

Plainfield Food Co-op February 2010 Survey Results - Data and Comments

156 Responses

1. Where do you spend most of your grocery dollars?

	#	%
Plainfield Co-op	42	26.9%
Buffalo Mountain Co-op	1	<1%
Hunger Mountain Co-op	48	30.7%
Shaw's - Berlin	19	12.1%
Shaw's - Montpelier	7	4.4%
Price Chopper - Barre/Montpelier	19	12.1%
Hannaford's - South Barre	5	3.2%
Adamant Co-op	0	0.0%
St Johnsbury Co-op	0	0.0%
Plainfield Red Store	0	0.0%
Tim's Convenience Store	1	<1%
Dudley's - East Montpelier	0	0.0%
Other	11	7.0%
No Responses	3	1.9%
Total	156	100%

Other

Hunger, Shaw's, City Mkt, Price Chop, Plainfield, Buffalo Mt,
White Market- St. Johnsbury

Assoc. Buyers

Cabot General Store

pete's greens csa and montpelier farmers market

Trader Joe's

only in vt 4 mo/year, my answers will cover that time

White's Market -St. Johnsbury

Pete Johnson's CSA

local buying club

Eat from garden

2. & 3. Where do you regularly purchase the following types of 1 = Don't buy, 2 = Buy mostly at Plainfield Co-op, 3 = Buy mostly

	1	2	3
Grocery items (cereal, juice, canned goods, etc)	10 7%	43 28%	99 65%
Dairy (milk, eggs, yogurt, etc)	10 7%	67 44%	74 49%
Soy-based, dairy-free, and/or vegan foods	51 36%	51 36%	40 28%
Fresh fruits and vegetables	4 3%	71 46%	78 51%
Frozen foods	38 26%	25 17%	86 58%
Meat, poultry, fish and seafood	24 16%	33 22%	93 62%
Deli/ready to eat foods	64 43%	6 4%	80 53%
Beer and wine	38	30	83

Beer and wine	25%	20%	55%
Coffee and tea	9	54	87
	6%	36%	58%
Bread and bakery	9	72	71
	6%	47%	47%
Bulk products	8	87	56
	5%	58%	37%

4. From the list below, please choose the top five factors you consider when choosing where to shop for groceries:

	#	%
Product selection/variety	92	60.1%
Quality/freshness of products	117	76.4%
Prices	96	62.7%
Location of store/convenience	101	66.0%
Hours of operation	38	24.8%
Atmosphere/ambiance of store	33	21.5%
Cleanliness of store	19	12.4%
Knowledgeable staff	8	5.2%
Friendly/courteous staff	44	28.7%
Availability of brands I/my family likes	42	27.4%
Availability of natural/organic foods	112	73.2%
Cooperative ownership	50	32.6%
Other	18	11.7%
Total	153	100%

Other

- can count on being in stock
- I love the small size and convenience of P Coop
- local ownership/small scale etc.
- local organic foods
- good selection of bulk items, #1 for me.
- community and i'm a coop member
- buying as local as possible--both store and suppliers
- local to Plainfield where I live
- relationship physically to workplace
- locally grown products
- one-stop shopping
- local ownership
- availability of allergen-free (soy) foods
- support for local food growers and producers!
- kids area
- the seller is an enterprise I want to support
- deli meat
- Things not available elsewhere

5. How much does your household spend in an average week

	#	%
\$50 or less	15	9.6%
\$51 - \$75	35	22.4%
\$76 - \$100	28	17.9%
\$101 - \$125	31	19.8%
\$126 - \$150	21	13.4%

More than \$150	21	13.4%
Don't know	2	1.2%
No Responses	3	1.9%
Total	156	100%

6. How much of your grocery dollars does your household spend at the Plainfield Co-op in an average week?

	#	%
A little (0-25%)	64	41.0%
Some (25-50%)	40	25.6%
More than half (51-75%)	20	12.8%
Almost all (76-100%)	24	15.3%
Don't Know	5	3.2%
No Responses	3	1.9%
Total	156	100%

7. On average, how often do you shop at the Plainfield Co-op?

	#	%
More than Once/week	61	39.1%
Once/week	37	23.7%
Twice/Month	30	19.2%
Once/Month	12	7.6%
Less than Once/Month	13	8.3%
No Responses	3	1.9%
Total	156	100%

8. What is your preferred food shopping time of the week?

	#	%
Weekdays	48	30.7%
Weekends	12	7.6%
No Preference	90	57.6%
No Responses	6	3.8%
Total	156	100%

9. What is your preferred food shopping time of the day?

	#	%
Morning	19	12.1%
Afternoon	42	26.9%
Evening (After 6pm)	23	14.7%
No Preference	69	44.2%
No Responses	3	1.9%
Total	156	100%

10. & 11. Please rate the Plainfield Co-op in terms of how well it is meeting your needs with respect to the following store characteristics:

1 = Very Well, 2 = Well, 3 = Somewhat Well, 4 = Somewhat Poorly, 5 = Poorly, 6 = Very Poorly, 7 =

1 2 3 4 5 6 7

Product selection/variety	15 10%	46 32%	48 33%	21 15%	7 5%	1 1%	6 4%
Quality/freshness of products	41 28%	65 45%	29 20%	6 4%	0 0%	0 0%	3 2%
Prices	11 8%	27 19%	51 35%	26 18%	18 13%	5 3%	6 4%
Location of store/convenience	94 65%	34 24%	8 6%	4 3%	0 0%	1 1%	3 2%
Hours of operation	80 56%	43 30%	12 8%	2 1%	0 0%	1 1%	5 3%
Atmosphere/ambiance of store	72 51%	51 36%	15 11%	1 1%	0 0%	0 0%	3 2%
Cleanliness of store	58 41%	63 45%	13 9%	3 2%	1 1%	0 0%	3 2%
Knowledgeable staff	61 42%	50 34%	26 18%	3 2%	0 0%	0 0%	6 4%
Friendly/courteous staff	82 56%	39 27%	19 13%	1 1%	1 1%	1 1%	3 2%
Availability of brands I/my family likes	13 9%	43 29%	54 37%	17 12%	7 5%	0 0%	12 8%
Availability of natural/organic foods	75 52%	47 32%	19 13%	1 1%	0 0%	0 0%	3 2%
Parking	51 35%	56 39%	24 17%	2 1%	3 2%	0 0%	9 6%
How well does the store meet your needs overall?	26 18%	58 40%	42 29%	13 9%	2 1%	0 0%	5 3%

12. & 13. Please rate the Plainfield Co-op in terms of how well it is meeting your needs in the following product categories:

1 = Very Well, 2 = Well, 3 = Somewhat Well, 4 = Somewhat Poorly, 5 = Poorly, 6 = Very Poorly, 7 =

	1	2	3	4	5	6	7
Grocery items (cereals, juice, canned goods, etc)	8 6%	44 30%	55 38%	17 12%	4 3%	3 2%	14 10%
Dairy (milk, eggs, yogurt, etc)	37 26%	48 33%	35 24%	7 5%	1 1%	1 1%	15 10%
Soy-based, dairy-free and/or vegan foods	12 8%	38 27%	24 17%	5 3%	2 1%	1 1%	61 43%
Fresh fruit and vegetables	32 23%	49 35%	40 28%	8 6%	5 4%	1 1%	7 5%
Frozen foods	6 4%	28 19%	44 31%	13 9%	3 2%	0 0%	50 35%
Meat, poultry fish and seafood	11 8%	28 20%	37 26%	15 11%	8 6%	0 0%	43 30%
Deli/ready to eat foods	2 1%	10 7%	14 10%	26 19%	11 8%	3 2%	74 53%
Beer and wine	23 16%	23 16%	27 19%	5 4%	3 2%	2 1%	58 41%
Coffee and tea	38 27%	48 34%	13 9%	6 4%	6 4%	1 1%	29 21%
Bread and bakery	39 27%	56 39%	25 18%	6 4%	3 2%	0 0%	13 9%

Bulk products

51	54	21	3	3	0	10
36%	38%	15%	2%	2%	0%	7%

14. Do you have any comments regarding how the Plainfield Co-op is meeting your needs with respect to store operations or the products offered/not offered?

Tea prices are too high.

