**What meat animal(s) do you raise? Please select all that apply**



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Answer** | **Bar** | **Response** | **%** |
| 1 | Cattle |

|  |  |
| --- | --- |
|  |  |

 | 4 | 100.00% |
| 2 | Calves |  | 0 | 0.00% |
| 3 | Swine |

|  |  |
| --- | --- |
|  |  |

 | 4 | 100.00% |
| 4 | Sheep |

|  |  |
| --- | --- |
|  |  |

 | 3 | 75.00% |
| 5 | Goat |

|  |  |
| --- | --- |
|  |  |

 | 2 | 50.00% |
|  | Total |  | 13 | 100.00% |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Min Value** | **Max Value** | **Average Value** | **Variance** | **Standard Deviation** | **Total Responses** | **Total Respondents** |
| 1 | 5 | 2.92 | 2.24 | 1.50 | 13 | 4 |

**Can you provide the approximate number of animals you raise per year?**



|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **#** | **Answer** | **Min Value** | **Max Value** | **Average Value** | **Standard Deviation** |
| 1 | Cattle | 4 | 30 | 17.75 | 11.90 |
| 2 | Calves | 0 | 0 | 0.00 | 0.00 |
| 3 | Swine | 12 | 75 | 34.25 | 28.15 |
| 4 | Sheep | 0 | 30 | 15.00 | 12.91 |
| 5 | Goat | 0 | 5 | 1.75 | 2.36 |

**Please select all your current marketing outlets?**



|  |
| --- |
| **Other:** |
| Food Cooperative |
| Charcuterie, |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Answer** | **Bar** | **Response** | **%** |
| 1 | On-farm |

|  |  |
| --- | --- |
|  |  |

 | 4 | 100.00% |
| 2 | Farmers Markets |

|  |  |
| --- | --- |
|  |  |

 | 2 | 50.00% |
| 3 | CSA |

|  |  |
| --- | --- |
|  |  |

 | 1 | 25.00% |
| 4 | Restaurants |

|  |  |
| --- | --- |
|  |  |

 | 3 | 75.00% |
| 5 | Hospitals |  | 0 | 0.00% |
| 6 | School/College |  | 0 | 0.00% |
| 7 | Food Service Companies |  | 0 | 0.00% |
| 8 | Wholesale |  | 0 | 0.00% |
| 9 | Buying Club |

|  |  |
| --- | --- |
|  |  |

 | 1 | 25.00% |
| 10 | Delivery |  | 0 | 0.00% |
| 11 | Other: |

|  |  |
| --- | --- |
|  |  |

 | 2 | 50.00% |
|  | Total |  | 13 | 100.00% |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Min Value** | **Max Value** | **Average Value** | **Variance** | **Standard Deviation** | **Total Responses** | **Total Respondents** |
| 1 | 11 | 4.15 | 13.97 | 3.74 | 13 | 4 |

**Can you provide your percentage of total sales through the following venues?**



|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **#** | **Answer** | **Min Value** | **Max Value** | **Average Value** | **Standard Deviation** |
| 1 | On-farm | 0 | 100 | 50.00 | 43.97 |
| 2 | Farmers Markets | 0 | 45 | 11.25 | 22.50 |
| 3 | CSA | 0 | 0 | 0.00 | 0.00 |
| 4 | Restaurants | 0 | 10 | 3.75 | 4.79 |
| 5 | Hospitals | 0 | 0 | 0.00 | 0.00 |
| 6 | School/College | 0 | 0 | 0.00 | 0.00 |
| 7 | Food Service Companies | 0 | 0 | 0.00 | 0.00 |
| 8 | Wholesale | 0 | 0 | 0.00 | 0.00 |
| 9 | Buying Club | 0 | 5 | 1.25 | 2.50 |
| 10 | Delivery | 0 | 0 | 0.00 | 0.00 |
| 11 | Other: | 0 | 25 | 8.75 | 11.81 |

