

Appendix B3: Detailed Results – General Population

General Population Households – This focus group included people who responded to: an article placed in the Waushara Argus; a verbal request for participation in focus groups made at Waushara County churches or request written in the churches bulletin; posters that were placed at various locations throughout Waushara County; and requests at Waushara County Senior Meal Sites.

The primary location where Waushara County residents in get most of their food:

- Full service local grocery store – A retail store in Waushara County that consistently carries a variety of canned and boxed vegetables, fruits, beverages, pasta, meat, and prepared meals, frozen foods, fresh meat, fresh produce, bakery products, dairy products, paper products, cleaning products, personal hygiene and healthcare products as well as other products
 - Benny’s Market – Wild Rose
 - Coloma Supermarket – Coloma
 - Copps Food Center – Wautoma
 - 49 Meats & Groceries – Poy Sippi
 - Piggly Wiggly – Redgranite
 - Royal Supermarket – Plainfield
 - Stoneridge Meat & Country Market – Wautoma
- Full service larger grocery store outside of Waushara County – A retail store outside of Waushara County that consistently carries a variety of canned and boxed vegetables, fruits, beverages, pasta, meat, and prepared meals, frozen foods, fresh meat, fresh produce, bakery products, dairy products, paper products, cleaning products, personal hygiene and healthcare products as well as other products
 - Aldi – Waupaca/Seven’s Point/Oshkosh/Appleton
 - Festival Foods – Oshkosh
 - J & T’s – Berlin
 - Pick N Save – Waupaca
 - Super Wal-Mart (Oshkosh, Steven’s Point, Plover, Wisconsin Rapids)
 - Woodman’s – Appleton
- Specialty store – A retail establishment that specializes in a particular type of food product or caters to a particular type of customer or ethnic group
 - Pine River Processing – Bloomfield
- Discount grocery store – A retail store that sells dented, damaged, expired, discontinued, and overrun or surplus food products at a discounted price than similar regular food products
 - Country Discount Grocery - Wautoma
- Other
 - Food Pantry – Wautoma
 - Senior Meal Site

Reasons why Waushara County residents get most of their food at a particular business:

- Location
 - Close to home
 - “Near other things”
 - Near bank
 - Close to doctor
 - “Easy to run into town for some milk.”

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- Near senior meal site
- “I work in Oshkosh and it’s on my way home.”
- Convenience
 - Location
 - 1- stop shopping
- One-stop shopping
 - Paper products and medicine
 - “While you’re picking up other stuff you can get seeds and other stuff and canned goods.”
 - Food, hardware, clothes, milk, frozen foods, and meats
- Good/Wide variety
 - “good selection”
 - Unique items
 - “most of the stuff you can’t get at any other grocery store...”
 - Stock items interested in
 - “I can get everything there. Ethnic food – I never walk out of there without everything checked off my list.”
 - “They have what you want”
- Meat
 - Great
 - Fresh
 - Lean
 - Inexpensive
 - Sales
 - Make own sausages
 - Accommodating – cuts up special order of meat
 - “Excellent meat!”
 - “Great flavor”
 - “As far as leanness and flavor, you can’t beat it! I know what I’m getting when I buy there.”
 - “That animal isn’t from another state, it’s from this area.”
- Cheese
 - Good selection
- Fruits and vegetables
 - Good
 - Fresh
 - Good quality canned vegetables
- Organic foods
 - Variety
 - Organic milk
 - Ten grain mix
- Bakery
 - Good
- Quality
 - “I go approximately every 6 or 7 weeks and I shop in quantity. They have the stuff there when I need it and I have never got anything I wasn’t satisfied with.