No bread available at times

Need more bread variety. HMC has more plain, crusty, French-type breads

I would like to be able to find a soy based coffee creamer, like Silk and/or a small container of goat's milk. I like the new set up inside and the feeling of more room and more products. I have yet to find a bulk nut product that tasted as fresh and as flavorful as I find at Hunger Mtn. I've tried almonds, pistachios, and cashews, so that's not everything--just the things I like. The cashews were tiny broken pieces and the pistachios and almonds tasted little different from the cashews, all a kind of similar bland flavor. I'd like more choice in olives in the cold case, but the cheese selection is very good. I'm happy that you carry La Boccia's bread and smoked salmon.

Given the space available, I think the staff does well meeting my grocery needs, in the context of a conventional retail market, but I think there is more the organization could be doing to facilitate our community's full embrace of healthy food.

I am turned off by the lack of professionalism on staff. It feels a bit like an exclusive club rather than staff asking customers if they can help find a product, etc. I don't feel part of the club and rather than getting service I feel I'm interrupting and/or don't fit in.

While I appreciate the "homey" atmosphere, I wish the Co-op felt more welcoming to those who are not "in the club" and that the staff had a professional look and approach to customers service with a positive attitude. Staff from more sectors of the community would be welcome.

Living in Worcester and working in Montpelier/Berlin area, I shop at the Plainfield Co-op less often
As cash flow improves, the addition of items to fill in that may not be fast moving.

Vic's the Next Generation just doesn't do it for me - though I guess it does for some. Sometimes I'd like better Deli/ready to eat foods, even just a pot of stew (from this generation, please) or rice.

I sometimes wish the store was open as early as 7am. Though I'd really like that I understand it might
Need keifer in quarts and flavored.

Expanded hours are helpful. More variety available at HMC due to large size of course. Some items are a lot more expensive here than at HMC, ie some yogurts and canned goods.

I mostly don't do a lot of shopping there because I'm not in the neighborhood and the prices on grocery items is high, compared to HMC. If I'm going to be passing by, I'll often buy bulk, produce, and dairy there, though.

I am in Montpelier a lot and do most of my shopping at the HM Co-p there. I drop in to buy some items when I am over your way and purchase 50 pound boxes of chicken for my dogs there monthly or whenever it is available. I do find the prices are better at HM but like to support the Plainfield co-op as it has great atmosphere, is a co-op and is closer to my home in Calais.

Generally I get what I need at the coop. I have attempted to fit my needs to what the coop carries as most of what I want is there and what is not there I try to do without or purchase elsewhere. I want to support the coop so I buy what the coop carries for the most part.

I think that the prices are reasonable. I just can't afford many of them! What is great and makes my budget possible is a good variety of bulk items. The more the better. It is the number one reason I use

I would buy more meat and dairy there, but you have stiff competition from Hollister Hill Farm. I love I have been very pleased with the coop's willingness to special order bulk herbs and spices, flour, sugar when I ask. My daughters ask me to send them herbs and spices because they are so fresh and priced right. I buy in bulk and split them so all of us get what we need.

My comments on grocery, meat, frozen foods above is a lot influenced by higher prices than elsewhere. Dairy selection is very good - just it has been consistently unreliable about being there in the past, and it could be a while before I learn to trust it to be there - I simply can't go back into town, if Plainfield has run out of basics like milk or 1/2 and 1/2 and I had decided not to purchase them till I got to my coop - then I am in trouble. Not having affordable fresh oj is a problem. Not having the basic puffed rice cereal all the other coops have is a problem that may lead me away to shop elsewhere any

Collard Greens on a regular basis

Flack Family Farm Kimchee/fermented products

PLEASE!!!

I like the Plainfield coop better since the remodel. The only reason we don't go there more is location vs where I live and bank. If I went that direction more, I would shop there more. And there are some items I only get at Plainfield, so I make a special trip.

I do feel the helpfulness of the staff can be lacking. There seems to be a lot of hanging around and socializing. And trying to shop or pay is treated like an imposition.

This is my first choice for shopping. Because of our size I don't always find everything I want. I have started doing more of my shopping here since all of the improvements and renovations in the last couple of years. I try to do as much of my shopping here as possible. Keep up the good work.

Wish for bulk organic peanut butter and almond butter

dog chicken?? do we ave it

I love the new arrangement of the store and the expanded bulk food section. The dairy section/cheese is also very nice--good selections.

Pet peeve: Most Wednesdays and Thursdays there is no chicken when I shop. Could you increase the order slightly so that you don't run out on Tuesday night? I can't be the only shopper who wants to buy chicken on Wednesday or Thursday.

I have two must haves: milk and bread...and sometimes you simply don't have one or the other, which means I can't rely on co-op 100 percent. While it is rare you don't have some sort of milk, if you are out of something, it is always whole milk, which means that over years this one product is never ordered

i know that space is limited, but there is too often no choice between cheaper and organic. look, for instance, at the pasta selection. lame. i don't always want organic and don't usually want to pay twice as much for it. cheeses are entirely too expensive. we need some not so fancy options.

I understand the need for variety, but it seems like I find something I really like, then it is gone. (for instance soup flavors) I put things up on the board, but they usually respond that they ordered another

However, I have had the staff offer to order it special for me when they can.

Great to have the Co-op food store.

Organic Soy Milk. Organic 2% Milk.

It would be great to have more variety all around- a bigger store, not quite as funky. The new renovations are great, but still, it needs to be bigger and more pristine.

I LIKE THAT THE CO-OP IS OFFERING MORE BULK FOODS- this is very good- I think we now need to emphasize on LOCAL foods, less corporate food-more locally produced (but not crap like deep fried snickers and such) when you have products for sale that are grossly unhealthy-what does that say about the co-op? Who cares if they sell- it's impulse. We need to be more conscious about this.

I would stop by for convenience shopping - milk, butter, fruit and veg, much more often if the store was open earlier - I pass by every day at around 8:30 but end up going to Tim's for stuff like this, tho I'd

The Plainfield coop has a good selection of products, but it certainly doesn't have the capacity to carry as many different items as Hunger Mountain. We spend close to 25% of our food purchases at

Honestly haven't been out that way in quite a while, I live in Montpelier so I do all my shopping in town -inconsistent availability continues to be a problem on some items (e.g. bread!)

-there are several items I use regularly that are not available here, or are enough higher in price that I

-biggest plus is local and convenient, and friendly staff

i appreciate how responsive the coop is to peoples' desires and needs, you guys are doing a great job, For a small store, our Co-op does very well in stocking a variety of items. I don't expect to be able to buy everything I need there, but I buy as much as I can. I wouldn't want the Co-op to become huge.

Store operations seem to be constantly improving. I enjoy shopping at the Co-op--knowing people and being known--friendly atmosphere. (Except sometimes the music is rather loud.)

I treat the co-op as a speciality store. It is a very good place to pick up things that are not available at the TCC or Red Store. also for spices- the cheeses- ginger beer soda and bread.

I usually consider things I purchase there as treats.

More bulk items.

I do not live in the community. I travel around the State. This is my favorite of all the Co-ops. Despite the size - this co-op always has what I need. The people are great here - I love them. Prices aren't bad - Montpelier "Co-op" bugs me - seems expensive and phony - may as well be a Whole Foods.

It would be good to have more gluten free options

I am concerned that many products are offered that though they would be considered "quality" they are in fact not organic . Farm raised fish from china should be a no-no (melimine) Kids juices with high fructose corn syrup? C'mon folks . I believe that intentions are good but staff while ordering need to put the nature and quality of the products first i.e. Organic before price. I don't believe ingredient lists are

I think you guys are doing a great job. I wouldn't mind seeing a better selection of 'ready to eat' foods. Much like the Vics(??) food you carry, but made with less crap(sorry, no other would really fit the description) and more love. But since the new renovations, I am very impressed and have been spending much more time and money there! Thanks guys! Keep up the great work!

Only that the improvements have been considerable over the last few years

No comment.

We mostly go to the co-op for staples - bread, coffee, eggs & bulk items, and sometimes fruit. Hardly ever for vegetables - just too expensive. We do the majority of our food shopping elsewhere, and then pick up about 1/4 of our groceries at the co-op. But we're pretty regular with those 1/4 items and make ilove the community center

The tea's I buy at Hunger mountain because Plainfield doesn't carry them (and because the prices are lower) are: Choice Jasmine and Darjeeling and Yogi Ginger.

