

COMMERCIAL KITCHEN: SURVEY RESULTS



Gainesville & Alachua
County, FL:
Summer 2017

Table of Contents

Introduction	2
Format of the Report	2
Procedure & Methodology	2
Executive Summary.....	5
Results.....	8
Commercial Kitchen Use	8
Interest in Using a Shared-Use Commercial Kitchen	8
Type of Group/Company	9
Purposes for Using a Shared-Use Commercial Kitchen	11
Stage of Development	12
Business Plan.....	12
Currently Selling a Food-Based Product, Giving Demonstrations, or Teaching Classes	13
Current Location	14
Scaling Up Production in Near Future.....	15
Potential Products.....	16
Product Categories.....	17
Shared-Use Commercial Kitchen Activities	18
Equipment Needed to Prepare Product	19
Type of Storage Space Needed	21
Kitchen Availability.....	23
Frequency of Commercial Kitchen Use	23
Kitchen Use: Days of the Week.....	24
Number of Hours per Usage	25
Preferred Rental Type	26
Hours of the Day for Usage	27
Number of Employees Working in Kitchen at One Time	28
Support Services	29
Business Support Services.....	29
Additional Services.....	30
Distribution Channels.....	31
Receive Information.....	32

Introduction

Growth in the number of food-related businesses, especially small-scale food production, is increasing demand for commercial kitchen space in many areas. The Florida Survey Research Center (FSRC) at the University of Florida worked with Forage Farm, the City of Gainesville, Alachua County, and UF researchers to conduct a survey to better understand business needs related to commercial kitchen use.

The survey collected information from local entrepreneurs, individuals, and groups involved in (or interested in) food-related enterprises about a potential shared-use commercial kitchen. The survey instrument included a variety of questions gauging the interest, space, equipment, storage, and other needs of potential users for a commercial kitchen space in the area. This report details the responses of the 156 respondents who completed internet-based surveys with the FSRC.

The results of this study provide a substantial amount of information about local residents' needs related to commercial kitchen use.

Format of the Report

This report is divided into several sections that first present background on the research process and then present the results of the completed surveys. The report includes an Executive Summary, an overview of the results of the combined data from all respondents. The sections that follow provide the detailed results, including comprehensive information on the findings with tables and figures (where appropriate) summarizing responses to each question. For survey results, please note that each Table or Figure indicates the total number of respondents who answered the question.

Procedure & Methodology

The surveys were conducted by internet using the survey system of the FSRC at the University of Florida in Gainesville, Florida. The population under study is local entrepreneurs, individuals, and groups involved in (or interested in) food-related enterprises.

Sampling

The listed sample of local entrepreneurs, individuals, and groups involved in (or interested in) food-related enterprises was provided by representatives of Blue Apron, Forage Farm, UF Extension offices, other UF researchers, and others, and was compiled by the FSRC. A total of 2,196 potential respondents were identified and contacted in the initial emailing; 231 were returned as bad addresses. The sample size for the survey is 156 completed surveys (completion rate 8%).

Internet Survey Procedures

The Florida Survey Research Center makes substantial efforts to improve response rates and reduce error from non-responses when conducting internet surveys. Non-response error may result in a bias because those individuals who either refuse to participate or cannot be reached to participate may be systematically different from those individuals who do complete the survey.

Our efforts to improve response rates and reduce non-response include the following¹:

¹ See Dillman, Don. 2000. *Mail and Internet Surveys: The Tailored Design Method*. New York, NY: John Wiley & Sons, Inc. and Gideon, Lior. 2012. *Handbook of Survey Methodology for the Social Sciences*. New York, NY: Springer.

- ❖ Thoughtful preparation of the introductory email statement including the potential value of the survey; the importance of the respondent's opinions, perceptions, and experiences; IRB-approved informed consent information; and, characteristics that reassure respondents of FSRC legitimacy and clearly differentiate the survey invitation from spam or 'phishing' (UF letterhead and logos, FSRC contact information, transmission from a valid UF email address, direct link to survey with a URL that verifies the FSRC as the sponsoring organization, etc.);
- ❖ Introducing the questionnaire with an introductory statement on the welcome-screen that emphasizes ease of responding and provides clear instructions on how to take necessary computer actions to complete the questionnaire;
- ❖ Providing a unique user name and password for each potential respondent that limits access to only those in the sample and restricts completion to one survey per user;
- ❖ Providing an embedded direct link so that the recipient can simply click on the URL and be taken to the survey page;
- ❖ Presenting questions in a conventional format similar to paper surveys using a design (question wording, question order, question grouping, etc.) that promotes participation and full response to all questions;
- ❖ Allowing respondents the option to stop the survey, save their responses, and return to complete it at a later time;
- ❖ Sending an email reminder about a week after the initial email to those in the sample who have not completed the survey.

Pretest

Pretesting is used to identify any problems with questionnaire design, including question wording, transitions between sections of the survey, and clarity of language and concepts. Following construction and approval of the survey instrument by Forage Farm, the survey was coded and loaded into the FSRC Internet Survey system. The FSRC pretesting process began by repeated testing of the programming language to insure that the questionnaire was working properly and that all responses were properly coded. Revisions were made as needed, and implementation began.

Implementation

The first step of the implementation process is loading the final version of the survey instrument into the FSRC Internet Survey system. The system helps prevent errors as it prompts the respondent to answer questions based on built-in skip patterns and eliminates out-of-range responses. This supports extremely complicated questioning patterns, branching, and multiple survey designs for the same project. Data are automatically and instantaneously recorded into an ASCII database as the surveys are finished.

Contact emails were sent to all potential respondents on July 1, 2016. The email explained the research initiative, provided IRB-approved informed consent information, and included an individualized user name and password to allow respondents to log-in to the FSRC Internet System to complete the survey.

A total of 156 surveys were completed (completion rate 8%) between July 1, 2016, and July 25, 2016, with a reminder email sent on July 9, 2016.

Survey Instrument

The survey instrument was designed in a collaborative effort between the FSRC and Forage Farm. Initial drafts of the survey questions were reviewed by Forage Farm representatives for appropriateness, clarity and understandability, and topic coverage, and their feedback was incorporated into the final draft.

The survey instrument included a variety of questions regarding the interest, space, equipment, storage, and other needs of potential users for a commercial kitchen space in the area. The specific categories of questions are as follows:

- ❖ Interest in Commercial Kitchen Use
 - Type of business & stage of development
 - Purposes for using a commercial kitchen
 - Current product production
 - Products to be prepared in commercial kitchen (types, specialty categories)
 - Intended uses of commercial kitchen
 - Equipment needed in commercial kitchen
 - Storage needed in commercial kitchen
- ❖ Kitchen Availability
 - Frequency of commercial kitchen use
 - Days of the week, number of hours, time of day for commercial kitchen use
 - Preferred type of rental agreement
 - Number of employees anticipated in commercial kitchen
- ❖ Support Services
 - Other businesses support services needed in commercial kitchen
 - Additional services needed in commercial kitchen
 - Preferred distribution channels

Analysis

At the conclusion of the data collection, the final data file was analyzed using the SAS® data analysis system to provide the necessary output for the report. The detailed results of this analysis are presented in the remainder of this report.

Executive Summary

Commercial Kitchen Use

- ❖ One in four respondents said they were very interested (rating=5) in using a shared-use commercial kitchen, and another one in five indicated some interest (rating=4). About one in seven respondents rated their interest in the middle of the scale, as a “3.”
 - Those respondents who rated their interest as a “3” or higher (n=92) were subsequently asked a series of questions about their preferences for a shared-use commercial kitchen.
- ❖ About two in five respondents said they are, or would like to be, a “specialty/gourmet food producer (i.e. baked goods, sauces, jams, etc.). One in four respondents are, or would like to be, a “value-added farm producer.” About one in five respondents either are or would like to be an “educational organization/school group” or a “non-profit organization,” and one in seven is a “caterer.”
- ❖ About half of the respondents said they would use a shared-use commercial kitchen for a new or expanded food-based business, and nearly as many said they would use the kitchen for food-based presentations, workshops, or demonstrations. About two in five respondents reported they would use a commercial kitchen for community/organization/group event preparation. One in five respondents said they would use the shared-use commercial kitchen for an “existing food-based business,” and one in ten said they would use it for “personal food preparation only.”
 - More than one in three respondents who would use the commercial kitchen for something other than personal food preparation said that their food-related business is currently at the “idea” stage. One in five of these respondents said their food-related business has launched on a small scale, and a similar number said their business is up and running. Nearly one in six of these respondents said their food-related business is currently in the testing stage.
 - While about one in four of these respondents indicated having a business plan, about two in three said they do not have a business plan.
 - Nearly half of these respondents said they are currently selling a food-based product, giving food-based demonstrations, or teaching food-based classes.
 - Two in five respondents who are currently selling a food-based product, giving food-based demonstrations, or teaching food-based classes said they currently use their home kitchen for food preparation or to conduct classes/demonstrations. About one in four of these respondents currently use a church, civic, or community center kitchen, and about one in five currently uses a restaurant kitchen.
 - About three in five respondents who are currently selling a food-based product, giving food-based demonstrations, or teaching food-based classes indicated that they are planning to scale up production of their product(s) in the near future.
- ❖ One-half or more of the respondents said they are interested in processing “jams/jellies/syrups/honey”; “canned, jarred, or pickled fruits/vegetables”; “bakery items”; or, “sauces/salsas/condiments” in a shared-use commercial kitchen. About one in three respondents are interested in processing “other canned, jarred, or pickled items” and a similar number are interested in processing “dehydrated fruits/vegetables.” About one in four respondents are

interested in processing “catered meals,” and about one in six is interested in processing “meat or fish products.”

