

Summary of 2016 CSA Customer Survey Results

The CSA Customer Survey was sent out to all CSA customers in the 2016 season to capture feedback to inform our future planning process. *In total 152 shareholders responded to the online survey [48% response rate].*

Who were the respondents?

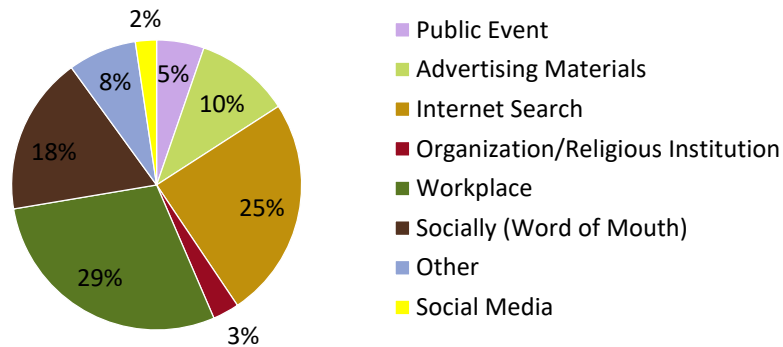
Returning shareholders - 39%

New shareholders - 61%

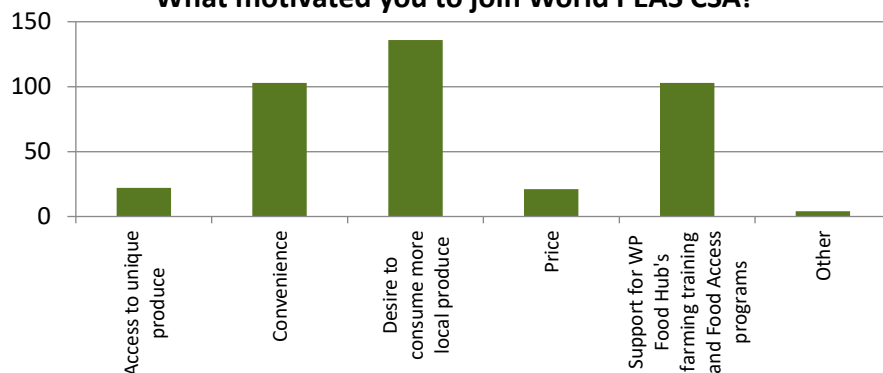
Customers most often heard about the World PEAS CSA through their workplace [29%]. About 45% of customers heard about the CSA through the web or through word of mouth. These customers joined World PEAS for many reasons. Many respondents mentioned the Night Shift Brewery newsletter, the Friedman school, and the Tufts List serve.

The desire to consume more local produce was the largest motivating factor [90%], followed by convenience [68%], and the desire to support New Entry beginning farmers and low-income Food Access clients [68%]. 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 how particular items—garlic and carrots, for two examples—were the best of that food the customer had ever tasted! Also, our customers love receiving fruit and delight when it shows up in their shares.

How did customers hear about World PEAS?

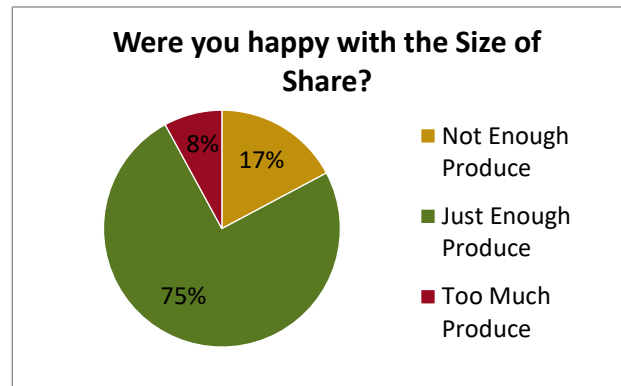


What motivated you to join World PEAS CSA?



