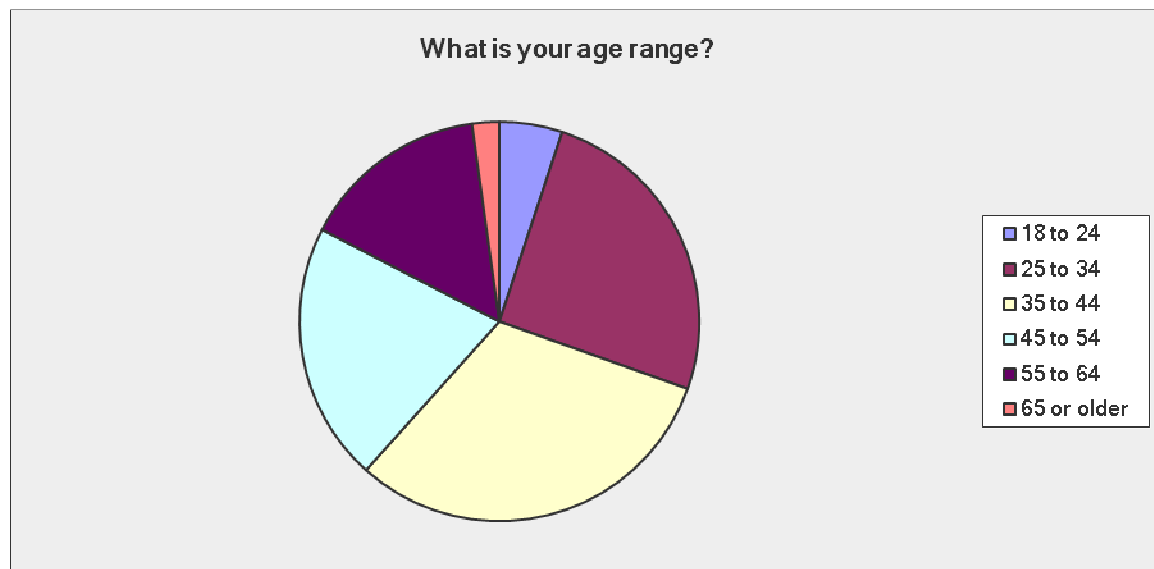


## Austinites Food Preferences (online survey open from 13 Oct to 21 Nov) Preliminary Analyses

Total # respondents: 138

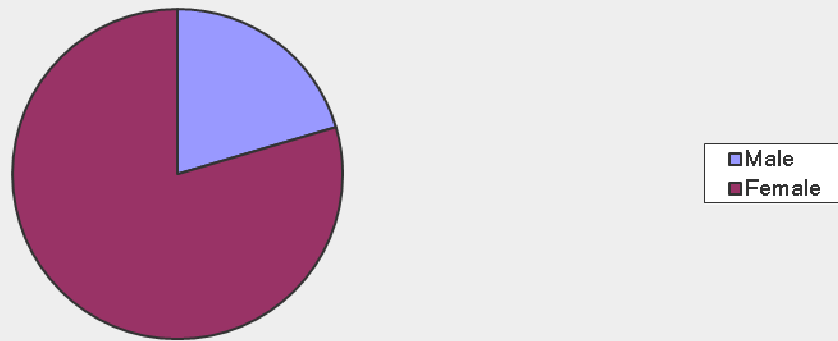
### Demographics

What is your age range?		
Answer Options	Response Percent	Response Count
18 to 24	5.1%	7
25 to 34	25.4%	35
35 to 44	31.2%	43
45 to 54	21.0%	29
55 to 64	15.2%	21
65 or older	2.2%	3
<i>answered question</i>		<b>138</b>
<i>skipped question</i>		<b>0</b>



What is your sex?		
Answer Options	Response Percent	Response Count
Male	20.4%	28
Female	79.6%	109
<i>answered question</i>		<b>137</b>
<i>skipped question</i>		<b>1</b>

