



Buyer Feedback

Type of Buyer:

Institutions:

- School (K-12 or Early Childhood)
- College or University
- Hospital or Health Care
- Long Term Care
- Food Bank, Pantry or Emergency Food

Food-Related Business:

- Restaurant
- Catering
- Private Foodservice
- Grocery
- Processor
- Distributor
- Food Hub
- Other Food Business

What drew you to this event?

Do you currently source products from any of the farmers/food producers here today?

- Yes No

If yes, about how many farmers/food producers are you already purchasing from?

1-3 4-7 8-10 10+

How many farmers/food producers do you plan to follow up with after this event?

1-3 4-7 8-10 10+

A few more questions on the reverse!



What could we do to make the next Meet the Buyers event more valuable to you?

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What obstacles prevent you from purchasing local food? (Rank 1-5)

	Price - budget does not allow for it
	Lack of ease when dealing with local farms (i.e. ability to order online or through your current distributor or with a single click)
	I don't know who the farmers are
	Seasonality challenges - availability of product is inconsistent
	Lack of farms with food safety certification (GAP-certification)

What do you need to help you increase your local food purchasing?

- One-on-one procurement assistance (a consultant or staff member dedicated to local procurement)
- Skills-sharing and best-practice sharing with colleagues
- Product-level discussions with other buyers and food producers
- Webinars or workshops on topics like food safety, bid language in contracts, forward contracting, etc.
- Web-based procurement and order tracking
- Other: What topics are you most interested in exploring in the future?

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Farmer/Food Producer Feedback

How do you describe your farm/food business:

What drew you to this event?

Do you currently sell product(s) to any of the buyers attending today's event?

Yes No

If yes, about how many buyers are you already selling to?

<input type="checkbox"/> 1-3	<input type="checkbox"/> 4-7	<input type="checkbox"/> 8-10	<input type="checkbox"/> 10+
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How many buyers do you plan to follow up with after this event?

<input type="checkbox"/> 1-3	<input type="checkbox"/> 4-7	<input type="checkbox"/> 8-10	<input type="checkbox"/> 10+
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Which types of buyers do you plan to follow up with after this event?

Check all that apply:

<p><i>Institutions:</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> School (K-12 or Early Childhood) <input type="checkbox"/> College or University <input type="checkbox"/> Hospital or Health Care <input type="checkbox"/> Long Term Care <input type="checkbox"/> Food Bank, Pantry or Emergency Food 	<p><i>Food-Related Business:</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Restaurant <input type="checkbox"/> Catering <input type="checkbox"/> Private Foodservice <input type="checkbox"/> Grocery <input type="checkbox"/> Processor <input type="checkbox"/> Distributor <input type="checkbox"/> Food Hub <input type="checkbox"/> Other Food Business
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A few more questions on the reverse!



What could we do to make the next Meet the Buyers event more valuable to you?

What steps should be taken to increase local food purchasing in this area?

What do you need to help you increase your local food sales?

Check all that apply:

- On-farm food safety certification
- Better marketing - local food marketing campaigns
- Workshops on navigating USDA programs - loans and grants, crop insurance
- Workshops on financial literacy - determining wholesale prices
- Employee management
- Organic certification
- Workshops on fruit and vegetable production (pest-management, cover-crops, soil health)
- Post-harvest handling (technical assistance)
- Other:

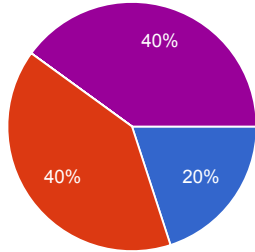
[Edit this form](#)

23 responses

[View all responses](#) [Publish analytics](#)

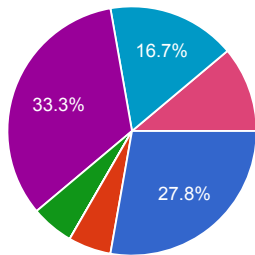
Summary

Type of Buyer - Institutions



School (K-12 or Early Childhood)	1	20%
College or University	2	40%
Hospital or Health Care	0	0%
Long Term Care	0	0%
Food Bank, Pantry or Emergency Food	2	40%

Type of Buyer - Food Related Business



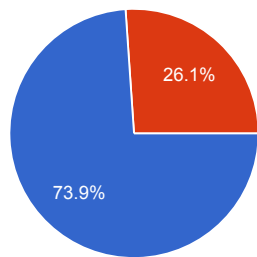
Restaurant	5	27.8%
Catering	1	5.6%
Private Foodservice	0	0%
Grocery	1	5.6%
Processor	6	33.3%
Distributor	3	16.7%
Food Hub	2	11.1%
Other Food Business	0	0%

What drew you to this event?

