

Expanding Winter Harvest & Sales: New England Vegetable Growers' Needs Assessment

We are seeking input and involvement from vegetable growers on a project to help build the capacity for winter vegetable production in our region. Northeast SARE has provided funding for a 3-year Research & Education project **to expand winter harvest and sales for New England vegetable crops**. Partners on the project include University of Massachusetts, University of New Hampshire, Community Involved in Sustaining Agriculture (CISA) and Seacoast Eat Local. We are in the first year of the project, interviewing growers, setting up research trials, organizing winter markets, and planning educational workshops and meetings for farmers.

All information is confidential, and will be released only in aggregate.

Please complete our brief survey and get connected with a network of growers who are working to expand the winter harvest!

Winter Sales

Did your farm sell vegetables during the winter *last year* (2009-2010)?

- Yes
 No

Marketing

Indicate your farm's winter marketing outlets below. Of total winter vegetable sales between December 1, 2009 and April 30, 2010, indicate what % was sold through each outlet.

	<i>Check all that apply</i>	% of total winter vegetable sales
Winter Farmers' Markets		
Winter CSA		
Sales to Restaurants		
Wholesale		
Other: _____		

Winter Gross Sales

What was your farm's approximated gross income from vegetable sales last winter (December 2009 through April 2010)?

Check one:

- \$0-1,000
 \$1,000-5,000
 \$5,000-10,000
 \$10,000 - \$25,000
 \$25,000 - \$50,000
 \$50,000 - \$100,000
 \$100,000 or more

Percentage of Total Gross Sales: What % of your farm's annual gross vegetable sales are made during the winter months (December – April)?

_____ %

Season Extension: If you use season extension, what type do you use? Check all that apply.

- Row cover alone (with or without wire hoops)
- Low tunnels with layers of row cover and/or plastic & hoops suited for snow load
- High tunnels, unheated
- Minimally heated greenhouse
- Greenhouse with furnace/boiler using fossil fuels
- Greenhouse with furnace/boiler using renewable fuels (solid or liquid)
- Other (please describe):

Crop Storage: If you store crops grown during the summer and fall, what type of storage do you use? Check all that apply.

- Underground storage
- Insulated above-ground storage
- Storage with capacity for cooling from outside air only
- Storage with capacity for active cooling
- Storage with capacity for heating above ambient temperature
- Greenhouse used for storage
- Storage held at <40, high humidity (conditions for root crops such as beets, carrots)
- Storage held at <40, low humidity (for crops such as onions)
- Storage held at 50-60 (for crops such as winter squash or sweet potatoes)
- Other (please describe):

Needs: What kind of information or assistance does your farm need to help you expand winter production and marketing? Check all that apply.

- Information about production of crops for winter harvest
- Types of structures suitable for winter production (low/high tunnels, other)
- Varieties, crops, timing, and pest management of crops for storage
- Postharvest handling information for long-term storage
- Designs for crop storage facilities that meet your needs
- Scaling up – systems for getting bigger
- Labor issues
- Developing year-round operating systems and financial planning
- Market development
- Information for customers about home storage and use of winter crops
- What happened to getting a rest in the winter? – and related issues
- Other (please specify):

Get Involved!

If you would like to be notified about upcoming workshops, farmer-to-farmer meetings, farm visits, and other winter production and marketing resources, please provide your contact information.

Name: _____

Farm Name: _____

Email address: _____

Mailing address: _____

Phone: _____

Please share any additional comments or ideas here:

Please mail or fax your completed survey to:

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To complete this survey online, go to: <http://www.surveymonkey.com/s/XV7HT89>