



CHATHAM-KENT

# KITCHEN

INCUBATOR PROJECT

*SURVEY RESULTS*

NOVEMBER 2014



A project of the Chatham-Kent Agri-Development Committee in partnership with the Chatham-Kent Public Health Unit, Chatham-Kent Healthy Communities Partnership and the Chatham-Kent Food Policy Council.

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## INTRODUCTION

A kitchen/culinary incubator is a location that is designed to support early stage catering, and retail or wholesale food businesses. By covering the capital costs of the shared kitchen facilities, which are rented to new businesses, the kitchen incubator enables businesses to develop to the stage where it can invest in its own facilities. A kitchen incubator may also assist with business planning, mentoring and other business supports. It is a shared commercial kitchen-space facility that seeks to provide its clients with a strategic, value-added intervention system of monitoring and business assistance. These systems provide controls and links to resources with the objective of facilitating the successful new venture development of the clients while simultaneously containing the cost of their potential failure (Hackett & Dilts, 2004).

The Chatham-Kent Agri-Development (CKAD) Committee with support from the Chatham-Kent Food Policy Council and Chatham-Kent Public Health launched a survey in the spring of 2014 to engage the community to help identify development needs and measure local interest in establishing a culinary/kitchen incubator in Chatham-Kent. Support for the survey was received from the Chatham-Kent Healthy Communities and analysis of the survey was completed by Chatham-Kent Public Health.

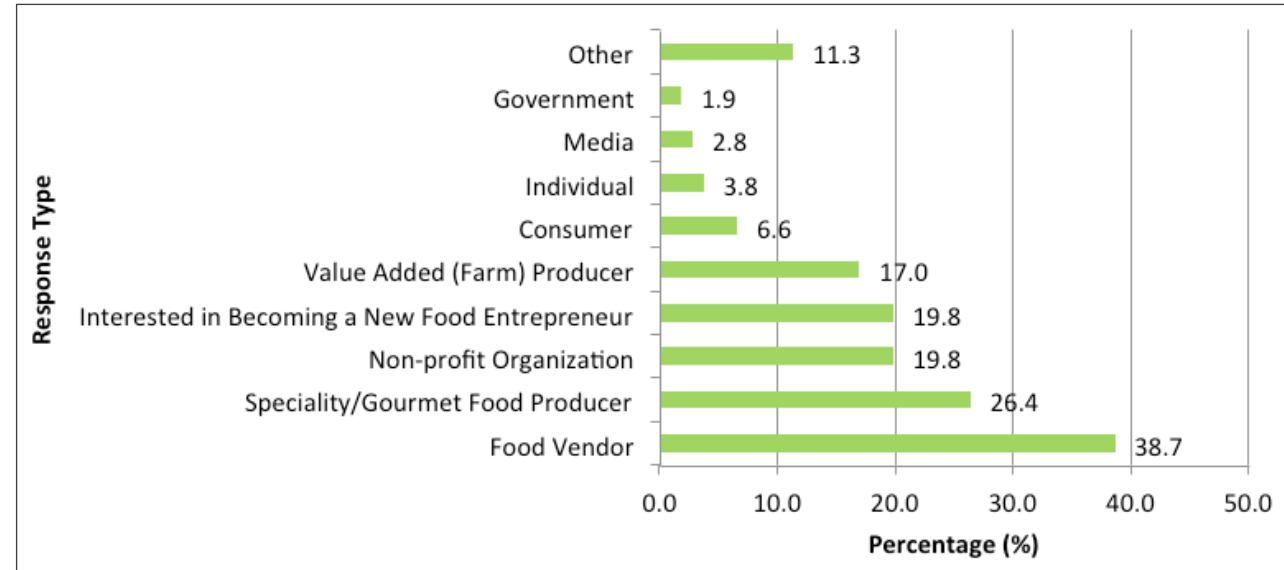
The online survey was distributed via email to various networks across Chatham-Kent and posted on the Chatham-Kent Agri-Development Committee website and the CK Food Policy Council website. Paper copies of the survey were distributed at libraries across Chatham-Kent for community members to complete.

Above photos courtesy of FoodShare and our photographer Laura Berman of GreenFuse Photography.

## 1. Relationship to Food Preparation Production

Approximately 39% of respondents identified themselves as food vendors when describing their relationships to food preparation production (Figure 1). The next most frequently selected responses were speciality/gourmet food producer (26.4%), non-profit organization (19.8%) and those interested in becoming a new food entrepreneur (19.8%).

