

## **AJP Pledge Project Evaluation Survey Questions**

### **Point of Sales Evaluation**

1. Did you notice that the farm products you have just purchased carry a Food Justice Pledge label?
2. If you noticed, did this label influence your decision to buy from this farm?
3. Did you pay a premium price for this product?
4. How would you define fair trade?
5. How much do you imagine farmers like the one you have just purchased from earn?
6. How much do you imagine workers on this farm earn per hour?
7. Would you be willing to pay a higher price if you were certain the money went to improve the living conditions of the farm workers or interns? How much higher?

### **Farmer Evaluation**

1. Was participation in this Food Justice Pledge labeling project worth your while?
2. Did you use the record keeping system recommended by the project? Was it helpful? Can you suggest improvements?
3. Did using the label increase sales of your products? By how much?
4. Did you add a premium to your usual price? Was it required or voluntary?
5. If there is additional revenue, how do you intend to use it?
6. Do you hire workers at your farm? If yes, what did you think of the inspection process?
7. Will you use any of the labor policies from the Agricultural Justice Project Tool-Kit?
8. Have you increased your skills at calculating your farm's cost of production?

### **CSA Member Evaluation**

1. Did you notice that the farm providing you with a CSA share displays a Food Justice Pledge label?
2. If you noticed, did this label influence your decision to buy from this farm?
3. Did you pay a premium price for this product?
4. How would you define fair trade?
5. How much do you imagine farmers like the one you have just purchased from earn?
6. How much do you imagine workers on this farm earn per hour?
7. Would you be willing to pay a higher price if you were certain the money went to improve the living conditions of the farm workers or interns? How much higher?

### **Farmer Evaluation**

1. Was participation in this Food Justice Pledge labeling project worth your while?
2. Did you use the record keeping system recommended by the project? Was it helpful? Can you suggest improvements?
3. Did using the label help in signing up members for your CSA? By how much?

4. Did you add a premium to your usual price? Was it required or voluntary?
5. If there is additional revenue, how do you intend to use it?
6. Since your farm hires workers and was inspected last fall, what did you think of the inspection process ?
7. Will you use any of the labor policies from the Agricultural Justice Project Tool-Kit?
8. Have you increased your skills at calculating your farm's cost of production?

#### Inspecting Groups' Evaluation

1. By participating in the project, did you discover things you did not know before about local farms and the economic realities in which they function?
2. What did you learn about the work and wages of local farm workers?
3. What did you like about inspecting farms and interviewing workers?
4. What did you dislike?
5. Do you have suggestions for making this local fair trade pledge system work better?
6. How do you feel about the farm(s) you inspected?
7. Did this project change your understanding of local farming? In what ways? Please describe: