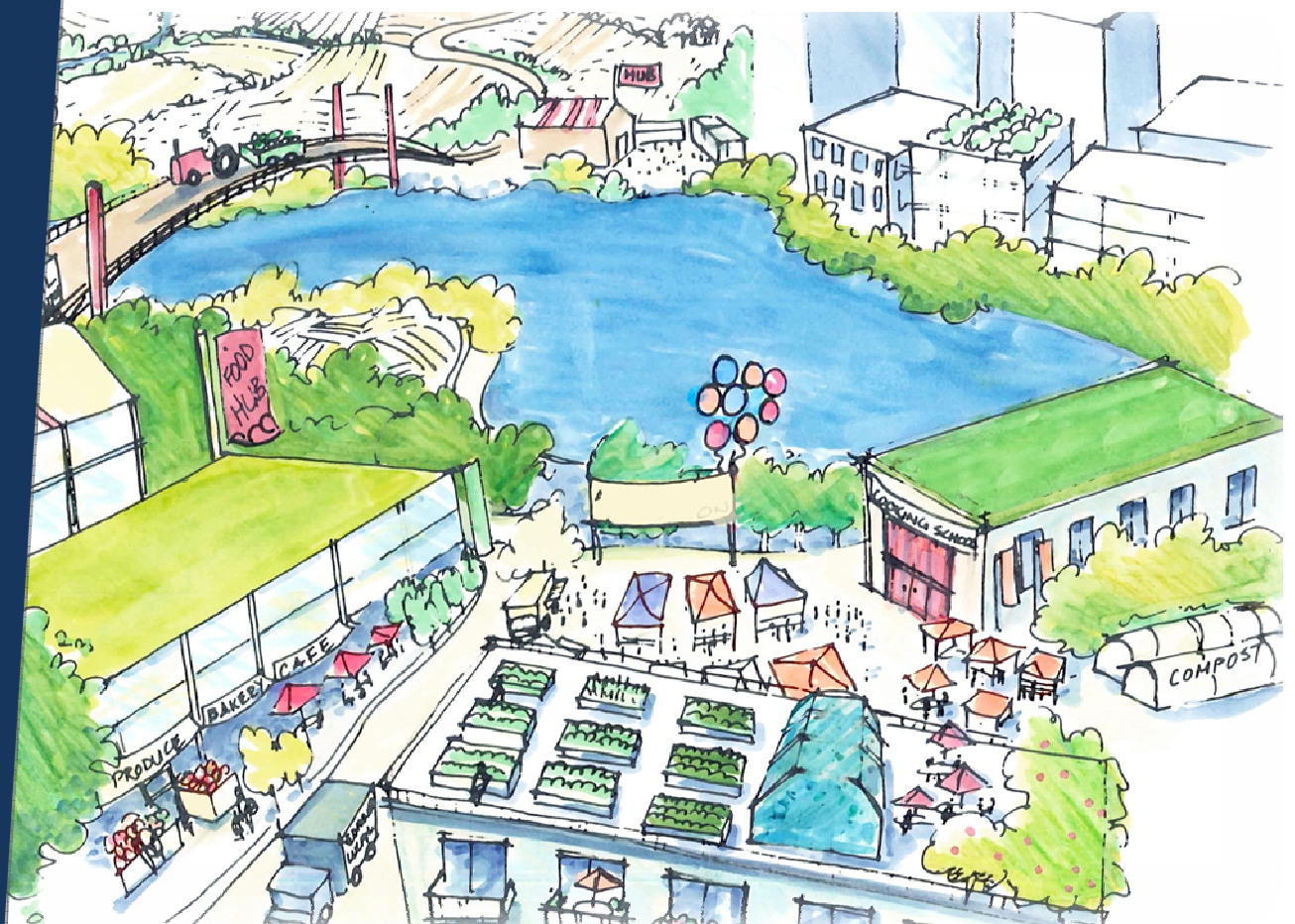


City-Wide Food & Urban Agriculture Strategy

Public Opinion Survey Report

September 26, 2012





UNIVERSITY OF
ALBERTA

This report was prepared for the City of Edmonton by:

Evaluation & Research Services
Faculty of Extension

Table of Contents

Executive Summary.....	1
Background	2
Method	2
Limitations	2
Results.....	4
Respondent profile	4
Making choices about food.....	7
Growing and producing food	12
Purchasing food	17
Land-use summary.....	20
Appendix	22
Detailed postal code distribution.....	22
Edmonton Capital Region vs. Survey demographics.....	23
Other specified coding	24
FOOD AND AGRICULTURE PUBLIC OPINION SURVEY	27

Executive Summary

Survey respondents rated, in descending order of importance, freshness and quality, nutritional value, local sourcing, seasonality, and price as the most crucial factors when deciding what food to buy. These values were reflected in open-ended responses by the 81% of participants who indicated that their purchasing decisions were affected by seasonality, when they were asked to indicate how exactly seasonality influenced their buying habits. Notably, however, many of these respondents did not specify precisely why buying local or in-season was important to them. Food quality was also a participants' primary consideration when dining out, while local ownership of the establishment, quality of service, nutrition, and price were also cited as critical decision factors. In addition, respondents indicated that more than half of their grocery shopping was done at chain grocery stores, other popular sources where independent grocers and farmers' markets.

With over 50% of respondents rating all ten resources listed in page 12 as important, teaching gardens, community gardens, and public spaces for meals and celebrations were deemed the most critical resources to which residents should have access. Accordingly, participants indicated they were most likely to use these three resources, along with private gardening spaces and community orchards, if they were available to them. Community gardens, private gardens, and teaching gardens were also rated as the most important resources to encourage residents to grow and produce their own food. In addition, when given the opportunity to provide additional comments about growing and producing in the city, the most frequently cited theme was the need to preserve urban agricultural land. Concomitantly, while only a third of respondents indicated they were likely to use land to grow food for sale, nearly three quarters stated that the ability of land for this purpose was critical.

While nearly all respondents indicated they have adequate access to restaurants, pubs, cafeterias, grocery stores and convenience stores, less than one third stated they have sufficient access to food buses, food cooperatives, or a CSA or food box. In order to encourage additional food providers, participants felt the City of Edmonton should provide financial incentives for local producers, reduce bureaucratic roadblocks for food trucks and outdoor patios, and alter zoning by-laws to discourage the proliferation of chain stores and restaurants. Finally, proximity to healthy food, the improvement of public health through changes in diet, and commercial/industrial organic waste recycling were deemed the most important other food-related issues by survey respondents.

Background

There are few issues more important to people than food. A resilient local food and agriculture system can contribute to the local economy and to the overall cultural, financial, social, and environmental sustainability of Edmonton and the Capital Region. Edmonton is already home to a strong and active food and agriculture community and we are well-positioned to become a leader in urban food and agriculture strategies. The City of Edmonton strategic plans (The Ways) set the stage for the exciting work happening to develop a food and agriculture strategy. Therefore, consultation with citizens is a critical piece of the process to develop the City-wide Food and Agriculture Strategy. This survey is one of the tools being used to gather input from citizens who live, work or buy/consume food in Edmonton.

Method

Evaluation & Research Services collaborated with the City of Edmonton by providing evaluation support for the design, administration, and analysis of this Public Opinion Survey about food and agriculture in Edmonton. Residents of the Edmonton Capital Region (ECR) were invited to complete an anonymous online survey or request a paper-based survey via mail. When it went live, the survey was announced in the following manner: to the City of Edmonton's fifteen-member project advisory committee, who disseminated the link to their respective groups and networks; by an email announcement to the City's database of contacts, comprised of 1191 email addresses from people who expressed an interest in being kept up to date on the project; and through advertisements run in major news publications in Edmonton (Edmonton Journal, Edmonton Sun, Examiner, VUE Weekly, and Metro) from June 13-17. Respondents were allowed to withdraw at any time with no adverse consequences, but to encourage participation, individuals were invited to take part in a draw for an iPod Touch. The survey was available on the City of Edmonton website from June 4, 2012 to June 23, 2012, and a total of 2,276 ECR residents (age 18 and older) completed the survey.

Limitations

Because of the self-selection bias associated with online surveys, it cannot be guaranteed that a representative sample of the ECR population had the opportunity to respond; some individuals are less likely than others to complete an online survey (e.g., low literacy, low income residents). Certain neighborhoods in the city were slightly overrepresented (Bonnie Doon, University/ Strathcona, Southgate, and Downtown) while others lacked representation (Northwest Industrial, Southeast industrial); full details are shown in the appendix. Multiple completes by the same individual may also

be a concern in online survey research, but an analysis of IP addresses showed that most respondents had a unique IP address, and those who shared the same IP were validated to confirm that the IPs came from an office or a community centre.

The sample size in this study surpasses the industry standard of 400, with more than 2,000 ECR respondents completing the survey. Because of the large amount of participants, it would be safe to assume that most groups of interest are represented in the survey, albeit some may be under or over represented. Further comparisons between the survey respondents and the ECR demographics can be found in the appendix.

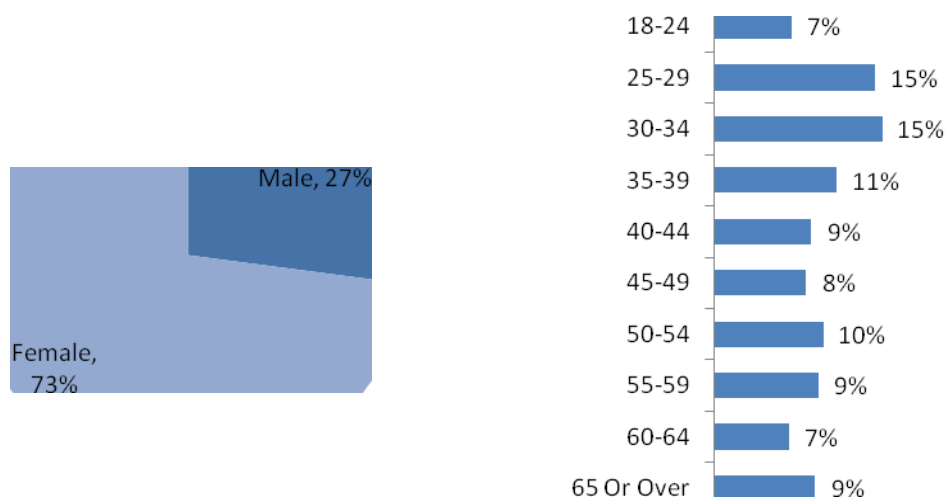
The survey completion rate was several times higher than the standard, with three quarters of the participants completing the survey once they started it.

Results

Respondent profile

The following demographic data provides an aggregate representation of the individuals who elected to participate in the survey. While a large majority of survey respondents (73%) were female, there was a relatively even distribution of respondents in terms of their age (see Figure 1).

Figure 1: Gender (n=2263) and age (n=2274) of survey respondents



While most areas in Edmonton are represented in the survey, some neighbourhoods showed stronger participation. About a third of respondents live within the city central area. A detailed table with all postal code areas can be found in the appendix.

