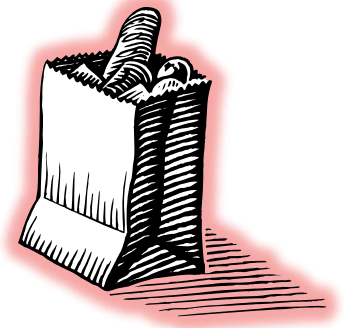


Milliken Community Food Consumer Survey Results

Total surveys completed = 200.



1. Currently where do you shop for food? The top 3 places are:

Name: Walmart (66%)	City/town: Greeley/Loveland
Name: King Soopers (47%)	City/town: Greeley/Loveland/Windsor
Name: Hays Market (42%)	City/town: Johnstown

2. What are the 3 most important reasons you shop for food where you do? (Please choose only 3.)

<u>56%</u> Convenient location	<u>37%</u> Freshness
<u>79%</u> Right price	<u>9%</u> Able to get cultural products
<u>37%</u> Produce quality	<u>13%</u> Able to get local products
<u>51%</u> Good variety	<u>10%</u> Able to get organic products
<u>16%</u> Food is safe	<u>3%</u> Other: _____

3. Do you grow or harvest your own food?

29% -Yes 71% -No

If yes, what do you grow? (see attached summary)

And why? → (Check all that apply.)

<u>73%</u> Like gardening	<u>33%</u> To feed me/my family
<u>64%</u> Tastes better	<u>52%</u> Keep costs down
<u>55%</u> Healthy	<u>15%</u> Concern for food safety
<u>6%</u> Can't find elsewhere	

4. If affordable fresh fruits, vegetables, grains, dairy, or meats and beans were available year round in Milliken, would you buy them?

59% Yes, definitely 29% Yes, probably 12% Maybe 0% Probably not

If yes, what food items would you buy? (Check all that apply.)

<u>95%</u> Fruits	<u>83%</u> Fresh meats
<u>97%</u> Vegetables	<u>45%</u> Fresh beans
<u>53%</u> Whole grain products	<u>63%</u> Fresh dairy

5. What does the phrase "eat well" mean to you?

(see attached summary)

6. What does "local produce" mean to you? (Check all that apply.)

<u>80%</u> Grown in Colorado	<u>38%</u> Tastes good	<u>20%</u> Organic	<u>8%</u> Pricey
<u>65%</u> Fresh	<u>38%</u> Healthy	<u>51%</u> Supports local economy	<u>2%</u> Other:(grown in Weld/Milliken/Larimer/NOCO)

7. In the past 12 months, how often did you shop at:

	1 time	2 times	3 times	4+ times	Did not visit
Milliken Summer Farmer's Market	13%	13%	12%	9%	53%
Fruit and veggie truck.	11%	11%	4%	3%	71%
Roadside food stands	11%	13%	5%	5%	65%
Other Farmer's Markets(Greeley, Johnstown, Berthoud, Longmont)	11%	12%	14%	11%	53%

If you did, why?
(Check all that apply.)→ 77% Fresher produce 34% Convenient
50% Support local business 12% Better selection
36% Lower cost 2% Other:(fun/social/tastes better/scheduling)

8. In the past 12 months, how often did you buy the following specialty food items?

	1 time	2 times	3 times	4+ times	Did not buy	Don't know
Food labeled organic	5%	16%	16%	17%	31%	15%
Food grown or produced in Colorado	2%	8%	12%	45%	10%	24%

9. How much do you agree or disagree with the following?

	Strongly Agree	Agree	Neither Agree nor disagree	Disagree	Strongly Disagree
I like to buy food grown in Colorado	54%	36%	10%	0%	<1%
I like to buy food from a farmer's market if it's affordable.	43%	46%	9%	2%	<1%
I like to grow my own food	26%	24%	31%	12%	8%
It costs too much to eat organic foods	35%	33%	23%	8%	1%
It costs too much to eat fresher, healthier foods	17%	29%	24%	23%	7%

10. In the past 12 months, did you or anyone in your home NEED and/or USE any of these food assistance programs?

	Did not need	Needed and used	Needed but did not use
Food stamp program (SNAP)	80%	7%	13%
WIC services	82%	9%	9%
Free or reduced school lunch and/or breakfast programs.	74%	21%	6%
Food bank programs	81%	8%	10%
Meal programs (Meals on Wheels, Churches, Salvation Army)	90%	4%	7%
Summer food service program	88%	4%	8%
Child backpack program	87%	4%	9%

