

Of the 612 individuals who completed the survey, only 374 answered this particular question. This probably shouldn't be surprising since 8.3% of the survey participants said they never shop at the market and another 45.4% said they do so only do so occasionally.

Of those who did answer Question 7, 113 said, "No opinion" or "Nothing comes to mind" or "Good as is" or something similar. The overwhelming majority of those responses are reflected in these three quotes: "Can't think of anything it's missing". "I am quite happy with the mix". "It is incredible as it is."

When it came down to specific preferences, "MORE" was the word of choice. Top vote-getters included:

- MORE meats (24 mentions) of which 5 specified cured meats.
- MORE fish and seafood (24 mentions) including crabs, oysters, clams and affordable.
- MORE cheeses (16 mentions)
- MORE organics (24 mentions)
- MORE local foods and fresh produce (20 mentions)
- MORE breads (13 mentions) and baked goods (9 mentions)
- MORE ready-to-eat foods including more ethnic foods (10 mentions) and more prepared food in general (31 mentions).

On a contrary note, eight survey participants argued against more ready to eat foods, saying the emphasis should be on fresh produce.

That point of view was borne out clearly in the overall results. "More Produce" or "Fresh Produce" garnered 22 mentions - all but one of which included requests for specific fruits or veggies or named specific farms.

Organic produce had (20 mentions), ethnic produce (7 mentions), more affordable produce (9 mentions) imperfect fruits and veggies (5 mentions). This last suggestion is either intended as a way to get reduced prices or in recognition of David Gans' assertion that the "Ones that look the weirdest, taste the best".

Other food items included in our tally:

- Dairy (11 mentions)
- Fermented foods (11 mentions)
- Flowers (11 mentions)
- Plants (6 mentions)
- Spices (6 mentions) Two asking if the Grand Lake Spice Shop might be interested.

There was a smattering of other food and produce related suggestions (including chocolate crickets) that can be viewed in the PDF files that are linked below.

In terms of non-food items, there appears to be very little interest, which echoes the preferences for fresh produce mentioned above. Arts and crafts only received ten positive mentions versus twelve from respondents who think there are enough or too many already.

I DO NOT want more crafts. Please keep it primarily for food of various kinds especially produce fresh from the organic farms.

One individual, who does support local artists and craftspeople, had an interesting idea.

Maybe have a mixed space for local crafters where they could just have a table instead of an entire space and share it with two other local people. This could be on a rotating basis.

Several other individuals had other ideas worth considering:

- It would be nice to have cooking demonstrations.
- Would like to see community outreach/information kiosks/booths for Neighborhood Associations, City of Oakland, OPD, etc.
- I would like all the food trucks moved from Grand Avenue (to Lake Park) because the queues for the food trucks completely block the sidewalk.
- I live too far away to walk. Maybe there should be a shuttle?
- Perhaps hands on cooking or prep workshops for kids to learn to prepare own healthy food.
- The market and the City should do a much better job of maintaining the park area with the assistance of the farmers market organization.
- Personally, more food trucks or food truck 'cameos'.

The worksheet that we used to compile the above summary is available on THIS LINK (Q7Worksheet.pdf) and all the raw data that we used to compile the worksheet can be viewed on THIS LINK. (Q7RawData.pdf)