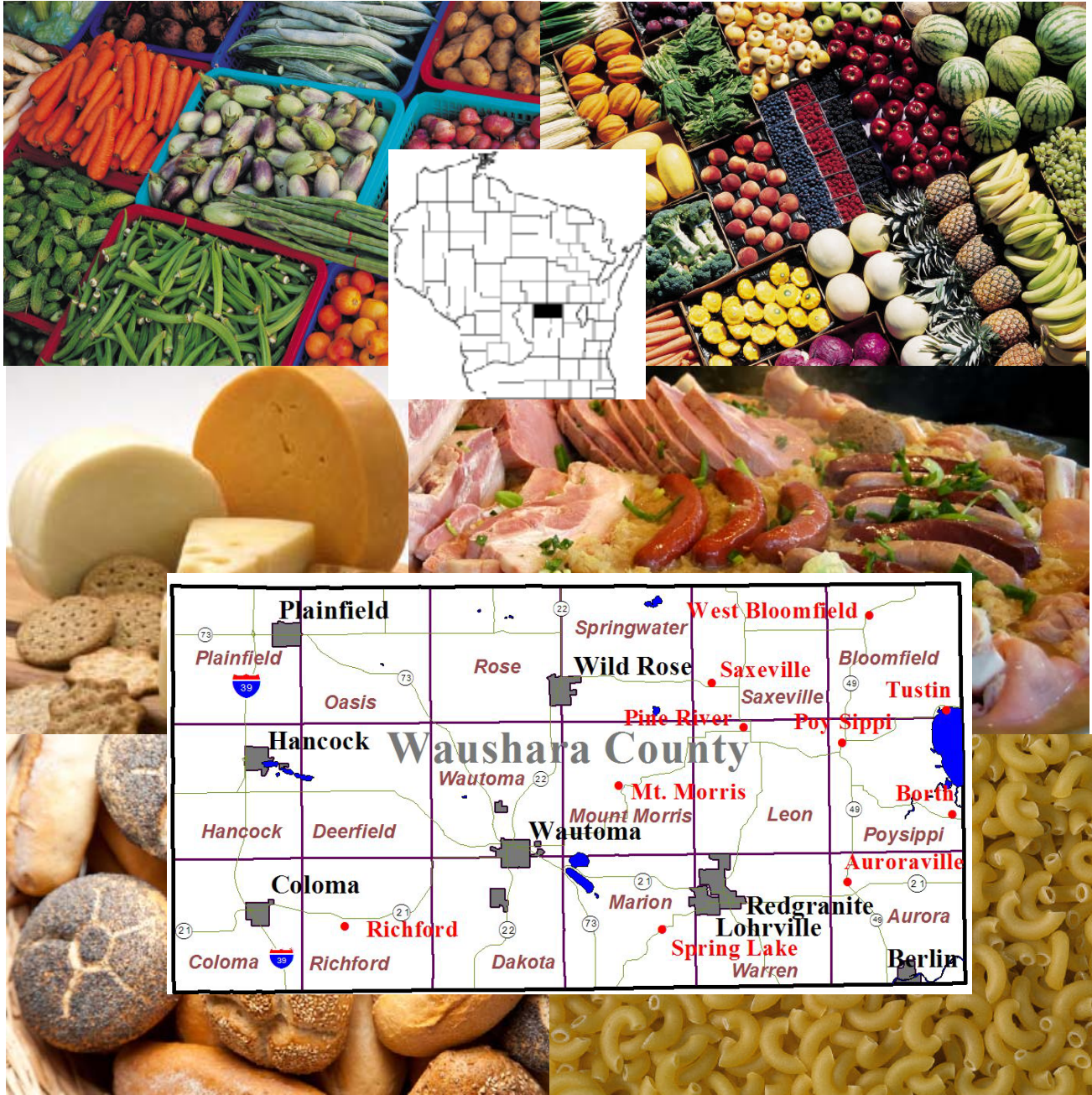
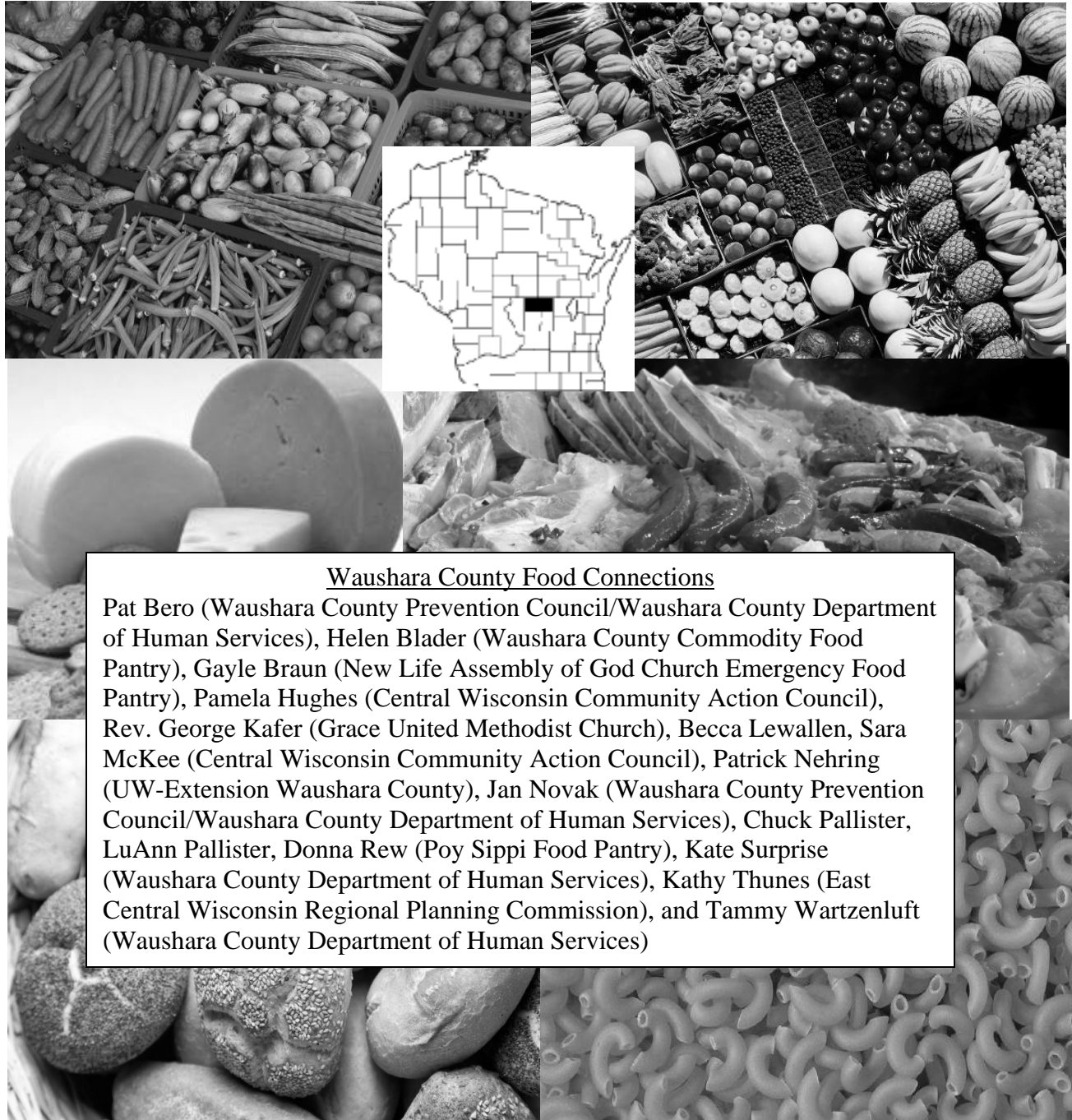


# Waushara County Food System and Access Study 2009-2011





# Waushara County Food System and Access Study 2009-2011



## Waushara County Food Connections

Pat Bero (Waushara County Prevention Council/Waushara County Department of Human Services), Helen Blader (Waushara County Commodity Food Pantry), Gayle Braun (New Life Assembly of God Church Emergency Food Pantry), Pamela Hughes (Central Wisconsin Community Action Council), Rev. George Kafer (Grace United Methodist Church), Becca Lewallen, Sara McKee (Central Wisconsin Community Action Council), Patrick Nehring (UW-Extension Waushara County), Jan Novak (Waushara County Prevention Council/Waushara County Department of Human Services), Chuck Pallister, LuAnn Pallister, Donna Rew (Poy Sippi Food Pantry), Kate Surprise (Waushara County Department of Human Services), Kathy Thunes (East Central Wisconsin Regional Planning Commission), and Tammy Wartenluft (Waushara County Department of Human Services)





# Waushara County Food System and Access Study

## Table of Contents

	Page
Background and the Need	1
Agriculture in the Food System	6
How Agriculture is Directly Accessed	8
Food System - Agriculture to Grocery Store	8
Grocery Stores in the Food System	9
How Grocery Stores are Accessed	10
Stretching Food Dollars	16
Other Food Sources	16
Food Assistance Programs	19
How Food Pantries are Accessed	21
Enhancing Food Pantries and Similar Programs	22
Community Gardens and Gleaning	23
Enhancing Farm Stands	24
Farmers' Markets, CSAs, and Institution Selling	25
Enhancing Grocery Stores	26
Other Barriers to Food and Possible Responses	27
Civic Involvement and Marketing	29
Data Appendixes (A – I)	33



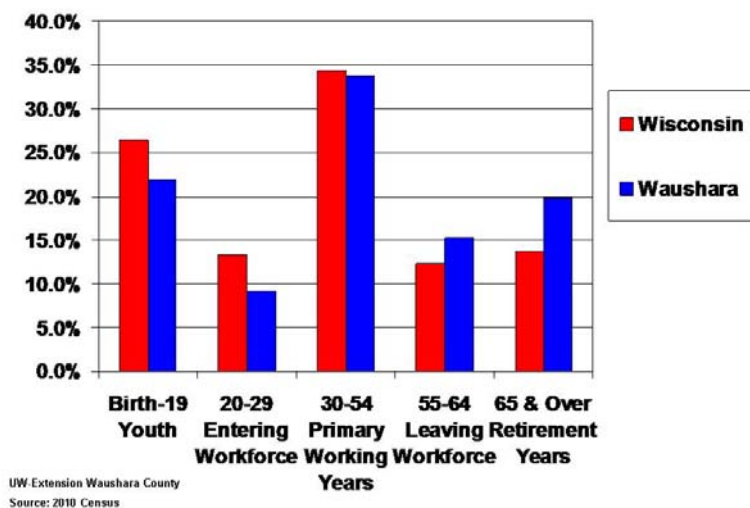
# Waushara County Food System and Access Study

## *Background and the Need*

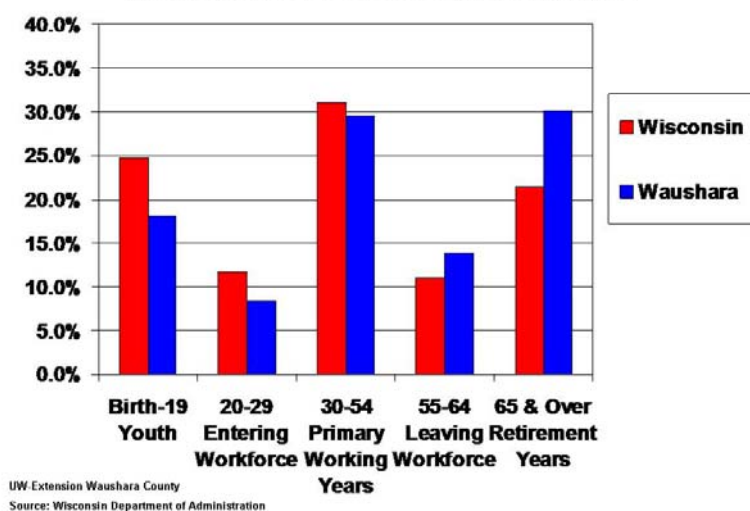
Waushara County is located in the central part of Wisconsin. By almost all definitions, the county would be classified as rural. The US Census Bureau classifies an area as rural if a city, village, or town has a population under 2,500. The City of Wautoma with a 2010 population of 2,218 is the largest municipality in Waushara County. By 2030, the Town of Marion is estimated by the US Census Bureau to surpass the City of Wautoma as the largest municipality in the County with a population of 2,836. Waushara County does contain the northern quarter of the City of Berlin, which is primarily an industrial park area. The City of Berlin has a population of 5,524. Waushara County has 18 towns, 6 villages and 1¼ cities. The 2010 population of the county was 25,539. The Wisconsin Department of Administration projects the population to increase to 27,756 by 2030.

According to the United States Census Bureau, Waushara County has a large elderly population. In 2010, Waushara County's elderly population, those 65 and older, was 4,883 or 19.9% of the total population of the county. The percent of State of Wisconsin that are elderly is 13.7% of the population, according to the 2010 Census. The Wisconsin Department of Administration projects that in 2030 the elderly population in Waushara County will be 8,344 or 30% of the population; for Wisconsin, 21% of the population is projected to be elderly. By 2030, the number of residents in Waushara County retired or leaving the workforce will be greater than the number of residents entering or in the workforce. In 2030, the percent of the population that will be under the age of 18 will be significantly less than the percent of Wisconsin's population under 18.

**2010 Waushara Population by Age**



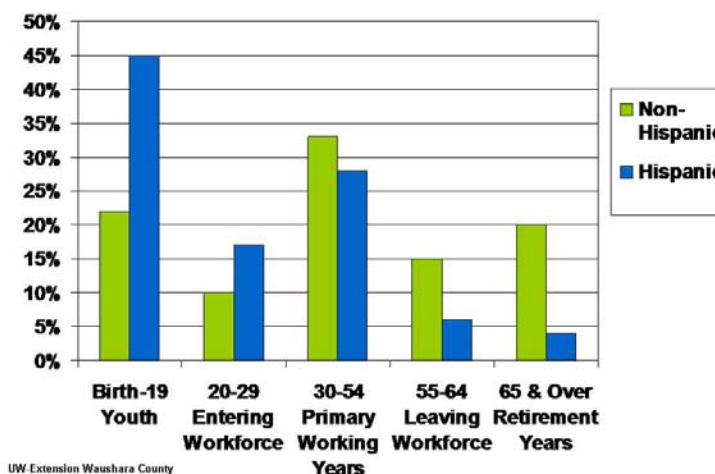
**2030 Waushara Population by Age**



The decennial census shows that Hispanic/Latino ethnicity has the highest minority presence in Waushara County which has increased from 2% or 379 people in 1990 to 5.4% or 1,206 people in 2010. The Hispanic population is growing at a much quicker pace than the non-Hispanic population. Between 1990 and 2000 the Hispanic Population grew by 123.7% from 379 to 848; and the Non-Hispanic Population grew by 15.1% from 19,385 to 22,306.

Between 2000 and 2010 the Hispanic Population grew by 42.2% from 848 to 1,206; and the Non-Hispanic Population grew by 9.1% from 22,306 to 24,333. The Hispanic population is younger than the non-Hispanic population. Waushara County also was the highest in the state for migrant workers. The number of migrant workers and their family members that lived in Waushara County in 2010 was 526. Columbia County has the second biggest population with 407 people in 2010. Due to changes in the food processing operations and the mix of agricultural products produced; the number of migrant workers and family members has been declining both in Waushara County and in Wisconsin in recent years.

**2009 Waushara Population by Age**

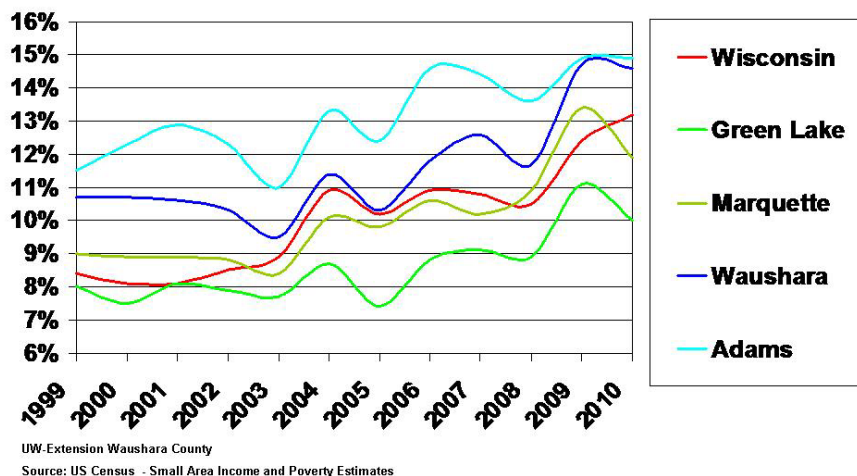


Poverty is a problem in Waushara County.

In 2010, the US Census Bureau estimated the poverty rate in Waushara County to be 14.6%. Looking over the last 10 years, the poverty rate had been declining slightly until 2003. Since 2003, the trend in the poverty rate is increasing. The poverty rate in Waushara County has consistently been greater than the poverty rate in Wisconsin and

neighboring counties with the exception of Adams County. This is especially true when compared to the more urban counties of Portage, Waupaca, and Winnebago, not depicted in this graph. In Waushara County the highest poverty rates are for the youth and single mothers. The US Census reports that the 2010 poverty rate for those under age 18 in Waushara County as 23.8%. The US Census estimates that the average percent of families in poverty from 2005 to 2009 was 12.6%; the average for single mothers was 30.5%.

**Poverty Rate**

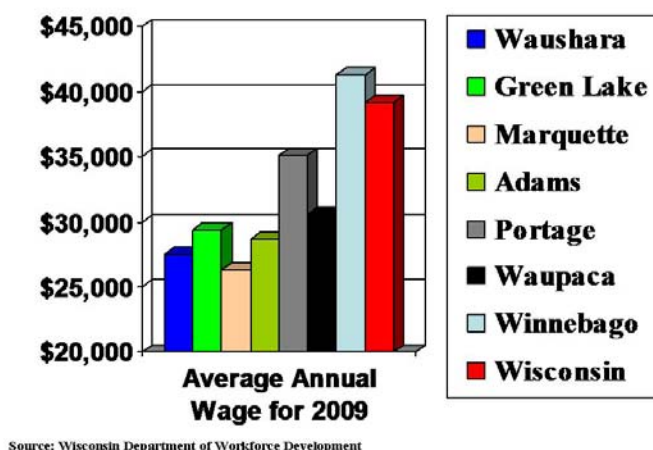


In 2010, all of the schools in Waushara County with the exception of Pleasant View Elementary had a higher percent of students that were classified as economically disadvantaged and therefore eligible for the free or reduced lunch program than the statewide percentage eligible for similar schools. Nine of the twelve schools in Waushara County or three-quarters of the schools in the county have a student population where over half are classified as economically disadvantaged. At 81.4%, Redgranite Elementary has the largest percent of students eligible for free or reduced lunch. The percent of students in Waushara County eligible for free and reduced lunch has been steadily increasing over the past six years.

The percent of Waushara County's population that participates in the Wisconsin Food Share has been increasing over the last ten years. Food Share is the Federal Supplemental Nutrition Assistance Program (SNAP) in Wisconsin. The program is also known as the Quest Card or Food Stamp program. The percent of Waushara County residents that utilize the Food Share program has consistently been higher than the percent of the Wisconsin population using the program. In 2010, 4,351 people utilized the Food Share program. This is 18% of Waushara County's population. The surveys conducted as part of this study show that only 65% of Waushara County households that are eligible for Food Share actually apply for it. Therefore, it is likely that more than 25% of the population in Waushara is eligible for Food Share.

*[Appendix G and E]*

Income and employment have a great influence on poverty and food security. According to the Wisconsin Department of Workforce Development the average wage for 2009 in Waushara County was \$27,489. This is less than the average wage in all of the neighboring counties except Marquette County. In 2010, the Federal poverty level for a family of four was \$22,314. According to the US Census, Waushara County ranks 59<sup>th</sup> out of 72 counties for wage comparisons, with an average weekly wage of \$528. That puts Waushara County at the 18<sup>th</sup> percentile with the last 13 counties only having about a \$30 difference making the bottom very close. The highest weekly wage comes from Milwaukee and Waukesha Counties at \$834 with that being very close to the United States average \$840 per week. On the criteria of unemployment, Wisconsin ranks 34<sup>th</sup> in the United States, according to the US Census. From the Wisconsin Department of Workforce Development, Waushara County has consistently had a higher unemployment rate than the State of Wisconsin. The 2010 unemployment rate in Waushara County was 10%; for Wisconsin the 2010 unemployment rate was 8.3%.



As all of these statistics show, poverty is a serious issue in Waushara County. In 2008, the Waushara County Prevention Council with the Waushara County Department of Human Services initiated a program called Vision 2020 in Waushara County. The Vision 2020 program



is similar and affiliated with a state initiated program to end poverty by the year 2020. The statewide program focused on youth. Because poverty is an issue in Waushara County for everyone regardless of age and the growing elderly population in the county, the Vision 2020 program for Waushara County was created to look at ways of reducing poverty in the county regardless of age. One of the initial projects was to conduct a focus group study with the general population of the county to determine people's perceptions of poverty and brainstorm ways to address the issue of poverty. One of the issues identified through the focus groups was the inability of the poor in the county to obtain the food they need. Another word used to describe this issue is food insecurity.

Food security refers to the assured access to sufficient food for a healthy and active life. Food insecurity is the real or perceived inability to access or to obtain the food one needs to survive. Food insecure families may worry about not having enough food, eat inadequate foods, or skip meals due to lack of money. Hunger is a severe form of food insecurity. Although the term food security is popular in academic and social/human service circles, it is not a common term used in Waushara County, so this report usually will use the more common word of food accessibility. Food accessibility was identified as an issue for people in or near poverty through the Waushara County Vision 2020 focus group study. The connection between poverty and the accessibility of food has been well documented, including a recent publication created by UW-Extension faculty Katherine Curtis and Judi Bartfeld. *[Appendix G]*

In 2009, Vision 2020 Committee through the Waushara County Human Services Department received a USDA Community Food Projects Planning Grant, which was given to Central Wisconsin Community Action Council to study the local food system in order to meet food needs of county residents, especially those of low-income; increase the self-reliance of communities in providing for their own food needs; promote long-term, comprehensive responses to food, farm, and nutrition issues. A steering committee of local organization representatives, county staff, and interested residents was formed to direct the study. This committee is known as Waushara Food Connections. Early on it was determined that there was not a need to conduct research to find out if there is a poverty and food security or food accessibility issue in Waushara County. There is plenty of existing research and statistics to show that there is certainly an issue of poverty and food accessibility.

The goals of this study are:

- Assess food system
- Identify the food needs of Waushara County residents and assess the strengths, barriers, and opportunities of the local food system in meeting those needs
- Identify ways to ensure long-term food security for a growing low-income population
- Identify ways to increase the economic viability of hometown grocery stores and farm stands
- Assess transportation needs
- Explore connecting locally grown produce to consumers.

This study includes a focus group study of the low-income and the general populations, a survey of the low-income population, an analysis of travel time to savings on groceries, interviews with the local full service grocery stores, local farmers, and food pantry managers, an analysis of

proximity to full service grocery stores, economic and demographic statistics, and lifestyle data. Summaries and explanations of the components of this study can be found in the appendixes.

The May 2010 Survey of Low-Income Household Food Needs and Use in Waushara County confirmed that there is a great deal of food insecurity and hunger among low-income residents. Only 20% of low-income households reported no food security issues in the last year, while 67% said they often or sometimes either ran out of food and didn't have money to get more or worried about running out of money for food. Of those who were labeled food insecure, 26% also reported that in the last year they were hungry but didn't eat because they couldn't afford to buy food. To assess household food security, the survey asked three questions taken from the U.S. Department of Agriculture's Standard Six-Item Indicator Set for Classifying Households by Food Security Level<sup>1</sup>:

*During the past 12 months, were the following statements, often, sometimes, or never true for you or the other members of your household?*

- A) *The food we bought just didn't last, and we didn't have money to get more.*
- B) *We worried whether our food would run out before we got money to buy more.*
- C) *We were hungry but didn't eat because we couldn't afford enough food.*

A household is labeled food secure if the answer to all three questions is *never true*. Food insecure households answered *often true* or *sometimes true* to A, B, or C. A household is food insecure with hunger if A or B is *often true* or *sometimes true* and C is *often true* or *sometimes true*.

<b>Food security status</b>	<b>% of Survey Total</b>	<b>% of 44 Seniors-Only Households<sup>2</sup></b>
Food secure	20%	58%
Food insecure	67%	39%
Food insecure with hunger	26%	12%

As shown in the table above, food security status for older adults is very different from the general survey population. Across geographic groups, food security status did not vary significantly. [Appendix E]

---

<sup>1</sup> *Guide to Measuring Household Food Security*, written by Gary Bickel (USDA Food and Nutrition Service [FNS], Office of Analysis, Nutrition, and Evaluation), and Mark Nord (USDA Economic Research Service [ERS], Food and Rural Economics Division), 2000.

<sup>2</sup> Seniors are defined as age 60 and older. A seniors-only household may include any number of seniors but no one under age 60. 44 of the 451 surveys represent seniors-only households. We studied this population to identify food-related issues that are faced by seniors.

## ***Agriculture in the Food System***

Waushara County is part of one of the main vegetable producing areas of the United States.

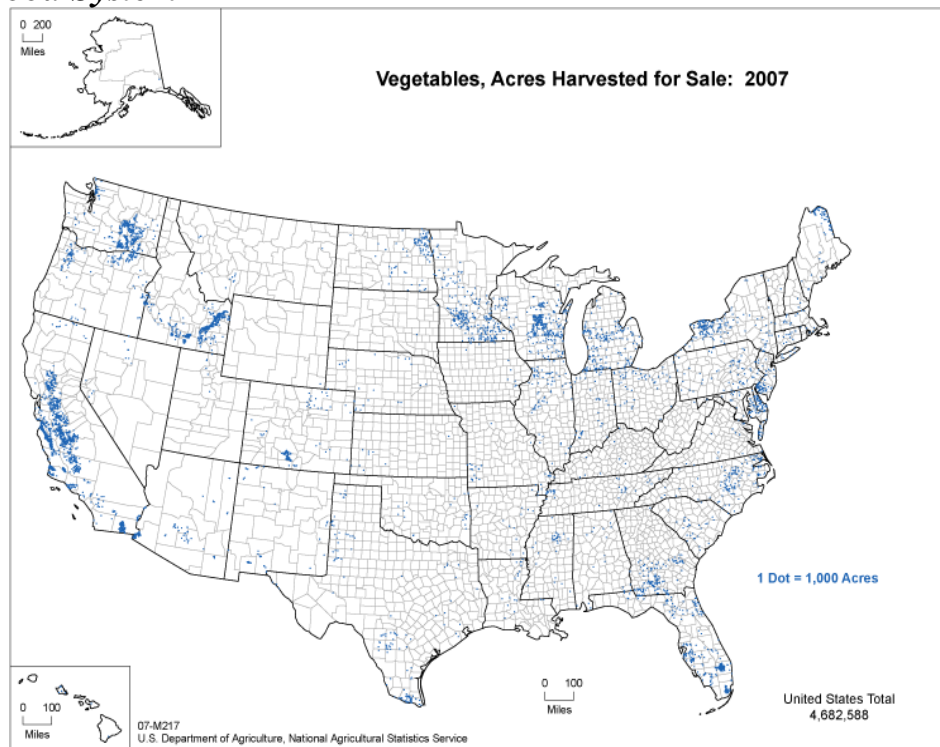
According to the Census of Agriculture Waushara County is the second largest of Wisconsin counties in the harvesting of vegetables, Portage County, immediately to the north is number one. Many of the farms on the western side of Waushara County grow potatoes and vegetables for large food processing and packaging

companies. These farms have contracts to produce exclusively for those food processing or packaging companies. The produce grown in the county is redistributed in the county through the wholesale companies that purchase products from the large food processing companies. The Wisconsin Potato and Vegetable Growers Association, lists 14 different companies that package Wisconsin Potatoes under more than 40 different labels. In 2007, sales of vegetables grown in Waushara County totaled \$56.3 million according to the USDA 2007 Census of Agriculture.

On the eastern side of Waushara, there are a large number of dairy farms. The milk produced at these farms is sold to area cheese manufacturers and dairies and is redistributed back into the county through some direct marketing to local grocery stores and through whole sale distributors. In 2007, sales of milk totaled \$18.1 million according to the USDA 2007 Census of Agriculture.

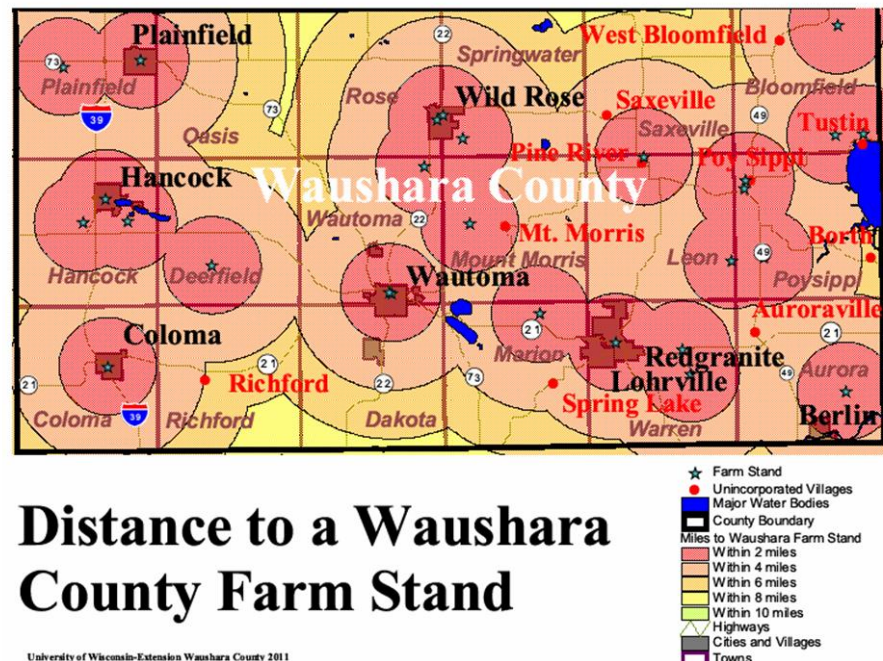
In addition to the farm produced products, Waushara County has a few local food processing businesses. The Pine River Winery produces wine from local fruit and imported fruit from other parts of the country. Most sales are made directly from the winery. The Willow Creek Cheese factory produces cheese that is sold at the factory and local grocery and convenience stores. There are two meat processing businesses in the county. Pine River Processing processes local poultry, beef, pork, and venison. Stone Ridge Country Market processes venison. Most of the full service grocery stores in Waushara County produce their own sausages.

Twenty-five farmers, who currently sell their products directly to consumers in Waushara County or are interested in doing so, responded to a series of 13 open-ended questions between September 1<sup>st</sup> and October 15<sup>th</sup> of 2010. For purposes of this survey, agricultural businesses within Waushara County were divided into three categories; vegetable, meat and/or eggs, and



specialty. Sixty-four (64) percent (16) of the farmers interviewed grew vegetables, 20 percent (5) raised meat and/or eggs and the remaining 16 percent (4) were considered specialty producers (did not fit into one of the first two categories). The farmers that currently or are interested in selling directly to consumers sell products at individual farm stands, directly from the farm, at farmers markets outside of Waushara County and/or wholesale through produce auctions, local organizations fundraising efforts, or to grocery stores, schools and restaurants. Most of the vegetable farmers indicated that they were selling their product locally in some method. About two-thirds of the vegetable farmers sold their products at the farm/roadside stand and were interested in expanding their business. A majority of the meat and/or egg producers in Waushara County are marketing their products by word of mouth (four out of the five). All sell locally and are interested at some level of expanding their operations. Due to the varied nature of the specialty products, outlets of where products were sold varied as well (word of mouth, school fundraiser, farm stand, grocery store and wholesale). Most if not all of the agricultural businesses in this category were interested in expanding sales.

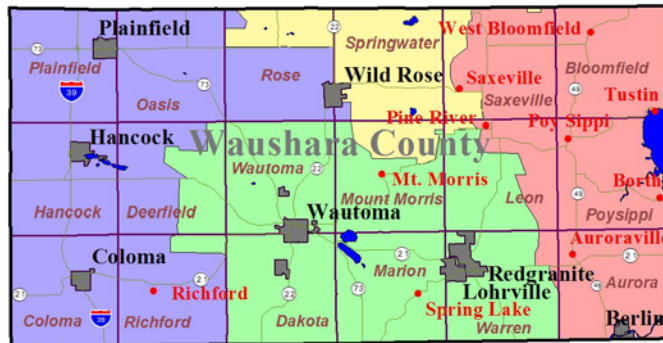
Farm stands are distributed throughout Waushara County. Most county residents are within two to four miles of a farm stand in Waushara County. Nearly all Waushara County residents are within eight miles of a farm stand located in Waushara County. Many of the farm stands are open five to seven days a week and for six to eight hours. A few are self-serve. Most farm stands are located on the farm or near a downtown commercial area.



Most vegetable farmers are already donating surplus products to a variety of different outlets that benefit low-income people. In addition, some vegetable farmers process products that they are unable to sell or they are used to feed cattle. One fourth of vegetable and specialty product farmers plow under surplus product. The number one reason given for not donating surplus produce was timing or not being able to get someone to pick up the produce before it was plowed under to provide nutrients to the next crop grown. In addition, spoiled, over-ripe, or poor quality products are plowed under to provide nutrients for future crops. Meat and/or egg producers and some specialty product producers do not have surplus products. Some specialty products are not perishable. [Appendix A]

### ***How the Agriculture is Directly Accessed***

Fifty percent (50%) of low-income households surveyed bought food in the last 12 months at a farmers' market or farm stand. Seniors were more likely to shop at a farmer's market/stand, 64% of low-income seniors. In reference to the map on the right, low-income households in the northern (yellow) and western (blue) parts of Waushara County were more likely to shop at a farmer's market/stand, 60% of northern Waushara County low-income households and 59% of western Waushara County low-income households. [Appendix E]



The result of a focus group study of the low-income and general population in Waushara County explains that both the low-income population and the general population shop at local farm stands because the produce is of better quality, it tastes better. As a participant said, “Homegrown is better than shipped in – corn, tomatoes, yum.” Another participant stated that “fruit in stores is grown for storage not taste.” Farm stand produce is considered to be fresh. Some in the general population believe farm stand produce is grown with few pesticides and is more organic. Probably along the same line of thought, the low-income population feels the farm stand produce is safer, so that as a participant put it, “you do not need to be afraid that you are going to get salmonella poisoned or something like that.”

Both the low-income and general populations shop at the farm stands to support the local community and local farmers. People go to the farm stands because they can not grow enough in their personal garden. The variety of produce available is good even though it is seasonal. The farmers are friendly. The price for produce at the farmer stand is often lower than other sources. As a participant said, “you can get more for your money.” For the general population, the farm stands are convenient; they are close by or on your driving route. It is also possible to purchase lower quantities than prepackage produce available at stores. [Appendix B]

### ***Food System – Agriculture to Grocery Store***

A majority of the agricultural production in Waushara County is sold to packaging and processing companies located in Waushara County or neighboring counties. A majority of the packaging and food process companies sell to wholesale companies that supply the grocery stores in Waushara County. To less extent, food is sold directly to local stores by the farmer, primarily in the case of fresh fruits and vegetables, honey, and a few specialty products or by the food processor, including cheese, sausages and other meat products.

Interviews were conducted with all of the full service grocery stores in Waushara County. A full service grocery store was defined as 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. All of the full service grocery stores in the county have a primary wholesale distributor that they work



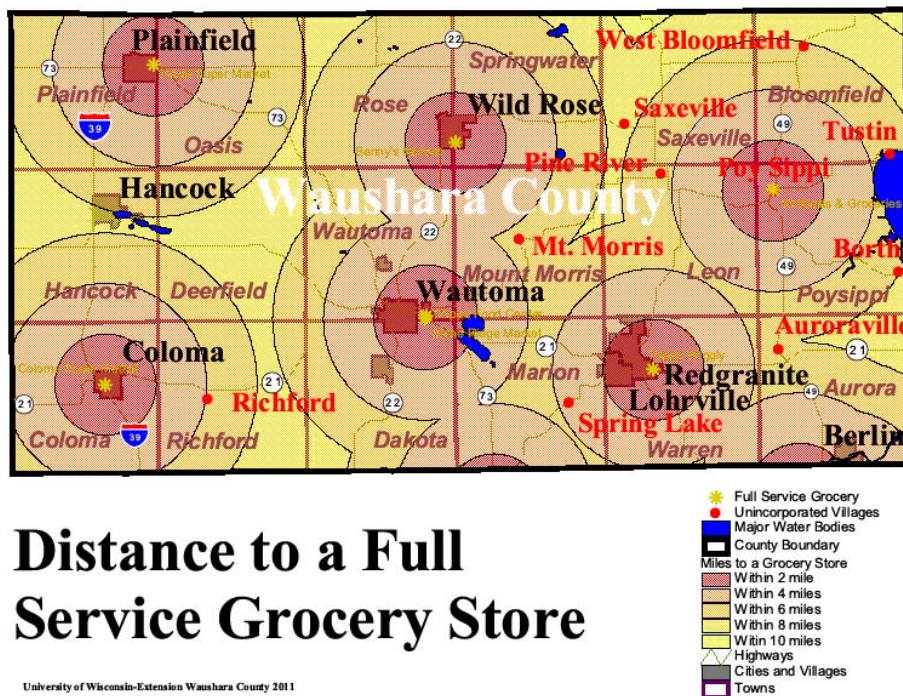
with. All of the grocery stores use smaller vendors for particular items including bread, beer, pop, chips, pizza, produce, meat, and newspapers. The grocery stores use their primary wholesale distributor because it is fast and convenient. Products maybe ordered electronically or scanned on the shelf and delivered within a couple of days. Most grocery stores receive a delivery once or twice a week from their primary wholesale distributor. Other wholesale vendors including those who deliver chips stop at the store on a regular basis and either ask the grocer how many and what products to deliver or monitor the number of products on the shelf and stock them as needed. All of the grocery stores in Waushara County may purchase products from local producers and/or other vendors. For the grocery stores affiliated with a regional or national grocery store chain, new products must be approved by their corporate office.

For the most part, grocery store owners like the idea of buying local food products and have flexibility to do so, as long as the producers and processors meet their health and safety guidelines, including insurance, Health Department approval, USDA guidelines, and/or retail licenses. The reasons why the grocery stores purchase from local producers is that they want to help the people who patronize their business, local produce are good products, better quality, and fresh. Purchasing local products makes the store look good. All the full service grocery stores buy some local products, but only on a limited basis. Though liability issues are a concern for a few of the grocery stores, the main reservation in buying more local products stems from the perception of unreliability; local producers may not having the volume and/or quality of products available on a consistent basis to meet the needs of their grocery store. [Appendix C]

### ***Grocery Stores in the Food System***

Most Waushara County residents are within six miles of a grocery store. Many live within two miles of a grocery store. Nearly all Waushara County residents live within eight miles of a grocery store. From the map, it is very apparent that should Waushara County lose one of its grocery stores it will create an area within the county, which may be referred to as a food desert. There would be some county residents that would need to travel fourteen to twenty miles to get to the nearest

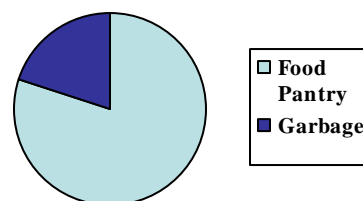
grocery store. This is not only inconvenient, but as the analysis of the cost of products and the cost of travel indicates residents will need to spend a great deal more on groceries making food



less accessible. In addition, there are a few low-income residents who are unable to obtain transportation to get groceries. The local grocery stores are a crucial part of the local food system. They are also an important draw to maintain the retail businesses of a community.

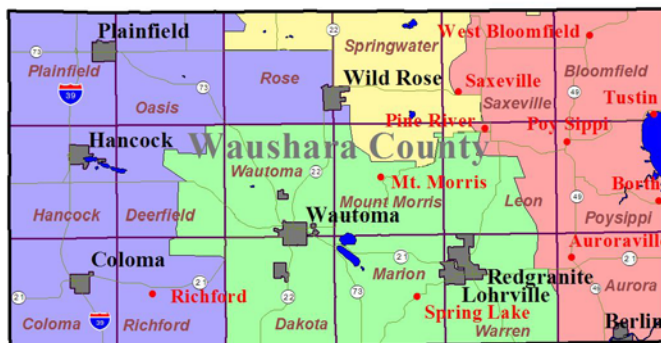
Interviews with the full service grocery stores in Waushara County show the grocery stores currently donate items to the local food pantries. Local grocery stores participate in food drives, accept vouchers from select food pantries, donating non-expired food items, promoting food pantry fundraising activities, provide storage in times of need, and donate cash. Most grocery stores (80%) said they give old bakery to the food pantries. One grocery store manger explained that they do not because the Tri-County Health Inspector told them to throw expired bakery in the garbage. Some non-perishables (canned or boxed items for example) are marked down when they are close to their expiration date and sold in a value basket. In most cases, outdated nonperishable items can be returned to the wholesaler for credit. All of the grocery stores take advantage of returning items for credit. Some grocery stores do not like to donate outdated non-perishables as it reflects on the store. In the case of the grocery stores affiliated with a regional or national grocery store chain, the non-perishable items that are returned for credit are redistributed by the corporations reclamation department by either selling the items to second hand stores (dent and bent stores), distributing the items to food banks used by the local food pantries, selling them to other businesses to produce alternate products, or by other means. Nothing is wasted. The wholesale distributors of the other grocery stores likely redistribute the returned non-perishable items in a similar fashion.

### Destination of Day-Old Bakery



### How Grocery Stores are Accessed

For low-income households, the two most important factors for choosing a primary grocery store are location and lower prices. The average low-income survey respondent chooses a primary grocery store first for location (46%) and second for cheaper prices (33%). However, the relative importance of price and location vary significantly among sub-populations. Northern Waushara County households (yellow on the map) choose price and location as deciding factors equally often, 42% for each. Eastern and western households choose their primary grocery store first because of cheaper prices and second because of location. Price is chosen as the leading factor by 50% of eastern households (red), and by 56% of western households (blue). Store location is more important than prices to low-income residents of Southern Waushara County, 55% choose a store based on location and 25% based on price (green). Similarly, 59% of senior households choose a store based on location and 16% based on prices.



After store location and price, the third most important factor in choosing a primary grocery store is a better selection or quality of food. Thirteen percent (13%) of survey respondents said food quality/selection is their main reason for choosing their grocery store, and this percentage held true for most of the sub-populations we studied. However, a better selection or quality of food seems to not be as important to eastern Waushara County households (red on the map on the previous page, only 5% choose their primary grocery store for this reason. In western Waushara County (blue), food selection and quality is the primary deciding factor for 20% of households.

<b><i>Why did you choose this store?</i></b> (Most important reason):	
Store location <sup>3</sup>	46%
Prices are cheaper than at other stores	33%
Better selection or quality of food than other stores	13%
No response	8%

The following table summarizes sources of food purchased by survey respondents. Copps, Redgranite Piggly Wiggly, and Stone Ridge Meat & Country Market are the three largest grocery stores in Waushara County. They are also located near the center of the county. Walmart and Aldi are full service discount stores located outside of Waushara County in the Fox Valley, Berlin, Waupaca, and the Stevens Point area. [Appendix E]

<b><i>Where does your household buy most of your food?</i></b>						
	All Households	Western (blue)	Southern (green)	Northern (yellow)	Eastern (red)	Seniors
Copps	31%	13%	40%	26%	5%	34%
Piggly Wiggly-Redgranite	19%	0%	23%	13%	36%	25%
Walmart (out-of-County)	15%	44%	10%	8%	19%	2%
StoneRidge Meat & Country Market	10%	5%	12%	9%	0%	14%
Aldi's (out-of-County)	7%	13%	3%	17%	14%	2%
Other stores (each listed by 2% or less of survey respondents)	16%	24%	12%	26%	26%	20%

<sup>3</sup> Included in "store location" is the separate survey response "No transportation to go to a different store," which 2.4% of respondents selected.

The focus group study shows that the general population's primary source of food is more varied than the primary sources of used by the low-income population. These include all of the local full service grocery stores in Waushara County, a number of larger grocery stores outside of Waushara County, salvage grocery stores, other sources including food pantries and senior meal sites. The primary source of food for the low-income population includes the local grocery stores and a number of larger grocery stores outside of Waushara County. However, the grocery stores outside of Waushara County are only those that have or are perceived to have greatly reduced prices for groceries. The low-income population includes convenience stores and dollar stores as primary sources to obtain food.

The general population and low-income population obtain food from the primary sources identified in the previous paragraph because of the grocery stores location. The location is convenient. It is close to home. For the general population, this makes it "easy to run into town for some milk." This is an importance to the low-income population because they save money on gas. For the general population in addition to the convenience of being close to home they chose their primary source of food because it is near other things, including their bank, doctor, senior meal site, or place of employment.

For some people convenience means more than location it also means one-stop shopping. One-stop shopping is another reason why people chose their primary grocery store. One-stop shopping means a person can get everything in one trip, including paper products, medicine, seeds, hardware, clothes, movies, and food, for example milk, frozen foods, and meat.

The choice or variety of food products available makes a difference. For the general population, this means that it is possible to obtain unique items that, as a participant explained, "you can't get at other grocery stores" and the store regularly stocks items of interest, including ethnic foods, so "they have what you want" as one focus group participant put it.

For both the general population and the low-income population, the offering of specific food items or departments influenced their choice of a primary source of food. Meat and cheese are the common food items or departments that influenced the choice of a primary source of food. The freshness, flavor, quality, variety, and price of meat products are important. The grocery stores ability to butcher local animals is another factor. The willingness and ability of the store to accommodate customers by cutting meat to order, including into small portions is important. In addition, for the general population, the leanness of the cuts of meat makes a difference. The selection of cheese is important to both the low-income and general populations. For the low-income population the ability to have cheese cut to various sizes and have a smaller cut of cheese is factor in choosing a primary grocer.

The low-income population choice of primary grocery store is influenced by the deli, a grocery store department that is often seen as having convenience foods, verses the general population that is influenced by fruits, vegetables, organic foods, and bakery that are consider to be the more nutritious parts of the grocery store. For the low-income population, the grocery store department other than meat and cheese that influences a choice of primary grocery store is the store deli and the variety of items available through the deli. As a participant explained, "Precooked items are practical for the kids when we are working and don't have time to cook."

For the general population, the other food products or departments of importance were fruits and vegetables, organic foods, and bakery. For fruits and vegetables the important factors were freshness and quality, including the quality of canned fruits and vegetables. For organic food, the important factor was variety and access to organic milk. For bakery, the response is that they have good bakery available, may refer to quality and freshness.

For both the general population and the low-income population, the quality of the products available from the food source influences the decision to make that food source their primary food source. For the general population, it is important that a grocery store stand behind their products and at least replace a spoiled, damaged, or poor quality product. Another influence on the choice of food source is the prices at that store; are they lower than other stores or perceived to be lower; are they reasonable. For the low-income population, especially the elderly, a consistent lower price is also important, particularly if you buy food weekly or daily. Sales and specials influence where the general and low-income populations buy food. The general population has an awareness of the types of sales and specials that are available at their primary source of food, including coupons, double coupon days, senior discount days, punch cards or sales cards, and store drawings. People pay attention to the advertisements that are placed in the newspapers and choose stores with the best deals. Stores are also chosen because they stock what they advertise.

A friendly polite staff and management influence the choice of primary food source for both the low-income and general population. For the general population, the friendliness of customers is also important. The general population values customer service. Examples of customer service are setting aside the newspaper for a customer, taking call-in-orders and preparing the order for the customer to pick it up, informing a customer that they do not need to purchase a product today because a family member was already there earlier in the day, carrying groceries to the customers car, taking special orders for products that are not regularly stocked, and delivering groceries. In addition, the general population supports local grocery stores for services they provide to the community, like helping the local food pantry by storing the food pantries venison in the store freezer.

Both the general and low-income populations choose their primary grocery store because it is the local business and they support it. They realize that without regular customers, their local grocery store may close. They like that the local grocery store is locally owned and managed. The primary source of food is chosen by both the general and low-income populations because it is familiar. It is easy to get around the store and find the food products that are needed or desired. Some shop at their primary grocery store, just out of force of habit.

For the low-income population, an influence on choosing a primary source of food is the simplicity of the atmosphere and product line of the store. They are more comfortable in a store that does not have a grand décor, fancy packaging of products, or high end food products, like lobster. To paraphrase a participant, they prefer a simple store where they do not need to pay for the “fancy stuff.”

Time, options for payment, and availability of carts are influences for both the general and low-income populations. The low-income and general populations enjoy quick trips to obtain food.

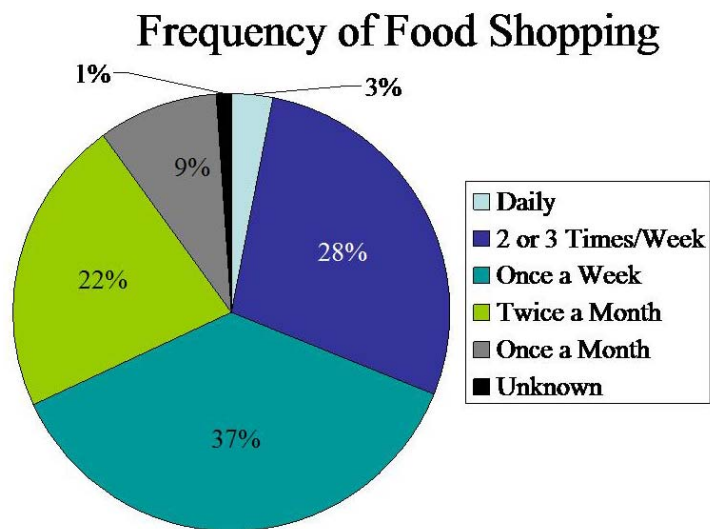


Long lines at the checkout influence the choice of primary grocery store. For the low-income population, the hours of operation influence the choice of primary grocery store. Access to the primary store for groceries is need late at night and after work hours. The option for different types of payment for groceries is an influence on the choice of primary grocery store. Types of payment include debit cards, credit cards, quest cards/food stamps, and gift certificates. The availability of electric carts for those with disabilities and as one low-income participant explained, “nice big shopping carts with seats with buckles to strap in my two small children so they can’t get out. I can get in, get what I need, and get out.” [Appendix B]

Looking at lifestyle data purchased from ESRI Business Information Solutions, the distribution of the amounts that Waushara County households spend at grocery stores is close to the average for American households. According to the 2010 Consumer Expenditure Survey conducted by the US Department of Labor, the average American household spends \$3,624 annual on “food at home,” food from a retail establishment. Waushara County households’ use of dairy products is about the same as that of an average American household. From the 2010 Consumer Expenditure Survey, the average American household spends \$384 annual on dairy. Waushara County households do use a little more cheese sauce or spread (41%) and a little less frozen yogurt (33%) than the average American household. Waushara County households use a little more sausage than the average American household, 29% sausage and 35% liver sausage. Waushara County households use a little more canned meats than the average American household. Waushara County households are close to the average for American households with the usage of fruits and vegetables. From the 2010 Consumer Expenditure Survey, the average American household spends \$679 annual on fruits and vegetables. Waushara County households consume bread equivalent to the bread consumption of an average American household. The type of bread proffered varies greatly. In general, Waushara County households use prepared foods equivalent to the average American household. However some exceptions are 16% of Waushara County households use canned stew a little more or more than the average American household, 29% of households used canned chili a little more than the average American, and 50% used packaged pasta salads a little more than the average American household. There is a greater likelihood of Waushara County households using baking products than the average American household. [Appendix I]

Thirty-seven percent (37%) of low-income households in Waushara County shop for food once a week. Twenty-eight percent (28%) of low-income households shop for food two or three times a week. Twenty-two percent (22%) of low-income households shop for food twice a month. Few low-income households shop for food once a month or daily. Senior low-income households shop more frequently than the average low-income household.

