

PRODUCER SURVEY RESPONSES

Comments made by producers responding to SARE grant survey conducted December 2000, researching potential ethnic markets for sheep and goats and the availability of meat animals from Vermont and regional producers.

QUESTION: Please describe the most significant problems(s) you have had when dealing with customers of another heritage, and the solution(s) you have found, or tried.

VERMONT PRODUCER RESPONSES:

- . I market indirectly, Christmas & Easter, probably to Greeks in Boston, as sell to a middleman – and would like to omit the middleman.
- . They don't know where to buy lamb from the farm. They haggle relentlessly over price. I don't care for their slaughter methods – slitting throat & bleeding to death.
- . No respect for me as a woman. Rude, refusing to take no for an answer. Mosttimes a very negative experience. Now my husband speaks to them and tells them all are spoken for & that I will have none for sale throughout the season. And to tell their friends not to come either. If the people had bought lambs from me they would have tied them up and put them in the trunk of their car to haul wherever to slaughter – and I feel this treatment, by my standards, inhumane.
- . Language.
- . At first, I lost my shirt in the bargaining process.
- . They do not show up on a regular basis. Therefore, if you want to deal with them, you need to be available Friday/Saturday/Sunday.
- . On-farm slaughter. Disposal. (I don't slaughter on property because of disposal problem.)
- . One approach and they wanted one lamb to lock in their garage for three days, to then slaughter. I didn't like that idea, so didn't sell to them.
- . As I do not raise lambs for slaughter, I allowed them to purchase from my replacements and then charged breeding stock price. Their presence required that I tie up the better part of a day on the weekend.
- . Always get your money before the lamb is killed.
- . The ritualistic slaughter of Nepal we found to be inhumane. We are not sure we will sell again next year since it is very important to this customer that the animal is killed according to his custom.
- . Failure to show up for appointments. Arriving unannounced. Unwilling to pay a fair price. (Solution: we turn away potential ethnic buyer for these reasons.)

COMMENTS FROM NEIGHBORING STATES:

- . They don't want to pay anything – they think they are cutting out the middleman and want to pay \$40 for a 40-lb lamb. I get \$70 per lamb on the hoof.
- . They want to slaughter at the farm, but we do not want that. That is why we sell lambs wholesale to ethnic (?).
- . Since we are not set up for on-farm slaughter, we no longer sell to individual ethnic customers, but have sold (in the past) to a single customer with a store who buys 5-10 lambs at a time.
- . 1) Language barrier – how heavy they really want it 2) Timing – my spring-born lambs don't work for Greek Easter or Ramadan 3) If they want me to have it slaughtered, they want fresh and not frozen – so I have to wait at the slaughterhouse.
- . Language – my husband and I are learning to speak Bosnian. On-farm killing – we rent the farm and do not have a good place to bring offal (and it would have to be a big hole for 400 lambs/year!). No solution for that one yet. Would appreciate info on composting.

QUESTION: Comments or feedback, either on lamb(goat) marketing in Vermont in general or on marketing to ethnic populations.

VERMONT PRODUCER RESPONSES:

- . Need slaughter houses
- . Currently sell through a middleman; would like to sell directly or through a coop organization
- . We plan to expand to a small number of grass-fed lambs. A pooling arrangement for small producers would be of great interest. As well as matching of ethnic buyers to producers (including coordination of any special requirements).

- . Marketing: a ghastly mess! We should definitely be vocal enough to ward off any further effort to regulate on-farm slaughter.
- . There aren't many options for selling to meat buyers at Easter – though that's usually the route we go.
- . Please do not allow regulations to put support businesses at risk. Recent recalls should indicate "bigger does not mean safer – or better."
- . (Bosnians) will not slaughter ewe if bred, and select lambs about 60-80 lbs.
- . We always have some cull lambs and adults (mostly adults) that get shipped when they are problems or at our convenience: not much of a market for older sheep.
- . If there is BSE in Vermont and an ethnic family gets it, all hell will break loose. If someone gets sick, has to go to hospital, gets e-coli and its cause is poor handling of a carcass it could really hurt the industry. I am happy to sell to them on my terms, i.e., using a slaughterhouse. I feel unfortunately that our health standards are much higher and there is little tolerance in the USA for illnesses brought on by someone's carelessness.
- . (Selling to ethnic populations is) fun and educational. I've picked up some great tips on slaughtering and on keeping sheep.
- . Growers should align themselves with a good livestock dealer and not rely on (LPB) sheep sale.
- . I am interested in selling to people of other heritages but do not know how to advertise to them.
- . We need to build local demand.
- . I'm surprised at how few slaughterhouses in Vermont can freeze, compared to Massachusetts or New Hampshire.
- . There is not a real good way to market sheep in Vermont. Developing ethnic markets would be a big help to Vermont producers.
- . I would be willing to sell to the ethnic market.
- . Slaughterhouse availability is a disaster: even when scheduled in advance, I've been bumped. Problem also to drive to distant slaughterhouses: 80 miles or more from my farm.
- . The LPB truck sales are a boon to small scale sheep producers. Wish there were other marketing options besides on-farm slaughter. Also we need a good, clean, respectable slaughter facility in the Rutland area!!
- . Would be interested in live lamb sales.
- . We are in favor of expanding the market to include immigrants.
- . I would be interested in ethnic marketing but do not have facility to bury offal in larger amounts – a problem to me.
- . I would guess you are duplicating efforts already made by producers in the last 20 years, by the New England Sheep Project and the lamb cooperatives. Good luck.
- . The closing of the slaughterhouse in Hyde Park has left me to the mercy of a transient buyer and a take-it-or-keep-it market. The numbers of lambs that we produce do not warrant transporting long distances.
- . Would like help reaching people to buy. Help in reaching ethnic populations would be great
- . It would help if Faillace/Freeman would give up livestock to USDA.
- . There is no market for large finished lambs since New Zealand lamb hit the shelves for less money than we can raise them.
- . I sell mainly milk & cheese (approximately 200# a month May to December).
- . They used the entire animal – I think they were willing to pay more because they used more – organ meat, rumen, even hoof!
- . I would be very interested in finding a good market for naturally raised goat meat.

