



For immediate release... **Monday, Nov. 14, 2011**

6 pp.

Contact: Peter Woolley 973.670.3239 or Pete Furey 609.393.7163

## **Garden State Still Prefers Locally Grown**

According to the most recent statewide poll by Fairleigh Dickinson University's PublicMind™ and co-sponsored by the New Jersey Farm Bureau, most New Jersey voters say the way NJ produces food is heading in the right direction; and a majority say farming is an environmentally friendly use of the land. New Jersey residents also continue to show strong support for Jersey-grown produce. "We think this bodes well for supporting the locally-grown movement, where people have direct contact with farmers who supply the food they eat," said New Jersey Farm Bureau Executive Director, Pete Furey.

Better than 9 in 10 (94%) New Jerseyans say it is 'very important' or 'somewhat important' to buy locally grown fruits and vegetables when they are in season. In addition, the percentage of individuals (87%) who have purchased Jersey Fresh produce from a farm stand or farmers market in the past three months compares favorably to the 83% who had purchased Jersey Fresh produce in a similar timeframe in 2010.

Nine in ten (90%) New Jerseyans say they would like to see more Jersey Fresh fruits and vegetables served with public school meals; up from 85% in 2010. Once again, support is strong this year across all demographics, with no category less than 85%.

Despite these gains, fewer New Jerseyans (64%) have 'a lot' of confidence in locally grown Jersey Fresh produce than in 2010 (73%). "Overall, this has been a challenging year for the production of certain foods and there has been increased media coverage about tainted foods elsewhere in country. While our New Jersey produce has always been safe, we apparently have taken a slight drop in our stellar reputation due to those circumstances," Furey said. A majority of Jerseyans (55%) say that NJ agriculture is on the right track in the way it produces food, compared with 35% who say the same for the US production of food. "We think locally grown produce for local markets is the way of the future," he added.

Most (60%) NJ voters recognize that Canadian geese can be a 'very serious' or 'somewhat serious' problem for farmers in the state. Republicans (34%) are more likely than Democrats (21%) to say the issue is 'very serious'. Likewise, older voters, those 45-59 (30%) and 60+ (33%) are more likely than younger voters 18-29 (22%) or 30-44 (18%) to say it is a 'very serious' problem. Overall, most (69%) support allowing farmers to hunt geese to limit the damages to their crops. Males (74%) are more likely than females (64%) to support the hunt, while the northwestern (85%) part of the state shows the strongest support. While many people recognize geese as a problem for farmers, far fewer (39%) say the geese are a 'very serious' or 'somewhat serious' problem for themselves.

On the first of two environmental issues, only 4 in 10 voters (43%) say the state should encourage the conversion of farmland to large-scale solar and wind projects; 4 in 10 (39%) say the state should not. The rest (18%) are unsure. On the second, the majority (86%) say farming is an environmentally friendly use of land, while only 7% say farming contributes to the degradation of the environment.

The Fairleigh Dickinson University poll was co-sponsored by the New Jersey Farm Bureau and conducted by telephone from Oct. 17 through 23 using a randomly selected sample of 623 registered voters statewide aged 18 and over. The margin of error for a sample of 623 is +/- 4 percentage points at the 95 percent level of confidence.

*Methodology, questions, and tables on the web at: <http://publicmind.fdu.edu>  
Radio actualities at 201.692.2846 For more information, please call 201.692.7032*

**Methodology, Questions, and Tables**

The most recent survey by Fairleigh Dickinson University's PublicMind was conducted by telephone from Oct. 17, 2011, through Oct. 23, 2011, using a randomly selected sample of 623 registered voters statewide. The margin of error for a sample of 623 randomly selected respondents is +/- 4 percentage points. The margin of error for subgroups is larger and varies by the size of that subgroup. Survey results are also subject to non-sampling error. This kind of error, which cannot be measured, arises from a number of factors including, but not limited to, non-response (eligible individuals refusing to be interviewed), question wording, the order in which questions are asked, and variations among interviewers. PublicMind interviews are conducted by Opinion America of Cedar Knolls, NJ, with professionally trained interviewers using a CATI (Computer Assisted Telephone Interviewing) system. Random selection is achieved by computerized random-digit dialing. This technique gives every person with a land-line phone number (including those with unlisted numbers) an equal chance of being selected. Landline households are supplemented with a separate, randomly selected sample of cell-phone-only-households, interviewed in the same time frame. The total combined sample is mathematically weighted to match known demographics of age, race and gender.