- sourcing more locally
- Connecting to potential new vendors
- Local purchasing
- An invite from Jae
- Bringing local farms product to one distributor and working out a deal that benefits both distributor and Farmer.

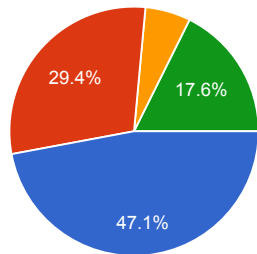
Opportunity to network
Buy local!
Meeting new growers
Want to keep connecting with local farmers!
New produce sources
Local produce
Increasing her connections to growers
Want to future local products, good opportunity to make connections
Opportunity to meet new farms to work with
Farmers
Potential for a local growers. Identify connections between growers and processors (specifically organic).
Connecting local owners and the support for local economy
To meet farmers
A call from Jae and not knowing who grows cucumbers
Connecting with farms of all sizes
Word of mouth
Southeast Michigan hospitality (Jae)

Do you currently source products from any of the farmers/food producers here today?



Yes	17	73.9%
No	6	26.1%

If yes, about how many farmers/food producers are you already purchasing from?

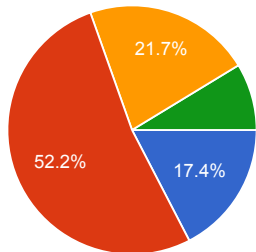


1-3	8	47.1%
4-7	5	29.4%
8-10	1	5.9%
10+	3	17.6%

How many farmers/food producers do you plan to follow up with after this event?

1-3	4	17.4%
4-7	12	52.2%
8-10	5	21.7%

10+ 2 8.7%



ers event more valuable to you?

- It was great
- Nothing. Everything was great tonight.
- Nothing. I believe tonight was perfect.
- Like asking farms to create info sheets; needed staplers at tables; most farms had separate sheets. No chairs in front of the tables at beginning. Really great!
- Having more price lists available; add supply and delivery to the obstacles that prevent you from purchasing local food
- Great event
- It was very productive for us.
- This was wonderful!
- A more standardized registration form. For example: types of products, location, volume. To better pre-match farmers and buyers
- Pass around a microphone to hear everyone's products
- Advertise and attract organic processors
- Excellent event thanks
- Not much great job. More categorizing of buyers.
- More beer!
- Great time of year for the event

Price - budget does not allow for it [What obstacles prevent you from purchasing local food? (Rank 1-5)]



Lack of ease when dealing with local farms (i.e. ability to order online or through your current distributor or with a single click) [What obstacles prevent you from purchasing local food? (Rank 1-5)]



I don't know who the farmers are [What obstacles prevent you from purchasing local food? (Rank 1-5)]

Yes 10 100%



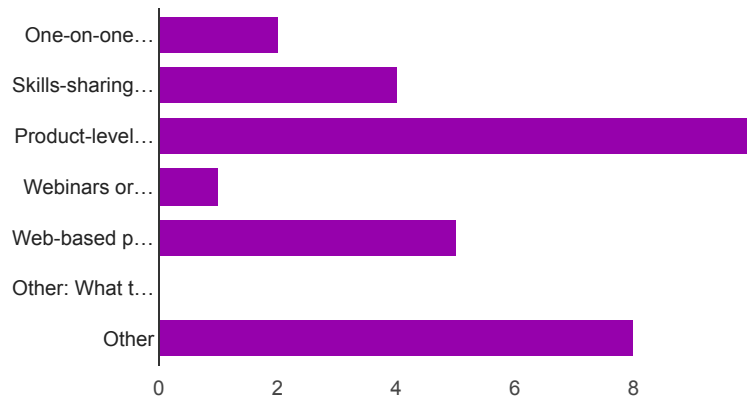
Seasonality challenges - availability of product is inconsistent [What obstacles prevent you from purchasing local food? (Rank 1-5)]



Lack of farms with food safety certification (GAP-certification) [What obstacles prevent you from purchasing local food? (Rank 1-5)]



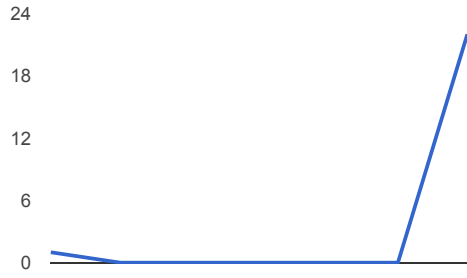
What do you need to help you increase your local food purchasing?