Figure 1. Percentage of Individuals Describing Their Relationship to Food Preparation Production (n=103)

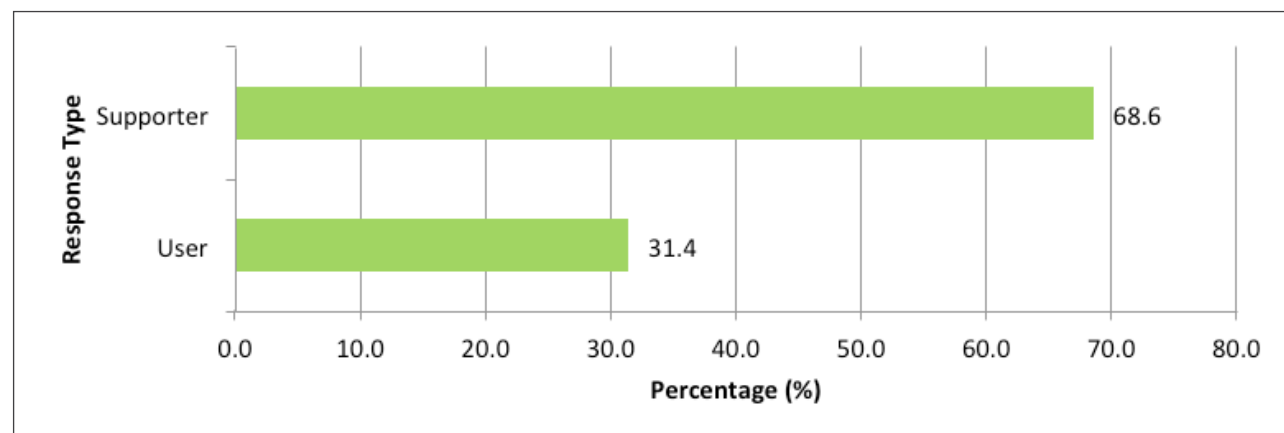


Note: Respondents had the option of selecting more than one response.

## 2. Anticipated Role in Relation to a Kitchen Incubator

More than two-thirds of respondents (n= 72; 68.6%) identified themselves as supporters of a kitchen incubator when asked to describe their anticipated role, while 33 individuals (31.4%) described themselves as a user (Figure 2.).

Figure 2. Percentage of Individuals Describing Their Anticipated Role to a Kitchen Incubator (n=105)





### 3. Food Category Preparation: Current and Future

Overall, respondents were most interested in preparing bakery goods (n=17), salsa/sauces/condiments (n=17) and jams/jellies/syrup (n=14). With regards to foods currently being prepared by respondents, bakery goods (n=11) and salsa/sauces/condiments (n=7) were the top two food choices, followed by jams/jellies/syrups (n=6) and canned foods (n=6). From the list provided, most would like to prepare salsa/sauces/condiments (n=11) followed by jams/jellies/syrups (n=10), and bakery goods (n=9).

Table 1. Types of Food Individuals are Currently Preparing or Would Like to Prepare in the Future

