

## Summary of 2017 CSA Customer Survey Results

The CSA Customer Survey was sent out to all CSA customers in the 2017 season to capture feedback to inform our future planning process. *In total 102 shareholders responded to the online survey (34% response rate).*

### Who were the respondents?

Returning shareholders - 39%

New shareholders - 61%

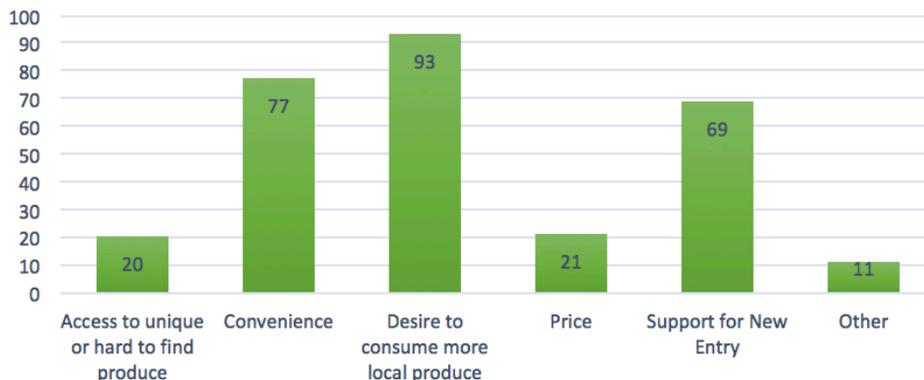
Customers most often heard about the New Entry CSA through their workplace (38%). About 52% of customers heard about the CSA through the web or through word of mouth.

The desire to consume more local produce was the largest motivating factor (93%), followed by convenience (77%), and the desire to support New Entry beginning farmers and low-income Food Access clients (69%). Price and access to unique produce items were not strong factors that motivated people to join the CSA.

### How did customers hear about New Entry CSA?

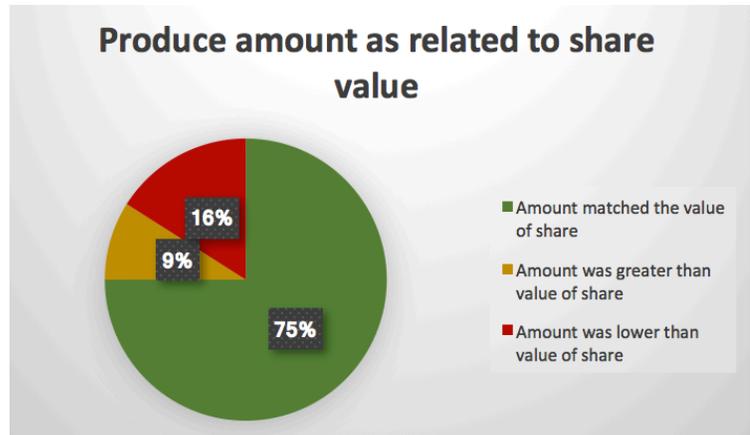


### What motivated customers to join New Entry CSA?



### Value of Share

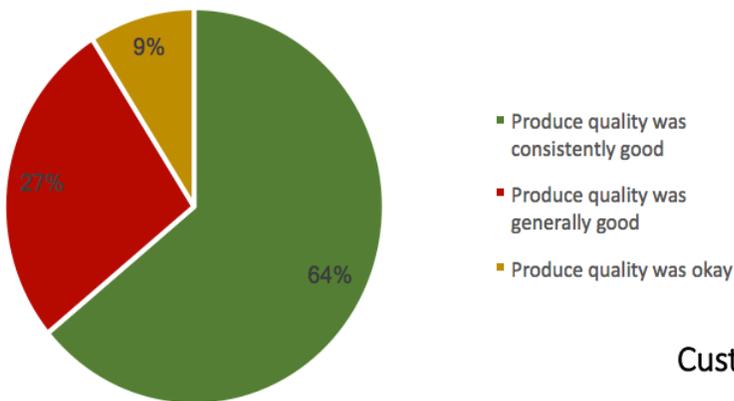
In the 2017 season, we asked customers if they felt that the amount of produce they received matched the value of their share. 75% said that the amount of produce matched their share, while 9% said the amount of produce exceeded the value of the share and 16% said the amount was lower than the value of the share.



