

September 2013

REAP

LOCAL FOOD PROJECT *KEITH & STRATHISLA*

BASELINE SURVEY

SHOPPING, GROWING AND COMPOSTING



Planting trees in the REAP Community Orchard

Funded by the Climate Challenge Fund



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ACKNOWLEDGEMENTS

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KEY FINDINGS

The survey was designed to capture a baseline snapshot of how much local food people in Keith ate, where they bought it, and which local food businesses they knew about. It also asked if people grew their own food, had any fruit trees or bushes in their garden, or composted food waste. Responses could be chosen from 'all', 'most', 'some' (up to half), 'little' or 'none'.

Local food

On average out of **28** meals and snacks per week, people ate local food or ingredients **10** times per week (**36%** of the time) and fruit or vegetables **16** times per week (**57%** of the time).

People who did more shopping in local businesses tended to eat more local food.

24% of households didn't know if their meals contained local food or not.

Local shopping

The supermarkets dominated with **69%** of households doing 'all' or 'most' of their shopping there. **51%** of households did 'all' or 'most' of their shopping at Keith Tesco and **17%** bought 'all' or 'most' at other supermarkets **11** to **44** miles away. This is lower than the national average, as the four big supermarket chains (Tesco, Asda, Sainsburys and Morrisons) control over **80%** of food sales.¹

5% of households did 'most' or 'all' of their shopping in local shops and **73%** did 'some' or 'a little' there. Awareness of local food outlets, such as the butchers and deli was high, but awareness of fish vans and The Steading, a local social enterprise café was lower. Several suggestions were made regarding other local food producers and retailers for us to follow up on.

Local growing

38% of people grew 'some' or 'a little' of their own produce. Two respondents, who lived in a rural area, grew 'most' of their own food.

Interestingly, growing their own fruit or vegetables did not lead to people eating more fruit and vegetables than those who did not grow their own.

34% of respondents had fruit trees or bushes in their garden. REAP staff and volunteers are planting a community orchard at various sites in and around Keith for anyone to use and making an 'Apple Map' of wild and community fruit trees.

Composting

51% of households composted their food waste. This is higher than the national average of 36%.²

1. Corporate Watch. (ND) *Corporate Control of the Food System and the Rise of Supermarkets*: <http://www.corporatewatch.org/?lid=3711>

2. The Scottish Government (2013). *Key Scottish Environment Statistics 2013*: <http://www.scotland.gov.uk/Resource/0043/00432290.pdf>

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SURVEY PURPOSE AND SCOPE

The survey was designed to establish a baseline on food growing, shopping and composting habits in Keith & Strathisla at the start of REAP's Local Food Project. REAP (Rural Environmental Action Project) is a sustainable development charity and social enterprise based in Keith. Members of the public, schools, the Fifty Plus group, young people attending The Loft Youth project and Keith Allotments Group members were surveyed.

We asked how much local food people ate, where they bought it and what their awareness of local food businesses was. We expected supermarket shopping would probably dominate the results, but that local businesses would take a share of the market.

We also asked if people grew their own produce, had fruit trees or bushes in their garden and how much fruit and veg they ate. We expected there would be a level of growing but did not know how much, or how many fruit trees and bushes there were.

We asked if people composted their food waste. Buy-in to recycling in Moray is high and the Local Authority supply small caddies for food waste, and collect food and garden waste weekly, so we expected composting levels might be quite high.

Quantitative responses were selected from a choice of 'all', 'most', 'some' (up to half), 'a little' or 'none'.

METHODOLOGY

According to the 2001 Census¹, Keith has a population on 4,491, giving an estimated population for Keith & Strathisla of around 5000. The baseline questionnaire (see Appendix 1) was answered by 164 households made up of 518 individuals, giving a confidence interval of 4.1% at 95% confidence level. This provides the level of confidence that the survey truly reflects the views of the population.

The survey took place from February to May 2013. It was available as a hard copy to members of the public, those attending our Back to Basics growing workshops, those at Keith Allotments Group meetings, the local Fifty Plus group, local library and local schools. The survey was also available online and was promoted on local social media sites and the REAP website.