- ❖ More than half of the respondents said their intended products will be “organic.” About one in three respondents said their intended products will be “vegetarian,” and a similar number said their products will be either “vegan” or “chemical-free.” One in four respondents indicated their intended products will be “gluten-free.”
- ❖ More than half of the respondents said they would use a shared-use commercial kitchen for either “food processing (e.g. preserving, canning, jarring, pickling)” or “teaching classes or workshops.” More than two in five respondents said they would use a commercial kitchen for “baking,” and a similar number said they would use it for either “food packaging” or “conducting food-based demonstrations.” Nearly two in five respondents said they would use a shared-use commercial kitchen for “food preparation for processed/packaged foods,” and more than one in three said they would use it for “food preparation for hot meals (e.g. catering).”
- ❖ About four in five respondents said they would need a “stovetop/range and hood” to prepare their product, and nearly three in four said they would need a “food preparation sink.” More than two in three respondents said they would need either a “stainless steel table” or “water supply” to prepare their product. About three in five respondents indicated a need for either a “food processor” or “small tools (e.g. knives, pots, pans, etc.), and about half said they would need “labeling equipment” or a “dishwasher.” About two in five respondents said they would need: a “standard oven”; a “commercial mixer”; “filling equipment (bottles and jars);” “wash and packaging equipment”; or, a “commercial scale.” Approximately one in three respondents indicated a need for: a “dehydrator/drying equipment/freeze dryer”; a “package heat sealer”; a “convection/ forced-air oven”; or, an “ice machine.” About one in four respondents said they would need a “flat top grill or griddle” or “wastewater dump,” and about one in five would need a “blast/quick chiller.”
- ❖ About three in five respondents said they would need “cold storage,” and about half said they would need “freezer storage.” About two in five respondents indicated a need for “storage space for personal equipment and supplies” or “dry storage,” and about one in three said they would need “climate controlled storage.”
 - More than two in five respondents who indicated a need for freezer space said they would need one or two units of freezer space and a similar number said they would need three to five units.
 - About half of the respondents who indicated a need for cold storage said they would need one or two units of cooler space. About one in five said they would need three to five units.

Kitchen Availability

- ❖ Fewer than one in ten respondents said they would need to use a commercial kitchen daily. However, one in three respondents said they would use a commercial kitchen weekly. About one in four respondents said they would use a commercial kitchen either monthly or occasionally.
- ❖ About one in five respondents said they would expect to use a commercial kitchen only on weekdays (Monday through Friday), while about one in eight said they would expect to use it only on weekends (Saturday and Sunday). Nearly one in four respondents indicated use of the

commercial kitchen on both weekdays and weekends. Notably, two in five respondents were unsure of which days of the week they would expect to use a commercial kitchen.

- ❖ About one in four respondents said they would expect to use a commercial kitchen between one and four hours each time they're there, and a similar number said they would expect to use the kitchen between five and ten hours each time they're there. Notably, more than two in five respondents were unsure (or preferred not to answer) about the number of hours they would expect to use a commercial kitchen each time they're there.
- ❖ About half of the respondents said they would prefer to rent space in a commercial kitchen by the hour. One in five respondents indicated a preference for renting commercial kitchen space by the month. One in four said they were unsure about their preferred rental type.
- ❖ Nearly half of the respondents said they would expect to use a commercial kitchen in the morning and nearly as many said they would expect to use a commercial kitchen in the afternoon. About two in five respondents said they would expect to use a commercial kitchen in the evening, and about one in five said they would do so in the late night. More than one in three respondents were unsure what hours of the day they would expect to use a commercial kitchen.
- ❖ Two in three respondents said that one or two people from their business/operation would be working in the commercial kitchen at one time. One in five respondents said three to five people would be working in the kitchen.

Support Services

- ❖ More than three in five respondents would need or want business support related to "understanding/complying with food safety rules, food handling codes, and other regulations." More than half of respondents need or want business support related to "licensing/certification." About two in five respondents would need or want business support related to: "marketing assistance"; "help finding financing, business/tax incentives, government support, grants, etc."; "business planning"; or, "distribution or shipping assistance." About one in three respondents would need or want business support services related to: "product development assistance"; "packaging assistance"; "insurance"; or, "help finding raw materials and supplies." One in four respondents cited "accounting/ bookkeeping" support, and one in five noted "inventory management."
- ❖ More than one in four respondents said they would not need any additional services from a shared-use commercial kitchen. However, a similar percentage noted interest in "conference room/space for business meetings"; an "address to register the business"; or a "computer with business software and internet access." About one in five respondents said they would want or need access to a "printer" or "copy machine."
- ❖ More than two in three respondents said they currently use or would like to use "direct to individual customer" distribution, and nearly three in five said they currently use or would like to use a "farmers market or roadside stand" for product distribution. About one in three respondents currently use or would like to use either a "grocery or other food store" or "restaurant" for product distribution. Approximately one in four respondents cited "internet or mail order" distribution or "retail store (non-grocery)" distribution, and about one in six noted "wholesaler/distributor" product distribution.

Results

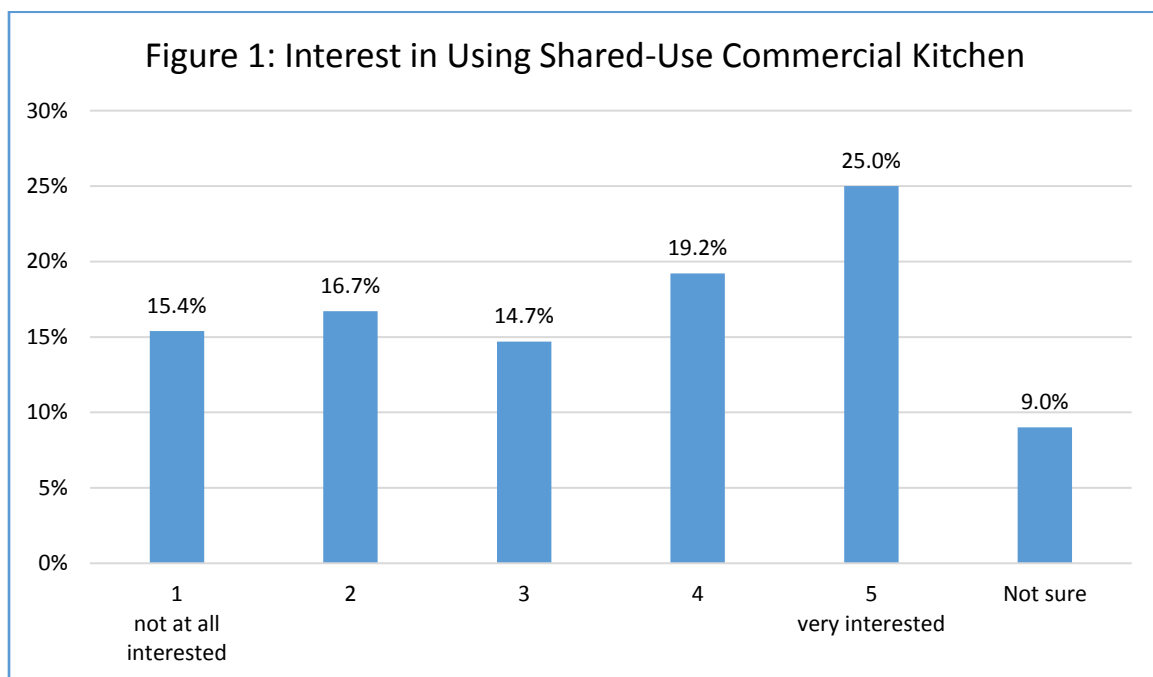
Commercial Kitchen Use

The survey first asked a series of questions about respondents' current or future food-related businesses and their interest in using a commercial kitchen. Before any questions were asked, the following definition was presented:

A shared-use commercial kitchen is being considered in Gainesville. A "shared-use commercial kitchen" is a kitchen facility where local entrepreneurs, caterers, and other food businesses can prepare and process their food products for the consumer market; individuals or community organizations can prepare and process food; and, people can present food-based workshops or presentations. These kitchens can be rented by the hour or block of time and typically provide prep spaces, baking equipment, and cold and dry storage space.

Interest in Using a Shared-Use Commercial Kitchen

The first question asked: "On a scale from 1 to 5, where 1 is "not at all interested" and 5 is "very interested," to what extent would you be interested in using a shared-use commercial kitchen?" The results appear in Figure 1.



One in four (25.2%) respondents said they were very interested (rating=5) in using a shared-use commercial kitchen, and another one in five (19.2%) indicated some interest (rating=4). About one in seven (14.7%) respondents rated their interest in the middle of the scale, as a "3." About one in six respondents were either somewhat or not at all interested, rating their interest as either a "2" (16.7%) or a "1" (15.4%).

Those respondents who rated their interest as a "3" or higher (n=92) were subsequently asked a series of questions about their preferences for a shared-use commercial kitchen.

Type of Group/Company

The next question asked: “What type of group/company are you or do you want to be?” Respondents could provide more than one answer. The results appear in Table 1.

Table 1: Type of Group or Company

	Frequency	% (n=92)
Specialty/Gourmet Food Producer (i.e. baked goods, sauces, jams, etc.)	39	42.4%
Value-added Farm Producer	23	25.0%
Educational Organization/School Group	17	18.5%
Non-Profit Organization	17	18.5%
Caterer	13	14.1%
Food Truck	9	9.8%
Personal Chef	9	9.8%
Cart or Street Vendor	7	7.6%
Civic Group	7	7.6%
Religious Group	3	3.3%
Restaurant	3	3.3%
Other (please describe)	17	18.5%
Prefer not to answer	2	2.2%

About two in five (42.4%) respondents said they are, or would like to be, a “specialty/gourmet food producer (i.e. baked goods, sauces, jams, etc.). One in four (25.0%) respondents are, or would like to be, a “value-added farm producer.” About one in five respondents either are or would like to be an “educational organization/school group” (18.5%) or a “non-profit organization” (18.5%), and one in seven (14.1%) is a “caterer.”

