



**Agriculture
and Markets**

NYS Green Bean and Carrot Initiative Survey

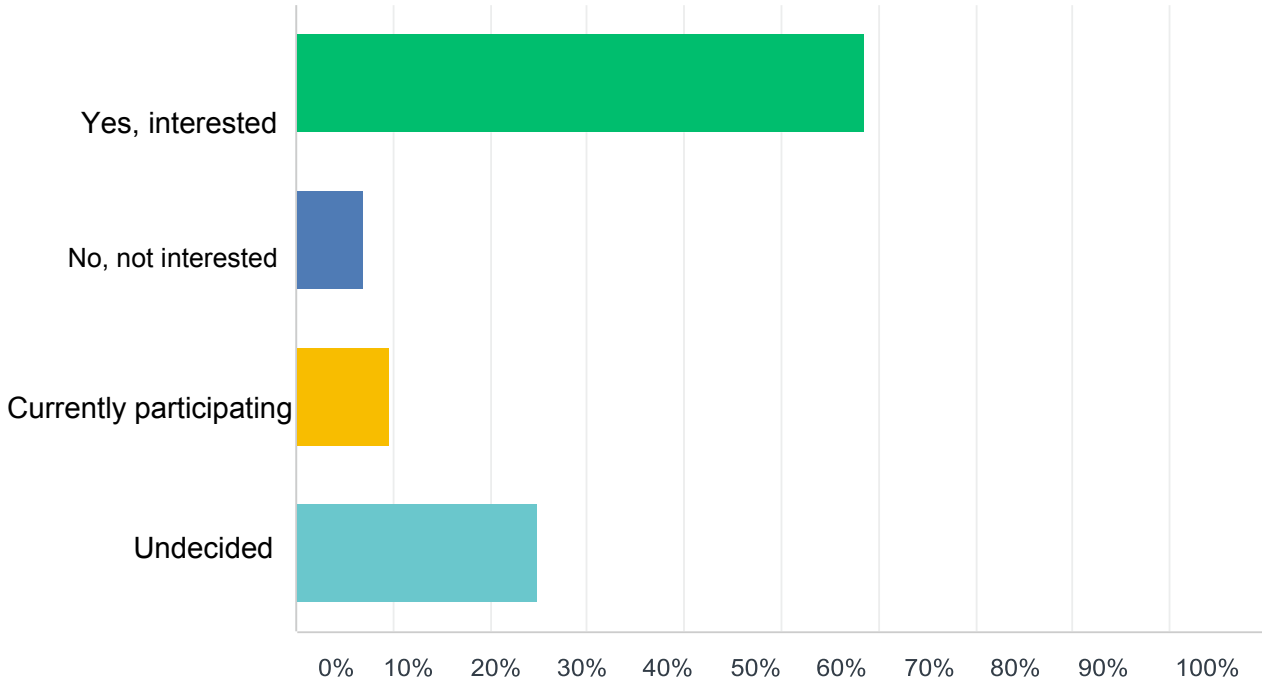
A survey of School Food Authorities in New York State

November 2019

259 Total Responses

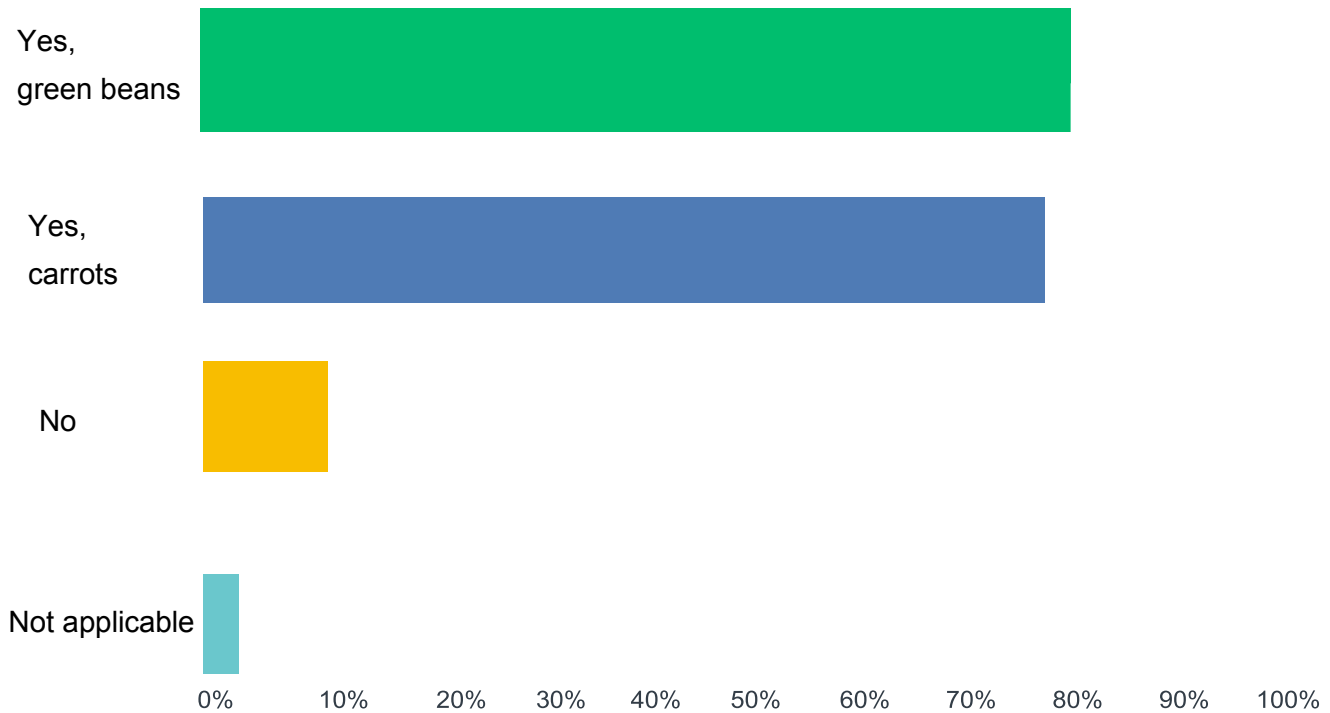
This survey was administered to School Food Authorities across New York State to gauge their interest in purchasing '30% NYS Initiative' eligible canned and frozen green beans and carrots for inclusion in school meals programs. The survey was designed, disseminated and analyzed by New York State Department of Agriculture and Markets.

