

# Retail Outlet Survey

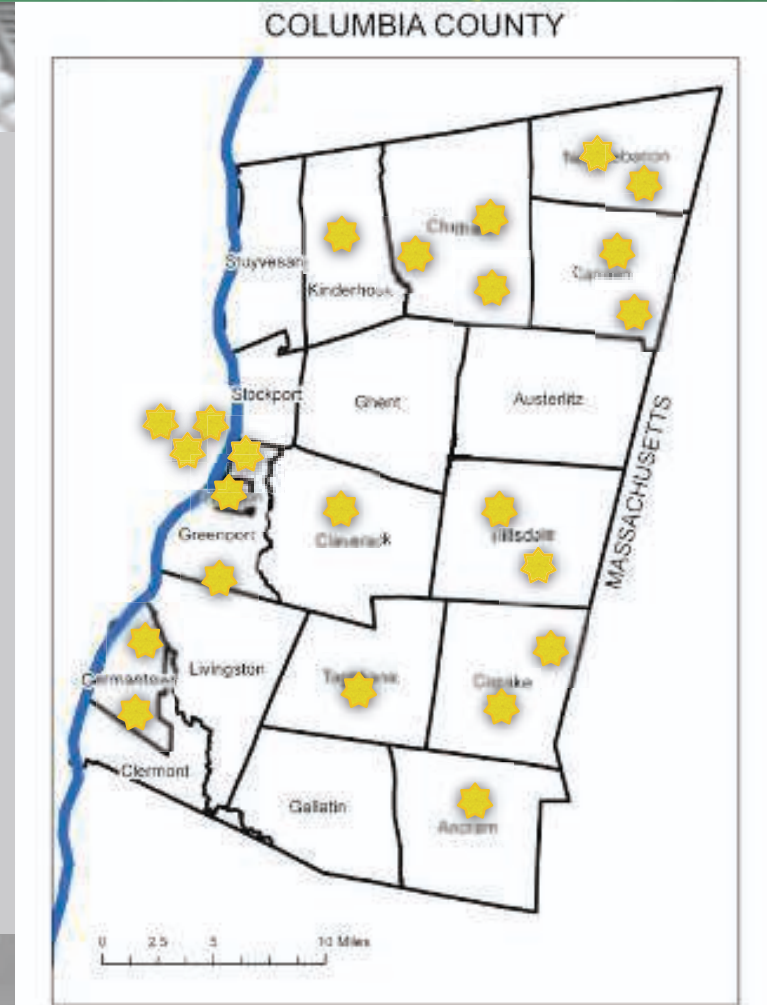
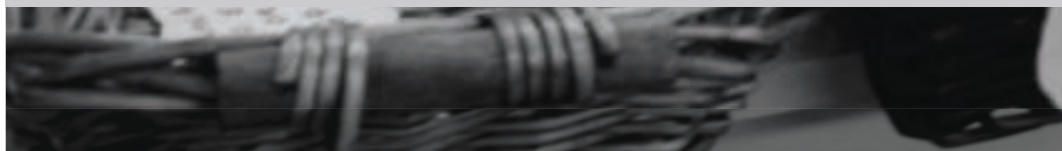
- Assessing the Availability and Cost of Fresh and Local Food at different types of retail outlets throughout the county
- 6 month local food survey July-December



# 23 Retail Outlets Across the County



- ❖ 4 Convenience/  
Corner Stores
- ❖ 7 Farm Stands
- ❖ 3 Farmers' Markets
- ❖ 4 Natural/Specialty  
Stores
- ❖ 5 Supermarkets





# "Shopping Basket"

## 30 Grocery Items

### 13 Vegetables

Beets  
Broccoli  
Cabbage  
Carrots  
Corn (Cob)  
Cucumbers  
Bell Pepper (Green)  
Kale  
Lettuce (Head)  
Onions (Yellow)  
Potatoes  
Tomatoes  
Zucchini



### 7 Fruits and Berries

Apples  
Bananas  
Cantaloupe  
Grapes  
Oranges  
Peaches  
Strawberries

### 4 Dairy Products

Cheese (Sandwich)  
Eggs  
Milk (2%)  
Yogurt (Plain)

### 3 Meat Products

Ground Beef (Lean)  
Chicken, Whole  
Italian Sausage

### 3 Value Added Products

Bread (100% W. Wheat)  
Salsa  
Jam (Strawberry)

# Survey Questions

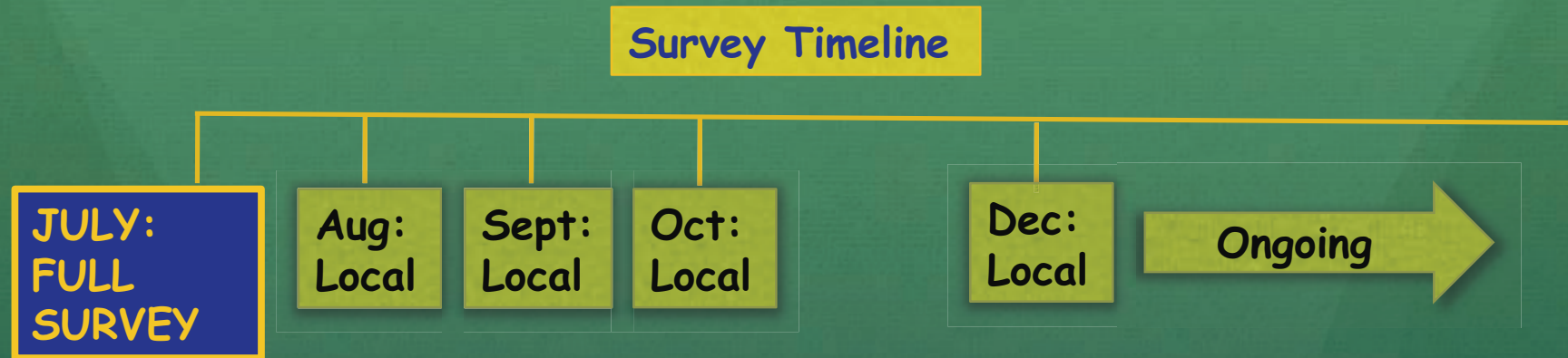


## SURVEY QUESTIONS

- 1) Is the product available?
  - What is the cheapest overall option?
- 2) Is a local version of the product available?
  - What is the cheapest local (50 mile) option?
- 3) Is an organic version of the product available?
  - What is the cheapest organic option?

