

# **Local Food Demand in Arcata, CA**

Jacob Pressey

Jaqui Shur

Ben Cooper

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Humboldt State University

Department Environmental and Natural Resource Sciences

1 Harpst St, Arcata Ca 95521

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**Problem Statement:** With increasing energy constraints, the importance of developing local food markets is essential. There is a need to compile an estimate of local produce market needs within Humboldt County restaurants, to facilitate market awareness for local small farmers to increase their share of those potential markets.

**Background:**

Our expansive food market in the United States leads to an average meal traveling an average of 1500 miles from farm to plate. It takes approximately ten calories of energy to produce one calorie of food energy, through production and transportation. These practices contribute to our global warming issue. Such long travel distances also contribute to unnecessary addition of preservatives to the produce we consume as well as extra packaging. Such shipping, packaging and preservation of our food contribute to serious environmental and health issues such as global warming, food security and excessive waste production.

Long transportation distances have been an issue since the start up of industrialization to the emergence of the global economy and “free trade”. “Corporate agribusiness manufactures and markets over 95 percent of the food in the United States”(Mander & Goldsmith, 123). Corporations have a competitive edge because they have access to capital which facilitates the use of technology that leads to the ability to farm large areas. The political arena gives corporations large tax benefits and subsidies which allow such practices to continue. This corporate advantage led to the disappearance of 35,000 farms/year in the mid 1990’s. (Mander & Goldsmith, 397)

The current trend in the US food economy is reliant on large-scale farms and cheap transportation prices, which keeps small farmers constrained to a small percentage of the market. Within our current food market, farmers only make 35 cents of the food dollar spent in the grocery store; the rest of the money goes to shipping and packaging. The food market is not only detrimental to our environmental health but also to farmer’s livelihoods as well.

With our oil supply declining and transportation prices in turn increasing, our economy must take another path. Relocalization of our food economy will help reduce the transportation that is currently causing environmental and health issues. Relocalization will also rejuvenate the socioeconomic status of rural and small-scale farmers that have currently been held down by our current food market.

There are socially pre-adaptive movements currently gaining momentum in our community that will help build resiliency in our local systems. These programs help build ties between small farmers, ranchers, local producers, and local merchants. A few good examples of re-localization type organizations here in Northern California are CAFF (Community Alliance with Family Farmers), NCGA (North Coast Growers’ Association), and Humboldt Grassfed Beef.

CAFF was founded in Yolo County, California in 1978. They are a California based organization with a mission supporting the movement of rural and urban people associated with family-scale agriculture. The Humboldt chapter of CAFF was formed in 2006. They help create ties between small farmers/ranchers and local buyers in a variety of ways, including their Farm-to-School program, Buy Fresh Buy Local campaign, and the Growers’ Collaborative. The Farm-to-School program works to help in distribution, specifically to supply local schools with efficient distribution from local small-scale



farms (Humboldt State University recently signed on to this program). The Buy Fresh Buy Local campaign works to strengthen regional markets for family farms and promote localization, by connecting farmers to markets and the community with local food. ([www.caff.org](http://www.caff.org))

NCGA was started in 1979 by a small group of farmers. As one of California's first Certified Farmers' Markets, they now have over 90 members throughout Humboldt County. Providing awareness and availability of locally produced goods to the community definitely helps build social resiliency. ([www.humfarm.org](http://www.humfarm.org)).

Humboldt Grassfed Beef is a co-op of ranchers that was founded in 1998. Humboldt County has a long feed season and ideal natural pastureland for producing quality grass-fed cattle. By raising, butchering, and distributing quality local beef, this organization helps maintain a more localized economy. ([www.humboldtgrassfedbeef.com](http://www.humboldtgrassfedbeef.com))

In addition to the current movements in Humboldt County, there have been similar studies and efforts taken in other parts of the United States. A study from Colorado State University looks at the methods for "connecting farmers with food service buyers (for restaurants and institutions) in Colorado" (Starr et al). Where farmers markets and CSA's are doing well across the country, this link between farmers and restaurants is "one of the less-developed areas of the local food system" (Starr et al). This study found through a telephone interviews that Colorado restaurants were interested in quality, freshness, and specialty product. They concluded that the buyers were "not aware of the higher quality" local farmers could provide and that it is a "clear opportunity for farmers to 'show buyers the goods'" Starr et al). Their final recommendation on encouraging restaurants to switch to local goods was to promote the local food idea through a transitional process instead of a total commitment. This transition could include integrating a few local products into the menu, buying a few local products year around or adding on a year around menu item made solely from local products (Starr et al).

The Leopold Center for Sustainable Agriculture looks at this problem of bringing food distributors and farmers together in Iowa. They acknowledge that the demand for local produce is increasing, but the distribution system in place still relies on out of region supplies. This project's focus was on the question, "What will it take to bring small and midsize producers together with retail and food distributors" ([www.leopold.iastate.edu](http://www.leopold.iastate.edu))? From the interviews performed they found that consistency and predictability were important factors for customers. They also found that producers would benefit from contacting individual customers to learn how their products match up with the customers' preferences ([www.leopold.iastate.edu](http://www.leopold.iastate.edu)). The key message we can take from this project is that creating links between farmers and restaurants is communicating the wants and needs of the restaurants and product availability of the local farmers.

The United States food market is quite detrimental to our environment, as well as the health and economic welfare of small farms. A push to relocalization will combat all of these issues. Many organizations and movements have already been established to help ease the transition into a local food market, such as farmer's markets and CSA's. In addition there have also been many successful efforts by companies to supply food products in a local market, such as Humboldt Grassfed Beef. There is still much to do to



connect local food suppliers with local food buyers and our project will help to strengthen this link.

## Works Sited

[www.caff.org](http://www.caff.org), Accessed on Feb 18, 2009

Hardy, Connie and Mary Holz-Clause. Bridging the Gap: What does it Take to Bring Small- and Medium-sized producers and retail and foodservice distributors together? *Leopold Center for Sustainable Agriculture*. Vol. 17 pg. 31-33 2008.

[www.humboldtgrassfedbeef.com](http://www.humboldtgrassfedbeef.com), Accessed on Feb 18, 2009

[www.humfarm.org](http://www.humfarm.org), Accessed on Feb 18, 2009

“The Issues: Fossil Fuel and Energy Use” [www.sustainabletable.org/issues/energy/](http://www.sustainabletable.org/issues/energy/)  
Accessed on Feb 18, 2009

Lamb, Celia. New Effort Launched to Bring Local Produce to Restaurants, Stores. *Sacramento Business Journal* Sept 1, 2008.

Mander, Jerry and Goldsmith, Edward, *The Case Against the Global Economy and For a Turn Toward the Local*” Sierra Club Books 1996

Starr, Amory et al. Sustaining Local Agriculture: Barriers and Opportunities to Direct Marketing between Farms and Restaurants in Colorado. *Agriculture and Human Values* 20:301-321, 2003.



**Goals/Objectives:**

- Find sources of potential demand from all local restaurants
- Communicate demand for local produce local farmers.

**Brainstorm of Possible Solutions:**

**Phase 1**

- Objective: Find sources of potential demand from all local restaurants-
  - Survey Restaurants
  - Excel Sheet of Buyers/ Info
  - Schools
  - Prisons
  - Hospitals
  - Arcata
  - Eureka

Solution	Pros	Cons
Work with HSU food programs	Easy access	Already has a program started
Hospitals and Prisons	Large facilities	Possible they don't want to/cannot participate
Eureka Restaurants (Survey)	Large # of restaurants	Too big of an area for our resources
Arcata Restaurants (Survey)	Manageable number Possibly diverse data	Smaller # of restaurants

To find the possible demand we decided to survey all of the restaurants in Arcata. We will tabulate this information in spreadsheet form to present for the next phase.

**Phase 2**

- Objective: Communicate demand for local produce to local farmers.
  - Networking websites ---- Already started
  - Lists of available agriculture products
  - Agreement Contracts ----- not enough time, resources
  - Send out letters to farmers with survey results ---- don't feel that it would be as effective without CAFF's backing
  - Mapping of distribution/ Farms.
  - Ag tourism
  - Distribution warehouse --- out of our reach
  - Ranchers --- A good example of a local market (Humboldt grass fed beef)



- Restaurant level CSA ---- Out of our reach
- Meeting/ event where buyer and sellers can exchange info. ---- Not enough time resources (Could put this in our suggestions to CAFF)
- Political/legislative measures --- To lengthy
- Tabulate Data and present findings and recommendations to CAFF

**Reasons for decision**

- Due to our limited time and resources we decided that tabulating and presenting our findings to CAFF would be our most effective solution.

**Implementation Strategy:**

Sixty restaurants in Arcata, CA were chosen to survey (see appendix A). A brief one-page survey is to be handed out to each of the sixty restaurants starting March 25. The survey (see appendix B) was designed to be brief five minute surveys of the restaurants total produce demand and the percentage of which they currently purchase locally when in season. The surveys will then be collected between April 1 and April 13. They will be analyzed and transformed into a readable report to communicate primarily with CAFF, the Community Alliance of Family Farmers.

Survey Distribution:

The restaurants were divided between the three group members by their location in Arcata. Jacob distributed the survey to the restaurants located in the northern part of Arcata. Jaqui distributed the survey to restaurants located in the downtown area. Ben distributed the survey to the restaurants located on Guinitoli Lane, Samoa Blvd and the other restaurants located in Arcata that were not accounted for. One week was allotted for distribution and three weeks were allotted to pick up the surveys (see appendix C).

Data Analysis:

The group members together will compile all of the information found by the surveys in graphical and spreadsheet form (see appendices D-F). April 13-20<sup>th</sup>

Communicate Findings with CAFF:

The analyzed findings from the survey will be communicated with two representatives from CAFF in a meeting. The strength and weaknesses of the data will be discussed as well as possible implementation strategies of Phase II. Meeting Time: April 21<sup>st</sup>, 2009

Publication of research:

## Outreach Program:

The Buy Fresh Buy Local Campaign will be contacting the 13 restaurants that requested a farm referral list. This will happen by June 2009.

The farms that have signed up for the Farm to Institution programs will be immediately contacted with the demand compiled from the twenty-one restaurants that would like to buy from local farmers. The preliminary presentations will occur at the end of April, 2009 by Melanie Patrick of CAFF. Throughout the growing season, additional farms will be given the restaurant demand information as they sign up to work with CAFF. The demand information will continue to be distributed to farms until Local Food Month, September, 2009.

\*For more detail on timetable see appendix H and I.



## **Monitoring and Evaluation Plan:**

### **Goal: Find sources of potential demand from all local restaurants**

The sources of potential demand were found using survey data. See implementation plan for details of monitoring and evaluation plan.

### **Goal: Communicate demand for local produce to local farmers.**

The data collected in the first phase of our project, the potential sources of local demand, will be used by the Buy Fresh Buy Local program and will help facilitate communication between the restaurants that would like to buy more local goods and local farmers (See Appendix G).

#### *Evaluation:*

The Community Alliance of Family Farmers will remain in contact with local restaurants and farmers. Monitoring and evaluation of the communication of demand for local produce is built into the Buy Fresh Buy Local program because the program is dependent on grant funding. The grant renewal process for the Buy Fresh Buy Local program requires an annual follow-up of total local food sales.

Melanie Patrick, the Humboldt Market Development Coordinator for CAFF compiles the data and writes the evaluation report for the grant renewal. Restaurants that are working within the Buy Fresh Buy Local project submit summaries of total local food sales, as an indirect indicator of the changing amount of local food each restaurant purchases from local farms. The increase in communicated demand is shown by the increase of local food sales.

#### *Monitoring:*

The amount of farms that received the restaurant data will be calculated at the end of the Buy Fresh Buy Local Campaign in September, 2009. Melanie Patrick of CAFF will have a list of the total number of farms that received the information.

**Results:**

The following section lists and analyzes the results from the initial surveying and final publication and distributions of the findings.

**Survey Results:**

Out of the sixty restaurants surveyed, twenty-eight responded (see appendix C). We had a 47% respondent rate.

Of the twenty-eight responses:

21 showed interest in buying more local products.

13 asked for a referral list of local farmers that could cater to their needs.

The restaurants that did not show interest in buying locally had common reasons of why they will not buy locally:

- Local food is too expensive compared to the food they currently buy
- Customers to the restaurant did not want to pay the extra cost
- They use a distribution company that orders all of their food for them
- They did not want to change between their current distributor and local farmers seasonally
- The seasonal availability of local produce made placing orders less convenient

Primary reasons why a restaurant did not fill out or return the survey:

- It was lost
- The owner did not receive it
- The owner was unavailable for surveying
- The survey was filled out, but the staff could not find it
- The hours of the restaurant and the available hours of the students did not match
- The restaurant did not want to release the information

**Collected information:**

The data compiled in the survey portrayed the reported total amount of certain produce that all twenty-eight respondent restaurants bought locally and non-locally (see appendix E).

During the growing season the restaurants purchased an average of 62% of their produce locally (see appendix D).

When making an estimated year round percentage of local food usage, the restaurants generally assumed that the percent of local food they bought was much lower than the data assumes. The range of reported percentage purchased local was from 0% - 100%. Certain restaurants said they purchased 20% local in the winter, and 75% in the summer. Other restaurants claimed they purchased 50% of their produce locally year round. The mean percentage found within the twenty-eight surveys was 20%.

There were obvious inconsistencies in reporting estimates, which can be explained by inefficient surveying methods and inaccurate reporting by the restaurants. This percentage is high because much of the data compiled from the restaurants was only about their local purchases and they left the amount they purchased non-locally out. The



survey was interpreted differently by each person who filled it out, some just shared the amount of local produce they purchase while others explained how much they purchase generally, no matter where the produce is from as well as how much they purchased locally. The high percentage of local produce purchase found through the data is found to be too high due to the inconsistencies in interpreting the survey.

The following graph (appendix D) breaks down the amount of each product the restaurants were asked about, and shows how much of the product is purchased generally and the amount that is purchased locally.

**Distribution of Information:**

The information and data found through the survey process was compiled and presented to the Community Alliance of Family Farmers. Through the CAFF organization, the restaurants that requested additional information about the availability of local farms will receive it and farmers will become more aware of the local demand for their project.

