

# FARM TO TABLE






## Pittsburgh

### 2016 CSA Survey




CSA stands for "Community Supported Agriculture." A typical CSA is sold directly from a farm or farm co-op and delivered to locations that are convenient for a group of subscribers. Some tips for buying a CSA: split with a coworker/neighbor/friend, find a drop site near work/home for convenience of picking up, read the weekly CSA newsletters for recipe suggestions.

A CSA is good for farmers because it promises sustained growth and good for subscribers (eaters) because they get fresh farm products on a regular basis. CSA's are typically pre-paid and run for a set number of weeks throughout the year. Knowing the above details, please answer the questions below and help us determine if a CSA Fair would be valuable to hold for both farmers and subscribers.

I am a

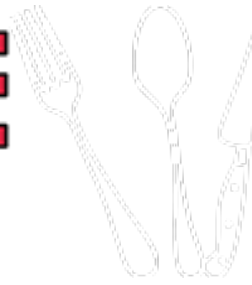
Answer	0%	100%	Number of Response(s)	Response Ratio
CSA Farm that would attend an event.			8	2.0 %
Farm interested in starting a CSA.			3	<1 %
Customer			325	83.1 %
Food Business Professional looking for new farm producers			9	2.3 %
Other			36	9.2 %
No Response(s)			10	2.5 %
<b>Totals</b>			<b>391</b>	<b>100%</b>

Have you ever subscribed to a CSA?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			143	36.5 %
No			198	50.6 %
No Response(s)			50	12.7 %
<b>Totals</b>			<b>391</b>	<b>100%</b>

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Have you already subscribed to a CSA this year?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			49	12.5 %
No			290	74.1 %
No Response(s)			52	13.2 %
<b>Totals</b>			<b>391</b>	<b>100%</b>

If haven't subscribed, do you plan on subscribing in 2016?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			60	20.3 %
No			40	13.5 %
Undecided			192	65.0 %
Other			8	2.7 %
<b>Totals</b>			<b>295</b>	<b>100%</b>

How important are the following factors in making your decision to purchase a CSA?

1 = Not Important at All, 5 = Very Important

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Price						323	4.0
CSA Farm Location						326	3.6
CSA Delivery Location						332	4.6
Variety of Products						330	4.2
Referrals from Friends & Family						330	2.9
Information from the CSA provider						330	3.8
Knowing the farmer personally						324	2.5
Variety of CSA add-on options (like meat, dairy, eggs, etc.)						335	3.5
Pick-up date/time						337	4.3
Multiple Payment Options						329	3.4

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

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What is your typical monthly grocery budget?

Answer	0%	100%	Number of Response(s)	Response Ratio
0-\$99			6	1.5 %
\$100-249			82	20.9 %
\$250-499			173	44.2 %
\$500-749			56	14.3 %
\$750+			19	4.8 %
Other			3	<1 %
No Response(s)			52	13.2 %
<b>Totals</b>			<b>391</b>	<b>100%</b>

What is your household size?

Answer	0%	100%	Number of Response(s)	Response Ratio
1			61	15.6 %
2			128	32.7 %
3			61	15.6 %
4			56	14.3 %
5			26	6.6 %
6			7	1.7 %
7+			1	<1 %
No Response(s)			51	13.0 %
<b>Totals</b>			<b>391</b>	<b>100%</b>

Would you pay more, less, or about the same per month for a CSA subscription of produce?

Answer	0%	100%	Number of Response(s)	Response Ratio
More than my typical produce budget			116	29.6 %
The same as my typical produce budget			181	46.2 %
Less than my typical produce budget			23	5.8 %
Other			15	3.8 %
No Response(s)			56	14.3 %
<b>Totals</b>			<b>391</b>	<b>100%</b>

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Would you attend a CSA Fair where you could meet the farmer, ask questions, and see what comes in a typical CSA?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			277	70.8 %
No			40	10.2 %
Other			32	8.1 %
No Response(s)			42	10.7 %
<b>Totals</b>			<b>391</b>	<b>100%</b>

What geographic area would be convenient for you to attend a CSA Fair?

Answer	0%	100%	Number of Response(s)	Response Ratio
City of Pittsburgh			158	46.6 %
South Hills			103	30.3 %
North Hills			73	21.5 %
Monroeville			39	11.5 %
Robinson/West			41	12.0 %
Beaver County			20	5.8 %
Butler County			26	7.6 %
Westmoreland County			30	8.8 %
Washington County			26	7.6 %
Fayette County			7	2.0 %
Other			25	7.3 %
<b>Totals</b>			<b>339</b>	<b>100%</b>