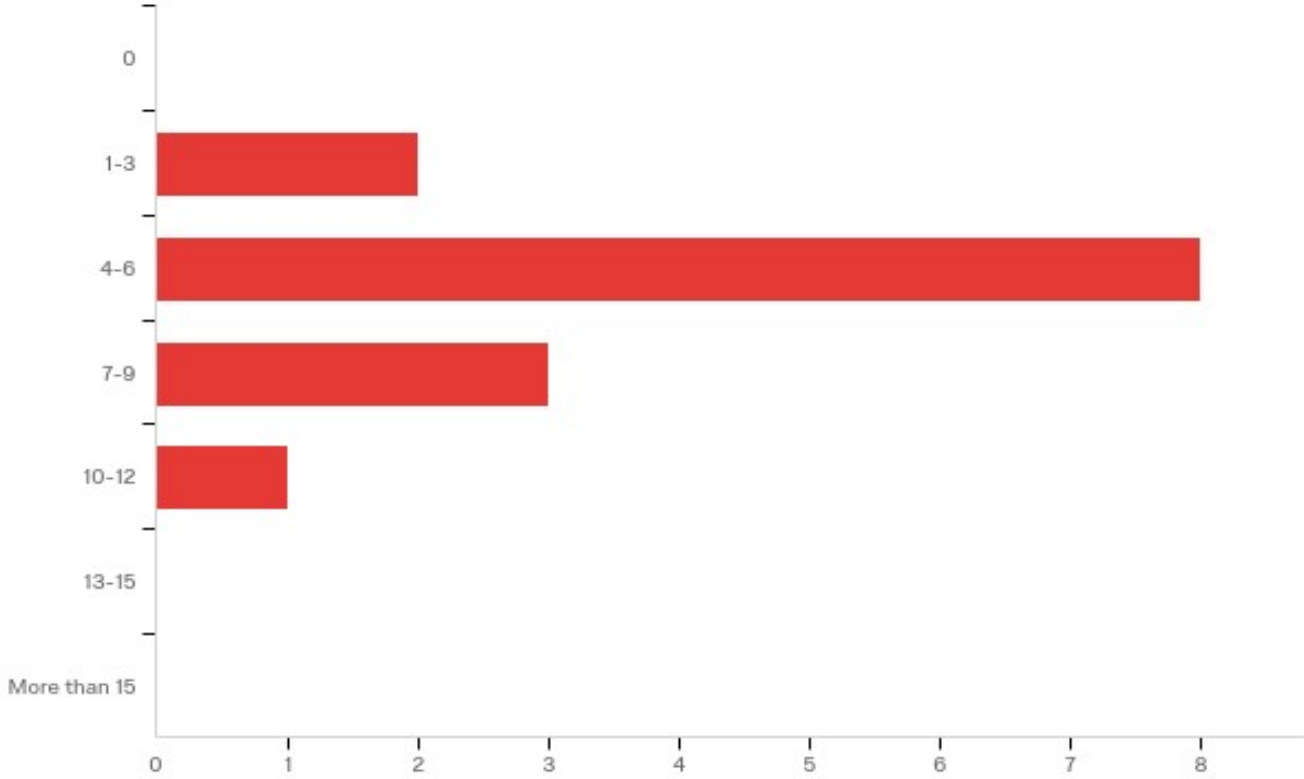


Default Report

Farmer Buyer Mixer Follow Up

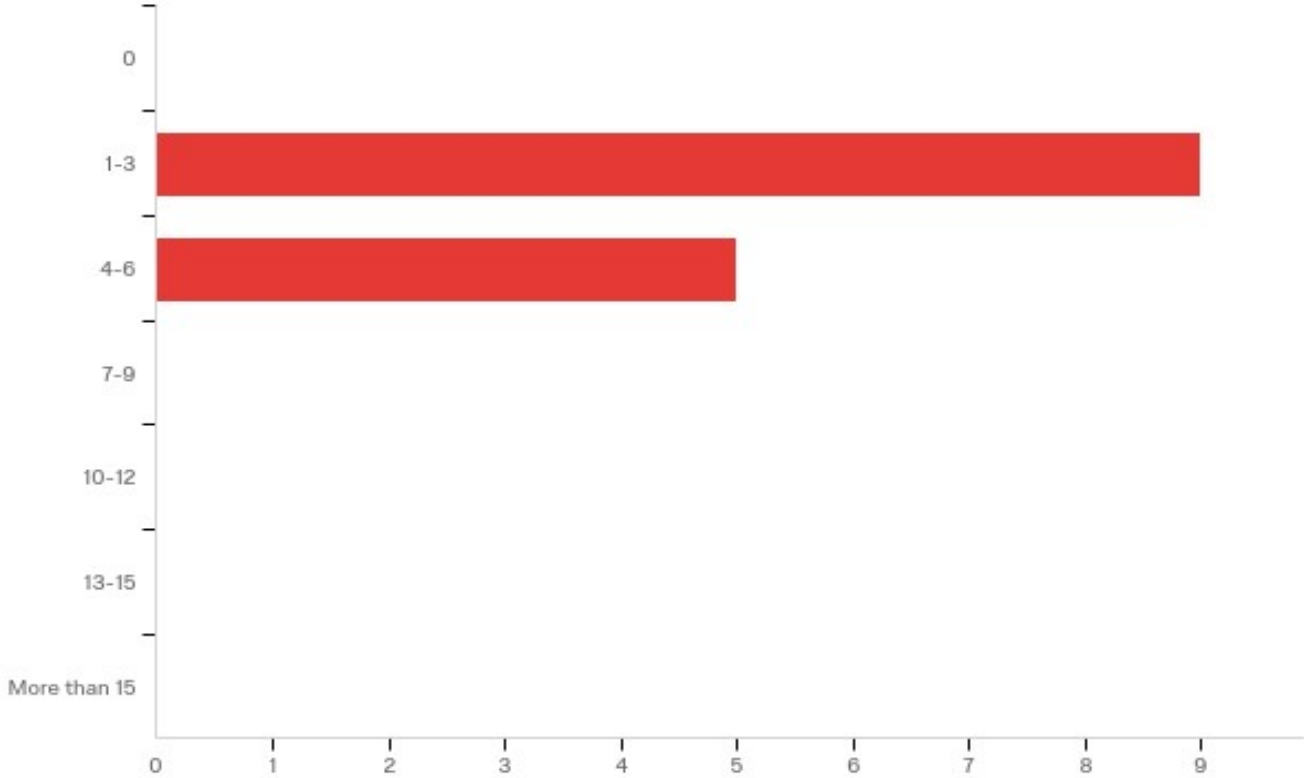
March 20th 2017, 12:25 pm EDT

Q1 - How many BUYERS did you TALK WITH at the Mixer?