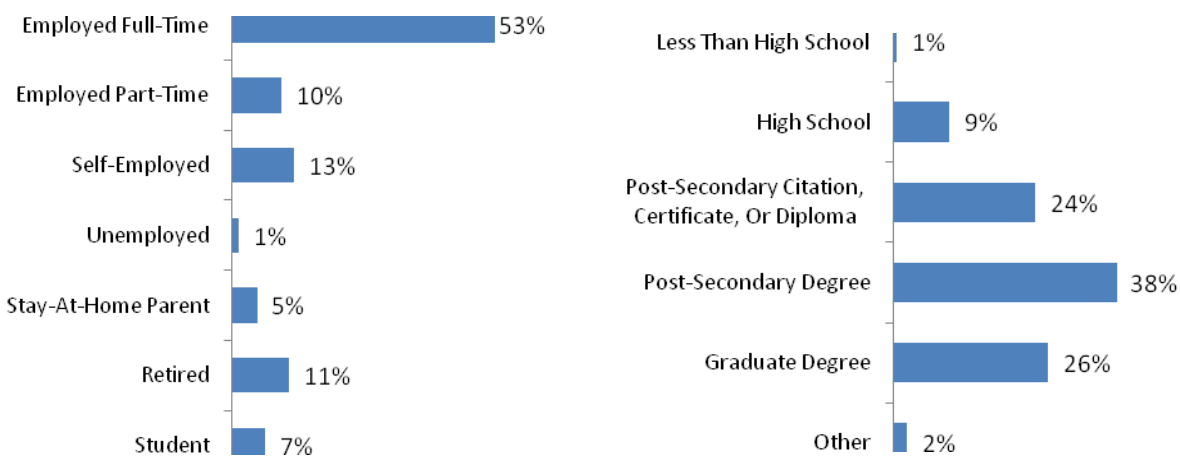
Figure 2: Top 10 postal code areas (n=2276)

Postal code area	% of the sample
Edmonton - South Bonnie Doon / East University	11%
Edmonton - Central Bonnie Doon	8%
Edmonton - South Downtown / South Downtown Fringe	6%
Edmonton - Southgate / North Riverbend	5%
Edmonton - Kaskitayo	5%
Edmonton - North and East Downtown Fringe	5%
Edmonton - West University /Strathcona Place	4%
Edmonton - Glenora / Southwest downtown Fringe	4%

Edmonton - South Westmount /Groat Estate / East- Northwest Industrial	4%
Edmonton - Central Jasper Place /Buena Vista	3%

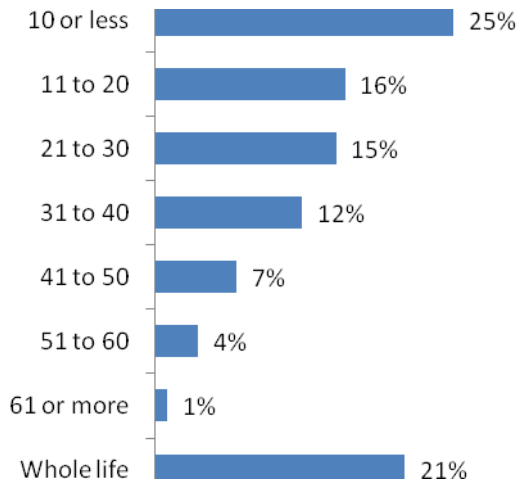
The reported median number of individuals per household was 2.8, and more than two thirds (68%) of respondents stated that there were no individuals under the age of 18 in their household. More than half of participants (53%) were employed full time, and 64% of respondents held a post-secondary or graduate degree. The reported household income was evenly distributed, peaking in the \$45,000 to \$70,000 range.

Figure 3: Employment status (n=2205) and education (n=2251)



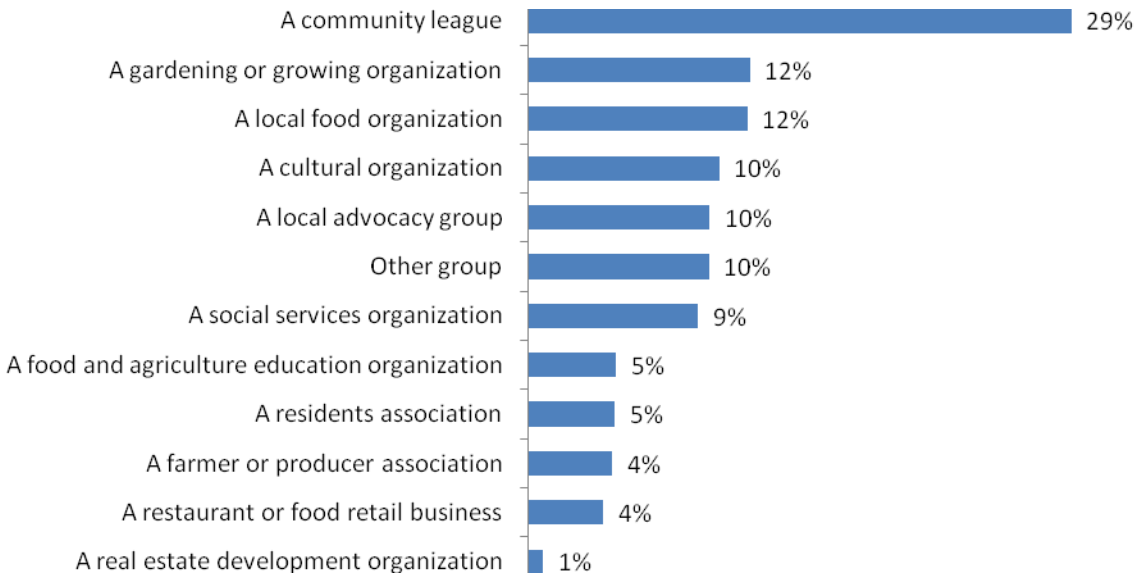
The vast majority of survey participants (87%) were born in Canada. Those who were foreign-born came mostly from the United States, the United Kingdom, or elsewhere in Europe, and they had lived in Canada an average of 30 years. Twenty-one percent of participants stated they had lived in Edmonton their whole lives, and most of those who did not had moved to the city between 11 and 40 years ago. Detailed results are shown in Figure 4.

Figure 4: Years living in Edmonton (n=2276)



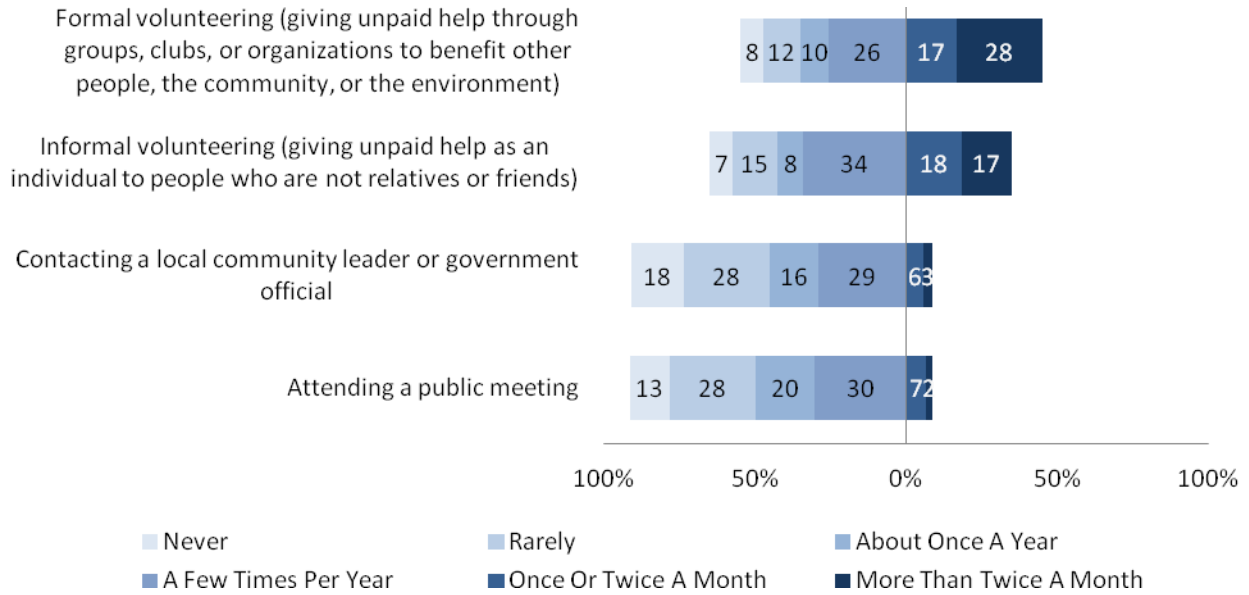
While 29% of respondents belonged to a community league, only about one in every ten or fewer participants was affiliated with any other particular group.

Figure 5: Group affiliation (n=2235)



Almost half of participants did formal volunteering, and about one third did some kind of informal volunteering at least once a month. While more than half of respondents had contacted their local community leader or government official or had attended a public meeting, they did so a few times per year at most.

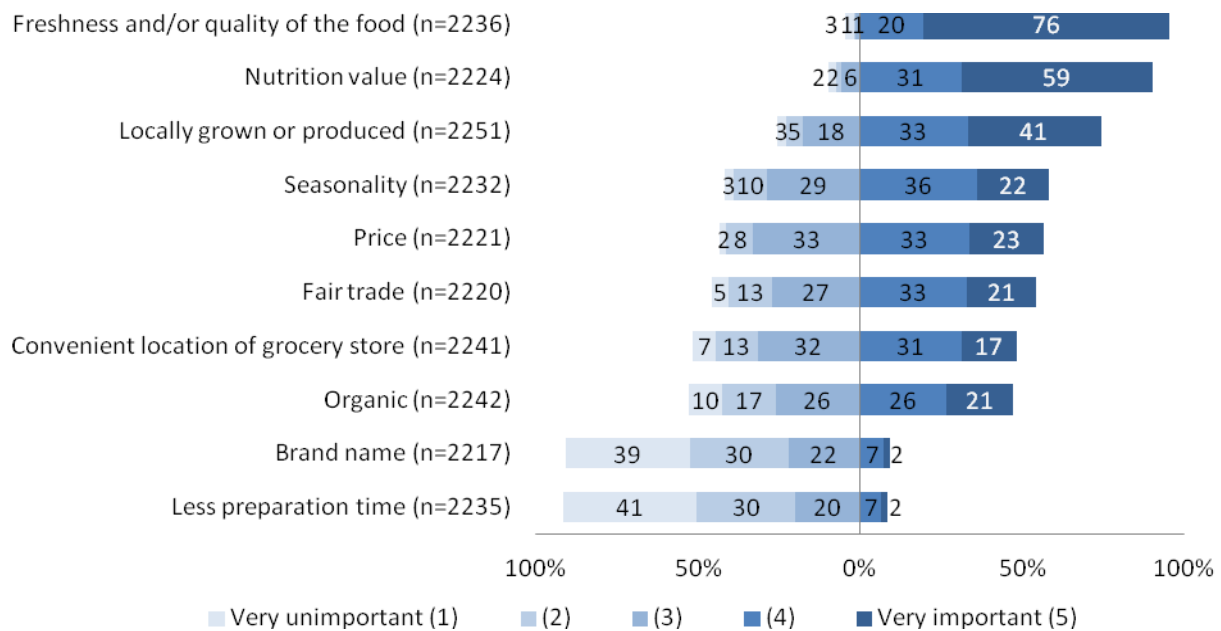
Figure 6: Participation in activities (n=2194-2209)