One in ten respondents either are or would like to be a “food truck” company (9.8%) or “personal chef” (9.8%), and a similar number are (or want to be) “cart or street vendor” companies (7.6%) or a “civic group” (7.6%). Few respondents are (or want to be) a “religious group” (3.3%) or “restaurant” (3.3%). In addition, about one in five (18.5%) respondents identified some other type of group/company – these responses appear below.

“Other” Responses:
Bakery
Bone Broth
Canning, processing produce on larger scale than possible in home kitchen.
Community member
Developing a food hub and established farmers market since 2002
Eager citizen
Farmers Market Manager
Herbal creations of some sort
Herbalist
Herbalist
I am an artist and teacher who uses food to create performative and sculptural pieces using food
Learning and demonstration center
Local food advocate
Nutrition classes for public
Preparedness foods and essential oil pairings
Promote information exchange on gardening practices and family gardens
Wildlife biologist

Purposes for Using a Shared-Use Commercial Kitchen

The next question asked: “For which of the following purposes would you use a shared-use commercial kitchen?” Respondents could provide more than one answer. The results appear in Table 2.

Table 2: Purposes for Using a Shared-Use Commercial Kitchen

	Frequency	% (n=92)
New/expanded food-based business	48	52.2%
Food-based presentations, workshops, or demonstrations	43	46.7%
Community/Organization/Group event preparation	39	42.4%
Existing food-based business	19	20.7%
Personal food preparation only → SKIP TO QUESTION #6	9	9.8%
Not sure	6	6.5%
Other (please describe)	5	5.4%

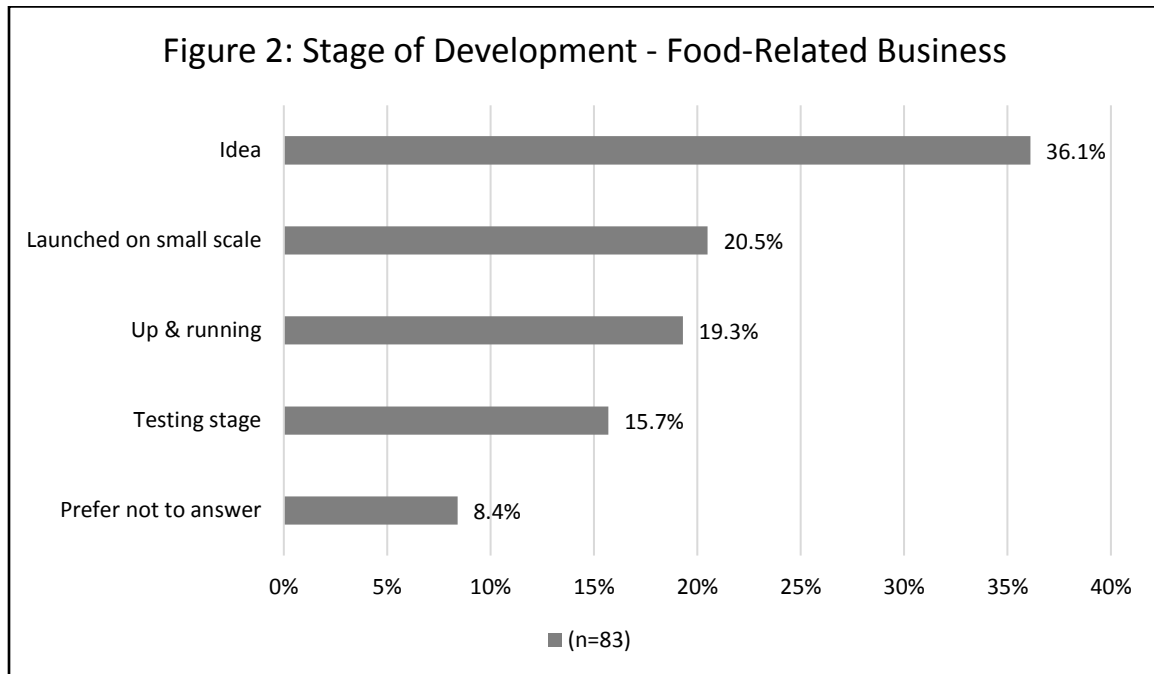
About half (52.2%) of the respondents said they would use a shared-use commercial kitchen for a new or expanded food-based business, and nearly as many (46.7%) said they would use the kitchen for food-based presentations, workshops, or demonstrations. About two in five (42.4%) respondents reported they would use a commercial kitchen for community/organization/group event preparation. One in five (20.7%) respondents said they would use the shared-use commercial kitchen for an “existing food-based business,” and one in ten (9.8%) said they would use it for “personal food preparation only.”

In addition, five (5.4%) respondents provided other responses, which appear below.

“Other” Responses:
Farmers Market Manager
I have needed an industrial kitchen in order to create the components at a large scale for my artwork and as part of the courses I teach in food art and technology at UF. Not enough space to finish
Prepare farm value added products to our picking shed for sale during our picking season only
Promote family gardens
To teach broth making to the public

Stage of Development

The next question asked all respondents except those who would only use a shared-use commercial kitchen for personal food preparation (n=83): “In what stage of development is your food-based business?” The results appear in Figure 2.

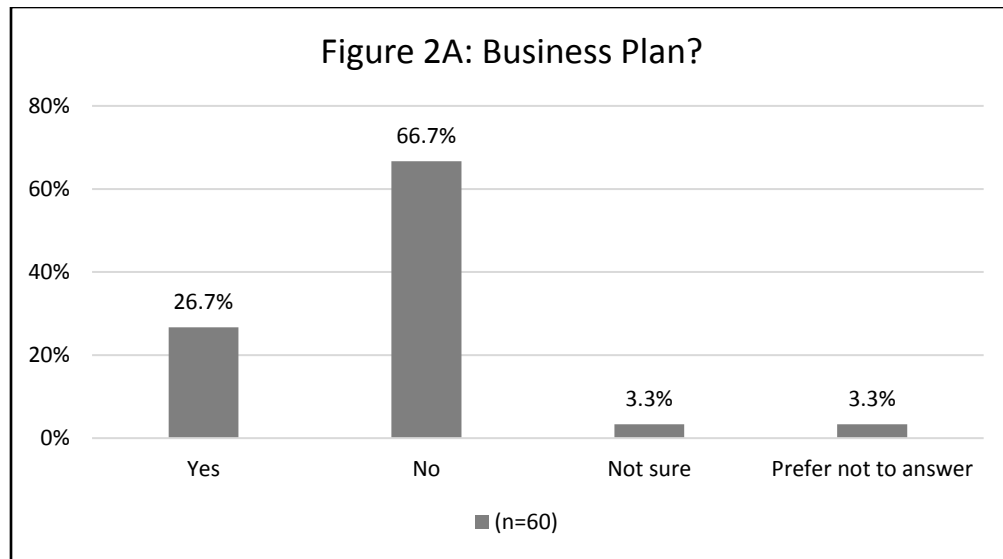


More than one in three (36.1%) respondents who would use the commercial kitchen for something other than personal food preparation said that their food-related business is currently at the “idea” stage. One in five (20.5%) of these respondents said their food-related business has launched on a small scale, and a similar number (19.3%) said their business is up and running. Nearly one in six (15.7%) of these respondents said their food-related business is currently in the testing stage.

Business Plan

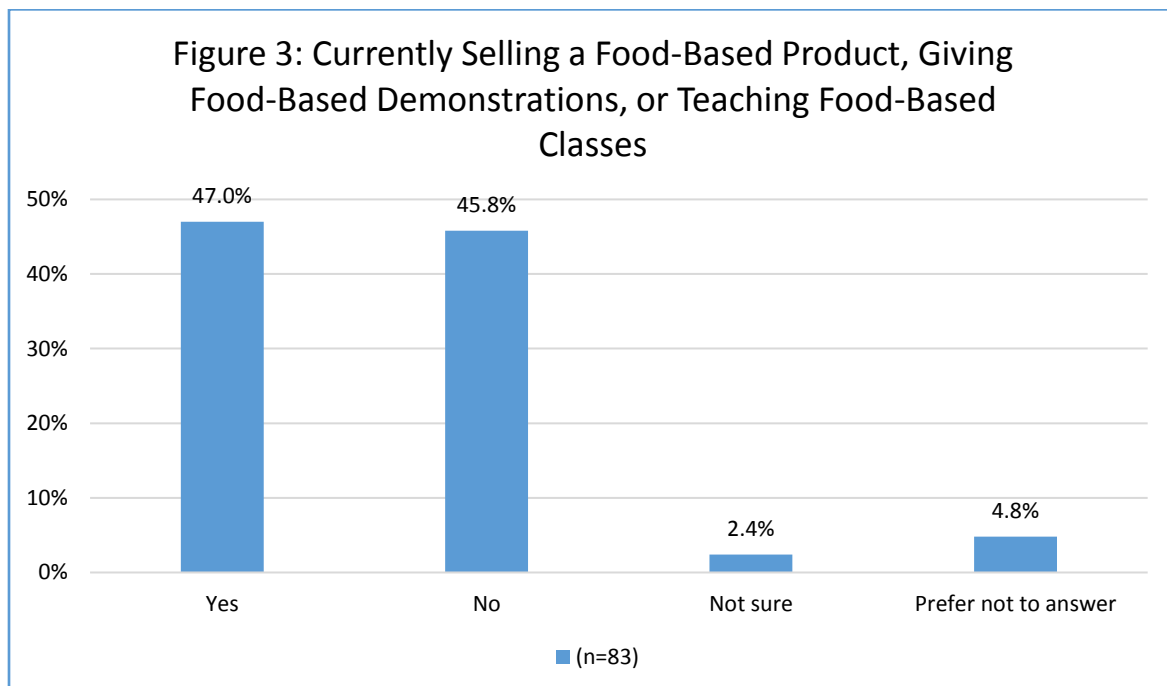
Those respondents who said they have an idea, are in the testing stage, or have launched their food-related business on a small scale (n=60) were next asked: “Do you have a business plan?” The results appear in Figure 2A.

