

What: Minnesota Grocery Store Demand for Local, Organic Farm Products: 2007 Survey Results for the Southeast Region

Keywords: Agricultural practices > Organic, Agricultural practices > Local food, Distribution > Retail / sales opportunities

When/Where: Published May 2008, survey Aug - Oct 2007
Survey in southeast MN
Report found on MISA website:

Who: Prepared by Gigi DiGiacomo, Minnesota Institute for Sustainable Agriculture, for the Southeast Regional Partnership
For farmers interested in knowing the level of demand for direct sales of organic products, survey of purchasers at grocery stores

Why: To quantify the level of demand for local, organic products, which have been given much attention in the press and anecdotally.

How: Telephone survey (avg. 20 min) of Minnesota grocery store buyers (managers & individual category buyers questioned separately) about current & anticipated sales of organics, sourcing practices/preferences, & attitude toward direct sales. Stores identified using 2007 Chain Store Guide.