11. In the past 12 months, how often did the following occur?

	Never	Rarely	Some of the time	Most of the time	Always
Cut down on the size of my/family meals due to lack of food	56%	17%	20%	5%	2%
Worried about having enough food to eat for me/my family	51%	22%	20%	4%	4%
Shopped for the least expensive food available	19%	14%	28%	25%	15%

12. What makes it hard for you to eat as many fresh fruits and vegetables as you would like? (Check all that apply.)

- 65% It is not hard; I am happy with the amount of fruits and vegetables I eat.
- 8% Fresh fruits and vegetables are not available where I shop.
- 28% Fresh fruits and vegetables are too expensive where I shop.
- 10% Fresh fruits and vegetables are poor quality where I shop.
- 12% I do not have enough time to prepare meals with fresh fruits and vegetables at home.
- 5% I do not know how to cook vegetables.
- 5% Other (explain): (see attached summary)

13. If available in Milliken, would you use, participate or support:

	Yes	Maybe	No
Community garden plots (affordable growing spaces for community members)	41%	32%	27%
Year-round farmer's market	58%	36%	6%
Gardening education classes or programs	38%	34%	28%
Affordable cooking and nutrition classes in the community	39%	39%	22%
Farm-to-school (local schools using fresh, local produce)	52%	30%	17%

14. Are you the person most responsible for planning the meals in your home? 85% Yes 15% No

15. Including YOU, how many people (adults and children) do you shop for food? Average = 3.5 people (Range = 1 to 11)

How many are children under 18 years old? Average = 1.5 children (Range 0 to 5)

16. What is your age: Average = 45 yrs (18-34 yrs=32%; 35-54 yrs=43%; 55 yrs plus = 25%)

17. What is your height? How much do you weigh? Average = 170 pounds (Overweight or obese = 68%)

18. Are you Latino, Chicano, or Hispanic? 43% Yes 57% No

19. What is your yearly family income?

<u>16%</u> Under \$15,000	<u>21%</u> \$25,000 - \$34,999	<u>16%</u> \$50,000 - \$74,999
<u>18%</u> \$15,000 - \$24,999	<u>17%</u> \$35,000 - \$49,999	<u>11%</u> \$75,000 or more

20. How much money does your household spend per month on food?

<u>4%</u> Under \$100	<u>23%</u> \$201 - \$300	<u>20%</u> \$401 - \$500	<u>3%</u> \$601- 700
<u>12%</u> \$101 - \$200	<u>21%</u> \$301 - \$400	<u>11%</u> \$501 - \$600	<u>6%</u> Over \$700

Milliken Food Consumer Survey Results



Prepared by
Weld County Department of Public Health & Environment
July 13th , 2011
for the
Milliken Food Access Task Force



Background

- *Notice given to all residents in utility bills and newspaper.*
- *200 surveys returned*
 - *25% Spanish*
- *Most surveys were obtained at town hall (48%) canvassing during utility bill payment period, door-to door canvassing (15%), senior meal programs (10%), online (13%), and a few other locations around town (14%).*
- *Avg. household size = 3.5 (Range = 1 -11)*
- *Avg. number of children in household = 1.5 (Range = 0 -5)*
- *72% said their yearly family income was less than \$50,000*
- *43% identify as Latino, Chicano, or Hispanic*

Demographics

- **Age groups**

- 18 -34 yrs - 32%
- 35-54 yrs - 43%
- 55 + yrs - 25%

- **Income groups**

- Very low - 19%
- Low - 36%
- Not low - 45%

- **Household size groups**

- 1 person - 14%
- 2-3 - 36%
- 4-5 - 34%
- 6+ people - 16%

Definitions

Very low = 100% FPL

Other low < \$35,000

Not low > \$35,000 +

Note: Federal Poverty Level (FPL) is a rough estimate only.