Making choices about food

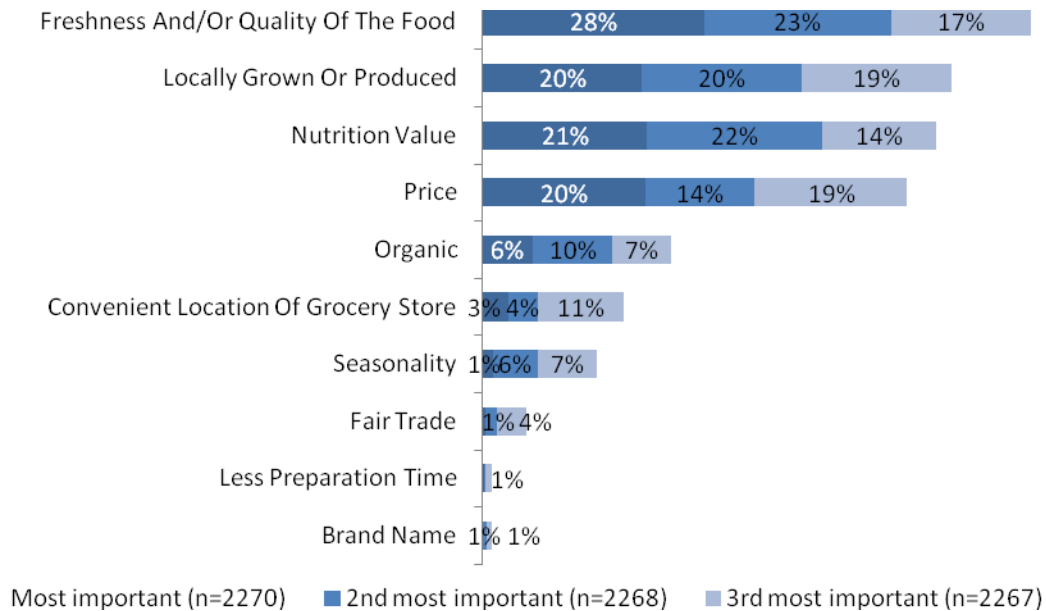
When making decisions about what food to buy, survey participants rated freshness and quality, nutritional value, and locally grown or produced as the most important factors. Brand name and the amount of preparation time were not considered important at all.

Figure 7: Important factors influencing buying decision



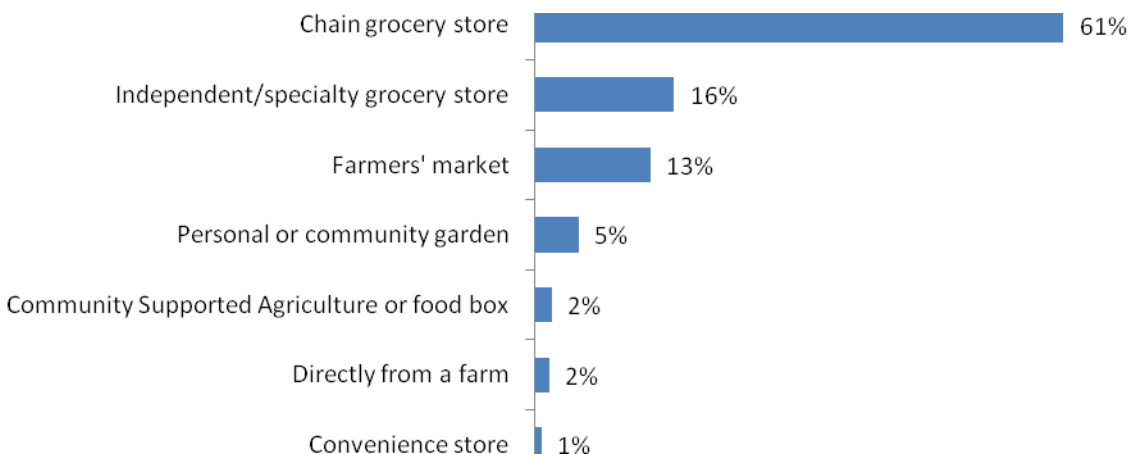
Respondents selected the same three determinants when asked to rank the most important factors influencing their decision to buy. Price was ranked fourth, and preparation time and brand ranked the lowest.

Figure 8: Three most important factors influencing buying decision



Individuals did more than half (61%) of their grocery shopping at a chain grocery store. Other popular sources were independent or specialty grocery stores (16%) and farmers' markets (13%).

Figure 9: Sources for food purchasing (n=2276)



Eighty-one percent of respondents indicated that their purchasing decisions were influenced by seasonality. Participants were asked to explain in their own words how seasonality influenced them.

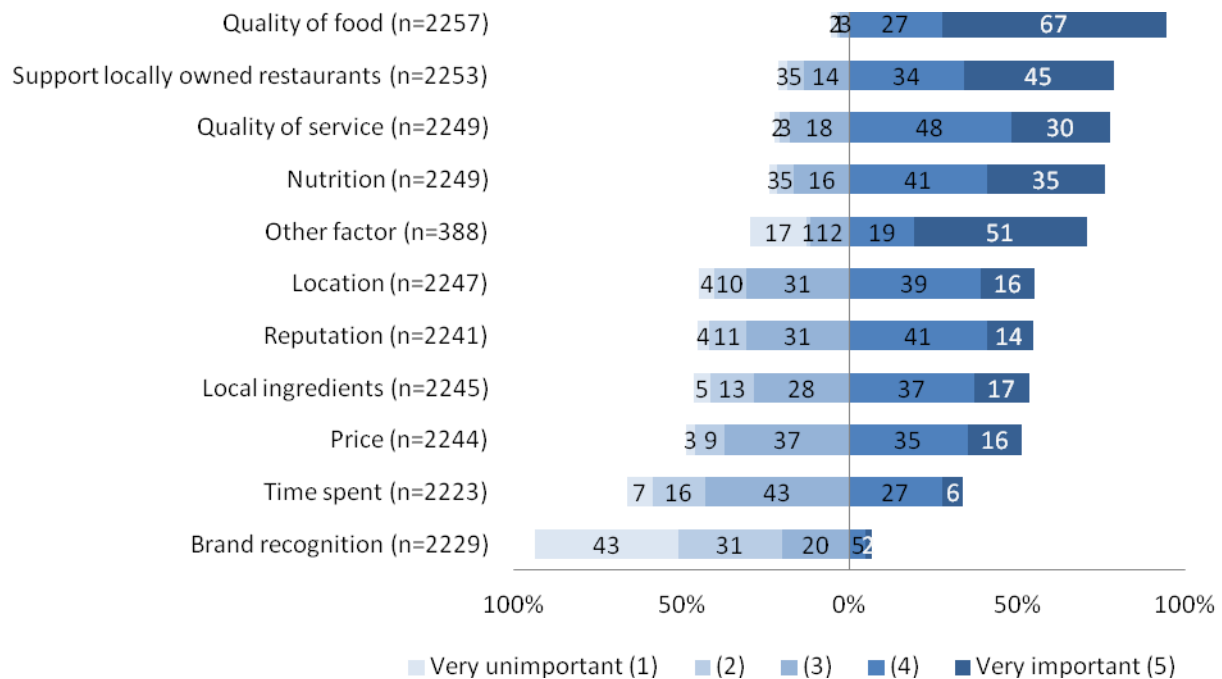
The most prominent theme to emerge was the reduced quality of out-of-season produce—particularly enjoyment factors such as freshness and taste, but also nutritional value. The lower cost of in-season produce was also of interest to many, which was generally correlated with increased availability. Interestingly, only a small number of respondents stated that supporting local producers was a factor in their purchasing decisions. Though it is reasonable to assume this feature, as well as environmental sustainability, is implicit in the “buy local” mentality indicated in a number of other, more general responses (“Prefer Locally Grown – Reason Ambiguous/Unspecified”), we do see an interesting trend of specificity; a great many respondents who aspire to buy local did not, or could not, articulate their impetus for doing so, and only a small minority demonstrated an explicit awareness of ethical concerns such as one’s carbon footprint and the local economy. Complete results can be found in Table 1 below.

Table 1: Impact of seasonality on food purchase (n=1992)

Category of Comment	# of Responses	Exemplary Comments
Freshness/Taste	602	<ul style="list-style-type: none"> I like to buy fruit and veggies when they are in season; they taste better than when they are forced to grow out-of-season in a greenhouse or shipped long distances. In the summer and the fall I will intentionally buy the fresher, more available produce (certain fruits in the summer, e.g. watermelon, and again in the fall, e.g. squash, gourds etc). In the winter I do tend to resort to more canned options (relying more heavily on canned tomatoes instead of fresh).
Prefer Locally Grown – Reason Ambiguous/ Unspecified	479	<ul style="list-style-type: none"> I try to ensure that the food I am purchasing is local whenever possible - however there are times when I cave and purchase things that have flown a far distance to come here because in winter I sometimes miss other types of produce. I usually try to buy produce that is produced locally or at least in Canada whenever possible; I check where it is grown before I decide whether to purchase or not.
Price	385	<ul style="list-style-type: none"> Seasonality affects my purchasing decision through price and quality of food. Food during the off season is often more expensive and not as good of quality.
Tend to Purchase In-Season – Reason Ambiguous/ Unspecified	317	<ul style="list-style-type: none"> More likely to purchase fruits and vegetables that are in season. Try to incorporate seasonal fruits and vegetables as much as possible.
Health/Nutrition	152	<ul style="list-style-type: none"> I will not purchase something out of season, as it means the food has to travel longer therefore has less nutritional value. I'm very concerned about the lack of nutritional value in food that has to travel through the industrial food chain, whether it's picked under-ripe for transport and storage purposes or over-processing.
Availability Affected	149	<ul style="list-style-type: none"> Different foods are available at farmers' markets at different times of year. As I shop mainly at the farmers' market, seasonality largely affects my purchases and what I eat on a regular basis. Incorporating seasonality into your cooking is a great way to try new things and be more creative with meals!
Environmental Impact	122	<ul style="list-style-type: none"> I want to buy foods that are in season in Alberta. I hate that oranges (e.g) imported from across the globe leave such a huge environmental footprint and that this contributes to environmental degradation. I try to pay attention to what produce is in season because I know that it is more sustainable to stick to what we are able to grow locally.
Support Local Producers	73	<ul style="list-style-type: none"> I try to purchase food mainly from local farmers, so what is in season ends of being the majority of what I purchase. I feel it is extremely important to support the local food system.
Other	56	<ul style="list-style-type: none"> I eat more from my garden in the summer and fall months. C'mon, if its not in season it is not available. What are you really trying to ask?

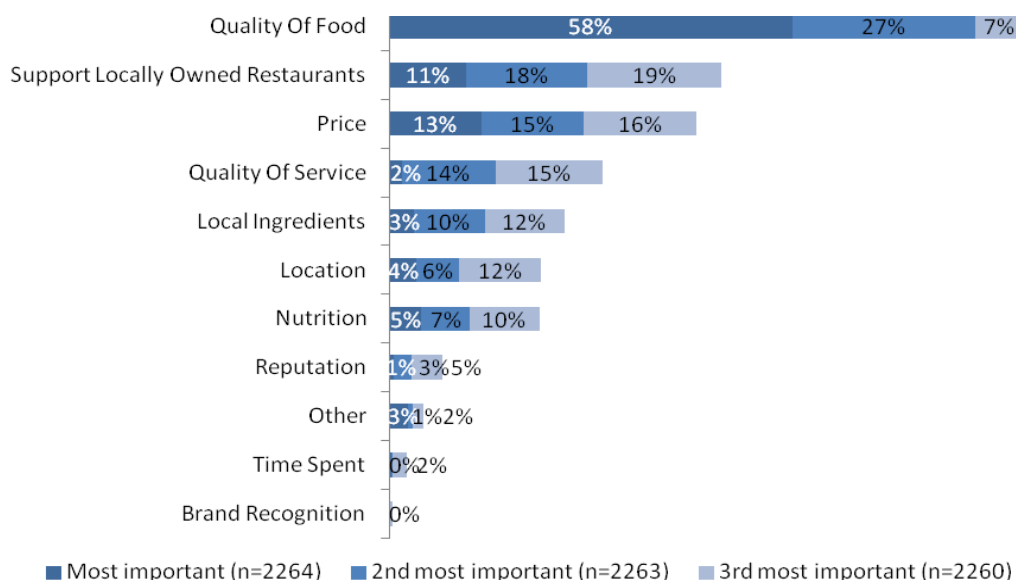
Food quality was not only the most important factor influencing respondents' decisions to buy food, it was also their main consideration when deciding when to eat out. Other important factors were their preference for locally owned restaurants, the quality of the service, and nutrition.

Figure 10: Important factors influencing eating out decision



Once more, individuals considered the quality of food to be a critical decision factor when eating out, and although the price was not considered as important as other factors in the previous question, it ranked third when compared directly to other influences.

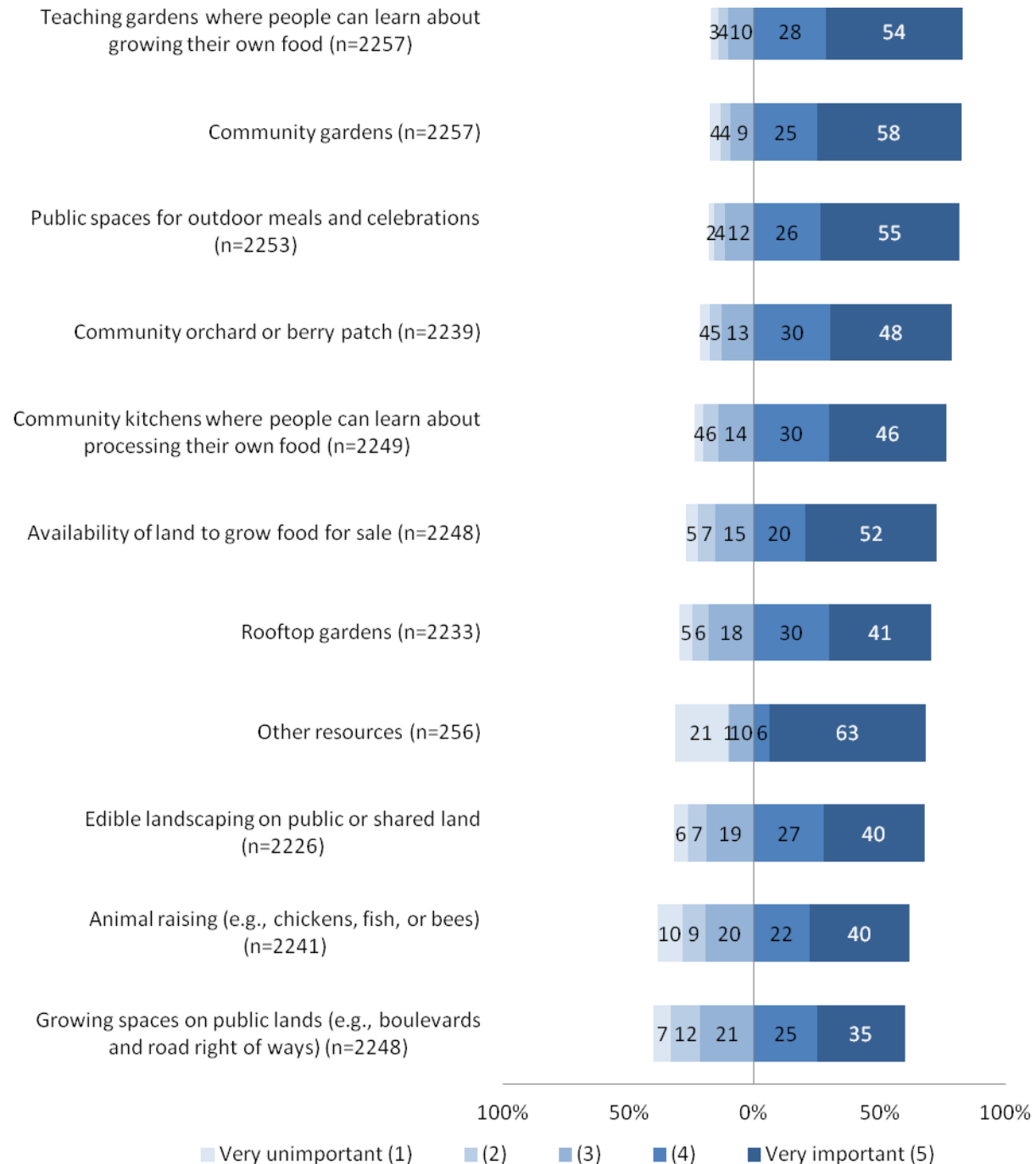
Figure 11: Three most important factors influencing eating out decision



Growing and producing food

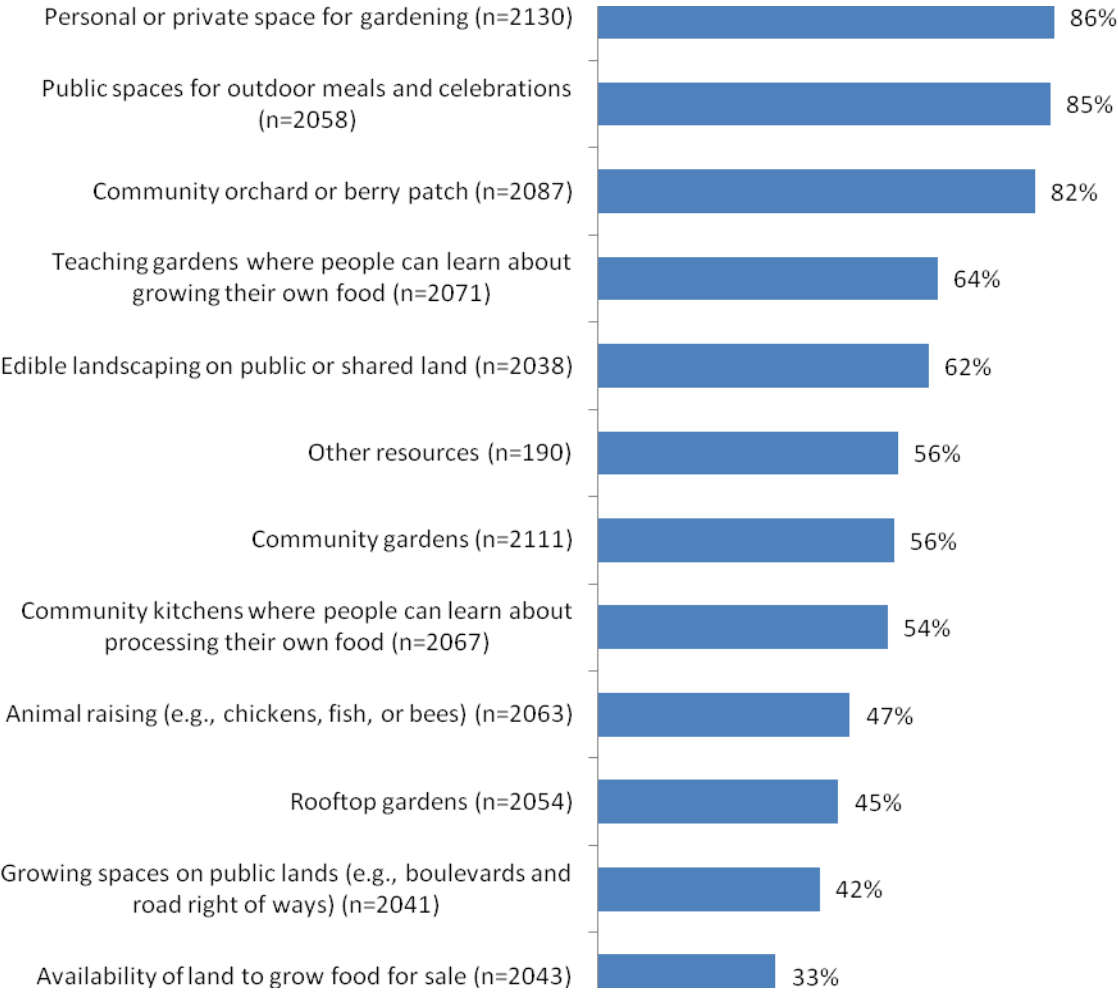
Most participants rated all of the resources listed as important. Among the top rated resources were community gardens, public spaces for outdoor meals and celebrations, and teaching gardens where people can learn about growing their own food. Rooftop gardens, edible landscaping on public or shared land, animal raising, and growing spaces on public lands were not deemed as important as the other sources, though more than half of respondents rated them as somewhat or very important.

Figure 12: Importance for Edmonton residents to have access to resources



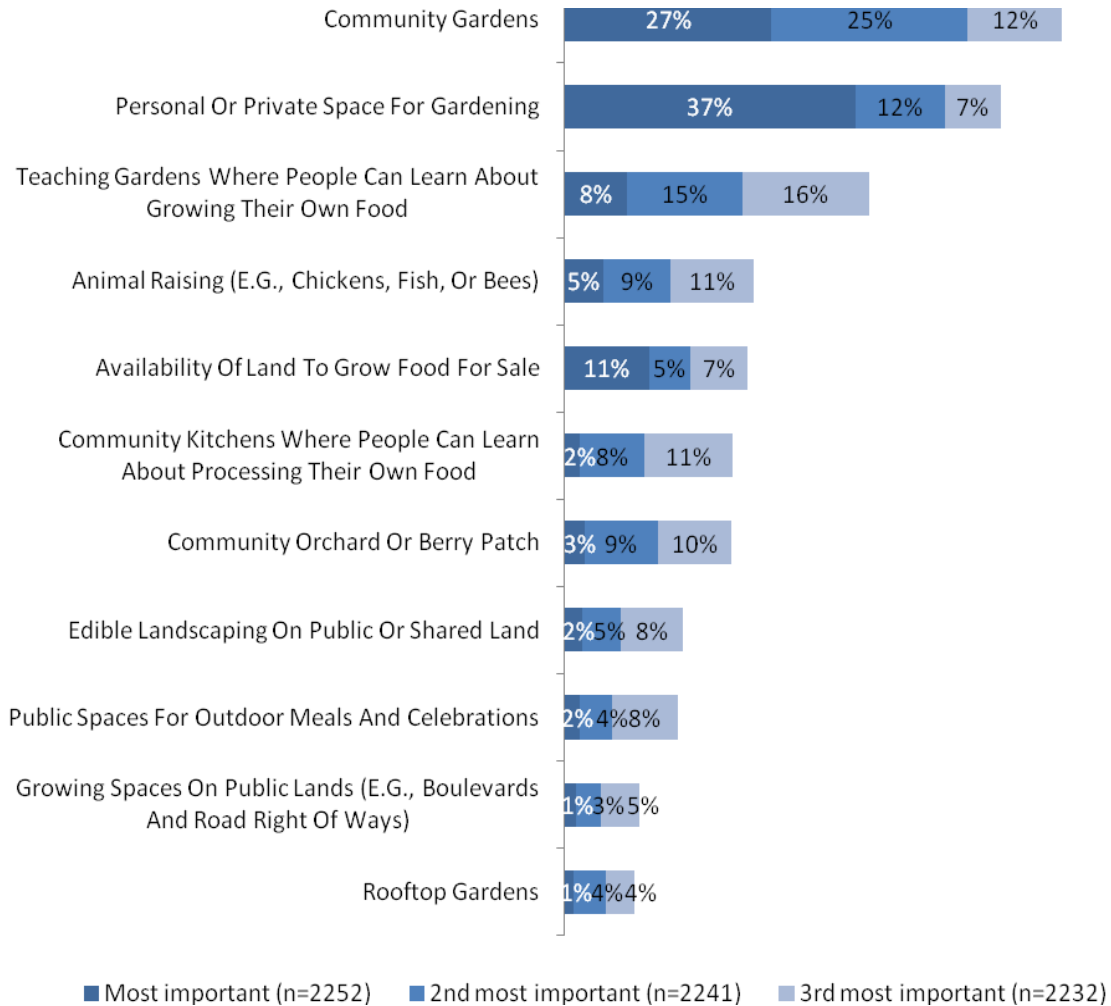
Personal or private space for gardening, public spaces for outdoor meals and celebrations, and community orchards or berry patches were the resources most individuals would likely use if available to them. Only a third of respondents would use land to grow food for sale if available.