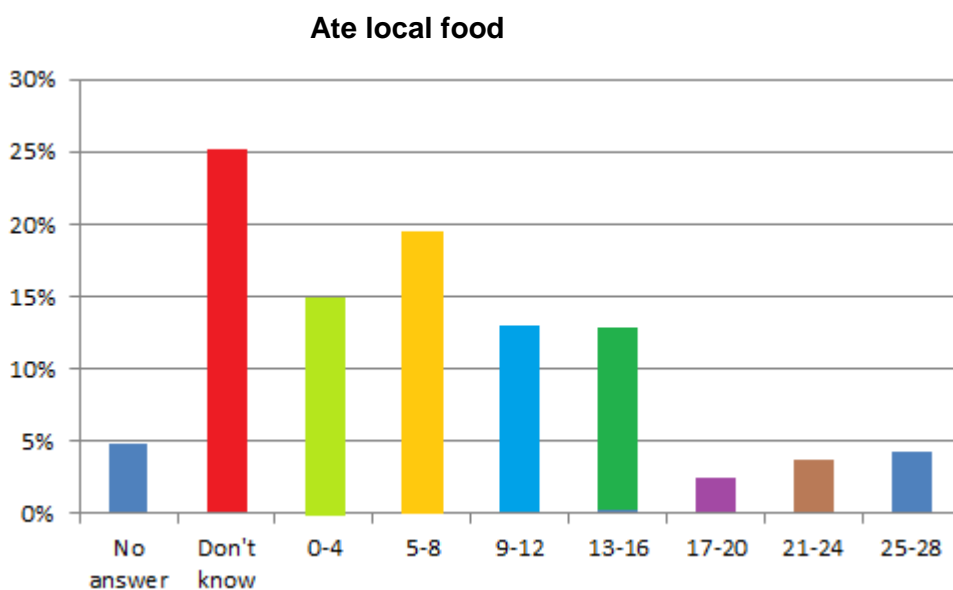
Return rates were highest with a 'captive audience' – such as at local organisations' meetings. Agreed, project-related rewards such as gardening tools and raised beds were successfully used to incentivise schools to give a good return rate. A hamper of local food and one from Hamlyn's (local oat producer) were also used as incentives at events.

Response rates to the online survey were very low, possibly partly because we were still developing the online presence of the project.

FINDINGS

Eating local Food

On average, people ate a meal or snack containing local food 10 out of 28 times per week or 36% of the time.



This ranged from a minimum of zero to a maximum of 28 meals or snacks in a week.

A quarter of households did not know how many meals contained local food.

During the survey pilot, one respondent asked why it was important to eat local food.

Fig. 1: Ate local food

1.Scotland's Census (2011). *Comparative Population Profile: Keith Locality Scotland*: <http://www.scrol.gov.uk/scrol/browser/profile.jsp?profile=Population&mainArea=Keith&mainLevel=Locality>

Eating fruit and veg

On average, people ate fruit or vegetables 16 out of 28 times per week or 57% of the time.

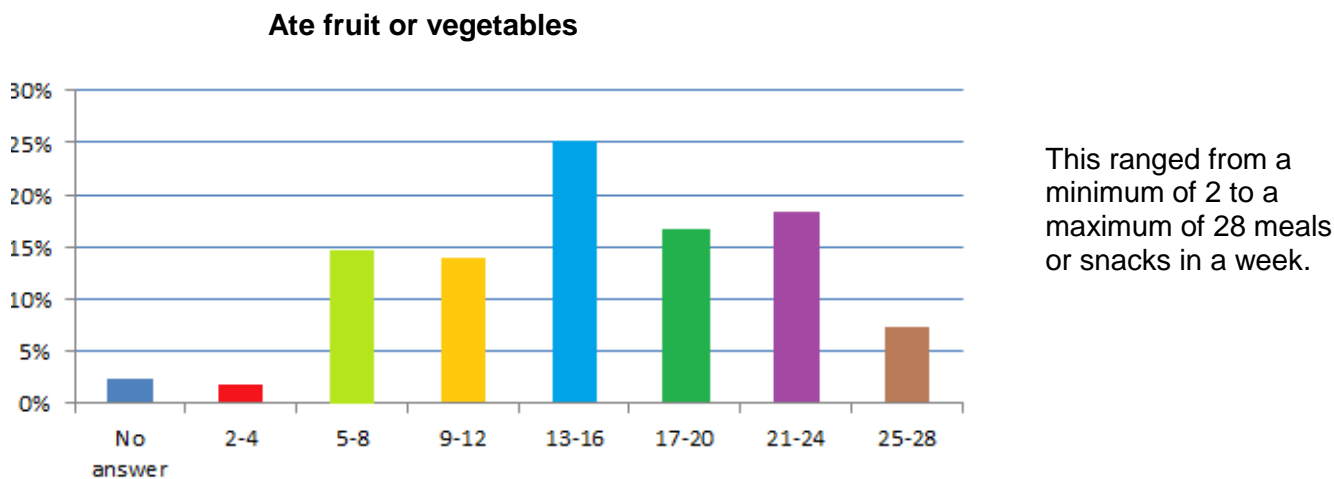
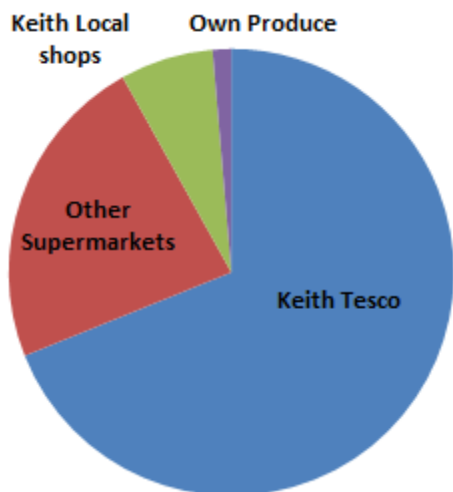


