

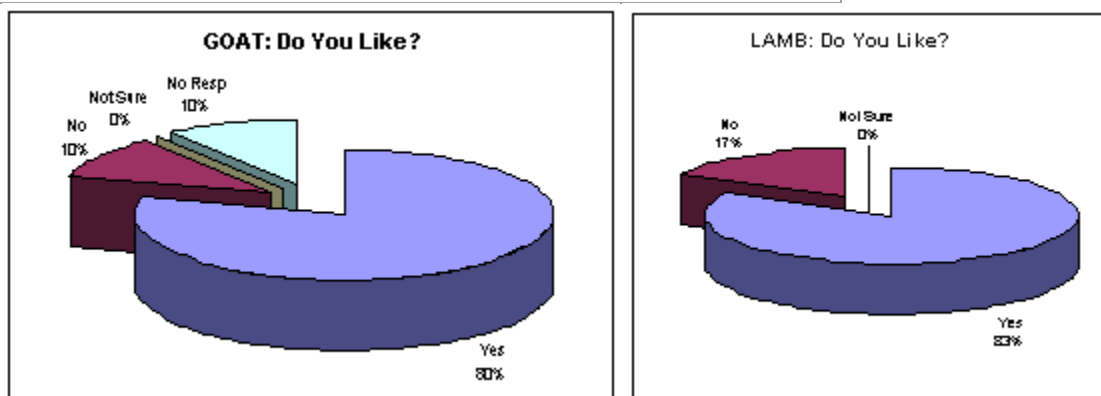
Ethnic Markets Project Survey Shows One Sample of Williamsburg Consumers Don't Get As Much Goat and Lamb as They Would Like.

These survey results are part of the Ethnic Markets Project, a SARE-funded collaboration of the Farming Alternatives Program at Cornell University, Cornell Cooperative Extension of New York City and Just Food, Inc. (a community-based group addressing local food and agriculture issues in the metropolitan area) that took place from 1997 to 1999. A customer survey was conducted of patrons of La Marquette Consumiere, a Hispanic farmers' market in the Williamsburg section of Brooklyn. Williamsburg is a dense community of 150,000, largely comprised of Hispanics, Polish and Jewish inhabitants. The purpose of this exploratory study was to get a sense of Hispanic consumer interest in fresh and prepared goat and lamb products being sold in the community. Several catering vendors of the market prepared goat and lamb meat dishes for sale at the market. A New York City Cooperative Extension staff person asked consumers at the market to sample the goat and lamb and answer a few questions. The total number of respondents was twenty-nine (N= 29). The following is a question-by-question analysis of the survey.

QUESTION 1. Do you like goat and/or lamb?

Table 1. shows that only a small percentage of respondents did not care for goat or lamb meat

TABLE 1. Do you like goat/lamb meat?					
	Meat Type	Yes	No	Not Sure	No Resp
a.	GOAT	23 (.80)	3 (.10)	0	3 (.10)
b.	LAMB	24 (.83)	5 (.17)	0	0

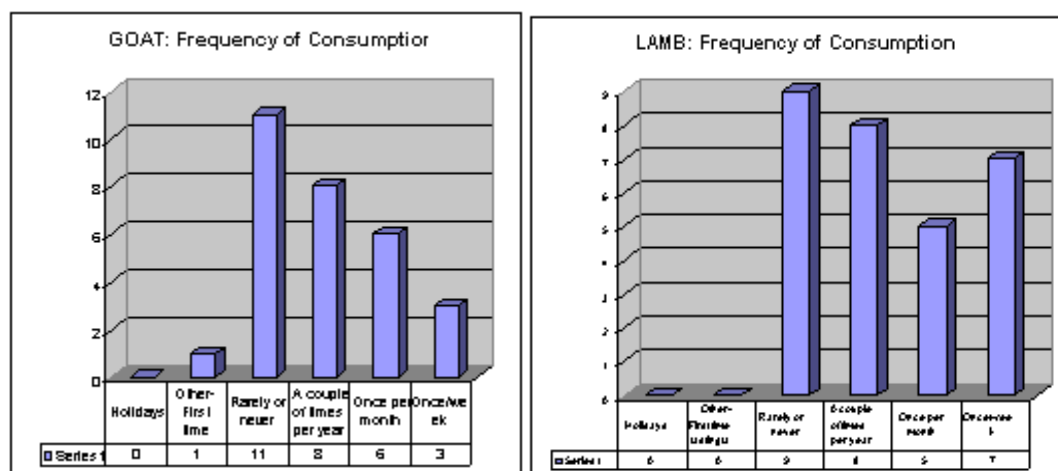


QUESTION 2. How often do you eat goat and lamb meat?