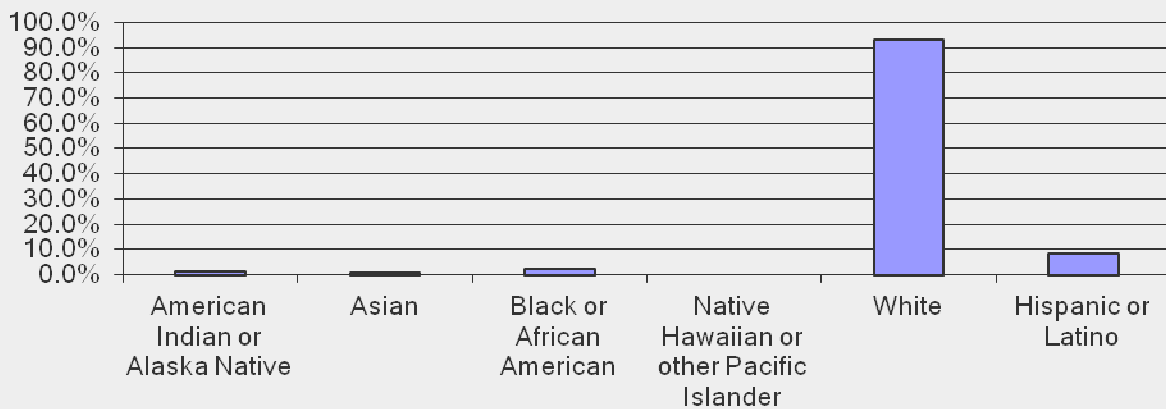
What is your sex?



What race do you consider yourself? Please check all that apply.

Answer Options	Response Percent	Response Count
American Indian or Alaska Native	1.5%	2
Asian	0.8%	1
Black or African American	2.3%	3
Native Hawaiian or other Pacific Islander	0.0%	0
White	93.2%	123
Hispanic or Latino	8.3%	11
Other (please specify)		4
<i>answered question</i>		<b>132</b>
<i>skipped question</i>		<b>6</b>

What race do you consider yourself? Please check all that apply.



**When you are choosing food to eat, what is important to you?**

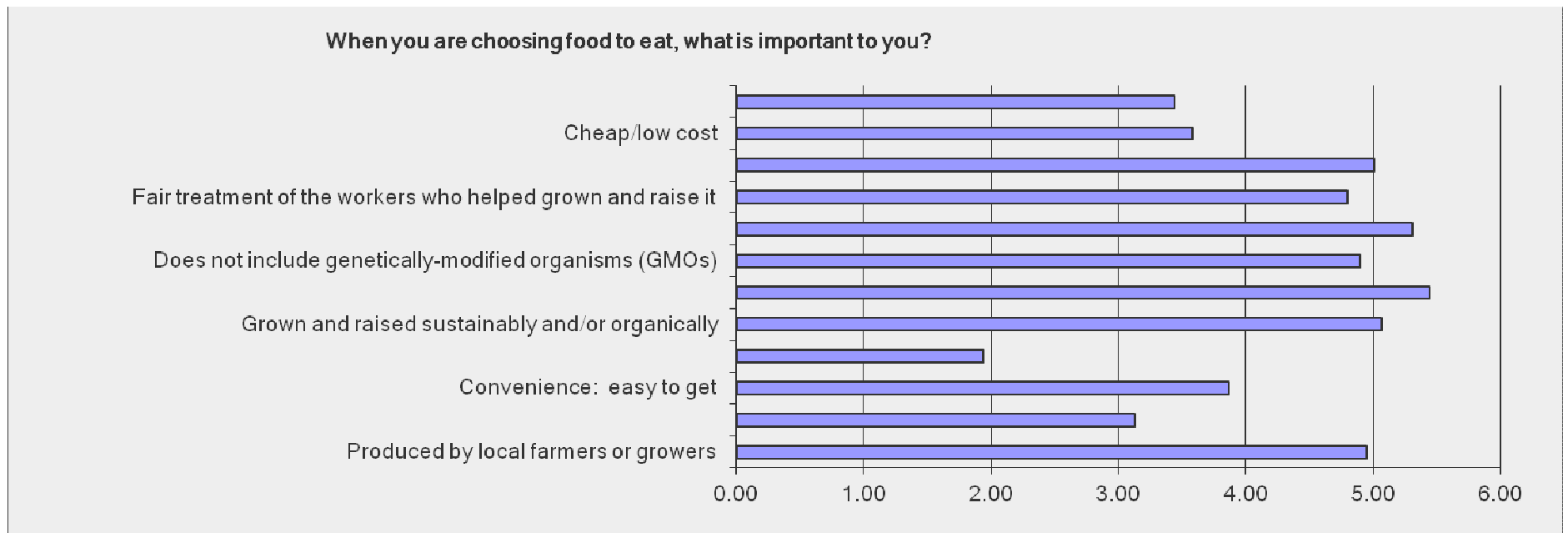
The Sustainable Food Policy Board advises Austin's City Council on ways to improve fresh, nutritious, locally- and sustainably grown food at reasonable prices for all residents, particularly those in need. How important do you think it will be for you and your neighbors that the Sustainable Food Board addresses the following issues in the upcoming year?

