

A close-up photograph of fresh vegetables. In the foreground, there are several purple beets with their green stems and roots. To the left, there are red onions. In the background, there is a large amount of green leafy lettuce. The vegetables are arranged in a basket, and the lighting is bright, highlighting their natural colors and textures.

**BLAINE COUNTY
COMMUNITY
FOOD
ASSESSMENT**

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EXECUTIVE SUMMARY

The Blaine County Community Food Assessment (BCCFA) grew from The Hunger Coalition's interest in food insecurity rates, and the community's interest in local food system development. The BCCFA research was possible due to fundraising by The Hunger Coalition, the VISTA program, which provided two full-time volunteers for the project, and committed community partners. The research provides a critical tool for community members pursuing opportunities to localize the food system: it can support grant applications, be used as baseline information to continue research, and it provides recommendations to get the ball rolling.



together in the food system framework. We are all part of an interdependent system. The many moving parts need to be coordinated to achieve bold goals such that food access, healthy diets and sustainable farming work together to promote greater health and quality of life for all.

In our first year, we researched Blaine County's food production, consumption patterns, food waste and recovery, and food security. Current activities include conducting monthly networking meetings, disseminating the research in this report, and identifying shared values, vision and goals. Identifying these will enable this group to impact the Blaine County food system in subsequent phases to the project.

Key findings from the research help pave the way with recommendations for the group to consider. Read on for the full report for all findings, recommendations and research methods.

2015 BCCFA REPORT KEY FINDINGS AND RECOMMENDATIONS

The BCCFA is a group of organizations and individuals working

1

FOOD PRODUCTION

Interviews documented challenges and opportunities in adapting existing agricultural production to provide food for Blaine County markets.

KEY FINDING – Farmers and ranchers are interested in growing food that can be sold in Blaine County markets. The majority of agricultural products currently travel outside of the county immediately after harvest to commodity markets.



RECOMMENDATION

Create land access agreements and farmer internship pipelines to foster production with existing land owners and their land/water/infrastructure resources.

MORE DETAILS: According to the 2013 Blaine County Agriculture Census, there are 193 farms and a total of 191,949 acres of land in farms. Of the total farmland, 54,197 acres is total cropland, and 31,751 of that total cropland is irrigated. The major commodities grown in the county are alfalfa, malting barley, and seed potatoes. The county's livestock industry is estimated at 15,600 cows and calves, and 15,400 sheep. The total value of agricultural products produced in the county is \$26,437,000.^(*)



2

FOOD CONSUMPTION

Surveys investigated consumer understanding and values about food production and sourcing.

KEY FINDING – Affordable, healthy, tasty food are the highest ranking food values, and 'organic' foods were ranked lowest in value. Most people identified "local" food as foods grown and raised in Southern Idaho.

RECOMMENDATION

– Conduct additional research to determine household behaviors around a) food expenses as part of household budget, b) healthy food selection, and c) food preparation.



MORE DETAILS: Shopping patterns – Individuals in middle income brackets shop outside of the county more frequently than the higher and lower brackets

- **Availability** - The store in Carey lacked 15 of the 80-item basket inventoried for each store, rendering it a food desert for fresh produce and meats.
- **Accessibility** – There are some problems for pocket communities in between towns, but this is allayed by the relative wealth of those residents.
- **Affordability** - National meal cost statistics from 2013^(**) put Blaine County as the fifth most expensive county in the nation. Cost comparisons across the county stores show the least costly food is in Bellevue and Hailey.



WHAT'S A FOOD SYSTEM? A food system is all the people, processes and places involved in moving food from the seed a farmer plants to the table, be it a home, cafeteria, store, restaurant, or more. It encompasses everything from farming, processing and distributing, to retailing, preparing, eating, food rescue and composting.

3 FOOD WASTE AND RECOVERY – Interviews investigated existing services as well as barriers and opportunities to do more.

KEY FINDING – Commercial recovery options currently exist in Blaine County. A disposal service and a commercial compost company are piloting a food waste recovery program together.

RECOMMENDATION – Support end-use/sales of compost produced in this partnership by consumers and companies in the area. Support the expansion of existing services with additional restaurants and stores.

MORE DETAILS: Clear Creek Disposal and Winn's Composting are conducting a pilot project with the Blaine County School District and area restaurants to collect commercial food waste.



- Albertsons in Hailey is pursuing 'zero-waste', and has implemented significant diversion of food through donations to the local senior center, The Hunger Coalition, and composting.

4 FOOD SECURITY – Surveys and interviews documented the food security rate in Blaine County and analyzed

USDA-identified metrics of food affordability, availability and accessibility.

KEY FINDING – The food insecurity rate for Blaine County is 14.1%, with a ±2.9% margin of error, and an additional 5% of the county population is marginally food insecure. Fixed costs of living, such as rent, are relatively high, creating a household income dynamic that squeezes variable costs including food, potentially contributing to food insecurity.

RECOMMENDATION – Create food assistance opportunities that engage the community as a whole and eliminate stigma, such as volunteer/work in trade for food, and discounted food markets.

MORE DETAILS: Food insecurity can happen to anyone experiencing an unusually high financial burden or sudden loss of income. About 40% of The Hunger Coalition's clients experience this 'situational poverty.' 23% of food insecure households responded by survey that they would try to receive assistance if they



could volunteer or work in trade for food, and 46% said they would never seek food assistance. Stigma is a pervasive problem in addressing food security.

Definition of food insecurity (Life Sciences Research Office): Limited or uncertain availability of nutritionally adequate and safe foods or limited or uncertain ability to acquire acceptable foods in socially acceptable ways.

| | |
|-----------------------|-------|
| North of Ketchum | 8.1% |
| Ketchum | 9.4% |
| Sun Valley | 4.9% |
| Btwn Hailey & Ketchum | 6.0% |
| Hailey | 17.2% |
| Bellevue | 19.0% |
| Carey | 50.0% |
| South of Bellevue | 14.5% |

Policy, necessary to create systems to support change, is not addressed in this report.

(*) <http://extension.uidaho.edu/blaine/2013/04/16/agriculture-in-blaine-county/>
 (**) <http://www.feedingamerica.org/hunger-in-america/our-research/map-the-meal-gap/data-by-county-in-each-state.html>
 (***) See appendix 7 and 20 for an explanation of results and methods.

NEXT STEPS FOR STEERING COMMITTEE

POTENTIAL VALUES:

Community Stability



Strong local and regional agriculture will help Blaine County communities thrive by providing a decent livelihood to farmers and ranchers, while creating

and maintaining attractive communities for people to live in, work in, and visit.

Healthy Eating

Blaine County residents will move toward healthier eating patterns, with local, affordable products, such as fresh fruits and vegetables, whole grains, and both plant and animal sources of protein.



Rights to Food



All Blaine County residents will have access to adequate, healthy, culturally appropriate food at all times, a basic human right.

Sustainability

Regional food production, procurement, and access will be advanced embracing environmentally respectful practices, economically just principles, and socially responsible behaviors.



INTRODUCTION

PREFACE



In November 2014, The Hunger Coalition convened a community food conversation with the goal of engaging stakeholders to create lasting change in the area's food system.

This meeting initiated a year-long process known as the Blaine County Community Food Assessment (BCCFA). The BCCFA is just one milestone on the road to realizing the opportunities that a more localized food economy can bring to Blaine County.

The BCCFA generated important data and built upon existing efforts within the community, expanding the conversations. This research is a tool for all to help support the growth of a local food economy. The BCCFA team hopes the community will use this primary data to support grant applications, continue to investigate topics related to food in our region, and institute recommendations where possible.

TEAM

The BCCFA research was possible due to committed community partners, fundraising by The Hunger Coalition, and the Ameri-Corps VISTA program, which provided two full-time volunteers dedicated to the BCCFA.

A primary team, the Community Food Assessment Team (CFAT), assisted with research goals, interview and focus group questions, data collection and recruitment of study participants.

Sheep grazing on an Idaho ranch.



Farm-fresh eggs picked fresh from a backyard coop.

ORGANIZATIONS REPRESENTED BY THE CFAT MEMBERS:

- The Hunger Coalition (food bank, social services)
- AmeriCorps VISTA with The Hunger Coalition
- Local Food Alliance (community education, events)
- The Connection (seniors)
- Wood River Farmers' Market (market)
- Wood River Sustainability Center (market, restaurant)
- Idaho's Bounty Co-op (market, distribution)
- The Sage School (youth)
- NourishMe (market)
- South Central Idaho Board of Health (community education, social services)
- Ketchum City Council (government)
- Hillside Ranch (agriculture)
- St. Luke's Center for Community Health (health)
- University of Idaho Blaine County Extension Office (agricultural education)

Fresh produce from the Ketchum Farmers' Market.



ORGANIZATIONS REPRESENTED BY THE ADVISORY TEAM MEMBERS:

- Boise State University (research)
- Blaine County Commissioners (county government)
- Big Chief Organics (agriculture)
- US Forest Service (climate)
- Wood River YMCA (health, education)
- Wild Gift (social venture, youth)
- Nurture (health, education)
- Blaine County School District (education)
- Private Citizens

ADDITIONAL COMMUNITY PARTICIPATION

- Numerous volunteers provided assistance with research collection

CFA VISION

The **Blaine County Community Food Assessment** is a broad based, participatory process that will produce a comprehensive account of the local food environment which will empower the community to create a secure food system.



5B ABOUT BLAINE COUNTY: Blaine County is located in south-central Idaho, spanning a transition zone between sub-alpine desert and mountains. It is known for its beautiful landscapes, and numerous outdoor recreational activities. Blaine County, home to the Sun Valley Ski Resort, has a largely tourism driven economy - over 70% of GDP is visitor correlated⁽¹⁹⁾. The county is home to many cultural activities and non-profit organizations. It has a long tradition of community action.



2014 POPULATION:
21,482



INTRODUCTION

PROCESS

The CFAT and two AmeriCorps VISTA members organized feedback from the community food conversation⁽¹⁾ into four themes: Food Production, Consumption, Food Waste and Recovery, and Food Security. Surveys, protocols and interview questions were subsequently developed for each theme. Then, focus groups⁽²⁾ were held, interviews were conducted with people involved in food waste recovery efforts⁽³⁾ and with producers⁽⁴⁾, a community survey⁽²⁰⁾ was distributed to the general public, and dot surveys⁽⁶⁾ were conducted at farmers' markets.

METHODS

The methodology behind each theme and objective

FOOD PRODUCTION

OBJECTIVE: Learn more about the challenges local farmers face in producing food for Blaine County consumers.



RESEARCH: Interviews⁽⁴⁾ were conducted with farmers ranging in size of operation, gender, products and experience levels.

CONSUMPTION

OBJECTIVE: Investigate consumer understanding and values about food production and sourcing.