COMMENTS FROM NEIGHBORING STATES:

- . How and where to advertise?
- . I think this (ethnic sales) is a good service to offer, respectful.
- . Through a farmers' market we have gained some ethnic customers who buy liver, heart, kidneys.
- . We love marketing to the Bosnians –they are polite & appreciative, and the language barrier is really an enjoyable challenge.

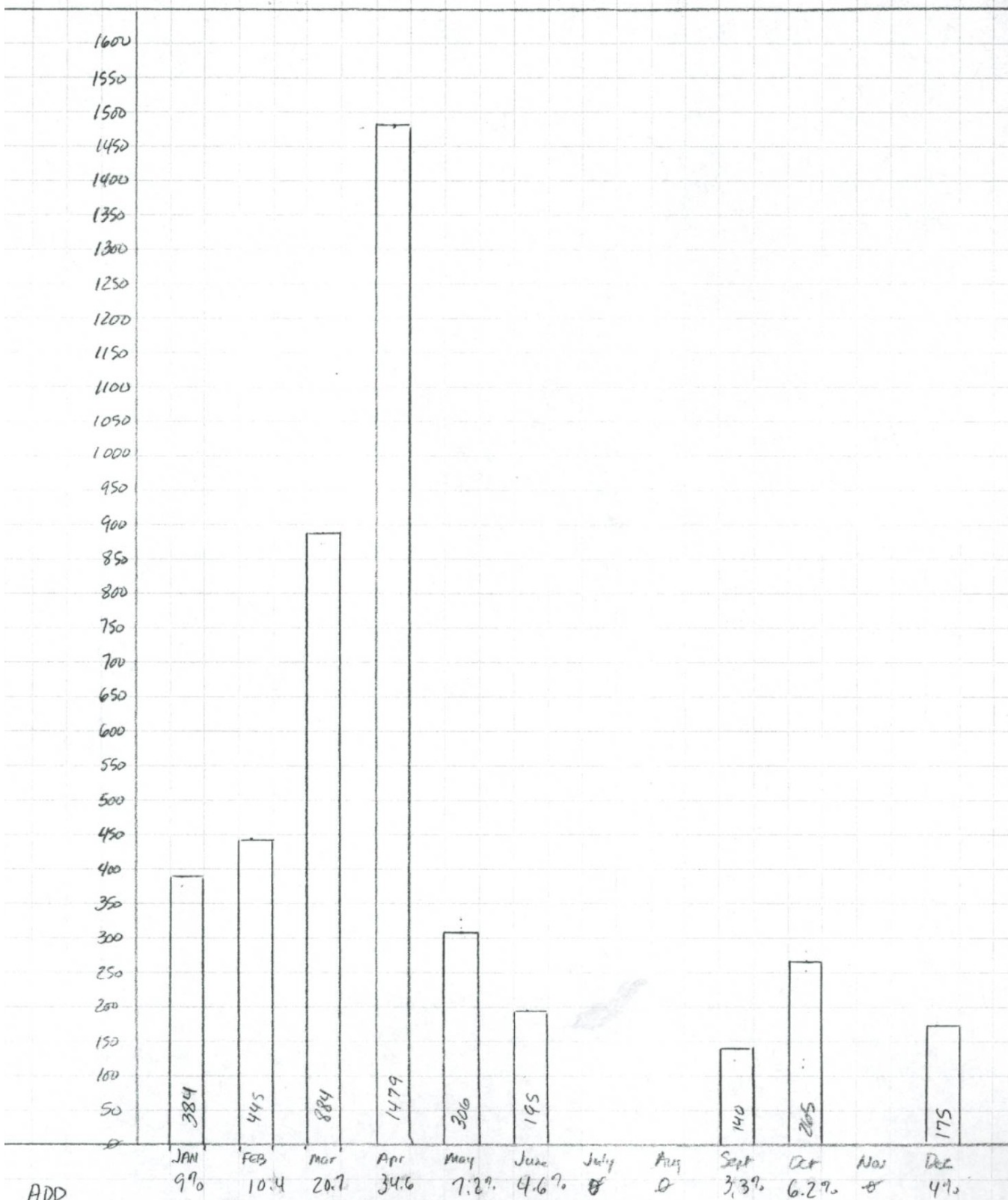
Thanks to all who took the time to respond. Additional comments and feedback always appreciated:
 contact Jennifer Gilligan (802)434-2999 email: jeng@together.net