Answer Options	Most Important	Important	Neutral	Not too Important	Least Important	Rating Average	Response Count
Advising local govt to develop a strong sustainable food system	40	28	16	11	7	3.81	102
Increase SNAP incentives for fresh, healthy food	15	18	23	22	10	3.07	88
Supporting family farms and urban agriculture	35	27	19	11	0	3.93	92
Agricultural research	7	14	16	19	34	2.34	90
Keeping food out of landfills	18	27	15	18	22	3.01	100
<i>answered question</i>							121
<i>skipped question</i>							17

The SFPB advises Austin's City Council on ways to improve fresh, nutritious, locally- and sustainably grown food at reasonable prices for all residents, particularly those in need. Please rate the following issues on how important they are to you and your neighbors for the Sustainable Food Board to address in the upcoming year.

Answer Options	Most Important	Important	Neutral	Not too Important	Least Important	Rating Average	Response Count
Increasing SNAP participation (Food Stamps)	10	14	11	15	37	2.37	87
Promoting healthy food in institutions (schools, hospitals, etc.)	17	32	18	15	3	3.53	85
Education on organics, local food, and sust agriculture	16	23	20	17	10	3.21	86
Public education on healthy diets and cooking methods	15	17	14	18	19	2.89	83
Increasing easy access to locally produced, fresh food	53	18	18	10	4	4.03	103
<i>answered question</i>							113
<i>skipped question</i>							25

Answer Options	Most Important	Very Important	Moderately Important	Pretty Important	Slightly Important	Least Important	Rating Average	Response Count
Produced by local farmers or growers	43	36	22	3	7	0	4.95	111
Attractive looks	1	14	30	17	28	10	3.13	100
Convenience: easy to get	12	23	26	18	18	2	3.87	99
Follows cultural traditions of food in my family	2	4	11	6	20	54	1.94	97
Grown and raised sustainably and/or organically	52	32	15	9	1	2	5.07	111
Nutritious and healthy	63	32	4	3	1	1	5.44	104
Does not include genetically-modified organisms (GMOs)	48	26	16	6	6	3	4.90	105
Tastes good	47	45	7	1	2	0	5.31	102
Fair treatment of the workers who helped grown and raise it	39	31	16	13	6	0	4.80	105
Minimally processed and packaged	41	43	15	3	5	1	5.01	108
Cheap/low cost	11	17	29	19	18	9	3.58	103
Convenience, easy to prepare	11	15	26	17	19	13	3.44	101
Other (please specify)								13
<i>answered question</i>								<b>114</b>
<i>skipped question</i>								<b>24</b>



**How do you think the City of Austin and Travis County should work towards ensuring that all residents have access to healthy, nutritious food?**