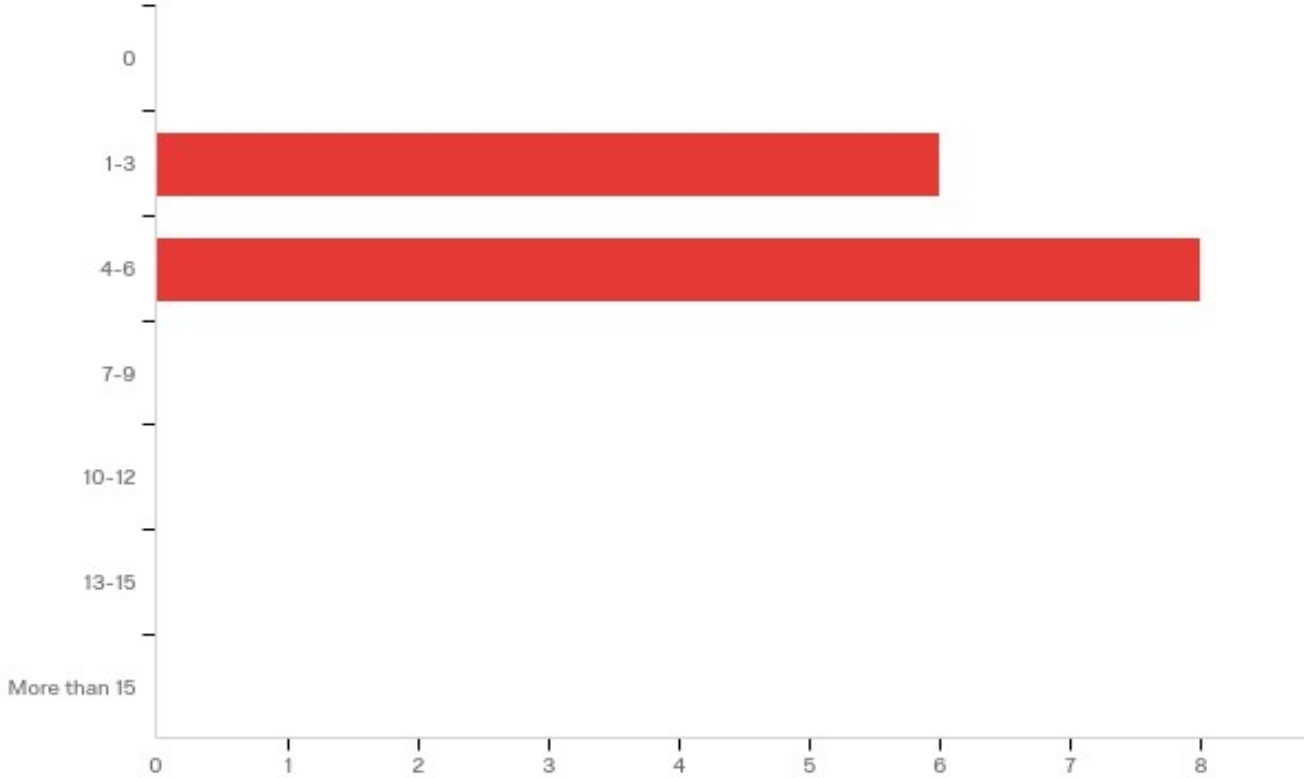
#	Answer	%	Count
1	0	0.00%	0
2	1-3	14.29%	2
3	4-6	57.14%	8
4	7-9	21.43%	3
5	10-12	7.14%	1
6	13-15	0.00%	0
7	More than 15	0.00%	0
	Total	100%	14