WHAT DO PRODUCERS DO WITH SHEEP?

SARE: 86 farm responses (50% VSBA membership)

Farms invited to respond to as many categories as apply to the operation
and to describe 'other' markets, outlets, uses

<u>Market effort</u>	<u># Farms Responding</u>	<u>% Farms Responding</u>
Sell as breeding stock	47	54%
Sell live to auction	44	51%
out-of state (Northhampton, North Adams, Pennsylvania)	7	8%
Addison Cty Commission Sales	1	1%
Sell through Lamb Promotion Board truck sales	24	28%
July.....	9	10%
October.....	11	13%
December.....	2	2%
Sell live as feeders to other operations	18	9%
Sell live for slaughter (immediate or eventual)	33	38%
ethnic: individuals (at least approached to do so)	14	16%
ethnic: buyers for ethnic markets	7	8%
Provide freezer meat retail to individuals	53	61%
Provide meat wholesale	15	17%
coop (not specified)	1	1%
Vermont Quality Meats	3	3%
Pride of Vermont	1	1%
farmers' market	2	2%
retail stores	1	1%
'fresh kill' direct to restaurants	1	1%
ethnic buyer	4	5%
Use for training dogs	1	1%
Barter for other products/services	1	1%
Pets – flock is all or in part for fun	3	3%



ADD

PRODUCERS
LAMBING

YEAR-ROUND: 550+ lambs

(not included in monthly totals reported above)

VSBA membership responses

YR 2000 Producer Survey

WHEN PRODUCERS LAMB

87 responses

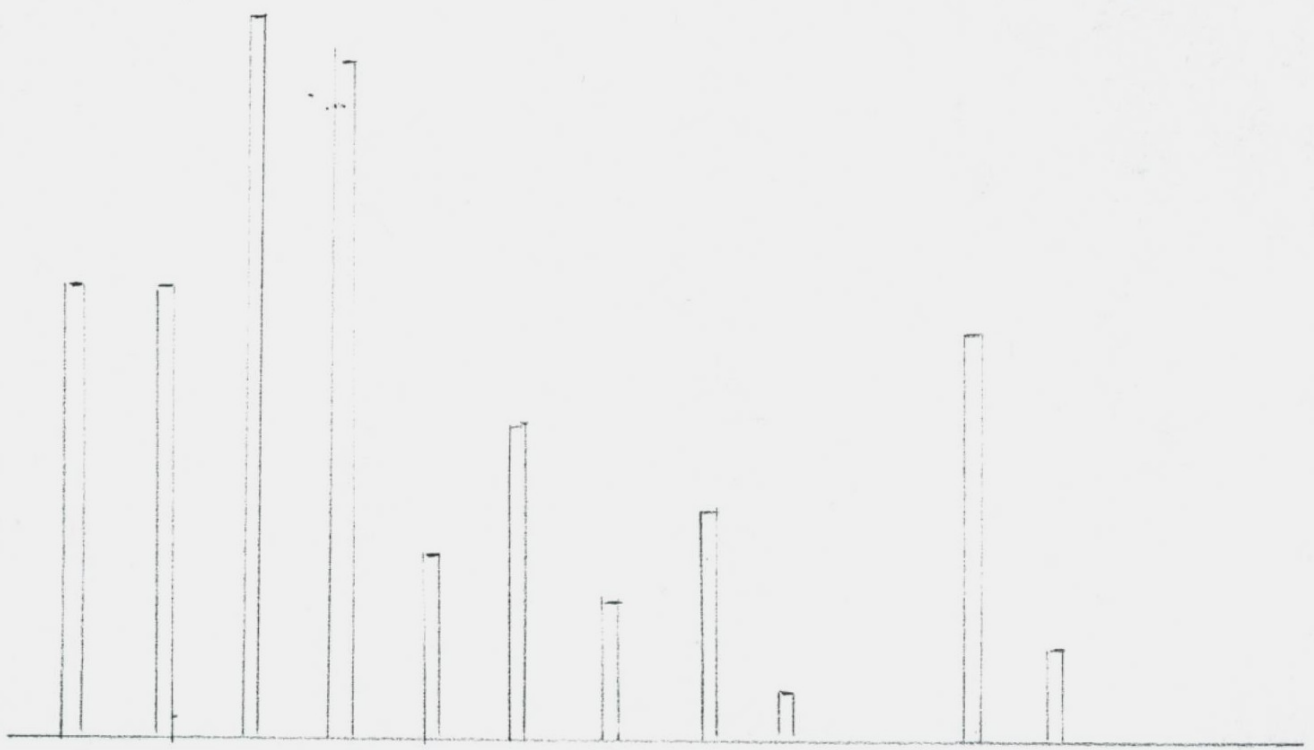
Producer estimate: avg. # lambs/YR: 4823 4273
(Including those lambing year-round)