Figure 13: Likelihood to access resources



The most important resources that would encourage growing and producing food in residential areas were community gardens, personal or private space for gardening, and teaching gardens where people could learn about growing their own food. According to participants, growing spaces on public lands and rooftop gardens would be less enticing for them to grow and produce food.

Figure 14: Importance of resources that would encourage growing and producing food



Survey respondents were next given the opportunity to provide any additional comments about growing and producing within city limits. Once again, a number of clear themes emerged, the most emphatically expressed being to preserve arable land, particularly in the Northeast corner of the city. Furthermore, respondents overwhelmingly favoured permitting animal husbandry in city limits (there were 218 comments for, while only 38 of the 85 oppositional comments were related to animal raising). Additionally, there was much support for community gardens and edible landscaping, though concerns were raised about engine pollutants contaminating produce on boulevards. The most commonly cited benefits of local food production were forging a sense of community, improving public health, and teaching younger generations where their food comes from and how to sustain themselves. See Table 2 for a complete thematic breakdown.

Table 2: Comments about growing and producing food within Edmonton city limits (n=1388)

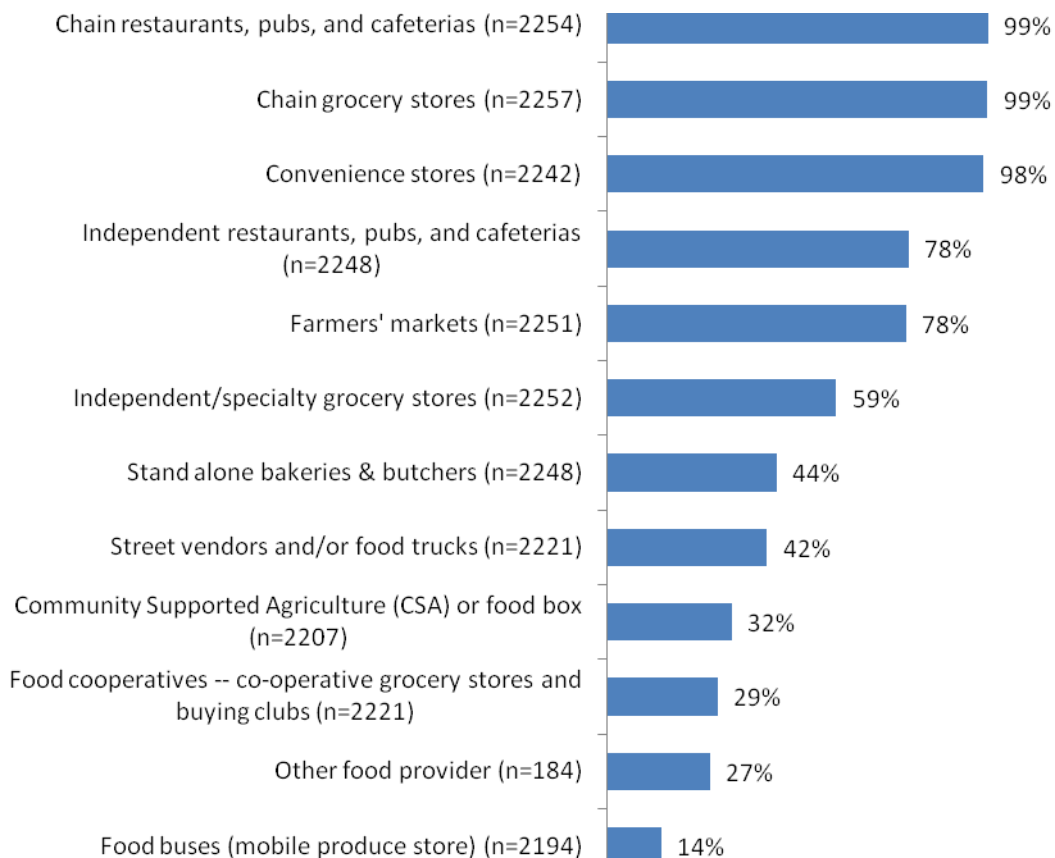
Category of Comment	# of Responses	Exemplary Comments
Preserve Municipal Agricultural Land	349	<ul style="list-style-type: none"> We have a real eco climate in North East Edmonton where most of the market gardens and garden for Alberta Hospital are located. This climate cannot be replicated elsewhere in the vicinity of Edmonton and it is important the land is used to produce more food, not less. I believe we must maintain the fertile land we have within the city limits. Local food production is most essential to feeding our population.
General Support, Suggestions	296	<ul style="list-style-type: none"> I would love to see many more edible fruit bearing trees and bushes in public spaces, boulevards, yards, orchards! There are lots of parks in the city that are not being used by anyone - convert them into community gardens or berry patches/orchards. Example of a park like this Conway Farrell on 114 Avenue.
Support Animal Husbandry	218	<ul style="list-style-type: none"> I think urban chickens for personal/household egg production in Edmonton is a great idea, as long as it is properly regulated and enforced (e.g., no roosters, limiting the number of birds per household, specifications for minimum coop size and conditions, available educational resources, etc.) I support people being allowed to keep bees and to raise chickens.
Community/Edible Gardens	132	<ul style="list-style-type: none"> It'd be interesting with future residential buildings to have...rooftop gardening enough for all residents (likely 3 dimensions would have to be utilized) in a greenhouse setting so winter is also doable? I think the idea of a shared orchard/tree where people can pick berries, apples, etc. is a great idea! Those along with community gardens would especially be useful for people who live in apartments.
Education	129	<ul style="list-style-type: none"> Education and encouragement are key; also should encourage family involvement so another generation can learn from the older generation. Young people would greatly benefit by learning to grow and cook their own food. Learning how to process and store food safely is a valuable skill that will undoubtedly come in handy in the future with the rising cost of food and transportation of food items.
Sustainability, Food Security	115	<ul style="list-style-type: none"> I trust that the City of Edmonton will recognize what a hugely important topic this is for future sustainability of food production in an urban setting. I think the topics of food safety and food security are extremely important. With diminishing resources we should be using the land we have wisely.
Caution/Opposition	85	<ul style="list-style-type: none"> Using public boulevards is crazy - way too much toxicity from cars and soiled dirt. Animals raised for food production should be forbidden within the city limits. Personally, I would prefer intense growing and producing occur outside of Edmonton city limits.

		Growing and producing inside limits would contribute to urban sprawl and cause allergy issues.
Community-Building	58	<ul style="list-style-type: none"> • There needs to be more publicity about the usefulness of using public spaces for gardens. In the world wars, this was done, they were called Victory Gardens, as my mother told me, and they certainly helped build a sense of community and social responsibility. • When people work together on one goal that requires and enable us to work together we become a stronger community.
Public Health	56	<ul style="list-style-type: none"> • Health of our population is closely related to food and nutrition. Our obesity rates and resulting medical problems are tied to the lack of knowledge and access to healthy food. It is cheaper and easier to access fast food. The solution to this dilemma will be a societal one just like cigarette smoking. • The more the city could do to encourage people to have their own garden the better. With the rise of so many diseases and the decreased quality of our food (ie GMOs), it would save the provincial government millions of dollars in health care, if they would only open their eyes to this.
Leadership, Education by City of Edmonton	47	<ul style="list-style-type: none"> • Would be good to have information on gardening on the city of Edmonton website for those interested in gardening on their own properties. • It's important to encourage people to have their personal gardens through a community awareness program. • I think the City needs to show leadership in taking responsibility for models of local food production.
Incentives for Local Food Production	28	<ul style="list-style-type: none"> • What about a cooperative effort with greenhouses and plant sellers to have a discount or rebate on food-producing plants? Even a small subsidy or even a 'recommended by the City' type tag might help sway people to 'grow local' themselves. • I believe that sponsored resources which could help families transform resource consuming lawn spaces into garden boxes would be heavily utilized and be a huge boon for food security within the city.
Other	96	<ul style="list-style-type: none"> • The issue is not growing within the city limits. The art of back yard gardening is long gone. Younger generation has no interest in getting their hand dirty unless they are digging up their cell phone or laptop that have been buried in the back yard. • It is currently very hard to do when new lots for new houses are very very small. I would grow a garden if my backyard was bigger than my deck. • I'm so glad you are doing this survey! Thank-you.

Purchasing food

While most respondents stated that there was adequate access to restaurants, pubs, cafeterias, and grocery stores, only a few declared to have adequate access to a CSA or food box, food cooperatives, or food buses. Access to stand-alone bakeries and butchers and to street vendors or food trucks was deemed somewhat limited as well.

Figure 15: Adequate access to food providers



Participants who stated they have inadequate access to any of the above providers were asked to describe some specific ways in which Edmonton could encourage additional food providers. The most frequently offered solution was for the City to provide financial incentives such as tax breaks and subsidized services for local growers and distributors. Many respondents also wished to see the City promoting local providers through various programs and educational initiatives, often looking to cities like Vancouver for ideas; the word “encourage” surfaced innumerable times in this category. In addition to animal husbandry, many other comments pertained to by-law and zoning changes; they called for less “red tape” for food trucks and outdoor patios, the abolishment of restrictive covenants on former chain-store locations, greater restrictions to discourage big-box retailers, and more market-friendly zoning.