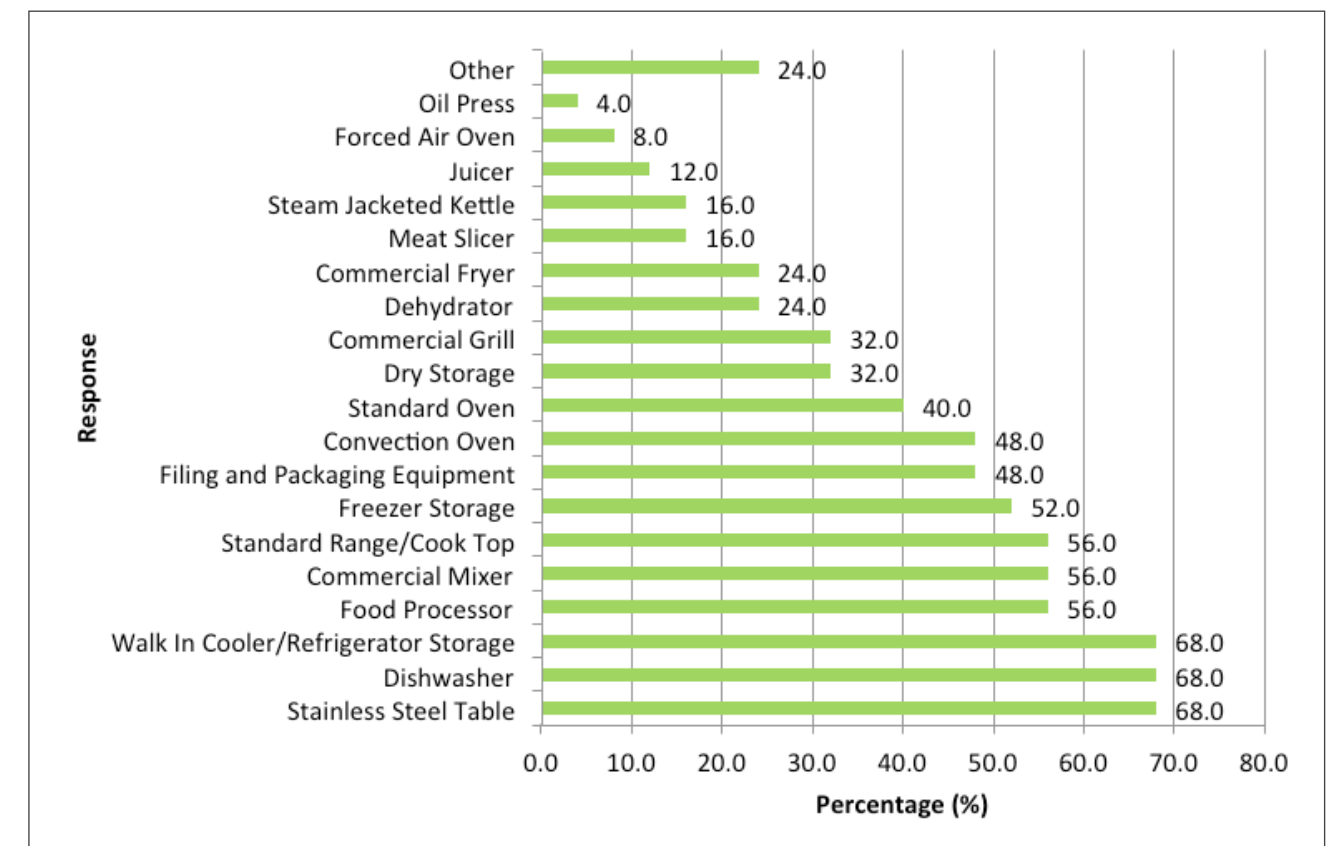
Food Categories	Preparing Now (#)	Preparing Now (%)	Preparing in the Future (#)	Preparing in the Future (%)	Total
Bakery Goods	11	64.7%	9	52.9%	17
Salsa/Sauces/Condiments	7	41.2%	11	64.7%	17
Jams/Jellies/Syrups	6	42.9%	10	71.4%	14
Catered Goods	5	50.0%	5	50.0%	10
Canned Foods	6	66.7%	4	44.4%	9
Dry Mixes	4	44.4%	6	66.7%	9
Value Added Produce	3	37.5%	6	75.0%	8
Food Truck Vendor	2	25.0%	6	75.0%	8
Pasta	3	42.9%	4	57.1%	7
Meat/Cheese	4	57.1%	4	57.1%	7
Honey/Maple Syrup	5	71.4%	3	42.9%	7
Sidewalk Food Vendor	1	16.7%	5	83.3%	6
Organic Products	4	66.7%	3	50.0%	6
Beer/Wine	2	40.0%	3	60.0%	5
Juices, or Other Beverages	1	25.0%	3	75.0%	4
Other	2	50.0%	2	50.0%	4

Note: Respondents had the option of selecting more than one response.

### 4. Equipment Needed For Food Service Production

Potential users of the kitchen incubator indicated that they would primarily need stainless steel tables (68%), dishwashers (68%), and a walk-in cooler/refrigerator (68%; Figure 3). This was followed by food processors, commercial mixers, and a standard range/cook top, each at a 56%.

Figure 3. Percentage of Potential Users Identifying Kitchen Equipment Needed for Food Service Production (n=27)

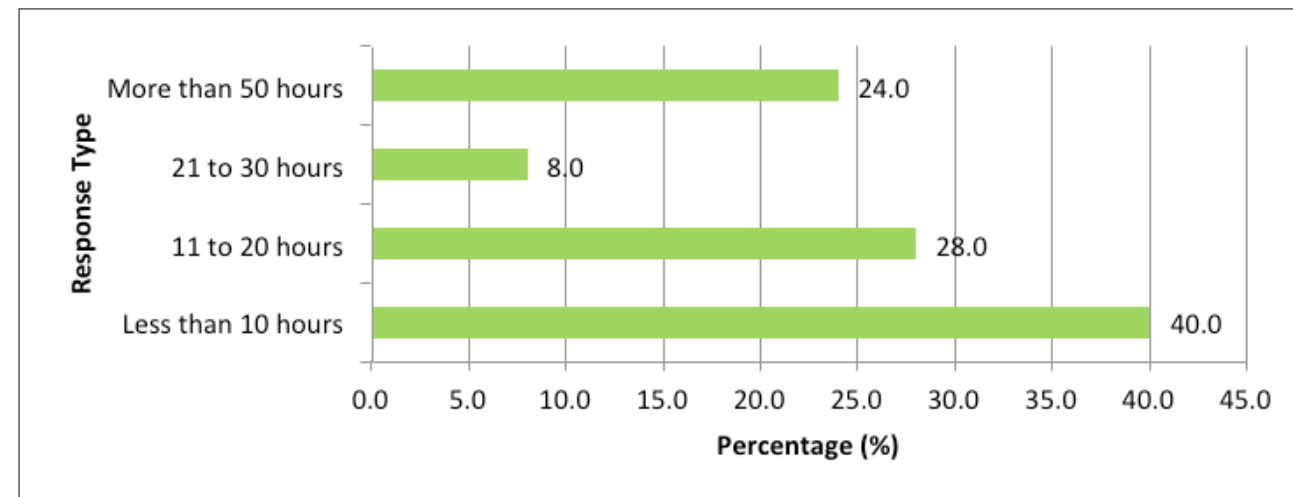


Note: Respondents had the option of selecting more than one response.