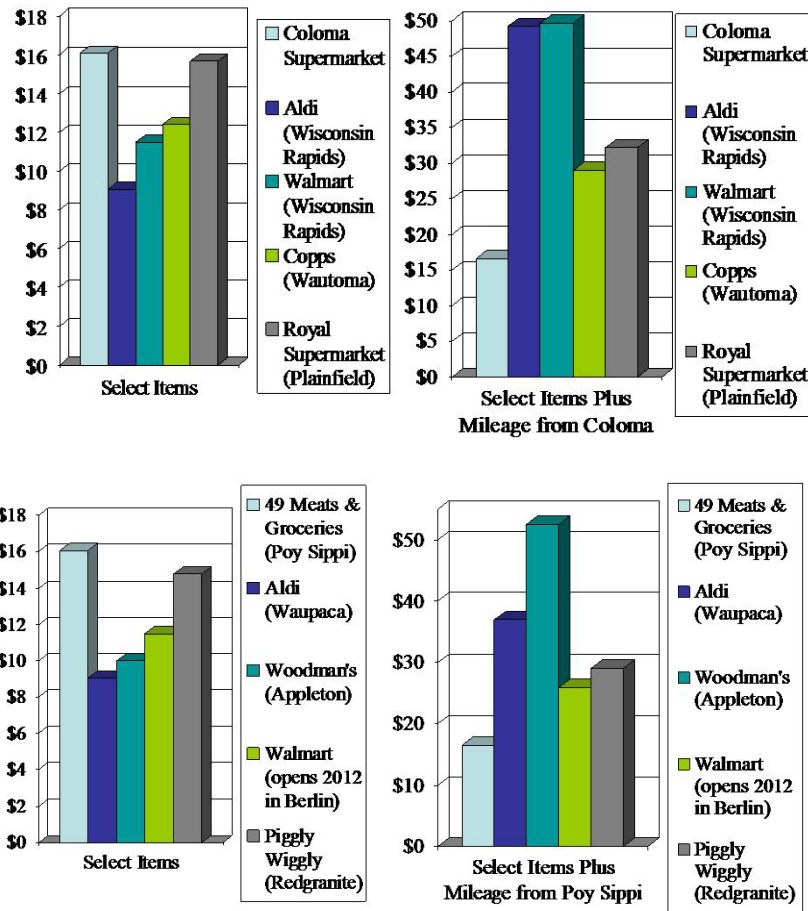
[Appendix E]



As identified in the low-income household survey responses and focus group study, some Waushara County households travel outside of the county to purchase food at what is perceived to be cheaper prices. An analysis of the price for common items households purchase or receive the food pantries and travel expenses shows that when travel expenses are included, shopping out of town does not result in cost savings but rather additional expenditures. The top chart included

here compares the cost of shopping at the Coloma Supermarket found to have the total highest price for these select items with the cost to travel to the closer grocery stores with lower prices. Driving to the nearest store, Copps in Wautoma, will cost 81% more than purchasing the same groceries in Coloma even though the total grocery price is 23% higher. The bottom chart compares the cost of shopping at 49 Meats & Groceries in Poy Sippi with travel to the closest grocery stores with lower prices. This is a worst case scenario, because since grocery prices were collected for this analysis, 49 Meats & Groceries changed wholesale distributor and as a result

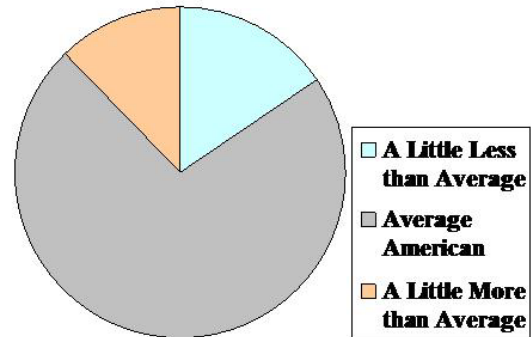
their prices have dropped. In addition, this analysis includes the Walmart Super Center that is being constructed in Berlin. Once again, it costs less to purchase groceries at the local grocery store when travel expenses are included. Unless someone is driving out of town for another purpose, or is buying a large amount of groceries at one time, it is more cost effective to grocery shop locally than it is to shop out of town for sales and lower prices. Looking at the frequency that low-income households shop for food discussed in the previous paragraph, 68% of low-income households shop for food at least once a week. If a household is shopping for groceries at least once a week, they probably are not purchasing enough groceries at lower prices to offset the cost of traveling to a grocery store out of town. [Appendix D]



### ***Stretching Food Dollars***

Waushara County households are as likely as the average American household to use coupons in the last 12 months. Most Waushara County households used coupons as frequent as the average American household. Twelve percent (12%) of Waushara County households were a little more likely to use coupons than the average American household over 12 times in the last three months; 13% of Waushara County households were a little less likely than the average American to use coupons 12 or more times in the last three months. *[Appendix I]*

### **Likely Use Coupons 12 or More Times in Last 3 Months**



Low-income residents try to stretch food dollars using a variety of methods. Only about 1% of respondents said that they made no attempt to stretch food dollars in the last year. Senior households reported significantly lower levels of stretching food dollars for each given method except for preparing food at home. *[Appendix E]*

#### ***In the last 12 months, what are some of the ways that your household “stretched” food dollars?***

Used coupons	65%
Looked for sales and bought items on sale	84%
Went to several different stores to purchase food at better prices	43%
Made a big shopping trip rather than several small ones	46%
Bought food in bulk	31%
Bought food and prepared it at home rather than buying ready-made foods	63%
Not applicable: Did not stretch food dollars	1%

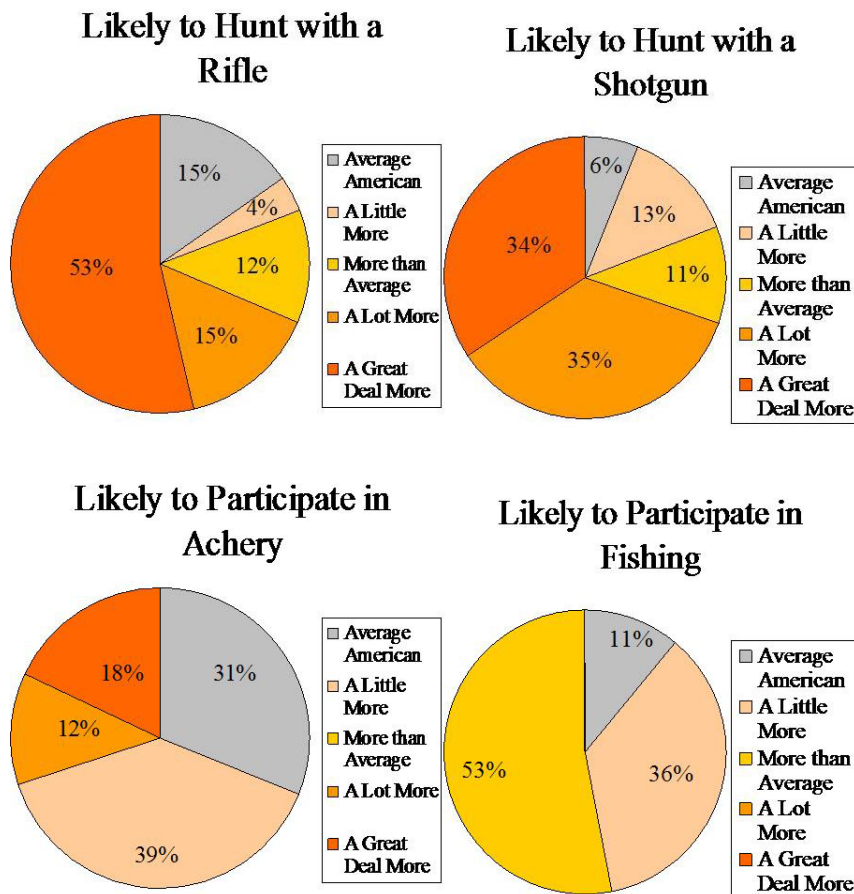
### ***Other Food Sources***

Other source of food for the general population include dollar stores, big box or general merchandise stores, specialty stores, farm stands, gardens, hunting, fishing, road side gathering, food pantries, senior meal sites, and restaurants. Specialty stores include cheese, meat, and organic and ethnic foods, including Mexican. The low-income population obtains food from similar sources, dollar stores, specialty stores, farm stands, gardens, hunting, fishing, road side gathering of berries, mushrooms, nuts, and asparagus, food pantries, senior meal sites, and restaurants. They did not mention the big box or general merchandise stores, other than those that are full service grocery stores. The specialty stores are those that carry ethnic food, particularly Mexican. In addition to the sources common to the general population, the low-income population notes additional sources of food including friends and neighbors, their employer, and special events. Some of the low-income population barter, trade, and accept donations of garden products, and meat of hunting and fishing from neighbors and friends.

Those who work at a food processing business can receive excess produce or purchase products at reduced prices. The special events include the Labor Day Parade in Hancock, where potatoes are given out, and assistance programs by local service clubs and churches that give baskets of food to people in need. Some of these sources may be available to the general population, but are not notice to the degree that people with a low-income notice them as one of their sources of food. [Appendix B]

Waushara County households are as likely as the average American household to dine out. According to the 2010 Consumer Expenditure Survey conducted by the US Department of Labor, the average American household spends \$3,624 annual on food at restaurants, referred to as “food away from home.” Forty-four percent (44%) of the households in Waushara County are a little more likely than the average American household to dine out once a week. Waushara County households frequent family restaurants/steak houses and fast food restaurants at the same as the average American household.

Waushara County households participate in hunting and fishing more than the average American Household. Eighty-five percent (85%) of Waushara County households are a little more likely to a great deal more likely to participate in hunting with a rifle. Ninety-four percent (94%) of Waushara County households are a little more likely to a great deal more likely than the average American household to participate in hunting with a shotgun. Sixty-nine percent (69%) of Waushara County households are a great deal more likely to a little more likely to participate in archery than the average American household. Using the 2006



National Survey of Fishing, Hunting, and Wildlife-Associated Recreation and the US Census estimated 2006 population, 6% of the United States population over age 16 hunted in 2006. Eighty-nine percent (89%) of Waushara County households are more likely to a little more likely than the average American household to participate in fishing. Using the 2006 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation and the US Census estimated 2006 population, 13% of the United States population over age 16 fished in 2006.

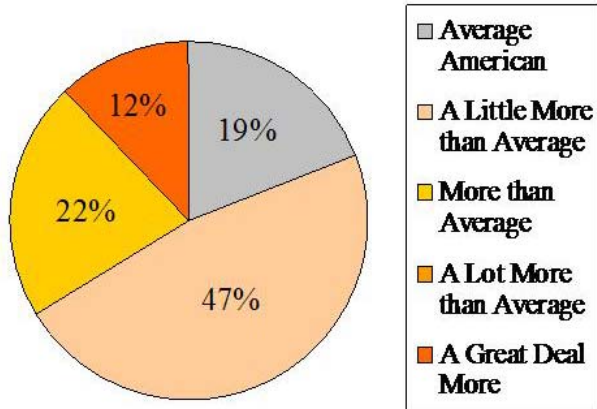


Waushara County households are more likely to grow vegetables than the average American household. Twelve percent (12%) of Waushara County households are a little more likely than the average American household to have a garden and participate in gardening.

The remaining households are as likely as the average American to have a garden and participate in gardening. A majority of Waushara County households bought vegetable plants or seeds to a greater extent than the average American household. Eighty-one percent (81%) of Waushara County households are a great deal more to a little more likely than the average American household to purchase vegetable seeds. Sixty-nine percent (69%) of Waushara County households are a lot more or a little more likely than the average American to purchase vegetable plants.

Only 4% of Waushara County households purchased a little less vegetable plants. [Appendix I]

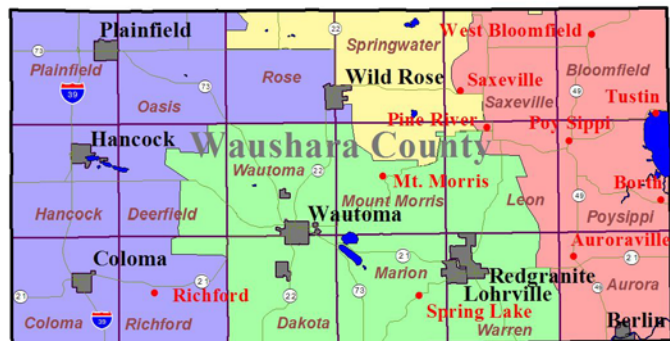
## Likely to Purchase Vegetable Plants or Seeds



<i>During the past 12 months, did anyone in your household...</i>	
Grow vegetables or fruits in a garden?	46%
Hunt or fish for food?	36%
Buy food online (on the internet)?	1%
Get food in another way?	14 %

A survey of low-income households in Waushara County indicates that low-income households get food in a variety of ways in addition to the grocery store and farmer stands. During the last year, 46% of respondents grew vegetables or fruit in a garden and 36% hunted or fished for food. Less than 1% bought food online.

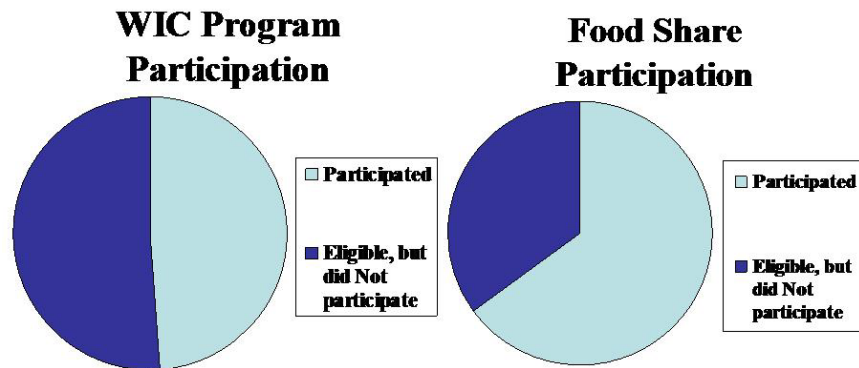
Vegetable gardening, hunting and fishing are popular among survey low-income households on the east side of Waushara County (red on the map). Sixty-two percent (62%) grew vegetables and 60% hunted or fished in the last year. Low-income households in the north part of Waushara County (yellow) also had higher than average participation rates in those activities, 55% garden and 42% hunted or fished. Senior households gardened (39%) and hunted or fished (20%) less often than average. [Appendix E]





## Food Assistance Programs

The vast majority of low-income residents are knowledgeable about how to apply for food benefit programs and where to find food pantries. However, a significant percent of survey respondents who appear eligible do not



participate in the Food Share (35%) and WIC (51%) programs. The rate of participation in the free and reduced-cost school lunch program is much greater at 85%. Three percent (3%) of low-income survey respondents indicated their household did not know how to apply for food benefits. Among low-income senior households 7% did not know how to apply for food benefits. Food Share is the Federal Supplemental Nutrition Assistance Program (SNAP) in Wisconsin. The program is also known as the Quest Card or Food Stamp program. The percent of Waushara County residents that utilize the Food Share program has been increasing. In 2010, 18% of Waushara County's population, 4,351 people utilized the Food Share program. Looking at just the low-income households in Waushara County, 55% of low-income households participate in the Food Share program. Among senior low-income households participation in Food Share was 57%.

<i>Eligibility for and participation in the FoodShare Program for 292 Survey Respondents below 130% of the Federal Poverty Level</i>	
Participated in past 12 months	62%
Appear income-eligible but did not participate <sup>4</sup>	35%

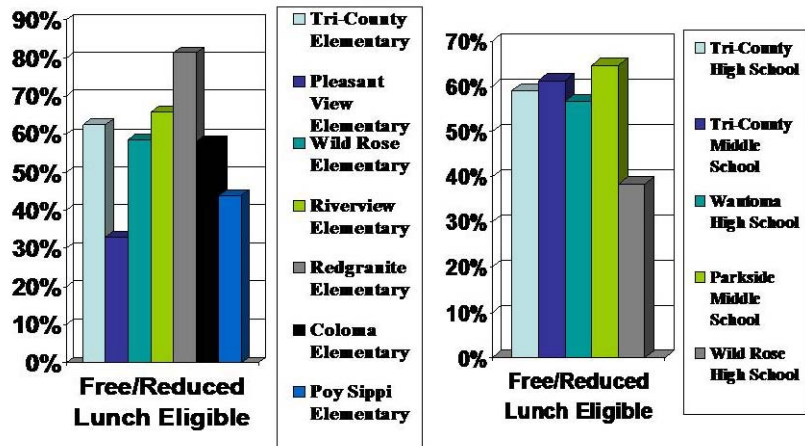
Based on respondent's answers to household income and household size, eligibility for the FoodShare Program was determined. For the FoodShare Program, it was conservatively estimated that 292 of the surveyed households were eligible for FoodShare, yet only 62% of those respondents replied that they participate in the FoodShare Program.

<sup>4</sup> Eligibility for FoodShare is estimated based on reported income and household size. We used 130% of the 2009-2010 Federal Poverty Level as our eligibility guideline. However, the eligibility rules for FoodShare are complex, and some households that meet the income limits might still not qualify, while other households above 130% of the Federal Poverty Level may still be eligible to receive benefits.

***Eligibility for and participation in free and reduced price school lunch program: for the 155 survey respondents below 185% of the Federal Poverty Level with at least one child age 6-17***

Participated in past 12 months	85%
Appears income-eligible but did not participate <sup>5</sup>	15%

Based on respondent's answers to household income and household size, eligibility for the free and reduced school lunch program was determined. Eighty-five percent (85%) of low-income households eligible for the free and reduced participate in the program. The percent of students in the schools in Waushara County that are eligible for the free and reduced school lunch program



ree: Wisconsin Department of Public Instruction

is extremely high and the number of eligible students has been steadily increasing over the past six years. The participation in the free and reduced lunch program in the schools within the Tri-County and Wautoma School District are consistent between grade school and high school. However, there is a significant difference between the participation in the free and reduced lunch program between the grade school and high school in the Wild Rose School District. There is a larger percent of the grade school population participating in the free and reduced lunch program than in the high school. This may because of the low eligibility at the Pleasant View Elementary offsets the high eligibility at the Wild Rose Elementary.

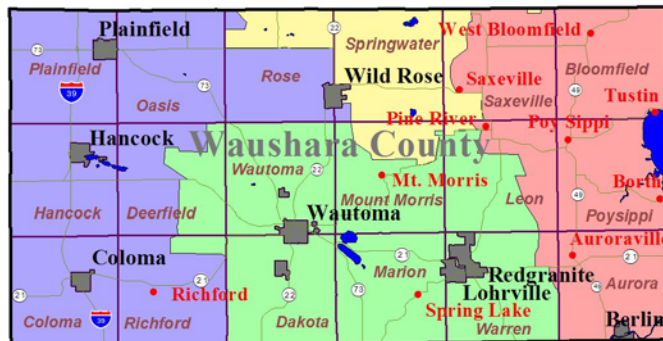
<sup>5</sup> Eligibility for the free and reduced price National School Lunch Program is estimated based on reported income and household size. Our survey question combines free lunch (eligibility guideline 130% below Federal Poverty Level) and reduced-cost Lunch (eligibility guideline 185% below Federal Poverty Level). Consequently, to include both free and reduced cost lunch programs, we used 185% of the 2009-2010 Federal Poverty Level as our eligibility guideline, and assumed that a child in the household age 6-17 would be enrolled in a school that participates in the National School Lunch Program. Because our survey used the age ranges of 0-5 and 6-17, our eligibility study cannot include children ages 5 and 18 who may be eligible for free and reduced-cost lunch.

<b><i>Eligibility for and participation in WIC program: for the 175 survey respondents below 185% of the Federal Poverty Level with at least one child age 0-5</i></b>	
Participated in past 12 months	38%
Appears income-eligible but did not participate <sup>6</sup>	51%
No response	9%

Based on respondent's answers to household income and household size, eligibility for the Women, Infants, and Children (WIC) program was determined. It appears that half of the households eligible for the WIC program do not utilize the program. Only 38% of WIC eligible households indicated that they participated in the WIC program. [Appendix E and G]

### ***How Food Pantries are Accessed***

Forty-four percent (44%) of low-income households in Waushara County received food from a food pantry, church, or other place that provides food at no cost to families in need. Among senior low-income households 52% received food from a food pantry, church or other place that provides food to people in need. Fourteen percent (14%) of low-income households in Waushara County did not know where to find food pantries, churches, and other places that provide food at no cost to families in need. Low-income households in the northern part of Waushara County were least likely to know how to find food pantries, 19% did not know how to find food pantries. Fourteen percent (14%) of southern Waushara County low-income households (green) did not know where to find food pantries. Households on the west (blue) and east (red) sides of Waushara County were more knowledgeable where to find food pantries, 10% did not know where to find food pantries. [Appendix E]

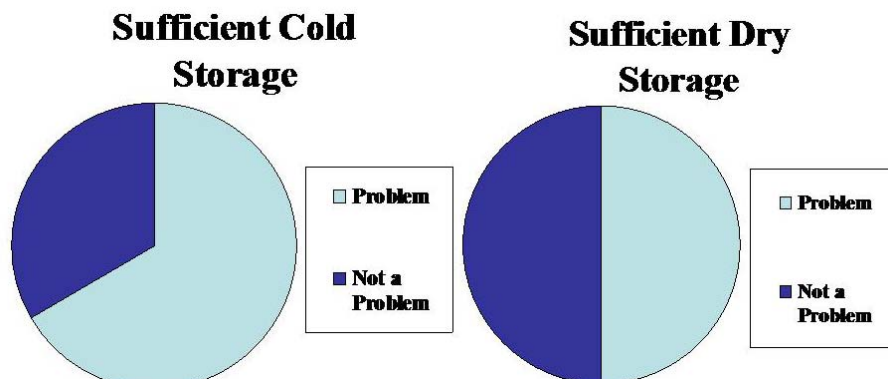


There are six food pantries in Waushara County. Two are located in Plainfield, and Poy Sippi, Redgranite, Saxeville, and Wautoma each have one. Three of the food pantries limit use of the

<sup>6</sup> Eligibility for the Women, Infants and Children (WIC) Program is estimated based on reported income and household size. We used 185% of the 2009-2010 Federal Poverty Level as our eligibility guideline and assumed that respondents with child(ren) ages 0-5 would be eligible for the program. It is possible that a male survey respondent who was not eligible for WIC, or two parents of the same child(ren) where only one parent was eligible, were incorrectly included in this target population (175 survey respondents below 185% of the Federal Poverty Level with at least one child age 0-5). An additional limitation to our WIC eligibility analysis is that the survey did not ask respondents about pregnancy status, so our analysis cannot include pregnant respondents in the WIC-eligible population.

pantry to residents from certain parts of Waushara County and neighboring counties. Five of the food pantries are located in church facilities. The food pantries are run by nonprofit organizations or churches. All rely on donations from the community and/or grants. In addition to the food pantries there are cost savings programs. These programs ask those receiving food for either a minimal payment or donation. There are also four monthly free meal sites open to all Waushara County residents. The meal sites are at churches in Waushara County.

A number of key issues were identified by the six food pantries in Waushara County that were either interviewed or surveyed in the spring of 2010. Cold food storage is a problem at four out of the six food pantries interviewed. Dry storage is insufficient at three of the food pantries interviewed. Space needs exist at three pantries, either for storage or distribution. The inability to repackage food into smaller quantities was identified by one of the food pantries. The facility does not have space that meets the health codes for repackaging bulk food into smaller sizes. Providing food for special diets is not being provided at most food pantries. Education on the resources available for low-income households for food pantry staff and volunteers as well as learning about methods to reach people in need of services was acknowledged. Monetary donations as well as volunteers are in short supply. *[Appendix F]*



### ***Enhancing Food Pantries and Similar Programs***

Ideas suggested by the focus groups of the general population and low-income population to address issues of food pantry type programs are offering food buying clubs with low fees or lower costs, such as Ruby's Pantry, Share, and Angel Food Ministries. Current services could be better advertised. Donations to the food pantries could be increased by advertising, organizing food drives, and collecting unused left over food from restaurants. The food pantries could assist people further by treating everyone with respect and equitably and by allowing people to use more than one food pantry, choose the food they receive, allow people to return more than once a month, offering bread, milk and personal care products, and offering coupons for those items not available at the pantry. Similar ideas were suggested by respondents to the low-income survey includes: offer more food, offer additional items, including: soap, dishes, paper products, clothes, more raw food, more meat, and greater selection ("items offered aren't for meals, i.e. ketchup, cake mix"), open more pantries, keep longer hours, allow people to come more often, more food drives for pantries, pantries shouldn't only provide for their town: "everybody needs to work together," make it easier to find food pantries. *[Appendix B and E]*

In addition to the ideas suggested by the focus groups, committee members and attendees at the presentation of the preliminary study results had some additional ideas on how to enhance the food pantries and similar programs. Partner with local churches to pass the basket a second time

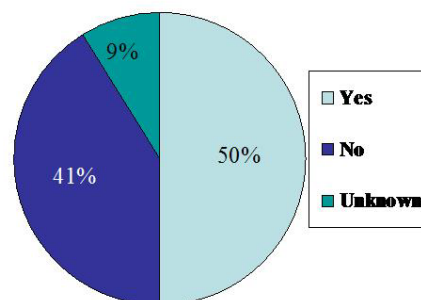
for food pantry donations. Partner with local service organizations (Lions, Kiwanis), youth organizations (Boy and Girl Scouts, FFA), and schools. Whenever a fundraiser is done, ask that a second container be offered for donations for the food pantry. Partner with local gas stations by putting a container at the checkout that people could drop donations into for the food pantry. This could also be expanded to include food pantry product boxes around the county in strategic locations (churches, library, lobby of court house, lobby of community buildings, gas stations, etc.) Form a coalition of food pantries. The coalition could collect revenues distribute them to the participating food pantries. Form a partnership between food pantries and canneries. Money donated to food pantries could be stretched further if product was purchased directly from the canneries (mentioned cannery in Plover). Increase food donations to food pantries. Encourage service organizations to bring items to the food pantry for the holidays instead of exchanging white elephant gifts. [Appendix H]

Education could be provided at the food pantries and other locations on how to grow fruits and vegetables, how to prepare food and stretch the food dollar, how to store fresh and processed food, how to use food items, especially those given out by the food pantries. Providing education on how to use food pantry items is a need identified by the food pantry managers. Education on cooking options was suggested by low-income survey respondents as well, specifically education on how to make meals with a small amount of food, cooking on a budget and understanding what is in foods and what to buy. [Appendix B, E, F, and H]

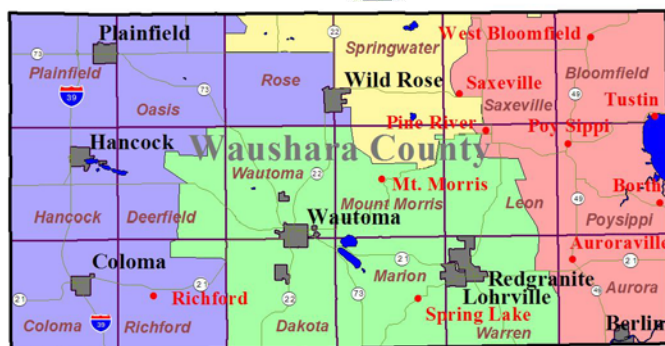
### ***Community Gardens and Gleaning***

A focus group proposal was for community gardens that could be created for people to use the produce they grow or donate it to the food pantries. Half of low-income households in Waushara County responded to a survey that their household would grow vegetables in a community garden. Growing vegetables in a community garden would be more popular among low-income households on the east side (red) of the county (55%) and west (blue) side (56%) and less popular among senior low-income households (27%) and low-income households on the north (yellow)

**Would grow vegetables in a community garden**



side of the county (43%) and on the south (green) side of the county (48%). As reported earlier, 46% of low-income households in the county grew vegetables or fruit in a garden. Of the 46% of low-income households who do garden, 53% said they would grow vegetables in a community garden, while 40% would not. Looking at the lifestyle data reported earlier, 81% Waushara County households are a great deal more to a little more likely than the average American household to purchase vegetable seeds, and 69% of Waushara County households are a lot more to a little more likely than the average American to purchase vegetable plants. [Appendix B, E, H, and I]





One idea to provide low-income households is gleaning food from farmers' fields that would otherwise be lost. Some crops within the county are harvested by machine, while others are harvested by hand. Crops that are harvested by machine usually have more residual crops in the fields that are ultimately plowed under. Produce that was mentioned included cucumbers, peppers, potatoes and squash. Another idea that was mentioned was that possibly farmers could profit by having volunteers collect unwanted produce as an incentive to have farmers allow gleaning. Half the food collected could be sold locally and the revenue given back to the farmer, while the other half would be donated to the local food pantry. As reported earlier, the number one reason given for not donating surplus produce was timing or not being able to get someone to pick up the produce before it was plowed under to provide nutrients to the next crop grown. Farm operations may have extra staff, which are only available for a limited time during the harvest. However, some of the food that is left in the field remains there because they are spoiled, over-ripe, frost damaged, damaged during harvesting, or poor quality products. In addition, there are concerns about liability, because despite the Good Samaritan laws, there are attorney fees and the laws may not cover every liability. There are concerns that some people may view land where gleaning is allowed as an open invitation to trespass and self harvest at anytime. *[Appendix A and H]*

### ***Enhancing Farm Stands and Farmers' Markets***

For some of the low-income and general population, farm stands would be more attractive if they offered more variety, including selling produce from other places when it is not in season here. Maybe include other products like flowers, honey, and spices. Some people would like to see craft items or clothing, others do not. Some people would like lower prices. A participant suggested offering a lower price for fruits or vegetables if the consumer picks or harvests the fruit or vegetable. Because it would be a pick/harvest-your-own operation, the cost would be less because fewer people would need to be hired to harvest the crop. The method of payment could be expanded beyond cash only. Other methods of payment include credit cards and Food Share. An additional need identified is to let more people know about the \$25 voucher for local farm stand produce that is available to seniors through the Waushara County Department of Aging.

The location and hours can be improved to make farm stands more attractive. Some farm stands need a more convenient location. A participant explained that they would prefer the farm stands be located where they can "leave the kids in the car, grab it and go; it can be very fast" Having better parking near food stands where, as a participant put it, "you don't get run over," would make farm stands more attractive. A suggestion was to locate a food stand close to a grocery. The hours of a farm stand can be improved. As a participant said, "I'd like to stop when I get out of work, but they are gone." Farm stands could stay open later or be self-service.

Customer service and making consumers feel welcome would make farm stands more attractive. This could be done by assisting customers in choosing produce or providing information on how to store and cook the produce that is purchased. The general population felt that making the farm stand more visibly attractive would bring people to shopping at the farm stands. Suggestions are to setup the produce display like in a supermarket, so it does not look like a cluttered mess. In addition, the produce could be better brushed free of sand and dirt. *[Appendix B]*

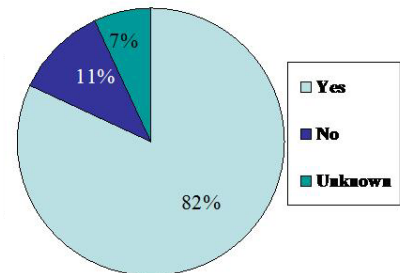
### ***Farmers' Markets, CSAs, and Selling to Institutions***

The farmers that currently or are interested in selling directly to consumers are divided in their interest in establishing farmers' markets in various communities in Waushara County.

Currently, they either sell products at individual farm stands, directly from the farm, at farmers markets outside of Waushara County and/or wholesale through produce auctions, local organizations fundraising efforts, or to grocery stores, schools and restaurants. Concerns about farmers markets included competition from other farmers, price cutting, lack of profit, lack of time, logistics of keeping the meat frozen, government regulations and the potential locations of farmers' market.

[Appendix A]

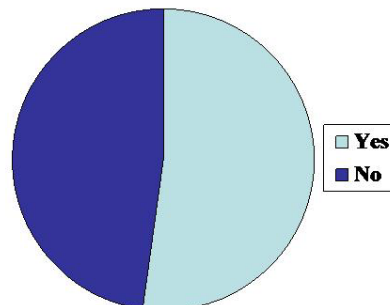
**Would buy food at a farmer's market in community**



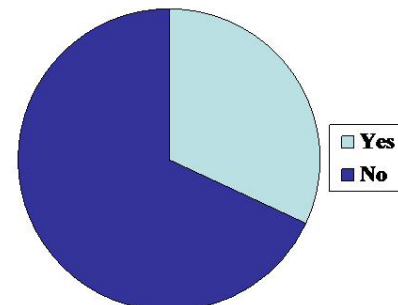
When low-income households were asked if their household would buy food at a farmer's market if it was available in their community, 82% replied that they would and 11% replied that they would not. Half of all survey respondents had bought food at a farmer's market or farm stand in the last year. The question, "Would you or other members of your household buy food at a farmer's market?" does not explicitly include farm stands. It may be that respondents define farm stands and farmer's markets differently, and that farmer's markets (82% said they would buy food there) are more attractive shopping options than farm stands (50% had bought food at a farmer's market or farm stand in the last year). It is also possible that a stand and a market are seen as the same, leading to the conclusion that the demand for farmer's markets and farm stands seems to exceed their availability.

Most of the farmers that currently or are interested in selling directly to consumers have no interest in direct marketing to consumers through a Community Supported Agriculture (CSA) model. One-third of the direct marketing vegetable farmers would consider the CSA model. The way a

**Interested in Farmers Market?**



**Interested in CSA?**



CSA model of business works is that the consumer pays upfront in the winter or spring for a percent of the expected harvest. The consumer then receives produce through out the growing season based on their prepaid percent of the total harvest. The payments could be spread out over time to accommodate low-income households. Concerns about the CSA model include crop failures and consumer expectations, time constraints, farm operation is not big enough for multiple share owners, product is seasonal or only being available a couple times a year, and the population in Waushara County is not large enough to support the CSA model.

A few of the farmers currently or are interested in selling directly to consumers are currently selling the product to institutions. Institutions include schools, restaurants, hospitals, and others. Half of the vegetable farmers were not interested, while the remainder was either interested with concerns or already marketing their products in this manner. None of the meat or egg producers were interested in marketing to institutions. However, all of the specialty product producers were interested in selling to institutions. *[Appendix A]*

### ***Enhancing local grocery stores***

The general population and low-income population were asked how to make local grocery stores more attractive option for obtaining food. One proposal is that local grocery stores become a one-stop-shop. This could be accomplished by coordinating with other businesses in the area on hours and advertising to increase the opportunity for someone to accomplish more than one task on their way to and from the grocery store. An alternative may be to expand the services offered at the grocery store. Another idea is to offer more variety of products and brands, specific types of products mentioned were personal care products, healthy food products, produce, and products available to participants in the Federal Women Infants, and Children (WIC) assistance program. There was a suggestion for new meat case and encouragement for the local grocery store to try offering new products. Improve the quality and variety of fresh produce available would make the local grocery store more attractive. Products that are available for diabetics could be identified and/or put in a special issue or area of the store.

Lower prices could make local grocery stores a more attractive option. The suggestion on a way to lower prices from the general and low-income populations was to advertise less and use the savings to lower prices on a regular basis. The low-income population had more suggestions. One suggestion was to use Aldi as a model and reduce prices by offering generic foods or requiring customers to bag their own groceries. Offer smaller portions that would cost less for a single trip to the store. Offer bulk or large package sizes that may cost less per quantity of product than smaller individual packages.

The low-income population would like to see local grocery stores have more sales or specials. Suggestions are weekly sales or weekend specials. Compete directly with other stores and try to match their sales. Local grocery stores could have palette sales, which would be buying a product in bulk, like potatoes or non-perishables, and passing the saving on to customers. The local grocery store could accept coupons, including internet coupons. Stores should clearly identify sales items and coupon sales items. Coordinate with in the same grocery store chain, so that sales at stores of that chain are the same as the sales at the local chain store.

The general population has a number of other suggestions that would make the local grocery an attractive option. These suggestions include being friendlier and customer service. An example is offering to carry groceries to the car. A faster checkout time would help make the local grocery store more attractive. It would be helpful if the local grocery store was open at convenient times, even 24-hours, seven day a week. The local grocery store could have electric carts available for the disabled. Not selling alcohol would make the local grocery store more attractive to some people. *[Appendix B]*

The grocery store owners interviewed stated three things that are needed to allow them to continue to successfully operate their stores in the county. The first is more local advertising, the second is a stronger local economy (i.e. more people, more jobs, and more money to spend), and the third is local support in the form of more local customers. They appear open to receiving any help, related to these needs, that Waushara Food Connections might be able to offer.

*[Appendix C]*

A suggestion was to explore the possibility of local grocery stores buying wholesale products together in bulk quantities at better rates and passing the resulting cost savings onto the customer. This way the local grocery stores could better compete with the larger chain stores located out of the county and attract more local customers, while local residents could travel shorter distances to purchase food items at cheaper prices, and support their local grocery stores. Although 80% of the grocery store owners were open to learning more about this idea, and how specifically it would work for their stores, it does not appear that this is a promising strategy for lowering food prices, given the fact that the grocery stores have different wholesale distributors and several of them have computerized, automatic ordering based on available inventory.

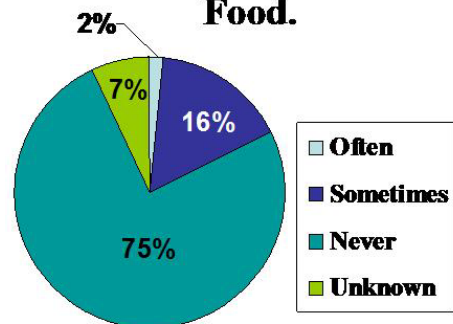
*[Appendix E]*

### ***Other Barriers to Food and Possible Responses***

Obstacles to obtaining food that is needed or desired are financial, transportation, time, care of family members, health, weather, and type of food desired is not carried locally or is out of season. Suggestions on how the community (government, businesses, organizations, churches, and individuals) can overcome some of the financial obstacle of obtaining food are providing more employment opportunities, increasing incomes, increasing access to training and education for employment and household budgeting, fewer restrictions on rummage or garage sales, low price food, reducing the paperwork to apply for financial assistance, and providing a low-interest or no-interest credit card for the purchase of food. To address the obstacle of time, grocery stores could stay open longer and people will need to plan and shop ahead. To address the obstacle of caring of family members, suggestions are offering day care and helping your family and friends. Classes on winter driving could address one of the weather issues and requiring people to shovel their sidewalk. To address some health related issues, there could be senior days at the grocery store, where seniors receive a discount and stores could assist seniors in physically obtaining their groceries off the shelves, especially if scheduled at less busy times. Taking groceries to the car, home delivery and assembling groceries to pickup could also help those with health problems. Education could be provided at senior meal sites, libraries, and food pantries about diets and nutrition for children and adults. The senior meal sites are a source of prepared nutritious food and there is a meals-on-wheels program. There is also Cooperative Care, which provides for a fee personal and in-home support care for people with disabilities, including assistance with shopping, meal planning, and cooking. To provide access additional types of food, suggestions are informing the grocery stores about diabetic needs maybe with the help of the hospital, grocery stores could increase the number of frozen fruits available when local fresh fruit is not available, survey residents to see what people want in the grocery store, grocers could offer to special order items, and as a participant put it, sell or “bring higher quality produce to smaller communities.” *[Appendix B]*

When asked the reason for choosing their primary grocery store, 2.4% of surveyed low-income households answered “No transportation to go to a different store.” Seventy-five percent (75%) of low-income households never had a problem finding transportation to get food. Sixteen percent (16%) of low-income households sometimes had a problem finding transportation to get food. Only 2% of low-income households often had a problem finding transportation to get food. Senior low-income households are less likely to lack transportation to the grocery store, 9% said they sometimes or often didn’t have the transportation needed to get food. Half of food pantry managers felt that transportation was a barrier to low-income households getting to the food pantry.

### Did Not Have Transportation to Get Food.



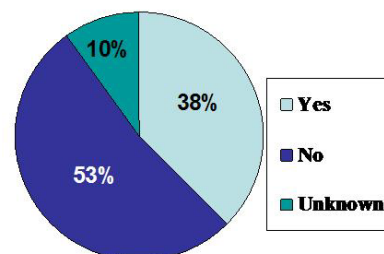
On average, the store at which respondents buy most of their food is 16 miles from home. Senior low-income households drive the shortest distance to their primary food store, 13 miles.

<i>How do you, or others in your household, usually get to primary grocery store?</i>	
Drive our own vehicle	80.7%
Get a ride with someone	12.6%
Walk or ride a bike	2.7%
Department of Aging Minibus	0.4%
No response or other	3.6%

Eighty-one (81%) of low-income households drive their own vehicles to the store. Thirteen percent (13%) get a ride with someone and 3% walk or ride a bicycle to their primary food store. The Department of Aging Minibus is used by less than 1% of low-income households. Senior low-income households are less likely to drive themselves to the grocery store (77%) and more apt to get a ride with someone (16%) or walk/ride a bike (5%). Eastern Waushara County low-income households, who typically drive farther to the grocery store, had less of a problem with transportation to the grocery store than other parts of the county. [Appendix E]

To address the obstacle of transportation, focus group participants suggested free or affordable with a payment plan driving classes and driver’s license, public transportation, volunteers shop for people or provide rides, more grocery stores offer to fill orders for pickup or deliver, and require people to shovel their sidewalks. Low-income households in Waushara County were asked if they would use public transportation to get groceries. Fifty-three percent (53%) said no; 38% said yes, they would use public transportation to get food. [Appendix B, E, and F]

### Would Use Public Transportation to Get Food



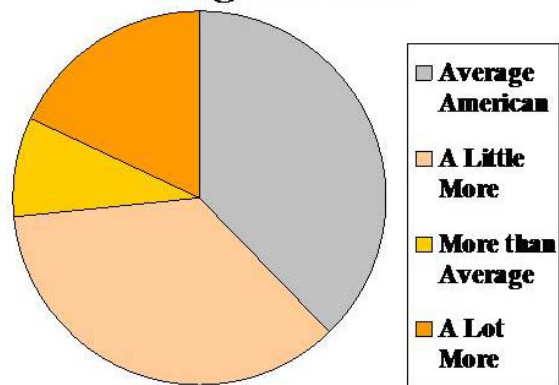


### ***Civic Involvement and Marketing***

Many of the strategies to address food accessibility needs involve recruiting volunteers and communicating with the general public in Waushara County. An analysis of the lifestyle data purchased from ESRI Business Solutions can help identify ways to engage the community in Waushara County in enhancing the local food system and ensuring that food is accessible to everyone in the county. The lifestyle data compares the likelihood of a Waushara County household to participate or enjoy an activity more or less than the Average American household.

Forty-nine percent (49%) of Waushara County households participate in local civic issues as much as the average American households. About a third of Waushara County households (35.4%) participate a lot more than the average American household and 15.6% participate a little less or less than the average American household in local civic issues. Most Waushara County households (94%) engaged in fund raising as much as the average American household and most (84%) worked as a non-political volunteer. Waushara County households vote in elections at about the same rate as the average American household. Fifteen percent (15%) of Waushara County households worked for a political party candidate little more than the average

### **Likely to be a Member of a Civic Organization**



American; 12% worked for a political party candidate a little less. Fifty-one percent (51%) of Waushara County Households are a little more or more likely to have visited with an elected official in the last 12 months; 11% are a little less likely. Writing to elected officials is not as common a way of communicating for Waushara County households as visiting with elected officials; about a third of Waushara County households wrote an elected official a little less, a third wrote to an elected official little more, and a third wrote to an elected official the same number of times as the average American. Forty-two percent (42%) of Waushara County households addressed a public meeting a little more than the average American and 11% of households are a little less likely than the average American to address a public meeting. Waushara County households are not as likely to call or write into a magazine, newspaper, radio station, or TV station as the average American household. Most Waushara County households have a greater likelihood of being a member of some local organization. In particular, Waushara County households are a little more likely to a great deal more likely to be a member of a veterans club (89%), a fraternal organization (76%), and/or a civic club (62%) than the average American household. Forty-six percent (46%) of Waushara County households are a little more likely, 11% are a little less likely, and 43% are as likely as the average American household to attend an adult education course.

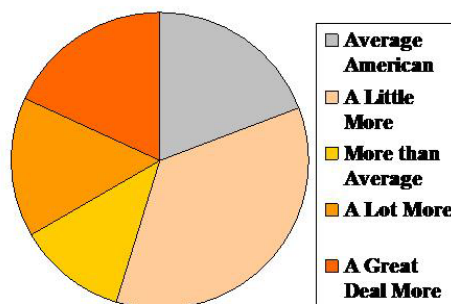
Most Waushara County households (94%) are as likely as the average American household to have access to the internet. Two-thirds of Waushara County households surfed the internet in the

last 12 months as much as the average American household; one-third surfed the internet a little less than the average American household. Waushara County households have a greater likelihood of using the internet less than once a week than more frequently.

There is a greater likelihood that Waushara County households will have satellite TV than cable TV. A little less than half of Waushara County households (44%) watch a lot of TV. The greatest number of Waushara County households watches TV during primetime. Waushara County households watch a variety of television programming. The more popular television stations are BBC America (comedy, drama, science fiction, lifestyle shows, and news), (CMT (country music, country-lifestyle shows, and classic television shows and movies), Hallmark Channel (family and drama shows, drama movies, and classic sitcoms), and TV Land (classic sitcoms and television shows, westerns, new sitcoms, and movies). Television shows with food preparation programming are not as popular. The Food Network is watched a little less than the average American household by two-thirds of Waushara County households; one-third watch the Food Network as much as the average American household. A majority of Waushara County households (91%) watch the Home and Garden Television channel as much as the average American. Waushara County households watch baseball, football, and basketball the same as the average American household. Other sports watched by Waushara County households more than the American households are auto racing (41% a little more/more), fishing (85% a little more), rodeos (73% a little more/more/a great deal more), and truck/tractor pull (94% a little more/more/a lot more).

Waushara County households are light to medium magazine readers. Magazine topics read more by Waushara County households than the average American household are hunting and fishing magazines (81% a little more/more/a lot more/a great deal more), gardening magazines (69% more/a lot more), and boating (42% a great deal more). Waushara County households read home service magazines that may have food preparation tips as much as the average American. Most Waushara County households read health magazines as much as the average American household; 18% read them a little less than the average American household. Waushara County households tend to be light readers of the newspaper, except for 10% of household that are classified in lifestyles with an older median age, who are heavier readers of the newspaper. In general, Waushara County households read the sections of the paper as much as the average American reads those sections. The classified and editorial sections of the newspaper are read by a slightly greater extent by Waushara County households. The food/cooking section is read by 11% of Waushara County households a little less than the average American household.

**Read a  
Fishing/Hunting  
Magazine**



Waushara County households tend to listen to the radio as much as the average American or less frequently. Waushara County households listen to the radio at the same times as the average American or a little less with the greatest variation being late night/early morning. One-third of

Waushara County households listen to the radio a little less than the average American between midnight and 6:00 a.m. weekdays, 40% listen a little more, and 28% of Waushara County households listen the same as the average American. For the some time period of midnight to 6:00 a.m. on weekends 27% listen a little less, 4% listen more, and 69% of Waushara County households listen the same as the average American household. The radio format listened to by households in Waushara County more than the average American household is country: 11% a great deal more than the average American, 34% a lot more than the average American, 35% more than the average American, and 20% the same as the average American. Waushara County households listen to a diversity of formats depending on the lifestyle segment. Four percent (4%) of households listen a little more to Hispanic radio than the average American; 96% of Waushara households listen to Hispanic radio less or a lot less. Nine percent (9%) of Waushara County households listen to a little more to oldies and more to religious; 91% of Waushara County households listen to these formats a little less or the same as the average American household. Thirty-five percent (35%) of Waushara County households listen more to public radio; 15% listen a little less, 23% listen less, and 27% listen the same amount to public radio as the average American household. Waushara County households listen to sports on the radio either a little less or the same as the average American household, except auto racing/NASCAR (78% listen a little more and 11% listen a great deal more), college football (9% listen a little more), and golf (22% listen a little more).



# Waushara County Food System and Access Study

## Table of Contents

- Appendix A: Agricultural Businesses
- Appendix B: General Population and Low Income Population  
Focus Groups
- Appendix C: Full Service Grocery Stores
- Appendix D: Full Service Grocery Store Price/Travel  
Comparisons
- Appendix E: Low-Income Survey
- Appendix F: Food Pantry Group Interviews
- Appendix G: Demographics
- Appendix H: Preliminary Results Presentation and Suggested  
Projects
- Appendix I: Lifestyle Data Analysis





# Appendix A: Agricultural Businesses

	Page
• Appendix A1: Summary	1
• Appendix A2: Background and Methodology	3
• Appendix A3: Detailed Results	5
• Appendix A4: Agricultural Businesses Interviewed	13
• Appendix A5: Distance to Farm Stand	19
• Appendix A6: Cover Letter and Introductory Package Sent to Agricultural Businesses	21



## **Interview Questions with Agricultural Businesses**

### ***Summary***

Twenty-five farmers responded to a series of 13 open-ended questions between September 1<sup>st</sup> and October 15<sup>th</sup> of 2010. For purposes of this survey, agricultural businesses within Waushara County were divided into three categories; vegetable, meat and/or eggs, and specialty. Sixty-four (64) percent (16) of the farmers interviewed grew vegetables, 20 percent (5) raised meat and/or eggs and the remaining 16 percent (4) were considered specialty producers (did not fit into one of the first two categories).

About two-thirds of the vegetable farmers sold their products at the farm/roadside stand; were interested in expanding their business; and were not interested in participating in a Community Supported Agriculture Project (CSA). Most of the farmers indicated that they were selling their product locally in some method. Selling produce to institutions received a mixed response. Half were not interested, while the remainder was either interested with concerns or already marketing their products in this manner. Most farmers are already donating surplus products to a variety of different outlets that benefit low income people. Finally, participation in a local farmer's market received a split reaction between seeing this market as beneficial and feeling that it would not be.

A majority of the meat and/or egg producers in Waushara County are marketing their products by word of mouth. All sell locally and are interested at some level of expanding their operations. There was a lack of interest by all in direct marketing through a CSA and selling to institutions. Surplus product was not an issue to any of the producers in this category.

Due to the varied nature of the specialty products, outlets of where products were sold varied as well (word of mouth, school fundraiser, farm stand, grocery store and wholesale). Most if not all of the agricultural businesses in this category were interested in expanding sales, selling to institutions and participating in a farmer market. Direct marketing through a CSA garnered a mixed response, as well as the question of surplus product. Only one producer stated that surplus product was allowed to rot in the field.

Highlights of the results follow:

For simplicity, the following answers are divided between the three types of agricultural consumer products: vegetables, meats and/or eggs, and specialty products.

Vegetable:

- Ten (62.5 percent) of the farmers sold their product at a farm/roadside stand.
- Ten out of the 16 (62.5 percent) agricultural businesses are interested in expanding.
- Most are already selling product locally.

### *Appendix A1: Summary*

- Ten out of the 16 agricultural businesses (vegetable) in this category were not interested in participating in a CSA.
- Reaction to selling produce to institutions was mixed; five expressed interest with concerns, eight were not interested and three were already selling to institutions.
- Most donate surplus products to variety of different outlets that benefit low income people.
- Agricultural businesses in this category were split between the feeling that a farmer's market would benefit their operation (8) and no (6), it wouldn't.

#### Meat and/or Eggs:

- Four out of the five agricultural businesses sold their products by word of mouth.
- All expressed some level of interest in expanding sales
- All are already selling product locally.
- There was not a lot of interest expressed in direct marketing through a CSA.
- All were not very interested in selling to institutions.
- All stated that they did not have surplus products that they needed to get rid of.
- Only one business stated that they would participate in a farm market, if the markets were closer.

#### Specialty:

- Outlets for selling product varied from word of mouth (1), school fundraiser (1), farm stand (3), grocery store (1), and wholesale (1).
- All were overwhelmingly interested in expanding sales.
- All are already selling product locally.
- Agricultural businesses were split evenly over interest in direct marketing through a CSA and not utilizing this outlet.
- All expressed interest in selling to institutions.
- Due to the variety of products in this category, only one stated that the produce was allowed to rot in the field.
- Three out of the four agricultural businesses would be interested in participating in farmer's markets.