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- Stand behind their products
 - “I had a watermelon I bought there and it was bad and it was just horrible tasting and we brought it back. They not only took it back (gave a refund), but they gave us another one for free. They stand behind their products”
 - Guaranteed product
- Cost/Savings
 - Good prices
 - Reasonable prices
- Sales/Specials
 - Coupons
 - Double coupon day
 - Match prices of items found in other stores
 - Senior day
 - They punch your card and you can win money in a lottery
 - “Has a card and you get it punched every time and if they call you up on a Saturday morning, you could win \$300”
 - “They do have a lot of ads and I have never had a problem getting stuff. You have to go within the first couple of days of the ad. I usually save quite a bit of money.”
 - “It’s a nice, big store with good sales listed in the Sunday paper.”
 - Stock what they advertise
- Friendly
 - To say hi
 - Extra friendly
 - “It’s feels like they’re glad you’re there.”
- Companionship / social
 - “This is our 2nd family.”
- Customer service/Personal service
 - “They’ll set the newspaper aside for me.”
 - “I know if my wife’s been in there – they’ll tell me, ‘Oh, you already have milk at home.’”
 - “I call and say I want 10 lbs. of hamburger in one lb. packages and I go up there and pick it up the same day.”
 - will carry out groceries to car
 - Courteous / welcoming
 - Special orders
 - Home assistance-will deliver to anyone who calls
- Cooperate with the local food pantry
 - Store venison in their freezer
- Support local business
 - Locally owned
 - “I’m glad to have a store in town. I try to give them my business.”
 - “I go there because he is a local guy”
- Familiarity
 - Habit
- Smaller / easier to get around
- Quick

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- Checkout time
 - “...it doesn’t take that long in line I don’t think. They have a bagger for each checker and it works good.”
 - “Not very big, so you do not get lost easily and stuck in long lines”
- Take bank cards, quest card, and “certificates from my Mom”
- Electric carts
 - accessible for those with mobility issues

Where Waushara County residents obtain food:

- Full service local grocery store – A retail store in Waushara County that consistently carries a variety of canned and boxed vegetables, fruits, beverages, pasta, meat, and prepared meals, frozen foods, fresh meat, fresh produce, bakery products, dairy products, paper products, cleaning products, personal hygiene and healthcare products as well as other products
 - Benny’s Market – Wild Rose
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 - Aldi – Waupaca/Steven’s Point/Oshkosh/Appleton
 - Church Street Market – Berlin
 - Festival Foods – Oshkosh
 - J & T’s – Berlin
 - Pick N Save – Waupaca
 - Super Wal-Mart (Oshkosh, Steven’s Point, Plover, Wisconsin Rapids)
 - Woodman’s – Appleton
- Specialty store – A retail establishment that specializes in a particular type of food product or caters to a particular type of customer or ethnic group
 - El Popo – Wautoma
 - The Farm Market – Wautoma (21 & 22)
 - Food Co-op – Steven’s Point
 - Pine River Processing – Bloomfield
 - Spring Lake Store – Spring Lake
 - Trader Joe’s – Madison
 - Willow Creek Cheese Factory – Auroraville (Four corners)
- Discount grocery store – A retail store that sells dented, damaged, expired, discontinued, and overrun or surplus food products at a discounted price than similar regular food products
 - Country Discount Grocery – Wautoma
 - Scratch-N-Dent – Richford

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- Convenience store – A retail establishment that carries a limited number of everyday items including food items. Usually the number of snack food items out number other food products. Often the sale of food items is secondary or equal to the sale of other items either liquor or particularly in the case of Waushara County, gasoline
 - Kwik Trip – Redgranite
 - Ultimart (Amoco/BP) – Poy Sippi
- Dollar store – A store that sells a variety of inexpensive products, including food products, cleaning supplies, household items, lawn and garden supplies, personal hygiene products, toys, trinkets, and decorations. Food product selection is usually limited to canned, boxed, snack, candy, and possibly dairy products; also known as dime stores
 - Dollar General – Redgranite and Wautoma
 - Family Dollar – Wautoma
- Big box/general merchandise store – A large general merchandise retail store located in a single storey, large, open floor plan rectangular building, similar to a warehouse, that carries everything from electronics, clothing, household supplies and products, pharmaceuticals, personal hygiene products, garden supplies, pet supplies, and some food products
 - Menards – Oshkosh, Appleton, and Stevens
 - Pamida – Wautoma
 - Sam’s Club – Appleton and Stevens Point
 - Shopko – Waupaca
 - Target – Oshkosh, Appleton, and Stevens Point
- Farmer Stand – Fresh produce stand either at a farm, a roadside stand, or out of the back of a pick-up truck or other vehicle; similar to a farmers market, but only one farmer
 - Farm Stands
 - Mielke Farm – Hwy 22 between Wautoma and Wild Rose
 - Ponderosa Farm (off 21 on x, near Aurora)
- Garden – Grow produce for personal use
- Hunting and Gathering – Bow or gun hunting wild animals and fish during season with a permit; Gathering produce that is growing in the public road right-of-way
- Food Pantry – One of a number of nonprofit run sources for free or reduced food available to low income households often with a referral
- Share Program– Berlin, Omro, and Waupaca (program is now in Wautoma) – participant purchases a box of food at a reduced price; see www.share.org
- Prepared Foods – Establishments where meals are prepared and served for a fee
 - Restaurants
 - Senior Meal Site
 - Hancock Senior Meal Site