RESEARCH: Questions were included in the local food section of the community survey. Local dot food surveys were conducted at the Wood River Farmers' Markets, arts and music festivals. A Store Pricing Analysis⁽⁸⁾ was also conducted per the USDA guidelines in the Food Security Assessment Template.⁽⁹⁾

See appendices for all references.

FOOD ASSESSMENT TIMELINE

The BCCFA, a mixed methods study, focuses on four areas of the food system:

PRODUCTION, CONSUMPTION, FOOD WASTE AND RECOVERY, AND FOOD SECURITY

Community Food Conversation



NOV

2014



MAR

2015

CFAT team decides on themes

Develop surveys and protocol



JULY



AUG

Conduct data collection and analysis

Meetings with community members and key stakeholders to review findings



SEPT

DEC

Compile final report



Create steering committee and working groups to take next steps

JAN

2016



With a timeline of one year for planning and data collection, breadth and depth of the study were limited. The study recognizes that several aspects of the food system are not focused on in this report.



Freshly picked butterleaf lettuce.

FOOD WASTE AND RECOVERY



OBJECTIVE: Discover food waste recovery options already present in Blaine County, document barriers and challenges, and identify opportunities by stakeholders and community members.

RESEARCH: Interviews were conducted with stakeholders, including: a disposal company, composting companies, individuals who produce biofuel, the school district and county government.

FOOD SECURITY



OBJECTIVE: Determine the rate of food insecurity in Blaine County as well as barriers preventing people from accessing healthy, local food.

RESEARCH: Focus groups were conducted and questions in the community survey investigated the three metrics identified by the USDA – availability, accessibility and affordability⁽⁷⁾.



Farm-fresh eggs are a high commodity at farmers markets.



FOOD PRODUCTION

Blaine County has long recognized productive agricultural land as a key asset to the quality of life for the area. The 2015 Blaine County Comprehensive Plan, Agriculture Chapter ⁽¹⁰⁾, documents the county's current food production and serves as a guiding document for planners. This document also considers agriculture's role in a variety of planning areas, including zoning, water, natural habitat, public access and more.



Teri Backstrom of Petra's Simple Pleasures collects goats milk on her farm. She and her husband Ken have owned Backstrom Farms since 1994.



Given that document's extensive focus, the BCCFA here seeks to examine increasing food production for local consumption. **Our underlying assumptions for this section are that local farms are important, residents want to consume more locally produced foods, and the local economy benefits from fostering links between local producers and consumers.** Health impacts in the community are implied in the consumption of more fresh, minimally processed foods as well.

INTERVIEWEES INCLUDE:

- Barley and hay farmers
- Lamb and beef producers
- Row crop producers

SCOPE OF FARMS

Interviewees ranged in size from sub-ten-acre production to over 1,000 acres, and varied in production from grain to animal proteins, alfalfa, hay, seed potatoes, row crops, honey and more.

ADVANTAGES OF FARMING IN BLAINE COUNTY

CLIMATE – Generally ideal for a variety of grains, some row crops, some feed crops, and protein production.

Blaine County Farms by Size

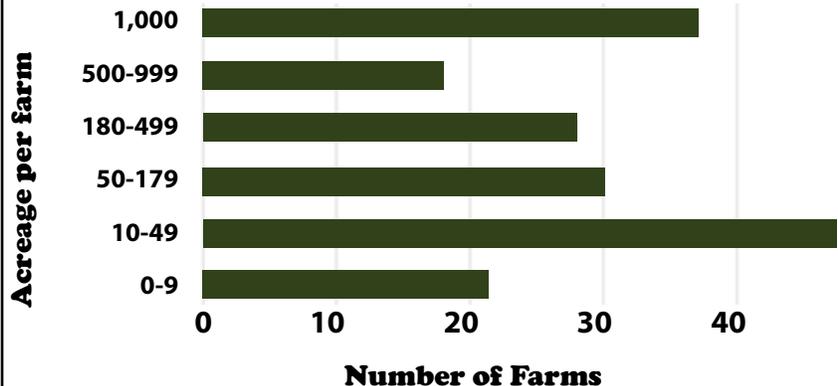


CHART A: Source: USDA, National Agricultural Statistics Service, 2012 Census of Agriculture

LAND IN FARMS, BY LAND USE

\$38.5 MILLION

Market value of the county's agricultural products in 2012 ⁽¹¹⁾.

THE BREAKDOWN:

\$27.8M - Crop sales (72%)

\$10.7M - Livestock Sales (28%)

186 - Number of Farms

179,130 ACRES - Land in Farms

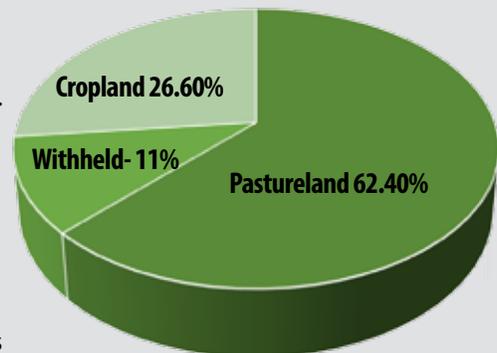


CHART B: Source: USDA, National Agricultural Statistics Service, 2012 Census of Agriculture



FOOD PRODUCTION

Digging for potatoes at M&M Heath Farm.



Greenhouses extend the growing season pre- and post-frost dates from 60 days to over 200 days for some crops.

PROCESSING – Regional barley malting facility, USDA and ISDA protein processing exists.

LAND ACCESS – Extensive federal (public) lands in use for grazing during animal protein production.

TOURISM – Agritourism is not currently well developed, but it is believed to be a potential area for development.

DISTRIBUTION – Local and regional distribution is available for all products.

MARKETS – Regional markets consistently purchase hay crops and animal proteins. Stores purchase local products.



CHALLENGES OF FARMING IN BLAINE COUNTY

See 'Challenges' section in the Blaine County Comprehensive Plan, Agriculture Chapter, for a more thorough discussion. Many of the challenges span food production for Blaine County consumption and beyond.

SEEN & HEARD

"Due to our location we definitely sometimes have to take less money in order to get our product to the buyer (outside of the county) because of shipping costs." – PRODUCER

"We can grow an abundance of food, but we can't grow, or haven't attempted to grow lately, the diversity of food. It's not Fresno." – PROTEIN PRODUCER

"There's a lot of infrastructure needed. The amount of water that you use to clean the product, the number of bins that you need to harvest the product. It's the walk-in refrigerator that you need to store the product. It is a lot if you were to say just get up and go." – ROW CROP PRODUCER

"Here we grow barley, sell it to someone that makes beer in Colorado. We grow hay that gets sold to a dairyman that makes milk in Twin Falls, we grow calves that go to Simplot who makes cheeseburgers in Mountain Home. So there's not a lot of finished product that we produce in this valley." – LOCAL PRODUCER



FOOD PRODUCTION

CLIMATE – Unpredictable changes in the climate impact all aspects of production. Interviewees noted a heightened climate variability in recent decades, making it difficult to be nimble with their adaptations.

WATER – The water supply in Blaine County’s high mountain desert area is completely dependent on snow pack and is decreasing. Producers depend largely on irrigation, versus rainfall, for most current production practices. Decreased water impacts profitability.

GROWING SEASON – Conditions vary throughout Blaine County from places at risk of frost every night of the year, to places that can have a frost-free period of up to 130 days. The relatively short growing season implies a smaller crop selection and smaller rotation options.

LAND ACCESS – The cost of land is high, impacting the cost of entry. Forest fires can prompt a switch to private land grazing versus public rangeland grazing, increasing costs.

DISTANCE FROM MARKETS,

SERVICES – An increased cost to doing business results from the distance to marketplaces, processing, fertilizer inputs, fuel, equipment supply and repair, and more. Most commodity crops are transported out of the county.

MARKETS – The consumer base of people who purchase local foods is small, in part due to Blaine County’s relatively low population. Tourist volume and their local food choices coincides with high local food production for only a couple of months.

LABOR – Agricultural labor forces are subject to substantial government requirements, specifically the migrant worker programs. Labor forces are not easily accessible. Services for large groups, such as workforce housing, are not developed.

INFRASTRUCTURE Animal protein and crop processing is largely unavailable in Blaine County. For animals, this includes all aspects from slaughter to fabrication and storage. For crops, this includes cleaning through packaging and storage.



Many varieties of lettuce at a Bellevue farm.



Picture-perfect, friendly, Idaho goat.



FOOD PRODUCTION

SELLING TO BLAINE COUNTY MARKETS

Mechanisms needed to move food produced in Blaine County to points of sale in Blaine County vary by product and scale of operation.

PROTEINS – Processing and storage capabilities provided through a more close-by facility, such as Shoshone, could potentially provide enough cost benefits to keep more locally produced proteins in Blaine County. Currently, many proteins exit the County at the start of the harvest stage, and never return. A closer facility would need to satisfy both far-afield and local economic markets.

GRAINS – Likewise, processing through a closer facility could provide opportunity to keep more grains in the County's markets. Work-able scales need to be modeled.. A variety of other grains could be explored for smaller-scale production.

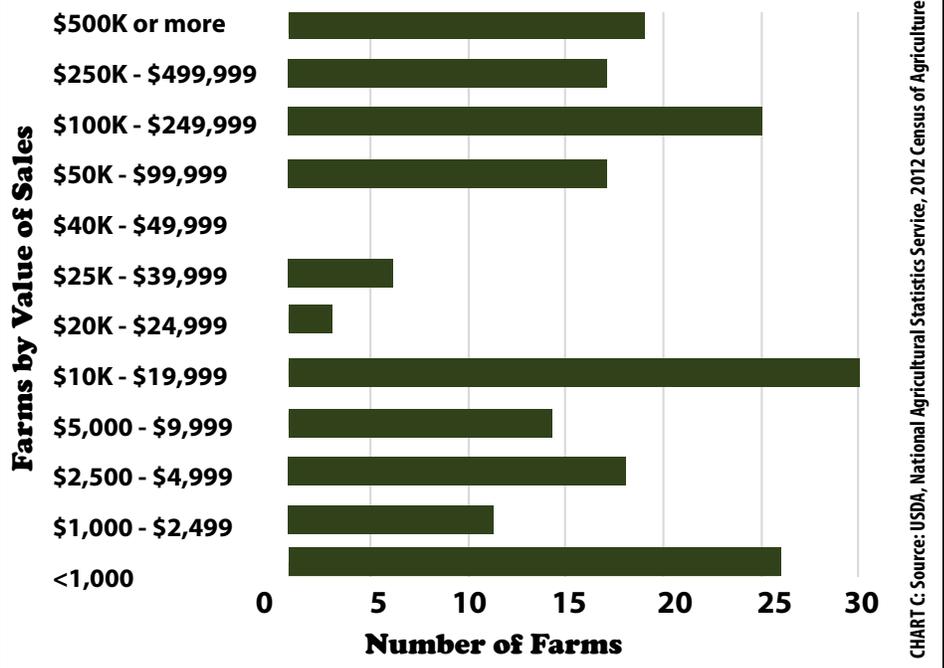
ROW CROPS – Several small farms produce row crops ⁽¹⁷⁾ and market their products directly to restaurants and stores through farmers' markets and through Idaho's Bounty Co-op, a local market and regional distributor. To increase local row crop products in Blaine County markets, contracts with buyers and more farmers are needed. The farmers also need a suite of items to start and stay in business, such as: affordable land access, water rights, affordable farm infrastructure, instruction, and more.

