

Nevada County Grown Survey, Fall 2015

Restaurants

31 Restaurants and Caterers Responded

Which of the following best describes your business?

Restaurants	42%
Caterer	26%
Both restaurant & caterer	10%
Other	22%

Restaurant & bar; event planner; personal chef;
Cooking classes/restaurant; mobile food operator;
Supper club; Cottage foods permitted bakery

Do you think there is a customer demand for locally sourced food?

Yes	97%
No	3%

How would you rate your customers' interest in locally sourced food?

	1	2	3	4	5	Average
Interested, willing to pay a bit more	0%	13%	27%	40%	20%	3.67
Interested, at same cost as "commercial"	13%	23%	27%	23%	14%	3.00
Don't care	14%	52%	15%	14%	5%	2.43

Ranking 1= Few or none; 2= Some; 3=Evenly split; 4=More than half; 5=Majority

Would you use local foods in seasonal specials?

Yes	No
97%	3%

Can you use imperfect produce for some menu items?

Yes	No
90%	10%

Where do you order your produce and meat?

Check all that apply

Local farms & ranches	67%
Veritable Vegetable	7%
Sysco	17%
Other	73%

Farmers mkts, US Foods, Sac Product, Produce Express, US Foods
Pacific Seafood, UNFI, Del Monte Meat Co, Tahoe Food Hub
Costco, Local grocers, SPD, SPD, NorCal Produce

How do you place orders?

Check all that apply

Online	27%
Email	27%
Text message	37%
Phone call	83%
In person	63%

How often do you order most food?

Daily	20%
Twice/week	30%
Weekly	20%
Other	30%

Produce gets ordered 3-4 times/wk

3 time/wk

Produce every day & most other foods twice/wk

Caterers: Event specific

Do you buy from local farms/ranches now?

Yes, regularly	43%
Yes, occasionally	43%
No, but I'd like to if it were quick & easy	10%
No	3%

Would the Food Hub tha we describe encourage you to purchase more locally sourced food?

Yes	Maybe	No
79%	21%	0%

What is the approx. number of seats in your esablishment

None*	10-20	21-50	51-100	> 100
34%	13%	23%	23%	7%

* Catering or takeout

How many years has your business been in operation?

0-2	2-5	6-10	>10
7%	36%	27%	30%

How many years has your business been in operation?