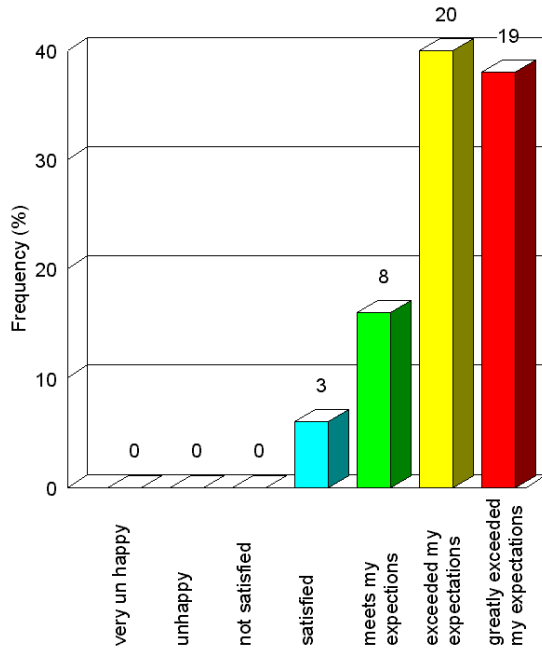


# Oklahoma Food Cooperative Member Survey 2004

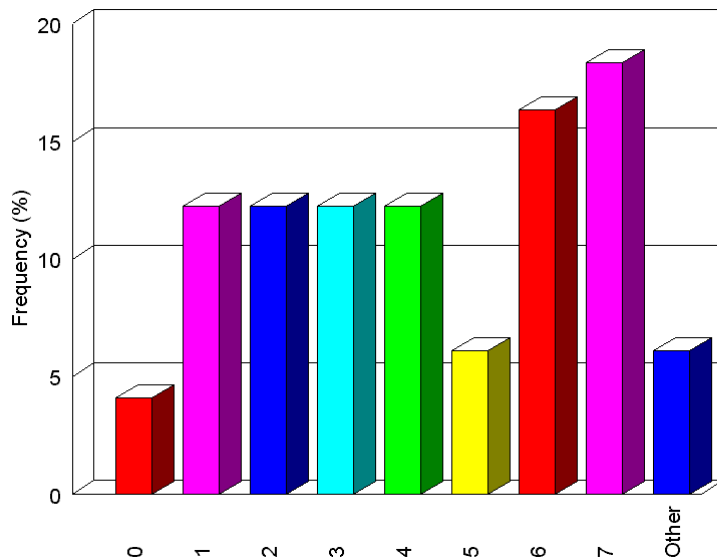
1. **On a scale of 1 to 7, with 7 being "greatly exceeded my expectations" and 1 being "very unhappy", how satisfied are you with your overall experience with the Oklahoma Food Cooperative?**



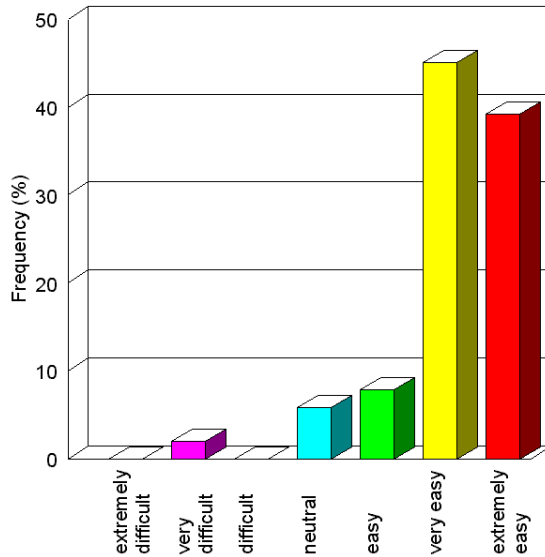
1. a. On a scale of 1 to 7, with 7 being "greatly

Figure 1:

- B. **How many times have you ordered through the cooperative?**



2. On a scale of 1 to 7, with 7 being "extremely easy" and 1 being "extremely difficult", how do you rate our online ordering system?