**Education**

<p>Leading by education, example and mentorship is the first step - if someone doesn't eat fresh produce, teaching them about organics and local food is going to be a mute point. I think that having different programs for different needs is the best way to reach a larger amount of people.</p>
<p>Invite farmers to speak at public meetings to educate the public about local agriculture.</p>
<p>Start with children. A garden at every school. Nutrition as part of basic curriculum. Also, some basic education on how to plant and grow food - it's nothing new and scary...how plants grow is in every science textbook already, it just needs to be applied. Not to mention that this would probably lead to greater interest in STEM among youth. Would lead to greater interest in solving agricultural and food shortage issues. we all planted lima beans in plastic cups in elementary school....</p>
<p>By educating individuals about the comprehensive benefits (health, community and environmental) of sourcing healthy food. Then, by facilitating access to these products.</p>
<p>Educating and motivating individuals, populations and communities to advocate for and seek out healthy food will inevitably drive institutions to adopt new approaches to food service.</p>
<p>Increase public knowledge of what makes food healthy and how/where they can find it</p>
<p>In order for information to reach citizens of all income levels is to educate and supply information thru something we all receive through the mail...City of Austin electric bill or some other electronic newsletter to get the word out. A person has to see the importance in doing something before they will even attempt doing it.</p>
<p>Education and advertising. More events, commercials, through schools, classes.</p>
<p>EDUCATE. Provide education via schools and other public programs. Help families and neighborhoods plant and maintain their own gardens. Provide education on planting, cooking, and storing seasonal foods. Many people simply no longer know how to do this. Start young, when children are in elementary school. School cafeterias are a wonderful place to begin. Each school should have its own teaching garden, where children learn how to plant and grow food, and later how to prepare it. This enhances children's grasp of biology, chemistry, and other sciences. When children prepare and taste a fabulous vegetable dish at school, they are much more likely to encourage their parents to cook similar foods at home.</p>
<p>Education, access and affordability are obviously the key issues. Many lower income people in austin do not have fresh food easily available to them and could not afford the prices at the local farmers' markets. Additionally, many people these days do not have the basic knowledge of how to prepare fresh healthy foods. It is easier and cheaper for them to go the fast food route. What about a mobile education/food delivery service that travels to areas in need such as section 8 housing complexes or areas without a grocery store? A converted bus or large van could serve as a mobile cooking class and farmers market.</p>
<p>Education, access and affordability are obviously the key issues. Additionally, many people these days do not have the basic knowledge of how to prepare fresh healthy foods. It is easier and cheaper for them to go the fast food route.</p>
<p>What about a mobile education/food delivery service that travels to areas in need such as section 8 housing complexes or areas without a grocery store? A converted bus or large van could serve as a mobile cooking class and farmers market.</p>
<p>Fund school garden programs.</p>
<p>people like free stuff and discounts. maybe using that towards getting them interested and having free classes to educate residents on the risks of eating non local and non organic. also teaching about how to grow their own produce in their own house. the city of austin did a compost class wit a free bucket. that was awesome. Maybe more austin events towards local food or even just held at the farmers markets. it gets people to look around.</p>
<p>education of the importance of healthy, nutritious foods.</p>
<p>I believe it begins with education. Many people are not aware of why they should care about the quality of food they eat, where it comes from, etc...</p>
<p>First convince them healthy food is worth the extra work. Once you're convinced, getting access is a matter of working the buying and prep into your daily routines.</p>