## **Interview Questions with Agricultural Businesses**

### ***Background & Methodology***

As part of Waushara Food Connection's community food assessment, interviews with local agricultural business owners were conducted in an effort to learn more about their farming operations and, in keeping with our vision, to discover how Waushara Food Connections might help them remain "strong, viable businesses that meet local needs." In addition to providing assessment data, another purpose of these farmer interviews was to identify participants interested in joining our Steering Committee.

Three hundred and eight people were called on the telephone, and twenty-five interviews were conducted over a six-week period (between September 1st and October 15th of 2010). Two referral lists were used to identify people, one from UW-Extension and the other from the Farm Service Agency. Other methods that were used to identify participants included the Farm Fresh Atlases for Eastern Wisconsin and Central Wisconsin; focus group participants; Berlin farmers' market coordinator; and finally other farmers that were interviewed. Of the three hundred and eight people who were called, eighty (26%) were not farmers or were not currently farming. There were many people as well who were not home and did not return our calls, or who did not fit our selection criteria. (Farmers were screened for the following factors: 1) their farming operations are located in Waushara County, 2) they are currently marketing their products in the local market or are interested in doing so, and 3) they grow food products for human consumption.) Almost half of the twenty-five farmers who were interviewed were referred directly from other farmers.

Once it was determined that a farmer qualified as our target population, an introduction package was sent out. This mailing included a cover letter; a list of the interview questions; a form to fill out to be included in a free listing of local food producers; information sheets about Community Supported Agriculture (CSA), the Institutional Food Market Coalition (IFM), and Farmers' Markets; and a copy of a press release sent out in August of 2009 introducing Waushara Food Connections to the community (see Appendix A5: Cover Letter and Introductory Package Sent to Farmers).

Next, either an interview was scheduled and conducted over the telephone or the farmer filled out and mailed in the interview questionnaire.



**1. What food product(s) do you raise/grow? Do you have a specialty?**

Vegetable farmers made up the largest group. A total of sixteen farmers or 64 percent of the agricultural businesses interviewed grew vegetables, five businesses raised meat and/or eggs (20 percent) and the remaining four (16 percent) were considered specialty producers. Fruits, spices and flowers were included in the vegetable category. Vegetables raised within Waushara County varied; this category contained leafy vegetables such as cabbage, beets, lettuce and brussel sprouts; stem vegetables such as asparagus and kohlrabi; fruit vegetables such as squash, pumpkin, peppers, tomatoes, green beans and cucumbers; root vegetables such as potatoes and inflorescence vegetables or edible flowers such as broccoli. Fruits grown in Waushara County included apples, berries (black, raspberry and strawberries), peaches, pears, plums, watermelon, and cantaloupe. Spices included dill, parsley, basil, and cilantro. Finally, one business listed gladiolus as a crop that they sold. The meat and/or eggs category included eggs plus beef, chicken, buffalo and lamb. The specialty category included single crop producers that may have been included in the vegetable category as well as other crops. Products, within this category included honey, shitake mushrooms, pumpkins, strawberries and raspberries.

**2. Where is the product sold? Do you sell your products in the local market, either directly to consumers or to grocery stores, restaurants, or other institutions? Why do you choose to sell them in this way?**

Vegetable: Since both large and small vegetable agricultural businesses were interviewed, some variations in marketing of their products could be seen. A number of businesses sold their products through a variety of outlets. Overall, out of the 16 agricultural businesses included in this category (vegetable), ten (62.5 percent) sold their product at a farm/roadside stand. Reasons given ranged from wanting to stay small, more profitable, enjoy interacting with people, and more convenient. Three businesses indicated that they sold products at farmers markets in Berlin, Madison and Oshkosh. Four businesses indicated that they sold products wholesale through produce auctions, to other growers who sell through farm markets and farm stands and brokers. Reasons given included limited time and profitability. One business's products were planted through contract. Other outlets for selling products included grocery stores (3), restaurants (1), advertisement in paper (1), word of mouth (2) and farm store (1). Reasons given for not selling to grocery stores included groceries selling produce for less than the farmer sold it on his own. Reasons for not selling to restaurants included the restaurant not willing to pay the farmer for what the product was worth.

Meat and/or Eggs: Overall, four out of the five agricultural businesses (meat and/or eggs category) sold their products by word of mouth. Only one business maintained a store on the

### *Appendix A3: Detailed results*

farm which was inspected by the state. Reasons given for not selling to grocery stores, restaurants and other institutions included too much work, cost, uncertainty of what's required.

Specialty: Most agricultural businesses in this category (specialty) sold their product in a variety of ways. These outlets varied from word of mouth (1), school fundraiser (1), farm stand (3), grocery store (1), and wholesale (1).

### **3. Are you interested in expanding your local sales? (Local market options could include produce auctions, web-based sales, grocery stores, restaurant, institutions, etc.).**

Vegetable: Overall, ten out of the 16 (62.5 percent) agricultural businesses (vegetable) are interested in expanding. Reasons given included a need to change as the market changes, and a willingness to explore different outlets, as long as those outlets were not too time consuming. Two agricultural businesses were not interested, primarily because of age. Finally four businesses stated that they may consider expanding sales.

Meat and/or Eggs: All of the agricultural businesses in this category (meat and/or eggs) expressed some level of interest in expanding sales, though some voiced concerns about paperwork, knowledge of computers and government regulations.

Specialty: All of the agricultural businesses in this category (specialty) were overwhelming interested in expanding sales.

### **4. If you are not currently selling locally, what would it take to sell your products in the local market? Are there barriers to doing this?**

Vegetable: Most agricultural businesses in this category (vegetable) are already selling locally. The one wholesaler, who does not have local sales, is not interested. Reasons given for not expanding local sales included manpower, time constraints, name recognition and that a third of the people in Waushara County are on food stamps and are not interested in buying fresh fruit and produce.

Meat and/or Eggs: All agricultural businesses in this category (meat and/eggs) are already selling locally. Barriers for increasing sales included finding people to buy a ¼ to ½ side of beef, government regulation, and not a large market in area for their product.

Specialty: All agricultural businesses in this category (specialty) are already selling locally. Barriers for increasing sales included constraints of local farm markets (only want one honey producer), time, transportation, storage, and finances.

**5. Do you currently, or would you consider direct marketing through a CSA model (Community Supported Agriculture Project)?**

Vegetable: Ten out of the 16 agricultural businesses (vegetable) in this category were not interested in participating in a CSA. Reasons given included limited produce selection, not a large enough population base to support this type of market, tight local dollars, concerns about crop failures and consumer expectations, time constraints, small scale operation and past experience.

Meat and/or Eggs: There was not a lot of interest (by meat and/or eggs) expressed in direct marketing through a CSA. Agricultural businesses in this category voiced concern that a CSA would not apply well with local meat, primarily because they butcher only a couple of times per year.

Specialty: Agricultural businesses in this category (specialty) were split evenly over interest in direct marketing through a CSA and not utilizing this outlet. Reasons given by the two businesses that were not interested reflected the seasonal nature of the product and the lack of diversity.

**6. Are you interested in selling or are you currently selling to institutions in Wisconsin i.e. schools, hospitals, etc.?**

Vegetable: Agricultural businesses in this category (vegetable) had a mixed reaction to this question; selling to institutions. Five expressed interest in selling to institutions but had some concerns regarding the size of their operations, contacts, how to get started and regulations. Eight were not interested, reasons voiced include the size of their operations, incompatible time frame (schools not open in summer when produce is in season), and regulations. Of the three agricultural businesses currently selling to institutions, two would like to expand these operations if it were logistically practical.

Meat and/or Eggs: Agricultural businesses in this category (meat and/or eggs) were not very interested in selling to institutions; they voiced concerns about the size of their operations, location, and regulations. Only one business stated that they were open to selling to institutions, while another thought that ground beef may be a possibility.

Specialty: All the agricultural businesses in this category (specialty) expressed interest in selling to institutions; however two mentioned that this would only be when they had available product.

**7. What currently happens to your surplus products? Why? Is it possible to donate products to others in the community? Why? Why Not? (liability, time, expense, etc.)**

Vegetable: Most agricultural businesses (vegetable) donate surplus products to variety of different outlets that benefit low income people, these outlets include local food pantries (7), low income/elderly populations (1), needs in the community (4), and the local church (1). Two businesses process products that they are unable to sell, while three indicated that surplus materials are used to feed cattle. Four businesses plow under surplus product. The number one reason given for not donating surplus produce was timing or not being able to get someone to pick up the produce before it was plowed under.

Meat and/or Eggs: Agricultural businesses in this category (meat and/or eggs) stated that they did not have surplus products that they needed to get rid of.

Specialty: Due to the variety of products in this category, only one agricultural business stated that the produce was allowed to rot in the field. Two mentioned that the products they sold were not perishable, while the final business stated that they have never experienced a surplus. The one business, whose produce rotted in the field, stated that they would donate the surplus if someone would pick them up.

**8. Would a farmer's market benefit your farming operations? Would you consider participating? Please explain.**

Vegetable: Agricultural businesses in this category were split between the feeling that a farmer's market would benefit their operation (8) and no (6), it wouldn't. One farmer did not comment on this question, while the other stated perhaps it would be a possibility. Concerns raised regarding the farmers markets included competition from other farmers, price cutting, lack of profit, lack of time and the location of the closest market.

Meat and/or Eggs: Only one business in this category stated that they would participate, if the markets were closer. Reasons given against participating in farmer's markets included proximity to the market, time and logistics of keeping the meat frozen and government regulations.

Specialty: Three out of the four agricultural businesses in this category would be interested in participating in farmer's markets. The business that did not see the benefit, felt that the amount of money earned through this outlet would not be worth the effort.



**9. What would help you continue your agricultural operations in Waushara County?**

Vegetable: Responses from agricultural businesses within this category was varied and extensive. Some of the responses dealt with issues that may be beyond local control such as the price of fertilizers, fuel, irrigation and health insurance. While other issues may be within local control and include zoning (too restrictive, does not allow for signage), grant assistance, publicity (countywide advertising campaign), reliable labor pool, International Food Standards (IFS) for Good Agricultural Practices (GAP), public education (produce auctions, buy local/fresh), local apprenticeship program for high school seniors, seed swap, farmer education (continue and update operations, new farmers, subsidized food products), grocery store pricing practices, consistent/standardized rules for farmers markets between communities, and farmers markets should be selling local food or it should be clearly marked that the food is not locally grown. Agricultural businesses also mentioned programs that they felt were beneficial such as the WIC and senior Farmers Market Nutrition Program (FMNP) certificates.

Meat and/or Eggs: Responses from agricultural businesses within this category included publicity, public education (alternatives to grocery stores, benefits of grass fed animals), farmer education (how to expand market base), government incentive programs for food producers and a review of government rules and regulations.

Specialty: Responses from agricultural businesses within this category included public education (specialty product, processing, and food nutrition), financing, and an expanded market base.

**10. How might Waushara Food Connections assist you in this effort?**

Vegetable: Responses from agricultural businesses within this category included establishment of a reliable distributor for pickup and delivery for donations to food pantries and other areas, public education (raise awareness of local food choices), publicity (free listing of local producers, advertising), farmer education (certification of WIC and senior assistance programs, financial assistance, advertising opportunities, tunnel growing, greenhouse operations, developing a website), provision of financial incentives (seed grants), feedback from the farmer survey and assessment, provide portable restroom facilities at local farm markets and assistance with grocery store contacts.

Meat and/or Eggs: Responses from agricultural businesses within this category included publicity (public awareness of local opportunities, free listing of local producers), public education (grass fed beef), and farmer education (government rules and regulations, expansion of local markets, how to develop local contacts, internet sales, and how to develop a brochure)

### *Appendix A3: Detailed results*

Specialty: Responses from agricultural businesses within this category included publicity (development of a Waushara County Farm Fresh Atlas), farmer education (website development, and financial opportunities), public education (local farm operations, specialty crops and food processing), and provide transportation to get the product to the market.

#### **11. If you market directly to the public, would you like to be on our free listing of local food producers? This list will be distributed to people interested in buying directly from local farms. If yes, please fill out the form, “Free Listing of Local Food Producers.”**

Vegetable: Thirteen agricultural businesses or 81.5 percent of the businesses surveyed in this category indicated that they would like to be included in the “Free Listing of Local Food Producers”. Two businesses said that they were not interested and one did not feel that this applied.

Meat and/or Eggs: All five agricultural businesses within this category were interested in being listed on the “Free Listing of Local Food Producers”.

Specialty: All four agricultural businesses within this category were interested in being listed on the “Free Listing of Local Food Producers”.

#### **12. Would you like to receive a copy of our food assessment report when complete?**

Vegetable: Fifteen agricultural businesses or 93.8 percent of the businesses surveyed in this category indicated that they would like to receive a copy of the food assessment report when it was complete. Only one business indicated that they weren’t interested.

Meat and/or Eggs: All five agricultural businesses within this category were interested in receiving a copy of the food assessment report when it was complete.

Specialty: All four agricultural businesses within this category were interested in receiving a copy of the food assessment report when it was complete.

#### **13. Would you like to be informed of Steering Committee meetings and/or join the committee and be a part of planning community food projects?**

Vegetable: Eight agricultural businesses or half of the businesses surveyed in this category would be interested in either being on the steering committee or staying informed on what the committee is doing and discussing. Seven or slightly less than half are not interested, reasons given included time constraints. Only one agricultural business indicated that they may be interested in participating.

### *Appendix A3: Detailed results*

Meat and/or Eggs: Four out of the five agricultural businesses within the category were interested in either participating in the meetings or staying informed. Only one agricultural business was not interested due to time constraints.

Specialty: All four agricultural businesses in this category expressed interest in staying informed or updated on what was going on.



## **AGRICULTURAL BUSINESSES**

### ***Vegetable Growers***

1. Dale & Judy Yohn  
Yohn's Farm Market  
425 County Rd GH  
Wild Rose, WI 54984  
  
Product: Pumpkins and squash  
(Farm stand in Wild Rose at the intersection of County Road G and H)
2. Gary & Patricia Humphrey  
G & P Farms  
N3862 County Road FF  
Hancock, WI 54963  
  
Product: Pumpkins (specialty); other items are squash, potatoes, sweet potatoes  
(5% sold directly to consumer through local ad in the paper – would consider this to be at their farm)
3. Jack Buchanan  
Jack's Fresh Produce  
W11975 County Road GG  
Hancock, WI 54943  
  
Product: Tomatoes (huge), cabbage, sweet corn, watermelon, cantaloupe, 5 kinds of peppers, pickling pickles, zucchinis, slicing cucumbers, winter squash, pumpkins  
(95% of produce sold from a big tent in Wisconsin Rapids)
4. Dave & Dee Decker  
Decker Family Vegetable Farms  
N2320 22<sup>nd</sup> Lane  
Wautoma, WI 54982  
  
Product: Wholesale retail asparagus, beans, peas, onions, cabbage, zucchini, beets, carrots, dill, tomatoes, peppers, pickles, bicolor sweet corn, apples, squash, pumpkins, Indian corn, gourds, potatoes (russet, white, red, blue, Yukon, finger, sweet potatoes)  
(Produce sold through 3 farm stands – Wautoma, Redgranite, and farm)
5. Robert or Heidi Heath  
Robert A. Heath Farms  
1453 1st Ave.  
Coloma, WI 54930  
  
Product: Broccoli, Brussels sprouts, cabbage, cantaloupe, cauliflower, cucumber, eggplant, kale – ornamental, kohlrabi, pepper – assorted varieties, pumpkin, rhubarb, squash, tomato assorted varieties, watermelon, zucchini, plants and flowers  
(Wholesale operation – sell to farm stands run by others)

*Appendix A4: Agricultural Businesses Interviewed*  
*Vegetable Growers Continued*

6. Heather Cool  
N1472 29<sup>th</sup> Ave.  
Berlin, WI 54923

Product: Beans, zucchini, cucumbers, tomatoes, bell peppers, acorn, buttercup, and butternut squash, carrots, lettuce, Swiss chard, radishes, blackberries, cantaloupe, watermelon, pumpkins, dill, parsley, basil, cilantro, other possibilities from year to year  
(Have road side farm stand – no location given but would assume through farm)

7. Lee Chase  
W970 Archer Dr.  
Fremont, WI 54940

Product: Peppers, beans, beets, watermelon, tomatoes, peas, Swiss chard, muskmelons, potatoes, sweet corn, carrots, cucumbers, onions, radishes, pumpkins, Indian corn  
(Small farm stand at farm – most sold at church)

8. Terry & Kathy Schmoldt  
KT Enterprises  
W758 Akron Rd.  
Weyauwega, WI 54983

Product: Onions, potatoes, beans, peppers, Brussels sprouts, squash, tomatoes, dill, garlic, lettuce, eggplant, kohlrabi, asparagus, radishes, melons, broccoli, cauliflower, cucumbers, beets, carrots  
(New business plan to sell at Oshkosh Farmers Market, in 1 or 2 years through own farm stand)

9. Gramma Miller's Farm Market  
Gramma Miller's Farm Market  
N4317 Elizabeth Lane  
Hancock, WI 54943

Product: Carrots, potatoes, peas  
(Sell remainder after contracts filled in own store)

10. Jeff Lauritzen  
Lauritzen, Inc.  
E1475 Dayton Road  
Waupaca, WI 54981

Product: Cucumbers and potatoes  
(Wholesale – some sold by word of mouth locally – would assume at farm)



***Vegetable Growers Continued***

11. Kate & Chuck Teske

Serenity Farm  
W1841 Bighorn Dr.  
Poy Sippi, WI 54967

Product: A variety of vegetables - mostly tomatoes. Also have pears, peaches, plums, apples, raspberries, and strawberries  
(Berlin and Omro Farmers Market)

12. Dale & Donna Volkening

Volkening Farm  
W6401 Bighorn Lane  
Wautoma, WI 54982

Product: Strawberries (You pick, we pick), sweet corn, fingerling potatoes, red & yellow onions, zucchini, green beans, yellow beans, tomatoes, winter squash, hot peppers, green peppers, carrots, cantaloupes, pumpkins and gourds  
(Farm stand in garage on farm)

13. Bill & Chris Russell

Russell Farm Market  
W13591 State Road 73  
Plainfield, WI 54966

Product: A variety of fruits & vegetables: strawberries, cantaloupe, watermelon, sweet corn, potatoes, tomatoes, peppers (several varieties), onions, squash, green beans, carrots, beets, cabbage, etc.  
(Roadside stand at farmhouse plus daily market in Marshfield)

14. Tammy Kretzmann

N4375 Mill St.  
P.O. Box 108  
Poy Sippi, WI 54967

Product: Organic vegetables, garden plants and herbs. All seeds are non-GMO and heirloom. Lettuces, rhubarb, radishes, carrots, Swiss chard, beans, garlic, cucumbers, zucchini, yellow summer squash, eggplant, bell peppers, fennel, oregano, basil, dill, parsley, chives  
(Farm stand on property)

## *Appendix A4: Agricultural Businesses Interviewed*

### ***Vegetable Growers Continued***

15. Flyte Family Farm  
Flyte Family Farms  
W13602 Cottonville Ave.  
Coloma, WI 54930

Also:  
Adam & Carrie Flyte  
W13450 Cottonville Ave.  
Coloma, WI 54930

Products: For Flyte Farms - Specialty is fresh market vegetable and melon production; beans, kohlrabi, beets, muskmelon, blueberries, peppers (green & yellow, sweet, hot, banana & jalapeno), broccoli, popcorn, cabbage, pumpkins, carrots, onions, cucumbers (slicing, pickling and hydroponic), sweet corn (Flyte Family Farm Fourteen), decorative Indian corn, strawberries, dill, sweet potatoes, eggplant, tomatoes (hydroponic and field), gladiolus, watermelon, gourds, squash (acorn, butternut, buttercup, hubbard and spaghetti) and zucchini. Home grown broiler chickens by Jessica (14 farm stands + farm markets)

16. Dale & Sara Bruss  
D & S Farms  
N3522 County Road SS  
Pine River, WI 54965

Product: Beef, chickens, eggs, sweet corn, melons, tomatoes, potatoes, pumpkins (Farm stand from home, also at work place to other employees)

### ***Meat and/or Eggs***

17. Richard & Jean Smith  
N5382 36<sup>th</sup> Dr.  
Fremont, WI 54940

Product: Eggs and Angus beef  
(Sell from farm)

18. Mark & Candy Wegner  
The Big W Ranch  
W4987 Badger Dr.  
Redgranite, WI 54970

Product: Beef – halves or ground; Black Angus & Hereford, all pasture fed (word of mouth probably from ranch)

*Appendix A4: Agricultural Businesses Interviewed*  
*Meat and/or Eggs Continued*

19. Roger & Charlene Stratton  
Rural Heritage Farm  
W11210 Brown Deer Dr.  
Hancock, WI 54943

Product: We raise Belted Galloway beef cows from Scotland. They are lean meat, high in Omegas, sold in quarters and halves. They are pasture fed, no hormones or chemicals.  
(word of mouth probably from ranch)

20. Lennie & Julie Nowakowski  
The Polish Ponderosa Farm  
N982 County Road X  
Berlin, WI 54923

Product: Pasture raised beef, buffalo, chicken and eggs  
(Farm store on farm)

21. Kay Williams  
W2226 County Road Q  
Berlin, WI 54923

Product: We sell lamb for their meat and their wool. We also sell breeding stock. Our lambs are grain fed and naturally raised without hormones or unnecessary drugs for unnatural growth.  
(word of mouth probably from farm)

*Specialty*

22. Buzz and Marcia Vahradian  
V's Bees  
W6849 Bighorn Ct  
Wautoma, WI 54982

Product: Honey & Honey products  
(word of mouth, school fundraisers in Stevens Point, some farm markets possibly)

23. Myron Caves  
Mushrooms Caves  
W13044 County Rd O  
Plainfield, WI 54966

Product: Shitake mushrooms  
(Off farm plus farm markets – farm markets not specified)

*Appendix A4: Agricultural Businesses Interviewed*

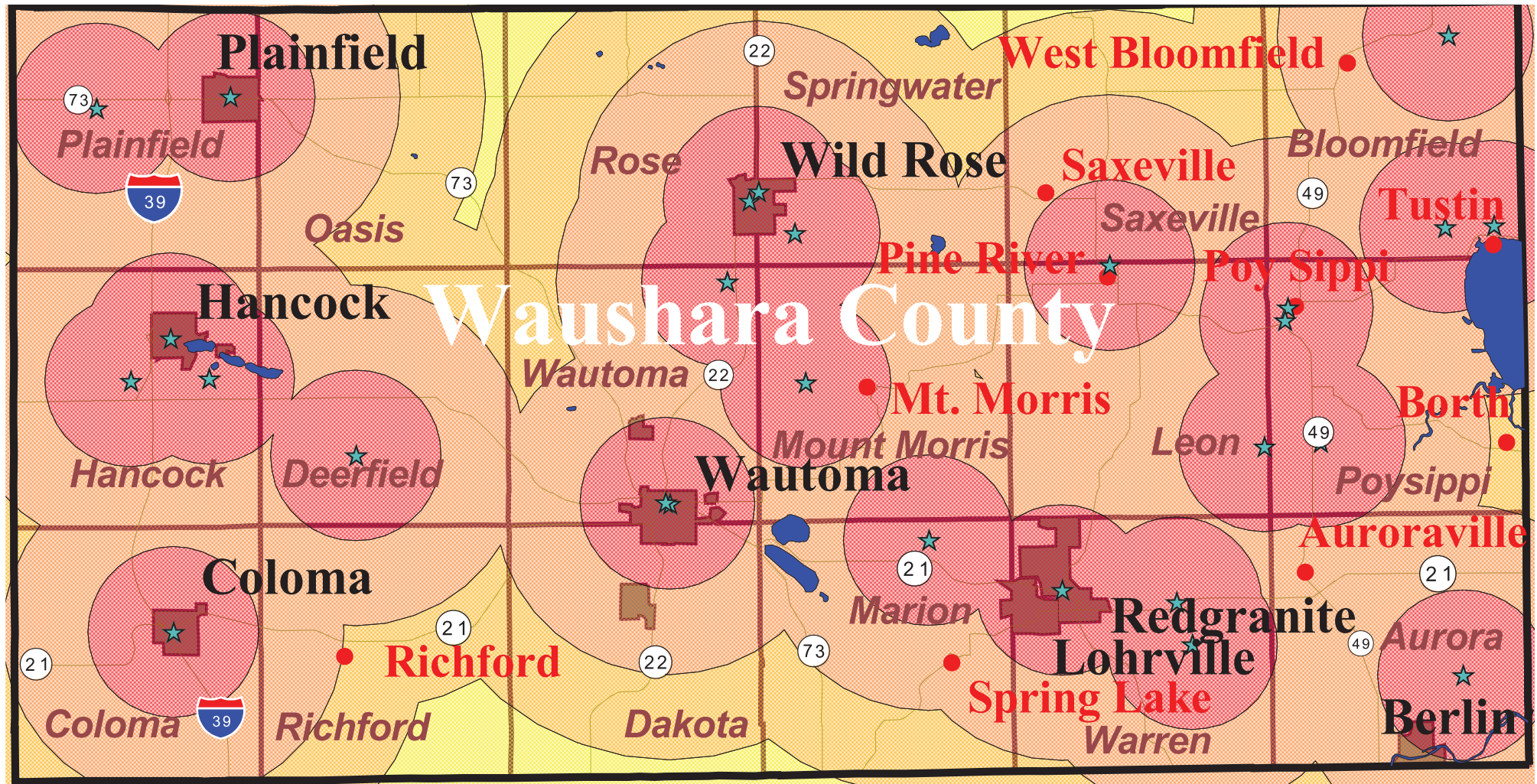
***Specialty Continued***

24. Shawn & Lisa Eisch  
Eisch Crop & Soils Consulting LLC  
N45054 County Road MM  
Wautoma, WI 54982

Product: Pumpkins  
(Farmers Markets- Princeton & Wautoma)

25. Dan Mielke  
N4727 State Rd 22  
Wautoma, WI 54982

Product: Strawberries and raspberries  
(sold at farm plus other areas)



- ★ Farm Stand
- Unincorporated Villages
- Major Water Bodies
- County Boundary
- Miles to Waushara Farm Stand**
- Within 2 miles
- Within 4 miles
- Within 6 miles
- Within 8 miles
- Within 10 miles
- Highways
- Cities and Villages
- Towns

# Distance to a Waushara County Farm Stand





*Appendix A6: Cover Letter and Introductory Package Sent to Agricultural Businesses*

	<h1>Waushara Food Connections</h1> <p><i>Making nutritious food available and accessible to all county residents through sustainable, community-based projects that strengthen the local food system</i></p>
<p>Central Wisconsin Community Action, Inc. 1000 Highway 13; P.O. Box 430 Wisconsin Dells, WI 53965 (608) 254-8353 ext. 243</p>	<p>Pam Hughes and Sara McKee Project Directors pam@cwccac.org; saram@cwccac.org</p>

Waushara Agribusiness

September 6, 2010

Dear Agribusiness,

I am writing on behalf of Waushara Food Connections, a local non-profit project administered by Central Wisconsin Community Action Council and funded currently through a one-year U.S. Department of Agriculture grant. Waushara Food Connections, with the help of the Waushara County Farm Bureau, is conducting a community food assessment to identify the strengths and needs of the county food system. Once complete, we will assist the community in developing comprehensive approaches that both meet the long-term food needs of residents and strengthen the viability of local food-producing businesses.

**As a food producer in Waushara County, we need your help. Your input is valuable to us. We would like to learn more about your business operations, hear your ideas, and see how we might assist you to continue to successfully farm in this community.**

We realize that you are very busy and that your time is limited. We hope, however, that you will be able to find time somewhere in your week to either fill out our enclosed questionnaire or to speak with us over the telephone. We will be calling you within the next few weeks.

I have enclosed a copy of our interview questions, a contact form if you would like to be listed in our free-listing of local producers, an information sheet (CSA, IFM, and Farmers' Market), and a written summary of our food-planning project. Please feel free to contact me if you have questions.

We look forward to hearing from you.

Sincerely,

Pamela Hughes  
Waushara Food Connections  
Project Director

Kevin Krentz  
Waushara County Farm Bureau  
President

	<h1>Waushara Food Connections</h1> <p><i>Making nutritious food available and accessible to all county residents through sustainable, community-based projects that strengthen the local food system</i></p>
<p>Central Wisconsin Community Action, Inc. 1000 Highway 13; P.O. Box 430 Wisconsin Dells, WI 53965 (608) 254-8353 ext. 243</p>	<p>Pam Hughes and Sara McKee Project Directors pam@cwccac.org; saram@cwccac.org</p>

## Interview Questions

Agricultural Businesses

1. What food product(s) do you raise/grow? Do you have a specialty?
2. Where is the product sold? Do you sell your products in the local market, either directly to consumers or to grocery stores, restaurants, or other institutions? Why do you choose to sell them in this way?
3. Are you interested in expanding your local sales? (Local market options could include produce auctions, web-based sales, grocery stores, restaurant, institutions, etc.)
4. If you are not currently selling locally, what would it take to sell your products in the local market? Are there barriers to doing this?
5. Do you currently, or would you consider direct marketing through a CSA model (Community Supported Agriculture Project)? (Please see handout for more information.)
6. Are you interested in selling or are you currently selling to institutions in Wisconsin i.e. schools, hospitals, etc.? (Please see handout for more information on the Institutional Food Market Coalition.)
7. What currently happens to your surplus products? Why? Is it possible to donate products to others in the community? Why? Why Not? (liability, time, expense, etc.)
8. Would a farmer's market benefit your farming operations? Would you consider participating? Please explain. (Please see handout for more information on Farmers' Markets.
9. What would help you continue your agricultural operations in Waushara County?
10. How might Waushara Food Connections assist you in this effort?

*Appendix A6: Cover Letter and Introductory Package Sent to Agricultural Businesses*

11. If you market directly to the public, would you like to be on our free listing of local food producers? This list will be distributed to people interested in buying directly from local farms. If yes, please fill out the form, "Free Listing of Local Food Producers."
12. Would you like to receive a copy of our food assessment report when complete?
13. Would you like to be informed of Steering Committee meetings and/or join the Committee and be a part of planning community food projects?

	<h2>Waushara Food Connections</h2> <p><i>Making nutritious food available and accessible to all county residents through sustainable, community-based projects that strengthen the local food system</i></p>
<p>Central Wisconsin Community Action, Inc. 1000 Highway 13; P.O. Box 430 Wisconsin Dells, WI 53965 (608) 254-8353 ext. 243</p>	<p>Pam Hughes and Sara McKee Project Directors pam@cwcac.org; saram@cwcac.org</p>

## Free Listing of Local Food Producers

First and Last Names of contact person(s):

Name of business, if applicable:

Home address: street, city, and zip code:

Address of retail outlet (if different from home address – i.e. road side stand): street, city, and zip code:

Phone number with area code:

Email:

Website, if applicable:

Are you open for business year-round? If not, what are the approximate dates that your food business starts and ends? Are you open 7 days a week? If not, what days are you open? What are your hours of operation?

Are you a certified vendor for the Senior Farmers Market Voucher Program and/or the WIC Farmers Market Voucher Program? If not, are you interested in becoming certified? (These programs provide coupons for seniors and for low-income mothers in the WIC (Women, Infants, and Children) Program to purchase fruits, vegetables, honey, and fresh-cut herbs from local farmers. Certification is free.) (If you're interested in becoming a certified vendor, contact the State WIC Farmers' Market Nutrition Program Coordinator at (608) 261-8867 or [wicfmpn@dhfs.state.wi.us](mailto:wicfmpn@dhfs.state.wi.us).)

Please describe the products you sell and any other information that you would like the public to know.

## About Community Supported Agriculture (CSA)

CSA is a unique social and economic arrangement between local households and farmers who work together to share the responsibility of producing and delivering fresh food. Households support the farm by paying an annual fee in the winter or spring that entitles them to a "share" of the season's harvest. Once harvesting begins, members pick-up a weekly box of fresh foods that may include produce, fruits, cheeses, eggs, meats, poultry, flowers, herbs or preserves. Pick-up sites are often located at a member's house or at the farm. Most farms create a newsletter that accompanies each delivery with notes about farm activities, descriptions of what's in the delivery, cooking tips and recipes. Many farms also create opportunities for their members and families to visit the farm and participate in farm events. The typical CSA season in Wisconsin runs from the end of May through mid-October. Farms offer a diversity of share options including extended season shares, multiple share types and sizes, and special funds and payment plans to accommodate households on a tight budget.

### **Benefits of a CSA Marketing Structure:**

- Supports farmers financially at the time of year when their expenses are greatest.
- Directly links producers with consumers allowing people to have a personal connection with their food and the land on which it was produced.
- Strengthens local economies by keeping food dollars in local communities.
- Makes nutritious, affordable, wholesome foods accessible and widely available to community members.
- Creates an atmosphere for learning about agriculture, animal husbandry, and food production.

### **Local Resource – Madison Area Community Supported Agriculture Coalition**

The Madison Area Community Supported Agriculture Coalition (MACSAC) supports and connects Community Supported Agriculture farmers and eaters. They coordinate community and farmer education programs, including the Partner Shares Program which raises funds to subsidize CSA memberships for households on a limited income.

Interested growers and households join the coalition mailing list to receive newsletters and invitations to grower gatherings and other events. Farmers wishing to be formally promoted by the Coalition complete an application and interview process held annually in the fall.

Madison Area Community Supported Agriculture Coalition  
P.O. Box 7814  
Madison, WI 53707-7814  
(608) 226-0300  
[www.macsac.org](http://www.macsac.org)

## About Institutional Food Market Coalition (IFM)

The Institutional Food Market Coalition (IFM) works to identify and solve obstacles to local sourcing in order to increase the sales of local Wisconsin food into institutional markets. They conduct systematic outreach to institutional buyers, producers, and distributors, in order to connect key stakeholders in the supply chain. Institutional buyers include hospitals, hotels, conference centers, correctional facilities, retirement communities, private corporations, and others.

The Institutional Food Market Coalition (IFM) was established in 2006 in an effort to:

- Expand market opportunities for Dane County and regional growers
- Connect large volume institutional buyers, such as hospitals, universities, nursing homes, prisons, office parks and large businesses with local Wisconsin product
- Identify and resolve obstacles to local sourcing

Institutional buyers are choosing locally grown food for many reasons, including:

- Competitive pricing
- Tastier, more nutritious food
- Local sales support WI family farms and rural communities
- One to Four – Buying locally contributes to economic development. For every one dollar spent on locally grown WI products, it is estimated that four dollars stay locally, creating a significant multiplier effect.
- Local sourcing helps to reduce air pollution by decreasing the number of vehicle miles traveled (VMT) from farm to table.

### Contact IFM

IFM wants to hear from you! Don't hesitate to call or email with questions about how you can buy or sell local produce and products in Wisconsin.

Olivia Parry, IFM Director, (608) 266-4270, [parry@co.dane.wi.us](mailto:parry@co.dane.wi.us)

Laura Witzling, IFM Coordinator, (608) 266-6389, [witzling@co.dane.wi.us](mailto:witzling@co.dane.wi.us)

Courtney Berner, IFM Outreach Specialist

### Address

Institutional Food Market Coalition  
Dane County Planning and Development Department  
210 Martin Luther King, Jr. Blvd, room 362  
Madison, WI 53703  
<http://www.ifmwi.org>



## About Farmers' Markets

Farmers' markets are one of the oldest forms of direct marketing by small farmers. In the last decade they have become a favorite marketing method for many farmers throughout the United States, and a weekly ritual for many shoppers.

In a farmers' market, a group of farmers sell their products once or twice a week at a designated public place like a park or parking lot. Some farmers' markets have live entertainment. Shopping at a farmers' market is a great way to meet local farmers and get fresh, flavorful produce.

### **Benefits of a Farmers' Market:**

- Gives growers and producers of agricultural commodities and other farm-related products alternative marketing opportunities.
- Provides an opportunity for farmers and people from the community to deal directly with each other rather than through third parties, and to thereby get to know and learn from one another.
- Provides an educational forum for consumers to learn the uses and benefits of quality, locally grown or prepared food products.
- Provides educational opportunities for producers to test and refine their products and marketing skills.
- Enhances the quality of life by providing a community activity that fosters social gathering and interaction.
- Improves the variety, freshness, taste and nutritional value of available produce.
- Preserves Wisconsin's unique agricultural heritage and the historical role that farmers' markets have played in it.

	<h1>Waushara Food Connections</h1> <p><i>Making nutritious food available and accessible to all county residents through sustainable, community-based projects that strengthen the local food system</i></p>
<p>Central Wisconsin Community Action, Inc. 1000 Highway 13; P.O. Box 430 Wisconsin Dells, WI 53965 (608) 254-8353 ext. 243</p>	<p>Pam Hughes and Sara McKee Project Directors pam@cwcac.org; saram@cwcac.org</p>

### **Planning Project to Address Food Needs in Waushara County**

Central Wisconsin Community Action Council, Inc. is pleased to announce the award of a \$25,000 Community Food Projects Planning grant from the U.S. Department of Agriculture. The one-year planning grant, entitled Waushara Food Connections, will study the food systems of Waushara County and assist the community in developing comprehensive approaches to meet the long-term food needs of residents, especially those of low income families.

Waushara County's current food system is struggling to meet the needs of a growing low-income population. The recent economic crisis has seen food pantry use in Waushara increase by up to 158%. This year, 52% of the county's school-aged children are eligible to receive free and reduced cost hot lunch. Just as many families are facing financial hardship, many family farms and hometown grocery stores in Waushara County are at risk of economic failure.

To create a more locally-based, self-reliant food economy in Waushara County, Waushara Food Connections will help bring farmers, consumers, and communities together to address food, farm, and nutrition issues. Short-term relief is not enough. Sustainable, community based solutions are needed to increase food self-reliance at both the household and county levels.

Waushara Food Connections is an open-ended planning project with two phases. The first part is a Community Food Assessment to identify the strengths and needs of the county's food systems. To ensure that the voice of the community is heard, this assessment will include focus groups and surveys of county residents, farmers, business owners, and community leaders.

The project's second stage is a community food planning process that will use the results of our Community Food Assessment to set goals and explore, plan, and implement long-term, comprehensive responses to food needs, especially those of low-income families. Some of the needs that may be addressed include increasing the accessibility of locally grown produce, strengthening the economic viability of local grocery stores, and reducing transportation barriers to grocery stores and farm stands. The project will

*Appendix A6: Cover Letter and Introductory Package Sent to Agricultural Businesses*

explore various responses to food needs, including initiatives such as a traveling farmer's market, community gardens, Farm to School projects, community kitchens, and educational programs.

Waushara Food Connections is a planning project whose final outcomes will be determined by participating county residents. By creating partnerships, planning projects, and recommending policies, Waushara Food Connections seeks to maximize the strengths of the county's resources to address its food needs, increase food self-reliance, and expand economic opportunities in the local food production, processing, and distribution industries.

In late August and early September of 2009, Waushara Food Connections will host open community meetings to provide an overview of project goals and activities. The focus of discussion at these meetings will be how to best study the local food system, how to maximize community involvement, and generally, how to proceed. At these first meetings, the Waushara Food Connections Council will be established. This council aims to include a variety of community members, including low-income residents, the agricultural sector, local government, community resource leaders, and area business owners. Committees will be formed to help guide the food study and volunteers will be requested to assist with the development of surveys and to facilitate focus group discussions.

County residents and other interested parties are encouraged to participate in these meetings and in every phase of Waushara Food Connections. All are invited to come prepared to share their ideas; community feedback is much needed to make this project a success.

To learn more about the Waushara Food Connections Project, contact Project Directors Sara McKee or Pamela Hughes at Central Wisconsin Community Action Council, Inc.: (608) 254-8353 ext. 243; (608) 697-4619 or email us at [saram@cwcac.org](mailto:saram@cwcac.org) or [pam@cwcac.org](mailto:pam@cwcac.org).



# Appendix B: General Population and Low Income Population Focus Groups

	Page
• Appendix B1: Summary	1
• Appendix B2: Background and Methodology	7
• Appendix B3: Detailed Results – General Population	9
• Appendix B4: Detailed Results – Low-Income Population	27
• Appendix B5: Focus Group Facilitation Guide and Questions	41



## General Population and Low-Income Population Focus Groups

### *Summary*

The purpose of the group discussions was to assess how people get food in an effort to understand how our community can improve the accessibility and availability of food resources. In addition to providing assessment data, the discussions that evolved through these focus group gatherings resulted in increased community awareness of food security issues. The focus group gatherings also led to the development of partnerships and the identification of participants interested in joining our Steering Committee.

### Primary source of food

The general population's primary source of food is more varied than the primary sources of utilized by the low-income population. These include all of the local full service grocery stores in Waushara County, a number of larger grocery stores outside of Waushara County, salvage grocery stores, other sources including food pantries and senior meal sites. The primary source of food for the low-income population includes the local grocery stores and a number of larger grocery stores outside of Waushara County. However, the grocery stores outside of Waushara County are only those that have or are perceived to have greatly reduced prices for groceries. The low-income population includes convenience stores and dollar stores as primary sources to obtain food.

The general population and low-income population obtain food from the primary sources identified in the previous paragraph because of the grocery stores location. The location is convenient. It is close to home. For the general population, this makes it "easy to run into town for some milk." This is an importance to the low-income population because they save money on gas. For the general population in addition to the convenience of being close to home they chose their primary source of food because it is near other things, including their bank, doctor, senior meal site, or place of employment.

For some people convenience means more than location it also means one-stop shopping. One-stop shopping is another reason why people chose their primary grocery store. One-stop shopping means a person can get everything in one trip, including paper products, medicine, seeds, hardware, clothes, movies, and food, for example milk, frozen foods, and meat.

The choice or variety of food products available makes a difference. For the general population, this means that it is possible to obtain unique items that, as a participant explained, "you can't get at other grocery stores" and the store regularly stocks items of interest, including ethnic foods, so "they have what you want" as one focus group participant put it.

For both the general population and the low-income population, the offering of specific food items or departments influenced their choice of a primary source of food. Meat and cheese are the common food items or departments that influenced the choice of a primary source of food. The freshness, flavor, quality, variety, and price of meat products are important. The grocery stores ability to butcher local animals is another factor. The willingness and ability of the store to accommodate customers by cutting meat to order, including into small portions is important. In addition, for the general population, the leanness of the cuts of meat makes a difference. The

## *Appendix B1: Summary*

selection of cheese is important to both the low-income and general populations. For the low-income population the ability to have cheese cut to various sizes and have a smaller cut of cheese is factor in choosing a primary grocer.

The low-income population choice of primary grocery store is influenced by the deli, a grocery store department that is often seen as having convenience foods, verses the general population that is influenced by fruits, vegetables, organic foods, and bakery that are consider to be the more nutritious parts of the grocery store. For the low-income population, the grocery store department other than meat and cheese that influences a choice of primary grocery store is the store deli and the variety of items available through the deli. As a participant explained, "Precooked items are practical for the kids when we are working and don't have time to cook." For the general population, the other food products or departments of importance were fruits and vegetables, organic foods, and bakery. For fruits and vegetables the important factors were freshness and quality, including the quality of canned fruits and vegetables. For organic food, the important factor was variety and access to organic milk. For bakery, the focus group response was that they "have good bakery available," may refer to quality and freshness.

For both the general population and the low-income population, the quality of the products available from the food source influences the decision to make that food source their primary food source. For the general population, it is important that a grocery store stand behind their products and at least replace a spoiled, damaged, or poor quality product. Another influence on the choice of food source is the prices at that store; are they lower than other stores or perceived to be lower; are they reasonable. For the low-income population, especially the elderly, a consistent lower price is also important, particularly if you buy food weekly or daily. Sales and specials influence where the general and low-income populations buy food. The general population has an awareness of the types of sales and specials that are available at their primary source of food, including coupons, double coupon days, senior discount days, punch cards or sales cards, and store drawings. People pay attention to the advertisements that are placed in the newspapers and choose stores with the best deals. Stores are also chosen because they stock what they advertise.

A friendly polite staff and management influence the choice of primary food source for both the low-income and general population. For the general population, the friendliness of customers is also important. The general population values customer service. Examples of customer service are setting aside the newspaper for a customer, taking call-in-orders and preparing the order for the customer to pick it up, informing a customer that they do not need to purchase a product today because a family member was already there earlier in the day, carrying groceries to the customers car, taking special orders for products that are not regularly stocked, and delivering groceries. In addition, the general population supports local grocery stores for services they provide to the community, like helping the local food pantry by storing the food pantries venison in the store freezer.

Both the general and low-income populations choose their primary grocery store because it is the local business and they support it. They realize that without regular customers, their local grocery store may close. They like that the local grocery store is locally owned and managed. The primary source of food is chosen by both the general and low-income populations because it



## *Appendix B1: Summary*

is familiar. It is easy to get around the store and find the food products that are needed or desired. Some shop at their primary grocery store, just out of force of habit.

For the low-income population, an influence on choosing a primary source of food is the simplicity of the atmosphere and product line of the store. They are more comfortable in a store that does not have a grand décor, fancy packaging of products, or high end food products, like lobster. To paraphrase a participant, they prefer a simple store where they do not need to pay for the “fancy stuff.”

Time, options for payment, and availability of carts are influences for both the general and low-income populations. The low-income and general populations enjoy quick trips to obtain food. Long lines at the checkout influence the choice of primary grocery store. For the low-income population, the hours of operation influence the choice of primary grocery store. Access to the primary store for groceries is need late at night and after work hours. The option for different types of payment for groceries is an influence on the choice of primary grocery store. Types of payment include debit cards, credit cards, quest cards/food stamps, and gift certificates. The availability of electric carts for those with disabilities and as one low-income participant explained, “nice big shopping carts with seats with buckles to strap in my two small children so they can’t get out. I can get in, get what I need, and get out.”

### Other sources of food

Other source of food for the general population include dollar stores, big box or general merchandise stores, specialty stores, farm stands, gardens, hunting, fishing, road side gathering, food pantries, senior meal sites, and restaurants. Specialty stores include cheese, meat, and organic and ethnic foods, including Mexican. The low-income population obtains food from similar sources, dollar stores, specialty stores, farm stands, gardens, hunting, fishing, road side gathering of berries, mushrooms, nuts, and asparagus, food pantries, senior meal sites, and restaurants. They did not mention the big box or general merchandise stores, other than those that are full service grocery stores. The specialty stores are those that carry ethnic food, particularly Mexican. In addition to the sources common to the general population, the low-income population notes additional sources of food including friends and neighbors, their employer, and special events. Some of the low-income population barter, trade, and accept donations of garden products, and meat of hunting and fishing from neighbors and friends. Those who work at a food processing business can receive excess produce or purchase products at reduced prices. The special events include the Labor Day Parade in Hancock, where potatoes are given out, and assistance programs by local service clubs and churches that give baskets of food to people in need. Some of these sources may be available to the general population, but are not notice to the degree that people with a low-income notice them as one of their sources of food.

### Enhancing local grocery stores

The general population and low-income population were asked how to make local grocery stores more attractive option for obtaining food. One proposal is that local grocery stores become a one-stop-shop. This could be accomplished by coordinating with other businesses in the area on hours and advertising to increase the opportunity for someone to accomplish more than one task on their way to and from the grocery store. An alternative may be to expand the services offered

## *Appendix B1: Summary*

at the grocery store. Another idea is to offer more variety of products and brands, specific types of products mentioned were personal care products, healthy food products, produce, and products available to participants in the Federal Women Infants, and Children (WIC) assistance program. There was a suggestion for new meat case and encouragement for the local grocery store to try offering new products. Improve the quality and variety of fresh produce available would make the local grocery store more attractive. Products that are available for diabetics could be identified and/or put in a special issue or area of the store.

Lower prices could make local grocery stores a more attractive option. The suggestion on a way to lower prices from the general and low-income populations was to advertise less and use the savings to lower prices on a regular basis. The low-income population had more suggestions. One suggestion was to use Aldi as a model and reduce prices by offering generic foods or requiring customers to bag their own groceries. Offer smaller portions that would cost less for a single trip to the store. Offer bulk or large package sizes that may cost less per quantity of product than smaller individual packages.

The low-income population would like to see local grocery stores have more sales or specials. Suggestions are weekly sales or weekend specials. Compete directly with other stores and try to match their sales. Local grocery stores could have pallet sales, which would be buying a product in bulk, like potatoes or non-perishables, and passing the saving on to customers. The local grocery store could accept coupons, including internet coupons. Clearly identify sales items and coupon sales items. Coordinate with in the same grocery store chain, so that sales at stores of that chain are the same as the sales at the local chain store.

The general population has a number of other suggestions that would make the local grocery an attractive option. These suggestions include being friendlier and customer service. An example is offering to carry groceries to the car. A faster checkout time would help make the local grocery store more attractive. It would be helpful if the local grocery store was open at convenient times, even 24-hours, seven day a week. The local grocery store could have electric carts available for the disabled. Not selling alcohol would make the local grocery store more attractive to some people.

### Enhancing farm stands

Both the low-income population and the general population shop at local farm stands because the produce is of better quality, it tastes better. As participants said, “Homegrown is better than shipped in – corn, tomatoes, yum.” Another participant stated that “fruit in stores is grown for storage not taste.” Farm stand produce is considered to be fresh. Some in the general population believe farm stand produce is grown with few pesticides and is more organic. Probably along the same line of thought, the low-income population feels the farm stand produce is safer, so that as a participant put it, “you do not need to be afraid that you are going to get salmonella poisoned or something like that.”

Both the low-income and general populations shop at the farm stands to support the local community and local farmers. People go to the farm stands because they can not grow enough in their personal garden. The variety of produce available is good even though it is seasonal. The farmers are friendly. The price for produce at the farmer stand is often lower than other sources.

## *Appendix B1: Summary*

As a participant said, “you can get more for your money.” For the general population, the farm stands are convenient; they are close by or on your driving route. You can also purchase lower quantities.

For some of the low-income and general population, farm stands would be more attractive if they offered more variety, including selling produce from other places when it is not in season here. Maybe include other products can be offered like flowers, honey, and spices. Some people would like to see craft items or clothing, others do not. Some people would like lower prices. A participant suggested offering a lower price for fruits or vegetables if the consumer pick or harvest the fruit or vegetable. Because it would be a pick/harvest-your-own operation, the cost would be less because fewer people would need to be hired to harvest the crop. The method of payment could be expanded beyond cash only. Other methods of payment include credit cards and Food Share. An additional need identified is to let more people know about the \$25 voucher for local farm stand produce that is available to seniors through the Waushara County Department of Aging.

The location and hours can be improved to make farm stands more attractive. Some farm stands need a more convenient location. A participant explained that they would prefer the farm stands be located where they can “leave the kids in the car, grab it and go; it can be very fast” Having better parking near food stands where, as a participant put it, “you don’t get run over,” would make farm stands more attractive. A suggestion was to locate a food stand close to a grocery. The hours of a farm stand can be improved. As a participant said, “I’d like to stop when I get out of work, but they are gone.” Farm stands could stay open later or be self-service.

Customer service and making consumers feel welcome would make farm stands more attractive. This could done by assisting customers in choosing produce or providing information on how to store and cook the produce that is purchased. The general population felt that making the farm stand more visibly attractive would bring people to shopping at the farm stands. Suggestions are to setup the produce display like in a supermarket, so it does not look like a cluttered mess. In addition, the produce could be better brushed free of sand and dirt.

### Overcoming obstacles to obtaining food

Obstacles to obtaining food that is needed or desired are financial, transportation, time, care of family members, health, weather, and type of food desired is not carried locally or is out of season. In addition, the low-income population noted obstacles surrounding food pantries. These included not knowing how to access the food pantry, customer service, not being able to satisfy all food and personal care product needs, and not knowing how to prepare food that is given.