2. a. On a scale of 1 to 7, with 7 being "extremel

Figure 3:

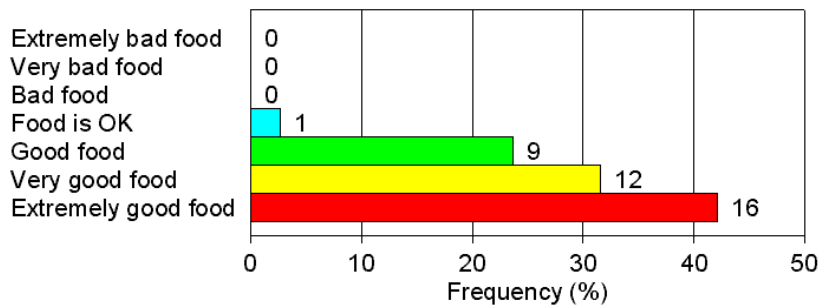
- B. If you have any suggestions for improvement for our internet systems, or if you want to identify which features are most confusing for you OR most helpful to you, please list them here.

- Seems to be working fine
- Photographs of the products would be cool. Also, direct links to more information about the producers? Also, I would like to buy meat in quantity, but am a bit confused about how to do so. (But I haven't really worked yet to figure it out either.)
- First, it would be nice to be able to add quantities to a complete list so that all are added to the basket at once. Second, it seems more typical to send the order when I'm done filling it out, rather than whatever is there at a certain time.
- One suggestion and I know this would be a huge project but eventually it might prove helpful. Having visuals – photos of products – whenever possible – increases the likelihood of ordering. With digital camera so low in cost and so ubiquitous – perhaps it would be possible for producers to provide photos of at least some of their products. I realize some products will not lend themselves to a visual but anything you can do to convey to the customer quantity and quality is helpful. Overall, I'm pretty pleased with the experience. I'll pay more attention next time I order and see if anything comes to mind while ordering that would make it smoother.
- All the different email addresses are confusing to me. I wish there was a mater list of addresses, simply designed, and printed to members on one page.
- I can't find the "submit order" button; where is it? I have to wait until the deadline when my order automatically submits. Otherwise it's easy to user,

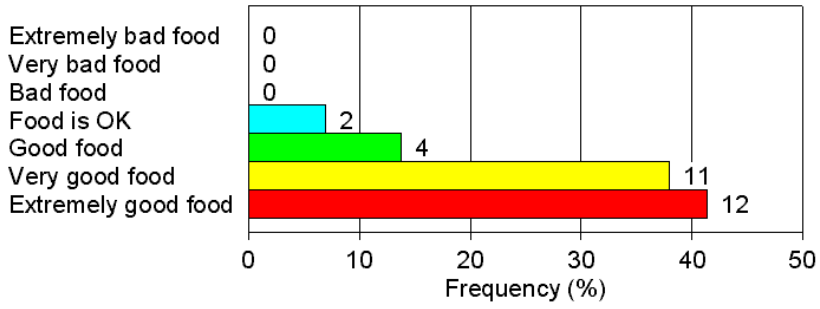
improved dramatically in the short time since it started.

- The online system is great. I would suggest possibly setting up the online system to send an email to the member each time they make an order or a change to an order. I was uncertain the first time I ordered whether I had actually completed my order because I was not sent a confirmation or something on the order of a confirmation. On the other hand, confirmation emails may become cumbersome for other members. Just a thought.
- Navigation from the order summary is tough, I frequently log in just to check my order or a previous order, then logout. I cannot find a logout link from the order summary page. As a suggestion, perhaps a space where custom orders can be arranged would be nice. Where customers can get together to purchase whole animals or request specific products. Perhaps if 10 people could organize and post request a special cut like ham hocks or whole hams a producer could find a new opportunity. Produce4rs could also use this space to organize you-pick events or open houses if they would like.
- More links...link from shopping cart to info about producers, etc. However, this might confuse some folks too.
- Past invoices isn't complete. Invoice could include a PayPal link. Payment instructions could be on invoice.
- Unclear at beginning that items considered an order at a certain date/time. I wish there was a submit button which would allow me to mentally consider my order done and would allow coop to get earlier counts of orders/items.
- As a producer I should be able to enter all weights, then hit enter one time to capture all of the input.
- When you put something in the cart and then go to cart could you make it possible to go back to where you were in the shopping list.