Q2 - How many BUYERS seemed interested in SOURCING your PRODUCTS?



#	Answer	%	Count
1	0	0.00%	0
2	1-3	64.29%	9
3	4-6	35.71%	5
4	7-9	0.00%	0
5	10-12	0.00%	0
6	13-15	0.00%	0
7	More than 15	0.00%	0
	Total	100%	14

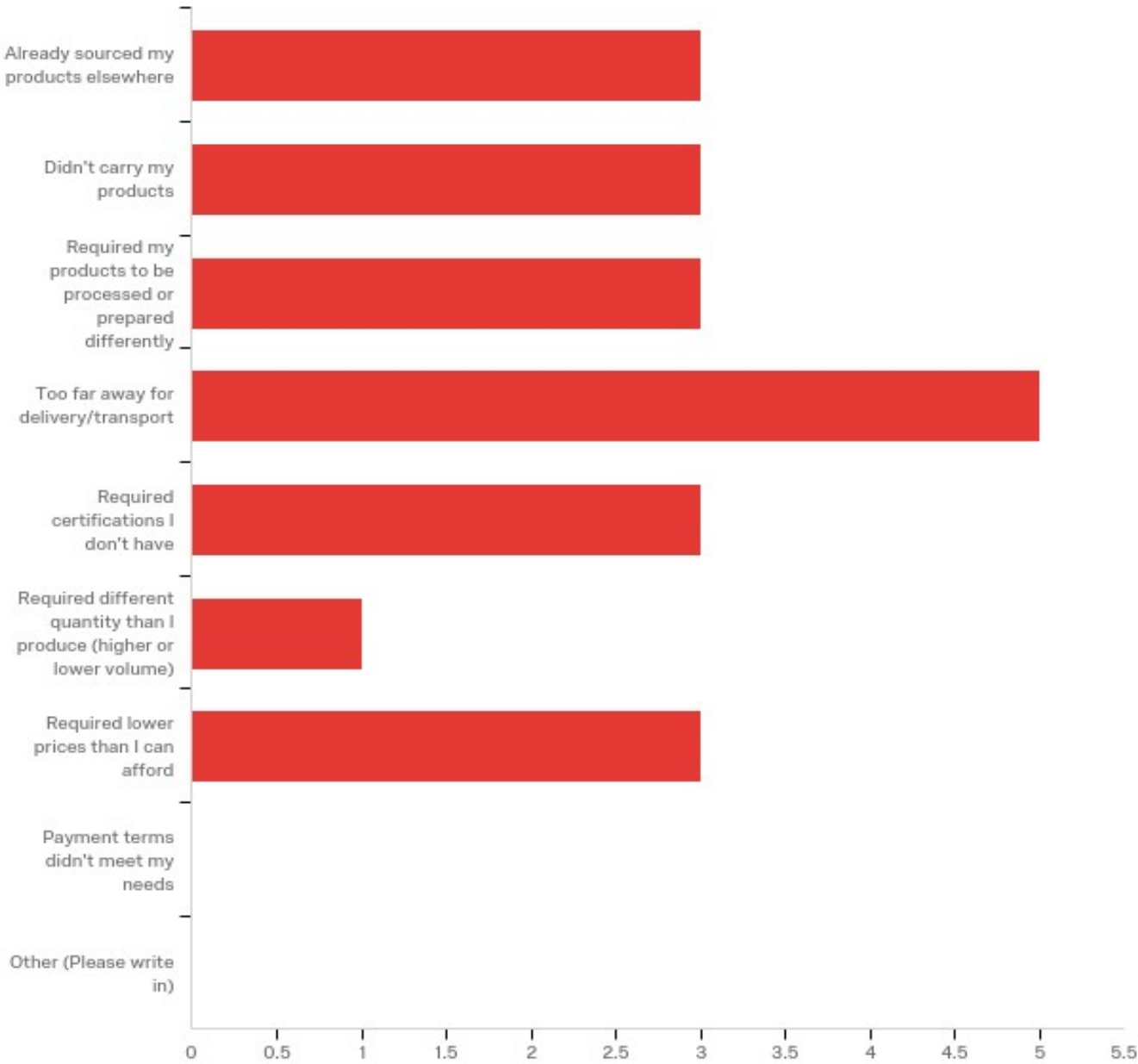
Q3 - How many BUYERS will you FOLLOW UP with?



