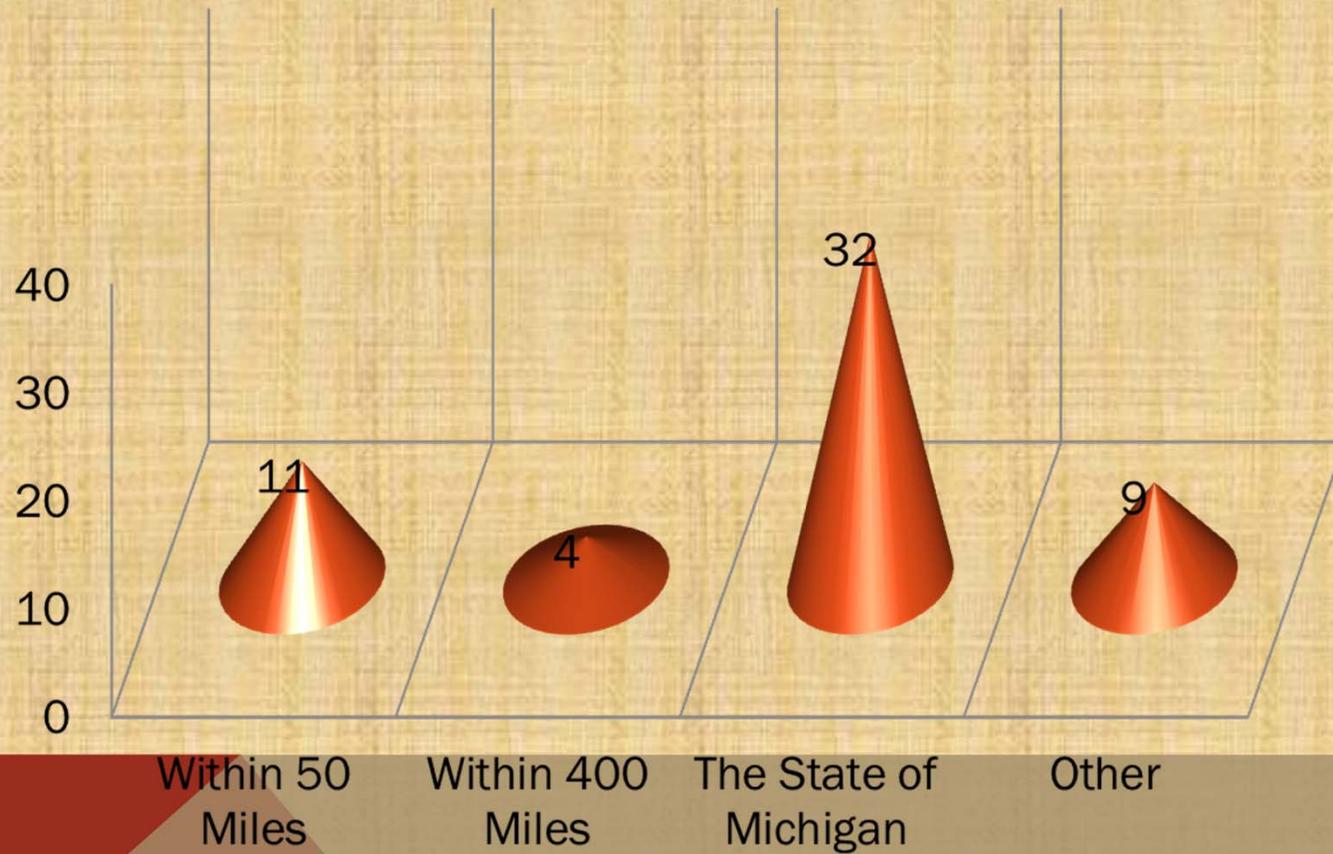
The image shows the cover of a report. The background is a light tan color with a fine, woven texture. A diagonal line runs from the bottom-left corner to the top-right corner. The area to the left of this line is a solid dark red color, and the area to the right is a solid light brown color. The title is written in bold, black, sans-serif capital letters, slanted to follow the diagonal line. Below the title, the subtitle is written in a smaller, black, sans-serif font, also slanted to follow the diagonal line.

**LOCAL FOOD MARKETS
IN SOUTHEAST MICHIGAN**
AN MSU PRODUCT CENTER SURVEY

HOW DO YOU DEFINE LOCAL?

