

## 2014 MASS. FARM TO SCHOOL FARM INCOME QUESTIONNAIRE

Farm Name \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_  
Farmer \_\_\_\_\_ Date/s contacted: \_\_\_\_\_

Introduction: I'm calling from the Massachusetts Farm to School Project, hoping you will help us evaluate the impact of institutional customers on farm sales in 2014. The phone call should take just 5 to 10 minutes and information by individual farm will be kept confidential. If you would like, to thank you for participating in this survey by February 15, your name will be entered into a raffle for a \$100 gift card, with 2 winners to be announced in March.

1. a) Did you sell directly to an institution (*school, college, hospital etc.*) in 2014? Yes \_\_\_ No \_\_\_  
b) Did you sell to a distributor that you know distributed your product to one or more institutions? Yes \_\_\_ No \_\_\_ (*If No to both 1a and 1b, go directly to 4c*)

c) To whom did you sell your products to? How often?

Institution(s) (*and/or*)      Distributor(s)      Frequency of Purchases

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2. a) Estimate the % retail sales for your farm business in 2014: Retail \_\_\_\_%  
b) Estimate the % wholesale sales for your farm business in 2014: Wholesale \_\_\_\_%  
c) What were your gross institutional sales in 2014? \$ \_\_\_\_\_  
d) Estimate % of total gross sales that was from institutions in 2014? (*circle one*)  
    <10%; 10 - 30%; 30% - 50%; 50% - 70%; 70% - 90%; 90%-100%  
e) Do you think selling to institutions was profitable for you? Yes \_\_\_ Somewhat \_\_\_ No \_\_\_

3. a) In, 2014, what products did you sell to institutions? (*list below*)

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b) What product did you sell the most of in 2014? (greatest volume) \_\_\_\_\_

c) What product was most profitable overall in 2014? \_\_\_\_\_

d) Did you expand your volume to meet demand for institutional sales? (i.e. winter extension, expanded acreage, grew more on existing acreage, greenhouse production, cold storage, processing, etc.) Yes \_\_\_ No \_\_\_

e) If Yes to 3d, what did you do? \_\_\_\_\_

4. a) Do you plan to continue sales to institutional customers? Yes \_\_\_ No \_\_\_ Maybe \_\_\_  
b) If Yes, what would help you do this? \_\_\_\_\_  
c) If No or Maybe, what are your challenges? (i.e. delivery, labor, seasonality, type of product, growing enough volume, price, etc.) \_\_\_\_\_  
d) Would you consider collaborating with other farmers to get products to institutions (i.e. delivery)? Yes \_\_\_ No \_\_\_ Already doing this \_\_\_\_\_

**Thank you for your time.** Please contact the **Mass Farm to School Project** for help with institutional sales: **(413) 253-3844** or **info@massfarmtoschool.org**.