Income Profile

	Very Low 100% FPL (n=32)	Other low >100% FPL but <\$35,000 (n=61)	Not low >\$35,000 (n=74)
AGE			
18-34 yrs	48%	28%	31%
35-54 yrs	45%	31%	58%
55+ yrs	<u>7%</u>	<u>41%</u>	<u>11%</u>
	100%	100%	100%
RACE/ETHNICITY			
Hispanic	78%	48%	27%
Not Hispanic	<u>22%</u>	<u>52%</u>	<u>73%</u>
	100%	100%	100%

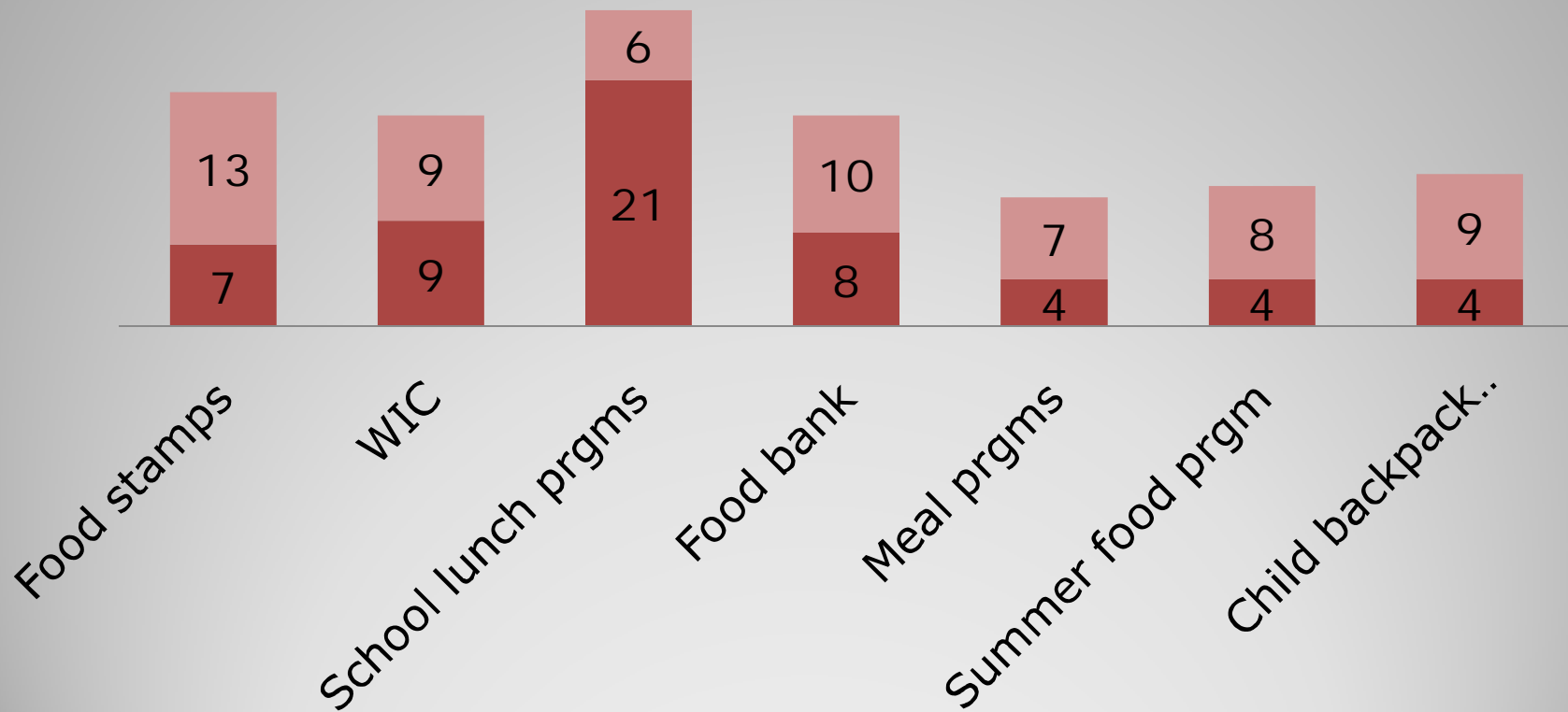
How much money does your household spend per MONTH on food?

Monthly food budget and household size				
	Amount			
Number in Household	≤ \$200	\$201-\$400	\$401-\$600	\$601
1	32%	64%	5%	-
2 – 3	19%	52%	21%	8%
4 – 5	6%	39%	43%	12%
6 +	13%	23%	50%	13%

Interpretation example: 64% of single-person households spend between \$201-\$400 per month on food.

In the past 12 months, did you or anyone in your home need or use the following?