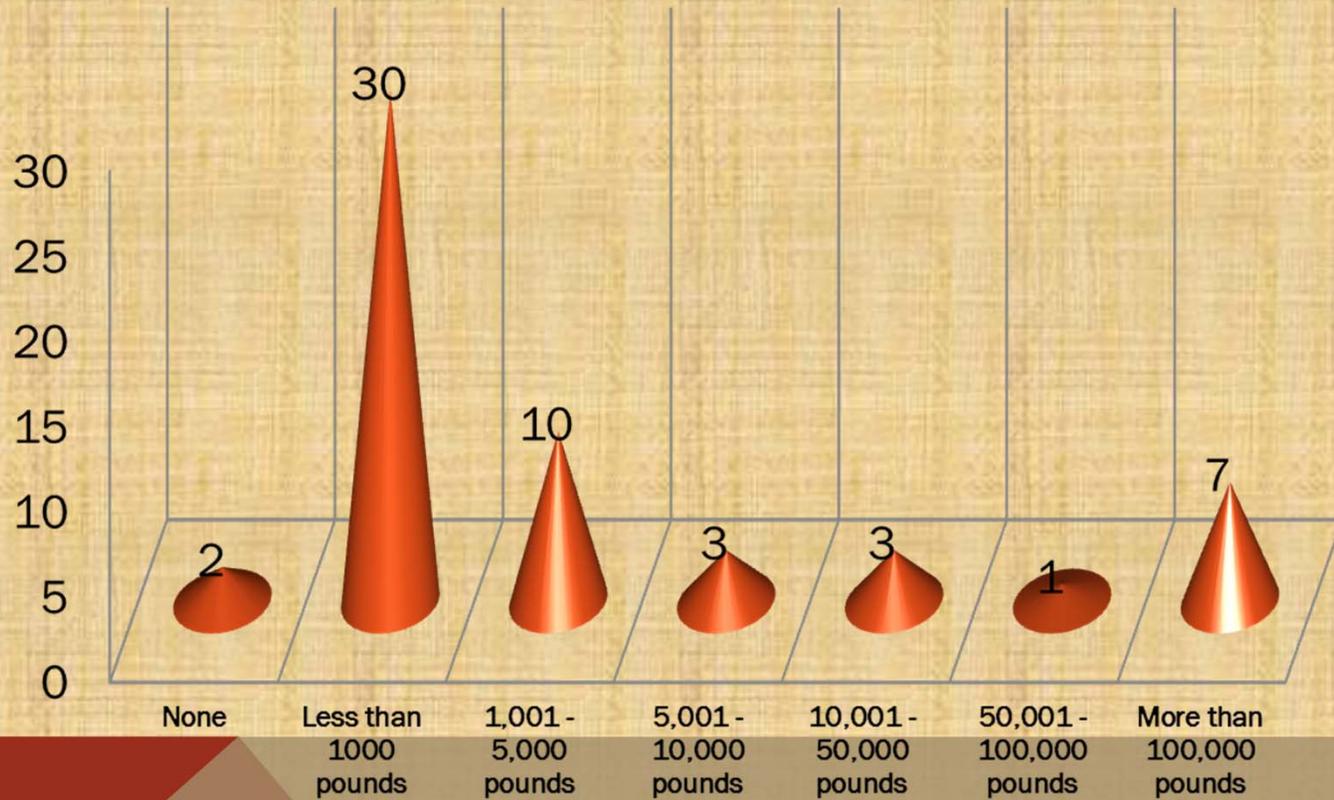


HOW DO YOU DEFINE LOCAL?