MARKETING TRENDS

ORGANIC – Many producers do not believe this label is necessary for their markets. The few that do maintain certification noted the increased paperwork and labor associated with this in the past five years. What once was a market niche is turning into a resource sink for some.

PRODUCTION METHODS – Producers mostly rely on conversations and trust with their clients to convey their production values and methods. Descriptive words, like 'grass-fed' for proteins, are common.

Economic Characteristics, Blaine County



RESOURCES FOR CHANGE

UNIVERSITY OF IDAHO EXTENSION

- Community education
- Farmer education, marketing and funding assistance, more

FARMERS

- Larger land owners are willing to consider land access models for others to produce crops for local distribution/retail/consumption.
- Farmers and ranchers are interested in volunteer ideas, community engagement, and participation in the tourism economy.
- They are committed to helping and educating newer farmers through internships and other means.

SHARING

- Interest in group-owned equipment to spread out cost. (Shared no-till roller, crimper for example).
- Interest in organized farmer group to advocate for water, sharing storage, more.

FARMING OPERATORS ⁽¹¹⁾

58.7 YEARS – average age of principal operator

26 – Female, **160** – Male

109 – Farming is primary occupation

77 – Other is primary occupation





FOOD CONSUMPTION

The BCCFA research shows that most households value healthy, nutritious food, irrespective of income, education and household size. Many assumptions initially held by the CFAT were discredited, leading to fresh discussion around actions moving forward.

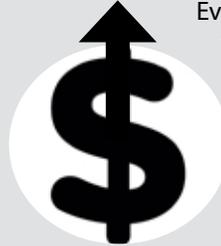


To examine consumption, the BCCFA explored the relationship between food values and daily practices:

- **THE COMMUNITY SURVEY** ⁽²⁰⁾ asked where households shop, if they are interested in gardening, and various questions regarding food values.
- **FOCUS GROUPS** ⁽²⁾ were conducted with food insecure individuals with kids, food insecure individuals without kids, seniors, Latinos, and residents from the remote community of Carey.
- **LOCAL FOOD DOT SURVEYS** ⁽⁶⁾ gauged the level of interest in local food products.
- **STORE PRICING ANALYSIS** ⁽⁸⁾ compared costs of a market basket as outlined by the USDA.

ASSUMPTIONS → RESEARCH

People do not know how to buy and prepare healthy food.



Even if people know how to cook, they may be forced to choose less healthy, more processed foods that stretch their dollars farther due to the relatively high cost of food in Blaine County.

People highly value 'Organic' food.



'Organic' fell to the bottom of the values list explored in the research. This could be due to concerns with organic labeling. People may purchase non-organic foods if they know the grower and production methods used.

People in lower income brackets do not prioritize local food or healthy food.



People in lower income brackets value local and GMO free food more than their higher earning counterparts. This could suggest that people understand the nature of health and the environment, but may lack the necessary resources to implement their food ideals.

People choose to shop other places rather than support the farmers' markets.



Households in the lowest income bracket shop at the farmers' markets about as frequently as those who earn \$75,000+ per year. More research is needed to understand if factors such as cost, location, or time impede other income brackets from higher shopping frequency.

Lower income bracket households shop outside the county more frequently than higher income households because the cost of food is much lower.



Individuals in the middle income brackets shop outside of the county more frequently. Perhaps individuals making \$100,000+ shop within Blaine County more frequently because it is convenient, while those making less than \$15,000 lack the resources to travel.



FOOD CONSUMPTION

Locally-grown carrots in a rainbow of colors.



"We would definitely not buy as many vegetables without Bountiful Baskets...because the price is right."*

Bountiful Baskets...because the price is right."*

– FOCUS GROUP PARTICIPANT

*Bountiful Baskets is a subscription produce service.



"I have high cholesterol and high blood pressure. My doctor

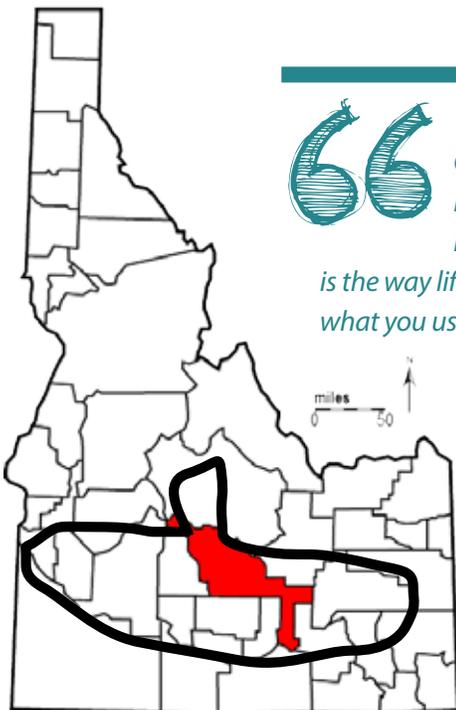
tells me to eat fish 2-3 times per week. But I cannot. Have you seen the price of fish? I can't afford to eat the way my doctor tells me I need to eat to get better."

– FOCUS GROUP PARTICIPANT



"I grew up right next door to my Grandma, and she grew up during The Depression, so you use everything. That's kind of how I thought everybody lived. This is the way life is, you use what you have, and that's what you use."

– FOCUS GROUP PARTICIPANT



LOCAL FOOD: 70% of survey respondents believe that "local food" means food that is grown or sourced within a 100 mile radius of Blaine County, or from anywhere in Southern Idaho.



SURVEY QUESTION

I BUY FOOD THAT IS:

**AFFORDABLE,
TASTES GOOD,
HEALTHY**
VERY IMPORTANT

**GOOD FOR THE
ENVIRONMENT**
SOMEWHAT TO
VERY IMPORTANT

**CONVENIENT
TO PREPARE,
LOCAL, GMO FREE**
SOMEWHAT
IMPORTANT

ORGANIC
NOT VERY TO
SOMEWHAT
IMPORTANT



FOOD CONSUMPTION

SHOPPING PATTERNS AND FOOD VALUES RESEARCH:

STORES: Not surprisingly, the most frequently visited shopping locations include Albertsons in Hailey and Atkinsons' Markets, with locations in Ketchum, Hailey and Bellevue. With a small population and remote location, Adamson's Market in Carey was visited less frequently than the other grocery stores.

INCOME: Households earning more than \$75,000 per year shop more frequently at specialty markets⁽¹²⁾ than households with lower incomes. Convenience store use tends to be lower the higher the income is for a household.

OUT OF THE AREA: Middle income brackets shop outside the county more often. The research documented frequency, not volume. Further research is needed to understand purchasing specifics for these locations, such as types of food purchased, volume of food purchased, and average cost per shopping visit.

CONVENIENCE TO PREPARE: This was relatively more important for the lowest three income brackets as compared to the rest.

TYPE OF FOOD: Food insecure individuals in the focus groups reported they purchase processed foods outside of the county in bulk. They do not stock up on fresh food when buying outside the county, as fresh foods expire more quickly than processed or pre-packaged foods.

AFFORDABILITY of food was reported as somewhat important to important across all income brackets, with those in the lowest income category ranking affordability higher. See the 'Food Security' section for further discussion.

Which of the following items do you regularly purchase from local sources?

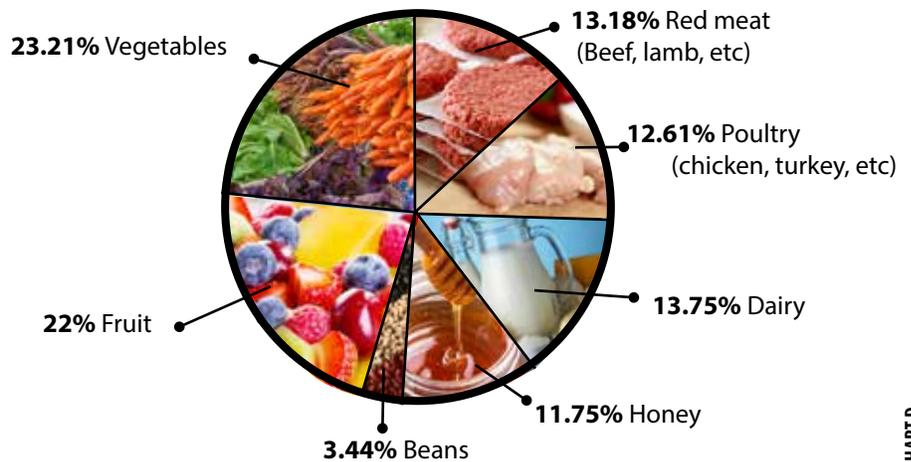


CHART D

Why do you shop at the Farmers Market?

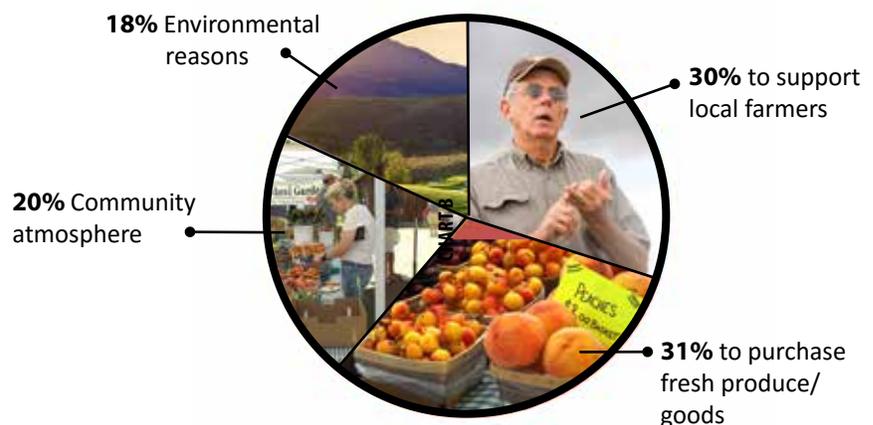


CHART E

How frequently people shop, on average, at a particular grocery store.

