










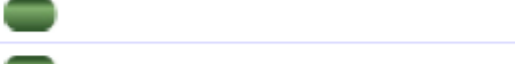







Local Food Connection 2009 Zoomerang Survey Responses

57 completed surveys out of 133 survey invites (43% return rate). Of those who did not respond, 10 were organizers of the event and 8 were speakers.

1. What is your overall rating of the Local Food Connection?

Poor		0	0%
		2	4%
		7	14%
		33	65%
Excellent		9	18%
Total		51	100%

2. Which of the following best describes you?

Farmer/Grower		15	26%
Rancher		5	9%
Fisher		0	0%
Shellfish Grower		0	0%
Chef		1	2%
Food Retailer		5	9%
Food Processor		3	5%
Education		3	5%
Media		2	4%
Extension Service		0	0%
Non-profit Organization		9	16%
Local Government		5	9%
Certifying Organization		3	5%
State/Federal Agency		3	5%
Other, please specify		8	14%

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Others:

- wholesale organic dried food distributor
- Consultant

- Wannabe farmer/grower recent college graduate
- Energy Program Manager, Cascade Pacific
- Pig Farm
- Food Wholesaler
- Hospital Food Services manager
- Citizen Interested In Supporting This Movement

3. How many business contacts did you make at the Local Food Connection on 2/2/09?

1 - 2		26	48%
3 - 5		18	33%
6 - 10		8	15%
10+		2	4%
Total		54	100%

4. How many new business relationships do you expect to result from these contacts?

1 - 2		35	76%
3 - 5		9	20%
6 - 10		1	2%
10+		1	2%
Total		46	100%

5. What is the anticipated dollar value of these new business relationships for 2009?

\$0 - \$2,500		40	77%
\$2,501 - \$5,000		7	13%
\$5,001 - \$10,000		3	6%
\$10,001 - \$20,000		1	2%
\$20,001 - \$40,000		0	0%
\$40,001 - \$65,000		0	0%
\$65,001 - \$100,000		0	0%
\$100,001+		1	2%
Total		52	100%

6. KEYNOTE SPEAKER How satisfied were you with the presentation by David Lively of Organically Grown Company?

Top number is the count of respondents selecting the option.
Bottom % is percent of the total respondents selecting the option.

	Not at all	2	3	4	Very Much
Content	0 0%	5 10%	13 25%	11 22%	22 43%

- I came in late, but what I heard was good stuff.
- Not all that exciting, but not bad.
- David's business model is quite "narrowly" focused along industrial/commercial lines. Yes this is large in regional organic foods today, but not necessarily a model that anyone should use today for creating the food systems of tomorrow. I appreciate all of the OGC work as transitional from 1970 to (perhaps) 2010 or 2015.
- Wasn't sure where his talk was going. Buy local or buy mangoes from a village in South America.
- He brought up a lot of good points and gave me some perspective on things that took me by surprise. Couldn't quite tell where the talk was going at times but it was entertaining.
- It would have been great to have had the opportunity to meet him in person - as I am a wholesale customer of OGC.
- He rained on our parade. Not a good start to the event-- killed the energy. Not a dynamic speaker (read speech). Interesting but not appropriate as keynote. Too focused on organic as opposed to local. No visuals.
- Unfortunate that he described the ongoing conflict between organic and non-organic interests as a "war". A war is where one of my loved ones is about to be in harms way.
- it was interesting but kinda long....
- I enjoyed his history very much but it could've been a bit more concise.
- Would like a copy of his speech.
- Very interesting. I'd like to have him speak more and do a class break out session next year.
- It was wonderful to learn about the history of the OGC and organic farming in the Willamette Valley, and to put a face to the many names I have heard.
- Seemed like an opportunity to discuss relative merits of emphasizing local vs. organic food consumption was missed.
- Really well done! I appreciated what he said, and how he expressed his ideas.
- Interesting background and overall picture from farmer to distributor.
- I loved that he challenged the pure "local" mentality. Clearly there is additional criteria that the discerning consumer should be considering when making shopping choices. Grist for the mill... presented well.