Suggestions on how the community (government, businesses, organizations, churches, and individuals) can over come the financial obstacle of obtaining food are providing more employment opportunities, increasing incomes, increasing access to training and education for employment and household budgeting, fewer restrictions on rummage or garage sales, low price food, reducing the paperwork to apply for financial assistance, and providing a low-interest or no-interest credit card for the purchase of food. To address the obstacle of transportation, suggests are free or affordable with a payment plan driving classes and drivers license, public

transportation, volunteers shop for people or provide rides, more grocery stores offer to fill orders for pickup or deliver, and require people to shovel their sidewalks. To address the obstacle of time, grocery stores could stay open longer and people will need to plan and shop ahead. To address the obstacle of caring of family members, suggestions are offering day care and helping your family and friends. Classes on winter driving could address one of the weather issues and requiring people to shovel their sidewalk. To address some health related issues, there could be senior days at the grocery store, where seniors receive a discount and stores could assist seniors in physical obtaining their groceries of the shelves, especially is scheduled at less busy times. Taking groceries to the car, home delivery and assembling groceries to pickup could also help those with health problems. Education could be provided at senior meal sites, libraries, and food pantries about diets and nutrition for children and adults. The senior meal sites are a source of prepared nutritious food and there is a meals-on-wheels program. There is also Cooperative Care, which provides for a fee personal and in-home support care for people with disabilities, including assistance with shopping, meal planning, and cooking. To provide access additional types of food, suggestions are informing the grocery stores about diabetic needs maybe with the help of the hospital, grocery stores could increasing the number of frozen fruits available when local fresh fruit is not available, survey residents to see what people want in the grocery store, grocers could offer to special order items, and as a participant put it, sell or “bring higher quality produce to smaller communities.”

To address issues of food pantry type programs, the suggestions are offering food buying clubs with low fees or lower costs, such as Ruby’s Pantry, Share, and Angel Food Ministries. Current services could be better advertised. Education could be provided at the food pantries and other locations on how to grow fruits and vegetables, how to prepare food and stretch the food dollar, how to store fresh and processed food, how to use food items, especially those given out by the food pantries. Community gardens could be created for people to use the produce they grow of donate it to the food pantries. Donations to the food pantries could be increased by advertising, gleaning farm fields, organize food drives, and collecting unused left over food from restaurants. The food pantries could assist people further by treating everyone with respect and equitably and by allowing people to use more than on food pantry, choose the food they receive, allow people to return more than once a month, offering bread, milk and personal care products, and offering coupons for those items not available at the pantry.

## **General Population and Low-Income Population Focus Groups**

### ***Background and Methodology***

As part of a comprehensive community food assessment, Waushara Food Connections conducted ten focus group discussions with residents of Waushara County over a seven-month period in an effort to gather qualitative data on household and community food security. More specifically, the purpose of the group discussions was to assess how people get food in an effort to understand how our community can improve the accessibility and availability of food resources.

In addition to providing assessment data, the discussions that evolved through these focus group sessions resulted in increased community awareness of food security issues. The focus group sessions also led to the development of partnerships and the identification of participants interested in joining our Steering Committee.

Ten focus group sessions were conducted, five with individuals from low-income households and five from the general population within a 10-week period (between December 4, 2009 and February 12, 2010). Four of these focus group sessions were comprised solely of low-income residents, while the other four groups had residents of mixed-income ranges. Five focus group sessions took place in Wautoma, two in Poy Sippi, and one in Wild Rose. From the Western part of the county, two focus group sessions were conducted, one in Plainfield with low-income residents and one in Hancock with mixed-income residents. These groups took place on May 12, 2010 and June 1, 2010. All of the groups were held at neutral places, easily accessible to the target population.

The focus group session conducted in Plainfield was conducted in English and Spanish. Ethnicity and race were not asked of all focus group participants. Despite not asking it of all focus group participants, ten percent (10%) of participants did identified themselves as Hispanic, Latino, or Mexican.

In total, sixty-seven residents of Waushara County participated in the 10 focus group discussions. Of these sixty-seven people, thirty-three (49%) live in the South Central part of the county (twenty-eight from the Wautoma, three from the Redgranite, and two from the Neshkoro), seven (10%) are from the North part of the county (all seven from the Wild Rose), sixteen (24%) are from the Western part of the county (seven from Plainfield, six from Hancock, and three from Coloma), and eleven (16%) are from the Eastern region (one from Berlin, two from Pine River and eight from Poy Sippi).

Fifty-one (76%) of the focus group participants were women and sixteen (24%) were men. Age ranges spanned from the late 20's to the early eighties. Represented within these groups were participants with young children and older children, single adults, individuals with disabilities, and non-English speaking residents.

Focus group sessions were advertised through identified service providers i.e. food pantry managers, Senior Meal Site coordinators, church ministers, and Head Start teachers. The discussions were facilitated by the Waushara Food Connections Project Directors and volunteer steering committee members.

## *Appendix B2: Background and Methodology*

Each focus group session followed a similar format. Participants were assured of confidentiality and signed consent forms for audio-recording the sessions. They then responded to a series of questions related to their experiences, needs, and observations accessing food (see Appendix B4 for an Introduction Script and a list of the focus group questions). Notes were taken by the facilitators during the sessions and used in conjunction with the audio-recordings to analyze the data to produce the findings that follow. The results of the focus group study were summarized based on a logical grouping of the responses that were received and so the questions as headings was not used.

### *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.”

### *Appendix B3: Detailed Results – General Population*

- 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.



### *Appendix B3: Detailed Results – General Population*

- 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 2<sup>nd</sup> 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

### *Appendix B3: Detailed Results – General Population*

- 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
  - 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/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

### *Appendix B3: Detailed Results – General Population*

- Convenience store – A retail establishment that carries a limited number of everyday items including food items. Usually the number of snack food items outnumber 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](http://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

*Appendix B3: Detailed Results – General Population*

- 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
- Friendly
  - To say hi
  - Extra friendly
  - “It’s feels like they’re glad you’re there.”
- 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.’”
  - 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”

*Appendix B3: Detailed Results – General Population*

- 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

### *Appendix B3: Detailed Results – General Population*

- “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”
- Cost/Savings
  - Good prices
  - Reasonable prices
- Sales/Specials
  - Coupons
  - Match prices of items found in other stores
  - 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
- Customer service/Personal service
  - Special orders
  - 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.”

### *Appendix B3: Detailed Results – General Population*

- 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



### *Appendix B3: Detailed Results – General Population*

- 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 2<sup>nd</sup> family.”
    - Good, healthy food
  - Restaurant
    - Convenience
    - Fast

- 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

### *Appendix B3: Detailed Results – General Population*

- 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 not have transportation to go where the deals are
  - Gas and expense of maintaining vehicle

### *Appendix B3: Detailed Results – General Population*

- 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

### *Appendix B3: Detailed Results – General Population*

- 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

### *Appendix B3: Detailed Results – General Population*

- 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 on 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 –

### *Appendix B3: Detailed Results – General Population*

- 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

Low-Income Households – This focus group included people who applied for low-income assistance through Waushara County Human Services Department, utilized food pantries in the Waushara County, participated in the Head Start Program, received household budgeting training from UW-Extension Waushara County, or were identified by local church leaders as members of low-income households.

**The primary location where Waushara County low-income residents 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
  - Piggly Wiggly – Redgranite
  - 49 Meats – Poy Sippi
  - Copps – Wautoma
  - Stoneridge – 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, Stevens Point, Oshkosh, and Appleton
  - Woodman’s – Appleton
  - Super Wal-Mart – Oshkosh, Stevens Point, Plover, and Wisconsin Rapids
- Convenience store – A retail establishment that carries a limited number of everyday items including food items. Usually the number of snack food items outnumber 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
  - Ultimart (Amoco/BP) – Poy Sippi
  - Kwik Trip – Redgranite
- 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

**Reasons why Waushara County low-income residents get most of their food at a particular business:**

- Location
  - Close to home
  - Save money on gas
- Convenient
  - Location
  - One-stop shopping
- “One-stop shopping” (“if you need movies and groceries, you can’t do that anywhere else.”)
  - I can get everything there in one trip
- Food choice

*Appendix B4: Detailed Results – Low-Income Population*

- They sell milk, eggs, bread, cereal, juice and flour
  - We can buy everything for the whole week – i.e. frozen pizzas
- Meat
  - Nicely cut meat
  - Stock up on meat – 10 for \$10
  - Meat tastes better
  - Variety
  - Cheap - pork, 5lb bag of chicken quarters – store in freezer
  - Quality Meat
  - Fresh
  - Butcher their own
  - Will slice smaller quantities
- Cheese
  - Big cheese cooler
  - Cut their own
  - Slice a box
- Deli
  - Lots of variety
  - Precooked items are practical for the kids when we are working and don't have time to cook
- Food Quality
- Cost/Savings
  - Flour tortillas less expensive
  - Canned goods
  - Cheap prices – milk, eggs, butter, bananas, potatoes (38 cents), onions
  - “Significant to older people cause you can get one can at a time and pay the same next week for it.”
- Sales
  - Healthy, nutritious items like milk, eggs and fruit go on sale
  - “Every once in awhile” – donuts, cookies, oranges (4 for \$1), pizzas half price
- Friendlier
  - Polite Staff
- Support local business
  - “We need to keep store in [town]. They are as reasonably priced as they can be.”
  - “It's expensive, but it's a grocery store”
- Familiar
  - “I know where things are at.”
- Simple
  - “Simply have food, that's it – not paying for fancy stuff.” (renovations, packaging, high-end food i.e. lobster)
- Hours – late night / after work hours
- Takes food stamps
- “They have nice big shopping carts with seats with buckles to strap in my two small children (so they can't get out). I can get in, get what I need, and get out.”

**Where Waushara County low-income 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
  - 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/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
  - Mi Tendieta – Plainfield
- 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
  - Banana Box Discount Store - Hancock
  - Country Discount Grocery – Wautoma
  - Scratch-N-Dent – Richford
- 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
  - BP - Wautoma
  - Kwik Trip – Redgranite
  - Shell Station – Wautoma
  - 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

#### *Appendix B4: Detailed Results – Low-Income Population*

- 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
  - Mielke Farm – Hwy 22 between Wautoma and Wild Rose
- Employer – Business for whom you work for to receive a paycheck
  - Del Monte Cannery
  - McCain Foods
- Garden – Grow produce for personal use
- Hunting and fishing – Bow or gun hunting wild animals and fish during season with a permit
- Pick along roadside – 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](http://www.share.org)
- Friends and Neighbors
- Prepared Foods – Establishments where meals are prepared and served for a fee
  - Senior Meal Sites
  - Restaurants
  - Bowling Alley in Plainfield
  - Country Kettle Restaurant
  - Fast Food Restaurants
- Special Events – Events that happen once a year, often around a holiday
  - Labor Day Parade
  - Christmas Programs

#### **Reasons why Waushara County low-income residents get most of their food from a particular source:**

- Full service local grocery store
  - Location
    - Close to home
    - Save money on gas
  - Convenient
    - Location
  - Food choice
  - Meat
    - Nicely cut meat
    - Meat tastes better
    - Quality Meat
    - Fresh
    - Will slice smaller quantities
  - Cheese
    - Big cheese cooler
    - Cut their own
    - Slice a box
  - Deli
    - Lots of variety

- Precooked items are practical for the kids when we are working and don't have time to cook
  - Food Quality
  - Cost/Savings
  - Sales
  - Friendlier
  - Support local business
    - "We need to keep store in [town]. They are as reasonably priced as they can be."
    - "It's expensive, but it's a grocery store"
  - Familiar
    - "I know where things are at."
  - Simple
    - "Simply have food, that's it – not paying for fancy stuff." (renovations, packaging, high-end food i.e. lobster)
- Full service larger grocery store outside of Waushara County
  - Convenient
    - One-stop shopping
  - "One-stop shopping" ("if you need movies and groceries, you can't do that anywhere else.")
    - I can get everything there in one trip
  - Food choice
    - They sell milk, eggs, bread, cereal, juice and flour
    - We can buy everything for the whole week – i.e. frozen pizzas
  - Meat
    - Variety
    - Cheap - pork, 5lb bag of chicken quarters – store in freezer
    - Quality meat and Seafood
  - Good bakery
    - Birthday cakes
  - Cost/Savings
    - Flour tortillas less expensive
    - Canned goods
    - Stock up once a month
  - Sales
    - Healthy, nutritious items like milk, eggs and fruit go on sale
  - Friendlier
    - Polite Staff
  - "They have nice big shopping carts with seats with buckles to strap in my two small children (so they can't get out). I can get in, get what I need, and get out."
- Specialty store
  - Mexican food
- Discount grocery store
  - Cheaper/save money on peanut butter, toothpaste, toothbrush
- Convenience store
  - Cheap prices – milk, eggs, butter, bananas, potatoes (38 cents), onions

#### *Appendix B4: Detailed Results – Low-Income Population*

- Sales – “every once in awhile” – donuts, cookies, oranges (4 for \$1), pizzas half price
  - Takes food stamps
  - Emergencies items – Milk, eggs, butter, etc.
    - “I go for last minute needs, like milk when I am in the middle of making dinner”
  - Convenience
    - “Gas station down the street” from my house.
  - Hours – late night / after work hours
  - Buy chips, candy bars, soda
- Dollar store
  - Lower prices consistently
    - A lot of Mexican items are cheaper than at the Mexican Store
  - “Significant to older people cause you can get one can at a time and pay the same next week for it.”
  - Can find most items
  - Nice, fresh beans
- Farmer Stand
  - Fresh fruits and vegetables
  - Apples - make applesauce
  - Corn and cucumbers
  - Summer and fall
  - They grow their own vegetables and fruits (berries)
- Employer
  - They give away fresh produce - potatoes, carrots and corn to employees
  - Employees who work there all year long get very low prices on French fries and a variety of potatoes 1 time per month.
- Garden
  - Always plant a big gardener
  - Can veggies and sauces
- Hunting and Gathering
  - Pick along roadside
    - Berries
    - Mushroom
    - Nuts
    - Asparagus
  - Hunting
  - Fishing
- Food Pantry
  - One woman was new to using food pantries as she was newly unemployed. Though she was grateful for the food she received, she also felt it was lacking in nutritious food.
    - “That’s the only one I’ve been to. But you go there and you get pasta, you get great stuff. You can do a lot with tuna fish, you can do a lot with the product they give, but you also need fresh produce, fresh vegetables... Right now I don’t have a job so this is the first time I ever had to think about Food Stamps. I go to the pantry and it’s not food normally I would eat. I’m not talking



about t-bone steak, I'm just talking a healthy salad... I mean celery, that's a good snack for kids with peanut butter on it, that's a good snack. Instead they are giving you nothing for snacks and now your kids are still eating the candy bars and non-nutritious stuff... Cheese, especially in Wisconsin – how come there's no cheese at the food pantry. They never have had cheese or butter, you get those little pats of butter, and I'm not complaining because it's better than nothing, but you know, you can make a lot of grilled cheese sandwiches with a loaf of American cheese."

- Share Program [www.share.org](http://www.share.org) – Berlin & Omro (program is now in Wautoma)
  - Good Quality food
  - Price – save money
  - Once a month shopping - 6:30am on Sat. – only in Berlin & Omro
  - A lot of frozen food
  - Have to buy at least \$15 worth of food
  - Semi truck delivers produce & meat, canned goods, spaghetti, sauces, potatoes, onions, fruit, broccoli, carrots, etc.
  - Can order over internet
  - Volunteers distribute and sometimes take to your car for you
- Friends and Neighbors
  - Barter
  - Venison
  - Fish
- Prepared Foods
  - Pizza
  - Fish Friday
  - Fast Food
- Special Events
  - On Labor Day Miller's Farm has a big wagon that goes through the parade and gives away bags of free potatoes
  - Basket of food from Methodist Church, New Life Assembly, Kiwanis
  - Neighborhood gets together and donates cans of food and buys gifts – boy and girl scouts, businesses

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

- Become a one-stop shop
  - One large trip for everything. "I don't want to do 10 trips when I could do 2."
- More variety
- At larger stores, they have 5 different kinds, from high end to low end and you Diabetic products – all in one aisle
  - can pick what you are looking for. The local store offers just 1 name brand and 1 generic brand.
  - "You go one place and they've got something that the other store doesn't have. You have to go to 2 different stores just to get your groceries."
  - People with WIC don't have a lot of options to choose from.
    - "You have to get the same things all the time."
- New meat case

#### *Appendix B4: Detailed Results – Low-Income Population*

- Though realizes it's not efficient and the town can't afford it
  - Did buy a new smoker and curious how that will work
  - They are trying new ideas and that's great
- “Fresher meats and vegetables.”
- Diabetic products – all in one isle
- Lower prices
  - Local stores should give the same price to everyone- no membership cards, no coupons (I don't get the newspaper so I don't get the store's coupons. I could go to the desk and ask for them, but this is a lot of putzing around.)
  - Like Wal-Mart or Dollar General
  - Generic food or bag your own like Aldis – ¼ or 1/3 normal prices
  - Smaller portions
  - Local stores should offer Larger package sizes of foods and make bulk quantities available... this makes for better deals and more convenience. “Why run to the store every 5 minutes to buy more?”
  - Buy in bulk and transfer saving onto customers
- Sales/Specials
  - Weekly sales
  - Sales that compete with other stores
  - Weekend specials
  - Buy in bulk and transfer saving onto customers
    - Palette sales – non perishables – potatoes for example
  - Stop deceptive/false advertising
    - “new and improved” – “the only thing they do that is new and improved is the lettering on the bag, with the products not new and improved.”
    - Advertise coupon in one city that can only be used in another city
      - “I once got a coupon in Wautoma for chicken breasts in Oshkosh. I showed them the coupon and the manager comes out and says they don't honor coupons from other cities -same store but different city even though I got the coupon from Wautoma.”
    - Clear advertising on Sales within the store
      - “They will say 10 for \$5 but they have certain ones they don't have included in that category. You get some flavor that's not included in that and you'll be paying 65 cents instead of 50 cents.”
  - Coupons
    - Our local store won't accept coupons of any kind. I get a lot of coupons online, and wal-mart will take them, but our local store won't.
    - Wal-Mart will take coupons, and will offer me the lowest price of any competitor.

#### **Reasons why Waushara County low-income residents shop at farm stands:**

- Tastes good
- Fresh
- Safe
  - “not afraid you're getting salmonella poisoned or something like that.”

#### *Appendix B4: Detailed Results – Low-Income Population*

- Support local farmers
  - “to keep \$ in community”
- Help out church – Lord’s Acres proceeds go to church
- Can’t grow certain foods in own garden
  - Once in awhile for a tomato or cucumber when I can’t wait for mine to ripen.
  - “Only buy peppers cause can’t grow my own.”
  - Only for corn – 2-3x’s year.
- Variety is good
- “farm friendly”
- Cheaper
  - “you can get more for your money”
  - “The price is right, and you know you’re getting something fresh”
  - “You can get corn at such a better price”

#### **Ways to make farm stands a more attractive option:**

- Better variety (Seasonal)
- Have farm stands or a farmers’ market within the Flea Market like in Stevens Point where they sell flowers, spices and clothes.
- Lower the prices
  - Why are potatoes so expensive (\$4 for 10#) when there are so many in Wisconsin?
  - “Farmer’s Markets are for resort people – locals can’t afford that.”
- “Allow us to pick or harvest ourselves and give us better prices (no intermediaries – farmers don’t have to spend extra money on employees)”
  - “Sometimes farmers don’t want to sell – even when they have harvest in their fields, they didn’t let us pick or buy it.”
- Offer other payment options beyond cash only, including Food Share and credit cards
- “If it’s fast and I can get in and out, that’s fine.” leave the kids in the car, “grab it and go it can be very fast”
- Better parking – “so you don’t get run over”
- Have self service stands in Plainfield like in Hancock.
- Welcome and cater to local residents

#### **Obstacles that Waushara County low-income residents faced to getting the food they needed or wanted:**

- Financial
  - Work seasonally (ag) and do not always have enough money off season to buy needed food.
  - “Summer we have more work and more money and can buy what we want, but other seasons we must look carefully at price.”
  - Don’t have enough money
  - Job – don’t have one
  - Food Stamp application process – difficult to navigate – lots of papers, etc.

- Transportation
  - Either do not know how to drive or do not have drivers' license (can't afford and/or do not have social security number)
    - "I don't know how to drive. When it's very cold, walking is difficult. My husband is not here in the winter."
  - Gas – don't have enough money to buy
  - Vehicle – don't have one
  - County transportation not at convenient times
- Time
  - Winter
    - Quality of food not as good
  - You need to use or freeze food immediately or it spoils. Told story about chicken that went bad quickly when stored in her refrigerator door.
- Weather
  - "I'm not going to get out shopping if it's snowing and raining."
    - "We go & buy everything we can and go to the other stores before storm."
  - Winter
    - "In snowstorms we can't get out anywhere."
    - Can't pick wild edibles
    - Eat more – inside more, more sedentary, need more to stay warm
- Type of food
  - Can't get fresh produce in winter – no farm / produce stands
  - Knowledge (cooking and food preparation)
    - "Don't know how to bake. I have to purchase everything."
  - Products not available in store
  - Sometimes the store is out of it
  - Health needs for diabetics
  - Seasonal shortages, sometimes because of tourist influx in the area.
    - Stores don't carry all items regularly, not just produce, but things like corned beef – it's hard to get off-season (not St. Patty's Day).
- Food Pantries
  - Food Pantry's don't always offer nutritious food i.e. produce, cheese, butter
  - Food Pantry's don't always offer toothpaste and other essentials
  - Felt degraded by the application process at Human Services to get a voucher for the food pantry. Weren't eligible, yet can't afford the food they need.
    - "The attitude on the phone was I didn't need it. It was a week before check comes and only had a little bit of rice in the cupboard."
  - Don't get enough food or complete meals
  - Don't know how to prepare some of the food provided
  - Quality food isn't always good either – moldy bread in the past
  - Aren't treated equally at the food pantry. Believe that some residents are receiving preferential treatment.
    - One participant said that this was her experience both as a volunteer worker for the pantry and as a recipient.
  - Don't know how to get to the food pantry.

**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
  - Government-sponsored credit card available
  - “Government give a credit card in winter when out of work and in summer when we have money we do a payment plan to pay it off.”
  - Low-interest or no-interest credit card just for food that can be used when running low on money.
  - Aldi Store in town
  - “Get me a job. When they’re not hiring at McDonalds, you know it’s bad.”
  - Allow yard/rummage sales without a permit.
    - Two participants talked about gathering materials out of trash cans and making nice things (crafts, etc.) for the tourists. They said they’d average \$15-\$20 and that the extra cash made a huge difference for them getting by in a month. They are now being required to purchase a permit for these sales, which costs \$15-\$20, and are being limited to 2 per year.
  - Free training for jobs.
    - “Give us classes!”
  - Local, low-cost courses
  - Make it easier to go back to school.
    - “I thought about going back to school, but I have to drive to Appleton. I’m a single Mom. With babysitting, transportation, not just gas, but maintenance on vehicle and I don’t have anybody to borrow money from. It’s impossible.”
  - Childcare
- Transportation
  - Driving classes
    - Affordable class for adults and kids
    - “Someone who knows how to drive should teach.”
    - In school they give driving classes
    - Driving classes “should be free or have a payment plan.”
  - Affordable driver’s license
  - Offer to pick up food for people without transportation or who can’t get out
    - Communicate with one another – ride share – car pool to grocery stores
- Weather
  - Winter weather driving lessons
- Type of food
  - Inform grocery store owners/buys what’s going on with diabetics
    - “Have dieticians in the hospitals manage the stores and tell them products to put up on the shelves for special diets, sugar or substitute sugar...”
  - Survey residents to see what people want to have in the stores and get more options

- Food pantries and related programs
  - Gleaning
    - “Allow us to pick harvest that doesn’t get eaten. Potato farmers who have big harvest and throw away good food – they should call community and give for a better price instead of going to garbage.”
  - Get a local Share distribution site – Redgranite site closed
  - Cheese Factories make a big block of cheese and donate to the food pantry
  - Food Pantries
    - Give Choice of Items or 2 Pantries
    - Provide Personal Care Products
    - Treat applicant for pantry vouchers with respect
    - Offer Bread and Milk at all Pantries
    - Allow Seconds at Pantries
    - Offer complete meals and make simple cards with recipes.
      - “I’m not ungrateful, but I can’t make a meal out of the stuff from pantry and I don’t have enough \$ to finish meal.”
      - “Give them a loaf of bread with a jar of peanut butter. At least you could have peanut butter and jelly sandwiches one night.
      - “If they’d give out like simple recipes, they’re giving you these different kinds of foods, but if they’d give out little cards with recipes, maybe some of it we’d really know what to do with.”
      - Include instructions with packages that are given without the original box.
  - Make it easier to get voucher for food pantries, especially good pantries like Poy Sippi where they give out milk and Redgranite.
  - Equal distribution of food and other products at pantries.
  - Treat applicant for pantry vouchers with respect.

**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:**

- Stores go together and get larger quantities (semi-load vs. ½ semi-load) at cheaper prices
- Stores work together so prices can all drop
  - “It cost \$300 to ship half-semi loads. If there was another store around here where they could fill up the trailer and cost them a hundred and a half and he drops half the load at one store and the other half at the other.”
- Local stores need to lower their prices
  - Price products to local resident incomes
    - “If store owners were smart, they’d lower prices and cater to locals.”
    - “Tourists are here this time of year, they should rely on locals and they don’t. They keep that price right up there.”
  - Increase competition

- When competition increased prices went down. “Bring in another little grocery store. Maybe they’ll go down again.”
- Offer more sales
  - “That’s all we eat is what’s on sale.”
  - Year round sales
    - “They can have the sales in the summer time to bring the tourists in, but how about doing it at other times for the locals too.”
- How to lower costs
  - “Buy in bulk.”
  - “could have kept the prices down if they didn’t spend so much money on beautiful decorations, fancy packaging and a new parking lot. “When I’m in a store, I’m there to buy food. I don’t want to see somebody’s decorations. It’s irritating.”

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

- “Sometime we depend on our husbands for everything. Sometimes we should be more independent.” “New to get together and talk about driving lessons. WE can probably find a way in the community to make it cheaper and learn how to drive.”
- “Winter is difficult to walk to the store.”
- “I thought about teenagers not driving, but never thought about adults like R not being able to afford how to drive.”
- “In America women should learn how to be independent – like R’s husband went back to Mexico and her daughter needs help.” “People can’t get help because they don’t have a social security number. They don’t want to get involved in the system.”
- Share Program
- “Rug Man” – didn’t know he existed and didn’t that he doesn’t grow all his food
- 55 and over program
  - “I don’t know if you are qualifies, I’m going to be qualified. They have a 55 and over program in Wautoma, I think it’s at the CAP Building that they can help you find some kind of work part time... It’s called the over 55.”
- “At least you were here to listen.”
- “All people were not being treated equally.”
- “Someone is listening to people.”
- “Milk is available at food pantries.”







# Waushara Food Connections

**Central Wisconsin Community Action Council, Inc.**

1000 Hwy. 13; P.O. Box 430

Wisconsin Dells, WI 53965

Phone: (608) 254-8353 ext. 243

**Sara McKee, Project Director**

**cwcac.saram@verizon.net**

**Fax: (608) 254-4327**

## Focus Group Facilitation

Thank you for facilitating our focus group! Each focus group discussion should last about an hour and a half. Please arrive at least 20 minutes early.

Set chairs up in a U or O shape (around a table if available). If new chairs must be added as participants are seated, expand the circle rather than creating a second row of chairs. This allows all participants to see each other.

Try to begin the group on time, within 5 minutes of the agreed starting time. If some participants come late and miss some or all of the introduction, give them a copy of the introduction script. After they have read it, have them sign in and introduce themselves to the group. The assistant facilitator can guide this so that discussion is interrupted minimally.

Expect to stay about 15-20 minutes after the focus group discussion ends to answer any participant questions, review the notes taken (adding comments), and clean up.

**Supplies** you will be given:

- **Paper and markers** for name tents. Have participants make one with their first name.
- **Sign in sheet and pen.** Please ask each participant to sign in at the point indicated in the introduction script.
- **Flip Chart and markers.** Start the first sheet with "Welcome to the Focus Group!" Try to write in alternating colors so that answers are easy to read.
- **Masking tape** for putting completed flip chart papers on the wall.
- **Notebook and pen** for recording private notes
- **2 recording devices with blank media.** Please use both simultaneously. Turn them on when indicated in the introduction script. If using a tape recorder, please remember to flip the tape when it is close to running out.
- **Extra copies of the introduction script** to be given to latecomers if they miss it.
- **A current listing of grocery stores**
- **A current listing of farm stands** that may be useful for you in Q5.

**Facilitator Roles**

We suggest that **one facilitator lead the discussion and write on the flip chart** while the **other facilitator(s) assist. The assistant(s) have many responsibilities:**

- **Time-Keeper.** Keep an eye on the time and signal the leader if the conversation needs to be moved along. Alert the leader when there are 15 and 5 minutes left before the end of the 1.5 hour session.
- **Recorder.** Make sure the recording devices are turned on at the point indicated in the introduction script. Check on them periodically to see that they are still working. Flip the tape when it is close to running out. **Make sure everyone has signed in and given their consent to be recorded.** (If participants refuse to be recorded but would like to stay and participate non-verbally, that is fine. You can count their answers in the tally, but if they speak, please don't take any direct quotes of what they have said.)
- **Conversation Helper.** Assist the facilitator as needed to ensure that only one person is speaking at a time and that the conversation is redirected if it gets far off track. Make sure everyone is participating; encourage silent participants to answer questions. It is difficult for the discussion leader to do all this alone, especially while writing on the flip chart.
- **Private note taker** These notes are taken down in the notebook, not on the flip chart. These private notes should include the following:
  - *Observations of the group.* Are people excited or lacking in interest? Do people have a lot to say, or are they reluctant to speak? Are some people dominating the discussion while others are silent? Is the group cohesive or are there great differences of opinion? Do the above factors change depending on the question? Group composition: How many men/women/older adults/young people/couples/children, etc?
  - *Identifiers.* Link answers with identifying information. Examples: Single mother says...; Half of those who said yes to Q4 are older adults.
  - *Quotes illustrating the varied opinions being presented.* There is much value in capturing the exact words that are used by participants. These words are the actual "data," the essence of the meeting. Try to capture as much of the conversation as possible using the exact words that people speak. These quotes will be included in the final report.
  - *Summary of key discussion points.* As each question is posed, individuals will offer their opinions and these will be written on the flip chart, but there is often some nonverbal communication that also relays the group's perceptions, feelings, and thoughts on the issue. These reactions should be captured by the note taker and summarized along with the general discussion. Note that the group does not have to reach consensus. The summary can give all sides of the issue.

**If there are 2 assistants**, one should be the private note taker while the other focuses on time keeping, recording, and helping move the conversation along. **If there are more than 2 assistants**, two people should take notes. **If there is only one assistant**, do your best to multi-task and take brief notes as best you can. After the session ends, note takers should do their best to fill in the gaps with the other facilitator(s).

As mentioned, **notes** will be taken privately and on the flip chart. Note takers can provide greater insight than can a tape recorder. Recording devices often do not pick up sound as well as you might expect; therefore, it is important to consider the private and flip chart notes as the first source of information with the recording device as backup.

**Guidelines for leading the discussion:**

- **Try to not react positively or negatively to an answer.** Control personal reactions to participants both verbal and nonverbal (watch your body language and facial expressions). Acknowledge responses but avoid assigning a perceived value to the response. Don't, for example, shake your head in disbelief or use words like, "that's good" or "excellent."
- **Try to acknowledge responses in the same way for all answers.** If you say "OK" to one answer, say "OK" to all answers; if you nod to one answer, nod to all answers. Of course, if you react negatively, don't continue to react negatively! Just apologize if necessary and move on.
- **Allow time for participants to think** about their answers. A little silence is OK.
- **Keep the conversation on topic.** Interrupt people if the conversation has gone too far off track and redirect them to the question at hand.
- **Get people to talk.** Sometimes a question will not provoke people to respond adequately to an issue. You may have to rephrase the question or probe to get them to explore some related or underlying issues. For example, if people are silent for a while when asked why they may not use food pantries, probing questions might include: *Is it inconvenient for you to get there? Did you ever have a problem when you were there? Are the benefits enough to provide you with help?*
- **Understand what is said.** Use probing questions such as "Would you explain further?", "Would you give an example?", or "I don't understand." Avoid probing questions that could put someone on the defensive, like "Why would you say that?"
- **Engage all participants in the discussion.** No one is required to speak, but give quiet people the chance. Ask specific people to answer questions as needed without forcing a response.
- **Capitalize on unanticipated comments and useful directions** the discussion may take. Probe and move flexibly into unplanned aspects of the topic but be careful about unnecessary or irrelevant divergences.
- When comments related to one question are finished, **summarize** them, making sure there is agreement with the summary.

## Script for a Focus Group on Food Attainment

*(All italicized text is for your information)*

*Purpose of discussion: to assess how people get food: the stores used and why, and about other places in the community that people might go for food. To understand how our community can improve the accessibility and availability of food resources.*

### Introduction Script:

Welcome. Thank you for participating in this focus group discussion about how Waushara County residents get their food. A focus group is a research technique commonly used in social science research to gather information. It's important for you to know that there is no "right" or "wrong" answer to our questions. We are interested in the information that you give based on your experiences, observations, and feelings. Both negative and positive comments are useful to us.

We are collecting information about shopping patterns—the stores you use and why—and about other places in the community that you might go to for food. We are working with a non-profit community group called Waushara Food Connections. This group is conducting a study to understand how our community can improve the food resources available for all people. The information you give today will help Waushara Food Connections plan projects that strengthen the local food system while making nutritious food available and accessible to all county residents.

This focus group session will be recorded so that we can make an accurate report of your answers. Please be assured that all your responses are confidential and will be used for statistical purposes only. Our report will make no references to names. I will turn the recorder(s) on now *[turn them on]*, and ask each of you to give your official consent to be recorded. To give your consent, just print your full name on the sign-in sheet that I will pass around in a moment and then in the next box, sign your name to agree to be recorded. If you do not sign your name to give your consent, we cannot quote your answers in our report.

As a token of our appreciation for your time, we will be mailing you a \$10 check to help cover your transportation costs to this session. One check will be issued per household. Print your name and address clearly on the sign-in sheet so that we can send you the check. If you are interested in more information about Waushara Food Connections, there is a box for you to check next to your name for someone to contact you. There is also a box for you to check if you would like to receive a copy of the food study once it has been completed sometime next spring. *[Pass around the sign-in sheet and pen and continue to speak while people are signing in.]*

Before we get started, let's establish three guidelines for our discussion. These rules are to ensure that we hear everything that you all have to say. *[Write the 3 rules on the flip chart under "Welcome." That way, you can point to them later if you'd like to non-verbally redirect the group.]* The first guideline is one person speaks at a time. If more than one person is talking at once, I will interrupt and ask you to take turns so that we can hear all your answers. Please don't have side conversations while someone else is talking, as this prevents us from hearing what is being said. If this happens, I will interrupt and ask that your full attention be given to the speaker. Second, let's try to keep focused on the question being asked. If the conversation goes too far off track, I will interrupt the discussion and bring the focus back by saying "Let's

redirect” and repeating the question at hand. Third, please respect everyone’s opinions. Everyone’s ideas are important and everyone will have an opportunity to speak.

So, let’s get started by going around the room and introducing ourselves by first name only. Just so we get to know each other, also tell us where you live, how long you have lived in Waushara County, and what your favorite food is. [*Write on the flip chart: Name, City/town?, How long in County?, and Favorite food?*]

**Questions** (*Script for you to read is in **bold**. Questions 2, 6, and 7 are the most important ones.*)

**1. Our first question is, where do you get most of your food?** *Write the question on a blank page of the flip chart. Use alternating colors to record answers on the left side of the paper only (you’ll need the right-hand side for question 2). Make sure that everyone gets the chance to answer the question. Don’t spend much time on these answers...about 5 minutes max... this is a lead-in question.*

**\*2. Key question: Thinking about the place you get the majority of your food, Why do you use this place the most?** *Go through each answer given to question 1 and ask the question. Eg. “For those of you who answered ‘Stoneridge,’ why do you get most of your food there?” If needed, probe for variety offered, price, cleanliness, location, convenience (have them explain), etc. Write the answers in alternating colors next to the name of the place. Summarize the answers. About 10-15 minutes*

**3. Now think about all the places that you go to for food, not just the one you go to most. In addition to the places we have already written down, where else do you get food?** *Start a new page, titled: “Other food sources.” Write each answer in alternating colors. When answers stop coming, after a moment of silence, ask: **Anywhere else?** and continue writing answers with the number of people who use it. When answers stop again, and if only grocery stores have been mentioned so far, ask: **Where else besides grocery stores do you get food?** (If restaurants are mentioned, don’t list individual ones). As a final prompt, ask: **Think about the whole year: winter, spring, summer, and fall. Do you or anyone in your household get food from other sources at different times of the year?** Continue writing answers with the number of people who use it until conversation is exhausted. About 10 minutes*

**4. Quick lead-in questions: How many of you have a grocery store in your community?** *Start a new flip chart page, titled “Local Grocery” and write how many said yes. **How many of you regularly shop at your local grocery store?** Write answer. Key question: **For those of you who don’t shop regularly at your local grocery store, why not?** Write answers. About 5 minutes. Key question: **For all of you, what would make your local grocery store a more attractive option for your food shopping?** Write answers. Summarize. About 5 minutes*

**5. Now let's talk about farmers' markets or farm stands. Are there farmers' markets or farm stands in your community? What are they called, and/or where are they?** *Start a new page on the flip chart, "Farm stands" and write the names of the stands, or, if names aren't known, their locations. About 5 minutes. Quick lead-in question: How many of you go to a farmers' market/stand to buy food? Write answer, continue the discussion with key question: For those of you who shop at farm stands, why do you use them? Write answers in alternating colors. Key question: For those of you who don't shop at farm stands, why not? Write answers. About 5 minutes. Key question: What would make farm stands a more attractive option for all of you? Write answers. Probe for transportation, closer to home, closer to other food stores, less expensive, more variety, cleanliness, etc. Summarize the answers. About 5 minutes*

**\*6. Key question: Now let's talk about the obstacles you or other members of your household may encounter in getting the food you want and need. Thinking back about the times you or your household members weren't able to get the food you wanted or needed, what were the obstacles that prevented you from getting it?** *If necessary, probe for lack of money, transportation, store hours, time it takes to shop, etc. Write answers on the left side of a new sheet entitled "Obstacles." Leave yourself plenty of room for solutions in Q6. When conversation dies down: Thinking about the whole year, winter, spring, summer, and fall, what are some other obstacles you have faced in getting the food you want and need? After answers stop coming, ask a final follow-up: Are there certain times of the year that are harder to get the food you want and need? If so, why? Summarize answers. About 10-15 minutes*

**\*7. Key question: Now let's focus on solutions to the barriers you may face in getting the food you want and need. What can the community (government, businesses, people) do to address these obstacles?** *Add "Solutions" to the title of the "Obstacles" flip chart page. For each obstacle mentioned in Q5, ask for solutions and write them down. Summarize answers. About 10-15 minutes*

**Optional wrap-up question** (time permitting): **What was one thing that you heard here today that was really important?** *Start a new flip chart sheet, "Most important," and write answers. Summarize.*

**Additional optional question** (If you still have time. You can pick and choose depending on the group discussion so far.)

**A) Waushara Food Connections has a two-part mission: first, to make nutritious food accessible to all county residents; and second, to strengthen the local food system. Sometimes these goals seem to conflict. For example, we want food to be affordable for residents, and we want to keep our local grocery stores. Right now many residents go outside the county to buy food at lower prices. How can we balance our goal to keep our local grocery stores with our desire to shop for food outside the county at a lower price?** *Start a new flip chart sheet, "Keep grocery stores AND buy food at a good price?," and write answers. Summarize.*

**Script to End the Discussion:**

Thank you so much for coming today to share your opinions with us. Your responses will help us in making decisions that will assist households in your community get the food they want and need. If you have any questions, please see us. Have a great day.

***After the session**, the facilitators should debrief, review individual notes, try to reconcile differences in opinion, and write down the themes and main points that emerged and were discussed under each question and in general (for details, see the “private note taker” section above). Within the next few days, the facilitators should type up the notes on the flip chart and in the notebook and send them to Sara and Pam at [cwcac.saram@verizon.net](mailto:cwcac.saram@verizon.net) If you are unable to type and email the notes, please mail them to us: Sara McKee and Pamela Hughes; Waushara Food Connections; Central Wisconsin Community Action Council, Inc.; PO Box 430; Wisconsin Dells, WI 53965.*

*At the end of the session, please clean up and return all supplies to \_\_\_\_\_.*

*Thank you so much for your time and commitment!!*





# Appendix C: Full Service Grocery Stores

	Page
• Appendix C1: Summary	1
• Appendix C2: Background and Methodology	3
• Appendix C3: Detailed Results	5
• Appendix C4: List of a Full Service Grocery Stores in Waushara County	9
• Appendix C5: Distance to Full Service Grocery Stores	11
• Appendix C6: Cover Letter and Introductory Package Sent to Grocery Store Owners	13



## **Grocery Store Interviews**

### ***Summary***

We learned from our survey of low-income residents and from our ten focus group discussions, that a significant number of people living in Waushara County travel outside of the county for their food shopping needs. We also learned that food prices and quality produce were reasons why people shopped where they did for food. Additionally, residents stated a strong desire to support both their local grocery stores and their local farmers.

The first three interview questions (#2: Where do you get the food products you sell?, #3: Do you use more than one wholesale distributor?, and #4: How does the wholesale distribution system that you use work?) target the issue of food prices, and stem from a recommendation made by both a steering committee member and a focus group participant. The suggestion was to explore the possibility of local grocery stores buying wholesale products together in bulk quantities at better rates and passing the resulting cost savings onto the customer. This way the local grocery stores could better compete with the larger chain stores located out of the county and attract more local customers, while local residents could travel shorter distances to purchase food items at cheaper prices, and support their local grocery stores.

Although 80% of the grocery store owners were open to learning more about this idea, and how specifically it would work for their stores, it does not appear that this is a promising strategy for lowering food prices, given the fact that the grocery stores have different wholesale distributors and several of them have computerized, automatic ordering based on available inventory.

Questions number five through number nine all address Waushara County residents' desire to buy high quality produce and to support their local producers. [#5: Do you have flexibility in purchasing products from local producers and/or other vendors?, #6: Do you buy products from local producers? Why or why not? (Approximately what percent?), #7: Are there guidelines that address sales of specialty items produced by local businesses? (Honey, cheeses, meats...) What kind of guidelines? Health and safety?, #8: Do requirements differ for sale of locally grown fresh produce raised by homeowners and those raised by a business? If yes, in what ways? (Liability, food safety, etc.), and #9: If you currently do not buy products from local producers, would you be interested in learning more about opportunities for buying locally?].

Responses from these questions suggest that, for the most part, grocery store owners like the idea of buying local food products and have flexibility to do so, as long as the producers and processors meet their health and safety guidelines (i.e. insurance, Health Department approval, USDA guidelines, and/or retail licenses, etc.). It appears that all the stores buy some local products, but only on a limited basis. Though liability issues are a concern for a few of the grocery stores, the main reservation in buying more local products stems from the perception of unreliability i.e. local producers not having the volume and/or quality of products available on a consistent basis to meet the needs of their grocery store. It should be noted here that this concern could be addressed if local producers came together in some form to aggregate their products.

## *Appendix C1: Summary*

Questions #11 and #12 address the need, stated by both the county food pantry and by local residents, for more food to be available through the local food pantries. [#11: What currently happens with your day old bakery and expired food items? (returned to wholesaler; donated to food pantry/second harvest, sold to discount grocery stores?...)] and question #12: Is it possible to donate or re-distribute such items to others in the community? What are potential barriers? (liability, time, expense, depends on food item, don't know who to give it to, etc.).]

Our interview results show that the grocery stores currently donate some items to the local food pantries. Also, a few grocery stores either mark down or offer “value baskets” for items that are nearing their expiration date.

All of the grocery store owners mentioned that they return their expired or about-to-be expired items to their distributors or wholesalers for credit. One of these owners stated that once returned, the food items are then either sold or given to the food banks, and that nothing gets wasted. Liability was a concern and the reason why they are unable to donate or re-distribute food items within the community.

Waushara Food Connections is pleased to learn how supportive our county grocery stores are of the local food pantries. We wonder if it might also be feasible for these grocery stores to consider donating to the local food pantries, the items that they are currently sending back to their wholesaler for credit. (Perhaps they could receive a tax-deduction for their donation to offset some of what they currently save through these food credits.)

The grocery store owners interviewed stated three things that are needed to allow them to continue to successfully operate their stores in the county. The first is more local advertising, the second is a stronger local economy (i.e. more people, more jobs, and more money to spend), and the third is local support in the form of more local customers. They appear open to receiving any help, related to these needs, that Waushara Food Connections might be able to offer.

## **Grocery Store Interviews**

### ***Background and Methodology***

In the spring of 2010, interviews were conducted with grocery store owners in Waushara County. Staying in line with our vision, the purpose of these interviews was to identify ways Waushara Food Connections might support our local grocery stores to remain “strong, viable business that meet local needs.”

In late March of 2010, all seven of the local grocery store owners in Waushara County (Copps Food Center and Stoneridge Country Market in Wautoma, Benny’s Market in Wild Rose, Piggly Wiggly in Redgranite, Coloma Supermarket in Coloma, Royal Supermarket in Plainfield, and 49 Meats & Groceries in Poy Sippi) were contacted by telephone and sent a letter which summarized Waushara Food Connections’ food assessment project and requested their time to answer a short questionnaire (see Appendix C5: Cover Letter and Introductory Packet Sent to Grocery Store Owners). A majority of interviews were then conducted in-person and one questionnaire was returned through the mail.



## Compiled Full Service Grocery Store Interviews

### **Use of wholesale distributors**

All of the grocery stores in the county have a primary wholesale distributor that they work with. These are listed in Appendix C4 along with the grocers contact information. All of the grocery stores use smaller vendors for particular items including bread, beer, pop, chips, pizza, produce, meat, and newspapers. The grocery stores are able to use their primary whole distributor because it is fast and convenient. Products maybe order electronically or scanned on the shelf and delivered within a couple of days. Most grocery stores receive a delivery once or twice and week from their primary wholesale distributor. Other wholesale vendors including those who deliver chips stop at the store on a regular basis and either ask the grocer how many and what products to deliver or monitor the number of products on the shelf and stock them as needed.

### **Flexibility in purchasing products from local producers and/or other vendors**

All of the grocery stores in Waushara County may purchase products from local producers and/or other vendors. For the grocery stores affiliated with a regional or national grocery store chain, new products must be okayed by their corporate office.

### **Buying products from local producers**

All of the grocery stores buy products from local producers. In some instances, the local products are available through the wholesale distributors they use. The reasons why the grocery stores purchase from local producers is that they want to help the people who patronize their business, local produce are good products, better quality, and fresh. Purchasing local products makes the store look good. Local products that are purchased include fruits and vegetables, honey, mustard, and jam. Some local products may be turned away because of concerns about the producer following food safety laws and regulations.

### **Guidelines regarding the sales of specialty items produced by local businesses**

Specialty items produced by local businesses must meet the rules established and regulated by the United States Department of Agriculture (USDA) and the State of Wisconsin regulated by Tri-County Health Inspector. Proof of insurance may also be required. For grocery stores affiliated with a regional or national grocery store chain, the corporate office checks to ensure that the local producer of specialty items complies with health and safety guidelines and has adequate of insurance.

### **Do requirements differ for sale of locally grown fresh produce raised by homeowners and those raised by a business?**

Produce from homeowners must meet the same guidelines as produce provided by a business. They grocery store has the same liability and food safety concerns no matter what the source of fresh produce. It can be hard to buy from homeowners because they do not have the volume and the consistent quality as someone in the business of growing and selling produce. All of the grocery stores buy from local businesses; sometimes they need to buy from multiple farms because one does not have the volume needed.

**Interested in exploring the idea of participation in a local food network where local grocery stores could purchase wholesale food items at a discount by coordinating purchasing with other local grocery stores**

There was mixed interest in the idea of coordinating purchasing from a local food networked with other local grocery stores. Most were skeptical about the process working; 20% rejected the idea; 80% express some interest if more details were available and there was some assurance that the idea would work. Those affiliated with a regional or national grocery store chain were interested, but did not believe they would be able to participate because approval would need to be obtained from the corporate office.

**What currently happens to day old bakery and expired food items?**

For some local grocery stores the items are given to the food pantry. Most grocery stores (80%) said they give old bakery to the food pantries, although one grocery store does not because the Tri-County Health Inspector told them to through expired bakery in the garbage. Some non-perishables (canned or boxed items for example) are marketed down when they are close to their expiration date and sold in a value basket. In most cases, outdated non-perishable items can be returned to the wholesaler for credit. All of the grocery stores take advantage of returning items for credit. Some grocery stores do not like to donate outdated non-perishables as it reflects on the store. In the case of the grocery stores affiliated with a regional or national grocery store chain, the non-perishable items that are returned for credit are redistributed by the corporations reclamation department by either selling the items to second hand stores (dent and bent stores), distributing the items to food banks used by the local food pantries, selling them other businesses to produce alternate products, or by other means. Nothing is wasted. The wholesale distributors of the other grocery stores likely redistribute the returned non-perishable items in a similar fashion.

**Possible of the local grocery store donating or redistributing old bakery and expired food items to others in the community**

All of the grocery stores in Waushara County work with and support a local food pantry or multiple local food pantries. They may not do so by donating old bakery or expired food, but they do so in other ways including participating in food drives, accepting vouchers from select food pantries, donating non-expired food items, promoting food pantry fundraising activities, provide storage in times of need, donating cash, and other ways. The universal concern the local grocery store have with donating expired food items is liability.

**What would help you continue to successfully operate your store in this community?**

Population and job growth in the area would help continue to make the local grocery stores successful. More growth means more customers, because more people move to the area and if more people are employed at well paying jobs, they will buy more.

Assistance with advertising in the area would help continue to make the local grocery stores successful.

Encouraging people to shop locally instead of traveling 20 to 80 miles would help continue to make the local grocery stores successful.



**How might Waushara Food Connections assist you in this effort?**

The local grocery stores are willing to work with Waushara Food Connections. Some suggests for specific assistance included advertising to shop locally, offering insurance to grocery store employees, and holding a brat fry to bring people into the local grocery store, which also could raise money for local food needs.



## **Waushara County Full Service Grocery Stores**

Full Service Grocery Store – Retail store 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.