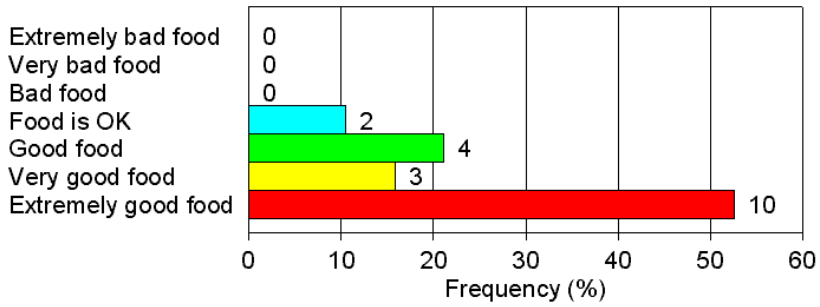
3. **On a scale of 1 to 7, with 7 being "extremely easy" and 1 being "extremely bad food", how do you rate the over-all quality of food you have ordered from the Oklahoma Food Cooperative?**



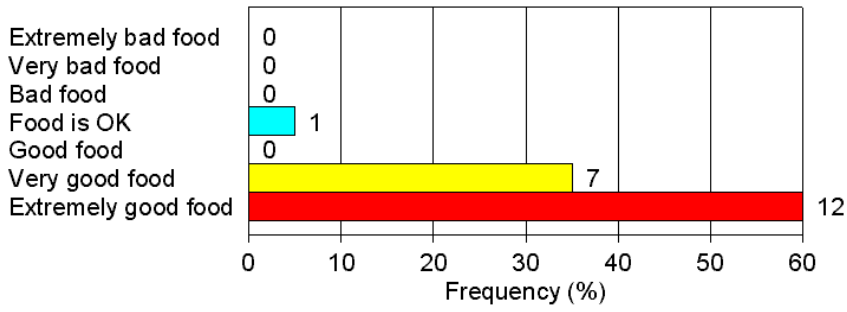
Meats



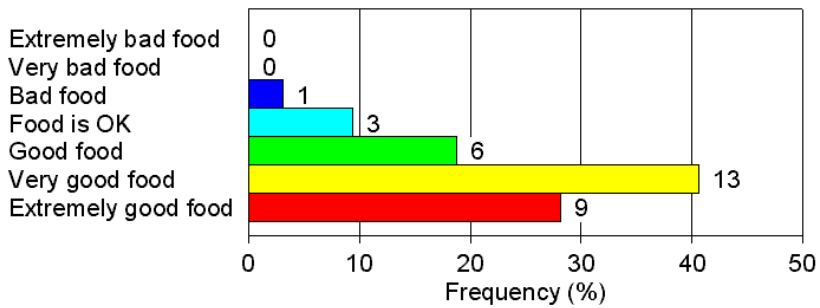
Poultry



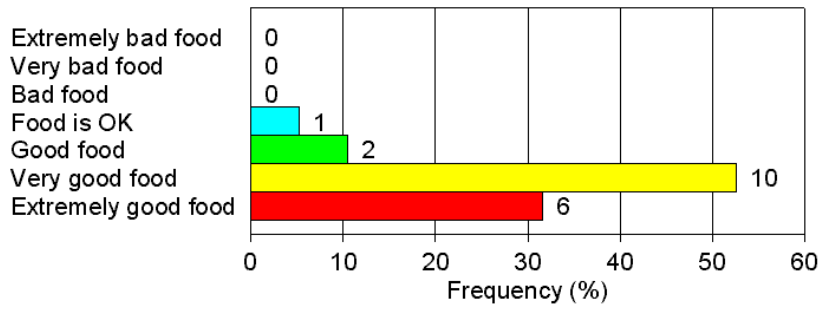
Eggs