Fig. 2: Ate fruit or vegetables

Where do you get 'most' or 'all' of your food?



51% of households did 'all' or 'most' of their shopping at **Keith Tesco**

17% bought 'all' or 'most' at **other supermarkets** between 11 and 44 miles away

5% did 'most' of their shopping in **Keith local shops**

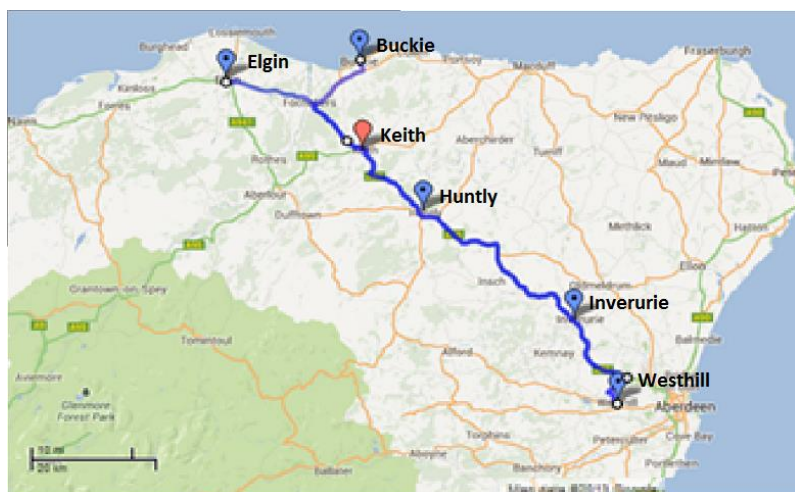
1% grew 'most' of their **own produce**

Fig. 3: Sources of 'all' or 'most' shopping

A total of 68% of 'most' or 'all' of food shopping is from supermarkets. The four big supermarket chains (Tesco, Asda, Sainsburys, Morrisons) control over 80% of UK food sales¹, so this is significantly lower than the national average.

1. Corporate Watch. (ND) *Corporate Control of the Food System and the Rise of Supermarkets*: <http://www.corporatewatch.org/?lid=3711>

Other supermarkets



The majority of ‘other supermarket’ shopping was in Elgin, 17 miles northwest of Keith, and Huntly 11 miles south east.

Other locations included Inverurie 33 miles away and the furthest away was Westhill at 44 miles.

Fig. 4: Miles to other supermarkets

Local shops

Like many towns, Keith has fewer local businesses, including food businesses, than in the past.

“I’d prefer to do all my shopping like we used to where you could get everything on Mid Street - even school uniforms and shoes.”

As well as the 5% who did ‘most’ or ‘all’ of their food shopping in local shops, 25% did ‘some’ (up to half) their shopping there and 48% did ‘a little’.

How much food shopping do you do in local shops?