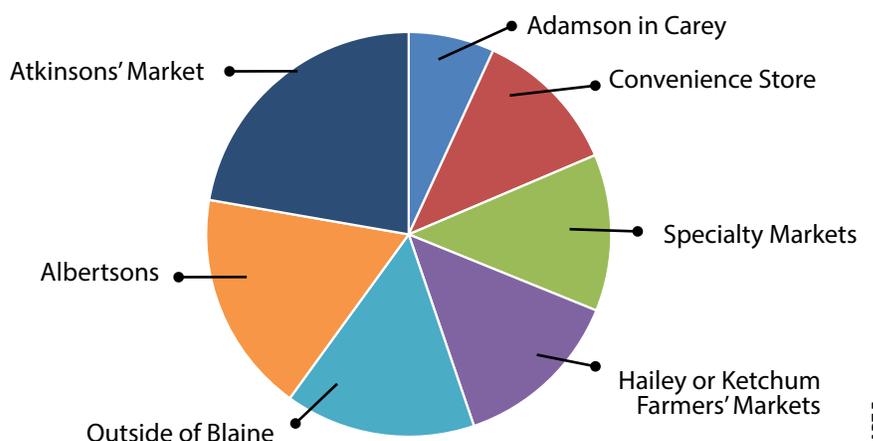


CHART F



FOOD CONSUMPTION

Fresh spinach and mushrooms make for a great salad.



STORE PRICING ANALYSIS:

The store pricing analysis measures availability, accessibility and affordability. The BCCFA measured the Albertsons store in Hailey, the Adamson's store in Carey, and the Atkinsons' stores in Bellevue, Hailey and Ketchum.

AVAILABILITY: The store in Carey lacked 15 of the 80-item basket inventoried for each store, rendering it a food desert for fresh produce and meats. The majority of items were available at Albertsons and Atkinsons' Markets.

ACCESSIBILITY: Accessibility does present barriers for pocket communities in between each town⁽⁷⁾. See the Food Security section for further discussion.

AFFORDABILITY: The average market basket cost for Blaine County was \$225.62 for December 2015, while the national average was \$149.70⁽⁸⁾. This indicates that food is about 1.5 times more

expensive in Blaine County for a family of four than the national average.

LOCAL DOT SURVEY RESULTS:

Local food dot surveys⁽⁶⁾ are not as rigorous as the community food survey, yet they offer a more informal platform to discuss food concerns. BCCFA dot surveys focused on local food and were conducted at the Wood River Farmers' Markets, as well as the Ketchum Arts Festival and Rocky Mountain Folk Festival. See Chart D.

TRUE COST OF FOOD

The true cost of food includes all the environmental costs and benefits of producing food that is not part of the market price we pay. This is an additional concern expressed by community members, but it is beyond the scope of this report. Although non-local food may be less expensive, conventional agriculture relies on practices and economic models that pose serious concerns to human and environmental health, resulting in a "true cost" of food that is actually much higher than the price tag⁽¹³⁾.

SHOPPING PREFERENCE

14.8% of households shop at convenience stores, and **17.3%** at farmers' markets, more than once a month.



People shop at Albertsons **(50%)** and Atkinsons' Markets **(81%)** more than once a month.



45.3% of people shop outside of the county once a month or more.



"We know it (shopping in WRV) costs a little bit more and you're

not getting as much in your cart, but we try to buy smart. We do buy bulk on some items and we do shop on purpose (in WRV) to put money into the local economy."

-CAREY RESIDENT



FOOD WASTE & RECOVERY

Food waste is a growing concern within Blaine County. Waste creates economic, environmental and social consequences, and also represents lost potential. The BCCFA examines Blaine County’s current options for food waste recovery, and identifies some opportunities to engage this lost potential.

INTERVIEWEES INCLUDED:

- Food waste disposal company
- Composting companies
- Individuals who produce bio fuel
- School district
- County government
- Agricultural producers

CURRENT WASTE RECOVERY SERVICES

COMPOST: Clear Creek Disposal is piloting a program for food waste removal from schools and restaurants, in partnership with Winn’s Composting, to determine if it is financially viable to implement food waste composting on a commercial scale. Winn’s Composting is the only state certified composting facility in the region, and the only regional facility that collects food waste on a large scale. This locally made compost is largely purchased for use by landscaping companies and homeowners in the area. It does not appear that enough is produced locally to export elsewhere.

BIO-FUEL: Individuals collect grease from local restaurants and make bio fuel as a hobby. They use it to power their vehicles, and engage students interested in learning the process of making biofuel for their senior thesis.



Scuffed bananas can be a large source of waste.



“An individual who will do this would be someone... who’s an environmentalist, who would think that would be cool, but they’d be taking on an extra job and extra responsibilities.”

– BIO-FUEL MAKER

GLEANING: This is the act of collecting leftover crops from farmers’ fields and orchards after they have been harvested, or in places where it is not economically profitable to harvest. The Hunger Coalition performs gleaning, largely on local fruit trees, and distributes this food through their food bank. Most Blaine County farms do not glean, as their grain and protein operations do not create gleaning opportunities on the farms.

PREVENTING WASTE: Grocery stores divert food waste in several ways. Food that does not meet standards are provided:

- to employees (eg: bakery items free, meat at discounted price)
- to community members who voluntarily pick it up for distribution to places like The Hunger Coalition
- for personal use for chicken or worm composting food

The School district also implements a ‘Share Table’– students put untouched food on the table for others who may want it.

BARRIERS TO IMPLEMENTING FOOD RECOVERY PROGRAMS:

Although food rescue programs are generally well supported by the public, they can be difficult, time intensive, and costly to implement. All of our interviewees endorsed the expansion of food waste recovery, yet lamented the difficulties with logistics and costs.



FOOD WASTE & RECOVERY



Canning, freezing, and drying are some food preservation methods for surplus items.



"When one banana out of 10 is gone, and you lose 10, what can we do? From a business standpoint, can we make something and try to make money? We can only make so much banana bread.

The amount of produce going to waste that is still edible is ridiculous."

– GROCERY STORE OWNER

LOGISTICS: Restaurant professionals report that it may not be viable to separate components of food waste to meet compost specifications, particularly if they are busy. County Commissioners state that recently popular curbside composting programs in larger urban areas pose logistical and potentially enforcement challenges due to the wildlife population in the Blaine County area.

FINANCIAL: Large-scale food waste composting is costly to initiate. One interviewee noted the significant operating capital required to begin operations, in part due to equipment costs whether used or new. Varying state and federal

regulations contribute to costs as well, related to permitting, water table impact and more. Start-up costs coupled with time invested (over two and a half years as reported by one interviewee) can make it difficult, if not prohibitive, to launch such operations.

END-USE NEEDED: Compost also needs an end user to support the cost of creating the product. Thus far, too few buyers purchase the compost in Blaine County to support a large-scale enterprise. One interviewee hopes that customers will not only drop off wood, land or food materials, but also purchase the composted materials that result from the waste.

↓ FOOD WASTE ↓ BY THE NUMBERS ↓



40% of U.S. food is wasted, according to the USDA.

Uneaten food ends up **rotting in landfills** as the single largest component of U.S. municipal solid waste where it accounts for a large portion of **U.S. methane emissions.**



For the average U.S. household of four, food waste translates into an

estimated **\$1,600 in annual losses.**

– Source: <http://www.cleanmetrics.com/pages/ClimateChangeImpactofUSFoodWaste.pdf>



"Anyone is ready to receive [a product] if it's free... It becomes more complex when you have to pay the appropriate amount of money to receive a quality product."

– COMPOST BUSINESS OWNER



FOOD WASTE & RECOVERY



Pigs can be a great resource for using food waste.

WATER: Necessary to compost food waste, water and the legal rights required to use this limited resource are not easily obtainable, requiring significant time and knowledge to acquire and manage. In addition, a facility receiving food waste may require additional permits due to ground water contamination.

FOOD SAFETY: For grocery stores and other businesses, a host of food safety regulations make food waste recovery a time and labor intensive endeavor.

NEIGHBORS: Historical opposition to large composting facilities exists due to their “smelly” nature.

STORE SPACE: Stores lack space to devote a special marketing campaign for “wonky” or ugly fruits and vegetables. They also lack space to house large compost piles onsite.



“We do have where a whole grade is out for something, without notifying us, so we end up having leftover food. One day, we could run out because everybody’s there. Another day there’s a bunch of kids that are sick. It’s a process. We don’t want any waste. We want to sell everything that we make.”

– SCHOOL DISTRICT FOOD SERVICE

POTENTIAL FOR EXPANDING FOOD RECOVERY:

Despite the barriers, we found a palpable, and in some cases already tangible, willingness to forge ahead.

- Clear Creek and Winn’s Composting are continuing their pilot with Blaine County School District and area restaurants.
- Grocery stores recognize the rise in public support of food waste recovery and are

researching initiatives. Some of their ideas include finding feasible ways to compost that will channel food without offending neighbors or patrons, and diverting re-usable food waste into other revenue streams, either in-store or with external businesses.

- Renewed commitment from stores to divert expiring food to The Hunger Coalition is a recent achievement.
- Some interviewees also expressed interest in teaching composting classes, which would prevent household food from ending up in a landfill.



FOOD SECURITY

The Hunger Coalition and other community organizations seem to meet the need for the food insecure population, but many families who may not be identified as food insecure appear to need food assistance from time to time.

Affordability emerges as a significant factor leading to food insecurity, and stigma emerges as a significant barrier causing people to not seek assistance.

Affordability can be considered by cost of food, and by money left over for food after paying other expenses. This section explores all aspects of affordability.



To examine food security, the BCCFA focused on factors in Blaine County as determined from:

- FOCUS GROUPS⁽²⁾
- STORE PRICING ANALYSIS⁽⁸⁾
- NATIONAL DATA⁽¹⁸⁾
- COMMUNITY SURVEY⁽²⁰⁾



...you just scale back all your bills as much as you can. By the end of the month

I had maybe \$150-\$200 left over. I'd have it figured out and then think "Wait, I have to do gas, this isn't working!" And then I would think "I'm going to go downhill if I don't reach out." I have to take care of myself. I'm always the one that gives, gives, gives to others and all of a sudden I have to give to myself."

– FOCUS GROUP PARTICIPANT

ASSUMPTIONS → RESEARCH

Blaine County has more food insecure households than indicated in Feeding America research, as The Hunger Coalition feeds higher numbers.

The BCCFA and Feeding America surveys are subject to a +/- 2.9% margin of error.



Our 2015 survey calculated the food insecure rate as **14.1%**, with an additional **5%** who may be marginally food insecure. Feeding America research put Blaine County food insecurity at **11.6%**⁽¹⁸⁾ in 2013. The Hunger

Coalition provided food for **17%** of the Blaine County population during 2014, indicating a growing need for food assistance in the county. Further, survey responses showed that people experiencing food insecurity may use other food assistance services and coping mechanisms. Some never seek assistance.

There are barriers to accessing food assistance services.



See Chart I for what would make people be more likely to access food assistance.

• **154** households said they would *never* seek assistance. Of those households, **21%** are food insecure.

Households use a variety of coping mechanisms to address food needs.



Households indeed used a variety of coping mechanisms to address food needs. Food assistance was the least used mechanism.

Food insecure households are less educated and tend to be larger in size.



There is no significant association between education and food security, nor is there one between food security and household size.



