

## A Market Research Summary

Local knowledge and demand for Fresh Produce in St. John's

### **The St. John's End Consumer Market (76 Respondents):**

- When asked, if they had ever heard of hydroponically-grown produce before:
  - o 85.15% of consumers said yes
  - o 13.64% of consumers said no
  
- When asked, have you ever bought hydroponically-grown produce before:
  - o 63.16% of consumers said yes
  - o 36.36% of consumers said no
  
- When asked, what types of produce do you enjoy eating:
  - o 98.68% of consumers said leafy greens
  - o 81.58% of consumers said fresh herbs
  - o 43.42% of consumers said microgreens
  
- When asked, how often you buy Leafy Greens:
  - o 65.79% of consumers said weekly
  - o 19.74% of consumers said bi-weekly
  - o 11.84% of consumers said monthly
  - o 2.63% of consumers said rarely
  - o 0% of consumers said never
  
- When asked, how often you buy Fresh Herbs:
  - o 21.05% of consumers said weekly
  - o 23.68% of consumers said bi-weekly
  - o 31.58% of consumers said monthly
  - o 17.11% of consumers said rarely
  - o 6.58% of consumers said never
  
- When asked, how often do you purchase Microgreens:
  - o 9.52% of consumers said weekly
  - o 14.29% of consumers said bi-weekly
  - o 14.29% of consumers said monthly
  - o 31.75% of consumers said rarely
  - o 30.16% of consumers said never

- When asked, where do you purchase the majority of your fresh produce:
  - 72.37% of consumers said “Grocery Store”
  - 7.89% of consumers said “Farmer’s Market”
  - 15.79% of consumers said “Local Farmer/Producer”
  - 3.95% of consumers said “Own Grower”
  
- When asked, what fresh produce is difficult to find in Newfoundland and Labrador that you wish were more readily available:
  - Fresh leafy greens were mentioned in 24 responses
  - Fresh herbs were mentioned in 18 responses
  - Fresher fruit was mentioned in 10 responses
  - Fresh tomatoes were mentioned in 8 responses
  - Peppers were mentioned in 7 responses
  - Microgreens were mentioned in 7 responses
  - Respondents also mentioned cauliflower, broccoli, cucumbers, tropical fruit, among others.
  
- When asked, what is the most frustrating part about buying produce in Newfoundland and Labrador:
  - Concerns about “freshness” were brought up in 38 responses
  - Concerns about the “cost” were brought up in 30 responses
  - Concerns about the “quality” were brought up in 25 responses
  - Concerns about the “availability” were brought up in 12 responses
  - Concerns about “seasonality” were brought up in 10 responses
  - Concerns about “flavor/taste” were brought up in 7 responses
  - Other frustrations included lack of variety, big carbon footprint, and limited producers
  
- When asked, on a scale of one to five (1-5), how important is each factor to you when buying fresh produce:
  - Freshness was the most important scoring, on average, 4.8/5 stars
  - Cost ranked second most important to consumers, scoring, on average, 4.1/5 stars
  - Locally Sourced was a close third, scoring, on average, 4.0/5 stars
  - Pesticide-free/non-GMO ranked fourth, scoring, on average, 3.7/5 stars
  - Delivery ranked last among consumers, scoring, on average, 1.9/5 stars
  
- When asked, what influence would Thrive’s social benefit of employing marginalized individuals have on your decision to buy:

- 93.94% of respondents said it would positively influence their decision to buy from Thrive
- 6.06% of respondents said it would have no influence on their decision to buy from Thrive
- 0% of respondents said it would have a negative influence on their decision to buy from Thrive

### **The St. John's Downtown Restaurant Market (Nine respondents):**

**\*Disclaimer:** Restaurant Survey respondent number is less than 30. As a result, the data cannot be normally distributed to represent the entire downtown restaurant market in St. John's. This data should only be used as a rough estimate or a starting point when conducting further research. This data should not be used to make inferences or draw conclusions.

- When asked, have you ever sought out/bought hydroponically-grown produce before:
  - 55% of the restaurants surveyed reported to have looked for or bought hydroponically-grown produce in St. John's before.
  
- When asked, how do you source your fresh produce:
  - 100% of respondents buy from local growers/producers.
  - 88% of respondents buy from wholesalers.
  - 66% of respondents buy from grocery stores.
  - 0% of respondents buy from the St. John's Farmers Market.
  
- When asked, how often do you source your fresh produce:
  - 66% of respondents selected "more than once a week".
  - 22% of respondents selected "once a week".
  - 11% of respondents selected "biweekly".
  - 0% of respondents selected "once a month".
  
- When asked, what is the most frustrating part of sourcing produce in Newfoundland:
  - 77% of respondents mentioned the freshness or quality of produce.
  - 44% of respondents mentioned the consistent supply or availability of produce.
  - 11% of respondents mentioned the seasonality of produce.
  - 11% of respondents mentioned the price of produce.

- When asked, on a scale of 1-5, how important is each factor when purchasing produce:
  - Freshness of produce received an average rating of 4.77/5.
  - Consistent supplier of produce received an average rating of 4.55/5.
  - Cost of produce received an average rating of 3.66/5.
  - Pesticide free/non-GMO produce received an average rating of 3.66/5.
  - Local produce received an average rating of 3.55/5.
  
- When asked, how produce growers can serve you better in the future, the following themes were brought up most frequently:
  - Fairly Priced
  - Consistent Quality
  - Transparency
  - Competent Staff
  - Offer Delivery
  - Easy to Order, and
  - Variety of Crops
  
- Popular produce types, average quantity, and average cost, per downtown restaurants:
  - Leafy Greens:
    - Most popular: Lettuce, Kale, Arugula, and Spinach,
    - On average, downtown restaurants use 18LBS/week of leafy greens.
    - On average, downtown restaurants pay about \$4.8/LBS for leafy greens.
  - Fresh Herbs:
    - Most popular: Basil, Cilantro, and Parsley.
    - On average, downtown restaurants use 2.25LBS/week of fresh herbs
    - On average, downtown restaurants pay more than \$48/lbs for fresh herbs.
  - Microgreens:
    - Most popular: Pea, Radish, Cabbage, and Basil.
    - On average, downtown restaurants use 1.5LBS/week.
    - On average, downtown restaurants pay less than \$52/LBS for microgreens.