Apples (cheapest)	Y / N	_____	\$ __. __	_____	A / Un	_____
Apples (organic)	Y / N	_____	\$ __. __	_____	A / Un	_____
Apples (local)	Y / N	_____	\$ __. __	_____	A / Un	_____
Is it organic? Y / N Other certifications?: _____						

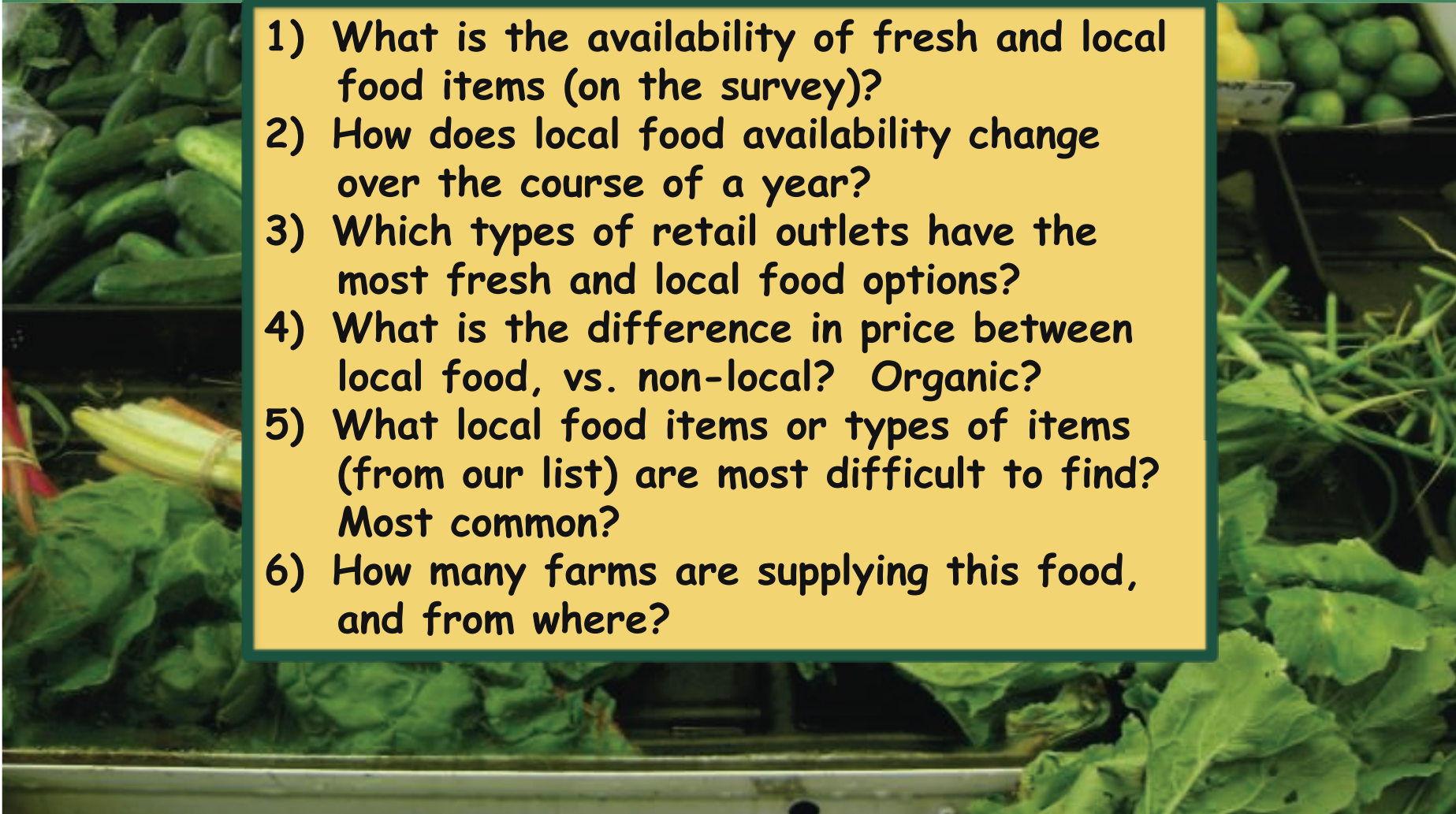
# Survey Timeline



- 1) How does availability of local items change over the course of the year?
  - Monthly Surveys during the height of the growing season (May-Oct), plus once in December



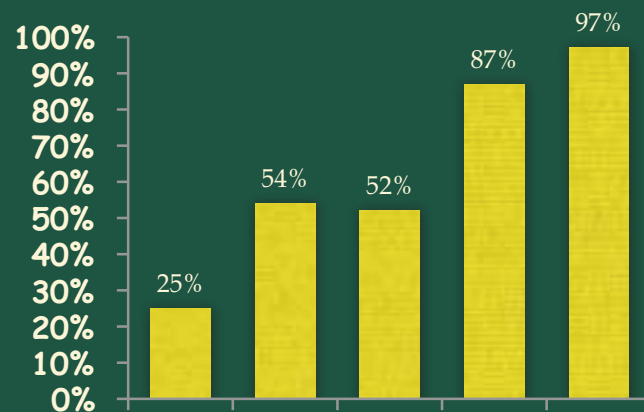
# Some of Our Questions

- 
- 1) What is the availability of fresh and local food items (on the survey)?
  - 2) How does local food availability change over the course of a year?
  - 3) Which types of retail outlets have the most fresh and local food options?
  - 4) What is the difference in price between local food, vs. non-local? Organic?
  - 5) What local food items or types of items (from our list) are most difficult to find? Most common?
  - 6) How many farms are supplying this food, and from where?

# July (Full Survey) Results: The BIG PICTURE

How available are items in different retail outlets?

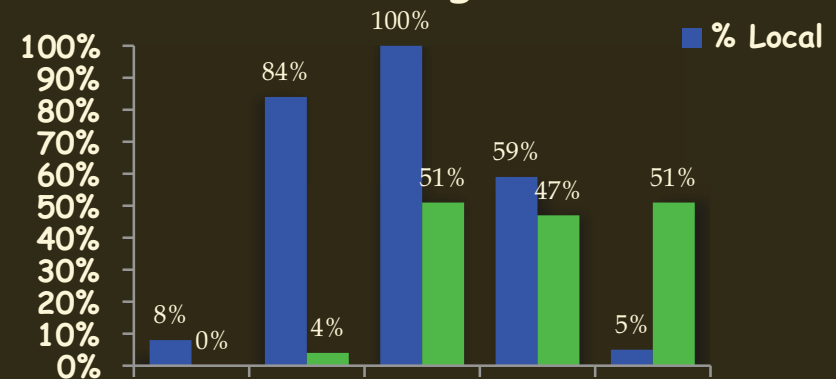
% Survey Items Available



Convenience/Corner Store  
Farm Stand  
Farmers' Market  
Natural/Specialty Store  
Supermarket

How available are local/organic items in different retail outlets?