## 5. Amount of Time Needed For Kitchen Usage by Users

Of the 26 potential users that responded to this question, most (40.0%) indicated that they would require less than 10 hours a month to use the kitchen, followed by 28.0% of respondents stating they would need 11 to 20 hours (Figure 4).

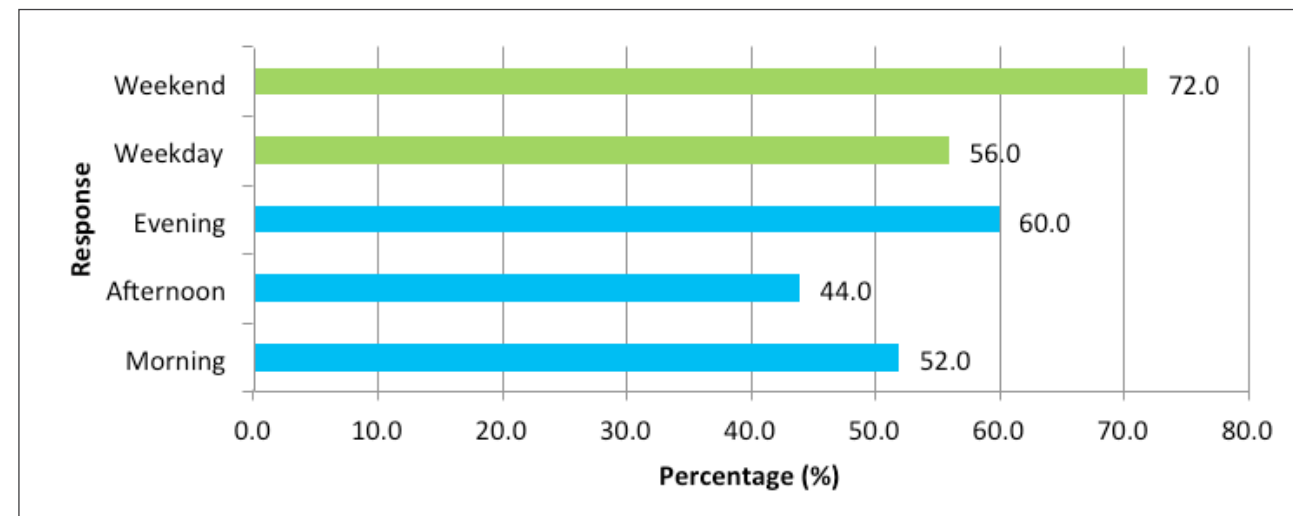
Figure 4. Number of Hours Per Month Needed For Kitchen Use (n=26)



## 6. Anticipated Use of the Kitchen

Potential users of the kitchen indicated that they would prefer to use the kitchen on the weekend (72.0%) versus on a weekday (56.0%). Sixty percent of users indicated that they would like to use the kitchen during the evenings compared to other parts of the day (morning at 52.0% and afternoon at 44.0%).

Figure 5. Percentage of Potential Users Indicating When They Would Like to Use the Kitchen (n=26)



Note: Respondents had the option of selecting more than one response.

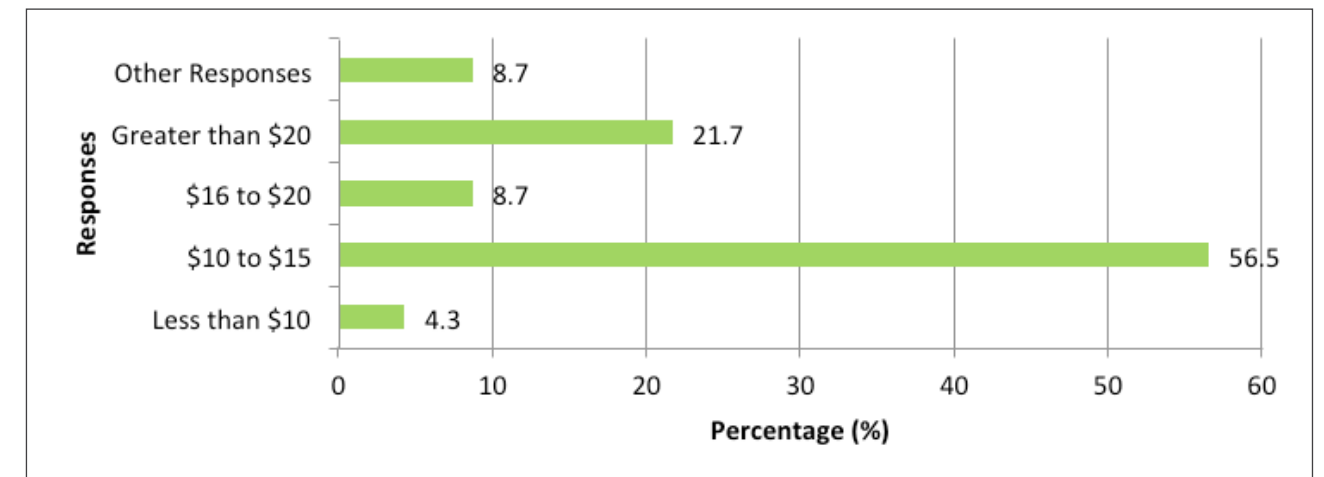




## 7. Hourly Rate Users Are Willing to Pay To Use the Kitchen and Equipment

Of the 23 potential users who responded to this question, a majority (56.5%) indicated that they would be willing to pay between \$10 to \$15 an hour to use the kitchen, followed by 21.7% of potential users stating they would be willing to pay more than \$20 an hour (Figure 6).