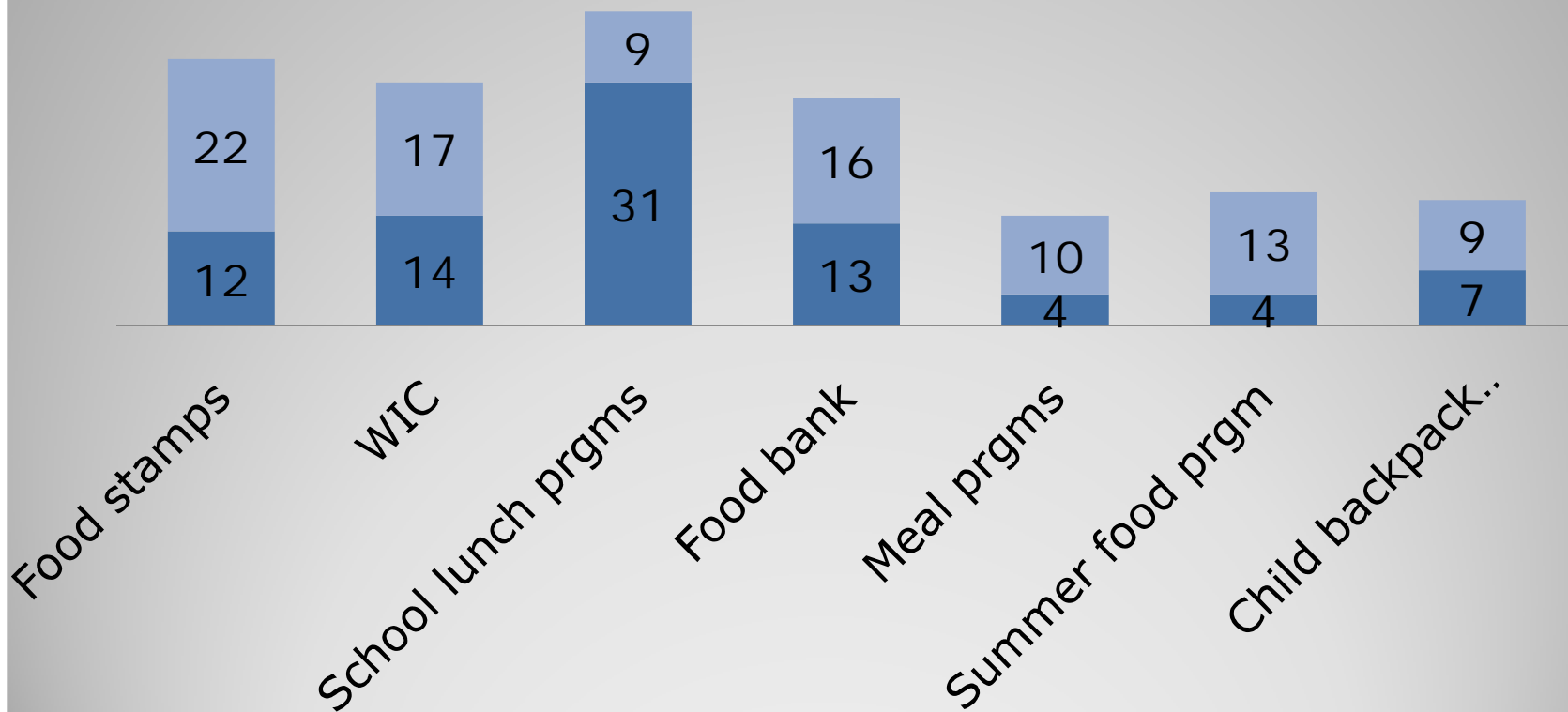
■ Needed/used ■ Needed/Not Used



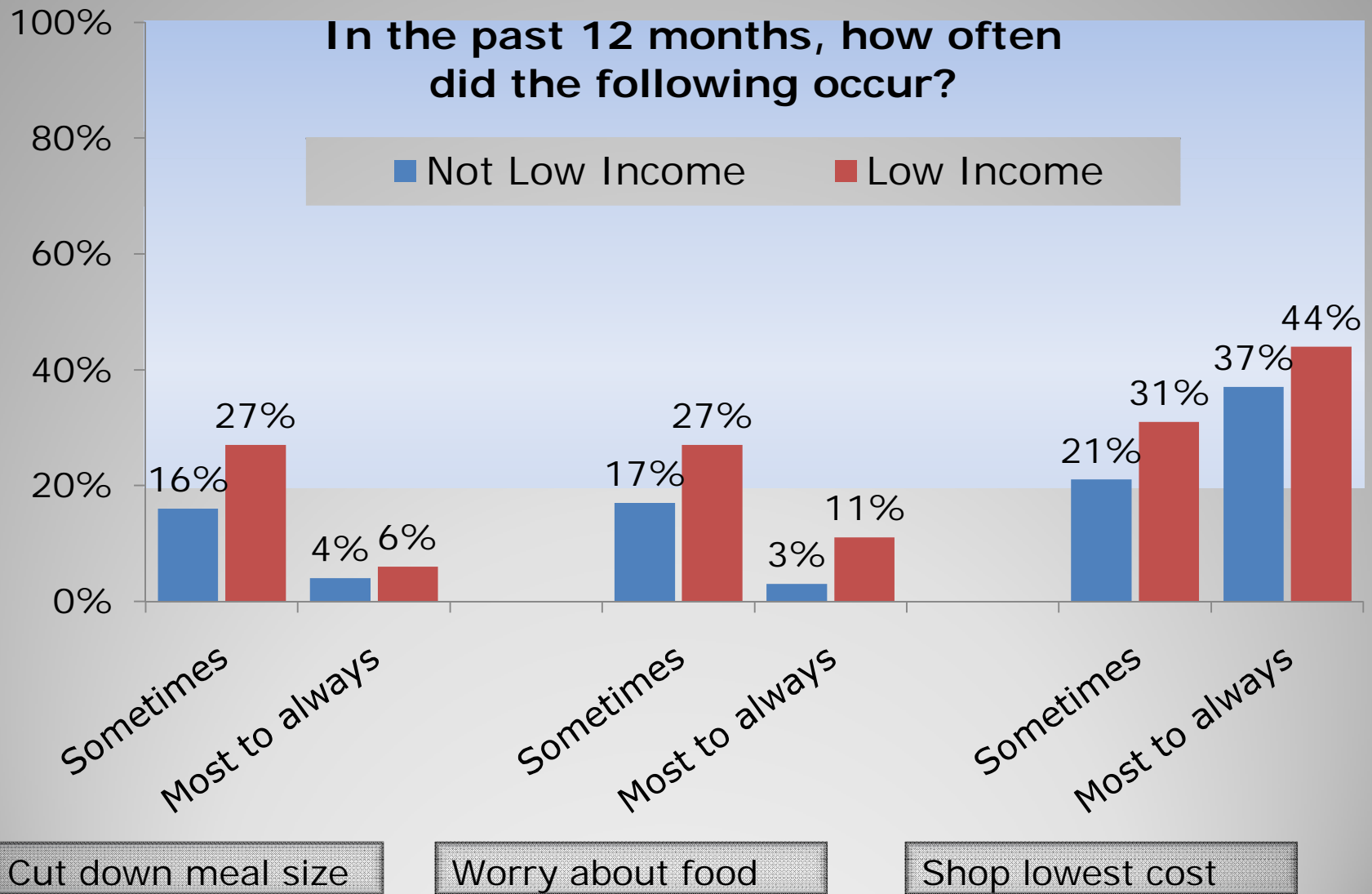
Food Security

For very low/low income residents only –
Did you or anyone in your home need or
use the following?

■ Needed/used ■ Needed/Not Used

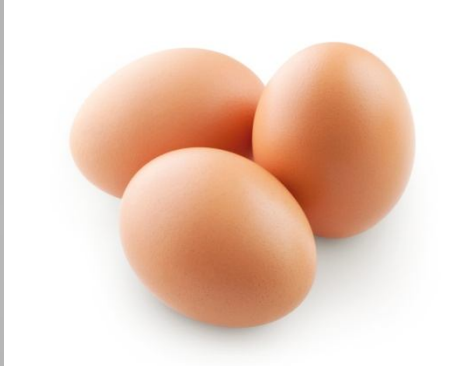


Food Security Among Low Income



Food Security by Income

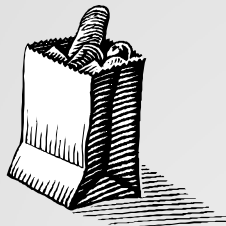
SHOPPING BEHAVIOR



- Q1. Currently where do you shop for food?
- Q2. What are the 3 most important reasons you shop for food where you do?
- Q7a. In the past 12 months, how often did you shop at Milliken Farmer's Market?
- Q8a&b. In the past 12 months, how often did you buy organic or Colorado grown food items?

