

## 2008 VIRGINIA WIC RETAILER FOOD SURVEY

### - SURVEY RESPONSE

<i>What type of store are you representing?</i>		
Answer Options	Response Percent	Response Count
WIC Independent Retailer	52.5%	84
WIC Corporate Retailer	47.5%	76
<i>answered question</i>		<b>160</b>
<i>skipped question</i>		<b>0</b>

### I. BROWN RICE

<i>Does your store currently sell brown rice (1 lb. package)?</i>		
Answer Options	Response Percent	Response Count
Yes	48.4%	75
No	51.6%	80
<i>answered question</i>		<b>155</b>
<i>skipped question</i>		<b>5</b>
<i>Please list the manufacturer's name of the brown rice (1 lb. package size) sold. Include store or national brand names.</i>		
Answer Options	Response Percent	Response Count
One brand name	100.0%	75
Two brand names	26.3%	30
Three brand names	14.0%	16
Four brand names	8.8%	10
Five brand names	6.1%	7
Six brand names	2.6%	3
<i>answered question</i>		<b>72</b>
<i>skipped question</i>		<b>83</b>
<u><b>Observation of Submitted Data</b></u>		
Highest brand name response: Uncle Bens Brown Rice 16 ounce. Highest brand name response incorrect size: Minute Brown Rice 14 ounce. Greater than 50% submitted a 16 ounce package size. Less than 11% submitted a 32 ounce packaging size. Less than 11% submitted a 14 ounce packaging size.		

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### II. BREADS

<b>Does your store currently sell whole wheat bread (1 lb. package) - must be 100% Whole Wheat?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Yes	71.2%	79
No	28.8%	32
<i>answered question</i>		<b>111</b>
<i>skipped question</i>		<b>49</b>
<b>Please list the manufacturer's name of the wheat bread (1 lb. package size) sold. Include store or national brand names.</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
One brand name	100.0%	78
Two brand names	42.3%	33
Three brand names	21.8%	17
Four brand names	12.8%	10
Five brand names	2.6%	2
Six brand names	1.3%	1
<i>answered question</i>		<b>78</b>
<i>skipped question</i>		<b>82</b>
<b><u>Observation of Submitted Data</u></b>		
Highest brand name response: Nature's Own. Second highest brand name response: Pepperidge Farms. Greater than 50% submitted a 20 ounce package size. Less than 5% submitted smaller than 1 lb. Package size. Private store brand products were also submitted.		

<b>Does your store currently sell whole grain bread (1 lb. package)?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Yes	85.3%	64
No	14.7%	11
<i>answered question</i>		<b>75</b>
<i>skipped question</i>		<b>85</b>
<b>Please list the manufacturer's name of the whole grain bread (1 lb. package size) sold. Include store or national brand names.</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
One brand name	100.0%	68
Two brand names	30.9%	21
Three brand names	8.8%	6
Four Brand names	2.9%	2
Five Brand names	1.5%	1
Six Brand names	1.5%	1
<i>answered question</i>		<b>68</b>
<i>skipped question</i>		<b>92</b>
<b><u>Observation of Submitted Data</u></b>		
Highest brand name response: Nature's Own. Second highest brand name response: Pepperidge Farms. Third highest brand name response: Sara Lee. Two highest brand name response comprise 65% of all responses.		

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### III. TORTILLA

**Does your store currently sell whole corn tortilla (1 lb. package) - must be 100% Ground Corn?**

Answer Options	Response Percent	Response Count
Yes	33.3%	36
No	66.7%	72
<i>answered question</i>		<b>108</b>
<i>skipped question</i>		<b>52</b>

**Please list the manufacturer's name of the whole corn tortilla (1 lb. package size) sold. Include store or national brand names.**

Answer Options	Response Percent	Response Count
One brand name	100.0%	36
Two brand names	38.9%	14
Three brand names	5.6%	2
Four Brand names	0.0%	0
Five Brand names	0.0%	0
Six Brand names	0.0%	0
<i>answered question</i>		<b>36</b>
<i>skipped question</i>		<b>124</b>

**Observation of Submitted Data**

Highest brand name response: Eden Paririe and Pepito.  
 Missions 33 ounce package size submitted as a second option.  
 Lowest response submitted: Manny's (did not specify whole corn).