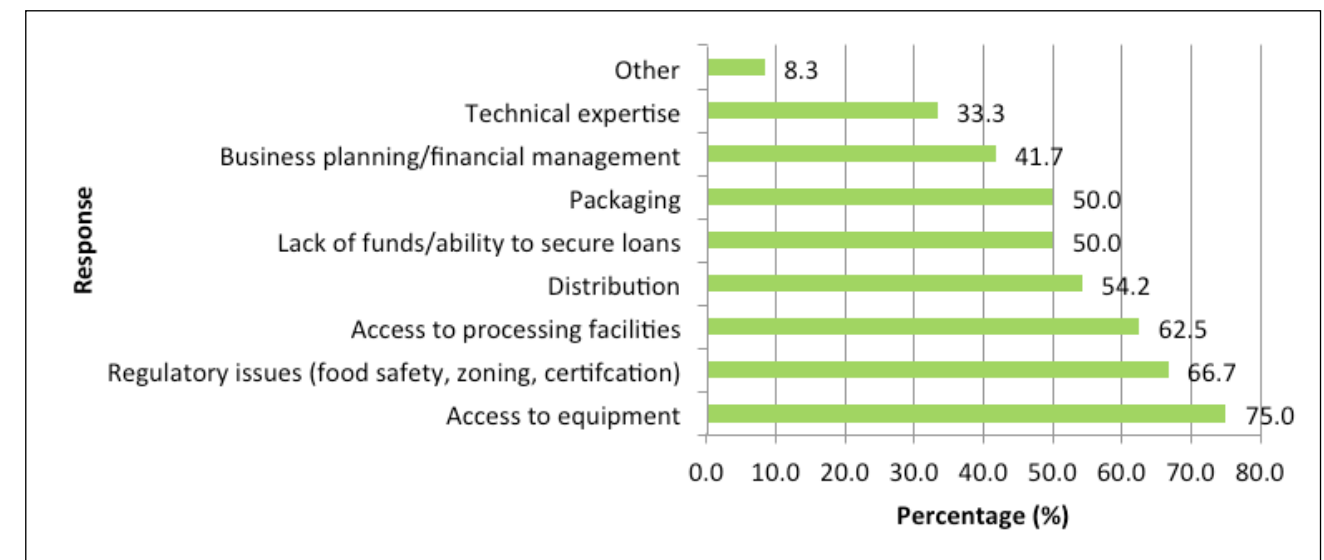
Figure 6. Percentage of Potential Users Indicating Their Hourly Rate to Use the Kitchen (n=23).



## 8. Barriers & Challenges in Starting a Local Food Processing Business

Of the 24 potential users who responded to this question, 75.0% stated that access to equipment is the primary barrier in starting or continuing a local food processing business (Figure 7). Respondents also indicated that regulatory issues (66.7%) and accessing processing facilities (62.5%) were other top barriers when it came to starting or continuing a local food processing business.

Figure 7. Barriers in Starting or Continuing a Local Food Processing Business (n=24)