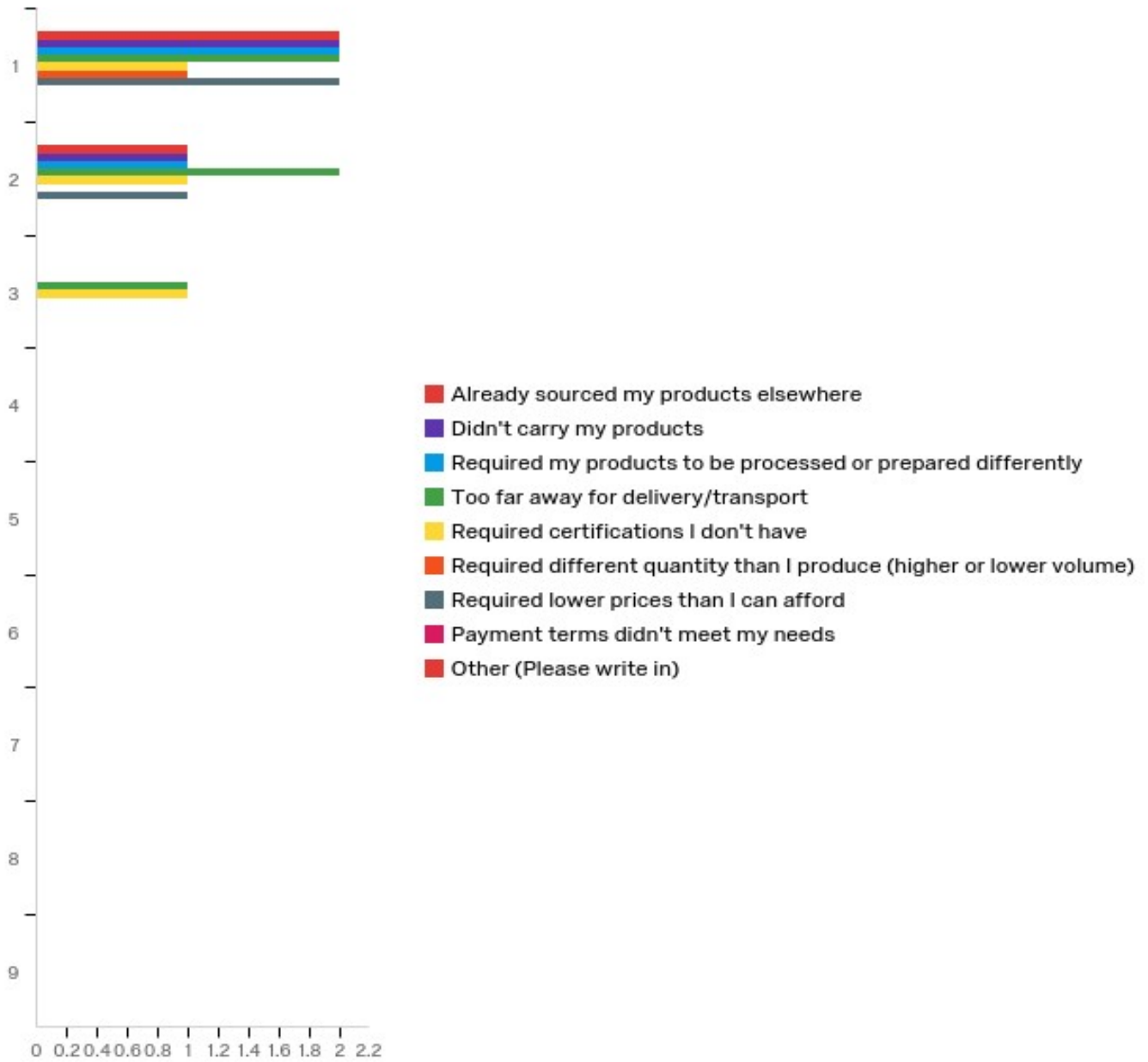
#	Answer	%	Count
1	0	0.00%	0
2	1-3	42.86%	6
3	4-6	57.14%	8
4	7-9	0.00%	0
5	10-12	0.00%	0
6	13-15	0.00%	0
7	More than 15	0.00%	0
	Total	100%	14

