

# CUSTOMER FEEDBACK

Here's a summary of the feedback responses we received. Thanks to all who responded, we appreciated your comments and hope we can improve our service by acting on them.

Here's some actions we are planning as a result of the feedback, more details to follow as they are implemented:-

- 1 Offer organic eggs with the weekly boxes for a few months trial (and look into sourcing local, organic fruit)
  - 2 Offer a standard box without potatoes from July
  - 3 Produce salad leaves and green leaves leaflets, similar to the squash one we produced last year
  - 4 Look into a way of our customers sharing recipes
- More details below, and as they happen.

## 1 Which of the following were important to you when choosing our scheme

- 91%.....The vegetables are grown organically
- 93%.....The produce is grown locally (fresher and less transportation)
- 93%.....Support an 'eco' business (who in turn supports other 'eco' businesses)
- 90%.....To support a local business
- 35%.....You prefer not to shop at supermarkets
- .....You like the convenience of Home Delivery (where applicable)  
*(answers not relevant unless I check against who has home delivery!)*
- 46%.....You like the 'surprise' that you get with a box scheme

### Any other reasons

*Thanks for all the other positive reasons you gave us for choosing our scheme*

## 2. Do you cook more since starting the scheme?.....

- 18%      **yes**
- 53%      **no**
- 29%      **differently (more variety, seasonal, more soup, more veg.)**

## 3. Do you feel that you waste any of the produce in your weekly box

- 22%      **Yes**
- 46%      **Sometimes/Occasionally**
- 32%      **No/hardly ever**

**Why is this** *Most cited reasons for wastage were too much of one vegetable (cabbage and potatoes in particular) and dislikes (after already specifying 2 exclusions). Another common reason was poor quality of potatoes. Other reasons were mainly related to your own lifestyles, such as not enough time, change in routines.*

*Some of you made more soup to avoid wastage.*

4. **Are you aware that to make the box contents suit you better you are allowed 2 exclusions?**  
92% Yes  
8% No (but do now!)

*(I have contacted all who had any queries/comments about their exclusions now - sarah)*

5. **We have a significant number of customers who eat very few or no potatoes and are thinking about offering a No Potato Box. This would probably be somewhere between the current small and medium boxes but with an extra item to replace potatoes. Would this interest you?**

26% Yes  
12% Maybe (some specified summer)  
60% No  
2% Already have 'no potatoes'

*There are enough of you interested in the option of a box without potatoes for us to try this. We would find it hard to do from January to June, so it may have to be a seasonal option. We aim to try this out from July, more details to follow.*

**Out of interest, how many times do you cook potatoes on average per week?**

10% 0-1  
54% 2-3  
28% 4-5  
8% 6-7

6. **Are you happy with the amount of information given to you about box contents and how to cook them?**

*Most of you are happy with the information given but some would like more labelling/information on bags and some more recipes. As the squash leaflet proved so popular, we will produce similar ones for leafy greens and one for salad leaves, so that when the bags aren't labelled, you can work out what they are. We will also look into a way that customers can share their recipes, probably via our website.*

7. **Collection Arrangements**

*Most of you are happy with your current arrangements, with many citing the journey to the collection point as a positive thing for them and/or the environment. Only a small number of you who currently collect from a central drop-off would prefer home delivery, so for now, we won't be changing any current arrangements. As many of you walk or cycle to your collection point, it is a better option environmentally to continue with this.*

8. **If we were to offer the option of ordering other items, e.g. local organics eggs, (from other suppliers) to be delivered with your weekly box would you be interested and what sort of things would you want?**

79% Yes (suggestions listed below)  
16% No  
5% Not sure

*54 of you are interested in having eggs, 37 fruit, 19 dairy with others suggesting bread, meat, fish, salads, asparagus, mushrooms, honey, jams and juice*

*We plan to offer local, organic eggs, on a trial basis for a few months, to see how it works, more details to follow. We will also look into sourcing local, organic fruit during the summer. The practical problems of keeping dairy, fish and meat at the right temperatures means we're reluctant to offer these.*

**Any other comments and suggestions are welcome**

*Thanks for all your feedback, mostly positive, it's always good to know the vegetables are appreciated, especially after such a hard winter. We have already contacted some of you individually about specific queries.*