While about one in four (26.7%) of these respondents indicated having a business plan, about two in three (66.7%) said they do not have a business plan.



Currently Selling a Food-Based Product, Giving Food-Based Demonstrations, or Teaching Food-Based Classes

The next question asked all respondents except those who would only use a shared-use commercial kitchen for personal food preparation (n=83): “Are you currently selling a food-based product, giving food-based demonstrations, or teaching food-based classes?” The results appear in Figure 3.



Nearly half (47.0%) of these respondents said they are currently selling a food-based product, giving food-based demonstrations, or teaching food-based classes, while a similar number (45.8%) said they are not.

Current Location

Those respondents who are currently selling a food-based product, giving food-based demonstrations, or teaching food-based classes (n=39) were next asked: “Where do you currently prepare your product or conduct classes/demonstrations?” Respondents could provide more than one answer. The results appear in Table 3.

Table 3: Current Location for Food Preparation or Classes/Demonstrations

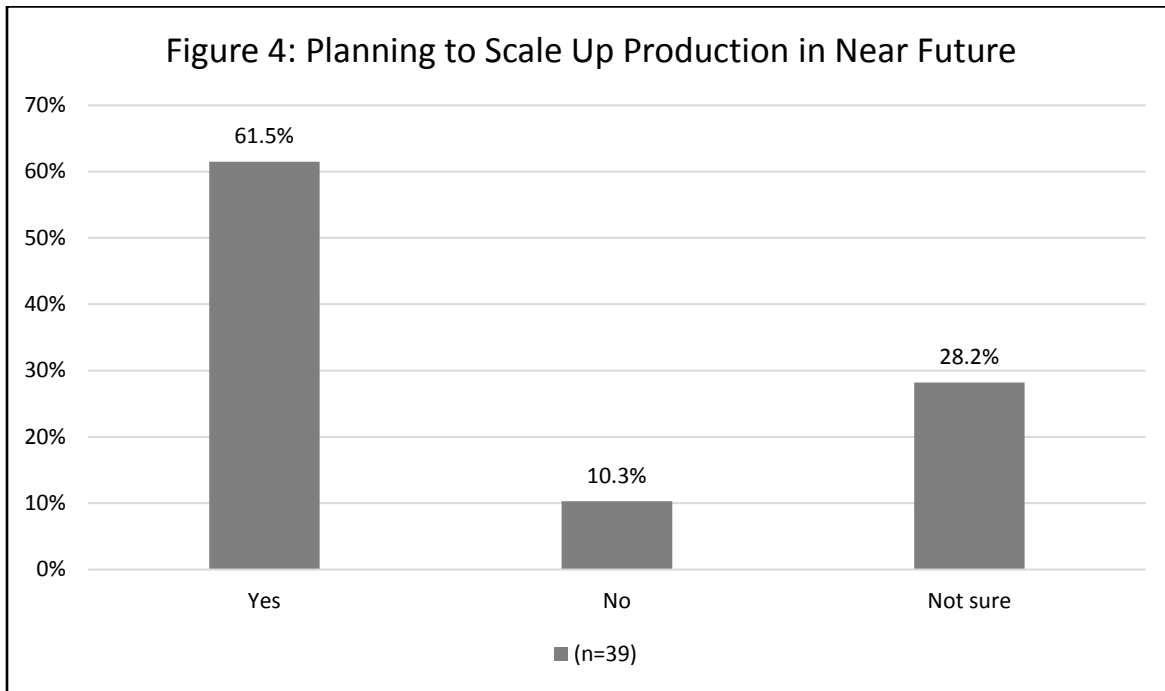
	Frequency	% (n=39)
Home kitchen	16	41.0%
Church, civic, or community center kitchen	9	23.1%
Restaurant kitchen	7	17.9%
Shared-use commercial kitchen	6	15.4%
Farm kitchen	4	10.3%
Co-packer	2	5.1%
Other rental kitchen	1	2.6%
Caterer kitchen	0	0.0%
Mobile food unit (e.g. food truck)	0	0.0%
Other (please describe)	9	23.1%
Prefer not to answer	1	2.6%

Two in five (41.0%) respondents who are currently selling a food-based product, giving food-based demonstrations, or teaching food-based classes said they currently use their home kitchen for food preparation or to conduct classes/demonstrations. About one in four of these respondents currently use a church, civic, or community center kitchen (23.1%), and about one in five (17.9%) currently uses a restaurant kitchen. About one in seven (15.4%) of these respondents currently use a shared-use commercial kitchen, while one in ten (10.3%) uses a farm kitchen. Fewer respondents use a co-packer (5.1%) or other rental kitchen (2.6%). In addition, nine (23.1%) respondents provided other responses, which appear below.

“Other” Responses:
At the University of Florida campus in our demonstration kitchen
I cook and conduct cooking classes in my client's homes
I pay professionals with certified facilities to prepare our products
Medical clinic
Operating Farmers Market. I would refer Vendors to such a Kitchen.
School Classrooms
Taste Cart at the Market and in the community of SNAP residents
UF classroom not appropriate for making food
We aren't prepping any value added product at this time but would like to.

Scaling Up Production in Near Future

Those respondents who are currently selling a food-based product, giving food-based demonstrations, or teaching food-based classes (n=39) were next asked: "Are you planning to scale up production of your product(s) in the near future?" The results appear in Figure 4.



About three in five (61.5%) respondents who are currently selling a food-based product, giving food-based demonstrations, or teaching food-based classes indicated that they are planning to scale up production of their product(s) in the near future. One in ten (10.3%) of these respondents said they were not planning to scale up production, and about one in four (28.2%) said they were unsure.

Potential Products

The next question asked: “What potential products would you be interested in processing in a shared-use commercial kitchen?” Respondents could provide more than one answer. The results appear in Table 4.

Table 4: Potential Products to be Processed in Shared-Use Commercial Kitchen

	Frequency	% (n=92)
Jams/ jellies/ syrups / honey	50	54.3%
Canned, jarred, or pickled fruits/ vegetables	48	52.2%
Bakery items	46	50.0%
Sauces/ salsas/ Condiments	46	50.0%
Other canned, jarred or pickled items	30	32.6%
Dehydrated fruits / vegetables	27	29.3%
Catered meals	24	26.1%
Meat or fish products	16	17.4%
Juice / Beverages	14	15.2%
Dairy products / Cheese / Yogurt	13	14.1%
Frozen fruits/ vegetables	9	9.8%
Sandwiches	9	9.8%
Frozen meals	7	7.6%
Chilled fruits / vegetables	7	7.6%
Pasta	7	7.6%
Dry mixes	7	7.6%
Other (please describe)	9	9.8%
Not sure	9	9.8%
Prefer not to answer	1	1.1%

One-half or more of the respondents said they are interested in processing “jams/jellies/syrups/honey” (54.3%); “canned, jarred, or pickled fruits/vegetables” (52.2%); “bakery items” (50.0%); or, “sauces/salsas/condiments” (50.0%) in a shared-use commercial kitchen. About one in three (32.6%) respondents are interested in processing “other canned, jarred, or pickled items” and a similar number (29.3%) are interested in processing “dehydrated fruits/vegetables.” About one in four (26.1%) respondents are interested in processing “catered meals,” and about one in six (17.4%) is interested in processing “meat or fish products.”

About one in seven respondents is interested in processing either “juice/beverages” (15.2%) or “dairy products/cheese/yogurt” (14.1%). One in ten or fewer respondents are interested in processing: “frozen fruits/vegetables” (9.8%); “sandwiches” (9.8%); “frozen meals” (7.6%); “chilled fruits/vegetables” (7.6%); “pasta” (7.6%); or, “dry mixes” (7.6%).

In addition, one in ten (9.8%) respondents noted other potential products they have interest in processing, which are presented below.

“Other” Responses:
1. Cooking classes; 2. Prepared vegan dishes/ entrees for retail sale
Bottling and labeling honey
Community education; group cooking events; training
For teaching classes
Gluten free crackers made from sprouted seeds and vegetables, dehydrated till crispy
Herbal preparations
Lacto-fermented vegetables
Tinctures, salves, herbal infused oil, herbal vinegars, herbal syrups
Vegetarian meals

Product Categories

Next, respondents were asked into which of a series of categories their intended products fall. Respondents could provide more than one answer. The results appear in Table 5.

Table 5: Product Categories

	Frequency	% (n=92)
Organic	50	54.3%
Vegetarian	33	35.9%
Vegan	29	31.5%
Chemical-free	27	29.3%
Gluten-free	23	25.0%
Diabetic diets	10	10.9%
Allergen-free	7	7.6%
Kosher	6	6.5%
Other (please describe)	4	4.3%
Not sure	24	26.1%
Prefer not to answer	7	7.6%

More than half (54.3%) of the respondents said their intended products will be “organic.” About one in three (35.9%) respondents said their intended products will be “vegetarian,” and a similar number said their products will be either “vegan” (31.5%) or “chemical-free” (29.3%). One in four (25.0%) respondents indicated their intended products will be “gluten-free.” One in ten or fewer respondents said their products will be for “diabetic diets” (10.9%); “allergen-free” (7.6%); or, “kosher” (6.5%). In addition, four (4.3%) respondents provided other responses which appear below.