7. MORNING WORKSHOPS How satisfied were you with the workshop you attended in the morning?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Not at All	2	3	4	Very Much
What are Potential Solutions for Transportation, Packaging and Storage — part one (two case studies)	0 0%	1 5%	5 26%	8 42%	5 26%
Do It Yourself: Starting a Commercial Kitchen	1 11%	1 11%	3 33%	3 33%	1 11%
Effective PR — How to Create a Buzz using Earned Media	0 0%	1 10%	1 10%	6 60%	2 20%
Meat Inspection Logistics	0 0%	0 0%	1 20%	2 40%	2 40%
Local Food Connection for Beginners	0 0%	2 15%	0 0%	6 46%	5 38%

8. AFTERNOON WORKSHOPS How satisfied were you with the workshop you attended in the afternoon?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents	Not at All	2	3	4	Very Much
Finding Effective Solutions for Transportation, Packaging and Storage — part two (interactive discussion)	1 8%	2 15%	4 31%	4 31%	2 15%
Butchering a Pig	0 0%	0 0%	1 9%	5 45%	5 45%
Effective Marketing (Oregon Country Trails presentation)	0 0%	3 27%	1 9%	6 55%	1 9%
Institutional Purchasing	0 0%	2 17%	3 25%	4 33%	3 25%
Growing and Selling Beans and Grains Locally	0 0%	0 0%	0 0%	1 50%	1 50%

9. FORMAT OF NETWORKING SESSIONS How satisfied were you with the "Linking Farmers, Ranchers, Fishers, and Food Buyers (one-on-one discussions)"?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Not at all	2	3	4	Very Much
Length of networking sessions	7 19%	11 30%	10 27%	5 14%	4 11%
Format of networking sessions	9 25%	8 22%	11 31%	5 14%	3 8%

10. GENERAL IMPRESSIONS

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Not at all	2	3	4	Very Much
Were your expectations for this event met?	3 5%	4 7%	16 28%	25 44%	9 16%
Did the meeting increase or enhance your understanding of the producer/buyer relationship?	5 9%	11 20%	10 18%	23 41%	7 12%
Was the interaction with other participants valuable to you?	0 0%	4 7%	15 26%	24 42%	14 25%
Would you attend the conference again next year?	4 7%	3 5%	7 12%	21 37%	22 39%

11. ACCESS TO CONFERENCE INFORMATION

How satisfied were you with the following issues related to the printed program and registration materials?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Not at all	2	3	4	Very Much
Organization of program	0 0%	1 2%	6 11%	26 47%	22 40%
Content of the overall program	1 2%	3 5%	11 20%	28 50%	13 23%
Content of Handout Materials	0 0%	2 4%	14 25%	27 49%	12 22%

12. LOGISTICS

How satisfied were you with the following logistical aspects of the conference?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Not at all	2	3	4	Very Much
Comfort of meeting space	0 0%	1 2%	1 2%	15 26%	40 70%
Food and beverage	1 2%	2 4%	0 0%	8 14%	46 81%
Registration process	0 0%	0 0%	2 4%	13 23%	41 73%
Is the location convenient?	0 0%	2 4%	9 16%	13 23%	32 57%

13. How did you find out about the conference? Please check all that apply.

Invitation		16	28%
Save the Date Postcard		19	33%
Flyer		1	2%
Word of mouth		15	26%
Listserv		11	19%
Newsletter		0	0%
Organization		9	16%
Other, please specify		5	9%

Other responses:

- Capital Press
- Register Guard
- Farmer friend of mine named Tyler Jones
- ad in register guard
- Connie Karr

14. **What attracted you to attend this conference?** Please check all that apply.



- Opportunity to meet potential buyers of products
- Invitation to be on a panel.
- Food, Harmony, Community
- story ideas

15. **What other topics would you like to learn about at future conferences?**

- The basics of getting on the grocery shelf, a panel of grocery buyers for retail outlets. The do's and don'ts of packaging, selling, and marketing your product
- Distribution specifics, break down of food; certifications and food safety inspections; impact of international foods and how local can gain a foot hold on long term growth within steep competition.
- Support for Beginning Food farmers--like an FSA overview geared towards "specialty crops"--you know, fruits and vegetables.
- energy efficiency on farms, in kitchens/production areas
- legal work force, how to find grants pertaining to our farm.
- how to market products, low cost sources for business development,
- What is available through extension services and working through government red tape.
- This year I listened to the "Local Food Connection for Beginners" and missed out on "Transportation." I'll probably go to something like that next year.
- local food processing for institutions
- How the value-added folks fit into the equation.
- More relevant marketing and farm business planning.
- labor/laborer issues
- What other opportunities are out there for farmers to improve on their business efficiencies.
- Ag producer & rural small business energy efficiency and renewable energy issues
- lane county farmer's market needs a presence there
- How to bring our message to the mainstream. Maybe this was covered in the Effective Marketing workshop.
- processing
- Indoor year round market