Q1: Are you interested in participating in, or are you currently participating in, the 30% NYS Initiative?



ANSWER CHOICES	RESPONSES	
Yes, interested	58.53%	151
No, not interested	6.98%	18
Currently participating	9.69%	25
Undecided	24.81%	64
TOTAL		258

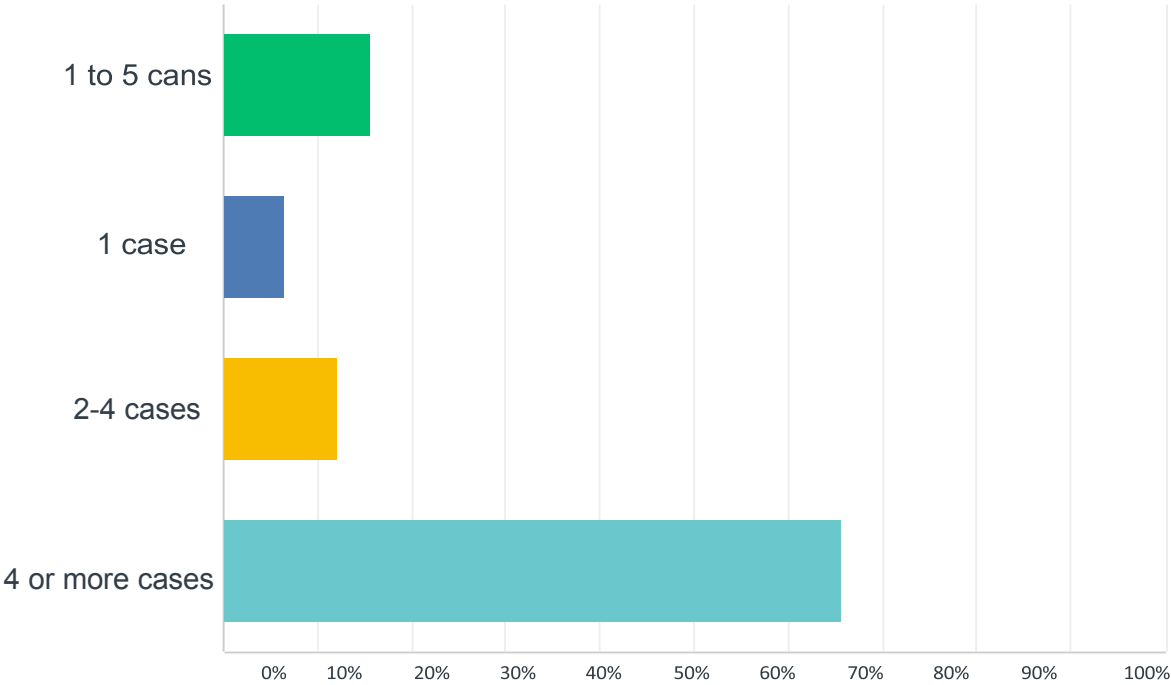
Q2: Would you consider purchasing NYS green beans and/or carrots to help meet your 30% NYS Initiative threshold in lieu of using commodity dollars to purchase them?