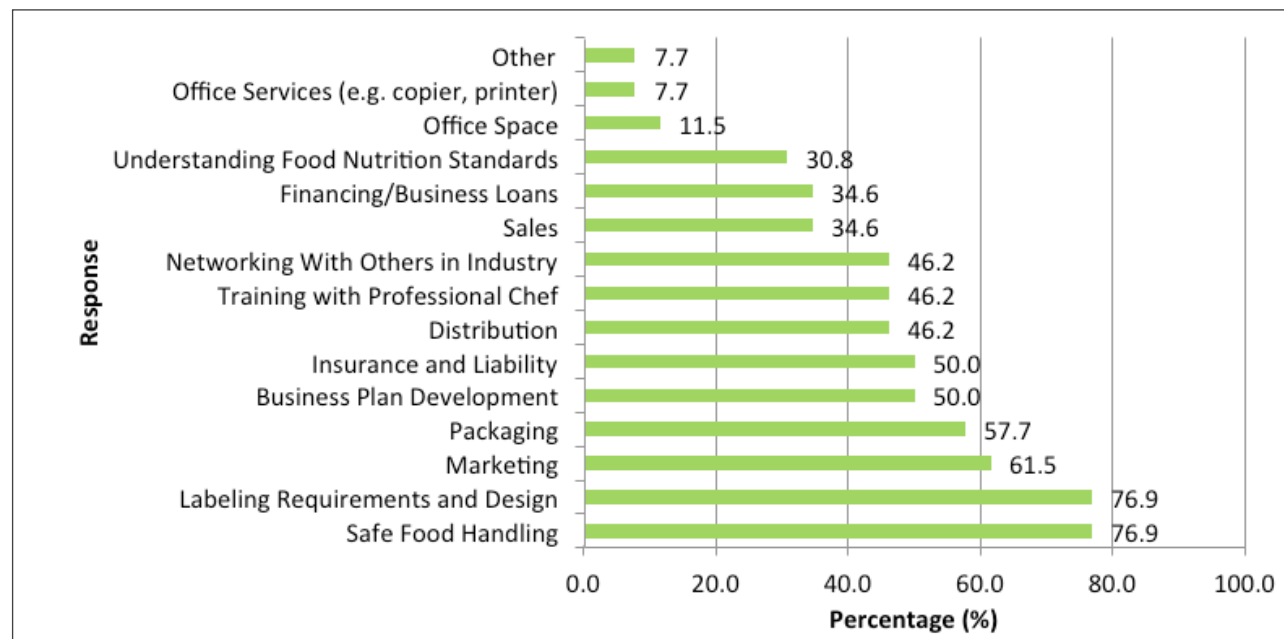
Note: Respondents had the option of selecting more than one response.



## 9. Business Resources and Planning Tools Interest for Potential Users

The top two resources users were interested in were safe food handling education (76.9%), and labelling requirements and design (76.9%; Figure 8). Potential users were also interested in marketing (61.5%) and packaging (57.7%) as other business resources and planning tools to successfully carry out their business.

Figure 8. Percentage of Potential Users Indicating Their Interest in Business Resources and Planning Tools (n=26)

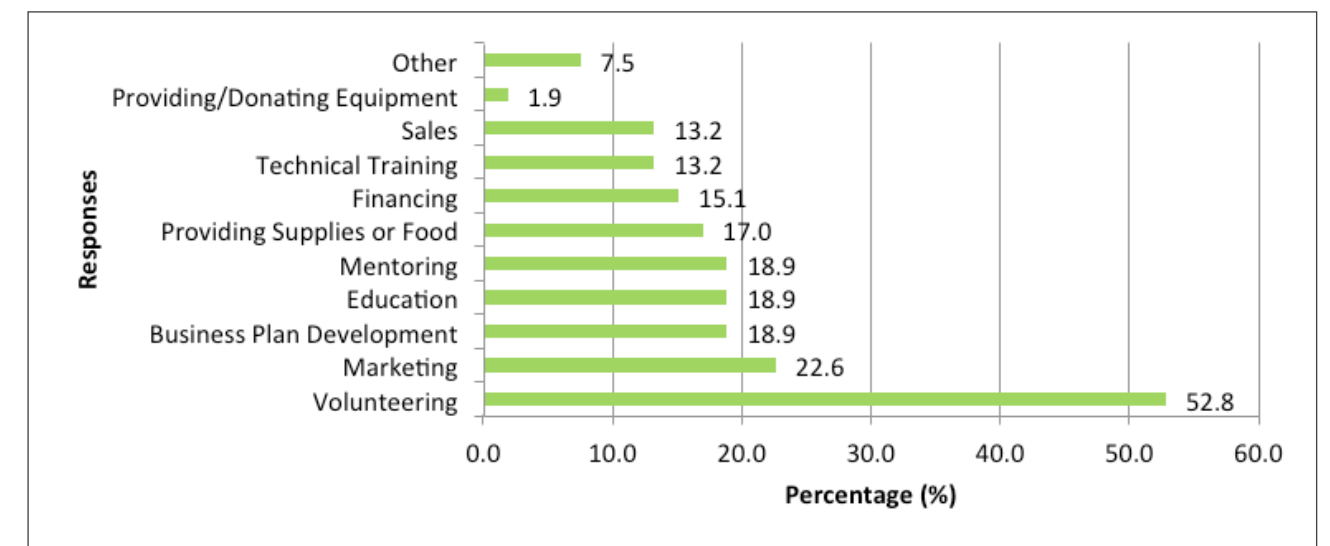


Note: Respondents had the option of selecting more than one response.

## 10. Types of Assistance Organizations Are Willing to Provide to Establish a Kitchen Incubator

Of the fifty-three supporters of the kitchen incubator project that responded to this question, 53.8% stated that they would help with volunteering in order to establish a kitchen incubator (Figure 9). Supporters also indicated that they would assist with marketing (22.6%), help develop a business plan (18.9%), provide education (18.9%), and mentoring (18.9%).

