

Vegetable: Summer Squash (zucchini, yellow straight and crookneck, etc.)

General Do you currently buy this vegetable? Yes No
 - If yes, about how much do you buy now from combined non-local and local sources? Pounds/year Comments: _____

Locally Sourced Do you ever buy this vegetable from a local source (locally grown)? Yes No
 - If yes, about how much do you buy now? Pounds/year Comments: _____
 - If no, would you buy this vegetable from a local (Texas grown) source if you had a satisfactory market? Yes No Maybe
 - If you had a satisfactory local market source, how much would you buy? Pounds/year Comments: _____
 - If you had a satisfactory local market source would you commit to seasonal contracts with a Farmer? Yes No

Rank the following in order of importance in your decision to buy Texas grown vegetables? (Assume quality meets your standards)
 Price Availability Organic Sustainable Other: _____ Comments: _____

Would you be willing to pay slightly more for locally (grown) sourced foods if you had a reliable source? Yes No How much more per pound or unit would you be willing to pay if you had a reliable source? _____

How much more would you be willing to pay if you had a reliable source? (per pound or unit; or as percent) _____

On a scale of 1-5 with 1 being least important and 5 being most important, how important are **sustainably** grown foods to your buying decisions? 1 2 3 4 5
 On a scale of 1-5 with 1 being least important and 5 being most important, how important are **organically** grown foods to your buying decisions? 1 2 3 4 5
 On a scale of 1-5 with 1 being least important and 5 being most important, how important are **locally, Texas** grown foods to your buying decisions? 1 2 3 4 5

Prices and Quantities by Season

- 1 - For each quantity, include the highest and lowest acceptable price you would pay for locally sourced vegetables for each quantity. (for #1 products)
- 2 - Add notes as needed such as order size or your need to contract with a farmer for the entire season for large orders.
- 3 - Use pounds as unit of measure please.
- 4 - If you won't or can't buy a certain quantity, ok to leave blank or use N/A.

Pounds (in a single order)		Winter (Dec-Feb)	Spring (Mar-May)	Summer (June-Aug)	Fall (Sept-Nov)	Notes HERE
1-10	High					
	Low					
11-50	High					
	Low					
51-100	High					
	Low					
101-500	High					
	Low					
501-1000	High					
	Low					
1001-4000	High					
	Low					
4000+	High					
	Low					

Food Study Series 1 Vegetables Commonly Grown

Vegetable: **Okra**

General Do you currently buy this vegetable? Yes No
 - If yes, about how much do you buy now from combined non-local and local sources? Pounds/year Comments: _____

Locally Sourced Do you ever buy this vegetable from a local source (locally grown)? Yes No
 - If yes, about how much do you buy now? Pounds/year Comments: _____
 - If no, would you buy this vegetable from a local (Texas grown) source if you had a satisfactory market? Yes No Maybe
 - If you had a satisfactory local market source, how much would you buy? Pounds/year Comments: _____
 - If you had a satisfactory local market source would you commit to seasonal contracts with a Farmer? Yes No

Rank the following in order of importance in your decision to buy Texas grown vegetables? (Assume quality meets your standards)
 Price Availability Organic Sustainable Other: _____ Comments: _____

Would you be willing to pay slightly more for locally (grown) sourced foods if you had a reliable source? Yes No How much more per pound or unit would you be willing to pay if you had a reliable source?
 How much more would you be willing to pay of you had a reliable source? (per pound or unit; or as percent) _____
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 On a scale of 1-5 with 1 being least important and 5 being most important, how important are **locally, Texas** grown foods to your buying decisions? 1 2 3 4 5

Prices and Quantities by Season

- 1 - For each quantity, include the highest and lowest acceptable price you would pay for locally sourced vegetables for each quantity. (for #
- 2 - Add notes as needed such as order size or your need to contract with a farmer for the entire season for large orders.
- 3 - Use pounds as unit of measure please.
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	Low					
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	Low					
1001-4000	High					
	Low					
4000+	High					
	Low					

Food Study Series 1 Vegetables Commonly Grown

Vegetable: **Cucumbers**

General Do you currently buy this vegetable? Yes No
 - If yes, about how much do you buy now from combined non-local and local sources? Pounds/year Comments: _____