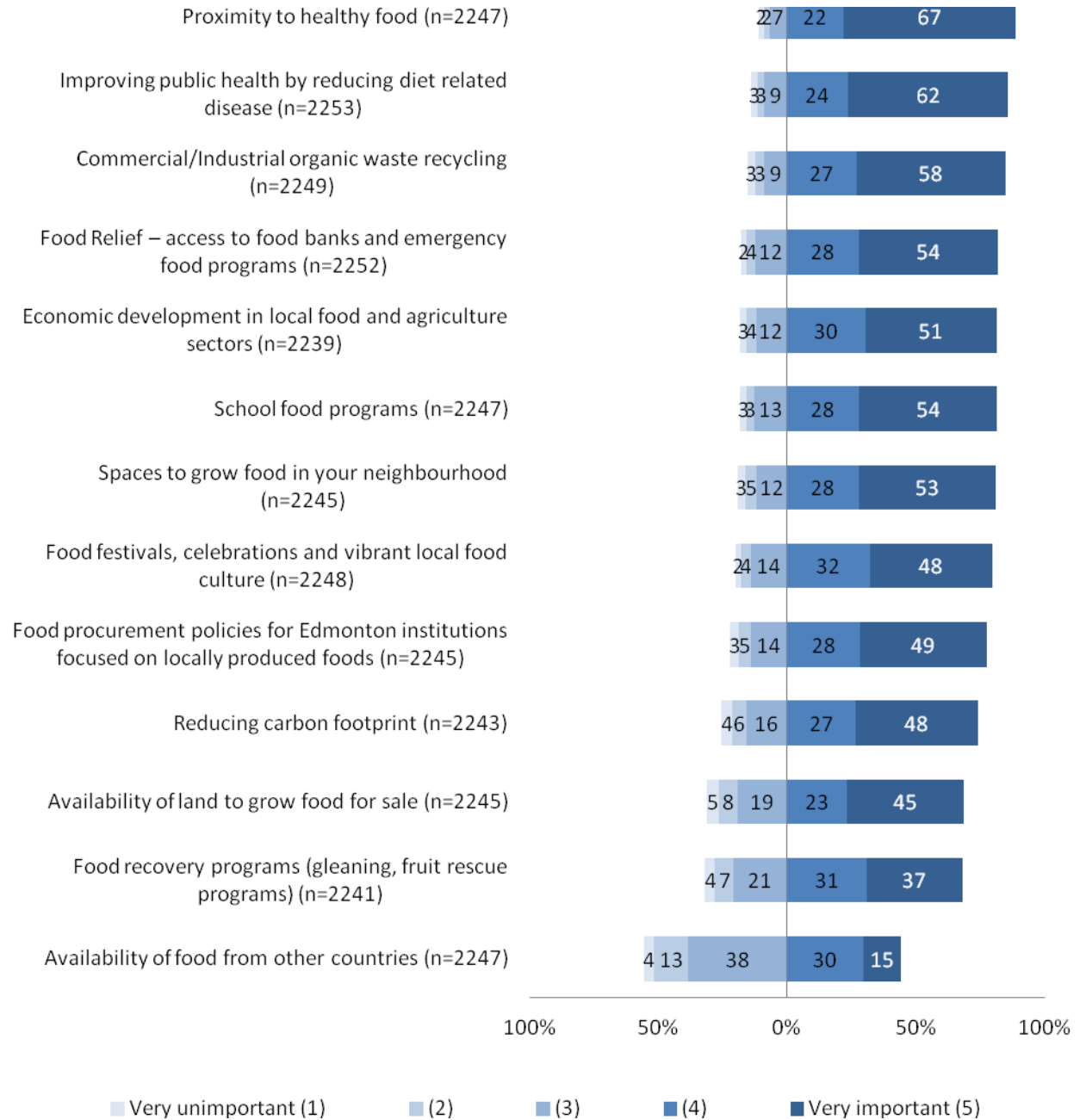
Respondents also wanted to see more numerous and more widely distributed farmers' markets, operating more times per week and even in the winter. Full results are shown in Table 3.

Table 3: Specific ways in which Edmonton could encourage additional food providers (n=1209)

Category of Comment	# of Responses	Exemplary Comments
Financial Incentives for Local/Independent Providers	350	<ul style="list-style-type: none"> Land is so expensive that small market gardeners or farmers don't have a chance to start up or expand their business. Maybe something more could be done to help them via grants or low-cost loans. Small business grants and free hygiene training for independent food trades & caterers to attract a more varied food-scape.
Campaigns, Initiatives by City of Edmonton	337	<ul style="list-style-type: none"> Supportive urban planning initiatives that show initiative by the City to encourage personal self sufficiency. Ongoing awareness and education campaigns. By providing a toolkit for how to do it themselves. The city of Vancouver, Toronto, among others have designated toolkits of how to mobilize communities from within. Give people the steps.
More Favourable Regulations, Zoning	310	<ul style="list-style-type: none"> Make it easier for restaurants to utilize sidewalk/patio space. Stop allowing chain restaurants to set up shop right next to great local eateries (ie. Pita Pit and Papa Johns Pizza sandwiching MRKT Cafeteria on Jasper Ave). Edmonton needs to make high traffic areas more affordable and viable for local food providers. Do not allow chain stores to have restrictive covenants when they are sold preventing independent food vendors from buying or leasing the space.
Make Markets More Accessible	178	<ul style="list-style-type: none"> Help facilitate a 6 days/week farmers market. Better planning of residential areas to ensure that local and independent food providers can be established within walking distance of residential neighbourhoods. Have more streets converted to pedestrian only... 104th street on Saturday is a beautiful thing!
Encourage/Allow Food Trucks, Street Vendors	166	<ul style="list-style-type: none"> Better and more consistent regulations on food trucks. Make licenses for street vendors easier.
Protect Urban Agricultural Land	92	<ul style="list-style-type: none"> Put a stop to city sprawl eating up our best land. To permanently prohibit destruction of the incredible resource of rich fertile soil we have in NE Edmonton and retain it for food production in perpetuity.
Allow Animal Husbandry	48	<ul style="list-style-type: none"> Pass by-laws to allow individuals to raise chickens in Edmonton. I would love to see farming (bees, chickens, sheep, plants, orchards, aquaponics for fish and greenhouse vegetables) inside the city.
Other	191	<ul style="list-style-type: none"> They have to be able to provide a reasonably priced product that can complete with the big food chains. Food cooperatives. LOVE all the awesome farmers markets we are getting.

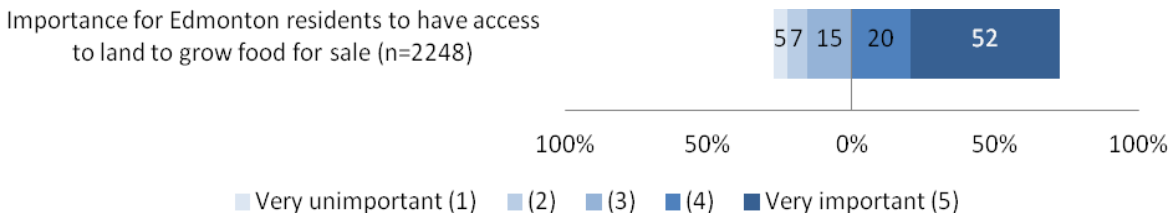
While most respondents considered food-related programs, availability of land to grow food, food-related celebrations, and food policies quite important, the availability of food from other countries was considered less critical.

Figure 16: Importance of other food-related issues

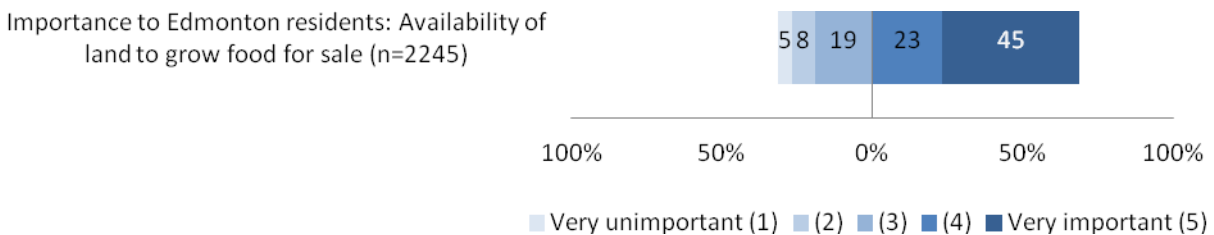


Land-use summary

While only a third of respondents indicated they were likely to use land to grow food for sale, more than half of respondents (52%) considered it very important for Edmonton residents to have access to this type of land. Altogether, more than two thirds (72%) of survey participants considered the availability of land to grow food for sale a critical resource and a mere 12% indicated this resource was either unimportant or very unimportant.



While only 23% of respondents indicated that the availability of land reserved to grow food for sale was one of the most important resources that would encourage food growing and producing in residential areas, it is important to note that this question focused on residential and not agricultural areas within the city. When asked about the importance to Edmonton residents, in general, of having land available to grow food for sale, more than two thirds (68%) considered it important or very important. This data is further supported by 74% of respondents having deemed locally grown or produced foods to be an important factor influencing their food-buying decisions and 54% stating that local ingredients were a key factor when deciding where to eat out.



About a quarter of survey participants mentioned the need to preserve municipal agricultural land when asked to comment about growing and producing food within Edmonton city limits. A few exemplary comments are provided below:

- We have a real eco climate in North East Edmonton where most of the market gardens and garden for Alberta Hospital are located. This climate cannot be replicated elsewhere in the vicinity of Edmonton and it is important the land is used to produce more food, not less.

- I believe we must maintain the fertile land we have within the city limits. Local food production is most essential to feeding our population.
- We must preserve what is left of the market garden land in north Edmonton as a commercial, large-scale source of local food.
- I want the farmland currently in use in Edmonton, particularly in the northeast where there is a micro climate and rich soil, to be maintained as agricultural.
- I believe the most important step the city can take right now is to preserve the agricultural land surrounding the city especially in the northeast where much of our food is presently grown.
- It is extremely important to preserve the prime agricultural and horticultural land in Northeast Edmonton for agriculture and horticulture. The agricultural lands in Southwest and Southeast Edmonton should also be preserved for growing food. Edmonton must get denser, not sprawl over these food lands.
- I think that the land around Edmonton should be preserved for growing food, rather than paved over for development. It is some of the best, most fertile soil in AB and shouldn't be wasted.
- What we need isn't green rooftops or edible boulevards, as these specialty niche locations won't produce much. We need to preserve real farmland (which can produce at scale) within Edmonton's city limits.
- There will be intense pressure from developers to allow development of fertile agricultural lands in northeast. The City should hold fast, and preserve these as agricultural lands for current and future generations. Development would be short sighted. Developers who owned the land were speculating; that includes a down side risk that they now must deal with. Look to the good of the city, which requires that we preserve these lands as agricultural. I also think that while it is great that we are looking at a comprehensive food policy, the issue of agricultural lands in the northeast are at risk of being buried by the many other issues. Many survey respondents may rate other things higher than protection of for profit urban agricultural lands; the structure of this survey pushes in this direction (urban ag lands is always last on the list, and one of many issues). It's important that this not be taken to reflect that Edmontonians do not want urban ag lands preserved. Thanks!
- All of the previously mentioned options are amazing opportunities to build community, feed people of all socio-economic backgrounds, empowering to people in food deserts, and generally will put Edmonton on the map for being innovative and forward thinking. The Northeast quadrant has some of the best farm land in Canada. This land needs to be preserved to ensure local food for coming generations.