Overall, would you say the US is heading in the right direction or off on the wrong track in the way we produce food?											
	All	Party			Gender		Region				
		Dem	Ind	Rep	Male	Female	North East	Urban Core	North West	Central	South
Right	35%	45	31	30	38	32	31	33	28	39	40
Wrong	44%	38	45	48	43	44	46	43	51	44	33
D/K	21%	17	23	22	19	24	23	24	21	17	26

Overall, would you say NJ is heading in the right direction or off on the wrong track in the way we produce food?											
	All	Party			Gender		Region				
		Dem	Ind	Rep	Male	Female	North East	Urban Core	North West	Central	South
Right	55%	55	55	56	61	49	45	46	58	60	66
Wrong	18%	21	15	19	15	21	19	21	17	19	11
D/K	27%	24	30	24	24	30	36	34	26	21	23

*Northwest: Sussex, Hunterdon, Warren, Morris and Somerset Counties*

*Northeast: Passaic and Bergen Counties*

*Urban Core: Hudson, Essex and Union Counties*

*Central: Ocean, Burlington, Mercer, Monmouth and Middlesex Counties*

*South: Cape May, Atlantic, Cumberland, Gloucester, Camden and Salem Counties*

How important is it to you to buy locally grown fruits and vegetables when they are in season...?											
	All	Party			Gender		Region				
		Dem	Ind	Rep	Male	Female	North East	Urban Core	North West	Central	South
Very	69%	75	70	65	67	71	64	70	67	67	79
Somewhat	25%	19	21	32	24	26	27	23	29	27	18
Not Very	4%	1	7	2	5	2	7	4	3	4	1
Not At All	1%	2	1	0	2	0	2	0	1	2	0
Don't Know	1%	2	0	1	1	1	1	3	1	0	2

In the past three months, have you or someone in your family purchased any Jersey Fresh or locally grown fruits and vegetables at a farm stand or farmers market?		
	2011	2010
Yes	87%	83
No	12%	16
D/K	1%	1

In the past three months, have you or someone in your family purchased any Jersey Fresh or locally grown fruits and vegetables at a farm stand or farmers market?

	Party			Gender		Region				
	Dem	Ind	Rep	Male	Female	North East	Urban Core	North West	Central	South
Yes	81%	88	92	87	86	86%	83	92	88	84
No	18%	10	7	11	12	9%	14	8	12	16
D/K	1%	2	1	2	1	4%	3	0	0	0

Even if it costs slightly more, would you like to see more locally grown, Jersey Fresh produce served in public school meals?

	2011	2010
Yes	90%	85
No	4%	8
D/K	5%	6

Even if it costs slightly more, would you like to see more locally grown, Jersey Fresh produce served in public school meals?

	Party			Gender		Region				
	Dem	Ind	Rep	Male	Female	North East	Urban Core	North West	Central	South
Yes	91%	91	89	86	94	91	96	95	85	88
No	6%	4	5	6	3	3	1	3	7	6
D/K	3%	5	6	8	3	6	3	2	8	7

Now let's think about New Jersey farming... How much confidence do you have in the safety of locally-grown, Jersey Fresh produce?

	2011	2010	2009	2008	2007	2006
A lot	64%	73	72	72	67	69
Some	27%	20	20	18	23	20
Just a little	5%	4	5	4	6	5
Nothing at all	2%	1	1	3	1	2
Don't Know	2%	2	2	2	3	5

Now let's think about New Jersey farming... How much confidence do you have in the safety of locally-grown, Jersey Fresh produce?

	All	Party			Gender		Region				
		Dem	Ind	Rep	Male	Female	North East	Urban Core	North West	Central	South
A lot	64%	52	72	72	68	60	51	41	85	71	72
Some	27%	33	22	23	23	31	39	37	12	25	21
Just a little	5%	7	5	2	4	6	9	9	2	1	5
Nothing at all	2%	5	0	1	2	1	1	3	1	2	1
Don't Know	2%	4	1	2	2	3	1	9	0	0	2

How serious a problem do you think Canada geese are for New Jersey farmers...

	All	Party			Gender		Age			
		Dem	Ind	Rep	Male	Female	18-29	30-44	45-59	60+
Very Serious	27%	21	26	34	29	25	22	18	30	33
Somewhat Serious	33%	34	35	31	31	35	33	38	32	30
Not Very Serious	9%	12	8	6	12	5	21	4	12	4
Not Serious At All	4%	5	3	4	4	3	3	3	4	4
Don't Know	28%	28	28	25	24	31	20	36	22	30

How serious a problem do you think Canada geese are for New Jersey farmers...

	Region				
	North East	Urban Core	North West	Central	South
Very Serious	30%	20	30	30	24
Somewhat Serious	34%	36	30	30	37
Not Very Serious	8%	12	4	9	8
Not Serious at All	2%	4	3	5	2
D/K	25%	28	33	26	28

How serious a problem do you think Canada geese are for you...