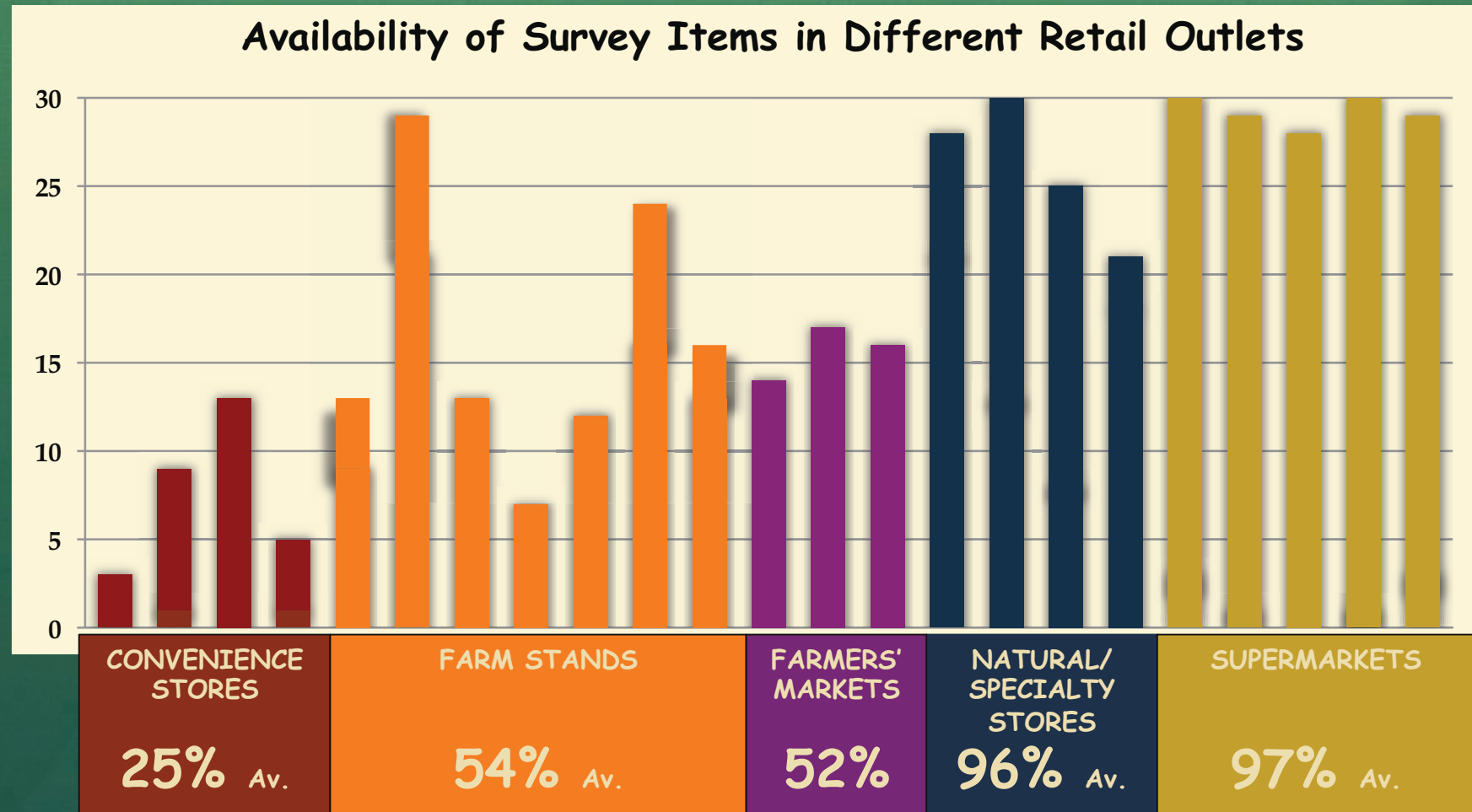
% of Available Items that are Local or Organic



Convenience/Corner Store  
Farm Stand  
Farmers' Market  
Natural/Specialty Store  
Supermarket

# July (Full Survey) Results:

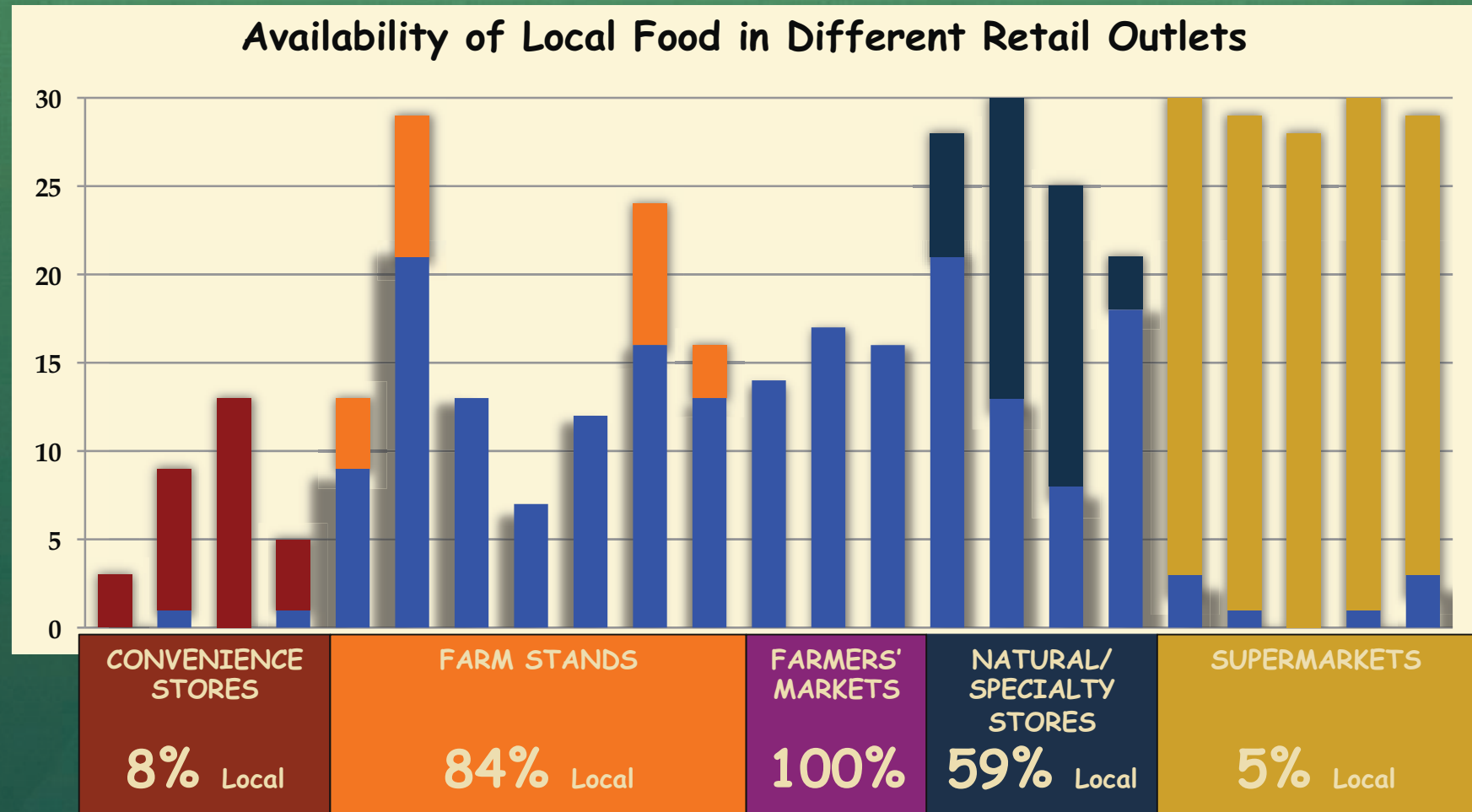
## How available are survey items?