FOOD SECURITY

| Citations for this chart in Appendix 16. | Sun Valley (Blaine County) | Jackson Hole (Teton County) | Park City (Summit County) | Aspen (Pitkin County) | Steamboat (Routt County) | Mammoth (Mono County) |
|--|----------------------------|-----------------------------|---------------------------|-----------------------|--------------------------|-----------------------|
| Population | 21,294 | 21,575 | 37,232 | 17,173 | 23,409 | 14,202 |
| Average Pay | \$35,524 | \$41,755 | \$42,426 | \$51,814 | \$34,873 | \$29,046 |
| Median Rent | \$1,151 | \$1,228 | \$1,052 | \$1,486 | \$1,131 | \$1,242 |
| Child Care Costs | \$9,358 | \$14,523 | \$8,386 | \$12,733 | \$12,733 | \$9,869 |
| % of income spent on food | 21% | 18% | 21% | 18% | 18% | 19% |
| Unemployment Rate | 3.3 | 1.9 | 3.3 | 2.5 | 3.0 | 5.7 |

CHART G

Many factors impact a household's ability to pay for food. This chart shows comparable resort counties and costs of living. Rent, utilities, and insurance are fixed costs each month for a household, but food is a variable cost. Lower income households with relatively high fixed costs need affordable food to stretch their remaining dollars.

METRICS

We quantify food insecurity through the three metrics used by the USDA to determine food security:

- Availability
- Accessibility
- Affordability

AVAILABILITY: Measured as whether or not sufficient quantities of food items can be found in local markets. Availability was determined by using the store pricing analysis⁽⁸⁾. We include the five most prominent markets for Blaine County residents – Atkinsons' Markets in Bellevue, Hailey and Ketchum, Adamsons in Carey, and Albertsons in Hailey. The Carey store lacked 15 of the 80-item basket inventoried for each store, rendering it a food desert for fresh produce and meats. The other stores lacked one to two items, and indicate that Bellevue, Hailey and Ketchum are not food deserts.

ACCESSIBILITY: Accessibility can differ in Blaine County for those living outside city limits, which is roughly 30% of county residents. The relative percentage of people in poverty in some of these



areas, however, is quite low; many of the more far-flung residences in this resort area report higher incomes. Accessibility becomes less of a barrier when families have sufficient income for transportation to stores.

AFFORDABILITY: Affordability is at the heart of food insecurity in this region. Survey respondents with household incomes under \$100,000 rated affordability as somewhat to very important when making food purchasing decisions. Participants across all of our focus groups report they feel food is expensive in Blaine County. National data supports their sentiment⁽¹⁴⁾. Participants also cited difficulties in stretching their dollars for all household expenses.

SPOTLIGHT QUESTION

Q: WHAT PREVENTS PEOPLE FROM ACCESSING SERVICES?

A: Most common responses: That they do not qualify, or think they do not qualify.

They'd rather work or volunteer in exchange for food.

They were concerned that other people need it more than they do.



"We find the resources and go to churches and dinners and things like that. When you have

teenagers it's really hard because they don't want to be there, they don't want to see anybody they know. So Mom has to bring the Styrofoam boxes. We find a way to keep the respect and the dignity."

– FOCUS GROUP PARTICIPANT



FOOD SECURITY

WHO IS FOOD INSECURE?

Our survey data indicates that about 14% ⁽⁷⁾ of households in Blaine County, or 1 in 7, are food insecure. According to Feeding America's 2013 dataset, Idaho's statewide average food insecurity rate was 15.6%. The national average was 15.8%. This area is often viewed by its own residents, Idahoans and others to be wealthy, and thus immune to issues such as food insecurity. However, with our survey results reaching a rate close to state and national numbers, it is clear that the relative area wealth in Blaine County does not provide insulation against food insecurity.

Food insecurity can happen to anyone when food costs are high and substantial, largely unexpected bills outpace disposable income.

COST OF FOOD: According to Feeding America ⁽¹⁴⁾, Blaine County was the fifth most expensive county in the nation in 2013 in cost per meal. The national average cost in 2013 was \$2.79 per meal. The price per meal in Blaine County was 1.47 times the average, or, \$4.11 per meal.

The 2015 BCCFA store pricing analysis ⁽⁸⁾ shows that groceries are 1.5 times the national average cost in Blaine County, or 50% higher than the national average from December 2015.

COST OF LIVING: A family of four with two working adults must earn \$28.56/hour to make a living wage in Blaine County ⁽¹⁵⁾, or nearly twice each the minimum wage for Idaho, which is currently \$7.25. The average worker in Blaine County currently makes \$18.90/hour (\$39,318 annually), necessitating that, for a family of four, both parents work in order to make ends meet.

Households who responded "yes" to these coping mechanisms

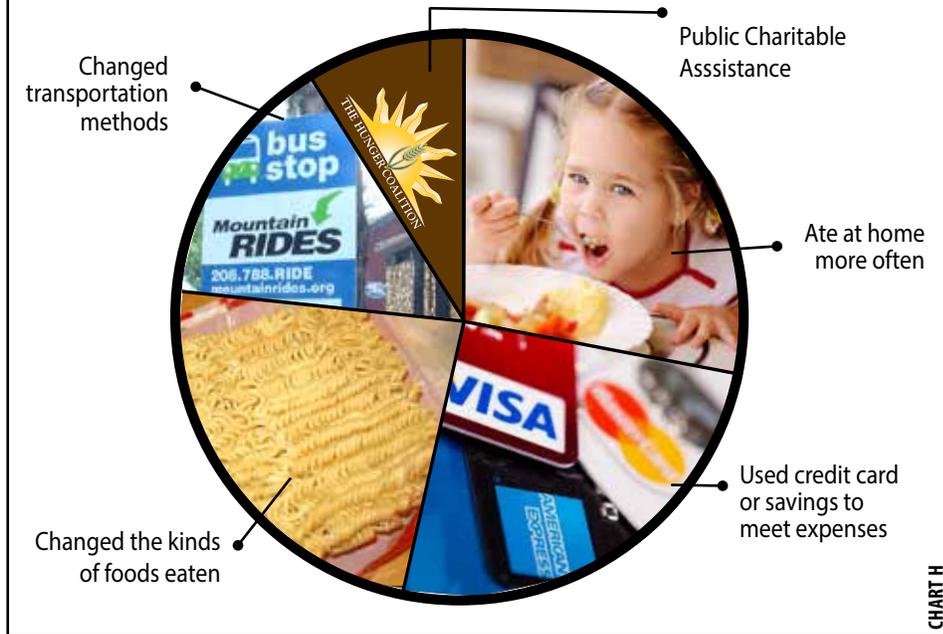


CHART H

More likely to try food assistance if:

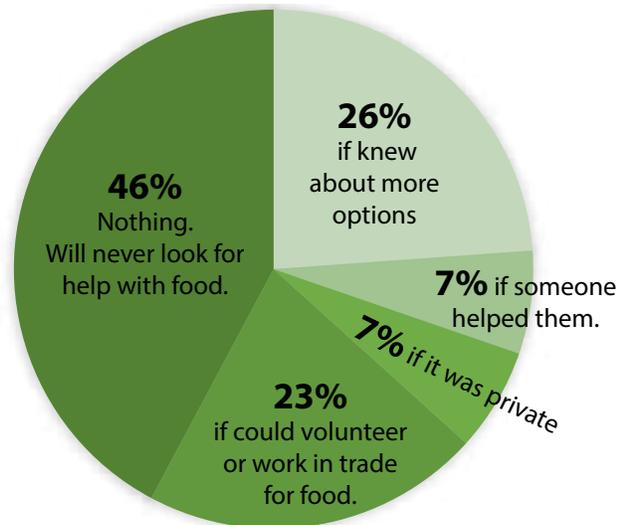


CHART I

MAKING ENDS MEET: A wage that barely makes ends meet is highly susceptible to situational crisis. Even when families prepare for the unexpected, the high cost of living and low average wage renders it difficult to survive for any length of time under extreme financial stress. At The Hunger Coalition, Blaine County's only full-time food bank, about 40% of clients experience "situational poverty"

– an unusually high financial burden or sudden loss of income, making outside assistance necessary to alleviate the budget crunch.

People who live in Blaine County are less likely to experience food insecurity if they make more money, but there is only a weak to moderately strong association between household income and food security.

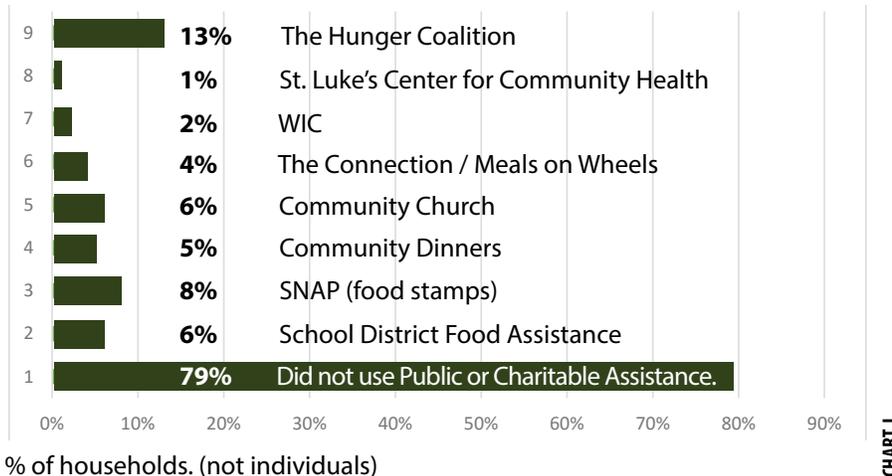


FOOD SECURITY

Community dinners account for 5% of food assistance used.



Use of public or charitable assistance within past year



WHAT DO PEOPLE DO UNDER FINANCIAL STRESS?

Each of the behavior changes examined in Chart H can indicate people at risk for food insecurity.

Particularly, changing the kinds of foods eaten can signal distress.

TYPES OF FOOD EATEN:

Some individuals commented that while they don't skip meals, they don't eat full meals either. Fresh produce is offered to children and other family members first while adults will eat only rice. Across all focus groups, when people experience food insecurity, they are likely to change the fresh foods they eat to more processed foods because they last longer and are more economical.

PERPETUATING POVERTY:

Cutting back on the quality of food in order to save money can have health ramifications. Exacerbated medical conditions caused by poor food choices can lead to continued financial strain and prolong situational poverty.

NO HELP-SEEKING BEHAVIOR:

In some instances, food insecure people may never reach out, due to concerns with stigma and more. Of those who said they do not qualify for any services, 29% are food insecure⁽⁷⁾. Of those who responded that they'd rather work or volunteer to receive assistance, over 50% were food insecure. Of those who said others need it more than they do, 42% were food insecure.

