

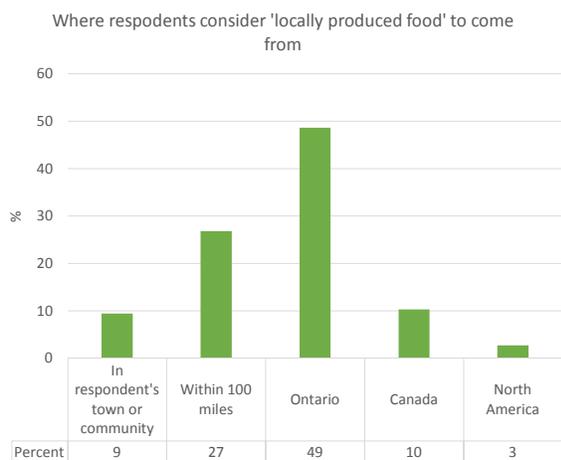
Food Procurement: Public Perception

Summary of Results

Food Procurement: Public Perception

- Rapid Risk Factor Surveillance System (RRFSS) Module
- Purpose of the module is to gather information to develop and implement, if feasible, a local food procurement policy.
- Asked September 2015 – August 2016 to residents of Middlesex London
- Total sample size 1186

Definition of locally produced food

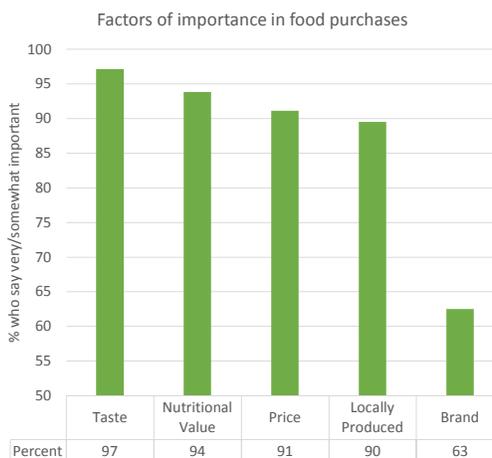


- 85% of respondents said locally produced food was from Ontario or a place closer to their home.

- 86% of people look for locally produced food most of the time or some of the time when shopping for food.

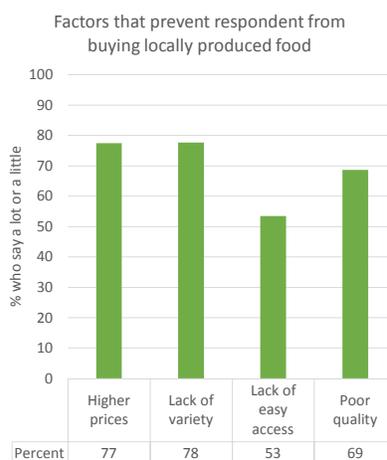
Factors of importance in food purchases

- Nearly 90% of adults (18+) reported locally produced food as an important factor when purchasing food
- There was very little difference when compared across socio-demographic characteristics about the importance of locally purchased.



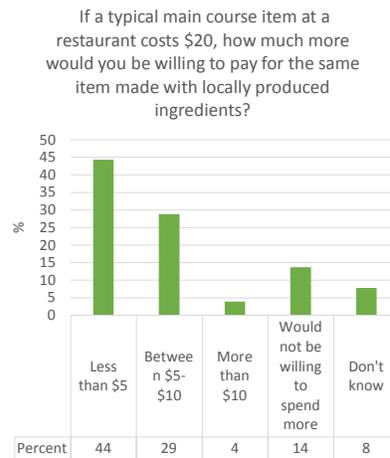
Factors preventing local food purchase

- Half to three quarters of respondents reported these factors had a lot or a little to do with preventing them from purchasing local foods.
- 80% of the 18-24 age group indicated that lack of easy access prevented them from purchase. This was significantly higher than the proportion in other age groups ~50%.
- Reporting higher prices as a barrier was NOT substantially higher in those with lower incomes.
- There was no difference seen between residents of London and Middlesex.



Willing to pay more

- 76% are willing to spend more on a locally produced menu item.



- 94% of people think institutions such as schools, hospitals and daycares should buy locally produced food, if cost and quality are the same.
 - Of those people, 87% of people are supportive even if the budget needs to increase by 5%.