The data in Table 2 suggests that lamb is eaten slightly more often than goat. Remarkably, no respondents indicated a preference to eat goat or lamb on holidays. One third indicated that they rarely or never ate goat or lamb meat (given other responses in the survey, we assume this is for

lack of availability and/or high prices). However, one-quarter of the respondents indicated eating lamb once a week.

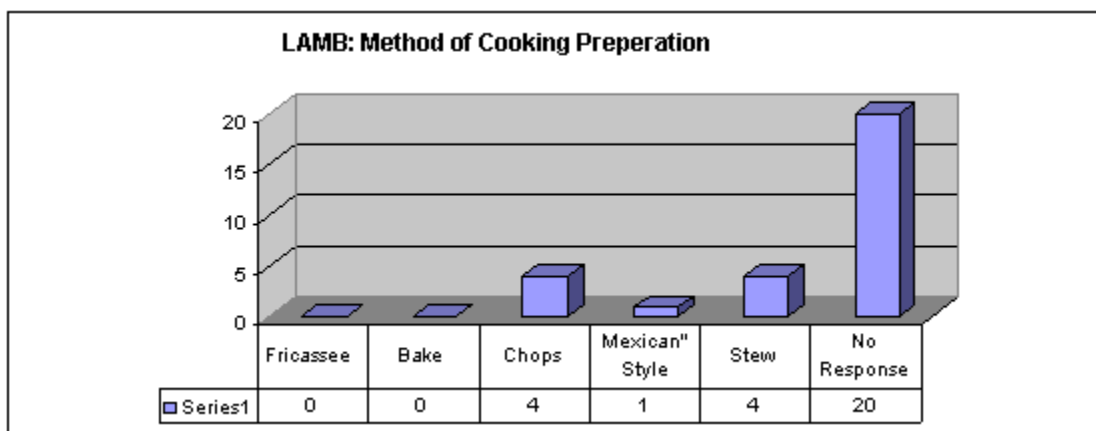
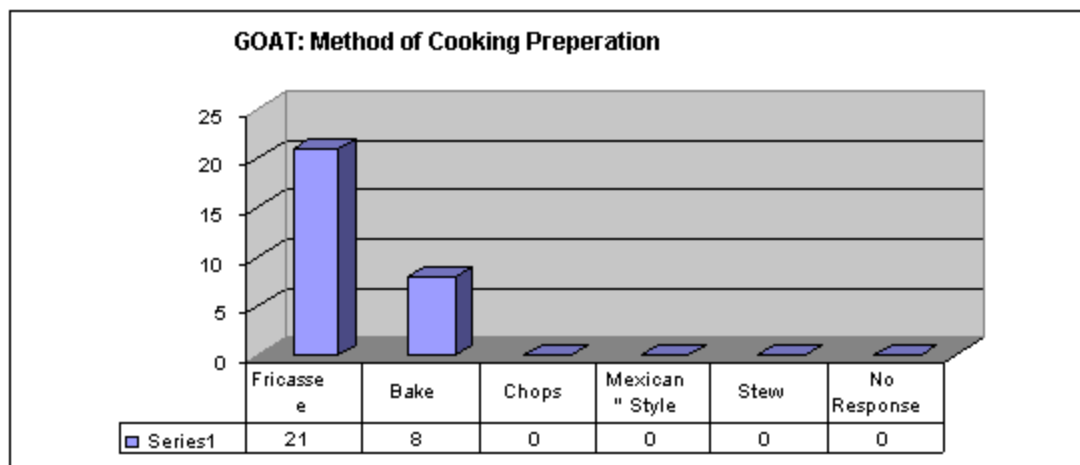
TABLE 2. Occasions		Goat	%	Lamb	%
a.	Holidays	0	0%	0	0
b.	Once/week	3	10%	7	24%
c.	Once per month	6	21%	5	17%
d.	A couple of times per year	8	28%	8	28%
e.	Rarely or never	11	38%	9	31%
f.	Other- First time tasting/afraid to buy fake meat	1	3%	0	0%
	No Response	0	0%	0	0%
	Percent Response	29	100%	29	100%



QUESTION 3. How do you like to prepare goat and lamb? (Seasoning, cooking, etc.)