Reasons why Waushara County residents get most of their food from a particular source:

- Full service local grocery store
 - Location
 - Close to home
 - “Easy to run into town for some milk.”
 - Near senior meal site
 - Convenience
 - Location

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- Good/Wide variety
 - Unique items
- Meat
 - Fresh
 - Lean
 - Make own sausages
 - Accommodating – cuts up special order of meat
 - Quality meat and fish
 - “Good meat and salmon selection”
 - Inexpensive meat
- Cheese
 - Good selection
- Fruits and vegetables
 - Good
 - Fresh
- Bakery
 - Good
- Cost/Savings
 - Good prices
 - Reasonable prices
- Sales/Specials
 - Coupons
 - Double coupon day
 - Senior day
 - They punch your card and you can win money in a lottery
 - “Has a card and you get it punched every time and if they call you up on a Saturday morning, you could win \$300”
 - Stock what they advertise
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 - “They’ll set the newspaper aside for me.”
 - “I know if my wife’s been in there – they’ll tell me, ‘Oh, you already have milk at home.’”
 - will carry out groceries to car
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- Cooperate with the local food pantry
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- Support local business
 - Locally owned
 - “I’m glad to have a store in town. I try to give them my business.”
 - “I go there because he is a local guy”

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- Familiarity
 - Habit
- Smaller / easier to get around
- Electric carts
 - accessible for those with mobility issues
- Full service larger grocery store outside of Waushara County
 - Location
 - “Near other things”
 - Near bank
 - Close to doctor
 - “I work in Oshkosh and it’s on my way home.”
 - Convenience
 - Location
 - 1- stop shopping
 - One-stop shopping
 - Paper products and medicine
 - “While you’re picking up other stuff you can get seeds and other stuff and canned goods.”
 - Food, hardware, clothes, milk, frozen foods, and meats
 - Good/Wide variety
 - “good selection”
 - Unique items
 - “most of the stuff you can’t get at any other grocery store…”
 - “Only place can get fava beans”
 - Stock items interested in
 - “I can get everything there. Ethnic food – I never walk out of there without everything checked off my list.”
 - “They have what you want”
 - Meat
 - Lean
 - Unique
 - Good quality
 - Fruits and vegetables
 - Good
 - Fresh
 - Variety
 - Good quality canned vegetables
 - Organic foods
 - Variety
 - Organic milk
 - Ten grain mix
 - Quality
 - “I go approximately every 6 or 7 weeks and I shop in quantity. They have the stuff there when I need it and I have never got anything I wasn’t satisfied with.
 - Stand behind their products

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 - Home assistance-will deliver to anyone who calls
- Checkout time
 - “...it doesn’t take that long in line I don’t think. They have a bagger for each checker and it works good.”
- Take bank cards, quest card, and “certificates from my Mom”
- Specialty store
 - “Good stuff, very expensive.”
 - Corn – the best
 - Plants & flowers in spring
 - Fruits and vegetables
 - Fresh Vegetables
 - Outside tent in summer
 - Restaurant
 - Accepts Department of Aging food vouchers
 - Quality – organic foods
 - Location
 - Same town as meetings and doctors
 - “I go when I have my hair done.”
 - Quality
 - “Excellent meat!”
 - “Great flavor”
 - “As far as leanness and flavor, you can’t beat it! I know what I’m getting when I buy there.”
 - good cheese
 - Local meats
 - “That animal isn’t from another state, it’s from this area.”