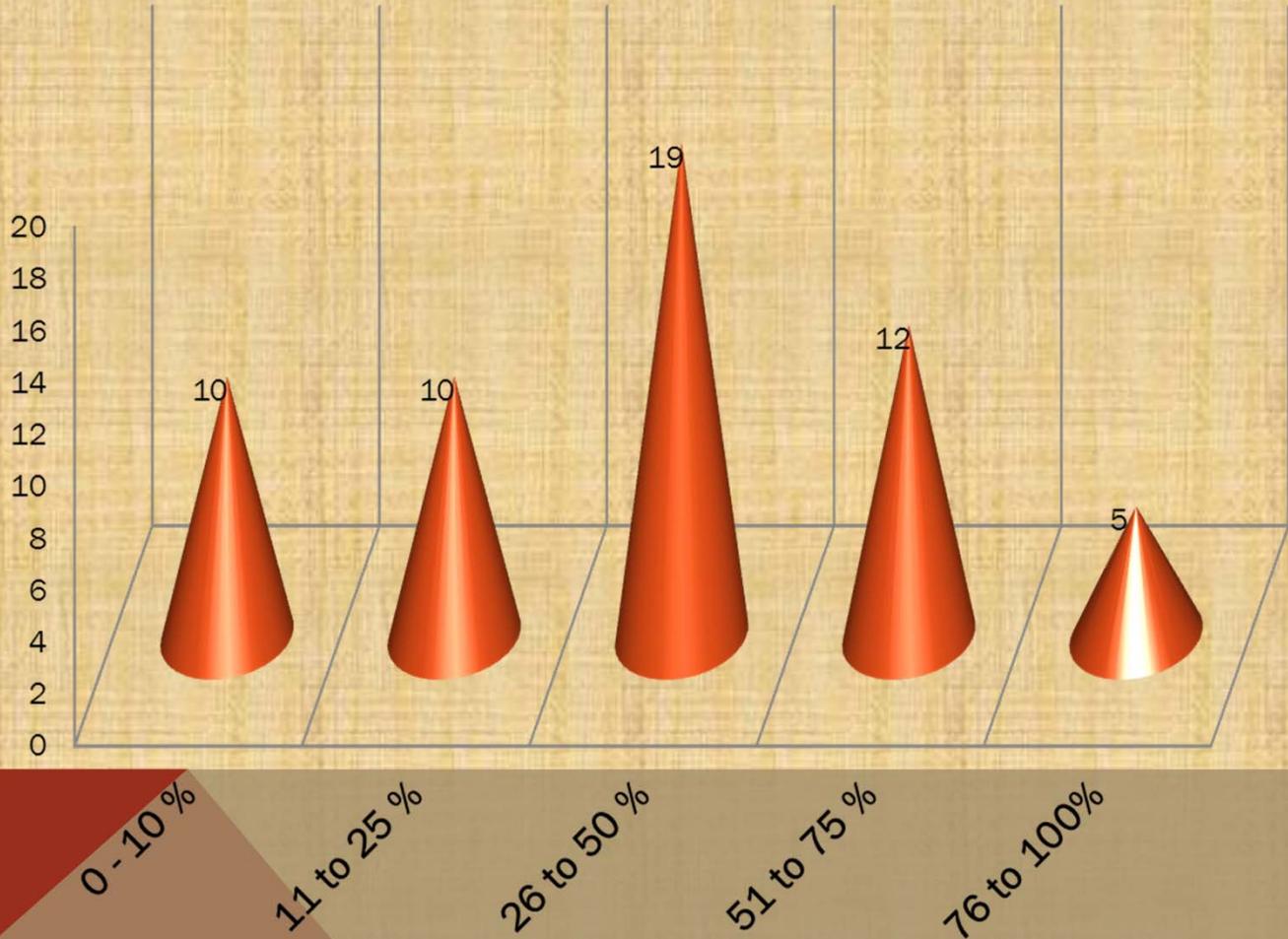
“OTHER” RESPONSES

- 100 mile is typically the standard - where is that choice?
- Depends on the product. i tend not to use the word. I strive to be part of the community i live in.
- 100-200 usually from within the state
- Depends on the product. Sometimes the distance of "local" has to vary.
- 100 is the standard
- 100 miles and/or from state of MI
- Within 100 miles of my business
- Within 250 miles of each store
- Within 5 miles of my business

HOW MUCH LOCALLY-GROWN PRODUCE DO YOU PURCHASE ANNUALLY?



WHAT PERCENTAGE OF YOUR OVERALL PRODUCE PURCHASES CONSIST OF LOCAL PRODUCE?