Appendix

Detailed postal code distribution

Respondent's area (based on the first three digits of their postal code)	(n=2267)
Edmonton - West Clareview / East Londonderry	2%
Edmonton - East North Central / West Beverly	3%
Edmonton - Central Londonderry	1%
Edmonton - West Londonderry / East Calder	1%
Edmonton - North Central / Queen Mary Park / Yxd	2%
Edmonton - North And Eastdowntown Fringe	5%
Edmonton - North Downtown	2%
Edmonton - South Downtown / South Downtown Fringe	6%
Edmonton - North Westmount / West Calder / Eastmistatim	1%
Edmonton - South Westmount /Groat Estate / Eastnorthwest Industrial	4%
Edmonton - Glenora / Swdowntown Fringe	4%
Edmonton - North Jasper Place	1%
Edmonton - Central Jasper Place /Buena Vista	3%
Edmonton - West Northwest Industrial / Winterburn	0%
Edmonton - West Jasper Place /West Edmonton Mall	3%
Edmonton - Central Beverly	3%
Edmonton - East Castledowns	1%
Edmonton - Landbank / Oliver / East Lake District	3%
Edmonton - West Lake District	1%
Edmonton - North Capilano	3%
Edmonton - Se Capilano / Westsoutheast Industrial / East Bonnie Doon	2%
Edmonton - Central Bonnie Doon	8%
Edmonton - South Bonnie Doon / East University	11%
Edmonton - West University /Strathcona Place	4%
Edmonton - Southgate / Northriverbend	5%
Edmonton - Kaskitayo	5%
Edmonton - West Mill Woods	1%
Edmonton - East Mill Woods	3%
Edmonton - Southwest	2%
Edmonton - East Southeast Industrial / Southclover Bar	0%
Edmonton - Riverbend	2%
Edmonton - Meadows	1%
Edmonton - West Castledowns	1%
Edmonton - Heritage Valley	1%
Edmonton - Ellerslie	1%
Beaumont	0%
Spruce Grove - North	0%
Spruce Grove - South	0%
Stony Plain	0%
Sherwood Park - West	1%
Sherwood Park - Inner Southwest	0%
Sherwood Park - Central	0%
Sherwood Park/ Ardrossan - East	0%
Sherwood Park - Northwest	1%
Fort Saskatchewan	0%

St. Albert	2%
Morinville	0%
Leduc - Includes Yeg	0%
Devon	0%

Edmonton Capital Region vs. Survey demographics

Age	Census 2011	Survey
18-24	17%	7%
25-29	13%	15%
30-34	12%	15%
35-39	8%	11%
40-44	8%	9%
45-49	8%	8%
50-54	8%	10%
55-59	7%	9%
60-64	5%	7%
65 Or Over	13%	9%

Gender	Census 2011	Survey
Male	50%	27%
Female	50%	73%

Individuals per household	Census 2006	Survey
Median	2.5	2.8

Individuals under 18 per household	Census 2006	Survey
None	71%	68%
One or more	29%	32%

Employment status	Census 2006	Survey
Employed	70%	75%
Unemployed	3%	1%
Not in the labour force	27%	23%

Annual household income	Census 2006	Survey
Median	\$63,082	\$77,500

Education	Census 2006	Survey
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Less Than High School	22%	1%
High School	26%	9%
Certificate or diploma	34%	25%
University degree	18%	64%

Other specified coding

Table 5: Sources for food purchasing: Other specified (n=30)

Category of Comment	# of Responses	Exemplary Comments
Hunting/fishing/foraging	12	<ul style="list-style-type: none"> • hunting, fishing & farm friends • Wild picking/gathering • OFRE (operation fruit rescue edmonton)
Donations/subsidies	8	<ul style="list-style-type: none"> • Donated • Food bank • School fundraisers
Other*	10	<ul style="list-style-type: none"> • bulk buy co-op • Nutrion supplements ordered online • No time to go to Farmer's Market or Frams to pick any fruit or veggies

Table 6: Important factors influencing eating out decision: Other specified (n=266)

Category of Comment	# of Responses	Exemplary Comments
Accommodate Special Dietary Needs	72	<ul style="list-style-type: none"> • a gluten free menu • Celiac friendly restraunts due to health reasons • I have a lot of food allergies so whether a restaurant can/is willing to accommodate this is crucial. • We support Vegetarian, Vegan or Raw restaurants only
Type of food	48	<ul style="list-style-type: none"> • authentic ethnic cousine • I prefer to eat meals out that I cannot prepare or prepare easily at home • Variety of nutritional dishes to choose from is important. • Unique and interesting menu
Atmosphere	34	<ul style="list-style-type: none"> • ambiance, noise-levels, outdoor seating • Pleasant atmosphere. • Character - I prefer restaurants that are on mixed use streets rather than stand alone restaurants in the middle of parking lots
Organic/Cruelty free/Natural/Free range	26	<ul style="list-style-type: none"> • Free range/humanely raised products • Organic and raw foods • safe ingredients (no GMO's or petro chemical fertilizers or pesticides)
Family/Kid Friendly	16	<ul style="list-style-type: none"> • balance between kid friendly and good food options • welcoming to families • what the kids want
Other	70	<ul style="list-style-type: none"> • business hours • Ethical and fair treatment of staff.

Table 7: Importance for Edmonton residents to have access to resources: Other specified (n=167)

Category of Comment	# of Responses	Exemplary Comments
Preserve agricultural land	30	<ul style="list-style-type: none"> Edmonton's single biggest opportunity for meaningful urban agriculture is to preserve-- in perpetuity-- the remaining class 1 and 2 soils within the municipal boundary and put it into intensive (but organic) mixed production. Edmonton does not need more sprawl; we need healthy soil to grow health-giving food. Protection of good agricultural land within Edmonton Stop the paving of farmland
School gardens	13	<ul style="list-style-type: none"> I have seen gardens in Vancouver growing between school property and the sidewalks, lovely and useful, great community building aspects Vegetable gardens in all Edmonton Schools, grown by students
Markets for selling/exchanging locally grown produce	9	<ul style="list-style-type: none"> High quality farmers' market venues. Many venues could be upgraded (aspire for Strathcona style venues) and give some dignity to our local food producers and processors. Swap centres for people's gardens - if you grow too many radishes, it's nice to be able to swap them for carrots from someone else's garden
Food production for the less fortunate	8	<ul style="list-style-type: none"> A Volunteer-based greenhouse project to grow food for the less fortunate residents Spaces where food is grown and provide to local people in need so they have access to healthy food.
Other	107	<ul style="list-style-type: none"> Composting in the backyard to help produce grow naturally Political will/policies/zoning that permit the choices above This is all very good if organic practises are used. I wouldn't want to be part of gardens where people were using fertilizers and pesticides

Table 8: Other specified (n=81)

Category of Comment	# of Responses	Exemplary Comments
Direct farm sales/exchange	7	<ul style="list-style-type: none"> Direct from farm exchange events farm to home delivery
Other	74	<ul style="list-style-type: none"> A municipal law similar to San Francisco's would help to create a thriving local economy restaurant wise: only one chain allowed within the city limits. We need neighbourhood farmer's markets open daily and the farmer's market boards need to be reorganized as they are self serving and do not have the public interest at heart. Let all the egg farmers sell and let the public choose who to buy from instead of only the one on the board getting the right to sell at that one market. I'd love to see the Farmers Market in Old Strathcona opened 3 days a week instead of one. There are enough independent food providers but they are not given enough support to promote their wares and presence in the city

Table 9: Group affiliation: Other specified (n=142)

Category of Comment	# of Responses	Exemplary Comments
Religious organization	35	<ul style="list-style-type: none"> • a local church • Church with community gardens • A Christian Church
Community garden	15	<ul style="list-style-type: none"> • Community garden • community garden noted above as a gardening or growing org.
Other	92	<ul style="list-style-type: none"> • Brewery • Canadian Federation of Chefs and Cooks • I teach culinary arts for edmonton public schools

FOOD AND AGRICULTURE PUBLIC OPINION SURVEY

Introduction

Thank you for taking the time to complete this important survey. Your input will help shape the development of a city-wide food and agriculture strategy that has the potential to improve the lives of Edmonton residents now and well into the future.

The City of Edmonton recognizes that there are few issues more important to people than food, and that a resilient local food and agriculture system can contribute to the local economy and to the overall cultural, financial, social, and environmental sustainability of Edmonton and the Capital Region. Therefore, consultation with citizens is a critical piece of the process to develop the food and agriculture strategy.

This survey is one of the tools being used to gather input from citizens who live, work or buy/consume food in Edmonton. Evaluation and Research Services at the University of Alberta will collect the information on behalf of the City of Edmonton. Your survey responses will be completely anonymous, and in most cases, grouped (aggregated) data will be presented. In cases where individual quotations are used, all potentially identifying information will be removed.

Participation in this survey is completely voluntary and you will have the opportunity to stop at any time, with no adverse consequences. However, because your survey responses will be stored anonymously, you cannot withdraw your data after you have submitted the survey. The project team will use the data gathered from the survey to inform the policies developed for the strategy.

The survey should take approximately 15 minutes to complete. At the end of the survey you will have an opportunity to submit your contact information for a chance to **win an iPod Touch!** We will only use your contact information to let you know if you win the iPod.

For more information about the project please visit our website at www.edmonton.ca/foodandag, or contact us at (foodandag@edmonton.ca). If you have any questions specifically about the survey, please contact Sandra Olarte by phone (780-492-9186) or email (olarte@ualberta.ca).

MAKING CHOICES ABOUT FOOD

1. When making decisions about what food to buy, how important are the following factors?

Please check the boxes that most closely match your personal opinions. You can find a detailed description of any underlined word at the end of the survey in the **Glossary** page.

	Very unimportant (1)	(2)	(3)	(4)	Very important (5)
Price					
Locally grown or produced					
Organic					
Nutrition value					
Brand name					
<u>Seasonality</u> (whether food is in season locally)					
Freshness and/or quality of the food					
Less preparation time (e.g., prepared food or frozen meals)					
Convenient location of grocery store					
<u>Fair trade</u>					

2. When making decisions about what food to buy, what are your 3 most important factors?

Please rank the factors below with 1 being the most important, 2 the second most important, and 3 the third most important.

- _____ Price
- _____ Locally grown or produced
- _____ Organic
- _____ Nutrition value
- _____ Brand name
- _____ Seasonality
- _____ Freshness and/or quality of the food
- _____ Less preparation time
- _____ Convenient location of grocery store
- _____ Fair trade

3. What percentage of your average weekly purchased food (excluding restaurants) comes from the following sources?

Please write ensure that your total equals 100%. You can find a detailed description of any underlined word at the end of the survey in the **Glossary** page.

Source	Percentage
Chain grocery store	%
Independent/specialty grocery store	%
Convenience store	%
Farmers' market	%
<u>Community Supported Agriculture (CSA) or food box</u>	%
Personal or <u>community garden</u>	%
Directly from a farm (i.e., "farm gate", "U-Pick")	%
Other (please specify):	%

Total should add up to: **100%**

4. Does seasonality affect your purchasing decision regarding food sources?

- No
- Yes, please explain how seasonality affects your purchasing decision:

Food and Agriculture Public Opinion Survey: Results Summary

5. Generally, when you eat out, how important are the following factors?

Please check the boxes that most closely match your personal opinions.