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- Customer Service
- Accommodating
 - “I call and say I want 10 lbs. of hamburger in one lb. packages and I go up there and pick it up the same day.”
- Good deals and quality on certain items
 - 10# blueberries, dried fruit, mushrooms, bulk cereal and grains.
- Cheap Bulk foods
 - Flours of all kinds, sea salt, baking soda/powder, “cheap, fresh spices”
 - “They carry bulk baking goods i.e. flour, sugar, candy, spices, etc. You can get small amounts and buying in bulk is cheaper.”
- Unique items
 - Frozen berries and vegetables
- Personal service
 - “Say you’re looking for something that you can’t find at a local store, he’ll look to see if he can order it.... Like raw sunflower seeds.”
- Healthy foods
- Homemade canned jelly and jams
- Price
 - Cheap
 - “Not really expensive”
- “And they make very good chicken sausages that are like brats for very low calories.”
- When in town – “I don’t make special trips.”
- Discount grocery store
 - Price
 - 1/3 the cost for juice
 - "Close-outs when stores go out of business (boxes or cans are dented but products are fine. You can save 50%.”
 - Good deal on Cheerios and dark chocolate
 - Guaranteed product
 - Wide variety
 - Variety of brands
 - Selection – power bars
 - Unique items
 - "Stuff you can’t find somewhere else.”
 - Lots of organic foods
 - Deals – buy \$10, get free something
 - Quality on some items
 - Damaged and overstock – some outdated
 - “Some food is outdated, but considered safe to sell”
- Convenience store
 - Sale items – bread, pretzels, bananas and potatoes
 - Quick
 - “That’s how they advertise it on TV – they say shop at Kwik Trip; get your milk, bread, bananas, everything. Fast, in and out.”
 - Donuts
 - pizzas

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- Dollar store
 - Emergencies
 - “I’ve gone there when I’m in a bind - if I run out of something.”
 - Quick in and out
 - Prices
- Big box/general merchandise store
 - Cheap nuts
 - Cheap – bulk
 - Convenient – with other shopping / movies
 - Good produce even in winter
- Farmer Stand
 - Cheap honey
 - Fresh
 - Local vegetables
 - Corn and tomatoes
 - In season
 - Some take Department of Aging Vouchers
 - Strawberry picking
 - Healthier – no chemicals and not grain fed – all farm grazed
 - Farm-raised chickens – fresh
 - They also sell meat, eggs, bison, buffalo (she doesn’t buy that)
- Garden
 - Personal
 - Neighbors or others with excess wanting to give
 - Friends
 - Canning and freezing
 - Tomatoes, squash, pepper, cucumbers, carrots, herbs, green beans, and broccoli
- Hunting and Gathering
 - Pick along roadside
 - Wild grapes
 - Asparagus
 - Hunting
 - Fishing
- Food Pantry
 - “Difficult economic times and health issues”
 - “Expect to spend 2 hours. But you get a lot of stuff. Monthly savings comes to about \$50.”
- Share Program – Waupaca
- Prepared Food
 - Senior Meal Sites
 - Companionship / social
 - “This is our 2nd family.”
 - Good, healthy food
 - Restuarant
 - Convenience
 - Fast

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- Easy
- Treat
- “Because I have children and I don’t want to cook dinner that night.”

Ways to make the local grocery store a more attractive option:

- Become a 1-stop shop
- “Build a local Wal-Mart – their holding out in Berlin.”
- Variety/Unique items
 - “Larger selection”
 - “Things like avocado and more than iceberg lettuce”
 - Falafel and hummus
 - Household and personal care products
 - Healthy types of food
- Quality / consistent quality
 - “Good produce quality, I think that’s good. The produce has gotten better.”
Make their own bread there which is convenient for some people.” “Well look at what they do for the church. He makes all the special orders. He’s very good to work with.” “And he gives breaks for some. He’ll accommodate you with a special price. And he donates stuff like juice to the camp.”
 - Fresh fruits and vegetables
- Cleanliness
- Lower prices
 - Get rid of coupon and lower price
 - Personal care items
- More specials
- Nice attitude
- Be more welcoming and friendly
- Cater more to locals than to tourist
- Energetic people who are conscientious
- Carry bags to car
- Faster check-out
- Open convenient times
 - Open 24 hours/7 days a week
- “Electric carts for the disabled”
- Do not sell alcohol

