

Community Support For Local Agriculture:

A Comparative Study for Massachusetts and Iceland

Supplemental Materials

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WORCESTER POLYTECHNIC INSTITUTE

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ID 2050 Methods Section of Proposal

Methodology

Our project goal is to work with local Icelanders to understand their attitudes toward local food consumption. Our team will construct recommendations of strategies to increase local food production while increasing sustainability in Iceland's food sector. Our objectives are as follows:

1. We will examine Iceland's current imports, exports, and domestic production of foodstuffs.
2. We will evaluate the current use of technology for agricultural production.
3. We will research agricultural production alternatives.
4. We will identify Icelanders' attitudes and behaviors towards local food.
5. We will analyze the feasibility of potential solutions and make recommendations.

Objectives

Objective 1: We will examine Iceland's current imports, exports, and domestic production of foodstuffs.

Our team hopes to learn more about what Iceland imports, exports, and domestically produces for consumer goods; in particular, what the island can grow and is growing for food as well as what is being kept for domestic use versus exported. We want to determine what types of food are imported into the country and consumed by locals, which will provide insight into what foods Icelanders enjoy and how much of that type of food they eat. Learning the types of food that can be grown in Iceland will allow us to understand and predict what other types of food can be grown in Icelandic greenhouses or fields. Our recommendation to increase local food production will be based on what foods are imported the most and if it is possible to grow some or all of this amount in Iceland.

To complete this objective, we will find prior research using Icelandic reports and statistics to provide a background to what has been grown in the past. Using reports will provide basic information the government has collected based on their collection of data from producers and distributors. Semi-structured interviews will be conducted with producers, which includes farmers, greenhouse workers, those who produce livestock, and fisheries. Semi-structured interviews will allow us to create a guide but alter questions if the conversation is going in a different direction, because these interviews are a dialogue rather than question and answer (Adams, 2015).

Interviews will provide a better understanding of the producers' thoughts about local production and how and why they grow the food that they do; the questions will discuss **what food they grow**,

what they import to produce the food, and other components in regard to the production methods (Appendix B). These interviews will ideally take place in-person so we can get exposure to their farms or greenhouses as well to see their production methods. Surveys will be conducted with distributors—grocery stores and supermarkets—to understand what products they import, and which are domestically grown. The distributors shown in Table 2 are the stores that we will survey; Costco will not be included in our research because it is a global company and has not affected the image of national grocery stores since being introduced in Iceland in 2017 (Gudlaugsson, 2018).

Store Name	Type of Store
Bónus	Budget - Supermarket
Krónan	Budget - Grocery Store
Nettó	Budget - Grocery Store
Krambúð	Slightly Expensive - Grocery Store
10-11	Expensive - Supermarket

Table 2: National Grocery Stores in Iceland and Relative Prices; Data from (*Supermarkets in the Capital Area, 2021; The Distribution Network in Iceland, 2021*)

Surveys will be better for this information as they can be easier to compare answers among different distributors rather than interviews because surveys can be close-ended questions and provide data for a specific point in time (Carroll & Fahy, 2015; Kelley et al., 2003). The surveys will be conducted through email or through a surveying website in hopes of receiving more results. The questions for the distributors are detailed in Appendix C; the questions include topics of goods sold, food imported and domestically grown, and price for the distributor and consumer.

Objective 2: We will evaluate current limitations of technology for agricultural production.

We aim to learn what technologies are being used to grow foods in Iceland currently and whether those technologies are limiting the variety or amount of food that can be produced domestically. We want to research this information to establish if there are any limitations to existing technologies; if there are no limitations, implementing new technologies would not be a valid recommendation. To research current technologies in Iceland, we will identify prior research on this topic, and we will interview Icelandic producers—both those who use modern technologies and those who do not.

We will use prior research to form a list of technologies currently being used in Iceland to increase agricultural production. For example, we know that geothermally heated greenhouses have been used in Iceland for nearly 100 years (Butrico & Kaplan, 2018). We aim to conduct semi-structured interviews with producers in Iceland; one farm we hope to conduct an interview with is Friðheimar Farm. They operate a large, sustainable greenhouse to grow tomatoes. This farm offers tourist services, tours of their facilities, and represents a strong potential resource because of their use of sustainable, eco-friendly growing practices (*About Friðheimar*, 2013). An organization we plan to contact is the Farmers Association of Iceland (FAI). The FAI manages the “Open Agriculture” network; a network of farms across Iceland that give the public opportunities to visit and learn about their operations (*BÍ*, n.d.). Through interviews with Icelandic producers (Appendix B), we aim to learn what technologies they are using and gain insight into how they see technology affecting their farms.

Objective 3: We will research agricultural production alternatives.

We will investigate modern technologies that allow for increased agricultural production or efficiency. We need this information to identify whether technological improvements would be effective solutions to local food consumption and food security issues in Iceland. To evaluate the effectiveness of the technologies we investigate, we will judge them based on a number of factors. These factors include energy efficiency, sustainability, start-up costs, operating costs, and Icelanders’ attitudes towards the technologies (Li et al., 2019; Tey & Brindal, 2012). Using these factors, we will create a qualitative decision matrix to determine which technological solutions will be best for our recommendations.

We will use prior research to create a list of technological alternatives that we can evaluate. For example, greenhouses and hydroponics are two highly sustainable methods of agriculture when compared to traditional methods (Butrico & Kaplan, 2018; Diego, 2020). To gain more information on these technologies we will conduct semi-structured interviews with local farmers near Worcester. Some potential parties to interview include the Worcester Regional Environmental Council (REC) and Little Leaf Farms. Worcester REC is a moderate sized operation that works to support community gardens around Worcester, as well as promote farmers’ markets, urban agriculture, and youth development (*Food Justice | Worcester, MA | REC (Regional Environmental Council)*, n.d.). Little Leaf Farms is located in Devens, MA, and operates a 10-acre,

highly-sustainable greenhouse growing lettuce for New England and the east coast (*Local Lettuce*, n.d.). By conducting interviews with these farms (Appendix B), we hope to gain insight on the types of modern technologies that are being employed by farmers and how they see them changing the efficiency of their farms.

Objective 4: We will identify Icelanders' attitudes and behaviors towards local food.

We will be focusing on learning about Icelanders' attitudes and behaviors towards the food that they regularly consume, and how the locality of food impacts Icelanders' decisions of what food to buy. This information will be vital because, coupled with our research about food importation and consumption, it will allow us to assess the relationship between Icelanders' attitudes and behaviors. Additionally, by investigating local opinions on the topic, the recommendations that we provide will cater to the needs and wants of Icelandic people. A solution that is developed with copious input from stakeholders is much more likely to be effectively implemented than a solution devised without input from locals (Ahnström et al., 2009).

We will use a combination of focus groups and semi-structured interviews to triangulate the attitudes of Icelanders towards local foods (Appendix D). We are choosing to use focus groups because they allow for more open-ended questions and answers than a survey, while also reaching a wider sample size than a series of interviews. Additionally, focus groups can encourage people to talk about issues and topics that they would not discuss during a one-on-one interview (Gibbs, n.d.; Krueger & Casey, 2015). The downsides to focus groups are that they take a lot of effort and skill to set up, while reaching fewer people than a survey would (Carroll & Fahy, 2015; Gibbs, n.d.; Krueger & Casey, 2015). We are choosing to conduct semi-structured interviews because they allow the interviewer to ask open-ended questions that lead to more personal answers, even though they take the longest amount of time to conduct. (Ahnström et al., 2009; Carroll & Fahy, 2015).

Our population for these methods will be the population of Reykjavik. Due to restrictions regarding timing and feasibility, we will be utilizing convenience and snowball sampling types for this subject. Our samples will likely consist largely of college students because of our current connections. While these sampling methods are more susceptible to bias than probability sampling, we are using them to get a general idea of Icelandic attitudes about food. We will avoid making general claims about the opinions of all Icelanders based on the limited sampling that we will be able to do. By using a

combination of semi-structured interviews and focus groups, we will be able to effectively collect a combination of qualitative and quantitative data. Additionally, we will be able to sample a broader range of people using focus groups, while getting more in-depth accounts by using semi-structured interviews. Using two methods of data collection allows us to triangulate and account for the biases and weaknesses that come with each method (Gibbs, n.d.).

Objective 5: We will analyze the feasibility of potential solutions and make recommendations.