- What does the future hold for educating the public on the local food process?
- it would be helpful to have small scale sellers of farm equipment represented
- Farm Labor --Get a labor leader there (AFL-CIO, PCUN,etc)
- Sustainable Delivery Systems/VEHICLES
- how the extension service is involved in this topic-- local food systems and aiding marketing
- More on seafood.
- Durable City Concept, Resident Micro-Distribution, Individual Project Networking Solutions (small group format)
- has any chef or restaurant successfully attracted consumers to really good food (for nutrient quality, not just taste). If so, how was that marketed? (any state, not just Oregon)

16. What did you learn that you will implement?

- As a result of the creating media buzz workshop I have on my todo list to organize my media contact list better and be more deliberate with my press releases.
- free publicity, net working with close neighbors.
- very little
- Who to contact on inspections
- Communication between myself and my buyers when I start a farm.
- not sure, but I did make some great contacts.
- I learned some new things about institutional buying and gave me several ideas for approaching/mining that arena as a potential source of business.
- Nothing
- PR tips; Press Release; focus on soil
- That from an outside perspective that our organization needs to connect more with this target group.
- Marketing ideas. How to write an effective news release
- Eugene local foods connection
- the must haves before you start a commercial kitchen & it can be done relatively cheap.
- USDA/transportation/
- I will personally place an emphasis on local shopping - co-op, farmers market
- Particulars of interacting with chefs and restaurants. Also, will use info learned about programs available for food security and farm to school programs.
- more about meat inspection logistics and market barriers for small scale meat producers; state of local grain production in our valley
- There is space offered in publications to author articles.
- I learned much in the pig butchering workshop that will help me be a more knowledgeable salesperson for my natural meats.

17. What suggestions would you offer for improving the next conference?

- It is great! Don't change a thing!
- It would be very convenient for peoples that are traveling to the conference from afar (or even those that live fairly close) to have a link attached to the website, or part of the registration process that can link participants together who wish to carpool. It seems like that would be a very helpful component.
- Make an announcement about the "Linking Farmers..." to large group (before we leave for the morning workshops, and set up a station for beekeepers (if applicable)
- I don't think that there is as much activity in the producer-buyer networking opportunity. this is still an essential role for the conference, but many of these relationships have been established over the past several conferences. The natural evolution towards more focused workshops should be continued.
- I wanted to attend several of the workshops. Maybe you could have a third workshop time at the end of the day or get the LCC video/tv class to record the workshops and post them on the web for later. Even sound only would be good - like webinars.
- With some forethought, the complete lack of vegetarian lunch entrees could have been solved. It seemed unconscious, unmindful, and did not reflect well on the "food consciousness" of the planners of this food conference. Coupled with the long drawn out raffling of the slaughtered pig, perhaps you should change the venue from the "meeting and learning" facility, to the "MEAT and learning facility." Obviously meat is very important to some people, not important to many other people, and when such strong emphasis is focused on meat without comparable choices for food interested people who don't eat meat, it seems like a real failure of planning.
- if there is a two part program morning and afternoon keep in same room
- The class was not any help. I was looking for NEW information
- The "buyer" portion of the crowd was quite weak. More emphasis needs to be placed on attracting buyers and restaurants--seemed like we were all growers with only each other to talk to. I did not personally make a single contact for selling my product.
- less seminar/discussion groups and more information from experienced grower and producers like was done at first conference. Less focus on what the government might do and more on what action can be taken for small operation to make above minimum wage incomes. Bring in successful small business folk who are thriving that can share actual tools. Less government information gathering sessions. More of information like "Eugene Local Food" presented or Joel Salatin type on how to get it done. Definitely more buyers in attendance and more time to get with buyers. 1/2 hour was not enough.
- The afternoon session was rushed do to late lunch
- It was great!!
- More sessions!
- Having the workshops not quite so packed on top of each other (like only one am choice and one pm choice). I would have loved to have attended at least one other workshop.
- Do the speed dating like you did last year. Get more buyers to attend. Give us the lunch recipes!
- networking session might be better prepped, or put at a different time, with a bit more guidance, or a specific exercise.
- Allow at least three half hour (minimum) break periods for people to visit the various exhibits
- shorter keynote speech
- more workshops