Reasons why Waushara County residents shop at farm stands:

- Quality
 - Tastes better
 - “Homegrown is better than shipped in – corn, tomatoes, YUM!”
 - “Fruit in stores is grown for storage not taste.”
 - Sweet corn – yum
- Fresh
 - Not packaged
- Organic

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- Fresh produce without pesticides
- Support hardworking farmers who have been in the community for years.
- Support local business so they don't move out of town
- Not enough in own garden
- “Wonderful, seasonal foods”
- Pick-own is cheaper
- Prices – reasonable
- Convenience (driving by)
- Location – close by
- Can purchase lower quantities

Ways to make farm stands a more attractive option:

- More variety
- Available more than seasonally
- Add flowers and honey
- Just food, no craft items
- Better price
- Accept other payment methods beyond cash
- More information about registering \$25 vouchers available through the Department of Aging
- Convenient location
- Closer to grocery store
- Hours – “If they stayed open later.”
 - “I'd like to stop when I get out of work, but they are gone.”
- They are honest and willing to help you choose.
- Storage and cooking information
- More visibly attractive
 - “Like in a supermarket... if they could do the displays different – stacked on a rusty truck... Psychological perception – I just don't feel good about eating it.”
 - “Less sand in the potatoes.”
 - The set up is nice and not a cluttered mess.
 - Cleaner

Obstacles that Waushara County residents faced to getting the food they needed or wanted:

- Financial
 - Seasonal Employment
 - Money
 - Not enough
 - Timing of income
 - Mismanaging money
- Transportation
 - Don't have transportation
 - Especially don't have transportation to go where the deals are
 - Gas and expense of maintaining vehicle

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- No local grocery store
- No sidewalks
- Time
 - “Don’t have time to do shopping I’d like to (for deals).”
 - “Do second best shopping and spend more on gas and pay higher prices.”
 - Distance to the grocery store or alternative location to acquire food
 - Hours of operation
 - Grocery store closed too early (6pm – Poy Sippi, 8pm Redgranite, 9pm-Wautoma stores)
 - At work or commuting during hours grocery store is open
 - Holidays – closed
- Care of family members
 - Need help with kids to shop
 - Kids want to buy non-nutritious food
 - Can’t leave house or can’t leave person alone
 - Single Mom – “Not enough hands
- Health
 - Poor health
 - Pregnancy
 - Tougher to get food and to afford food
 - Sickness
 - No one else to shop for you
 - Physical Limitations – disabilities
- Weather
 - Tough to get out in bad weather
 - Winter
 - Fruit and vegetable stands not available
 - Less local products available
 - Not fresh
 - Not local
 - Hard to get out and hard to walk on sidewalks that are in bad shape and not shoveled
 - Summer heat
 - Tough to be outside and walk if don’t have transportation
- Type of food
 - Organic food unlabeled or unavailable
 - Most places that sell organic foods won’t accept Food Stamps
 - Didn’t carry item desired
 - Getting fruit off season – oranges and peaches

Ways that the community- government, business, individuals, churches, and organizations may address obstacles Waushara County residents have to getting the food they want or need:

- Financial
 - Increase incomes

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- Social Security – don't stop increase or decrease Food Stamp allowance
- Education/Training
 - Budgeting / How to save money
 - Offered at Meal Sites, Libraries, Food Pantries (newsletter – how to save money, recipes and menus)
- Lower prices (especially on ripe produce and older meat)
 - End of day produce sale
 - “One of the things that always bothers me is avocados – they are so expensive and yet they are rotting, one of the ones I grabbed this morning was so soft that I put it back.”
- Offer an employment credit for food share– get more \$ if working
- More jobs / Factories with good income
- Transportation
 - Provide Transportation
 - Expand Department of Aging and Disability Services – only available a limited number of hours and days and certain # of people required
 - Provide public transportation (either free or for a fee) with no limit on the number of people and no limit on the number of stops
 - Church and other Organizations Volunteering Services
 - Shop for people in need
 - Publicize information
 - Shop on-line
 - “There are some food items like Cliff Bars I was looking at them on line. They are a health food, type bar, organic stuff – they are cheaper on-line.”
 - Have personal shoppers that take a person's shopping list and money, shops for the person, then drops the groceries off at their home
 - Have certain day of week where someone in community offers ride or shopping for others who don't have transportation – Waupaca or Oshkosh
 - Small van that transports people who don't have transportation or who need help
 - More stores offering to shop and deliver for customers in need
 - Currently: J&T's (Berlin) will pack and deliver for a price, Wal-Mart and 49 Meats & Groceries (Poy Sippi) will shop and you pick up for free, Stoneridge Country Market (Wautoma) will shop and you pick-up for online orders and there is a charge
 - “Lower gas prices and stop buying from foreign countries”
 - Clean the sidewalks – make it a town rule
- Time
 - Longer hours
 - Plan and shop ahead
- Care of family members and friends
 - Help your neighbor
 - Families help more - call your Mom to see if she needs help
 - Swallow pride and ask for help – many people would help if they know how
 - Individual planning – save your friends for emergencies
- Health
 - Senior days at local grocery stores

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- Offer discounts
- Provide more support - certain hours when less busy
 - Like at Wal-Mart (they will shop with you if you ask)
- Education/Training
 - Diet and nutrition for children and adults
 - Offered at Meal Sites, Libraries, Food Pantries (newsletter – how to save money, recipes and menus)
- Church and other Organizations Volunteering Services
 - Shop for people in need
 - Help in emergency situations (sick, etc.)
 - Publicize information
- Motorized shopping carts for people with mobility issues
 - Funding for stores to get certain amount of motorized carts. Need more than one (some stores don't have room for them)
- “I take a blind person to the pantry every month.”
- The Meal Sites are already providing a solution – food plus looking after your neighbor. One woman shared her story of how she was locked out of her house in the middle of winter and someone from the Meal Site drove to her house to check up on her because she hadn't made it to the meal that day.
- Also Meals of Wheels provides food to 100 people per day (Mon- Fri).
- Call Cooperative Care – “willing to help once or always.”
- Type of food
 - Get more fresh fruit and produce in the winter
 - Buy frozen fruits
 - “Bring higher quality produce to smaller communities.”
 - Variety – “Don't have a lot of foods in area” “ethnic foods not available locally”
 - Stock more things like hummus and falafel
 - Special ordering
- Food Pantries and related programs
 - Collect unused food
 - Gleaning farm fields – give to meal sites, schools and food pantries
 - Put add in paper
 - Grocery stores/Restaurants – make food/leftovers available
 - “Rules and regulations prevent stores from donating.”
 - Make government aware that this county doesn't get sufficient amounts of food at the food pantries.
 - Provide more food
 - “Allow access 2xs per mo (current amt is only good for a week)”
 - “Allow person to be able to go to church pantry without being penalized for going to the church pantry.”
 - Improve quality of food – more fresh/raw fruits and vegetables
 - Increase variety of products offered
 - Provide coupons for perishables - milk, butter, cheese, meat
 - Provide household products – personal care, etc.
 - Organize food donation project
 - Fruit and vegetable donations –