“Other” Responses:
Locally sourced animals
Medicinal
Pet
We will also need to prepare meat items.

Shared-Use Commercial Kitchen Activities

The next question asked: “For which of the following activities would you use a shared-use commercial kitchen?” Respondents could provide more than one answer. The results appear in Table 6.

Table 6: Shared-Use Commercial Kitchen Activities

	Frequency	% (n=92)
Food processing (e.g. preserving, canning, jarring, pickling)	52	56.5%
Teaching classes or workshops	48	52.2%
Baking	42	45.7%
Food packaging	37	40.2%
Conducting food-based demonstrations	37	40.2%
Food preparation for processed/packaged foods	34	37.0%
Food preparation for hot meals (e.g. catering)	32	34.8%
Food storage	25	27.2%
Food truck/ cart commissary services	14	15.2%
Food distribution	11	12.0%
Other (please describe)	0	0.0%
Not sure	8	8.7%

More than half of the respondents said they would use a shared-use commercial kitchen for either “food processing (e.g. preserving, canning, jarring, pickling)” (56.5%) or “teaching classes or workshops” (52.2%). More than two in five (45.7%) respondents said they would use a commercial kitchen for “baking,” and a similar number said they would use it for either “food packaging” (40.2%) or “conducting food-based demonstrations” (40.2%). Nearly two in five (37.0%) respondents said they would use a shared-use commercial kitchen for “food preparation for processed/packaged foods,” and more than one in three (34.8%) said they would use it for “food preparation for hot meals (e.g. catering).”

About one in four (27.2%) respondents would use the kitchen for “food storage”; one in seven (15.2%) would use it for “food truck/cart commissary services”; and, one in eight (12.0%) would use the kitchen for “food distribution.”

Equipment Needed to Prepare Product

The next question asked: “What type of equipment would you need to prepare your product?” Respondents could provide more than one answer. The results appear in Table 7.

Table 7: Equipment Needed to Prepare Product

	Frequency	% (n=92)
Stovetop/ range & hood	76	82.6%
Food preparation sink	67	72.8%
Stainless steel table	65	70.7%
Water supply	62	67.4%
Food processor	56	60.9%
Small tools (e.g. knives, pots, pans, etc.)	54	58.7%
Labeling equipment	49	53.3%
Dishwasher	47	51.1%
Standard oven	42	45.7%
Commercial mixer	42	45.7%
Filling equipment (bottles & jars)	41	44.6%
Wash & packaging equipment	39	42.4%
Commercial scale	36	39.1%
Dehydrator/ drying equipment / freeze dryer	33	35.9%
Package heat sealer	32	34.8%
Convection / Forced-air oven	28	30.4%
Ice machine	27	29.3%
Flat top grill or griddle	25	27.2%
Wastewater dump	24	26.1%
Blast/quick chiller	18	19.6%
Microwave	15	16.3%
Meat slicer	14	15.2%
Chafing dishes	13	14.1%
Steam kettle, tilt skillet, or similar large-scale cooking equipment	12	13.0%
Meat smoker	12	13.0%
Fryer	10	10.9%
Other (please describe)	7	7.6%
Other (please describe)	1	1.1%
Not sure	12	13.0%
Prefer not to answer	1	1.1%

About four in five (82.6%) respondents said they would need a “stovetop/range and hood” to prepare their product, and nearly three in four (72.8%) said they would need a “food preparation sink.” More than two in three respondents said they would need either a “stainless steel table” (70.7%) or “water supply” (67.4%) to prepare their product. About three in five respondents indicated a need for either a “food processor” (60.9%) or “small tools (e.g. knives, pots, pans, etc.)” (58.7%), and about half said they would need “labeling equipment” (53.3%) or a “dishwasher” (51.1%).

About two in five respondents said they would need: a “standard oven” (45.7%); a “commercial mixer” (45.7%); “filling equipment (bottles and jars)” (44.6%); “wash and packaging equipment” (42.4%); or, a “commercial scale” (39.1%). Approximately one in three respondents indicated a need for: a

“dehydrator/drying equipment/freeze dryer” (35.9%); a “package heat sealer” (34.8%); a “convection/forced-air oven” (30.4%); or, an “ice machine” (29.3%). About one in four respondents said they would need a “flat top grill or griddle” (27.2%) or “wastewater dump” (26.1%), and about one in five (19.6%) would need a “blast/quick chiller.” About one in six respondents said they would need either a “microwave” (16.3%) or “meat slicer” (15.2%), and about one in seven would need “chafing dishes” (14.1%), “steam kettle, tilt skillet, or similar large-scale cooking equipment” (13.0%), or a “meat smoker” (13.0%). One in ten (10.9%) respondents said they would need a “fryer.”

In addition, eight (8.7%) other responses were given, which are presented below.

“Other” Responses:
Canning and preserving set-up, software programs for management
Grease trap
Pressure Cooker- I have previously cooked with both electronic or stove top
Pressure or Water Bath Canner, thermometers,
Room for meeting & space outside for demonstration of food growing & experimentation with varieties
Vacuum sealer
Walk in cooler for grass finished beef to allow open delivery of product besides limited window with red hills online market model
Rotary evaporator

Type of Storage Space Needed

The next question asked: “What type of storage would you need?” Respondents could provide more than one answer. The results appear in Table 8.

Table 8: Type of Storage Space Needed

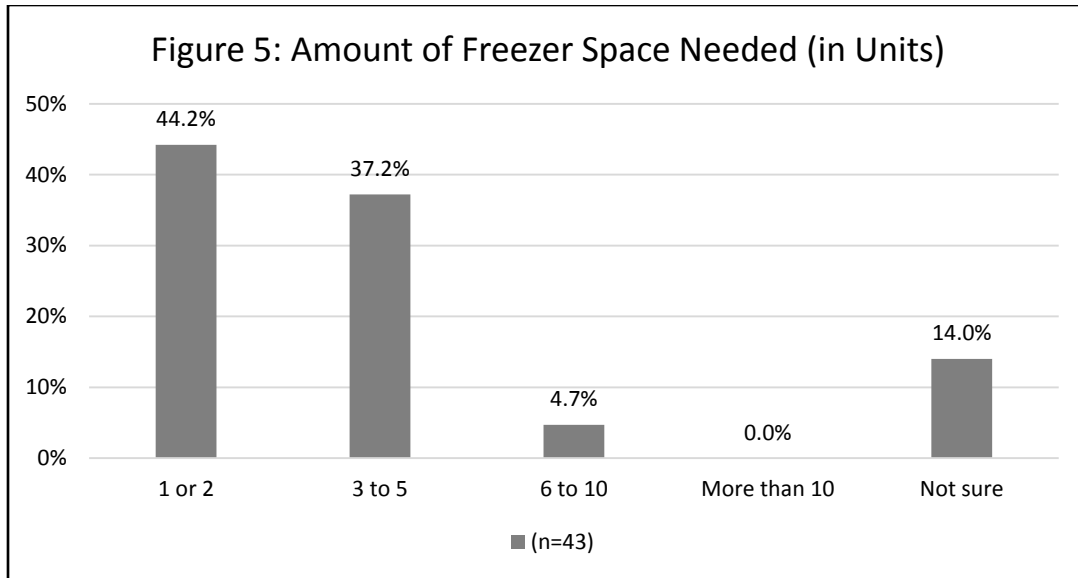
	Frequency	% (n=92)
Cold storage	57	62.0%
Freezer storage	43	46.7%
Storage space for personal equipment & supplies	40	43.5%
Dry storage	34	37.0%
Climate controlled storage	29	31.5%
Aging room	9	9.8%
Dry pallet storage	7	7.6%
Cold pallet storage	7	7.6%
Mobile food cart storage	6	6.5%
Mobile food truck parking (with power hookup)	5	5.4%
Mobile food truck parking (with sewer dump)	3	3.3%
None	9	9.8%
Not sure	12	13.0%
Prefer not to answer	1	1.1%

About three in five (62.0%) respondents said they would need “cold storage,” and about half (46.7%) said they would need “freezer storage.” About two in five respondents indicated a need for “storage space for personal equipment and supplies” (43.5%) or “dry storage” (37.0%), and about one in three (31.5%) said they would need “climate controlled storage.” One in ten or fewer respondents said they would need: an “aging room” (9.8%); “dry pallet storage” (7.6%); “cold pallet storage” (7.6%); “mobile food cart storage” (6.5%); “mobile food truck parking (with power hookup)” (5.4%); “mobile food truck parking (with sewer dump)” (3.3%); or, no storage at all (9.8%).