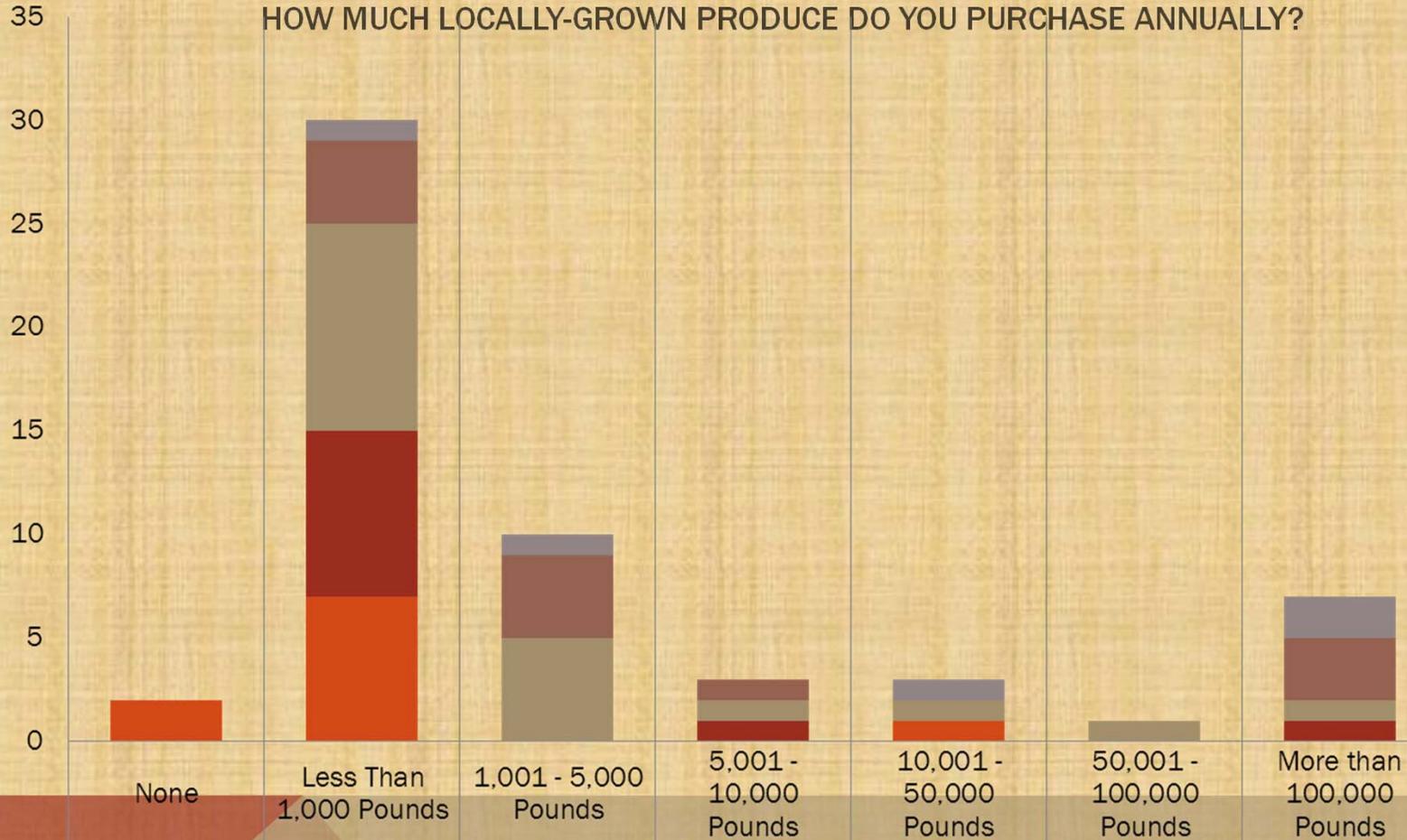


LOCAL FOOD PURCHASES BY VOLUME

HOW MUCH LOCALLY-GROWN PRODUCE DO YOU PURCHASE ANNUALLY?

What percentage of your overall produce purchases consist of local produce?

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



Percentage of Local Produce	None	Less Than 1,000 Pounds	1,001 - 5,000 Pounds	5,001 - 10,000 Pounds	10,001 - 50,000 Pounds	50,001 - 100,000 Pounds	More than 100,000 Pounds
76-100%	0	1	1	0	1	0	2
51-75%	0	4	4	1	0	0	3
26-50%	0	10	5	1	1	1	1
11-25%	0	8	0	1	0	0	1
0-10%	2	7	0	0	1	0	0

WHAT ARE THE BARRIERS THAT PREVENT YOU FROM BUYING MORE LOCALLY PRODUCED PRODUCE?