SEEN & HEARD



"There is a stigma that can be attached to receiving charity or help, and some people are more sensitive about it than others. Some people just will not seek help short of starvation. I don't know how you can possibly do it differently, but maybe someone can come up with some idea that makes it more anonymous."
- FOCUS GROUP PARTICIPANT

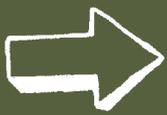
"We live in a part of the country where the minimum wage does not have anything to do with the real price of things. I think that's definitely something that should be taken into consideration for change."

- FOCUS GROUP PARTICIPANT



"It's really hard for me to swallow my pride, and have (The Hunger Coalition) help me out. I'm shocked because I have a job, but it's hard to make money in this town. I'm a single mom, I have two kids and my mom and dad are sick. It's tough."

- FOCUS GROUP PARTICIPANT



MOVING FORWARD



The growing season can be extended significantly with greenhouses for some crops.

MOVING FORWARD

A steering committee was appointed at the close of the research phase. This committee will:

- Determine structure and funding for their work together moving forward.
- Review the BCCFA research and make recommendations for actions.
- Maintain a system-wide focus and communications network among partners.
- Potentially set a strategic plan for the long-term evolution of outcomes related to this food assessment.
- Work with existing community programming and partners to address recommendations in this report.

TOOLS FOR THE COMMUNITY

This research is a tool for all to help support the growth of a local food economy.



The BCCFA provides baseline information for subsequent phases as determined by the steering committee and their work towards food system improvements.

The BCCFA team hopes the community will use this primary data to support grant applications, continue to investigate topics related to food in our region, and institute recommendations where possible.

STRENGTHS

The BCCFA successfully coordinated a group process and set the stage for future collaborative work.

• Research methods were rigorous. A Boise State University Assistant Researcher advised on methods and results. We had support from the BSU Public Policy Research Center, and Dr. Rebecca Som Castellano, Professor in the Dept. of Sociology.

- The breadth of food system sectors researched was wide.
- The sample size for the community survey was large, (1,100 responses) lending credibility to the data.
- Broad data can now inform future programming, feasibility studies, policy coalitions, food hubs and more.

LIMITATIONS

The broad nature of the research prevented deep investigation in any one area, and in

several instances generated more questions than answers.

• Neither nutritive value, nor volume of purchases by location was captured. More detailed current consumer purchasing habits could yield further insight into building future markets for locally grown food.

• Survey participation from the Latino community proved challenging, despite offering the survey in Spanish, and canvassing in Spanish speaking neighborhoods.

RECOMMENDATIONS

Several opportunities identified in the research offer potential starting points for the steering committee and working groups to address in their next steps:

PRODUCTION

Blaine County producers are interested in participating more in the region's food system. Ideas being explored further include:

- Nearby protein processing and fulfillment facility.
- Land access and farm mentoring programs.





MOVING FORWARD



Row crops are desired by the consumer market.

• Farmer education, especially with regard to climate change.

CONSUMPTION – More market-related research could clarify purchasing trends among consumers, and potentially point to:

• Local production of fresh, high quality food. Row crops desired by consumers are particularly lacking in current availability from Blaine County producers.

FOOD SECURITY – Most people would rather work or volunteer in exchange for food to remove the stigma of receiving assistance, as well as create dignity in the experience. This, combined with the issues surrounding affordability, could point to:

• A discount food store (stocking gleaned items from regional farms, and

unsold items from local grocery stores).
• A community garden with a variety of scaled options to participate through work, volunteering and pay.

• A mobile market with discounted food.
• Increased participation in the ‘Fresh Bucks’ program through local farmers’ markets; other farmers’ market approaches to discounted food.

FOOD WASTE AND RECOVERY

Opportunities abound to reduce waste earlier in the stream of food production through consumption:

- Education of households in reducing waste through shopping habits, cooking and composting.
- Gleaning more food from regional farmers.
- Expanding storage and processing for gleaned or otherwise on-the-way-out foods.

SEEN & HEARD

“You don’t just get (assistance) for nothing. You’re going to have to do something. Most of what (organizations) ask you to do is make a goal towards something better you want to do in life. It’s a positive, not just keeping you in that rut. If you don’t have to do anything, nothing is going to change.”

– FOCUS GROUP PARTICIPANT

“We want to 1) understand challenges of educating the public; 2) accomplish collection; and 3) make sure an end receiver is set up to succeed.”

– COUNTY COMMISSIONER, REGARDING FOOD RECOVERY INITIATIVES.

“We’re pleased that the county, at least reflected by the perspective of the commissioners, is agriculture-friendly, in addition to being wildlife, tourism, ecotourism friendly. We believe that these activities if properly framed are not incompatible.”

– PROTEIN PRODUCER

QUESTIONS?

For questions related to assessment and/or data analysis, contact: Lynea Petty at lpetty@thehungercoalition.org. This report can be found online at: http://thehungercoalition.org/wordpress/?page_id=2489





APPENDICES

1 – Community Food Conversation – The Hunger Coalition (THC) and two VISTA volunteers facilitated a conversation with community members to meet these goals:

- 1) Introduce the community to the Community Food Assessment (CFA).
 - a. Share what other CFA's have accomplished and get the group thinking big on what we can accomplish.
- 2) Introduce Food System Components (Production, Processing, Distribution, Consumption and Food Waste & Recovery) and what already exists in our community.
- 3) Assess the Food System Components and identify the top questions we want to address as a community.
- 4) (Behind the scenes) Determine who are the leaders stepping forward and who is missing in the conversation.

Additionally, current successes in Blaine County were presented, as well as a list of community partners, and potential projects.

2 – Food Security Focus Group Interview Questions – the following is an amalgamation of questions asked of several focus groups, including seniors, food insecure with and without children, and residents of Carey. All interviews were recorded and transcribed, and transcripts were coded and analyzed using NVivo 10 by the lead researcher and a THC staff member.

1. Introductions: name, occupation and how you heard of this meeting.
2. How long have you lived in Blaine County? What draws you here?
3. Where do you shop?
 - a. Probe: Twin Falls, locally, online, etc.
4. How many people would say that they either ran out of or worried about running out of food during the past year?
5. How many people would say they either ran out of or worried about running out of food every month? Did these things happen at specific times of the month? Or certain times of year?
6. Have you noticed that these events follow a pattern? Is there something else that happens regularly that causes you to worry about running out of food?
7. When there isn't enough food, or you're worried that might be the case, what do you and your family do to try and make the food you have last as long as possible? Walk us through a time when it was particularly difficult, and what you did to cope or make ends meet.
8. Sometimes, there are services or money available when you are struggling. What types of places have you gone to for food and how often? Which of these places works best for you? Do they each have a different role – do you go to them at different times or use them differently? If you do not seek assistance but it may help you – what are the barriers preventing you from seeking services?
9. What would you say is the most important resource in helping you and your family cope during times when having enough food is a major concern?
10. What do you think the community (government, businesses, people) could do to make it easier for people to get enough food?
11. Other issues that happen during the year that affect the ability to buy food – such as medical bills or family support. Do unexpected costs change your food habits?
12. Do you know where to go to learn how to garden?
13. Do you feel a stigma? What could we do to reduce the stigma?
14. If food prices were reduced do you think food problems would be solved?
15. If food prices were lower would you be more interested in learning about new foods or trying new foods?
16. Do you ever have problems just preparing meals?
17. Do you ever get recommendations from doctors, but can't change diet because of money?
18. Are there any foods that you can't buy here?
19. Do you ever go out to eat?
20. If you utilize The Hunger Coalition's services, do you think they give you enough food?
21. Is there anything else you'd like the community to know about struggling with hunger and having enough food?



APPENDICES

3 – Food Waste and Recovery Interview Questions – The following is an amalgamation of questions asked of County Commissioners, city leaders, farmers, individuals, schools, restaurants, grocery stores and other larger, institutional sized entities that produce waste in the food system. All interviews were recorded and transcribed, and transcripts were coded and analyzed using NVivo 10 by the lead researcher and a THC staff member.

1. Tell about your job and how you are involved with food waste and recovery.
2. What waste removal services are offered in the county/city?
3. Composting and alternative methods of food recovery are often discussed in popular media as options that are more beneficial to the environment. What are your thoughts on expanding these methods of food waste and recovery?
 - a. Do you think it would be possible for institutions that produce a great deal of food waste to implement composting or food recycling?
 - b. If yes, what would need to happen in order for you to compost or recycle food more often?
4. Are you aware of any sites that would like to receive composted or recycled food on a regular basis? Sites such as landscapers, golf courses, farmers, etc. Are there any sites or organizations near the Wood River Valley that would convert it into biofuel, animal feed, use the compost for their land?
5. Are you aware of any individuals or services that would help transport recycled or composted food to sites that could put it to high value use?
6. Do you know what is tracked regarding waste each year? Does the county/city track or have access to the total pounds of waste removed in the county/city each year? Does it get broken down between recyclable, compostable, etc.?
7. Can you share any history you may be aware of regarding barriers or difficulties trying to implement alternative food waste recovery methods (ie – composting, curbside recycling, etc.)?
8. What role does local government and/or the community play in helping to overcome these barriers?
9. Describe the different waste removal services you offer?
10. What is your strategy for educating the public? How do people learn about what you offer? Is it effective for you?
11. Have you encountered any barriers or difficulties trying to implement alternative waste recovery methods (ie – composting, curbside recycling, establishing more recycling drop off locations, etc.)?
12. Where did you first learn about alternative methods of food waste and recovery?
13. What motivates you to (compost/recycle/etc.)?
14. Where would you tell people to go if they want to learn more about food waste and recovery?
15. What advice would you give to people interested in (composting/worms)? What do you think would help inspire people to engage in alternative waste recovery methods?
16. Does donating excess food appeal to the school district? Do you encounter any barriers that prevent you from donating as much excess food as you'd like?
17. Would you consider composting, recycling or alternative methods of food recovery that are more beneficial to the environment, but would be the same price as you pay currently for waste removal?
18. If a service such as composting or donating was more beneficial to the environment, but was more expensive, would you still consider implementing that service?
 - a. How much more would you be willing to spend:
 - i. 0-5% increase of overall budget
 - ii. 5-10% increase
 - iii. 10-15% increase
 - iv. More?
19. Do you promote gleaning on your farm?
 - a. If no – is it something you're interested in doing?
20. What support would you need to do it? Thinking toward the future a little bit, have you heard or know of any creative ways to reuse food waste that would help increase your profit margin?
 - a. What would you need to be able to implement those ideas?
21. What kinds of services do you use personally and on your farm?
 - a. If you compost – what motivated you to compost?



APPENDICES

4 - Producer Interview Questions – All interviews were recorded and transcribed, and transcripts were coded and analyzed using NVivo 10 by the lead researcher and a THC staff member.

