

Meat pricing calculator testing

Start of Block: Default Question Block

Q1 Are you 18 years of age or older?

- ☐ Yes (1)
- ☐ No (2)

Skip To: End of Survey If Are you 18 years of age or older? = No

Q2 Which livestock species do you raise and market for meat?

- ☐ Beef (1)
- ☐ Sheep/lamb (2)
- ☐ Hogs/pigs (3)
- ☐ Goats (4)
- ☐ None of the above (5)

Skip To: End of Survey If Which livestock species do you raise and market for meat? = None of the above

Q19 Do you sell through a direct (farmers market, CSA, farm stand, etc.) or intermediated (distributor, wholesale, middle of supply chain) market?

- ☐ Yes (1)
- ☐ Maybe (2)
- ☐ No (3)

End of Block: Default Question Block

Start of Block: Block 1

Q4 In which state is your primary farm/ranch operation located?

- ☐ Colorado (1)
- ☐ Montana (2)
- ☐ Wyoming (3)
- ☐ Other (please write in) (4)
-

Q5 County where your primary farm/ranch operation is located:

Q6 What was the estimated gross cash farm income of your operation in 2023? *Note: according to the USDA, gross cash farm income includes "income from commodity cash receipts, farm-related income, and Federal Government payments."*

1000 1675003340005005006670008335001000000

less than \$1,000 ()







End of Block: Block 1

Start of Block: Block 2

Q7 How many livestock are on your operation?

0 40 80 120 160 200

Number of cattle you had on hand on December 31, 2023 ()	
Number of hogs/pigs you had on hand on December 31, 2023 ()	
Number of sheep you had on hand on December 31, 2023 ()	
Number of goats you had on hand on December 31, 2023 ()	

Q8 What agricultural products did your operation produce in 2023, in addition to any livestock?
(Select all that apply)

- ☐ Field crops (corn, soy, wheat, etc.) (1)
- ☐ Annual hay and forage crops (2)
- ☐ Vegetables, potatoes, and melons (3)
- ☐ Nursery crops (4)
- ☐ Fruit, nuts or berries (5)
- ☐ Permanent pasture (6)
- ☐ Dairy (7)
- ☐ Other (8) _____

End of Block: Block 2

Start of Block: Block 3

Q9 Do you know your costs of production for each **variable** expense item listed below?

	Yes (1)	Somewhat (2)	Not yet (3)
Fertilizer, chemicals, seeds, and plants (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Breeding stock, other livestock purchased or leased (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feed (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gas, fuel, oil (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utilities (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Repairs and maintenance (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hired labor, contract labor, custom work, and machine hire (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cash rent for land and buildings, rent, lease expense for machinery, property taxes (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interest paid on real estate debt, interest paid on non-real estate debt (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other production expenses, medical expense (medical supplies, veterinary, and custom services for livestock) (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Total variable costs of production expenses (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Block 3

Start of Block:

Q10 Do you know your costs of production for each **fixed** expense item listed below?

	Yes (1)	Somewhat (2)	Not yet (3)
Breeding stock (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other livestock purchased or leased (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cash rent for land and buildings (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rent, lease expense for machinery (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interest paid on real estate debt (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interest paid on non- real estate debt (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Property taxes (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Total fixed costs of production (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block:

Start of Block: Your Market Channels

Q3 In 2023, did you sell any meat through the following market channels?

☐

To institutions (K-12 schools, colleges/universities, hospitals, workplace cafeterias, food banks, etc.) (1)

☐

Directly to consumers (through farmers market, on-farm stores or farm stands, roadside stands or stores, u-pick, CSA, and online marketplaces) (2)

☐

Intermediated markets (businesses/organizations in the middle of the supply chain marketing locally or regionally branded products) (3)

☐

Through retail markets (supermarkets, restaurants, caterers, etc.) (4)

Q12 During 2023, what percentage of your gross sales were sold through the market channels listed below?

