**SARE Cooperating Farmer Pre-Survey (Customer Base/Marketing Methods/Customer Tracking & Communication Mechanisms)**

**Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Farm: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. Please rate your level of knowledge/understanding of who your existing customer base is:

Non-existent Minimal Moderate Considerable

* 1. Please give some descriptors of your existing customer base (gender/age range/social class/likes/how do they get their information/etc…)

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1. Please rate your level of knowledge/understanding of the typical customer in your commodity (u-pick):

Non-existent Minimal Moderate Considerable

1. Who would you like to target as your potential customer base: (use descriptors as necessary)

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1. Please rate your level of knowledge/understanding of the following marketing methods available:

Non-existent Minimal Moderate Considerable

* 1. Traditional media (tv & radio) \_\_\_\_\_\_\_\_\_\_\_\_\_\_
  2. Social Media (Twitter/Facebook/Blogs/YouTube) \_\_\_\_\_\_\_\_\_\_\_\_\_
  3. Internet/Websites \_\_\_\_\_\_\_\_\_\_\_\_
  4. Customer Newsletters \_\_\_\_\_\_\_\_\_\_\_\_
  5. Frequent Buyer Card \_\_\_\_\_\_\_\_\_\_\_\_

1. How effective do you believe those marketing methods/communication mechanisms are?
   1. Traditional media (tv & radio) \_\_\_\_\_\_\_\_\_\_\_\_\_\_
   2. Social Media (Twitter/Facebook/Blogs/YouTube) \_\_\_\_\_\_\_\_\_\_\_\_\_
   3. Internet/Websites \_\_\_\_\_\_\_\_\_\_\_\_
   4. Customer Newsletters \_\_\_\_\_\_\_\_\_\_\_\_
   5. Frequent Buyer Card \_\_\_\_\_\_\_\_\_\_\_\_
2. Which of these are you currently using:
   1. Traditional media (tv & radio) \_\_\_\_\_\_\_\_\_\_\_\_\_\_
   2. Social Media (Twitter/Facebook/Blogs/YouTube) \_\_\_\_\_\_\_\_\_\_\_\_\_
   3. Internet/Websites \_\_\_\_\_\_\_\_\_\_\_\_
   4. Customer Newsletters \_\_\_\_\_\_\_\_\_\_\_\_
   5. Frequent Buyer Card \_\_\_\_\_\_\_\_\_\_\_\_
3. How effective do you believe the marketing methods you are using are, and why?

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1. What are the top barriers to you not pursuing the marketing methods discussed above:
   1. Lack of knowledge
   2. Lack of Time
   3. No infrastructure to gather information needed (i.e. addresses/emails for newsletters)
   4. No available staff to monitor/maintain
   5. All of the above
   6. Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Which of these would you like to try to learn more about and integrate as part of your operation?
   1. Traditional media (tv & radio) \_\_\_\_\_\_\_\_\_\_\_\_\_\_
   2. Social Media (Twitter/Facebook/Blogs/YouTube) \_\_\_\_\_\_\_\_\_\_\_\_\_
   3. Internet/Websites \_\_\_\_\_\_\_\_\_\_\_\_
   4. Customer Newsletters \_\_\_\_\_\_\_\_\_\_\_\_
3. Do you possess a business plan and/or marketing plan for your operation?
   1. Yes
   2. No
4. If no, why? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. If yes:
   1. How often do you update it?
   2. Where did you get the data to write it?
2. What do you hope to get out of your participation in this grant?

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