ANSWER CHOICES	RESPONSES	
Yes, green beans	82.35%	210
Yes, carrots	79.22%	202
No	11.76%	30
Not applicable	3.92%	10

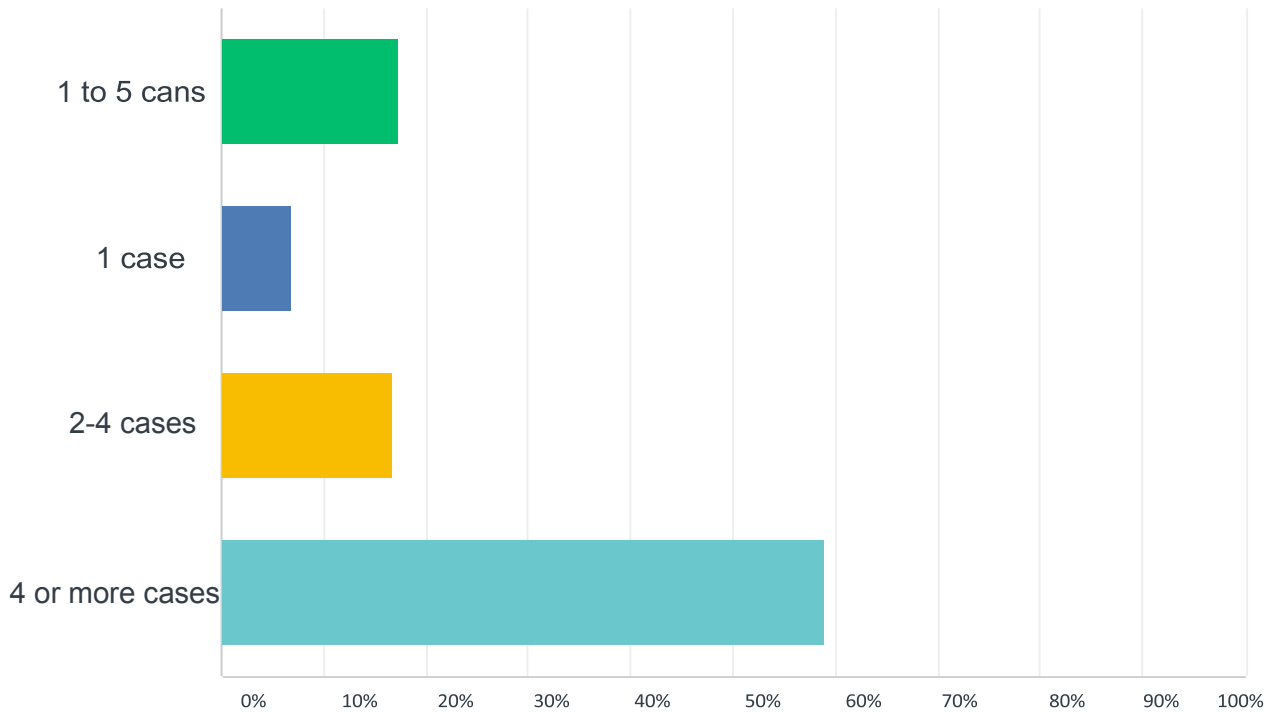
Total Respondents: 255

Q3: What volume of canned green beans would you be purchasing? (One can = ~26.5 4oz. servings. One case = ~159 4oz. servings)



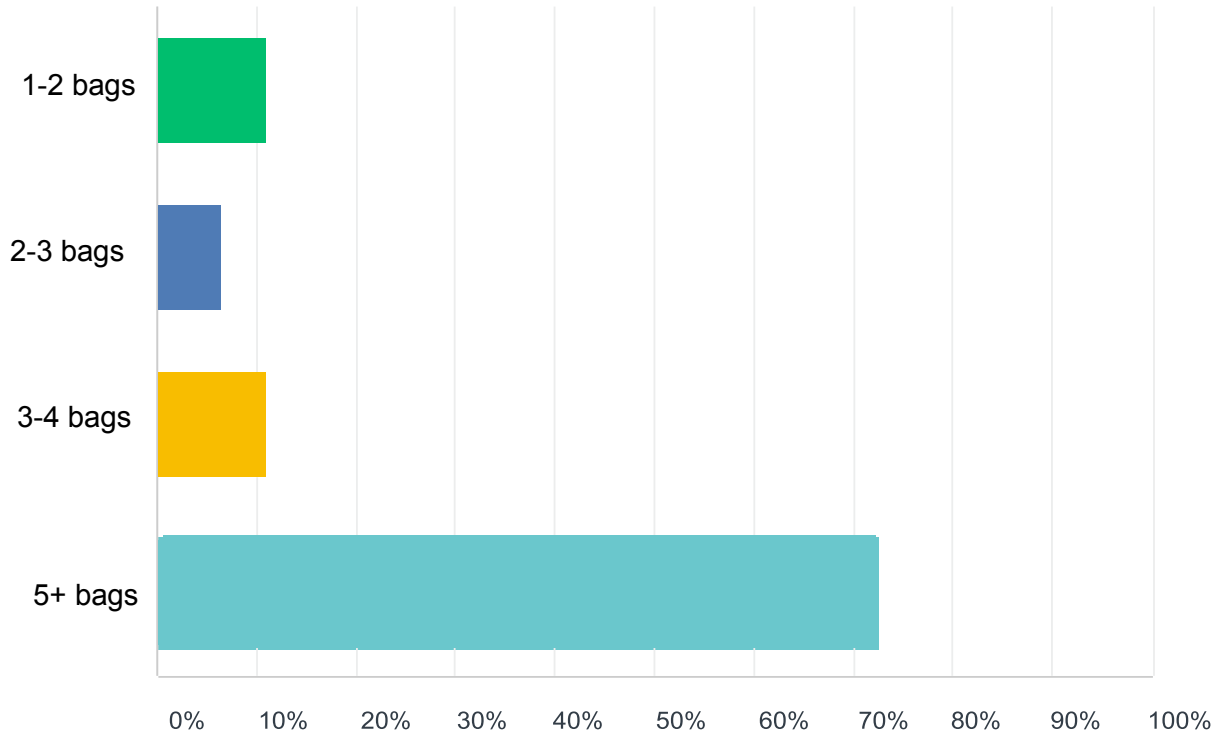
ANSWER CHOICES	RESPONSES	
1 to 5 cans	15.70%	27
1 case	6.40%	11
2-4 cases	12.21%	21
4 or more cases	65.70%	113
TOTAL		172

