

Summary of 2015 CSA Customer Survey Results

The CSA Customer Survey was sent out to all CSA customers in the 2015 season to capture feedback to inform our future planning process. *In total 208 shareholders responded to the online survey (54% response rate).*

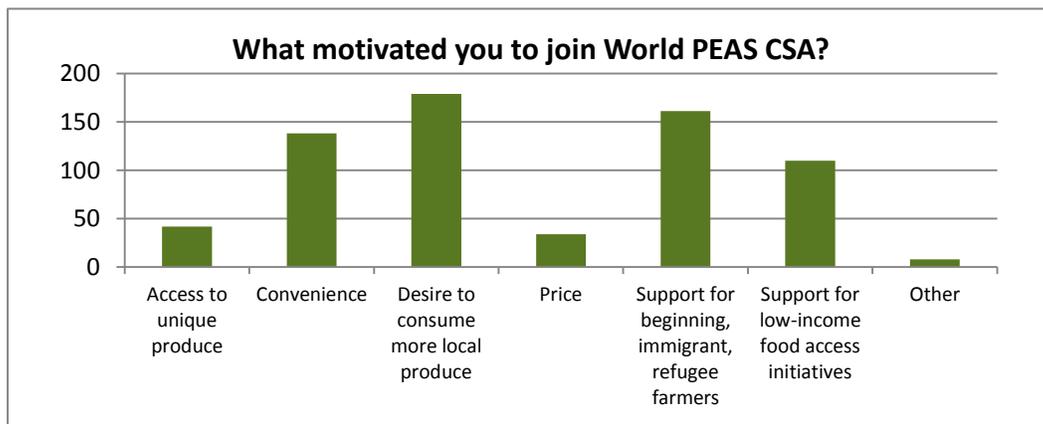
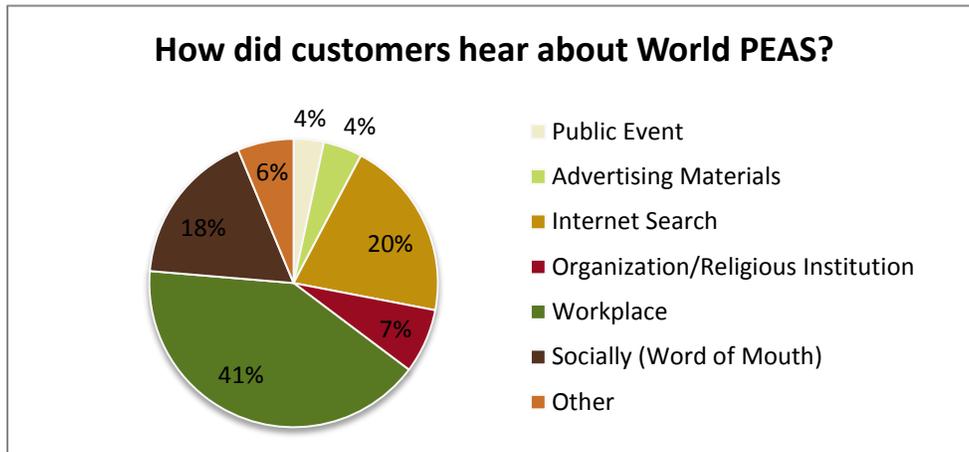
Who were the respondents?

Returning shareholders- 38%

New shareholder- 58%

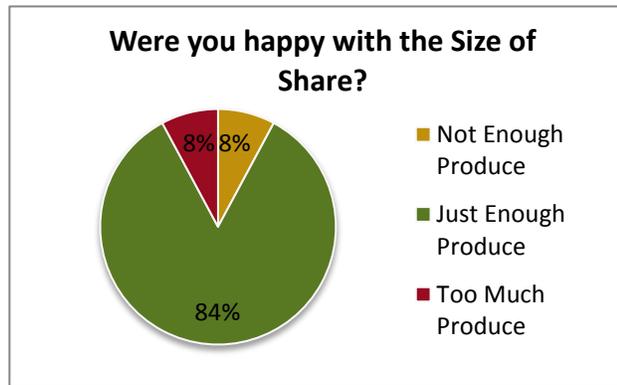
Customers most often heard about the World PEAS CSA through their workplace [41%]. About 20% of customers heard about the CSA through the web or through word of mouth. These customers joined World PEAS for many reasons. Many respondents mentioned the Tufts Medford campus, the Friedman school, and the Tufts List serve.