Analyzing both qualitative and quantitative data will provide insight into whether potential solutions to promote local food consumption can be realistically implemented and to what extent they will be successful. Any proposed solution is unproductive if realistically it is not feasible. Compiled research and input from experts on the resources available within this region will allow us to rule out solutions that rely on factors that are unavailable or unfit for implementation; factors could range from soil quality and climate to government policies and restrictions. We must examine these potential solutions through the lens of prior compiled research and Iceland-based reports so that solutions are feasible for Iceland.

Once we have a set of solutions that are compatible with the technical and geological framework present, it is important that we take into account the attitudes and values of the Icelandic community. Solutions that may be technically available may not be appropriate or accepted by the target population. Qualitative data assessing stakeholders' attitudes towards a given solution or change regarding local food consumption will provide insight into the feasibility of a given solution that may be implemented. Relevant stakeholders and target populations may change based on the solution. Whether the solution relies on change at the production, distribution, or consumption level, it is vital that feedback and attitudes be considered when determining if a solution is able to be implemented within the community.

Logistics

Data Analysis

We are entering the interviews without theories or hypotheses and plan to create them after data is collected from each group—producers, distributors, and consumers. We will use inductive research, which is entering data collection without a hypothesis and using the data to form a hypothesis, to interpret and make meaning of our data. Interviews and focus groups will be recorded and transcribed to have the data be text; surveys will not need to be transcribed as they are expected to be received through online platforms. Once compiled, we will code the data into recurring concepts or categories that we find in responses. The interviews and focus groups will be coded by question, so we will find repeated themes within questions then compare the themes across all questions to determine patterns of consumers and producers. To avoid creating bias, we will have each member of our team read through interview results and create their own themes which will then be compared. The concepts and themes will become a guide with detailed descriptions that we will classify responses into as we look through the responses again, to see if the concepts were accurate or should be reevaluated (Schmidt, 2004).

Some of our questions will be analyzed quantitatively: the responses from distributors and from producers about what they grow and import. These responses can be compared directly and analyzed as they will be numbers or lists of food items and will provide statistics that are lacking or enhance those statistics that we find in literature. The analysis will involve ordering the food items from most imported to most domestically produced (or least imported); the items closer to most imported will provide a basis for our recommendations. Other analyses could be grouping the food by type which would help us determine whether Iceland is capable or should grow more root vegetables, fruits, or other groups of produce.

To determine what agricultural technologies may be feasible in Iceland, we will create a qualitative decision matrix. The matrix will include criteria we find important based on interview results from producers and consumers; the criteria would also include Iceland's geography and climate as they are crucial factors to implementing technology in Iceland. The qualitative aspect will include a description of each technology in accordance with the criteria; there may be weight assigned to some categories, if through our research and data collection we find some criteria are more important than others. The results from the decision matrix will help us determine if

implementation of technology is going to be part of our recommendation to increase local food consumption or if it will be a social or policy recommendation.

Obstacles

One potential obstacle that we may run into is scheduling conflicts for interviews and focus groups. Since we will be in Iceland for a short duration, we will likely have to schedule many interviews within a small amount of time. To accommodate for this, we will also be conducting interviews online from the US, using programs such as Zoom. During our time in Iceland, we will prioritize interviews with farmers, as we predict that the interviews will be much more valuable if we are able to see and experience where they work.

Due to the small window of time for conducting our research, we will also likely have to utilize convenience, expert, and snowball sampling types. These are all more susceptible to bias than pure probability sampling. We must recognize the inherent bias of these sampling methods and be careful to avoid making inappropriate generalizations from our gathered data. By recognizing the weaknesses of our chosen methods, we will strengthen the validity of our research.

Another issue that we may run into is low survey response rates. This is expected when conducting research using surveys, as the response rate is usually lower than other methods (Bhattacharjee, 2012). In order to account for this, we should analyze which units are responding to the survey to see if specific groups are being neglected in data collection. If this is the case, the data will be biased towards the groups that are most likely to respond to the survey. We must acknowledge this bias and use the data appropriately.

Finally, we may run into the issue of gaining the respect and trust of local Icelanders. We should form a relationship with a neutral (unbiased) “gatekeeper” in the communities that we work in to gain trust of Icelanders. The “gatekeeper” will be able to vouch for our credibility from a position inside the community. This will allow us to work more closely with local Icelanders on the issues that affect them, so we may develop recommendations with their input.

Ethical Considerations

Throughout the full duration of our research, we will make it a priority to uphold and preserve all participants’ rights. All those included in our methods will have rights to respect, privacy, and informed consent. All respondents within our research process will be voluntary and no individual

will be required or otherwise pressured into participating. Responses from surveys and focus groups will be kept anonymous to maintain the privacy of the groups and individual participants involved.

Before conducting interviews, we will ask for permission from the participant to record and transcribe the interview. Recording interviews along with taking notes of responses will allow for us to more accurately report on qualitative data and give an accurate representation of local attitudes regarding the issue. If there is a phrase or particular quote which we would like to use verbatim within our report, we will ask permission from the particular respondent for it to be included within our writing. If permission is granted, the section of the report including their contribution will be shared with them after it is completed and before it is published in order to ensure proper context and accurate representation. Individual participants will have the right to remain anonymous if they do not wish to disclose their names or information. We will have submitted our methodology and interview, focus group, and survey appendices to Worcester Polytechnic Institute's Institutional Review Board (IRB) before we begin our research. Before conducting any research, a statement, guided by the IRB, will be read to all participants (Appendix A) ensuring they are aware of their right to anonymity and participation.

Informed Consent & Preamble

We are a group of students from Worcester Polytechnic Institute in Massachusetts. We are conducting a survey/interview/focus group about local food production and agriculture and community support. This research will be used to compare and contrast how communities are involved in local agriculture in Iceland and in Massachusetts.

Your participation in this survey/interview/focus group is completely voluntary and you may withdraw at any time. Please remember that your answers will remain anonymous. No names or identifying information will appear on the questionnaires or in any of the project reports or publications. If there is a phrase or particular quote which we would like to use verbatim within our report, we will ask for your permission for it to be included within our writing. If you grant us permission, the section of the report including your contribution will be shared with you after it is completed and before it is published in order to ensure proper context and accurate representation.

This is a collaborative project, and your participation is greatly appreciated. If interested, we can share a copy of our results with you at the end of the project.

If you have any questions or concerns about the project and your participation, you can contact us at gr-localfoodconsumption-a21@wpi.edu.

Interview Questions for Farmers and Distributors

Farms That Sell Locally

Little Leaf Farms (MA), Many Hands Organic Farm (MA), REC Worcester (MA), Horticultural Sales Association (IS), Friðheimar (IS)

1. Could you tell us briefly about your role at your organization?
2. When and why did you start working at your organization?
3. What are some features of your farm that you are most proud of?
4. Could you provide an example of the marketing strategies that you use on your farm?
 - a. Do these strategies promote eating local as well?
5. Do you find the demand for locally grown produce fluctuates over certain time periods?
6. Who are your main purchasers?
7. What role would you say the community plays in your success?
8. Are there volunteer opportunities or community outreach programs at the farm?

Organizations Supporting Local Farmers

Worcester Food Hub (MA)

1. Could you tell us briefly about your role at your organization?
2. When and why did you start working at your organization?
3. How many farmers do you work with to distribute goods?
4. Do all the farmers that you work with grow their food sustainably?
5. How do you connect with farmers?
 - a. What are the qualities that you look for in farms?
6. Do the farms sell their produce through methods other than your organization?
7. How do you market the farmers you work with and your organization?
8. What role does the local community play in your organization and products?

Interview Questions for Sustainability Programs at Universities

Universities and Their Sustainability

College of the Holy Cross (MA), UMass Medical School (MA), Agricultural University (IS), Reykjavik University (IS), Worcester Polytechnic Institute (MA)

1. When and why did you begin working at the Sustainability Office?
2. How did the CSA begin on your campus?
3. How long have you had the CSA?
4. What farm(s) do you work with?
5. Is the program student-run?
 - a. Through a club or organization?
6. How many students participate?
 - a. Is faculty able to participate as well?
 - b. Are upperclassmen more prevalent than underclassmen, undergrads vs grads?
 - c. What percentage of overall students?
7. How do you market the program to students?
8. Is there a volunteer program associated with the CSA?
 - a. Can students be involved?
9. What have you found to be some benefits with implementing a CSA on campus?
 - a. Reviews from students and faculty
10. Is there anything you would want to improve with your program?
11. Are there any other food sustainability programs at your school?
 - a. Food waste?