Q4: What volume of canned carrots would you be purchasing? (One can = ~26.5 4oz. servings. One case = ~159 4oz. servings)



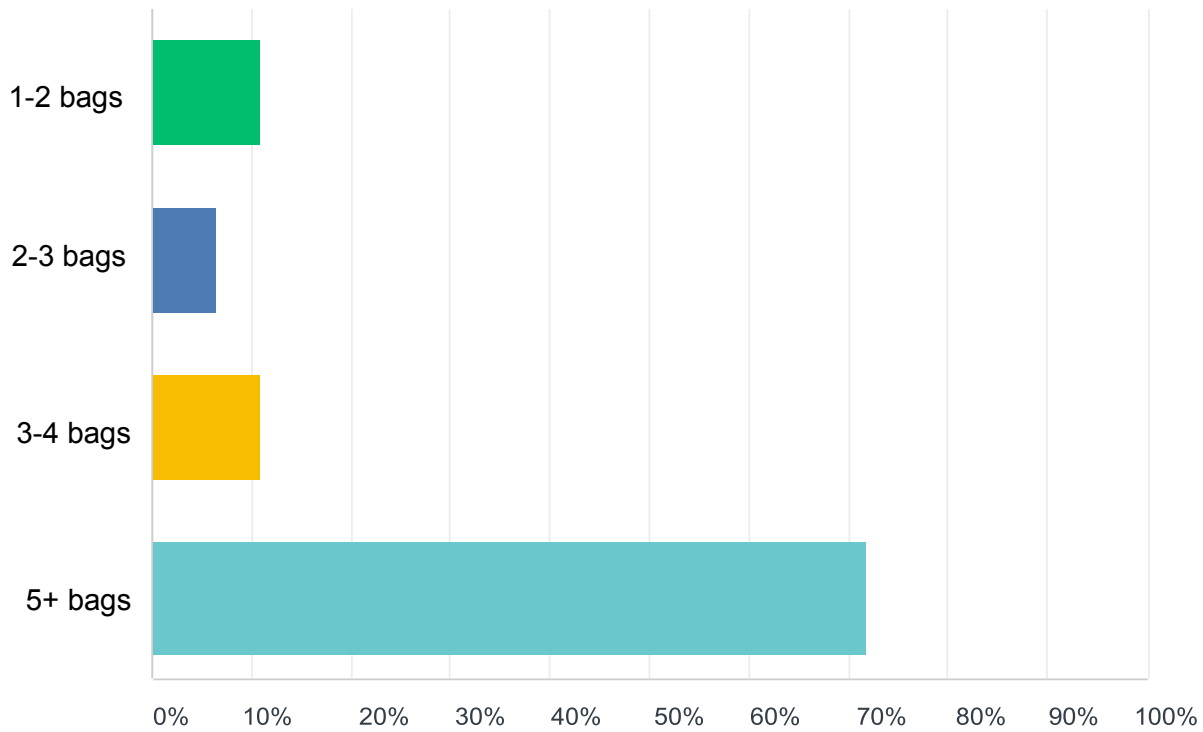
ANSWER CHOICES	RESPONSES	
1 to 5 cans	17.39%	28
1 case	6.83%	11
2-4 cases	16.77%	27
4 or more cases	59.01%	95
TOTAL		161

