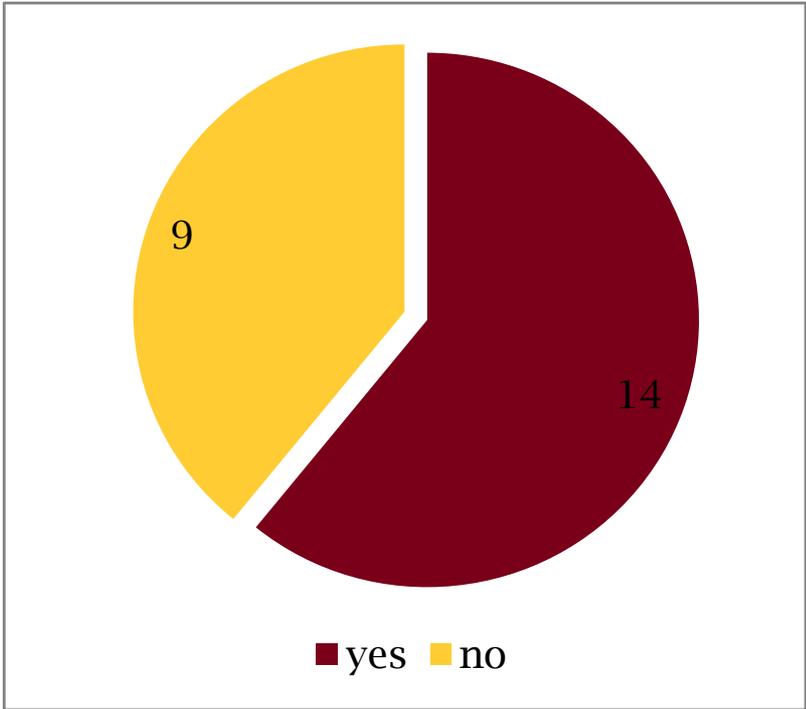


Figure 2: Healthcare Interest in Local Purchasing



Some purchasing taking place (27% of healthcare facilities and 31% of schools)