FLOCK SIZE

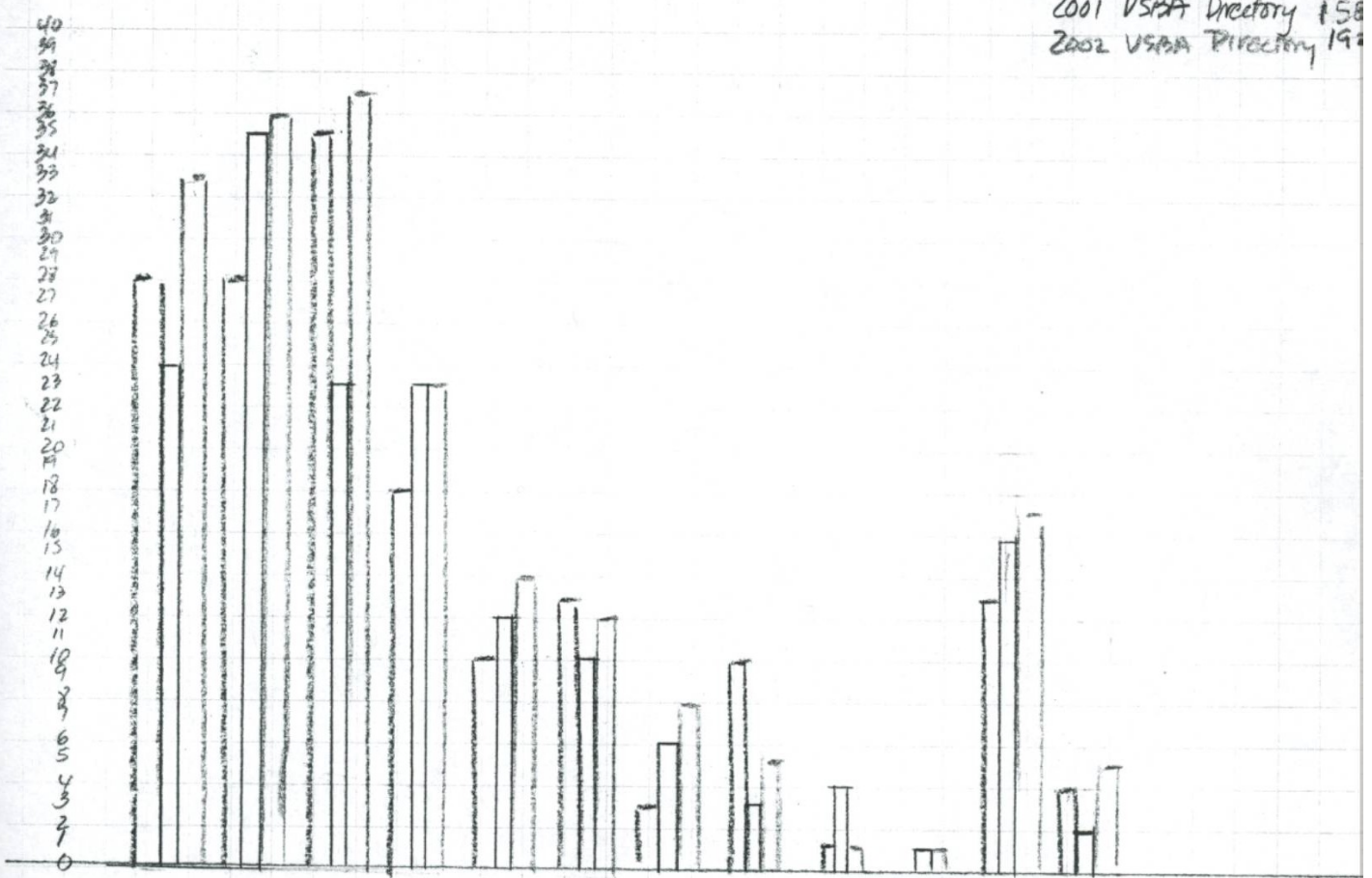
SURVEY TALLY
(86 responses (50%)
USBA mailing list)