Q5 - Please reflect on the conversations you had with BUYERS who WERE NOT promising MATCHES. Why weren't these buyers a promising venue for your products? DRAG the reasons into the box to the right.

Please reflect on the conversations you had with BUYERS who WERE NOT promis...



Please reflect on the conversations you had with BUYERS who WERE NOT promis...



Other (Please write in)

Other (Please write in)
really too early to tell
N/A

Q6 - Please reflect on the conversations you had with BUYERS who WERE promising MATCHES. Why WERE these buyers a promising venue for YOUR PRODUCTS? Please explain:

Please reflect on the conversations you had with BUYERS who WERE promising...

Quantities and location

in capital district,

local, certification was okay

Looking for a local source for our product

We are selling a product no one sells on the market now.

Adirondack co op

Willingness to pay a higher price for niche products

They were looking for the products I had to offer.

seemed interested in what we offer

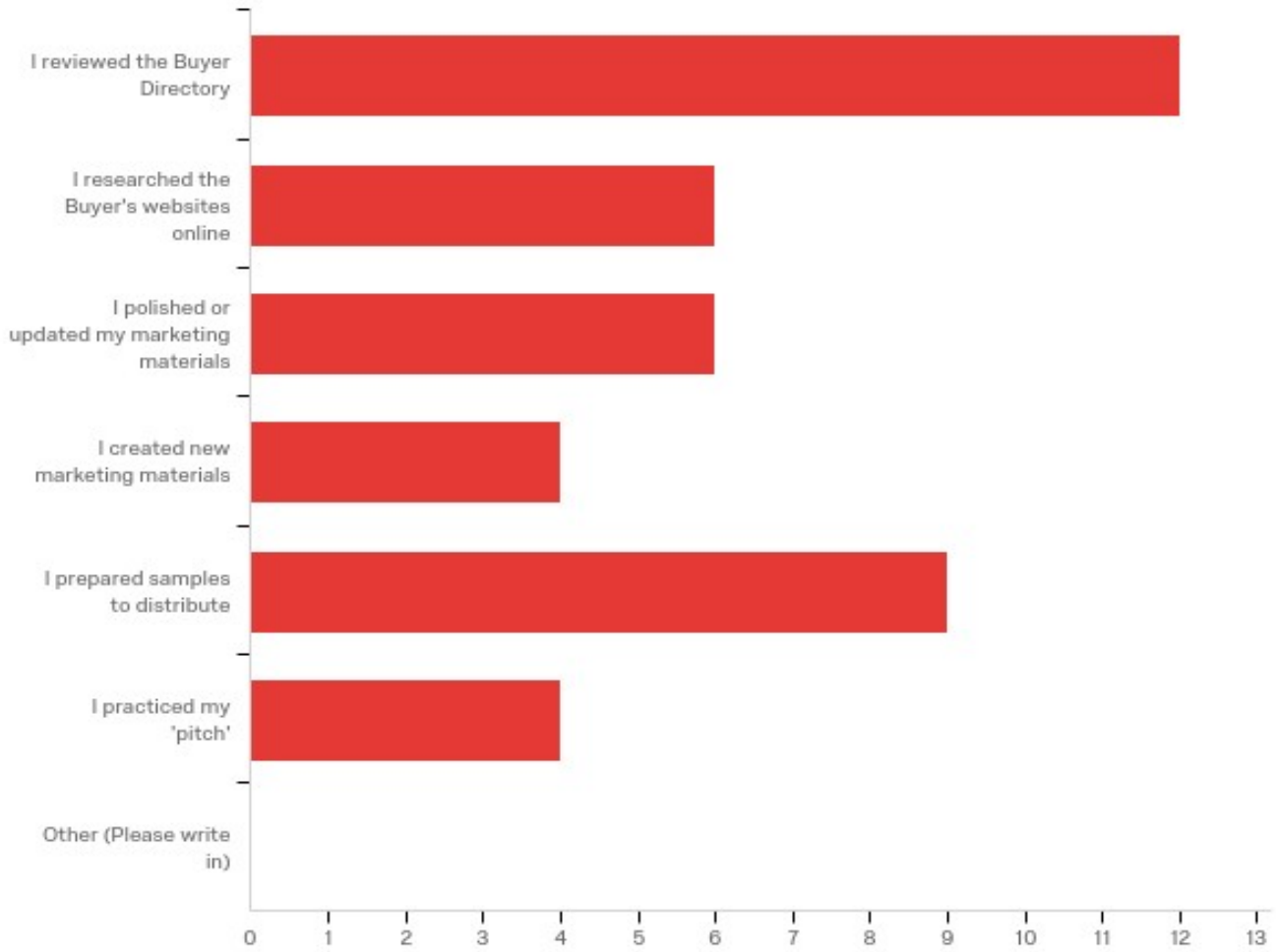
Buyers that were promising were primarily schools. They are interested in our product I think primarily because it is a Ready-to-eat snack, and is a NY Pride product.

3 already buyer of our products and the other seem interested in buying from us.

They appreciate how we produce food.

They were interested in carrying these products. They had markets for these products.

Q4 - How did you PREPARE for the Mixer? Check all that apply.



#	Answer	%	Count
1	I reviewed the Buyer Directory	85.71%	12
2	I researched the Buyer's websites online	42.86%	6
3	I polished or updated my marketing materials	42.86%	6
4	I created new marketing materials	28.57%	4
5	I prepared samples to distribute	64.29%	9
6	I practiced my 'pitch'	28.57%	4
7	Other (Please write in)	0.00%	0
	Total	100%	14

Other (Please write in)

Other (Please write in)

Q7 - A key goal of the Mixer was to provide a space for FARMERS and BUYERS to INTERACT and LEARN from each other. What did YOU learn talking with Buyers?

A key goal of the Mixer was to provide a space for FARMERS and BUYERS to IN...

How they prioritize their individual needs

needs to be easy for buyer

get certified

People are looking for our product

The more farmers that sell the same product are cut throat and will do anything to bash another farmers product. Heard it 2 different times from two different farmers while at the event.

Not much

They are looking for new product ideas to add to their inventory. They are interested in working with local producers and are open to negotiating mutually beneficial prices

they're a lot of markets out there with potential

I learned more about the School BOCES purchasing system and how the school lunch bidding process works.