Price is a major factor. So many of my staple groceries are significantly less at HMC even with an 8% Regarding atmosphere / ambiance of store, I think once I heard a CD playing over the audio system that had the "F" word in the lyrics. I would prefer that such music not be played in the store. When it happened I couldn't believe I heard it, and maybe I actually didn't hear it. It could have been my imagination. But if it was real, I would prefer that such songs not be played in the store.

Price is a big factor for us, and the prices seems high. Would prefer more low price items.

Also, we try to buy locally grown produce, eggs, dairy and meat whenever possible. Would like more choice of local prouduce and more promotion of locally grown products.

Because I have to go Shaws and Hunger Mountain for several things I need, I end up doing most of my shopping there. What I ought to do is shop first at Plainfield Co-op and then do what's left at the other places -- certainly the new Co-op is pleasant to shop in -- but I haven't gotten into this three-store

Does the town really have to dump the snow in two of your parking spaces, including the handicap spot? And then they complain about overflow when people start parking erratically. WTF?

it would be great to offer local pork and beef a bit more. Not sure I trust VT smoke and cure, mostly canadian big farm pork with a nice label.

Also, the coop seems to serve its current members well, but lots of folks in the area don't use it. how do we reach out. the renovation and cleaner store were good moves.

There isn't much variety in the produce section, no zucchini, or snow peas, asparagus, chard, sprouts, bok choy, yellow squash, green beans, etc.

The choice is very limited, having mostly root and cruciferous vegetables, along with very basic salad I also don't really like that the central, primary isle is devoted to non food items.

Plainfield Coop is in a great location, with a wonderful atmosphere and friendly workers, with good parking and convenient hours.

I would shop there much more if I could get more variety of fresh organic food.

And lastly, there isn't Annie's Shitake Ginger salad dressing. It is one of the Most popular choices. I think you should have it.

And pickled ginger should be available, too.

Thanks for asking these questions!

Mentioned previously, there in summer only cant wait to see the new coolers and floor.....

store operations fine so far as i can tell

would like a little more bulk selection, but i think that may be resolved

We feel the Plainfield Co-op is there to meet our needs but we have not been very faithful to supporting it. As of late we have been going in more and finding all the necessities. We are particularly fond of the improvement in the fresh produce, bakery items and all in all the general new layout of the

There are some really great people who work at the co-op. I'm super happy about the expanded hours. The new set-up looks amazing.

I can always get the help I need.

I would love it if there were even more vegetables in the produce section.

The co-op is great, and I can't tell you how much it means to have you so close.

I find the to-go deli stuff to be way expensive.

Bread selection is inconsistent at best. Not enough unsliced bread. never know whether the kind I want Would like bulk peanut butter. What happens is that we buy bulk pb at Montpelier coop and then end up getting more stuff there.

Or we go there for unsliced bread and buy other things as well.

We try to shop at the Hunger Mountain Co-Op because it is a bit more economical and the cost of healthy food is so high already.

The Plainfield Co-Op is closer to our home and more convenient but combination of higher prices and less selection result in our using the Plainfield Co-Op as a kind of Neighborhood General Store, for emergency wkend. trips when something has been forgotten or to just pick up an item or two on the If you were able to grow to a point where your prices and selections were close to the H.M. co-op we would probably do our wkly. shopping with you.

how about more low/no fat yougurt

It is really price that leads us to shop elsewhere. The coop generally has high quality organic products which are great, but too expensive right now.

Carry Organic Valley Milk!

often out of things! (maybe this was more in the past(?) I gave up shopping there as much.

Would love to shop there more often, wider selection at supermarket often overshadows co-op for things like fresh seafood, and our little co-op just can't compete with Hunger Mtn. when it comes to things like wine. But I feel very loyal to Plainfield Co-op and somewhat resentful to Hunger Mtn.

because if I forget my membership card in the car they will ALWAYS make me pay top dollar. It's a joy to shop at our homepun. friendly co-op! But the selection is limited, understandably.

I really like the Plainfield Coop and would like to do more shopping there. However, many of the products we use are often not available there. The biggest issue for us is grocery items--either you don't carry the brand or the item we want, or the prices are much higher (boxed teas, for example, are much more expensive at Plainfield Coop than Hunger Mountain Coop). Often you are out of meet and dairy products when I come in for them or the dates are not very good (Strafford whole milk, chicken legs and things, for example)

I love the co-op, but it's not generally my primary grocery source for the following reasons:

-Price: While the bulk section is great in terms of prices, it's hard for me to overlook the savings grocery stores offer on things like canned goods.

-Selection: If I have a long grocery list of very specific items, I just know I have a better chance of getting everything I need at either the Montpelier co-op or a traditional grocery store.

That said, I do try to buy what I can and what's economically feasible at the Plainfield co-op.

I am only working part time and can't afford a lot of organic products. I shop mostly for bulk items and discounted items at the Coop. I believe in supporting our local cooperative and appreciate that other

There are some (not just one) staff whose body odor is very strong, and could be offensive to some.

This is a big turn-off when one is trying to think what to make for dinner! Understandably, there are differing views on this whole issue, but it feels important to pass this on. I appreciate the opportunity to learn about more sustainable ways of living from my fellow community members, and want those new to the co-op to return so that they might also be inspired and join in making helpful change. Maybe folks who want to contribute and value conservation and natural living that much could be offered ways

Poor selection of wines and teas. Cheeses never look very appetizing to me. Sometimes the staff seems more interested in talking to their friends, and less attentive to other customers.

The co-op generally meets my needs very well. Usually buy meat/poultry direct from farms. There are price issues and occasional lapses in supply for nondairy milk items.

I am a senior citizen and live alone. I buy in smaller quantities and like a variety. I buy most of my groceries when in town for other appointments and can find milk in cartons. Don't want large bottles. Actually I use the coop more now than in the past for fill in shopping when I don't need to go into Montpelier. I find the store much more appealing with more variety and a pleasant and helpful staff. I do think though that it is catering more to families than single older people and that is probably as it

I like the frozen salmon cuts you provide at a decent price (I hope to God they are wild-caught).

It seems like the bread selection is diminished. La Panciata bread is not very healthy...added sweetener, white flour. Need spelt, whole grain breads.

Real good beer and wine selection.

Veggies are well tended.

My biggest problem is that your prices are a lot higher than at HMC, enough so that it's usually worth it to drive in to Montpelier to shop. I use PC when I only need a couple quick items. There's no way I could afford to do all my shopping at PC, though it would be nice to do so.

You have many of the things I want. The reason I spend much less money there than I used to is that you can be inconsistent. It is frustrating to get used to the availability of an item, plan on it, and then find it missing or discontinued. I understand this is often a function of larger forces, such as distributor pricing, etc. However, if I know I'm going to be in Montpelier and Hunger Mountain *always* has the things I've grown accustomed to finding there, then I'm going to shop there. Pricing is also an issue, but nearly as important to me. For many years I gladly paid a premium for groceries from the Plainfield

I enjoy shopping for groceries at the Plainfield Coop because of its trusting and friendly atmosphere. It has what I need, I can always find a place to park and it isn't usually crowded.

In my book it is what a coop should be and that suits me just fine.

Would like barbecue and other flavors of tofu (usually have to get at Hunger Mt. Coop)

Would like you to carry "herb-a-mare"--I usually have to get that at Hunger Mt. as well.

I really love the Plainfield Co-op and actually prefer it to the Hunger Mountain Co-op for many reasons. I like the size of the store and that I can easily find what I am looking for. I think the selection that you offer is good and don't really feel the need to shop at a store that offers 17 different brands of the same thing. I just want good quality and healthy food. I also really like the fact that if you don't have something, you have always been extremely helpful and willing to get that product, whether it was

The only thing I would suggest, is offering a little more in the way of frozen products, like a bigger variety of frozen veggies.....perhaps increasing your selection of frozen veggies just in the winter months. And Nate's Meatless Meatballs, (i believe they are vegan!) You guys Rock!

I realize that your space is small and it is hard to have the number of products that other stores have, so I understand when I don't find an item I want, but the prices are REALLY high. I tend to buy the items that are on sale at Hunger Mountain, which ends up saving me a lot of money. It is also hard to comparison shop at Plainfield co-op, b/c you don't put tags that show cost per volume (or weight). So I often find the items I want, see the price, and know that I will find it on sale at Hunger Mountain now or I usually go in with a large list, and come out with just a couple of items, due to either not finding it, or finding it and gasping when I see the price.

I have concerns about the bulk raw nuts and seeds that ought to be refrigerated so they do not go rancid, which I feel they are. Also some nuts are too large to go through the dispenser.

