

# Food Producers Information Survey

THANK YOU for taking the time to participate in this survey, which is being conducted by University of Missouri Extension. The purpose of this survey is to gather information that will be used to produce a new line of educational resources for food producers, which includes farmers and value-added\* producers.

This survey is intended only for people age 18 or older. Only one person per household should complete the survey.

The information you provide is confidential and anonymous. You may skip any questions you do not wish to answer.

The survey will take approximately 10 minutes to complete.

## DEFINITIONS:

"Agri-business" is any business that earns revenues by producing and selling food products

"Value-added" refers to agricultural products that have increased in value due to processing. Examples include: milling wheat into flour, turning tomatoes into salsa, or making strawberries into jam.

"Raw agricultural products" have not been altered from their original state after harvesting. Examples include: whole strawberries, whole un-cracked eggs, and clean, unpeeled potatoes. Raw products also includes live animals.

## **1. Do you currently grow, raise, or otherwise produce any raw agricultural food products for sale?**

- Yes
- No
- No, but I plan to
- No, I'd like to but I don't have any plans

Comments

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## 2. What raw agricultural products do you currently grow, raise or produce? (Check all that apply)

- Apples
- Asparagus
- Beans
- Beets
- Berries, blackberries
- Berries, blueberries
- Berries, elderberries
- Berries, raspberries
- Berries, strawberries
- Broccoli
- Brussels sprouts
- Cabbage
- Cantaloupe
- Carrots
- Cauliflower
- Chestnuts
- Corn, sweet
- Cucumbers
- Eggplant
- Eggs
- Garlic
- Grapes, table
- Grapes, wine
- Herbs
- Lettuces / greens
- Okra
- Onions
- Parsnips

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- Peaches
- Peanuts
- Peas
- Pecans
- Peppers
- Potatoes
- Pumpkins
- Radishes
- Rhubarb
- Spinach
- Squash
- Sweet potatoes
- Tomatoes
- Turnips
- Walnuts
- Watermelons
- Zucchini

Other (please specify)

### 3. Do you currently produce any value-added agricultural products for sale?

**"Value-added" refers to agricultural products that have increased in value due to processing. Examples include: milling wheat into flour, turning tomatoes into salsa, or making strawberries into jam.**

- Yes
- No
- No, but I plan to
- No, I want to but I don't have any plans

Comments

## 4. What types of value-added agricultural products do you currently produce? Check as many as apply

- Baked goods
- Beef
- Beer
- Candles, beeswax
- Candles, soy
- Cheese
- Chicken
- Edamame / soy foods
- Flours
- Honey
- Jams/jellies
- Lamb
- Pasta
- Pork
- Salsa/sauces
- Soaps
- Soup/stew mixes
- Wine

Other (please specify)

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## 5. With regards to your agri-business, what else do you want to learn? Check all that apply.

- How to sell meat directly to consumers
- How to sell fruits and vegetables directly to consumers
- How to sell eggs directly to consumers
- Selling dairy products directly to consumers
- How to get my products into retail stores and restaurants
- How to get my products into schools and other institutions
- How to sell products through my own web site
- Understanding loans, grants and financing
- Pricing my products
- Understanding taxation on farm products
- How to start a CSA (community supported agriculture, also called subscription agriculture)
- Rules and regulations: labeling
- Rules and regulations: safe food handling
- Rules and regulations: on-farm food safety
- GAP (Good Agricultural Practices)
- Organic certification
- Custom processing of meat
- Inspected processing of meat
- Business start-up
- Evaluating my business idea
- Writing a business plan
- Writing a marketing plan
- Labels of origin / geographic indications
- Opportunities for new crops / products
- Ideas for producing value-added products
- What products can and cannot be produced in a home kitchen

Other (please specify)



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## 6. Are you interested in changing your agri-business in any of the following ways? Check yes or no for each item.