Overall shopping behavior

- Top three locations where people shop are **Wal-Mart** (66%) or **King Soopers** (47%) in *Greeley or Loveland or Windsor*, and **Hays Market** (42%) in Johnstown
- 79% say price is the main reason for shopping where they shop
- Other main reasons are because it is a convenient location (56%) and due to good variety (51%)



Where people shop – more detail

	Very low income	Other low income	Not low income
King Soopers	39%	41%	<u>53%</u>
Avanza	15%	14%	8%
Dollar General	12%	6%	4%
Hays	33%	44%	40%
Wal-Mart	<u>82%</u>	<u>64%</u>	<u>64%</u>
Safeway	15%	19%	30%

Very low = 100% FPL; Other low < \$35,000; Not low = \$35,000 +

Where people shop – more detail

	18-34 yrs	35-54 yrs	55 yrs +
King Soopers	48%	48%	52%
Avanza	9%	15%	11%
Dollar General	7%	6%	4%
Hays	36%	39%	<u>61%</u>
Wal-Mart	<u>71%</u>	<u>74%</u>	48%
Safeway	27%	20%	20%

Where people shop – more detail

	Hispanic	Not Hispanic
King Soopers	28%	<u>62%</u>
Avanza	29%	1%
Dollar General	6%	6%
Hays	29%	<u>51%</u>
Wal-Mart	<u>85%</u>	<u>54%</u>
Safeway	18%	27%

Summary

- **Wal-Mart** is a popular place to shop, especially for younger and low income groups and among Hispanic/Latinos
- **King Soopers** and **Hays Market** are frequented by older, non-Hispanic, and not low income groups



In the past 12 months, how often did you shop at:

	Once	2 times	3 times	4 plus	Did not visit
Milliken farmer's market	13%	13%	12%	9%	53%
Fruit/veggie truck	11%	11%	4%	3%	71%
Roadside food stand	11%	13%	5%	5%	65%
Other farmer's markets	11%	12%	14%	11%	53%

Milliken Farmer's Market	
Visitor type	Percent
Regular	9%
Infrequent	38%
Did not visit	53%
Total	100%

- Regular visitors are more likely not to be in lower income groups
- Infrequent visitors tend to be low income but not very low income
- The profile of non-visitors is similar to the overall profile of survey responders

Milliken Farmer's Market Use

In the past 12 months, how often did you buy the following...

	Did not buy	1 -3 times	4 or more times	Don't know
Organic food	31%	37%	17%	15%
Colorado grown/ produced	10%	21%	45%	24%

Shopping Behavior

ORGANIC & COLORADO GROWN FOODS



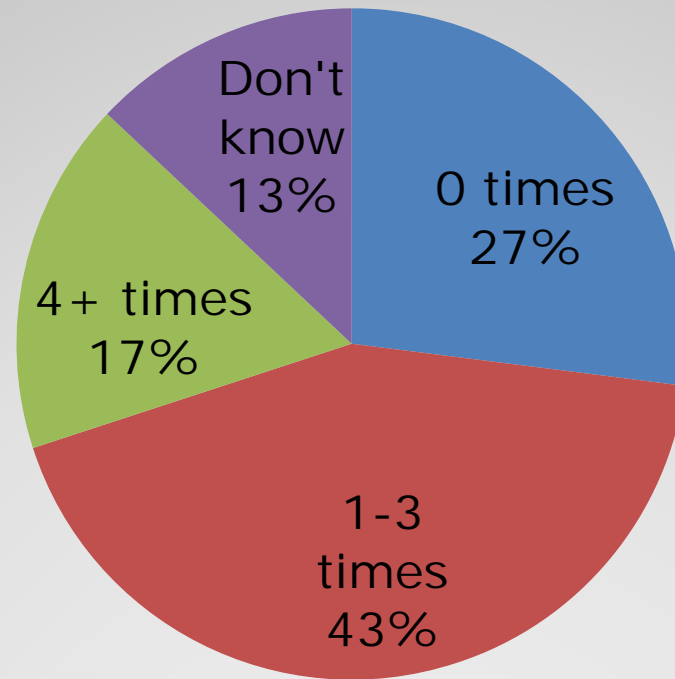
- 59% of Hispanic/Latinos say they bought organic food compared to 49% of non-Hispanics
- However, 72% of non-Hispanics say they bought Colorado grown/produced food compared to 56% of Hispanic/Latinos
- 48% of seniors (65+) did not buy organic in past 12 months

- 90% like to buy food grown in Colorado
- 89% like to buy from a farmer's market if it is affordable
- 50% like to grow their own food
- 68% think it costs too much to eat organic
- 46% think it costs too much to eat fresh, healthy foods and 30% do not think so.