Locally Sourced Do you ever buy this vegetable from a local source (locally grown)? Yes No
 - If yes, about how much do you buy now? Pounds/year Comments: _____
 - If no, would you buy this vegetable from a local (Texas grown) source if you had a satisfactory market? Yes No Maybe
 - If you had a satisfactory local market source, how much would you buy? Pounds/year Comments: _____
 - If you had a satisfactory local market source would you commit to seasonal contracts with a Farmer? Yes No

Rank the following in order of importance in your decision to buy Texas grown vegetables? (Assume quality meets your standards)
 Price Availability Organic Sustainable Other: _____ Comments: _____

Would you be willing to pay slightly more for locally (grown) sourced foods if you had a reliable source? Yes No How much more per pound or unit would you be willing to pay if you had a reliable source?
 How much more would you be willing to pay if you had a reliable source? (per pound or unit; or as percent) _____

On a scale of 1-5 with 1 being least important and 5 being most important, how important are **sustainably** grown foods to your buying decisions? 1 2 3 4 5
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Prices and Quantities by Season

- 1 - For each quantity, include the highest and lowest acceptable price you would pay for locally sourced vegetables for each quantity. (for
- 2 - Add notes as needed such as order size or your need to contract with a farmer for the entire season for large orders.
- 3 - Use pounds as unit of measure please.
- 4 - If you won't or can't buy a certain quantity, ok to leave blank or use N/A.

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	Low					
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	Low					
1001-4000	High					
	Low					
4000+	High					
	Low					

Food Study Series 1 Vegetables Commonly Grown

Vegetable: **Carrots**

General Do you currently buy this vegetable? Yes No
 - If yes, about how much do you buy now from combined non-local and local sources? Pounds/year Comments: _____

Locally Sourced Do you ever buy this vegetable from a local source (locally grown)? Yes No
 - If yes, about how much do you buy now? Pounds/year Comments: _____
 - If no, would you buy this vegetable from a local (Texas grown) source if you had a satisfactory market? Yes No Maybe
 - If you had a satisfactory local market source, how much would you buy? Pounds/year Comments: _____
 - If you had a satisfactory local market source would you commit to seasonal contracts with a Farmer? Yes No

Rank the following in order of importance in your decision to buy Texas grown vegetables? (Assume quality meets your standards)
 Price Availability Organic Sustainable Other: _____ Comments: _____

Would you be willing to pay slightly more for locally (grown) sourced foods if you had a reliable source? Yes No How much more per pound or unit would you be willing to pay if you had a reliable source?
 How much more would you be willing to pay if you had a reliable source? (per pound or unit; or as percent) _____

On a scale of 1-5 with 1 being least important and 5 being most important, how important are sustainably grown foods to your buying decisions?	1	2	3	4	5
On a scale of 1-5 with 1 being least important and 5 being most important, how important are organically grown foods to your buying decisions?	1	2	3	4	5
On a scale of 1-5 with 1 being least important and 5 being most important, how important are locally, Texas grown foods to your buying decisions?	1	2	3	4	5

Prices and Quantities by Season

- 1 - For each quantity, include the highest and lowest acceptable price you would pay for locally sourced vegetables for each quantity. (for \$)
- 2 - Add notes as needed such as order size or your need to contract with a farmer for the entire season for large orders.
- 3 - Use pounds as unit of measure please.
- 4 - If you won't or can't buy a certain quantity, ok to leave blank or use N/A.

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	Low					
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	Low					
1001-4000	High					
	Low					
4000+	High					
	Low					

Food Study Series 1 Vegetables Commonly Grown

Vegetable: **Bell Peppers (green)**

General Do you currently buy this vegetable? Yes No
 - If yes, about how much do you buy now from combined non-local and local sources? Pounds/year Comments: _____

Locally Sourced Do you ever buy this vegetable from a local source (locally grown)? Yes No
 - If yes, about how much do you buy now? Pounds/year Comments: _____
 - If no, would you buy this vegetable from a local (Texas grown) source if you had a satisfactory market? Yes No Maybe
 - If you had a satisfactory local market source, how much would you buy? Pounds/year Comments: _____
 - If you had a satisfactory local market source would you commit to seasonal contracts with a Farmer? Yes No

Rank the following in order of importance in your decision to buy Texas grown vegetables? (Assume quality meets your standards)
 Price Availabili Organic Sustainable Other: _____ Comments: _____