One-on-one procurement assistance (a consultant or staff member dedicated to local procurement)	2	10.5%
Skills-sharing and best-practice sharing with colleagues	4	21.1%
Product-level discussions with other buyers and food producers	10	52.6%
Webinars or workshops on topics like food safety, bid language in contracts, forward contracting, etc.	1	5.3%
Web-based procurement and order tracking	5	26.3%
Other: What topics are you most interested in exploring in the future? (Select the 'Other' box to write in your answer)	0	0%
Other	8	42.1%

Number of daily responses

Michigan Farm to Institution Network: 2017 Meet the Buyers Washtenaw County Event Evaluation - Forms and Summary



40 responses

Summary

How do you describe your farm/food business:

small seed farm & tasty produce
livestock
small sustainable diversified family farm (milk herd shares, eggs, honey, produce)
heirloom vegetable/fruit farm
certified OG veggies
locally grown frozen fruits & vegetables
organic orchard & farm
specialty crop - peppers & tomatoes. also value-added hot sauce & salsa
grasped beef, raised with ecomimicry
Meat
Good
i raise laying hands. I will be operating a pick strawberry asparagus and pumpkin farm next year.
local food promotion
diversified vegetable & melon-farm
vegetable farmer
future meat processors and slaughter house
chocolate maker
Organic vegetable production
bettysbest goat meat products
frozen scone dough
brewer and bottler of "iced" teas (bottled - shelf stable)
small & eager
we bake rich and decadent tarts in Detroit.
tart shop
organic veg farm.

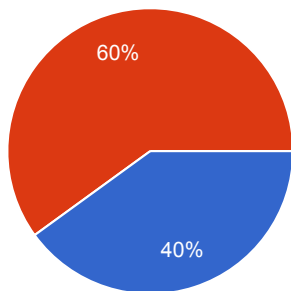
meat- beef chicken turkeys, pork
farmer
small farm operation, naturally grown garlic & herbs
frozen processor
farm organically - vegetables
specialty crops
high five salts with benefits/food good foods, LLC; handcrafted organic salt blends produced at Eastern Market
cattle, lamb, chicken, hog
Producer
small veg farm
small asparagus grower
orchard
small food processor
small local pasture raised chickens
vegetable farm

What drew you to this event?

jae
looking for a few good resty connects
need more relationships to sell products
meeting restaurants
buyer
desire to meet restaurants and other distributors
meet local buyers
meeting buyers to buy our product
Good
Jae
networking
buyers in place
see & be seen
Jae's Facebook invitation
connecting local producers to buyers
desire to meet new potential customers and farmers

- msu extension site
- email from Anika Grose
- great interest as seller and potential buyer (raw materials)
- opportunity :)
- we are ready to our tarts to the retail and wholesale market and this event was good opportunity.
- possibility to sell our product to retailers
- want to expand wholesale
- buyers
- contact with chefs, wholesalers
- network development
- to see different buyers to purchase vegetables
- washtenaw food policy council
- encouragement of Eastern Market staff (Anika Grose) and MSU Product Center (Micha Loucks)
- looking for buyers
- email & facebook
- prospect of increasing sales
- MSU newsletter - email & jae called
- jae called
- meeting new retail outlets
- fining buyers for our product
- opportunity

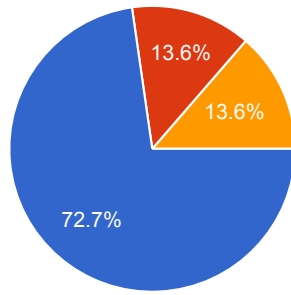
Do you currently sell product(s) to any of the buyers attending today’s event?