Figure 9. Types of Assistance Organizations Are Willing to Provide to Establish a Kitchen Incubator (n=53)



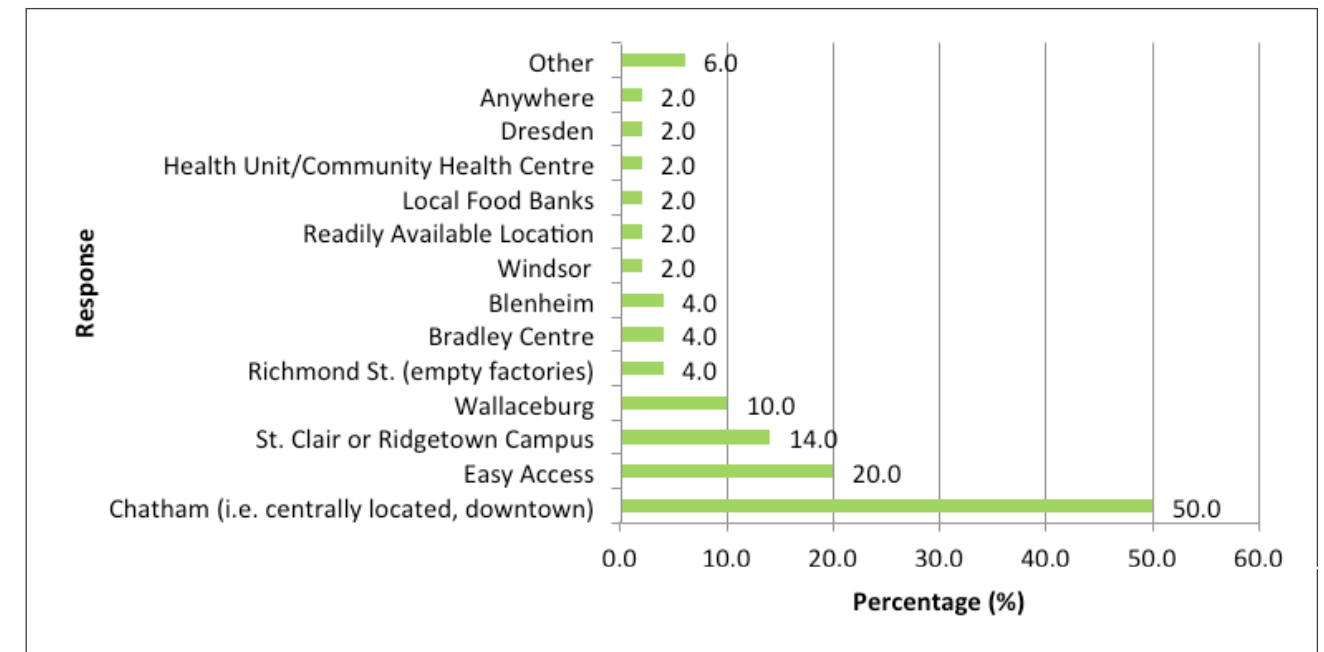
Note: Respondents had the option of selecting more than one response.



## 11. Suggested Location of Kitchen Incubator in Chatham-Kent

Of the 50 respondents to this question, 50% stated that Chatham should be the location of the kitchen incubator as it is centrally located, closest to the majority of residents, and is close to downtown (Figure 10). Other suggested locations included facilities that were easily accessible (20.0%) and at the St. Clair or Ridgetown Campus (14.0%). Ten percent of respondents stated that they would like the kitchen incubator to be located in Wallaceburg.

Figure 10. Suggested Location of a Kitchen Incubator in Chatham-Kent (n=50)





## 12. Appendix

### A QUICK SURVEY TO ASSESS INTEREST IN THE CHATHAM-KENT CULINARY/KITCHEN INCUBATOR PROJECT

Chatham-Kent Agri-Development (CKAD) Committee is conducting a brief survey to help identify development needs and measure local interest in establishing a culinary/kitchen incubator. All survey responses are confidential; results will be reported in total only, not individually.

#### What is a culinary/kitchen incubator?

A kitchen/culinary incubator is designed to support early stage catering, retail or wholesale food businesses. By covering the capital cost of shared kitchen facilities which are lent to new businesses, the kitchen incubator enables the business to develop to the stage where it can invest in its own facilities. It may also assist with business planning, mentoring, and other business facilities (see [en.wikipedia.org/wiki/Kitchen\\_incubator](http://en.wikipedia.org/wiki/Kitchen_incubator)).