Q5: What volume of frozen green beans would you be purchasing? (One bag = 30lbs)



ANSWER CHOICES	RESPONSES	
1-2 bags	10.28%	22
2-3 bags	6.54%	14
3-4 bags	10.28%	22
5+ bags	72.90%	156
TOTAL		214

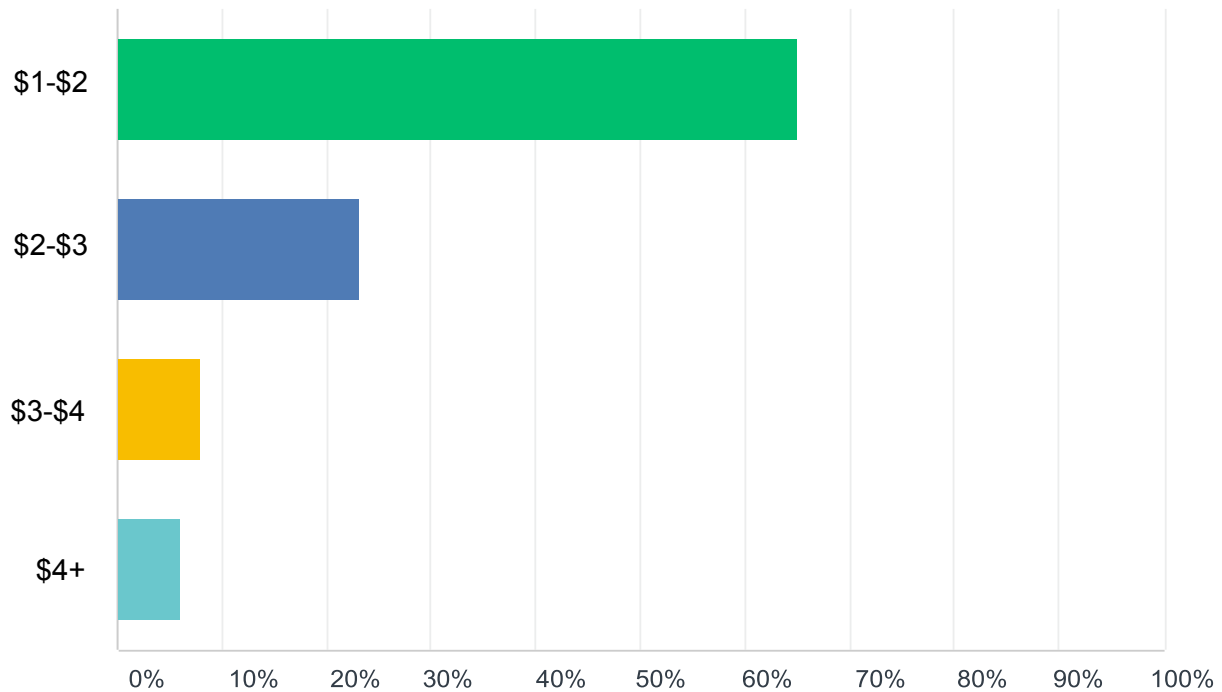
Q6: What volume of frozen carrots would you be purchasing? (One bag = 30lbs)



ANSWER CHOICES	RESPONSES	
1-2 bags	10.76%	24
2-3 bags	6.73%	15
3-4 bags	10.76%	24
5+ bags	71.75%	160
TOTAL		223

Q7: How much more per case or per bag would you be willing to pay for NYS green beans and NYS carrots?

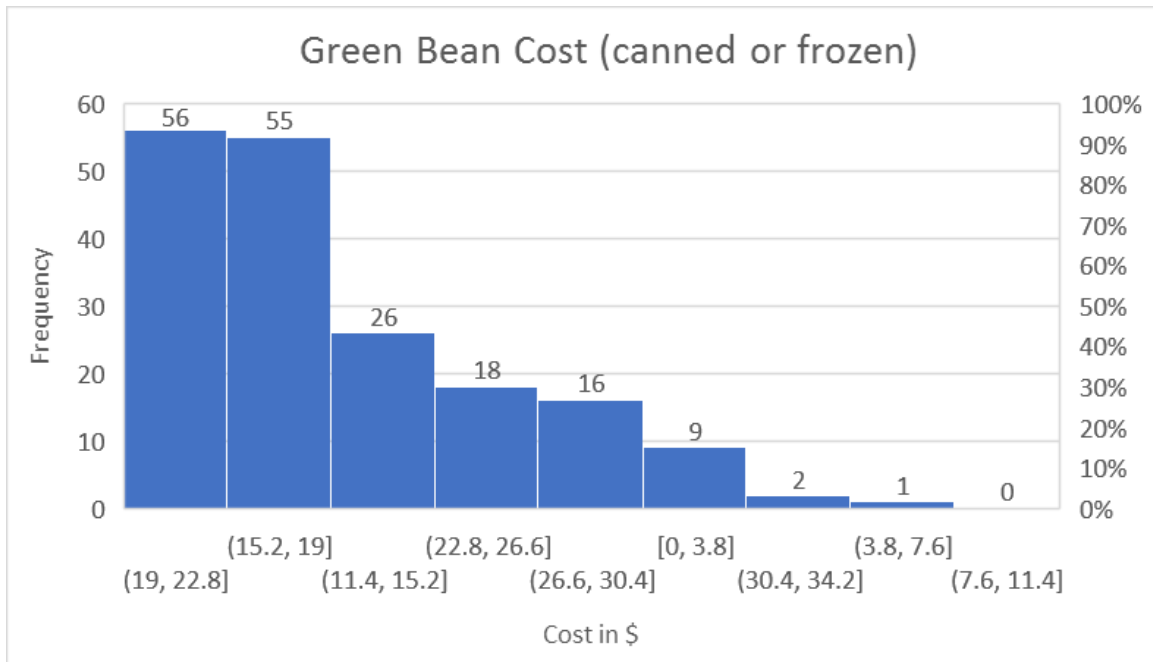
(USDA prices for these items range from \$15.50-\$18.50)(one case = six #10 cans, one bag = 30 lbs)