Putting boundaries on SNAP that only allows the choice of healthy foods. I get sick when I see people using food stamps for junk food. My dad always said if you can afford junk food you can afford to eat healthy as well.
I think using the food nutrient density index more commonly would be good.
Educate children in public schools on the reasons and benefits for eating healthy, balanced meals. Send home information for children to give their parents about how they can access healthy, nutritious foods and learn to prepare them efficiently and affordably.
Increase education particularly in schools regarding availability, home production, and preparation of organic whole foods.
Start by providing it first to those who are least likely to choose it -- school kids and institutions. Make a high priority to encourage SNAP users to buy fresh, local, sustainable. Provide educational materials to SNAP recipients on how to cook with this fresh, local, sustainable food, because many families are tight on time, so they haven't learned quick and easy methods of preparing fresh foods. Making these foods available and affordable will help, but if you don't teach people how to integrate them into their existing convenience recipes, it won't make much impact.
Provide info in hospitals and schools.
City should pay for billboards/marketing/advertising about farmers markets, and make it easy to park and get there
Promotion of local growers and vendors. Promoting in institutions. Include promo materials in utility bills. Advertise in the Statesman and Chronicle. Hold events.
education and outreach setting these goals as a priority
Education, farmers markets in all areas of town, better food in schools and public institutions. There are several things that are equally important ... Public education on healthy diets and cooking methods is equally important as promoting healthy food in our institutions AND public education on organics, local food, and sustainable agriculture.
encourage more people to grow food. 1) encourage community & school gardens; 2) keep offering your classes for low-income residents
set an example by having healthy, locally sourced food at City Hall, other city/county buildings and events
Start with the public schools!
I think the demand has to be there and that will increase with more education.
Education and awareness goes hand in hand with the need for access to fresh food.
Make it important. Perhaps getting these entities to realize that this is a real problem would help them get behind a solution.

### Increase Access

Work with SFC on have produce stands throughout the city/county.
more farmers markets and veggie stands in more places in order to increase access in neighborhoods.
provide a farmer's market that is open more than one day a week
Encourage large grocers like HEB, who have the advantage of large volume, to open markets in the "food desert" areas. Perhaps smaller versions of their big stores, that focus on offering produce and healthy foods at the best price they can offer it.
support farmers markets, lower the cost of permits for vendors and re examine other financial barriers
Many lower income people in austin do not have fresh food easily available to them and could not afford the prices at the local farmers' markets.
Build publicly maintained local food distribution sites on the east side of town, including an indoor fresh/local grocery that is affordable BECAUSE it is owned by the public and not profit motivated.
subsidies for the poor since healthy, nutritious food is expensive compared to junk food.
Work to develop space for more farmers markets, cutting out the middle man reduces prices in general.
Support city wide farmer's markets that take SNAP--have education there at the market- booths with information on growing, buying, and cooking good local groceries.
City should pay for billboards/marketing/advertising about farmers markets, and make it easy to park and get there

Provide incentives for grocery stores/farm stands/farmer's markets to open in food deserts and/or areas more at risk for obesity (see Children's Optimal Health maps); provide subsidies for farmer's markets so SNAP and WIC benefits go even further (e.g. \$20 worth of produce for a \$10 voucher, etc.); provide guidelines/incentives for schools, hospitals, etc. for having food that meets certain nutritional guidelines and/or for providing locally/sustainably sourced ingredients/dishes; set an example by having healthy, locally sourced food at City Hall, other city/county buildings and events
farmer's markets are in some ways elite. buying local fresh food needs to be a more accessible experience for all residents.
Place markets in easy-to-reach locations that are not dependent on cars. East Austin needs more local corner food markets.
Provide incentives for grocery stores/farm stands/farmer's markets to open in food deserts and/or areas more at risk for obesity (see Children's Optimal Health maps);
City/County could help host farmers markets in underserved areas by making permitting and finding a location easier.
By supporting local growers and providing inner city locations for farmer's markets.
As regulatory service providers they can assist by making it easier for local producers to have temporary facilities to sell product. There are numerous parks and facilities that could serve as temporary farmers markets.
Farmers' markets on most days of the week at the same locations across the city. I do not think the markets should be in different places every day. Its harder to keep track of where they will be.
Good distribution of stores and awareness of these stores with more affordable prices.
especially in less affluent neighborhoods have more farmers markets
maintain city government subsidized stores in less affluent parts of town, selling a small selection of dried healthy basics (e.g. beans, rice, oats, corn meal, barley, quinoa, amaranth, etc.), slow cookers (including solar cookers), and locally grown veggies (within 20 miles), all at affordable prices. The small selection and location in poorer parts of town should help to keep shady entrepreneurs from taking advantage of the subsidized stores.