**Not including your current marketing venues, what additional marketing outlets would you like to pursue? Please select all that apply:**



|  |
| --- |
| **Other:** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Answer** | **Bar** | **Response** | **%** |
| 1 | On-farm |  | 0 | 0.00% |
| 2 | Farmers Markets |  | 0 | 0.00% |
| 3 | CSA |

|  |  |
| --- | --- |
|  |  |

 | 4 | 100.00% |
| 4 | Restaurants |

|  |  |
| --- | --- |
|  |  |

 | 1 | 25.00% |
| 5 | Hospitals |  | 0 | 0.00% |
| 6 | School/College |  | 0 | 0.00% |
| 7 | Food Service Companies |  | 0 | 0.00% |
| 8 | Wholesale |  | 0 | 0.00% |
| 9 | Buying Club |

|  |  |
| --- | --- |
|  |  |

 | 2 | 50.00% |
| 10 | Delivery |

|  |  |
| --- | --- |
|  |  |

 | 1 | 25.00% |
| 11 | Other: |  | 0 | 0.00% |
|  | Total |  | 8 | 100.00% |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Min Value** | **Max Value** | **Average Value** | **Variance** | **Standard Deviation** | **Total Responses** | **Total Respondents** |
| 3 | 10 | 5.50 | 10.29 | 3.21 | 8 | 4 |

**Which product attributes do you think are important to your customers?**



|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **#** | **Question** | **Not Important** | **Somewhat Important** | **Important** | **Very Important** | **Response** | **Average Value** |
| 1 | Antibiotic Free | - | - | - | 4 | 4 | 4.00 |
| 2 | No Added Hormones | - | - | - | 4 | 4 | 4.00 |
| 3 | Locally Grown | - | - | 2 | 2 | 4 | 3.50 |
| 4 | Humanely Raised | - | 1 | 1 | 2 | 4 | 3.25 |
| 5 | Free Range | - | - | 1 | 3 | 4 | 3.75 |
| 6 | Grass-fed/Pasture Raised | - | - | 1 | 3 | 4 | 3.75 |
| 7 | GMO-Free Feeds | - | 1 | 2 | 1 | 4 | 3.00 |
| 8 | Price | - | 2 | 1 | 1 | 4 | 2.75 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Statistic** | **Antibiotic Free** | **No Added Hormones** | **Locally Grown** | **Humanely Raised** | **Free Range** | **Grass-fed/Pasture Raised** | **GMO-Free Feeds** | **Price** |
| Min Value | 4 | 4 | 3 | 2 | 3 | 3 | 2 | 2 |
| Max Value | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| Mean | 4 | 4 | 3.5 | 3.25 | 3.75 | 3.75 | 3 | 2.75 |
| Variance | 0 | 0 | 0.33 | 0.92 | 0.25 | 0.25 | 0.67 | 0.92 |
| Standard Deviation | 0 | 0 | 0.58 | 0.96 | 0.5 | 0.5 | 0.82 | 0.96 |
| Total Responses | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| Total Respondents | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |

**Which of these attributes do you include in your promotional materials? Please select all that apply**



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Answer** | **Bar** | **Response** | **%** |
| 1 | Antibiotic Free |

|  |  |
| --- | --- |
|  |  |

 | 3 | 75.00% |
| 2 | No Added Hormones |

|  |  |
| --- | --- |
|  |  |

 | 3 | 75.00% |
| 3 | Locally Grown |

|  |  |
| --- | --- |
|  |  |

 | 4 | 100.00% |
| 4 | Humanely Raised |

|  |  |
| --- | --- |
|  |  |

 | 3 | 75.00% |
| 5 | Free Range |

|  |  |
| --- | --- |
|  |  |

 | 3 | 75.00% |
| 6 | Grass-fed/Pasture Rasied |

|  |  |
| --- | --- |
|  |  |

 | 3 | 75.00% |
| 7 | GMO-Free Feeds |

|  |  |
| --- | --- |
|  |  |

 | 2 | 50.00% |
| 8 | Price |  | 0 | 0.00% |
|  | Total |  | 21 | 100.00% |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Min Value** | **Max Value** | **Average Value** | **Variance** | **Standard Deviation** | **Total Responses** | **Total Respondents** |
| 1 | 7 | 3.81 | 3.76 | 1.94 | 21 | 4 |