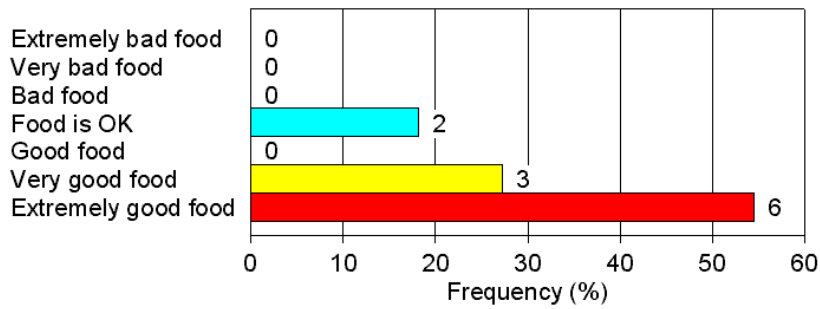
Produce



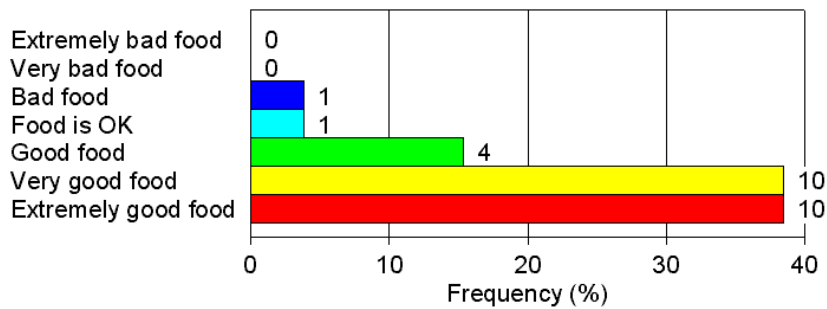
Health and beauty products



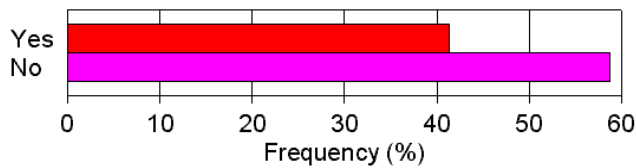
Other non-food products



Processed/prepared products



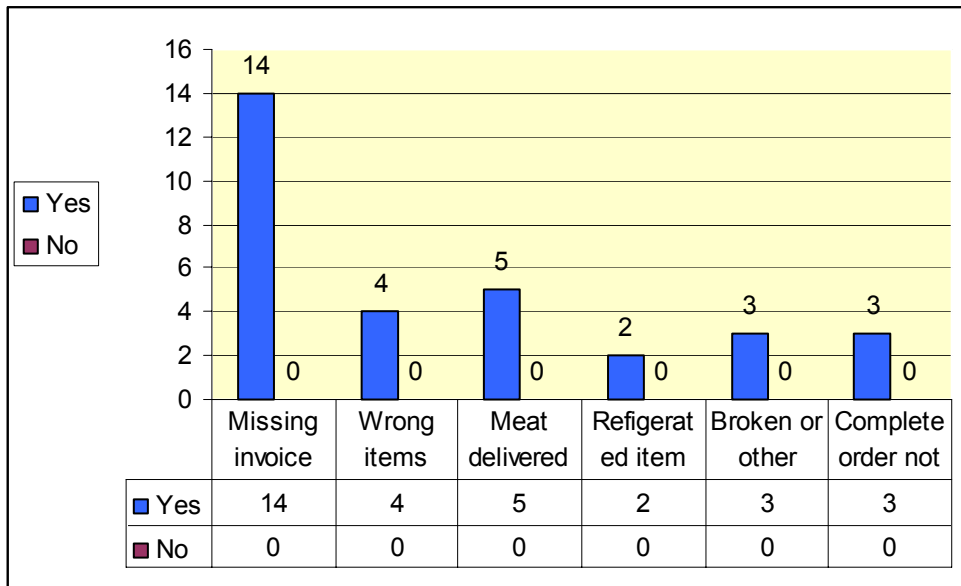
4. **Has there been a problem with the DELIVERY of your orders?** "Problem" does not include a producer "Out of Stock Note" printed on our invoice.