## SNAP

Allow SNAP purchasers to buy at local farmers mkts, corner veggie stands & not allow the purchase of processed junk/sugary foods.
SNAP at all farmer's markets + additional incentives such as SNAP bucks or programs similar to those promoted by Wholesome Wave
hen, by facilitating access to these products. The way to increase SNAP participation is to educate SNAP participants, therefore education comes first.
Putting boundaries on SNAP that only allows the choice of healthy foods. I get sick when I see people using food stamps for junk food. My dad always said if you can afford junk food you can afford to eat healthy as well.
Start by providing it first to those who are least likely to choose it -- school kids and institutions. Make a high priority to encourage SNAP users to buy fresh, local, sustainable. Provide educational materials to SNAP recipients on how to cook with this fresh, local, sustainable food, because many families are tight on time, so they haven't learned quick and easy methods of preparing fresh foods. Making these foods available and affordable will help, but if you don't teach people how to integrate them into their existing convenience recipes, it won't make much impact.
I actually think increasing SNAP participation is a very important goal but only if the system is set up to encourage the purchase of nutritious items. I think the city should use the SFC cooking class model of going in to the communities, working on tearing down the barriers that prevent people from participating and at first providing incentives for people to participate. I have seen The Happy Kitchen/La Cocina Alegre model work beautifully in the low-income community that I serve, so I'm a big believer in that model.
provide subsidies for farmer's markets so SNAP and WIC benefits go even further (e.g. \$20 worth of produce for a \$10 voucher, etc.);

City/County could help host farmers markets in underserved areas by making permitting and finding a location easier. Find programs with overlapping service to potential SNAP recipients and use them as a vehicle to educate and increase awareness on the importance of the SNAP funds and how they can be used.

## Gardens/Growing

Incentives for growing 20% of your own food.
promoting conversion of vacant lots or portions of public spaces into community gardens. promoting home gardening, especially in low income neighborhoods. urban public fruit orchards in parks and green spaces citywide. promoting gardening/ agricultural education in local schools in partnership with local farmers and other local food justice leaders.
Supporting the start up of more community gardens throughout Austin. There are still hundreds of people on wait lists to get a plot at various community gardens. South Austin has only a very few community gardens. North Austin also has only a few community gardens
1. Priorities need to be adjusted. 2. Devote vacant land owned by the city to community gardens.
1) provide tax relief for landholders who use their property for small, organic agriculture 2) reduce where possible regulations that negatively impact small agriculture (vs. agri-business). 3) where possible, convert underutilized public lands to community gardens
Increasing the number of community gardens and encouraging urban farming and other food entrepreneurship, a la slow money.
Give tax incentives for composting, mulching, and gardening?
More home gardens
encourage more people to grow food. 1) encourage community & school gardens; 2) keep offering your classes for low-income residents
How about incentives for people to plant vegetables in their own yards. Perhaps supported by a small roving group of city staff, advising people with the myriand of issues in growing organic produce in this climate.
provide lots of land for community gardens, especially in less affluent neighborhoods

## Support Farmers

Make it affordable to masses by giving the farmers incentives to being able to keep growing local
Give incentive such as tax exempt to organic urban farms to encourage more production.
Prevent development on urban farmland. 4. How about some incentives for our farmers like the big Tech companies get? 5. Water is a HUGE issue. Must protect water resources. Last year a local farm had to shut down due to their water well being depleted by golf course irrigation as I recollect. (See point one above)
1) provide tax relief for landholders who use their property for small, organic agriculture 2) reduce where possible regulations that negatively impact small agriculture (vs. agri-business). 3) where possible, convert underutilized public lands to community gardens
Increasing the number of community gardens and encouraging urban farming and other food entrepreneurship, a la slow money.
Continued support of local farmers is also another way to ensure access.
Support more local farmers in their abilities to produce healthy food and provide more places where their food can be purchased with SNAP benefits, that can be reached on the city bus. (MOST poor people, who are also usually disabled, don't have cars & must take the bus to get their food. It is exceptionally difficult, especially for the disabled, to carry several bags of heavy food to & from bus stops.)
Acquire farmland to make sure it is not developed and lease it for organic/sustainable farming on long-term leases.
Offer subsidies to local, organic farms and tax processed food sold here.