Name: **Royal Supermarket**  
Owner/Manager: Dave Dampier  
Address: Hwy 73 & BB  
Plainfield, WI 54966  
Phone: (715) 335-4282  
Website: <http://www.facebook.com/pages/Royal-Supermarket/360840731168>  
Hours: Everyday 8:00 am – 8:00 pm  
Primary Wholesaler/Affiliate: Nash Finch Company, Minneapolis, MN

Name: **Benny's Market**  
Owner/Manager: Jeanette Batten  
Address: 631 Cty Road G & H  
Wild Rose, WI 54984  
Phone: 920-622-3361  
Website: -----  
Hours: Monday – Saturday, 7:30 am – 7:30 pm  
Sunday, 7:30 am – 6:00 pm  
Primary Wholesaler/Affiliate: Nash Finch Company, Minneapolis, MN

Name: **49 Meats and Groceries**  
Owner/Manager: David Parker  
Address: W2281 Liberty Street  
Poy Sippi, WI 54967  
Phone: (920) 987-5700  
Website: -----  
Hours: Monday – Friday, 8:00 am – 6:00 pm  
Saturday, 8:00 am – 5:00 pm  
Sunday, 8:00 am – 1:00 pm  
Primary Wholesaler/Affiliate: Certco, Inc., Madison, WI

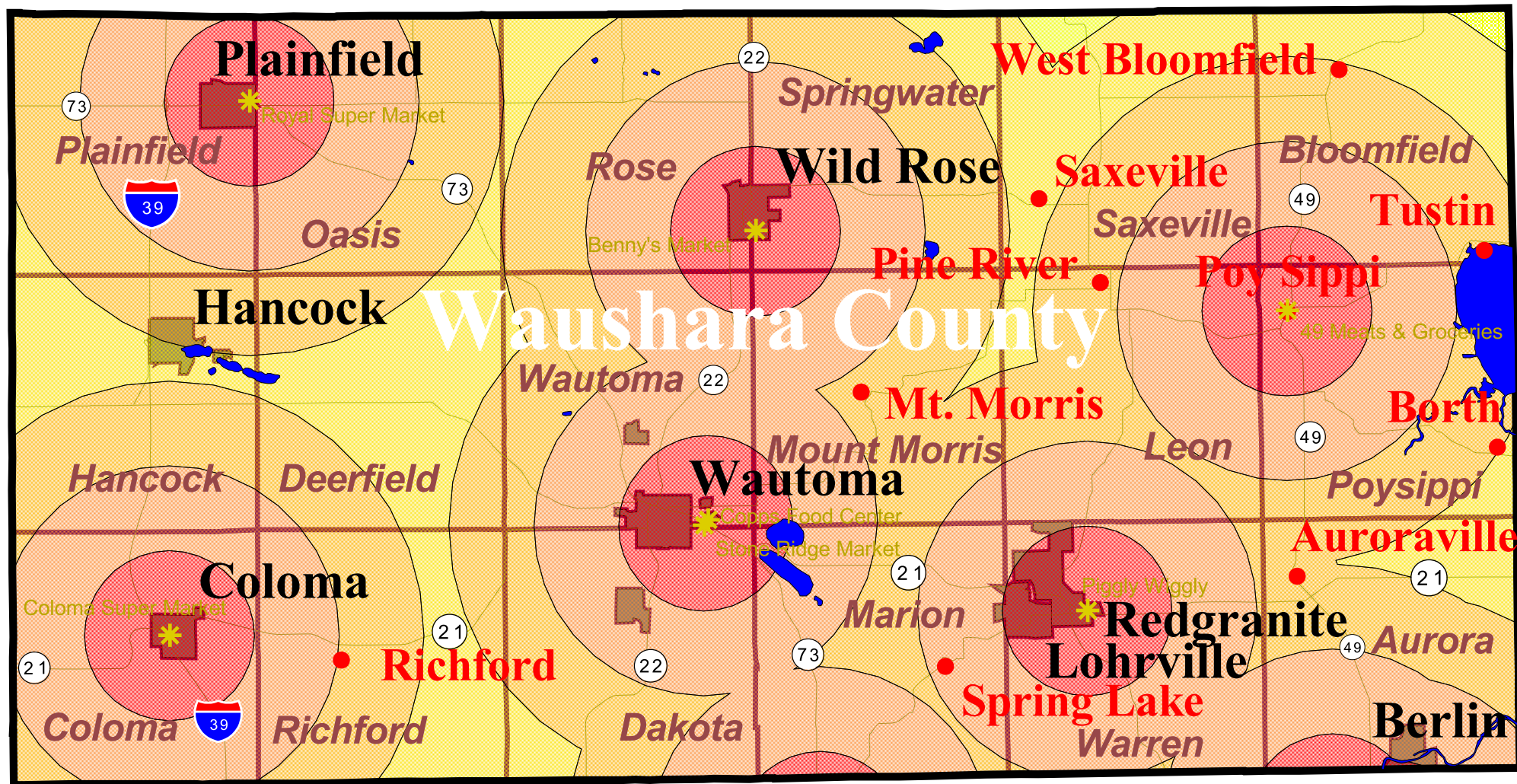
*Appendix C4: Full Service Grocery Stores in Waushara County*

Name: **Coloma Supermarket**  
Owner/Manager: Steve and Colleen Peterson  
Address: 112 Main Street  
Coloma, WI 54930  
Phone: (715) 228-2021  
Website: <http://colomasupermarket.com>  
Hours: Monday – Friday 8:00 am – 7:00pm  
Saturday 8:00 am – 6:00 pm  
Sunday 8:00am – 1:00 pm  
Primary Wholesaler/Affiliate: Certco, Inc., Madison, WI

Name: **Copps Food Center**  
Owner/Manager: Dale Albright  
Address: N2573 Plaza Drive  
Wautoma, WI 54982  
Phone: (920) 787-2027  
Website: <http://www.copps.com/StoreLocator.aspx>  
Hours: Everyday 7:00 am – 9:00 pm,  
Primary Wholesaler/Affiliate: Roundy's Supermarkets, Inc., Milwaukee, WI

Name: **Stone Ridge Meat and Country Market**  
Owner/Manager: Daune Detjens  
Address: 975 E Main Street  
Wautoma, WI 54982  
Phone: (920) 787-5444  
Website: <http://www.stoneridgemarket.com/>  
Hours: Everyday, 7:00 am – 9:00 pm  
Primary Wholesaler/Affiliate: C&S Wholesale Grocers, Inc., Keene, NH  
Piggly Wiggly Midwest, Sheboygan, WI

Name: **Redgranite Piggly Wiggly Store**  
Owner/Manager: David Lucassen  
Address: 275 Lange Street  
Redgranite, WI 54970  
Phone: (920) 566-4620  
Website: <http://www.shopthepig.com/adidx.php?store=189>  
Hours: Monday – Saturday, 7:00 am – 8:00 pm  
Sunday, 7:00 am – 6:00 pm  
Primary Wholesaler/Affiliate: C&S Wholesale Grocers, Inc., Keene, NH  
Piggly Wiggly Midwest, Sheboygan, WI



# Distance to a Full Service Grocery Store

- \* Full Service Grocery
- Unincorporated Villages
- Major Water Bodies
- County Boundary
- Miles to a Grocery Store
- Within 2 mile
- Within 4 miles
- Within 6 miles
- Within 8 miles
- Within 10 miles
- Highways
- Cities and Villages
- Towns



	<h1>Waushara Food Connections</h1> <p><i>Making nutritious food available and accessible to all county residents through sustainable, community-based projects that strengthen the local food system</i></p>
<p><b>Central Wisconsin Community Action Council, Inc.</b> 1000 Hwy. 13; P.O. Box 430 Wisconsin Dells, WI 53965 (608) 254- 8353 ext. 243</p>	<p>Sara McKee and Pam Hughes Project Directors cwcac.saram@verizon.net cwcac.pam@verizon.net</p>

Owner  
Store  
Address

March 29, 2010

Dear Owner,

I am writing to you as the project director of Waushara Food Connections. Waushara Food Connections is a planning project funded by the U.S. Department of Agriculture and administered through Central Wisconsin Community Action Council. This one-year planning grant is studying the food systems of Waushara County and assisting the community in developing comprehensive approaches that both meet the long-term food needs of residents, and strengthen the viability of local food providing businesses.

The first part of our planning project is a Community Food Assessment to identify the strengths and needs of the county food systems. **As a grocery store owner in Waushara County, your input is valuable to us. We would like to learn more about your business operations and how we might assist you to continue to successfully operate your store in this community.** We also would like to invite you to become a member of our Steering Committee and help guide the community food planning process, which is the second phase of this food project.

We realize that you are very busy and that your time is limited. We are hoping however, that you will be able to find an hour somewhere in your week to meet with us. We will call you sometime next week to schedule a time.

I have enclosed a copy of our interview questions as well as a written summary of our food-planning project. Please feel free to contact me in the meantime if you have questions. I look forward to speaking with you.

Sincerely,

Pamela Hughes  
Waushara Food Connections  
Project Director



	<h1>Waushara Food Connections</h1> <p><i>Making nutritious food available and accessible to all county residents through sustainable, community-based projects that strengthen the local food system</i></p>
<p><b>Central Wisconsin Community Action Council, Inc.</b> 1000 Hwy. 13; P.O. Box 430 Wisconsin Dells, WI 53965 (608) 254- 8353 ext. 243</p>	<p>Sara McKee and Pam Hughes Project Directors cwacac.saram@verizon.net cwacac.pam@verizon.net</p>

Interview Questions  
Grocery Stores

1. Where do you get the food products you sell?
2. Do you use more than one wholesale distributor?
3. How does the wholesale distribution system that you use work?
4. Do you have flexibility in purchasing products from local producers and/or other vendors?
5. Do you buy products from local producers? Why or why not?
6. Are there guidelines that address sales of specialty items produced by local businesses? (Honey, cheeses, meats...) What kind of guidelines? Health and safety?
7. Do requirements differ for sale of locally grown fresh produce raised by homeowners and those raised by a business? If yes, in what ways? (Liability, food safety, etc.)
8. If you currently do not buy products from local producers, would you be interested in learning more about opportunities for buying locally?
9. Would your store be interested in exploring the idea of participation in a local food network where you could purchase wholesale food items at a discount by coordinating purchasing with other local grocery stores?
10. What currently happens with your day old bakery and expired food items? (returned to wholesaler; donated to food pantry/second harvest, sold to discount grocery stores?...)

-over-



*Appendix C6: Cover Letter and Introductory Packet Sent to Grocery Store Owners*

11. Is it possible to donate or re-distribute such items to others in the community? What are potential barriers? (liability, time, expense, depends on food item, don't know who to give it to, etc.)
12. Would you be willing to collect zip code information from customers over a period of time to identify the location of your current customer base? Once tabulated, this information could be used to assist you with your business and marketing plans. (If interested, someone from the UW-extension office could provide software and analysis assistance.)
13. What would help you continue to successfully operate your store in this community?
14. How might Waushara Food Connections assist you in this effort?
15. Would you like to receive a copy of our food assessment when complete?
16. Would you like to be informed of Steering Committee meetings and/or project updates?

	<h1>Waushara Food Connections</h1> <p><i>Making nutritious food available and accessible to all county residents through sustainable, community-based projects that strengthen the local food system</i></p>
<p>Central Wisconsin Community Action, Inc. 1000 Highway 13; P.O. Box 430 Wisconsin Dells, WI 53965 (608) 254-8353 ext. 243</p>	<p>Pam Hughes and Sara McKee Project Directors pam@cwcac.org; saram@cwcac.org</p>

### **Planning Project to Address Food Needs in Waushara County**

Central Wisconsin Community Action Council, Inc. is pleased to announce the award of a \$25,000 Community Food Projects Planning grant from the U.S. Department of Agriculture. The one-year planning grant, entitled Waushara Food Connections, will study the food systems of Waushara County and assist the community in developing comprehensive approaches to meet the long-term food needs of residents, especially those of low income families.

Waushara County's current food system is struggling to meet the needs of a growing low-income population. The recent economic crisis has seen food pantry use in Waushara increase by up to 158%. This year, 52% of the county's school-aged children are eligible to receive free and reduced cost hot lunch. Just as many families are facing financial hardship, many family farms and hometown grocery stores in Waushara County are at risk of economic failure.

To create a more locally-based, self-reliant food economy in Waushara County, Waushara Food Connections will help bring farmers, consumers, and communities together to address food, farm, and nutrition issues. Short-term relief is not enough. Sustainable, community based solutions are needed to increase food self-reliance at both the household and county levels.

Waushara Food Connections is an open-ended planning project with two phases. The first part is a Community Food Assessment to identify the strengths and needs of the county's food systems. To ensure that the voice of the community is heard, this assessment will include focus groups and surveys of county residents, farmers, business owners, and community leaders.

The project's second stage is a community food planning process that will use the results of our Community Food Assessment to set goals and explore, plan, and implement long-term, comprehensive responses to food needs, especially those of low-income families. Some of the needs that may be addressed include increasing the accessibility of locally grown produce, strengthening the economic viability of local grocery stores, and reducing transportation barriers to grocery stores and farm stands. The project will explore various responses to food needs, including initiatives such as a traveling farmer's market, community gardens, Farm to School projects, community kitchens, and educational programs.

*Appendix C6: Cover Letter and Introductory Packet Sent to Grocery Store Owners*

Waushara Food Connections is a planning project whose final outcomes will be determined by participating county residents. By creating partnerships, planning projects, and recommending policies, Waushara Food Connections seeks to maximize the strengths of the county's resources to address its food needs, increase food self-reliance, and expand economic opportunities in the local food production, processing, and distribution industries.

In late August and early September of 2009, Waushara Food Connections will host open community meetings to provide an overview of project goals and activities. The focus of discussion at these meetings will be how to best study the local food system, how to maximize community involvement, and generally, how to proceed. At these first meetings, the Waushara Food Connections Council will be established. This council aims to include a variety of community members, including low-income residents, the agricultural sector, local government, community resource leaders, and area business owners. Committees will be formed to help guide the food study and volunteers will be requested to assist with the development of surveys and to facilitate focus group discussions.

County residents and other interested parties are encouraged to participate in these meetings and in every phase of Waushara Food Connections. All are invited to come prepared to share their ideas; community feedback is much needed to make this project a success.

To learn more about the Waushara Food Connections Project, contact Project Directors Sara McKee or Pamela Hughes at Central Wisconsin Community Action Council, Inc.: (608) 254-8353 ext. 243; (608) 697-4619 or email us at [saram@cwacac.org](mailto:saram@cwacac.org) or [pam@cwacac.org](mailto:pam@cwacac.org).



# Appendix D: Full Service Grocery Store Price/Travel Comparisons

	Page
• Appendix D1: Summary	1
• Appendix D2: Background and Methodology	3
• Appendix D3: Detailed Results	5



## **Grocery Store Price Comparison**

### ***Summary***

Realizing that many Waushara County residents travel outside of the county to purchase food at cheaper prices, our original intent for conducting this price comparison study was to identify, once travel expenses were included, if this shopping practice resulted in an actual cost savings or an additional expenditure. Our findings show that unless someone is driving out of town anyway for another purpose, or is buying a large amount of groceries at one time, it is more cost effective to grocery shop locally than it is to shop out of town for sales and lower prices.

.





## **Grocery Store Price Comparison**

### ***Background and Methodology***

Between November 7<sup>th</sup>, 2009 and January 31<sup>st</sup>, 2010, food prices were identified for 16 items found at 20 different stores selling food products in Waushara County and the surrounding area. Table 1 illustrates a price comparison of the least expensive brands for 10 of these food items from 13 selected grocery stores.

Note: Seven stores were not included because they carried less than 90% of the targeted food products and six of the food items were eliminated due to the fact that they were either not sold at all of the remaining 13 grocery stores or were only available in vastly different volume amounts. It also should be noted that some of these prices might reflect sales offered on the day our data was collected, which consequently may alter our findings.

Tables 2, 3, and 4 show the mileage and transportation cost of shopping at different stores.



**Table 1: Grocery Store Price Comparison for 10 Selected Items, November 2009 and January 2010**

Prices in purple text have been adjusted for price by ounce to calculate the standard package size, usually an adjustment of just a few cents.

<b>Item and Package Size</b>	<b>49 Meats (Poy Sippi)</b>	<b>Benny's (Wild Rose)</b>	<b>Copps (Wau-toma)</b>	<b>Coloma Super-market (Coloma)</b>	<b>Stone-Ridge (Wau-toma)</b>	<b>Royal Super-market (Plainfield)</b>	<b>Piggly Wiggly (Red-granite)</b>	<b>Average Price for all 13 stores</b>
Saltine-type Crackers, 16 oz.	\$2.09	\$2.05	\$2.25	\$2.09	\$2.18	\$2.09	\$1.89	\$1.84
Spaghetti Sauce, 26 oz.	\$2.39	\$1.77	\$1.25	\$2.39	\$2.15	\$2.39	\$2.59	\$1.92
Spaghetti, 32 oz.	\$2.59	\$2.53	\$2.15	\$2.59	\$2.50	\$1.37	\$2.09	\$2.21
Peanut Butter, 18 oz.	\$2.39	\$2.33	\$1.59	\$2.49	\$2.07	\$2.92	\$1.99	\$2.12
Corn- kernels, can, 15 oz.	\$0.99	\$0.59	\$0.55	\$0.99	\$0.99	\$1.19	\$1.09	\$.88
Green Peas – Can, 15 oz.	\$1.09	\$0.69	\$1.09	\$0.99	\$0.99	\$1.17	\$1.09	\$.89
Black Beans – Can, 15 oz.	\$0.99	\$0.55	\$0.49	\$1.29	\$0.99	\$1.27	\$1.09	\$1.00
Chicken Noodle Soup- Can, 10.75 oz.	\$0.99	\$0.89	\$0.49	\$0.99	\$0.65	\$0.89	\$0.50	\$.76
Peaches- Can, 15 oz.	\$1.49	\$1.33	\$1.69	\$1.37	\$1.25	\$1.55	\$1.45	\$1.35
Tuna in water- Can, 6 oz.	\$0.99	\$0.97	\$0.85	\$0.89	\$0.93	\$0.84	\$0.99	\$.95
<b>TOTAL</b>	<b>\$16.00</b>	<b>\$13.70</b>	<b>\$12.40</b>	<b>\$16.08</b>	<b>\$14.70</b>	<b>\$15.68</b>	<b>\$14.77</b>	<b>\$13.92</b>

**Table 1 Continued: Grocery Store Price Comparison for 10 Selected Items, November 2009 and January 2010**

<b>Item and Package Size</b>	<b>Aldi's (Wau-paca)</b>	<b>Wal-Mart (Plover)</b>	<b>JT's Family Foods (Berlin)</b>	<b>Church Street Market (Berlin)</b>	<b>Festival Foods (Apple-ton)</b>	<b>Wood-man's (Apple-ton)</b>	<b>Reetz Meats (Nesh-koro)</b>	<b>Average Price for all 13 stores</b>
Saltine-type Crackers, 16 oz.	\$0.89	\$1.18	\$2.19	\$1.99	\$1.75	\$0.89	\$2.29	\$1.84
Spaghetti Sauce, 26 oz.	\$1.99	\$1.28	\$1.15	\$2.48	\$1.80	\$0.89	\$2.39	\$1.92
Spaghetti, 32 oz.	\$1.59	\$1.82	\$2.69	\$2.39	\$2.29	\$1.69	\$2.59	\$2.21
Peanut Butter, 18 oz.	\$1.29	\$2.08	\$1.99	\$2.09	\$2.29	\$1.65	\$2.49	\$2.12
Corn- kernels, can, 15 oz.	\$0.49	\$0.78	\$1.50	\$0.80	\$0.49	\$0.66	\$1.21	\$0.88
Green Peas – Can, 15 oz.	\$0.49	\$0.78	\$0.85	\$0.79	\$0.60	\$0.67	\$1.19	\$0.89
Black Beans – Can, 15 oz.	\$0.49	\$0.88	\$1.33	\$1.55	\$0.85	\$0.96	\$1.29	\$1.00
Chicken Noodle Soup- Can, 10.75 oz.	\$0.49	\$0.58	\$0.79	\$0.87	\$0.75	\$0.75	\$1.01	\$0.76
Peaches- Can, 15 oz.	\$1.17	\$1.26	\$1.03	\$1.59	\$1.33	\$0.97	\$1.37	\$1.35
Tuna in water- Can, 6 oz.	\$0.71	\$0.83	\$1.57	\$0.95	\$0.95	\$0.88	\$0.89	\$0.95
<b>TOTAL</b>	<b>\$9.60</b>	<b>\$11.47</b>	<b>\$15.09</b>	<b>\$15.50</b>	<b>\$13.10</b>	<b>\$10.01</b>	<b>\$16.72</b>	<b>\$13.92</b>

*Appendix D3: Detailed Results*

Table 2 below shows the distance of the shortest round-trip route to the main grocery stores in the area. These stores are located in and outside of Waushara County. Mileage is calculated using [www.mapquest.com](http://www.mapquest.com) from the post office of the home town to the store location.

**Table 2: Car Roundtrip shortest route to & from grocery stores (Miles)**

Grocery Stores	Poy Sippi	Redgranite	Wild Rose	Wautoma	Plainfield	Hancock	Coloma
<b>49 Meats and Groceries</b> W2281 Liberty Street Poy Sippi, WI 59867	1.00	26.36	33.62	43.06	61.12	62.64	71.36
<b>Benny's Wild Rose Market</b> 631 Cty Rd G & H Wild Rose, WI 54984	29.82	30.12	1.00	16.30	29.80	32.32	43.28
<b>Coloma Super Market</b> 112 Main Street Coloma, WI 54930	71.24	48.40	43.82	27.94	30.16	16.58	1.00
<b>Copps</b> N2573 Plaza Road Wautoma, WI 54982	41.08	18.96	19.14	1.00	33.02	30.58	30.24
<b>Piggly Wiggly</b> 275 Lang Street Redgranite, WI 54970	26.00	1.00	30.00	19.00	52.00	52.00	52.00
<b>Royal Super Market</b> 718 E North Street Plainfield, WI 54966	61.00	52.00	39.80	33.00	1.00	20.00	30.00
<b>Stone Ridge Country Market</b> 975 E Main Street Wautoma, WI 54982	43.06	19.00	16.00	1.00	33.02	32.98	27.94

**Table 2 Continued: Car Roundtrip shortest route to & from grocery stores (Miles)**

Grocery Stores	Poy Sippi	Redgranite	Wild Rose	Wautoma	Plainfield	Hancock	Coloma
<b>J&amp;T's Food</b> 758 Broadway Street Berlin, WI 54923	26.28	21.18	48.58	38.94	71.68	71.24	70.72
<b>Church Street Market</b> 253 S Church Street Berlin, WI 54923	26.40	27.04	52.52	43.94	76.70	76.24	75.74
<b>Aldi</b> 5632 Highway 10 East Stevens Point, WI 54481	97.82	99.18	74.48	83.80	48.16	61.46	74.66
<b>Aldi</b> 1211 8th Street South Wisconsin Rapids, WI 54494	107.60	99.68	80.40	80.36	46.52	52.54	73.08
<b>Aldi</b> 1040 West Fulton Street Waupaca, WI 54981	49.78	51.12	34.00	56.00	56.60	75.50	82.98
<b>Aldi</b> 1995 S. Koeller Street Oshkosh, WI 54901	61.60	62.22	87.72	79.00	111.88	111.40	110.92
<b>Walmart Supercenter</b> 4331 8Th St S Wisconsin Rapids, WI 54494	104.00	96.10	76.82	76.76	42.94	48.94	69.48
<b>Walmart Supercenter</b> 250 Crossroads Dr Plover, WI 54467	96.60	98.00	77.20	84.60	49.00	62.26	75.46
<b>Walmart Supercenter</b> 351 S Washburn St Oshkosh, WI 54904	56.00	47.00	83.00	74.00	107.40	107.00	106.40

**Table 2 Continued: Car Roundtrip shortest route to & from grocery stores (Miles)**

Grocery Stores	Poy Sippi	Redgranite	Wild Rose	Wautoma	Plainfield	Hancock	Coloma
<b>Walmart Supercenter</b> 955 Mutual Way Appleton, WI 54913	79.20	94.00	93.00	111.00	134.00	137.00	142.60
<b>Festival Foods</b> 2415 Westowne Avenue Oshkosh WI 54904	53.74	42.40	78.40	71.28	102.80	101.00	103.00
<b>Woodman's Market</b> 595 North Westhill Boulevard Appleton, WI 54914	77.40	92.20	91.20	109.10	132.00	135.24	140.90
<b>Reetz Meats</b> 230 N Main Street Neshkoro, WI 54960	45.28	23.16	35.54	18.48	49.40	46.96	42.02

The next chart, Table 3, calculates the transportation cost for car travel to each store using the round-trip distance listed in Table 2. Costs are calculated using the IRS mileage rate for business miles (\$0.55/mile as of January, 2009). The mileage rate of \$0.55 per mile includes the following costs: depreciation of the vehicle, vehicle repairs, general maintenance, insurance, license fees, and fuel.

**Table 3: Roundtrip cost of mileage using IRS mileage rate for business miles (\$0.55/mile) Jan. 2009**

Grocery Stores	Poy Sippi	Redgranite	Wild Rose	Wautoma	Plainfield	Hancock	Coloma
<b>49 Meats and Groceries</b> W2281 Liberty Street Poy Sippi, WI 59867	\$ 0.55	\$ 14.50	\$ 18.49	\$ 23.68	\$ 33.62	\$ 34.45	\$ 39.25
<b>Benny's Wild Rose Market</b> 631 Cty Rd G & H Wild Rose, WI 54984	\$ 16.40	\$ 16.57	\$ 0.55	\$ 8.97	\$ 16.39	\$ 17.78	\$ 23.80
<b>Coloma Super Market</b> 112 Main Street Coloma, WI 54930	\$ 39.18	\$ 26.62	\$ 24.10	\$ 15.37	\$ 16.59	\$ 9.12	\$ 0.55
<b>Copps</b> N2573 Plaza Road Wautoma, WI 54982	\$ 22.59	\$ 10.43	\$ 10.53	\$ 0.55	\$ 18.16	\$ 16.82	\$ 16.63
<b>Piggly Wiggly</b> 275 Lang Street Redgranite, WI 54970	\$ 14.30	\$ 0.55	\$ 16.50	\$ 10.45	\$ 28.60	\$ 28.60	\$ 28.60
<b>Royal Super Market</b> 718 E North Street Plainfield, WI 54966	\$ 33.55	\$ 28.60	\$ 21.89	\$ 18.15	\$ 0.55	\$ 11.00	\$ 16.50
<b>Stone Ridge Country Market</b> 975 E Main Street Wautoma, WI 54982	\$ 23.68	\$ 10.45	\$ 8.80	\$ 0.55	\$ 18.16	\$ 18.14	\$ 15.37



**Table 3 Continued: Roundtrip cost of mileage using IRS mileage rate for business miles (\$0.55/mile) Jan. 2009**

Grocery Stores	Poy Sippi	Redgranite	Wild Rose	Wautoma	Plainfield	Hancock	Coloma
<b>J&amp;T's Food</b> 758 Broadway Street Berlin, WI 54923	\$ 14.45	\$ 11.65	\$ 26.72	\$ 21.42	\$ 39.42	\$ 39.18	\$ 38.90
<b>Church Street Market</b> 253 S Church Street Berlin, WI 54923	\$ 14.52	\$ 14.87	\$ 28.89	\$ 24.17	\$ 42.19	\$ 41.93	\$ 41.66
<b>Aldi</b> 5632 Highway 10 East Stevens Point, WI 54481	\$ 53.80	\$ 54.55	\$ 40.96	\$ 46.09	\$ 26.49	\$ 33.80	\$ 41.06
<b>Aldi</b> 1211 8th Street South Wisconsin Rapids, WI 54494	\$ 59.18	\$ 54.82	\$ 44.22	\$ 44.20	\$ 25.59	\$ 28.90	\$ 40.19
<b>Aldi</b> 1040 West Fulton Street Waupaca, WI 54981	\$ 27.38	\$ 28.12	\$ 18.70	\$ 30.80	\$ 31.13	\$ 41.53	\$ 45.64
<b>Aldi</b> 1995 S. Koeller Street Oshkosh, WI 54901	\$ 33.88	\$ 34.22	\$ 48.25	\$ 43.45	\$ 61.53	\$ 61.27	\$ 61.01
<b>Walmart Supercenter</b> 4331 8Th St S Wisconsin Rapids, WI 54494	\$ 57.20	\$ 52.86	\$ 42.25	\$ 42.22	\$ 23.62	\$ 26.92	\$ 38.21
<b>Walmart Supercenter</b> 250 Crossroads Dr Plover, WI 54467	\$ 53.13	\$ 53.90	\$ 42.46	\$ 46.53	\$ 26.95	\$ 34.24	\$ 41.50

**Table 3 Continued: Roundtrip cost of mileage using IRS mileage rate for business miles (\$0.55/mile) Jan. 2009**

Grocery Stores	Poy Sippi	Redgranite	Wild Rose	Wautoma	Plainfield	Hancock	Coloma
<b>Walmart Supercenter</b> 351 S Washburn St Oshkosh, WI 54904	\$ 30.80	\$ 25.85	\$ 45.65	\$ 40.70	\$ 59.07	\$ 58.85	\$ 58.52
<b>Walmart Supercenter</b> 955 Mutual Way Appleton, WI 54913	\$ 43.56	\$ 51.70	\$ 51.15	\$ 61.05	\$ 73.70	\$ 75.35	\$ 78.43
<b>Festival Foods</b> 2415 Westowne Avenue Oshkosh WI 54904	\$ 29.56	\$ 23.32	\$ 43.12	\$ 39.20	\$ 56.54	\$ 55.55	\$ 56.65
<b>Woodman's Market</b> 595 North Westhill Boulevard Appleton, WI 54914	\$ 42.57	\$ 50.71	\$ 50.16	\$ 60.01	\$ 72.60	\$ 74.38	\$ 77.50
<b>Reetz Meats</b> 230 N Main Street Neshkoro, WI 54960	\$ 24.90	\$ 12.74	\$ 19.55	\$ 10.16	\$ 27.17	\$ 25.83	\$ 23.11

As stated above, our findings indicate that unless someone is driving out of town for another purpose, or is buying a large amount of groceries at one time, it is more cost effective to grocery shop locally than it is to shop out of town for sales and lower prices. Take the chart below, for example. If a family living near the post office in Wautoma shopped for all 10 of these food items at Copps, they would spend \$12.40 on groceries and \$.55 on car-related expenses. Their total cost to shop at **Copps would be \$12.95**. If they shopped at Stoneridge, they would spend \$14.70 on groceries and \$.55 on car expenses. Their total cost to shop at **Stoneridge would be \$15.25**.

If this same family shopped out of town at Aldi's in Waupaca, they would spend \$9.60 on groceries and \$30.80 on car-related expenses. Their total cost to shop at **Aldi's in Waupaca would be \$40.40**. Likewise, if they shopped out of town at Wal-Mart in Oshkosh (assuming the prices are the same at the Wal-Mart in Oshkosh as they are at the Wal-Mart in Plover), they would spend \$11.47 on groceries and \$40.70 on car-related expenses. Their total cost to shop at **Wal-Mart in Oshkosh would be \$52.17**.

### Appendix D3: Detailed Results

If a different family, living near the post office in Wild Rose, shopped locally for all 10 of these food items at Benny's Market, they would spend \$13.70 for groceries and \$.55 for car-related expenses. The total cost to shop locally at **Benny's Market would be \$14.25**. If they shopped within the county at Copps in Wautoma, they would spend \$12.40 on groceries and \$10.53 on car-related expenses. The total cost to shop within the county at **Copps in Wautoma would be \$22.93**.

If this same family shopped out of town at Aldi's in Waupaca, they would spend \$9.60 on groceries and \$18.70 on car-related expenses. The total cost to shop out of town in **Waupaca at Aldi's would be \$28.30**. And similarly, if they shopped out of town at Wal-Mart in Wisconsin Rapids (assuming the prices are the same at the Wal-Mart in Wisconsin Rapids as they are in Plover), they would spend \$11.47 on groceries and \$42.25 on car-related expenses. The total cost to shop at **Wal-Mart in Wisconsin Rapids would be \$53.72**.

**Table 4: Cost of Shopping for Groceries Locally Versus out of Town.**

"Groceries" refers to the 10 items listed in Table 1. Calculation of the cost of groceries is based on the prices of these 10 items from Table 1 plus car travel expenses (at \$0.55 per mile) from Table 3.

Community	Locally A	Locally B	Out of Town (Aldi's – Waupaca)	Out of Town (Wal-Mart)	Out of Town (Festival – Oshkosh)	Out of Town] (Woodman's - Appleton)
Wautoma	\$12.95 (Copps)	\$15.25 (Stoneridge)	\$40.40	\$52.17 (Oshkosh)	\$52.30	\$70.03
Wild Rose	\$13.70 (Benny's)	\$22.93 (Copps)	\$28.30	\$53.72 (Wis. Rapids)	\$55.22	\$60.17



# Appendix E: Low-Income Survey

	Page
• Appendix E1: Summary	1
• Appendix E2: Background and Methodology	3
• Appendix E3: Detailed Results	5
• Appendix E4: Survey Questions	19



## Low Income Survey Results

### *Summary*

The May 2010 *Survey of Household Food Needs and Use in Waushara County* found that **there is a great deal of food insecurity and hunger among low-income residents**. Only 20% reported no food security issues in the last year, while 67% said they often or sometimes either ran out of food and didn't have money to get more or worried about running out of money for food. Of those who were labeled food insecure, 26% also reported that in the last year they were hungry but didn't eat because they couldn't afford to buy food.

**Low-income residents of Waushara County are shoppers who stretch their food dollars in a variety of ways**, shop primarily at grocery stores an average of 16 miles from their home, mainly choose their primary grocery store based on location and price, and get food from many sources, including growing vegetables, hunting, fishing, purchasing food at farmers markets/farm stands, and receiving donated food at pantries. The vast majority of low-income residents are knowledgeable about how to apply for food benefit programs and where to find food pantries. However, **a significant percent of survey respondents who appear eligible do not participate in the FoodShare and WIC programs (35% and 51% respectively)**. The rate of participation in the free and reduced-cost school lunch program is much greater at 85%.

**Strategies to help low-income households get food on the table, such as transportation services, community gardens, and farmers markets, are predicted to be well-received by the target population based on our survey results**. Survey respondents are very interested in ways to lower food prices, build the local economy, improve food pantry services, and provide transportation to those in need.





## Low-Income Survey Results

### ***Background and Methodology:***

In May 2010, 451 unduplicated surveys were collected from low-income Waushara County residents. Low-income residents were identified as those that use the food pantries, seek financial assistance from the Waushara County Department of Human Services, enrolled in Fresh Start, Head Start, and other programs provided by CAP Services, and identified by UW-Extension faculty or local clergy through their participation in local programs. Respondents received surveys from the following sources: 58% Waushara County Department of Human Services; 10% First Congregational Church Pantry-Redgranite; 8% Waushara County Commodity Food Pantry-Wautoma; 6% Poy Sippi Food Pantry; 5% WIC; 4% Head Start; 3% Saxeville Food Pantry; 2% Grace United Methodist Church-Wautoma and CAP Services; 1% UMOs and 1% UW-Extension Services.

Using survey responses to income and household size, the chart below shows the household income distribution of survey respondents relative to the Federal Poverty Level.

<b>Household poverty status<sup>1</sup>:</b> <i>(based on reported income and household size during past 12 months)</i>	
Below 100% of the Federal Poverty Level	57%
Below 130% of the Federal Poverty Level	65%
Below 185% of the Federal Poverty Level	83%
Below 200% of the Federal Poverty Level	84%
Above 200% of the Federal Poverty Level	6%
No response	10%

### **Survey Demographics**

The chart below shows the racial/ethnicity of survey respondents as compared to the Waushara County Population. An attempt was made to have a sample that represented the racial/ethnic mix of Waushara County.

<b>What is your Race/Ethnicity?</b>	<b>Survey Respondents</b>	<b>Waushara County Population, 2008 Census<sup>2</sup></b>
White (not Hispanic)	85%	93%
Black/African-American	0%	0.8%
Latino/Hispanic	9%	5%
Native American/American Indian	1%	0.5%
Asian	0.5%	0.4%
No response	4.5%	Not applicable

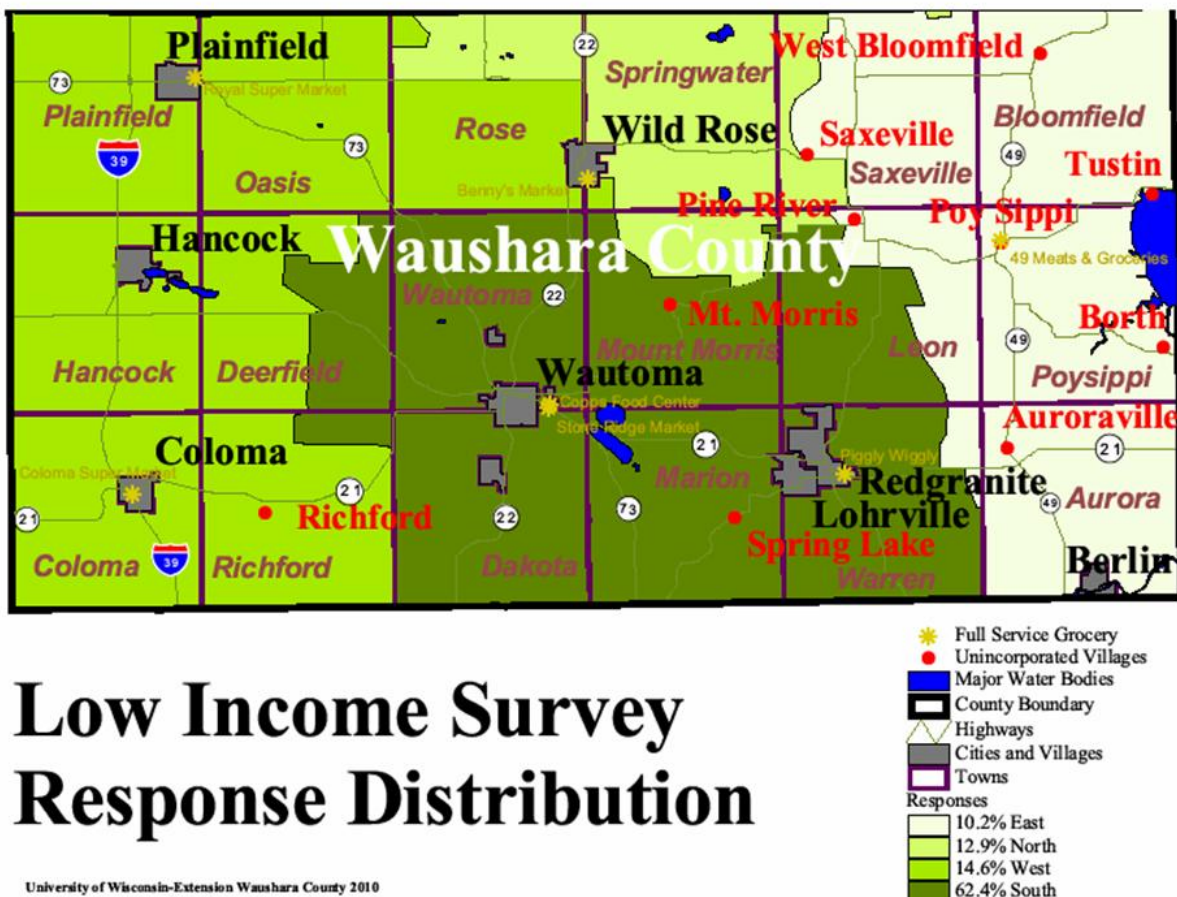
<sup>1</sup> Based on the 2009-2010 Federal Poverty Guidelines of the U.S. Department of Health and Human Services

<sup>2</sup> Since our survey targeted Waushara County residents at organizations and agencies that help low-income people, comparisons with the general population are not optimal.

### Survey Distribution

The following geographic areas of Waushara County were created using zip code boundaries. It is assumed that households on the west side of the county associate more with Stevens Point and Madison. Households in the northern central area associated more with Waupaca. Households on the west end of the county associate more with the Fox Valley Area. Households in the south central area have less influence large cities in neighboring counties. The distribution of households responding to the survey is similar to the low-income population distribution in the Waushara County from the 2000 Census (low-income = income below 200% of the Federal Poverty Level).

Geography	Survey Response	Low-Income Population 2000 Census
East Waushara County	10.2%	13.6%
North Waushara County	12.9%	14.2%
West Waushara County	14.6%	23.0%
South Waushara County	62.4%	49.2%



The overall margin of error for survey results is +/- 4.6%.

### **Food Security**

**Food security refers to the assured access to sufficient food for a healthy and active life.** Food insecure households may worry about not having enough food, eat inadequate foods, or skip meals due to lack of money. Hunger is a severe form of food insecurity. To assess household food security, the survey asked three questions taken from the U.S. Department of Agriculture's Standard Six-Item Indicator Set for Classifying Households by Food Security Level<sup>1</sup>:

*During the past 12 months, were the following statements, often, sometimes, or never true for you or the other members of your household?*

- A) The food we bought just didn't last, and we didn't have money to get more.*
- B) We worried whether our food would run out before we got money to buy more.*
- C) We were hungry but didn't eat because we couldn't afford enough food.*

A household is labeled food secure if the answer to all three questions is *never true*. Food insecure households answered *often true* or *sometimes true* to A, B, or C. A household is food insecure with hunger if A or B is *often true* or *sometimes true* and C is *often true* or *sometimes true*.

<b>Food security status</b>	<b>% of Survey Total</b>	<b>% of 44 Senior Low-Income Households<sup>2</sup></b>
Food secure	20%	58%
Food insecure	67%	39%
Food insecure with hunger	26%	12%

As shown in the table above, food security status for older adults is very different from the general low-income survey population. Across geographic groups, food security status did not vary significantly with the following exceptions: 32% of low-income respondents from northern Waushara County are food insecure with hunger, and only 14% of eastern low-income households are food secure.

---

<sup>1</sup> *Guide to Measuring Household Food Security*, written by Gary Bickel (USDA Food and Nutrition Service [FNS], Office of Analysis, Nutrition, and Evaluation), and Mark Nord (USDA Economic Research Service [ERS], Food and Rural Economics Division), 2000.

<sup>2</sup> Seniors are defined as age 60 and older. A seniors-only household may include any number of seniors but no one under age 60. 44 of the 451 surveys represent seniors-only households. We studied this population to identify food-related issues that are faced by seniors.

### **Food Shopping Patterns**

<i><b>On average, how often does your household shop for food?</b></i>	
Daily	3%
Two or three times per week	28%
Once a week	37%
Twice a month	22%
Once a month	9%
No response	1%

**Across the county, the two most important factors for choosing a primary grocery store are location and lower prices.** The average survey respondent chooses a primary grocery store first for location (46%) and second for cheaper prices (33%). However, the relative importance of price and location vary significantly among the sub-populations we studied. Store location is more important than prices to households of southern Waushara County and to senior low-income households (55% of southern low-income households choose a store based on location and 25% based on price; 59% of senior low-income households decide based on location and 16% based on prices). Northern Waushara County low-income households choose price and location as deciding factors equally often (42% for each). Eastern and western households choose their primary grocery store first because of cheaper prices and second because of location. (Price is chosen as the leading factor by 50% of respondents in the East, and by 56% of those in the West.)

**After store location and price, the third most important factor in choosing a primary grocery store is a better selection or quality of food.** 13% of survey respondents said food quality/selection is their main reason for choosing their grocery store, and this percentage held true for most of the sub-populations we studied. However, a better selection or quality of food seems not to be as important to eastern Waushara County low-income households: only 5% choose their primary grocery store for this reason; and is more important in western Waushara County, where food selection and quality is the primary deciding factor for 20% of low-income households surveyed. Low-income households of eastern Waushara County shop less frequently than the average low-income survey respondent. Senior low-income households shop more often.

<i><b>Why did you choose this store?</b></i> (Most important reason):	
Store location <sup>3</sup>	46%
Prices are cheaper than at other stores	33%
Better selection or quality of food than other stores	13%
No response	8%

<sup>3</sup> Included in "store location" is the separate survey response "No transportation to go to a different store," which 2.4% of respondents selected.

### *Appendix E3: Detailed Results*

The following table summarizes sources of food purchased by survey respondents. Copps, Redgranite Piggly Wiggly, and Stone Ridge Meat & Country Market are the three largest grocery stores in Waushara County. They are also located near the center of the county. Walmart and Aldi are full service discount stores located outside of Waushara County in the Fox Valley, Berlin, Waupaca, and the Stevens Point area.

<i>Where does your household buy most of your food?</i>						
	All Respondents	Western Residents	South Central Residents	Northern Residents	Eastern Residents	Seniors-Only Households
Copps	31%	13%	40%	26%	5%	34%
Piggly Wiggly-Redgranite	19%	0%	23%	13%	36%	25%
Walmart (out-of-County)	15%	44%	10%	8%	19%	2%
StoneRidge Meat & Country Market	10%	5%	12%	9%	0%	14%
Aldi's (out-of-County)	7%	13%	3%	17%	14%	2%
Other stores (each listed by 2% or less of survey respondents)	16%	24%	12%	26%	26%	20%

### Appendix E3: Detailed Results

The following table shows our survey respondents' top five grocery stores by reason chosen and distance from home.

<b><i>Why did you choose this store? (Most important reason)</i></b> <b><i>About how far is this store from your home?</i></b>				
Grocery Store	Location <sup>4</sup>	Price	Selection/ quality	<i>Miles from home (average)</i>
Piggly Wiggly	74%	18%	2%	10
Copps	61%	20%	10%	7
StoneRidge Meat & Country Market	39%	14%	41%	7
Wal-Mart	4%	68%	21%	32
Aldi's	0%	97%	0%	30

Respondents seem to be willing to travel farther to a less expensive grocery store. Among local grocery stores, there is a large range (2% - 41%) of respondents who choose the store based on food selection and quality.

---

<sup>4</sup> Included in "store location" is the separate survey response "No transportation to go to a different store."

**Stretching Food Dollars**

**Low-income residents try to stretch food dollars using a variety of methods.** Only about 1% of respondents said that they made no attempt to stretch food dollars in the last year. Senior low-income households reported significantly lower levels of stretching food dollars for each given method except for preparing food at home. Respondents from northern and west Waushara County were more likely than average to make a big shopping trip rather than several small ones, and to buy food in bulk. The use of coupons and sale-shopping is also more popular in the west, while low-income households of northern Waushara County were also more likely to buy food and prepare it at home rather than buying ready-made foods. Eastern Waushara County low-income households were more likely to have gone to several different stores to purchase food at better prices.

<i><b>In the last 12 months, what are some of the ways that your household “stretched” food dollars?</b></i>	
Used coupons	65%
Looked for sales and bought items on sale	84%
Went to several different stores to purchase food at better prices	43%
Made a big shopping trip rather than several small ones	46%
Bought food in bulk	31%
Bought food and prepared it at home rather than buying ready-made foods	63%
Not applicable: Did not stretch food dollars	1%

### **Food Assistance Programs**

<i>Are the following statements true for your household?</i>	
We don't know how to apply for food benefits	3%
We don't know where to find food pantries, churches, or other places that provide food at no cost to families in need.	14%

**Eastern Waushara County low-income households and senior low-income households (7% for both) were less likely than average to know how to apply for food benefits; households of northern (19%) Waushara County were less likely to know how to find food pantries.** Senior low-income households and low-income households of the west and east of Waushara County were more knowledgeable than average about where to find food pantries.

<b>During the past 12 months, did anyone in your household receive:</b>	
FoodShare benefits/ Food Stamps/Quest Card/EBT Card?	55%
Free or reduced-cost lunches at school?	38%
Food or food vouchers through the WIC program?	20%
Food from a food pantry, church, or other place that provides food at no cost to families in need?	44%

Senior low-income households participated in FoodShare (57%) and food pantries (52%) to a greater-than-average extent; survey households in eastern Waushara County had a lower-than-average rate of participation in FoodShare (43%)

<i>Eligibility for and participation in the FoodShare Program for 292 Survey Respondents below 130% of the Federal Poverty Level</i>	
Participated in past 12 months	62%
Appear income-eligible but did not participate <sup>5</sup>	35%

Based on respondent's answers to household income and household size, eligibility for the FoodShare Program, the free and reduced school lunch program, and the WIC Program were determined. For the FoodShare Program, it was conservatively estimated that 292 of the survey respondents were eligible for FoodShare, yet only 62% of those respondents replied that they participate in the FoodShare Program.

---

<sup>5</sup> Eligibility for FoodShare is estimated based on reported income and household size. We used 130% of the 2009-2010 Federal Poverty Level as our eligibility guideline. However, the eligibility rules for FoodShare are complex, and some households that meet the income limits might still not qualify, while other households above 130% of the Federal Poverty Level may still be eligible to receive benefits.



### Appendix E3: Detailed Results

<b><i>Eligibility for and participation in free and reduced price school lunch program: for the 155 survey respondents below 185% of the Federal Poverty Level with at least one child age 6-17</i></b>	
Participated in past 12 months	85%
Appears income-eligible but did not participate <sup>6</sup>	15%

<b><i>Eligibility for and participation in WIC program: for the 175 survey respondents below 185% of the Federal Poverty Level with at least one child age 0-5</i></b>	
Participated in past 12 months	38%
Appears income-eligible but did not participate <sup>7</sup>	51%
No response	9%

Not everyone who is eligible to participate in food assistance programs utilize the programs. At 85% participation, the free and reduced price school lunch program is the most utilized of the three programs reviewed. It appears that half of the households eligible for the WIC program do not utilize the program. The food share program is only utilized by approximately two-thirds of those that are eligible. These are conservative estimates based on family size and income..

---

<sup>6</sup> Eligibility for the free and reduced price National School Lunch Program is estimated based on reported income and household size. Our survey question combines free lunch (eligibility guideline 130% below Federal Poverty Level) and reduced-cost Lunch (eligibility guideline 185% below Federal Poverty Level). Consequently, to include both free and reduced cost lunch programs, we used 185% of the 2009-2010 Federal Poverty Level as our eligibility guideline, and assumed that a child in the household age 6-17 would be enrolled in a school that participates in the National School Lunch Program. Because our survey used the age ranges of 0-5 and 6-17, our eligibility study cannot include children ages 5 and 18 who may be eligible for free and reduced-cost lunch.

<sup>7</sup> Eligibility for the Women, Infants and Children (WIC) Program is estimated based on reported income and household size. We used 185% of the 2009-2010 Federal Poverty Level as our eligibility guideline and assumed that respondents with child(ren) ages 0-5 would be eligible for the program. It is possible that a male survey respondent who was not eligible for WIC, or two parents of the same child(ren) where only one parent was eligible, were incorrectly included in this target population (175 survey respondents below 185% of the Federal Poverty Level with at least one child age 0-5). An additional limitation to our WIC eligibility analysis is that the survey did not ask respondents about pregnancy status, so our analysis cannot include pregnant respondents in the WIC-eligible population.

### *Appendix E3: Detailed Results*

#### **Alternate Food Sources**

Survey respondents get food in a variety of ways. During the last year, 46% of respondents grew vegetables or fruit in a garden, 36% hunted or fished for food, and 50% bought food at a farmer's market or farm stand. Less than 1% bought food online.

Vegetable gardening, hunting and fishing were most popular among survey respondents from the East (62% had grown vegetables and 60% had hunted or fished in the last year). Residents of Northern also had higher than average participation rates in those activities (55% and 42% respectively), while seniors-only households gardened and hunted or fished for food less often than average (39% and 20%). Seniors, northern households and western low-income households were more likely to shop at a farmer's market/stand (64% of seniors, 60% of northern respondents, and 59% of western households bought food at a farmer's market or farm stand last year).

<i><b>During the past 12 months, did anyone in your household...</b></i>	
Grow vegetables or fruits in a garden?	46%
Hunt or fish for food?	36%
Buy food online (on the internet)?	1%
Shop at a farmer's market or farm stand?	50%
Get food in another way?	14 %

#### **Transportation**

**On average, the store at which respondents buy most of their food is 16 miles from home.**

Senior low-income households drive the shortest distance to their primary food store, 13 miles, followed by respondents from the south part of Waushara County (14 miles). Those who live in the western part of the county drive the farthest, about 25 miles.

<i><b>How do you, or others in your household, usually get to this store?</b></i>	
Drive our own vehicle	80.7%
Get a ride with someone	12.6%
Walk or ride a bike	2.7%
Department of Aging Minibus	0.4%
No response or other	3.6%

A few sub-populations deviated significantly from the norm: in the western part of the county, 92% of low-income households drive their own vehicles to the store, while 7% get a ride with someone and 0% walk or ride a bicycle to their primary food store. Seniors, on the other hand, are less likely to drive themselves to the grocery store (77%) and more apt to get a ride with someone (16%) or walk/ride a bike (5%) compared to the average survey respondent.

<b><i>“We didn’t have the transportation needed to get food.”</i></b>	
<b><i>During the last 12 months, was this statement often, sometimes, or never true for you or the other members of your household?</i></b>	
Often lacked transportation	1.8%
Sometimes lacked transportation	16.6%
Never lacked transportation	74.7%
Blank	6.9%

**Confirming the data above, when asked the reason for choosing their primary grocery store, 2.4% of survey respondents answered “No transportation to go to a different store.”** Interestingly, seniors-only households are less likely to lack transportation to the grocery store: only 9% said they sometimes or often didn’t have the transportation needed to get food. Also unexpectedly, eastern low-income households, who typically drive farther to the grocery store, had less of a problem with transportation to food shopping: only 7% of eastern households often or sometimes had this problem. For approximately 75 of the low-income households never lack transportation to get needed food.