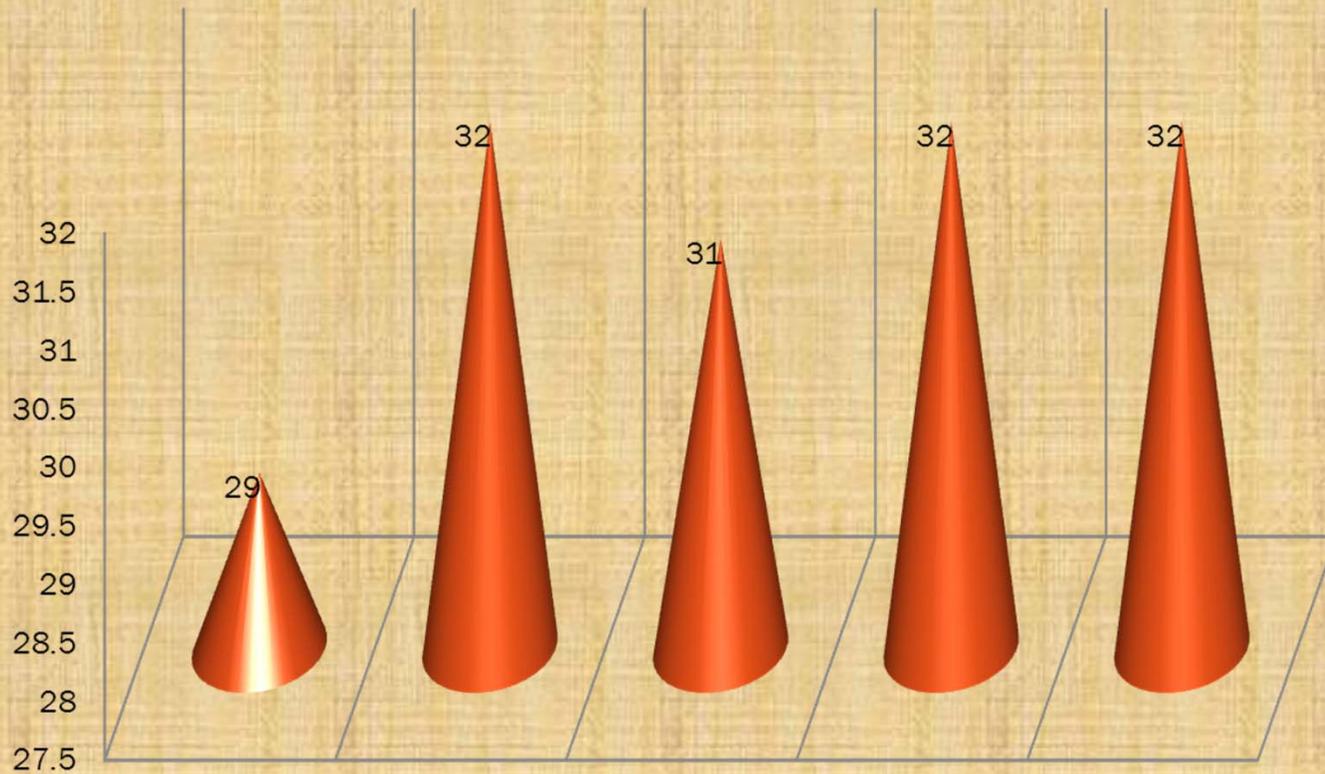


WHAT ARE THE BARRIERS THAT PREVENT YOU FROM BUYING MORE LOCALLY PRODUCED PRODUCTS?

“OTHER” RESPONSES

- They are not grown in this climate.
- What I want is not available.
- Poor marketing information in local availability.
- All my ingredients are dried spices.
- Seasonality.
- Produce not always available year round.
- Enough variety available.
- Michigan climate. (ex: bananas).
- Aldi, my local grocery store carries very little Michigan grown produce, In fact, a sign that indicated Michigan-grown apples, was not Michigan grown.
- They are in short supply during the Winter months.
- Can not supply year round.
- Trucking logistics
- Is the produce marked in stores grown in Michigan?

WHAT TYPES OF LOCALLY GROWN PRODUCE ARE YOU INTERESTED IN BUYING?



Spinach

Salad Greens

Carrots

Apples

Other

WHAT TYPES OF LOCALLY GROWN PRODUCE ARE YOU INTERESTED IN BUYING?

“OTHER” RESPONSES

- Berries.
- None.
- Onion, peppers.
- Berries
- Beets, cucumbers, Hungarian banana peppers, asparagus, beans, cauliflower, pearl onions.
- Fruit & vegetable concentrates & purees.
- Herbs.
- Potatoes.
- Fruit.
- Greens in the winter, more grains, onions and garlic in large volume.
- Russet potatoes, Yukon potatoes.
- Fruit, flour, spices.
- Sugar, flour, milk.