	Yes	No
Diversify my agribusiness	<input type="radio"/>	<input type="radio"/>
Add new raw products	<input type="radio"/>	<input type="radio"/>
Add new value-added products	<input type="radio"/>	<input type="radio"/>
Identify new places to sell my products	<input type="radio"/>	<input type="radio"/>
Sell my products on the Internet	<input type="radio"/>	<input type="radio"/>
Add on-farm agritourism	<input type="radio"/>	<input type="radio"/>
Join with other producers to form a cooperative	<input type="radio"/>	<input type="radio"/>

## 7. What challenges, if any, are hindering your ability to make the change(s) to your agri-business? Check all that apply.

- Lack of time
- Lack of money
- Don't know where to get the information I need
- Not enough land/space
- Legal concerns
- Need more hands
- Need more customers
- Need more product
- Don't want to make any changes

Other (please specify)



## 8. How confident are you that you know where to get information on how to SAFELY process and sell food products?

- Not at all confident
- A little confident
- Moderately confident
- Very confident

## 9. How confident are you that you know where to get information on how to LEGALLY process and sell food products? Please choose one answer per row.

	Not at all	A little	Moderately	Very
Federal rules and regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
State rules and regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local rules and regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 10. Do you know where to get the supplies and equipment you need to produce what you want to sell?

- Yes
- No
- Some, but not all

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## 11. How do you decide to price your product? Check all that you actually use.

- Customer comments
- Debt service -- paying back loans, credit
- How much I spent on inputs / ingredients
- How much time I put into it
- I just charge what my local competitors charge
- Labor costs
- Land / space expenses (rent, taxes, utilities, etc.)
- Market research done by me
- Market research done by someone outside of my farm / business
- Prices in the grocery store
- Trade publications
- What I think people will pay

Other (please specify)

## 12. How comfortable are you with your ability to do the following? Please check one box in each line.

	Not at all	A little	Moderately	Very	I'm not interested in this
Identifying the market opportunities for my products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understanding what customers want	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dealing with the public / customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Approaching store managers about selling my product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Determining production (input) costs for each of my products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pricing my product fairly for the customer and profitably for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Food Producers Information Survey

**13. Where do you go -- either online or in-person -- to find the most useful information for your agri-business? Check all that apply.**

- Businesses where I get supplies
- Friends
- Lincoln University Extension
- Local health department
- Other university
- People who produce / sell products similar to mine
- University of Missouri Extension
- USDA service center

Other (please specify)

**14. Do you visit any web sites to get information for your agri-business?**

- Yes
- No

## 15. What web sites do you visit regularly?

## 16. Why don't you regularly visit web sites for your agri-business?

- Lack of high-speed Internet
- Don't have time
- Don't know what sites are useful
- Don't trust information on the Internet
- Don't want to use computer

Other (please specify)

## 17. How many years have you been engaged in your agri-business?

- 0 - 5 years
- 6 - 10 years
- 11 - 15 years
- 16 - 20 years
- 21 years or more

## 18. What is your age?

- 18 - 24 years
- 25 - 34 years
- 35 - 54 years
- 55 - 64 years
- 65 - 84 years
- 85 and older

## 19. What is the farthest you travel (one-way) on a regular basis to sell your products?

- I don't travel anywhere to sell my products
- 0 - 5 miles
- 6 - 10 miles
- 11 - 15 miles
- 16 - 20 miles
- 21 - 30 miles
- 31 - 40 miles
- 41 - 50 miles
- 51 - 75 miles
- 76 - 100 miles
- 101 miles or more

## 20. How often do you make that trip to your farthest regular destination to sell your products?

- Multiple times a week
- Once a week
- 2 - 3 times a month
- Once a month
- Every few months
- Once a year

Other (please specify)

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## 21. What state do you live in?

- Missouri
- Arkansas
- Illinois
- Iowa
- Kansas
- Kentucky
- Nebraska
- Oklahoma
- Tennessee

Other (please specify)

## 22. What county do you live in?

## 23. Is there anything else you'd like to tell us about resources needed for agribusinesses in Missouri to become and remain successful?

THANK YOU for completing this survey.

For more information about University of Missouri Extension, visit us at: [Extension.missouri.edu](http://Extension.missouri.edu)

If you have any comments or questions about this survey, please contact us:

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