

Survey Questionnaire with Aggregate Responses

Averages and percentages are presented in parentheses. Answers to open-ended questions were too extensive to present here, but can be found in the full graduate thesis.



Survey of Home Gardener and Farm Business Goals and Challenges

This study will help food producers and farmers like you meet your goals and overcome challenges by helping to improve projects that seek to address your needs. By filling out this survey, you help us gather important information that will help future projects to do the best job of addressing your goals and challenges.

For your responses to be useful, we need you to answer all of the questions. If you have comments, or would like to expand on your answers, please use the margins or the space provided at the end.

Please return this completed survey along with the green paper with your gift card choice in the business reply envelope (no postage needed) that we've included.

Thank you for your help!



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SECTION 1: FOOD PRODUCTION GOALS AND CHALLENGES

*All producers please answer this section.

1. **Did you raise any food products, such as vegetables, fruits, grains, meat or dairy animals, or other food product in 2012?**

Yes, I did raise food products in 2012 **(*CONTINUE TO QUESTION 2)**

No, I did not raise any food products in 2012. **(*If you did not raise food products in 2012 it is not necessary for you to fill out this questionnaire. However, please return it so we can take you off the mailing list.**

2. **What was the primary reason that you became a farm or garden operator? (Please check only one reason.)**

Percentage of respondents in italics.

take over operation of the farm from a family member or another person (18%)

develop a business to generate additional income (24%)

investment in real estate (0%)

live in a rural area (13%)

retirement/residence activity (10%)

growing crops and/or livestock that provide outdoor activity (13%)

Other (please specify): _____ (22%)

3. **Which of the following resources do you have access to? (Please check all that apply.)**

Water for irrigation (49%)

Land you own (93%)

High tunnel or hoop house (17%)

Land you rent from someone (18%)

Greenhouse (18%)

Equipment you own (tractors, processing equipment, etc.) (93%)

Family laborers (47%)

Equipment you rent from someone

Hired laborers (15%)

(3%)

volunteer laborers (12%)

Loans/credit (18%)

Other (please specify): _____ (5%)

4. Please indicate whether you agree or disagree with the following by placing an X in the appropriate box.

| | Strongly Agree | Agree | Neither Agree or Disagree | Disagree | Strongly Disagree |
|--|-----------------------|--------------|----------------------------------|-----------------|--------------------------|
| I plan to pass my farm/garden on to a known successor. | 4% | 8% | 25% | 26% | 37% |
| Farming is a viable business venture. | 2% | 9% | 23% | 44% | 23% |
| Off-farm income is important for the continuity of my farm or garden. | 3% | 8% | 13% | 41% | 36% |
| In the future my household would like to farm full-time with no off-farm income. | 9% | 25% | 28% | 21% | 18% |
| My household prefers to have off-farm income as well to reduce risk. | 2% | 8% | 23% | 42% | 25% |
| My household prefers to have off-farm work to be able to get health insurance. | 4% | 11% | 19% | 29% | 38% |
| I would encourage youth to pursue farming. | 0% | 4% | 16% | 40% | 40% |
| I have written my goals for my farm/garden down on paper. | 7% | 29% | 34% | 18% | 12% |
| Local food strengthens our community. | 0% | 1% | 6% | 35% | 59% |
| Local food strengthens our economy. | 0% | 1% | 5% | 38% | 57% |
| Farm work is a chore without joy. | 47% | 39% | 9% | 3% | 2% |
| People value my role as a farmer/gardener. | 1% | 5% | 23% | 53% | 19% |
| It's important to me to raise my family with farming/gardening. | 0% | 1% | 10% | 43% | 46% |
| It's important to eat food produced without chemicals. | 2% | 3% | 12% | 32% | 50% |