Yes **16** 40%
 No **24** 60%

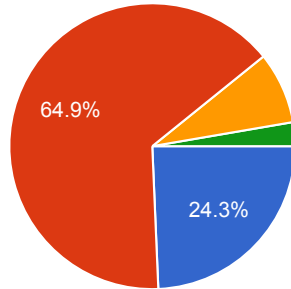
If yes, about how many buyers are you already selling to?

1-3 **16** 72.7%



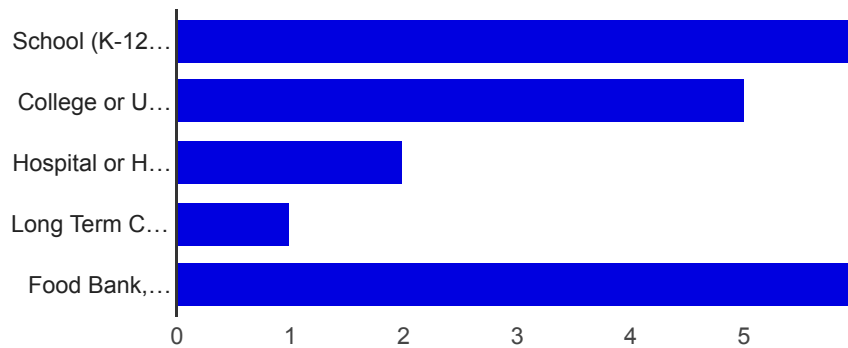
4-7	3	13.6%
8-10	3	13.6%
10+	0	0%

How many buyers do you plan to follow up with after this event?



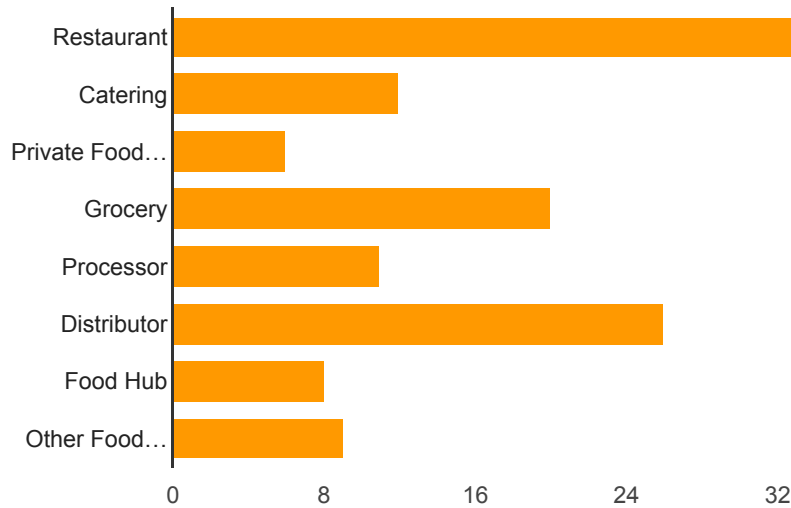
1-3	9	24.3%
4-7	24	64.9%
8-10	3	8.1%
10+	1	2.7%

Which types of buyers do you plan to follow up with after this event? Institutions



School (K-12 or Early Childhood)	6	46.2%
College or University	5	38.5%
Hospital or Health Care	2	15.4%
Long Term Care	1	7.7%
Food Bank, Pantry or Emergency Food	6	46.2%

Which types of buyers do you plan to follow up with after this event? Food-Related Businesses



Restaurant	36	92.3%
Catering	12	30.8%
Private Foodservice	6	15.4%
Grocery	20	51.3%
Processor	11	28.2%
Distributor	26	66.7%
Food Hub	8	20.5%
Other Food Business	9	23.1%

What could we do to make the next Meet the Buyers event more valuable to you?

- was great as it was
- more smaller scale buyers, more buyers in general
- more restaurants
- More retailers
- bigger room
- Publish list of participants beforehand
- More buyers for meats
- maybe a little buyer space and more buyer from surrounding areas
- separate evens for large and small buyers
- a speaker from the restaurant community
- it was great. lets do more of them! I'll be here next year for sure!
- Need to be able to move from buyer to buyer a little better. more time or some time limits
- not a thing!

perhaps a different venue to accommodate the crowd

info re: merchandising, working with buyers efficiently

pass the microphone when vendors are introducing themselves

a larger area for more space

larger space so not as noisy

even bigger ?!?

no speakers; no intros unless you walk the mic around!!

give a bit more information as to what prepared food businesses can do to prep via email.

bigger space. high top tables.

less time for speeches. FOOD AMAZING!

nothing - good job

awesome

more buyers

this was awesome! might need a bigger place next time!

