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:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

In business since:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Cheese types you make (list)

Wholesale price list?

Total annual cheese production by type

Which cheeses do you make that you sell/could sell at a wholesale price

**Marketing Strategies**

Farmers Markets:

Name of Market Season you attend Day of Week Typical sales/market (lbs or dollars)

At your farm – Season you are open Days/Hours Total volume of sales from your farm

Cheese Trail Weekends: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_typical sales

Festival sales (list festival, time of year and typical sales)

Direct Sales to shops/stores (list all stores)

Ordering frequency: occasionally/weekly

Volume per week or other time period

Delivery days/distance traveled

Restaurant Sales (list all)

Ordering frequency: occasionally/weekly

Volume per week or other time period

Delivery days/distance traveled

Pricing (retail/wholesale/somewhere between)

Mail order?? Volume per year?

Sales via a distributor

Who

Ordering frequency: occasionally/weekly

Volume per week or other time period

**Marketing challenges??**

Delivery?

Volume?

Finding outlets/buyers?

Pricing??

Promotion (website/promotional materials, etc.)

Other??