

## Alberni-Clayoquot Regional District Restaurant Survey

The Alberni Clayoquot Regional District has recently begun work on developing strategies to increase marketing opportunities for local agricultural products.

Upcoming projects include the creation of a document for farmers with guidelines for working directly with restaurants, an improved Farmers Directory with seasonal produce guide, local food branding and investigating an on-line sales platform.

We are looking for feedback, suggestions and input as to how we can best support you in getting local agricultural products on your menu.

Thank you for taking the time to answer the following questions. We look forward to meeting with you,

The ARCD Agricultural Plan Implementation Team,

Connie Kuramoto  
Anna Lewis  
Heather Shobe



ALBERNI-CLAYOQUOT  
REGIONAL DISTRICT



# Alberni-Clayoquot Regional District Restaurant Survey

## 1. Restaurant Info

Name \_\_\_\_\_

Address \_\_\_\_\_

## 2. Main Contact person

Name \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

3. What is your current annual food budget? \_\_\_\_\_

4. Do you currently purchase local food? Y / N

5. Which food distributors do you currently use? \_\_\_\_\_

6. Do they carry local products? Y / N

7. Do you believe your customers want more local food on the menu? Y / N

8. How often do you purchase food for the restaurant

Weekly

2-3 Times per Week

Daily

9. Which local agricultural products would you be interested in purchasing? Type/Amount?

Meat \_\_\_\_\_

Fish \_\_\_\_\_

Shellfish \_\_\_\_\_

Fruits \_\_\_\_\_

Vegetables \_\_\_\_\_

Dairy \_\_\_\_\_

Eggs \_\_\_\_\_

Processed goods such as jams, syrups, sauces \_\_\_\_\_

Cut Flowers \_\_\_\_\_

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10. How important are the following considerations when making decisions about buying locally?

	Very	Somewhat	Very Little	Not at All
Customer Demand				
Food Safety Concerns				
Packaging				
Selection				
Seasonality				
Consistency				
Price				
Quality				
Method of Delivery				
Accessibility of Suppliers				

11. The following are benefits of buying local agricultural products -

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Meets consumer demand					
Fresher					
Tastes Better					
Lower Environmental Impact					
Higher Quality					
Supports Local Economy					
Supports Local Farmers					

## Alberni-Clayoquot Regional District Restaurant Survey

1. How many pounds of the following vegetables do you purchase per week, in season?

Product	# pounds	Product	# pounds	Other Product - Please List	# pounds
Tomatoes		Winter Squash			
Salad Greens		Summer Squash			
Kale		Cucumbers			
Leeks		Carrots			
Beans		Asparagus			

2. How much would the following assist you to buy more local foods?

	Very	Somewhat	Very Little	Not at All
Farmers had clear protocols for working with restaurants				
A regional brand or logo was available for use on menus				
Promotional material was available in the restaurant which highlighted the use of local foods and their benefits				
Distributors carried more local foods				
Regularly scheduled delivery				
Ordering from a web-based platform				

3. Would you like to be listed as an interested buyer of local agricultural products in an informational brochure for farmers? Y / N

4. Which products? \_\_\_\_\_

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## Alberni-Clayoquot Regional District Restaurant Survey

5. Please describe the biggest hurdle to buying local agricultural products \_\_\_\_\_

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6. Any other comments? \_\_\_\_\_

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### **Contact Us**

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