Their new store is nice.

My needs have been most effectively met by the budget tray produce and I greatly appreciate Plainfield co-op providing this option.

I'm low income -- as much as I want to support my local coop, if I can get the same item at a substantially lower price elsewhere I'm likely to. Generally that means getting some items when they're on sale at Hunger Mountain (like marked down bread) or in some instances (like tofu) getting them at Hunger Mountain when they are at their regular price. There are things I only buy randomly and occasionally, when they're being sold at a substantially reduced rate, and since Plainfield Co-op rarely has sales these days that means I get them elsewhere when they happen to be on sale. But I think the pricing is necessary to running a small establishment and staying solvent, and am not suggesting that

would be great to see PCoop create partnerships with other coops to get better prices more selection.

I know its good politics to sell Vics, but it's just terrible food. Kind of a joke?

Can the coop become a mixing spot for diverse Plainfield community to meet. What would the coop offer to make this happen?

Laundry mat/cafe/?

no comments. plainfield is pretty far away from me. I like the little store but I just don't get there often and now that I use a buying club, I don't even use Hunger Mtn, thank goodness. For what it's worth, I like Plainfield Coop WAY better than Hunger Mtn Coop

There are many items I use where Shaws & Price Chopper or Hanniford offer a better selection at better prices. I understand why Plainfield Co-op prices may need to be higher, but then I also have a I like is Manghis wholewheat bread. I get it at the coop if I can. I use about a loaf a week and I have to get it elsewhere about 50% of the time.

I buy all of the oatmeal I use at the coop. Other bulk foods I use are w/w flour, popcorn, and dried peas, which I get at the coop.

I use some tomato paste that I buy elsewhere.

I use only the Monument dairy half cream and it is almost always available, I use about a quart a week.

I would buy milk at the coop but the organic is too expensive. I use about a gallon a week of Booth 2%,

I buy all the yogurt (Butterworks Plain) I eat at the coop, three quarts a month.

I eat cheese (25#/yr, mostly cheddar) and get about 10% of it at the coop.

Coop egg prices are too high. I buy about a dozen eggs a week. Most from farms, bigger, cheaper and I buy 30# of honey a year at the coop.

I buy 5 gallons of maple syrup a year from a farmer.

I occasionally buy beer at the coop

My wife buys most of our food

15. If you are a Plainfield Co-op member (2009 or 2010), how important are these features for shopping at the Plainfield Co-op? (If you are not a member, please skip to the next question.)

1 = Very Important, 2 = Important, 3 = Somewhat Important, 4 = Not Important, 5 =

	1	2	3	4	5
Member of the organization	31 24%	42 32%	28 22%	22 17%	7 5%
Member discounts	23 18%	39 30%	41 32%	25 19%	2 2%
Working member opportunities	20 15%	29 22%	20 15%	46 35%	17 13%
Member appreciation days	10 8%	17 13%	29 22%	57 44%	17 13%
Receiving newsletter	21 16%	34 26%	56 42%	18 14%	3 2%
Ability to vote for board of directors	21 16%	28 21%	39 29%	36 27%	9 7%

Comments

I support the Co-op because I support having a local food store in our community.

What are Member Appreciation Days?

I like supporting the coop, but whether I'm a member or not, or what that "gets" me doesn't really affect whether I shop there or not.

I don't get involved in the voting as I feel the local people know better who the people are and who is The coop provides an alternative to coporate agribusiness and coparate dominated food system. I beleive it is the wave of the future.

I'm a slacker

I am not a member of the Plainfield Co-op and don't shop there as it is not conveniently located for me.

I am a member of the Buffalo Mtn Co-op.

Co-op doing ok thanks to everyone.

i know that member attendance is pretty bad at meetings, but i still think that all major decisions should be properly warned and open to public meetings.

I'm a member but not active; I use the coop as a store, period.

I love having the Plaifield Co-op available because of the type of food localed there. I would not be driving into Montpelier to go to the co-op

I haven't renewed my membership yet this year. I will.

News letter could be Email...

If the problems with equity are not solved than member discounts need to increase..

I'm not positive what the member discount is, i think it's 1%. My opinion is that 1% of my bill really amounts to such a small amount of savings it really doesn't increase customer loyalty, which I would assume is the point of the discount. If it were my desicion I would either increase the discount to provide more incentive to the customer to buy more of their groceries ath the coop, or do away with it.

move to equity

member appreciation days?

2 working parents, 2 kids. Hard to be involved much.

because of the "rounding up" campaign, don't get any discount, since I always round up. Many products are more expensive at Plainfield coop than Hunger Mountain.

I'm basically not at all invested in the coop concept, except to the extent that it has allowed the Plainfield Coop to exist. I support the Coop as a member because I want it to be here, not because of

The reason I am a member of the Co-op is because I really appreciate having a quality grocery store so close to my home and I really like the fact that Plainfield Co-op stocks so many products from local farms and food producers. Having the store in Plainfield improves my quality of life and is worth every penny I spend on a membership and every penny I spend in the store.

the member discounts (1%) are near insignifigant

While I don't think the newsletter is important in terms of shopping at the co-op I do think it's important to being a co-op member and a Plainfield resident.

I'm something of a hermit.

16. Please indicate the extent to which you agree that the Plainfield Co-op:

1 = Strongly Agree, 2 = Agree, 3 = Somewhat Agree, 4 = Somewhat Disagree, 5 = Disagree, 6 = Strongly Disagree, 7 = No Opinion

	1	2	3	4	5	6	7
Works to create a sense of community	58 41%	59 41%	21 15%	4 3%	1 1%	0 0%	0 0%
Promotes environmental stewardship	45 31%	63 44%	25 17%	5 3%	2 1%	0 0%	3 2%
Can be trusted to make ethical business decisions	47 34%	53 38%	20 14%	3 2%	1 1%	0 0%	16 11%
Has a positive influence on my community	83 58%	39 27%	18 13%	0 0%	1 1%	0 0%	2 1%
Is meaningful in my life	52 36%	45 31%	30 21%	11 8%	2 1%	0 0%	3 2%
Has helped me become a better environmental steward	19 13%	24 17%	40 28%	11 8%	10 7%	5 4%	32 23%

Comments

I appreciate the Co-op's efforts to create community events. I wish a wider range of our community was I don't understand the "Can be trusted to make ethical business decisions" question. A very loaded duh :)

Backyard needs a gardener's hand.

In regard to "Can be trusted to make ethical business decisions", I am still shocked, but recovering from the treatment of Ellen Bressler and co-workers. How workers are treated is VERY important to me, and is NOT mentioned once on the survey. Why?

Thanks for carrying the organic chicken cases so I can feed my dogs locally, humanely and healthily at Like all of us the coop is a work in progress. We are not where we want to be or need to be, but as a coop, we will get closer to our goals in a manner conducive to democratic participation and inclusion. The coop provides opportunities for democratic decision making and community involvement. With more than one bottom line (profit and community, profit FOR community)the coop models economic

I was already over the top, so your environmental concerns are appreciated, but not likely to make me more aware. It is one of my reasons to shop at the coop. In addition to being able to afford bulk items I just do not want to buy packaging!

P-Coop has room to grow in the area of promoting environmental stewardship in the community - a nice goal though

I have to buy non-food items and pet food at another store. the prices are sometimes more than I can afford but I understand a small store can't compete with a corporation.

Re: env. strdshp: not a slap against the coop, but we already consider ourselves pretty good stewards, and don't feel additional leadership in that regard from the coop

I work in the environmental field - dont; find much new learning from teh coop but thta's not average...

Must continue to keep community aware of the Co-op.

helps me by making env. friendly products locally available

You now are going over the edge with the green, politically correct stuff...below local hunger needs to be addressed otherwise I would have said not a champion

Food Safety issue is interesting - many co-ops err on the side of mis-information at the expense of the

The co-op is one of the reasons we are choosing to stay in Plainfield. We love it. It is a HUGE part of

the community center is critical in this role

I love the quirkiness/quaintness/earthiness of the coop. If it weren't here, there'd be a giant hole in P-
As far as the two questions I didn't agree on: #3 is an incredibly loaded question, and also I'm not sure what you mean by "ethical business decisions". And as for #6, my membership and shopping at the coop is an expression of my environmental stewardship, not its progenesis.