- some speakers need to be better prepared and to have a "topic" outline speech before opening up discussion/questions.
- Segregate Poultry/Meat different banner section/ I liked the paddle signage also.. Longer networking time.
- Buyer Seller Connection seemed to work better last year.
- Please invite All Willamette Valley Grass Seed Farmers, as they need other crops to grow, and food is a great option for them
- make the start time of the event more clear, include it on the post cards if they are sent out again.
- seemed that a more structured exchange for buyers and sellers would have been helpful. I am neither, but it seemed a little chaotic for those hoping to make deals
- Carpool concept- find registered participants in same locale to commute together. Invite existing action groups in the community to talk and brainstorm/create action groups/ideas for people to participate in.
- I did not think the speed-dating worked well at all this year. Last year's format where each member stood and gave a quick description of what they had to offer gave me an opportunity to let people know why they should talk to me. Also, grouping similar producers together in one area both increased the pushiness and competitiveness of the producers to get at the customers and kept me from representing that I have meats, produce, nuts, eggs and more - I was only able to be in one place at a time.
- I think both buyers and producers need the opportunity to (in writing, along with contact info) be able to express something more about their products.... not just a generalized label... like meat. It would be good to know more about each farms products and what differentiates them, if anything. Same for what buyers are looking for. It is too shallow of an exchange right now (we miss the opportunity to connect with the right folks because the info is not deep enough on the pre-meeting listings and handouts... you could seek out more likely contacts with additional info ahead.

18. **Additional comments:**









- Thank you so much for all you do.
- We connected with people we already knew, which strengthens our relationships, but didn't meet new contacts (though we made two new contacts last year). The speakers at the afternoon workshops were good (esp Richard Turnbull) - I just expected more coaching on how to approach institutions in general(including hospitals and others - not just OSU) with regard to selling food. I love the idea of linking with farmers, there just weren't many people to connect with, and look forward to the conference growing so more farmers and beekeepers participate. Any critiques have less to do with the logistics and content of the conference and more to do with us (our business) being a bit of an anomaly there.
- There was not as many restaurant representatives as I had hoped
- Wish I could have attended the pig butcher workshop.
- I would also like to see more specific information in support of the value-added folks who are not farmers...we are sort of in the middle - not fish nor fowl - at least in this format.

Well organized overall and very enjoyable!









- Maybe it was just me, but the event seemed to be missing the energy and excitement I felt there last year, but the food was just as great!
- Thank you!!!! I really enjoyed my day!
- I thought the conference was very well done. Good job by all involved. I plan to attend next year as well.

- some of the same sellers were there and they are improving their ability to deliver their goods to our facility which will greatly increase our likelihood to purchase from them.
- Great event. I'm impressed with how many producers attended.
- Enjoyed the meat inspection talk.
- The conference was great, but I need to work more on networking.





19. A Question for Food Producers: In 2008, what were your total sales to restaurants, retailers, and institutions?

\$0 - \$2,500		9	47%
\$2,501 - \$5,000		1	5%
\$5,001 - \$10,000		1	5%
\$10,001 - \$20,000		1	5%
\$20,001 - \$40,000		1	5%
\$40,001 - \$65,000		2	11%
\$65,001 - \$100,000		1	5%
\$100,001+		3	16%
Total		19	100%





20. A Second Question for Food Producers How do you anticipate that your 2009 sales to restaurants, retailers, and institutions will compare to 2008 sales?

Increase 1 - 5%		2	13%
Increase 6 - 15%		3	20%
Increase 16 - 25%		1	7%
Increase 26 - 50%		2	13%
Increase more than 51%		1	7%
Stay the Same		4	27%
Decrease 1 - 5%		0	0%
Decrease 6 - 15%		1	7%
Decrease 16 - 25%		0	0%
Decrease 26 - 50%		1	7%
Decrease more than 51%		0	0%
Total		15	100%

21. A Question for Food Buyers: In 2008, how much did you purchase directly from local producers?

\$0 - \$2,500		5	50%
\$2,501 - \$5,000		0	0%
\$5,001 - \$10,000		0	0%
\$10,001 - \$20,000		1	10%
\$20,001 - \$40,000		1	10%
\$40,001 - \$65,000		0	0%
\$65,001 - \$100,000		0	0%
\$100,001+		3	30%
Total		10	100%

22. A Second Question for Food Buyers: How do you anticipate that your 2009 purchases directly from local food producers will compare to 2008?

Increase 1 - 5%		3	33%
Increase 6 - 15%		4	44%
Increase 16 - 25%		0	0%
Increase 26 - 50%		1	11%
Increase more than 51%		0	0%
Stay the Same		1	11%
Decrease 1 - 5%		0	0%
Decrease 6 - 15%		0	0%
Decrease 16 - 25%		0	0%
Decrease 26 - 50%		0	0%
Decrease more than 51%		0	0%
Total		9	100%