Interview Results

Common Themes	Examples (with Person who said them)
<p>Local communities and purchasers influence expansion and innovation.</p>	<p>“moved from Shrewsbury to Worcester, the news came out. We immediately got a flood of people making inquiries into the kitchen... I think that once we move we're going to get just slammed with people interested in buying food, people interested in making food.” Shon Rainford</p> <p>“Listening to our consumers (especially our biggest fans) is one of the best strategies we use at Little Leaf Farms. We have a great product and people who are enthusiastic to share their feedback, which is really unusual for a CPG brand (especially a commodity produce product like lettuce). Having a deep knowledge of what our consumers love about our lettuce and fostering relationships so we can reach out and get feedback about new ideas, products, or initiatives is so valuable and helps us stay authentic as we grow.” Jeannie Hannigan</p> <p>“People like to come here because they like to have fun” Julie Rawson There is more work to do on a farm than can ever be done - farming is not very economical. People help out on the farm in exchange for CSA shares Julie Rawson</p> <p>Currently provide 55% of domestic tomatoes - want to increase it to all of Iceland. Keep the compost so that they can give it to other local farmers. Use their restaurant so that they can tell more people about the farm and habits and give them good food. Friðheimar Farm</p> <p>The local community creates the demand for the food that they attempt to sell, but do not allow volunteer opportunities as they go against labor laws. Arni Stefansson</p> <p>Workshops with students to teach them that plants are more than just farming they can be used in other aspects. Like Seed to Fashion or mindfulness and sensory workshops Eliza Lawrence</p>
<p>Being able to provide things at a reasonable price and to all levels of income.</p>	<p>“A lot of people feel that eating local is too expensive or otherwise unrealistic for their lifestyle, but that’s not the case with our lettuce. In contrast, we strive to be approachable and we do that by selling at an affordable price point, at all major grocery stores in the Northeast, and all year round so everyone can make eating local part of their daily routine.” Jeannie Hannigan</p>

	<p>“Many of our partnerships have to do with fighting food insecurity. We do a weekly lettuce donation to Lovin’ Spoonfuls, a food rescue that serves a number of communities in MA, and we also work with Greater Boston Food Bank and our local food bank, Loaves and Fishes.” Jeannie Hannigan</p> <p>“And our customers are primarily institutional buyers, so we sell to schools, hospitals, colleges. The Regional Environmental Council, which is here in Worcester, they have mobile markets. Most of their food comes from us and they were one of our founding organizations when we start. But the vast majority of the food that the REC selling is is from us.” Shon Rainford</p> <p>“We love to work with minority and immigrant farmers...We love to work with small farmers that again, like I mentioned, the 10 Grand worth of popcorn.” Shon Rainford</p> <p>Make buying produce affordable for the residential students by letting them use dining dollars and money to purchase it Cathy Liebowitz</p> <p>“Only rich people can pay for organic” - this is a misconception Julie Rawson</p> <p>Some CSA participants at Many Hands also pay to allow the farm to deliver shares to the community fridges Julie Rawson</p> <p>Sell to grocery stores to provide access to more Icelanders Friðheimar Farm</p> <p>They may sell to grocery stores (local warehouses) Arni Stefansson</p> <p>Give produce to Worcester community fridges and have a fridge for students, students utilize the produce a lot on campus but aren’t to into growing it, they partner with UGrow in Worcester too Ryan Fredette and Rosie May</p> <p>Promote eating local in their workshop but understand it may not be as feasible in urban locations as in rural. Talk about SNAP, HIP, and EBT programs to help families pay for it. Eliza Lawrence</p>
Sustainability	<p>“requires about 90% less water than field-grown greens, and we take that a step further by capturing rainwater on the roof of our greenhouse, sanitizing it with UV lights, and recycling it to water our crops. And since we’re not growing in soil, there is no soil erosion...lettuce only spends a day in transit to grocery stores, resulting in a much longer shelf life and less likelihood of food waste” Jeannie</p>

	<p>Hannigan</p> <p>“We have to sell food because we're trying to become a sustainable organization...We're into sustainable agricultural practices. We don't require certified organic...OK, so but you can have sustainable spraying practices and stuff like that, so we'll talk to people about that.” Shon Rainford</p> <p>“We deliver and pick up kind of geographically, so we're trying to be as efficient as we can. So on, and this isn't always the same. But on Mondays we're usually like delivering in the city of Worcester. On Tuesdays we are delivering like to the southern part of Worcester County In the northern part of Worcester County So in the mornings we're typically go down like TOCA Webster, Oxford area, and in the afternoons we're probably up in, like Leominster or Fitchburg areas” Shon Rainford</p> <p>Carbon sequestering methods are used on the farm. They remove carbon dioxide from the air and place it in the ground which helps the plants grow better as the symbiotic relationship between microbes and plant increases Julie Rawson</p> <p>Many Hands has been certified organic since 1987. Want to help the planet through farming not destroy it Julie Rawson</p> <p>Utilize geothermal energy and water, compost plants and reuse compost. Friðheimar Farm</p> <p>Marketing strategies promote eating local and the use of clean water and green energy Arni Stefansson</p> <p>The main goals of the community garden are wellness, sustainability, and food availability Ryan Fredette</p>
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Survey Questions for University Consumers

Worcester Polytechnic Institute (MA), Reykjavik University (IS)

1. What is your age?
2. Have you:
 - a. Attended a farmers' market?
 - b. Participated in CSAs?
 - c. Visited local farmers to buy produce?
 - d. Visited local farmers for an activity?
 - e. None of the above
3. Do you actively try to buy locally produced food?
4. If so, what are your motivations?
5. What would you say is your biggest factor for you when buying food?
6. What influences your ability to prepare home-cooked meals?
7. Would you be willing to pay more for local, sustainable food?
 - a. Why or why not?
8. Do you think local agriculture is more sustainable than industrialized and global agriculture practices?

