

Post TFA Survey Results

from interviews taken on the 15th of May 1999.

Analyzed and summarized by Andrea Clarke, Ph.D. USDA-Natural Resources Conservation Service

Interviewers circulated throughout the five Portland Lambs stores on the 15th of May 1999 asking shoppers if they would fill out a short survey. After the shopper had finished the survey the interviewer asked them one last question (#10) and recorded their responses.

Some interesting relationships in the data:

- ❖ The top ten statements (numbers before the items represent the number of shoppers who checked that item) are as follows:
 - 185 “sometimes buy organic products”
 - 140 checked “health” as one of their “primary considerations when they shop for food”
 - 133 checked “better for personal health” as “what motivates them to purchase products that make environmental claims”
 - 131 checked “price” as one of their “primary considerations when they shop for food”
 - 120 checked “better for earth” as “what motivates them to purchase products that make environmental claims”
 - 118 checked “sales price” as “what influences their decision to buy a product”
 - 117 checked “product appearance” as “what influences their decision to buy a product”
 - 115 checked “I read the ingredient statement on the label” as “how they determine if a product is environmentally friendly”
 - 114 considered “grown in Oregon” as what is meant when they “see a product that is identified as ‘locally grown’
 - 111 checked “shopping list they came with” as what “influences their decision to buy a product”
- ❖ Of the 56 (26%) shoppers who claimed they had “seen The Food Alliance seal of approval before” 46 said they saw it in the grocery store, 11 saw it in a newspaper article, 7 saw it at the Farmers Market, 6 saw it in a newspaper ad, 3 saw it on a local television show and 1 saw it on a television commercial.

- ❖ 35 shoppers (16%) said they “had purchased TFA-approved labeled produce”
- ❖ Of those who purchased TFA products, the most often (16 shoppers) checked reason “why?” was “because it was grown in ways that are better for the environment” Also, 15 shoppers choose “noticed the sign and liked what it said”.
- ❖ Responses to the last question – asked by the interviewer: “Do you know what the TFA seal of approval means?” appear to uncover a mis-understanding of what the TFA seal means. Many of the shoppers thought it meant “organic”.

Gender differences:

The following items showed significant gender differences:

- Women selected “health” as a “primary consideration when shopping for food” more often than men
- Also, significantly more women again selected “better for personal health” when asked what motivates them to purchase products that make environmental claims.
- Women selected “price” as a “primary consideration when shopping for food” more often than men
- Even though 65% of the shoppers did not select recycled packaging as a way that they determine if a product is environmentally friendly, 73% of those who DID select recycled packaging were women.

Details of the data:

The following are results from the 217 surveys that were completed. Results are listed in the format within which the survey was presented to the customer. Please note that: Percentages will not total to 100% where multiple choices were requested.

M / F: 77/140	18+? Yes, all	Store: all five	Date: 15 May 1999
----------------------	----------------------	------------------------	--------------------------

Note: numbers before items represent the number of customers who checked that item.

Total number of customer surveys: 217

1) What is your primary consideration when you shop for food?

- 140 (65%) Health
- 25 (12%) Whether or not the produce is imported from outside of the U.S.
- 78 (36%) Convenience
- 131 (60%) Price
- 58 (27%) Grown in ways that are environmentally friendly
- 18 (8%) Other _____

2) How do you determine if a product is environmentally friendly?

- 77 (36%) I look for recycled packaging and products.
- 115 (53%) I read the ingredient statement on the label.

- 55 (25%) It is certified organic.
- 76 (35%) It is locally produced.
- 16 (7%) It is sustainably grown.
- 48 (22%) The label says it is all natural.
- 65 (30%) It is endorsed by an environmental group, like “dolphin safe tuna”.
- 25 (12%) None/not of concern to me.

3) What motivates you to purchase products that make environmental claims?

- 133 (61%) Better for personal health
- 120 (66%) Better for earth
- 26 (12%) Product appearance
- 58 (27%) How the product is grown/produced
- 44 (20%) Where the product is grown/produced
- 5 (2%) Other
- 22 (10%) None/don't purchase

4) When you see a product that is identified as “locally grown” – what does that mean to you?