The desire to consume more local produce was the largest motivating factor [86%], as well as, convenience [66%], the desire to support New Entry beginning and immigrant farmers [77%], and desire to support our low-income food access initiatives [52%]. Price and access to unique produce items were not strong factors, suggesting that customers may be unaware of our unique item offerings. Many comments mentioned loving the specialty produce items because they were fun to learn about. Also our share including fruit without charging more was cited in customer comments.



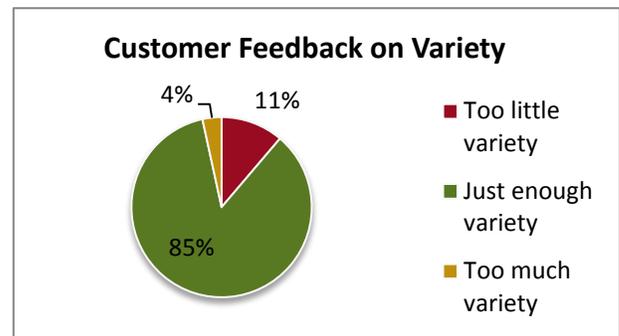
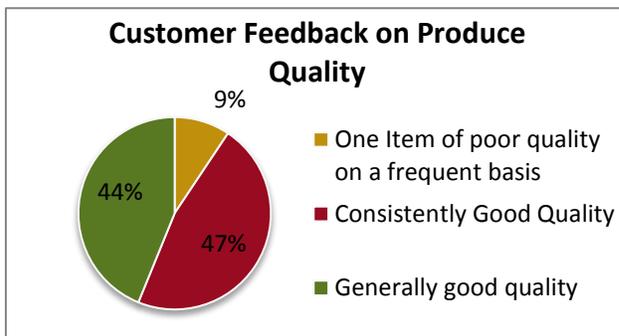
Size of Share

In the 2015 season, customers were overwhelmingly happy with the size of their particular CSA share option. While only 8% of customers either thought there was too much or too little produce each week.



Quality and Variety of produce

The survey revealed that our customers felt that the produce quality of the World PEAS CSA was either consistently good [45%] or generally good [42%]. Only 9% of survey respondents cited a poor quality of items 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 exposed in the below chart to the right. 85% felt that the variety offered was just enough and only 15% were unhappy with the selection.



Notes on frequency & volume of specific items:

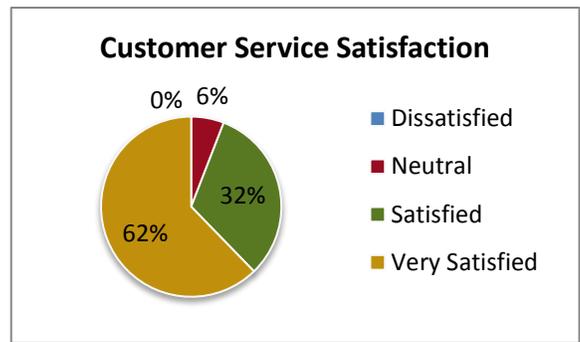
- Comments included positive feedback about the unfamiliar items because it made customers try new things.
- Customers asked for more broccoli and corn but less potatoes/starches in the fall
- Overwhelming feedback about too much lemongrass!!!!!!
- Feedback was split on Tomatillos and ground cherries about half wanted them more often, half less

Notes on fruits & vegetables enjoyed or desired:

- Many people LOVED the value added products (cider, honey maple, maple syrup)
- Lots of positive feedback on the greens and wished for more (at least every week)
- Customers overwhelmingly loved the fruit. Some desired more berries.
- Loved the heirloom tomatoes, lettuce, and beets

Customer Service

Our customers were relatively satisfied with the customer service offered by staff. Notably, zero respondents reported that they were dissatisfied with the customer service of World PEAS staff.