5. Please describe your goals for your garden or farm.

6. How many of the following did you raise in 2012 and how many do you plan to raise in 2014, two years from now?

| | Number raised in 2012 | Number plan to raise in 2014 |
|--|------------------------------|-------------------------------------|
| Beef calves | 1.22 | 13.21 |
| Fattened beef | 1.98 | 2.38 |
| Broilers | 1076.25 | 1190.15 |
| Laying hens | 104.61 | 121.22 |
| Piglets | 1.25 | 1.77 |
| Pork | 0.34 | 0.82 |
| Lambs | 3.19 | 5.21 |
| Meat goats | 3.45 | 6.67 |
| Dairy cows | 0.86 | 0.87 |
| Dairy goats | 0.28 | 0.39 |
| Fruit trees (<i>specify type</i>): _____ | 0.48 | 0.55 |
| Berry plants (<i>specify type</i>): _____ | 0.48 | 0.54 |
| Vegetables (<i>Specify acres/square feet or describe size of plot in own words</i>) | 1.04 | 2.73 |
| Other: | | |

7. Which of the following best describes your food production plans for the next 2 years? (Please check only one).

- I plan to produce more overall. (47%)
- I plan to produce the same amount overall. (38%)
- I plan to produce less overall. (6%)
- I plan to stop farming or gardening entirely.(1%)

I am not sure. (8%)

8. Please estimate what percentage of your diet is made up of food products that you raise.

Percent (43%)

9. Do you use any of the following terms to describe the food products that you raise?

(Please check all that apply.)

Grass-fed animals (33%)

Certified naturally grown (2%)

Free-range animals (26%)

No spray/pesticides (30%)

Organic (21%)

Certified humane (6%)

Certified organic (1%)

Other (please specify): (12%)

Naturally grown (54%)

10. Which of the following marketing outlets do you plan to sell through sometime in the next two years? (Please check all that apply).

None (15%)

Grocery Stores (10%)

Farmers Market(s) (58%)

Live animal stockyard or buyer

Roadside Stand or on-farm store
(26%)

(27%)

Processor or Finisher (5%)

Schools (14%)

Restaurants (18%)

Hospitals (1%)

Vegetable auctions (3%)

Not sure (5%)

Community Supported Agriculture
(CSA) (8%)

Other (specify): (18%)

11. How many miles (one-way) is the closest place where you could sell your food products? (ie. Farmers market, food hub, or buyer, etc.)?

Number of miles (13.36)

12. Did you sell any of the food products you produced in 2012?

YES (***SKIP TO SECTION 2**) (69%)

NO (***CONTINUE TO QUESTION 13**) (31%)

13. Since you indicated in question 12 that you DID NOT SELL any of the food products you produced in 2012, please tell us whether you agree or disagree with the following reasons for choosing not to sell food products by placing an X in the appropriate column.

| | Strongly Agree | Agree | Neither Agree or Disagree | Disagree | Strongly Disagree |
|---|-----------------------|--------------|----------------------------------|-----------------|--------------------------|
| I'm not interested in selling the food I raise - it's just a hobby. | 14% | 31% | 33% | 17% | 5% |
| It is too far for me to travel to sell at a profitable marketing outlet. | 6% | 18% | 34% | 30% | 12% |
| I don't have time to sell the foods that I grow/raise. | 10% | 34% | 32% | 19% | 5% |
| I have difficulty hiring the kind of labor that I need. | 7% | 21% | 47% | 17% | 8% |
| It would not be profitable to sell the foods I produce. | 9% | 25% | 36% | 22% | 8% |
| I don't think there is enough demand in local markets. | 3% | 18% | 29% | 40% | 9% |
| Pest/disease problems limit my ability to sell my products. | 7% | 15% | 37% | 34% | 7% |
| Complicated regulations make it difficult to sell the food I produce. | 12% | 21% | 39% | 25% | 4% |
| I am afraid of the consequences if the food I produce makes someone sick. | 6% | 22% | 34% | 28% | 9% |
| I'd rather give away my extra produce than sell it. | 22% | 39% | 25% | 9% | 4% |
| I used to sell but am now retired. | 9% | 11% | 41% | 24% | 16% |

14. Is there any other reason why you decided not to sell the food you produced in 2012?

***If you answered questions 13 and 14, now *SKIP TO SECTION 3.**

SECTION 2. FOOD MARKETING GOALS AND CHALLENGES

***If you indicated in question 12 that you SOLD food products in 2012, please answer this section. If you DID NOT SELL food products in 2012, please skip to Section 3.**