- 38 (18%) Grown nearby where you live
- 114 (60%) Grown in Oregon
- 61 (28%) Grown in the northwest
- 4 (2%) Grown in the United States

5) Once in the store, what influences your decision to buy a product? (choose two)

- 89 (22%) Label/brand
- 117 (44%) Product appearance
- 20 (9%) Point of sale information/ Shelf talker
- 111 (51%) Shopping list you came with
- 118 (54%) Sales price
- 23 (11%) Featured item (might include recipe, but not on sale)
- 56 (26%) Item is what you've always bought

6) What source of product endorsement is most credible and influential for you?

- 101 (47%) The store where you buy it **(choose one)**
- 92 (42%) The producer or manufacturer
- 79 (36%) Word of mouth, a neighbor
- 16 (7%) An independent third party
- 8 (4%) A government agency

7) Do you buy organic products? Always (7 = 3%) Sometimes (185 = 85%)
Never (22 = 10%)

8) Have you seen The Food Alliance seal of approval before? Yes (56 = 26%)
No (161 = 74%)

If yes, where? *Note: number in parentheses is the actual number tally not a percentage.*

Grocery Store (46) Farmers Market (7) Newspaper article (11) Newspaper ad (6)
 Local television show (3) Television commercial (1) Radio interview (0) Other (1)

**9) Have you purchased TFA-approved labeled produce? Yes (35 = 16%)
 No (182 = 84%)**

If yes, what specific products have you purchased? What follows are the written responses:

fuji apples	fruit	carrots
asparagus - it was great!	produce-carrots	apples
strawberries	asparagus	granola
veggies	apples & oranges	produce
not sure	produce	asparagus

If yes, why?

- 10 (5%) TFA-approved was on sale
- 1 (1%) TFA-approved was only choice of item being purchased
- 14 (7%) Quality appearance
- 16 (7%) Because it was grown in ways that are better for the environment
- 13 (6%) Locally produced
- 10 (5%) Tasted great
- 15 (7%) Noticed the sign and liked what it said

The INTERVIEWER ASKed the CUSTOMER the following question:

**10) Do you know what the TFA seal of approval means? Yes (25 = 12%)
 No (192 = 88%)**

If yes, ask customer to give brief explanation and record response here:

Recorded customer responses:

- ❖ Oregonian
- ❖ environ. friendly produce, - conscientiously aware of pesticides, - locally grown produce
- ❖ very much aware of the TFA seal of approval & what it means
- ❖ I'll even pay more money for a product if I know it's healthier for me & better for the earth as well
- ❖ Yes, I've heard of TFA - it means the produce is environmentally conscientious and healthy for me & my family
- ❖ Environmentally friendly grown
- ❖ it means it's organic
- ❖ I believe it means the product is organic & environmentally grown as such
- ❖ I am environmentally conscious & have purchased items with the TFA label
- ❖ "organic" - respondent concerned that programs like this may hurt farmers - interviewer encouraged her to check out web
- ❖ Farmers using organic means to grow, better treatment of workers

- ❖ It means it's inspected
- ❖ environmentally appropriate
- ❖ I saw the sign ... they are organically grown.
- ❖ It's a non-profit group that is earth friendly, that grows local produce and is concerned about the environment. My neighbor told me about TFA.
- ❖ "Environmentally friendly grown food" "Other than that, no."
- ❖ It's environmentally grown fruits and veggies. I believe they grow asparagus & apples.
- ❖ It means organically grown foods
- ❖ It means environmentally friendly grown foods.
- ❖ It's some environmental group" "I boycott them"
- ❖ I think it means organically grown food.

DEMOGRAPHIC INFORMATION:

Number of people in your household (including yourself)?

one	21	(10%)
two	74	(34%)
three	39	(18%)
four	34	(16%)
four +	22	(10%)

Income:

0-20K	13	(7%)
21-40K	42	(23%)
41-60K	44	(24%)
61-80K	34	(18%)
81-100K	21	(12%)
+100K	27	(15%)

Your age:

20s	20	(9%)
30s	40	(18%)
40s	71	(33%)
50s	41	(19%)
60s	13	(6%)
70s	19	(9%)
80s	3	(1%)

Gender:

Women:	140	(65%)
Men:	77	(35%)

Education:

High School Diploma	22	(10%)
Some College	70	(32%)
College Degree	65	(30%)
Graduate Degree	46	(21%)

Number of interviews per store:

Palisades	56	(26%)
Garden Home	38	(18%)
Wilsonville	39	(18%)
Stroheckers	28	(13%)
Troutdale	56	(26%)