ANSWER CHOICES	RESPONSES	
\$1-\$2	65.07%	149
\$3-\$4	23.14%	53
\$4-\$5	7.86%	18
\$5+	6.11%	14

Total Respondents: 229

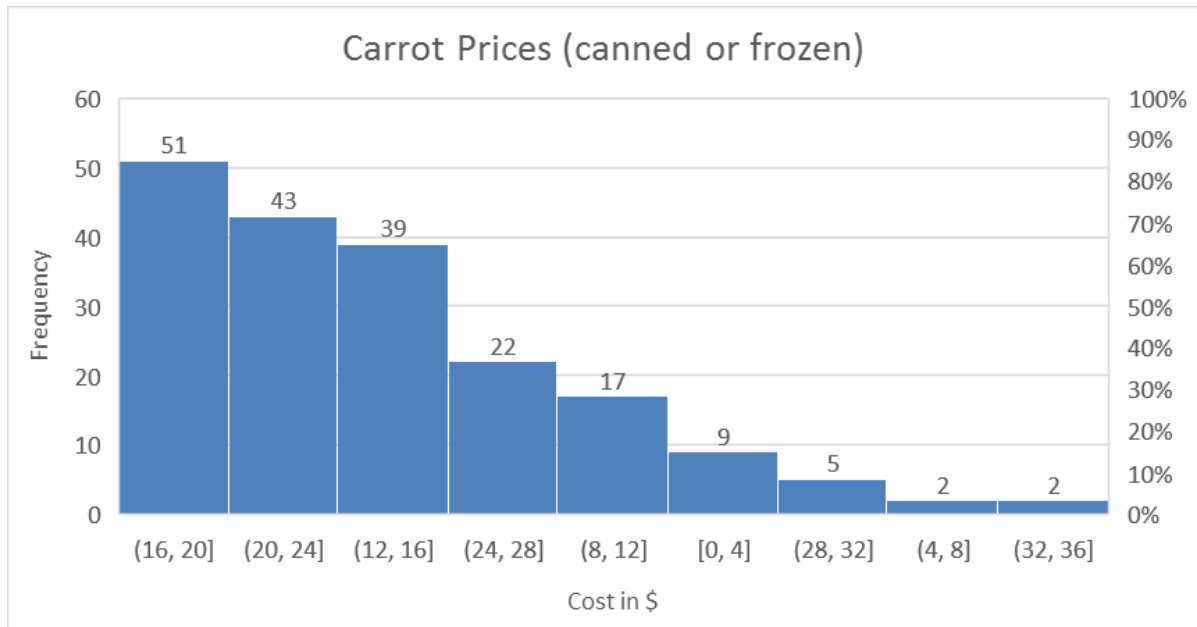
Q8: How much do you currently pay for canned and/or frozen green beans?