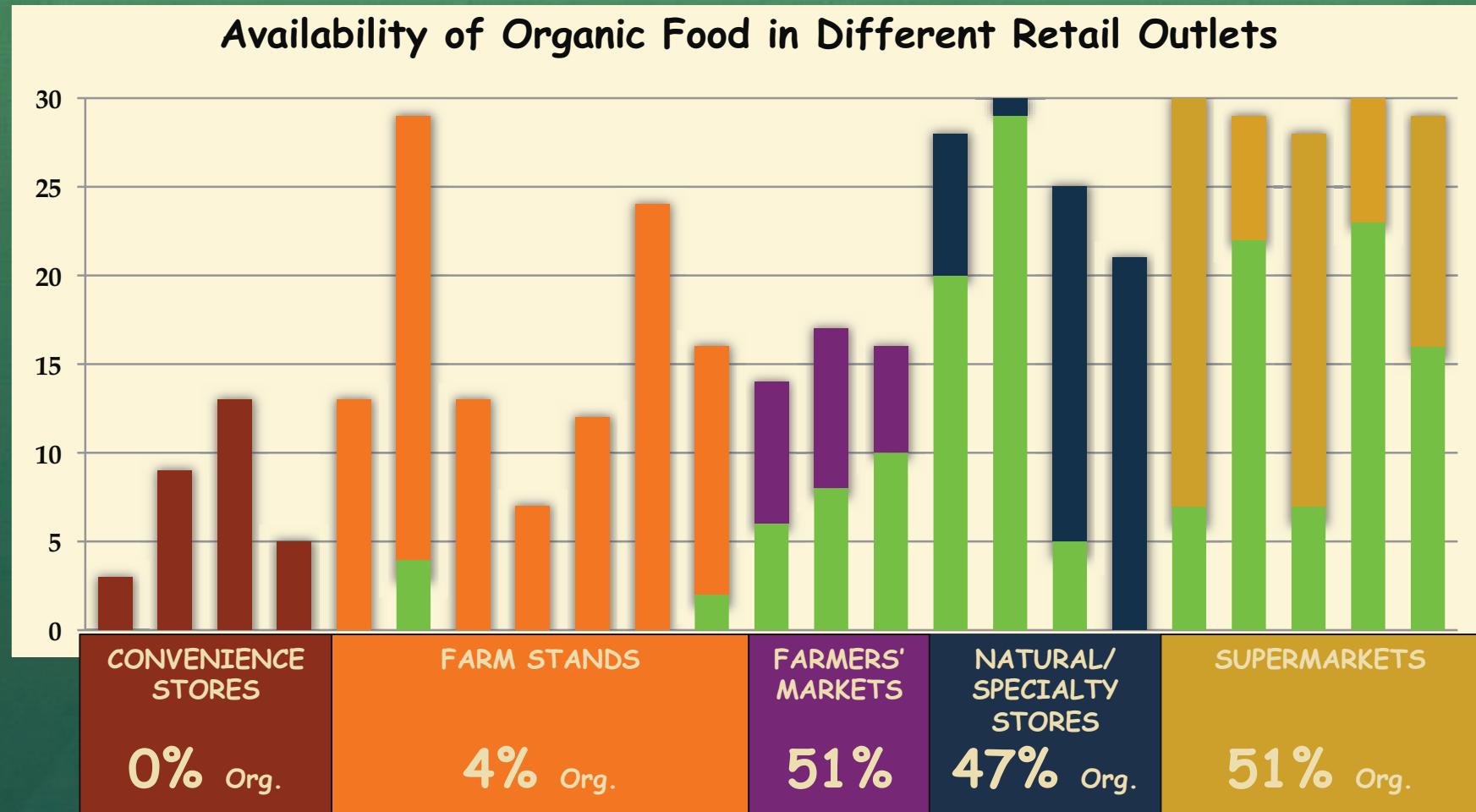


# July (Full Survey) Results:

## How available are LOCAL survey items?

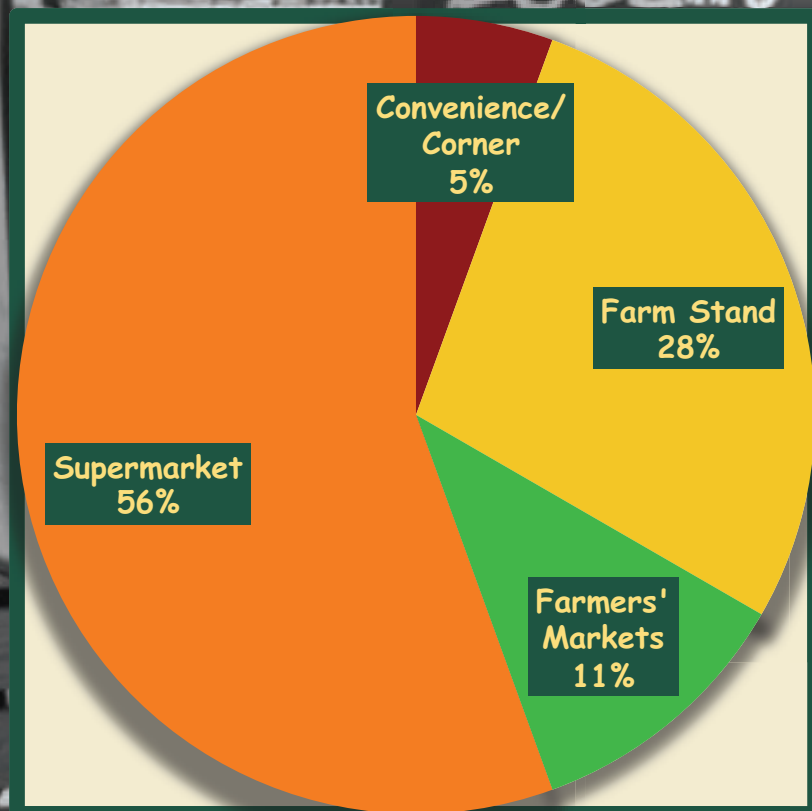


# July (Full Survey) Results: How available are ORGANIC survey items?



# July (Full Survey) Results:

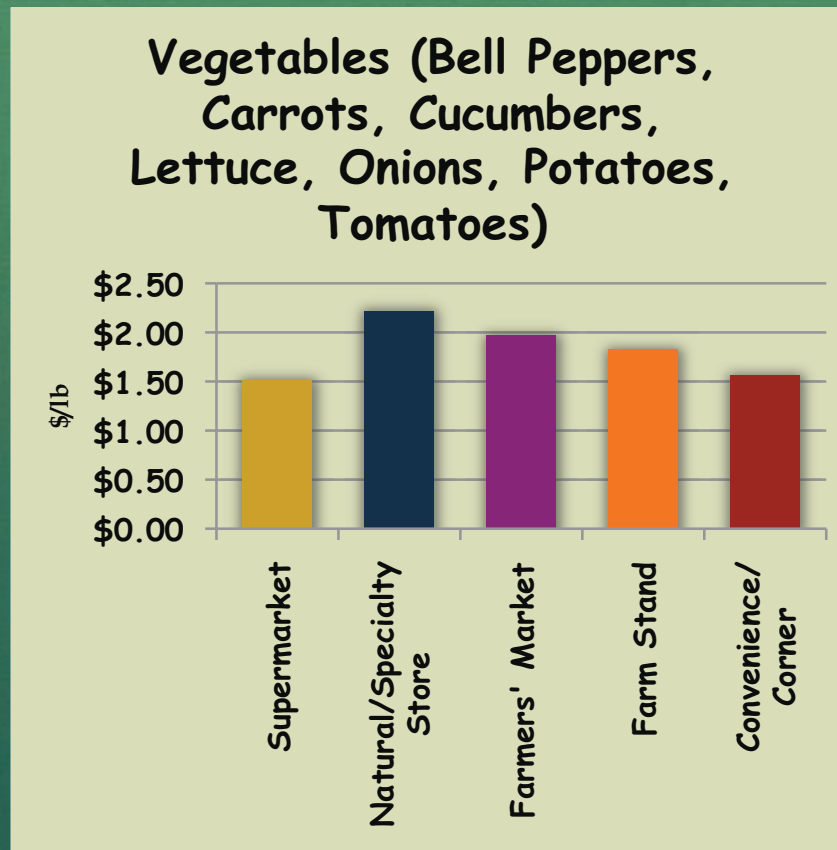
## Cost: Where did we find the cheapest produce options on our survey?