Raw Data from Massachusetts Survey

Timestamp	What is your age?	Have you... (Select all the Do you actively try to buy if so, what are your moti What would you say is th What influences your abi Would you be willing to p Why or Why not?	Do you think local agriculture is more sustainable than industrialized and global agriculture practices?			
9/18/2021 14:51:02	18-24	Attended farmers' market No	None of the above	Maybe	Imp poor	Yes: local agriculture is more sustainable
9/17/2021 13:09:02	40-49	Attended farmers' market Yes	Health, Environment/Sus Sustainability	None of the above	Yes	for freshness and qual Yes: local agriculture is more sustainable
9/17/2021 13:09:17	40-49	Attended farmers' market Yes	Health, Environment/Sus Quality	None of the above	Yes	I know the source and ca Yes: local agriculture is more sustainable
9/17/2021 13:09:21	30-39	Attended farmers' market Yes	Environment/Sustainability Quality	None of the above	Yes	typically local farmers us Yes: local agriculture is more sustainable
9/17/2021 13:11:08	50-59	Visited Local Farmers for No	Health, Taste, Quality Quality	I do not have time to ma	Yes	quality Yes: local agriculture is more sustainable
9/17/2021 13:11:56	50-59	Attended farmers' market Yes	Health, Environment/Sus Quality	I do not have time to ma	Yes	I like buying local, I prefe Yes: local agriculture is more sustainable
9/17/2021 13:12:07	60-69	Attended farmers' market Yes	Health, Environment/Sus Quality	None of the above	Maybe	Healthier Yes: local agriculture is more sustainable
9/17/2021 13:12:32	60-69	Attended farmers' market No	Cost	None of the above	Maybe	It depends on how much Yes: local agriculture is more sustainable
9/17/2021 13:13:05	60-69	Attended farmers' market Yes	Health, Environment/Sus Quality	None of the above, Some	Yes	It is worth it both for qual Yes: local agriculture is more sustainable
9/17/2021 13:13:09	50-59	Attended farmers' market Yes	Health, Environment/Sus Quality	It's cheaper,	Maybe	I have several vegetable Yes: local agriculture is more sustainable
9/17/2021 13:13:30	40-49	Attended farmers' market Yes	Environment/Sustainability Cost	None of the above	Maybe	Depends on how much n Yes: local agriculture is more sustainable
9/17/2021 13:13:48	60-69	Visited Local Farmers to No	Environment/Sustainability Quality	I do not have time to ma	Yes	To support the local econ Yes: local agriculture is more sustainable
9/17/2021 13:15:01	70+	Attended farmers' market Yes	Health, Environment/Sus Quality	None of the above	Yes	not only to support local Yes: local agriculture is more sustainable
9/17/2021 13:15:54	60-69	Visited Local Farmers for No	Cost	I live alone and do not lik	No	Cost and variety No: industrialized agriculture is more sustainable
9/17/2021 13:16:11	50-59	Attended farmers' market Yes	Environment/Sustainability Quality	I cook at home 99% of th	Yes	I want to support the loca Yes: local agriculture is more sustainable
9/17/2021 13:16:26	60-69	Attended farmers' market Yes	Environment/Sustainability Convenience - and by th	None of the above	Yes	We need to address cim Yes: local agriculture is more sustainable
9/17/2021 13:16:30	40-49	Attended farmers' market Yes	Health, Environment/Sus Cost	I do not have time to ma	Maybe	how much more the cost Yes: local agriculture is more sustainable
9/17/2021 13:22:38	30-39	Attended farmers' market Yes	Health, Environment/Sus Variety	I do not have time to ma	Yes	When I was younger, th Yes: local agriculture is more sustainable
9/17/2021 13:23:37	40-49	Attended farmers' market Yes	Quality, Supporting small Variety	None of the above	Maybe	I am not willing to spend Yes: local agriculture is more sustainable
9/17/2021 13:24:37	50-59	Attended farmers' market Yes	Environment/Sustainability Quality	None of the above	Yes	Already do. Get Walden Yes: local agriculture is more sustainable
9/17/2021 13:28:31	60-69	Attended farmers' market Yes	Taste, Quality Quality	None of the above	Maybe	Depend on the cost incre Yes: local agriculture is more sustainable
9/17/2021 13:30:14	40-49	Attended farmers' market Yes	Health, Environment/Sus Convenience	I only make home-cooke	Yes	My main issue is the time Yes: local agriculture is more sustainable
9/17/2021 13:30:50	60-69	Attended farmers' market Yes	Environment/Sustainability Quality	None of the above	Maybe	Depends on the quality Yes: local agriculture is more sustainable
9/17/2021 13:33:38	50-59	Attended farmers' market Yes	Health, Environment/Sus Sustainability	None of the above	Yes	helps local communities Yes: local agriculture is more sustainable
9/17/2021 13:35:20	50-59	Attended farmers' market Yes	Health, Environment/Sus Quality	None of the above	Yes	It's worth it to spend th Yes: local agriculture is more sustainable
9/17/2021 13:35:40	50-59	Attended farmers' market Yes	Health, Taste, Quality Quality	None of the above	Yes	The quality/freshness is Yes: local agriculture is more sustainable
9/17/2021 13:39:02	70+	Attended farmers' market Yes	Health, Environment/Sus Quality	None of the above	Yes	Support local economy Yes: local agriculture is more sustainable
9/17/2021 13:40:55	30-39	Attended farmers' market No	Health, Environment/Sus Quality	I do not have time to ma	Maybe	Would like to purchase s Yes: local agriculture is more sustainable
9/17/2021 13:41:10	25-29	Attended farmers' market Yes	Taste, Quality Cost	I do not have time to ma	Maybe	Yes: local agriculture is more sustainable
9/17/2021 13:45:29	40-49	Attended farmers' market No	Convenience (i.e. buying	I live alone and do not lik	Maybe	It depends on what food, They are both equally bad for the environment
9/17/2021 13:46:14	50-59	Attended farmers' market Yes	Environment/Sustainability Sustainability	None of the above	Yes	Quality is better, more of Yes: local agriculture is more sustainable
9/17/2021 13:50:41	30-39	Attended farmers' market Yes	Environment/Sustainability convenience - I'm unlike	I do not have time to ma	Yes	I find that eating local an Yes: local agriculture is more sustainable
9/17/2021 13:52:56	50-59	Attended farmers' market Yes	Health, Environment/Sus Quality	None of the above	Yes	I prefer to support things Yes: local agriculture is more sustainable
9/17/2021 14:01:43	30-39	Attended farmers' market No	Health, Environment/Sus Variety	I do not have time to ma	No	Cost is a huge factor, se Yes: local agriculture is more sustainable
9/17/2021 14:04:48	60-69	Visited Local Farmers to No	Health, Environment/Sus Quality	time is a big factor, not ju	Yes	quality and taste of local Yes: local agriculture is more sustainable
9/17/2021 14:05:38	40-49	Attended farmers' market Yes	Health, Environment/Sus Quality	time!	Yes	I am willing to pay for hig Yes: local agriculture is more sustainable
9/17/2021 14:05:49	60-69	Attended farmers' market Yes	Quality, Helping to keep i	Quality	Maybe	It would depend on how i Yes: local agriculture is more sustainable
9/17/2021 14:06:36	30-39	Attended farmers' market Yes	Health, Environment/Sus Time to Prepare	Not feeling energized at	Yes	I like to support local pro Yes: local agriculture is more sustainable
9/17/2021 14:11:03	40-49	Attended farmers' market Yes	Health, Environment/Sus Variety	I do not have time to ma	Yes	Freshness, support the c Yes: local agriculture is more sustainable
9/17/2021 14:13:32	30-39	Attended farmers' market Yes	Health, Environment/Sus Quality	I live alone and do not lik	Maybe	Generally speaking I do i Yes: local agriculture is more sustainable
9/17/2021 14:24:32	70+	Attended farmers' market Yes	Environment/Sustainability quick access, often easie	None of the above	Maybe	all depend on what, qua Yes: local agriculture is more sustainable
9/17/2021 14:26:23	40-49	Attended farmers' market Yes	Health, Environment/Sus Variety	None of the above	Yes	if reasonable price and o Yes: local agriculture is more sustainable
9/17/2021 14:30:46	60-69	Attended farmers' market Yes	Health, Environment/Sus Quality	I have all meals at home	Yes	There's a big difference t No: industrialized agriculture is more sustainable
9/17/2021 14:32:24	25-29	Participated in CSAs, Vis	Health, Environment/Sus Sustainability	None of the above	Yes	Support local farmers Yes: local agriculture is more sustainable
9/17/2021 14:49:31	30-39	Attended farmers' market Yes	Environment/Sustainability Quality	None of the above	Yes	Better for the environme Yes: local agriculture is more sustainable
9/17/2021 14:53:55	50-59	Attended farmers' market Yes	Health, Environment/Sus Cost	None of the above	Maybe	Depends on how much n Yes: local agriculture is more sustainable
9/17/2021 14:58:16	25-29	Attended farmers' market No	Health, Environment/Sus Quality	None of the above	Yes	I think local food tends to Yes: local agriculture is more sustainable