Amount of Freezer Space Needed

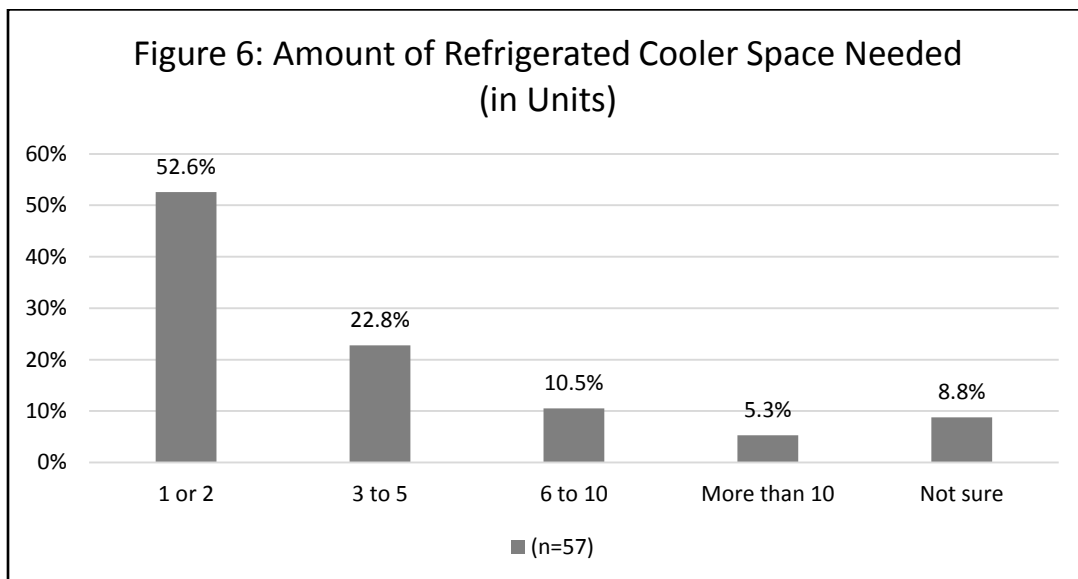
Those respondents who indicated a need for freezer storage (n=43) were next asked: “How much freezer space would you need? Imagine a 4 ft. wide shelf that is 2 ft. deep by 2 ft. high. How many of these “units” would you anticipate needing?” The results appear in Figure 5.

More than two in five (44.2%) respondents who indicated a need for freezer space said they would need one or two units of freezer space and a similar number (37.2%) said they would need three to five units. Just two (4.7%) of these respondents said they would need six to ten units and none said they would need more than ten units. About one in seven (14.0%) of these respondents were unsure of the amount of freezer space they would need.



Amount of Refrigerated Cooler Space Needed

Those respondents who indicated a need for cold storage (n=57) were next asked: “How much refrigerated cooler space would you need? Imagine a 4 ft. wide shelf that is 2 ft. deep by 2 ft. high. How many of these “units” would you anticipate needing?” The results appear in Figure 6.



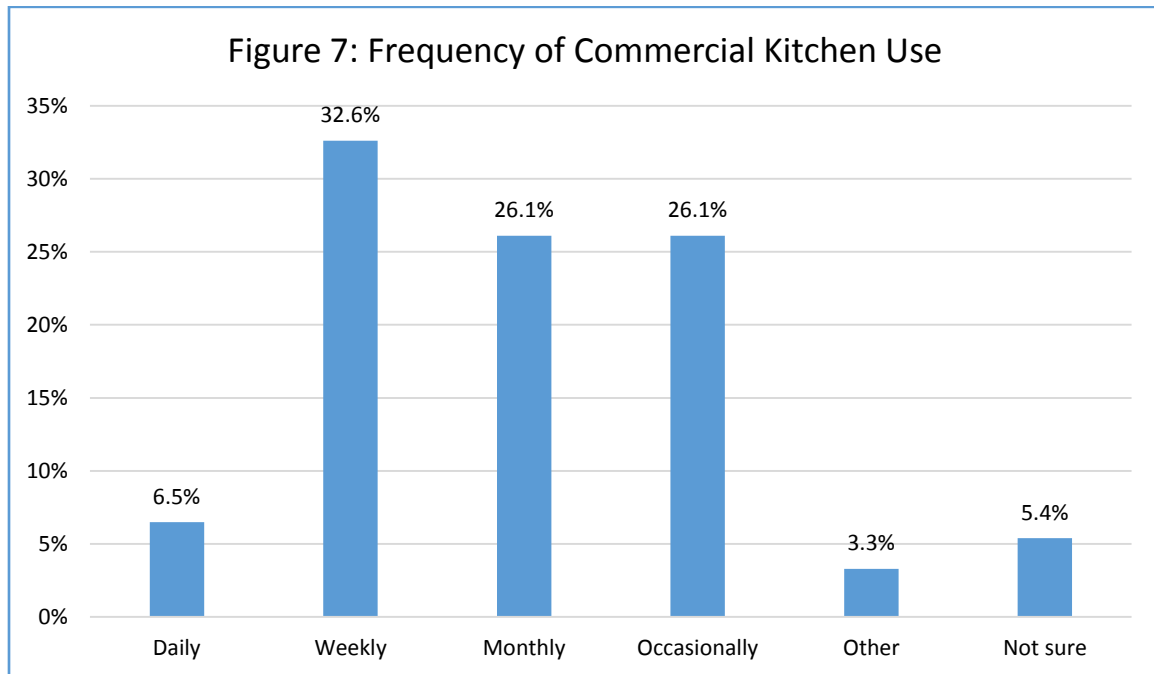
About half (52.6%) of the respondents who indicated a need for cold storage said they would need one or two units of cooler space. About one in five (22.8%) said they would need three to five units. One in ten (10.5%) of these respondents said they would need six to ten units and fewer than one in ten (5.3%) said they would need more than ten units. About one in ten (8.8%) of these respondents were unsure of the amount of cooler space they would need.

Kitchen Availability

The survey next posed a series of question to evaluate when respondents might need commercial kitchen space to be available.

Frequency of Commercial Kitchen Use

The first question in this series asked: “How often would you imagine needing to use a commercial kitchen?” The results appear in Figure 7.



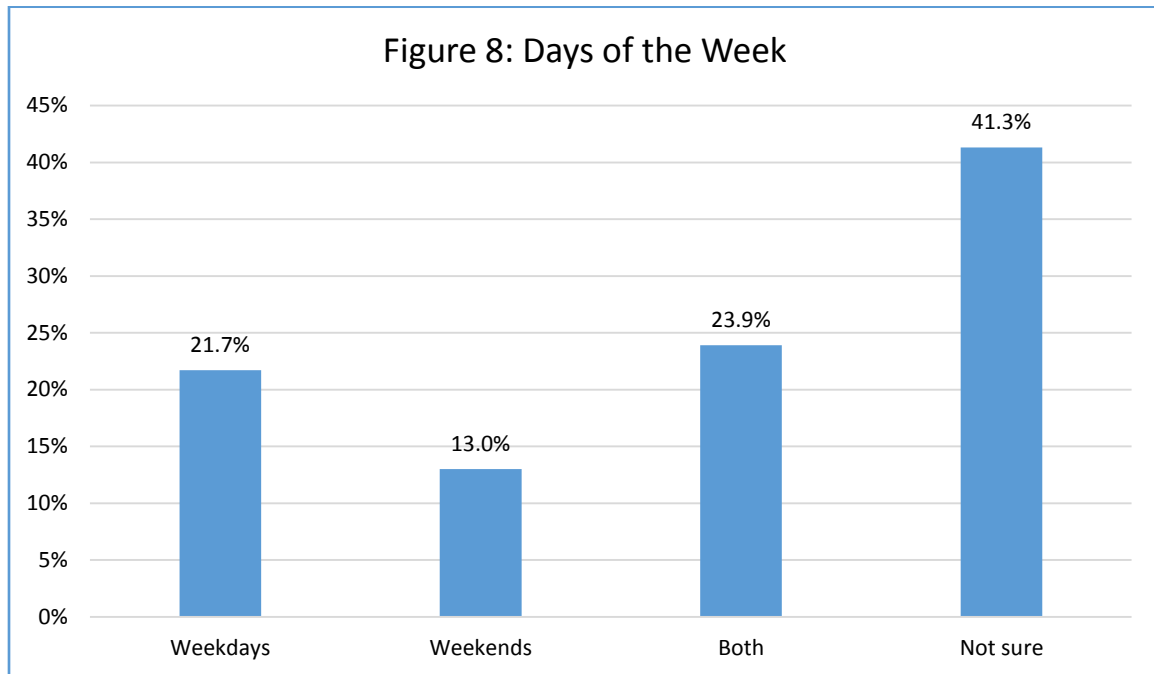
Fewer than one in ten (6.5%) respondents said they would need to use a commercial kitchen daily. However, one in three (32.6%) respondents said they would use a commercial kitchen weekly. About one in four respondents said they would use a commercial kitchen either monthly (26.1%) or occasionally (26.1%).

In addition, three (3.3%) respondents provided other responses, which appear below.

