**Finger Lakes Cheese Trail – Marketing Study**

*Survey of current markets utilized by trail members*

NOTE information from individual business will not be shared among survey participants; info will be aggregated for reporting purposes.

Business Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Key Contact Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

In business since:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Best Phone Number:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Describe YOUR Products**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Cheese TYPES you make | Total Annual Production (Lbs) | Available when? (seasonal or yr rnd) | Wholesale Price/lb | Retail Price/lb | Increase volume for more whlsale (Y or N) |
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**B. Marketing Strategies**

**Farmers Markets**

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| --- | --- | --- | --- |
| Name of Market | Season you attend | AVG sales/wk ($$) | Total Annual Sales - $$ |
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**ON - Farm Sales with Regular Hours**

Season you are open: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Days/Hours/week: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Total annual sales from your farm: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Approx. how many customers per week: \_\_\_\_\_\_\_\_\_or Per year:\_\_\_\_\_\_\_\_\_\_\_\_(if known)

Where do they come from (communities):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How did they hear about your farm?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Open on Cheese Trail Weekends**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_typical sales $ \_\_\_\_\_\_\_\_typical number of customers

**Mail order** **sales:** Volume per year\_\_\_\_lbs \_\_\_\_$$ value

**Other Festival or Event sales**

|  |  |  |
| --- | --- | --- |
| **Festival Name & location** | **Time of year** | **Typical cheese sales (lbs or $$)** |
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**Direct Sales and Delivery to shops/stores/restaurants (list all) – places where you deliver…not a distributor**

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| --- | --- | --- | --- |
| **Store Name/Location** | **Ordering frequency** | **Volume/week or**  **per order** | **Your delivery day** |
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**Is your direct to restaurant/retail outlet price the same for every customer? \_\_yes \_\_no**

**Explain price variation.**

**Sales to a distributor**

|  |  |  |  |
| --- | --- | --- | --- |
| **Distributor Name/ Location** | **Ordering frequency** | **Volume/week or**  **per order** | **Do you deliver to them or they pick up** |
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**C. Describe your Major Marketing challenges??**

Delivery? Volume? Finding outlets/buyers? Pricing?? Promotion (website/promotional materials, etc.) Other??

**D. How do you envision growing your business??**

\_\_\_More direct marketing \_\_\_More wholesale

Comments:

Other things we should know!!

Thank you so much for your participation in this survey. Monika & Ethan