20
19
18
17
16
15
14
13
12
11
10
9
8
7
6
5
4
3
2
1
0

1-9 10-19 20-29 30-39 40-49 50-59 60-69 70-79 80-89 90-100 100+ 200+



FLOCK SIZE
 2000 USBA Directory 163
 2001 USBA Directory 158
 2002 USBA Directory 190



1-9	10-19	20-29	30-39	40-49	50-59	60-69	70-79	80-89	90-99	100+	200+
14.7%	21.5%	14.1%	14.1%	7.4%	6.1%	3.7%	1.8%	2.5%	.6%	9.2%	1.2%
(24)	(35)	(23)	(23)	(12)	(10)	(6)	(3)	(4)	(1)	(5)	(2)
33	36	37	23	14	12	8	5	1	1	17	5
17%	19%	19%	12%	7%	6%	4%	3%	.5%	.5%	9%	3%

2000	28 17%	28 17%	35 22%	18 11%	10 6%	13 8%	3 2%	10 6%	1 1%	0	13 8%	4 2%	67% under 4
2001	24 15%	35 22%	23 14.6%	23 14.6%	12 7.6%	10 6%	6 3.8%	3 1.9%	4 2.5%	1 1.2%	15 9.5%	2 1.3%	66% u
2002	33 17%	36 19%	37 19%	23 12%	14 7%	12 6%	8 4%	5 3%	1 .5%	1 .5%	17 8.8%	5 2.6%	make → % again = 100 67% under 40
					(6.8)	(6.6)	(3.3)	(3.6)	(1.3)	(.6)	(8.8)	(2.6)	

averaging last 3 years
 16.3% 1-9
 19.3% 10-19
 18.5% 20-29
 12.5% 20-29

Meat Preferences Survey

The following questions are asked so that farmers and other livestock suppliers in Vermont may better know your preferences, and therefore be better able to supply meats at times of the year and through the distribution channels you need.

At what times of the year do you eat the following meats? (Check all that apply.)

	winter	spring	summer	fall	special occasions only	do not eat
lamb	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
goat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
beef	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
poultry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

For special occasions (holiday, birthday, etc.), when are these occasions and what meats do you require?

Where do you now buy your meats? (Check all that apply.)

	grocery store	from a farm	at a farmers' market	do not buy
lamb	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
goat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
beef	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
poultry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you now buy directly from a farm, how did you first hear about the farm? (Check one.)

- ☐ someone told me about the farm
- ☐ saw the farm while driving by
- ☐ flyer, poster or other advertisement
- ☐ other way I heard about the farm _____

Do you ever buy a live animal and slaughter the animal yourself?

- ☐ yes
- ☐ no

If you buy a live animal for slaughter, do you prefer to buy

- ☐ directly from the farm where the animal is raised
- ☐ an auction
- ☐ other way or place _____

If you buy a live animal for slaughter, do you ...

- ☐ buy only for your own family's needs
- ☐ buy for other people as well as yourself (or instead of yourself)

If you buy a live animal for slaughter, what is ^{most} important to you when you buy ?

- ☐ price
- ☐ quality of the meat
- ☐ having a number of animals to choose from
- ☐ other reason _____

What would you like us to know about your food needs and how farms in Vermont might be better able to meet those needs? **Please use the back side of this page for your response.**

Thank you for your time and your help with your response to this survey.

Upitnik o Mesu

Sljedeća pitanja su postavljena zato da bi farmeri i drugi distributeri stoke u Vermontu mogli bolje znati vase želje i pri tome biti u mogućnosti za bolje snabdijevanje mesa u određeno doba godine i preko kanala distribucije koje vi trebate.

U koje vrijeme godine jedete sljedeće vrste mesa? (zabilježite sve sto vazi)

	<u>zima</u>	<u>proljeće</u>	<u>ljet</u>	<u>jesen</u>	<u>samo u specijalnim prilikama</u>	<u>ne jedem</u>
jagnjetina						
kozije meso						
govedina						
perad						

Za specijalne prilike (praznike, rodendane), kada su ove prilike i koje meso vam je neophodno?

Gdje trenutno nabavljate meso? (zabilježite sve sto vazi)

	<u>prodavnici hrane</u>	<u>sa farme</u>	<u>na pijaci</u>	<u>ne kupujem</u>
jagnjetina				
kozije meso				
govedina				
perad				

Ako trenutno nabavljate direktno sa farme kako ste culi za farmu?(zabilježite jedno)

neko mi je rekao za farmu
vidio/la sam farmu vozeci se pored nje
poster, ili druga vrsta reklame
na drugi nacin, _____

Da li ikada kupujete zivu stoku i sami koljete?

da ne

Ako kupujete zivu stoku za klanje, da li volite kupiti...

direktno sa farme na kojoj je zivotinja uzgajana
aukciji
na drugi nacin ili drugom mjestu _____

Ako kupujete zivu stoku za klanje da li ...

kupujete samo za potrebe svoje familije
kupujete za sebe i druge

Ako kupujete zivu stoku za klanje, sta vam je najvaznije prije nego je kupite?

cijena
kvalitet mesa
izbor stoke
drugi razlozi _____

Sta bi voljeli da znamo o vasim potrebama vezanim za ishranu i kako farme u Vermontu vam mogu bolje izaci u susret? **Molim vas da na poledini napisete svoj komentar.**

Hvala na vasem vremenu i vasim komentarima na ovaj upitnik.

