

Block 5

This survey is a part of a larger initiative to determine **how local foods can be made better available to low-income residents of Montgomery County while simultaneously supporting regional farmers**. Basically, we'd like to know how we can help you, as a producer and business owner, expand in ways that ensure equal access to your products. We're NOT talking about donations. We're talking about helping you find and take advantage of **market opportunities that ensure you are profitable and that all our neighbors can access** even with financial or geographic barriers.

Your answers will inform local and regional agricultural policy, training, and marketing initiatives that strive for a more just food system—for farmers and residents. The first step is for you to tell us **what your vision is and what you need to get there**.

The survey will take approximately ten minutes to complete. You do not have to take the survey, and you can stop at any time. We would greatly appreciate your feedback though. By completing the survey, you are expressing your consent to do so.

Your farm or business's contact information will not be used to identify you UNLESS you indicate that you'd like to be a part of documents made available to the community, such as a regional food map or directory.

This study is funded by Southern SARE and the USDA and administered by the Friends of the Farmers Market, based in Blacksburg, VA. If you have additional questions or comments, please contact us at bbfarmersmarket@gmail.com or 540.239.8290. We'd love to hear from you. Thank you very much for your participation, and for all your work as a producer, business owner, and neighbor.

Click the arrow below to continue on to the survey.



Block 8

The survey questions are divided into three general topics and presented in this order:

1. Expansion Opportunities and Barriers
2. Specific Needs According to Sector (Livestock, Poultry/Eggs, Produce, Dairy)

2. Specific Needs According to Sector (Livestock, Poultry/Eggs, Produce, Dairy, Value-Added)
3. Farm Demographics (Size, Location, Type)

Click the arrow below to continue.

Block 9

1. Expansion Opportunities and Barriers

We'd like to know if and how you'd like to expand your farm operation and what you need to do so. Please click the arrow to move on to the questions.

Block 11

Are you interested in expanding your farm business?

- Yes
- No

What's your vision for expanding your operation?

What are the challenges or barriers to expansion? Check all that apply.

- Packaging and Labeling
- Transport Cost or Type
- Storage
- Land Access
- Demand
- Access to Processing
- GAP Certification Time or Cost
- Organic Certification Time or Cost
- Labor Access
- Access to Farm Equipment or Supply
- Price Margin
- Marketing
- Other: Please feel free to elaborate.

What kind of training would help you expand? Check all that apply.

-
- Beginning Farmer Training/Whole Farm Planning
 - Livestock Production Training
 - Fruit/Vegetable Production Training
 - Marketing, Promotion, Labels
 - Food Safety
 - Lending/Grant Options
 - Nutrient Management
 - Business Planning
 - Other: Please feel free to elaborate.

With which local/regional buyers are you most interested in establishing or building connections? Check all that apply.

- Wholesale distributors
- Direct markets (farmers markets, CSA, on-farm purchases)
- Restaurants and food service
- Farm-to-school or farm-to-institution
- Independent grocery stores
- Other: Please list.

What are the challenges to selling your products to **local/regional buyers**? Check all that apply and clarify if necessary.

- Inadequate distribution network
- Unable to sell at high enough price
- Unable to produce adequate quantity
- Unable to find information about buyers
- Issues related to marketing to local buyers
- No demand from local buyers
- Product not feasible on local/regional scale
- Local/regional manufacturing or processing not adequate
- Lack of aggregation/co-mingling facility

- Other: Please feel free to elaborate.

Please use this space to provide your thoughts or your own personal challenges when trying to participate in regional food system initiatives, including opportunities, challenges, failures, and successes.

Block 10

2. Specific Needs According to Sector

Please tell us about each aspect of your farm operation. The same questions will be asked for each sector in which you participate. Click the arrow button below to continue.

Block 1

Do you currently raise livestock (excluding poultry) for meat?

- Yes
 No

How do you primarily sell your livestock products? Check your top 3 according to sales.

- Restaurants
 Wholesale
 On-Farm
 Community Supported Agriculture (CSA)
 Buying Clubs
 Grocery Stores
 Farmers Markets
 Health Food Stores
 Other

To the best of your knowledge, are any of these products consumed in Montgomery County?

- Yes. Please list the products and where they are available for sale.

 No

What are your total sales per year from livestock/livestock products?

- Less than \$2,500
- \$2,500 - \$9,999
- \$10,000 - \$49,999
- \$50,000 - \$99,999
- \$100,000+

What are some barriers to the success or expansion of this aspect of your farm business? Check all that apply, and explain if necessary.

- Current regulations
- Transportation
- Access to capital
- Access to land
- Distribution
- Marketing
- Processing facilities
- Training
- Other: Please feel free to elaborate.

Block 2

Do you currently raise poultry for meat or eggs?

- Yes
- No

How do you primarily sell your poultry products? Check your top 3 according to sales.

