

NC Farm To School Child Nutrition Director Survey Results 2011

This survey was conducted over a two-week period. Seventy surveys were completed. Most questions allowed for multiple answers. Responses are listed in order from highest response to lowest.

1. Where do you purchase fresh produce?
 1. Through a distributor
 2. NC Farm to School Program
 3. Directly from a local farm
 4. From a Farmer's Market

2. Please identify any barriers to purchasing fresh, local produce.
 1. Lack of walk in refrigeration space
 2. Lack of staff/facilities to prepare fresh produce
 3. Nutrition program does not have warehouse space
 4. Ordering method
 5. Lack of preparation equipment
 6. Don't have a recipe
 7. Don't know how to prepare certain produce

3. Do you use/read any of the following on a regular basis?
 1. Arrow
 2. Food Distribution Newsletter "In Good Taste"
 3. Facebook
 4. You Tube
 5. Twitter
 6. Blogs

4. Would you be interested in buying NC Farm to School produce for your summer program?
 1. Yes
 2. No

5. Have you participated in the NCDA& CS Farm to School program during the 2010-11 school year? If yes, proceed to question 8. If no, answer the net to questions and then move to the "Additional Comments" section
 1. Yes
 2. No

6. Have you participated in NC Farm to School in previous years?
 1. Yes
 2. No

7. Please check all the reasons you are not participating in NC Farm to School.
 1. Order everything from a distributor
 2. Cost (can buy cheaper from another source)
 3. Distribution issues
 4. Not familiar with the program
 5. Quality of produce available from NC Farm to School
 6. Purchase fresh produce from local farmers

8. Please check any additional produce you would be interested in purchasing through the NC Farm to School program.
 1. Frozen strawberry cups
 2. Peach
 3. Frozen peach cups
 4. Frozen blueberry cups
 5. Shredded or chopped cabbage
 6. Grape Smoothie
 7. Apple Cider

9. What resources would help you market NC Farm to School in our schools and community?
 1. Posters
 2. Cafeteria bulletin board displays
 3. Materials with production/nutrition information for products used in cafeteria
 4. Coloring pages/other activity pages
 5. Media kits with prepared press releases and other materials
 6. Items for use on the serving line (table tents, flyers, etc.)
 7. Videos on different produce from field to cafeteria

10. Do you....
 1. Use the NC Farm to School posters and/or table tents in the cafeteria
 2. Hold fruit/vegetable tastings
 3. Use the NC Farm to School website
 4. Promote the use of NC Farm to School in the local media
 5. Host nutrition fairs

11. Are you interested in....
 1. Recipes with nutritional analysis and photos
 2. Instructional videos on preparing produce
 3. Lesson plans featuring NC Farm to School products
 4. A newsletter specifically about NC Farm to School
 5. A facebook page for Farm to School
 6. A NC Farm to School blog