Would you be willing to pay slightly more for locally (grown) sourced foods if you had a reliable source? Yes No How much more per pound or unit would you be willing to pay if you had a reliable source?
 How much more would you be willing to pay if you had a reliable source? (per pound or unit; or as perce _____)

On a scale of 1-5 with 1 being least important and 5 being most important, how important are sustainably grown foods to your buying decisions?	1	2	3	4	5
On a scale of 1-5 with 1 being least important and 5 being most important, how important are organically grown foods to your buying decisions?	1	2	3	4	5
On a scale of 1-5 with 1 being least important and 5 being most important, how important are locally, Texas grown foods to your buying decisions?	1	2	3	4	5

Prices and Quantities by Season

- 1 - For each quantity, include the highest and lowest acceptable price you would pay for locally sourced vegetables for each quantity. (
- 2 - Add notes as needed such as order size or your need to contract with a farmer for the entire season for large orders.
- 3 - Use pounds as unit of measure please.
- 4 - If you won't or can't buy a certain quantity, ok to leave blank or use N/A.

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	Low					
501-1000	High					
	Low					
1001-4000	High					
	Low					
4000+	High					
	Low					

Food Study Series 1 Vegetables Commonly Grown

Vegetable: **Tomatoes**

General Do you currently buy this vegetable? Yes No
 - If yes, about how much do you buy now from combined non-local and local sources? Pounds/year Comments: _____

Locally Sourced Do you ever buy this vegetable from a local source (locally grown)? Yes No
 - If yes, about how much do you buy now? Pounds/year Comments: _____
 - If no, would you buy this vegetable from a local (Texas grown) source if you had a satisfactory market? Yes No Maybe
 - If you had a satisfactory local market source, how much would you buy? Pounds/year Comments: _____
 - If you had a satisfactory local market source would you commit to seasonal contracts with a Farmer? Yes No

Rank the following in order of importance in your decision to buy Texas grown vegetables? (Assume quality meets your standards)
 Price Availabili Organic Sustainable Other: _____ Comments: _____

Would you be willing to pay slightly more for locally (grown) sourced foods if you had a reliable source? Yes No How much more per pound or unit would you be willing to pay if you had a reliable source?
 How much more would you be willing to pay if you had a reliable source? (per pound or unit; or as perc _____)

On a scale of 1-5 with 1 being least important and 5 being most important, how important are sustainably grown foods to your buying decisions?	1	2	3	4	5
On a scale of 1-5 with 1 being least important and 5 being most important, how important are organically grown foods to your buying decisions?	1	2	3	4	5
On a scale of 1-5 with 1 being least important and 5 being most important, how important are locally, Texas grown foods to your buying decisions?	1	2	3	4	5

Prices and Quantities by Season

- 1 - For each quantity, include the highest and lowest acceptable price you would pay for locally sourced vegetables for each quantity. (for
- 2 - Add notes as needed such as order size or your need to contract with a farmer for the entire season for large orders.
- 3 - Use pounds as unit of measure please.
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	Low					
501-1000	High					
	Low					
1001-4000	High					
	Low					
4000+	High					
	Low					

Food Study Series 1 Vegetables Commonly Grown

Vegetable: **Eggplant**

General Do you currently buy this vegetable? Yes No
 - If yes, about how much do you buy now from combined non-local and local sources? Pounds/year Comments: _____

Locally Sourced Do you ever buy this vegetable from a local source (locally grown)? Yes No
 - If yes, about how much do you buy now? Pounds/year Comments: _____
 - If no, would you buy this vegetable from a local (Texas grown) source if you had a satisfactory market? Yes No Maybe
 - If you had a satisfactory local market source, how much would you buy? Pounds/year Comments: _____
 - If you had a satisfactory local market source would you commit to seasonal contracts with a Farmer? Yes No

Rank the following in order of importance in your decision to buy Texas grown vegetables? (Assume quality meets your standards)
 Price Availability Organic Sustainable Other: _____ Comments: _____

Would you be willing to pay slightly more for locally (grown) sourced foods if you had a reliable source? Yes No How much more per pound or unit would you be willing to pay if you had a reliable source?
 How much more would you be willing to pay if you had a reliable source? (per pound or unit; or as percent) _____

On a scale of 1-5 with 1 being least important and 5 being most important, how important are **sustainably** grown foods to your buying decisions? 1 2 3 4 5
 On a scale of 1-5 with 1 being least important and 5 being most important, how important are **organically** grown foods to your buying decisions? 1 2 3 4 5
 On a scale of 1-5 with 1 being least important and 5 being most important, how important are **locally, Texas** grown foods to your buying decisions? 1 2 3 4 5

