

Shropshire Hills AONB Results of local produce questionnaire Summer/ Autumn 2006.

Summary	TOTAL (163 responses)	%
Do you buy local produce?	156	96%
What produce do you buy?		
Fruit and Veg	141	87%
Eggs	119	73%
Dairy	91	56%
Bread and Cakes	119	73%
Jams and preserves	76	47%
Red meat	116	71%
Poultry	87	53%
Other	2	1%
Plants	3	2%
Honey	5	3%
Pies	3	2%
Fruit juices/ cider/ beer	7	4%
Game	3	2%
Fish	1	1%
Chocolate and nuts	1	1%
Where do you buy local produce from?		
Direct from producer	69	42%
Farmers' market	102	63%
Farm shop	53	33%
Local Butcher	88	54%
Local retailer	94	58%
Supermarket	41	25%
On-line	1	1%
Other, please specify:		
Farm shop	4	2%
Organics by order	1	1%
Local shows	4	2%
Local market	3	2%
Milkman	1	1%
What is your approx weekly spend?		
£5	7	4%
£5-£10	35	21%
£10-£15	45	28%
£15-£20	32	20%
£20+	35	21%
What would make you buy more local produce?		
More easily and conveniently available	75	46%
More easily identifiable on the shelves	46	28%
More reasonably priced	44	27%
Feel you buy all you can already	28	17%
More consistent quality	19	12%
More variety	14	9%
Knowing how far it had travelled	2	1%
Organic	2	1%
More outlets	1	1%
Taster sessions	1	1%