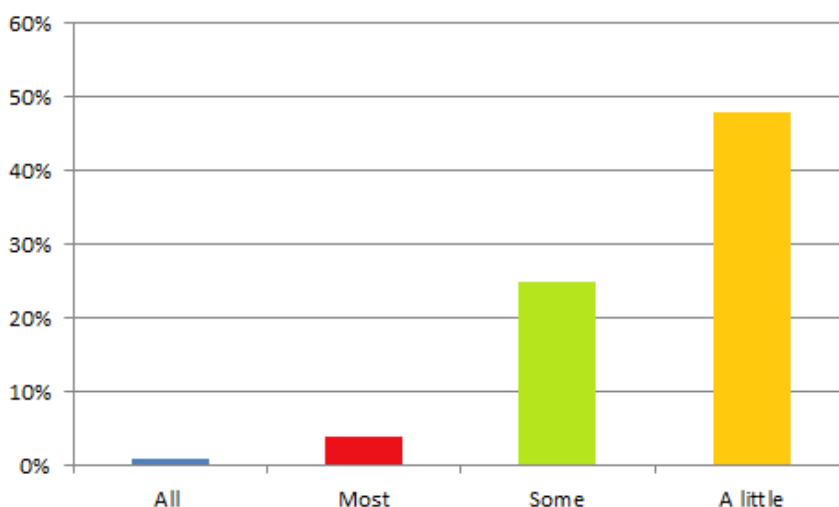


Fig. 5: Level of shopping in local shops

There are well-established, popular shops including a Deli/grocery and two butchers on Mid Street. As with other areas, there was anecdotal evidence of an increase in trade at the butchers in the wake of the horsemeat scandal.

We asked if people knew they could buy local food at:

- The butchers 94% said yes
- Bruce’s Deli 93% said yes
- Fish vans 66% said yes
- The Steading (a local social enterprise café) 32% said yes

We also asked if there were any other retailers of local food that people wanted to tell us about and received 15 other suggestions to follow up.

Summary of where people get their food

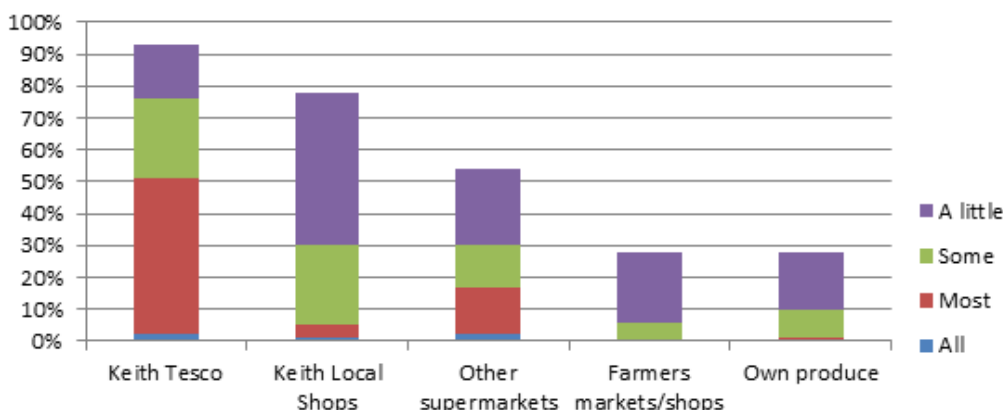
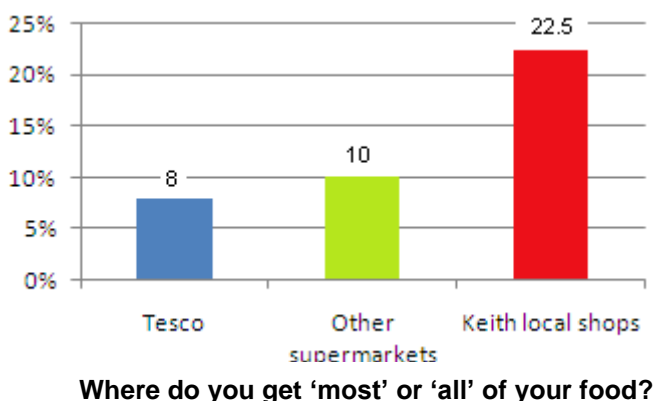


Fig. 6: Summary of where food comes from

Are shopping local and eating local food connected?

Average number of meals containing local food



People who buy 'most' or 'all' of their food in local shops were compared with those who bought 'most' or 'all' in Tesco or other supermarkets.

Those who shopped predominantly in local shops ate more than twice as much local food than those who did not.

Fig. 7: Shopping compared with eating local

Growing your own

38 % of households answered that they grew at least 'a little' of their own food. From the survey as well as project activities and feedback, and the rapidly increasing membership of Keith Allotment Group, it was clear there was a lot of interest in growing your own in Keith & Strathisla.

"We have set out on a new adventure and trying to go very self-sufficient. Fruit/veg/meat/eggs"

"We are moving to the country in late 2013. We would appreciate info on growing on vegetables."

"Recently moved to a house with a bigger garden and we are planning to grow our own fruit & veg."

Interestingly, not all those who checked the box to say they grew their own counted it in the 'where does your food come from?' question.