- Restaurants
- Wholesale
- On-Farm
- Community Supported Agriculture (CSA)
- Buying Clubs

- Grocery Stores
- Farmers Markets
- Health Food Stores
- Other

To the best of your knowledge, are any of these products consumed in Montgomery County?

- Yes. Please list the products and where they are available for sale.

- No

What are your total sales per year from poultry products?

- Less than \$2,500
- \$2,500 - \$9,999
- \$10,000 - \$49,999
- \$50,000 - \$99,999
- \$100,000+

What are some barriers to the success or expansion of this aspect of your farm business? Check all that apply, and explain if necessary.

- Current regulations

- Transportation

- Access to capital

- Access to land

- Distribution

- Marketing

- Processing facilities

- Training

- Other. Please feel free to elaborate.

Block 3

Do you currently grow produce? This includes vegetables, fruits, orchard fruits, nuts, and edible plant starts/seedlings.

- Yes
- No

How do you primarily sell your produce? Check your top 3 according to sales.

- Restaurants
- Wholesale
- On-Farm
- Community Supported Agriculture (CSA)
- Buying Clubs
- Grocery Stores
- Farmers Markets
- Health Food Stores
- Other

To the best of your knowledge, are any of these products consumed in Montgomery County?

- Yes. Please list the products and where they are available for sale.

- No

What are your total sales per year from produce?

- Less than \$2,500
- \$2,500 - \$9,999
- \$10,000 - \$49,999
- \$50,000 - \$99,999
- \$100,000+

What are some barriers to the success or expansion of this aspect of your farm business? Check all that apply, and explain if necessary.

- Current regulations

- Transportation

- Access to capital

- Access to land

-
- Distribution
- Marketing
- Processing facilities
- Training
- Other: Please feel free to elaborate.

Block 4

Do you currently produce any dairy or dairy products?

- Yes
- No

How do you primarily sell your dairy? Check your top 3 according to sales.

- Restaurants
- Wholesale
- On-Farm
- Community Supported Agriculture (CSA)
- Buying Clubs
- Grocery Stores
- Farmers Markets
- Health Food Stores
- Other

To the best of your knowledge, are any of these products consumed in Montgomery County?

- Yes. Please list the products and where they are available for sale.

- No

What are your total sales per year from dairy?

- Less than \$2,500
- \$2,500 - \$9,999
- \$10,000 - \$49,999
- \$50,000 - \$99,999

\$100,000+

What are some barriers to the success or expansion of this aspect of your farm business? Check all that apply, and explain if necessary.

Current regulations

Transportation

Access to capital

Access to land

Distribution

Marketing

Processing facilities

Training

Other: Please feel free to elaborate.

Block 6

Do you currently produce any value-added or artisan food products? This includes bakery items, honey, jams/jellies, pastas, and pasta sauce.

Yes

No

How do you primarily sell these products? Check your top 3 according to sales.

Restaurants

Wholesale

On-Farm

Community Supported Agriculture (CSA)

Buying Clubs

Grocery Stores

Farmers Markets

Health Food Stores

Other

To the best of your knowledge, are any of these products consumed in Montgomery County?

- Yes. Please list the products and where they are available for sale.

- No

What are your total sales per year from value-added or artisan food products?

- Less than \$2,500
- \$2,500 - \$9,999
- \$10,000 - \$49,999
- \$50,000 - \$99,999
- \$100,000+

What are some barriers to the success or expansion of this aspect of your farm business? Check all that apply, and explain if necessary.

- Current regulations

- Transportation

- Access to capital

- Access to land

- Distribution

- Marketing

- Processing facilities

- Training

- Other: Please feel free to elaborate.

Block 11

3. Farm Demographic Information

We'd just like to know some basic information about your farm, such as size and location. Click the arrows to finish up the survey with these questions.

Default Question Block

Please provide your farm business name. (Optional)

Please provide the contact information (address, phone, email, website) of your farm business. (Optional)

Are you okay with your farm contact information being used in a regional food directory or map, distributed to the public?

-
- Yes
 No

Number of acres farmed and within 50 miles of Montgomery County's border:

-
- less than 10
 10 to 49
 50 to 99
 100+

Farm size by value of annual sales:

-
- less than \$2,500
 \$2,500 to \$4,999
 \$5,000 to \$9,999
 \$10,000 to \$24,999
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 or more

Producer type (check all that apply to you):

-
- | | |
|--|---|
| <input type="checkbox"/> Conventional | <input type="checkbox"/> Animal Welfare Approved |
| <input type="checkbox"/> Non-certified Organic | <input type="checkbox"/> Certified Natural |
| <input type="checkbox"/> Certified Organic | <input type="checkbox"/> GAP-certified |
| <input type="checkbox"/> Appalachian Grown | <input type="checkbox"/> Other: Please feel free to elaborate. <input type="text"/> |
| <input type="checkbox"/> Virginia's Finest or Virginia Grown | |

Is your primary source of income from this farm business?

- Yes
- No

Would you like this farm business to serve as your primary source of income?

- Yes
- No