9/17/2021 15:10:34	30-39	Visited Local Farmers to No	Quality	I do not have time to ma	Maybe	Depends on its availability No: industrialized agriculture is more sustainable
9/17/2021 15:13:55	40-49	Attended farmers' market No	Quality	None of the above	Maybe	It would depend on ease Yes: local agriculture is more sustainable
9/17/2021 15:14:50	40-49	Attended farmers' market Yes	Health, Environment/Sus Quality	None of the above	Yes	It's important to support Yes: local agriculture is more sustainable
9/17/2021 15:42:38	50-59	Attended farmers' market Yes	Health, Environment/Sus Quality	I do not have time to ma	Yes	to pay a living wage to lo Yes: local agriculture is more sustainable
9/17/2021 15:51:57	70+	Attended farmers' market Yes	Health, Environment/Sus Quality	None of the above	Yes	because it is likely organ Yes: local agriculture is more sustainable
9/17/2021 18:01:20	30-39	Attended farmers' market Yes	Health, Environment/Sus Quality	I do not have time to ma	Yes	Supporting local business Yes: local agriculture is more sustainable
9/17/2021 20:50:49	60-69	Attended farmers' market Yes	Environment/Sustainability Cost	None of the above	Maybe	Must be good quality at r Yes: local agriculture is more sustainable
9/17/2021 21:32:41	50-59	Attended farmers' market Yes	Health, Environment/Sus Quality	I do not have time to ma	Yes	To support local, sustain Yes: local agriculture is more sustainable
9/17/2021 21:52:34	40-49	Visited Local Farmers to Yes	Health, Environment/Sus Quality	None of the above	Maybe	If I am supporting local fa Yes: local agriculture is more sustainable
9/18/2021 0:26:55	60-69	Attended farmers' market Yes	Health, Environment/Sus Quality	None of the above	Yes	money is hardly a primar Yes: local agriculture is more sustainable
9/18/2021 0:28:34	50-59	Attended farmers' market Yes	Environment/Sustainability Quality	None of the above	Yes	Support local economy Yes: local agriculture is more sustainable
9/18/2021 11:47:49	40-49	Attended farmers' market No	Environment/Sustainability Variety	None of the above	Maybe	if it is in-season and reas Yes: local agriculture is more sustainable
9/18/2021 20:08:23	18-24	Attended farmers' market No	Taste, Quality Quality	I do not have time to ma	Yes	Higher quality food is wo Yes: local agriculture is more sustainable
9/18/2021 15:27:50	30-39	Attended farmers' market Yes	Health, Environment/Sus Quality	None of the above	Yes	Better quality and taste, t Yes: local agriculture is more sustainable
9/18/2021 18:48:26	30-39	Attended farmers' market Yes	Health, Environment/Sus Quality	I do not have time to ma	Yes	Quality Yes: local agriculture is more sustainable
9/20/2021 6:46:17	18-24	Attended farmers' market Yes	Health, Taste Cost	I live alone and do not lik	No	Money No: industrialized agriculture is more sustainable
9/20/2021 8:26:13	60-69	Attended farmers' market Yes	Health, Supporting local Quality	None of the above	Yes	I think it's important to ha No: industrialized agriculture is more sustainable
9/20/2021 9:13:08	60-69	Attended farmers' market Yes	Environment/Sustainability Quality	None of the above	Yes	helps local economy; like Yes: local agriculture is more sustainable
9/20/2021 9:13:22	18-24	Attended farmers' market Yes	Environment/Sustainability Sustainability	I do not have time to ma	Yes	If one small change can i Yes: local agriculture is more sustainable
9/20/2021 9:20:02	18-24	Visited Local Farmers for No	Variety	I do not have time to ma	Maybe	Depends how much Yes: local agriculture is more sustainable
9/20/2021 9:21:54	18-24	Attended farmers' market Yes	Environment/Sustainability Cost	None of the above	Yes	The food is usually fresh Yes: local agriculture is more sustainable
9/20/2021 9:22:25	18-24	Attended farmers' market No	Quality	None of the above	Yes	I'm passionate about sus Yes: local agriculture is more sustainable
9/20/2021 9:22:57	18-24	None of the above No	Cost	I do not have time to ma	Maybe	I'm all for supporting loca Yes: local agriculture is more sustainable
9/20/2021 9:24:48	60-69	Attended farmers' market Yes	Health, Environment/Sus natural or organic produ	None of the above	Yes	support for local business Yes: local agriculture is more sustainable
9/20/2021 9:24:51	18-24	Attended farmers' market Yes	Health, Environment/Sus Quality	I do not have time to ma	Yes	1) I believe locally grown Yes: local agriculture is more sustainable
9/20/2021 9:26:34	18-24	Attended farmers' market Yes	Health, Quality Quality	little time to cook	Maybe	supporting local and beth Yes: local agriculture is more sustainable
9/20/2021 9:26:43	18-24	Attended farmers' market Yes	Health Quality	I live alone and do not lik	No	I'm broke Yes: local agriculture is more sustainable
9/20/2021 9:27:43	18-24	Attended farmers' market No	Time to Prepare	I do not have time to ma	No	I'm a college student Yes: local agriculture is more sustainable
9/20/2021 9:30:26	18-24	Attended farmers' market No	Cost	None of the above	Maybe	as a college student, I ut Yes: local agriculture is more sustainable
9/20/2021 9:31:53	18-24	Attended farmers' market Yes	Environment/Sustainability Sustainability	None of the above	Yes	I think sustainability is on Yes: local agriculture is more sustainable
9/20/2021 10:17:02	18-24	None of the above No	Health, Environment/Sus Quality	I do not have time to ma	Maybe	depending on how long t Yes: local agriculture is more sustainable
9/20/2021 10:24:19	18-24	Visited Local Farmers to No	Quality, I like to support l	I do not have time to ma	Maybe	As a college student it Yes: local agriculture is more sustainable
9/20/2021 10:26:17	18-24	Attended farmers' market No	Cost	I do not have time to ma	No	Why would you go to a g No: industrialized agriculture is more sustainable
9/20/2021 10:27:53	18-24	Attended farmers' market Yes	Taste, Quality, Support to Quality	I do not have time to ma	Yes	It keeps money local sup Yes: local agriculture is more sustainable
9/20/2021 10:28:28	18-24	Visited Local Farmers for No	Environment/Sustainability Quality	I do not have time to ma	Yes	I think it comes down to Yes: local agriculture is more sustainable
9/20/2021 10:40:37	50-59	Visited Local Farmers to No	Health, Environment/Sus Quality	I always prepare home o	Maybe	I am willing to pay more w Yes: local agriculture is more sustainable
9/20/2021 10:53:53	18-24	Attended farmers' market No	Cost	I do not have time to ma	Maybe	I have a limited budget a Yes: local agriculture is more sustainable
9/20/2021 11:20:33	30-39	Attended farmers' market Yes	Health, Environment/Sus Quality	None of the above	Yes	It has to be a reasonable Yes: local agriculture is more sustainable
9/20/2021 11:42:53	40-49	Attended farmers' market Yes	Health, Environment/Sus both quality and sustaina	I like to cook to feed my	Maybe	the quality and taste is fa Yes: local agriculture is more sustainable
9/20/2021 11:54:57	40-49	Attended farmers' market Yes	Environment/Sustainability Quality	None of the above	Yes	I think it is important to h Yes: local agriculture is more sustainable
9/20/2021 12:11:51	18-24	Attended farmers' market Yes	Taste, Quality Cost	I do not have time to ma	Maybe	How long food lasts play No: industrialized agriculture is more sustainable
9/20/2021 14:54:55	40-49	Attended farmers' market Yes	Health, Environment/Sus Sustainability	None of the above	Yes	Paying more for local sus Yes: local agriculture is more sustainable
9/20/2021 15:31:51	18-24	Attended farmers' market Yes	Environment/Sustainability Cost	I do not have time to ma	Maybe	Can't afford to buy too ex Yes: local agriculture is more sustainable
9/20/2021 20:49:24	18-24	Attended farmers' market No	Cost	None of the above	Maybe	I live with people & split c Yes: local agriculture is more sustainable
9/20/2021 20:56:00	18-24	Visited Local Farmers for No	Quality	I do not have time to ma	Maybe	Depends on price and hc Yes: local agriculture is more sustainable
9/20/2021 20:57:05	18-24	Visited Local Farmers for No	Time to Prepare	I do not have time to ma	Yes	Because I would ideally i Yes: local agriculture is more sustainable
9/21/2021 6:40:00	18-24	Attended farmers' market Yes	Taste, Quality Quality	None of the above	Maybe	It depends on how much Yes: local agriculture is more sustainable
9/21/2021 6:46:47	18-24	Attended farmers' market No	Health, Environment/Sus Cost	I do not know how to coo	Maybe	Im not sure I can clearly Yes: local agriculture is more sustainable
9/21/2021 7:10:48	18-24	Attended farmers' market Yes	Health, Environment/Sus Time to Prepare	I do not have time to ma	Maybe	It's hard to fit sustainable Yes: local agriculture is more sustainable