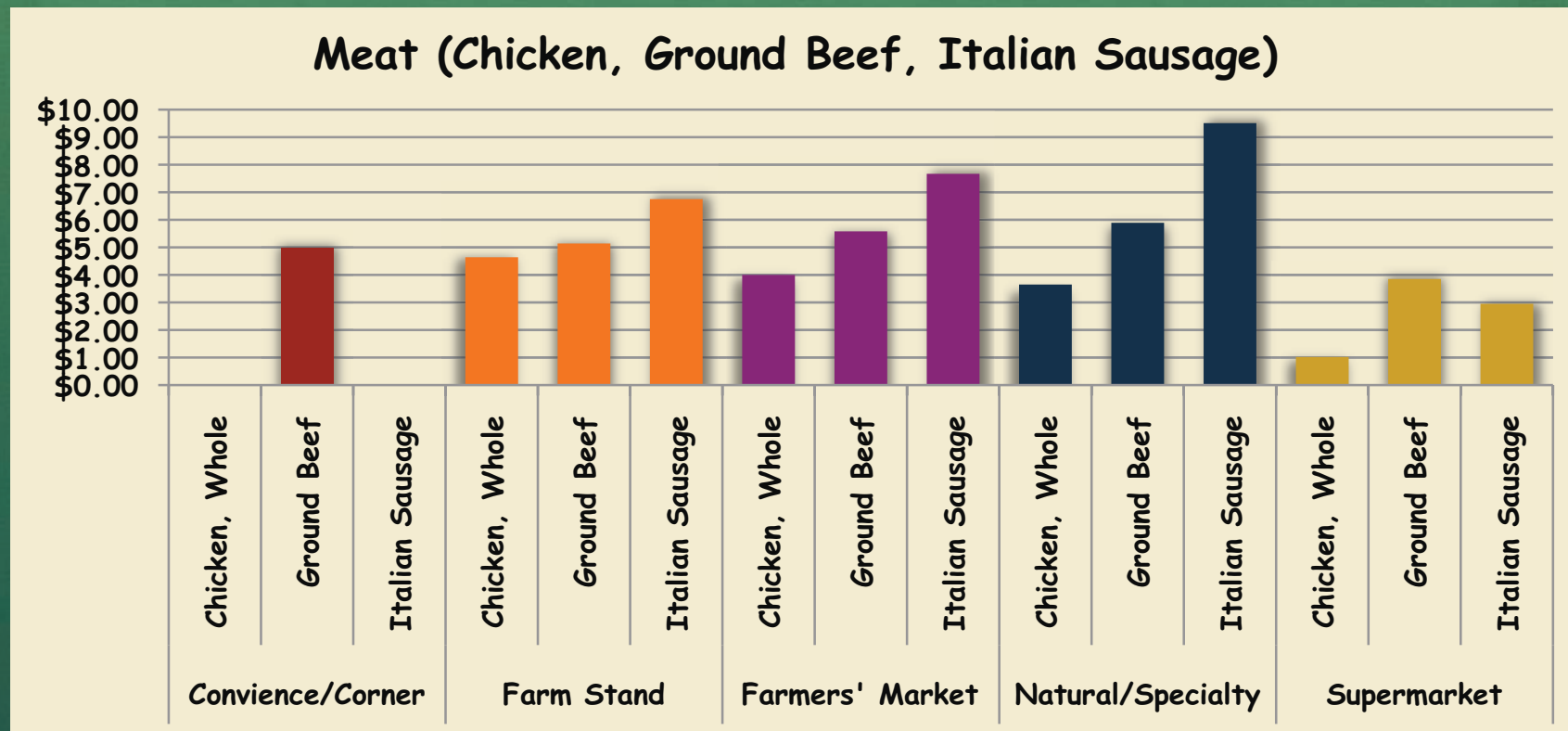
## July (Full Survey) Results:

**Cost: How did the average cheapest price of items compare across retail outlets?**

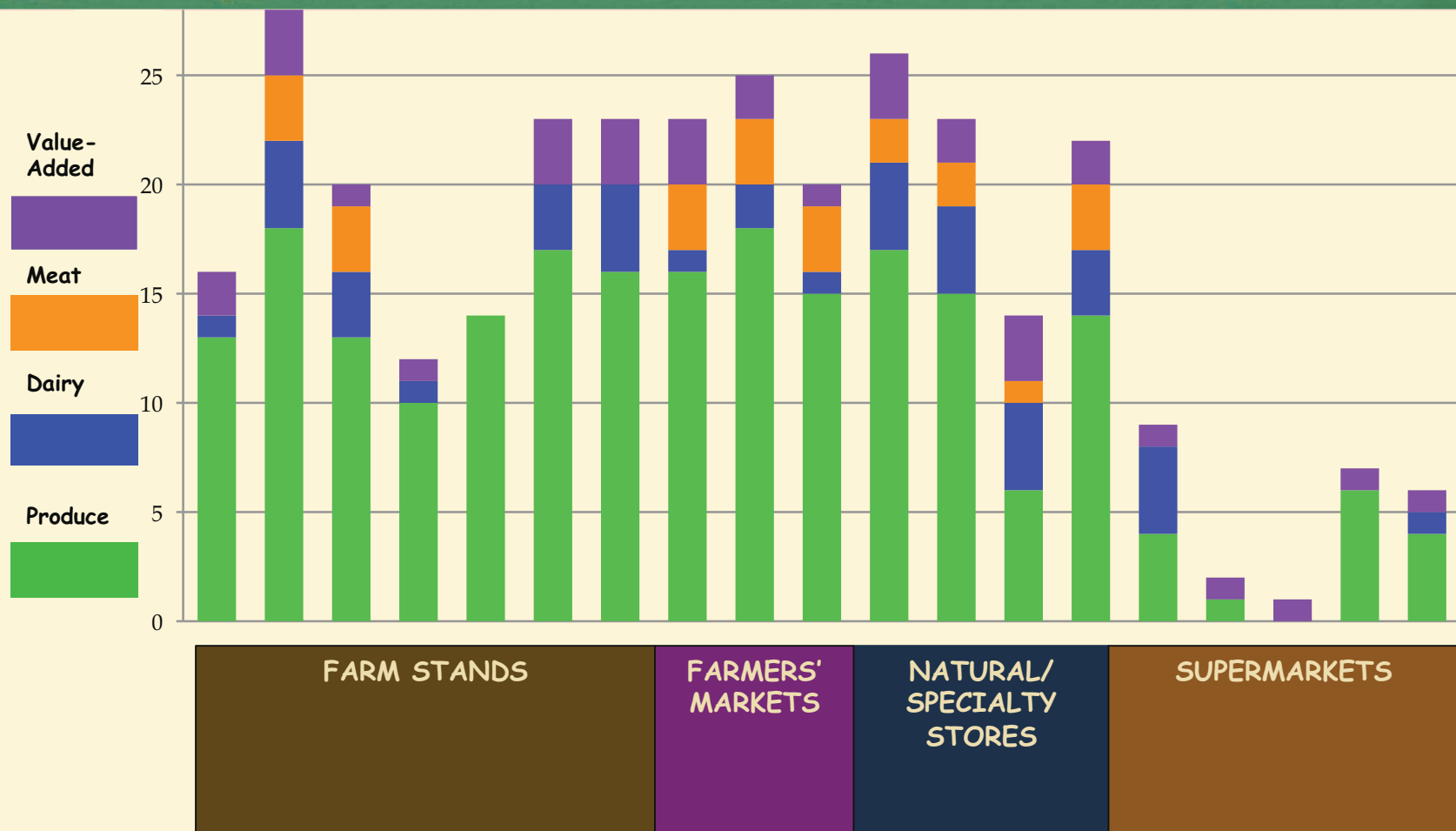


# July (Full Survey) Results:

## Cost: How did the average cheapest price of items compare across retail outlets?



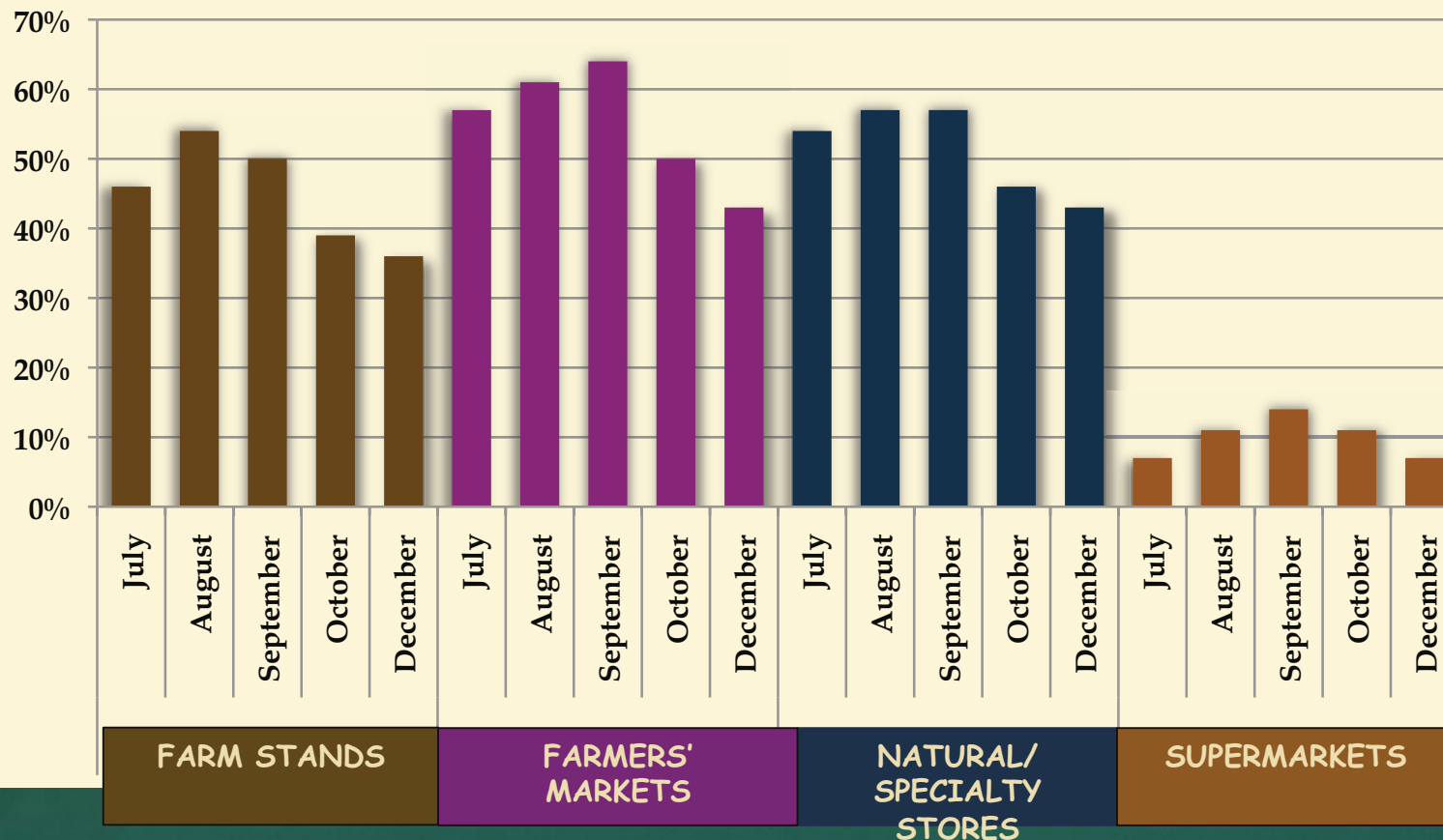
# July-December (Local Survey) Results: What is the overall availability of local items by product category?