WHAT TYPES OF LOCALLY GROWN PRODUCE ARE YOU INTERESTED IN BUYING?

“OTHER” RESPONSES

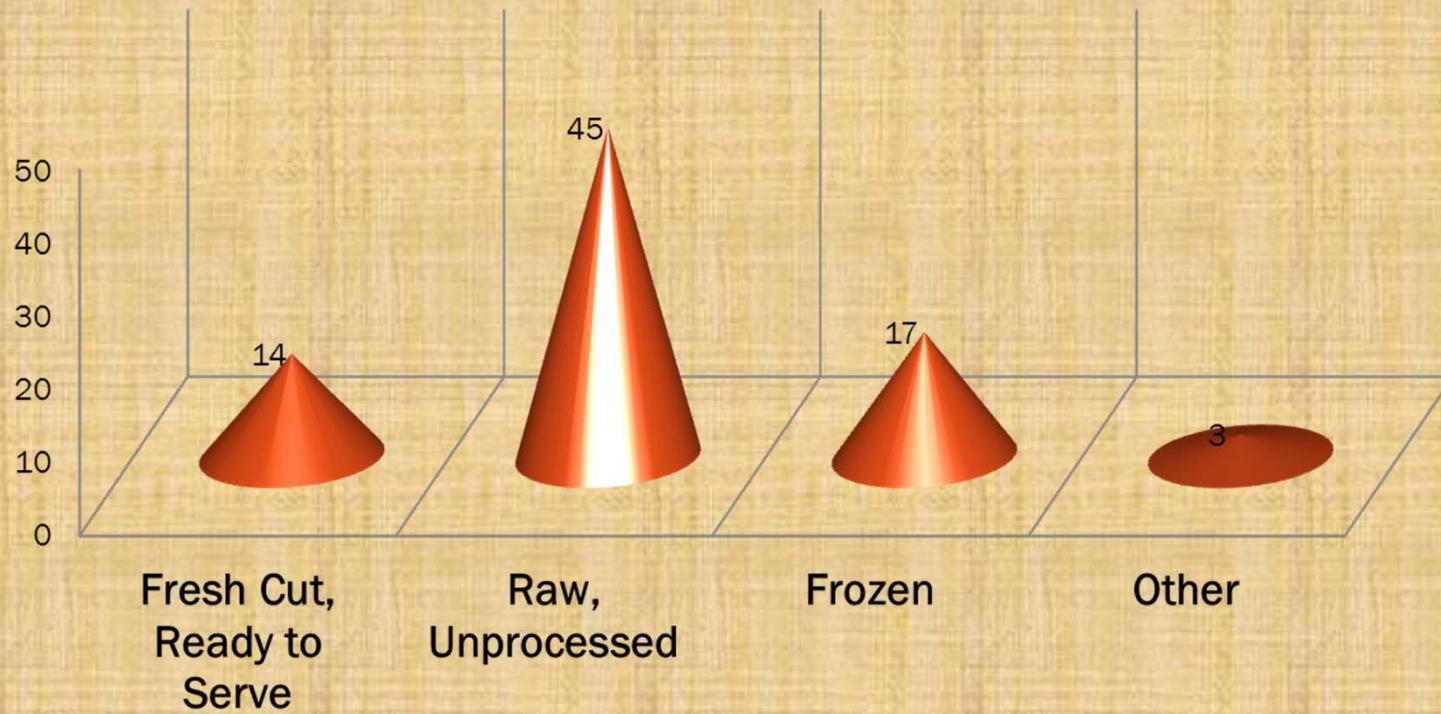
- Anything local and in season.
- None.
- Berries, herbs.
- Anything locally produced. Herbs, grapes, squash, tomatoes, strawberries.
- Berries.
- All types.
- All.
- Potato
- Potatoes, tomatoes, garlic, eggplant, green peppers, onions, yellow squash, zucchini, strawberries, raspberries, blueberries.
- Potatoes.
- Potatoes, onions, peas, zucchini.
- All.

WHAT TYPES OF LOCALLY GROWN PRODUCE ARE YOU INTERESTED IN BUYING?

“OTHER” RESPONSES

- Anything I can.
- Pears, hazelnuts, chestnuts.
- Asparagus, pickles, cabbage, cauliflower.
- Onions, cabbage, asparagus.
- Corn

IN WHAT FORM DO YOU NEED THE PRODUCE?