July 2002

VSBA Newsletter

A Newsletter for Members of the Vermont Sheep Breeder's Association

The Contrary Sheep Breeder: Results of a Survey

By Jennifer Gilligan, Richmond Sheep Producer

In December of 2000 I mailed a survey to Vermont sheep and goat farmers, as part of a SARE grant to research ethnic markets. The survey resulted in a 50% response rate – thank you, folks! I offer some of the results here and in future newsletters, to help us ‘know’ ourselves as an organization.

I remember advice from several – not just one – of the many advisors who help folks begin agricultural ventures, that livestock is not cost-effective and that as a farmer wannabe I should consider raising, say, popcorn, or should invest in a greenhouse to catch the floriculture wave. The contrary voice within me was offended to think that livestock on a working farm might be considered nonproductive. New England Agricultural Statistics reports some 18,000 sheep and lambs in Vermont on January 1st of 2000, and some 16,000 lambs born in 2000 on 500 operations having one or more sheep on premises). A few of us are large, but over 60% of us own forty (40) or fewer sheep. What do we do with them all, and why do we raise them?

The first question on my December 2000 survey asked respondents to cite their **main** reason for raising sheep or goats. 62% of respondents had no single reason: 22% cited two reasons, 25% three and 15% four or more **main** reasons for keeping their flocks. Have we taken the buzzword ‘diversification’ to heart? Just as ‘diversification’ generally means income streams from several ventures as it relates to farming, we seem to think diversely – in two senses of the word – when we think of our shepherding.

In the survey, meat and wool reflected strongest respondent interest. 70% of us reported meat production as a main reason for sheep, and 50% considered wool production a main reason. Some 40% mentioned both meat and wool together, indicating that in Vermont we look at our sheep as dual purpose livestock.

Only 6% mentioned milking as a main reason for raising sheep, though dairy is considered an important and growing segment of the industry. From this it might be concluded that producers generally perceive shepherding as a low investment venture and do not consider *en masse* the high investment in equipment and time which dairying requires.

Responses showed more than half of us raise sheep for breeding stock. If sheep are being bought and sold as a commodity, it follows that some producers are finding markets lucrative enough to expand production outright and/or to improve flock genetics so that they or someone else might improve/expand production. In light of all the doom and gloom one hears when talking about agriculture in Vermont, this is heartening!

So that's why we raise sheep in Vermont when we want to make money. But there were other reasons voiced as **main** reasons for our flocks. Some 30% of respondents noted that they kept sheep as four-legged non-mechanized brushhogs. 15% admitted that ‘fun’ was one of their main reasons for shepherding. We are apparently a group of contrary farmers, thinking and acting outside the balance sheet. Clearing land has economic value in the long run – if we are prepared to do something with the land – but is likely to appear under Costs and Expenses on any

(Continued on page 2)



Chris Hall, Flora and Fauna Farm, takes advantage of SARE Grant for wool improvement class.

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& Goat Marketing Program
Page 8 . . . Dates & things
to remember and a directory
update

Special Insert...
American Lamb
Checkoff rules



(Continued from page 1)
Income Statement.

Presumably we cite 'brushhogs' as important because we value keeping land productive or returning land to productivity. Sheep are a slow way to do that! Surely it would cost less and provide more immediate results if we were to hire a neighbor and his equipment a couple of times a year. Or run our own equipment if it's paid for. Instead, many of us prefer to feed and fence and otherwise care for a sheep which cannot effectively graze our hill-sides some five months out of the year. Our motivation has more to do with land, landscape and enjoyment thereof. Perhaps we tend to feel a connection with previous generations when we run our sheep on pastures in the months we can do that.

As for 'fun' - defensible but just plain financially unreportable! We can defend 'fun' in the medical sense of lowered blood pressure, a positive attitude that smoothes the rough spots in life. We can argue - and convincingly - that happy people cope and perform better than those who are not. That's why corporations invented vacations, right? Still 'fun' is not a balance sheet item unless maybe with Ben & Jerry in the old days.

Contrary! Vermont shepherds appear to address the bottom line with a strong effort in meat, wool, breeding stock and dairy production. Then we turn around and insist that the balance sheet does NOT rule!

Perhaps the word really is 'balance.' Not as in black or red ink on a financial report: perhaps we think of the ink on our ledgers as **green** and the real gains in areas of personal balance rather than the balance sheet of a financial statement. Perhaps we see the profits of a working landscape where people - men, women and children - work and cooperate to raise livestock, enrich the soil, use and hopefully maintain the old barns which housed previous generations of livestock, provide some of our own food, notice beauty: starlight, sunrise and sunset, storms and sunny weather.