**Does your store currently sell whole wheat tortilla (1 lb. package) - must be 100% Whole Wheat?**

Answer Options	Response Percent	Response Count
Yes	38.9%	42
No	61.1%	66
<i>answered question</i>		<b>108</b>
<i>skipped question</i>		<b>52</b>

**Please list the manufacturer's name of the whole wheat tortilla (1 lb. package size) sold. Include store or national brand names.**

Answer Options	Response Percent	Response Count
One brand name	100.0%	41
Two brand names	0.0%	0
Three brand names	0.0%	0
Four Brand names	0.0%	0
Five Brand names	0.0%	0
Six Brand names	0.0%	0
<i>answered question</i>		<b>41</b>
<i>skipped question</i>		<b>119</b>

**Observation of Submitted Data**

Highest brand name response: Manny's Whole Wheat.  
 Second highest brand name response: Missions (did not specify wheat).

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### IV. BABY FOOD

<i>Does your store currently sell baby food?</i>			
Answer Options	Yes	No	Response Count
Fruit - single ingredient (i.e., pears, peaches, apples, etc)?	102	5	107
Vegetables - single ingredient (i.e., string beans, carrots, etc)?	101	6	107
Meat - single ingredient (i.e., chicken, turkey, etc)?	96	11	107
<i>answered question</i>			<b>107</b>
<i>skipped question</i>			<b>53</b>
<i>What manufacturer brand names of baby food does your store currently sell? (Mark all that apply)</i>			
Answer Options	Response Percent	Response Count	
Beechnut	42.2%	43	
Gerber	97.1%	99	
Nature's Goodness	6.9%	7	
Heinz	6.9%	7	
Other (please specify all other brand names)	7.8%	8	
<i>answered question</i>			<b>102</b>
<i>skipped question</i>			<b>58</b>
<b><u>Other baby foods submitted</u></b>			
Wild Harvest			
Graduates Gerber			
Earth's Best - organic Naturally Preferred- organic			
Delmonte , Nature's goodness			

### V. JUICE

<i>Does your store currently sell single ingredient juice (64 ounce)?</i>		
Answer Options	Response Percent	Response Count
Yes	94.3%	100
No	5.7%	6
<i>answered question</i>		<b>106</b>
<i>skipped question</i>		<b>54</b>
<i>Please list below the name and manufacturer of the four most frequently purchased 64 ounce juice containers.</i>		
Answer Options	Response Percent	Response Count
One brand name	100.0%	104
Two brand names	90.4%	94
Three brand names	78.8%	82
Four brand names	65.4%	68
<i>answered question</i>		<b>104</b>
<i>skipped question</i>		<b>56</b>
<b><u>Observation of Submitted Data</u></b>		
Highest brand name response: Juicy Juice.		
Second highest brand name response: Welchs.		
Third highest brand name response: Oceans Spray.		
Private store brand names were also submitted.		

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<b>VI. PRODUCE</b>			
<i>Does your store currently sell the following produce?</i>			
<b>Answer Options</b>	<b>Yes</b>	<b>No</b>	<b>Response Count</b>
Fresh Fruits?	95	6	101
Fresh Vegetables?	99	2	101
<i>answered question</i>			<b>101</b>
<i>skipped question</i>			<b>59</b>

<i>Does your store use standard PLU codes on fresh fruits and vegetables sold at your store?</i>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Yes	80.0%	80
No	20.0%	20
<i>answered question</i>		<b>100</b>
<i>skipped question</i>		<b>60</b>

<i>What type of scale is available for customers to weigh produce? (Mark all items that apply)</i>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Hanging Scale	64.4%	65
Bench-Table Scale	22.8%	23
Point of Service (POS) Terminal Scale	67.3%	68
None	2.0%	2
<i>answered question</i>		<b>101</b>
<i>skipped question</i>		<b>59</b>