1. Tell me a little about your farm. For instance, what do you grow? And for how long have you been farming?
2. What are some advantages of farming in Southern Idaho?
 - a. Probe: regional climate, contracts, water rights, relationships with purchasers or contractors?
3. What are some challenges you face farming in Southern Idaho?
 - a. Probe: We are interested in market, infrastructure and processing, climate, and water based challenges
 - i. Do you experience a lack of dependable and/or reliable purchasers? Is it easy to find individuals or markets that will buy your products?
 - ii. Do you grow year round? Has the changing climate and shorter winters had any impact on what you can produce? Or how much you can produce?
 - iii. Do you have the ability to store products? Is lack of processing plants near you an issue?
 - iv. Does water availability affect your ability to grow enough crops to turn a profit?
 - v. Do you experience difficulties transporting products?
 - vi. Do you feel pressure to market yourself in a certain way? For instance, there is a segment of the population that prefers non-GMO, or local, or organic. Does that present a challenge when it comes to marketing and/or selling your product?
4. Part of our objective through the food assessment is to better understand farmers' challenges in order to provide better support. Do you already sell to Blaine County or surrounding areas?
 - a. If Yes:
 - i. Which markets do you sell to?
 - ii. What percentage of your product is sold locally/regionally?
 - iii. Has this been a good experience? Why or why not?
 - b. If No:
 - i. What would need to be in place for you to sell your product to Blaine County?
5. It can be difficult for new farmers to access land or get into the farming business. If there was an option to lease your land, so that interested farmers could grow products to sell locally or regionally, is that something you would be interested in doing?
6. Are you interested in engaging volunteers or people interested in farming?
 - a. If yes: How can the community support you in doing that?
7. One last topic we'd like to touch on is food waste. How do you handle your food waste on your farm?
 - a. Probe: bio-fuel, feed it to your animals, compost? If you compost, what do you do with the compost (use it for your land, sell it, etc.)?
8. In thinking about the challenges you discussed earlier, do you have any thoughts on changes that could be made to overcome these challenges?
 - a. Probe: transportation, processing, labor, consistent markets, policy changes, more
9. Do you have anything else you would like to add to this interview?
 - a. Or, anything else you'd like people to know about farming?

5 – No Help Seeking Behavior – This section of the community survey was mistakenly completed by a small amount of respondents for whom the questions do not apply. Therefore, the percentages are skewed slightly higher than the response would have been for only food insecure households.

6 – Local Food Dot Survey – Analysis for our community survey was completed using SPSS, a predictive analytics software, and analysis for the dot survey was performed using Microsoft Excel.

Question: Why do you shop at the farmers' market?

Potential answers:

- o To support local farmers
- o To purchase fresh produce/goods
- o Community atmosphere
- o Environmental reasons

Question: Which of the following items do you regularly purchase from local sources?

Respondent selections: red meat (beef, lamb, etc.), poultry (chicken, turkey), dairy, honey, beans, fruit, vegetables



APPENDICES

7 – Food Security Methods Description –Availability refers to the percentage of items within the Market Basket (see Appendix 8 for explanation) that are ready for purchase at the local grocery store. This is one of the strongest indicators of living in a food desert. With the exception of Adamson’s Market in Carey, Blaine County contains the majority of the items within the Market Basket and we can therefore determine that there is no availability issue within Blaine County except for Carey.

Accessibility is whether or not individuals within a given area can reach a grocery store by foot, by vehicle or by public transportation. A grocery store is considered accessible for a family if it is located within one mile of a given household. The USDA has a Food Atlas map that demonstrates accessibility for each county in the United States (<http://www.ers.usda.gov/data-products/food-environment-atlas.aspx>). According to this map, the southern tract of Blaine County (approximately Bellevue to south of Carey) is considered a low access area. This means that more than one third of households are more than 10 miles away from a supermarket. The BCCFA did not investigate accessibility directly, but relied on available data to help determine this indicator.

Affordability was investigated through several means. The most direct way to investigate affordability is through the Store Pricing Analysis, and to use the data from Feeding America’s Map the Meal Gap to illuminate relative pricing per meal. The BCCFA examined affordability through a variety of proxy measures. Collecting data from the Census, Bureau of Labor Statistics and Feeding America, affordability was explored more broadly as a collective effect from mounting bills outside of food.

Community Survey and Screener

The aforementioned three measures indicate food security for a community, but to determine the food insecurity rate, the BCCFA replicated the USDA 6 item questionnaire for food security in our community survey, (see Appendix 20 for survey sample) including a screener. While the screener is not generally recommended for the 6 item questionnaire, given the high income nature of Blaine County, we attempted to reduce the respondent burden as much as possible to ensure a high sample size.

The screener complicated the analysis to some degree, and the manner in which we present our results. The overall response rate exceeded 1,100 surveys. This means that over 1,100 people completed our survey as instructed. However, the screener allows respondents to completely skip the food security section. When a respondent answers item 7 (the food security screener) they are either instructed to proceed with the food security section, or proceed to the demographics section and skip over the food security section. If a respondent answered that they had enough of the kinds of foods they wanted to eat, or (a) on item 7, they were instructed to skip the food security section. For all other answers, they were instructed to proceed with the food security section and the demographics.

With over 1,100 returns out of 8,000 mailed our margin of error is less than 3% and all of our results in each section assume a confidence interval of 95. All of the statistics with respect to the community survey were calculated using SPSS.

Measuring Food Security

In effort to measure the food insecure rate of Blaine County, we followed the USDA template for calculating food insecurity. The first six questions in item 8 on our community survey are the ones used in this analysis. For each question in which a respondent answered “sometimes” or “often true”, they receive a point. If they declined to answer the question or answered “never true” or “I don’t know” they received zero points.

All respondent scores were totaled and placed in the following categories:

0 points: Food Secure

1 point: Marginally Food Secure

2 – 4 points: Low Food Security

5 – 6 points: Very Low Food Security

All percentages that pertain to the food security section are out of the total number of respondents coded as “low or very low food security” according to the USDA food security questionnaire guidelines. The percentage of respondents that fell into low or very low food security were added together to get a total food insecure rate for Blaine County – which was 14.1%. Additionally, 5% fell into the marginally food secure category. This is an important distinction because the 6 item measure is not as sensitive to food insecurity measurements as the 10 or 18 item questionnaire. According to the USDA, people who fell into this marginally food secure category tended to be food insecure when answering the 10 or 18 item questionnaire. This again was calculated using SPSS and double checked at Boise State Public Policy Research Center using STATA.

Finally, we held five focus groups for food insecure individuals (with children, without children, seniors, Hispanic individuals and Carey residents). All of the transcripts were analyzed in NVivo 10 and used to supplement our quantitative results.



APPENDICES

8 – Store Pricing Analysis

The USDA template for a Food Security Assessment details how to calculate the average price of food within a given county for comparisons against a national average.

Volunteers visited Albertsons, Adamson's, Village Market, and the three Atkinsons' stores in Blaine County (Bellevue, Hailey and Ketchum) and recorded prices in the USDA Thrifty Food Plan Market Basket. The Thrifty Food Plan is the cheapest plan available for families that meets the minimum RDA recommended requirements for micronutrient intake. In other words, this is the most affordable plan available that yields enough vitamins for it to be considered satisfying and healthy. The USDA includes all of the items in a Thrifty Food Plan for analysis. Missing items from this list can signal an availability problem in the community, and several missing items can qualify the area as a "food desert."

With prices recorded from the individual stores, we used the USDA outline for pounds consumed in a month for a family of four with one female age 19 – 55, one male age 19 – 55, a child 6 – 8, and a child 9 - 11. That ratio was used to calculate expenditures each month per item, and added together to obtain the Market Basket price. The Market Basket price was compared to the national average from December 2015, <http://www.cnpp.usda.gov/sites/default/files/CostofFoodDec2015.pdf>, to determine how much more expensive groceries are in Blaine County compared to the national average.

9 – USDA Food Security Assessment Template – http://www.ers.usda.gov/media/327699/efan02013_1_.pdf

10 – Blaine County Comprehensive Plan – Link to agriculture chapter: http://www.co.blaine.id.us/vertical/sites/%7BB2A7BCF-1E38-4DB2-AE8E-3A22829A1987%7D/uploads/Chp_4_Agriculture_adopted_11-24-15_Res_2015-55.pdf

11 – USDA 2012 Census of Agriculture - http://www.agcensus.usda.gov/Publications/2012/Full_Report/Census_by_State/Idaho/

12 – Specialty market – Specialty markets carry food typically considered unique and high-value, made in small quantities from high-quality ingredients. Consumers typically pay higher prices for specialty foods compared to non-specialty foods. Specialty markets can specialize in or predominantly purvey specialty foods. The consumer survey mentioned specialty markets such as The Sustainability Center and Main Street Market.

13 – Food Tank – <http://foodtank.com/news/2015/09/conventional-agriculture-isnt-cheap>

14 – Feeding America Statistic on Most Expensive Food from 2013. Feeding America statistics for the cost of a meal for 2015 will come available in June of 2017. <http://map.feedingamerica.org/county/2013/overall/idaho/county/blaine>

The calculation for this number is generated from data stored when individuals purchase items from one of the 26 food categories in the USDA Thrifty Food Plan (TFP). This plan is the least costly plan that meets minimum nutritional requirements for males age 19-50. Any applicable state taxes are factored in, and an average Market Basket price is calculated for each county. The averages of all the counties within a given state are calculated, and each county is then divided by the average to get a relative index. This index can be applied to the national average of \$2.79 per meal. Blaine County is 1.47 times higher than the national average cost of a meal, based on 2013 data. This index is a relative measure – it is meant to demonstrate how expensive the cost of a meal is relative to another county, not the absolute cost of a meal in each county.

15 - Massachusetts Institute of Technology citation – <http://livingwage.mit.edu/counties/16013>



APPENDICES

16 – Resort County Comparison

Population – US Census, <http://www.census.gov/>

Average pay –2013 Census data used as not all counties had more recent data available.

Median rent – HUD Fair Market Rent analysis aggregated from county level data.

Child care costs – MIT Living Wage Calculator, <http://livingwage.mit.edu/>

% of income spent on food – MIT Living Wage Calculator, <http://livingwage.mit.edu/>

Unemployment rate – Idaho Department of Labor, lmi.idaho.gov

17 – Row Crop – This is a crop that can be planted in rows wide enough to allow it to be tilled or otherwise cultivated by agricultural machinery. Such crops are sown by drilling rather than broadcasting. Examples range from celery, beans and onions, to watermelons, pumpkins and potatoes.

18 – Feeding America 2013 Food Insecurity - http://www.feedingamerica.org/hunger-in-america/our-research/map-the-meal-gap/2013/ID_AllCounties_CDs_MMG_2013.pdf

19 – http://www.sunvalleyeconomy.org/sites/default/files/Growth_Aspirations.pdf

20: Community Survey – The survey was mailed to 8,000 randomized households, with instructions in English and Spanish. Over 1,100 returns were received, which is a 13% response rate. The margin of error is less than 3% and all of our results in each section assume a confidence interval of 95. A private research firm received responses via postage-paid Business Reply envelopes provided in the survey packets. This firm processed the surveys, scanning and editing the results. The statistics from the community survey were calculated using SPSS. Further, the Human Subjects Institutional Research Board (HSIRB) reviewed the BCCFA research methods. This ensured that the BCCFA complied with federal regulations and that the rights and welfare of research participants were protected. The full survey follows:



**BLAINE COUNTY
COMMUNITY
FOOD ASSESSMENT**
A project of The Hunger Coalition

The survey is for the person in your household who is 18 or over and who does most of the food shopping for the household. If you are not that person, please pass the survey, letter, and return envelope along to that person. For each question, please mark just one answer, unless otherwise specified. Your answers are confidential and survey results will be used to improve our local food.