A campaign called “Buy Fresh Buy Local” is currently on its first round of implementation, the basic restaurant outreach program. The 13 restaurants that requested referral lists to farms will be contacted with this campaign in order to link the restaurants up to local farmers. The restaurant outreach program is only one part of a wide spanning campaign that includes farmers, retailers and community members. See appendix G for more information about the campaign.

The demand data from the 21 restaurants that expressed interest in buying more local products was compiled into a chart (see appendix E) that has been passed on to CAFF, which will be passed on to local farmers. This chart shows the total demand of certain produce products that restaurants use. It communicates the types of products restaurants in Arcata use as well as the quantity of these products. This data has not been available to local farmers in the past, but now a percentage of the information is available because of this survey and cooperation with CAFF.

**Conclusion:**

The problem we described was that there is a need to compile an estimate of local produce market needs within Humboldt County restaurants, to facilitate market awareness for local small farmers to increase their share of those potential markets. We met the project's objectives to find local demand and communicate potential demand to farmers by surveying Arcata restaurants and compiling the information into documents that we shared with the Community Alliance of Family Farmers (CAFF). CAFF then used this information to communicate demand to local farmers. In addition, CAFF contacted the 21 interested restaurants with the Buy Fresh Buy Local campaign information. This campaign directly links farmers with the restaurants in accordance with their produce needs. Communicating local demand to local farmers is a large objective to complete, and this project help spread useful knowledge. Additional projects and continuing efforts from CAFF will help to increase market awareness between farmers and local buyers.

**What We Learned:**

This project has taught us many things about data collection and local food markets. Surveying has proven to be a very difficult task. If we were to do it again we would change our collection processes. We picked up the surveys exactly where we dropped them off, which worked in certain cases but in other circumstances the surveys were lost or put somewhere that staff was not able to find. In other situations, the restaurant owners were not physically at the restaurant at any specific time. This made it difficult to get the survey to a person who was qualified to fill it out. If the owner did fill it out, it was difficult for them to return the survey to the restaurant for us to pick up. For hard to reach owners it would have been better if we left a self addressed stamped envelope so that the owner would be able to return the survey more directly. The way we split up the surveys for distribution between the group members was based on geographic location. In retrospect, it would have been more efficient if restaurants were also split up by their hours of operations. When one group member had restaurants to contact that were only open for lunch and then had to contact restaurants that opened at 5, it proved to be very time consuming.

In addition to survey distribution changes, the way the survey was designed would be changed as well. What we thought was a straight-forward quick survey turned out to be widely opened to subjective interpretation. Some restaurants filled out the survey correctly but others only recorded their local produce demand, not their total produce demand. There were four questions in addition to the table we asked the restaurants to fill out. Many restaurants filled out the table but did not answer the questions. If this project was to be done again, all four questions would be grouped together and the font would be much larger so the questions would be more apparent to the reader. The process of surveying restaurants was much more complex than expected. In evaluating the results that were returned, many alterations to the design, wording and distribution of the surveys would need to occur.

Overall, working with an organization has its upsides and downsides. The upside is that what ever efforts are put forth by the individual project, the efforts will be continued through the organizations work. However small the project is, it is contributing to a much larger whole. The downside is that there is a very limited and structured



contribution an organization requires. Since the organization generally has the decision making power, creativity is less important than definite necessity. There are limitations for what projects one is able to contribute to the organization.

**Future Projects:**

Looking back at the results and responses that the restaurants offered us, it seems more areas of the market can be explored to promote the local food economy. Many restaurants were worried about having to pay extra for local produce and in turn raising the prices of the meals they offer to customers. A public outreach campaign may make consumer awareness a useful tool to promote buying local produce. If customers are willing to pay more, restaurants are willing to buy more locally. Also, many local restaurants get their produce from local distribution companies that are reliable and convenient. If these local distribution companies were targeted and asked to start distributing local produce when available, it would be more convenient and available for restaurants to purchase the local products. There are many different stakeholders in the local food economy, targeting consumers and/or distribution companies would increase the total amount of local produce consumed locally.



## Appendix A

## Restaurant Contact List

Name	Phone Number	Address	Contact	Best Time
3 Foods Café	822-9474	835 J St		
Abruzzi	826-2345	780 7th St		
Agogo	601-1000	H St	Kalindi Rogers	Tue & Fri 11-3
Alibi	822-3731	744 9th St	Judd Starks	Fri 2-6
Arcata Pizza & Deli	822-4650	1057 H St		
Big Blue	826-7578	846 G St	Jeff	1-3pm
Blondies	822-3453	LKWood Blvd	Johanna/Darren	4:30pm
Big Pete's	826-1890	1504 G St	Pete Scott	10am
Blue Max Pizza	822-4841	1116 11th St		
Bon Boniere	822-6388	791 8th St		
Café Brio	822-5922	791 G St	Serge	10am-2pm
Carls Jr	822-9058	4900 Vally West Blvd		
Carmela's	822-5200	1288 G St		
Chan's	822-3922	359 G St		
Coffee Break	825-6685	700 Bayside Rd	Carlos	
Crosswinds	826-2133	860 10th St		
Don's Donuts	822-6465	933 H St	Kim	
Fiesta Café	822-5820	850 Crescent Way	Fernando Cabrera	Mon-Sat 10:30-8pm
Folle Douce	822-1042	1551 G St	Peter Jones	
Fortune	822-3993	1390 G St		
Golden Harvest	822-2990	1062 G St		
Hey Juans	822-1549	1642 G St	Stormy McMakin	leave message
Hole in the Wall	822-7407	590 G St	Cori Ball	M-F 9-11am
Humboldt Yogurt				
Humbrews	826-2739	856 10th St	Brain Gibson	M-F 10-5pm
Hunan	822-0277	752 18th St		
Japhie's	826-2594	1563 G St	Josh	
Jambalaya	822 4766	915 H St	Aaron Richie	Tues 3-9
Kebab Café	826-2121	5000 Valley West Blvd		
La Barca				
La Trattoria	822-6102	30 SunnyBrae Ctr		
Live From New York	822-6199	670 9th St	Mark Noma	
Los Bagels	822-3483 ext307	1085 I St Ste 101	Bill Prescott	
Luzmilla's	822-5100	5000 Valley West Blvd		
Mazzotti's	822-1900	773 8th St	Graham Miller	afternoon
Moonstone Grill	677-3106	100 Moonstone Grill Rd	Colin	Wed-Sun 9-4
Mosco's	622-2275		Chelsea Dove	Tue/Wed/Fri 11-6
Muddy Waters				
Oriental buffet	822-2286	5000 Valley West Blvd	Mike Zhao	11am-7pm
Pacific Rim	826-7604	1021 I St	Ryan Hayes	4pm-on
Papa Murphy's	822-6220	600 F St		
Philly Cheese Steak	825-7400	1811 G St		
Porter St BBQ	826-7304	665 Samoa Blvd.	Scott	Mon-Th 10:30-3:30
Plaza Grill	826-0860	Jacoby's Storehouse	Josh Wiley	before 5pm
Que Grande	362-0876	K & 7th	Joe	9-5pm
Redwood Yogurt	826-7677	1573 G St		

Rentata's Creperie	825-8783	1030 G St		
Rico's	826-2572	686 F St		
Rita's Margaritas	822-1010	855 8th St		
Round Table	822-5158	5000 Valley West Blvd		
Smug's Pizza	822-1927	1034 G St.	Rachael Mae	Mon-Sat 3-4
Stars	826-1379	1535 G St.		
Subway	822-0155	11731 G St		
Sushi Spot	822-1221	670 9th St		
Tomo	822-1414	708 9th St		
Tranquilitea	822-0153	1540 G St		
V&N Burger	822-4997	460 I St		
Village pantry	822-6141	5000 Valley West Blvd		
Wildflower Café	822-0360	1064 G St	Partick Quinn	Fri-Tues

# Local Food Survey

HSU Env. Sci. Department

2/27/2009

Jacob ([jrp35@humboldt.edu](mailto:jrp35@humboldt.edu)), Jaqui ([jj53@humboldt.edu](mailto:jj53@humboldt.edu)), Ben ([bcc23@humboldt.edu](mailto:bcc23@humboldt.edu))

Hello,

Thank you for taking the time to look over this local-food survey. With increasing energy constraints, the importance of developing local food markets is essential. There is a need to compile an estimate of local produce market needs within Humboldt county restaurants, to facilitate market awareness for local small farmers and help them increase their share of those potential markets. We hope that with this survey, you and other restaurant managers in Arcata will help strengthen our local markets through awareness and community ties. Please fill out this survey and we will come back in about a week to collect it (if more time is needed or you have any questions, please fill free to e-mail one of us).

Thanks again,

Jacob, Jaqui, and Ben



## Local Food Survey

### Survey

- 1) About what percentage of your produce purchase are local? \_\_\_\_\_
- 2) Would you be willing to buy more local food if it was available? Yes/No

Please fill in an estimate of average # **cases/week of products** that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
Lettuce	24 ct/cs		YES	NO
Spinach	24 ct/cs		YES	NO
Mixed Greens	24 ct/cs		YES	NO
Basil, specialty herbs	Bunch		YES	NO
Broccoli	20#/cs		YES	NO
Bok Choy	30#/cs		YES	NO
Brussel Sprouts	20 lb box		YES	NO
Cabbage	40# box		YES	NO
Carrots	15#/cs		YES	NO
Cauliflower	20#/cs		YES	NO
Cucumbers - green	36 ct/cs		YES	NO
Cucumbers - lemon	36 ct/cs		YES	NO
Green Beans	30#		YES	NO
Squash, zucchini	20lb/cs		YES	NO
Squash, yellow	20lb/cs		YES	NO
Wax beans	20#/cs		YES	NO
Mushrooms	5 lb/flat		YES	NO
Onions	20#/cs		YES	NO
Parsley	6 bunches		YES	NO
Cilantro	6 bunches		YES	NO
Peppers - Red	20#/cs		YES	NO
Tomatoes - Heirloom	10#/cs		YES	NO
Tomatoes - Sun Gold	12#/cs		YES	NO
Potatoes - Yukon	50# box		YES	NO
<b>Fruit</b>			YES	NO
Apples	30#		YES	NO
5-8# Watermelon	Full bins		YES	NO
Strawberries	½ flat		YES	NO

3) Do you want a referral list to local farms to help you purchase locally?

4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt) ?

Name of Restaurant: \_\_\_\_\_

Kitchen Manager/ Buyer: \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Best time to contact: day \_\_\_\_\_ hours \_\_\_\_\_



# Appendix C

## Local Food Survey

### Survey

- 1) About what percentage of your produce purchase are local? 80%
- 2) Would you be willing to buy more local food if it was available? Yes/No

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
Lettuce	24 ct/cs		<u>YES</u>	NO
Spinach	24 ct/cs		<u>YES</u>	NO
Mixed Greens	24 ct/cs		<u>YES</u>	NO
Basil, specialty herbs	Bunch		<u>YES</u>	NO
Broccoli	20#/cs		YES	<u>NO</u>
Bok Choy	30#/cs		YES	<u>NO</u>
Brussel Sprouts	20 lb box		<u>YES</u>	NO
Cabbage	40# box		<u>YES</u>	NO
Carrots	15#/cs		<u>YES</u>	NO
Cauliflower	20#/cs		YES	<u>NO</u>
Cucumbers - green	36 ct/cs		YES	<u>NO</u>
Cucumbers - lemon	36 ct/cs		<u>YES</u>	NO
Green Beans	30#		<u>YES</u>	NO
Squash, zucchini	20lb/cs		YES	<u>NO</u>
Squash, yellow	20lb/cs		YES	<u>NO</u>
Wax beans	20#/cs		YES	<u>NO</u>
Mushrooms	5 lb/flat		<u>YES</u>	NO
Onions	20#/cs		<u>YES</u>	NO
Parsley	6 bunches		<u>YES</u>	NO
Cilantro	6 bunches		<u>YES</u>	NO
Peppers - Red	20#/cs		<u>YES</u>	NO
Tomatoes - Heirloom	10#/cs		<u>YES</u>	NO
Tomatoes - Sun Gold	12#/cs		<u>YES</u>	NO
Potatoes - Yukon	50# box		<u>YES</u>	NO
<b>Fruit</b>			YES	NO
Apples	30#		<u>YES</u>	NO
5-8# Watermelon	Full bins		YES	<u>NO</u>
Strawberries	½ flat		<u>YES</u>	NO

3) Do you want a referral list to local farms to help you purchase locally? Sure

4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt)? Yes

Name of Restaurant: Folie D'ance

Kitchen Manager/ Buyer: Peter Jones

Phone 707 872 1042 Fax \_\_\_\_\_ Email \_\_\_\_\_

Best time to contact: day \_\_\_\_\_ hours \_\_\_\_\_

Tues - Sat  
before 4:00

# Fiesta Sunny Brae

## Local Food Survey

*See Fiesta Grill*

**Survey**

- 1) About what percentage of your produce purchase are local? \_\_\_\_\_
- 2) Would you be willing to buy more local food if it was available? Yes/No

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
Lettuce	24 ct/cs		YES	NO
Spinach	24 ct/cs		YES	NO
Mixed Greens	24 ct/cs		YES	NO
Basil, specialty herbs	Bunch		YES	NO
Broccoli	20#/cs		YES	NO
Bok Choy	30#/cs		YES	NO
Brussel Sprouts	20 lb box		YES	NO
Cabbage	40# box		YES	NO
Carrots	15#/cs		YES	NO
Cauliflower	20#/cs		YES	NO
Cucumbers - green	36 ct/cs		YES	NO
Cucumbers - lemon	36 ct/cs		YES	NO
Green Beans	30#		YES	NO
Squash, zucchini	20lb/cs		YES	NO
Squash, yellow	20lb/cs		YES	NO
Wax beans	20#/cs		YES	NO
Mushrooms	5 lb/flat		YES	NO
Onions	20#/cs		YES	NO
Parsley	6 bunches		YES	NO
Cilantro	6 bunches		YES	NO
Peppers - Red	20#/cs		YES	NO
Tomatoes - Heirloom	10#/cs		YES	NO
Tomatoes - Sun Gold	12#/cs		YES	NO
Potatoes - Yukon	50# box		YES	NO
<b>Fruit</b>			YES	NO
Apples	30#		YES	NO
5-8# Watermelon	Full bins		YES	NO
Strawberries	½ flat		YES	NO

- 3) Do you want a referral list to local farms to help you purchase locally?
- 4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt) ?