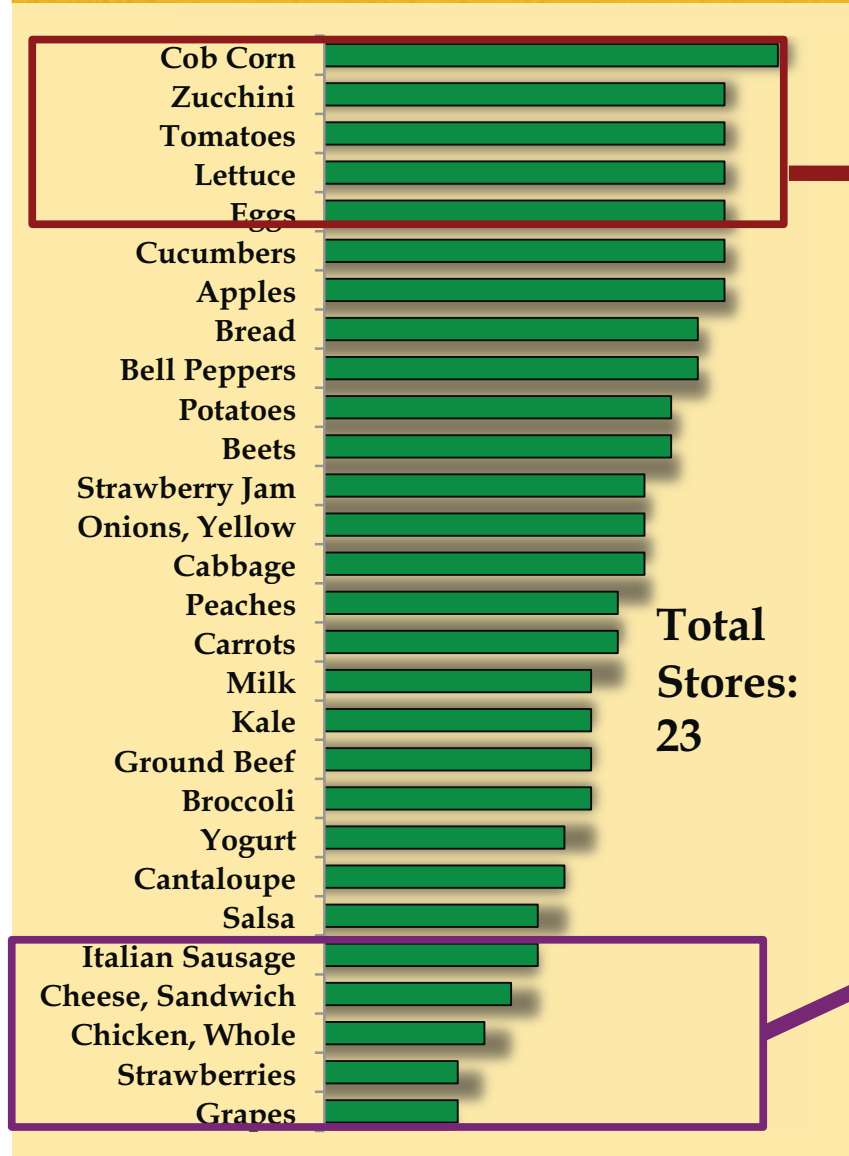


# July-December (Local Survey) Results: How does the availability of local survey items change over time?

Percent of 30 survey items with a local option each month



Over 6 months, what are the most common local items? The most often missing?



**Top 5 most common local items**

- 1) Cob Corn
- 2) Zucchini
- 3) Tomatoes
- 4) Lettuce
- 5) Eggs

**Top 5 most often missing local items**

- 1) Grapes
- 2) Strawberries
- 3) Chicken, Whole
- 4) Cheese, Sandwich
- 5) Italian Sausage

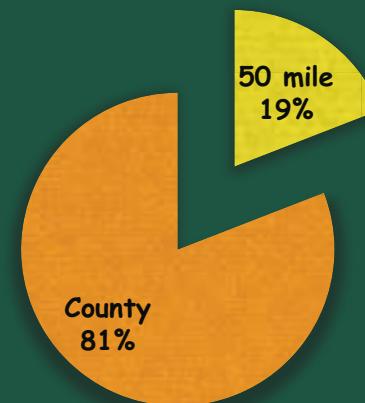
# The Local Producers we found in Retail Outlets in the County

## 103 Farms/Food Businesses

Amazing Real Live Food Company \* Awesome \* Bar None Ranch \*  
Bean Blossom Farm \* Berkshire Mountain Bakery \* Berlin's Best \*  
Berry Farm \* Berry Patch \* Beth's Farm Kitchen \* Better Nature  
Produce \* Black Queen Angus \* Blue Star Farm \* Bread Alone \*  
Bryant Farms \* Cambridge, NY \* Churchtown Gardens \* Cool  
Whisper Farm \* Crescent Creamery \* Crosswinds Farm \*  
Davenport Farm \* Denison Farm \* Don Baker Farm \* Earthborn  
Farm \* Eger Brothers \* Et Cetera Farm \* Farm at Miller's  
Crossing \* Featheridge Farm \* Fitting Creek \* Fog and Thistle  
Farm \* Gems Farms \* Gill Farms \* Grazing Angus \* Hammond  
Dairy \* Hand Hollow Farm \* Harpersfield \* Harrier Fields Farm \*  
Hawthorne Valley Farm \* Hepworth \* Herondale \* Hilltop Haven \*  
Holmquest Farms \* Hudson Valley Fresh \* Johnson Family Farm \*  
Katchkie Farm \* Kinder Farm \* Kinderhook Farm \* Lakeview  
Orchards \* Lanesboro Orchard \* Levy's Farm Fresh \* Little Seed  
Farm \* Love Apple Farm \* M. Grimaldi and Sons \* Made for Berry  
Farm \* Made for Bryant Farms \* Made for North Mountain Farm  
Stand \* Made For Taconic Orchards \* Markristo \* Martin Farm \*  
Mastroanni Brothers \* Mead Orchards \* Meisner's \* Migliorelli's  
\* Milk Thistle \* Minard Farms \* Mountainside Farms \* Nine Jay \*  
Northwind Farms \* Old Chatham Sheepherding Co. \* Our Daily  
Bread \* Pigasso Farm \* Pigliavento \* Pott's Farm \* Prospect Hill  
Farm \* Red Oak Farm \* Renner's \* Roger Hotaling \* Ronnybrook \*  
Running Creek Farm \* Samascott \* Scarecrow Farm \*  
Schnackenburg Farm \* Schober Farm \* Schoharie Valley Farms \*  
Schrodin Farm \* Seagroatt's Farm \* Shady Acres \* Shaker  
Mountain Canning \* Sol Flower \* Stanton's Farm \* Staron's Farm  
\* Taconic Orchards \* The Abode \* Thompson Finch \* Threshold  
Farm \* Town and Country \* Two Arrows Farm \* White Oak Farm \*  
Willowtree Organic Farm \* Windswept Farm \* Wyomanock Farm \*  
Ya Ya Organic Eggs