Total Responses: 203

Average price paid: \$19.65

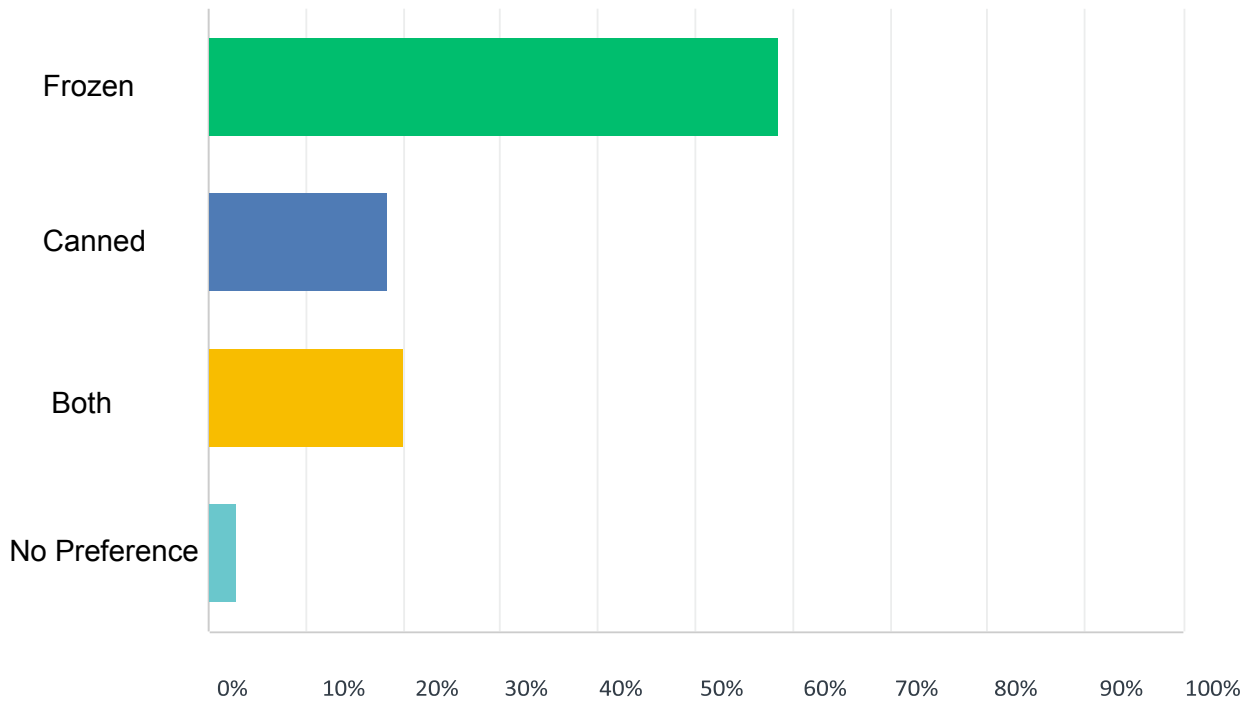
Q9: How much do you currently pay for canned and/or frozen carrots?



Total Responses: 205

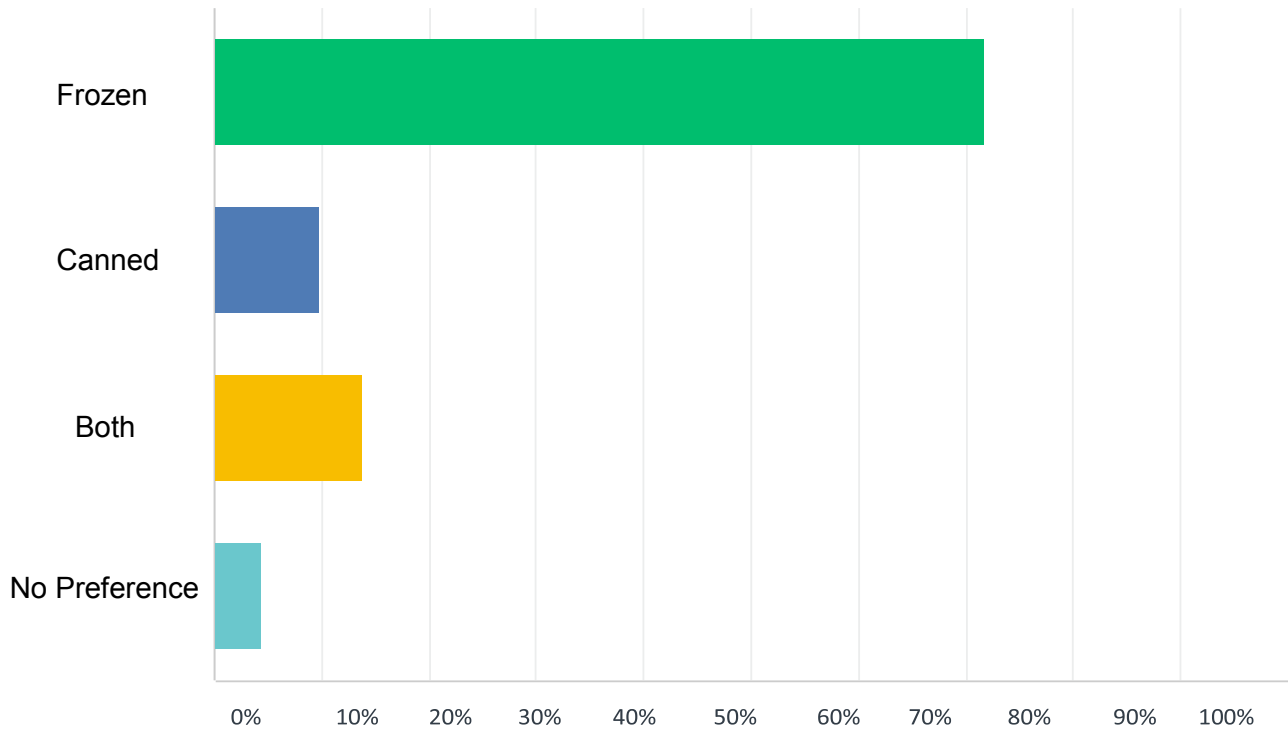
Average price paid: \$17.88

Q10: Do you prefer frozen or canned green beans?