Name of Restaurant: \_\_\_\_\_

Kitchen Manager/ Buyer: \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Best time to contact: day \_\_\_\_\_ hours \_\_\_\_\_



CHANTERELLES  
 HEDG HOG  
 OYSTER  
 BOLETE

Local Food Survey

With increasing energy constraints, the importance of developing local food markets is essential. There is a need to compile an estimate of local produce market needs within Humboldt county restaurants, to facilitate market awareness for local small farmers to increase their share of those potential markets.

Survey

WHEN IN SEASON, 100%

- 1) About what percentage of your produce purchase are local? \_\_\_\_\_  
 2) Would you be willing to buy more local food if it was available? <sup>it</sup>  Yes /  No

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
Lettuce, romaine	24 ct/cs	1-2	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Lettuce, red butter	24 ct/cs	1-2	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Lettuce, red oak	24 ct/cs	/	<input type="radio"/> YES	<input type="radio"/> NO
Basil, specialty herbs	Bunch	8	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Broccoli	20#/cs	1	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Bok Choy	30#/cs	/	<input type="radio"/> YES	<input type="radio"/> NO
Brussel Sprouts	20 lb box	/	<input type="radio"/> YES	<input type="radio"/> NO
Cabbage, Red	40# box	3	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Cabbage, Green	40# box	3	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Cauliflower	20#/cs	1	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Cucumbers- green	36 ct/cs	1	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Cucumbers- lemon	36 ct/cs	1	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Green Beans	30#		<input checked="" type="radio"/> YES	<input type="radio"/> NO
Squash, zucchini	20lb/cs	2	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Squash, yellow	20lb/cs	2	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Wax beans	20#/cs		<input type="radio"/> YES	<input type="radio"/> NO
Parsley, cilantro	6 bunches	2/6	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Peppers- <del>green</del> RED	20#/cs	2	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Tomatoes - <del>red</del> HOULIHOOM 10#		2	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Tomatoes - <del>red</del> cherry SUNGOLDS 12PT		1	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Potatoes - <del>red</del> YUKON	50# box	2	<input checked="" type="radio"/> YES	<input type="radio"/> NO
<b>Fruit</b>				
Apples - Gala	30#	~ 1	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Apples - McIntosh	30#	~ 1	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Apples - Golden	30#	~ 1	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Kiwis- Organic	10lb	~ 1	<input checked="" type="radio"/> YES	<input type="radio"/> NO
5-8# Watermelon	Full bins	~ 1	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Strawberries	1/2 flat	~ 1	<input checked="" type="radio"/> YES	<input type="radio"/> NO

FRANSING MIX  
 SPRING MIX

SPINACH  
 BULLS EYE  
 BEETS  
 CHIOGGA  
 PEKETS

WINTER SQUASH  
 ASIAN LONG  
 PANS  
 PURPLE BASIL

2 DIFF. PRODUCTS  
 THYME  
 ROSEMARY  
 OREGANO  
 SAGE

BLUEBERRIES  
 BLUEBERRIES  
 ASIAN PEARS

PERSIMMONS  
 CANTALOUPES  
 FIGS

BROCOLI RAB

LACINATED KALE

BUTTERNUT  
 BUTTERCUP  
 HUBBARD

LEEKs  
 ROMANESCA

CAYENNE  
 JALAPENO

BELLS  
 POBLANO  
 WACKY HART  
 HABANERO

PARTY PAN  
 SQUASH

ZEPHYR

- 3) Do you want a referral list to local farms to help you purchase locally?  
 4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt)?

Name of Restaurant: MOONSTONE GRILL  
 Kitchen Manager/ Buyer: COLIN  
 Phone 677 3106 Fax 826 0514 Email \_\_\_\_\_  
 Best time to contact: 9-4 day W-SUN hours \_\_\_\_\_



## Local Food Survey

### Survey

1) About what percentage of your produce purchase are local? It varies by season

2) Would you be willing to buy more local food if it was available? Yes/No

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
Lettuce	24 ct/cs		<u>YES</u>	<u>NO</u>
Spinach	24 ct/cs		<u>YES</u>	<u>NO</u>
Mixed Greens	24 ct/cs		<u>YES</u>	<u>NO</u>
Basil, specialty herbs	Bunch		<u>YES</u>	<u>NO</u>
Broccoli	20#/cs		YES	NO
Bok Choy	30#/cs		YES	NO
Brussel Sprouts	20 lb box		YES	NO
Cabbage	40# box		YES	NO
Carrots	15#/cs		YES	NO
Cauliflower	20#/cs		YES	NO
Cucumbers - green	36 ct/cs		YES	<u>NO</u>
Cucumbers - lemon	36 ct/cs		YES	NO
Green Beans	30#		YES	NO
Squash, zucchini	20lb/cs		YES	NO
Squash, yellow	20lb/cs		YES	NO
Wax beans	20#/cs		YES	NO
Mushrooms	5 lb/flat		YES	<u>NO</u>
Onions	20#/cs		YES	<u>NO</u>
Parsley	6 bunches		YES	NO
Cilantro	6 bunches		YES	<u>NO</u>
Peppers - Red	20#/cs		YES	<u>NO</u>
Tomatoes - Heirloom	10#/cs		YES	<u>NO</u>
Tomatoes - Sun Gold	12#/cs		YES	NO
Potatoes - Yukon	50# box		YES	NO
<b>Fruit</b>			<u>YES</u>	NO
Apples	30#		<u>YES</u>	NO
5-8# Watermelon	Full bins		YES	NO
Strawberries	½ flat		YES	NO

*Sometimes  
Some times*

3) Do you want a referral list to local farms to help you purchase locally?

4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt)? Yes

Name of Restaurant: LOS BAGERS

Kitchen Manager/ Buyer: \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_ *See business card*

Best time to contact: day \_\_\_\_\_ hours \_\_\_\_\_

*Use LOCAL Huckleberries  
Peaches  
AND A FEW OTHER ITEMS.*

*SEE NOTE ON BACK ↓*



Graham - Here's that survey I was talking about - if you could fill it out by thurs - it'd be great!

Thx - Jaguar

**Local Food Survey**

**Survey**

- 1) About what percentage of your produce purchase are local? 30% IN SEASON
- 2) Would you be willing to buy more local food if it was available? Yes/No

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

if there is anything missing on the list, please write it back!

		PER WEEK	LOCAL PRODUCT	
			YES	NO
Lettuce	24 ct/cs	5	YES	<del>NO</del>
Spinach	24 ct/cs	3	<del>YES</del>	NO
Basil, specialty herbs	Bunch	30	<del>YES</del>	NO
Broccoli	20#/cs	2	<del>YES</del>	NO
Bok Choy	30#/cs	/	YES	NO
Brussel Sprouts	20 lb box	/	YES	NO
Cabbage, Red	40# box	/	YES	NO
Cabbage, Green	40# box	/	YES	NO
Cauliflower	20#/cs	2	<del>YES</del>	NO
Cucumbers - green	36 ct/cs	1/2	<del>YES</del>	NO
Cucumbers - lemon	36 ct/cs	/	YES	NO
Green Beans	30#	/	YES	NO
Squash, zucchini	20lb/cs	2	<del>YES</del>	NO
Squash, yellow	20lb/cs	/	YES	NO
Wax beans	20#/cs	/	YES	NO
Parsley	6 bunches	4	<del>YES</del>	NO
Cilantro	6 bunches	/	YES	NO
Peppers - Red	20#/cs	1	<del>YES</del>	NO
Tomatoes - Heirloom	10#/cs		YES	NO
Tomatoes - Sun Gold	12#/cs	4	<del>YES</del>	NO
Potatoes - Yukon	50# box		YES	NO
<b>Fruit</b>			YES	NO
Apples - Gala	30#		YES	NO
Apples - McIntosh	30#		YES	NO
Apples - Golden	30#		YES	NO
Kiwis- Organic	10lb		YES	NO
5-8# Watermelon	Full bins		YES	NO
Strawberries	1/2 flat		YES	NO

3) Do you want a referral list to local farms to help you purchase locally? YES

4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt)? I AM NOW

Name of Restaurant: MAZZOTTIS

Kitchen Manager/ Buyer: GRAHAM MILLER

Phone (707) 832-9563 Fax 822-1900 Email grahammiller20@hotmail.com

Best time to contact: day WHenever hours AFTERNOON

Wednesday

### Local Food Survey

#### Survey

- 1) About what percentage of your produce purchase are local? *\* see foot note*
- 2) Would you be willing to buy more local food if it was available?  Yes  No *For a reasonable price, w/ multiple deliveries per week*

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
Lettuce	24 ct/cs	2 cs	YES	<input checked="" type="radio"/> NO
Spinach	24 ct/cs	1/4 cs	YES	<input checked="" type="radio"/> NO
Mixed Greens	24 ct/cs	<del>2</del>	YES	NO
Basil, specialty herbs	Bunch	3 Bunches	<input checked="" type="radio"/> YES	NO
Broccoli	20#/cs	1/5 cs	YES	<input checked="" type="radio"/> NO
Bok Choy	30#/cs	<del>2</del>	YES	NO
Brussel Sprouts	20 lb box	<del>2</del>	YES	NO
Cabbage	40# box	1/5 box	YES	<input checked="" type="radio"/> NO
Carrots	15#/cs	1/2 cs	YES	<input checked="" type="radio"/> NO
Cauliflower	20#/cs	<del>2</del>	YES	NO
Cucumbers - green	36 ct/cs	1/6 cs	<input checked="" type="radio"/> YES	NO
Cucumbers - lemon	36 ct/cs	<del>2</del>	YES	NO
Green Beans	30#	<del>2</del>	YES	NO
Squash, zucchini	20lb/cs	1/4 cs	YES	<input checked="" type="radio"/> NO
Squash, yellow	20lb/cs	1/4 cs	YES	<input checked="" type="radio"/> NO
Wax beans	20#/cs	<del>2</del>	YES	NO
Mushrooms	5 lb/flat	1 flat	YES	<input checked="" type="radio"/> NO
Onions	20#/cs	3 cs	YES	<input checked="" type="radio"/> NO
Parsley	6 bunches	<del>2</del>	YES	NO
Cilantro	6 bunches	1 bunch	<input checked="" type="radio"/> YES	NO
Peppers - Red	20#/cs	1/4 cs	<input checked="" type="radio"/> YES	NO
Tomatoes - Heirloom	10#/cs	<del>2</del>	YES	NO
Tomatoes - Sun Gold	12#/cs	<del>2</del>	YES	NO
Potatoes - Yukon	50# box	2	YES	<input checked="" type="radio"/> NO
<b>Fruit</b>			YES	NO
Apples	30#	<del>2</del>	YES	NO
5-8# Watermelon	Full bins	<del>2</del>	YES	NO
Strawberries	1/2 flat	1/2 flat	YES	<input checked="" type="radio"/> NO

- 3) Do you want a referral list to local farms to help you purchase locally? *we would like to, cost may be an issue.*
- 4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt)? *no*

Name of Restaurant: Alibi

Kitchen Manager/ Buyer: Judd Starks

Phone 922-3731 Fax \_\_\_\_\_ Email \_\_\_\_\_

Best time to contact: day Friday hours 2-6 pm

*\* We buy 99% of our produce from Humboldt Bay Packers. I believe they buy most of their product from out of the area. Hence, the multiple 'no' answers, I may be incorrect, however I believe this survey to be accurate. Thank you, Judd Starks*



## Local Food Survey

### Survey

- 1) About what percentage of your produce purchase are local? 5%
- 2) Would you be willing to buy more local food if it was available? Yes/No

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
			YES	NO
Lettuce	24 ct/cs		YES	NO
Spinach	24 ct/cs		YES	NO
Mixed Greens	24 ct/cs	<i>when needed</i>	YES	NO
Basil, specialty herbs	Bunch	<i>10±</i>	<u>YES</u>	NO
Broccoli	20#/cs		YES	NO
Bok Choy	30#/cs		YES	NO
Brussel Sprouts	20 lb box		YES	NO
Cabbage	40# box		YES	NO
Carrots	15#/cs		YES	NO
Cauliflower	20#/cs		YES	NO
Cucumbers - green	36 ct/cs		YES	NO
Cucumbers - lemon	36 ct/cs		YES	NO
Green Beans	30#		YES	NO
Squash, zucchini	20lb/cs	<i>5LB week when needed</i>	YES	NO
Squash, yellow	20lb/cs		YES	NO
Wax beans	20#/cs		YES	NO
Mushrooms	5 lb/flat	<i>2LB crimini</i>	YES	NO
Onions	20#/cs		YES	NO
Parsley	6 bunches	<i>when needed</i>	<u>YES</u>	NO
Cilantro	6 bunches	<i>" "</i>	<u>YES</u>	NO
Peppers - Red	20#/cs		YES	NO
Tomatoes - Heirloom	10#/cs		YES	NO
Tomatoes - Sun Gold	12#/cs		YES	NO
Potatoes - Yukon	50# box		YES	NO
<b>Fruit</b>			YES	NO
Apples	30#		YES	NO
5-8# Watermelon	Full cins		YES	NO
Strawberries	½ flat		YES	NO

3) Do you want a referral list to local farms to help you purchase locally?

4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt) ?