Prices and Quantities by Season

- 1 - For each quantity, include the highest and lowest acceptable price you would pay for locally sourced vegetables for each quantity. (for #1 p
- 2 - Add notes as needed such as order size or your need to contract with a farmer for the entire season for large orders.
- 3 - Use pounds as unit of measure please.
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Pounds (in a single order)		Winter (Dec-Feb)	Spring (Mar-May)	Summer (June-Aug)	Fall (Sept-Nov)	Notes HERE
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	Low					
501-1000	High					
	Low					
1001-4000	High					
	Low					
4000+	High					
	Low					

Food Study Series 1 Vegetables Commonly Grown

Vegetable: **Lettuce (mixed greens WASHED) 1 LB bag**

General Do you currently buy this vegetable? Yes No
 - If yes, about how much do you buy now from combined non-local and local sources? Pounds/year Comments: _____

Locally Sourced Do you ever buy this vegetable from a local source (locally grown)? Yes No
 - If yes, about how much do you buy now? Pounds/year Comments: _____
 - If no, would you buy this vegetable from a local (Texas grown) source if you had a satisfactory market? Yes No
 - If you had a satisfactory local market source, how much would you buy? Pounds/year Comments: _____
 - If you had a satisfactory local market source would you commit to seasonal contracts with a Farmer? Yes No

Rank the following in order of importance in your decision to buy Texas grown vegetables? (Assume quality meets your standards)
 Price Availability Organic Sustainable

Other: _____ Comments: _____

Would you be willing to pay slightly more for locally (grown) sourced foods if you had a reliable source? Yes No
 How much more would you be willing to pay of you had a reliable source? (per pound or unit; or as percent) _____

How much more per pound or unit would you be willing to pay of you had a reliable source?

On a scale of 1-5 with 1 being least important and 5 being most important, how important are **sustainably** grown foods to your buying decisions? 1 2 3 4 5
 On a scale of 1-5 with 1 being least important and 5 being most important, how important are **organically** grown foods to your buying decisions? 1 2 3 4 5
 On a scale of 1-5 with 1 being least important and 5 being most important, how important are **locally, Texas** grown foods to your buying decisions? 1 2 3 4 5

Prices and Quantities by Season

- 1 - For each quantity, include the highest and lowest acceptable price you would pay for locally sourced vegetables for each quantity. (for #1 product)
- 2 - Add notes as needed such as order size or your need to contract with a farmer for the entire season for large orders.
- 3 - Use pounds as unit of measure please.
- 4 - If you won't or can't buy a certain quantity, ok to leave blank or use N/A.

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	Low					
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	Low					
101-500	High					
	Low					
501-1000	High					
	Low					
1001-4000	High					
	Low					
4000+	High					
	Low					

Food Study Series 1 Vegetables Commonly Grown

Vegetable: **Cabbage**

General Do you currently buy this vegetable? Yes No
 - If yes, about how much do you buy now from combined non-local and local sources? Pounds/year Comments: _____

Locally Sourced Do you ever buy this vegetable from a local source (locally grown)? Yes No
 - If yes, about how much do you buy now? Pounds/year Comments: _____
 - If no, would you buy this vegetable from a local (Texas grown) source if you had a satisfactory market? Yes No Maybe
 - If you had a satisfactory local market source, how much would you buy? Pounds/year Comments: _____
 - If you had a satisfactory local market source would you commit to seasonal contracts with a Farmer? Yes No

Rank the following in order of importance in your decision to buy Texas grown vegetables? (Assume quality meets your standards)
 Price Availability Organic Sustainable Other: _____ Comments: _____

Would you be willing to pay slightly more for locally (grown) sourced foods if you had a reliable source? Yes No How much more per pound or unit would you be willing to pay if you had a reliable source?
 How much more would you be willing to pay if you had a reliable source? (per pound or unit; or as per cent) _____

On a scale of 1-5 with 1 being least important and 5 being most important, how important are **sustainably** grown foods to your buying decisions? 1 2 3 4 5
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Prices and Quantities by Season

