Email Survey results and further questions (in red)

Jerry Dell Farm:

* No longer has a cheese business

Kefir Cheese:

* Responded to my email that she would work on completing the survey over the next week/week and a half, and to get in touch if I do not here from her then

Keeley’s Cheese Co.

* Product:
  + 9,000 lbs. annual production
  + Product sold year round
  + Sell wholesale, retail, and to distributor
    - Wholesale: $11.00/lb. +shipping
    - Distributor: $10.25-$10.75/lb. +shipping
    - Retail: $17.00-$19.00/lb.
  + YES, are able to increase production for more wholesale and hope to do so
  + Sell products in whole wheels, and per pound price
* Marketing
  + Distribute through Artisan Foods (Rochester) and Regional Access (Trumansburg)
    - Sell around NYS
  + Wholesale to a variety of cheese shops
    - Biggest account is Murray’s in NYC
  + Retail at Ithaca Farmers Market
  + Very small amount of retail from refrigerator at the farm
  + 90% of volume goes through distributor and wholesale
  + Distributor/Wholesale is most profitable IF you reach the volume you need
    - Need to reach high volume, need to sell product at a discount
    - Retail is cash in hand, but volume is limited and it’s more time intensive
  + On farm sales are about 10 lbs./week from a self serve fridge
  + Do not participate in other festivals besides the Finger Lakes Cheese Fest
    - See cheese fest as a fun weekend that keeps them in the Cheese Trail loop, not really as a huge product mover
  + Deliveries are made once/week
  + Do you collaborate with other cheese farms for deliveries/do you see any way this could be more efficient
* Restaurants
  + Product is in numerous restaurants, but they don’t have an exhaustive list because vast majority foes through distributor. Only a few sales direct to restaurant.
* Distributors
  + Use Regional Access and Artisan Foods
  + Weekly orders vary, but can be anywhere between 10 lbs. and 75 lbs. per week
  + Keeley delivers to Regional Access, Artisan picks up product themselves
  + What is the cost/time burden of making deliveries?
  + Pros: volume and convenience
  + Cons: less profit per pound sold, less direct relationship with the customer
  + In order to keep the relationship with customers, what would you think about working with other finger lakes producers to develop point of sale information for customers about the finger lakes and your cheese?
* Online Sales
  + DO NOT SELL ONLINE
  + Is this something you would ever consider?
* Other
  + Envision growing business through more distributor and wholesale sales
  + Want to have business be more organized and efficient
    - Distributors and wholesale helps accomplish this
    - How do you think you could work with other cheese makers to combine resources and become more efficient? Delivery? Promotions?
  + Do not want to do more farmers markets, cut back even
  + Debating whether or not to open retail shop on the farm, would need to build an appropriate facility
  + You said right now farm sales are very small, how would you plan on promoting it more/would the store include other products?
  + Still in beginning stages of business, want to establish more steady orders from large customers in order to predict volume needed
    - Predicting volume is especially a challenge because their semi-soft cheese is more perishable
* WANT TO GROW!!

I need to write, print, and address snail mail for the following, unless you think calling would be better??

* Lively Run
* Muranda Cheese
* Dutch Hill
* Shtayburne
* Side Hill Ares
* Heaven Scent
* Hillcrest

**DISTRIBUTORS**

* Regional Access (Trumansburg)
  + <http://regionalaccess.net/>