

Appendix 4

Grower Survey



Growing a Sustainable Portland Metropolitan Foodshed

GROWERS SURVEY

Please help us identify existing key challenges and opportunities to strengthen agriculture in the Portland region by taking our growers survey. Results from the survey will help us define the situation and needs of growers in the regional food economy.

GENERAL INFORMATION

1. What were your annual gross farm sales in 2009?
\$ _____
2. How many acres were involved in generating the gross farm sales in Question #1?
_____ acres
3. How many acres do you own v. lease?
_____ acres own
_____ acres lease
4. What is the primary source of the gross farm income in Question #1?
_____ % from crops
_____ % from non edible crops
_____ % from livestock
_____ % from value added and processing
_____ % other
5. What county is your residence located?

6. What is the age of the principal owner(s) of this farm?
_____ years of age
7. Do you plan to transfer land/farm ownership?
 - a) No
 - b) Yes

If Yes, to whom will you be transferring ownership?

- i Family member
- ii Employee
- iii Neighbor
- iv Sell for a nonagricultural use
- v Donate to a nonprofit organization
- vi Transfer to a family trust
- vii Transfer to a land trust
- viii Other _____

If Yes, is your plan formalized in a legal document, such as a will?

- a) No
- b) Yes

If Yes, do you need assistance in the following areas?

- a) Legal
- b) Tax
- c) Other _____

8. Is your main business goal to obtain farm tax deferral from your county tax assessor's office?

- a) No
- b) Yes

9. Do you perform additional processing or packaging to your products before your sell to a customer?

- a) No
- b) Yes

If Yes, what percent of your gross farm sales come from processing or/and packaging your products?
_____%

10. Does your farm activity require non-farm supplemental income to stay in business?

- a) No
- b) Yes

MARKETING INFORMATION

11. How do you connect to your customers? Select all that apply.

- a) In person
- b) Phone
- c) Website
- d) Facebook
- e) Twitter
- f) Other _____

12. Do you need help connecting with you customers?

- a) No
- b) Yes

If Yes, what types of help do you need?

13. Are you aware of existing methods for customer connections, such as Food Hub, etc.?

- a) No
- b) Yes

14. Could a "Brand" add value to your products and markets, such as a "Willamette Valley Grown" etc.?

- a) No
- b) Yes

15. Where do you currently market/sell most of your farm products?

16. Are you satisfied with your current market outlets?

- a) Yes
- b) No

If No, what other market opportunities would you like to pursue?

17. Which of the following geographic markets are the targets for you in the next five years?

- a) International
- b) National
- c) West Coast
- d) Metro Area
- e) Other _____

18. How much of your annual farm sales are generated from organic production?

- a) None
- b) Some
- c) All

If some or all of your production is organic, do you use organic production as:

- a) Marketing tool
- b) Stewardship practices
- c) Safety practice to family and employees
- d) a) and b)
- e) b) and c)
- f) a) and c)
- g) All three
- h) Other _____

What type of third party certification system do you use?

- a) None
- b) Food Alliance
- c) Oregon Tilth
- d) Salmon Safe
- e) USDA Organic
- f) Oregon Department of Agriculture
- g) Other _____

19. How far do you travel to market or sell your farm products?

_____ miles

20. Are there crops or livestock that you would like to grow that you currently are not?

- a) No
- b) Yes

If Yes, what types of crops or livestock?

21. What technology would help you in marketing your products?

- a) Website
- b) Facebook
- c) Twitter
- d) Other _____

22. Are there barriers for you to effectively marketing your product?

- a) No
- b) Yes

If Yes, what are those barriers?

23. Do you need assistance with marketing support?

- a) No
- b) Yes

If Yes, what help do you need?

OPERATIONS INFORMATION

24. Are you satisfied with the size and productivity of your operation?

- a) No, I would like to increase my output/revenues
- b) No, I would like to reduce my costs
- c) No, I would like to both expand my output/revenues and reduce my costs
- d) Yes, I am satisfied with the size and productivity of my operation

25. Would you like to increase your land base?

- a) No
- b) Yes

If yes, the reason to increase your land base is to:

- i. Meet the demand in your current market strategy
- ii. Potentially create a new market opportunity not otherwise obtainable with current acreage
- iii. Gain economies of size with equipment
- iv. Have family member(s) that would also like to farm and this would allow them the ability to farm as well
- v. Other _____

26. If you were to expand your business, how would you pay for additional farm inputs, equipment, land, buildings or other expansion?

- a) Commercial lender
- b) FHA
- c) Self/Family
- d) Investors
- e) Other

27. Are you interested in joining a Cooperative or other similar organization?

- a) No
- b) Yes

If Yes, what is the most important reason?

- i. New market opportunities
- ii. Expanding your current market,
- iii. Access to equipment that you don't currently have access to
- iv. Lower cost
- v. Better access to inputs

28. Besides yourself, how many family members work for your farming operation full-time?

29. How many family members work for your farming operation part-time?

30. How many non-family employees work for your farming operation?

What percent of your employees in Question #30 are:

_____ % migrant

_____ % local

Is your labor force stable (available when needed)?

- a) No
- b) Yes

Is your labor force adequately skilled for the tasks expected of them?

- a) No
- b) Yes

31. What do you need to increase your capacity to generate new markets, increase revenues, or reduce costs?

32. What is the biggest barrier to producing your product for your market?

33. What technology would help you in producing your products?

REGULATORY INFORMATION

34. Do you have conflicts in your ability to produce your products in a safe and efficient manner?

- a) No
- b) Yes

If Yes, what is the main conflict?

- i. Noise
- ii. Dust
- iii. Transportation
- iv. Vandalism/theft
- v. Other _____

If Yes, whom do you have the most conflict with?

- i. Non)farm neighbors
- ii. Other farmers
- iii. Local government
- iv. Other _____

35. What other regulatory barriers do you face?

- a) Water rights and supply
- b) Air quality rules
- c) Farmers markets rules and regulations
- d) Land use, permitted uses within zoning
- e) Certification systems
- f) Tax structure
- g) Labor laws
- h) Transportation access
- i) Other _____

36. What is your chief regulatory challenge?

- a) Land use
- b) Water pollution
- c) Water supply
- d) Air quality
- e) Labor regulations
- f) Certification systems (e.g., USDA Organic, Oregon Tilth, other)
- g) Diversification on site (e.g, agricultural tourism or processing on site)

37. What level of government is the most important to your operations?

- a) International (World Trade Organization)
- b) Federal/National
- c) State
- d) Regional (Metro)
- e) County
- f) City
- g) Cooperative Extension
- h) Soil and Water Conservation District
- i) Other _____

38. Where are the opportunities to expand your markets?

39. What are the pros and cons related to organic certification or other certification?

40. What is the most important need to improve your operation?

41. How has increased awareness of environmental stewardship changed your operations?

THANK YOU for your time in completing this survey.

This survey is part of a project sponsored by the Western Sustainable Agriculture Research and Education. To learn more about Western SARE, please visit <http://wsare.usu.edu> or call 435.797.2257.

To learn more about this project or get involved, please visit www.pdxfoodshed.com or call Bob Wise at 503.225.0192.

Please mail your completed survey to:

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