

2009 Eastern Ma Survey Synopsis

At the end of our 2009 season we solicited shareholder feedback. The response was overwhelmingly positive. Here's a summary of the first 100 responses our survey tool recorded:

- For “How many people did your share box typically serve each week?”, 25% chose 1-2 adults, 39% chose 1-2 adults plus kids, 24% chose 3-4 adults, 8% chose 3-4 adults plus kids, and 4% chose 4 or more.
- For “Were communications from the farm clear?”, 99% chose yes.
- For “How satisfied were you with the produce variety in your share?”, 80% were very satisfied, 11% were ambivalent, 2% chose too much, and 7% chose too little.
- For “Were there particular items you'd prefer to have more or less often?”, 10 or more people asked for more garlic, zucchini, onions, and **beets**; 10 or more people asked for less carrots, **beets**, turnips, and kale. Who knew that beets were such a controversial vegetable? 20 or more people asked for more tomatoes, and 20 or more for less lettuce and kale.
- For “How satisfied were you with the quality of the produce in your share, 96% were very satisfied, and 4% were ambivalent.
- For “Were you satisfied with the amount of produce in your share?”, 83% chose just right, 18% chose too much, and 1% chose too little.
- For “How satisfied were you with the price of your share?”, 97% felt the price was appropriate, and 3% felt it was too high.
- For “How helpful were the newsletters?”, 92% chose very helpful, 6% were ambivalent, and 1% felt they were unnecessary.
- For “Do you intend to renew for next year?”, the vast majority typed in an enthusiastic “YES!”. There were about 10% in the “No” column, typically because they felt there had been too much produce, because the shareholder planned to move out of the area, or because of financial concerns.
- Several people wished the newsletter could come earlier in the week, for better advance menu planning.

Thanks for all the feedback!