I don't think I come in often enough for these things to impact me. I was already an environmental

We have made wonderful friends at the coope

Re: my response to the third question: I realize I have only heard one side of the story but heard enough from the former manager to have some serious concerns about how the co-op addresses some

17. Please mark up to three social issues that you think the Plainfield Co-op should champion:

	#	%
Promoting recycling	46	31.5%
Addressing local hunger problems	68	46.5%
Support developing of other small businesses	25	17.1%
Providing education on food safety issues	20	13.6%
Providing nutrition education	39	26.7%
Supporting efforts to protect/improve environment	32	21.9%
Supporting other co-ops	18	12.3%
Supporting local, sustainable agriculture	129	88.3%
The Plainfield Co-op should not champion social or	6	4.1%
Other	10	6.8%
Total	146	100%

Other

Fair treatment of workers

Population Control, without with all other issues are a waste of effort.

paying the workers well

Organic ONLY!

promote the coop as providing reasonably priced wholesome food not elitist

Provide low cost friendly store

continue to support local food producers

substitute hunger problems for safety issues IF co-op can actually address this

be a hub for stronger local diverse community

teach and offer classes in food diversity and meal planning to our indigenous

18. How likely is it that you would recommend the Plainfield Co-op to a friend or colleague?

	#	%
Very Likely	103	66.0%
Likely	32	20.5%
Somewhat Likely	8	5.1%
Somewhat Unlikely	3	1.9%
Unlikely	0	0.0%
Very Unlikely	0	0.0%
No Responses	10	6.4%
Total	156	100%

19. During the past year, I have used the Plainfield Community Center above the Co-op by:

	#	%
Hosting a class, event or meeting there	10	6.8%
Attending a class there	19	12.9%
Attending a scheduled event there	47	31.9%
Attending a meeting there	31	21.0%
Viewing the artwork there not during a class, event	28	19.0%
I have not used the Community Center in any way	78	53.0%
Other	8	5.4%
Total	147	100%

Other

I have sat in the area when it wasn't in use
 attended dance classes when Moving Light was there.
 meet with friend over coffee in the upstairs area.
 to play the lovely piano when nobody was using the center
 social,piano,grassroots org,dance
 Used the piano
 for high speed internet!

20. If you rented the Plainfield Community Center in the past year, please indicate the extent to which you agree:

1 = Strongly Agree, 2 = Agree, 3 = Somewhat Agree, 4 = Somewhat Disagree, 5 = Disagree, 6 = Strongly Disagree, 7 = No Opinion

	1	2	3	4	5	6	7
The rental fee was appropriate for the space	4 18%	7 32%	0 0%	0 0%	1 5%	0 0%	10 45%
The scheduling and rent payment process was trouble free	3 14%	1 5%	2 9%	2 9%	2 9%	1 5%	11 50%
The space was ready and available during my rental time	4 18%	4 18%	1 5%	2 9%	0 0%	0 0%	11 50%
The space met my needs	8 36%	2 9%	2 9%	0 0%	0 0%	0 0%	10 45%
I would recommend others to rent the space for their functions	9 41%	1 5%	2 9%	1 5%	0 0%	0 0%	9 41%

Comments

I did not rent the space. I have suggested and hear that the suggestion is being followed up on, that the upstairs foyer be used as a cafe where folks can buy coffee/tea and a pastry in the coop and go upstairs to meet with friends. I think that would b a great use of the spae during the day and provide an

I would be hapy to rent it some time for parties or events, but it seems pretty obscure how to do so, where the scheduling is, etc. Maybe I just haven't looked hard enough - if I really wanted to do it I could probably figure it out. But it would be nice to have a signup sheet showing schedule/bookings in a readily available place - and the ability to reserve on line or some such easy method.

i love community yoga and appreciate events that rfree ,ilove bread+ puppet and the arti hope better art lighting is added,i wish the staff and board were more ehntusiastic about the space and its value to the coop and the larger community. its improvements are inspiring i like that a healing practioner uses the office i wish people would help keep it clean and we had more classes

It is a really important space for the community!

I wanted to rent space/time at PCC but the requirements of routine monthly time choices did not meet my needs, however if it was suitable for me I would have rented. I need a more flexible ability to

21. Given the mission of the Plainfield Co-op, how do you see the Co-op serving the community in the next 10 years? What ideas? What visions?

Plainfield Co-op Mission (per articles of association and bylaws): To establish and maintain a not-for-profit cooperative market for the distribution of food and other goods; to provide an outlet for local producers and growers; to operate the market in a manner and on a scale conducive to the regeneration of a sense of community among the dispersed rural population; and to work with the existing and emerging federations of cooperatives in realizing our shared goals.

Supporting local agriculture; being a source of BASIC food, especially if times get rough.

I appreciate that I'm able to use the coop with my existing Hunger Mtn. coop membership. When I moved here I'd heard of it, but not the Plainfield one, so bought a lifetime membership to H Mtn. I wish I'd heard more about Plainfield's coop earlier, so I wonder if there is a way to raise your profile in the area, perhaps with some kind of newcomer welcome info. I think, too, that with the space above the coop, you could do some foodie education and/or cooking classes. Of course, then you'd need to put in a small kitchen upstairs, but you could start small with a all-in-one unit, like a kitchenette and a fairly large work table. I know there is an organic farmer hereabouts who is also a chef. Someone like that

-Facilitate group bulk buying (from UNFI or whatever source that would listen to group purchase

-Facilitate group shares of local harvests by members.

-Facilitate (individual or group, but group is preferable) food production and/or processing/baking by

-When greater numbers are helpful for the above, work with other local co-ops to meet these goals.

I'd like to see a store that had a range of prices and products that attracted the full range of our entire community. To become a true small town rallying point for community pride -- "The town store" would really require a bigger space and Route 2 location.

If a move is out of the question, at least have a more representative staff (and board even) could attract a wider customer base.

Not nearly enough food is grown, produced or processed in our local region. I think the regions co-ops could be much more effective in supporting and ENCOURAGING the development of more farms and food businesses.

Continuous education of new members. Continuous education of wide community -- everywhere, near As the environment gets more unpredictable and the center of our government, federal & state, cannot hold to any moral certainty (environment, food quality, caringness, kindness) the Co-op will

In regard to next questions.

-Why is it that once you are 65 and over the every 5 years no longer matters?

-Same for "how long shopping at Co-op" and "how long a member of the Co-op". Only go up to "20+".

Both should have additional options.

Questions show age bias.

I see the co-op acting as a conduit to promote community involvement in taking care of ourselves locally -- not just eating locally in the summer, but year-round, continuing to work with farmers to increase what is possible here year by year. Working more closely with the Food Bank and gleaners to end local hunger, as well as reaching out more to other co-ops in the area and working to create a smoothly functioning network. Branching out from food to other community needs -- tools to share; gatherings to discuss, learn, plan, organize, and just have fun; a resource for large celebrations with dishes, utensils, and decorations centrally kept for groups to use (community weddings, festivals, etc.) I would like to see it provide a back porch or deck, accessible to the river where friends can meet, enjoy coffee and snacks and conversation and even launch and retrieve kayaks and canoes. We have outdoor space that can be utilized for the community.

The coop might host speakers/films/discussion groups etc. on the various elements of the mission statement. The times are such that we need and people are dsparately looking for an alternative to the macro systems which are not serving us well. Perhaps a committee to focus on this and organize these kind of events would be the way forward. I would volunteer for such a committee.

Has anybody noticed we don't have a dispersed rural population anymore? Hell, we hardly have any rural anymore. Still, a comfortable, community place to get bulk goods and organic/natural/local goods ps. don't turn it into another Hunger Mtn Coop. The place has as much appeal as hanging out in Hannaford's, though, like Hannaford's, they have some good stuff.

I have been a member for about 30 years and I have been very satisfied with the vision of the coop especially in the last few years. I like that they have included products which previously were considered too commercial like Cabot butter and beer and wine.

The prices have also seem to be more in line with the chain grocery stores so I am more likely to stop here in Plainfield when I need an item or two.

Community Root Cellars

Canning /Storing Vegetables Classes

Cheese Making Classes

Gardening / Farming Classes

Wine / Beer Making Classes

Mission is good going forward.

Considering such ideas as:

- growing the market to be more of a one-stop shopping destination
- encouraging the development of a community garden
- getting involved in food security issues, working closely with the local food shelf
- sell and encourage producer-made value-added products (canned goods, etc)

continue to be attractive Inviting place to shop. Attract more local buyers, sell more local when ever possible. Stable business, inviting to new members. Clear about mission, Staff, board and committees, organized and functional, carrying out mission.

