Intervale Center Vermont Farm Survey

Section I: Farm Characteristics

Note. This section deals with the general characteristics of your farm.

1. In what town is your farm located? ________________

2. How many years have you been farming commercially? At this farm? ________
   Total Years Farming? ________

3. How many acres is the farm?

   | Total farm size | Field Crops | Woodland | Orchards | Pasture | Berries | Wetland | Hay | Vegetables, herbs, flowers | Other (specify) |
   |  | acres |  | acres |  | acres |  | acres | acres | acres |

4. How many people work on your farm when it is in operation?

   Family Members: full time______ part time______
   Year Round Employees (non-family): full time______ part time______
   Seasonal Employees (non-family): full time______ part time______

5. Please indicate your farm’s approximate gross sales for 2006:

   1 $0 to $49,999
   2 $50,000 to $99,999
   3 $100,000 to $149,999
   4 $150,000 to $199,999
   5 $200,000 to $249,999
   6 $250,000 and greater

6. Is farm revenue the primary component (at least 80%) of your annual personal income?

   □ Yes           □ No           □ Not Sure
Section II: Production and Marketing

Note: This section deals with your farm production and will help us better understand challenges and opportunities to meeting the increasing demand for local food.

7. Check all product categories that your farm currently (2007) produces and sells.

- Beef
- Poultry
- Other meats
- Eggs
- Cheese
- Vegetables and Herbs
- Flowers
- Fruits and Berries
- Other (specify) ______________

8. Fill in the table below to describe your major farm enterprises for 2006. Use general categories like: beef, poultry, apples, berries, vegetables, etc.

<table>
<thead>
<tr>
<th>Enterprise</th>
<th>Estimated Production (lbs., bushels, etc.)</th>
<th>Estimated Gross Sales (per year)</th>
<th>Defining Practices (grass-fed, conventional, organic, etc.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: Beef</td>
<td>8 steers, 2,200 pounds beef</td>
<td>$26,000</td>
<td>Grass Fed</td>
</tr>
<tr>
<td>1)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2)</td>
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<tr>
<td>5)</td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>
9. Please describe the **3 food products** that generate the most sales and the market outlets they were sold through in **2006**. You can list the same/similar product more than once if you sell to multiple outlets. (Vegetable farms, please list the 3 crops with the most sales in 2006)

<table>
<thead>
<tr>
<th>Product</th>
<th>Outlets</th>
<th>Approximate Price/Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: Mixed Vegetable</td>
<td>CSA share</td>
<td>$450/share</td>
</tr>
<tr>
<td>Example: Beef - ground</td>
<td>Farm retail</td>
<td>$4.99/pound</td>
</tr>
<tr>
<td>- ground</td>
<td>Restaurants</td>
<td>$2.99/pound</td>
</tr>
</tbody>
</table>

1) 

2) 

3) 

10. List any benefits or challenges associated with the outlets mentioned above.

<table>
<thead>
<tr>
<th>Outlet #1</th>
<th>Benefits</th>
<th>Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outlet #2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outlet #3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

11. In **2006**, what percentage of your overall food product sales went to:

___% Face to Face (farmers’ market, pick-your-own, farmstand, etc.)
___% Subscription shares, Community Supported Agriculture (CSA)
___% Direct to Retail Market (grocery, co-ops)
___% Direct to Restaurants
___% Direct to Caterer
___% Wholesale distributor accounts
___% Farmer owned cooperative/marketing association
___% Processor
___% Internet sales
___% Shipper/Packer
___% Auctions
___% Other: (specify) 
___% Other: (specify) 

100% TOTAL SALES
12. If you have changed your focus away from any outlets in the past 3 years, briefly explain the reasons why your business has shifted away from that particular outlet.

___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
_________________________________________________________________________

13. Does your farm have the capacity to expand production of any products if new, profitable markets can be accessed?

☐ Yes ☐ No ☐ Not Sure

What products? _____________________________________________________________

14. If you are considering any production expansion, check the three (3) most important barriers to expanding your on farm production:

1 ☐ Land (Access or Quality)  6 ☐ Adequate Market Outlets

2 ☐ Labor Availability  7 ☐ Access to Credit and/or Financing

3 ☐ Management Capacity  8 ☐ Storage

4 ☐ Production Equipment  9 ☐ Other (specify below)

5 ☐ Marketing capacity (ordering, delivery, finding new accounts)  (other)________________________
Section III: Future Food Hub Development

Note: This section deals with your interest in the development of the Food Hub and what type of infrastructure or services will bring the most benefit to your farm.

