

BROOME FOOD CO-OP

Survey findings

111 people completed our survey, of which 110 or 99% are local. We did not collect any other demographic information.

Weekly spending

ANSWER CHOICES	RESPONSES	
▼ less than \$50 per week	0.00%	0
▼ between \$50 and \$100 per week	13.51%	15
▼ between \$100 and \$200 per week	41.44%	46
▼ between \$200 and \$300 per week	20.72%	23
▼ more than \$300 per week	10.81%	12
▼ I don't really have a budget, I get what I need/want	13.51%	15
TOTAL		111

- The majority of our respondents spend between \$100 and \$200/week on groceries.

Where do respondents shop?

	ALL OF MY SHOPPING	MOST OF MY SHOPPING	SOME OF MY SHOPPING	NONE	IT DEPENDS ON THE CIRCUMSTANCES HAPPENING AT THAT TIME	TOTAL
Supermarkets (Coles, Woolworths)	26.13% 29	67.57% 75	5.41% 6	0.00% 0	0.90% 1	111
Independent grocery stores like Fongs, Wings, IGA	0.00% 0	0.00% 0	48.42% 46	25.26% 24	26.32% 25	95
Local producers	1.09% 1	0.00% 0	50.00% 46	18.48% 17	30.43% 28	92
Online shopping	0.00% 0	1.15% 1	31.03% 27	52.87% 46	14.94% 13	87

Comments (9)

- 104 people (93%) do all or most of their shopping at supermarkets.
- Comments identified butcher and health food shop as independent local shopping alternatives.

Priorities in selecting where to shop

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT IMPORTANT	TOTAL
Convenient location	35.24% 37	51.43% 54	13.33% 14	105
Price	39.64% 44	58.56% 65	1.80% 2	111
Brands I prefer	14.15% 15	59.43% 63	26.42% 28	106
Specials	28.97% 31	55.14% 59	15.89% 17	107
Product choice & availability	58.72% 64	40.37% 44	0.92% 1	109
Car parking	18.87% 20	58.49% 62	22.64% 24	106

- For the majority of respondents, product choice was very important.
- Preferred brands and car parking were most often considered unimportant.

What our respondents buy

amount purchased per month				
	LESS THAN 500 G	500G - 1 KG	1 KG - 3 KG	MORE THAN 3KG
▼ lentils	74.00% 74	22.00% 22	3.00% 3	1.00% 1
▼ rice	29.09% 32	34.55% 38	30.91% 34	5.45% 6
▼ seeds	74.51% 76	18.63% 19	5.88% 6	0.98% 1
▼ nuts	34.55% 38	40.00% 44	23.64% 26	1.82% 2
▼ oats	51.89% 55	33.02% 35	13.21% 14	1.89% 2
▼ chick peas / beans	43.27% 45	38.46% 40	15.38% 16	2.88% 3

And respondents suggested the following items could be added to our inventory

Personal products: shampoo and conditioner, soaps, give a crap toilet paper, toothpaste

Cleaning products: paper towel, detergent, dishwasher tablets, bicarbonate of soda

Non-perishable foods including: tinned foods, coconut milk, edible oils, tea, coffee, sauces and spices, noodles/ pasta, flour, cocoa, tacos, dried fruit, rice, coconut, grains, dog biscuits, vinegar, quinoa, chipotle peppers, tuna, sardines, baby formula, olives and coconut cream.

Respondents priorities

	VERY IMPORTANT	FAIRLY IMPORTANT	A SMALL CONSIDERATION	NOT IMPORTANT	TOTAL
food quality	74.77% 83	24.32% 27	0.90% 1	0.00% 0	111
price competitiveness	33.33% 37	61.26% 68	5.41% 6	0.00% 0	111
supporting local suppliers	57.66% 64	34.23% 38	7.21% 8	0.90% 1	111
organic certification	12.73% 14	32.73% 36	34.55% 38	20.00% 22	110
ethical business practices	54.55% 60	32.73% 36	10.00% 11	2.73% 3	110
food security	47.75% 53	36.04% 40	12.61% 14	3.60% 4	111
accessibility/ equity for community	45.95% 51	36.94% 41	14.41% 16	2.70% 3	111
building social capital	41.82% 46	30.00% 33	19.09% 21	9.09% 10	110

Food quality, supporting local business and ethical business practice are our highest priorities.

Organic certification is the least important of the list of priorities provided.

What worked well?

Comments generally referred to:

- Volunteer led, ethical, build strong community connections
- Environmentally friendly
- Supporting local providers
- Good selection of items
- Environmental benefits of no or low packaging

What didn't work well?

- Inconsistent supply chain
- Time demands on a small number of people
- Including perishables added a lot of work
- Consensus decision making is exhausting
- Not enough members
- Expensive membership

Should food security for people on low incomes be an important aspect of the food co-op?

ANSWER CHOICES	RESPONSES
Very important	52.73% 58
Somewhat important	42.73% 47
Not important	4.55% 5
TOTAL	110

Over half of respondents thought that food security is very important and only 4.5% thought that this was not an important consideration.

And the amazing skills our respondents have offered to bring include

- Bookkeeping and PC repair
- Contacts with their work
- Previous experience working with co-ops
- Time
- Research and writing skills
- A ute
- Precious time
- Loads of enthusiasm!

Broome would benefit big time with a co-op, big need here.

Focus on local or sustainable products. Bulk ingredients (no plastic) would be great

If it would somehow be possible to get some fresh organic produce too (that is not ridiculously packaged) that would be excellent!

Love share **Great Idea** Good Idea **Produce** Bulk **Co-op**

ensuring co-op can meet needs/wants of broad community, deliver alongside complementary programs run by community services

So fantastic to see this might become a reality

Great idea!! I think food co-op's are a great way to escape the big supermarkets.

Would love to see this happen but prices would need to be low