



2016 Food & Farming Program Survey

“ *The Food & Farming Program plays an essential role in making Whatcom County a place that truly honors locally produced food. From the wealth of valuable resources they create...to fabulously fun and worthwhile events, this program does so much to raise community awareness of local agriculture.*



93% of buyers find the Eat Local First campaign valuable in terms of increasing the sales of locally produced food



90% of producers find the Eat Local First campaign valuable in terms of increasing the sales of locally produced food

100%
of respondents rated
the Food & Farming
Program as valuable

A total of 86 responses:

- 34 farmers and fishermen
- 10 food artisans & brewers
- 19 restaurants
- 10 grocers
- 14 nonprofits



I LOVE Sustainable Connections and the Food and Farming Program. When our business was just a seedling 10 years ago, they gave us access to the most valuable information we needed: connections with our local farming community. ”

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Producers: Farmers, Fishermen & Processors



75% of producers see the market for their business and products growing every year

49% of products are going to direct markets in Whatcom County (CSA, Farm Stands, and Farmers Markets)

25% of products are going to wholesale markets in Whatcom County (restaurants & retailers)

Buyers: Restaurants & Retailers



84% of buyers have been motivated to buy more local food as a result of participation in the Eat Local First campaign

73% of buyers see the market for their business growing every year

55% of buyers increased their purchases of local food in 2016

“ *The Food & Farm Finder played a role in convincing me to relocate to the Bellingham area, as I was blown away by the accessibility to local food information. Being a new business as well as relatively new to the area, the connections I've made through the Food & Farming Program have made a huge impact on my knowledge of local food options as well as connecting with local customers and businesses to partner with.*