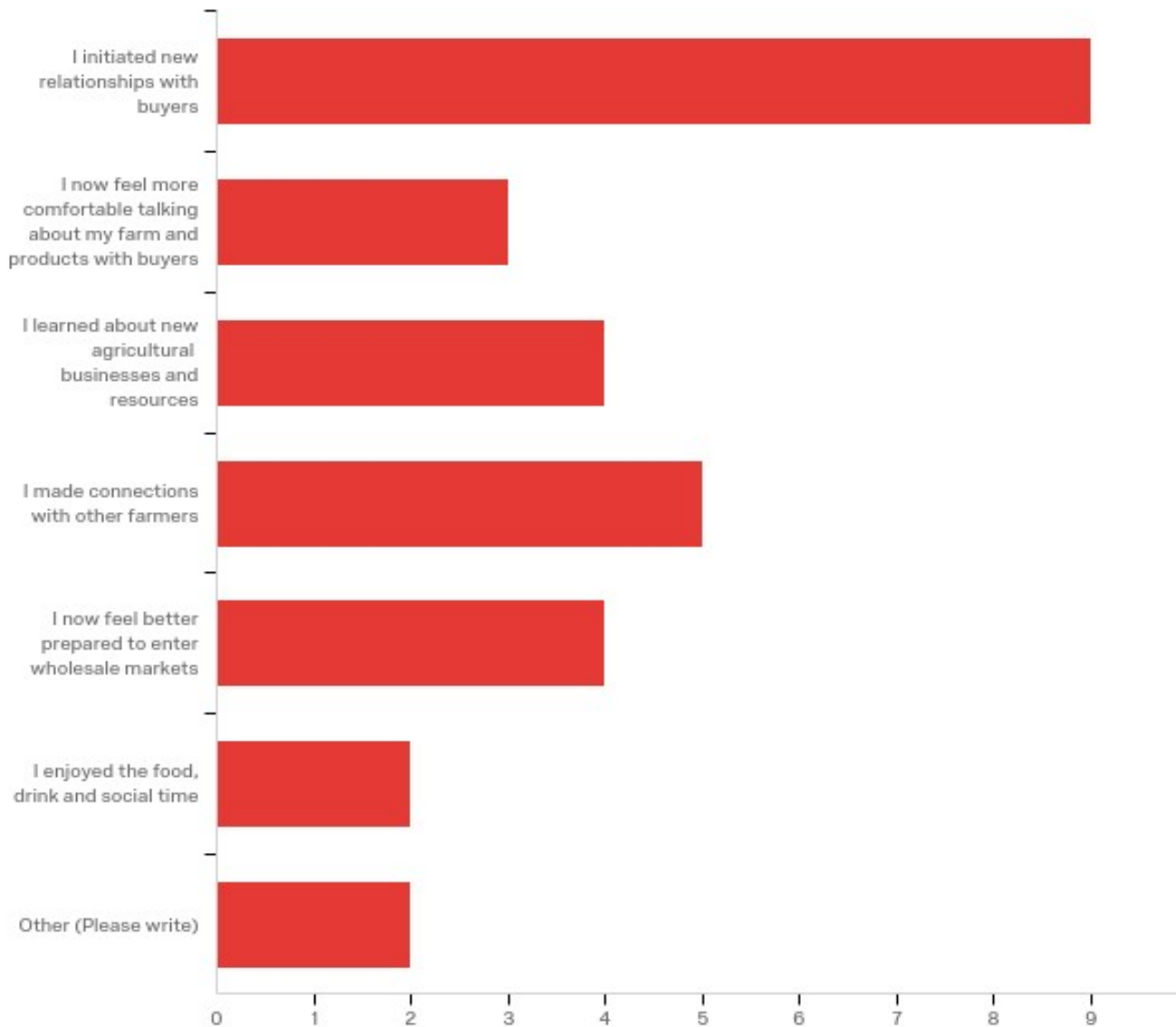
The possibilities to sell our products was greater than expected.

We have a lot of competition.

