



FARMERS SURVEY

Please complete the survey and answer the questions to the best of your knowledge
(For Florida Residents Only)

1. Check the Category That Best Describes Your Ethnicity *(Please Check the Appropriate Answer)*

a. African American	b. Black (Caribbean origin)
c. Black (Continental Africa)	d. Black (Hispanic origin)
e. White (European ancestry)	f. White Hispanic
g. Asian	h. Native American
i. Other <i>(Please list)</i> _____	

2. Check The Category That Best Describes Your Gender

a. Male	b. Female
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3. Check the Category That Best Describes Your Age

a. 18 or less	b. 19-29	c. 30-49
d. 50-69	e. 70+	

4. Check the Category That Best Describes Your Annual Household Income

a. \$5,000 or less	b. \$5,001 - \$20,000	c. \$41,000 - \$60,000
d. \$61,000 or greater		

5. Check the Category That Best Describes Your Gross Annually Sales from Your Goats?

a. \$5,000 or less	b. \$5,000 - \$15,000	c. \$15,000 - \$25,000
d. \$25,000 - \$50,000	e. \$50,000 - \$100,000	d. \$100,000 or greater

6. Do You Live on Your Farm? Yes or No *(Please Check the Appropriate Answer)*

7. Which County is Your Farm Located in _____?

8. Do you primarily live in a?

a. Rural Area	b. Urban fringe	c. Metropolitan area
d. A Big City		

9. Do You Lease or Own the Land You Farm on? *(Please Check the Appropriate Answer)*

a. Own	b. Lease
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10. How Many Acres of **Farm Land** Do You Own?

a. Less than 25 acres	b. 25 – 50 acres	c. 50 - 100 acres
d. 100 - 150 acres	e. 150 – 250 acres	

- f. 250 acres – 350 acres g. More than 350 acres.
11. If You Lease Your Land, How Many Acres of Land Do You farm On?
a. Less than 25 acres b. 25 – 50 acres c. 50 - 100 acres
d. 100 - 150 acres e. 150 – 250 acres
f. 250 acres – 350 acres g. More than 350 acres
12. How Many Goats Do You Own?
a. Less than 25 b. 25 - 50 c. 50 - 100
d. 100 - 150 e. 150 - 250 f. 250 – 350
g. Greater than 350
13. What Type of Goats Do You Raise?
a. Meat b. Dairy c. Fiber
d. All 3 types e. Meat and Dairy
f. Dairy and Fiber g. Fiber and Meat
14. Do You Have a Market for Selling Your Goats?
Yes or No *(Please Check the Appropriate Answer)*
15. How do you sell your goats? *(Please Check as Many Answers as Appropriate)*
a. Meat b. Breeding Stock c. Pets
d. Show Goats e. Pack Goats
f. Other *(Please Explain)* _____
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16. Where Do You Most Frequently Sell Your Goats? *(Please Check as Many Answers as Appropriate)*
a. The Farm Gate b. Livestock Auctions
c. Specialty Ethnic Stores d. Marketing Cooperative
e. Broker (Middle-Man) f. Slaughtering and Processing Facility
g. Other *(Please Explain)* _____
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17. Do Your Export Goats to Other Countries?
Yes or No *(Please Check the Appropriate Answer)*
18. Which Consumer Do You **Primary** Sell Your Goats To? *(Please Check One Answer)*
a. African American b. Black (Caribbean origin)
c. Black (Continental Africa) d. Black (Hispanic origin)
e. White (European Ancestry) f. White Hispanic
g. Asian h. Native American
i. Other j. Middle Eastern
k. Don't Know
19. How Do You Usually Sell Your Lives Animals?
a. Sell by the pound b. Sell by the head
c. Other *(Please Explain)* _____

20. What Weight Class of animals Do You Generally Sell?
 a. Less than 25 pounds b. 25 to 40 pounds. c. 40 to 60 pounds
 d. 60 to 100 pounds e. 100 to 150 pounds f. 150 or greater
21. What Sex Class of animals Do You Generally Sell?
 a. Male b. Female c. Castrated Male
22. How Many Animals Do You Generally Sell Per Month?
 a. None b. Less than 25 c. 25 - 50
 d. 50 - 100 e. 100 - 150 f. 150 - 250
 g. 250 – 500 h. 500 -1000 i. 1000+
23. How Many Animals Do You Generally Sell Annually?
 a. None b. Less than 25 c. 25 - 50
 d. 50 - 100 e. 100 - 150 f. 150 - 250
 g. 250 – 500 h. 500 -1000 i. 1000+
24. In Which Period Do You Usually Sell the Most Goats? *(Please Check One Answer)*
 a. January - March b. April- June c. July – Sep
 d. Oct. – Dec.
25. Do You Think You Get a Fair Price For the Animals You Sell?
 Yes or No *(Please Check the Appropriate Answer)*
26. Where Do You Feel the Greatest Demand for Goat Meat is in the State of Florida?
(Please Check One Answer)
 a. West Florida (Pan Handle Region) b. East Florida (Pan Handle Region)
 c. Central Florida d. South Florida
27. Is being a part of a community local food system (farmer direct) important to you?
 Yes or No *(Please Check the Appropriate Answer)*
28. If you had the opportunity to sell your meat retail (i.e. ethnic stores, restaurants, farmers markets) would you consider this marketing strategy?
 Yes or No Maybe *(Please Check the Appropriate Answer)*
29. What barriers do you believe would prevent you from selling your meat retail?
(Please Check as Many Answers as Appropriate)
 A. Lack Of USDA Facilities Near Me B. Cost Of Permits
 C. Lack Understanding of Regulations D. Storing Product
 E. Don't Have Time/Not Willing To Travel F. Not Interested
 G. Lack Marketing Skills
 H. Other *(Please Explain)* _____
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