### Solutions

As reported in the section on alternate food sources, low-income county residents are used to getting fruit and vegetables from gardening and from farmers. Initiatives involving these activities may be well-accepted, as the following two tables indicate.

<b>If it were available in your community, would you or other members of your household buy food at a farmer’s market?</b>	
Yes	82%
No	11%
Blank	7%

Buying food at a farmer’s market was a more attractive option for low-income households of northern (91%) and western (90%) Waushara County; these two populations also had higher than average current rates of shopping at farmer’s markets and stands (60% and 58% respectively compared to a survey average of 50%).

While half of all survey respondents had bought food at a farmer’s market or farm stand in the last year, 82% said they would buy food at a farmer’s market if one were available to them. Our conclusions regarding this data are unclear. Our question, “Would you or other members of your household buy food at a farmer’s market?” does not explicitly include farm stands. It may be that respondents define farm stands and farmer’s markets differently, and that farmer’s markets (82% said they would buy food there) are more attractive shopping options than farm stands (50% had bought food at a farmer’s market or farm stand in the last year). It is also

### *Appendix E3: Detailed Results*

possible that a stand and a market are seen as the same, leading to the conclusion that the demand for farmer's markets and farm stands seems to exceed their availability. We will look to the information gathered through our focus groups to clarify this point.

<b>If it were available in your community, would you or other members of your household grow vegetables in a community garden?</b>	
Yes	50%
No	41%
Blank	9%

Growing vegetables in a community garden would be more popular among low-income households of the east and west (55% and 56% responded positively) and less popular among senior households and low-income households of northern (27% and 43% affirmative responses, respectively).

As reported in the Alternate Food Sources section, during the last year, 46% of low-income households grew vegetables or fruit in a garden. (Rates were higher in northern and the east and lower among senior households.) A moderately higher percentage, 50%, said they would grow vegetables in a community garden if one were available to them. An interesting note: of the 46% of respondents who do garden, 53% said they would grow vegetables in a community garden, while 40% would not.

<b>If it were available in your community, would you or other members of your household use public transportation to get food?</b>	
Yes	38%
No	53%
Blank	10%

Using public transportation to get food is less attractive to residents of the east and west (both regions travel farther than average for groceries) and to seniors who live alone (24%, 33%, and 27% would use public transportation for food shopping, respectively.) Residents of Northern (45%), on the other hand, would be more likely to use public transportation to go grocery shopping.

*Appendix E3: Detailed Results*

The following table illustrates the answers to the open-ended question, **“What changes in the community would make it easier for your household to meet your food needs?”**

<b>Suggestion</b>	<b>All Respon- dents %</b>	<b># of South Central Residents (out of 100)</b>	<b># of Eastern Residents (out of 17)</b>	<b># of Northern Residents (out of 30)</b>	<b># of Western Residents (out of 28)</b>
<b>Open an inexpensive chain grocery store</b> [such as Aldi’s(10 responses), Wal-Mart (8), Woodman’s (1), or Sam’s Club(1)] in Waushara County	13%	15	0	5	3
<b>Improve local stores:</b> lower prices (5 responses), “better stores” (1), bigger stores (1)	3%	4	0	0	2
<b>Open a local grocery store</b> (1 “in Hancock”); open additional stores	2%	1	0	0	2
<b>Lower food prices</b> [including 3 re: sale prices (“more coupons,” “Discount to all that shop—get rid of money saving gimmicks,”) “more fresh fruits and vegetables with reasonable prices,” better prices on gluten-free foods, sell in bulk at lower prices	21%	17	4	9	7
<b>Transportation</b> , including food delivery (1), public transportation (4, including one specifying for doctor appointments and groceries), gas vouchers (2), licenses for those without Social Sec. #s,	8%	10 (1 in Spanish)	1 (in Spanish)	2 (in Spanish)	1 (in Spanish)

*Appendix E3: Detailed Results*

<b>Suggestion</b>	<b>All Respon- dents %</b>	<b># of South Central Residents (out of 100)</b>	<b># of Eastern Residents (out of 17)</b>	<b># of Northern Residents (out of 30)</b>	<b># of Western Residents (out of 28)</b>
<b>Cooking Classes/Food Education:</b> “understanding what is in our foods and what we should buy,” cooking classes for those on a budget, “how to make meals with small amounts of food”	1%	2	0	0	0
<b>Changes in Food Pantries:</b> includes offer more food (5), offer additional items (5, including: soap, dishes, paper products, clothes, more raw food, more meat, and greater selection: “items offered aren’t for meals, i.e. ketchup, cake mix”), open more pantries (5, including open pantries at churches), keep longer hours, allow people to come more often, more food drives for pantries, pantries shouldn’t only provide for their town: “everybody needs to work together,” make it easier to find food pantries	10%	16	2 including “a food pantry closer than Wautoma”	1	0
<b>Gardens</b> including community gardens (3), and “if I had room for a garden.”	3%	2	0	1	2
<b>Lower other bills:</b> utilities (2), mortgage interest rates, cost of living, gas prices (2, including 1 for older adults on Social Security)	4%	4	0	3	0

*Appendix E3: Detailed Results*

<b>Suggestion</b>	<b>All Respondents %</b>	<b># of South Central Residents (out of 100)</b>	<b># of Eastern Residents (out of 17)</b>	<b># of Northern Residents (out of 30)</b>	<b># of Western Residents (out of 28)</b>
<b>Improve jobs/the economy/ "more money"</b> including more jobs (10), better jobs, better paying jobs (4), including 1 specifying "in Waushara County," better economy, more Social Security	<b>9%</b>	<b>9</b>	<b>0</b>	<b>1</b>	<b>5</b>
<b>Other understandable comments:</b> including more doctors, government should change (2: "stop closing job bills," "start using money wisely"), local WIC clinic, make it easier to find clothes banks	<b>3%</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>1</b> "WIC clinic back in Plainfield"
<b>Positive Comments:</b> about food pantry(4) & helpful friends.	<b>7%</b>	<b>3</b>	<b>3</b>	<b>6</b>	<b>0</b>

To summarize the suggestions above, the surveyed low-income residents of Waushara County believe that their food needs would better be met through these popular solutions: lower food prices, either through existing grocery stores or by opening a discount grocery store (such as Wal-Mart or Aldi's) closer to home; improving the local economy; making changes in food pantries; and improving transportation options.





## Survey of Household Food Use and Needs in Waushara County

Participation in this survey is voluntary. **Responses are completely confidential and in no way will affect the benefits you receive.** Thank you for your time.

\*\* If you or someone else in your household has already completed a copy of this survey, please stop here. We only need one completed survey per household.

**This survey needs to be returned before you leave today.** Please place the completed survey in \_\_\_\_\_ /return to \_\_\_\_\_

### Q1. On average, how often does your household shop for food?

(Please circle one.)

1. Daily
2. Two to three times per week
3. Once a week
4. Twice a month
5. Once a month

### Q2. Where does your household buy most of your food?

Store Name: \_\_\_\_\_

Store Location (City): \_\_\_\_\_

*The next 3 questions are about the store you named in Q2.*

### Q3. Why did you choose this store? (Please circle only ONE.)

1. Store location
2. No transportation to go to a different store
3. Better selection or quality of food than other stores
4. Prices are cheaper than at other stores
5. Other: \_\_\_\_\_

### Q4. About how far is this store from your home? (Please fill in the number of miles.)

\_\_\_\_\_ miles.

*Appendix E4: Survey Questions*

**Q5. How do you, or others in your household, usually get to this store?**

(Please circle only ONE.)

1. Drive my own vehicle
2. Get a ride with someone
3. Walk or ride a bike
4. Department of Aging Minibus
5. Food is delivered
6. Other: \_\_\_\_\_

**Q6. Where else do you frequently buy food?**

- 1) Store Name: \_\_\_\_\_ Store Location (City): \_\_\_\_\_
- 2) Store Name: \_\_\_\_\_ Store Location (City): \_\_\_\_\_
- 3) Store Name: \_\_\_\_\_ Store Location (City): \_\_\_\_\_
- 4) Store Name: \_\_\_\_\_ Store Location (City): \_\_\_\_\_

**Q7. During the past 12 months, did anyone in your household receive:**

(circle Yes or No)

- |  |     |    |
|--|-----|----|
| a. FoodShare benefits/Food Stamps/Quest Card/EBT Card? | Yes | No |
| b. Free or reduced-cost lunches at school?             | Yes | No |
| c. Food or food vouchers through the WIC program?      | Yes | No |
| d. Food from a food pantry or church?                  | Yes | No |

**Q8. During the past 12 months, did anyone in your household: (circle Yes or No)**

- |   |     |    |
|---|-----|----|
| a. Grow vegetables or fruits in a garden?   | Yes | No |
| b. Hunt or fish for food?                   | Yes | No |
| c. Buy food online (on the internet)?       | Yes | No |
| d. Shop at a farmer's market or farm stand? | Yes | No |
| e. Get food in another way?                 | Yes | No |
- If yes, how? \_\_\_\_\_

*Appendix E4: Survey Questions*

**Q9. During the past 12 months, were the following statements often, sometimes, or never true for you or the other members of your household?**

- a. The food that we bought just didn't last and we didn't have money to get more.

Often	Sometimes	Never
True	True	True

- b. We worried whether our food would run out before we got money to buy more.

Often	Sometimes	Never
True	True	True

- c. We were hungry but didn't eat because we couldn't afford enough food.

Often	Sometimes	Never
True	True	True

- d. We didn't have the transportation needed to get food.

Often	Sometimes	Never
True	True	True

**Q10. Please circle all statements that are TRUE for your household:**

- a. We don't know how to apply for food benefits (WIC checks, FoodShare/Quest Card/EBT, Free or Reduced-cost School Lunch).
- b. We don't know where to find food pantries, churches, or other places that provide food at no cost to families in need.

**Q11. In the last 12 months, what are some ways that your household "stretched" food dollars?**

(Please circle all the numbers that apply to your household.)

1. Used coupons
2. Looked for sales and then bought items on sale
3. Went to several different stores to purchase food at a better price
4. Made a big shopping trip rather than several small ones
5. Bought food in bulk
6. Bought food and prepared it rather than buying ready-made foods
7. Other: \_\_\_\_\_
8. Not applicable: did not stretch food dollars

*Appendix E4: Survey Questions*

**Q12. If the following were available in your community, would you or other members of your household use them?** (Please circle Yes or No)

- |   |     |    |
|---|-----|----|
| a. Would you use public transportation to buy food at grocery stores? | Yes | No |
| b. Would you buy food at a farmer's market?                           | Yes | No |
| c. Would you grow vegetables in a community garden?                   | Yes | No |

**Q13. What changes in the community would make it easier for your household to meet your food needs?** (Please write your answer)

---

---

**Q14. Counting yourself, how many people live in your household?**

- How many children age 0 – 5? \_\_\_\_\_
- How many children age 6 – 17? \_\_\_\_\_
- How many adults age 18 – 25? \_\_\_\_\_
- How many adults age 26 – 59? \_\_\_\_\_
- How many adults age 60 and over? \_\_\_\_\_

**Q15. Does your household own a vehicle that works?** (Please circle one.)

1. Yes
2. No

**Q16. During the past 12 months, what was your household's total income before taxes?**

- |   |                        |
|---|------------------------|
| a | 1. Less than \$14,000  |
| a | 2. \$14,001 - \$19,000 |
| a | 3. \$19,001 - \$24,000 |
| a | 4. \$24,001 - \$29,000 |
| a | 5. \$29,001 - \$34,000 |
| a | 6. \$34,001 - \$38,000 |
| a | 7. \$38,001 - \$43,000 |
| a | 8. \$43,001 - \$48,000 |
|   | 9. \$48,001 - \$53,000 |
|   | 10. More than \$53,001 |

*Appendix E4: Survey Questions*

**Q17. What is your race/ethnicity?**

1. White, non-Hispanic<sup>a</sup>
2. Latino/Hispanic<sup>a</sup>
3. Black/African-American<sup>a</sup>
4. Native American/American Indian<sup>a</sup>
5. Asian<sup>a</sup>
6. Other: \_\_\_\_\_

**Q18. What is your 5-digit zip code?** Zip code: \_\_\_\_\_

**What city, town/township, or village do you live in?** \_\_\_\_\_

\*\*\*Thank you for your help\*\*\*



# Appendix F: Food Pantry Group Interviews

	Page
• Appendix F1: Summary	1
• Appendix F2: Background and Methodology	3
• Appendix F3: Detailed Results	5
• Appendix F4: List of Food Pantries	7
• Appendix F5: Service Areas	11





## **Food Pantry Group Interviews**

### ***Summary***

A number of key issues were identified by six food pantries in Waushara County that were either interviewed or surveyed in the spring of 2010. Concerns that were raised included transportation needs for clients to get to and from food pantries; a lack of adequate cold and dry storage space; limited ability to repackage food products; lack of opportunities for client education about better nutrition, food preparation, and how to be financial independent; resource education for food pantry volunteers and staff; connection of food pantries to people who need the services; providing food for special diets; monetary donations to continue programming and volunteers to staff the food pantries.

### ***Highlights of the results follow:***

- Transportation for clients utilizing the food pantries is an issue at three out of the six food pantries interviewed.
- Cold food storage is a problem at four out of the six food pantries interviewed.
- Dry storage is insufficient at three of the food pantries interviewed.
- Space needs exist at three pantries, either for storage or distribution.
- The inability to repackage food into smaller quantities was identified by one of the food pantries.
- One pantry indicated that they only accept meat items that are processed professionally.
- Education of clientele about food preparation and finances was identified.
- Resource education for food pantries as well as methods to reach people in need of services was acknowledged.
- Special needs diets are not being provided.
- Monetary donations as well as volunteers are in short supply.



## **Food Pantry Group Interviews**

### ***Background and Methodology***

In the spring of 2010 interviews were conducted with six food pantry managers and one food pantry distribution coordinator. Additionally, a focus group discussion took place with four of the food pantry managers. The purpose of these discussions was to identify the current use and needs of the county food pantries, and to determine how Waushara Food Connections might assist the local pantries in our mission of “Making nutritious food available and accessible to all county residents.”

Six food pantry managers were interviewed in April of 2010. Representatives from the Waushara Commodity Food Pantry in Wautoma and the Saxeville Community Church Food Pantry in Saxeville were interviewed over the telephone. The other four food pantry managers (from the New Life Assembly of God Food Pantry in Plainfield; from Ruby’s Pantry, hosted by Crossroads Church, in Wautoma; from the First Lutheran Church Food Pantry in Poy Sippi; and from the First Congregational United Church of Christ Food Pantry in Redgranite) filled out a written questionnaire and answered follow-up questions over the telephone. The only other known food pantry in the county, hosted by the First Baptist Church in Plainfield, did not want to participate in a formal interview. Some basic information about their operations, however, was collected and has been included in this report.

In addition to these interviews, several in-depth telephone conversations occurred with the Central and Northeast Wisconsin Distribution Coordinator of Ruby’s Pantry. Also, a focus group discussion took place with representatives from the Waushara Commodity Food Pantry in Wautoma, the Saxeville Community Church Food Pantry in Saxeville, the First Lutheran Food Pantry in Poy Sippi and the First Congregational United Church of Christ Food Pantry in Redgranite. Though interested, a representative from the New Life Assembly of God Food Pantry in Plainfield was not able to attend this meeting.



## **Food Pantry Group Interviews**

### ***Summary of Food Pantry Interviews:***

#### Transportation

According to the food pantries surveyed, for clients utilizing the food pantries, transportation to and from the pantries was an issue at three out of the six pantries interviewed.

#### Storage

Storage was broken down into refrigeration, root cellar, and dry storage.

- Refrigeration - Four out of the six food pantries interviewed, stated that refrigeration was an issue. Comments about refrigeration ranged from no space to store produce; no refrigeration so fresh produce is given out within a couple of days; to limited refrigeration available, and more is needed.
- Root Cellar - One food pantry stated that a root cellar was available, but that it was not large enough to handle large deliveries of fresh produce.
- Dry Storage – Three pantries commented on dry storage. One stated that there is enough dry storage to serve 30 families per month, while the two others said that dry storage is a problem. Specifically, one pantry mentioned that larger deliveries of products (from canneries) had to be turned down in the past due to inadequate storage. Another stated that even though dry storage is inadequate, room exists to expand this area of their operation.

#### Space

Three pantries commented on space needs. One stated that they did not have room for a refrigerator and another said that distribution space only allowed for two people at a time.

#### Processing

Processing was divided into two subcategories: repackaging and meat processing.

- Repackaging – One pantry commented and stated that they weren't set up to repackage and that they only accept items that are packaged for single families.
- Meat Processing – One pantry commented and stated that they do not process and can only accept items that are processed professionally.

#### Education

- Food Preparation – Two pantries commented on this issue. Pantries stated that there is a need to teach people better nutrition, food preparation and how to use products available at the pantry.
- Financial Education/Advising – One pantry commented that there is a need for financial education so that people learn how to budget and become financially independent.

#### Communication

Communication is needed to help food pantries find out about what resources are available for low income individuals and families and how to connect people to these resources. Additionally pantries are looking at ways to connect the pantries to people who need the help.

### *Appendix F3: Detailed Results*

#### Other

- Special Needs Diets – The biggest need that one pantry sees is providing low sodium foods.
- Food Shortage – One pantry stated that they do not have enough food to fill the need.
- Financial Assistance – One pantry stated that there greatest need is monetary donations.
- Staffing/Volunteers – Two pantries commented on this issue and stated that volunteers are needed. Volunteers are needed to help out in the office, and distribute food.

**Waushara County Food Assistance Programs**  
**Waushara County Food Connections**  
**November 2011**

**Food Pantries**

Name: **Community Church Food Pantry**  
Location: Saxeville Town Hall  
Address: W4022 Archer Avenue  
Saxeville, WI 54976  
Date: 1<sup>st</sup> Saturday of the month  
Time: 9:00 – 11:00 AM  
Eligible: Only Towns of Saxeville,  
Springwater, Mt. Morris and  
Leon - Must have proof of  
residency

Name: **First Baptist Church**  
Address: 205 E. Clark Street  
Plainfield, WI 54966  
Phone: (715) 335-6330  
Date: Saturday  
Time: 9:00 – 11:00 AM  
Eligible: Waushara County and  
Surrounding Areas

Name: **First Congregational United Church of Christ Food Pantry**  
Address: 887 Bonnell Avenue  
Redgranite, WI  
Phone: (920) 566-4666  
Date: Wednesday  
Time: 1:00 – 4:00 PM  
Eligible: Wautoma Area School District

Name: **First Lutheran/Poy Sippi Food Pantry**  
Address: 710 Prospect Street  
P.O. Box 250  
Poy Sippi, WI 54967  
Phone: (920) 987-5151  
Date: 2<sup>nd</sup> and 4<sup>th</sup> Friday  
Time: 9:30 – 11:30 AM/3:30 – 5:30 PM  
Eligible: By Referral only by DHS or  
Clergy

Name: **New Life Assembly of God**  
Address: 612 E. North Street  
Plainfield, WI 54966  
Phone: (715) 335-6905  
Date: 2<sup>nd</sup> & 4<sup>th</sup> Saturdays  
Time: 9:00 – 11:00 AM  
Eligible: Almond, Bancroft, Plainfield and  
Hancock communities

Name: **Waushara County Commodity Food Pantry**  
Address: 220A Oakridge Court  
Wautoma, WI 54982  
Phone: (920) 787-0461  
Date: Tuesday and Friday  
Time: 1:00 – 4:00 PM  
Eligible: All Waushara County residents

**Food Assistance & Cost Saving Programs**

Name: **Ruby's Pantry**

Address: 640 S. Water Street  
Wautoma, WI 54982

Phone: (920) 787-2355

Date: 1<sup>st</sup> Saturday

Time: Registration 9:00AM – Distribution 10:30AM

Eligible: All Waushara County residents

Other: \$15.00 donation requested (not mandatory)  
Bring your own boxes or baskets for food

Name: **Food Share Program** (aka Food Stamps/Quest Card)

Phone: 800-291-2002

Online: [www.ACESS.wi.gov](http://www.ACESS.wi.gov) to check eligibility and apply

Name: **SHARE Program-Food Buying Club**

Sign Up: By phone, on-line or in person at World War II Memorial Building  
440 West Main Street  
Wautoma, WI 54982

[www.sharewi.org](http://www.sharewi.org)

800-548-2124

Date: 1<sup>st</sup> Wednesday of Month

Time: 10am – 2:30pm

Pick Up: Grace United Methodist Church  
N2133 Southgate Terrace  
Wautoma, WI 54982

Date: 4<sup>th</sup> Saturday of Month

Time: 7:30-8:30 am

Phone: (920) 787-2959

Eligible: All Waushara County residents



**Free Meals**

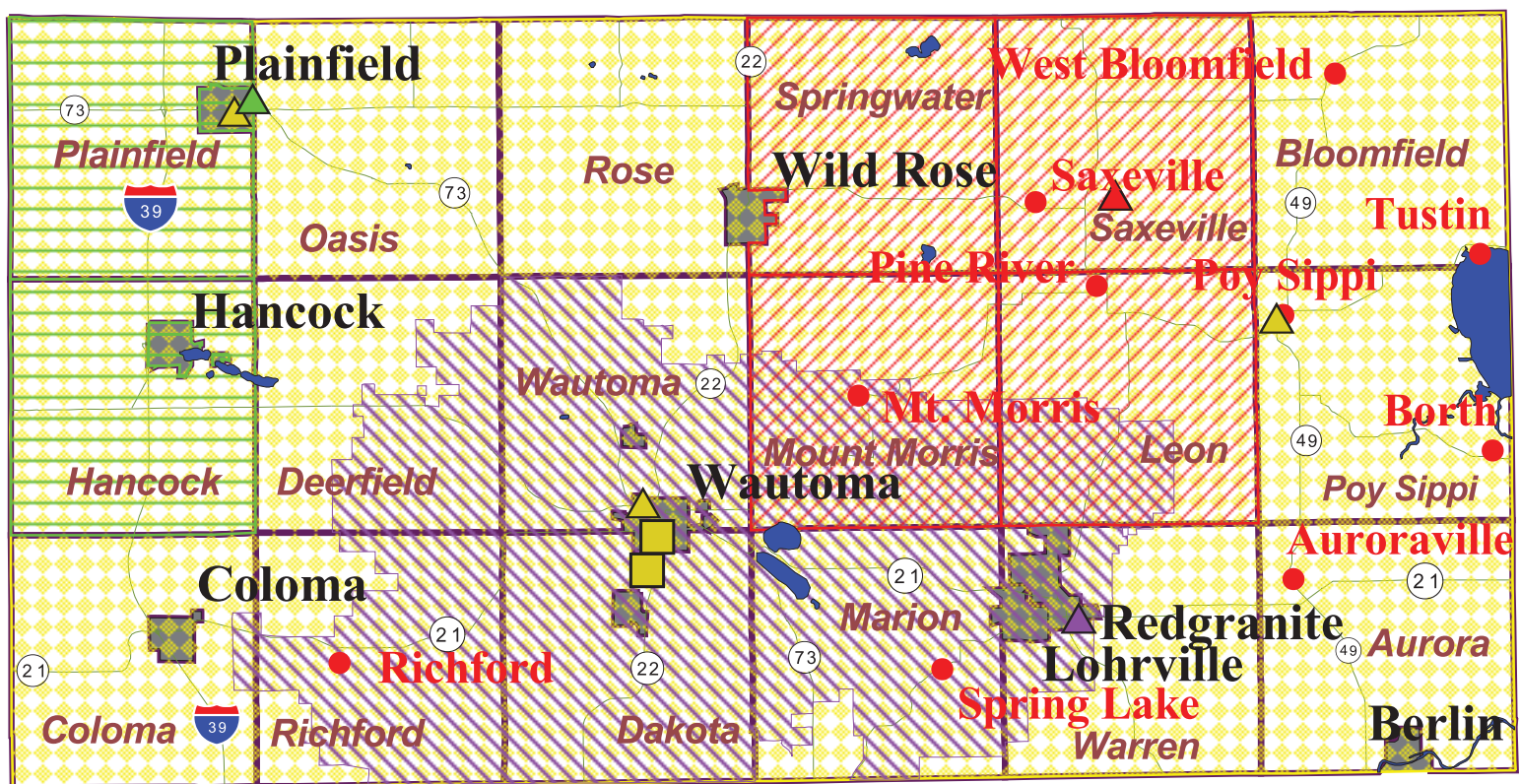
Name: **Grace United Methodist Church**  
Address: N2133 South Gate Terrace  
Wautoma, WI 54982  
Phone: (920) 787-4668  
Date/Time: Wednesdays – Light Meal at 5:00PM  
1<sup>st</sup> Sunday – Breakfast at 10:00AM  
Eligible: All Waushara County residents

Name: **St. John's Lutheran Church**  
Address: W4570 County Rd. A  
Saxeville, WI 54976  
Phone: (920) 622-3371  
Date: 3<sup>rd</sup> Wednesday  
Time: 5:00-6:30PM  
Eligible: All Waushara County residents

Name: **St Joseph's Catholic Church**  
Address: 364 S. Cambridge St.  
Wautoma, WI 54982  
Phone: (920) 787-3848  
Date: 4<sup>th</sup> Saturday Luncheon –  
Location rotates.  
Call Karen at 920-987-5205 for luncheon location  
Time: 1:00 – 4:00 PM  
Eligible: All Waushara County residents

Name: **United Church of Christ**  
Address: 301 North Main St.  
Hancock, WI 54943  
Phone: (715) 249-5133  
Date: 1<sup>st</sup> Wednesdays – January,  
March, May, July, September,  
November  
Time: 4:30-6:00 PM  
Eligible: All Waushara County residents























## Food Pantry and Cost Savings Program Locations and Service Areas in Waushara County

The color of food pantry or cost saving program symbol is represents their service area in Waushara County. For example, New Life Assembly of God Food Pantry's symbol is green, because they serve Waushara County residents in Plainfield and Hancock.

### Cost Savings Program

-  Ruby's Pantry 
-  SHARE Program 

### Food Pantry

-  Community Church - Saxeville 
-  First Baptist Church - Plainfield 
-  1st Congregational UCC (Redgranite) 
-  New Life Assembly of God (Plainfield) 
-  Poy Sippi/First Lutheran 
-  Waushara County Commodity 
-  Unincorporated Villages
-  Major Water Bodies
-  Service Area = Plainfield & Hancock
-  Springwater, Saxeville, Mt Morris, & Leon
-  Service Area = Wautoma School District
-  Service Area = County
-  Highways
-  Cities and Villages
-  Towns



## Appendix G: Demographics

	Page
• Appendix G1: Demographic Summary	1
• Appendix G2: Free and Reduced Lunch Statistics	7
• Appendix G3: <u>Poverty and Food Insecurity in Wisconsin and Waushara County</u> published by UW-Extension (2011)	11

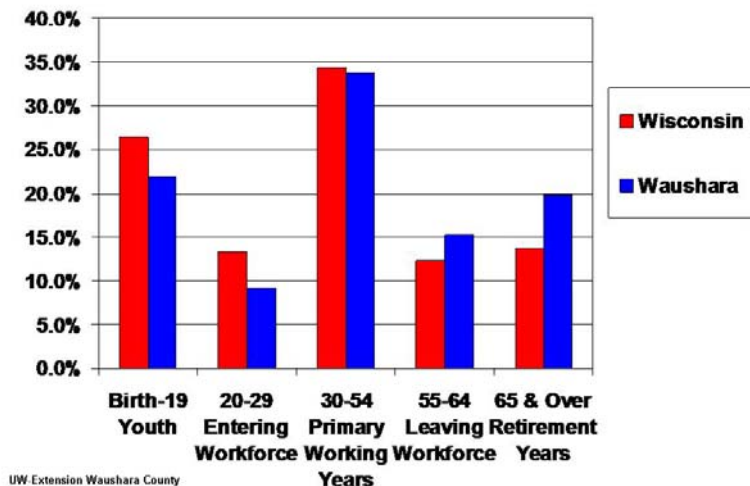


## DEMOGRAPHIC SUMMARY

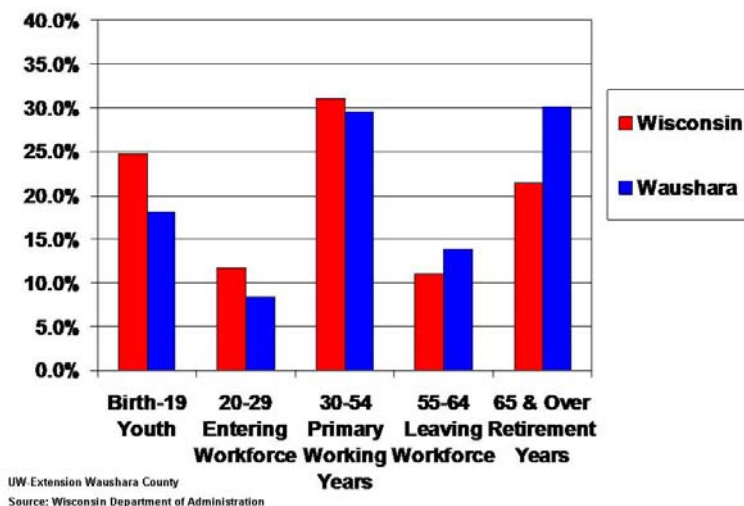
### Population, Race and Ethnicity

According to the United States Census Bureau, Waushara County has a large elderly population. In 2010, Waushara County's elderly population, those 65 and older, was 4,883 or 19.9% of the total population of the county. The percent of State of Wisconsin that are elderly is 13.7% of the population, according to the 2010 Census. The Wisconsin Department of Administration projects that in 2030 the elderly population in Waushara County will be 8,344 or 30% of the population; for Wisconsin, 21% of the population is projected to be elderly. By 2030, the number of residents in Waushara County retired or leaving the workforce will be greater than the number of residents entering or in the workforce. In 2030, the percent of the population that will be under the age of 18 will be significantly less than the percent of Wisconsin's population under 18.

2010 Waushara Population by Age



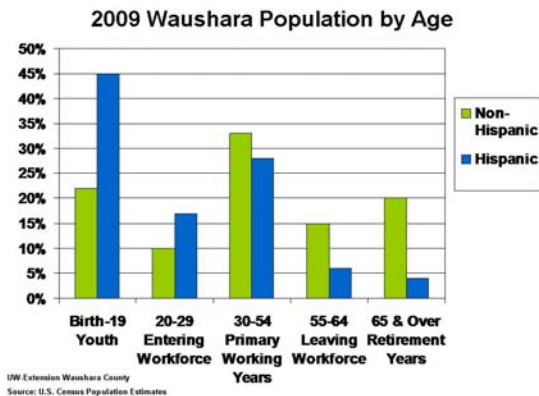
2030 Waushara Population by Age



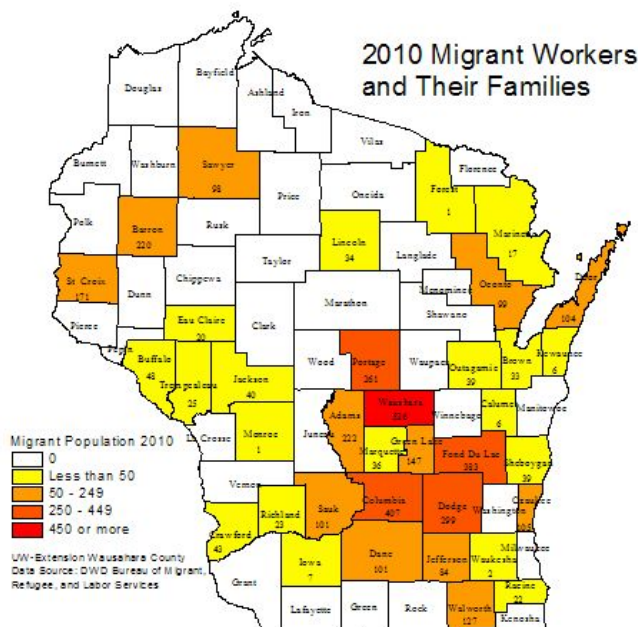
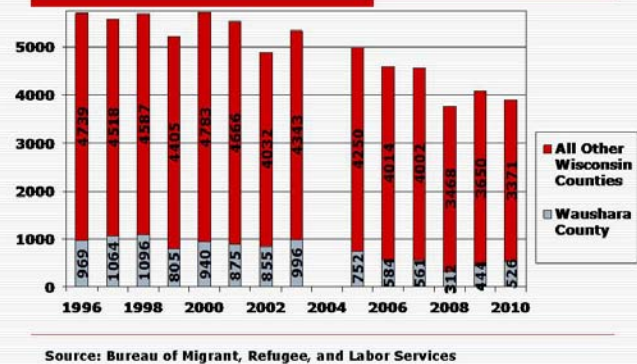


## Appendix G1: Demographic Summary

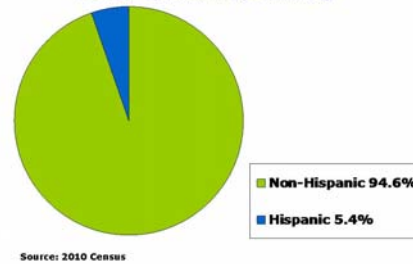
The decennial census shows that Hispanic/Latino ethnicity has the highest minority presence in Waushara County which has increased from 2% or 379 people in 1990 to 5.4% or 1,206 people in 2010. The Hispanic population is growing at a much quicker pace than the non-Hispanic population. Between 1990 and 2000 the Hispanic Population grew by 123.7% from 379 to 848; and the Non-Hispanic Population grew by 15.1% from 19,385 to 22,306. Between 2000 and 2010 the Hispanic Population grew by 42.2% from 848 to 1,206; and the Non-Hispanic Population grew by 9.1% from 22,306 to 24,333. The Hispanic population is younger than the non-Hispanic population. Waushara County also was the highest in the state for migrant workers. The number of migrant workers and their family members that lived in Waushara County in 2010 was 526. Columbia County has the second biggest population with 407 people in 2010. Do to changes in the food processing operations and the mix of agricultural products produced; the number of migrant workers and family members has been declining both in Waushara County and in Wisconsin in recent years.



**Number of Migrant Workers, Their Spouses, and Their Children**



**Waushara County  
2010 Population by Ethnicity**





## Appendix G1: Demographic Summary

### Poverty in Waushara County

Poverty statistics show a higher rate of poverty:

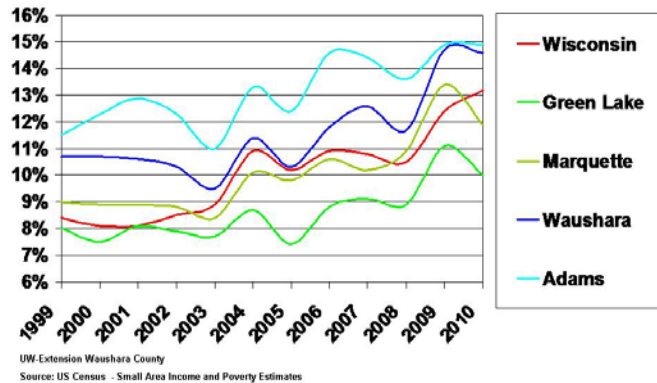
- Percent of 2010 population that live below poverty:  
Waushara County = 14.6%  
Wisconsin = 13.2%.
- Percent of the 2010 population under age 18 in poverty  
Waushara County = 23.8%  
Wisconsin = 19.0%

(US Census Bureau - Small Area Income & Poverty Estimates)

- Percent of the 2005-09 population in poverty:  
Waushara County = 12.6% Wisconsin = 7.2%
- Percent of the 2005-09 population under age 18 in poverty:  
Waushara County = 20.8% Wisconsin = 14.6%
- Percent of the 2005-09 population over age 65 in poverty:  
Waushara County = 8.9% Wisconsin = 8.2%
- Percent of the 2005-09 families in poverty:  
Waushara County = 8.6% Wisconsin = 7.2%
- Percent of the 2005-09 families with female head of household in poverty:  
Waushara County = 30.5% Wisconsin = 28.2%

(US Census Bureau – American Community Survey)

### Poverty Rate



### Income and Unemployment levels

Food insecurity and hunger are more common among low-income households. There are not enough jobs in these rural communities and 48% of workers commute to work outside the area, with the average commute time of 28 minutes. To compound poor employment prospects, Waushara County is among the least educated in the state. As shown in the table below, poverty and unemployment rates are higher in Waushara County compared to the statewide average:

	Waushara	Wisconsin
Population	24,606	5,654,774
Percent below poverty level	11.7%	10.5%
Percent of children below poverty level	18.7%	14.2%
Percent of elderly below poverty level	6.7%	8.4%
Unemployment Rate (2009)	9.8%	8.5%

In summarizing the demographics we revert to the purpose of our committee, “to determine how much of a problem food insecurity is and hunger in Waushara County, availability obstacles and access to food.” The first criterion to be determined is if Waushara County fits into the category of lower income levels. Waushara County ranks 59<sup>th</sup> out of 72 counties for wage comparisons, with an average weekly wage of \$528. That puts Waushara County at the 18<sup>th</sup> percentile with the last 13 counties only having about a \$30 difference making the bottom very close. The

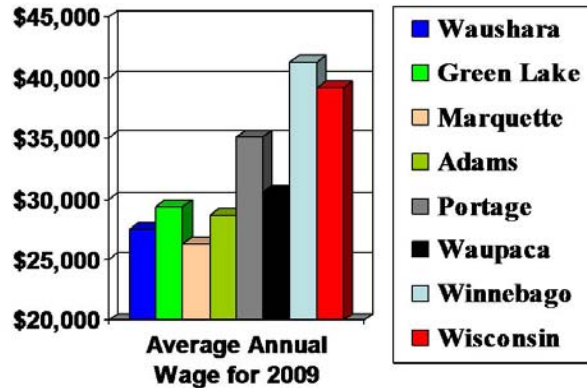
## *Appendix G1: Demographic Summary*

highest weekly wage comes from Milwaukee and Waukesha Counties at \$834 with that being very close to the United States average \$840 per week. On the criteria of unemployment, Wisconsin ranks 34<sup>th</sup> in the United States. (United States Census).

### Average Annual Wage for 2009

- **Waushara County: \$27,489**
- Green Lake County: \$29,836
- Marquette County: \$26,279
- Adams County: \$28,644
- Portage County: \$35,109
- Waupaca County: \$30,581
- Winnebago County: \$41,320
- Wisconsin: \$39,156

(Wisconsin Department of Workforce Development)



Source: Wisconsin Department of Workforce Development

### Food Desert

Parts of Waushara County are considered food deserts which are areas that access to retail food outlets is very limited. Grocery stores are limited to larger municipalities, leaving many without access to nearby food outlets. Even bigger municipalities are in danger of becoming food deserts, as the independent, smaller grocery stores are struggling to stay in business.

### Agriculture

Waushara County is the 2nd largest of Wisconsin counties in the harvesting of vegetables, Portage County is #1.

Waushara County's top commodities (sales by dollar value, 2007)

1. Vegetables \$56.3 million
2. Milk \$18.9 million
3. Grains (corn & soybeans) \$14.7 million
4. Cattle and calves \$4.0 million
5. Christmas trees \$3.5 million

(USDA 2007 Census of Agriculture)

## *Appendix G1: Demographic Summary*

### **Health**

Another important demographic to look at is the health of the people in Waushara County. In the chart below from the Wisconsin Department of Health it shows that the people of Waushara are as equal to or worse than others in the state of Wisconsin in every category of risk except category of Physical Inactivity.

### **Percent of Adults with Selected Behavioral Risks, by Age**

Age	Risk	Percent	(+/-)	Region Percent	State Percent
18 - 44	Heavy Drinking			11	10
	Physical Inactivity			15	16
	Overweight			54	51
	Smoking			29	28
45 - 64	Heavy Drinking			9	8
	Physical Inactivity			19	19
	Overweight			70	66
	Smoking			19	21
65+	Heavy Drinking			3	4
	Physical Inactivity			30	29
	Overweight			63	61
	Smoking			7	8
Total (18+)	Heavy Drinking	5	( 4)	9	8
	Physical Inactivity	21	( 8)	19	19
	Overweight	66	( 9)	61	58
	Smoking	17	( 7)	22	22

<http://www.dhs.wisconsin.gov>

### **Poor Health**

Each year the Wisconsin County Health Rankings Report from the University of Wisconsin School of Medicine and Public Health rates Wisconsin counties on health outcomes such as length and quality of life and health factors including:

- Diet
- Exercise
- Use of alcohol
- Use of tobacco
- Access to and quality of clinical care
- Social and economic factors
- Physical environment

In this study Waushara County ranked 48<sup>th</sup> out of our 72 counties leaving it in the bottom 1/3 % of the state of Wisconsin.



## 2010-2011 Free & Reduced Lunch Stats Waushara County Schools vs. State

### Tri-County School District

#### Tri-County Elementary

	Student Enrollment	% Economically Disadvantaged	% of Economically Disadvantaged Elementary School Students in State
2010-2011	267	62.5%	43.2%
2009-2010	278	60.1%	40.9%
2008-2009	245	55.5%	37.6%
2007-2008	261	55.2%	36.6%
2006-2007	271	57.2%	35.6%
2005-2006	298	36.6%	34.3%

#### Tri-County Middle School

	Student Enrollment	% Economically Disadvantaged	% of Economically Disadvantaged Mid/Jr. High School Students in State
2010-2011	199	61.3%	37.5%
2009-2010	210	59.5%	37.5%
2008-2009	219	58.0%	31.7%
2007-2008	236	57.6%	30.4%
2006-2007	224	58.0%	30.3%
2005-2006	238	45.0%	29.6%

#### Tri-County High School

	Student Enrollment	% Economically Disadvantaged	% of Economically High School Students in State
2010-2011	220	59.1%	33.3%
2009-2010	239	57.3%	31.6%
2008-2009	229	45.9%	27.8%
2007-2008	223	42.6%	26.0%
2006-2007	251	40.2%	25.1%
2005-2006	266	36.5%	23.7%

## Wautoma Area School District

### Redgranite Elementary School

	Student Enrollment	% Economically Disadvantaged	% of Economically Disadvantaged Elementary School Students in State
2010-2011	102	81.4%	43.2%
2009-2010	103	78.6%	40.9%
2008-2009	99	76.8%	37.6%
2007-2008	107	74.8%	36.6%
2006-2007	109	72.5%	35.6%
2005-2006	118	66.1%	34.3%

### Riverview Elementary School

	Student Enrollment	% Economically Disadvantaged	% of Economically Disadvantaged Elementary School Students in State
2010-2011	417	65.9%	43.2%
2009-2010	426	70.7%	40.9%
2008-2009	431	65.4%	37.6%
2007-2008	420	33.8%	36.6%
2006-2007	423	53.9%	35.6%
2005-2006	414	53.9%	34.3%

### Parkside School

	Student Enrollment	% Economically Disadvantaged	% of Economically Disadvantaged Mid/Jr. High School Students in State
2010-2011	523	64.8%	37.5%
2009-2010	493	59.4%	37.5%
2008-2009	507	59.8%	31.7%
2007-2008	502	54.0%	30.4%
2006-2007	500	59.2%	30.3%
2005-2006	534	58.4%	29.6%

### Wautoma High School

	Student Enrollment	% Economically Disadvantaged	% of Economically High School Students in State
2010-2011	419	56.8%	33.3%
2009-2010	460	46.1%	31.6%
2008-2009	464	42.5%	27.8%
2007-2008	478	39.7%	26.0%
2006-2007	494	41.9%	25.1%
2005-2006	497	40.0%	23.7%

## **Wild Rose Area School District**

### **Pleasant View Elementary**

	<b>Student Enrollment</b>	<b>% Economically Disadvantaged</b>	<b>% of Economically Disadvantaged Elementary School Students in State</b>
2010-2011	88	33.0%	43.2%
2009-2010	99	31.3%	40.9%
2008-2009	92	26.1%	37.6%
2007-2008	84	25.0%	36.6%
2006-2007	86	17.4%	35.6%
2005-2006	97	18.6%	34.3%

### **Wild Rose Elementary**

	<b>Student Enrollment</b>	<b>% Economically Disadvantaged</b>	<b>% of Economically Disadvantaged Elementary School Students in State</b>
2010-2011	207	58.5%	43.2%
2009-2010	196	54.6%	40.9%
2008-2009	225	52.0%	37.6%
2007-2008	226	46.5%	36.6%
2006-2007	203	48.3%	35.6%
2005-2006	194	39.7%	34.3%

### **Wild Rose High School**

	<b>Student Enrollment</b>	<b>% Economically Disadvantaged</b>	<b>% of Economically High School Students in State</b>
2010-2011	367	38.4%	33.3%
2009-2010	392	40.8%	31.6%
2008-2009	403	33.5%	27.8%
2007-2008	429	35.9%	26.0%
2006-2007	423	38.1%	25.1%
2005-2006	403	33.0%	23.7%

## Other School Districts

### **Coloma Elementary School – Westfield School District**

	<b>Student Enrollment</b>	<b>% Economically Disadvantaged</b>	<b>% of Economically Disadvantaged Elementary School Students in State</b>
2010-2011	129	58.1%	43.2%
2009-2010	118	63.6%	40.9%
2008-2009	119	60.5%	37.6%
2007-2008	132	56.1%	36.6%
2006-2007	126	47.6%	35.6%
2005-2006	131	48.1%	34.3%

### **Poy Sippi Elementary School – Berlin School District**

	<b>Student Enrollment</b>	<b>% Economically Disadvantaged</b>	<b>% of Economically Disadvantaged Elementary School Students in State</b>
2010-2011	91	44.0%	43.2%
2009-2010	84	39.3%	40.9%
2008-2009	96	24.6%	37.6%
2007-2008	78	37.2%	36.6%
2006-2007	69	23.2%	35.6%
2005-2006	78	35.9%	34.3%

Source: <http://data.dpi.state.wi.us/data>





# Poverty and Food Insecurity in Wisconsin and Waushara County

Katherine J. Curtis, Community, Natural Resource and Economic Development and  
Judi Bartfeld, Family Living Programs  
University of Wisconsin—Extension

Poverty in Wisconsin rose substantially during the 2000s. In 2009, 12.4% of the state's population was living in poverty, increasing to 13.2% in 2010 - roughly 731,479 people<sup>1</sup> - as compared to 8.7% in 2000.<sup>2</sup> Wisconsin residents are better off economically than the nation as a whole. However, the advantage has narrowed in recent years. Economic conditions in Wisconsin worsened as the state weathered two significant recessions and rising unemployment. As a result, a growing share of households in the state are living in poverty and struggling to meet their basic food needs.

## What is poverty?

Although poverty is a subjective term, the federal poverty line is intended to indicate the minimum resources families need for an adequate standard of living. The official poverty line varies according to the number of household members and their ages. The poverty threshold increases each year to account for inflation. In 2010, the federal poverty

line was \$22,314 for a family of four and \$11,139 for one person.<sup>3</sup> Most researchers agree that the poverty line underestimates the minimum resources necessary to meet basic needs. Nonetheless, poverty rates are one way to compare economic hardship among groups, across locations, and over time.

Curtis is Assistant Professor of Community and Environmental Sociology at UW-Madison and UW-Extension Demographic Specialist. Bartfeld is Professor of Consumer Science at UW-Madison and UW-Extension Food Security Research and Policy Specialist. This research was supported by the Wisconsin Agricultural Experiment Station. We are grateful for the research assistance of Dagoberto Cortez and the technical assistance of Roz Klaas, Heather O'Connell, and Libby Bestul.

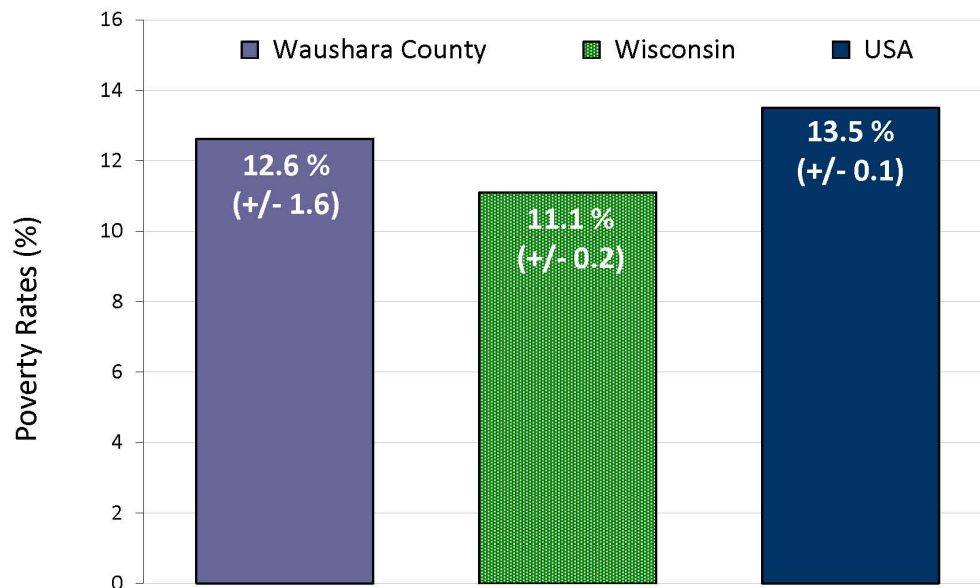
This briefing supplements the *Wisconsin Families – Issues and Demographics* series, Family Living Programs, University of Wisconsin - Extension.

## Where is poverty?

The extent of poverty varies greatly across Wisconsin. In Waushara County, the poverty rate during 2005-2009 was 12.6%, an increase from 2000 when the rate was 9.1%. During

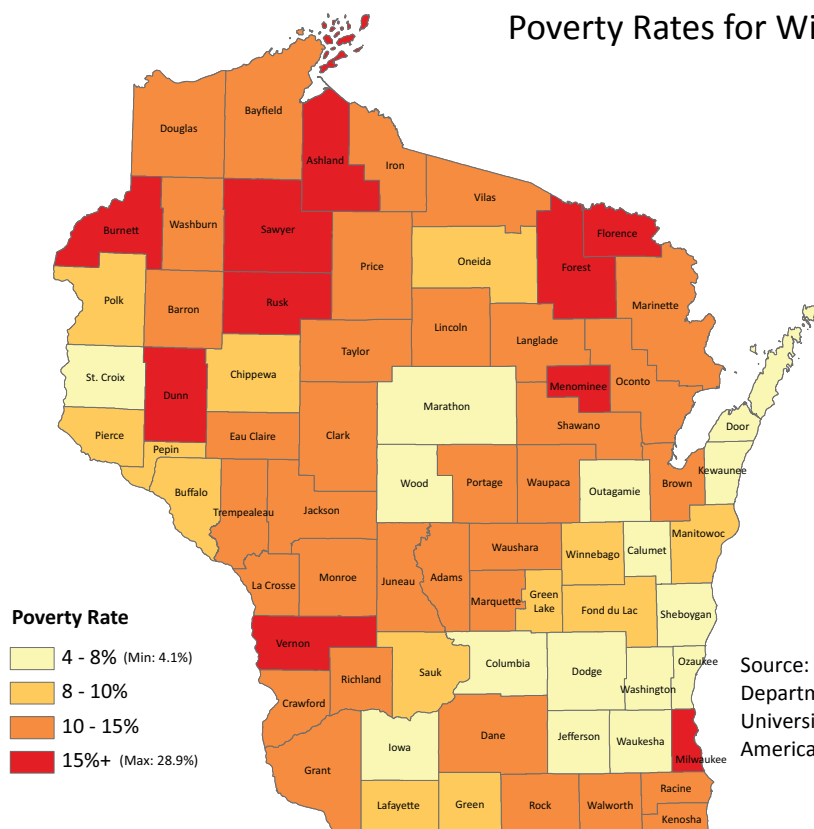
2005-9, the poverty rate in Waushara County was not significantly higher than the statewide rate of 11.1% and was not significantly lower than the national average of 13.5%.<sup>4</sup>

### County Poverty Rate with State and National Comparison, 2005-2009



Source: American Communities Survey 2005–2009, 5-year estimates

### Poverty Rates for Wisconsin Counties, 2005-09



Source: Applied Population Laboratory  
Department of Community and Environmental Sociology  
University of Wisconsin-Madison  
American Community Survey 2005-09, 5-year estimates

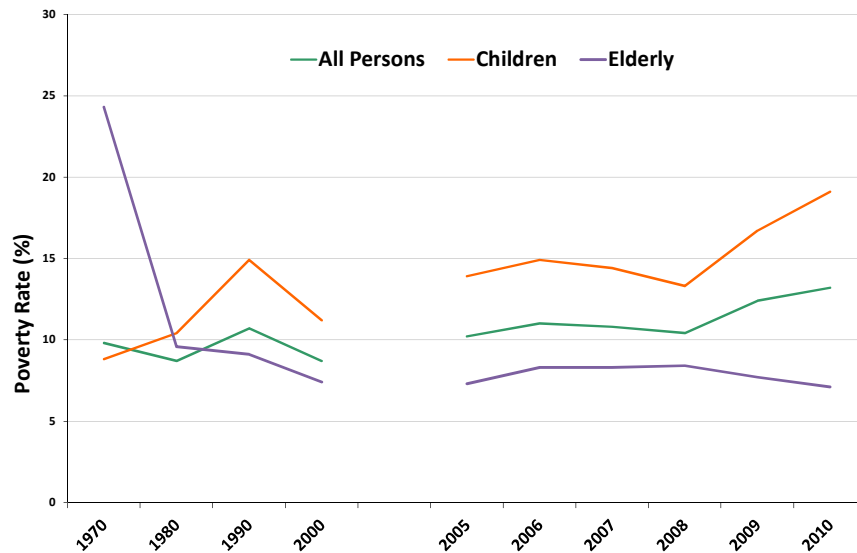
## Who is in poverty?