I am for less government. We should not expect or ask government to teach us how to eat. There are local non profit orgs that do a great job educating the public on healthy food choices and helping to create access to it. SFC comes to mind obviously. What government should do is remove restrictions that make it more difficult for local farmers to operate. We need more small farms to bring down the costs of healthy organic foods.

By supporting local growers and providing inner city locations for farmer's markets.

## Sell "LOCAL"

incentivize local grocery stores to sell more local, organic produce. promoting food vendors that utilize local, organic food in their foods at community events such as pecan street and other events.

Make it affordable to masses by giving the farmers incentives to being able to keep growing local

Actively encourage local food for individuals and institutions (not just with advertising, but enabling and incentivising)

City should pay for billboards/marketing/advertising about farmers markets, and make it easy to park and get there

Promotion of local growers and vendors. Promoting in institutions. Include promo materials in utility bills. Advertise in the Statesman and Chronicle. Hold events. Purchase and give away local food to those in need.

## Schools/Other Institutions

By demanding that schools who provide lunches provide healthier/vegatarian alternatives - no processed foods for our kids school meals.

incentivising utilization of locally grown, organic foods in institutions such as schools, hospitals, etc.

Institutions definitely have the potential to set trends. However, their size, intrinsic bureaucracy and traditional/conventional food service models make them larger beasts to budge.

Fund school garden programs.

provide guidelines/incentives for schools, hospitals, etc. for having food that meets certain nutritional guidelines and/or for providing locally/sustainably sourced ingredients/dishes;

Start with the public schools!

pay attention to where you can get the biggest bang (institutions)

## Other

Gain the Sheriff's support to stop federal regulatory action in the county. The sheriff has constitutional standing to stop federal regulators. Wean us off federal agricultural subsidy and regulation.

Rainwater collection for apartment dwellers/renters needs more emphasis

Have an approach that acknowledges the systemic forces at work to make food choices what they are today in order to better highlight the "rhyme and reason" for the approaches that government is taking....lots of info available perhaps on a website for those interested. I don't like that this survey makes some of the choices "unimportant" or "neutral" just because they are ranked, by the way. I think all of the above are really important. It was hard to choose.

Leverage existing resources and plans to come up with a well-supported strategy

Outlaw all grocery stores ;-)

The food choices most people in this city (and country) make are responsible for a lot of preventable illness, raising the cost of our health insurance and shortening our lives. I don't know if you can reach the older population that has been raised on convenience foods and since we have to start somewhere I would start in the schools. But we have to get parents to continue whatever work the schools begin or the children will get a mixed message. I think that this is a battle that needs to be fought on many fronts at the same time:media, entertainment, schools, hospitals, events, even offering insurance discounts for people who show improvements with weight and cholesterol (factoring in for genetics.)

Education, farmers markets in all areas of town, better food in schools and public institutions. I think this survey kind of crummy. There are several things that are equally important and your survey forces us to rank things that ARE important as "neutral, not too important and least important." Public education on healthy diets and cooking methods is equally important as promoting healthy food in our institutions AND public education on organics, local food, and sustainable agriculture.

I am bothered that I can not pick the same importance on different issues. This is why some of my choices are blank. For instance I think public information on healthy diets is important but the only choice left for me is not too important. I chose increasing easy access to locally produced fresh food as least important because I believe it is already very accessible yet not very affordable. I believe the affordability is a much larger problem than access.

Fund more programs like Urban Roots! This program creates jobs, educates citizens on nutrition and the environment, encourages culinary knowledge of seasonal foods, provides food to food banks and sells fresh produce at farmer's markets. Establish diverse farmers markets on the east side that is managed by local citizens and feature culturally-specific produce. Create a public library of resources (tools, manuals on gardening and fundraising, etc.) to promote community gardens.

Fund/ partner with existing nonprofits such as Sustainable Food Center in order to utilize 35+ years of expertise to expand options for nutritious, locally grown food to more people in need.