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<b>VII. CANNED FRUIT</b>		
<i>Does your store currently sell store brand (private label) single ingredient canned fruit?</i>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Yes	88.1%	89
No	11.9%	12
<i>answered question</i>		<b>101</b>
<i>skipped question</i>		<b>59</b>
<i>What store brand (private label) single ingredient canned fruits are sold at your store? (Include container sizes in ounces).</i>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
One brand name	100.0%	92
Two brand names	78.3%	72
Three brand names	66.3%	61
Four brand names	46.7%	43
<i>answered question</i>		<b>92</b>
<i>skipped question</i>		<b>68</b>
<b><u>Observation of Submitted Data</u></b>		
Highest brand name response: Delmonte.		
Second highest brand name response: Richfood.		
Highest canned fruit response: Peaches.		
Second highest canned fruit response: Pineapple.		
Canned fruit with lowest multiple response: Mandiran.		

<i>List the most frequently purchased single ingredient canned fruits sold at your store.</i>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
One brand name	100.0%	93
Two brand names	84.9%	79
Three brand names	79.6%	74
Four brand names	53.8%	50
<i>answered question</i>		<b>93</b>
<i>skipped question</i>		<b>67</b>
<b><u>Observation of Submitted Data</u></b>		
Highest canned fruit response: Peaches.		
Second highest canned fruit response: Pears.		
Third highest canned fruit response: Pineapple.		
Canned fruit with lowest multiple response: Applesauce.		

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<b>VIII. CANNED VEGETABLES</b>		
<i>Does your store currently sell store brand single ingredient canned vegetables?</i>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Yes	91.0%	91
No	9.0%	9
<i>answered question</i>		<b>100</b>
<i>skipped question</i>		<b>60</b>
<i>What store brand (private labels) single ingredient canned vegetables are sold at your store? (Please include the container size in ounces)</i>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
One brand name	100.0%	86
Two brand names	80.2%	69
Three brand names	72.1%	62
Four brand names	58.1%	50
<i>answered question</i>		<b>86</b>
<i>skipped question</i>		<b>74</b>
<b>Observation of Submitted Data</b>		
Highest brand name response: Richfood.		
Second highest brand name response: Private store brand names.		
Highest canned vegetable response: Whole Corn.		
Second highest canned vegetable response: Peas.		
Third highest canned vegetable response: Cut Green Beans.		

<i>List the most frequently purchased single ingredient canned vegetables sold at your store.</i>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
One product	100.0%	85
Two products	87.1%	74
Three products	82.4%	70
Four products	64.7%	55
<i>answered question</i>		<b>85</b>
<i>skipped question</i>		<b>75</b>
<b>Observation of Submitted Data</b>		
Highest canned vegetable response: Whole Corn.		
Second highest canned vegetable response: Peas.		
Third highest canned vegetable response: Cut Green Beans.		
Fourth highest canned vegetable response: Potatoes.		

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### IX. CANNED SALMON

<i>Does your store currently sell canned salmon in 6.5 ounce containers?</i>		
Answer Options	Response Percent	Response Count
Yes	28.0%	28
No	72.0%	72
<i>answered question</i>		<b>100</b>
<i>skipped question</i>		<b>60</b>

<i>What brands (labels) of salmon in 6.5 ounce containers are sold at your store?</i>		
Answer Options	Response Percent	Response Count
One brand name	100.0%	32
Two brand names	53.1%	17
Three brand names	31.3%	10
Four brand names	6.3%	2
<i>answered question</i>		<b>32</b>
<i>skipped question</i>		<b>128</b>
<u>Observation of Submitted Data</u>		
Brand Name	Response Count	
Bumble Bee (6.0 oz)	32	
Double Q Alaskan (7.5oz)	32	

<i>If not in 6.5 ounce containers, please list the most frequently purchased canned salmon sold at your store. (Include the product name and the container size in ounces)</i>		
Answer Options	Response Percent	Response Count
One product	100.0%	88
Two products	70.5%	62
Three products	55.7%	49
Four products	34.1%	30
<i>answered question</i>		<b>88</b>
<i>skipped question</i>		<b>72</b>
<u>Observation of Submitted Data</u>		
Brand Name	Container Size	Response Count
Double Q	14.75 oz.	30
Double Q	7.5 oz.	20
Bumble Bee	14.75 oz.	15
Ship Ahoy Salmon	14.75 oz.	12