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- Farms
- Personal gardens
- Meat donations
 - Meat – hunting/fishing catches, turkey
 - Stoneridge will process Venison donations
 - Know how to donate extras – where, when, to whom
- Create Community Gardens
 - Everyone helps out and/or own plot within garden
- Create Community Supported Agriculture Projects
 - Similar to William Allen’s Community Farm in Milwaukee
- Share Program
 - Get one in Waushara County (currently in Waupaca?)
- Youth involvement
 - Work with schools to teach kids where food comes from and how to grow
 - Farm to school program – fresh, local food served for lunch, snacks, etc.
- Advertise current services
- Education/Training
 - Making homemade products
 - How to store / freeze
 - How to use food items
 - How to grow food (adults and high school students)
 - Diet and nutrition for children and adults
 - Offered at Meal Sites, Libraries, Food Pantries (newsletter – how to save money, recipes and menus)
- Church and other Organizations Volunteering Services
 - Shop for people in need
 - Help on an ongoing basis
 - Publicize information
- Advertise in libraries, bulletin boards, church bulletins, mailings to house, food pantries, telephone hotlines how to find out about other food sources such as co-ops, buying clubs, etc.
- Share Programs – not in area anymore
 - “Give 2 hours of community service and get \$30 of food for \$14.”
- Angel Food Ministries
 - National program – not in Wisconsin yet, but Grace United Methodist Church looking into the possibility.
 - They buy in bulk to reduce the price – not overstocks
 - Prepackaged box options
 - No income requirement
 - Minimum order of 100 boxes
 - Receive \$80 worth of food for \$30
 - \$1 per box goes towards missionary work
 - Not a “hand out” – preserves personal dignity and promotes personal responsibility

Ways that Waushara County Food Connections can achieve its two part mission. First to make nutritious food available for all Waushara County Residents, and then the second is to strengthen the local food system. We want affordable food for residents and we want to keep our local grocery stores:

- Lower prices
- “Read JT’s ads – read the ads from local town and compare them.”
- Increase variety of foods offered
- Grocery stores cooperate with each other – different stores coming together buying in bulk and offering food to the public for a lower cost.
- Bulk prices for smaller stores
- Split costs of certain items with other grocery stores
- High speed transportation
- Wholesale truck stopping at many locations
- Have an ad campaign where if more people shop locally, dividends are paid.
- Management of stores
 - Need to keep shelves stocked more frequently – it’s happened at Stone Ridge and Copps where they are out of the cheaper bread and other cheaper brands.
- Grocery stores buy together in bulk and keep the prices lower (pass savings on)
- Connect local growers, processors, and distributors
 - More direct marketing
 - Stores buy locally (shipping adds extra cost)
- Advertise changes grocery stores are making because we are creatures of habit unless we have reason to act otherwise
- More jobs so we can have more \$ here
- People need to look around the community to see who needs help /need volunteer drivers
- “In terms of fresh-cut meat grocery owners can’t compete”

Some thing new learned by focus group participant or highlight noted by focus group participant:

- Never heard of a lot of these places
- Never thought of co-op or buying club idea
- “I’d use the Food Share thing” (used to be in Redgranite and Berlin, now no where)
- “Get out of town to shop.”
 - “I’m against that.”
- Didn’t know about falafel before and still don’t!
- Didn’t know there are frozen blueberries in Spring Lake.
- Where to acquire produce
- You have to shop for 2 weeks at a time to make it pay to shop out of town.
- We’re not the only ones who shop out of town – don’t feel as guilty or bad anymore.
- Idea about local grocery stores cooperating to lower prices – I want to support the local community.
- Angel Food Program concept – won’t ruin Copps or Stone Ridge – supplements other food.
- Learned new stores – Dent & Bent and Spring Lake
- There are a lot of stores.

Appendix B3: Detailed Results – General Population

- “Transportation is important”
- “We were all so agreeable on the issues”
- “It was good to get the information out”
- “This was very informative”
- The discussions focused on various government programs that were supposed to help but were not enough to meet their needs. If you get help from one program then you are penalized by another program.
- One woman noted that a lot of food is wasted that should be made available to people in need. She mentioned stores and restaurants often throw out perfectly good food and that commercial agriculture leaves a lot of food in the fields after harvesting. There was strong agreement that a system for permitting people to “glean” this food would be a good idea.
- The discussion once again returned to the importance of information sharing. People need to have better access to information on what programs (charitable and governmental) exist and how to access them. Inferred in this was the feeling that these programs need to be better coordinated. Special programs to help sick and elderly to access the food they need. Removing regulations to make food available that would otherwise be thrown out.
- Additional programs also need to be created including: community gardens, education of children