During the next 10 years, I believe our community will become more dependent on all of our local resources and our abilities to work together.

How about a recipe/nutrition/product feature in Field Notes? It would provide outreach and education to the broader local community.

Get mainstream shoppers there to change their food preferences and eat healthier. The store would have to be less funky and more mainstream looking, and have more selection to offer.

I am excited to hear that there will be a movement toward the co-op maintaining the community center- I think that this space should be used more for education, workshops, and community events- The winter ball was excellent, the co-op could host regular events like this just for fun and others for education- around food, nutrition, sustainable agriculture, permaculture, gardening, local food issues, etc. I could even see this opening up to be a place where community owned food-producing/processing equipment could be stored and shared during events- such as cider press, grain thresher, mill, crocks for large batches of kimchi, etc. cooking classes, potluck dinners (I know this used to happen). Reaching out beyond a core of people who all know each other and making the coop feel less like a clubhouse that serves a small group of already-friends, and more liek a real community resources that all can feel welcome in.

To continue in the direction you have already been working on. Space seems to be an obstacle. While Plainfield does not need a "mega store" with a dozen choices for each product, being able to increase quantities and sales should help lower prices. Food cost is a major issue for most people I know and there's not much promise of change in that area for the immediate future.

Cafe.

Twice the business when the price of gas doubles.

I see the coop as a place for those that want to learn to cook / eat whole foods, preserve foods, grow food and learn to do these things at the coop. Would be great to have seed swaps - be more of a meetin place, and maybe provide a kitchen that folks could use/rent to preserve/save/cook foods.

For some of us, it is becoming a lost art that we want to regain.

Work more w/other coops and the local farmers' market.

I think you are on the right track.

?

continue to champion the goals of the coop....who knows where that might take us. I can see the coop becoming broader in it's scope, I'm not sure how, but if the model works for food distribution I wonder how else cooperative ownership could work. Shared equipment, etc. Maybe we could participate more in alternative currencies. Now that's radical, I'm all for looking at the coop as an local economy enterprist experiment---what other aspect of our lives could coop values enhance? exciting....

Continue our good progress with first 3 missions. I don't know what's happening with regard to the 4th.

I would like us to reach out more to other potential community shoppers, but I'm not sure how to make them feel more comfortable. I certainly find the entrance to the building unwelcoming and often dark.

I hope that the co-op will be able to continue. The parking is of course a big problem but that exist for all of the local business and residents in the village area. I believe your a providing a valuable service to the community. I believe it is important to be a open to having all community members feeling comfortable in coming the store-so doing too much activism that is judgemental toward maybe the regular joe will not allow you to meet "the regeneration of sense of community among the dispersed rural population"

More bulk. More collective buying. Community food storage.

Keep on keeping on!

Stay in business!

Continue to be there as a part of the community. Great option.

All in all, the coop is doing a great job. As a community member, I feel lucky to have such a great coop in such a great town. Keep listening to the members, and keep active and creative minds on staff and

continued focus on the second and third aspects of your mission

No comment.

Perhaps have a few more family focused activities? Involve the kids somehow? Host a playgroup in the space upstairs and tie it in with the co-op... cooking classes for kids? More workshops - that are low-cost - we can't afford anything over \$10. Promote more community gatherings.

the community center should be mentioned in the misson and negotiating for more parking with the town clrek education with sustainability issues and buy local tie in wth farmers mkt and use upstairs for

I think we should stay in our building, focus on out outreach (the dispersed rural community), increasing sales and membership while finding ways to keep our prices competitive. We should have a cafe! More fun community events like the Winter Ball will build popularity of the co-op which will increase sales. Focus on local may be increasingly important and marketable.

I hope the Co-op will remain a community center and purveyor of good food.

I would like to see a patronage dividend actuated.

I'd also like to see more incentive on the retail end for local wholesalers.

And definitely more parties.

Not sure "regeneration of a community among the dispersed rural population" is the best word choice for the mission. I live here because there is a strong existing community, and has been for 30 yrs. perhaps "support and expand the strong sense of community shared by our rural population, or provide a center for or dispersed rural community" would be more accurate. Do not undermine the current

It would be awesome to see more very local producers emerging, and selling at the coop, also expanding the the customer base. I am surprised how many people do not do much shopping at the co maybe a grinder station too.

I see the co-op continuing to emerge as a meeting and rallying point for community members to apply ourselves towards regenerating our community, agriculturally, socially, politically and economically. The next ten years will likely be extremely challenging ones for most people economically but with a vital co-op we can put our collective heads together and figure out effective ways to respond to the challenges of decaying mass systems which most people have become dependent on to great excess. We need to watch our budgets very closely in order to expect to survive, and it seems that this has been happening lately. However we also need to be mindful of the way that our prices can create a sense among people that we are only for a certain economic elite in the area and out of reach as well as out of touch with the needs of average people. Decision makers seem well aware of this dynamic,

I think the problem with the coop fulfilling its mission is in the area of scale and manner. The Buffalo Mountain Coop is a similar size, but really manages to serve as a lively hub of the community which encourages people to come in even just to visit. The Plainfield Coop hasn't felt like that to me for

just keep doing what you're doing

No ideas at this time but to have the Co-op continue along its path.

Great mission, grow! Tell members how we can help but we have limited budgets, so that's the puzzle. put up top as vision making it a priority to provide reasonably priced wholesome food to the entire community and reach out to the larger community. not just the organic crowd.

For those of us who have been part of this community for a long time, the statement "regenerating a sense of community etc. is out of sync. You don't need to RE generate what is already there. You can SUPPORT community but to RE generate it is to ignore those of us who have been here in community .. Support local and sustainable agriculture.

The co-op is what makes Plainfield livable. I'm not kidding. The co-op provides an incalculable service to local residents just by staying open for business and giving us a place where we can buy food that hasn't been processed into some form of benzene. If I ever win a lottery, I'll give a pile of money to the

The basic tenet of the Coop's Mission as I understand it is to provide our community with affordable nutrition. It should not be a forum for life style choices.

Please stay in town. I was happy when the plan to move out on Rt 2 didn't happen. Continue the good work that you are doing supporting local organic agriculture and small businesses, and providing space for community events and information.

By further embracing all local (org as well as conventional) agriculture and farmers.

The co-op could be an important catalyst for creating a more self-reliant local food system and a cooperative economy in the broadest sense.

we need to find a way to keep prices down so folks can afford us

I'm not a business person. I don't have a grand vision for the Coop, other than its continued operation. I think this is for the most part a good statement. The third part is the only thing that really jumps out at me. If this is really a goal of the coop, I'm not sure how successful we've been. In my totally unscientific observation, it strikes me that the coop doesn't serve a representative selection of the "dispersed rural population" in socio-economic terms. But then, I don't necessarily think it should, or that it's even

I think you have done a great job and following the mission. I appreciate that you stock local produce, even if it means that the variety isn't HUGE. Quality, not quantity. I also appreciate seeing products from local farms, whether it is meat, eggs, prepared foods, baked goods, etc.

continue providing an outlet for local products. I am encouraged to see an expanded bulk goods section. I would like to see more bulk and affordable food stuff, so that families like mine can continue

I would love to answer this, but my time is growing short, and this survey is WAY too long!

The treatment of Ellen Bressler and other staff at that time she was fired, still shocks me. This survey had nothing about how staff are treated which I think is not a good sign considering the history. To me there is no point in having the coop if it mistreats staff. That is not to say I don't think there should be high and clear expectations of staff and employment practices that are followed consistently.

On the other hand i am grateful for all people do, especially volunteers, to make the coop as good as it is. I am horrified at the control corporate america has over our lives and i know the coop is at least a partial resistance to that
 I have been a member of the coop since before it had a building. I wonder why i see so few people my age, i.e. senior citizens, shopping there while i see many at Hunger Mtn. Perhaps the coop would like to think about how to reach out to more older people.

Of course continued local organic foods from farms and individuals in the community for the

some very small visions:

possibly in assisting local artisans/crafts people in marketing their wares via a co-op web site
 more educational activities concerning sustainable agriculture, alternative energy, holistic medicine,
 helping communication re: ride shares and other collaborative ventures
 possibly facilitating a local community food garden? community suppers?

more diverse community

more connection to other cooperatives

I would really like to see the Co-op become what we had in the past with our Rotary and Home Dem clubs. So many people don't know how to make good healthy food from local ingredients. Some don't even know how to grow it and could be taught. I worry for the younger generations that are slipping through the cracks when it comes to local food, reciprocity, and self sufficiency.

