

Pre/post TFA Survey Results

From All Surveys done before June 1999.

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Interviewers circulated throughout the Palisades and Garden Home stores on February 20 & March 6, 1999 for the “Pre-TFA results”. A second set of surveys were taken on May 15, 1999 as the first of many “Post-TFA results”. Customers were asked if they would fill out a short survey. After the customer had finished the survey the interviewer asked them one last question (#10) and recorded their responses.

What follows is a direct comparison (where possible) between the pre and post interview data.

Pre-TFA Results vs. Post-TFA Results

❖ *The top ten statements are as follows (pre ranking vs. post ranking):*

“sometimes buy organic products” **1st** for both surveys

“health = primary consideration” **3rd** vs. **2nd** “when they shop for food”

“better personal health” **2nd** vs. **3rd** = “what motivates them to purchase products that make environmental claims”

“price = primary consideration” **7th** vs. **4th** “when they shop for food”

“better for earth” **4th** vs. **5th** = “what motivates them to purchase products that make environmental claims”

“sales price” **11th** vs. **6th** = “what influences their decision to buy a product”

“product appearance” **10th** vs. **7th** = “what influences their decision to buy a product”

“I read the ingredient statement on the label” **9th** vs. **8th** = “how they determine if a product is environmentally friendly”

“grown in Oregon” **5th** vs. **9th** = “locally grown”

“shopping list they came with” **6th** vs. **10th** = “influences their decision to buy a product”

“How the product is grown/produced” **8th** vs. **21st** = “what motivates them to purchase products that make environmental claims”

Some interesting relationships in the data:

- The primary consideration, for both pre and post data sets, when these consumers shopped was health. Consistently, *better personal health* was the primary consideration when asked *what motivated them to purchase products that make environmental claims*.
- Reading the *ingredient statement on the label* seemed to be the most often checked item for how a customer determines if a product is environmentally friendly for both the pre and post survey results.
- “*how the product is grown/produced*” was a motivating factor more for men than women when asked “*what motivates you to purchase products that make environmental claims*”
This did not seem to be the case for the Post-TFA customers interviewed. “*Better for earth*” was selected more than any other item for this question in the Post survey results.
- “*Locally grown*” meant grown in Oregon to the consumers in both pre and post surveys.
- For the pre-TFA survey, the most often checked item that influenced the customer’s decision to buy a product was “*it was on the shopping list that they came with*”. *Sales Price* and *Product appearance* ranked higher than *the shopping list* in the post-TFA survey.
- For the pre-TFA survey, “*word of mouth*” was the most often checked “*credible and influential source of product endorsement*”.
This was not the case for the post-TFA survey results. “*The store where they buy the product*” received most of the responses and “*the producer or manufacturer*” was second, followed by “*word of mouth*”.
- The majority of consumers interviewed “sometimes” purchased organic products. This was the case for both data sets. There were more consumers (9% pre vs. 10% post) who had “never” purchased organic vs. those (4% pre vs. 3% post) who “always” purchase organic products. There did seem to be a slightly smaller “environmental concern” tone to the post data set results (just my eyeball judgment).
- Of the 37 pre vs. 56 post consumers who responded “yes” to having seen The Food Alliance seal, 62% pre vs. 82% post saw it in the store, 27% pre vs. 13% post said they saw it at the Farmers market. The choices varied slightly for this item in the post survey. 20% post saw the seal in a newspaper article, and 11% post saw the seal in a newspaper ad.

- Of the 42 pre vs. 35 post consumers who responded “yes” to having purchased TFA produce, 13 pre vs. 16 post said it was “*because it was grown in ways that are better for the environment*”, followed by 11 pre vs. 13 post who said “*locally grown*”, followed by 10 pre vs. 14 post who said “*quality appearance*”. The choice “*noticed the sign and liked what it said*” grew from 1 pre to 15 post.
- Although there appear to be more consumers who responded “yes” when asked if they knew what the TFA seal of approval meant, the responses are a little troubling: they are confusing TFA with organic.

Details of the data:

The decline rate (number of customers who said “no” when approached and asked to do a short survey) was very low for these surveys: 10% on February 20th and 4% on March 6th. No decline rate was recorded for the May 15th surveys.