- 1 - For each quantity, include the highest and lowest acceptable price you would pay for locally sourced vegetables for each quantity. (for #1 p
- 2 - Add notes as needed such as order size or your need to contract with a farmer for the entire season for large orders.
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	Low					
501-1000	High					
	Low					
1001-4000	High					
	Low					
4000+	High					
	Low					

Food Study Series 1 Vegetables Commonly Grown

Vegetable: **Broccoli (whole crowns)**

General Do you currently buy this vegetable? Yes No
 - If yes, about how much do you buy now from combined non-local and local sources? Pounds/year Comments: _____

Locally Sourced Do you ever buy this vegetable from a local source (locally grown)? Yes No
 - If yes, about how much do you buy now? Pounds/year Comments: _____
 - If no, would you buy this vegetable from a local (Texas grown) source if you had a satisfactory market? Yes No Maybe
 - If you had a satisfactory local market source, how much would you buy? Pounds/year Comments: _____
 - If you had a satisfactory local market source would you commit to seasonal contracts with a Farmer? Yes No

Rank the following in order of importance in your decision to buy Texas grown vegetables? (Assume quality meets your standards)
 Price Availability Organic Sustainable Other: _____ Comments: _____

Would you be willing to pay slightly more for locally (grown) sourced foods if you had a reliable source? Yes No How much more per pound or unit would you be willing to pay if you had a reliable source? _____

How much more would you be willing to pay if you had a reliable source? (per pound or unit; or as per cent _____)

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Prices and Quantities by Season

- 1 - For each quantity, include the highest and lowest acceptable price you would pay for locally sourced vegetables for each quantity. (for #1 |
- 2 - Add notes as needed such as order size or your need to contract with a farmer for the entire season for large orders.
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	Low					
101-500	High					
	Low					
501-1000	High					
	Low					
1001-4000	High					
	Low					
4000+	High					
	Low					

Food Study Series 1 Vegetables Commonly Grown

Vegetable: **Potato (red)**

General Do you currently buy this vegetable? Yes No
 - If yes, about how much do you buy now from combined non-local and local sources? Pounds/year Comments: _____

Locally Sourced Do you ever buy this vegetable from a local source (locally grown)? Yes No
 - If yes, about how much do you buy now? Pounds/year Comments: _____
 - If no, would you buy this vegetable from a local (Texas grown) source if you had a satisfactory market? Yes No
 - If you had a satisfactory local market source, how much would you buy? Pounds/year Comments: _____
 - If you had a satisfactory local market source would you commit to seasonal contracts with a Farmer? Yes No

Rank the following in order of importance in your decision to buy Texas grown vegetables? (Assume quality meets your standards)
 Price Availability Organic Sustainable Other: _____ Comments: _____

Would you be willing to pay slightly more for locally (grown) sourced foods if you had a reliable source? Yes No How much more per pound or unit would you be willing to pay if you had a reliable source?

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Prices and Quantities by Season

- 1 - For each quantity, include the highest and lowest acceptable price you would pay for locally sourced vegetables for each quantity. (for #1 products)
- 2 - Add notes as needed such as order size or your need to contract with a farmer for the entire season for large orders.
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	Low					
501-1000	High					
	Low					
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	Low					
4000+	High					
	Low					

Food Study Series 1 Vegetables Commonly Grown

Vegetable: **Sweet Potatoes**

General Do you currently buy this vegetable? Yes No
 - If yes, about how much do you buy now from combined non-local and local sources? Pounds/year Comments: _____

Locally Sourced Do you ever buy this vegetable from a local source (locally grown)? Yes No
 - If yes, about how much do you buy now? Pounds/year Comments: _____
 - If no, would you buy this vegetable from a local (Texas grown) source if you had a satisfactory market? Yes No
 - If you had a satisfactory local market source, how much would you buy? Pounds/year Comments: _____
 - If you had a satisfactory local market source would you commit to seasonal contracts with a Farmer? Yes No

Rank the following in order of importance in your decision to buy Texas grown vegetables? (Assume quality meets your standards)
 Price Availability Organic Sustainable Other: _____ Comments: _____

Would you be willing to pay slightly more for locally (grown) sourced foods if you had a reliable source? Yes No How much more per pound or unit would you be willing to pay if you had a reliable source?

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Prices and Quantities by Season

- For each quantity, include the highest and lowest acceptable price you would pay for locally sourced vegetables for each quantity. (for #1 products)
- Add notes as needed such as order size or your need to contract with a farmer for the entire season for large orders.
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	Low					