15. The Intervale Center is exploring the development of a PILOT multi-farm CSA for 2008. This business would deliver food products from multiple farms in a weekly “food basket” to employees at their workplace and/or Burlington area residents. Would your farm be interested in participating?
   
   □ Yes  □ No  □ Not Sure

   Please explain: ______________________________________________________________

16. We are also exploring the development of season-extending storage facilities that could promote a year round supply. Would your farm benefit from utilizing this kind of facility?

   □ Yes  □ No  □ Not Sure

   Please explain: ______________________________________________________________

17. Institutions like hospitals and universities are also interested in purchasing more local food. Would the development of a local foods brokerage service that coordinates orders and has warehouse space to bring products together for these markets benefit your farm?

   □ Yes  □ No  □ Not Sure

   Please explain: ______________________________________________________________

18. We are considering each of the above strategies to support Vermont farms. Please rank the options with 1 being the most beneficial to your farm and 4 being least beneficial.

   ______ Multi-Farm CSA  ______ Storage facilities
   ______ Brokerage service for wholesale  ______ Other (specify)____________________

19. Our goal is to develop the most appropriate infrastructure and systems to help farmers access the Chittenden County market. If you have other ideas we should consider please let us know.

   __________________________________________
   __________________________________________
   __________________________________________
   __________________________________________

Note:

   This section deals with your interest in the development of the Food Hub and what type of infrastructure or services will bring the most benefit to your farm.
20. Does your farm have physical assets (equipment, buildings, vehicles, etc.) you would consider contributing (rent, sell or donate) to a multi-farm project in order to reach new markets?

☐ Yes (list below) ☐ No ☐ Not Sure

Please list: ________________________________________________________________

21. Would you consider jointly marketing your products with other farms to access markets?

☐ Yes ☐ No ☐ Not Sure

*If “No” please skip ahead to Question 23 part b below.*

22. Is preservation of your farms identity essential to your marketing goals?

☐ Yes ☐ No ☐ Not Sure

Explain why or why not: __________________________________________________
__________________________________________________________________________
__________________________________________________________________________

23a. Describe the advantages of combining your marketing efforts with other farms?

___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

23b. Describe the disadvantages of combining your marketing efforts with other farms?

___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

24. Would your farm consider investing financial resources in collaboration with other farms in order to reach new markets or reach current markets more effectively?

☐ Yes ☐ No ☐ Not Sure

25. The Intervale Center is exploring different ownership structures as the food hub develops?*

*Select the 2 ownership structures you feel suit farmers best.*

1 ☐ Farmer owned for profit business 5 ☐ Non-Profit owned / Farmer managed
2 ☐ Privately owned business 6 ☐ Don’t know
3 ☐ Non-Profit owned and managed 7 ☐ Farmer owned non-profit cooperative
4 ☐ Other (specify)__________________________________________________________
26. The Intervale Center has resources to conduct marketing and production analysis for farms considering the new marketing opportunities the food hub presents. Are you interested in learning more about these technical assistance opportunities?

☐ Yes ☐ No

27. Indicate your interest in the following options:
   (Check all that apply to you)

☐ Keep me posted as the Food Hub marketing initiatives develop.
   Please check the best way to reach you:
   ☐ Phone ☐ E-mail ☐ Postal Mail

☐ I’d be interested to participate with other farmers when the Intervale Center coordinates planning focus groups in fall 2007 and winter 2008.

☐ I’d like to see the results of this survey when they are completed.

Please provide your contact information below if you would like to hear more as the Food Hub Project develops. All identifying information will be filed separately from your survey responses to maintain your privacy.

Name: ____________________________________ Phone: ____________________________________

Farm Name: _______________________________ E-mail: _______________________________

Address: _____________________________________________________________________

City: ____________________________________ Zip: ________________________________

Thank you for your time!
Your input is extremely valuable as this project develops

Survey results will be reported by January 2008
Please visit our website for updated information on the development of the Food Hub

www.intervale.org