15. Which reason best describes why you sell the food you raise? (Please check only one.)

- I produce more than we can eat, so I might as well sell the extra. (18%)
 I sell my food products to earn income. (51%)
 I enjoy the social connections I get when selling the food products I produce. (16%)
 Other (please specify): _____ (5%)

16. What percent of your farm income in 2012 was from sales through the following marketing outlets? (Note: They should add up to 100.)

| Marketing Outlet | % | Marketing Outlet | % |
|---------------------------------------|--------|---------------------------------|--------|
| Farmers Market(s) | 33.59% | Roadside Stand or On-farm Store | 7.92% |
| Community Supported Agriculture (CSA) | 4.33% | Processor or Finisher | 5.12% |
| Restaurants | 3.25% | Vegetable auctions | 1.20% |
| Grocery Stores | 2.01% | Live animal stockyard or buyer | 16.75% |
| Schools | 0.93% | Other (please specify): | 10.52% |
| Hospitals | 0.01% | | |

17. Which broad category best represents the gross sales from your farm in 2012?

- | | | |
|--|---|---|
| <input type="checkbox"/> Less than \$1,000 (22%) | <input type="checkbox"/> \$25,000-\$39,999 (4%) | <input type="checkbox"/> \$500,000-999,999 (1%) |
| <input type="checkbox"/> \$1,000-\$2,499 (20%) | <input type="checkbox"/> \$40,000-\$49,999 (3%) | <input type="checkbox"/> \$1,000,000 or more |
| <input type="checkbox"/> \$2,500-\$4,999 (12%) | <input type="checkbox"/> \$50,000-\$99,999 (6%) | (1%) |
| <input type="checkbox"/> \$5,000-\$9,999 (13%) | <input type="checkbox"/> \$100,000-249,999 (4%) | |
| <input type="checkbox"/> \$10,000-\$24,999 (14%) | <input type="checkbox"/> \$250,000-499,999 (0%) | |

18. Which broad category best represents your goal for your farm's gross sales in 2014?

- | | | |
|--|---|---|
| <input type="checkbox"/> Less than \$1,000 (12%) | <input type="checkbox"/> \$25,000-\$39,999 (8%) | <input type="checkbox"/> \$500,000-999,999 (1%) |
| <input type="checkbox"/> \$1,000-\$2,499 (18%) | <input type="checkbox"/> \$40,000-\$49,999 (3%) | <input type="checkbox"/> \$1,000,000 or more |
| <input type="checkbox"/> \$2,500-\$4,999 (12%) | <input type="checkbox"/> \$50,000-\$99,999 (8%) | (1%) |
| <input type="checkbox"/> \$5,000-\$9,999 (12%) | <input type="checkbox"/> \$100,000-249,999 (5%) | |
| <input type="checkbox"/> \$10,000-\$24,999 (18%) | <input type="checkbox"/> \$250,000-499,999 (2%) | |

19. Please indicate how much the following factors do or do not limit your ability to expand your farm by placing an X in the appropriate box.

| | Do not limit me | Limit me somewhat | Limit me a lot | Undecided |
|---|------------------------|--------------------------|-----------------------|------------------|
| Low prices for products sold | 35% | 44% | 17% | 4% |
| Pest/disease problems | 30% | 52% | 15% | 4% |
| Not enough water | 60% | 28% | 9% | 3% |
| Not enough land | 63% | 21% | 14% | 2% |
| Limited access to larger-scale equipment | 59% | 23% | 11% | 7% |
| Difficulty hiring the type of labor I need | 49% | 27% | 18% | 6% |
| Complicated regulations | 41% | 32% | 18% | 8% |
| Lack of time to market/distribute my products | 35% | 44% | 18% | 4% |
| Lack of production-related knowledge | 62% | 29% | 4% | 6% |
| Long travel distance to market | 58% | 32% | 7% | 3% |
| Lack of demand in markets for my products | 56% | 34% | 6% | 4% |
| Lack of access to local processing | 53% | 25% | 13% | 8% |
| Lack of marketing-related knowledge | 58% | 32% | 6% | 5% |
| Lack of money to invest in expansion | 31% | 37% | 30% | 3% |
| High input costs | 25% | 44% | 28% | 3% |
| High processing costs | 39% | 37% | 14% | 10% |

20. Please comment on the greatest limitations you face to producing or marketing the food you produce.

SECTION 3: FARM OR GARDEN BACKGROUND

***All producers please answer this section.**

Your answers help us learn about WV gardeners/farmers and help us understand results.