Distribution sites

Overall our customers are very happy with the current distribution sites. There were no very dissatisfied customers and only 2 dissatisfied customers. Meanwhile, over 93% of respondents were either satisfied or very satisfied with the distribution sites.

Customer rating	Number of Respondents	Percentage
Very Dissatisfied	0	0%
Dissatisfied	2	.1%
Neutral	5	2%
Satisfied	70	33%
Very Satisfied	126	60%

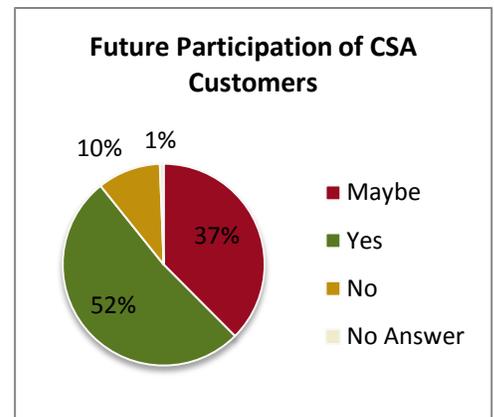
World PEAS resources:

CSA customers had access to many resources controlled by World PEAS 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 Produce Preview and the Newsletter were utilized and appreciated most, while the Twitter and the Facebook page were the least helpful. Customer comments really praised the produce preview and recipes in the Pod. Some wanted more recipes and preservation/storage information but most found them adequate. Over half [53%] of customers felt that their direct contact with World PEAS staff was helpful. Direct communications is very time consuming for World PEAS staff so it is gratifying to know that our time is adding value to the customer experience.

Customer Resource	% Respondents finding resource helpful	% Respondents unaware/never used resource
Newsletter	89%	0%
Produce Preview	93%	2.8%
Website	44%	23%
Facebook	26%	61%
Twitter	3%	76%
Direct Staff Contact	53%	37%

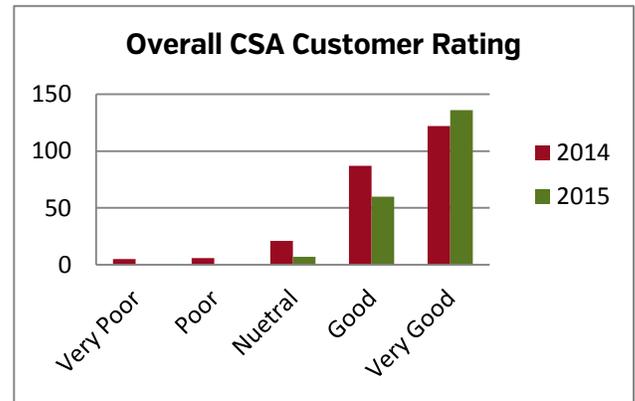
Future Participation:

Over half [102] of respondents indicated that they are planning on registering for World PEAS next season. Of the 10% of shareholders who are not planning to join again, many individuals [44%] indicated that there was too much produce for their needs. Shareholders also indicated too much unfamiliar produce [20%], and cost/convenience [13%] as reasons for not joining next year.