TABLE 3 shows that almost three-quarters of respondents fricassee their goat meat. This is the processing of stewing the meat in gravy (often served on rice). The most frequent methods of prepared lamb were as chops and stew (both 14%)—though most did not respond to this question on lamb.

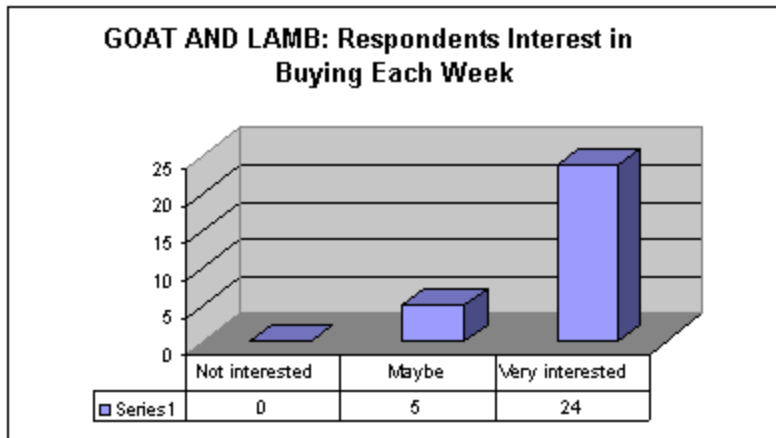
TABLE 3. Preparations		Goat	%	Lamb	%
a.	Fricassee	21	72%	0	
b.	Bake	8	28%	0	
c.	Chops	0		4	14%
d.	Mexican" Style	0		1	3%
e.	Stew	0		4	14%
	No Response	0		20	
	Percent Response	29	100%	29	31%



QUESTION 4. How interested would you be in buying goat or lamb on a regular basis if it were brought to the market each week?

Table 4. shows how the vast majority of respondents indicated that they were very interested in purchasing goat or lamb on a regular basis if it were brought to the market each week. No respondents reported “no interest.”

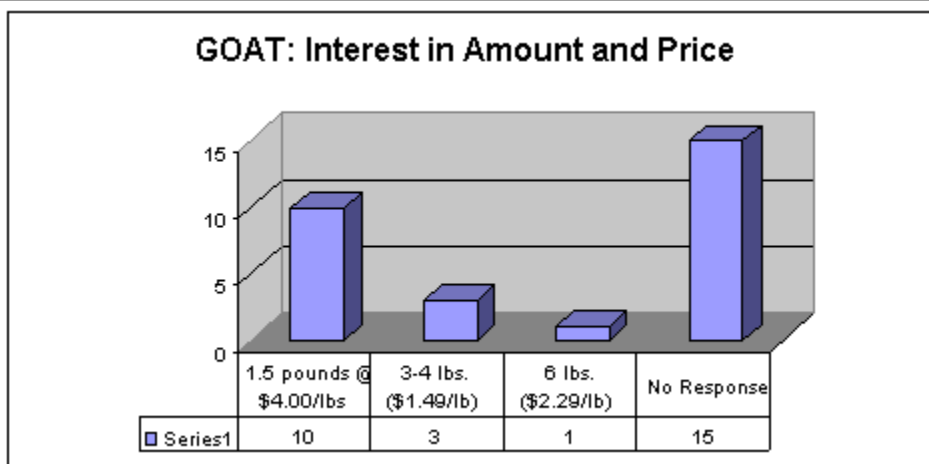
TABLE 4.	<i>Amount of Interest</i>	<i># Resp</i>	<i>% Resp</i>
a.	Not interested	0	0
b.	Maybe interested	5	17%
c.	Very interested	24	83%

