

Introduction

Welcome



Thank you for taking 20 minutes to complete this survey developed by Farm to Institution New England and Health Care Without Harm. The survey is intended for food distributors and food hubs that serve institutional clients in New England. Even if you do not serve institutional clients, we still want to hear from you, and our questions for you will be brief.

The purpose of this survey is to understand the extent of and trends in local and sustainable foods in the institutional food market. It is designed to provide an understanding of the degree to which demand for local and sustainable foods impacts your business and any challenges and opportunities you see to grow this market. Given the importance of your role in sourcing local and sustainable foods, we are seeking your input and unique perspective. Separate surveys are being administered to institutional food service directors and farmers to understand opportunities and challenges from their perspectives.

All responses will be kept confidential and information shared with the public will be aggregated so that it cannot be traced to an individual company or institution.

Because we appreciate your time, once completed, we will enter you into a raffle for one of two \$50 gift cards. By filling out your name and company information, we will enter your name into the raffle. Again, this information will be kept confidential.

Thank you again for your time and thoughtful input.

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About Your Business

1. Please provide us with the following information:

Name of business

Your name

City, state, and zip

Phone number

Email address

2. Where do you sell your products? (Please check all that apply).

- | | |
|--|---|
| <input type="checkbox"/> Connecticut | <input type="checkbox"/> Rhode Island |
| <input type="checkbox"/> Maine | <input type="checkbox"/> Vermont |
| <input type="checkbox"/> Massachusetts | <input type="checkbox"/> BEYOND New England |
| <input type="checkbox"/> New Hampshire | |

3. Please estimate the percentage of your total PROCUREMENT (by sales, \$) that comes from New England-based farm and food businesses?

4. Do you sell any products to institutions (e.g., schools, universities, hospitals etc.)?

- Yes
- No
- I don't know

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Selling to Institutions

5. Please estimate the following for 2014:

2014 total sales for all customers (\$)

Percentage of total sales accounted for by institutions in 2014 (%)

6. Estimate how many of the following INSTITUTIONAL clients you serve in the New England states--Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont?

Colleges and universities (Number)

Hospitals and health centers (Number)

K-12 schools (districts and/or individual schools) (Number)

Other (please specify):

7. How often do your INSTITUTIONAL clients request the following specialty products?

	Never	Rarely	Occasionally	Frequently	Very frequently
Organic products	<input type="radio"/>				
New England wild caught fish	<input type="radio"/>				
Meats certified as raised without the routine use of antibiotics (e.g., organic, humanely-raised, etc.)	<input type="radio"/>				

8. Do you promote any of your products as "local" products to your customers?

- Yes
- No
- I don't know

About Selling Local Foods

9. For the purposes of procuring and marketing your products, how do you geographically define the term 'local'? (Please check all that apply.)

- Same city or county
- Produced within a 50-mile radius
- Produced within a 100-mile radius
- Produced within a 250-mile radius
- Other (please specify)
- Produced within a day's drive
- Produced within the state
- Produced within the region
- We do not define it

10. Please estimate the percentage of your total sales accounted for by LOCAL SALES in 2014 (%):

11. In what ways does your company provide information about origin of product in your order guide? (Check all that apply.)

- We do not provide any information on product origin
- We list farm name
- We list town or state of origin
- We list region of origin
- We list products as "local"
- Other (please specify)

12. What are the top 5 (by sales, \$) LOCAL food items your business sold to INSTITUTIONS in 2014? (Please be as specific as possible; e.g., sliced apples, whole apples, chicken drumsticks, lettuce, fish.)

LOCAL item #1	<input type="text"/>
LOCAL item #2	<input type="text"/>
LOCAL item #3	<input type="text"/>
LOCAL item #4	<input type="text"/>
LOCAL item #5	<input type="text"/>

13. How many of the following do you directly procure product from?

Number of LOCAL individual producers (e.g., farmers, ranchers or fishers)

Number of LOCAL producer cooperatives (farmer, rancher or fisher cooperatives)

Number of LOCAL processors

14. Please list the top LOCAL products where INSTITUTIONAL customer demand is greater than supply? (Please be as specific as possible -- e.g., sliced apples, whole apples, chicken drumsticks, lettuce, fish.)

Local product #1

Local product #2

Local product #3

Local product #4

Local product #5

15. Looking ahead 3 years, do you anticipate your local sales to INSTITUTIONS will....

- Increase significantly Increase some Stay the same Decrease some Decrease significantly

Availability of Specialty Products

16. Do you sell any of the following products?

	Yes	No
Organic products	<input type="radio"/>	<input type="radio"/>
New England wild caught fish	<input type="radio"/>	<input type="radio"/>
Meats certified as raised without the routine use of antibiotics (e.g., organic, humanely-raised, etc.)	<input type="radio"/>	<input type="radio"/>

If you sell meat certified as raised without the routine use of antibiotics, what percentage of all meat sales (%) did they account for in 2014?

17. Looking ahead 3 years, how do you anticipate the offerings of products in the following categories will change?

	Decrease significantly	Decrease some	Stay the same	Increase some	Increase significantly
Organic products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New England wild caught fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meats certified as raised without the routine use of antibiotics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Working with Local Vendors

18. What level of liability insurance is required for suppliers and producers in each category? Please provide dollar amount (\$)

Produce

Seafood

Meat and poultry

Grocery items

19. Which of the following certifications do you require of the producers you procure from?

- GAP certification
- HACCP certification
- Depends on what the customer wants
- None
- Other (please specify)

20. What other requirements do you have for your farmers/producers?

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Final Questions and Comments

21. What are the key challenges and limitations you face with procuring and/or selling local products?

22. Would you be willing to provide us with an email or address list of local farmers and businesses your work with? (We ask for this information to survey them about the impact of marketing to institutions on their operation's viability -- we will not identify you in any way when contacting them).

- Yes, contact me at the email below
- Maybe, contact me at the email below
- No

Email Address:

23. Would you be willing to provide us with a list of local food and sustainable meat items available to your institutional clients?

- Yes, contact me at the email below
- Maybe, contact me at the email below
- No

Email Address:

24. Please add anything else you would like to tell us here. Thank you again for taking the time to fill out this survey!

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Done