Marking Instructions: Please use a pencil or a blue or black pen.

Local Food: *This section contains some general questions about local food, the things that may be important to you when you buy food, and where you buy food.*

1. In what area of Blaine County do you currently live?

- | | |
|---|---|
| <input type="radio"/> (A) North of Ketchum (Unincorporated Blaine County) | <input type="radio"/> (E) Hailey |
| <input type="radio"/> (B) Ketchum | <input type="radio"/> (F) Bellevue |
| <input type="radio"/> (C) Sun Valley | <input type="radio"/> (G) Carey |
| <input type="radio"/> (D) Between Hailey & Ketchum (Unincorporated) | <input type="radio"/> (H) South of Bellevue (Unincorporated Blaine County) |

2. When I hear the term “local food”, I think it means food from...

- | | | |
|--|---|--|
| <input type="radio"/> (A) Blaine County | <input type="radio"/> (C) Anywhere in Idaho | <input type="radio"/> (E) Somewhere else |
| <input type="radio"/> (B) Southern Idaho | <input type="radio"/> (D) Idaho or neighboring states | <input type="radio"/> (F) The term doesn't mean anything to me |

3. Please indicate how often your household purchases food at each of the following:

Never Less than Once a Month Once a Month Several Times a Month Don't Know

| | Never | Less than Once a Month | Once a Month | Several Times a Month | Don't Know |
|--|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Adamson's Market in Carey | <input type="radio"/> (A) | <input type="radio"/> (B) | <input type="radio"/> (C) | <input type="radio"/> (D) | <input type="radio"/> (E) |
| Albertson's | <input type="radio"/> (A) | <input type="radio"/> (B) | <input type="radio"/> (C) | <input type="radio"/> (D) | <input type="radio"/> (E) |
| Atkinson's Markets | <input type="radio"/> (A) | <input type="radio"/> (B) | <input type="radio"/> (C) | <input type="radio"/> (D) | <input type="radio"/> (E) |
| Convenience Stores (gas stations, corner markets, etc.) | <input type="radio"/> (A) | <input type="radio"/> (B) | <input type="radio"/> (C) | <input type="radio"/> (D) | <input type="radio"/> (E) |
| Hailey or Ketchum Farmers' Markets | <input type="radio"/> (A) | <input type="radio"/> (B) | <input type="radio"/> (C) | <input type="radio"/> (D) | <input type="radio"/> (E) |
| Specialty Markets (for example, Main Street Market, Sustainability Center, etc.) | <input type="radio"/> (A) | <input type="radio"/> (B) | <input type="radio"/> (C) | <input type="radio"/> (D) | <input type="radio"/> (E) |
| Other in Blaine County (please specify _____) | <input type="radio"/> (A) | <input type="radio"/> (B) | <input type="radio"/> (C) | <input type="radio"/> (D) | <input type="radio"/> (E) |
| Outside of Blaine County | <input type="radio"/> (A) | <input type="radio"/> (B) | <input type="radio"/> (C) | <input type="radio"/> (D) | <input type="radio"/> (E) |

4. Do you currently grow food in a garden at your home or at a community garden in Blaine County?

- (A) Yes (B) No _____ Please go to Question 5

Please go to the next page

5. How interested would you be in learning how to grow food in a garden?

- (A) Not at all interested (B) Not very interested (C) Somewhat interested (D) Very interested

| 6. When your household is purchasing food, how important is it that... | Not at all Important | Not Very Important | Somewhat Important | Very Important | Don't Know |
|--|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| The food is affordable. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C | <input type="radio"/> D | <input type="radio"/> E |
| The food tastes good. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C | <input type="radio"/> D | <input type="radio"/> E |
| The food is convenient to prepare. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C | <input type="radio"/> D | <input type="radio"/> E |
| The food is healthy for me and my family. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C | <input type="radio"/> D | <input type="radio"/> E |
| The food is grown in a way that is good for the environment. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C | <input type="radio"/> D | <input type="radio"/> E |
| The food is grown locally. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C | <input type="radio"/> D | <input type="radio"/> E |
| The food is labeled organic. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C | <input type="radio"/> D | <input type="radio"/> E |
| The food is labeled "GMO free" (free of genetically modified organisms). | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C | <input type="radio"/> D | <input type="radio"/> E |
| My food purchase will benefit the local economy. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C | <input type="radio"/> D | <input type="radio"/> E |

Food Security: *The next questions are about the food eaten in your household in the last 12 months and whether you were able to get the food you needed.*

7. Which of these statements best describes the food eaten in your household in the last 12 months:

- A Enough of the kinds of food we want to eat – please go to Q13
- B Enough but not always the kinds of food we want to eat – please go to Q8
- C Sometimes not enough to eat – Please go to Q8
- D Often not enough to eat – Please go to Q8

8. Below are some statements that people have made about their food situation. Please tell us how often each statement was true for you and the other members of your household in the last 12 months.

Often True Sometimes True Never True Don't Know

| | | | | |
|--|-------------------------|-------------------------|-------------------------|-------------------------|
| The food that I bought just didn't last, and I didn't have money to get more. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C | <input type="radio"/> D |
| I worried that our food would run out before we got money to buy more. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C | <input type="radio"/> D |
| I couldn't afford to eat balanced, healthy meals. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C | <input type="radio"/> D |
| I cut the size of meals or skipped them entirely because I didn't have enough money to buy food. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C | <input type="radio"/> D |
| I ate less than I felt I should because I didn't have enough money to buy food. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C | <input type="radio"/> D |
| I was hungry but I didn't eat because I couldn't afford food. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C | <input type="radio"/> D |
| I had to cut my budget in other areas or pay my bills late in order to buy enough food. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C | <input type="radio"/> D |

9. During the economic slowdown, many individuals and households had to make adjustments in how they live. In the past year, have you or any members of your household made any of the following types of adjustments to cope with increased costs and less money? Have you...

| | Yes | No | Don't Know |
|---|-------------------------|-------------------------|-------------------------|
| Used savings and/or credit cards to meet expenses? | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| Changed transportation methods? | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| Eaten at home more often? | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| Changed the kinds of food you eat? | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| Used public or charitable assistance (such as food stamps or a food bank) to help make ends meet? | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |

10. The next questions are about use of public or charitable assistance within the past year. First, please tell us which, if any, types of assistance you have used. (Mark all that apply)

- | | |
|---|--|
| <input type="radio"/> A Have not used public or charitable assistance in the past year. | <input type="radio"/> G South Central Public Health (WIC) |
| <input type="radio"/> B A community church | <input type="radio"/> H St. Luke's Center for Community Health |
| <input type="radio"/> C Food stamps (SNAP) | <input type="radio"/> I The Advocates |
| <input type="radio"/> D Free community dinners (Souper Supper, Ketchum Community Dinners) | <input type="radio"/> J The Hunger Coalition |
| <input type="radio"/> E School district food assistance | <input type="radio"/> K Other (please specify _____) |
| <input type="radio"/> F Senior Connection and/or Meals on Wheels | _____ |

11. If you have not used public or charitable assistance within the past year, please tell us the reasons you did not use these services. (Mark all that apply)

- | | |
|---|---|
| <input type="radio"/> A I don't qualify for assistance. | <input type="radio"/> G It is an invasion of my privacy. |
| <input type="radio"/> B I don't think I qualify for assistance. | <input type="radio"/> H I don't have transportation. |
| <input type="radio"/> C I qualify but the benefit is too small (amount of money or food) for me/my household. | <input type="radio"/> I I don't have time. |
| <input type="radio"/> D I would rather work more or cut expenses. | <input type="radio"/> J It doesn't fit into my schedule. |
| <input type="radio"/> E Other people need it more than I do. | <input type="radio"/> K Some other reason. (please specify _____) |
| <input type="radio"/> F It is too confusing. | <input type="radio"/> L Does not apply to me. |

12. Would you be more likely to try for public or charitable assistance if... (Mark all that apply)

- | | |
|---|---|
| <input type="radio"/> A You knew more about your options. | <input type="radio"/> D You could volunteer or work in trade for food. |
| <input type="radio"/> B Someone helped you. | <input type="radio"/> E Nothing – You will never look for help with food. |
| <input type="radio"/> C It was private. | |

The last few questions are about you and your household. We ask them so that we can group your answers. All survey responses are kept confidential.

13. Are you...

- (A) Male
- (B) Female

14. What is your age?

- (A) 18 – 25
- (B) 26 – 35
- (C) 36 – 45
- (D) 46 – 55
- (E) 56 – 65
- (F) 66 – 75
- (G) Over 75

15. What is the highest level of education you have?

- (A) Grade school or less
- (B) Some high school, but did not graduate
- (C) High school diploma or GED
- (D) Some college or 2 year degree
- (E) 4 year college degree
- (F) Advanced degree

16. Are you of Hispanic or Latino heritage or descent?

- (A) Yes, Hispanic or Latino
- (B) No, not Hispanic or Latino

17. What is your race. (Mark all that apply)

- (A) White
- (B) Black or African-American
- (C) Asian
- (D) Native Hawaiian or Other Pacific Islander
- (E) American Indian/Native American
- (F) Other

18. How many people in each of the following categories currently live in your household? Please mark one circle in each row.

| | 0 | 1 | 2 | 3 | 4 | 5 | 6 or + |
|--------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Under the age of 5 | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | <input type="radio"/> 6 |
| Between 5 and 18 | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | <input type="radio"/> 6 |
| Over the age of 18 | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | <input type="radio"/> 6 |

19. Are you currently...(Mark all that apply)

- (A) Employed full time
- (B) Employed part time
- (C) A seasonal employee
- (D) Self-employed
- (E) In the military
- (F) Unemployed
- (G) Disabled (and, as a result, unable to work)
- (H) Homemaker
- (I) Student
- (J) Retired

20. Which category best describes your total household income for 2014?

- (A) Under \$15,000
- (B) \$15,000 – \$25,000
- (C) \$25,001 – \$35,000
- (D) \$35,001 – \$50,000
- (E) \$50,001 – \$75,000
- (F) \$75,001 – \$100,000
- (G) Over \$100,000

If you would like to be included in the drawing for one of ten \$100 VISA gift cards please indicate below and provide your contact information. You need not complete the survey to enter the drawing.

Name _____

Street _____

City, Town, State _____

Phone () _____

(A) Yes, please enter my name

(B) No, I am not interested