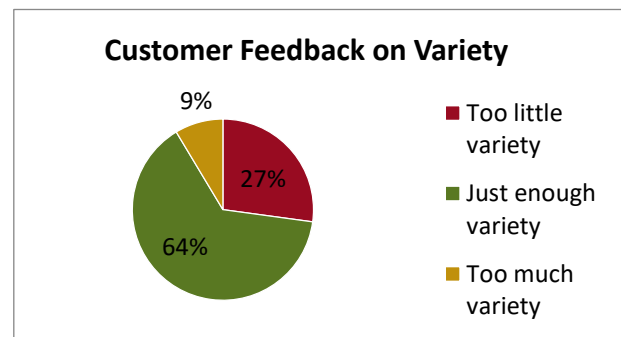
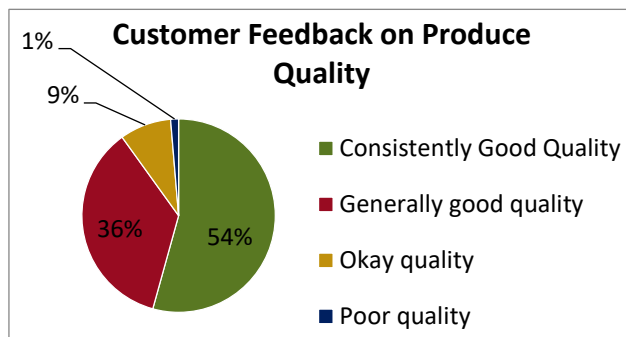
Size of Share

In the 2016 season, customers were mostly happy with the size of their CSA shares. The severe drought this summer made it difficult to maintain the same produce expectations clients had from last season; next year should be better in that respect.



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 [54%] or generally good [36%]. Only 9% and 1% of survey respondents cited an okay or poor 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. 64% felt that the variety offered was just enough and 36% expressed dissatisfaction with the selection. The drought is central here too: many clients missed items like fruit that just didn't grow this year.



Notes on frequency & volume of specific items:

- Comments included positive feedback about the unfamiliar items because it made customers try new things, but also complaints about too few familiar items
- Customers asked for more fruit but less greens, in both variety and quantity
- Overwhelming feedback about too much mustard green!!
- Feedback was split on garlic chives and lemongrass, about half wanted more and half wanted less

Notes on fruits & vegetables enjoyed or desired:

- Many people LOVED the value-added products (cider, honey, maple syrup)
- Very positive feedback on more common items (lettuce, carrots, tomatoes) and wanted more
- Customers mentioned lots of appreciation for the squashes

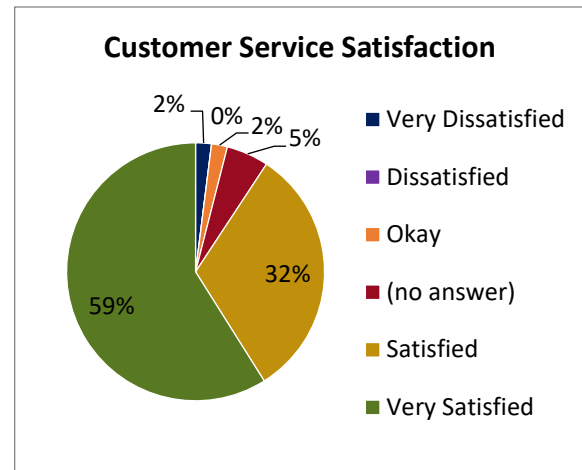
- Loved the heirloom tomatoes, mushrooms, and beets

Customer Service

Our customers were satisfied with the customer service offered by staff this season. 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 was only one very dissatisfied customer and only two dissatisfied customers. Meanwhile, over 93% of respondents were content with the status quo at the distribution sites.