“Other” Responses:
2-4 times per year
Four or five times per week, up to daily
Two to six times a year

Kitchen Use: Days of the Week

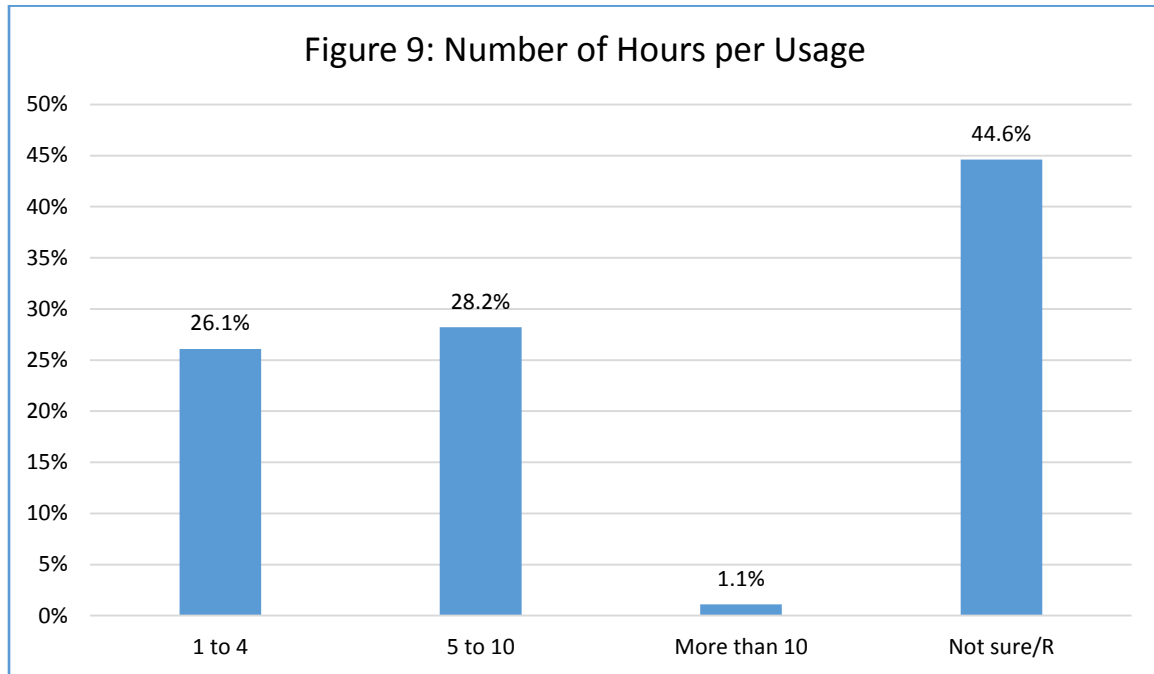
The next question asked: “Which days of the week would you expect to use a commercial kitchen?” The results appear in Figure 8.



About one in five (21.7%) respondents said they would expect to use a commercial kitchen only on weekdays (Monday through Friday), while about one in eight (13.0%) said they would expect to use it only on weekends (Saturday and Sunday). Nearly one in four (23.9%) respondents indicated use of the commercial kitchen on both weekdays and weekends. Notably, two in five (41.3%) respondents were unsure of which days of the week they would expect to use a commercial kitchen.

Number of Hours per Usage

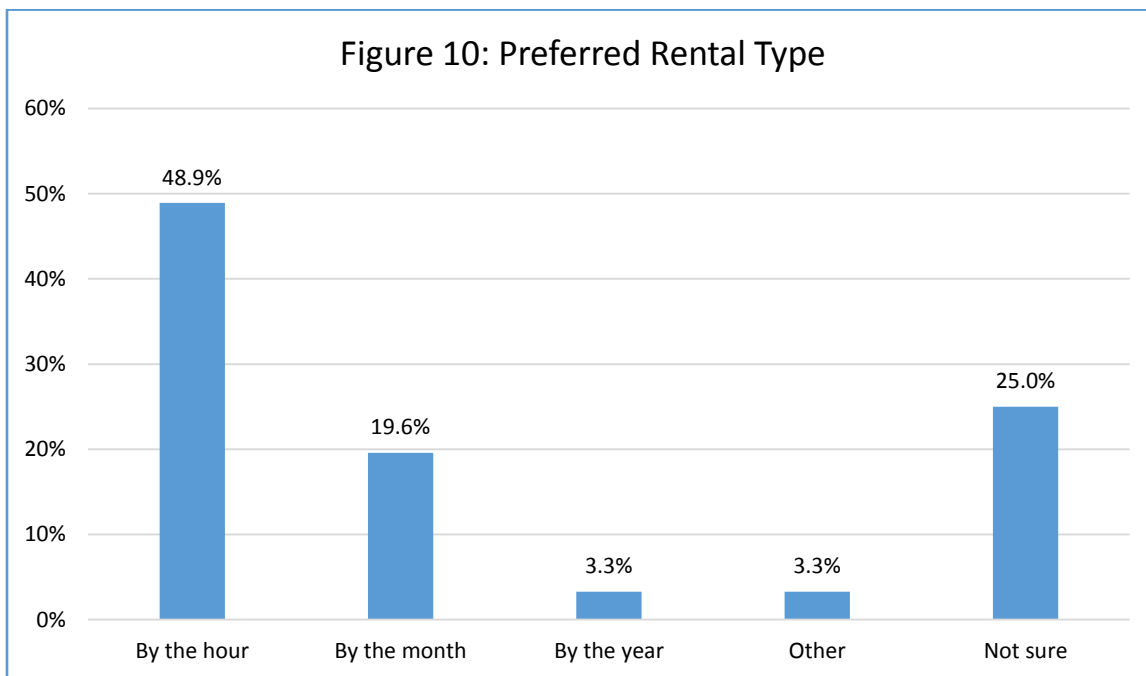
The next question asked: “How many hours would you expect to use a commercial kitchen each time you’re there?” The results appear in Figure 9.



About one in four (26.1%) respondents said they would expect to use a commercial kitchen between one and four hours each time they’re there, and a similar number (28.2%) said they would expect to use the kitchen between five and ten hours each time they’re there. Just one (1.1%) respondent expected to use the kitchen more than 10 hours each time he or she is there. Notably, more than two in five (44.6%) respondents were unsure (or preferred not to answer) about the number of hours they would expect to use a commercial kitchen each time they’re there.

Preferred Rental Type

The next question asked: “Would you prefer to rent space in a commercial kitchen by the hour or rent a dedicated amount of time and space by the month or year?” The results appear in Figure 10.



About half (48.9%) of the respondents said they would prefer to rent space in a commercial kitchen by the hour. One in five (19.6%) respondents indicated a preference for renting commercial kitchen space by the month. Just three (3.3%) respondents said they would prefer to rent by the year, and one in four (25.0%) said they were unsure about their preferred rental type. In addition, three (3.3%) respondents provided other responses which are presented below.

“Other” Responses:

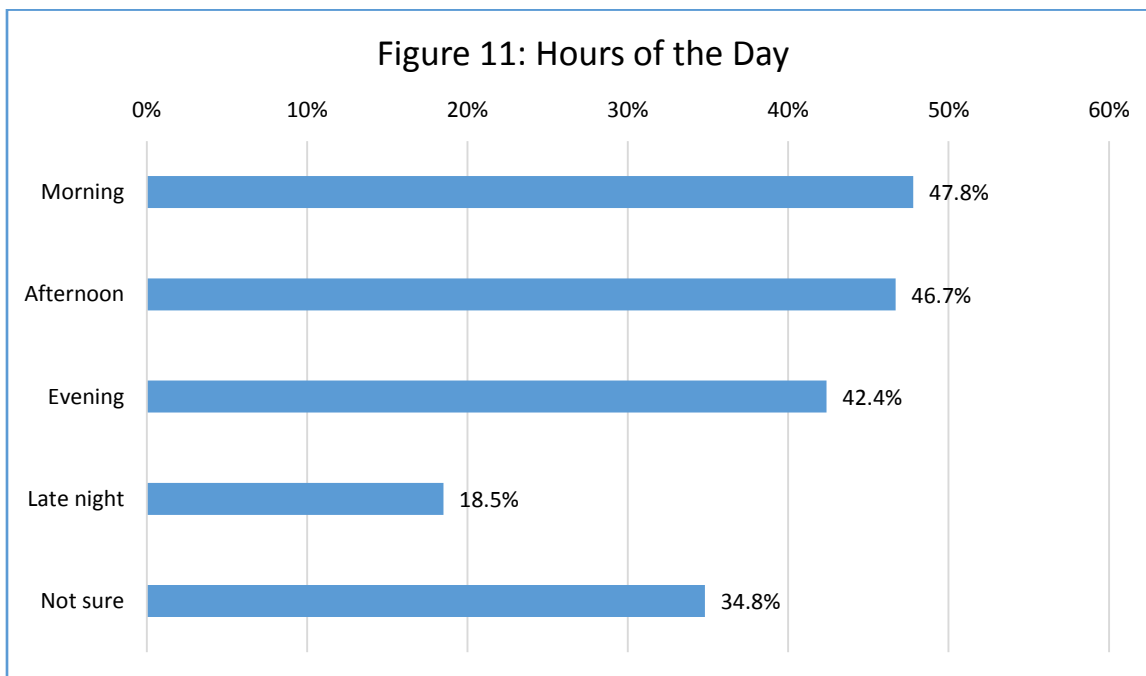
By the semester or by the hour

Hope to make this available to a variety of businesses and community groups

I have a kitchen I am developing

Hours of the Day for Usage

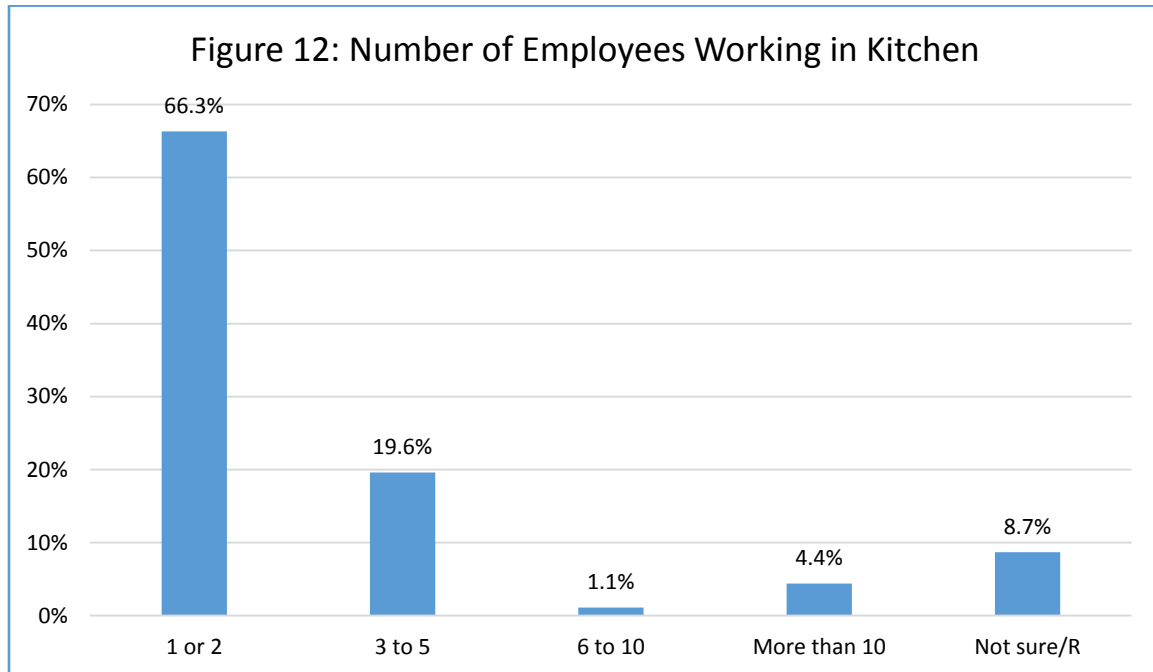
The next question asked: “What hours of the day would you expect to use a commercial kitchen?” Respondents could provide more than one answer. The results appear in Figure 11.