Display This Choice:

If In 2023, did you sell any meat through the following market channels? = To institutions (K-12 schools, colleges/universities, hospitals, workplace cafeterias, food banks, etc.)

To institutions : _____ (1)

Display This Choice:

If In 2023, did you sell any meat through the following market channels? = Directly to consumers (through farmers market, on-farm stores or farm stands, roadside stands or stores, u-pick, CSA, and online marketplaces)

Directly to consumers : _____ (2)

Display This Choice:

If In 2023, did you sell any meat through the following market channels? = Intermediated markets (businesses/organizations in the middle of the supply chain marketing locally or regionally branded products)

Through intermediate markets : _____ (3)

Display This Choice:


If In 2023, did you sell any meat through the following market channels? = Through retail markets (supermarkets, restaurants, caterers, etc.)

Through retail markets : _____ (4)

Total : _____

Q13 For how many years have you or someone involved in your operation been selling through these markets?

0 11 21 32 43 54 64 75

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Q14 For your market(s), how do you determine your pricing strategy? *(Check all that apply)*

- ☐ Base my prices on similar products in the marketplace (1)
- ☐ Base prices on my costs of production (2)
- ☐ Develop prices based on income goals (3)
- ☐ Develop prices through negotiation with buyer(s) (4)
- ☐ Other (5) _____

End of Block: Your Market Channels

Start of Block: About the Operators

Q15 Do any of the people involved in the farm operation decision-making identify as...? *(Check all that apply to any farm operators)*

- ☐ American Indian/Alaska Native (1)
 - ☐ Asian (2)
 - ☐ Black/African American (3)
 - ☐ Hispanic, Latino or Spanish origin (4)
 - ☐ Native Hawaiian or other Pacific Islander (5)
 - ☐ White (6)
-

Q16 Do any of the people involved in decision-making have 10 years or less experience farming?

- ☐ Yes (1)
 - ☐ No (2)
-

Q17 Are any of the people involved in decision-making 35 years old or younger?

- ☐ Yes (1)
 - ☐ No (2)
-

Q18 Are any of the people involved in decision-making female?

- ☐ Yes (1)
- ☐ No (2)

End of Block: About the Operators

Start of Block:

Q20 Thank you for completing the first part of this survey! For this next part, please fill out the Cost of Production estimator and apply that information to the Price and Yield Calculator. Click **here** to start the Cost of Production estimator, keeping this browser window open so you can return here to complete next steps in the survey. Go to the Price and Yield Calculator **here**, to add in your costs of production from the estimator. Keep this browser window open. Then answer the questions below to complete this survey and receive your \$100 gift card.

End of Block:

Start of Block: Block 8

Q21 Did you find that the Cost of Production estimator was easy to use for you?

- ☐ Yes, very easy to use (1)
 - ☐ Somewhat easy to use (2)
 - ☐ Unsure (3)
 - ☐ Somewhat confusing to use (4)
 - ☐ Very confusing to use (5)
-

Q22 Which of the following species did your cost of production estimates focus on? *Choose one only.*

- ☐ Beef (1)
 - ☐ Hogs/pigs (2)
 - ☐ Sheep (3)
 - ☐ Goat (4)
-

Q23 When using the cost of production estimates in the pricing calculator, how do the calculator's pricing recommendations compare to your current prices?

- ☐ Higher (1)
- ☐ Lower (2)
- ☐ The same (3)
- ☐ Other: (4) _____
-

Q24 Does the price information you received from using the calculator with the cost of production estimates cause you to rethink your current prices or pricing strategy?

- ☐ Yes (1)
- ☐ Maybe (2)
- ☐ No (3)
-

Q26 How do you plan to determine your prices for meat products in the future? (*Check all that apply.*)

- ☐ Base my prices on similar products in the marketplace (1)
- ☐ Base my prices on my own costs of production (2)
- ☐ Develop prices based on income goals (3)
- ☐ Develop prices through negotiation with buyer(s) (4)
- ☐ Other (5) _____

End of Block: Block 8
