



## Intervale Center Vermont Farm Survey

### Section I: Farm Characteristics

*Note.* This section deals with the general characteristics of your farm.

1. In what town is your farm located? \_\_\_\_\_
2. How many years have you been farming commercially? \_\_\_\_\_  
At this farm? \_\_\_\_\_  
Total Years Farming? \_\_\_\_\_

3. How many acres is the farm?

<b>Total farm size</b>	_____ acres	Field Crops	_____ acres
Woodland	_____ acres	Orchards	_____ acres
Pasture	_____ acres	Berries	_____ acres
Wetland	_____ acres	Hay	_____ acres
Vegetables, herbs, flowers	_____ acres	Other (specify)_____	_____ acres

4. How many people work on your farm when it is in operation?

Family Members:	full time_____	part time_____
Year Round Employees (non-family):	full time_____	part time_____
Seasonal Employees (non-family):	full time_____	part time_____

5. Please indicate your farm's approximate gross sales for **2006**:

1 <input type="checkbox"/> \$0 to \$49,999	4 <input type="checkbox"/> \$150,000 to \$199,999
2 <input type="checkbox"/> \$50,000 to \$99,999	5 <input type="checkbox"/> \$200,000 to \$249,999
3 <input type="checkbox"/> \$100,000 to \$149,999	6 <input type="checkbox"/> \$250,000 and greater

6. Is farm revenue the primary component (at least 80%) of your annual personal income?

Yes       No       Not Sure

## Section II: Production and Marketing

*Note:* This section deals with your farm production and will help us better understand challenges and opportunities to meeting the increasing demand for local food.

7. Check all product categories that your farm currently (**2007**) produces and sells.

1  Beef

6  Vegetables and Herbs

2  Poultry

7  Flowers

3  Other meats

8  Fruits and Berries

4  Eggs

9  Other (specify) \_\_\_\_\_

5  Cheese

10  Other (specify) \_\_\_\_\_

8. Fill in the table below to describe your major farm enterprises for **2006**. Use general categories like: beef, poultry, apples, berries, vegetables, etc.

Enterprise	Estimated Production (lbs., bushels, etc.)	Estimated Gross Sales (per year)	Defining Practices (grass-fed, conventional, organic, etc.)
<i>Example: Beef</i>	<i>8 steers/2,200 pounds beef</i>	<i>\$26,000</i>	<i>Grass Fed</i>
1)			
2)			
3)			
4)			
5)			

9. Please describe the **3 food products** that generate the most sales and the market outlets they were sold through in **2006**. You can list the same/similar product more than once if you sell to multiple outlets. (Vegetable farms, please list the 3 crops with the most sales in 2006)

Product	Outlets	Approximate Price/Unit
<i>Example: Mixed vegetable</i>	<i>CSA share</i>	<i>\$4.50/share</i>
<i>Example: Beef - ground</i>	<i>Farm retail</i>	<i>\$4.99/pound</i>
<i>- ground</i>	<i>Restaurants</i>	<i>\$2.99/pound</i>
1)		
2)		
3)		

10. List any benefits or challenges associated with the outlets mentioned above.

	Benefits	Challenges
<i>Outlet #1</i>		
<i>Outlet #2</i>		
<i>Outlet #3</i>		

11. In **2006**, what percentage of your overall food product sales went to:

- \_\_\_\_\_ % Face to Face (farmers' market, pick-your-own, farmstand, etc.)
  - \_\_\_\_\_ % Subscription shares, Community Supported Agriculture (CSA)
  - \_\_\_\_\_ % Direct to Retail Market (grocery, co-ops)
  - \_\_\_\_\_ % Direct to Restaurants
  - \_\_\_\_\_ % Direct to Caterer
  - \_\_\_\_\_ % Wholesale distributor accounts
  - \_\_\_\_\_ % Farmer owned cooperative/marketing association
  - \_\_\_\_\_ % Processor
  - \_\_\_\_\_ % Internet sales
  - \_\_\_\_\_ % Shipper/Packer
  - \_\_\_\_\_ % Auctions
  - \_\_\_\_\_ % Other: (specify) \_\_\_\_\_
  - \_\_\_\_\_ % Other: (specify) \_\_\_\_\_
- 100% TOTAL SALES**

12. If you have changed your focus away from any outlets in the past 3 years, briefly explain the reasons why your business has shifted away from that particular outlet.