Nearly half (47.8%) of the respondents said they would expect to use a commercial kitchen in the morning and nearly as many (46.7%) said they would expect to use a commercial kitchen in the afternoon. About two in five (42.4%) respondents said they would expect to use a commercial kitchen in the evening, and about one in five (18.5%) said they would do so in the late night. More than one in three (34.8%) respondents were unsure what hours of the day they would expect to use a commercial kitchen.

Number of Employees Working in Kitchen at One Time

The last question in this section asked: “How many people from your business/operation do you think would be working in the kitchen at one time?” The results appear in Figure 12.



Two in three (66.3%) respondents said that one or two people from their business/operation would be working in the commercial kitchen at one time. One in five (19.6%) respondents said three to five people would be working in the kitchen. Fewer than one in ten (5.5%) respondents said six or more employees from their business would be working in the kitchen at one time, and about one in ten (8.7%) said they were unsure (or preferred not to answer).

Support Services

The final series of questions in the survey asked respondents about other services their business might need.

Business Support Services

The first question in this section asked: “Which of the following business support services would you need or want from the shared-use commercial kitchen?” Respondents could provide more than one answer. The results appear in Table 9.

Table 9: Business Support Services from Shared-Used Commercial Kitchen

	Frequency	% (n=92)
Understanding/complying with food safety rules, food handling codes, and other regulations	58	63.0%
Licensing/certification	49	53.3%
Marketing assistance	41	44.6%
Help finding financing, business/tax incentives, government support, grants, etc.	39	42.4%
Business planning	38	41.3%
Distribution or shipping assistance	36	39.1%
Product development assistance	33	35.9%
Packaging assistance	32	34.8%
Insurance	31	33.7%
Help finding raw materials and supplies	30	32.6%
Accounting/bookkeeping	24	26.1%
Inventory management	19	20.7%
Payroll or other HR services	12	13.0%
Other (please describe)	3	3.3%
None	13	14.1%
Not sure	11	12.0%

More than three in five (63.0%) respondents would need or want business support related to “understanding/complying with food safety rules, food handling codes, and other regulations.” More than half (53.3%) of respondents need or want business support related to “licensing/certification.” About two in five respondents would need or want business support related to: “marketing assistance” (44.6%); “help finding financing, business/tax incentives, government support, grants, etc.” (42.4%); “business planning” (41.3%); or, “distribution or shipping assistance” (39.1%).

About one in three respondents would need or want business support services related to: “product development assistance” (35.9%); “packaging assistance” (34.8%); “insurance” (33.7%); or, “help finding raw materials and supplies” (32.6%). One in four (26.1%) respondents cited “accounting/ bookkeeping” support, and one in five (20.7%) noted “inventory management.” About one in eight (13.0%) respondents noted support related to “payroll or other HR services.” In addition, three (3.3%) respondents gave other responses, which appear below.

“Other” Responses:
All
Nearly all the above
Wow, I never thought about being able to tap into these additional resources... you have me thinking.

Additional Services

The next question asked: “Which of the following additional services would you need or want from the shared-use commercial kitchen?” Respondents could provide more than one answer. The results appear in Table 10.

Table 10: Additional Services from Shared-Use Commercial Kitchen

	Frequency	% (n=92)
Conference room / Space for business meetings	27	29.3%
Address to register business	25	27.2%
Computer with business software and internet access	24	26.1%
Printer	19	20.7%
Copy machine	17	18.5%
Office space	13	14.1%
Phone or fax machine	12	13.0%
Clerical support	7	7.6%
Other (please describe)	3	3.3%
None	26	28.3%
Not sure	25	27.2%

More than one in four (28.3%) respondents said they would not need any additional services from a shared-use commercial kitchen. However, a similar percentage noted interest in “conference room/space for business meetings” (29.3%); an “address to register the business” (27.2%); or a “computer with business software and internet access” (26.1%). About one in five respondents said they would want or need access to a “printer” (20.7%) or “copy machine” (18.5%). More than one in eight respondents expressed interest in access to “office space” (14.1%) or a “phone or fax machine” (13.0%), and nearly one in ten (7.6%) were interested in “clerical support.” In addition, three (3.3%) respondents gave other responses, which appear below.

“Other” Responses:
Outside space for gardening and demonstration
Wi-Fi
Wi-Fi

Distribution Channels

The next question asked: “Which of the following distribution channels do you currently use or would like to use in the future for your product?” Respondents could provide more than one answer. The results appear in Table 11.

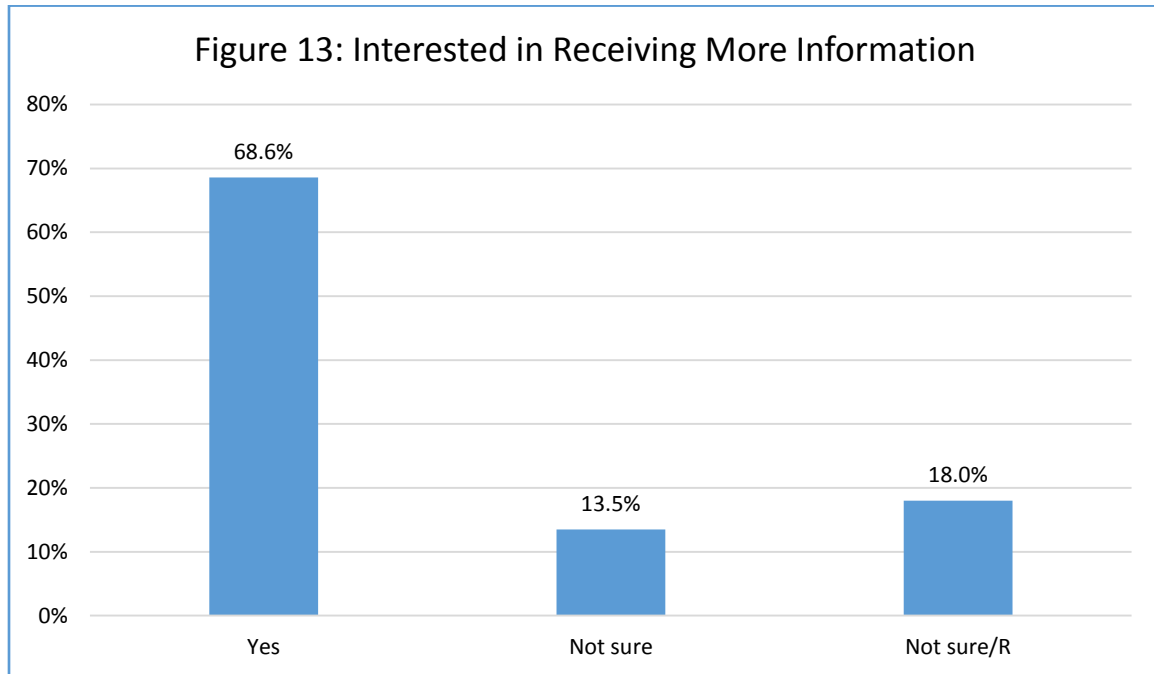
Table 11: Current or Future Distribution Channels

	Frequency	% (n=92)
Direct to individual customer	63	68.5%
Farmers Market or Roadside stand	54	58.7%
Grocery or other food store	33	35.9%
Restaurant	32	34.8%
Internet or mail order	25	27.2%
Retail store (non-grocery)	22	23.9%
CSA	17	18.5%
Wholesaler/Distributor	16	17.4%
Institution (school, hospital, prison, etc.)	9	9.8%
Processor	4	4.3%
Other (please describe)	0	0.0%
None	15	16.3%
Not sure	11	12.0%

More than two in three (68.5%) respondents said they currently use or would like to use “direct to individual customer” distribution, and nearly three in five (58.7%) said they currently use or would like to use a “farmers market or roadside stand” for product distribution. About one in three respondents currently use or would like to use either a “grocery or other food store” (35.9%) or “restaurant” (34.8%) for product distribution. Approximately one in four respondents cited “internet or mail order” (27.2%) distribution or “retail store (non-grocery)” (18.5%) distribution, and about one in six (17.4%) noted “wholesaler/distributor” product distribution. One in ten (9.8%) respondents currently use or would like to use an “institution (school, hospital, prison, etc.) for product distribution, while less than one in ten (4.3%) cited a “processor.”

Receive Information

The final question in the survey asked: "If the kitchen is approved and implemented, would you like to receive more information?" The results appear in Figure 13.



Two in three (68.6%) respondents said that if the kitchen is approved and implemented, they would like to receive more information.