FOOD PURCHASING PRACTICES DURING THE COVID-19 PANDEMIC

Based on fall 2020 survey of 5,000 representative households

Food Expenditures by Channel

Sept 2020

35% of respondents tried at least one new channel for purchasing food.

Large format grocery includes supercenters and supermarkets.

Niche, independent & specialty stores include butchers, bakeries and ethnically-specific grocers.

Limited selection includes assortment grocers or discount stores.

Boxes & meal kits include CSA boxes, emergency food boxes, and at-home meal cooking kits.

Direct & farmers markets include farmers markets and farm stands.

Local market channels produce, manufacture, and/or sell food that is grown locally.

30% to 40% of respondents continued to shop local market channels into September 2020 (after restrictions had eased).

Large format grocery stores still account for over 50% of weekly food spending.

Spending at niche, independent & specialty food stores now captures 10% of spending.

Metro areas accounted for the biggest spending increases at specialty stores, meal kits, and direct from producers.

For more information, visit lfscovid.localfoodeconomics.com or contact the CSU survey team at Dawn.Thilmany@colostate.edu.

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Acknowledgements: The authors wish to acknowledge the valuable input from the Local and Regional Food System Response to COVID project team and the U.S. Department of Agriculture, Agricultural Marketing Service for financial support for this project.

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