There is no single face of poverty. Historically, poverty in Wisconsin was most common among the elderly population. The proportion of elderly in poverty dramatically declined since 1970. In contrast, the proportion of children living in poverty has increased. Conse-

quently, poverty rates today are higher among children.

Groups at higher-than-average risk of poverty in Wisconsin include children, single-mother households, racial/ethnic minorities, and adults with a high school education or less.

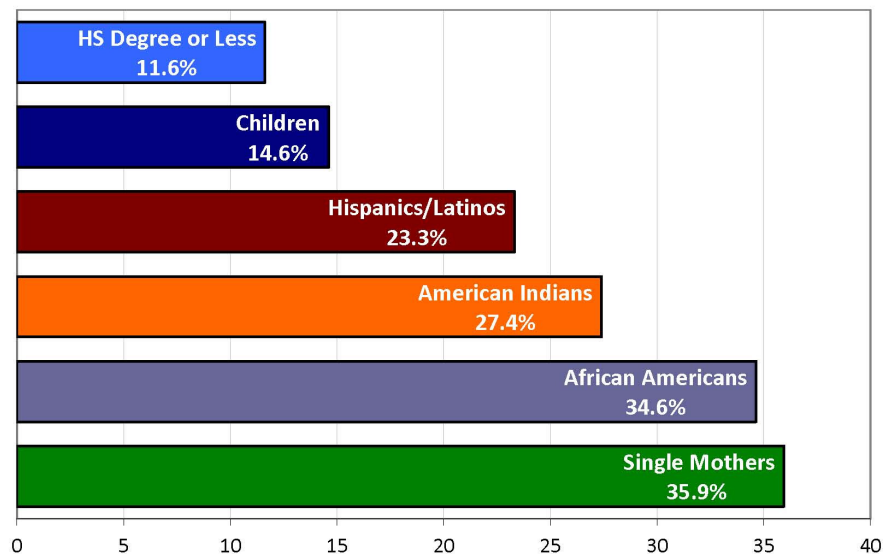
Wisconsin Poverty Rates, 1970-2010



Source: Derived from decennial Census 1970-2000 and American Community Survey 2005-2010, 1-year estimates

\* Child poverty rate reflects related children under 18 in 1970 and 1980, and all children under 18 in the remaining years. There is no statistical difference in the reported poverty rates for related and all children in years when both poverty rates are available.

Poverty Rates Among High Risk Groups in Wisconsin, 2005-09



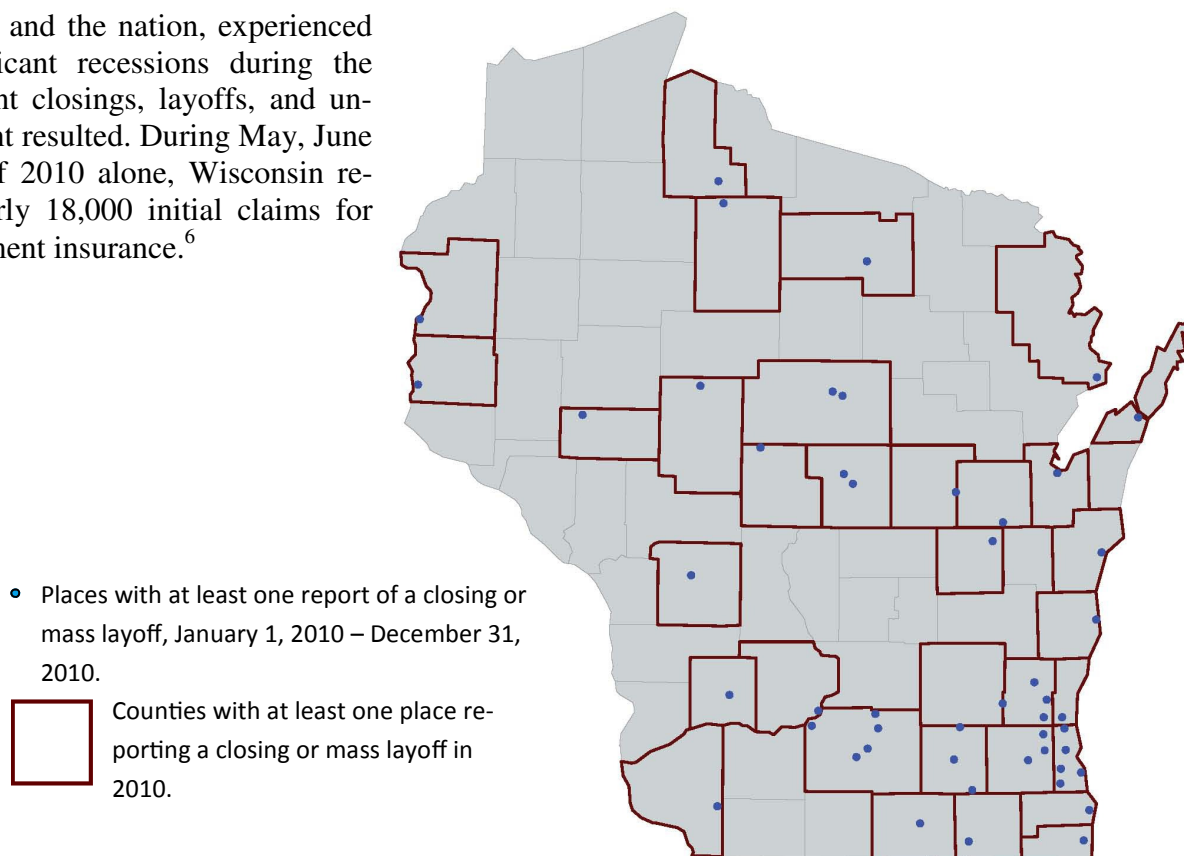
Source: American Community Survey 2005-09, 5-year estimates

## What causes poverty?

Limited earnings potential, including the inability to find sufficient work at an adequate wage, is strongly linked to poverty in Wisconsin.<sup>5</sup>

Wisconsin, and the nation, experienced two significant recessions during the 2000s. Plant closings, layoffs, and unemployment resulted. During May, June and July of 2010 alone, Wisconsin reported nearly 18,000 initial claims for unemployment insurance.<sup>6</sup>

### Closings and Mass Layoffs, 2010

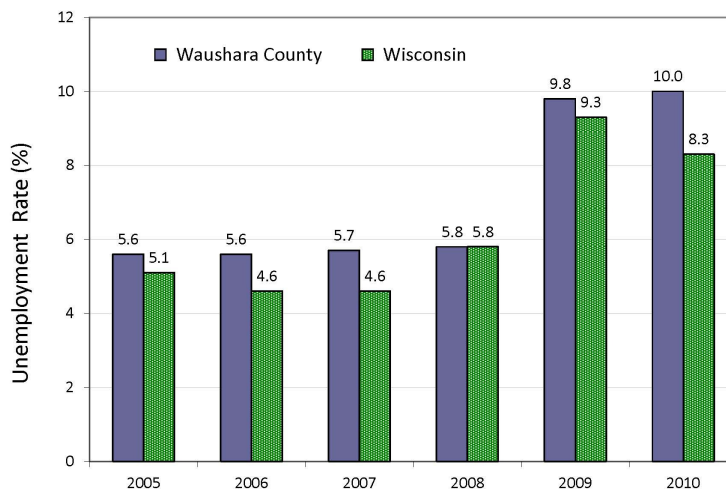


Source: Wisconsin Department of Workforce Development

Although the state has had a large number of layoffs due to a business closing or mass layoff, not all counties and their residents have been equally affected.<sup>7</sup> No layoffs resulting from a business closing or mass layoff were reported in Waushara County during 2010.

Unemployment in Wisconsin rose during the past five years, most significantly between 2008 and 2009. In Waushara County, the unemployment rate was 10.0% in 2010, higher than the statewide rate of 8.3%.

### Unemployment Rate in Waushara County and Wisconsin, 2005-10

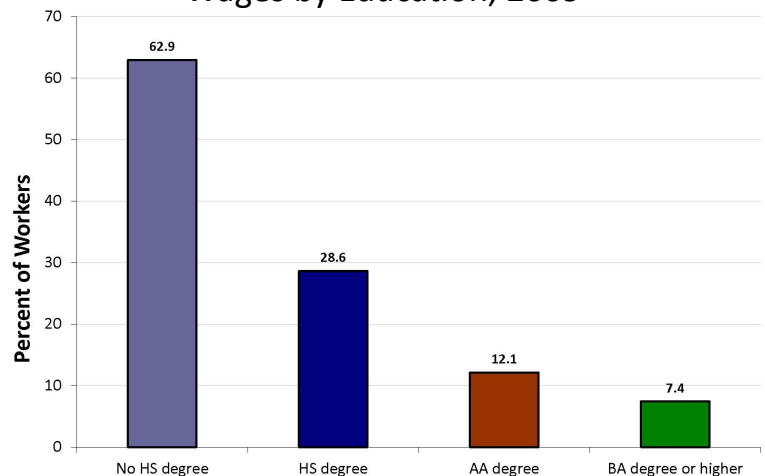


Source: Wisconsin Department of Workforce Development's Annual Unemployment Rates, 2005-2010

Employment is not always enough to escape poverty. In Wisconsin, 23% of all workers earn a lower hourly wage than would be needed to keep a family of four with a fulltime worker out of poverty.<sup>8</sup>

“Poverty wages” are most common among those with lower education. In Waushara County, 60% of adults have a high school degree or less, higher than the statewide rate of 45%.

Share of Wisconsin Workers Earning Poverty Wages by Education, 2009



Source: Center on Wisconsin Strategies (COWS), 2010

### How does poverty impact food security?

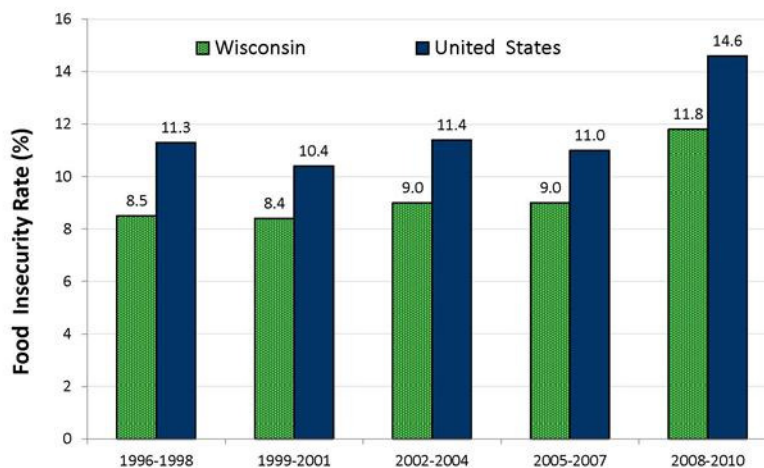
Poverty puts households at much higher risk of food insecurity and hunger. Hunger and food insecurity, in turn, are linked to other problems. For children, these include poor health, behavioral problems, and learning and academic problems.<sup>9</sup>

Food secure households have enough food at all times for an active healthy life. In contrast, households with low food security have uncertain access to food. They report running out of food without having money to buy more, cutting back the size of meals due to lack of money, or having to skip meals altogether.

Like other states and the nation as a whole, Wisconsin households have become more food insecure in the past 15 years. Although Wisconsin continues to fare better than the country as a whole, the rate of food insecurity has increased substantially in the state.

In 1996-1998, 8.5% of Wisconsin's households were food insecure as compared to 11.3% of the nation's households. There was relatively little change through the 2005-2007 period. In 2008-2010, coinciding with the severe economic downturn, Wisconsin's food insecurity rate jumped to 11.8%, while the national rate jumped to 14.6%.

Food Insecurity Rates, 1996—2010

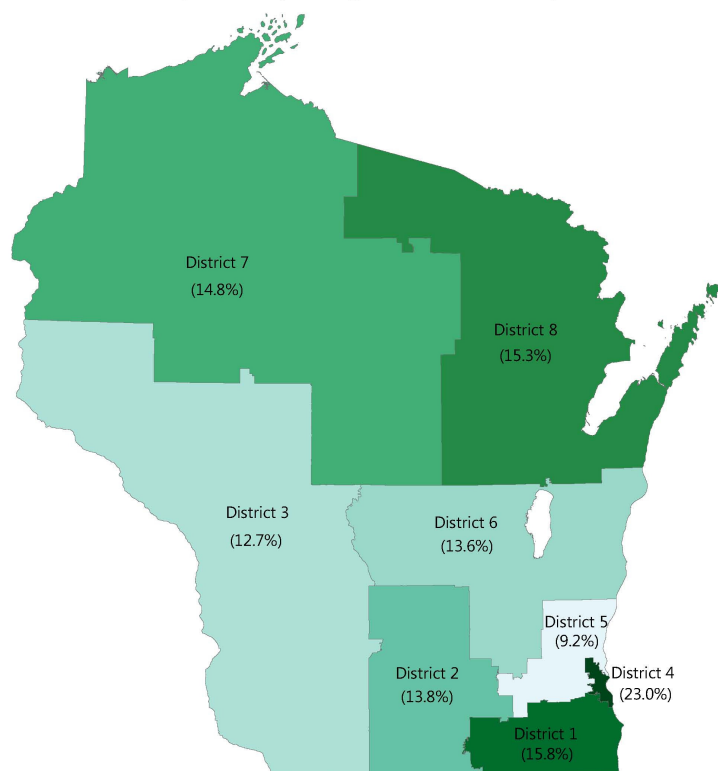


Source: Economic Research Service, U.S. Department of Agriculture

Food hardship is not experienced equally across all communities in the state. The highest food hardship rate in 2008-09 - 23% - was reported by residents of District 4 in Milwaukee. The next highest rate - 15.3% - was reported for District 8 in the northeastern part of the state.

Waushara County is in District 6, where 13.6% of the population reported food hardship. “Food hardship” in these data means that over the past year household members did not always have money to buy the food they needed.<sup>10</sup>

Food Hardship Rate by Congressional District, 2009-2010

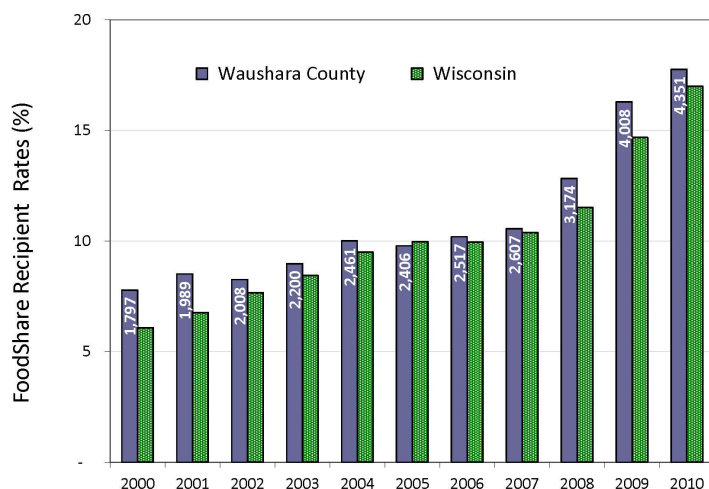


Source: Food Research and Action Center, 2011

\* Food hardship is defined as the percent of respondents who indicated that there have been times in the past 12 months when they did not have the money to buy food that they or their family needed.

<u>District 1</u>	<u>District 3</u>	<u>District 4</u>	<u>District 7</u>	<u>District 8</u>
Kenosha	Buffalo	Milwaukee	Ashland	Brown
Milwaukee	Clark		Barron	Calumet
Racine	Crawford	<u>District 5</u>	Bayfield	Door
Rock	Dunn	Jefferson	Burnett	Florence
Walworth	Eau Claire	Milwaukee	Chippewa	Forest
Waukesha	Grant	Ozaukee	Clark	Kewaunee
	Iowa	Washington	Douglas	Langlade
<u>District 2</u>	Jackson	Waukesha	Iron	Marinette
Columbia	Juneau		Lincoln	Menominee
Dane	La Crosse	<u>District 6</u>	Langlade	Oconto
Green	Lafayette	Adams	Marathon	Oneida
Jefferson	Monroe	Calumet	Oneida	Outagamie
Rock	Pepin	Dodge	Polk	Shawano
Sauk	Pierce	Fond du Lac	Portage	Vilas
Walworth	Richland	Green Lake	Price	Waupaca
	St. Croix	Jefferson	Rusk	
	Sauk	Manitowoc	Sawyer	
	Trempealeau	Marquette	Taylor	
	Vernon	Outagamie	Washburn	
		Sheboygan	Wood	
		Waushara		
		Winnebago		

Percent of Population Receiving FoodShare in Waushara County and Wisconsin, 2000-10



Source: Derived from Wisconsin Department of Health Services FoodShare Data, Annual Population Estimates, and Census 2010

Another indication of food-related hardship is the share of the population participating in the Supplemental Nutrition Assistance Program (SNAP, which is referred to as Food Share in Wisconsin). Overall, the proportion of Wisconsin residents who participated in FoodShare increased between 2000 and 2010, particularly as economic conditions declined.

In Waushara County, the number of FoodShare participants increased from 1,797 to 4,351. The rate of FoodShare participation in 2010 was 18%, comparable to the statewide rate of 17%.

As poverty grows, so too does food insecurity. Both are on the rise in Wisconsin communities. These are complex problems without easy solutions, but communities can make a difference. Poverty and hunger are issues of community and economic development. Although poverty and food insecurity are experienced by individuals and households, communities also experience such hardships.

Communities can reduce poverty and, in turn, food insecurity by promoting higher wages. Higher wages help working people and families escape poverty and stay out of poverty. Some communities and states have passed living wage laws requiring certain employers to pay wages higher than the national minimum. Other communities have pursued economic development plans to attract better paying jobs. Poverty and food insecurity will not be solved by introducing jobs alone, but by introducing well-paying jobs.

Communities can help ensure that supports are available to working families. Family-friendly policies, including parental leave and flexible scheduling, and other work conditions can help working parents succeed at their jobs. Quality, affordable child care helps as well.

Safety net programs also play a role. When families can't meet their basic needs through work, public programs to help with health care, food, housing, heat and other essentials are important. Likewise, community-based non-profit organizations are important in helping families to meet essential needs.

Communities can invest in schools and ensure that all children have support necessary to succeed in school. A good education is one of the best ways for children to avoid living in poverty as adults. Similarly, communities can promote training and education for adults. The risk of poverty declines as education levels increase.

Communities can also help to address food insecurity. Food security stems from economic security, but is also influenced by retail access to affordable and healthy foods; strong federal food and nutrition assistance programs; and a strong emergency food system.

Communities can improve access to affordable and healthy food by promoting the establishment of grocery stores, farmers markets, and other healthy food outlets that are convenient to all community members. Nutrition education programs can help families to stretch limited food dollars.

Communities can also take steps to strengthen access to federal food programs. Possible strategies include starting summer meal programs to help feed children when school is out; developing school breakfast programs; conducting outreach to ensure families are aware of available food and nutrition assistance programs; and improving the nutritional quality of school meals.

Finally, communities can strengthen their emergency food systems by taking steps to increase both the quantity and healthiness of available foods available at food pantries, and by fostering linkages between food pantries and other public and private food resources.



---

## End Notes

<sup>1</sup> The number reported by the 2010 ACS 1-year estimates has a margin of error of +/-17,834. Therefore, we can be 90% certain that the actual number of people in Wisconsin living below the poverty line falls between 713,645 and 734,631.

<sup>2</sup> Poverty estimates are from the 2009 and 2010 American Community Survey, 1-year Estimates, and Census 2000 SF3. These and other estimates are available through the US Census Bureau on-line through the American Factfinder (<http://factfinder.census.gov> and <http://factfinder2.census.gov>).

<sup>3</sup> Three separate poverty guidelines are calculated for the lower 48 contiguous states and the District of Columbia, Alaska, and Hawaii. The 2010 guidelines can be found on-line through the US Department of Health and Human Services (<http://aspe.hhs.gov/poverty/10poverty.shtml>). Poverty thresholds used here and reported by the US Census Bureau can be accessed on-line (<http://www.census.gov/hhes/www/poverty/data/threshld/index.html>).

<sup>4</sup> The poverty rate reported by the 2005-09 ACS 5-year estimates has a margin of error of +/-1.6%. Therefore, we can be 90% certain that the actual number of people in Waushara County living below the poverty line falls between 11.0% and 14.2%. The state estimate falls within the county range. Therefore, the county estimate is not significantly different from the state estimate. A complete table of poverty rates for all Wisconsin counties is available through the Applied Population Laboratory ([http://www.apl.wisc.edu/publications/poverty\\_rates\\_WI\\_portrait.pdf](http://www.apl.wisc.edu/publications/poverty_rates_WI_portrait.pdf)).

<sup>5</sup> Curtis, Katherine J. and Heather O'Connell. County Factors Related to Wisconsin Poverty, 2000. (Wisconsin Poverty Series, Briefing #3). August 2010. <http://www.apl.wisc.edu/publications/WisPovertyBriefing-3.pdf>

<sup>6</sup> O'Connell, Heather and Katherine J. Curtis. *Recent Trends in Closings and Layoffs in Wisconsin, 2000-2010*. (Wisconsin Poverty Series, Briefing #5). December 2010. <http://www.apl.wisc.edu/publications/WisPovertyBriefing-5.pdf>

<sup>7</sup> Employees are counted if their employment is terminated, if they are laid off for more than 6 months, or if their hours are reduced more than 50% during each month of any 6-month period as result of a business closing or mass layoff. A business (or plant) closing is reported if it involves a permanent or temporary shutdown of an employment site or of one or more facilities or operating units within a single municipality that affects 25 or more employees. A mass layoff is reported if there is a reduction in the workforce that is not a business closing and which affects at least 25% of the workforce or 25 employees, whichever is greater, or at least 500 employees in an employment site or within a single municipality. This and more information on layoffs and closings is available through the Wisconsin Department of Workforce Development [http://dwd.wisconsin.gov/er/labor\\_standards\\_bureau/business\\_closing\\_and\\_mass\\_layoffs.htm](http://dwd.wisconsin.gov/er/labor_standards_bureau/business_closing_and_mass_layoffs.htm)).

<sup>8</sup> Center for Wisconsin Strategies (COWS). 2010. *The State of Working Wisconsin, 2010*. (<http://cows.org/pdf/rp-soww-10.pdf>)

<sup>9</sup> Center on Hunger and Poverty, Brandeis University. 2002. *The Consequences of Hunger and Food Insecurity for Children: Evidence from Recent Scientific Studies*. [www.centeronhunger.org/pdf/ConsequencesofHunger.pdf](http://www.centeronhunger.org/pdf/ConsequencesofHunger.pdf)

<sup>10</sup> "Food hardship" is based on a single question indicating whether household members did not always have money to buy the food they needed. "Food insecurity" is based on a series of questions about households' ability to meet their food needs. The two measures are similar but not identical.

---

**Poverty and Food Insecurity in Wisconsin and Waushara County by Katherine Curtis and Judi Bartfeld, 2011**  
**Poverty and Food Insecurity in Wisconsin briefs for all counties can be found at:**  
**[http://www.apl.wisc.edu/poverty\\_food\\_security.html](http://www.apl.wisc.edu/poverty_food_security.html)**

---



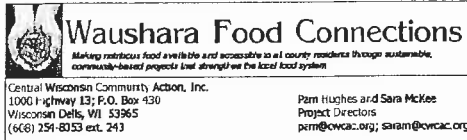
*The University of Wisconsin-Extension (UWEX) Cooperative Extension's mission extends the knowledge and resources of the University of Wisconsin to people where they live and work.*  
© 2011 Board of Regents of the University of Wisconsin System.



# Appendix H: Preliminary Results Presentation and Suggested Projects

	Page
• Appendix H1: Preliminary Results Presentation	1
• Appendix H2: Suggested Projects from Preliminary Results Presentation	13





## Community Food Assessment Report November, 2010

Funded in part by a Community Food Projects Grant  
from the U.S. Department of Agriculture

## Mission and Vision Statements

- **The Mission of Waushara Food Connections:**  
Making nutritious food available and accessible to all county residents through sustainable, community-based projects that strengthen the local food system.
- **The Vision of Waushara Food Connections:** Waushara County will have a thriving, sustainable food system where safe, nutritious and affordable food is accessible to all county residents; where local food providers have strong, viable businesses that meet local needs; and where key players work collaboratively in an atmosphere of mutual support and respect to ensure long-term food security.

## Purpose of Study

- How much of a problem is food insecurity and hunger?
- Where do people get their food? Why?
- How can we improve access to nutritious food, especially for those of low-income?
- How can we strengthen our food system (including grocery stores, farmers, and food pantries)?

## Purpose of Study cont.

- What obstacles do people face in getting the food that they need and want, and what are potential solutions to these obstacles?

## Our Study of the Food System in Waushara County

- Survey of Household Food Use and Needs of low-income residents: 1300 distributed, 451 collected
- 10 Focus Groups: half with low-income residents, half with mixed-income residents (67 people total)

## Our Study of the Food System in Waushara County

- Interviews
  - Local food pantry managers: 7 interviewed (8 contacted)
  - Local farmers: 25 interviewed (228 called)
  - Local grocery store owners: 5 interviewed (7 contacted)

## Our Study of the Food System in Waushara County

- 1 Focus Group: Food Pantry Managers
- Price comparison of local vs. out-of-county grocery stores
- 12 Steering Committee Meetings: Input from community members and service providers

## Study Results Overview

- Many people in Waushara County are not getting the food that they need to live a healthy and active life.
- Local grocery stores need more local residents to shop at their stores.
- Many farmers in Waushara County want to keep their businesses strong by selling more products locally.
- The food pantries in Waushara County are providing food to approximately one thousand and fifteen families each month, yet are not meeting the current county-wide need for emergency food.

## Suggested Solutions

### Improve Physical Access to Food

1. Offer transportation services and support
2. Improve sidewalks
3. Buy motorized grocery carts

### Support Local Grocery Stores

1. Buy more food at local grocery stores

### Improve Financial Access to Food

1. Lower prices at local grocery stores
2. Create community gardens
3. Expand fresh produce voucher programs
4. Teach people how to save money on food
5. Create more money

## Suggested Solutions cont.

### Make More Locally Grown Products Available

1. Educate/train farmers (marketing options, funding)
2. Implement a "Buy local" campaign
3. Offer more locally grown food at local grocery stores
4. Aggregate farmers/products
5. Get more locally grown food into the local institutions i.e. Senior Meal Site, Hospital, Schools
6. Create a farm to school program
7. Educate the public – nutrition & food preparation
8. Create a local farmers' market

## Suggested Solutions cont.

### Improve County's Ability to Meet Emergency Food Needs

1. Add another Ruby's Pantry in the Western part of the County
2. Increase the advertising for the Ruby's Pantry in Wautoma so more people participate
3. Collect un-used food from restaurants and grocery stores
4. Collect surplus food from farmers
5. Create a communication system for soliciting food donations
6. Use Ruby's Pantry's vehicles to pick up donated food
7. Use new cooler/freezer to store fresh food items
8. Educate the public – nutrition & food preparation
9. Deliver food to people in need

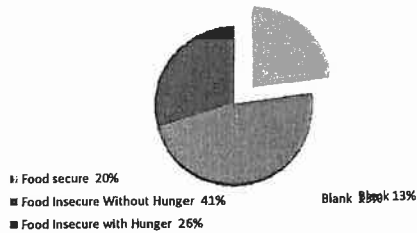
### Develop Food-Related Youth Projects

## Food Insecurity and Hunger

- Food insecure families may worry about not having enough food, eat inadequate foods, or skip meals due to lack of money. Hunger is a severe form of food insecurity.

### Food Security Status

Low-Income Survey Respondents



### Food Security Status

(Low-Income Survey Results)

- 26% of survey respondents reported that in the last year they were hungry but did not eat because they couldn't afford to buy food.
- 67% said they often or sometimes either ran out of food and didn't have money to get more, or worried about running out of money for food.

### Food Assistance Programs

(Low-Income Survey Results)

- The vast majority of low-income residents know how to apply for food benefit programs and most know where to find food pantries (14% do not).
- Many who appear eligible do not participate in FoodShare (35% do not) and WIC (51% do not).
- The rate of participation in the free and reduced-cost school lunch program is much greater at 85%.

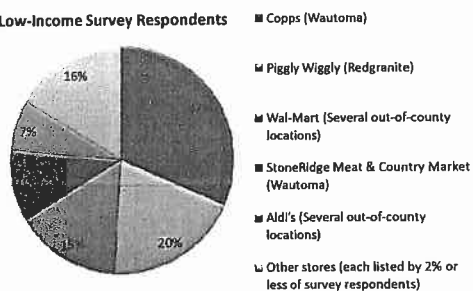
### Low-income shoppers...

(Low-Income Survey Results)

- Stretch their food dollars in a variety of ways
- Get food from many sources, such as purchasing food at farmers markets or farm stands (50%), growing vegetables or fruits (46%), receiving donated food at pantries (44%), and hunting or fishing (36%).

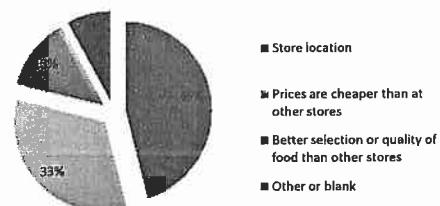
### Where do you grocery shop?

Low-Income Survey Respondents



### Why do you shop where you do?

Low-Income Survey Respondents

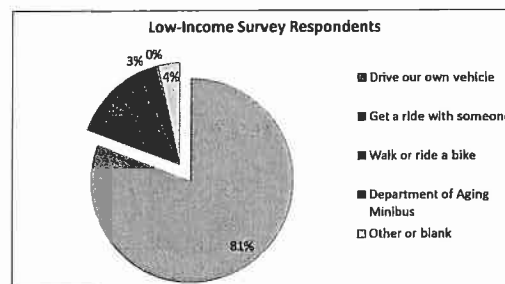


## Why do you shop where you do?

(Focus Group Results)

- FG results support survey results
- In addition to price, location, and quality & variety of food:
  - sales/coupons
  - One-stop shopping/convenience
  - high quality customer service (including friendliness)
  - To support local businesses

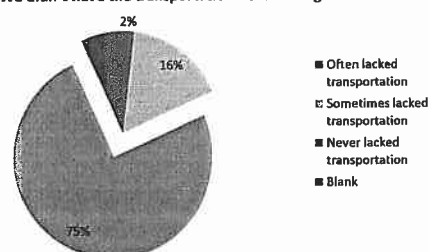
## How do you get to the grocery store?



## Obstacles: Physical Access to Food Transportation

(Low-Income Survey Respondents)

We didn't have the transportation needed to get food



## Obstacles: Transportation

(Low-Income Survey Results)

- In the last 12 months, 18% of low-income survey respondents either often or sometimes lacked transportation to get food. (Note: this number is probably much higher in reality, as all survey respondent had some form of transportation available to get to the public locations where the surveys were given out.)
- Surveyed seniors-only households are less likely to lack transportation to the grocery store: only 9% said they sometimes or often didn't have the transportation needed to get food.

## Improve Physical Access to Food Solution 1: Offer Transportation Services

(Survey and Focus Group Results)

- Offer/expand local transportation service to grocery stores and food pantries
  - Department of Aging Van
  - Volunteers pick up and deliver food
  - Rideshare/carpool
- Offer gas vouchers
- Subsidize driving classes and fees associated with obtaining a driver's license.

## Transportation

(Low-Income Survey Respondents)

If it were available in your community, would you or other members of your household use public transportation to get food?



### Solution 2: Improve Sidewalks

(Focus Group Results)

- Create sidewalks where there aren't any
- Keep existing sidewalks clean
- Obstacle: Many people walk to the grocery store and have a difficult time getting there in the winter because either there are no sidewalks to walk on or they are not shoveled.

### Solution 3: Buy Motorized Grocery Carts

(Focus Group Results)

- Find Financing for Motorized Grocery Carts to be used at local grocery stores
- Obstacle: People with mobility issues need motorized grocery carts to be able to shop. Many of the local grocery stores currently do not have them.

### How far is your primary grocery store from home?

(Low-Income Survey Results)

- All low-income survey respondents: 16 miles
- Seniors-only households: 13 miles
- Residents of Western Waushara County: 25 miles.

### Grocery Shopping Locally

(Focus Group Results)

- Most people who have a local grocery store shop there for some of their food needs (95% of low-income participants and 79% of mix-income participants).
- At least 27% of survey participants shop outside of the county for the majority of their food needs

### What would make shopping locally a more attractive option?

(Focus Group Results)

- lower prices
- have more sales and don't use coupons
- increase variety
- increase the quality of produce and meat, stock healthier and more locally produced food
- cater to locals
- have larger package sizes and/or buy in bulk
- make accessible for people with mobility issues
- cater more to diabetics (stock more items and display them all together)
- have better customer service (be friendlier, have faster check-outs, and carry bags to car).

### Price Comparison: Buying Local

(Price Comparison Study)

- When travel expenses are included, unless someone is driving out of town anyway for another purpose, or is buying a large amount of groceries at one time, it is more cost effective to grocery shop locally than it is to shop out of town for sales and lower prices.

### Support Local Grocery Store

Solution: Buy More Food at Local Grocery Stores  
(Grocery Store Interviews)

#### What do you need to continue to successfully operate your store in Waushara County?

- More local customers
- More local advertising
- Stronger local economy (i.e. more people, more jobs, and more money to spend)

### Improve Financial Access to Food

Solution 1: Lower Prices at Local Grocery Stores  
(Survey and Focus Group Results)

- Lower prices at local stores
  - Discount to all that shop— "get rid of money saving gimmicks"
  - Sell in bulk at lower prices
- Open local grocery stores in Hancock
- Open an inexpensive grocery store (such as Wal-Mart or Aldi's) in Waushara County

### Lower Price at Local Stores cont.

- Could stores buy wholesale products together in bulk quantities at better rates and pass the resulting cost savings onto the customer?
  - Most owners are open to learning more, BUT all five grocery stores interviewed have different wholesale distributors and several of them have computerized, automatic ordering based on available inventory.

### Solution 2: Create Community Gardens

(Survey and Focus Group Results)

- Saves money
- For those people who cannot grow a garden where they live
- Volunteers help grow vegetables to donate to the food pantries

### Community Gardens

(Low-Income Survey Respondents)

If it were available in your community, would you or other members of your household grow vegetables in a community garden?

Note: 46% of all respondents grew vegetables or fruit in a garden in the last 12 months. Of this 46%, 53% said they would grow vegetables in a community garden, while 40% would not.



### Solutions 3: Expand Fresh Produce Voucher Programs

(Farmer Interviews)

- Create or expand current programs that provide low-income residents with nutritious, fresh food, as many residents currently may not be able to afford fresh produce.
- Currently there is a Farmers' Market Voucher Program through WIC and Senior's Programs



### Solution 4: Teach People How to Save Money on Food

(Focus Group Results and Farmer Interviews)

- How to grow food
- How to store/freeze food
- How to save money by stocking up and shopping in bulk
- Alternative sources for purchasing food – buying clubs, co-ops, ordering online

### Solution 5: Create more money!

(Focus Group Results)

- Create/Improve jobs
- Build the local economy
- Lower the cost of living (utilities, gas, etc.)

### Make More Locally Grown Produce Available

(Farmer Interview Results)

- Over half of the vegetable and meat producers, and all of the specialty producers, currently want to increase their local sales. An even greater percentage may be interested depending on the project.
- Several options were discussed. The most popular choices: selling to institutions and farmers' markets.

### Solution 1: Educate/Train Farmers

(Farmer Interviews)

- Marketing options (including rules and regulations) and contacts
- Selling to institutions, Senior Meal Sites, grocery stores, restaurants, farmers' markets, web-based sales, produce auctions, certification for accepting WIC and Senior produce vouchers
- Obtaining grants/ low interest farm loans

### Solution 2: Implement a "Buy Local" Campaign

(Farmer Interviews)

- Campaign: Local food tastes better, more nutritious, supports local farmers, strengthens the local economy
- Publish free listing of local farm producers (88% of interviewed farmers would like to be listed)
- Teach the benefit and how-to of storing food i.e. canning, freezing, root cellar, etc.

### Solution 3: Offer More Locally Grown Food at Local Grocery Stores

(Focus Group Results and Grocery Store Interviews)

- All grocery store owners interviewed offer some local products on a limited basis
- Main obstacle: "unreliability" (quantity, quality, consistent availability of products)
  - Solution: local producers could come together in some form to aggregate their products.

#### Solution 4: Aggregate Farm Products

- Easier for farmers to sell to grocery stores and institutions because if they work together with other farmers to aggregate their products, they are able to provide larger quantities with greater reliability

#### Solution 5: Get More Locally Grown Food into Institutions

- Institutions buy and serve more local food products
- There is currently legislation that would require local institutions to buy more food from local providers (5%-10% by 2020)

#### Solution 6: Create Farm to School Programs

(Focus Group Results)

- Fresh, local food served for lunch and snack at school & sent home with low-income kids on weekends.

#### Solution 7: Educate the Public – Nutrition & Food Preparation

(Focus Group Results)

- Provide information/teach about good nutrition for kids and adults
- Provide information/teach about how to prepare food

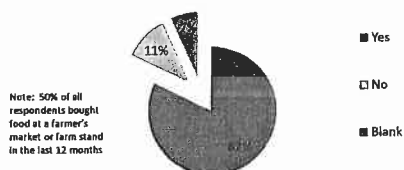
#### Solution 8: Create a Farmers' Market (possibly a traveling one that accepts food stamps)

- Focus group participants want more variety at farm stands
- 82% of survey respondents said they would buy food at a farmers' market
- 50% of the interviewed farmers said they currently sell or might be interested in selling at farmers' markets; 13% said they might be interested if there was a market closer to home
- There are a large number of Waushara County residents (approximately 14%) currently receiving FoodShare/Food Stamps
- Focus group participants want to be able to use different forms of payments at Farm Stands and Farmers' Markets

#### Farmers' Markets and Farm Stands

(Low-Income Survey Respondents)

If it were available in your community, would you or other members of your household buy food at a farmers' market?



### Shopping at farmers' markets and stands...

(Focus Group Results)

#### Why?

- **Support local farmers**
- **Buy unpackaged products**
- Quality
- Price
- Variety
- Location
- Convenience

### Shopping at farmers' markets and

stands... (Focus Group Results)

#### Why not?

- **Can't use different forms of payment such as credit cards and FoodShare/Food Stamps**
- Quality
- Price
- Variety
- Location
- Convenience

### What would make shopping at farmers' markets and stands more attractive?

(Focus Group Results)

- Lower prices
- Offer more pick-your-own options or gleaning possibilities
- Increase the variety of products offered
- Accept different forms of payment (credit cards, Food Stamps)
- Increase the hours of operation
- Provide "how to" information on cooking and storing different types of produce
- Make farm stands and farmers markets cleaner and more attractive.
- Better and safer parking options

### Improve the County's Ability to Meet Current Local Emergency Food Needs

(Focus Group Results)

- Offer more
  - Quantity (more food or allow people to come more often)
  - Quality
  - Variety
  - Personal /Household Care Items (soap, etc)
  - Fresh fruits and vegetables
  - Bread, Cheese, Milk, Meat (or vouchers for above)
  - "Complete meals" instead of separate items

### Improve the County's Ability to Meet Local Emergency Food Needs cont.

- Open more pantries
- Pantries keep longer hours
- "Pantries shouldn't only provide for their town"
- Make it easier to find food pantries (14% of low-income survey respondents do not know where to find local food pantries)
- Provide recipe information at food pantries

### Solution 1: Add Another Ruby's Pantry

(Food Pantry Interviews)

- Food donations are available for another Ruby's Pantry to be hosted in the Western part of the county. (Ruby's Pantry asks for a \$15 per household food donation.)
- Need person to coordinate, approximately 40 volunteers, and a distribution location
- If interested, contact: John Roe,  
Ruby's Pantry, Northeast Wisconsin Distribution Coordinator [rubyswaupaca@live.com](mailto:rubyswaupaca@live.com)  
(715) 281-0459

**Solution 2: Increase Advertising for Ruby's Pantry in Wautoma**  
(Food Pantry Interviews)

- Ruby's Pantry has a site in Wautoma that currently serves approximately 160 families per month. There are food donations available to provide food to at least twice this amount of people. (Ruby's Pantry asks for a \$15 per household food donation.)

**Solution 3: Collect Un-used Food from Restaurants and Grocery Stores**  
(Focus Group Results and Grocery Store Interviews)

- Current practices in local grocery stores
  - Most (80%) donate some items to the local food pantries.
  - Most (80%) return items to their distributors or wholesalers for credit
  - Some (40%) mark down items that are nearing their expiration date
  - Some (40%) grocery store owners are concerned about liability when donating food
- Perhaps grocers could receive a tax-deduction for their donation to offset some of what they currently receive from returning goods to wholesalers

**Solution 4: Collect Surplus Food From Farmers**  
(Farmer Interviews and Focus Group Results)

- 88% of the vegetable farmers are interested and capable of donating their surplus produce to the local community
- Gleaning Farmers' Fields
  - Volunteers harvest and bring unused produce from farmers' fields to food pantries and others in need.
    - Refrigerated vehicles and refrigerated storage available

**Solution 5: Create a Communication System for Soliciting Food Donations**  
(Focus Group Results)

- Inform people who have extra and want to give about how they can help, and inform people who are in need about where they can get help.

**Solution 6: Use Ruby's Pantry's Vehicles to Pick Up Donated Food**  
(Food Pantry Interviews)

- Ruby's Pantry has several vehicles (including refrigerated) available for use in picking up large supplies of non-perishables and/or fresh produce. The vehicles can be made available (driver included) within a half-day's notice.

**Solution 7: Use New Cooler/Freezer to Store Perishable Food Items**

- Waushara County Commodity Food Pantry has just received funding to purchase a large walk-in cooler/freezer. This cooler/freezer will be available for use by food pantries throughout the county.
- If needed, more cold storage space is available at Ruby's Pantry's headquarters in Waupaca

### Solution 8: Educate the Public – Nutrition & Food Preparation

(Food Pantry Interviews and Focus Group Results)

- Offer food preparation classes
- Offer food tastings at the Waushara County Commodity Food Pantry (food from that week's donations are made into a meal that people can taste. They can also take the recipe home with them)
- Put together a recipe/cookbook for food pantry recipients including a section on good nutrition for kids and adults, and a section on specialty health needs such as diets for people with diabetes, high-cholesterol, gluten intolerance, etc.

### Solution 9: Deliver Food to People in Need

(Survey Results, Focus Group Results, & Food Pantry Interviews)

- In the last 12 months, 18% of low-income residents surveyed either often or sometimes lacked transportation to get food. (Note: this number is probably much higher in reality, as all survey respondents had some form of transportation available to get to the public locations where the surveys were given out.)
- Food pantry managers said they were aware of individuals in need who were not receiving food donations because they were not able to get to the pantries.

### Develop Food-Related Youth Projects

(Focus Group Results)

- Get youth involved volunteering – food pantries, gleaning projects, Community Gardens, CSA projects, etc.
- Teach kids in school where food comes from and how to grow it.

### For more information

Please contact us.

We'd love to hear your feedback and suggestions.



### Waushara Food Connections

*Making nutritious food available and accessible to all county residents through sustainable, community-based projects that strengthen the local food system*

Central Wisconsin Community Action, Inc.  
1000 Highway 13; P.O. Box 430  
Wisconsin Dells, WI 53965  
(608) 254-8353 ext. 243

Pam Hughes and Sara McKee  
Project Directors  
pam@cwccac.org; saram@cwccac.org



## **Waushara County Food Connections**

November 16, 2010

### **Feedback:**

- a. In your opinion, do our findings accurately illustrate Waushara County's food system, food needs and assets? The group felt that the findings were representative of Waushara County.
- b. What is the most important finding? Specifically transportation was mentioned and that there was a real need to give people rides. The group also had a discussion on the use of food stamps. It was felt that people sometimes used the stamps unwisely and purchased soda, junk food, pizza and other convenience foods.

### **Action Planning Steps:**

- a. What community food projects should we plan next?
- b. What resources are needed to carry these projects out?
- c. Who might be local partners?
  1. Spread the word about resources and develop a hot line that people could call into for more information. Hotline could be used by those offering services or products as well as those seeking assistance. Resources – local volunteers.
  2. Increase revenue for food pantries.  
Partner with local churches to pass the basket a second time for food pantry donations.  
Partner with local service organizations (Lions, Kiwanis), youth organizations (Boy and Girl Scouts, FFA), and schools. Whenever a fundraiser is done, ask that a second container be offered for donations for the food pantry.  
Partner with local gas stations by putting a container at the checkout that people could drop donations into for the food pantry.  
This could also be expanded to include food pantry product boxes around the county in strategic locations (churches, library, lobby of court house, lobby of community buildings, gas stations, etc.)
  3. Form a coalition of food pantries. Revenues that were collected under (2) could go to the coalition for distribution.
  4. Form a partnership between food pantries and canneries. Money donated to food pantries could be stretched further if product was purchased directly from the canneries (mentioned cannery in Plover).
  5. Develop a community garden in Wild Rose. Partner – the Lions Club may be interested on working on this project. Possibly the village could donate land for the

## *Appendix H2: Suggested Projects from Preliminary Results Presentation*

- garden. Discussed that maybe a farmer would be willing also. However, this may be outside the village and not as accessible.
6. Gleaning food from farmers' fields that would otherwise be lost. Some crops within the county are harvested by machine, while others are harvested by hand. Crops that are harvested by machine usually have more residual crops in the fields that are ultimately plowed under. Produce that was mentioned included cucumbers, peppers, potatoes and squash. Another idea that was mentioned was that possibly farmers could profit by having volunteers collect unwanted produce as an incentive to have farmers allow gleaning. Half the food collected could be sold locally and the revenue given back to the farmer, while the other half would be donated to the local food pantry.
  7. Increase food donations to food pantries. Encourage service organizations to bring items to the food pantry for the holidays instead of exchanging white elephant gifts.

### **Other thoughts or comments:**

- a. How can we determine who needs help? The group felt that there were people in the county who were too proud to ask for assistance.
- b. What do stores put in those sealed grocery bags that people buy for donation? It would be nice if the bags contained a list and that items on the list were healthy.
- c. The Lions Club in Wild Rose is very active in the county and community. They donate \$200 dollars twice a year to both the Saxeville? and Wautoma? food pantries. They are planning a free pancake breakfast for the holidays. Children will be given stockings and 7 decorated Christmas trees will be given to needy families.
- d. The Lions Club sent two representatives to our meeting and would be interested in working with the group further.
- e. What kind of food can be donated to the food pantry? If you purchase an extra turkey could you give it to the food pantry?
- f. Concerned about the gift of gas cards/gift cards. The Lions Club gave gas cards in the past which were cashed in for cigarettes and junk food instead of used for gas. The Club now gives gas cards to the local co-op. The co-op will not cash in the cards for anything other than gas. They felt that some restaurants/stores would give money for gift cards this money could be used on items such as alcohol and cigarettes.
- g. Wanted to know where Ruby's Pantry was in Wautoma. Question answered.
- h. The folks from the Lions Club probably heard about the meeting in the newspaper article. He had the article with him with the location and time highlighted.



# Appendix I: Lifestyle Data Analysis

	Page
• Appendix I1: Summary	1
• Appendix I2: Background and Methodology	5
• Appendix I3: Lifestyle Segment Characteristics	7
• Appendix I4: Detailed Household Demand/Interest by Lifestyle Segment	9



## **Lifestyle Market Potential Analysis**

### ***Summary***

ESRI Business Information Solutions divides the households in Waushara County into eight (8) lifestyle segments. A household is a single individual or number of people living together in one dwelling unit (a house, an apartment, a condominium unit, or a mobile home). Based on the lifestyle data, approximately 41% of households in Waushara County are married couples with families, 46% of households are married couples without kids or single, and the remaining 13% households are in lifestyle segments that are a mixture of these types. Lifestyle segments with the median household income classified as middle income accounts for 56% of households in Waushara County. The remaining households (44%) are in lifestyle segments with a median household income of classified as low middle income. All of the lifestyle segments for Waushara County contain single family homes; 13% include multi-family dwellings (apartments or condominiums), 71% include mobile homes, and 42% include seasonal homes. A majority of households own their homes.

### **Civic Involvement**

Forty-nine percent (49%) of Waushara County households participate in local civic issues as much as the average American households. About a third of Waushara County households (35.4%) participate a lot more than the average American household and 15.6% participate a little less or less than the average American household in local civic issues. Most Waushara County households (94%) engaged in fund raising as much as the average American household and most (84%) worked as a non-political volunteer. Waushara County households vote in elections at about the same rate as the average American household. Fifteen percent (15%) of Waushara County households worked for a political party candidate little more than the average American; 12% worked for a political party candidate a little less. Fifty-one percent (51%) of Waushara County Households are a little more or more likely to have visited with an elected official in the last 12 months; 11% are a little less likely. Writing to elected officials is not as common a way of communicating for Waushara County households as visiting with elected officials; about a third of Waushara County households wrote an elected official a little less, a third wrote to an elected official little more, and a third wrote to an elected official the same number of times as the average American. Forty-two percent (42%) of Waushara County households addressed a public meeting a little more than the average American and 11% of households are a little less likely than the average American to address a public meeting. Waushara County households are not as likely to call or write into a magazine, newspaper, radio station, or TV station as the average American household. Most Waushara County households have a greater likelihood of being a member of some local organization. In particular, Waushara County households are a little more likely to a great deal more likely to be a member of a veterans club (89%), a fraternal organization (76%), and/or a civic club (62%) than the average American household. Forty-six percent (46%) of Waushara County households are a little more likely, 11% are a little less likely, and 43% are as likely as the average American household to attend an adult education course.

### **Marketing – Internet usage**

Most Waushara County households (94%) are as likely as the average American household to have access to the internet. Two-thirds of Waushara County households surfed the internet in the

## *Appendix II: Summary*

last 12 months as much as the average American household; one-third surfed the internet a little less than the average American household. Waushara County households have a greater likelihood of using the internet less than once a week than more frequently.