I would love to see the Co-op do it's own CSA or a variation on that theme. You really should open a sandwich / coffee / muffin type place in town as you have all the produce at cost already. So many times (mostly in the winter when maple valley is closed) I go through that area and wish you sold fresh
 But really you guys are doing a great job. Don't do what Hunger Mountain did PLEASE! stay local and funky - if you move stay in town if possible and in a previous loved place like you have now!

i think the coop should work towards the local markets, helping the local community, fortifying the local economy and it's people

lower prices, it's the bottom-line reason I CANNOT afford to shop there for most of my food.

continue to provide a local outlet for healthy foods and ecological other products. Really work on becoming more price competitive with other outlets.

If I survive will be 72 in ten years. I hope I will be alive and driving. Perhaps a delivery service, if I'm on

22. In what age range are you?

	#	%
18-24	1	<1%
25-29	5	3.2%
30-34	11	7.0%
35-39	12	7.6%
40-44	9	5.7%
45-49	8	5.1%
50-54	27	17.3%
55-59	25	16.0%
60-64	19	12.1%
65+	22	14.1%
No Responses	17	10.8%
Total	156	100%

23. How long have you been shopping at the Plainfield Co-op?

	#	%
Less than a year	7	4.4%
1 - 3 years	17	10.8%

3.1 - 5 years	15	9.6%
5.1 - 10 years	22	14.1%
10.1 - 20 years	26	16.6%
20+ years	54	34.6%
No Responses	15	9.6%
Total	156	100%

24. Are you a current (2009 or 2010) member of the Plainfield Co-

	#	%
Yes	126	80.7%
No	14	8.9%
No Responses	16	10.2%
Total	156	100%

25. If a current or past member of the Plainfield Co-op, how many years a member?

	#	%
Less than a year	7	4.4%
1 - 3 years	24	15.3%
3.1 - 5 years	19	12.1%
5.1 - 10 years	21	13.4%
10.1 - 20 years	20	12.8%
20+ years	42	26.9%
Never a member	2	1.2%
No Responses	21	13.4%
Total	156	100%

26. If a member in the past year, indicate your working member status (i.e., eligible for an additional discount for in-store work, committee work, etc) during that time.

	#	%
I was a working member for part of the year	11	7.0%
I was a regular working member	17	10.8%
I was not a working member	103	66.0%
No Responses	25	16.0%
Total	156	100%

27. An important part of a vibrant cooperative is member involvement. Please let us know what the board and staff can do to help you and other community members be more involved.

Strive to make a difference, be relevant and be unique when compared to Whole Foods look-a-like co-ops. Let the world know what the Co-op is doing. Those believing in the importance of the work will get

I'm not seeking involvement. I really just want to see the Co-op thrive.

Post or make known what help is needed. Keep updated.

Give an ongoing update on our fundraising efforts so we can have a sense of progress in where we are financially with this...

Continue newsletter information

I am offended by the age bias of the survey. Perhaps we need to look at attitude towards people who are 65-70, 70-75, 75-80, etc.

Make the notes and minutes of the various committees and the board more visible and/or attractive, to draw the eyes of the members to them so that they will be read.

Keep a current staff picture gallery so that those of us who have a less than perfect recall of names will feel greater sense of community as a result of being able to interact in a more personal way.

I think you are doing a great job right now. I guess I would recommend more coop sponsored events at the community center. In my earlier remarks I suggested events which discuss the various elements of the coop mission and look to ways to enhance that mission and bring it into the community.

The coop is a political entity; unlike a sister coop we must not deny that fact. We are political in that we provide a locus of power, alternative power to the corporate agribusiness system. We provide a venue for people to express their values about community, the environment and democracy. We should not shy away from that but rather embrace that and make it an engine for creating the structures we want to see in the world. That not only honors our roots but also engages us in the exciting task of re-making

Tell my boss I need enough time off to have a life.

I have computer skills which I have offered but I have never received a response. Health issues have prevented me from working in the store but I am very willing to work from home.

Lower Prices /Work with other local coops to form a buying club to lower prices.

Expand the store - more space = more selection.

Advertise Better / Have more coupons /specials.

Encourage more local products / local farm foods.

Better quality prepared food. More prepared food selection. Lunch options on weekdays are dismal in Plainfield...a crock pot of vegetarian chili would appeal to folks that work in Plainfield...MORE

PREPARED LUNCH FOOD that ISN'T Vic's the Next Generation (????)

Make available very short, individual tasks that people could do to volunteer, that isn't a long term commitment. I wouldn't even need to get a working-member discount - just if there were ways i could help without feeling i will disappoint if i can't commit for more than one-time projects/assistance.

Invite people to join,

Clean, organized, attractive entry, sandwich sign on road saying " Everyone welcome", advertising a

More email outreach,

make phone calls for specific needs and projects or establish a place in the store that regularly solicits for the current need...keep the mission statement in front of us so we all realize the coop is more than

Our lives are way too busy, so just knowing the Coop is there, being able to shop, and provide some financial support is important. We used to work very regularly, but really can't anymore. Letting folks like us know when there are one-time projects to help with is good - like with a nice sign behind the register: "this week's special work opportunity," or "upcoming work day/project opportunity."

Lack of involvement is on my end- full time work, family, no time for extras. I don't know how to get others involved...how to shake the hippy perception? To get mainstreamers there, the store would have to be inviting to them, not make them uncomfortable.

email communication

community board at co-op or in community center

sign up list for volunteers to help with projects rather than joining a committee

i wish i could get a discount by working a few hours a month. two hours a week is not doable. but i miss coming in and being part of a work crew.

I think the Board does a great job now. I choose not to participate, because I am involved in several other community activities and I work at two different jobs, but I am always aware that I could participate in coop governance if I wanted to do so.

As I've moved into older age group I am aware of the youthful vibe at coop (a good thing!... but not one I feel as connected to as I once did). The coop is a bit clubby, which I think is probably unavoidable given the small town and small circle of members. There was a time when I liked the anonymity of shopping at Hunger Mtn but that's not so much of an issue for me any more... as I've moved more to

I need to be a better manager of my own time, especially volunteer time....not much the coop can do to
Although I like the thoughts of cooperatives, and willing to shop there.....I probably would not be involved because of my perceived political differences

Focus on food, price, storage, and people's understanding of eating.

There used to be a place where jobs for the day were posted? Because of my "real" job it is hard for me to schedule working but easy to suddenly find nothing on my schedule when I am in the area. I would like to be able to DO SOMETHING for the co-op at the drop of the hat like this....

I would be more involved if I had more time outside of regular work.

It may be harder on the staff at first, but I think the co-op should try to rebuild the culture of working member necessity. I have heard the staff say that people don't want to be working members -- none of the survey questions asked why a person was not a working member or what would make it attractive to be a working member. If a person is a working member, perhaps to ask what makes them feel appreciated? It might be interesting to find out. Perhaps working member hours need to be available after 5 pm, or, maybe there needs to be a greater variety of working member tasks. just some thoughts.

No comment.

see my response earlier about the vision... more workshops, more kid focused ideas... also, I signed up last Sept. to be a working member and was never contacted... I'd like to work and help out!

more friendly,less stressed environment from staff,more networkig and work trade barter sustainable mindset,keep it clean and value the community center more

Have the option of walk in working member jobs.

classes: nutrition, storing/growing food, etc.,

I think that board and committee memberships should have increased benefits. That might get the people more interested in serving in those capacities.

What are the working member job options, needs of the coop?
are the published in the news letter?

Perhaps a posting of things that need to get doen in the store can be posted promonently and updated on an ongoign basis.

No opinion at this time.

Instead of having the back wall filled with fundraising info (carrots with people's names on it), please let us know about possible work opportunities and events, since the newsletter comes so rarely.

Not much you can do until my life is less complex.

Please note as a early member I devoted endless hours to the coop as that it could evolve to what it is now. I now devote myself to other work serving the Vermont community full time. I don't expect that I will become more involved now and I don't feel and shouldn't feel guilty about that. Please structure the coop so that there is not grumblings amongst the staff or the other volunteers that members don't volunteer enough. People's prioritys and energy vary and change throughout our lives.