9/21/2021 7:12:28 18-24	Attended farmers' market No	Quality	I do not have time to mak	No	I just want the best and c	No: industrialized agriculture is more sustainable		
9/21/2021 7:16:20 18-24	Visited Local Farmers to	Cost	I do not have time to mak	Maybe	Money can be tight	Yes: local agriculture is more sustainable		
9/21/2021 7:26:55 18-24	Attended farmers' market	Convenience	None of the above	Maybe	I would but don't really lik	Yes: local agriculture is more sustainable		
9/21/2021 7:28:26 18-24	None of the above	Time to Prepare	I do not have time to mak	Yes	I believe in supporting lo	Yes: local agriculture is more sustainable		
9/21/2021 7:32:37 18-24	Attended farmers' market	Cost	None of the above	Maybe	I have a budget I keep to	Yes: local agriculture is more sustainable		
9/21/2021 7:36:41 18-24	Attended farmers' market	Esse of Access (closest	I do not have time to mak	Maybe	As long as it fits within m	Yes: local agriculture is more sustainable		
9/21/2021 7:37:57 18-24	Attended farmers' market	Environment/Sustainabili	Quality	I do not have time to mak	Yes	To help out the local fam	Yes: local agriculture is more sustainable	
9/21/2021 7:46:27 18-24	Attended farmers' market	Environment/Sustainabili	Cost	I do not have time to mak	Maybe	Money's tight	Yes: local agriculture is more sustainable	
9/21/2021 7:53:39 18-24	Attended farmers' market	Cost	None of the above	Maybe	It depends if it's worthwh	Yes: local agriculture is more sustainable		
9/21/2021 8:37:22 18-24	Attended farmers' market	Environment/Sustainabili	Cost	None of the above	Maybe	Supporting local farmers	Yes: local agriculture is more sustainable	
9/21/2021 8:44:51 18-24	Attended farmers' market	Quality	None of the above	No	I don't have that kind of n	Yes: local agriculture is more sustainable		
9/21/2021 8:48:04 18-24	Attended farmers' market	Environment/Sustainabili	Sustainability	I live alone and do not lik	Yes	I'm able to, I like support	Yes: local agriculture is more sustainable	
9/21/2021 9:50:40 18-24	None of the above	No	I don't really buy my own	Quality	Don't care too much dep	Yes: local agriculture is more sustainable		
9/21/2021 9:54:32 18-24	Attended farmers' market	Quality	Cost	I do not have time to mak	Maybe	I depends I'm on a budg	Yes: local agriculture is more sustainable	
9/21/2021 9:03:56 18-24	None of the above	No	Quality	I do not have time to mak	No	I'm a college student on	Yes: local agriculture is more sustainable	
9/21/2021 9:07:55 18-24	None of the above	No	Cost	None of the above	Maybe	I would need to know the	Yes: local agriculture is more sustainable	
9/21/2021 9:21:47 18-24	Attended farmers' market	Cost	I live alone and do not lik	Maybe	While it's obviously bene	Yes: local agriculture is more sustainable		
9/21/2021 9:25:28 18-24	None of the above	No	Time to Prepare	I do not have time to mak	Maybe	depends on the differenc	Yes: local agriculture is more sustainable	
9/21/2021 9:26:08 30-39	Attended farmers' market	No	Quality	I do not have time to mak	Maybe	In the past I have paid fo	They are both equally bad for the environment	
9/21/2021 9:33:56 18-24	Participated in CSAs, Via	No	Time to Prepare	I do not have time to mak	Maybe	If I had my own income a	Yes: local agriculture is more sustainable	
9/21/2021 9:52:02 18-24	Attended farmers' market	No	Cost	I do not have time to mak	No	Not able to pay more fo	Yes: local agriculture is more sustainable	
9/21/2021 9:59:24 18-24	Attended farmers' market	Health, Environment/Sus	Cost	None of the above	Yes	Supports local farmers, t	Yes: local agriculture is more sustainable	
9/21/2021 10:02:59 18-24	Attended farmers' market	Taste, Quality	Quality	I do not have access to k	No	Food that is produced cl	They are both equally bad for the environment	
9/21/2021 10:05:07 40-49	Attended farmers' market	Health, Environment/Sus	Sustainability	None of the above	Yes	Because our global food	Yes: local agriculture is more sustainable	
9/21/2021 10:29:35 18-24	Attended farmers' market	Health, Environment/Sus	Time to Prepare	I do not have time to mak	Yes	Ma	Yes: local agriculture is more sustainable	
9/21/2021 10:38:55 18-24	Attended farmers' market	No	Variety	None of the above	Yes	I'd like to help support lo	Yes: local agriculture is more sustainable	
9/21/2021 10:49:18 18-24	Attended farmers' market	Health, Environment/Sus	Quality	None of the above	Yes	Local food generally is b	Yes: local agriculture is more sustainable	
9/21/2021 10:53:22 18-24	Attended farmers' market	No	Quality	I do not like cooking	Yes	It is better for the environ	They are both equally bad for the environment	
9/21/2021 10:57:58 18-24	Attended farmers' market	Environment/Sustainabili	Time to Prepare	I do not have time to mak	Yes	because I hate nestle an	Yes: local agriculture is more sustainable	
9/21/2021 11:02:02 18-24	Attended farmers' market	Health	Cost	I do not have time to mak	Maybe	I broke college student	Yes: local agriculture is more sustainable	
9/21/2021 11:37:34 25-29	Attended farmers' market	Health, Environment/Sus	Sustainability	I do not have access to k	Yes	Supports small business	Yes: local agriculture is more sustainable	
9/21/2021 11:46:27 18-24	Attended farmers' market	Taste, Quality, Sense of	Quality	None of the above	Yes	It's what I grew up with a	Yes: local agriculture is more sustainable	
9/21/2021 11:47:39 60-69	Attended farmers' market	Environment/Sustainabili	Variety	I do not have time to mak	Yes	because it costs more fo	Yes: local agriculture is more sustainable	
9/21/2021 11:49:19 60-69	Attended farmers' market	Health, Environment/Sus	What do I want to eat?	I do not have time to mak	Yes	good for enviro, local fan	Yes: local agriculture is more sustainable	
9/21/2021 11:49:28 18-24	Attended farmers' market	No	Time to Prepare	I do not have time to mak	Yes	I want to support commu	Yes: local agriculture is more sustainable	
9/21/2021 11:53:45 18-24	Attended farmers' market	No	Cost	I live alone and do not lik	Maybe	it's for a good cause and	No: industrialized agriculture is more sustainable	
9/21/2021 12:07:31 18-24	Attended farmers' market	Environment/Sustainabili	Time to Prepare	I do not have time to mak	Maybe	if it was easily accessible	Yes: local agriculture is more sustainable	
9/21/2021 12:47:51 18-24	None of the above	Yes	Health, Environment/Sus	Quality	I do not have access to k	Yes	Good for the environmen	Yes: local agriculture is more sustainable
9/21/2021 12:55:46 18-24	Attended farmers' market	No	Cost	I do not have time to mak	No	I live on a very tight bud	They are both equally bad for the environment	
9/21/2021 13:25:01 18-24	None of the above	No	Cost	I do not have time to mak	Maybe	Depends on if it was org	Yes: local agriculture is more sustainable	
9/21/2021 13:25:55 25-29	Attended farmers' market	Environment/Sustainabili	Sustainability	I do not have time to mak	Yes	Sure, esp if it means les	Yes: local agriculture is more sustainable	
9/21/2021 13:34:36 18-24	Attended farmers' market	No	Cost	I do not have time to mak	Maybe	Living on a college budg	Yes: local agriculture is more sustainable	
9/21/2021 14:55:28 18-24	Attended farmers' market	Environment/Sustainabili	Cost	I have a meal plan	Maybe	It would depend on my c	Yes: local agriculture is more sustainable	
9/21/2021 15:00:31 18-24	Attended farmers' market	No	Variety	None of the above	Maybe	I'm a college student on	Yes: local agriculture is more sustainable	
9/21/2021 17:50:33 18-24	Visited Local Farmers for	No	Time to Prepare	I do not know how to coo	Maybe	no opinion	They are both equally bad for the environment	
9/21/2021 18:38:03 18-24	Attended farmers' market	Health, Taste, Quality	Quality	None of the above	Maybe	I have a meal service alm	Yes: local agriculture is more sustainable	
9/21/2021 19:00:32 18-24	Attended farmers' market	No	Quality	I do not have time to mak	Maybe	Local, sustainable food i	Yes: local agriculture is more sustainable	
9/21/2021 19:04:13 18-24	Attended farmers' market	Health, Environment/Sus	Variety	I do not have time to mak	Yes	I support local farmers ra	Yes: local agriculture is more sustainable	
9/21/2021 19:29:38 18-24	Attended farmers' market	Health, Environment/Sus	Cost	I do not have time to mak	Yes	I would if it was better qu	Yes: local agriculture is more sustainable	
9/21/2021 20:03:57 18-24	Attended farmers' market	No	Cost	I would love to but it's ju	Cost	I don't have that money	Yes: local agriculture is more sustainable	
9/21/2021 20:50:26 18-24	Attended farmers' market	No	Cost	I do not have time to mak	Maybe	depends on how much m	They are both equally bad for the environment	
9/21/2021 20:59:08 18-24	None of the above	No	Quality	I do not have time to mak	Maybe	I think I would but price	C No: local agriculture is more sustainable	
9/21/2021 22:04:03 18-24	Attended farmers' market	No	Quality	None of the above	Yes	I want to support the corr	No: industrialized agriculture is more sustainable	
9/21/2021 22:41:02 18-24	Attended farmers' market	No	Cost	I live alone and do not lik	Maybe	cost and availability	Yes: local agriculture is more sustainable	
9/21/2021 23:55:18 25-29	None of the above	No	Costoo	I do not have time to mak	No	Too frugal.	They are both equally bad for the environment	
9/22/2021 0:00:15 18-24	Attended farmers' market	Health	Cost	I do not know how to coo	Yes	Healthy	They are both equally bad for the environment	
9/22/2021 0:56:50 18-24	Attended farmers' market	No	Cost	I do not have time to mak	Maybe	I would like to buy local	Yes: local agriculture is more sustainable	
9/22/2021 9:58:04 18-24	Attended farmers' market	Health, Environment/Sus	Quality	None of the above	Yes	would much rather help	Yes: local agriculture is more sustainable	
9/22/2021 13:17:41 18-24	Attended farmers' market	Health, Environment/Sus	Quality	I do not have time to mak	Yes	Tastes better and is bett	Yes: local agriculture is more sustainable	
9/22/2021 14:27:16 18-24	Attended farmers' market	Health, Environment/Sus	Quality	None of the above	Yes	just tastes better also fan	Yes: local agriculture is more sustainable	
9/22/2021 15:36:19 18-24	Attended farmers' market	No	Quality	I do not have time to mak	Yes	Probably because it wou	Yes: local agriculture is more sustainable	
9/22/2021 15:40:01 18-24	Attended farmers' market	No	Quality	I do not have access to k	Yes	It's better for the environ	Yes: local agriculture is more sustainable	
9/22/2021 17:33:02 18-24	Attended farmers' market	No	Cost	None of the above	Maybe	Only if it is worth it	Yes: local agriculture is more sustainable	
9/22/2021 17:54:50 18-24	Attended farmers' market	Environment/Sustainabili	Quality	None of the above	Yes	Supporting local is alway	Yes: local agriculture is more sustainable	
9/22/2021 19:40:33 18-24	Visited Local Farmers for	No	Cost	I do not have time to mak	Yes	Want to support local	Yes: local agriculture is more sustainable	
9/22/2021 20:54:08 18-24	Attended farmers' market	Health, Environment/Sus	Cost	I do not have time to mak	Yes	I'd be willing to pay a bit	Yes: local agriculture is more sustainable	
9/22/2021 21:45:33 18-24	Attended farmers' market	Environment/Sustainabili	Cost	I do not have time to mak	Maybe	Do not have a disposabl	Yes: local agriculture is more sustainable	
9/23/2021 10:43:13 18-24	Attended farmers' market	Quality, Support local	ecc Cost	I do not have access to k	Maybe	Depending on my budget	Yes: local agriculture is more sustainable	
9/23/2021 19:56:14 18-24	Attended farmers' market	Health, Quality	Cost	None of the above	Maybe	I would if it's not too exp	Yes: local agriculture is more sustainable	
9/24/2021 0:20:47 18-24	Attended farmers' market	No	Cost	I do not have time to mak	Yes	Because the quality of th	Yes: local agriculture is more sustainable	
9/24/2021 9:20:49 18-24	Attended farmers' market	Health, Environment/Sus	Quality	I do not have access to k	Maybe	Money can be tight; som	Yes: local agriculture is more sustainable	
9/24/2021 23:25:35 18-24	Attended farmers' market	Health, Quality	Quality	I do not have time to mak	Yes	Being able to eat sustain	Yes: local agriculture is more sustainable	
9/25/2021 17:23:43 18-24	Attended farmers' market	No	Cost	None of the above	Maybe	Paying for rent and food	Yes: local agriculture is more sustainable	
9/26/2021 21:35:31 50-59	Attended farmers' market	Health, Environment/Sus	Cost	None of the above	Yes	I know it's healthier for	Yes: local agriculture is more sustainable	

