

CONSUMER SURVEY FACT SHEET



The F.R.E.S.H. Project's Consumer Survey asked residents of Shawano County about where they shop or get their food, what kind of food they eat, how easily they're able to get food, whether or not they have enough food, how healthy they're able to eat, and other food-related questions. Survey responses from 745 households in Shawano County were received.

From the survey, about **one-third of respondents** said that:

- often or sometimes, the food they bought didn't last and they didn't have money to get more;
- often or sometimes, they couldn't afford to eat nutritious meals;
- the children in their household ate no fruits or vegetables or had less than a daily serving
- the adults in their household ate no fruits or vegetables or had less than a daily serving

Those figures are consistent with other estimates, and **represent thousands of Shawano County children, adults, and families who are food insecure.**



The F.R.E.S.H. Project Food Council has created a strategic plan to address this problem of food insecurity, focusing on:

- Increasing access to good, healthy food
- Educating the public about the problem of food insecurity and what is needed for a healthy, sustainable food system
- Creating support for the F.R.E.S.H. Project and the work of ensuring good food for everyone.

If you'd like to get involved, contact the F.R.E.S.H. Project at info@thefreshproject.org or visit the Project's website at www.thefreshproject.org.