21. Where is your garden or farm located? (see last page extension for results)

_____ County _____ State

22. Do you own and/or rent the land where you farm/garden?

___ Own part, rent a part → (***CONTINUE to question 23**) (16%)

___ Own all → (***CONTINUE to question 23**) (80%)

___ Rent all → (***SKIP to question 24**) (4%)

23. Since you indicated in question 22 that you own land where you garden or farm, how many generations has it been in your family? (*If you are the first generation please put 1).

_____ Number of generations (2)

24. How many acres of usable agricultural land do you have access to?

_____ Number of acres (93.5)

25. How long have you been gardening or farming at your current location?

_____ Number of years (25.14)

26. How many years of experience do you have farming or gardening?

_____ Number of years (37.64)

27. How many other people work on your farm or garden?

_____ Number of people (2)

28. What is your age?

_____ Number of years (58.1)

29. What is your gender?

___ Male (66%)

___ Female (34%)

30. Are you employed off or away from the farm?

Yes, part-time (18%)

Yes, full-time (35%)

No
(60%)

31. Which broad category BEST describes your total household income level in 2012?

less than \$10,000 (6%)

\$35,000-\$39,999 (8%)

\$80,000-\$89,000 (5%)

\$10,000-\$14,999 (4%)

\$40,000-\$44,999 (5%)

\$90,000-\$99,000 (5%)

\$15,000-\$19,999 (5%)

\$45,000-\$49,999 (5%)

\$100,000-\$124,999 (6%)

\$20,000-\$24,999(8%)

\$50,000-\$59,999 (9%)

\$125,00-\$149,999 (2%)

\$25,000-\$29,999 (7%)

\$60,000-\$69,999 (8%)

\$150,000-\$199,999 (2%)

\$30,000-\$34,999 (9%)

\$70,000-\$79,000 (6%)

\$200,000 or more (2%)

32. What is the highest level of education that you have completed?

Less than 9th grade (2%)

Some College, no degree (15%)

9th to 12th grade, no diploma (2%)

Associate's degree (6%)

High School graduate (34%)
(includes GED)

Bachelor's degree (24%)

Graduate or Professional degree (17%)

33. Which category(s) best describes your main ancestry?

American (60%)

German (22%)

Italian (2%)

Dutch (2%)

Irish (11%)

Polish (2%)

English

Scottish (4%)

Other: (8%)

French (3%)

Scotch-Irish (6%)

34. Which sentence best describes your residence in WV? Please check only one.

I was raised in WV, and at least one of my parents was raised in WV. (68%)

I was raised in WV, but neither of my parents were raised in WV. (5%)

I was not raised in WV, and I came here to farm. (7%)

I was not raised in WV, and I came here for other reasons. (17%)

I was not raised in WV, and I do not live in WV. (3%)

35. Which phrase best describes your ancestors' place in WV history.

My ancestors did not live in WV. (24%)

I don't know why my ancestors first came to WV. (24%)

My ancestors came to WV to work in the mining industry. (10%)

My ancestors came to WV to work in the timber industry. (7%)

My ancestors came to WV to farm. (31%)

My ancestors came to WV for another reason (please specify): _____ (8%)

35. Please tell us what kinds of initiatives or programs would help you in your farming or gardening operation. (Examples could include programs, workshops, trainings, handouts, connections to resources or markets, other, etc.). Please specify the topic area or need that you believe needs to be addressed.

Thank you for your time and help!

Don't forget to fill out the green slip with your gift card preference and mail it back to us with this survey questionnaire!