	Very unimportant (1)	(2)	(3)	(4)	Very important (5)
Price					
Quality of food					
Local ingredients					
Location					
Quality of service					
Reputation					
Time spent					
Brand recognition					
Support locally owned restaurants					
Nutrition					
Other (please specify):					

6. Please identify the top 3 factors that you find most important when eating out.

Please rank the factors below with 1 being the most important, 2 the second most important, and 3 the third most important.

- _____ Price
- _____ Quality of food
- _____ Local ingredients
- _____ Location
- _____ Quality of service
- _____ Reputation
- _____ Time spent
- _____ Brand recognition
- _____ Support locally owned restaurants
- _____ Nutrition
- _____ Other

GROWING AND PRODUCING FOOD

Growing food in an urban or suburban environment can mean anything from herbs on a windowsill, a productive backyard or community garden, a small but intensively farmed commercial space to a greenhouse operation. It may also include non-growing agriculture, such as laying hens or bee keeping.

7. Using the two scales provided below, please provide your thoughts on growing and producing food in Edmonton.

How important is it for Edmonton residents to have access to the following resources?

Are you likely to make use of the following resources if available to you?

Please check the boxes that most closely match your personal opinions. You can find a detailed description of any underlined word at the end of the survey in the **Glossary** page.

	Importance of having access for Edmonton residents					Are you likely to use if available	
	Very unimportant (1)	(2)	(3)	(4)	Very important (5)	Yes	No
Personal or private space for gardening						<input type="radio"/>	<input type="radio"/>
<u>Community gardens</u>						<input type="radio"/>	<input type="radio"/>
Rooftop gardens						<input type="radio"/>	<input type="radio"/>
<u>Community orchard</u> or berry patch						<input type="radio"/>	<input type="radio"/>
<u>Edible landscaping</u> on public or shared land						<input type="radio"/>	<input type="radio"/>
Animal raising (e.g., chickens, fish, or bees)						<input type="radio"/>	<input type="radio"/>
Growing spaces on public lands (e.g., boulevards)						<input type="radio"/>	<input type="radio"/>

Food and Agriculture Public Opinion Survey: Results Summary

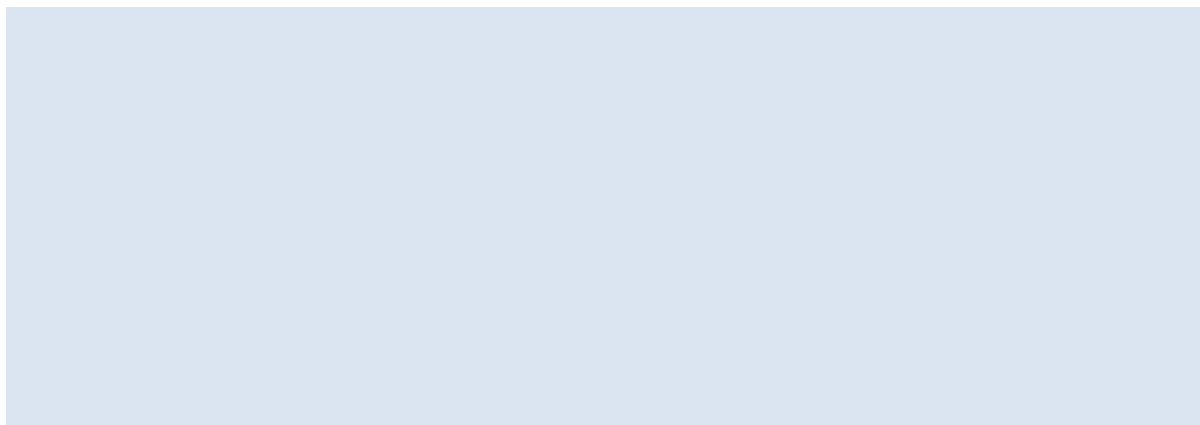
and road right of ways)						
Community kitchens where people can learn about processing their own food						○ ○
Teaching gardens where people can learn about growing their own food						○ ○
Public spaces for outdoor meals and celebrations						○ ○
Availability of land to grow food for sale						○ ○
Other (please specify):						○ ○

8. In order to encourage growing and producing food in residential areas, what are the 3 most important resources?

Please rank the resources below with 1 being the most important, 2 the second most important, and 3 the third most important.

- _____ Personal or private space for gardening
- _____ Community gardens
- _____ Rooftop gardens
- _____ Community orchard or berry patch
- _____ Edible landscaping on public or shared land
- _____ Animal raising (e.g., chickens, fish, or bees)
- _____ Growing spaces on public lands (e.g., boulevards and road right of ways)
- _____ Community kitchens where people can learn about processing their own food
- _____ Teaching gardens where people can learn about growing their own food
- _____ Public spaces for outdoor meals and celebrations
- _____ Availability of land to grow food for sale
- _____ Other

9. Do you have any additional comments about growing and producing within Edmonton city limits?



PURCHASING FOOD

Obtaining food can include purchasing raw ingredients to prepare yourself or dining out. Decisions about where to obtain food can be related to various factors, including: personal preference, mobility, accessibility, convenience, and awareness.

10. Do you feel that you currently have adequate access to the following types of food providers?

You can find a detailed description of any underlined word at the end of the survey in the **Glossary** page.

	Yes	No
Chain restaurants, pubs, and cafeterias	<input type="radio"/>	<input type="radio"/>
Independent restaurants, pubs, and cafeterias	<input type="radio"/>	<input type="radio"/>
Chain grocery stores	<input type="radio"/>	<input type="radio"/>
Independent/specialty grocery stores	<input type="radio"/>	<input type="radio"/>
Convenience stores	<input type="radio"/>	<input type="radio"/>
Farmers' markets	<input type="radio"/>	<input type="radio"/>
<u>Food cooperatives -- co-operative grocery stores and buying clubs</u>	<input type="radio"/>	<input type="radio"/>
Stand alone bakeries & butchers	<input type="radio"/>	<input type="radio"/>
<u>Community Supported Agriculture (CSA) or food box providers</u>	<input type="radio"/>	<input type="radio"/>
Street vendors and/or food trucks	<input type="radio"/>	<input type="radio"/>
Food buses (mobile produce store)	<input type="radio"/>	<input type="radio"/>
Other (please specify):	<input type="radio"/>	<input type="radio"/>

10a. If you answered “No” to any of the items above, what are some specific ways in which Edmonton could encourage additional food providers?

Food and Agriculture Public Opinion Survey: Results Summary

11. How important are the following to Edmonton residents?

Please check the boxes that most closely match your personal opinions. You can find a detailed description of any underlined word at the end of the survey in the **Glossary** page.

	Very unimportant (1)	(2)	(3)	(4)	Very important (5)
Food procurement policies for Edmonton institutions (e.g., schools, hospitals) focused on locally produced foods					
Food recovery programs (<u>gleaning</u> , fruit rescue programs)					
Food Relief – access to food banks and emergency food programs					
Commercial/Industrial organic waste recycling (i.e., composting)					
Economic development in local food and agriculture sectors (local jobs and business opportunities)					
School food programs					
Improving public health by reducing diet related disease					
Food festivals, celebrations and vibrant local food culture					
Proximity to healthy food					
Spaces to grow food in your neighbourhood (i.e. community gardens, urban agriculture)					
Availability of food from other countries					
Availability of land to grow food for sale					
Reducing carbon footprint					

Demographics

The next questions are for classification purposes only, and will help us ensure our sample is representative of the Edmonton population.

1. Age:

- Under 18
- 18-24
- 25-29
- 30-34
- 35-39
- 40-44
- 45-49
- 50-54
- 55-59
- 60-64
- 65 or over

2. Gender:

- Male
- Female

3. What is your postal code?

4. What is the total number of individuals in your household, including yourself?

Individuals in household

4a. What is the total number of individuals in your household under the age of 18?

Individuals in household under 18

5. What country were you born in?

6. If you were born outside Canada, how many years have you lived in Canada?

7. How many years have you lived in Edmonton?

I have lived in Edmonton my entire life.

8. What is your current employment status? (Optional)

- Employed full-time
- Employed part-time
- Self-employed
- Unemployed
- Stay-at-home parent
- Retired
- Student

9. What is your annual household income? (Optional)

- \$0 - \$14,999
- \$15,000 - \$29,999
- \$30,000 - \$44,999
- \$45,000 - \$69,999
- \$70,000 - \$84,999
- \$85,000 - \$99,999
- \$100,000 - \$124,999
- \$125,000 - \$149,999
- \$150,000 - \$174,999
- \$175,000 or over

10. What is the highest level of formal education you have completed?

- Less than high school
- High school
- Post-secondary citation, certificate, or diploma
- Post-secondary degree
- Graduate degree
- Other, (please specify):

11. Please indicate if you are affiliated with any of the following groups.

Check all that apply.

- A local food organization
- A local advocacy group
- A community league
- A residents association
- A real estate development organization
- A farmer or producer association
- A gardening or growing organization
- A cultural organization
- A restaurant or food retail business
- An education organization related to food and agriculture
- A social services organization
- Other (please specify):

12. How often do you participate in the following activities? (Optional)

Please check the boxes that most closely match your participation.

	Never	Rarely	About once a year	A few times per year	Once or twice a month	More than twice a month
Formal volunteering (giving unpaid help through groups, clubs, or organizations to benefit other people, the community, or the environment)						
Informal volunteering (giving unpaid help as an individual to people who are not relatives or friends)						
Contacting a local community leader or government official						
Attending a public meeting						

Glossary

Community garden: Small-to-medium scale production of food producing and ornamental plants, on contiguous or discontinuous plots of land, located on public or private property in residential areas, gardened and managed collectively by a group. Gardening activities and end products are typically used for consumption or education; however, they may also be sold on- or off-site, depending on local government regulations and the goals of the garden as a collective effort.

Community kitchens: A shared-use facility with a partially to fully equipped kitchen used for food preparation, preservation, and packaging of food for personal consumption only. They can be located anywhere from church basements to community centers to freestanding structures.

Community Orchard: An area of land devoted to the cultivation of fruit or nut trees.

Community Supported Agriculture (CSA) or food box: Direct grower-to-consumer sale and distribution model that emphasizes shared investment, responsibility and risk. A grower sells a share of farm output to individuals and families at the beginning of the growing season and supplies seasonal produce and other agriculture products weekly or biweekly throughout the growing season.

Edible landscaping: The use of food producing plants in the design of private and public outdoor spaces in residential, commercial, and mixed use developments, attended to by an individual or business. End products are typically used for consumption.

Fair trade: A movement whose goal is to help producers in developing countries to get a fair price for their products so as to reduce poverty, provide for the ethical treatment of workers and farmers, and promote environmentally sustainable practices.

Food cooperatives -- co-operative grocery stores and buying clubs: Member-owned, member-controlled food business made up of food producers and consumers. Facilitates the direct sale and purchase of agricultural products between members at a designated store; members may be required to pay an equity investment to join the co-op or work in the store, and in return receive special benefits, such as reduced rates.

Gleaning: Act of collecting leftover crops from farmers' fields after they have been commercially harvested or on fields where it is not economically profitable to harvest.

Seasonality: Relating to, or varying in occurrence according to the season. Affected or caused by seasonal need or availability.

Food and Agriculture Public Opinion Survey: Results Summary

iPod Draw

If you would like to enter the draw for an iPod touch, please enter your name and email below. Please note that your personal information will not, in any way, be connected to your survey responses and we will only use your contact information to let you know if you win the iPod.

Name:

Email:

Thank you for taking the time to complete the survey!