Name of Restaurant: Humboldt Brews

Kitchen Manager/ Buyer: Brian Gibson

Phone 826 2739

Fax 826 1518

Email gibblock@hotmail.com

Best time to contact: day M-F hours 10-5

*we would love to carry more local produce but the current cost of all products has forced us to cut back on what we spend @ the co-op and other local grocers.*

*The most imp or 1st*

## Local Food Survey

### Survey

- 1) About what percentage of your produce purchase are local? 30
- 2) Would you be willing to buy more local food if it was available? Yes/No

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
Lettuce	24 ct/cs	<u>1 case</u>	YES	<u>NO</u>
Spinach	24 ct/cs	<u>—</u>	YES	NO
Mixed Greens	24 ct/cs	<u>—</u>	YES	NO
Basil, specialty herbs	Bunch	<u>—</u>	YES	NO
Broccoli	20#/cs	<u>1/2 case</u>	<u>YES</u>	NO
Bok Choy	30#/cs	<u>—</u>	YES	NO
Brussel Sprouts	20 lb box	<u>—</u>	YES	NO
Cabbage	40# box	<u>—</u>	YES	NO
Carrots	15#/cs	<u>20 lbs</u>	<u>YES</u>	NO
Cauliflower	20#/cs	<u>—</u>	YES	NO
Cucumbers - green	36 ct/cs	<u>—</u>	YES	NO
Cucumbers - lemon	36 ct/cs	<u>—</u>	YES	NO
Green Beans	30#	<u>—</u>	YES	NO
Squash, zucchini	20lb/cs	<u>—</u>	YES	NO
Squash, yellow	20lb/cs	<u>1/2 case</u>	<u>YES</u>	NO
Wax beans	20#/cs	<u>—</u>	YES	NO
Mushrooms	5 lb/flat	<u>21 b.</u>	<u>YES</u>	NO
Onions	20#/cs	<u>20#</u>	YES	<u>NO</u>
Parsley	6 bunches	<u>—</u>	YES	NO
Cilantro	6 bunches	<u>20 bunches</u>	YES	<u>NO</u>
Peppers - Red	20#/cs	<u>—</u>	YES	NO
Tomatoes - Heirloom	10#/cs	<u>3 cases</u>	YES	<u>NO</u>
Tomatoes - Sun Gold	12#/cs	<u>—</u>	YES	NO
Potatoes - Yukon	50# box	<u>10 lbs</u>	YES	<u>NO</u>
<b>Fruit</b>		<u>—</u>	YES	NO
Apples	30#	<u>—</u>	YES	NO
5-8# Watermelon	Full bins	<u>—</u>	YES	NO
Strawberries	1/2 flat	<u>—</u>	YES	NO

- 3) Do you want a referral list to local farms to help you purchase locally? yes
- 4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt) ?

Name of Restaurant: Que Grande

Kitchen Manager/ Buyer: JOE

Phone (707) 362-0876

Fax

Email richheightsrest@y2koo.com

Best time to contact: day X

hours 9-5



## Local Food Survey

### Survey

- 1) About what percentage of your produce purchase are local? Just Basil ☹️
- 2) Would you be willing to buy more local food if it was available? Yes/No

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
Lettuce	24 ct/cs	0	YES	NO
Spinach	24 ct/cs	2	YES	<u>NO</u>
Mixed Greens	24 ct/cs	0	YES	NO
Basil, specialty herbs	Bunch	36-42 bunches	<u>YES</u>	NO
Broccoli	20#/cs	0	YES	NO
Bok Choy	30#/cs	0	YES	NO
Brussel Sprouts	20 lb box	0	YES	NO
Cabbage	40# box	0	YES	NO
Carrots	15#/cs	0	YES	NO
Cauliflower	20#/cs	0	YES	NO
Cucumbers - green	36 ct/cs	0	YES	NO
Cucumbers - lemon	36 ct/cs	0	YES	NO
Green Beans	30#	0	YES	NO
Squash, zucchini	20lb/cs	0	YES	NO
Squash, yellow	20lb/cs	0	YES	NO
Wax beans	20#/cs	0	YES	NO
Mushrooms	5 lb/flat	4	YES	NO
Onions	20#/cs	1-2	YES	<u>NO</u>
Parsley	6 bunches	0	YES	NO
Cilantro	6 bunches	0	YES	NO
Peppers - Red	20#/cs	0	YES	NO
Tomatoes - Heirloom	10#/cs	5-6	YES	<u>NO</u>
Tomatoes - Sun Gold	12#/cs	0	YES	NO
Potatoes - Yukon	50# box	0	YES	NO
<b>Fruit</b>			YES	NO
Apples	30#	0	YES	NO
5-8# Watermelon	Full bins	0	YES	NO
Strawberries	½ flat	0	YES	NO

- 3) Do you want a referral list to local farms to help you purchase locally? yes, thank.
- 4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt)? Now I am.

Name of Restaurant: Smugs Pizza  
 Kitchen Manager/ Buyer: Rachel Mae/Mike  
 Phone 707-822-1927 Fax — Email —  
 Best time to contact: day 3:00-4:00 hours Mon - Sat



## Local Food Survey

### Survey

- 1) About what percentage of your produce purchase are local? 20%
- 2) Would you be willing to buy more local food if it was available? Yes/No

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November: I don't buy many 'cases'

		PER WEEK	LOCAL PRODUCT	
Lettuce	24 ct/cs		YES	NO
Spinach	24 ct/cs		YES	NO
Mixed Greens	24 ct/cs		YES	NO
Basil, specialty herbs	Bunch	2	YES	NO
Broccoli	20#/cs		YES	NO
Bok Choy	30#/cs		YES	NO
Brussel Sprouts	20 lb box		YES	NO
Cabbage	40# box		YES	NO
Carrots	15#/cs		YES	NO
Cauliflower	20#/cs		YES	NO
Cucumbers - green	36 ct/cs		YES	NO
Cucumbers - lemon	36 ct/cs		YES	NO
Green Beans	30#		YES	NO
Squash, zucchini	20lb/cs		YES	NO
Squash, yellow	20lb/cs		YES	NO
Wax beans	20#/cs		YES	NO
Mushrooms	5 lb/flat		YES	NO
Onions	20#/cs		YES	NO
Parsley	6 bunches		YES	NO
Cilantro	6 bunches		YES	NO
Peppers - Red	20#/cs		YES	NO
Tomatoes - Heirloom	10#/cs		YES	NO
Tomatoes - Sun Gold	12#/cs		YES	NO
Potatoes - Yukon	50# box		YES	NO
<b>Fruit</b>			YES	NO
Apples	30#		YES	NO
5-8# Watermelon	Full bins		YES	NO
Strawberries	½ flat		YES	NO

- 3) Do you want a referral list to local farms to help you purchase locally? yes
- 4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt)? NO

Name of Restaurant: Agogo  
 Kitchen Manager/ Buyer: Kalindi Rogers  
 Phone 707-601-1600 Fax \_\_\_\_\_ Email \_\_\_\_\_  
 Best time to contact: day TAF hours 11-3

## Local Food Survey

### Survey

- 1) About what percentage of your produce purchase are local? 15%
- 2) Would you be willing to buy more local food if it was available? Yes/No

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
Lettuce	24 ct/cs	1	YES	NO
Spinach	24 ct/cs		YES	NO
Mixed Greens	24 ct/cs		YES	NO
Basil, specialty herbs	Bunch	2	YES	NO
Broccoli	20#/cs		YES	NO
Bok Choy	30#/cs		YES	NO
Brussel Sprouts	20 lb box		YES	NO
Cabbage	40# box		YES	NO
Carrots	15#/cs		YES	NO
Cauliflower	20#/cs		YES	NO
Cucumbers - green	36 ct/cs		YES	NO
Cucumbers - lemon	36 ct/cs		YES	NO
Green Beans	30#		YES	NO
Squash, zucchini	20lb/cs		YES	NO
Squash, yellow	20lb/cs		YES	NO
Wax beans	20#/cs		YES	NO
Mushrooms	5 lb/flat		YES	NO
Onions	20#/cs	2	YES	NO
Parsley	6 bunches		YES	NO
Cilantro	6 bunches	1	YES	NO
Peppers - Red	20#/cs		YES	NO
Tomatoes - Heirloom	10#/cs		YES	NO
Tomatoes - Sun Gold	12#/cs		YES	NO
Potatoes - Yukon	50# box		YES	NO
<b>Fruit</b>			YES	NO
Apples	30#		YES	NO
5-8# Watermelon	Full bins		YES	NO
Strawberries	½ flat		YES	NO

3) Do you want a referral list to local farms to help you purchase locally?

4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt) ?

Name of Restaurant: Porter St. BBQ

Kitchen Manager/ Buyer: Scott

Phone 826-7304 Fax 443-0104

Email seelye@suddenlink.net

Best time to contact: day M-F hours 10:30 - 3:30 PM



Wednesday

Local Food Survey

Survey

- 1) About what percentage of your produce purchase are local? 50
- 2) Would you be willing to buy more local food if it was available? Yes/No

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
Lettuce	24 ct/cs	2	YES	NO
Spinach	24 ct/cs	2	YES	NO
Mixed Greens	24 ct/cs		YES	NO
Basil, specialty herbs	Bunch	2 d2	YES	NO
Broccoli	20#/cs	-	YES	NO
Bok Choy	30#/cs	-	YES	NO
Brussel Sprouts	20 lb box		YES	NO
Cabbage	40# box		YES	NO
Carrots	15#/cs	3	YES	NO
Cauliflower	20#/cs	1/2	YES	NO
Cucumbers - green	36 ct/cs		YES	NO
Cucumbers - lemon	36 ct/cs		YES	NO
Green Beans	30#		YES	NO
Squash, zucchini	20lb/cs		YES	NO
Squash, yellow	20lb/cs		YES	NO
Wax beans	20#/cs		YES	NO
Mushrooms	5 lb/flat	6	YES	NO
Onions	20#/cs ?	4	YES	NO
Parsley	6 bunches	1	YES	NO
Cilantro	6 bunches	1	YES	NO
Peppers - Red	20#/cs	2	YES	NO
Tomatoes - Heirloom	10#/cs	6	YES	NO
Tomatoes - Sun Gold	12#/cs	3	YES	NO
Potatoes - Yukon	50# box		YES	NO
<b>Fruit</b>			YES	NO
Apples	30#	2	YES	NO
5-8# Watermelon	Full bins		YES	NO
Strawberries	1/2 flat	3	YES	NO

- 3) Do you want a referral list to local farms to help you purchase locally?
- 4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt) ?

no thanks \*

Name of Restaurant: Cafe Brio  
 Kitchen Manager/ Buyer: Serge  
 Phone 822-5922 Fax \_\_\_\_\_ Email cafebriobaking.com  
 Best time to contact: day 7x7 hours 10-2

\* We already work with most local vendors and buy all we can in season.

## Local Food Survey

### Survey

- 1) About what percentage of your produce purchase are local? 35%
- 2) Would you be willing to buy more local food if it was available? Yes/No

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
Lettuce	24 ct/cs	1	YES	<del>NO</del>
Spinach	24 ct/cs		YES	NO
Mixed Greens	24 ct/cs		YES	NO
Basil, specialty herbs	Bunch		YES	NO
Broccoli	20#/cs	5	YES	<del>NO</del>
Bok Choy	30#/cs	1	YES	<del>NO</del>
Brussel Sprouts	20 lb box		YES	NO
Cabbage	40# box	3	<del>YES</del>	NO
Carrots	15#/cs	2	YES	<del>NO</del>
Cauliflower	20#/cs	1	<del>YES</del>	NO
Cucumbers - green	36 ct/cs	2	YES	<del>NO</del>
Cucumbers - lemon	36 ct/cs		YES	NO
Green Beans	30#	3	YES	<del>NO</del>
Squash, zucchini	20lb/cs		YES	NO
Squash, yellow	20lb/cs		YES	NO
Wax beans	20#/cs		YES	NO
Mushrooms	5 lb/flat	8	YES	<del>NO</del>
Onions	20#/cs	3	<del>YES</del>	NO
Parsley	6 bunches		YES	NO
Cilantro	6 bunches		YES	NO
Peppers - Red	20#/cs		YES	NO
Tomatoes - Heirloom	10#/cs		YES	NO
Tomatoes - Sun Gold	12#/cs	2	<del>YES</del>	NO
Potatoes - Yukon	50# box		YES	NO
<b>Fruit</b>			YES	NO
Apples	30#	1	YES	<del>NO</del>
5-8# Watermelon	Full bins		YES	NO
Strawberries	½ flat		YES	NO

3) Do you want a referral list to local farms to help you purchase locally? OK

4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt) ?

Name of Restaurant: Oriental Buffet  
 Kitchen Manager/ Buyer: Mike Zhao  
 Phone: 616-8807 Fax: 822-2098 Email: orientalbuffet@sbcglobal.net  
 Best time to contact: day any hours 11:00am - 7:00pm



## Local Food Survey

### Survey

1) About what percentage of your produce purchase are local? 1%

2) Would you be willing to buy more local food if it was available?  Yes /  No

*only if it was cost effective*

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
Lettuce	24 ct/cs	<del>1/2 case</del>	YES	NO
Spinach	24 ct/cs	1/2 case	YES	<input checked="" type="radio"/> NO
Mixed Greens	24 ct/cs	1/2 case	YES	<input checked="" type="radio"/> NO
Basil, specialty herbs	Bunch		YES	NO
Broccoli	20#/cs		YES	NO
Bok Choy	30#/cs		YES	NO
Brussel Sprouts	20 lb box		YES	NO
Cabbage	40# box		YES	NO
Carrots	15#/cs	1/8 case	YES	<input checked="" type="radio"/> NO
Cauliflower	20#/cs		YES	NO
Cucumbers - green	36 ct/cs		YES	NO
Cucumbers - lemon	36 ct/cs		YES	NO
Green Beans	30#		YES	NO
Squash, zucchini	20lb/cs		YES	NO
Squash, yellow	20lb/cs		YES	NO
Wax beans	20#/cs		YES	NO
Mushrooms	5 lb/flat		YES	NO
Onions	20#/cs		YES	NO
Parsley	6 bunches		YES	NO
Cilantro	6 bunches		YES	NO
Peppers - Red	20#/cs	1/20 case	YES	<input checked="" type="radio"/> NO
Tomatoes - Heirloom	10#/cs		YES	NO
Tomatoes - Sun Gold	12#/cs	1/2 case	YES	<input checked="" type="radio"/> NO
Potatoes - Yukon	50# box		YES	NO
<b>Fruit</b>			YES	NO
Apples	30#	1/6 case	<input checked="" type="radio"/> YES	NO
5-8# Watermelon	Full bins		YES	NO
Strawberries	1/2 flat		YES	NO

3) Do you want a referral list to local farms to help you purchase locally?

4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt) ?