Have staff members be more friendly and knowledgeable. Most are but some behave like they can't be bothered to help. Staff wearing name tags helps a lot!

Um... make days have 30 hours?

I wish I could be involved but just don't have the time.

Working member opportunities outside of traditional 9-5 business hours would allow employed people to contribute at times that they have available.

I'm honestly just too busy to do much. You could offer me giant piles of jello to play in and I still probably couldn't make it happen. I'd love to when things calm down, though.

Not sure, though I suspect more seniors could be involved. I am very involved in several other organizations and can not give more at this time.

Give me a kick in the arse.

As I already said, the cooperative concept is not particularly important to me. But I have been glad to contribute additional money over the years, as well as time and labor when called upon.

easier working member application

community work days?

Babysit my kids so that I have more time! (just kidding... I can be more involved when they are in

Put signs up telling us what we can help with.

just a thought, I have limited transportation, a once a week bus or carpool from Marshfield...

possibly e-mail when specific work is needed?

get a website

get a website

get a website

on that website - let people register themselves so they can be notified of stuff, post your volunteer projects, post work that needs doing, post everything, consider listing the products you sell online.

This is really needed now. This one thing - done well, could be the biggest boon to your growth in the *****@gmail.com - I do web work and graphic design full-time for a living - i can help you at least organize what you need to get this started if not assist with more.

If I lived in Plainfield, I'd be a member and probably a working member. I did that at hunger mtn and it am already involved

I am not a very social member. I don't like meetings and I would rather work alone than in a committee.

28. If a member of another food co-op, indicate which one(s):

	#	%
Hunger Mountain Co-op	50	86.2%
Buffalo Mountain Co-op	5	8.6%
Adamant Co-op	2	3.4%
St Johnsbury Co-op	5	8.6%
Other	5	8.6%
Total	58	100%

Other

Greenstar, Ithaca, NY

Assoc Buyers group.

food conspiracy

other states

recently gave up my membership at Hunger Mountain Co-op

29. Including you, how many of the following live in your household?

1 = None, 2 = 1, 3 = 2, 4 = 3 or more

	1	2	3	4
Adults (18+ years old)	8 6%	41 29%	80 58%	10 7%
Children	24 36%	16 24%	25 37%	2 3%

30. How far do you travel (one way) to shop at the Co-op?

	#	%
Less than a mile	28	17.9%
1 - 5 miles	73	46.7%
5.1 - 10 miles	29	18.5%

10.1 - 25 miles	7	4.4%
25+ miles	3	1.9%
No Responses	16	10.2%
Total	156	100%

**31. How important to you are the following sources of information about the
1 = Very Important, 2 = Important, 3 = Somewhat Important, 4 = Not Important, 5 =**

	1	2	3	4	5
In store postings (signs, bulletin board, flyers, pamphlets, etc.)	36 27%	55 42%	26 20%	10 8%	5 4%
Informal conversations (with co-op board or staff)	30 23%	37 29%	32 25%	17 13%	12 9%
Formal meetings (Membership mtgs, Board of Director mtgs, etc)	9 7%	22 17%	32 25%	49 38%	16 13%
Emailed Newsletter	19 15%	55 42%	36 27%	10 8%	11 8%
Other Emails	10 8%	23 19%	43 35%	26 21%	21 17%
Mailed Newsletter	13 10%	26 21%	26 21%	42 34%	17 14%
Other Mailings (co-op annual report, special mailings)	8 7%	30 24%	46 37%	23 19%	16 13%

Comments

Love the newsletter!

Online website might be something to consider in the future

I'm glad to see the co-op starting to have more of an online presence. I think this is important.

You folks deserve a great deal of credit for your efforts in this area. Thank you very much.

I prefer to use email whenever possible.

We do not receive any communication from the coop. The fundraising drive and this are the first since I like getting the newsletter on paper- but I know getting it via email saves trees. Having a newsletter to sit down with is fun.

co-op/ community board to post news about co-op

I'm old fashioned and still like to read my newsletter, on my couch with a good cup of joe...
no internet at home, thank you.

The terrific new website should be a big help, especially if we can get LOTS of people to view it--for example promote it through local libraries that provide community computer access.

Well, there doesn't seem to be any way to go back to the beginning. I consider it very important for the Plainfield Co-op to become organized as a co-op [with patronage], not a club. I believe that is the only way to encourage its long term financial survival.

The co-op can and should be one of the central disseminators of information in the community.

If I decide to terminate e-mail in my home I'll really want to make sure that the nesletter and other mailings still arrive in my mailbox, so I hope that the option of regular mail doesn't vanish.

eMail is the preferred media of choice. Conventional should default only when eMail is not available or i think the coop should work towards the local markets, helping the local community, fortifying the local economy and it's people

**32. How important to you are the following types of information (Co-op news and information)?
1 = Very Important, 2 = Important, 3 = Somewhat Important, 4 = Not Important, 5 =**

	1	2	3	4	5
Board of directors news	12	41	50	20	9

Board of directors news	9%	31%	38%	15%	7%
Community events (e.g. festivals, celebrations)	29	55	35	9	3
	22%	42%	27%	7%	2%
Financial information/reports	15	41	53	13	8
	12%	32%	41%	10%	6%
Store and department news/management report	16	44	50	14	8
	12%	33%	38%	11%	6%
New products	18	51	42	15	5
	14%	39%	32%	11%	4%
Store specials	25	55	38	11	4
	19%	41%	29%	8%	3%
Community Center news	20	38	42	20	8
	16%	30%	33%	16%	6%

Comments

Let's see more signage; departments, store specials

I like to skim through a lot of the info in the newsletter--email version is good.

Bottom line for me is the community building aspects of the coop. I can get "deals" at other stores. I can only get community at the coop. A community of justice living gently on the earth is my vision. Thank you for being an essential part of that.

I buy mostly basic stuff, tea and flour and oatmeal and the like. Not the stuff you write about or post

33. How important to you are the following types of information (Information about foods and 1 = Very Important, 2 = Important, 3 = Somewhat Important, 4 = Not Important, 5 =

	1	2	3	4	5
Health and nutrition information	36	54	24	13	5
	27%	41%	18%	10%	4%
Food production practices (e.g. GMO's; organic)	61	45	16	5	4
	47%	34%	12%	4%	3%
Locally produced products	87	36	6	1	3
	65%	27%	5%	1%	2%
Food preparation & recipes	26	36	49	19	4
	19%	27%	37%	14%	3%
Food safety	39	44	30	13	6
	30%	33%	23%	10%	5%

Comments

If the information is relevant to products at the co-op the information becomes more important to me. I receive most of this information from other sources.

We have non-organic products such as Vic's. I am ok with this if it sells but let's find a way to get healthy prepared foods while we are working towards a cafe. People don't realize that some things at the co-op are processed gmo crap. Maybe a good question for members would be "Is it ok with you for the co-op to sell gmo non-organic food?" I just don't know if consumers are aware that if it doesn't say organic it isn't organic. Maybe we should be educating folks yet still presenting th

Let's all keep talking up food safety and trying to use the co-op to keep ourselves more informed as we make every effort to transmit our learning to others less directly connected to these issues.

I like Jills writings

In regards to food safety I think there are differences in opinions.

production practices and whether items are local or not is information only the co-op can provide -- it's not that the other things aren't important but there are other sources for such information

34. How important to you are the following types of information (Social and agricultural

1 = Very Important, 2 = Important, 3 = Somewhat Important, 4 = Not Important, 5 =

	1	2	3	4	5
Fair trade	66 50%	51 38%	10 8%	2 2%	4 3%
Producer profiles	39 29%	58 43%	23 17%	7 5%	7 5%
Livestock treatment	74 55%	43 32%	6 4%	5 4%	6 4%
The environment	74 55%	46 34%	8 6%	2 1%	4 3%

Comments

I'm a carnivore, but I like animals more than humans. The best I can do is buy responsibly.

Don't really look to the coop for this

If the information is relevant to products at the co-op the information becomes more important to me. I receive most of this information from other sources.

This is the ethics of food. The mass food biz is all about maximizing profits which means minimizing or ignoring altogether concern about food's effects on the people who eat it, the animals involved on the farms, or the larger environment. We need to really stand in stark contrast to these horrendous practices and provide ourselves and those to come with a truly ethical and locally based alternative

What's a producer profile?