I think we might have something here!

Cheeddar, Vegetable & Sausage Strata

Recipe from www.epicurious.com adapted by Deb Heleba with a Vermont sausage product (POV's Greek flavored Loukanika-try your own farm's Sausage!). Most of the assembly for this layered

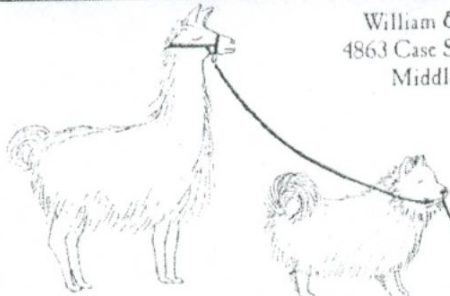
bread and egg dish can be done a day ahead. Serve it hot or warm.

9 1-inch thick slices French bread (each about 3x5), 5 large eggs, 1 tsp Dijon mustard, 1 tsp dried basil, ½ tsp salt, 1 ½ cups half and half, 2 cups packed grated sharp cheddar cheese (about 8 oz), ½ green bell pepper, cut into 2x1/4-inch strips, 15 cherry tomatoes, halved. 6 oz sausage cut or crumbled if bulk, 3 tbs minced onion, chopped fresh parsley. Butter 13x9x2 inch glass baking dish. Fit 8 bread slices in prepared dish. Cut remaining bread slice into 1 inch cubes; fit into any empty spaces. Whisk eggs, mustard, basil and salt in medium bowl to blend; whisk in half & half. Ladle custard over bread. Cover; chill at least 2 hours or overnight. Preheat oven to 350F. Sprinkle mixture in the dish with the black pepper. Top with half of cheese, then bell pepper, tomatoes, sausage, onion and remaining cheese. Cover loosely with foil. Bake 20 minutes. Remove foil. Bake until strata is set and springy to touch, about 20 minutes longer. Cool 5 minutes. Sprinkle with parsley. Makes 5 generous servings.

Anyone have a Recipe?

Editor observation: should we make this a VSBA tradition?!

WHITE DOG LLAMAS




William & Sherry Lawson
4863 Case Street · Route 116
Middlebury, VT 05753
802-388-6553

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Sales · Wool

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Mohair and Mohair Products

Debbie Kirby
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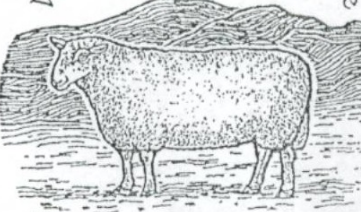
Christopher D. Hall

Flora / Fauna Farm

73 Willey Hill Road
West Topsham, Vermont 05086-9766
Phone: (802) 439-6245
Email: flotauna@sover.net

Hand-Skirted Fleece
and Tanned Pelts

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Vermont Shepherd
875 Patch Rd. • Putney, VT 05346
802-387-4473
vtshprd@sover.net

REC'D FRI 12/15

Jennifer Gilligan
1147 East Main Street
Richmond, Vermont 05477
(802) 434-2999 email: jeng@together.net

December 5, 2000

Dear fellow livestock breeder:

There is a significant and growing population of people of other heritages within the state and the food preferences of these people offer a strong potential market for Vermont livestock producers. In order to develop that market it is important to know what producers have to offer – availability of lamb, goats, beef, poultry and other farm products, and how need is being met at present.

The enclosed survey is aimed to identify sheep and goat availability from producers. If you raise livestock other than sheep or goats, please translate accordingly. This effort is sponsored by SARE (Northeast Region Sustainable Agriculture Research and Education Program) and has the support of the Vermont Sheep Breeders Association and the Small Ruminant Dairy Project.

Your help is greatly appreciated! **Please complete the survey, returning to me by the end of December** – so that results can be made available for annual meetings at the time of the Vermont Farm Show.

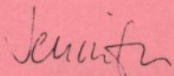
Fold over to mail, or fax to (802)434-2999. I'm also available by email at the above address.

Information you offer regarding your operation is confidential and individual survey returns will not be circulated. This research will be summarized into a report and that report which WILL be shared.

I've asked for contact information so that I can follow up, particularly if you are currently being approached to sell to ethnic populations.

Thank you for your help.