Name of Restaurant: Mosgos

Kitchen Manager/ Buyer: Chelsea Dove

Phone 707 672-2275 Fax

Email mosgos.coffee@gmail.com

Best time to contact: day Tu, Wed, Fri hours 11:00 am - 6:00 pm



## Local Food Survey

### Survey

- 1) About what percentage of your produce purchase are local? 25%
- 2) Would you be willing to buy more local food if it was available? Yes/No

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
Lettuce	24 ct/cs	1 1/2 cases	<del>YES</del>	<u>NO</u>
Spinach	24 ct/cs		YES	NO
Mixed Greens	24 ct/cs		YES	NO
Basil, specialty herbs	Bunch		YES	NO
Broccoli	20#/cs		YES	NO
Bok Choy	30#/cs		YES	NO
Brussel Sprouts	20 lb box		YES	NO
Cabbage	40# box	6 heads per week	<del>YES</del>	<u>NO</u>
Carrots	15#/cs	1 lb per week	<u>YES</u>	NO
Cauliflower	20#/cs		YES	NO
Cucumbers - green	36 ct/cs		YES	NO
Cucumbers - lemon	36 ct/cs		YES	NO
Green Beans	30#		YES	NO
Squash, zucchini	20lb/cs		YES	NO
Squash, yellow	20lb/cs		YES	NO
Wax beans	20#/cs		YES	NO
Mushrooms	5 lb/flat		YES	NO
Onions	20#/cs	50 lbs in 3 weeks	YES	<u>NO</u>
Parsley	6 bunches		YES	NO
Cilantro	6 bunches	6 bunches per week	<u>YES</u>	NO
Peppers - Red	20#/cs		YES	NO
Tomatoes - Heirloom	10#/cs		YES	NO
Tomatoes - Sun Gold	12#/cs	12 cases per week	<u>YES</u>	NO
Potatoes - Yukon	50# box		YES	NO
<b>Fruit</b>			YES	NO
Apples	30#		YES	NO
5-8# Watermelon	Full bins		YES	NO
Strawberries	1/2 flat		YES	NO

*local only 1/2 the year*

- 3) Do you want a referral list to local farms to help you purchase locally? yes
- 4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt)? NO

Name of Restaurant: HEY Juan Burritos

Kitchen Manager/ Buyer: OWNER - Stormy D. Mcmakin

Phone (707) 822-1549 Fax Ø Email Stormymcmakin@yahoo.com

Best time to contact: day leave message

## Local Food Survey

### Survey

- 1) About what percentage of your produce purchase are local? \_\_\_\_\_
- 2) Would you be willing to buy more local food if it was available? Yes/No

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
Lettuce	24 ct/cs	6	YES	NO
Spinach	24 ct/cs	1	YES	NO
Mixed Greens	24 ct/cs		YES	NO
Basil, specialty herbs	Bunch		YES	NO
Broccoli	20#/cs		YES	NO
Bok Choy	30#/cs		YES	NO
Brussel Sprouts	20 lb box		YES	NO
Cabbage	40# box		YES	NO
Carrots	15#/cs	2	YES	NO
Cauliflower	20#/cs		YES	NO
Cucumbers - green	36 ct/cs		YES	NO
Cucumbers - lemon	36 ct/cs		YES	NO
Green Beans	30#		YES	NO
Squash, zucchini	20lb/cs		YES	NO
Squash, yellow	20lb/cs		YES	NO
Wax beans	20#/cs	3	YES	NO
Mushrooms	5 lb/flat		YES	NO
Onions	20#/cs	2	YES	NO
Parsley	6 bunches		YES	NO
Cilantro	6 bunches	60 bunches	YES	NO
Peppers - Red	20#/cs	2	YES	NO
Tomatoes - Heirloom	10#/cs		YES	NO
Tomatoes - <del>Sun Gold</del>	12#/cs	20 Box.	YES	NO
Potatoes - Yukon	50# box	1	YES	NO
<b>Fruit</b>			YES	NO
Apples	30#		YES	NO
5-8# Watermelon	Full bins		YES	NO
Strawberries	½ flat		YES	NO

- 3) Do you want a referral list to local farms to help you purchase locally?
- 4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt) ?

Name of Restaurant: Fiesta Grill & Cantina  
 Kitchen Manager/ Buyer: Fernando Cubrera  
 Phone: (707) 822-1600 Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Best time to contact: day Mon to sat hours 10:30 am to 8:00 pm

SAME For Fiesta Sunny Brea



## Local Food Survey

### Survey

- 1) About what percentage of your produce purchase are local? 70%
- 2) Would you be willing to buy more local food if it was available? Yes/No

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
Lettuce	24 ct/cs		YES	NO
Spinach	24 ct/cs		<u>YES</u>	NO
Mixed Greens	24 ct/cs		<u>YES</u>	NO
Basil, specialty herbs	Bunch		<u>YES</u>	NO
Broccoli	20#/cs		<u>YES</u>	NO
Bok Choy	30#/cs		YES	NO
Brussel Sprouts	20 lb box		YES	NO
Cabbage	40# box		YES	NO
Carrots	15#/cs		<u>YES</u>	NO
Cauliflower	20#/cs		YES	NO
Cucumbers - green	36 ct/cs		<u>YES</u>	NO
Cucumbers - lemon	36 ct/cs		YES	NO
Green Beans	30#		YES	NO
Squash, zucchini	20lb/cs		YES	NO
Squash, yellow	20lb/cs		YES	NO
Wax beans	20#/cs		YES	NO
Mushrooms	5 lb/flat		YES	<u>NO</u>
Onions	20#/cs		YES	<u>NO</u>
Parsley	6 bunches		YES	NO
Cilantro	6 bunches		YES	NO
Peppers - Red	20#/cs		<u>YES</u>	NO
Tomatoes - Heirloom	10#/cs		<u>YES</u>	NO
Tomatoes - Sun Gold	12#/cs		YES	NO
Potatoes - Yukon	50# box		YES	NO
<b>Fruit</b>			YES	NO
Apples	30#		YES	NO
5-8# Watermelon	Full bins		YES	NO
Strawberries	½ flat		YES	NO

3) Do you want a referral list to local farms to help you purchase locally? Sure

4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt)? yes

Name of Restaurant: B. J. Lefes

Kitchen Manager/ Buyer: Pete Costello

Phone 826-1890 Fax \_\_\_\_\_ Email \_\_\_\_\_

Best time to contact: day 10AM hours \_\_\_\_\_



## Local Food Survey

### Survey

- 1) About what percentage of your produce purchase are local? 1
- 2) Would you be willing to buy more local food if it was available? Yes  No

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
Lettuce	24 ct/cs		YES	<input type="radio"/> NO
Spinach	24 ct/cs	4 lbs	YES	<input type="radio"/> NO
Mixed Greens	24 ct/cs	3 lbs	YES	<input type="radio"/> NO
Basil, specialty herbs	Bunch	3	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Broccoli	20#/cs		YES	<input type="radio"/> NO
Bok Choy	30#/cs		YES	<input type="radio"/> NO
Brussel Sprouts	20 lb box		YES	<input type="radio"/> NO
Cabbage	40# box		YES	<input type="radio"/> NO
Carrots	15#/cs	1	YES	<input type="radio"/> NO
Cauliflower	20#/cs		YES	<input type="radio"/> NO
Cucumbers - green	36 ct/cs	1/2	YES	<input type="radio"/> NO
Cucumbers - lemon	36 ct/cs		YES	<input type="radio"/> NO
Green Beans	30#		YES	<input type="radio"/> NO
Squash, zucchini	20lb/cs	1/2	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Squash, yellow	20lb/cs	1/2	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Wax beans	20#/cs		YES	<input type="radio"/> NO
Mushrooms	5 lb/flat	2	YES	<input type="radio"/> NO
Onions	20#/cs	1	YES	<input type="radio"/> NO
Parsley	6 bunches		YES	<input type="radio"/> NO
Cilantro	6 bunches	1	YES	<input type="radio"/> NO
Peppers - Red	20#/cs	1/2	YES	<input type="radio"/> NO
Tomatoes - Heirloom	10#/cs	1	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Tomatoes - Sun Gold	12#/cs		YES	<input type="radio"/> NO
Potatoes - Yukon	50# box		YES	<input type="radio"/> NO
<b>Fruit</b>			YES	<input type="radio"/> NO
Apples	30#	1/2	<input checked="" type="radio"/> YES	<input type="radio"/> NO
5-8# Watermelon	Full bins		YES	<input type="radio"/> NO
Strawberries	1/2 flat	1	<input checked="" type="radio"/> YES	<input type="radio"/> NO

3) Do you want a referral list to local farms to help you purchase locally? NO

4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt)? YES

Name of Restaurant: JAMBALAYA  
 Kitchen Manager/ Buyer: AYLON Richey  
 Phone 707-822-4766 Fax \_\_\_\_\_ Email \_\_\_\_\_  
 Best time to contact: day Tues hours 3-9

## Local Food Survey

### Survey

1) About what percentage of your produce purchase are local? 0%

2) Would you be willing to buy more local food if it was available?  Yes/No *if cheaper*

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
Lettuce	24 ct/cs	2	YES	<input checked="" type="radio"/> NO
Spinach	24 ct/cs	1	YES	<input checked="" type="radio"/> NO
Mixed Greens	24 ct/cs		YES	NO
Basil, specialty herbs	Bunch	24 bunch	YES	<input checked="" type="radio"/> NO
Broccoli	20#/cs	—	YES	NO
Bok Choy	30#/cs	—	YES	NO
Brussel Sprouts	20 lb box	—	YES	NO
Cabbage	40# box	—	YES	NO
Carrots	15#/cs	2 lbs week	YES	<input checked="" type="radio"/> NO
Cauliflower	20#/cs	—	YES	NO
Cucumbers - green	36 ct/cs	—	YES	NO
Cucumbers - lemon	36 ct/cs	—	YES	NO
Green Beans	30#	—	YES	NO
Squash, zucchini	20lb/cs	1 lb week	YES	<input checked="" type="radio"/> NO
Squash, yellow	20lb/cs	—	YES	NO
Wax beans	20#/cs	—	YES	NO
Mushrooms	5 lb/flat	4	YES	<input checked="" type="radio"/> NO
Onions	20#/cs	1	YES	<input checked="" type="radio"/> NO
Parsley	6 bunches	—	YES	NO
Cilantro	6 bunches	—	YES	NO
Peppers - Red	20#/cs	—	YES	NO
Tomatoes - Heirloom	10#/cs	3 ccs Roma	YES	<input checked="" type="radio"/> NO
Tomatoes - Sun Gold	12#/cs	7	YES	NO
Potatoes - Yukon	50# box	1	YES	NO
Fruit		—	YES	NO
Apples	30#	1	YES	NO
5-8# Watermelon	Full bins	1	YES	NO
Strawberries	½ flat	1	YES	NO

3) Do you want a referral list to local farms to help you purchase locally? NO

4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt)? NO

Name of Restaurant: Live From New York Pizza

Kitchen Manager/ Buyer: Tarek's Mark Noma

Phone 707-822-6199 Fax \_\_\_\_\_ Email \_\_\_\_\_

Best time to contact: day \_\_\_\_\_ hours \_\_\_\_\_



Friday

Local Food Survey

Survey

- 1) About what percentage of your produce purchase are local? depends on time of year, as much as possible
- 2) Would you be willing to buy more local food if it was available? Yes No

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

200 #/week of kennebec and red potatoes from warren creek farms

		PER WEEK	LOCAL PRODUCT	
Lettuce	24 ct/cs	2	<u>YES</u>	NO
Spinach	24 ct/cs		YES	NO
Mixed Greens	24 ct/cs		YES	NO
Basil, specialty herbs	Bunch	4-5	<u>YES</u>	NO
Broccoli	20#/cs		YES	NO
Bok Choy	30#/cs		YES	NO
Brussel Sprouts	20 lb box		YES	NO
Cabbage	40# box		YES	NO
Carrots	15#/cs	50#	<u>YES</u>	NO
Cauliflower	20#/cs		YES	NO
Cucumbers - green	36 ct/cs		YES	NO
Cucumbers - lemon	36 ct/cs	1-2	<u>YES</u>	NO
Green Beans	30#		YES	NO
Squash, zucchini	20lb/cs	5-10#	<u>YES</u>	NO
Squash, yellow	20lb/cs	5-10#	<u>YES</u>	NO
Wax beans	20#/cs		YES	NO
Mushrooms	5 lb/flat	2	YES	<u>NO</u>
Onions	20#/cs	2	<u>YES</u>	NO
Parsley	6 bunches		YES	NO
Cilantro	6 bunches	1	<u>YES</u>	NO
Peppers - Red	20#/cs	1-2	<u>YES</u>	NO
Tomatoes - Heirloom	10#/cs		<u>YES</u>	NO
Tomatoes - Sun Gold	12#/cs	60-80# slicers	<u>YES</u>	NO
Potatoes - Yukon	50# box		YES	NO
<b>Fruit</b>			YES	NO
Apples	30#		YES	NO
5-8# Watermelon	Full bins		YES	NO
Strawberries	1/2 flat	1-2	<u>YES</u>	NO

when available

- 3) Do you want a referral list to local farms to help you purchase locally? yes
- 4) Are you aware of [www.caflf.org/humboldt](http://www.caflf.org/humboldt)? no

Name of Restaurant: BIG BLUE CAFE

Kitchen Manager/ Buyer: JEFF

Phone 707.826.7578

Fax

Email bigbluecafe@sbcglobal.net

Best time to contact: day TH-FRI hours 1-3 pm

I get produce from green five farms, g farm, ed's edibles, warren creek and what I used from the market on Saturdays in Arcata.