**B. If so, the problem was with which specific product(s)?**

- Twice - Order was wrongly addressed (wrong city)
- mixed salad greens
- Just this last order. Did not receive one item and another item -our eggs-were not placed in a cooler - but "rode out" the delivery in the bottom of a paper sack. Fortunately, we've only found one bad egg.
- ground buffalo
- Fudge from the Fudge Station
- Green Onions - Crestveiw didn't show up with orders.
- Only minor, and quickly solved. Don't remember the product.
- No, it was a mix-up at the pick-up site.
- Ham from P&H Farms
- Various smaller meats ( 1lb. or so)
- healing cream, greens and canned potatoes
- just not getting trees. no big deal. I am very pleased!
- meat ordered a round steak I thought would be size of a dinner plate and it was .55 of a pound. saucer size
- did have meat delivered that was getting soft around the edges.

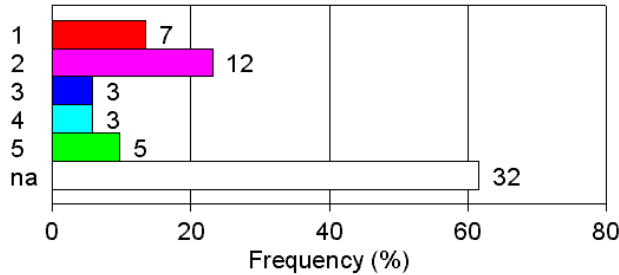
**C. What was/were the problem(s)?** (Check all that apply, if you have an idea as to how many times this problem has occurred, please give that frequency information too:



### Other problem (please explain)

- Received 6 pkg of ham instead of 3 as ordered; I was only charged for 3.
- don't pick up orders, others have to manage or deliver. all problems are good faith problems, folks seem good-nature about problems.
- Cheese enchiladas not acceptable

### How was the problem resolved?



c. How was the problem resolved?

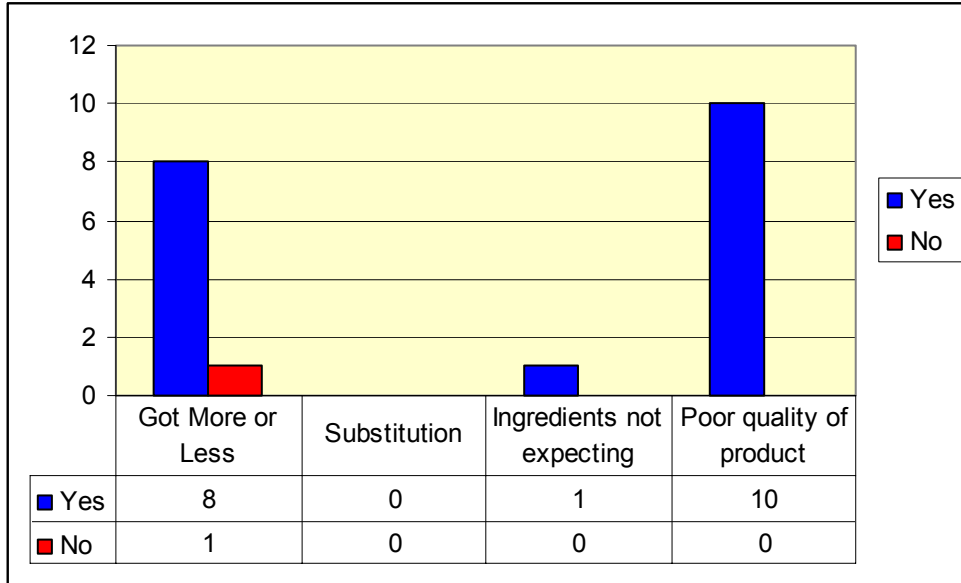
- 1 - Missing item was delivered
- 2 - Missing item was removed from my invoice and I received a credit or did not have to pay for the item.
- 3 - Credit or an equivalent product was received for an unacceptable or damaged item
- 4 - The problem was not resolved
- 5 - I did not report the problem
- na - No Answer

\* Note: Multiple answers can total over 100%.