Raw Data from Iceland Survey

Timestamp	What is your age?	Have you: (Select all the)	Do you actively try to buy	If so, what are your motiv	What would you say is th	What influences your abi	Would you be willing to p	Why or Why not?	Do you think local agricul	What university do you attend or work at?
9/22/2021 12:59:45	60-69	Attended farmers' market	Yes	Environment/Sustainability	Quality	Each of these answers is	Yes	Local foods tend to be m	Yes: local agriculture is more sustainable	
9/22/2021 13:25:04	18-24	Attended farmers' market	Yes	Environment/Sustainability	Cost	I live alone and do not lik	Maybe	When I have good paych	Yes: local agriculture is more sustainable	
9/22/2021 15:14:23	25-29	Attended farmers' market	Yes	Health, Environment/Sus	Sustainability	None of the above	Yes	Yes: local agriculture is more sustainable		
9/22/2021 21:01:45	60-69	None of the above	Yes	Health, Environment/Sus	Quality	None of the above	Yes	Why not	Yes: local agriculture is more sustainable	
9/28/2021 10:24:14	18-24	Attended farmers' market	Yes	Health, Environment/Sus	Quality	None of the above	Maybe	If it's better quality but no	Yes: local agriculture is n	Reykjavik University
9/28/2021 10:24:17	18-24	Attended farmers' market	Yes	Health	Quality	I do not have time to ma	Yes	For good nutrition	Yes: local agriculture is n	Reykjavik University
9/28/2021 10:24:25	18-24	Attended farmers' market	Yes	Health, Environment/Sus	Quality	I do not have time to ma	Yes	Its good for the einvrom	Yes: local agriculture is n	Reykjavik University
9/28/2021 10:25:19	18-24	Attended farmers' market	Yes	Health, Environment/Sus	Quality	I live alone and do not lik	Yes	youll be strengtheninf yo	No: industrialized agricul	Reykjavik University
9/28/2021 10:25:20	18-24	Attended farmers' market	Yes	Taste	Quality	None of the above	Maybe	Depends	Yes: local agriculture is n	Reykjavik University
9/28/2021 10:26:24	18-24	Attended farmers' market	Yes	Health, Environment/Sus	Quality	None of the above	Yes	Its better	Yes: local agriculture is n	Haskolli Islands
9/28/2021 10:27:51	18-24	Visited Local Farmers to	Yes	Health, Taste, Quality	Quality	I do not have time to ma	Yes	Cut	Yes: local agriculture is n	RU
9/28/2021 10:28:04	18-24	Attended farmers' market	Yes	Health, Environment/Sus	Quality	None of the above	No	Food is already expensiv	Yes: local agriculture is n	Reykjavik University
9/28/2021 10:31:34	18-24	None of the above	No	Health	Cost	I do not know how to coo	No	Because it expensive	No: industrialized agricul	Reykjavik university
9/28/2021 10:31:46	18-24	None of the above	No	Health	Cost	I do not have time to ma	No	As a student, saving mor	No: industrialized agricul	Reykjavik University
9/28/2021 10:32:06	18-24	None of the above	No	Health	Quality	I live alone and do not lik	Maybe	I have a limited amount c	No: industrialized agricul	Reykjavik University
9/28/2021 10:32:59	18-24	Attended farmers' market	Yes	Health, Environment/Sus	Sustainability	I do not have time to ma	Yes	If it's good for the enviro	Yes: local agriculture is n	Reykjavik university
9/28/2021 10:33:01	18-24	Attended farmers' market	No	Health	Quality	I do not have time to ma	Maybe	.	No: industrialized agricul	Reykjavik university
9/28/2021 10:34:17	30-39	Attended farmers' market	No	Health, Environment/Sus	Cost	I do not have time to ma	Yes	Nutrition	Yes: local agriculture is n	Haskolinn i reykjavik
9/28/2021 10:34:39	18-24	Attended farmers' market	Yes	Health, Environment/Sus	Cost	I live alone and do not lik	Yes	-	Yes: local agriculture is n	Reykjavik University
9/28/2021 10:36:38	18-24	None of the above	Yes	Health, Environment/Sus	Cost	I do not have time to ma	Maybe	Because it depends on	Yes: local agriculture is n	Reykjavik university
9/28/2021 10:38:08	25-29	Visited Local Farmers to	Yes	Health, Environment/Sus	Time to Prepare	None of the above	Yes	To support them	Yes: local agriculture is n	Reykjavik University
9/28/2021 10:38:34	18-24	None of the above	Yes	Health, Taste, Quality	Quality	I live alone and do not lik	Maybe	Quality	Yes: local agriculture is n	Reykjavik University
9/28/2021 10:42:53	18-24	Attended farmers' market	No	Health	Quality	I do not have time to ma	No	.	Yes: local agriculture is n	HR
9/28/2021 10:44:40	18-24	Attended farmers' market	No	Environment/Sustainabil	Cost	I do not know how to coo	Maybe	quality	Yes: local agriculture is n	Reykjavik University
9/28/2021 10:45:14	18-24	Visited Local Farmers to	Yes	Health, Taste	Time to Prepare	I do not have time to ma	Maybe	Yez	Yes: local agriculture is n	University
9/28/2021 10:50:17	18-24	Attended farmers' market	Yes	Health, Environment/Sus	Quality	I live alone and do not lik	Yes	supporting local produce	Yes: local agriculture is n	Reykjavik University
9/28/2021 10:56:03	18-24	Visited Local Farmers to	No	Health, Environment/Sus	Cost	I do not have time to ma	Yes	Good for environment	They are both equally ba	Reykjavik university
9/28/2021 11:00:41	25-29	Attended farmers' market	Yes	Health, Environment/Sus	Quality	None of the above	Yes	Help local farms, less co	Yes: local agriculture is n	Reykjavik university
9/28/2021 11:22:51	40-49	None of the above	No	Health, Environment/Sus	Quality	I do not have time to ma	Maybe	The cost is a factor up to	Yes: local agriculture is n	Haskolinn i Reykjavik
9/28/2021 11:23:18	30-39	Attended farmers' market	Yes	Health, Environment/Sus	Cost	None of the above	No	Local food can be more e	Yes: local agriculture is n	University in Reykjavik
9/28/2021 11:43:23	25-29	None of the above	No	Environment/Sustainabil	Variety	I live alone and do not lik	Yes	Because of environment	Yes: local agriculture is n	RU
9/28/2021 12:14:05	18-24	Attended farmers' market	Yes	Environment/Sustainabil	Quality	I do not know how to coo	Yes	Better for environment	Yes: local agriculture is n	HR
9/28/2021 12:30:49	18-24	None of the above	Yes	Environment/Sustainabil	Quality	I live alone and do not lik	Maybe	It depends what I'm buyi	Yes: local agriculture is n	Haskolinn i Reykjavik
9/28/2021 13:11:29	18-24	Attended farmers' market	Yes	Environment/Sustainabil	Quality	I do not have time to ma	Yes	I think it is the right thing	Yes: local agriculture is n	Reykjavik university
9/28/2021 15:21:49	25-29	None of the above	Yes	Environment/Sustainabil	Really depends on how	Mood and availability of f	Maybe	I'm a broke student (Yes: local agriculture is n	Reykjavik University
9/28/2021 17:50:50	18-24	Attended farmers' market	Yes	Environment/Sustainabil	Sustainability	I do not have time to ma	Yes	Maybe when I actually hi	Yes: local agriculture is n	Reykjavik University
								To support local farmers	Yes: local agriculture is n	Reykjavik University