Of those who grew their own:

- 60 % grew 'a little'
- 31 % grew 'some'
- 4% grew 'most' of their own produce

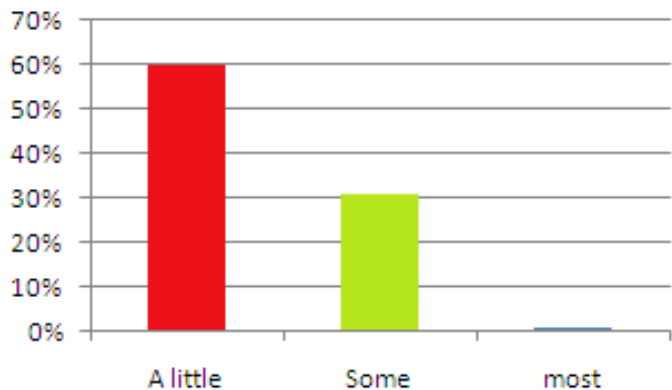


Fig. 8: Levels of growing own produce

"Eat own eggs & vegetables. Being in a rural area does give us more opportunity to grow our own and compost."

Does growing your own influence what you eat?

Those who grew their own produce ate on average 10 meals containing local food per week, the same as the average for everyone surveyed. They ate fruit or vegetables at an average of 15 meals in a week, not significantly different from the average for everyone (16). It seems growing your own does not necessarily lead to eating more fruit and vegetables, or eating more local food.

Do you have fruit trees or bushes in your garden?

34% of households had fruit trees or bushes in their garden. Of those who grew their own fruit, 10% were interested in fruit tree care workshops, as were 28% of those who didn't have fruit in their garden. Part of the local project involves planting a community orchard to increase access to free fruit in the coming years so it was good to see interest being expressed.

Composting

51% of households composted their food waste. This is a good starting point but there is scope to increase this percentage.

Levels of composting were not dramatically different between those growing their own (55%) and those who didn't grow any of their own produce (45%).

Of those who were interested in composting workshops three quarters were already composting their food waste. It was good to see people who were not already composting were interested in the workshop but there is an opportunity to increase knowledge and interest in those not already composting. In 2012, 26% of Scottish Households use a local authority waste caddy, 10% disposed of food waste at home and 73% disposed of it as general waste.¹

CONCLUSIONS

Although supermarket shopping dominated in Keith and Strathisla, local food shops did retain a better than average proportion of the business. Most supermarket shopping was done in Keith Tesco but also at other supermarkets up to 44 miles away.

The businesses best known for local food were the butchers and local deli, long-established businesses. People who shopped more in local shops tended to eat more local food, but around a quarter of households didn't know if their meals contained local food or not. There was scope to increase consumption of local food, and investigating this will form another part of the local food project.

Growing their own food didn't lead to people eating more fruit and vegetables or more local food, although not everyone who said they grew some of their own food counted it when thinking about where their food came from. It might be useful to highlight that food doesn't come more local than when you grow it yourself.

About a third of people grew 'a little' or 'some' of their own produce although more said they would like to. People who gave their email address were sent a newsletter including information on drop-in growing and gardening sessions at Keith allotments.

Roughly half of people compost food waste and a high proportion of them are interested in learning more about composting. Composting workshops will also be delivered as part of the local food project.

1. The Scottish Government (2013). *Key Scottish Environment Statistics 2013*: <http://www.scotland.gov.uk/Resource/0043/00432290.pdf>

Appendix 1: Survey Questionnaire

Gender: Male Female Postcode

Age: Under 16 16 – 25 26 – 35 36 – 60 over 60

Please leave your name and email or phone number if you'd like to be kept informed about the project and events.

Name..... Email.....
Phone number.....

In the last week, when did you eat fruit and/or vegetables?

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Breakfast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lunch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dinner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snacks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

And[how many meals included locally produced food including eggs, meat, fish, fruit & veg and eating out?

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Don't know
Breakfast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lunch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dinner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snacks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Where do you get your food? Please tick all that apply

	None	A little	Some (up to half)	Most	All
Keith Tesco	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local shop in Keith	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other supermarket(s) - please list (e.g. Elgin Asda)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Farmers Market / Farm shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Own garden or allotment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

You can buy local food at these places. Please tick all that you already knew about.

Keith Butchers Bruce's Deli The Steading Fish vans

Anywhere else we've missed?.....

Does your household?

Grow some of your own food Compost food waste

Have a fruit tree or bushes in your garden

Our project is running until 2015 and we plan to have some fun-filled activities in and around Keith. Would you be interested in?

Composting workshop Gardening Skills Veg deliveries
Cookery classes Local food guide Volunteering opportunities
Growing and pruning fruit trees workshop

Have you any further comments about anything we've asked?

Your survey answers will be anonymous. Your contact details will only be used to get in touch with you about this project and never passed on to anyone else.