	All	Party			Gender		Age			
		Dem	Ind	Rep	Male	Female	18-29	30-44	45-59	60+
Very Serious	14%	11	12	18	16	11	12	11	12	18
Somewhat Serious	25%	25	28	21	27	23	20	28	24	26
Not Very Serious	20%	19	22	19	21	19	37	20	19	15
Not Serious At All	34%	38	31	36	31	36	29	33	37	33
Don't Know	8%	8	7	6	4	11	3	7	8	9

How serious a problem do you think Canada geese are for you...

	Region				
	North East	Urban Core	North West	Central	South
Very Serious	21%	7	9	16	17
Somewhat Serious	28%	30	19	25	20
Not Very Serious	17%	28	22	16	21
Not Serious at All	31%	24	45	36	34
D/K	4%	12	6	7	8

Do you support or oppose letting farmers hunt geese, so they can limit the damage the geese cause to their farms?

	All	Party			Gender		Region				
		Dem	Ind	Rep	Male	Female	North East	Urban Core	North West	Central	South
Support	69%	59	74	75	74	64	64	56	85	69	75
Oppose	20%	27	15	19	18	22	25	23	9	23	17
D/K	11%	13	11	5	8	14	11	21	7	8	8

Now let me ask about solar and wind energy. Should the state of New Jersey encourage or not encourage the conversion of farmland to large-scale solar and wind projects?

	All	Party			Gender		Region				
		Dem	Ind	Rep	Male	Female	North East	Urban Core	North West	Central	South
Encourage	43%	50	41	35	43	43	46	41	45	39	46
Not	39%	30	43	46	42	36	34	37	38	43	39
D/K	18%	20	16	19	16	21	20	21	17	18	15

On balance, which of the following statements comes closer to your view....Farming is an environmentally friendly use of land; or...Farming contributes to the degradation of the environment?

	All	Party			Gender		Region				
		Dem	Ind	Rep	Male	Female	North East	Urban Core	North West	Central	South
Friendly	86%	81	86	91	85	87	84	80	94	89	80
Degradation	7%	12	6	5	8	6	10	8	2	7	7
D/K	7%	8	8	4	7	7	6	11	4	4	12

**Contacts:** Peter Woolley 973.670.3239 or Pete Furey 609.393.7163

**Results are also available on the web at:** <http://publicmind.fdu.edu>

**For more information, please call** (201) 692-7032.

# # #

### Exact Question Wording and Order

[Programmer instruction: Ask 3 of 4 respondents at random.]

NJFB1. How much confidence do you have in the safety of locally-grown, Jersey Fresh produce?

- A lot
- Some
- Just a little
- No confidence at all
- Don't Know [DON'T READ]

NJFB2. How important is it to you to buy locally grown fruits and vegetables when they are in season READ?

- Very Important
- Somewhat Important
- Not Very Important
- Not Important at All

NJFB3. In the past three months, have you or someone in your family purchased any Jersey Fresh or locally grown fruits and vegetables at a farm stand or farmers market?

- Yes
- No
- Don't Know [DON'T READ]

NJFB4. Even if it costs slightly more, would you like to see more locally grown, Jersey Fresh produce served in public school meals?

- Yes
- No
- Don't Know [DON'T READ]

NJFB5. How serious a problem do you think Canada geese are for New Jersey farmers...READ?

- Very Serious
- Somewhat Serious
- Not Very Serious
- Not Serious at All
- Don't know [DON'T READ]

NJFB6. How serious a problem do you think Canada geese are for you...READ?

- Very Serious
- Somewhat Serious
- Not Very Serious
- Not Serious at All
- Don't know [DON'T READ]

NJFB7. Do you support or oppose letting farmers hunt geese, so they can limit the damage the geese cause to their farms?

- Support
- Oppose
- Don't know/mixed [VOL]

NJFB8. Now let me ask about **solar and wind energy**. Should the state of New Jersey encourage or not encourage the conversion of farmland to large-scale solar and wind projects?

- Should
- Should not
- Don't know/mixed [VOL]

NJFB9. On balance, which of the following statements comes closer to your view...ROTATE?

- Farming is an environmentally friendly use of land
- Farming contributes to the degradation of the environment
- Don't know [VOL]

**ROTATE 10 and 11**

NJFB10. Overall, would you say the US is heading in the right direction or off on the wrong track in the way we produce food?

Right direction  
Wrong track  
Don't know

NJFB12. Overall, would you say NJ is heading in the right direction or off on the wrong track in the way we produce food?

Right direction  
Wrong track  
Don't know [VOL]

**Sample Characteristics (%)****Gender**

Male	49
Female	51

**Age**

18-29	12
30-44	26
45-59	31
60+	29
Ref.	2

**In addition to being American, would you say you are...?**

White	70
African American	14
Hispanic or Latino	7
Asian	4
Other/ref.	5

**Party ID**

Dem. + lean Dem.	42
Rep. + lean Rep.	38
ind. + unsure + ref.	14
Don't know/Ref.	5