### Comments

- Pam Harmon took care of getting it to me the first time. Pam and Kathy White tried valiantly to find a way to get it to me the second time.
- Item was mailed as vendor promised, but it went to Robert W. rather than straight to me, and we had trouble getting together so I could retrieve the package.

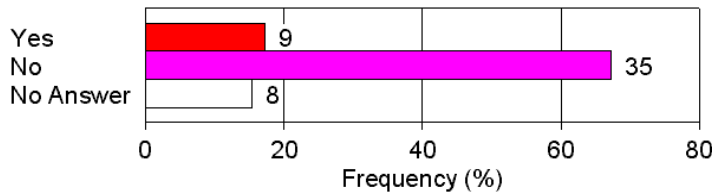
5. **Has there been a problem with a particular PRODUCT?** Do not include any of the problems listed in question 4 which relate to our delivery system. This question relates to the quality and quantity of the products you order. Please give the number of times one of these problems has occurred.



6. **If you have never ordered from the co-operative, please check all the reasons which describe why you have not ordered from the co-operative.**

Only 2 answered this question Prices are too high

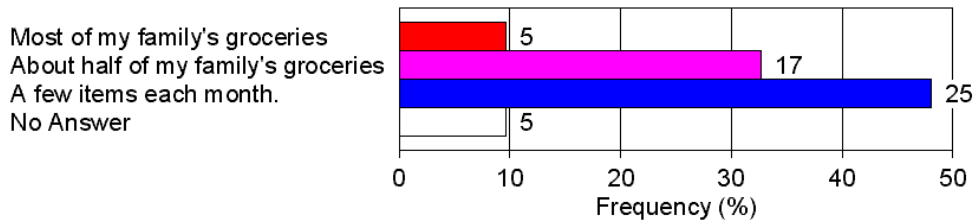
7. **Have you ever simply forgotten to order?**



**Comments:**

- Once I waited too late to order hoping my wife would return from visiting daughter for a week, ad 2nd time I thought the deadline was 10:00 pm and it was 9:00 pm)
- I appreciate e-mail reminders

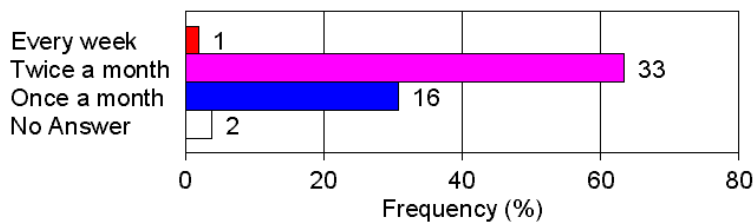
8. **How important is your Oklahoma Food Cooperative delivery to your family?**



**Comments:**

- Once a month ordering doesn't work well for me. I may be out of town on pick-up day.
- About one quarter to one third of my family's groceries
- We produce most of our own
- One car and one income family, difficult to make pick up points. Home deliver expensive because of income. Would like to buy more Oklahoma products but family situation is unusual.

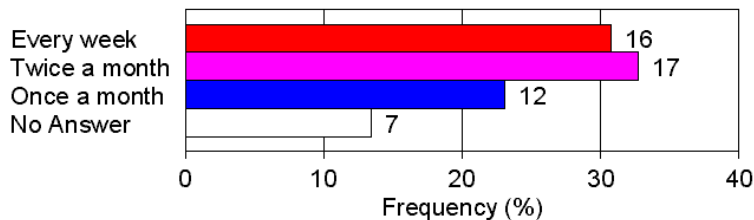
9. **If the cooperative offered twice a month ordering, how often would you order?**



**Comments:**

- Once or twice, depending on my travel schedule

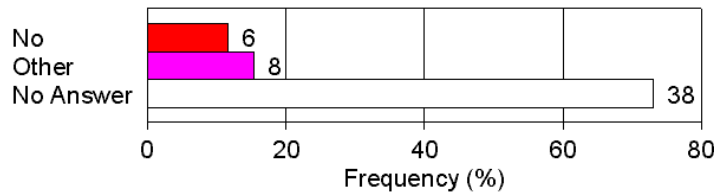
10. **If the cooperative offered ordering every week, how often would you order?**



**Comments:**

- Possibly every week (again, depending on my schedule)
- Depends on the season. During Spring and Summer would likely order weekly to take advantage of fresh produce. During winter would probably decrease to 2 times a month.