**Do your customers attribute a higher value to your meats because they are available direct from the farmer?**



|  |
| --- |
| **If, yes, what is that "perceived value?"** |
| A safer production since it is bought straight from the farmer |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Answer** | **Bar** | **Response** | **%** |
| 1 | Yes |

|  |  |
| --- | --- |
|  |  |

 | 3 | 75.00% |
| 2 | No |  | 0 | 0.00% |
| 3 | If, yes, what is that "perceived value?" |

|  |  |
| --- | --- |
|  |  |

 | 1 | 25.00% |
|  | Total |  | 4 | 100.00% |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Min Value** | **Max Value** | **Average Value** | **Variance** | **Standard Deviation** | **Total Responses** | **Total Respondents** |
| 1 | 3 | 1.50 | 1.00 | 1.00 | 4 | 4 |

**In my experience, my customers are willing (or not) to pay a premium price above their grocery store meat purchases. They will pay this % more than for store brand meats.**



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Answer** | **Bar** | **Response** | **%** |
| 1 | 10% |  | 0 | 0.00% |
| 2 | 15% |

|  |  |
| --- | --- |
|  |  |

 | 3 | 75.00% |
| 3 | 20% |  | 0 | 0.00% |
| 4 | More than 20% |

|  |  |
| --- | --- |
|  |  |

 | 1 | 25.00% |
| 5 | My customers are not willing to pay a premium price |  | 0 | 0.00% |
|  | Total |  | 4 | 100.00% |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Min Value** | **Max Value** | **Average Value** | **Variance** | **Standard Deviation** | **Total Responses** | **Total Respondents** |
| 2 | 4 | 2.50 | 1.00 | 1.00 | 4 | 4 |

**The greatest expense I have that affects my pricing is: (Select only one)**



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Answer** | **Bar** | **Response** | **%** |
| 1 | Processing Costs |

|  |  |
| --- | --- |
|  |  |

 | 1 | 25.00% |
| 2 | Regulatory Costs |  | 0 | 0.00% |
| 3 | Feed Costs |

|  |  |
| --- | --- |
|  |  |

 | 2 | 50.00% |
| 4 | Labor Costs |

|  |  |
| --- | --- |
|  |  |

 | 1 | 25.00% |
| 5 | Energy Costs |  | 0 | 0.00% |
| 6 | Marketing Costs |  | 0 | 0.00% |
|  | Total |  | 4 | 100.00% |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Min Value** | **Max Value** | **Average Value** | **Variance** | **Standard Deviation** | **Total Responses** | **Total Respondents** |
| 1 | 4 | 2.75 | 1.58 | 1.26 | 4 | 4 |

**The second greatest expense I have that affects my pricing is: (Select only one)**



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Answer** | **Bar** | **Response** | **%** |
| 1 | Processing Costs |

|  |  |
| --- | --- |
|  |  |

 | 2 | 50.00% |
| 2 | Regulatory Costs |  | 0 | 0.00% |
| 3 | Feed Costs |

|  |  |
| --- | --- |
|  |  |

 | 2 | 50.00% |
| 4 | Labor Costs |  | 0 | 0.00% |
| 5 | Energy Costs |  | 0 | 0.00% |
| 6 | Marketing Costs |  | 0 | 0.00% |
|  | Total |  | 4 | 100.00% |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Min Value** | **Max Value** | **Average Value** | **Variance** | **Standard Deviation** | **Total Responses** | **Total Respondents** |
| 1 | 3 | 2.00 | 1.33 | 1.15 | 4 | 4 |

**Please check the one statement that best describes your current pricing margins.**



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Answer** | **Bar** | **Response** | **%** |
| 1 | I am satisfied with my prices and current profit margin. |  | 0 | 0.00% |
| 2 | I am satisfied with my current prices, but I’m not sure about my profit margin. |

|  |  |
| --- | --- |
|  |  |

 | 1 | 25.00% |
| 3 | I need a better way to set my prices and maximize my profit margins. |

|  |  |
| --- | --- |
|  |  |

 | 3 | 75.00% |
|  | Total |  | 4 | 100.00% |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Min Value** | **Max Value** | **Average Value** | **Variance** | **Standard Deviation** | **Total Responses** | **Total Respondents** |
| 2 | 3 | 2.75 | 0.25 | 0.50 | 4 | 4 |