The following are results from the 205 pre and 217 post surveys that were completed. Results are listed in the format within which the survey was presented to the customer.

PREVIOUS SURVEYS:

M / F: 53/152	18+? Yes, all	Store: GH & Palisades	Date: 2/20 & 3/6/99
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POST SURVEYS:

M / F: 77/140	18+? Yes, all	Store: all five	Date: 15 May 1999
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Note: numbers before items represent the number of customers who checked that item.

Total number of customer surveys: 205 pre + 217 post

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

141 vs 140 Health

16 vs 25 Whether or not the produce is imported from outside of the U.S.

60 vs 78 Convenience

111 vs 131 Price

51 vs 58 Grown in ways that are environmentally friendly

13 vs 18 Other _____

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

74 vs. 77 I look for recycled packaging and products.

102 vs. 115 I read the ingredient statement on the label.

70 vs. 55 It is certified organic.

58 vs. 76 It is locally produced.

7 vs. 16 It is sustainably grown.

48 vs. 48 The label says it is all natural.

16 vs. 65 It is endorsed by an environmental group, like “dolphin safe tuna”.

14 vs. 25 None/not of concern to me.

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

- 160 vs. 133 Better for personal health
- 136 vs. 120 Better for earth
- 34 vs. 26 Product appearance
- 110 vs. 58 How the product is grown/produced
- 53 vs. 44 Where the product is grown/produced
- 6 vs. 5 Other
- 19 vs. 22 None/don't purchase

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

- 22 vs. 38 Grown in the same place you live
- 122 vs. 114 Grown in Oregon
- 58 vs. 61 Grown in the northwest
- 3 vs. 4 Grown in the United States

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

- 45 vs. 89 Label/brand
- 90 vs. 117 Product appearance
- 11 vs. 20 Point of sale information/ Shelf talker
- 113 vs. 111 Shopping list you came with
- 72 vs. 118 Sales price
- 12 vs. 23 Featured item (might include recipe, but not on sale)
- 52 vs. 56 Item is what you've always bought

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

- 46 vs. 101 The store where you buy it
- 46 vs. 92 The producer or manufacturer
- 64 vs. 79 Word of mouth, a neighbor
- 33 vs. 16 An independent third party
- 8 vs. 8 A government agency

7) Do you buy organic products? Always (8 vs. 7) Sometimes (175 vs. 185)
Never (19 vs. 22)

8) Have you seen The Food Alliance seal of approval before? Yes (37 vs. 56)
No (167 vs. 161)

If yes, where?

- Store (23 vs. 46) Newspaper (8 vs. 11) Friend's house (3 vs. N/A)
- Farmers market (10 vs. 7) Advertising (4 vs. 6) Other (2 vs. 1)
- Local TV show, TV commercial and radio interview were not choices in the pre survey.

9) Have you purchased TFA-approved labeled produce? Yes (42 vs. 35)
No (163 vs. 182)

If yes, what specific products have you purchased? -- this type of information was not requested in the pre survey – see post survey for written responses.

If yes, why?

- 2 vs. 10 TFA-approved was on sale
- 0 vs. 1 TFA-approved was only choice of item being purchased
- 10 vs. 14 Quality appearance
- 13 vs. 16 Because it was grown in ways that are better for the environment
- 11 vs. 13 Locally produced
- 4 vs. 10 Tasted great
- 1 vs. 15 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 (10 vs. 25)
No (195 vs. 192)

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

Recorded customer responses to PRE SURVEY:

- “it’s the quality of food – government regulated”
- “kinda but not really” – interviewer probed for response – but customer did not know what it means.
- “group establishes guidelines as to way products are grown”
- “healthy food people”
- “I’m not sure, quality, where products produced ... organic”
- “it’s supposed to be environmentally sound. Better product, better for you, environment. Usually more expensive”
- “Environmentally correct; helpful for environment”
- “More safely grown, in U.S. or northwest. Quality, fresher, nicer, better”
- “Organically grown?”
- “They are checked for pesticides levels and quality”
- “Did know at one time but can’t remember now”

Recorded customer responses to POST SURVEY:

- ❖ 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: no demographic information was gathered in the pre-survey so a comparison is not possible. Please see post-survey results for demographic information for those customers surveyed.