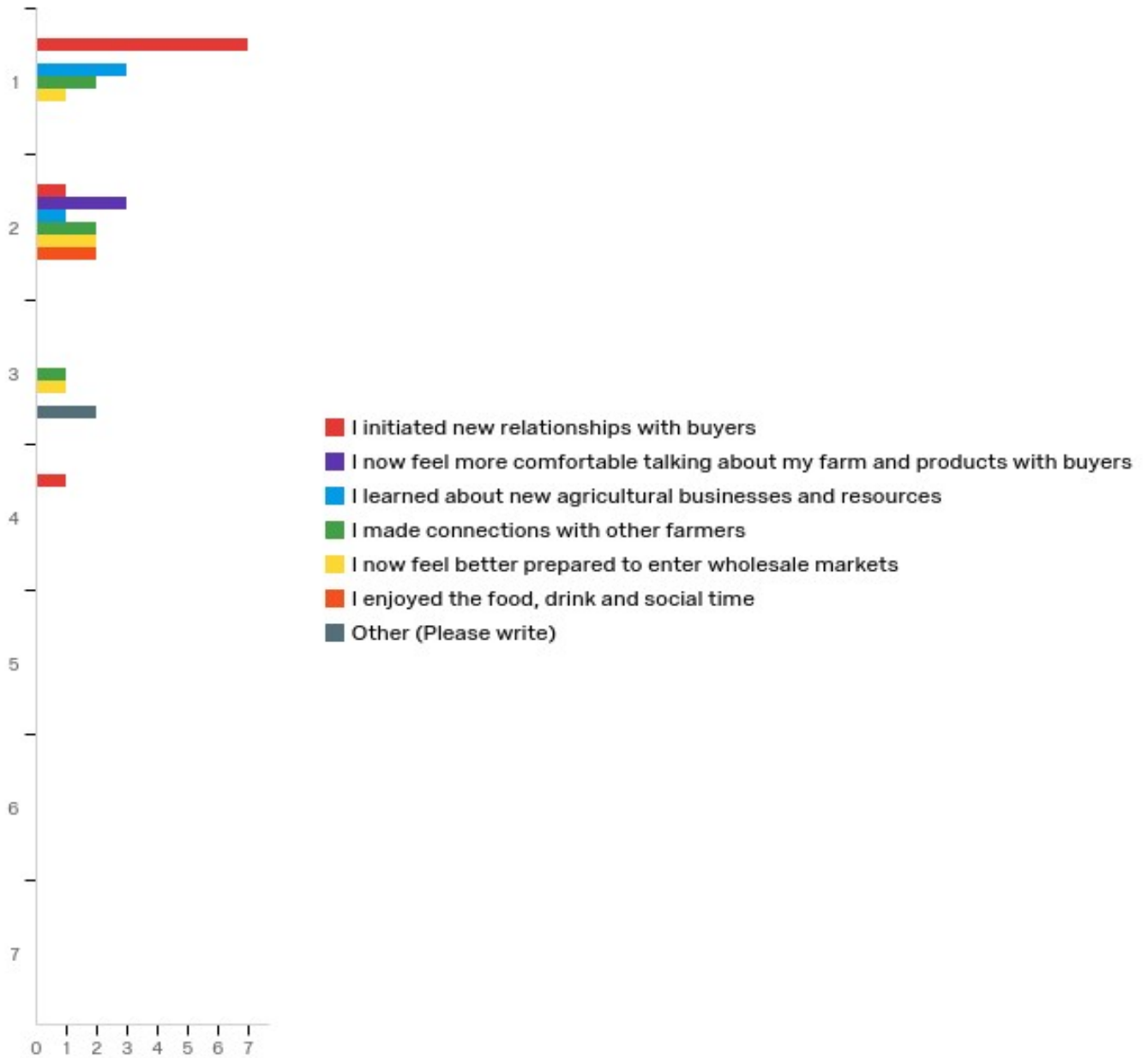
That some are flexible. There is more wiggle room at times than we expected. There are inventive distribution opportunities we were not aware of that may serve our operation.

Q9 - What were the TOP OUTCOMES of the Mixer for your Farm? Please drag outcomes that apply into the box at the right.

What were the TOP OUTCOMES of the Mixer for your Farm? Please drag outcome...



What were the TOP OUTCOMES of the Mixer for your Farm? Please drag outcome...



Other (Please write)

Other (Please write)

having buyers at mixer was nice, but it takes time and persistence to cultivate relationships

I reconnected with some fellow farmers and a previous buyer.

The food was great.

Q8 - What would make a Farmer-Buyer Mixer even more worthwhile for you?

What would make a Farmer-Buyer Mixer even more worthwhile for you?
More buyers
more buyers
Some more local to us Central New York
More buyers
I think it was very worth while time just wish there might have been more meat producers
Tables and chairs for farmers to set up . Buyers showing up. Not well organized
Set it up like a market and have the buyers go to the farmer's tables. It would make it easier to display marketing material and showcase samples
more buyers, there were several that did not show
Have more of the buyers stay until at least 5:30, I didn't get a chance to talk to all that I wanted to speak to.
Having the opportunity to review the Buyer Directory before arriving at the event. Also, if all the buyers I wanted to meet were there. Much of the food was difficult to enjoy in a "mixer" setting.
More distributors. More operations who are looking for products we produce.