Figure 1: Healthcare Local Purchases

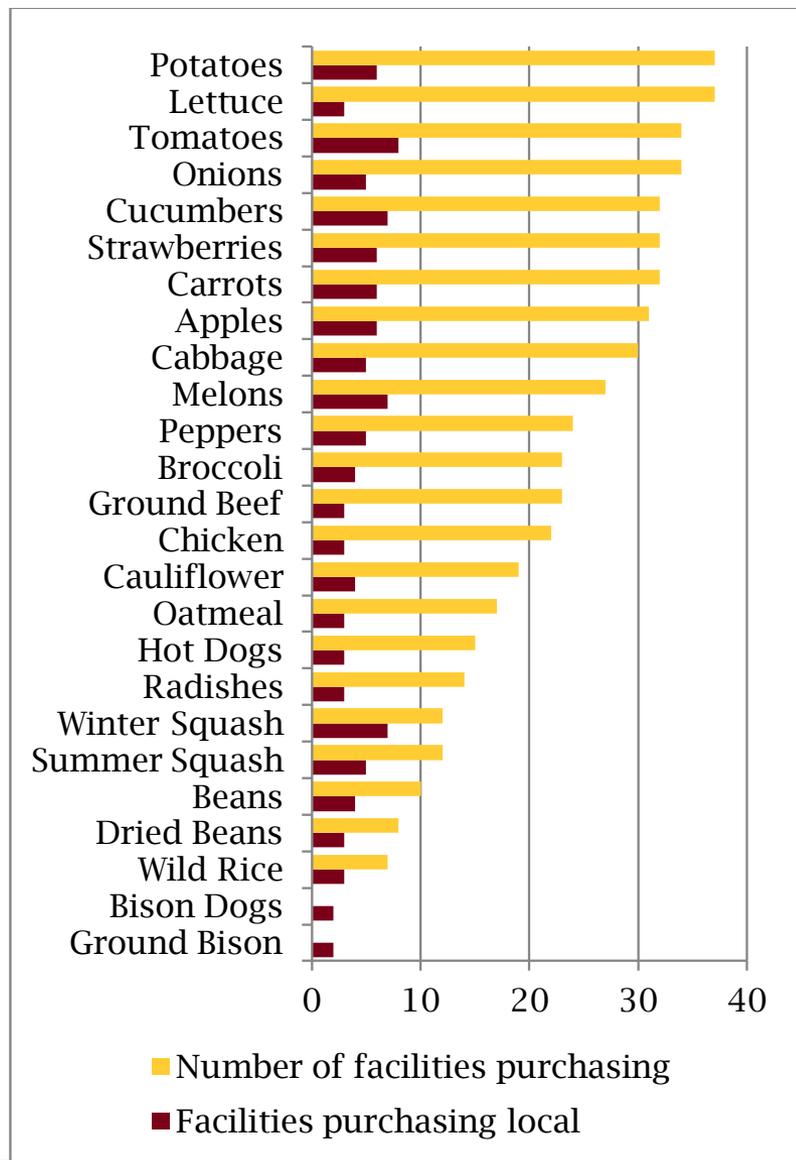


Figure 2: School Local Purchases

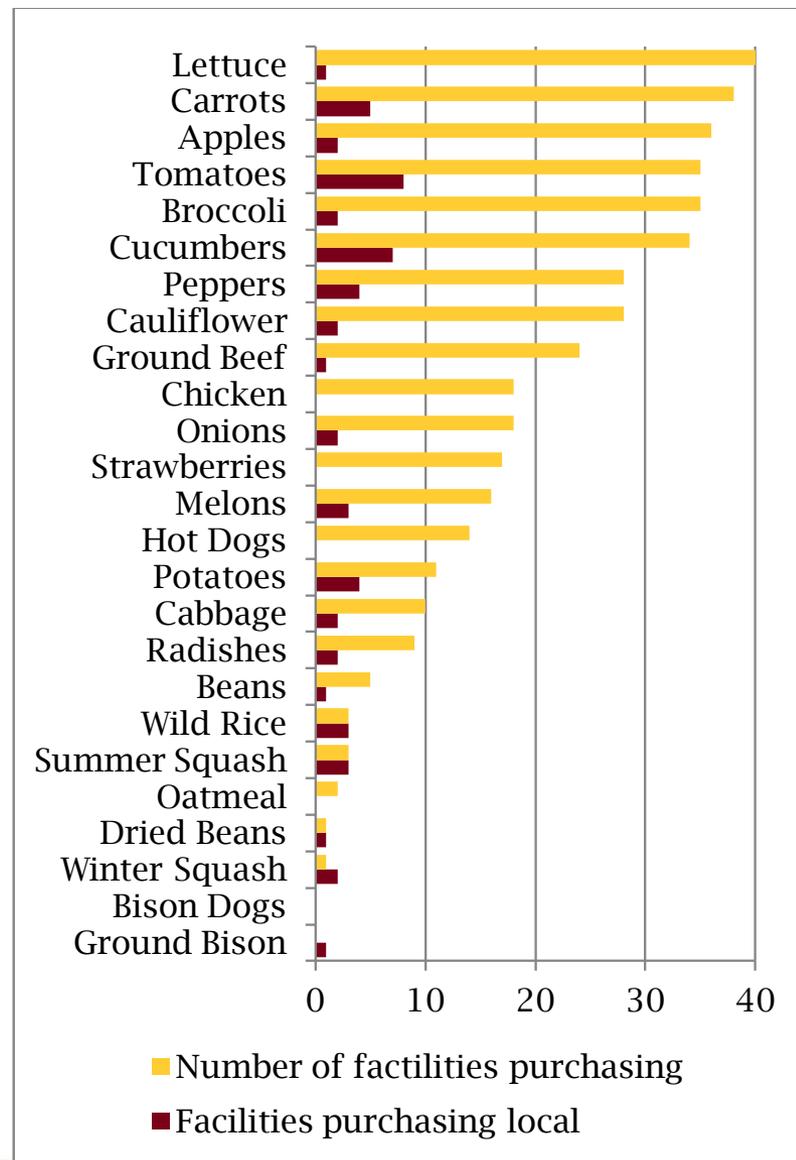
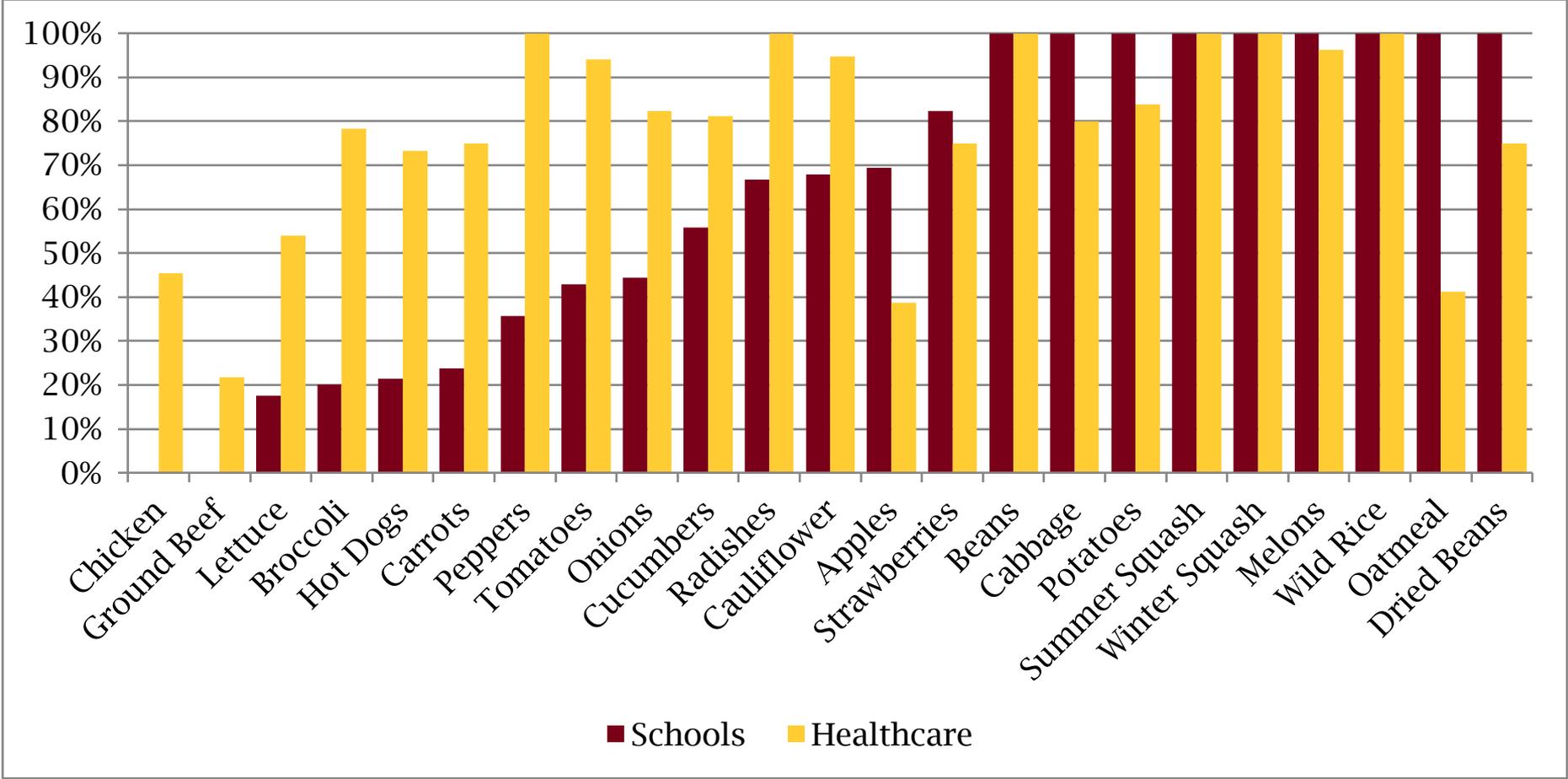


Figure 1: Products Respondents Would Consider Buying in Whole Form by Outlet





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Thanks

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