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13. Does your farm have the capacity to expand production of any products if new, profitable markets can be accessed?

Yes       No       Not Sure

What products? \_\_\_\_\_

14. If you are considering any production expansion, **check the three (3) most important barriers to expanding your on farm production:**

1  Land (Access or Quality)

6  Adequate Market Outlets

2  Labor Availability

7  Access to Credit and/or Financing

3  Management Capacity

8  Storage

4  Production Equipment

9  Other (specify below)

5  Marketing capacity (ordering, delivery, finding new accounts)

(other) \_\_\_\_\_

## Section III: Future Food Hub Development

*Note:* This section deals with your interest in the development of the Food Hub and what type of infrastructure or services will bring the most benefit to your farm.

15. The Intervale Center is exploring the development of a PILOT multi-farm CSA for 2008. This business would deliver food products from multiple farms in a weekly “food basket” to employees at their workplace and/or Burlington area residents. Would your farm be interested in participating?

Yes       No       Not Sure

Please explain: \_\_\_\_\_

16. We are also exploring the development of season-extending storage facilities that could promote a year round supply. Would your farm benefit from utilizing this kind of facility?

Yes       No       Not Sure

Please explain: \_\_\_\_\_

17. Institutions like hospitals and universities are also interested in purchasing more local food. Would the development of a local foods brokerage service that coordinates orders and has warehouse space to bring products together for these markets benefit your farm?

Yes       No       Not Sure

Please explain: \_\_\_\_\_

18. We are considering each of the above strategies to support Vermont farms. **Please rank the options with 1 being the most beneficial to your farm and 4 being least beneficial.**

\_\_\_\_\_ Multi-Farm CSA                      \_\_\_\_\_ Storage facilities  
\_\_\_\_\_ Brokerage service for wholesale      \_\_\_\_\_ Other (specify) \_\_\_\_\_

19. Our goal is to develop the most appropriate infrastructure and systems to help farmers access the Chittenden County market. If you have other ideas we should consider please let us know.

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

20. Does your farm have physical assets (equipment, buildings, vehicles, etc.) you would consider contributing (rent, sell or donate) to a multi-farm project in order to reach new markets?

Yes (list below)     No     Not Sure

Please list: \_\_\_\_\_

21. Would you consider jointly marketing your products with other farms to access markets?

Yes     No     Not Sure

*If "No" please skip ahead to Question 23 part b below.*

22. Is preservation of your farms identity essential to your marketing goals?

Yes     No     Not Sure

Explain why or why not: \_\_\_\_\_

\_\_\_\_\_

23a. Describe the advantages of combining your marketing efforts with other farms?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

23b. Describe the disadvantages of combining your marketing efforts with other farms?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

24. Would your farm consider investing financial resources in collaboration with other farms in order to reach new markets or reach current markets more effectively?

Yes     No     Not Sure

25. The Intervale Center is exploring different ownership structures as the food hub develops?  
**Select the 2 ownership structures** you feel suit farmers best.

1  Farmer owned for profit business    5  Non-Profit owned / Farmer managed

2  Privately owned business    6  Don't know

3  Non-Profit owned and managed    7  Farmer owned non-profit cooperative

4  Other (specify) \_\_\_\_\_

**Last 2 Questions!:**

26. The Intervale Center has resources to conduct marketing and production analysis for farms considering the new marketing opportunities the food hub presents. Are you interested in learning more about these technical assistance opportunities?

Yes

No

27. Indicate your interest in the following options:  
(Check all that apply to you)

Keep me posted as the Food Hub marketing initiatives develop.

Please check the best way to reach you:

Phone

E-mail

Postal Mail

I'd be interested to participate with other farmers when the Intervale Center coordinates planning focus groups in fall 2007 and winter 2008.

I'd like to see the results of this survey when they are completed.

*Please provide your contact information below if you would like to hear more as the Food Hub Project develops. All identifying information will be filed separately from your survey responses to maintain your privacy.*

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

**Farm Name:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

*Thank you for your time!*

*Your input is extremely valuable as this project develops*

*Survey results will be reported by January 2008*

*Please visit our website for updated information on the  
development of the Food Hub*

[www.intervale.org](http://www.intervale.org)