## Local Food Survey

### Survey

- 1) About what percentage of your produce purchase are local? 20% in Winter  
75% in Summer
- 2) Would you be willing to buy more local food if it was available?  Yes  No

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
Lettuce	24 ct/cs	2	<input checked="" type="radio"/> YES	NO
Spinach	24 ct/cs	2	<input checked="" type="radio"/> YES	NO
Mixed Greens	24 ct/cs	2	<input checked="" type="radio"/> YES	NO
Basil, specialty herbs	Bunch	12	<input checked="" type="radio"/> YES	NO
Broccoli	20#/cs	2	<input checked="" type="radio"/> YES	NO
Bok Choy	30#/cs	—	YES	NO
Brussel Sprouts	20 lb box	—	YES	NO
Cabbage	40# box	1/4	YES	<input checked="" type="radio"/> NO
Carrots	15#/cs	4	YES	<input checked="" type="radio"/> NO
Cauliflower	20#/cs	1	<input checked="" type="radio"/> YES	NO
Cucumbers - green	36 ct/cs	1/4	<input checked="" type="radio"/> YES	NO
Cucumbers - lemon	36 ct/cs	1/4	<input checked="" type="radio"/> YES	NO
Green Beans	30#	1/4	<input checked="" type="radio"/> YES	NO
Squash, zucchini	20lb/cs	1	<input checked="" type="radio"/> YES	NO
Squash, yellow	20lb/cs	1	<input checked="" type="radio"/> YES	NO
Wax beans	20#/cs	—	YES	NO
Mushrooms	5 lb/flat	2	YES	<input checked="" type="radio"/> NO
Onions	20#/cs	4	YES	<input checked="" type="radio"/> NO
Parsley	6 bunches	2	YES	<input checked="" type="radio"/> NO
Cilantro	6 bunches	2	<input checked="" type="radio"/> YES	NO
Peppers - Red	20#/cs	1	YES	<input checked="" type="radio"/> NO
Tomatoes - <del>Kalifornia</del>	10#/cs	4	YES	<input checked="" type="radio"/> NO
Tomatoes - Sun Gold	12#/cs	—	YES	NO
Potatoes - Yukon	50# box	1	YES	<input checked="" type="radio"/> NO
<b>Fruit</b>			YES	NO
Apples	30#	1/4	<input checked="" type="radio"/> YES	NO
5-8# Watermelon	Full bins	—	YES	NO
Strawberries	1/2 flat	1	<input checked="" type="radio"/> YES	NO

3) Do you want a referral list to local farms to help you purchase locally? SURE

4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt)? NO I'll check it out

Name of Restaurant: Wild Flower Cafe & Bakery

Kitchen Manager/ Buyer: Patrick QUINN

Phone 707-825-8464 Fax \_\_\_\_\_

Email wflower2005@sbcglobal.net

Best time to contact: day FRI - TUES hours 10:30 - 5:30

## Local Food Survey

### Survey

- 1) About what percentage of your produce purchase are local? 50-80%
- 2) Would you be willing to buy more local food if it was available? Yes/No

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
Lettuce	24 ct/cs	3	YES	NO
Spinach	24 ct/cs	2	YES	NO
Mixed Greens	24 ct/cs	6	YES	NO
Basil, specialty herbs	Bunch	12	YES	NO
Broccoli	20#/cs	2	YES	NO - BUGS
Bok Choy	30#/cs	---	YES	NO
Brussel Sprouts	20 lb box	---	YES	NO
Cabbage	40# box	1	YES	NO
Carrots	15#/cs	50 lb	YES	NO - nobody has enough quantity
Cauliflower	20#/cs	1/4	YES	NO - BUGS
Cucumbers - green	36 ct/cs	1/4	YES	NO
Cucumbers - lemon	36 ct/cs	---	YES	NO
Green Beans	30#	---	YES	NO
Squash, zucchini	20lb/cs	3	YES	NO
Squash, yellow	20lb/cs	---	YES	NO
Wax beans	20#/cs	---	YES	NO
Mushrooms	5 lb/flat	1/2 1/2	YES	NO
Onions	20#/cs	5	YES	NO - when available
Parsley	6 bunches	1	YES	NO
Cilantro	6 bunches	3 dozen	YES	NO
Peppers - Red	20#/cs	1	YES	NO
Tomatoes - Heirloom	10#/cs	1	YES	NO
Tomatoes - Sun Gold	12#/cs	---	YES	NO
Potatoes - Yukon	50# box	1	YES	NO
<b>Fruit</b>			YES	NO
Apples	30#	---	YES	NO
5-8# Watermelon	Full bins	---	YES	NO
Strawberries	1/2 flat	---	YES	NO

- 3) Do you want a referral list to local farms to help you purchase locally?
- 4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt) ?

Name of Restaurant: Japhy's  
 Kitchen Manager/ Buyer: Josh  
 Phone 826-2594 Fax \_\_\_\_\_ Email Japhy@humboldt1.com  
 Best time to contact: day \_\_\_\_\_ hours \_\_\_\_\_



## Local Food Survey

### Survey

- 1) About what percentage of your produce purchase are local? 5%
- 2) Would you be willing to buy more local food if it was available? Yes/No

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
			YES	NO
Lettuce	24 ct/cs		YES	NO
Spinach	24 ct/cs		YES	NO
Mixed Greens	24 ct/cs		YES	NO
Basil, specialty herbs	Bunch	<u>2 bunches</u>	YES	NO
Broccoli	20#/cs	<u>-</u>	YES	NO
Bok Choy	30#/cs	<u>-</u>	YES	NO
Brussel Sprouts	20 lb box	<u>-</u>	YES	NO
Cabbage	40# box	<u>-</u>	YES	NO
Carrots	15#/cs	<u>-</u>	YES	NO
Cauliflower	20#/cs	<u>-</u>	YES	NO
Cucumbers - green	36 ct/cs	<u>5 cucumbers</u>	YES	NO
Cucumbers - lemon	36 ct/cs	<u>-</u>	YES	NO
Green Beans	30#	<u>-</u>	YES	NO
Squash, zucchini	20lb/cs	<u>-</u>	YES	NO
Squash, yellow	20lb/cs	<u>-</u>	YES	NO
Wax beans	20#/cs	<u>-</u>	YES	NO
Mushrooms	5 lb/flat	<u>-</u>	YES	NO
Onions	20#/cs	<u>10 onions</u>	YES	NO
Parsley	6 bunches	<u>1 bunch</u>	YES	NO
Cilantro	6 bunches	<u>1 bunch</u>	YES	NO
Peppers - Red	20#/cs	<u>2 peppers</u>	YES	NO
Tomatoes - Heirloom	10#/cs	<u>2 cs</u>	YES	NO
Tomatoes - Sun Gold	12#/cs	<u>-</u>	YES	NO
Potatoes - Yukon	50# box	<u>5 potatoes</u>	YES	NO
<b>Fruit</b>		<u>-</u>	YES	NO
Apples	30#	<u>5 apples</u>	YES	NO
5-8# Watermelon	Full bins	<u>-</u>	YES	NO
Strawberries	½ flat	<u>1</u>	YES	NO

- 3) Do you want a referral list to local farms to help you purchase locally? yes
- 4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt)? no

Name of Restaurant: Blondies food + Drink

Kitchen Manager/ Buyer: Johanna + Darren

Phone 822 3453 Fax \_\_\_\_\_

Email Blondies food and Drink@gmail.com

Best time to contact: (day) 4:30 hours \_\_\_\_\_



## Local Food Survey

### Survey

1) About what percentage of your produce purchase are local? 100%

2) Would you be willing to buy more local food if it was available? Yes/No

*expansive*

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November: *customers*

		PER WEEK	LOCAL PRODUCT	
Lettuce	24 ct/cs	5 cs.	YES	<u>NO</u>
Spinach	24 ct/cs	1/2 cs.	YES	NO
Mixed Greens	24 ct/cs	25 # per week	<u>YES</u>	NO
Basil, specialty herbs	Bunch	24	YES	NO
Broccoli	20#/cs	2	YES	<u>NO</u>
Bok Choy	30#/cs		YES	NO
Brussel Sprouts	20 lb box		YES	NO
Cabbage <i>Nappa</i>	40# box	1	YES	<u>NO</u>
Carrots	15#/cs	1	YES	<u>NO</u>
Cauliflower	20#/cs		YES	NO
Cucumbers - green	36 ct/cs	3 each	YES	<u>NO</u>
Cucumbers - lemon	36 ct/cs		YES	NO
Green Beans	30#		YES	NO
Squash, zucchini	20lb/cs	1	YES	NO
Squash, yellow	20lb/cs	1	YES	NO
Wax beans	20#/cs		YES	NO
Mushrooms <i>portos</i>	5 lb/flat	1 Button 2 portos 1# trumpet	YES	<u>NO</u>
Onions	20#/cs	2 yellow 1 Red	YES	<u>NO</u>
Parsley	6 bunches	3	YES	<u>NO</u>
Cilantro	6 bunches	2	YES	<u>NO</u>
Peppers - Red	20#/cs		YES	NO
Tomatoes - Heirloom	10#/cs		YES	NO
Tomatoes - Sun Gold	12#/cs		YES	NO
Potatoes - Yukon	50# box		YES	NO
<b>Fruit</b>			YES	NO
Apples	30#		YES	NO
5-8# Watermelon	Full bins		YES	NO
Strawberries	1/2 flat		YES	NO

*1/2 3 1/2*

*1/2 3 1/2*

*1/2  
1/2*

3) Do you want a referral list to local farms to help you purchase locally?

4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt) ?

Name of Restaurant: Plaza Grill

Kitchen Manager/ Buyer: Josh Wiley

Phone 599-2994 Fax \_\_\_\_\_

Email Josh AT Abruzzi Catering .com

Best time to contact: day Any hours 9-5

## Local Food Survey

### Survey

- 1) About what percentage of your produce purchase are local? 30%
- 2) Would you be willing to buy more local food if it was available? Yes/No

Please fill in an estimate of average # **cases/week of products** that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
Lettuce	24 ct/cs		YES	NO
Spinach	24 ct/cs		YES	NO
Mixed Greens	24 ct/cs		YES	NO
Basil, specialty herbs	Bunch		YES	NO
Broccoli	20#/cs		YES	NO
Bok Choy	30#/cs		YES	NO
Brussel Sprouts	20 lb box		YES	NO
Cabbage	40# box		YES	NO
Carrots	15#/cs		YES	NO
Cauliflower	20#/cs		YES	NO
Cucumbers - green	36 ct/cs		YES	NO
Cucumbers - lemon	36 ct/cs		YES	NO
Green Beans	30#		YES	NO
Squash, zucchini	20lb/cs		YES	NO
Squash, yellow	20lb/cs		YES	NO
Wax beans	20#/cs		YES	NO
Mushrooms	5 lb/flat		YES	NO
Onions	20#/cs		YES	NO
Parsley	6 bunches		YES	NO
Cilantro	6 bunches		YES	NO
Peppers - Red	20#/cs		YES	NO
Tomatoes - Heirloom	10#/cs		YES	NO
Tomatoes - Sun Gold	12#/cs		YES	NO
Potatoes - Yukon	50# box		YES	NO
<b>Fruit</b>			YES	NO
Apples	30#		YES	NO
5-8# Watermelon	Full bins		YES	NO
Strawberries	½ flat		YES	NO

3) Do you want a referral list to local farms to help you purchase locally?

4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt) ?

Name of Restaurant: Pacific Rim

Kitchen Manager/ Buyer: RYAN HAYES

Phone 707 616 8448

Fax

Email

Best time to contact: day X hours 4:00 →

## Local Food Survey

### Survey

1) About what percentage of your produce purchase are local? \_\_\_\_\_

2) Would you be willing to buy more local food if it was available? Yes/No

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
X	Lettuce	24 ct/cs	YES	NO
	Spinach	24 ct/cs	YES	NO
	Mixed Greens	24 ct/cs	YES	NO
	Basil, specialty herbs	Bunch	YES	NO
X	Broccoli	20#/cs	YES	NO
X	Bok Choy	30#/cs	YES	NO
	Brussel Sprouts	20 lb box	YES	NO
X	Cabbage	40# box	YES	NO
X	Carrots	15#/cs	YES	NO
X	Cauliflower	20#/cs	YES	NO
	Cucumbers - green	36 ct/cs	YES	NO
X	Cucumbers - lemon	36 ct/cs	YES	NO
X	Green Beans	30#	YES	NO
X	Squash, zucchini	20lb/cs	YES	NO
	Squash, yellow	20lb/cs	YES	NO
	Wax beans	20#/cs	YES	NO
	Mushrooms	5 lb/flat	YES	NO
X	Onions	20#/cs	YES	NO
	Parsley	6 bunches	YES	NO
	Cilantro	6 bunches	YES	NO
	Peppers - Red	20#/cs	YES	NO
	Tomatoes - Heirloom	10#/cs	YES	NO
X	Tomatoes - Sun Gold	12#/cs	YES	NO
	Potatoes - Yukon	50# box	YES	NO
	<b>Fruit</b>		YES	NO
X	Apples	30#	YES	NO
X	5-8# Watermelon	Full bins	YES	NO
	Strawberries	½ flat	YES	NO

3) Do you want a referral list to local farms to help you purchase locally?

4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt) ?

Name of Restaurant: CHAN'S

Kitchen Manager/ Buyer: \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Best time to contact: day \_\_\_\_\_ hours \_\_\_\_\_



Wednesday

### Local Food Survey

#### Survey

- 1) About what percentage of your produce purchase are local? \_\_\_\_\_
- 2) Would you be willing to buy more local food if it was available? Yes/No

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
Lettuce	24 ct/cs		YES	NO
Spinach	24 ct/cs		YES	NO
Mixed Greens	24 ct/cs		YES	NO
Basil, specialty herbs	Bunch		YES	NO
Broccoli	20#/cs		YES	NO
Bok Choy	30#/cs		YES	NO
Brussel Sprouts	20 lb box		YES	NO
Cabbage	40# box		YES	NO
Carrots	15#/cs		YES	NO
Cauliflower	20#/cs		YES	NO
Cucumbers - green	36 ct/cs		YES	NO
Cucumbers - lemon	36 ct/cs		YES	NO
Green Beans	30#		YES	NO
Squash, zucchini	20lb/cs		YES	NO
Squash, yellow	20lb/cs		YES	NO
Wax beans	20#/cs		YES	NO
Mushrooms	5 lb/flat		YES	NO
Onions	20#/cs		YES	NO
Parsley	6 bunches		YES	NO
Cilantro	6 bunches		YES	NO
Peppers - Red	20#/cs		YES	NO
Tomatoes - Heirloom	10#/cs		YES	NO
Tomatoes - Sun Gold	12#/cs		YES	NO
Potatoes - Yukon	50# box		YES	NO
<b>Fruit</b>			YES	NO
Apples	30#		YES	NO
5-8# Watermelon	Full bins		YES	NO
Strawberries	½ flat		YES	NO

- 3) Do you want a referral list to local farms to help you purchase locally?
- 4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt) ?