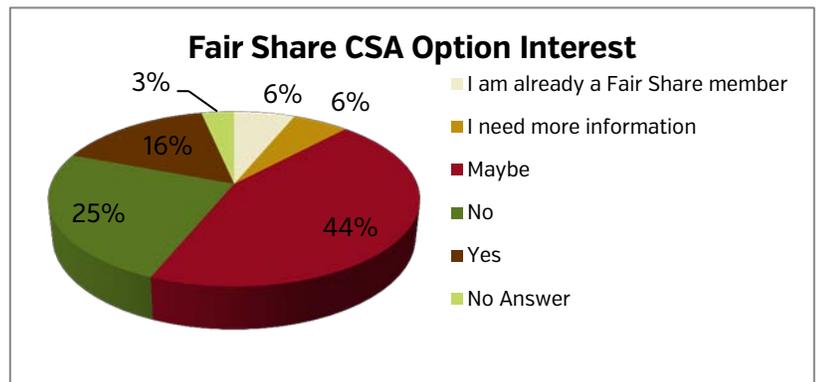
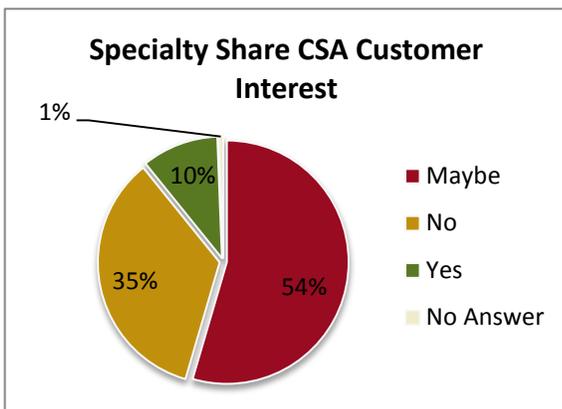
General Feedback

CSA customers gave an overall general rating for the World PEAS CSA in the 2015 season. Zero customers felt the CSA was very poor or poor. Overall our general rating rose from the 2014 season. There were multiple comments citing the share was 'light' compared to previous years. On the other hand, some customers mentioned it is just too much food for their household so they won't be continuing. Some customers expressed issues with produce quality, indicating that produce was deteriorating during, or soon after their pickup. Other customers held back on providing a rate for produce quality, because they recognized we are working with beginning farmers and fluctuating weather.



Fair Share and Specialty Share Market Research

In order to evaluate the market and our customer interest in the Fair Share and Specialty Share option, we asked respondents if they would be interested in purchasing either option in the future. For the first time, World PEAS offered the Fair Share during the 2015 season. A Fair Share CSA member pays an extra \$6.50/week towards the purchase of a share for a low-income individual or family in addition to their share option. In 2015, 32 of our customers supported the program of which only 13 responded to the survey. Many respondents were interested in the Fair Share option next season (16% Yes, 44% Maybe) and of those that weren't, limited income was the largest barrier.



The survey also explained the Specialty Share option that World PEAS is exploring. We work with a diverse cohort of beginning farmers, many of whom grow produce unique to their homelands and respective food cultures. These specialty crops are often grown in insufficient quantities or volume for the CSA, but play an important role in our farmers' agricultural backgrounds, practices and continued economic success. The pilot Specialty share would contain 4-5 unique, hard-to-find specialty items with delivery every other week.

Customers did not have a strong opinion on the share, with 107 responses citing they may be interested. Most comments centered around price and specific items to be expected in the share before they could make their decision.

Selected testimonials

"I have been a World Peas CSA member for 4 years and I love it! There is a good variety of vegetables every week, and great information provided on selections that may be a bit unfamiliar. The newsletter has recipes and storage information that is useful. The program is well run, the produce is excellent quality and I love the fact that people are learning to make a living at organic farming through the program."

"World peas was my first CSA experience and it was lovely, an interesting variety of veggies is never tried and old favorites were frequently available, getting to help folks is such a great perk too!"

"This was my first CSA. It will not be my last. The produce was excellent and some was new to me. Loved the whole experience and especially the food!"

"We organized a CSA Farm Share Program at our office and not only was it a great experience to receive fresh organic produce each week, it brought together several people from different departments and business groups that otherwise wouldn't. The comradery between co-workers as we shared recipes and cooking stories was very special."