11. **Are there any products that the cooperative presently sells but that you don't buy that you would like to test before you buy?**



**Comments:**

- None I can think of
- Yes
- I think that is one of the great things about the dinners. There were some things that I would never have considered buying there. But I had the chance to try them out and then ordered them.
- No, I buy anything I really want to try. I appreciate producers having samples available though, especially beauty products/laundry soap
- Looking forward to seasonal fruits & vegetables. - I'm sure they will show up. ... Goat roast, whole (or fractional)cured hams, smoked turkeys (seasonal), other smoked meats Fruits
- clothing, event tickets such as farm tourism "Pick your own Blueberry Day Reservations"
- Bacon fresh pasta, fruits, cottage cheese, butter, catfish

12. **What items do we not have for sale that you would like to buy? List all products that you are interested in buying.**

- Milk, goat cheese, masa, spices
- Milk! Butter!! Breads that are less expensive if you are able to provide fresh produce during the winter, I'll be ordering lots of that, especially if it's available weekly ... Fish (catfish)
- I am really interested in fresh produce, cheese, nuts. The more selection of these the better for me.
- Don't know
- We're really hoping for a good fruit selection soon.
- Anything organic - in particular dairy items like butter, cheeses- including hard and soft cheeses, yogurt, sour cream and milk. However, I know from the following the list-serv discussion that milk is a possibility at this time. Perhaps someday the coop may have a storefront operation - or large-scale refrigerator in someone's home or central location - that would become an option for pickp-up. Wistfully thinking of the days when milk was delivered to one's doorstep - remember that- in those groovy bottles! We are always on the lookout for reduced fat and lowfat options, ergo, nutritional information is extremely helpful. ... I would like more produce and some good raw local honey.
- Milk, more variety of cheeses (especially goat cheese, sharp cheddar, farmers cheese), more produce varieties, shelled peanuts, walnuts, fresh fruits, vegetarian prepared entrees, butter.

- Berries and other fruits in season (peaches, plums, melons)
- Beef dog bones - leg, not ribs
- Fruits & berries, broccoli, asparagus, milk, additional types of chesses, butter, yogurt, catfish
- Dairy Products - milk, cottage cheese, butter Cold-pressed organic oils (i.e. safflower, corn) I presently buy these at Akin's at outrageous prices. Why not dry cat food made with Oklahoma ingredients? Crawfish, Vinegar, Herbal seasoning blend (like the brand "Spike" Specialty croutons (garlic, herbal, etc.) Bottle salad dressings (Ranch, Italian, etc.) Fresh fruit, especially apples/pears/peaches. Blackberries or Cherries by the pound, Pigeon raiser - buy squab Ready baked foods - muffins. zucchini or banana bread, waffles, dinner rolls, etc. which could be frozen and popped into the oven when needed. Rhubarb, Asparagus
- Vegetables, lamb, eggs, nuts, bread
- Raw Cow or Goat milk, Organic brown rice, Swan's in Claremore have raw cow milk and raw cheeses.
- Smokers - Van's Dressings
- Kohlrabi - More fish varieties - Fruits-apples, peaches, etc.
- pesticide free soybeans - pesticide free carrots
- bought only 1 item I felt was not good and that I would not want to buy again. .
- much more produce, fruit, grain products, dairy, soy products, more chicken options
- Our goal would be to have all items usually bought at a grocery store to be purchased though the co-op.
- lamb in smaller pieces, pond-raised catfish, aged cheddar cheese .
- organic fruit
- more fruits vegetables
- More kinds of produce fruits, vegetables.
- I love being able to buy meat that is grown locally.
- fruits - berries, peaches, watermelon, onions, potatoes, catfish, hot peppers, carrots milk & yogurt