Customer rating	Number of Respondents	Percentage
Very Dissatisfied	1	.7%
Dissatisfied	2	1.3%
Okay	22	14.6%
Satisfied	43	28.5%
Very Satisfied	83	55%

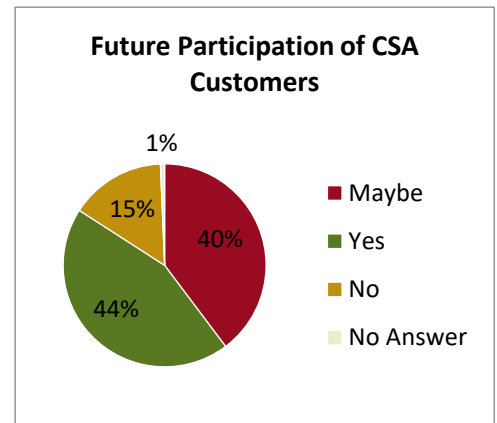
World PEAS resources:

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 Facebook and the Twitter pages were the least helpful. Customer comments really praised the produce preview and recipes in the Pod. A few people noted that the materials were well balanced, or suggested we more clearly differentiate our many communication options. One thing we know is we need to publicize our social media better!

Customer Resource	% Respondents finding resource helpful	% Respondents unaware/never used resource
Produce Preview	92%	3.3%
E-Newsletter	89%	8%
The Pod	60%	34%
Website	44%	45%
Facebook	10%	85%
Twitter	7%	87%

Future Participation:

Nearly half (67) of respondents indicated that they are planning to register for World PEAS next season. Of the 15% of shareholders who are not planning to join again, many individuals (45%) did not share their rationale. Some indicated too much unfamiliar produce (16%), and cost/convenience (10%) as reasons for not joining next year.



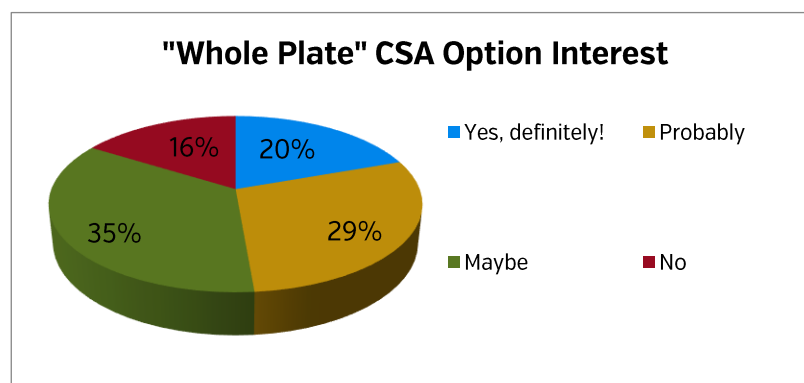
General Feedback

CSA customers gave an overall rating for their experience with the World PEAS CSA during the 2016 season. Having many fewer survey respondents made these numbers somewhat difficult to compare with last year's, but there are a few notes to mention. Overall, customers were very satisfied with the program, and our ratings were similar to the 2015 season. But, six customers reported that the CSA was very poor or poor. 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 that the summer drought was intense.



"Whole Plate" Share Market Research

In order to gauge our customers' interest in the "whole plate" model of CSA share—which includes fruits and vegetables, along with additional local products including dairy, bread, and locally produced pantry items—we asked respondents if they would be interested in purchasing such an option in the future. With 84% of respondents open to the prospect, we are actively researching sourcing options for next season.



Selected testimonials

My Tuesdays are much less exciting now that I actually have to think up my own recipes! World Peas gave so many fantastic recipe suggestions I felt like a farm-to-table chef every week.

The box was always ready on time and I was consistently impressed at the freshness of the produce, despite being in an area that was somewhat warm. Thanks for all your hard work.

It was so wonderful and convenient to receive a box of delicious local produce right at work. The World PEAS CSA made it much easier to eat healthy food all summer long!

I've benefited from the sliding scale option, which [h]as made the difference between being able to afford fresh, local, and healthy food or not. It's meant so much that we were able to afford the CSA. Thank you so much for your generosity.

WORLD PEAS is a wonderful opportunity to help others help themselves, and even though we don't typically look for something in return, it was wonderful to receive a myriad of fresh and diverse fruits and vegetables each week, many of which we would never have selected on our own. World Peas opens your eyes to the variety the world has to offer. It was a great pleasure to be a CSA member. We look forward to next year.

I would highly recommend World Peas. The produce is so fresh and it's so nice to know that it is grown in a way that is good for the earth, the farmer, and the customer.