### Where are these local producers from?







# Convenience Store Study

19 Convenience Stores  
in Hudson & Philmont

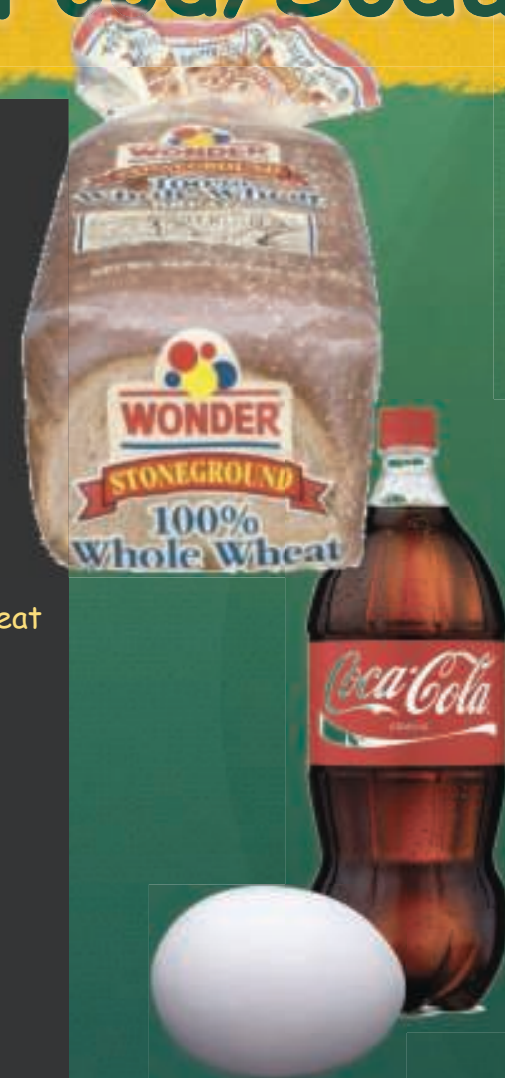
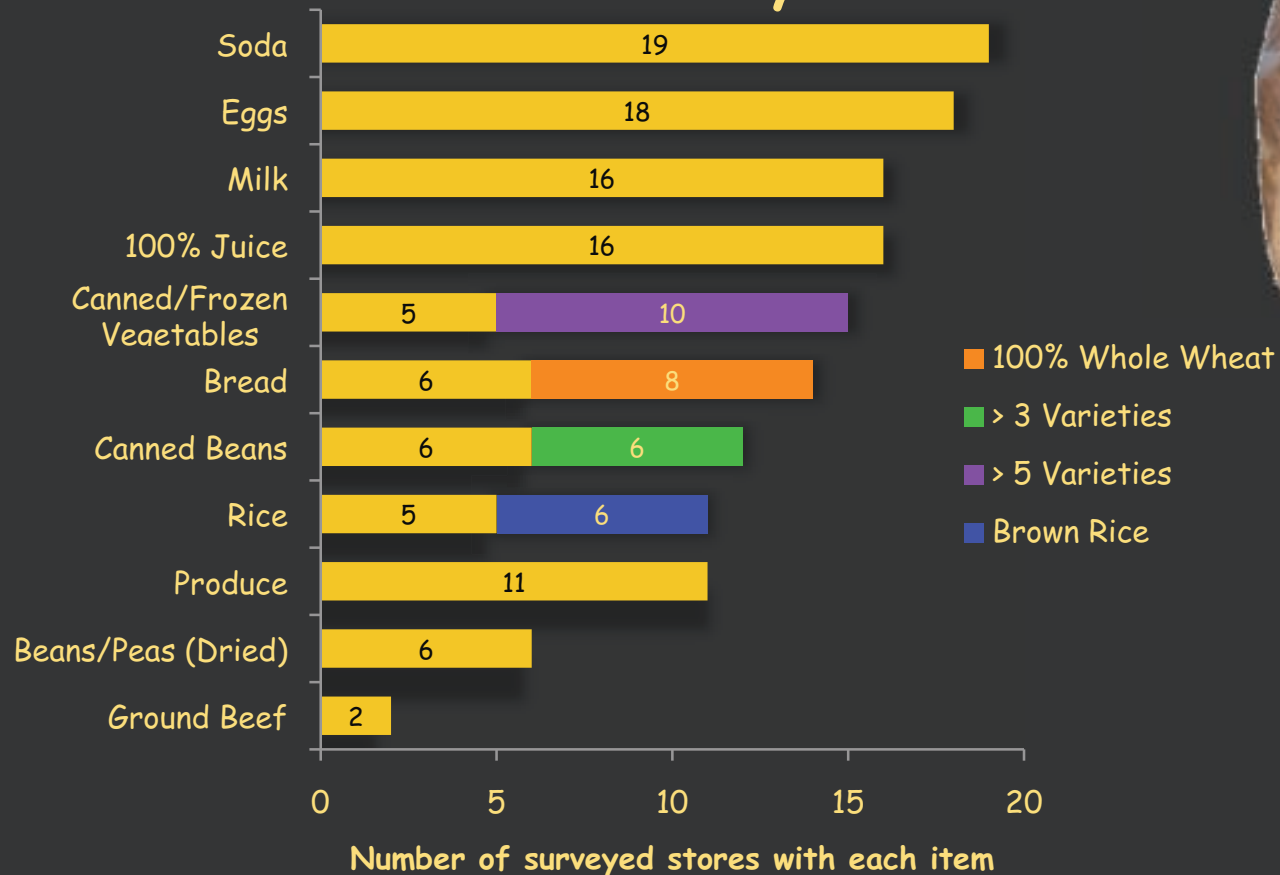
Availability of healthy  
food and ingredients

Availability of Soda



# Convenience/Corner Store Surveys Availability of Healthy Food/Soda

## Convenience/Corner Store Survey: Availability

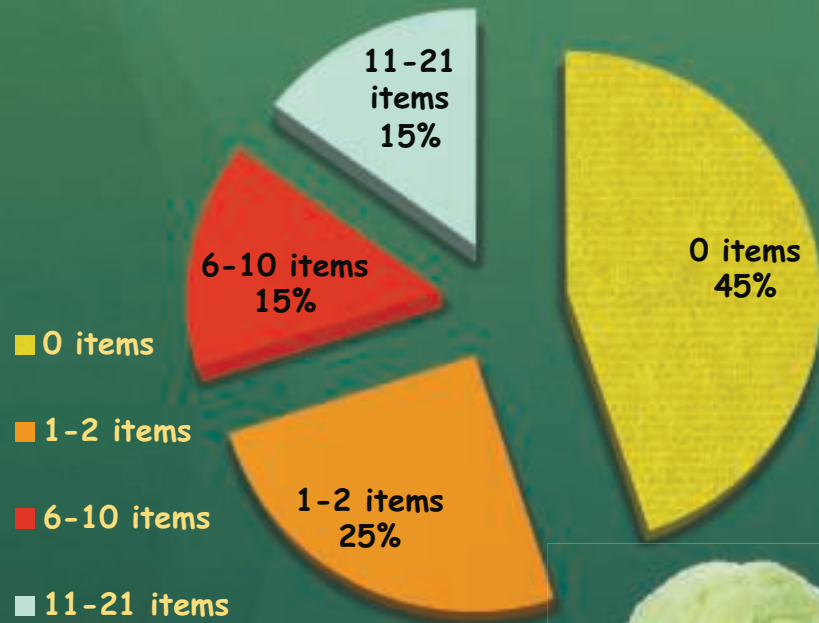




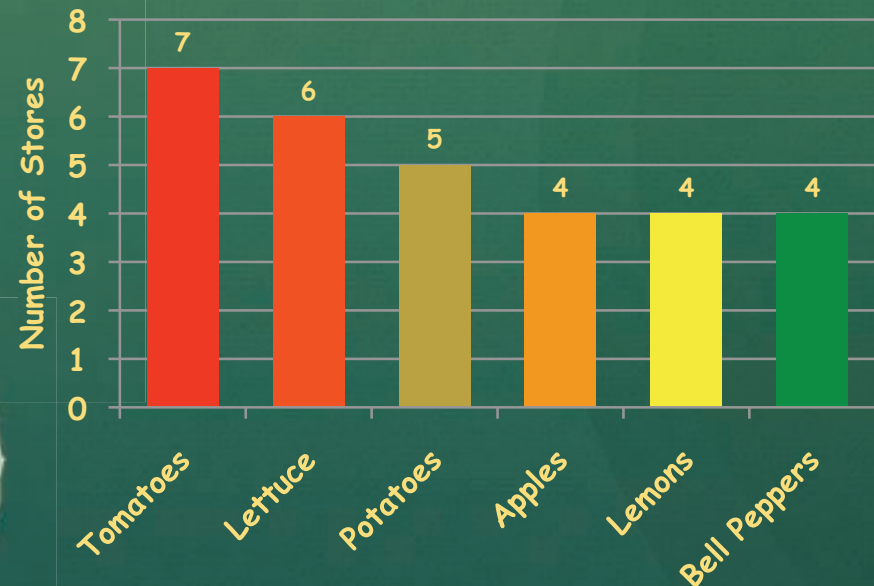
# Convenience Store Surveys

## Availability of Produce

% of Convenience Stores with Produce



Most common produce items available





# Convenience/Corner Stores Produce Availability

