



What food issues are important to San Diego County food retail business owners?



In the summer of 2020, as part of [San Diego County Food Vision 2030](#), San Diego County residents answered a few survey questions to express their unique needs and aspirations related to food in their communities. We're excited to share what we heard from food retail business owners in our region.

OVERVIEW

What do you value in your relationships with your customers?

SELECT RESPONSES

- "Helping them celebrate important events."
- "I value their shopping and time."
- "Loyalty and appreciation for quality."

What do you want San Diegans to know about your experiences operating a small community market?

SELECT RESPONSES

- "It is challenging to continue to be profitable in a building raising rent."
- "We are hoping to finish this year with some profit."
- "Small local businesses are the lifeblood of the community."
- "I do this because I am passionate about wholesome, healthy food that tastes good. Yes, baking this way is more costly, but ultimately you are paying for your health."

CHALLENGES

What are the top challenges or needs for your retail business?

TOP CHALLENGES

Achieving profitability/making a living
Finding support for permitting/regulatory issues
Finding support for retail business/legal issues
Finding affordable and skilled labor

DESIRED RESOURCES

Which of these resources would you most likely use?

TOP SELECTIONS

Website and event guide helping tourists find authentic food and farm experiences in San Diego County
Network for small community retailers
Bulk purchasing opportunity with other community retailers AND Support for market improvements

COVID-19

How has the COVID-19 pandemic impacted your retail business and how do you anticipate it will affect your operations in the coming months?

SELECT RESPONSES

- "Sampling my product was always a big plus. It has somewhat hurt my business in that customers can't see, taste, or smell my product."
- "En la pérdida de casi el 50% de nuestro ingreso." (The loss of almost 50% of our income)
- "Delayed arrival of materials, increased pricing on ingredients"

ASPIRATIONS FOR FOOD RETAIL BUSINESSES

What is your vision for your store in the next five to ten years?

SELECT RESPONSES

- "Heavily community involved and in hopes of opening an second location."
- "Re-opened and expanded to business sales and beyond."
- "I'm home based, so I'm hoping to expand to a retail store, or possibly into farmers' markets."
- "Grow and serve more of the community."
- More exposure and repeat customers."

What would you like to see happen as a result of San Diego County Food Vision 2030?

SELECT RESPONSES

- "More Spanish workshops for healthy cooking at home with emphasis on organic food sources."
- "More reasonable health department rules and regulations. Dairy fillings are considered potentially hazardous, so not eligible for cottage production. How many people have ever gotten sick from wedding cake?"
- "More focus on healthy whole food, sugar-free items."
- "Support of the small farms."
- "Healthier food options become more available in underserved communities."
- "More organic vegetables & fresh fruits in the South Bay."