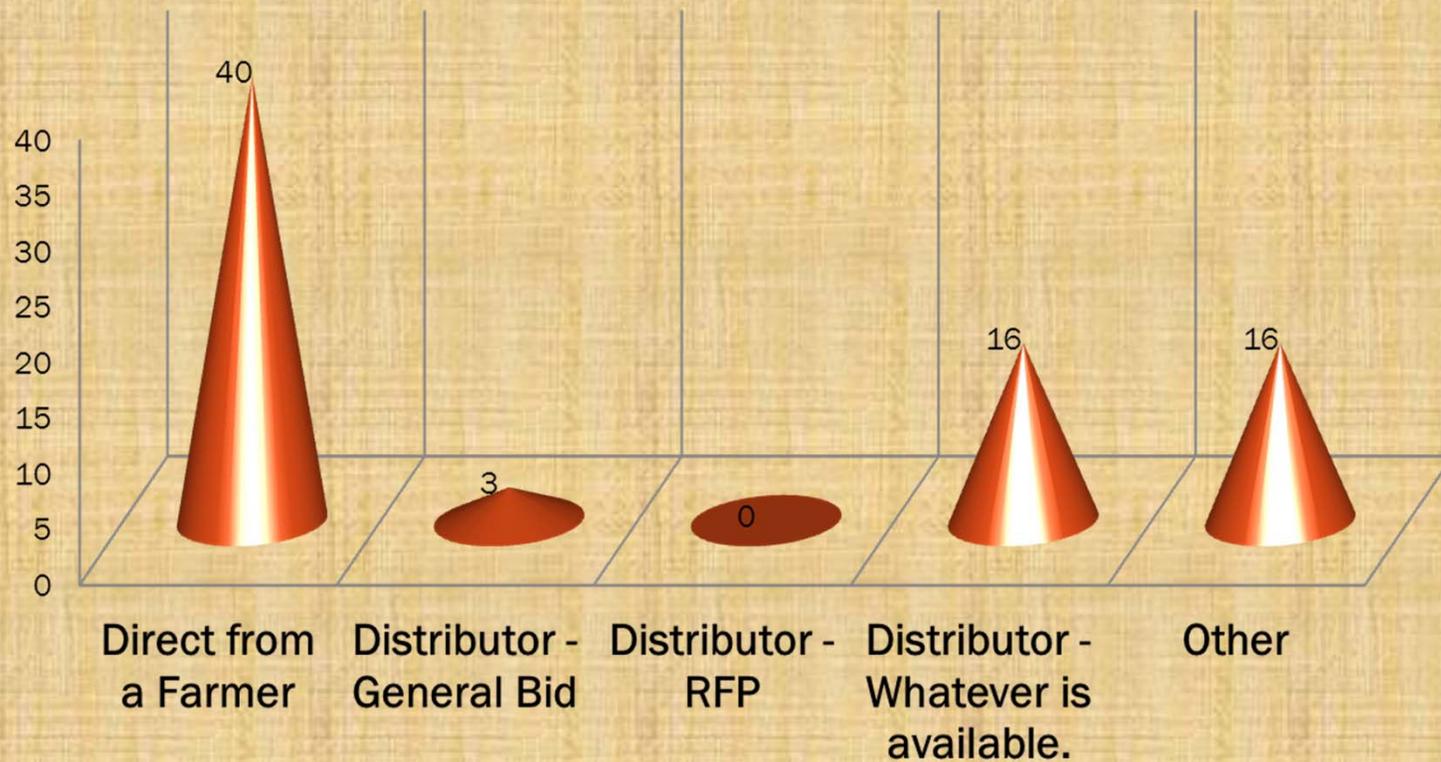


IN WHAT FORM DO YOU NEED THE PRODUCE?

“OTHER” RESPONSES

- None.
- Canned or put into products like jam.
- Frozen cut.

HOW DO YOU CURRENTLY BUY YOUR LOCALLY GROWN PRODUCE?



HOW DO YOU CURRENTLY BUY YOUR LOCALLY-GROWN PRODUCE?