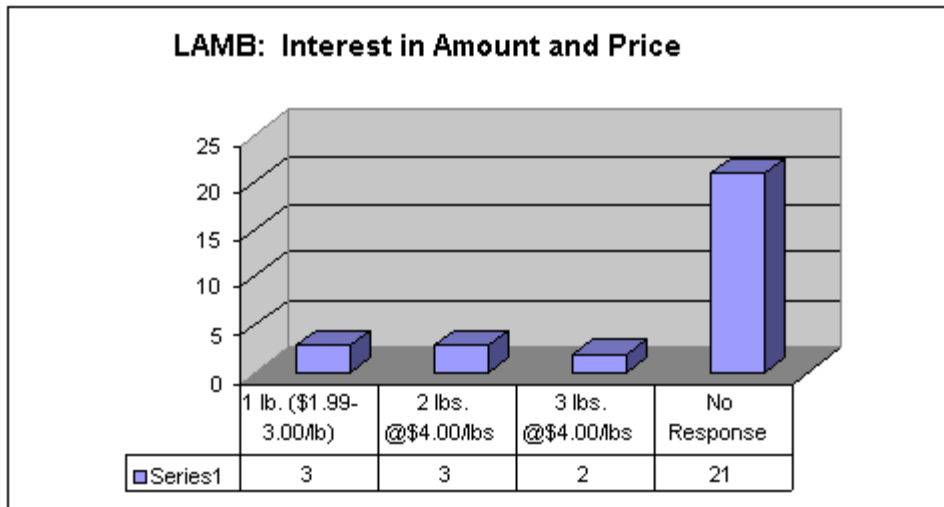


QUESTION 5. Assuming a price of about \$4.00 per pound how much of each would you buy?

Table 5. indicates that about one-third of the respondents indicated they would buy 1-2 lbs. of goat meat per week @ \$4.00 per lbs. 18% reported an interest of at least 2 lbs. of lamb meat per week. A few respondents (presumably –cater/vendors at the market) indicated an interest in purchasing 3-4 lbs. per week at \$1.49/lb.

TABLE 5		How Much Would You Buy?			
	Type of Meat	Goat	% Resp	Lamb	% Resp
a.	1 lb. (\$1.99-3.00/lb)	--	--	3	10%
b.	1-2 lbs.	10	35%	--	
c.	2 lbs. (\$4.00/lb)	--		3	10%
d.	3 lbs.	--		2	8%
e.	3-4 lbs. (\$1.49/lb)	3	10%	--	
f.	6 lbs. (\$2.29/lb)	1	3%	--	
	No Response	15	52%	21	72%

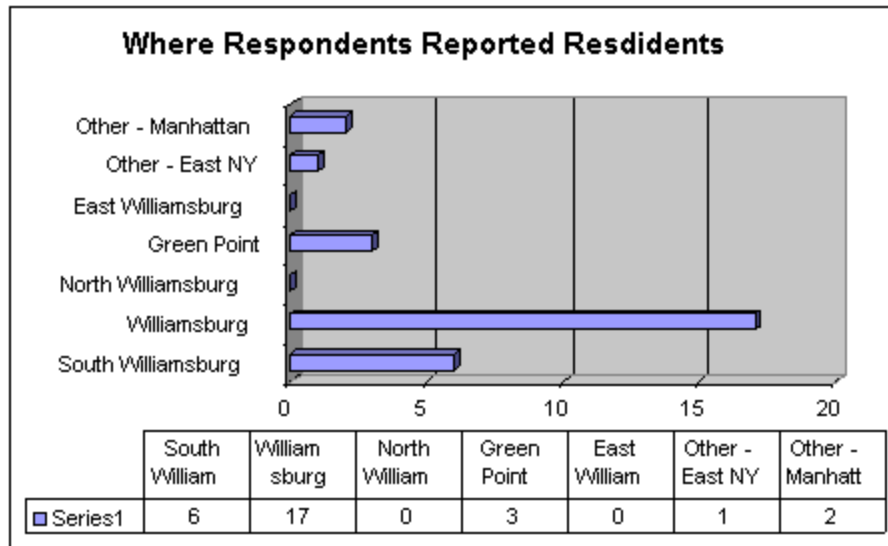




QUESTION 6. What neighborhood do you come from?

