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/Cornon 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)
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?
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
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?
How available are items in different retail outlets?

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

% Survey Items Available

% of Available Items that are Local or Organic

- Convenience/Corners Store
- Farm Stand
- Farmers' Market
- Natural/Specialty Store
- Supermarket

- % Local

- % Available Items that are Local or Organic
July (Full Survey) Results:
How available are survey items?

Availability of Survey Items in Different Retail Outlets

- **Convenience Stores**: 25% Av.
- **Farm Stands**: 54% Av.
- **Farmers' Markets**: 52% Av.
- **Natural/Specialty Stores**: 96% Av.
- **Supermarkets**: 97% Av.
July (Full Survey) Results:
How available are LOCAL survey items?

Availability of Local Food in Different Retail Outlets

<table>
<thead>
<tr>
<th>Outlet Type</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience Stores</td>
<td>8% Local</td>
</tr>
<tr>
<td>Farm Stands</td>
<td>84% Local</td>
</tr>
<tr>
<td>Farmers’ Markets</td>
<td>100%</td>
</tr>
<tr>
<td>Natural/Specialty Stores</td>
<td>59% Local</td>
</tr>
<tr>
<td>Supermarkets</td>
<td>5% Local</td>
</tr>
</tbody>
</table>
July (Full Survey) Results:
How available are ORGANIC survey items?

Availability of Organic Food in Different Retail Outlets

<table>
<thead>
<tr>
<th>Outlet Type</th>
<th>Availability</th>
<th>Organic (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience Stores</td>
<td>0%</td>
<td>Org.</td>
</tr>
<tr>
<td>Farm Stands</td>
<td>4%</td>
<td>Org.</td>
</tr>
<tr>
<td>Farmers’ Markets</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>Natural/Specialty Stores</td>
<td>47%</td>
<td>Org.</td>
</tr>
<tr>
<td>Supermarkets</td>
<td>51%</td>
<td>Org.</td>
</tr>
</tbody>
</table>
July (Full Survey) Results:

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

- Supermarket: 56%
- Farm Stand: 28%
- Convenience/Corner: 5%
- Farmers' Markets: 11%
July (Full Survey) Results:

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

Vegetables (Bell Peppers, Carrots, Cucumbers, Lettuce, Onions, Potatoes, Tomatoes)
July (Full Survey) Results:

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

![Bar chart showing the average cheapest prices of Meat (Chicken, Ground Beef, Italian Sausage) across different retail outlets including Convenience/Corners, Farm Stands, Farmers' Markets, Natural/Specialty Stores, and Supermarkets.]
July-December (Local Survey) Results: What is the overall availability of local items by product category?

- Value-Added
- Meat
- Dairy
- Produce

<table>
<thead>
<tr>
<th>FARM STANDS</th>
<th>FARMERS' MARKETS</th>
<th>NATURAL/SPECIALTY STORES</th>
<th>SUPERMARKETS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Month</th>
<th>Farm Stands</th>
<th>Farmers' Markets</th>
<th>Natural/Specialty Stores</th>
<th>Supermarkets</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>40%</td>
<td>50%</td>
<td>60%</td>
<td>30%</td>
</tr>
<tr>
<td>August</td>
<td>50%</td>
<td>60%</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>September</td>
<td>60%</td>
<td>60%</td>
<td>60%</td>
<td>50%</td>
</tr>
<tr>
<td>October</td>
<td>60%</td>
<td>60%</td>
<td>60%</td>
<td>50%</td>
</tr>
<tr>
<td>November</td>
<td>50%</td>
<td>50%</td>
<td>50%</td>
<td>40%</td>
</tr>
<tr>
<td>December</td>
<td>40%</td>
<td>40%</td>
<td>40%</td>
<td>30%</td>
</tr>
</tbody>
</table>
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

Total Stores: 23
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 * Meadow Orchards * Meisner’s * Migliorelli’s * Milk Thistle * Minard Farms * Mountainside Farms * Nine Jay *
Northwind Farms * Old Chatham Shepherding 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 *
Schrodi Farm * Seagracht’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?

- County: 81%
- 50 mile radius: 19%
Convenience Store Study

19 Convenience Stores in Hudson & Philmont

Availability of healthy food and ingredients

Availability of Soda
Convenience/Corner Store Survey: Availability of Healthy Food/Soda

Number of surveyed stores with each item:

- Soda: 19
- Eggs: 18
- Milk: 16
- 100% Juice: 16
- Canned/Frozen Vegetables: 5
- Bread: 6
- Canned Beans: 6
- Rice: 5
- Produce: 11
- Beans/Peas (Dried): 6
- Ground Beef: 2

Availability:
- 100% Whole Wheat
- > 3 Varieties
- > 5 Varieties
- Brown Rice
Convenience Store Surveys
Availability of Produce

% of Convenience Stores with Produce

- 0 items: 45%
- 1-2 items: 15%
- 6-10 items: 25%
- 11-21 items: 15%

Most common produce items available

<table>
<thead>
<tr>
<th>Produce</th>
<th>Number of Stores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tomatoes</td>
<td>7</td>
</tr>
<tr>
<td>Lettuce</td>
<td>6</td>
</tr>
<tr>
<td>Potatoes</td>
<td>5</td>
</tr>
<tr>
<td>Apples</td>
<td>4</td>
</tr>
<tr>
<td>Lemons</td>
<td>4</td>
</tr>
<tr>
<td>Bell Peppers</td>
<td>4</td>
</tr>
</tbody>
</table>
Convenience/Cornet Stores
Produce Availability

Lemons
Bananas
Zucchini
Lettuce
Tomatoes
Peaches
Plums
Yams
Limes
Sun-dried Tomatoes
Arrow-Root
Broccoli
Eggplant
Mushrooms
Garlic
Hot-Peppers
Cantaloupe
Sun
Cauliflower
Leeks
Cauliflower
Sweet-Potatoes
Onions
Potatoes
Apples
Nectarines
Yellow
Java
Kumquats
Corn
Mango
Avocados
Cherries
Oranges
Ginger-Root
Bell-Peppers
Green
Orange
Celery
Cucumbers