

Do your ethnic group customers buy lamb from you for (check all that apply)...

religious holiday celebration family/friends celebrations or get-togethers
 family freezer or pantry don't know why they buy

Please describe a typical transaction with your customers of other heritage (check all that apply) Customer is male or female arrives alone

arrives with one or more other people speaks English fluently
 speaks English poorly but can be understood very difficult to understand

does not speak English brings interpreter shows up unexpectedly
 makes appointment to show up usually keeps appointment

is inconsistent in keeping appointments accepts sales price initially given
 expects to negotiate price walks away if your price is non-negotiable

buys one animal at a time 2-4 at a time (sometimes, often)
 4+ at a time (sometimes, often) takes any animal(s) you can catch

wants to select animal(s) from several choices

Do first-time customers typically buy from you again (become repeat customers)? yes no

Does your customer request other livestock or farm products from you? If so, what? (e.g., chicken, duck, eggs, vegetables, etc.....) _____

Please describe the most significant problem(s) you have had when dealing with customers of another heritage, and the solution(s) you have found, or tried. _____

Any additional comments or feedback, either on lamb marketing in Vermont in general or on marketing to ethnic populations..... _____

***Thank you for your time and the shared information. Please fold @ dotted line and mail response to address below.
Or fax to (802) 434-2999.***

SDR

place
stamp here

**Jennifer Gilligan
1147 East Main Street
Richmond, Vermont 05477**