Good format, well organized. maybe larger venue? no complaints :)

great job

this was an excellent event

very good event. good education for a newcomer

more retailers

nothing great job!

What steps should be taken to increase local food purchasing in this area?

more mixers like this one; food hubs/aggrigators

government should mandate it

easier barriers of entry

this event was great! advertising campaign - why it is important to buy local. convince new buyers!

pitch to more institutions and restaurants (value and advantages of local food)

DNK

help facilitate matching between producers & buyers

raise ore beef locally. we have the land base and all the corn grown locally is more expensive to produce and less valuable.

more retailers that are willing to sell local products their stores

keep working, this was great!

as much help for navigating gap & organic certification as possible!

these connections are being made today, but how can we encourage follow up and follow through?

make it easier to sell to distributors that small quantities. A real Food hub!

continue funding role of local foods coordinator!

continue this work

ease of ordering by buyers pricing issues/cost. easy distribution. education/increase consumer demand. overcome previous held assumptions about small producers.

facilitate aggregation so small producers can get into the show.

more of this :)

continue these events!

stop telling us to cut our prices. pay the farmer a fair & living wage

distribution alternatives

developing institutional policies that require [local] in their food [security] planning. [items in brackets - LJS]

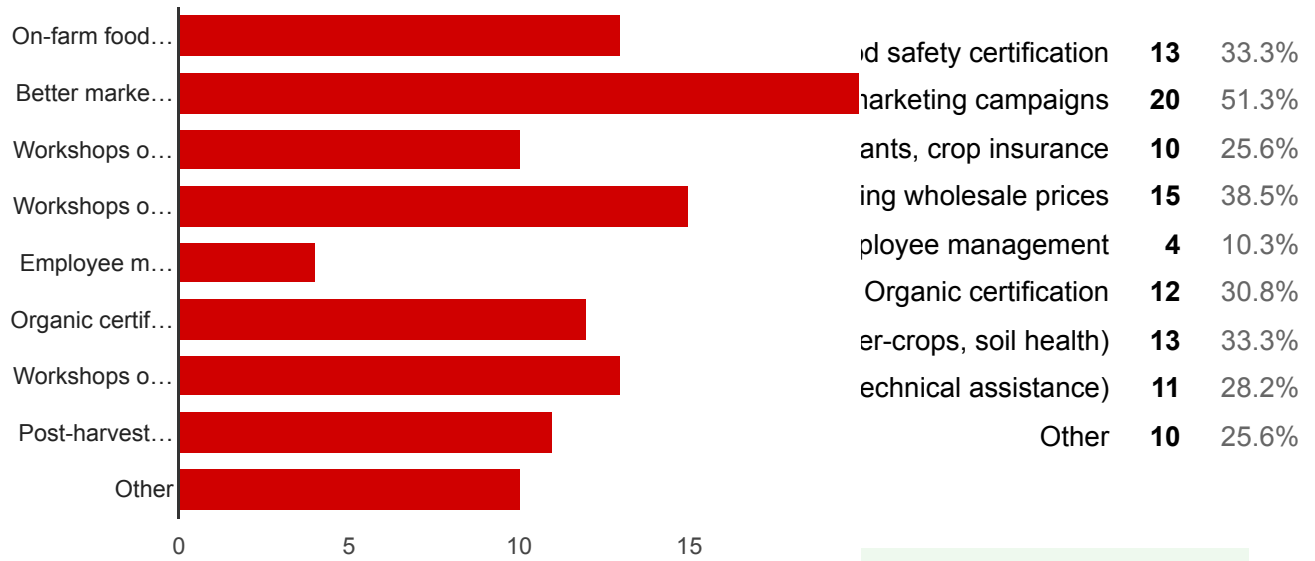
i could use many varieties of organize dried herbs and pieces for my products. almost none can be sourced from Michigan. I'd love access to michigan-grown dried herbs & spices.

this is a very good start. More parties

i think the energy and momentum to growing - good job!

advising to public

What do you need to help you increase your local food sales? Check all that apply:



Number of daily responses