Name of Restaurant: Dom's Diner

Kitchen Manager/ Buyer: Kim

Phone 822-6465 Fax \_\_\_\_\_ Email \_\_\_\_\_

Best time to contact: day \_\_\_\_\_ hours \_\_\_\_\_

## Local Food Survey

### Survey

- 1) About what percentage of your produce purchase are local? \_\_\_\_\_
- 2) Would you be willing to buy more local food if it was available? Yes/No

Please fill in an estimate of average # cases/week of products that you normally purchase from April to November:

		PER WEEK	LOCAL PRODUCT	
Lettuce	24 ct/cs		YES	NO
Spinach	24 ct/cs		YES	NO
Mixed Greens	24 ct/cs		YES	NO
Basil, specialty herbs	Bunch		YES	NO
Broccoli	20#/cs		YES	NO
Bok Choy	30#/cs		YES	NO
Brussel Sprouts	20 lb box		YES	NO
Cabbage	40# box		YES	NO
Carrots	15#/cs		YES	NO
Cauliflower	20#/cs		YES	NO
Cucumbers - green	36 ct/cs		YES	NO
Cucumbers - lemon	36 ct/cs		YES	NO
Green Beans	30#		YES	NO
Squash, zucchini	20lb/cs		YES	NO
Squash, yellow	20lb/cs		YES	NO
Wax beans	20#/cs		YES	NO
Mushrooms	5 lb/flat		YES	NO
Onions	20#/cs		YES	NO
Parsley	6 bunches		YES	NO
Cilantro	6 bunches		YES	NO
Peppers - Red	20#/cs		YES	NO
Tomatoes - Heirloom	10#/cs		YES	NO
Tomatoes - Sun Gold	12#/cs		YES	NO
Potatoes - Yukon	50# box		YES	NO
<b>Fruit</b>			YES	NO
Apples	30#		YES	NO
5-8# Watermelon	Full bins		YES	NO
Strawberries	½ flat		YES	NO

3) Do you want a referral list to local farms to help you purchase locally?

4) Are you aware of [www.caff.org/humboldt](http://www.caff.org/humboldt) ?

Name of Restaurant: Coffee breaks

Kitchen Manager/ Buyer: Carlos

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Best time to contact: day \_\_\_\_\_ hours \_\_\_\_\_

# Appendix D

# Total Demand Results

## Local Food Survey Results

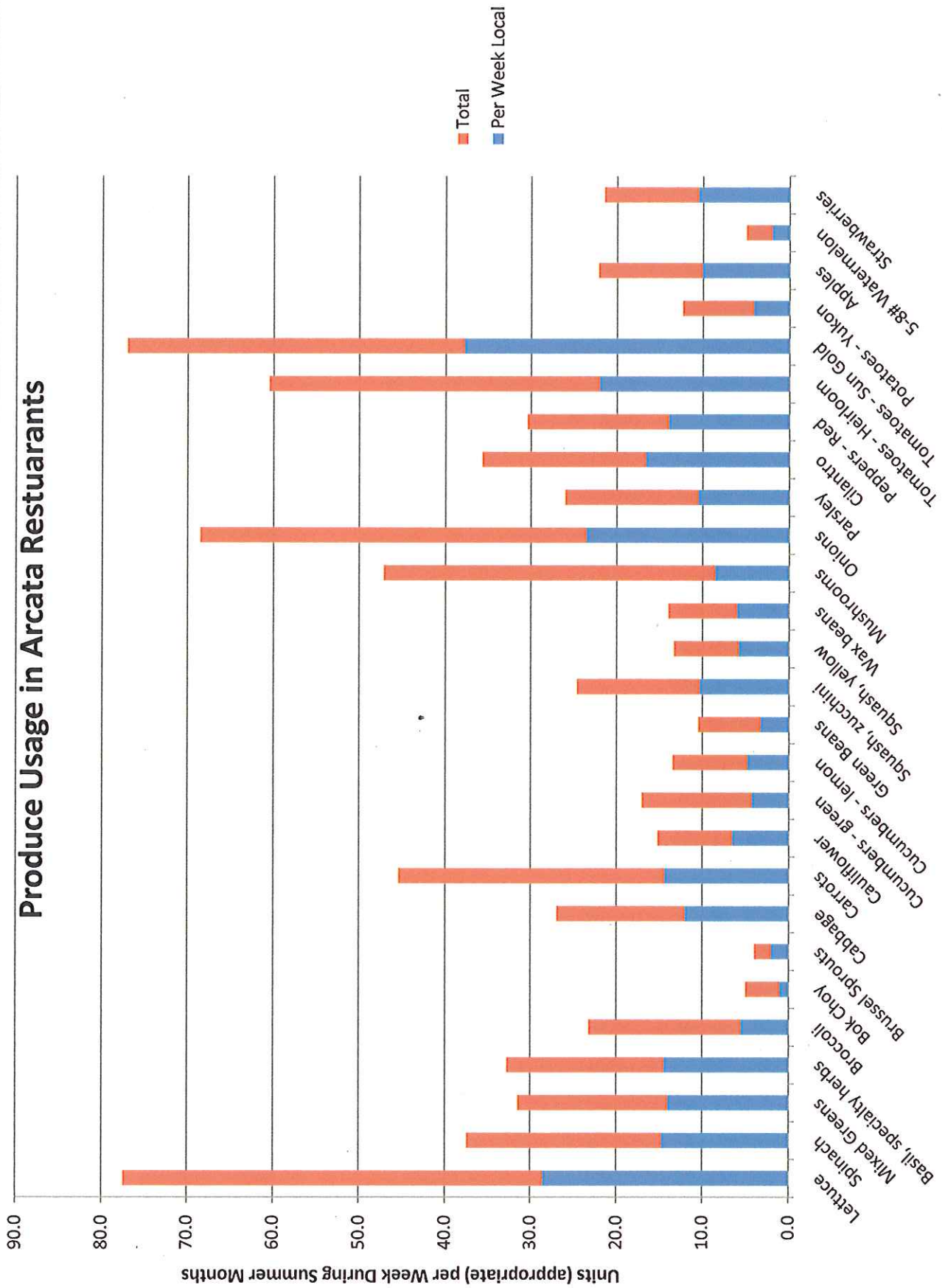
Produce	Count	Per Week Local	Per Week Non-Local	Total	% Local
Lettuce	24 ct/cs	28.5	20.5	49.0	58.2
Spinach	24 ct/cs	14.8	8.0	22.8	64.8
Mixed Greens	24 ct/cs	14.0	3.5	17.5	80.0
Basil, specialty herbs	10 Bunch	14.5	3.9	18.4	78.7
Broccoli	20#/cs	5.5	12.2	17.7	31.1
Bok Choy	30#/cs	1.0	3.0	4.0	25.0
Brussel Sprouts	20 lb box	2.0	0.0	2.0	100.0
Cabbage	40# box	12.0	3.0	15.0	80.3
Carrots	15#/cs	14.4	16.6	31.0	46.4
Cauliflower	20#/cs	6.5	2.3	8.8	74.3
Cucumbers - green	36 ct/cs	4.3	8.5	12.8	33.4
Cucumbers - lemon	36 ct/cs	4.8	4.0	8.8	54.3
Green Beans	30#	3.3	4.0	7.3	44.8
Squash, zucchini	20lb/cs	10.3	4.0	14.3	72.0
Squash, yellow	20lb/cs	5.8	1.8	7.6	76.8
Wax beans	20#/cs	6.0	2.0	8.0	75.0
Mushrooms	5 lb/flat	8.5	30.2	38.7	22.0
Onions	20#/cs	23.5	21.5	45.0	52.2
Parsley	6 bunches	10.5	5.0	15.5	67.7
Cilantro	60 bunches	16.6	2.5	19.1	86.9
Peppers - Red	20#/cs	14.0	2.6	16.5	84.5
Tomatoes - Heirloom	10#/cs	22.0	16.5	38.5	57.1
Tomatoes - Sun Gold	12#/cs	37.8	1.5	39.3	96.2
Potatoes - Yukon	50# box	4.1	4.2	8.3	49.4
<b>Fruit</b>					
Apples	30#	10.1	2.0	12.1	83.4
5-8# Watermelon	Full bins	2.0	1.0	3.0	66.7
Strawberries	½ flat	10.5	0.5	11.0	95.5
<b>Totals</b>		<b>307.0</b>	<b>184.6</b>	<b>491.6</b>	<b>62.4</b>

### Assumptions:

- 1) If circled yes/no but no quantity, assumed 1 unit.
- 2) 28 out of 60 surveys returned.



# Produce Usage in Arcata Restuarants



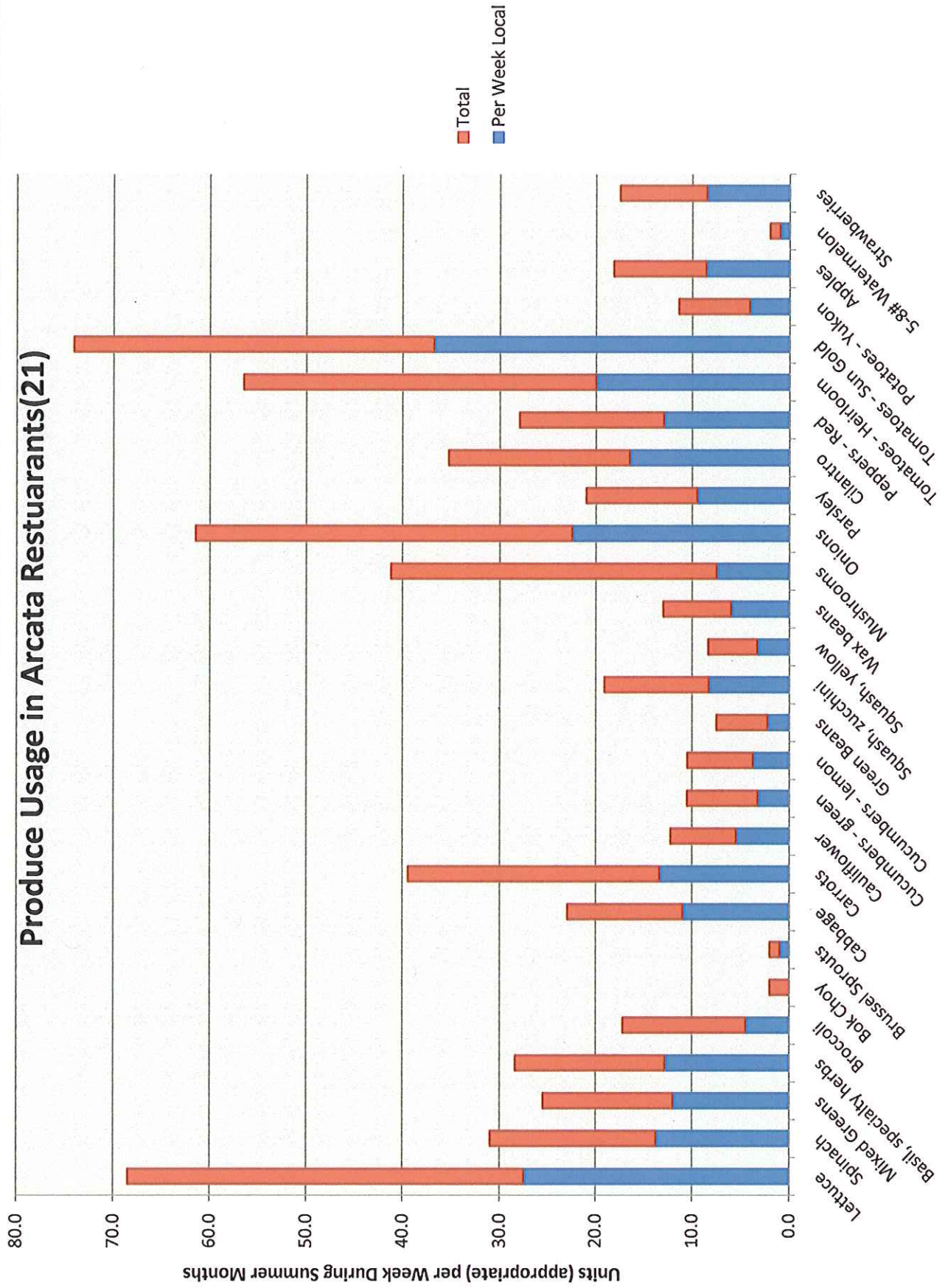
## Local Food Survey Results (the 21 that are willing to buy more local)

Produce	Count	Per Week Local	Per Week Non-Local	Total	% Local
Lettuce	24 ct/cs	27.5	13.5	41.0	67.1
Spinach	24 ct/cs	13.8	3.5	17.3	79.7
Mixed Greens	24 ct/cs	12.0	1.5	13.5	88.9
Basil, specialty herbs	10 Bunch	12.9	2.7	15.6	82.6
Broccoli	20#/cs	4.5	8.2	12.7	35.4
Bok Choy	30#/cs	0.0	2.0	2.0	0.0
Brussel Sprouts	20 lb box	1.0	0.0	1.0	100.0
Cabbage	40# box	11.0	1.0	12.0	92.1
Carrots	15#/cs	13.4	12.6	26.0	51.5
Cauliflower	20#/cs	5.5	1.3	6.8	81.5
Cucumbers - green	36 ct/cs	3.3	4.0	7.3	45.0
Cucumbers - lemon	36 ct/cs	3.8	3.0	6.8	55.6
Green Beans	30#	2.3	3.0	5.3	42.9
Squash, zucchini	20lb/cs	8.3	2.5	10.8	76.9
Squash, yellow	20lb/cs	3.3	1.8	5.1	65.3
Wax beans	20#/cs	6.0	1.0	7.0	85.7
Mushrooms	5 lb/flat	7.5	26.2	33.7	22.3
Onions	20#/cs	22.5	16.5	39.0	57.7
Parsley	6 bunches	9.5	2.0	11.5	82.6
Cilantro	60 bunches	16.5	2.3	18.8	87.8
Peppers - Red	20#/cs	13.0	2.1	15.0	86.3
Tomatoes - Heirloom	10#/cs	20.0	16.5	36.5	54.8
Tomatoes - Sun Gold	12#/cs	36.8	0.5	37.3	98.7
Potatoes - Yukon	50# box	4.1	3.2	7.3	56.2
<b>Fruit</b>					
Apples	30#	8.6	1.0	9.6	89.6
5-8# Watermelon	Full bins	1.0	0.0	1.0	100.0
Strawberries	½ flat	8.5	0.5	9.0	94.4
<b>Totals</b>		<b>276.3</b>	<b>132.2</b>	<b>408.5</b>	<b>67.6</b>

**Assumptions:**

- 1) If circled yes/no but no quantity, assumed 1 unit.
- 2) 28 out of 60 surveys returned.

