



**Press Contact**

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## **The Maine Food Strategy Releases 2014 Consumer Survey Report Depicting Mainers' Purchasing Habits**

*"Maine" as brand choice, local food and seafood household budgets, and first-ever data on food self-provisioning*

Portland, Maine (May 19, 2014) – The Maine Food Strategy (MFS) today released results of a statewide consumer survey conducted on its behalf by the Survey Research Center of the Muskie School of Public Service. The 2014 Consumer Survey Report details the food-purchasing habits of nearly 600 Mainers.

Results from the survey indicate a clear preference for Maine food and seafood, with 80 percent of respondents indicating that when given a choice, they would purchase Maine-grown, raised and caught food or fish over products from "somewhere else."

Monthly household budgets provide a snapshot of purchasing habits: In a typical month, 41 percent of Maine households surveyed spend up to \$50 on food that was grown or produced locally. Of the households that buy fish, 68 percent report spending up to \$50 on Maine-raised or Maine-caught fish.

One-third of Maine households are involved in food self-provisioning activities such as hunting, gathering, fishing and/or gardening. When asked what barriers prevent Maine households from gardening or raising more of their own food, 37 percent said a lack of access to land or enough space was a barrier.

"The 2014 Consumer Survey Report demonstrates pride in Maine-grown, harvested and caught food, and overwhelming support for those who bring this bounty of healthy choices to our tables," said Tanya Swain, co-director of the Maine Food Strategy.

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Co-Director Swain remarked that the 2014 Consumer Survey Report along with key findings will be shared with industry leaders and communities at briefings held throughout the summer:

- June 26 in Lewiston, co-sponsored by St. Mary's Nutrition Center and the Good Food Council of Lewiston-Auburn
- July 8 in Portland, sponsored by Coastal Enterprises, Inc.
- July 16 in Caribou, sponsored by Aroostook Partnership for Progress

MFS members will outline results and work with groups to identify opportunities. This coincides with MFS's overarching goal of creating an action plan that will strengthen Maine's farming, fishing and food economy and support Maine residents' ability to access healthy food.

Registration details will be posted at [mainefoodstrategy.org](http://mainefoodstrategy.org). Those interested may also email MFS at [mfs@mainefoodstrategy.org](mailto:mfs@mainefoodstrategy.org) for more information.

**FMI:**

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**ABOUT THE MAINE FOOD STRATEGY**

The Maine Food Strategy is an initiative to create a broader and more strongly connected network of organizations and individuals contributing to the food system in Maine. The initiative is convening a statewide participatory process that will identify and advance shared goals to support a robust food economy and to look at other food-related issues in the state.

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