“OTHER” RESPONSES

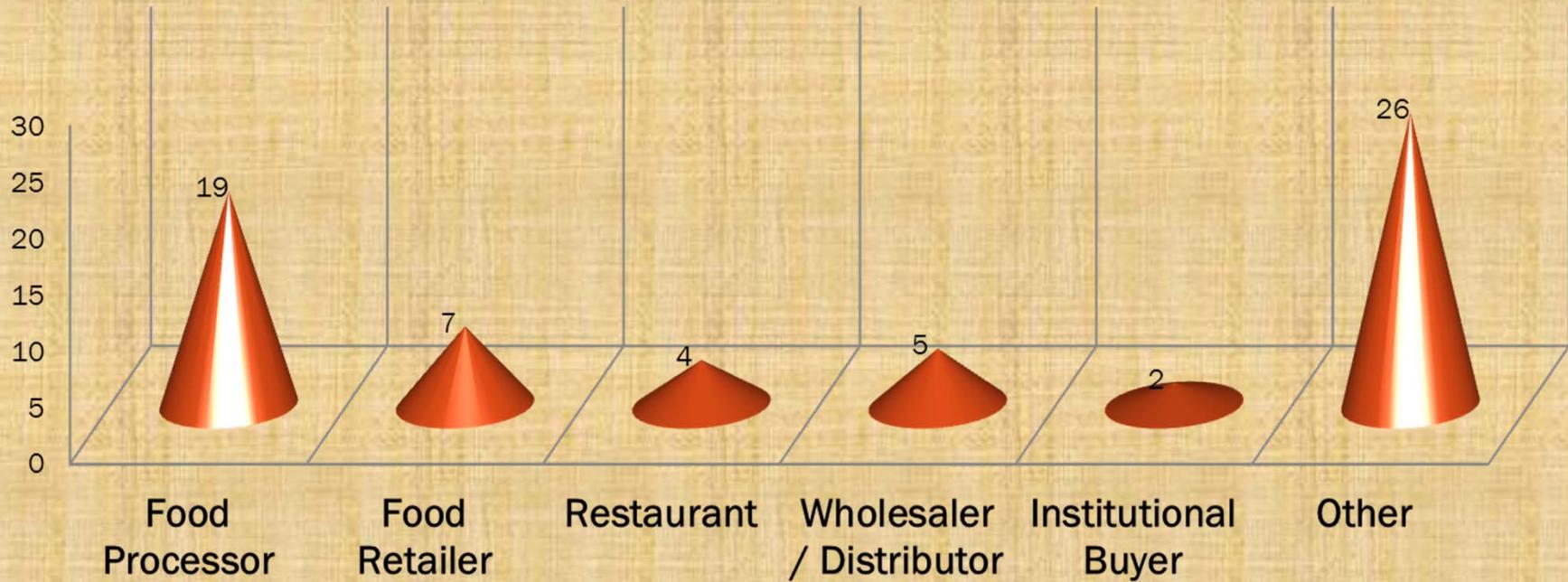
- None.
- Whole Foods-type markets – would prefer more organic produce locally.
- Co-Op.
- Broker.
- Vegetable or fruit processor (as ingredient)
- None.
- Farmers’ Markets. Primarily Eastern Market. Also Western Market in Ferndale carries Mich. Products.
- Eastern Market.
- We are also growers.

HOW DO YOU CURRENTLY BUY YOUR LOCALLY-GROWN PRODUCE?

“OTHER” RESPONSES

- Local markets.
- Broker by contract or Open Market.
- Grocery store.
- Cross-docked through a number of brokers.
- Amish roadside stands in the Thumb.
- Store.
- Farm stands in rural areas.

WHAT TYPE OF BUSINESS DO YOU OPERATE?



WHAT TYPE OF BUSINESS DO YOU OPERATE?

“OTHER” RESPONSES

- Catering.
- Catering service.
- Organic skincare, using botanicals and locally grown beeswax.
- Natural skincare.
- Grocery delivery business.
- Personal chef.
- Cottage industry baker, spice rubs, jams.
- Farm-raised wool, wool items, herbs, soap.
- Spice mix.
- Farm and consumer
- Personal buyer.
- Closed business in 2008.
- Making and distributing gluten-free baked goods. Looking to expand product line.

WHAT TYPE OF BUSINESS DO YOU OPERATE?

“OTHER” RESPONSES

- Grower, shipper, distributor.
- Farmers' Market.
- Farmers' Market.
- Manufacturer.
- Bakery.
- Urban Farmer.
- I don't. It's my own home.
- Food producer.
- Nonprofit organization.
- Organic producer on 370 acres. Wheat, corn, soybeans & black beans.
- Community garden.
- Caterer.

HOW IMPORTANT IS IT FOR YOU TO PROMOTE LOCALLY PRODUCED PRODUCTS IN MAKING SALES TO YOUR CUSTOMERS?