Sincerely,



Jennifer Gilligan

The Business of Farmstead Cheese, Yogurt, and Bottled Milk Products

Considerations for Starting a Milk Processing Business

Saturday, January 13th and Sunday, January 14th, 2001
New England Culinary Institute, Montpelier, Vermont

Join us for a 2 day workshop on getting started making cheese and other value-added milk products

Instructor: Peter Dixon, cheesemaker and consultant

Special Guests Panel Discussion:

- Jack Lazor of Butterworks Farm
- George Redick of Oak Knoll Dairy
- Jon and Kate Wright of Taylor Farm
- Keith Kirschner of Rivendell Meadows Farm



Topics:

- Regulations
- Planning
- Marketing
- Packaging
- Choosing products
- Physical plant requirements
- Processing equipment
- Construction of facilities

Saturday features a catered lunch of seasonal foods by the New England Culinary Institute, as well as a cheese tasting of Vermont cheeses.

Cost for Attendance: \$85 per person (\$45 for second person from same family or farm). Includes instruction, lunch, refreshments, handouts and cheese tasting.

The Business of Farmstead Cheese, Yogurt, and Bottled Milk Products – Registration Form

Please return this, with your registration fee, to: **The Center for Sustainable Agriculture, 590 Main St., UVM, Burlington VT 05405.** (Please make checks payable to the Center for Sustainable Agriculture)

Name (s) _____

Address _____

Phone Number _____

Number of People Attending _____ Number of People Attending Lunch _____

Amount Enclosed _____

PRODUCER SURVEY

This survey is part of a SARE grant to research potential ethnic markets for sheep/goats and availability of meat animals from Vermont and regional producers. **All responses are confidential.** If you do not raise sheep or goats but raise other livestock, your comments are also of interest! (Translate questions for the livestock you raise.....)

RESPONSE FOR SHEEP GOAT OTHER

Name _____ Address _____

Phone # _____ email _____

Main reason for raising sheep/goats? (e.g., meat, wool, milk, breeding stock, brushhogs, fun....)

When do you lamb? _____ Average # of lambs/kids each year? _____

In 2000, how did you market your livestock? (estimate # animals for all categories that apply)

_____ freezer meat to individuals _____ freezer meat wholesale (to
live or breeding stock restaurants, stores, for resale elsewhere)

live as breeding stock live as feeders for eventual slaughter

live to auction (e.g., LPB truck sale) live for immediate slaughter

other (describe) _____

When and at what weight/condition did you market in 2000? (estimate # animals and the time of year you sold; e.g., 10- 30# lamb @ Easter market, 20- 70# lamb, 4- 150# cull @ July LPB truck sale, etc...)

Do you currently sell to people of other heritages? _____ yes _____ no

If no, have you been approached by people of other heritages, even if you did not sell? _____ yes _____ no

_____ yes _____ no

If yes.....

What ethnic populations? (e.g., Asians, Bosnians..... specific country of origin if you know....)

How often did you make sales to ethnic populations in 2000? (check all that apply)

_____ annually, in _____ spring _____ summer _____ fall _____ winter

_____ monthly, in _____ spring _____ summer _____ fall _____ winter

_____ weekly, in _____ spring _____ summer _____ fall _____ winter

How did your ethnic group customers find you? (check all that apply)

_____ visible from road customers travel

_____ customer referral (family, friends traded with you)

referral by other farmer

_____referral by some organization helping ethnic populations resettle

other (explain) _____

Do you allow on-farm slaughter? ☐ yes ☐ no

If yes, please describe your facility _____

How is carcass disposal typically handled? ☒ burial ☐ landfill ☐ composting

_____ incineration _____ haul off into woods

(OVER)

Do your ethnic group customers buy lamb from you for (check all that apply)...

☐ religious holiday celebration ☐ family/friends celebrations or get-togethers
☐ family freezer or pantry ☐ don't know why they buy

Please describe a typical transaction with your customers of other heritage (check all that apply) Customer is ☐ male or ☐ female ☐ arrives alone

☐ arrives with one or more other people ☐ speaks English fluently
☐ speaks English poorly but can be understood ☐ very difficult to understand
☐ does not speak English ☐ brings interpreter ☐ shows up unexpectedly
☐ makes appointment to show up ☐ usually keeps appointment
☐ is inconsistent in keeping appointments ☐ accepts sales price initially given
☐ expects to negotiate price ☐ walks away if your price is non-negotiable
☐ buys one animal at a time ☐ 2-4 at a time (☐ sometimes, ☐ often)
☐ 4+ at a time (☐ sometimes, ☐ often) ☐ takes any animal(s) you can catch
☐ wants to select animal(s) from several choices

Do first-time customers typically buy from you again (become repeat customers)? ☐ yes ☐ no

Does your customer request other livestock or farm products from you? If so,
what? (e.g., chicken, duck, eggs, vegetables, etc.....) _____

Please describe the most significant problem(s) you have had when dealing with customers of
another heritage, and the solution(s) you have found, or tried. _____

Any additional comments or feedback, either on lamb marketing in Vermont in general or
on marketing to ethnic populations..... _____

***Thank you for your time and the shared information. Please fold @ dotted line and mail
response to address below.
Or fax to (802) 434-2999.***

SDR

place
stamp here

**Jennifer Gilligan
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