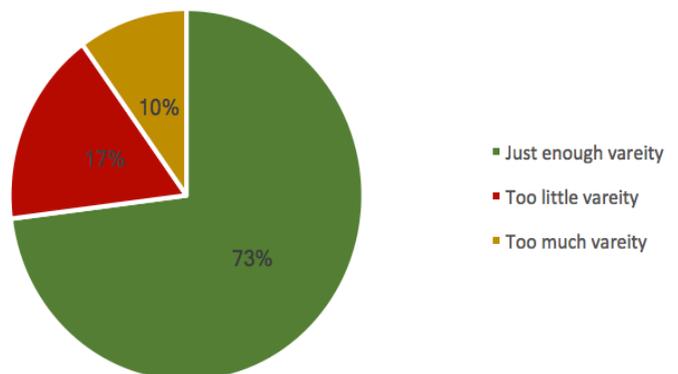
### Quality and Variety of produce

The survey revealed that our customers felt that the produce quality of the New Entry CSA was either consistently good (64%) or generally good (27%). Only 9% of survey respondents cited an okay quality of items respectively on a frequent basis. The chart on the left shows the overwhelming positive response to our produce quality. Customers felt similarly about the variety of items offered, as displayed in the chart on the right. 73% felt that the variety offered was just enough and 27% expressed dissatisfaction with the selection, either too little or too much.

### Customer Feedback on Produce Quality



### Customer Feedback on Produce Variety



### Customer Service

Our customers were satisfied with the customer service offered by staff this season. Notably, only two respondents reported that they were dissatisfied with the customer service of World PEAS staff.

### Distribution sites

In regard to overall customer experience at the distribution sites, 98% responded that it was okay, satisfactory or very satisfactory. There were only two dissatisfied customers.

Customer rating	Number of Respondents	Percentage
Very Satisfied	69	67.6%
Satisfied	25	24.5%
Okay	6	5.88%
Dissatisfied	2	1.96%
Very Satisfied	0	0

### World PEAS resources:

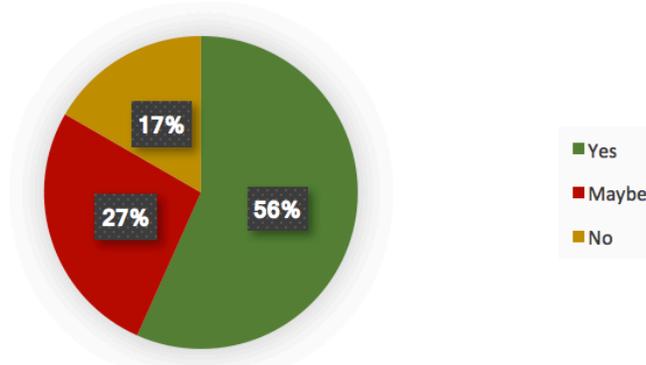
CSA customers had access to many resources controlled by Food Hub staff to enable customers to fully utilize the produce in their box and engage in our wider work at New Entry. Out of these resources the Share Forecast and the Newsletter were utilized and appreciated most, while the New Entry website was the least helpful, with 25.5% never using this resource. Customer comments really praised the produce preview and recipes in the shareholder e-newsletter.

Customer Resource	% Respondents finding resource very satisfactory/satisfactory	% Respondents reporting resource was okay
Share Forecast	87.3%	12.7%
E-Newsletter	88.2%	11.8%
Website	61.8%	12.7%

### Future Participation:

51% of respondents indicated that they are planning to participate in the New Entry CSA next season, while 34% responded “maybe”. Of the 15% of shareholders who are not planning to join again, many individuals (73%) did not share their rationale. Some indicated too much unfamiliar produce (17%), and cost/convenience (10%) as reasons for not joining next year.

### **Do you plan to participate in the New Entry CSA next season?**



### Selected Shareholder Testimonials

*“Supporting immigrant, refugee, and new farmers is now more critical than ever as we face uncertain, challenging times. This is one small but important way that you can literally see- and taste- your impact.”*

*“The produce is high quality and we loved reading the stories and recipes.”*

*“We cannot say enough about how much we love World PEAS! From their mission to employ immigrants and refugees to their high level of communication about upcoming share items and recipe ideas for produce, New Entry is a privilege to partner with and benefit from. Tuesday- CSA pick-up day- was our favorite day of the week! If you’re questioning whether or not to come alongside and join them in their objectives, without hesitation, we would say “DO IT!””*

*“Every week is like opening a gift on your birthday- you never know what you will get, but you know it will be unique and delicious!”*

*“World PEAS is a fabulous program. I was inspired by the recipes to make new things each week, and a small share easily provided enough vegetables for a week or more. I highly recommend an egg share if you like eggs- they are super delicious and a half dozen is perfect for snacks or breakfasts for a week.”*

*“If you have the chance, you should sign up for this great opportunity. You support an excellent cause and it becomes a treat every week when you simply pick up your fresh produce conveniently in your own office all ready to go. My family would text me not to forget after I left it at work one week! Very good bang for your buck for fresh variety in your hand every week.”*