Please complete on-line at [wegrowfortheworld.com](http://wegrowfortheworld.com), or email or fax completed form to:

KRISTA GLADSTONE, CKAD, c/o AG BUSINESS CENTRE

120 Main Street East, Ridgetown, ON N0P 2C0

Email: [kgladsto@uoguelph.ca](mailto:kgladsto@uoguelph.ca)

Phone: 519-674-1500, ext. 63597

Fax: 519-674-1512

#### 1. Which best describes your relationship to food preparation production?

- |   |  |
|---|--|
| <input type="checkbox"/> Value Added (Farm) Producer                    | <input type="checkbox"/> Restaurant            |
| <input type="checkbox"/> Catering                                       | <input type="checkbox"/> Food Truck Vendor     |
| <input type="checkbox"/> Street Cart Vendor                             | <input type="checkbox"/> Baker                 |
| <input type="checkbox"/> Specialty/Gourmet Food Producer                | <input type="checkbox"/> Government            |
| <input type="checkbox"/> Non-profit Organization                        | <input type="checkbox"/> Church or Civic Group |
| <input type="checkbox"/> Interested In Becoming a New Food Entrepreneur |  |
| <input type="checkbox"/> Other (describe)                               |  |

#### 2. Which best describes your anticipated role in relation to a kitchen incubator?

- User                       Supporter (go to Q. 10)

#### 3. What type of food categories are you preparing now, or would you like to prepare in the future? (CHECK ALL THAT APPLY)

	Preparing Now	Interested in Preparing in the Future
Bakery Goods	_____	_____
Jams/Jellies/Syrups	_____	_____
Salsa/Sauces/Condiments	_____	_____
Canned Foods	_____	_____
Value Added Produce	_____	_____
Pasta	_____	_____
Dry Mixes	_____	_____
Catered Goods	_____	_____
Sidewalk Food Vendor	_____	_____
Food Truck Vendor	_____	_____
Juices, or other beverages	_____	_____
Beer/Wine	_____	_____
Meat/cheese	_____	_____
Organic products	_____	_____
Honey/Maple Syrup	_____	_____
Other _____		

#### 4. What type of equipment do/will you need for food service production? (CHECK ALL THAT APPLY)

- Standard Oven
- Convection Oven
- Standard Range/Cook top
- Commercial Mixer
- Commercial Grill
- Commercial Fryer
- Steam Jacketed Kettle
- Oil press
- Food Processor
- Meat Slicer
- Dehydrator
- Forced Air Oven
- Filling and Packaging Equipment
- Dry Storage
- Walk In Cooler/Refrigerator storage
- Freezer storage
- Dishwasher
- Stainless Steel Tables
- Juicer
- Other \_\_\_\_\_

5. How many hours per month do you anticipate you would use the kitchen?

- Less than 10
- 11 – 20
- 21 – 30
- 30 – 50
- More than 50

6. When do you anticipate you would use the kitchen?(CHECK ALL THAT APPLY)

- Morning
- Afternoon
- Evening
  
- Weekday
- Weekend

7. What hourly rate would you be willing to pay to use the kitchen and the equipment?

\$ \_\_\_\_\_ per hour

8. What do you see as barriers or challenges to starting or continuing food local processing businesses? (CHECK ALL THAT APPLY)

- Access to processing facilities
- Access to equipment
- Regulatory issues (food safety, zoning, certification)
- Lack of funds/ability to secure loans
- Technical expertise
- Business planning/financial management
- Packaging
- Distribution
- Other \_\_\_\_\_

9. Would any of the following business resources or planning tools be of interest to you? (CHECK ALL THAT APPLY)

- |   |  |
|---|--|
| <input type="checkbox"/> Business Plan Development              | <input type="checkbox"/> Office Services (e.g. copier, printer, answering service) |
| <input type="checkbox"/> Marketing                              | <input type="checkbox"/> Distribution  |
| <input type="checkbox"/> Safe Food Handling                     | <input type="checkbox"/> Financing/Business Loans                                  |
| <input type="checkbox"/> Understanding Food Nutrition Standards | <input type="checkbox"/> Insurance and Liability                                   |
| <input type="checkbox"/> Labeling Requirements and Design       | <input type="checkbox"/> Training with Professional Chef                           |
| <input type="checkbox"/> Packaging                              | <input type="checkbox"/> Networking with others in industry                        |
| <input type="checkbox"/> Sales                                  | <input type="checkbox"/> Other _____   |
| <input type="checkbox"/> Office Space                           |  |

**Please go to Q 11.**

*Supporters:*

10. Would you/your company or organization be interested in helping to establish a kitchen incubator by assisting with or providing any of the following services? (CHECK ALL THAT APPLY)

- |   |   |
|---|---|
| <input type="checkbox"/> Business Plan Development    | <input type="checkbox"/> Sales                      |
| <input type="checkbox"/> Marketing                    | <input type="checkbox"/> Financing                  |
| <input type="checkbox"/> Technical Training           | <input type="checkbox"/> Mentoring                  |
| <input type="checkbox"/> Education                    | <input type="checkbox"/> Providing supplies or food |
| <input type="checkbox"/> Volunteering                 | <input type="checkbox"/> Other _____                |
| <input type="checkbox"/> Providing/donating equipment |   |

11. If a Culinary Incubator Kitchen is developed in Chatham-Kent, where is a good location for this type of facility? Why? \_\_\_\_\_

\_\_\_\_\_

12. ADDITIONAL COMMENTS

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Please keep me informed by contacting me.**

Name \_\_\_\_\_

Phone: Area Code (     ) \_\_\_\_\_ Email \_\_\_\_\_

**THANK YOU!**