Project Description for Future WPI Gardens

Community gardens are a great way to get students involved in local agriculture. A garden would provide fresh local food for students and staff as well as opportunities to get outside and learn about gardening for anyone that is interested. School gardens can have other uses such as promoting mindfulness, sensory calmness, herbalism, and sustainability. In addition, the garden could help WPI give back to the community by donating the extra produce from the garden to the Worcester Community Fridge.

School resources should be oriented to help complete this goal as a community garden is part of WPI's Sustainability Plan for 2020-25. Potential sponsors for this project include Dining Services and the Facilities Department, to whom it was assigned in the Sustainability Plan, or the Office of Sustainability at WPI.

The implementation of a community garden on campus would require the consideration of a number of factors: location on campus, management by students or faculty, funding, and other considerations. Students will work to determine the feasibility of a garden on campus based on these factors. Work would entail planning the shape and design of the garden, through computer modeling or otherwise. The students would also need to find a source to receive seedlings, tools, and soil from. Lastly, the students would need to determine a department or student organization on campus that would maintain the garden during and outside of the school-year.

The University of Massachusetts Medical School in Worcester has a community garden program that is operated by students on their campus; the goals of the garden are sustainability, wellness, and food availability. The produce from the garden is provided to students as well as the greater Worcester community. The program at UMMS could serve as a basis for one at WPI—some of the people involved in the program at UMMS are listed below.

Potential Useful Contacts:

Paul Mathisen - Associate Professor and Director of Sustainability, WPI - mathisen@wpi.edu

Shavaun Cloran - Registered Dietician, Dining Services, WPI - scloran@wpi.edu

Michelle Smith - New Energy and Sustainability Engineer, UMMS - michelle.smith8@umassmed.edu

Ryan Fredette - PhD Candidate, Student Community Garden Coordinator, UMMS - ryan.fredette@umassmed.edu

Rosie May - PhD Candidate, Student Community Garden Coordinator, UMMS - rose.may@umassmed.edu

Eliza Lawrence - Director of School Gardens at Worcester REC, Worcester, MA - schoolgardens@recworchester.org

Laura Roberts - Director, Worcester Community Project Center, WPI - lroberts@wpi.edu

Project Description for Future Local Food Program at WPI

WPI should increase student access to local food on campus to improve student relations, health, and involvement. The program could take the form of a CSA program, more frequent farmers' markets, meal kits, or having WPI dining services source local produce. WPI has a current CSA program for employees, but is not open to students. It also has a farmers' market that has not been run in the last several semesters due to COVID-19. Paul Mathisen, the Director of Sustainability at WPI, says there is definitely interest for both a CSA or farmers' market, but someone needs to organize it. The former associate director of sustainability had organized these events, however, she has since retired.

Multiple schools in Worcester—Clark University, Assumption University, and College of the Holy Cross—collaborate with the Worcester Regional Food Hub to provide locally sourced food to dining halls. This provides students with access to local food without paying more in addition to their dining plans. Communications with the former colleges could aid in the transition for WPI.

The current CSA at WPI works in collaboration with Stillman farm, who also works with the University of Massachusetts Medical School. Students should collaborate with both programs to understand how the CSA can operate. The Sustainability Office at WPI and Shavaun Cloran—who has coordinated the CSA at WPI—may be of help as well as they could discuss how the CSA has worked in the past and place students in contact with stakeholders. It is important to note that the group will need to evaluate student and faculty interest for a CSA on-campus because the farm will require a certain amount of shares from the school to make it a pick-up location.

Student work would entail creating a list of potential local food programs, evaluating the benefits and disadvantages of each program, and finding farms or organizations to collaborate with. A survey to the WPI community would allow the group to realize the interest in each program and use that to sway their deliverables. For any program, a location on campus would need to be chosen that provides easy access for farmers that need to set up and students and employees who are purchasing things.

As a follow-up to this project, a project should be completed to evaluate the feasibility of allowing WPI students to use their meal plans to participate in local food programs at WPI. This would allow students to access local foods on campus without having to spend additional money out-of-pocket. This is important because cost is a major reason why many students do not buy more expensive, local produce

Potential Useful Contacts:

Paul Mathisen - Associate Professor and Director of Sustainability, WPI - mathisen@wpi.edu

Shavaun Cloran - Registered Dietician, Dining Services, WPI - scloran@wpi.edu

Michelle Smith - New Energy and Sustainability Engineer, UMMS - michelle.smith8@umassmed.edu

Eliza Lawrence - Director of School Gardens at Worcester REC, Worcester, MA - schoolgardens@recworchester.org

Julie Rawson - Co-Owner of Many Hands Organic Farm, Barre, MA - julie@mhof.net

Shon Rainford - Director of the Worcester Regional Food Hub, Worcester, MA - info@worchesterfoodhub.org

Cathy Liebowitz - Director of Sustainability, College of the Holy Cross - cliebowi@holycross.edu

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