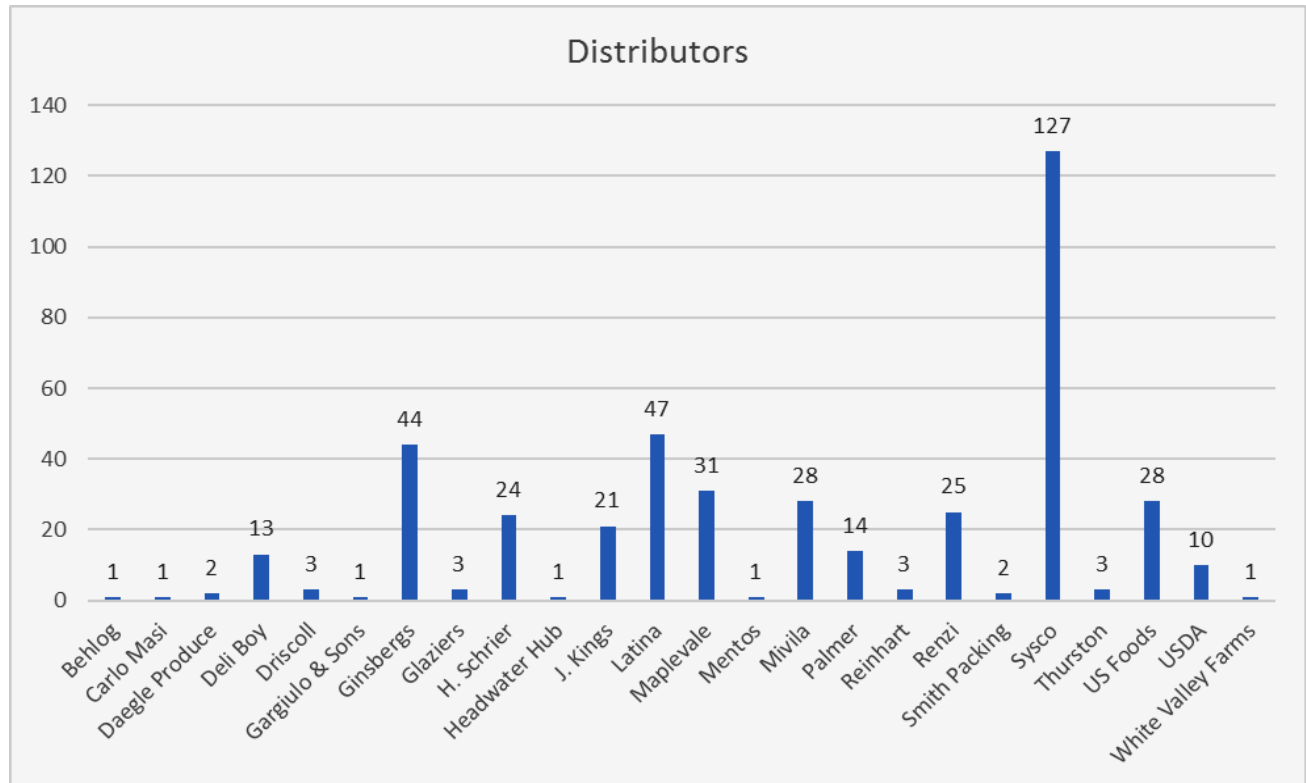
ANSWER CHOICES	RESPONSES	
Frozen	58.61%	143
Canned	18.44%	45
Both	20.08%	49
No Preference	2.87%	7
TOTAL		244

Q11: Do you prefer frozen or canned carrots?



ANSWER CHOICES	RESPONSES	
Frozen	71.84%	176
Canned	9.80%	24
Both	13.88%	34
No Preference	4.49%	11
TOTAL		245

Q12: Who are your current distributors?



Total Responses: 240

Most common: Sysco, Latina, Ginsbergs, Maplevale

Additional Comments

Need more & more NY items that we can rely on

I would prefer to purchase NYS product even if they are slightly more expensive.

Availability year round?
Thank you

NY state products would be a welcome addition.

Different cuts on the carrots (Sliced, Diced) would be beneficial.

What we really need is NY State Milk. That would easily allow us to meet the 30% NYS threshold. What about canned NY kidney, pinto, and/or black beans? Will