### Marketing - Television

There is a greater likelihood that Waushara County households will have satellite TV than cable TV. A little less than half of Waushara County households (44%) watch a lot of TV. The greatest number of Waushara County households watches TV during primetime. Waushara County households watch a variety of television programming. The more popular television stations are BBC America (comedy, drama, science fiction, lifestyle shows, and news), (CMT (country music, country-lifestyle shows, and classic television shows and movies), Hallmark Channel (family and drama shows, drama movies, and classic sitcoms), and TV Land (classic sitcoms and television shows, westerns, new sitcoms, and movies). Television shows with food preparation programming are not as popular. The Food Network is watched a little less than the average American household by two-thirds of Waushara County households; one-third watch the Food Network as much as the average American household. A majority of Waushara County households (91%) watch the Home and Garden Television channel as much as the average American. Waushara County households watch baseball, football, and basket the same as the average American household. Other sports watched by Waushara County households more than the American households are auto racing (41% a little more/more), fishing (85% a little more), rodeos (73% a little more/more/a great deal more), and truck/tractor pull (94% a little more/more/a lot more).

### Marketing – Print Media

Waushara County households are light to medium magazine readers. Magazine topics read more by Waushara County households than the average American household are hunting and fishing magazines (81% a little more/more/a lot more/a great deal more), gardening magazines (69% more/a lot more), and boating (42% a great deal more). Waushara County households read home service magazines that may have food preparation tips as much as the average American. Most Waushara County households read health magazines as much as the average American household; 18% read them a little less than the average American household. Waushara County households tend to be light readers of the newspaper, except for 10% of household that are classified in lifestyles with an older median age, who are heavier readers of the newspaper. In general, Waushara County households read the sections of the paper as much as the average American reads those sections. The classified and editorial sections of the newspaper are read by a slightly greater extent by Waushara County households. The food/cooking section is read by 11% of Waushara County households a little less than the average American household.

### Marketing - Radio

Waushara County households tend to listener to the radio as much as the average American or less frequently. Waushara County households listen to the radio at the same times as the average American or a little less with the greatest variation being late night/early morning. One-third of Waushara County households listen to the radio a little less than the average American between midnight and 6:00 a.m. weekdays, 40% listen a little more, and 28% of Waushara County households listen the same as the average American. For the some time period of midnight to 6:00 a.m. on weekends 27% listen a little less, 4% listen more, and 69% of Waushara County

## *Appendix II: Summary*

households listen the same as the average American household. The radio format listened to by households in Waushara County more than the average American household is country: 11% a great deal more than the average American, 34% a lot more than the average American, 35% more than the average American, and 20% the same as the average American. Waushara County households listen to a diversity of formats depending on the lifestyle segment. Four percent (4%) of households listen a little more to Hispanic radio than the average American; 96% of Waushara households listen to Hispanic radio less or a lot less. Nine percent (9%) of Waushara County households listen to a little more to oldies and more to religious; 91% of Waushara County households listen to these formats a little less or the same as the average American household. Thirty-five percent (35%) of Waushara County households listen more to public radio; 15% listen a little less, 23% listen less, and 27% listen the same amount to public radio as the average American household. Waushara County households listen to sports on the radio either a little less or the same as the average American household, except auto racing/NASCAR (78% listen a little more and 11% listen a great deal more), college football (9% listen a little more), and golf (22% listen a little more).

### Hunting and fishing

Waushara County households participate in hunting and fishing more than the average American Household. Eighteen percent (18%) of Waushara County households are a great deal more likely to participate in archery, 12% are a lot more likely, 39% are a little more likely, and 31% are as likely as the average American household to participate in archery. Fifty-three percent (53%) of Waushara County households are a great deal more likely, 15% are a lot more likely, 12% are more likely, 4% are a little likely and 15% are as likely as the average American household to participate in hunting with a rifle. Thirty-four percent (34%) of Waushara County households are a great deal more likely, 35% a lot more likely, 11% more likely, 13% a little more likely, and 6% as likely as the average American household to participate in hunting with a shotgun. Fifty-three percent (53%) of Waushara County households are more likely, 36% are a little more likely, and 11% are as likely as the average American household to participate in fishing.

### Gardening

Waushara County households are more likely to grow vegetables than the average American household. Twelve percent (12%) of Waushara County households are a little more likely than the average American household to have a garden and participated in gardening. The remaining households are as likely as the average American to have a garden and participate in gardening. A majority of Waushara County households bought vegetable plants or seeds to a greater extent than what the average American household. Eighty-one percent (81%) of Waushara County households are a great deal more (12%), more (22%), or a little more (47%) likely than the average American household to purchase vegetable seeds. Sixty-nine percent (69%) of Waushara County household are a lot more (12%) or a little more (57%) than the average American to purchase vegetable seeds. Only 4% of Waushara County households purchased a little less vegetables see.

### Coupon Usage

The Waushara County households are as likely as the average American household to use coupons in the last 12 months. Most Waushara County households used coupons as frequent as

## *Appendix II: Summary*

the average American household. Twelve percent (12%) of Waushara County households were a little more likely to use coupons than the average American household over 12 times in the last three months; 13% of Waushara County households were a little less likely.

### Restaurants

Waushara County households are as likely as the average American household to dine out. Forty-four percent (44%) of the households in Waushara County are a little more likely than the average American household to dine out once a week. Waushara County households frequent family restaurants/steak houses and fast food restaurants at the same as the average American household. Although 4% of Waushara County households are a great deal more likely than the average American household to go to a family restaurant for a snack, 20% of Waushara County households are a little less likely to go to a family restaurant for a snack. Fast food restaurants are a little less likely to be frequented for a snack by 77% of Waushara County households than the average American household.

### Convenience Stores

Waushara County households shop at convenience stores as frequently as the average American household. The primary products that Waushara County households purchase at a convenience store a little more than the average American household are gas (89%) and pet food (57%).

### Groceries

The distribution of the amounts that Waushara County households spend at grocery stores is close to the average for American households. Waushara County households' use of dairy products is about the same as that of an average American household. Waushara County households do use a little more cheese sauce or spread (41%) and a little less frozen yogurt (33%) than the average American household. Waushara County households use a little more sausage than the average American household, 29% sausage and 35% liver sausage. Waushara County households use a little more canned meats than the average American household. Waushara County households are close to the average for American households with the usage of fruit and vegetable products. Waushara County households consume bread equivalent to the bread consumption of an average American household. The type of bread proffered varies greatly. In general, Waushara County households use prepared foods equivalent to the average American household. However some exceptions are 16% of Waushara County households use canned stew a little more or more than the average American household, 29% of households used canned chili a little more than the average American, and 50% used packaged pasta salads a little more than the average American household. There is a greater likelihood of Waushara County households using baking products than the average American household.

## **Lifestyle Market Potential Analysis**

### ***Background & Methodology***

Community Tapestry data was purchased from ESRI Business Information Solutions for Waushara County. ESRI created 65 neighborhoods classifications based on the socioeconomic and demographic characteristics of Census block groups in the United States. These neighborhoods represent distinct markets. Surveys conducted by Mediamark Research Incorporated in 2004 were combined with the Tapestry lifestyle data to determine the market potential by neighborhood. The market potential is measured using a Market Potential Index. The Index illustrates the potential demand or interest a lifestyle segment has for a product or activity compared to the overall national demand or interest in a product or activity. The index value of 100 represents the overall demand/interest for the average household in the United States. A value less than 100, indicates that households in a lifestyle segment has less of a demand/interest than the average American household. A value greater than 100, indicates that a household in a lifestyle segment has more a greater demand/interest in a product or activity than the average American household. The larger number is, the greater then demand, and conversely the lower the number, the lower the demand. The definition of a household is different from that of a family. A family is comprised of related individuals living together. A household is comprised of people living together in one dwelling unit (a house, an apartment, a condominium unit, or a mobile home). This could be a single individual, a family, or roommates.

For the purpose of the analysis conducted for this project, a number of 76 to 124 is considered close to the demand/interest of the average American household. An index value of 74 to 124 is considered to be somewhat less than the average American household. An index value of 50 to 74 is less than a little less that the average American household. An index value of 50 to 24 is considered to be less than the average American household. An indeed value of 24 or less is considered to be a lot less the average American household. An index value of 125 to a 149 is a little more than the average American household. An index value of 150 to 174 is more that the average American household. An index value of 175 to 199 is a lot more than the average American household. An index of 200 or more is has a great deal more demand/interest than the average American household.

Based on the average demographics of Census block groups, Waushara County contains eight (8) Community Tapestry lifestyle segments. The terms used to describe the lifestyle segments were created by ESRI. They somewhat reflect characteristics of the lifestyle, but one should not put much value in the name because it is made-up. The Community Tapestry lifestyle segments and the percentage of the households in Waushara County associated with that lifestyle segment are: Salt of the Earth (12%), Rural Resort Dwellers (45.4%), Midlife Junction (8.7%), Southern Satellites (11.3%), Rooted Rural (18%), Senior Sun Seekers (6.3%), Heartland Communities (3.9%), and Simple Living (4.3%).





Appendix I3: Lifestyle Segment Characteristics

	Household Lifestyle Tapestry Segment							
Characteristic	Salt of the Earth (12.1%)	Rural Resort Dwellers (35.4%)	Midlife Junction (8.7%)	Southern Satellites (11.3%)	Rooted Rural (18%)	Senior Sun Seekers (6.3%)	Heartland Communities (3.9%)	Simple Living (4.3%)
Household Type	Married Couple Families	Married Couples w/o Kids	Mixed	Married Couple Families	Married Couple Families	Married Couples w/o Kids or Single	Mixed	Single
Average Household Size (people)	2.6	2.33	2.27	2.57	2.5	2.15	2.29	2.06
Median Age (years)	39.8	46.2	40.3	36.8	40.7	51.5	41.1	39.8
Income	Middle	Middle	Middle	Lower Middle	Lower Middle	Lower Middle	Lower Middle	Lower Middle
Employment	Professional, Management, or Skilled	Professional, Management, Skilled, or Service	Professional, Management, or Service	Skilled	Professional, Management, Skilled, or Service	Retired, Professional, Management, Skilled, or Service	Professional, Management, Skilled, or Service	Professional, Management, Skilled, or Service
Education	High School Graduate or Some College	Some College	Some College	No High School Diploma or High School Graduate	No High School Diploma or High School Graduate	High School Graduate or Some College	No High School Diploma or High School Graduate	No High School Diploma or High School Graduate
Type of Housing	Single Family	Single Family, Mobile Home, or Seasonal	Multi-Unit or Single Family	Single Family or Mobile Home	Single Family or Mobile Home	Single Family, Mobile Home, or Seasonal	Single Family	Multi-Unit or Single Family
Home Ownership Rate	85.2%	83.1%	66.6%	81.7%	82.8%	82.7%	71.3%	42.8%



Appendix 14: Detailed Household Demand/Interest by Lifestyle Segment

Item	Household Lifestyle Tapestry Segment							
	Salt of the Earth (12.1%)	Rural Resort Dwellers (35.4%)	Midlife Junction (8.7%)	Southern Satellites (11.3%)	Rooted Rural (18%)	Senior Sun Seekers (6.3%)	Heartland Communities (3.9%)	Simple Living (4.3%)
Participated in Local Civic Issue in Last 12 months	86	186	83	49	104	101	97	62
Engaged in Fund Raising in Last 12 months	118	78	112	80	81	63	91	89
Worked as Non-Political Volunteer in Last 12 months	116	105	98	65	99	98	105	74
Voted in Fed/State/Local Election in Last 12 months	108	109	118	80	94	112	96	81
Worked for Political Party Candidate in Last 12 months	68	105	130	84	100	125	102	101
Visit an Elected Official in Last 12 months	144	147	111	69	115	107	170	94
Wrote an Elected Official in Last 12 months	75	134	105	69	113	110	75	53
Addressed a Public Meeting in Last 12 months	91	142	98	65	116	127	87	95
Wrote editor of Magazine/Newspaper in Last 12 months	85	105	71	55	108	123	84	87
Wrote/phoned Radio/TV Station in Last 12 months	85	99	117	65	73	87	86	71
Participated in Environmental Group in Last 12 months	61	147	107	38	140	96	74	96
Member of business club	47	162	116	38	71	72	71	71
Member of veterans club	146	157	145	49	157	217	224	144
Member of fraternal organization	140	154	118	53	126	169	128	119
Member of charitable organization	98	109	92	53	105	85	89	86
Member of Civic Club	96	141	153	81	189	92	96	107
Attended Adult Education Course	79	134	104	39	67	74	60	103
Surfed the Internet in the last 12 months	88	84	100	63	57	84	79	74
Have Access to the Internet	102	98	102	88	90	49	92	92
Used Internet < once a week	108	84	112	117	100	165	89	141
Used Internet 1-2 times per week	120	98	118	95	65	52	59	73
Used Internet 3-6 times per week	93	93	111	63	61	85	82	68
Household subscribes to cable	74	68	122	66	50	95	104	114
HH has satellite dish	190	220	53	228	286	150	122	61
HH watched 1-9 hours of cable t.v. last week	98	101	108	99	97	105	108	105
HH watched 10-20 hours of cable t.v. last week	98	117	112	119	129	125	154	142
HH watched over 21 hours of cable t.v. last week	73	82	98	179	135	203	170	150
Light Viewer Daytime TV	113	102	108	107	87	152	115	110
Medium Viewer Daytime TV	107	92	99	116	109	126	106	107
Heavy Viewer Daytime TV	90	74	96	129	97	133	122	114
Light Viewer Primetime TV	96	133	92	90	98	98	100	72
Light-Medium Viewer Primetime TV	109	81	88	85	104	104	95	89
Medium Viewer Primetime TV	113	82	100	88	91	91	92	95
Medium-Heavy Viewer Primetime TV	104	80	103	109	107	88	98	135
Heavy Viewer Primetime TV	77	125	118	129	99	153	116	109

Appendix 14: Detailed Household Demand/Interest by Lifestyle Segment

Item	Household Lifestyle Tapestry Segment							
	Salt of the Earth (12.1%)	Rural Resort Dwellers (35.4%)	Midlife Junction (8.7%)	Southern Satellites (11.3%)	Rooted Rural (18%)	Senior Sun Seekers (6.3%)	Heartland Communities (3.9%)	Simple Living (4.3%)
Watched Last Week: A & E	92	119	126	88	72	126	97	122
Watched Last Week: ABC Family Channel	91	97	111	129	112	112	132	108
Watched Last Week: American Movie Classics	81	124	124	98	78	132	128	111
Watched Last week: Animal Planet	93	96	102	96	91	112	103	122
Watched Last Week: BBC America	68	179	77	51	85	235	70	106
Watched Last Week: Bravo	72	131	89	58	46	108	49	53
Watched Last Week: Cartoon Network	100	49	98	113	63	73	118	111
Watched Last Week: CMT (Country Music TV)	175	119	124	239	202	121	163	111
Watched Last Week: CNBC	87	103	116	72	79	131	85	98
Watched Last Week: Comedy Central	115	68	93	80	50	80	84	108
Watched Last Week: Court TV	80	72	95	131	151	128	111	108
Watched Last Week: Discovery Channel	99	110	95	105	86	108	112	101
Watched Last Week: Disney Channel	112	87	100	136	78	79	146	130
Watched Last Week: ESPN	84	93	108	91	76	127	111	102
Watched Last Week: ESPN Classics	81	58	82	129	65	87	74	113
Watched Last Week: Food Network	76	63	115	59	55	107	62	92
Watched Last Week: Fox News Channel	86	95	98	85	64	144	144	94
Watched Last Week: Game Show Network	113	92	105	120	124	95	196	181
Watched Last Week: Golf Channel	36	65	141	58	44	203	52	114
Watched Last Week: Hallmark Channel	130	113	146	139	106	169	167	130
Watched Last Week: Headline CNN News	94	141	109	101	94	138	107	98
Watched Last Week: History Channel	95	131	104	101	100	134	106	92
Watched Last Week: Home & Garden TV	118	93	129	109	87	110	107	82
Watched Last Week: Home Shopping Network	106	65	112	103	66	151	99	103
Watched Last Week: Independent Film Channel	66	222	60	50	103	72	71	71
Watched Last Week: Lifetime	106	86	128	98	91	120	118	126
Watched Last Week: MTV	97	52	87	77	45	46	68	115
Watched Last Week: National Geographic Channel	96	120	92	110	101	160	111	94
Watched Last Week: Nick at Nite	96	102	112	130	67	116	137	173
Watched Last Week: Nickelodeon	104	83	92	135	56	82	131	156
Watched Last Week: Oxygen	78	129	86	84	55	95	107	90
Watched Last Week: QVC	172	77	141	102	42	85	167	58
Watched Last Week: Sci-Fi Channel	85	109	78	105	97	112	85	127
Watched Last Week: Speed Channel	136	81	101	99	105	148	66	75
Watched Last Week: Superstation WGN	93	102	128	145	102	123	160	115

Appendix 14: Detailed Household Demand/Interest by Lifestyle Segment

Item	Household Lifestyle Tapestry Segment							
	Salt of the Earth (12.1%)	Rural Resort Dwellers (35.4%)	Midlife Junction (8.7%)	Southern Satellites (11.3%)	Rooted Rural (18%)	Senior Sun Seekers (6.3%)	Heartland Communities (3.9%)	Simple Living (4.3%)
Watched Last Week: TLC (the Learning Channel)	101	120	95	86	92	96	105	98
Watched Last Week: Toon Disney	129	45	76	174	74	70	121	128
Watched Last Week: Travel Channel	80	94	97	65	83	172	68	124
Watched Last Week: Turner Classic Movies	120	104	128	119	99	119	102	113
Watched Last Week: TV Land	126	133	115	180	130	130	139	134
Watched Last Week: Weather Channel	120	124	122	122	95	115	133	116
Watched Last Week: Women's Entertainment	111	137	98	107	101	88	93	86
Watch on TV Alpine Skiing/Ski Jumping	116	128	105	42	82	70	94	70
Watch on TV Auto Racing NASCAR	139	116	121	170	132	96	115	109
Watch on TV Auto Racing (not NASCAR)	127	77	107	128	140	101	123	117
Watch on TV Baseball	81	108	99	78	77	117	89	85
Watch on TV Basketball (College)	107	94	115	92	88	70	100	80
Watch on TV Basketball (Pro)	88	82	81	73	82	69	86	68
Watch on TV Equestrian Events	99	84	86	89	111	140	141	126
Watch on TV Fishing	125	137	108	144	149	90	161	130
Watch on TV Football (College)	104	86	119	102	91	87	96	87
Watch on TV Football Weekend (Pro)	95	104	98	80	76	116	92	90
Watch on TV Golf	86	80	111	75	77	128	95	87
Watch on TV Horse Racing Flats/Runners	122	77	119	86	110	147	120	120
Watch on TV Horse Racing Trotters/Harness	132	78	105	72	103	94	120	107
Watch on TV Motorcycle Racing	112	90	106	115	156	89	78	131
Watch on TV Rodeo	112	134	92	161	230	100	212	150
Watch on TV Tractor/Truck/Mud Pull	149	153	137	168	175	88	138	145

Appendix 14: Detailed Household Demand/Interest by Lifestyle Segment

Item	Household Lifestyle Tapestry Segment							
	Salt of the Earth (12.1%)	Rural Resort Dwellers (35.4%)	Midlife Junction (8.7%)	Southern Satellites (11.3%)	Rooted Rural (18%)	Senior Sun Seekers (6.3%)	Heartland Communities (3.9%)	Simple Living (4.3%)
Light Magazine Reader	97	123	141	141	120	115	108	133
Light-Medium Magazine Reader	117	97	113	121	128	122	112	96
Medium Magazine Reader	108	97	97	88	104	114	108	83
Medium-Heavy Magazine Reader	102	74	103	66	76	66	83	102
Heavy Magazine Reader	75	110	77	84	71	84	89	86
Read Automotive Magazine	104	97	75	135	107	87	92	106
Read Boating Magazine	52	218	82	107	90	214	58	96
Read Fishing/Hunting Magazine	163	149	96	182	208	95	168	90
Read Gardening Magazine	155	158	74	96	155	96	183	77
Read Health Magazine	98	109	112	96	66	91	106	79
Read Home Service Magazine	117	118	114	97	111	101	102	91
Read Motorcycle Magazine	125	99	100	132	95	73	97	133
Light Newspaper Reader	103	138	85	163	141	90	88	87
Light-Medium Newspaper Reader	100	107	103	96	91	82	71	109
Medium Newspaper Reader	99	71	92	89	106	107	132	97
Medium-Heavy Newspaper Reader	92	93	106	69	78	145	103	105
Heavy Newspaper Reader	106	90	115	81	83	77	107	102
Read Newspaper: Classified Section	125	98	109	122	116	95	133	117
Read Newspaper: Editorial Page Section	111	123	128	93	109	125	118	78
Read Newspaper: Food/Cooking Section	108	113	112	72	100	116	98	98
Read Newspaper: General News Section	106	102	108	92	99	116	104	101
Read Newspaper: Home/Furnishing/Gardening Section	105	114	109	79	92	102	84	86
Read Newspaper: Sports Section	97	107	107	79	91	108	96	93

Appendix 14: Detailed Household Demand/Interest by Lifestyle Segment

Item	Household Lifestyle Tapestry Segment							
	Salt of the Earth (12.1%)	Rural Resort Dwellers (35.4%)	Midlife Junction (8.7%)	Southern Satellites (11.3%)	Rooted Rural (18%)	Senior Sun Seekers (6.3%)	Heartland Communities (3.9%)	Simple Living (4.3%)
Light Radio Listener	93	122	116	120	127	154	133	112
Light-Medium Radio Listener	108	103	114	94	92	85	83	92
Medium Radio Listener	89	95	90	81	90	84	66	78
Medium-Heavy Radio Listener	89	94	91	103	79	93	85	113
Heavy Radio Listener	124	86	89	102	113	83	133	106
Listen to Radio: 6 - 10am Weekdays	110	89	92	91	79	85	87	97
Listen to Radio: 10am - 3pm Weekdays	101	89	100	98	103	92	101	91
Listen to Radio: 3 - 7pm Weekdays	107	85	88	94	86	73	79	100
Listen to Radio: 7pm - Midnight Weekdays	120	91	86	93	85	94	89	96
Listen to Radio: Midnight - 6am Weekdays	102	146	67	108	56	63	125	119
Listen to Radio: 6-10 am Weekend	110	114	89	110	113	87	103	97
Listen to Radio: 10am - 3pm Weekend	96	89	98	98	95	75	94	97
Listen to Radio: 3 - 7pm Weekend	96	86	90	106	98	77	91	100
Listen to Radio: 7pm - Midnight weekend	100	65	67	95	92	110	114	136
Listen to Radio: Midnight - 6am Weekend	112	107	57	101	75	101	105	137
Radio Format Listen to: Country	180	153	120	211	192	91	180	119
Radio Format Listen to: Hispanic	24	32	22	29	50	40	30	131
Radio Format Listen to: Jazz	14	27	51	15	21	120	78	75
Radio Format Listen to: News/talk	97	81	90	28	50	72	54	71
Radio Format Listen to: Oldies	80	99	133	91	84	54	105	76
Radio Format Listen to: Public Radio	41	152	108	43	83	69	70	71
Radio Format Listen to: Religious	121	52	157	78	63	66	114	103
Radio Format Listen to: Rock	103	93	83	58	83	73	78	99
Radio Format Listen to: Soft Adult Contemporary	63	55	90	39	30	81	27	72
Radio Format Listen to: Sports	14	40	59	22	40	99	81	47
Radio listening: Auto Racing/Nascar	148	128	137	242	143	86	129	75
Radio listening: Baseball (playoffs/World Series)	94	102	100	76	63	84	92	81
Radio listening: Baseball (regular season)	83	108	89	76	77	69	72	89
Radio listening: Basketball (college)	107	85	122	100	121	48	88	80
Radio listening: Basketball (pro)	69	60	88	65	82	60	63	77
Radio listening: Football (college)	85	79	134	104	97	72	124	96
Radio listening: Football Weekend (pro)	99	98	119	53	80	64	111	106
Radio listening: NFL Playoffs/Superbowl	93	81	115	76	91	51	105	79
Radio listening: Golf	86	76	111	75	135	114	141	115

Appendix 14: Detailed Household Demand/Interest by Lifestyle Segment

Item	Household Lifestyle Tapestry Segment							
	Salt of the Earth (12.1%)	Rural Resort Dwellers (35.4%)	Midlife Junction (8.7%)	Southern Satellites (11.3%)	Rooted Rural (18%)	Senior Sun Seekers (6.3%)	Heartland Communities (3.9%)	Simple Living (4.3%)
Participated in archery	181	132	106	118	244	92	142	91
Participated in fishing (fresh water)	142	162	127	137	173	100	139	100
Participated in hunting with a rifle	163	214	101	190	303	71	188	130
Participated in hunting with a shotgun	211	181	139	157	227	110	207	133
Have a Garden	133	119	103	100	111	103	108	73
Participate in Outdoor Gardening in last 12 months	139	119	109	107	114	106	111	83
Purchased Vegetable Plants in last 12 months	179	130	110	124	139	91	133	53
Purchased Vegetable seeds in last 12 months	212	143	109	142	174	81	157	77
Used cents off coupon in last 12 months	114	92	106	98	90	105	101	85
Used cents off coupons 12+ times in last 3 months	127	107	90	69	77	113	91	66
Dine Out in last 12 months	104	119	112	86	88	103	94	91
Dine Out once a month	137	92	112	66	90	76	84	63
Dine out 2-3 times a month	112	141	122	80	79	112	99	86
Dine out once a week	95	139	139	87	76	105	110	86
Dine out 2+ times per week	87	112	90	89	80	120	82	112
Family Rest/Stk house Restaurant <2 times month	100	86	106	104	97	90	101	98
Family Rest/Stk house Restaurant 2-3 times month	109	94	104	97	84	101	88	84
Family Rest/Stk house Restaurant 4+ times month	90	86	108	81	87	102	74	92
Went to Family Rest/Stk house last 6 mo: breakfast	90	99	93	81	116	118	77	100
Went to Family Rest/Stk house last 6 mo: Lunch	95	107	106	89	112	99	94	75
Went to Family Rest/Stk house last 6 mo: snack	68	100	65	55	88	95	99	206
Went to Family/Rest/Stk house last 6 mo: dinner	101	79	114	91	81	96	80	89
Went to Family Rest/Stk house last 6 mo: weekday	97	96	108	80	100	113	81	81
Went to Family Rest/Stk house last 6 mo: weekend	106	77	110	96	85	87	81	92
Fast Food/Drive In Restaurant <4 times month	98	116	105	83	110	119	108	96
Fast Food/Drive In Restaurant 4-8 times month	121	107	101	95	112	100	97	94
Fast Food/Drive In Restaurant 9+ times month	94	77	100	118	79	83	85	107
Fast Food/Drive In Restaurant last 6 mo: breakfast	101	92	104	120	94	69	87	112
Fast Food/Drive In Restaurant last 6 mo: lunch	108	108	104	99	99	99	89	99
Fast Food/Drive In Restaurant last 6 mo: snack	78	56	103	70	77	95	81	109
Fast Food/Drive In Restaurant last 6 mo: dinner	113	80	109	104	85	75	88	102
Fast Food/Drive In Restaurant last 6 mo: weekday	106	99	110	103	100	88	93	104
Fast Food/Drive In Restaurant last 6 mo: weekend	101	78	106	107	88	77	81	104



Appendix 14: Detailed Household Demand/Interest by Lifestyle Segment

Item	Household Lifestyle Tapestry Segment							
	Salt of the Earth (12.1%)	Rural Resort Dwellers (35.4%)	Midlife Junction (8.7%)	Southern Satellites (11.3%)	Rooted Rural (18%)	Senior Sun Seekers (6.3%)	Heartland Communities (3.9%)	Simple Living (4.3%)
Shopped at a Convenience store in the last 6 months	103	101	104	101	102	91	98	102
Bought at Convenience store/30 days/candy	100	110	90	122	129	87	112	135
Bought at Convenience store/30 days/cigarettes	104	109	103	141	141	104	128	133
Bought at Convenience store/30 days/Brewed coffee	102	127	93	101	117	60	112	111
Bought at Convenience store/30 days/Gas	132	133	127	147	132	88	135	108
Bought at Convenience store/30 days/ice cream	106	118	117	99	141	92	109	179
Bought at Convenience store/30 days/lottery ticket	114	125	97	82	121	122	98	138
Bought at Convenience store/30 days/milk	131	108	107	99	127	88	116	123
Bought at Convenience store/30 days/pet food	114	132	58	137	119	143	116	266
Bought at Convenience store/30 days/snacks	108	101	100	112	105	54	105	115
Bought Convenience store/30 days/soft drink/can/botl	117	96	102	129	136	76	113	117
Bought at Convenience store/30 days/fountain drink	100	98	99	111	119	89	126	68
Bought at Convenience store/30 days/toiletries	55	91	97	104	76	97	119	116
Average spent per week by HH at Food Store <\$100	121	112	121	132	113	120	124	110
Average spent per week by HH at Food Store \$100-149	130	93	99	85	101	94	88	54
Average spent per week by HH at Food Store >\$150	79	92	89	89	89	86	83	80
Bought Cheese (amer/pasturized/process) in last 6 mo	114	104	107	116	111	100	117	103
Bought cheese (grated) in last 6 months	111	103	114	93	94	90	97	87
Bought cheese (natural or imported) in last 6 months	102	104	106	86	96	107	89	92
Bought cheese sauce/spread in last 6 months	137	108	92	135	126	94	122	83
Used Cottage Cheese in last 6 months	127	126	120	89	126	119	127	107
Used cream cheese in last 6 months	106	100	109	93	95	97	93	87
Used frozen yogurt in last 6 months	83	88	100	85	73	74	75	53
Used ice cream bars/sandwiches/bon-bons in last 6 mo	105	82	102	109	97	74	99	88
Used ice cream/ice milke/sherbert in last 6 months	101	96	102	102	106	101	103	95
Used fresh milk in last 6 months	104	98	101	103	103	99	100	100
Used Sour Cream in last 6 months	113	101	110	97	111	94	103	86
Used yogurt in last 6 months	100	90	104	74	76	89	79	75
Used Bacon/Breakfast strips in last 6 months	116	115	115	117	120	105	112	96
Used Beef fresh/frozen in last 6 months	112	105	105	108	110	100	107	100
Used chicken/turkey (fresh or frozen) in last 6 monts	105	101	107	100	99	96	104	99
Used fish/seafood (fresh or frozen) in last 6 months	106	102	110	91	94	109	92	92
Used wieners in the last 6 months	112	114	103	117	110	99	116	101
Used Sausage in last 6 months	112	111	106	126	129	95	111	103

Appendix 14: Detailed Household Demand/Interest by Lifestyle Segment

Item	Household Lifestyle Tapestry Segment							
	Salt of the Earth (12.1%)	Rural Resort Dwellers (35.4%)	Midlife Junction (8.7%)	Southern Satellites (11.3%)	Rooted Rural (18%)	Senior Sun Seekers (6.3%)	Heartland Communities (3.9%)	Simple Living (4.3%)
Used Liver Sausage in last 6 months	97	126	96	97	103	114	111	90
Used cold cuts in last 6 months	105	104	104	112	104	95	105	99
Used cooked ham in last 6 months	119	118	108	111	120	119	122	98
Used Meat Snacks in last 6 months	114	92	104	111	103	81	109	96
Used Deviled ham in last 6 months	93	138	97	144	136	97	94	153
Bought canned chicken in last 6 months	124	101	138	119	119	66	98	86
Bought canned hash in last 6 months	127	163	99	106	106	123	96	112
Bought canned meat in last 6 months	114	144	113	175	167	108	128	99
Used canned tuna in last 6 months	108	110	106	98	107	103	100	97
Used Frozen Breaded Chicken in last 6 months	129	110	105	126	92	73	111	98
Used vegetarian frozen burger in last 6 months	66	86	76	54	52	86	47	56
Bought canned beans with sauce in last 6 months	125	117	119	116	117	103	110	97
Used Dried Fruit in last 6 months	105	112	110	93	91	100	89	92
Bought canned/jarred fruit in last 6 months	110	101	108	108	103	120	107	95
Bought canned/jarred mushrooms in last 6 months	142	127	124	109	127	98	131	109
Bought canned/jarred vegetables in last 6 months	115	111	106	122	114	106	121	109
Bought canned tomatoes in last 6 months	107	112	103	105	106	103	105	100
Used fresh fruit/vegetables in last 6 months	102	102	105	102	107	100	104	96
Used Frozen Corn on the Cob in last 6 months	67	96	105	147	111	76	87	80
Used Frozen potatoe products in last 6 months	123	93	108	123	112	91	113	90
Used Package instant potatoes in last 6 months	120	91	119	124	95	100	108	108
Used Frozen Plain Vegetables in last 6 months	106	104	109	86	95	116	97	90
Used Frozen Prepared Vegetables in last 6 months	90	68	111	86	95	100	81	106
Used Nuts in last 6 months	118	127	126	96	121	126	110	88
Used Olives in last 6 months	111	113	108	77	110	128	105	103
Used rice in last 6 months	100	99	98	96	99	99	88	96
Used rice (flavored/seasoned) in last 6 months	99	99	94	105	94	88	89	92
Used packaged frozen pasta in last 6 months	104	91	103	88	88	96	101	87
Used Bagels in last 6 months	110	101	106	103	97	96	101	91
Used bread in last 6 months	101	101	101	100	100	100	100	101
Purchased Bran Bread in last 6 months	75	99	80	59	111	90	72	120
Purchased Cinnamon Bread in last 6 months	82	131	101	82	86	109	73	86
Purchased French Bread in last 6 months	85	126	102	70	85	121	83	68
Purchased Italian Bread in last 6 months	109	96	102	56	74	115	102	141
Purchased Multi-Grain Bread in last 6 months	95	118	108	59	91	114	85	77

Appendix I4: Detailed Household Demand/Interest by Lifestyle Segment

Item	Household Lifestyle Tapestry Segment							
	Salt of the Earth (12.1%)	Rural Resort Dwellers (35.4%)	Midlife Junction (8.7%)	Southern Satellites (11.3%)	Rooted Rural (18%)	Senior Sun Seekers (6.3%)	Heartland Communities (3.9%)	Simple Living (4.3%)
Purchased Oat Bread in last 6 months	85	161	84	54	89	111	59	71
Purchased Pita Bread in last 6 months	70	79	49	38	31	80	59	42
Purchased Potatoe Bread in last 6 months	102	107	93	61	76	60	109	80
Purchased Pumpernickel Bread in last 6 months	185	171	106	44	119	147	82	108
Purchased Raisin Bread in last 6 months	91	127	116	74	70	94	87	91
Purchased Rye Bread in last 6 months	111	114	131	47	72	117	69	127
Purchased Sour dough Bread in last 6 months	85	142	95	42	96	132	52	56
Purchased Wheat Bread in last 6 months	113	114	114	75	94	125	103	79
Purchased White Bread in last 6 months	115	100	101	123	113	72	120	98
Purchased reduce calorie/light bread in last 6 mo	110	85	120	74	87	111	84	120
Used Breadsticks in last 6 months	99	80	123	99	101	61	156	78
Used Croissants/Cresents in last 6 months	126	97	80	78	68	66	80	51
Used English muffins in last 6 months	103	105	91	49	79	97	82	85
Used frozen bread products in last 6 months	97	90	98	88	70	74	78	95
Used Refrigerator/Frozen Dough last 6 months	114	105	109	127	111	74	105	87
Used Frozen Garlic Bread in last 6 months	122	87	105	107	104	54	99	97
Used muffins (ready-to-eat) in last 6 months	88	90	96	84	90	65	83	97
Used Sweet Rolls/Pastries in last 6 months	101	103	101	129	127	94	110	109
Used Mexican food in last 6 months	101	99	95	92	92	85	92	83
Used Spaghetti/Pasta Sauce in last 6 months	112	95	102	98	102	94	102	93
Used Stuffing Mix/Product in last 6 months	125	115	109	87	112	118	119	113
Bought canned/jarred soup in last 6 months	116	105	111	107	107	108	101	94
Bought canned/jarred spaghetti/macaroni/6 months	105	95	106	127	122	83	122	110
Bought canned stew in last 6 months	124	116	87	161	110	83	118	138
Bought chili in the last 6 months	97	96	87	141	123	106	95	72
Used Frozen Complete dinner in last 6 months	103	90	110	104	116	116	110	98
Used frozen hot snack in last 6 months	107	71	106	96	88	72	102	96
Used frozen main course in last 6 months	100	78	110	95	84	108	97	97
Used Frozen Pizza in last 6 months	120	96	106	111	103	78	114	99
Used Package pasta salad in last 6 months	130	96	95	129	136	47	144	138
Used Frozen pancakes/French toast in last 6 mo	86	77	87	107	81	101	101	89
Used frozen waffles in last 6 months	102	80	95	87	70	93	98	71
Used Frozen Breakfast in the last 6 months	92	74	80	123	128	79	95	77
Used Breakfast cereal (cold) in last 6 months	103	100	104	101	102	98	99	90
Used Breakfast cereal (hot) in last 6 months	102	105	107	111	114	110	100	91

Appendix 14: Detailed Household Demand/Interest by Lifestyle Segment

Item	Household Lifestyle Tapestry Segment							
	Salt of the Earth (12.1%)	Rural Resort Dwellers (35.4%)	Midlife Junction (8.7%)	Southern Satellites (11.3%)	Rooted Rural (18%)	Senior Sun Seekers (6.3%)	Heartland Communities (3.9%)	Simple Living (4.3%)
Used Donuts (Ready-to-Eat) last 6 months	109	90	100	114	107	90	106	87
Breakfast/granola/fruit bars/snacks last 6 months	126	92	106	93	72	73	88	87
Used Toaster Products in last 6 months	115	57	107	120	99	65	111	91
Used corn/tortilla ships/cheese snacks in last 6 mo	107	100	105	103	93	84	92	81
Used Crackers in last 6 months	110	110	104	112	111	98	104	98
Used Frozen Snacks (not yogurt/ice cream) 6 months	114	91	95	102	90	81	93	90
Used Popping Corn/Snack in last 6 months	115	94	103	104	110	102	99	98
Used Potatoe Chips in last 6 months	108	102	98	111	99	94	101	97
Used Pretzels in last 6 months	114	89	99	73	85	91	94	85
Used Rice Cakes in last 6 months	89	95	97	55	58	77	65	118
Used Snack cakes in last 6 months	118	92	101	150	107	82	111	109
Purchased snack mix in last 6 months	89	98	107	93	108	107	104	102
Drank bottled water/selzer in last 6 months	78	85	88	79	76	79	71	82
Bought instate freeze dried coffee in last 6 months	102	119	102	111	111	114	75	126
Bought flavored instant coffee in the last 6 months	123	78	119	102	116	79	92	107
Bought ground coffee in last 6 months	113	120	113	113	116	108	110	103
Bought Regular ground coffee in last 6 months	124	139	115	128	129	110	121	101
Bought Decaf ground coffee in last 6 months	118	127	122	91	114	112	108	95
Bought flavored ground coffee in last 6 months	74	86	102	97	118	92	76	90
Bought unflavored ground coffee in last 6 months	130	116	119	116	107	113	110	105
Used non-dairy cream substitute in last 6 months	119	113	103	131	119	104	86	94
Used ice cappiccino (ready-to-drink) in last 6 months	53	72	70	64	48	91	44	59
Used ice tea (ready-to-drink)	97	91	87	70	74	82	82	101
Used Instant Ice Tea Mix in last 6 months	111	105	113	83	99	94	105	107
Used Regular Tea in last 6 months	102	105	103	119	115	102	99	90
Drank cola (regular) in last 6 months	106	89	98	113	107	80	98	102
Drank cola (regular caffiene-free) last 6 months	111	60	135	119	112	70	92	104
Drank Diet Cola in last 6 months	99	99	109	96	99	106	101	88
Drank Diet Cola (caffeine free) in last 6 months	114	83	111	99	91	121	104	98
Drank Diet non-cola soft drink in last 6 mo	99	93	111	92	92	111	119	85
Drank non-cola soft drink (regular) in last 6 months	106	94	96	106	104	94	98	99
Used Drink Additives (add milk/water) in last 6 mo	116	101	107	111	119	85	100	91
Used Powdered fruit/soft drinks in last 6 months	118	96	100	115	125	75	112	89
Used Frozen Orange Juice in last 6 months	122	111	118	100	125	103	115	114
Used orange juice (not frozen) in last 6 months	93	94	99	96	95	93	89	92

Appendix 14: Detailed Household Demand/Interest by Lifestyle Segment

Item	Household Lifestyle Tapestry Segment							
	Salt of the Earth (12.1%)	Rural Resort Dwellers (35.4%)	Midlife Junction (8.7%)	Southern Satellites (11.3%)	Rooted Rural (18%)	Senior Sun Seekers (6.3%)	Heartland Communities (3.9%)	Simple Living (4.3%)
Used Grapefruit Juice in last 6 months	84	85	92	105	113	94	97	88
Used Tomato/Vegetable Juice last 6 months	119	116	108	108	136	130	125	105
Used bottled barbecue/seasoning sauce last 6 months	103	105	107	107	107	101	101	89
Used dip (ready-to-serve) in last 6 months	113	86	106	123	112	95	113	100
Used Gravy/Sauce mix in last 6 months	105	99	97	108	107	117	112	101
Used honey in last 6 months	105	100	109	86	105	94	79	80
Used jam/jelly in last 6 months	102	103	102	100	105	97	99	92
Used Peanut Butter in last 6 months	112	100	105	108	110	94	109	94
Used ketchup/catsup in last 6 months	105	100	104	106	105	101	104	103
Used mustard in last 6 months	106	105	106	104	107	102	105	101
Used mayonnaise/mayo-type salad dressing last 6 mo	105	105	107	108	108	100	106	101
Used Pickle Relish in last 6 months	114	103	103	102	121	118	95	87
Used Pickles in last 6 months	113	108	110	115	109	101	111	97
Used salad dressing in last 6 months	109	103	108	98	105	104	105	98
Used Salad Toppings in last 6 months	112	89	113	106	113	107	94	106
Used salsa or picante source in last 6 months	101	100	99	80	99	97	97	75
Used soy sauce in last 6 months	105	107	99	71	96	104	86	81
Used table syrup/molasses in last 6 months	108	107	105	106	110	100	111	87
Purchased boxed chocolates in last 6 months	81	87	92	82	105	90	83	81
Bought hard roll candy in last 6 months	100	99	102	110	102	96	101	105
Bought candy (individual big block/thick bar) last 6 mo	75	72	79	98	104	76	101	123
Bought candy (individual regular size) last 6 mo	99	98	100	99	107	88	103	102
Bought prepackaged loose candy in last 6 months	109	99	110	107	111	108	108	101
Used cookies (ready-to-eat) in last 6 months	103	97	100	103	100	97	92	90
Used Dessert topping in last 6 months	113	108	101	100	104	84	120	98
Used frosting in the last 6 months	129	92	108	139	118	81	130	107
Used Frozen dessert in last 6 months	92	90	98	128	92	87	106	95
Used Gelatin Dessert in last 6 months	125	110	110	123	120	124	127	118
Chewed gum in last 6 months	98	75	92	105	96	73	95	89
Purchased mints in last 6 months	93	100	97	87	85	99	90	90
Used Whipped Topping in last 6 months	124	104	118	115	119	105	125	99
Used Pudding/Pie Filling in last 6 months	126	115	119	126	124	98	128	109
Used No bake cake/pie crust in last 6 months	142	94	109	177	135	87	163	88
Used Package pie crust in last 6 months	141	118	127	141	117	98	125	85
Used artificial sweetener in last 6 months	95	108	123	108	113	113	96	76

Appendix 14: Detailed Household Demand/Interest by Lifestyle Segment

Item	Household Lifestyle Tapestry Segment							
	Salt of the Earth (12.1%)	Rural Resort Dwellers (35.4%)	Midlife Junction (8.7%)	Southern Satellites (11.3%)	Rooted Rural (18%)	Senior Sun Seekers (6.3%)	Heartland Communities (3.9%)	Simple Living (4.3%)
Used sugar in last 6 months	104	105	102	107	104	99	102	97
Used Baking Chips in last 6 months	143	111	111	91	110	85	128	91
Used Baking Coconut in last 6 months	145	133	149	142	151	111	124	76
Used Baking mix (not cake mix) in last 6 months	134	110	109	111	112	97	130	94
Used Baking/powder/soda in last 6 months	115	109	111	101	112	108	115	91
Used Bar baking Chocolate in last 6 months	114	106	93	115	82	54	103	89
Browniers/cookie mixes in last 6 months	127	98	122	103	94	87	119	104
Used butter in last 6 months	96	102	101	75	92	89	83	99
Used Margarine in last 6 months	110	106	104	116	107	100	110	100
Used Shortening in last 6 months	129	116	111	132	138	95	134	108
Bought cocoa powder for baking in last 6 months	127	115	118	114	127	103	126	100
Used bread crumbs/coating mixes in last 6 months	113	96	99	66	89	99	92	103
Used Cornmeal in last 6 months	107	121	117	191	154	78	96	87
Used Dry Cake Mix in last 6 months	129	102	115	127	132	90	133	95
Used Waffle/Pancake Mix in last 6 months	112	99	107	100	108	92	107	99
Used dry milk in last 6 months	127	145	99	125	113	132	127	77
Used dry soup/boullion in last 6 months	109	103	104	95	98	107	104	96
Used eggs in last 6 months	102	102	101	102	100	101	101	99
Used Evaporated/Condensed milk in last 6 months	130	115	115	142	135	110	118	72
Used Extract in last 6 months	116	125	134	113	114	113	111	84
Used Flour in last 6 months	111	104	112	117	118	99	111	97
Used Yeast in last 6 months	140	175	105	102	138	101	137	57
Used Pizza mix/sauce in last 6 months	128	130	100	113	109	68	126	106
Used pizza shell/crust in last 6 months	101	97	98	103	88	67	97	91
Used Salad/cooking oil last 6 months	105	105	104	104	112	100	107	98
Used vinegar in last 6 months	105	110	109	98	113	107	103	104
Used salt in last 6 months	103	104	101	108	107	101	103	98
Used seasoning/spices in last 6 months	103	103	110	100	111	103	104	82
Used Spray/Non-stick Cooking Products	119	102	118	111	111	103	99	95
Used oven cooking bags in last 12 months	147	125	109	119	102	77	103	92
Used aluminum foil in last 6 months	104	104	104	103	107	95	106	97
Used Wax Paper in last 6 months	128	136	121	98	119	100	123	93
Used Plastic Kitchen Wrap in last 6 months	109	113	116	94	100	100	107	95
Used Plastic Storage/Freezer bags in last 6 months	112	105	106	100	111	101	105	93
Used plastic garbage bags/trash liners in last 6 months	107	104	106	110	108	95	108	99



Appendix I4: Detailed Household Demand/Interest by Lifestyle Segment

Item	Household Lifestyle Tapestry Segment							
	Salt of the Earth (12.1%)	Rural Resort Dwellers (35.4%)	Midlife Junction (8.7%)	Southern Satellites (11.3%)	Rooted Rural (18%)	Senior Sun Seekers (6.3%)	Heartland Communities (3.9%)	Simple Living (4.3%)
Used automatic dishwasher detergent in last 6 months	102	93	119	78	77	106	77	59
Used dishwashing liquid in last 6 months	103	105	102	104	107	102	103	101
Used Bleach in last 6 months	103	104	104	109	113	106	107	95
Used Laundry pre-treatment in last 6 months	112	104	107	103	104	107	109	89
Used Detergent/Soap for fine fabrics in last 6 mo	100	110	105	85	103	92	102	95
Used Detergent/Soap for regular laundry in last 6 mo	103	103	103	104	104	106	102	101
Used Drain Cleaner in last 6 months	105	115	117	102	128	126	103	98
Used Fabric softener in last 6 months	112	103	104	114	112	100	112	97
Used air freshener/carpet/rm deodorizer last 6 months	103	104	90	123	116	110	115	99
Bought carpet/rug cleaner in last 6 months	109	117	99	96	109	103	105	91
Used Floor wax/polish in last 6 months	108	115	93	107	105	92	100	112
Used Furniture Polish in last 6 months	115	101	114	114	117	107	114	107
Used Metal Polish in last 6 months	74	142	130	89	119	116	87	90
Used glass and surface cleaner in last 6 months	109	101	107	106	117	108	107	100
Used household cleaner in last 6 months	103	105	104	104	108	101	103	103
Used toilet bowl cleaner (in-bowl) in last 6 months	110	107	104	110	123	103	110	91
Used toilet bowl cleaner (in-tank) in last 6 months	104	85	97	108	134	103	115	118
Used Oven Cleaner in last 6 months	91	99	92	98	132	112	106	99
Used rubber gloves in last 6 months	90	106	92	87	104	85	88	77
Used scouring pad in last 6 months	104	102	104	100	109	111	104	101
Purchased batteries in last 6 months	102	102	108	99	101	103	98	91
Used light bulbs in last 6 months	106	107	105	110	110	104	103	94
Bought cellophane/transparent tape in last 6 months	115	112	109	97	105	114	107	87
Used glue in last 6 months	110	94	103	104	102	109	104	83
Purchased greeting card in last 6 months	101	94	107	86	95	100	102	102
Used Shoe Polish in last 6 months	77	99	96	115	83	129	95	84
Used Insect repellent in last 6 months	129	130	117	110	120	96	114	71
Bought charcoal in last 12 months	99	94	87	127	127	86	101	79
Bought charcoal lighter fluid in last 12 months	98	92	79	136	132	84	106	88
Used Disposable Cups in last 6 months	114	107	94	114	104	71	102	85
Used Disposable Plates in last 12 months	119	101	96	114	109	98	111	102
Used Facial tissue in last 6 months	113	108	106	93	96	95	102	96
Used paper napkins in last 6 months	104	102	104	85	95	107	87	91
Used paper towels in last 6 months	103	106	104	101	106	99	101	100
Used toilet paper in last 6 months	100	102	101	102	102	100	102	98

Appendix 14: Detailed Household Demand/Interest by Lifestyle Segment

Item	Household Lifestyle Tapestry Segment							
	Salt of the Earth (12.1%)	Rural Resort Dwellers (35.4%)	Midlife Junction (8.7%)	Southern Satellites (11.3%)	Rooted Rural (18%)	Senior Sun Seekers (6.3%)	Heartland Communities (3.9%)	Simple Living (4.3%)
Used Baby Food in the Last 6 Months	71	92	101	130	85	92	81	105
Used Baby Food in the Last 6 Months - First Foods	53	115	131	147	100	83	77	75
Used Baby Food in the Last 6 Months - Second Foods	85	146	97	70	86	75	72	77
Used Baby Food in the Last 6 Months - Third Foods	92	118	65	117	81	86	74	87
Used Baby Food in the Last 6 Months - Gerber Graduates	76	101	53	118	100	65	76	64
Used Baby Food in the Last 6 Months - Gerber	66	119	113	131	93	103	81	96
Used Baby Food in the Last 6 Months - Heinz	83	69	123	158	70	76	90	105
Used Infant Cereal in the Last 6 Months	65	89	101	138	73	80	83	96
Used Prepared Infant Formula in the Last 6 Months	68	68	90	138	62	110	95	72
Used Concentrated Powder Infant Formula Last 6 mo	75	77	72	152	77	175	88	78
Used Disposable Diapers in the Last 6 Months	101	79	93	111	101	70	85	77
Used Huggies in the Last 6 Months	98	80	77	88	111	50	70	74
Used Luvs in the Last 6 Months	145	95	79	133	96	73	72	127
Store Brand Disposable Diapers in Last 6 Months	132	86	108	108	81	121	70	74
Used Baby Nurser in Last 6 Months	45	90	85	115	92	118	65	92
Used Firm Plastic Baby Nurser in the Last 6 months	41	147	72	111	83	145	66	89
Use Liquid Baby Bath in the Last 6 Months	96	111	111	119	104	74	92	86
Used Baby Lotion in the Last 6 Months	80	72	80	110	101	69	115	69
Used Baby Oil in the Last 6 Months	70	72	81	132	124	76	107	94
Used Baby Powder in the Last 6 Months	99	66	91	108	131	68	95	104
Used Liquid Baby Soap in the Last 6 Months	87	38	112	124	133	77	130	89
Used premoistened wipes in the Last 6 Months	102	97	106	118	113	70	99	90

Color Coding							
A Lot Less than Average	Less than Average	A Little Less than Average	Average American household	A Little More than Average	More than Average	A Lot More than Average	A Great Deal More than Average