# Produce Usage in Arcata Restuarants(21)





# Appendix F

## Arcata Restaurant Survey Results

Name	Response	Referral List Request	Willing To Buy Locally	Aware of CAFF
3 Foods Café	N			
Abruzzi	N			
Agogo	Y	Y	Y	N
Alibi	Y	Y	Y*	N
Arcata Pizza & Deli	N			
Big Blue	Y			
Blondies	Y	Y	Y	N
Big Pete's	Y	Y	Y	Y
Blue Max Pizza	N			
Bon Boniere	N			
Café Brio	Y	N	Y	N
Carls Jr	N			
Carmela's	N			
Chan's	Y	N	N	N
Coffee Break	Y	N	N	N
Crosswinds	N			
Don's Donuts	Y	N	N	N
Fiesta Café	Y	N	Y	N
Folle Douce	Y	Y	Y	Y
Fortune	N			
Golden Harvest	N			
Hey Juans	Y	Y	Y	N
Hole in the Wall	Y	Y	Y	N
Humboldt Yogurt	N			
Humbrews	Y	Y	Y*	N
Hunan	N			
Japhie's	Y	N	Y	N
Jambalaya	Y	N	N	Y
Kebab Café	N			
La Barca	N			
La Trattoria	N			
Live From New York	Y	N	Y*	N
Los Bagels	Y	N	Y	N
Luzmilla's	N			
Mazzotti's	Y	Y	Y	N
Moonstone Grill	Y	N	Y	N
Mosco's	Y	N	Y*	N
Muddy Waters	N			
Oriental buffet	Y	Y	Y	N
Pacific Rim	Y	N	N	N
Papa Murphy's	N			
Philly Cheese Steak	N			
Porter St BBQ	N	N	Y	N

Plaza Grill	Y	N	N*	N
Que Grande	Y	Y	Y	N
Redwood Yogurt	N			
Rentata's Creperie	N			
Rico's	N			
Rita's Margaritas	N			
Round Table	N			
Smug's Pizza	Y	Y	Y	N
Stars	N			
Subway	N			
Sushi Spot	N			
Tomo	N			
Tranquilitea	N			
V&N Burger	N			
Village pantry	N			
Wildflower Café	Y	Y	Y	N



## What is the Buy Fresh Buy Local campaign?

Community Alliance with Family Farms (CAFF) has developed the Buy Fresh Buy Local campaign as a program to strengthen markets for family farms. These farmers provide the essential knowledge, local experience and farming ability to protect and manage natural resources – soil, water, air, land – in the most environmentally appropriate manner. Humboldt county's CAFF Chapter is known for Farm to School programs and our September "Local Food Month" campaign. CAFF is inviting schools, farmers markets, retailers and CSA's to participate in the BFBL campaign to educate their customers about their support of our local farms!

## How does the BFBL campaign work? - Join at any level

1. **Farmers** sign up to participate, which means they use BFBL materials at Farmer's markets and in participating stores with specific farm information available.
2. **Retailers** sign up to participate – labeling local farm products in their stores and restaurants with "local food options" in their menu, for their tables, shelves, websites and advertising.
3. **Community** members sign up to participate – helping CAFF get the word out about local farms and farming. When you buy local food, you vote with your food dollar.

## Why join the campaign? - Five reasons to Buy Local

1. **Local produce taste better and it's better for you. It's fresher!** Eating fresh fruits and vegetables is critical for good health and fresher produce has more nutrients.
2. **Local food supports local farm families.** Fewer than one million Americans now claim farming as primary occupation (less than 1%) due to corporate control of agriculture.
3. **Local food protects genetic diversity.** Local farmers are preserving heirloom varieties selected for best flavor, long harvest and diverse climates rather than shipping needs.
4. **Local food preserves open space and supports a clean environment.** Good stewards, protect the land with low impact methods -cover crops that prevent erosion and replace nutrients. The small family farm provides a patchwork for wildlife reducing global warming and preserving resources.
5. **Supporting family farms in your community today will insure future generations will have access to nourishing, flavorful, abundant and local food.**

**Look for the label, taste the difference!**

Melanie Patrick, Humboldt CAFF Market Development, [Melanie@caff.org](mailto:Melanie@caff.org)

For more information, please call (707) 444-3255

[www.caff.org/humboldt](http://www.caff.org/humboldt)





Institutional Partner: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

Do you want a link on our [caff.org](http://caff.org) site? Yes No

As an Institutional Partner committed to supporting local family farms, we invite you to share the excitement of the "Buy Fresh Buy Local" Campaign with materials to communicate your commitment to your dining customers or retail shoppers.

**Terms of Partnership:**

- When at least 10% of your annual produce purchases are made with local family farms, we offer you "Partner Status" with our mission to support local farms offering a range of marketing and educational materials.
- Each year, institutional partners are expected to increase their commitment to local family farms by a further 5%, until reaching 25% of total produce purchases.
- The promotional materials can only be used in the particular site that is purchasing the minimum amount. For example, if only one dining facility within an institution is purchasing the required percentage of local food, the marketing materials can only be used within that facility and not throughout the campus.
- A track record of at least two months of buying local is needed to determine progress towards annual commitment. We want to help you progress towards increasing local purchases in your annual goals.
- To renew the partnership each year, and gain access to promotional materials with updated year, a partnership agreement form will be submitted. The annual fee is \$500. The full amount goes to marketing materials of your choice.

Please fill out the following information:

Dollar value of annual produce purchase including fresh, frozen, packaged produce: \_\_\_\_\_

First year goal of locally grown annual produce purchase: \_\_\_\_\_

**We want to help you reach your goal and partner with you in your \$500 membership:**

CD digital assortment of all campaign materials (\$250 value).....included with membership

Buy Fresh Buy Local Cards for produce display (\$20 value).....20. included with membership

**Please include the following additional Merchandising Materials –( no additional fee up to \$300):**

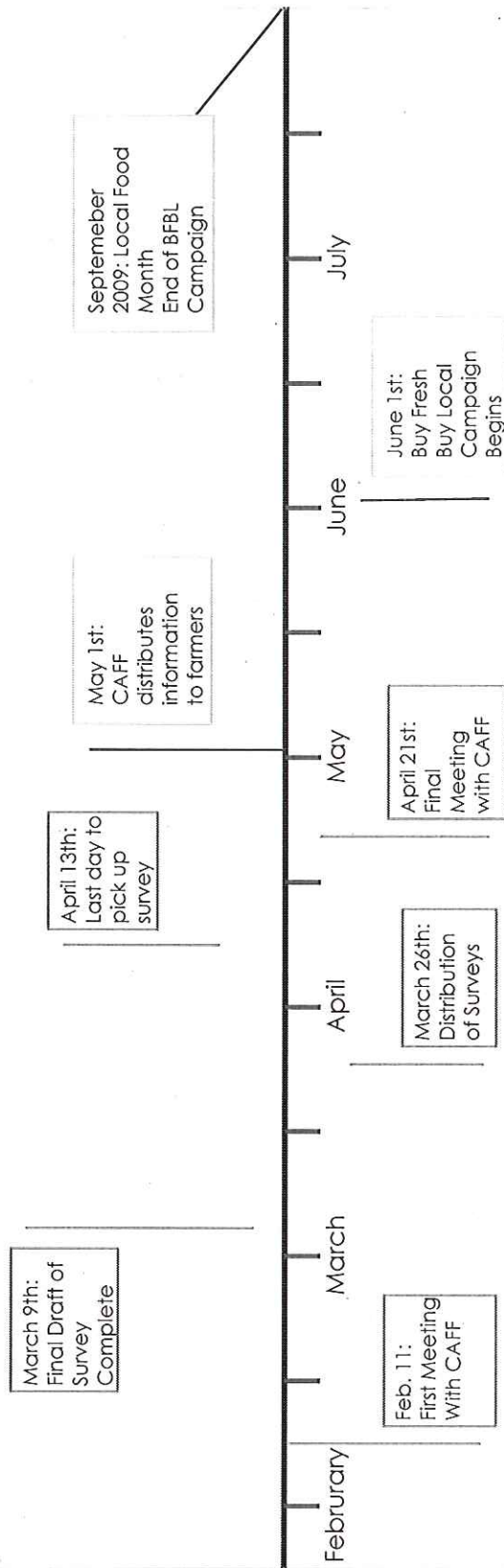
<input type="checkbox"/> Full color banner (24" x 48")	\$100	How many?
<input type="checkbox"/> Full color Humboldt Logo (24" x 30")	\$50	How many?
<input type="checkbox"/> Humboldt logo T-shirts (s,m,l)	\$12	How many?
<input type="checkbox"/> Humboldt logo Tote bags	\$12	How many?
<input type="checkbox"/> BFBL Tote bags	\$8	How many?
<input type="checkbox"/> Buy Fresh BuyLocal Menu Cards (set 10)	\$10	How many?
<input type="checkbox"/> Buy Fresh Buy Local Bumperstickers(10)	\$7.50	How many?
<b>Total order:</b>		

**Signatures:**

CAFF Name \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

Institutional Buyer \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

# Local Food Demand Project Timeline



# Appendix I - TimeTables

## Time Table for Local Food Project - Ben Cooper

Date	Time (hours)	Activity
2-Feb	1.5	Brainstorming/ e-mailing CAFF
4-Feb	1	Brainstorming
10-Feb	1	meeting with CAFF
15-Feb	2.5	research
16-Feb	1	research
16-Feb	1.5	group meeting, survey and problem statement, goals
18-Feb	2	research
21-Feb	1	survey outline
25-Feb	3	research
27-Feb	4	research/writing background paper
2-Mar	3	background and problem statement paper
3-Mar	2	Alternatives Solution and decisions
4-Mar	1	creation of survey
5-Mar	1	creation of survey/ email CAFF
6-Mar	2	goals and Objectives
9-Mar	1	Adjust survey to CAFF specs
11-Mar	1.5	Impimentation Brainstorm
12-Mar	1	timeline
23-Mar	1	finish survey
25-Mar	0.5	Catch up with group
25-Mar	4	distibution of surveys
29-Mar	1	Weighing Alternatives
30-Mar	2	Weighing Alternatives
1-Apr	3	collection of surveys
2-Apr	3	collection of surveys
3-Apr	2	collection of surveys
13-Apr	3	Survey/data compilation
15-Apr	2	Graphs and Data
20-Apr	2	E-mail CAFF/discuss results/Prepare for meeting
21-Apr	2	Meet with Caff
22-Apr	2	Copies/Monitoring/Rough Final Report
27-Apr	3	group meeting, outlined presentation, work for the week
29-Apr	0.5	Typed up time table
29-Apr	3	Presentation/Appendix/final paper
4-May	3	Presentation/Appendix/final paper



## Time Table for Local Food Project - Jacob Pressey

Date	Time (hours)	Activity
2-Feb	1.5	Brainstorming/ e-mailing CAFF
4-Feb	1	Brainstorming
10-Feb	1	meeting with CAFF
16-Feb	2	research
16-Feb	1.5	group meeting, survey and problem statement, goals
18-Feb	2	research
23-Feb	2	research
25-Feb	2.5	writing background paper
27-Feb	3	background and problem statement paper
2-Mar	2	Alternatives Solution and decisions
3-Mar	1	creation of survey
4-Mar	1	creation of survey/ email CAFF
5-Mar	2	goals and Objectives
6-Mar	1	Adjust survey to CAFF specs
9-Mar	1.5	Impimentation Brainstorm
11-Mar	1	timeline
12-Mar	1	finsish survey
23-Mar	0.5	Catch up with group
25-Mar	4	distibution of surveys
25-Mar	1	Weighing Alternatives
29-Mar	2	Weighing Alternatives
30-Mar	3	collection of surveys
6-Apr	3	collection of surveys
8-Apr	3	collection of surveys
10-Apr	2	data compilation
13-Apr	2	Graphs and Data
15-Apr	2	E-mail CAFF/discuss results/Prepare for meeting
20-Apr	2	Meet with Caff
21-Apr	2	Copies/Monitoring/Rough Final Report
22-Apr	3	group meeting, outlined presentation, work for the week
29-Apr	3	Presentation/Appendix/final paper
29-Apr	3	Presentation/Appendix/final paper
4-May	62.5	

Time Table for Local Food Project *FOR JAQU I*

Date	Time (hours)	Activity
2-Feb	2	Brainstorming/e-mailing CAFF
2-Feb	0.5	Communication with CAFF
9-Feb	1	Preparing for Meeting
4-Feb	1	Brainstorming
11-Feb	1	meeting with CAFF
15-Feb	2.5	research
16-Feb	1	research
16-Feb	1.5	group meeting, survey and problem statement, goals
18-Feb	2	research
19-Feb	2	Reading documents from CAFF
21-Feb	1	survey outline
25-Feb	3	research
27-Feb	4	research/writing background paper
2-Mar	3	background and problem statement paper
3-Mar	1	researching surveys
4-Mar	1	creation of survey
5-Mar	1	creation of survey/ email CAFF
6-Mar	2	goals and Objectives
9-Mar	1	Adjust survey to CAFF specs
11-Mar	1.5	Implimentation Brainstorm
12-Mar	1	timeline
23-Mar	1	finish survey
25-Mar	0.5	Catch up with group
26-Mar	1.5	distibution of surveys
25-Mar	4	distibution of surveys
29-Mar	1	Weighing Alternatives
30-Mar	3	Checking in on Surveys
30-Mar	2	Weighing Alternatives
1-Apr	3	collection of surveys
2-Apr	3	collection of surveys
3-Apr	2.5	collection of surveys
4-Apr	2	collection of surveys
13-Apr	3	Survey/data compilation
15-Apr	3	Graphs and Data
20-Apr	2	E-mail CAFF/discuss results/Prepare for meeting
21-Apr	2	Meet with Caff
22-Apr	2.5	Copies/Monitoring/Rough Final Report
27-Apr	3	group meeting, outlined presentation, work for the week
29-Apr	1	Reviewed Results
29-Apr	3	Presentation/Results/Formatting
3-May	2	Conclusion
4-May	3	Proofreading/total hours used
Total	77	