Table 6 shows that eighty-nine percent of respondents came from Williamsburg community and neighboring Greenpoint.

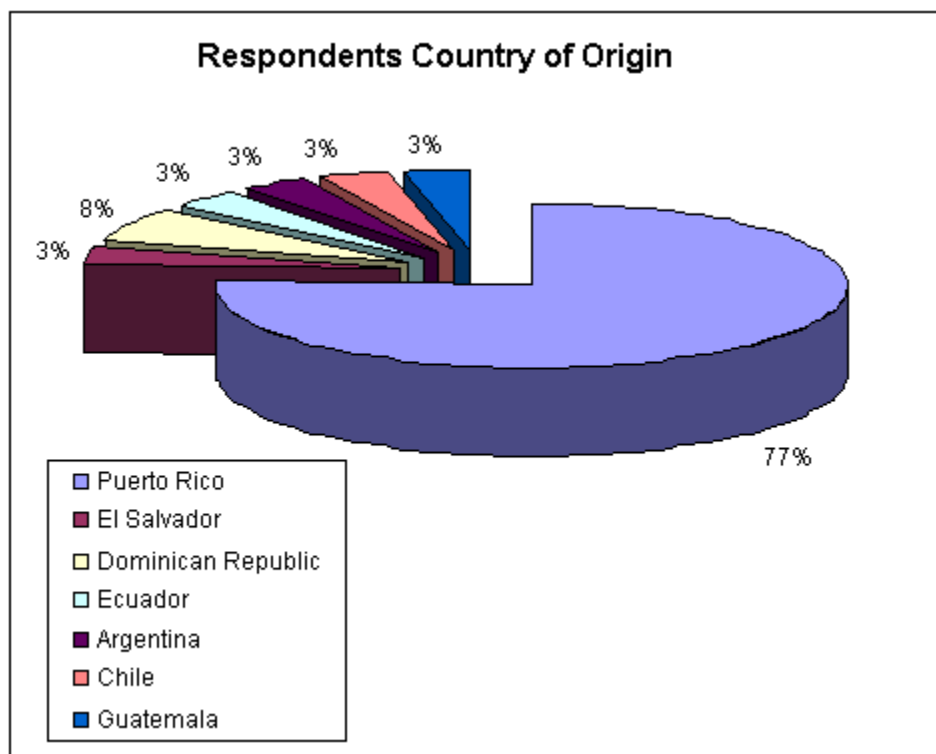
TABLE 6.		<i>What neighborhood do you come from?</i>	
	Neighborhood	# Resp	% Resp
a.	South Williamsburg	6	21%
b.	Williamsburg	17	59%
c.	North Williamsburg	0	0%
d.	Green Point	3	10%
e.	East Williamsburg	0	0%
f.	Other - East NY	1	3%
g.	Other - Manhattan	2	8%
	No Response	29	100%



QUESTION 7. What is your country of origin?

Table 7 shows that more than three-quarters of the respondents were originally from Puerto Rico.

TABLE 7.		What is your country of origin?		
	Country	# Resp	% Resp	
a.	Puerto Rico	22	75.9%	
b.	El Salvador	1	3.4%	
c.	Dominican Republic	2	7.9%	
d.	Ecuador	1	3.4%	
e.	Argentina	1	3.4%	
f.	Chile	1	3.4%	
g.	Guatemala	1	3.4%	
	total	29	100%	



CONCLUSIONS

This survey of farmers' market patrons in Williamsburg was not a random sample, and therefore the results cannot be generalized about all Hispanic consumers in the community. However, the data does suggest that this particular group of respondents were very interested in buying fresh lamb and goat meat at La Marquette each week. The low level of current consumption coupled with the desire to see the product at the market might suggest that consumers in the community do not have regular access to these products. Therefore a potential market exists for Northeast producers to service. Price and quantity data are spotty and inconclusive, although it is likely that the Hispanic (especially Puerto Rican) market is very price sensitive.