Attitudes & Beliefs

Buying Behavior of People who Say Organics Cost Too Much

Percent who Bought Organic



Milliken Residents' Wants & Needs

- About 2 out of 3 residents say they definitely would buy affordable nutritious foods if they were available in Milliken
 - No one said they wouldn't
- Overwhelmingly, residents want fruits, vegetables and fresh meats
- Among responders who were not happy with the amount of fruits & vegetables they ate, the three most common barriers mentioned were:
 - 1) too expensive,
 - 2) not enough time to prepare meals
 - 3) poor quality

If available, which of the following would you use, participate or support?

	Yes	Maybe	No
More fruits and vegetables in Milliken	88%	12%	0%
Year-round farmer's market	58%	36%	6%
Community gardens	41%	32%	27%
Gardening education classes/programs	38%	34%	28%
Cooking and nutrition classes	39%	39%	22%
Farm-to-school initiative in local school	52%	30%	17%

- Again, **support for community gardens is higher among non-seniors** (45% said yes) than it is among seniors (20%)
- **More Hispanic/Latinos** (59%) say they would use, participate, or **support community gardens** than non-Hispanics (30%)
- There is also **quite a bit of support** for community garden plots **among all income groups** but the highest support was among those with very low income (55%). For comparison, 38% of the “other” low income were supportive and 40% of those who were not low income said “yes” they would use, participate, or support.

COMMUNITY GARDEN PLOTS

- Overall, there is support among all age groups but the **support is higher among non-seniors** (64% said yes) than it is among seniors (36% said yes)
- There is **slightly higher support** for a year-round farmer's market **among Hispanic/Latinos** (65%) than among non-Hispanic groups (54%)
- 70% of **people with very low income support a market** compared to 57% of "other" low income and 61% of those who are not low income.

YEAR-ROUND FARMER'S MARKET

- There is **more support** for both types of classes **among non-seniors** (>40% said yes) than among seniors (23%-31%)
- There is **much more support** for classes **among Hispanics/Latinos** (60%) than among non-Hispanics (25%)
- Also, there is **more support** for classes **among very low income residents** (>50%) compared to others (35%).

Garden & Cooking Classes

Profile of People who Grow Their Own Food

- 81% are under 65 yrs
 - 44% - 35 – 54 yrs.
- 57% are not low income
 - *Only 14% are very low income*
- 37% say they would use, participate or support community garden plots
 - *35% said no, they would not*
- 39% say they would use, participate, or support gardening classes
 - *21% said they would not*

What does “eat well” mean?

- Almost everyone wrote in a comment (n=177)
- Overwhelming comment was that it means to “eat healthy”
 - Balanced, nutritious, 3 meals a day, fruits and veggies, etc.
- Trying to eat normal size portions, getting 4-5 servings of vegetables and fruits
- We are able to “eat well” because we live in the U.S- we choose what we eat.
- “Eat well” means to be able to eat enough food till you get full and also healthy food.
- Comer productos recién cultivados/ **Eat product recently cultivated**
- Comer fresco libre de químicos/ **Eat fresh free of chemicals**
- Productos saludables, sin grasa, frutas y verduras/ **Healthy products, without grease, fruit and vegetables**

Possible Strategies/Next Steps

Grant Goals:

Improve healthy food access and consumption among Milliken area residents by implementing one or more strategies recommended by CDC in its July 2009 Publication *Recommended Community Strategies and Measurements to Prevent Obesity in the United States*.

Build consumer *demand* and local infrastructure for healthy foods by:

- assisting with develop of local Farmer's Market
- providing education on how to purchase, cook and store foods economically.
- helping community retailers to effectively market their products.
- community garden project(s)
- awareness and media campaigns
- other identified community-driven food project(s)

Related Healthy Weld 2020 Activities

- **Farm-to-School Food Hub of Northern Colorado**
- **Producer Food Hub Pilot Project**





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