

BUSINESS MANAGEMENT QUESTIONNAIRE**Welcome to Measuring Profitability and Success!**

BUSINESS MANAGEMENT QUESTIONNAIRE

Thank you for your participation in Measuring Profitability and Success. The goal of the project is to show how business technical assistance and financing improve a farm's bottom line and lead to farm success. At the end of the process, the project will produce a report, case studies, and training materials describing when financing and technical assistance are appropriate and useful in improving a farm's financial position.

Your participation will contribute to the success of the project. Taking this survey at the beginning of the project and at the end is a critical step. Thank you. You have received this survey link from your Project Coordinator. They will help with any questions. Please use as much space as needed to provide complete answers. You do not need to complete survey in one sitting. If you do not complete the survey in one sitting your answers will be saved. Please work to the end of your current page and click next to save answers on the page. You must return to your survey using the same computer you started with. After you have completed and submitted your response, your project coordinator will follow up with any questions.

We appreciate your time and effort. Please don't hesitate to contact your project coordinator with questions.

Sincerely,

Dorothy Suput

The Carrot Project, Project Team Leader

BUSINESS MANAGEMENT QUESTIONNAIRE**YOUR FARM*****1. Please provide contact information.**

Business Name:

Owner/Manager:

2. Which of the following best describes your farm's MAIN operation?*(Check all that apply)**

- Vegetable

 Livestock

 Agri-tourism
 Value-added on farm

 Field Crops

 Fruit and/or berries
 Dairy

 Highly-diversified

Other (please specify)

***3. How many acres of your farm are utilized for the following activities? Please type in a number (for example: 40).**

TOTAL ACRES

Vegetable

Fruit and Berries

Woodland

Livestock Pasture

Field Crops

Farmstead and Buildings

Other (please specify)

Greenhouse Space (In Square Feet)

Farm Retail Space (In Square Feet)

BUSINESS MANAGEMENT QUESTIONNAIRE**4. For livestock and poultry producers, please indicate your animal numbers for 2011.**

Laying Hens	<input type="text"/>
Broilers	<input type="text"/>
Finished Hogs	<input type="text"/>
Finished Steers/Beef	<input type="text"/>
Milking Cows	<input type="text"/>
Finished Lamb	<input type="text"/>
Other (please specify)	<input type="text"/>
Other (please specify)	<input type="text"/>

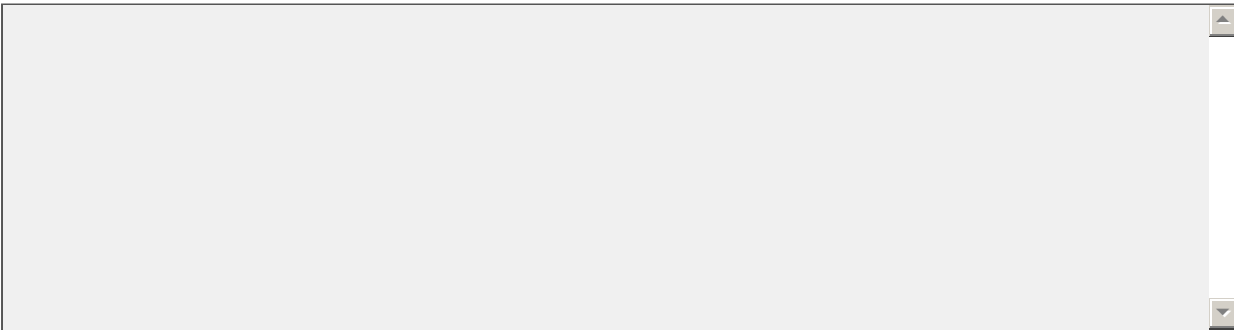
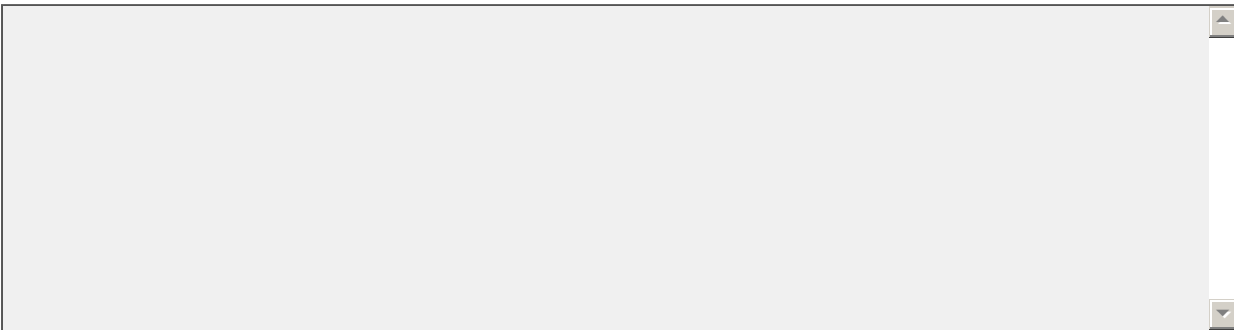
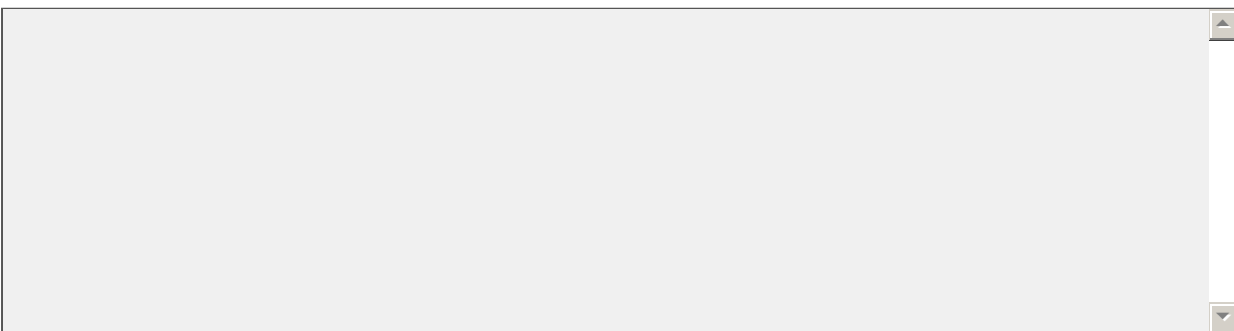
***5. At what stage of development do you consider your farm business? (Check one.)**

- Start-up (0-3 years) Establishing (4-10 years) Mature (11 + years)

BUSINESS MANAGEMENT QUESTIONNAIRE***6. What was your Gross FARM Income in 2011? (Check one)**

Note: The term 'gross farm income' is all the income earned from farm operations before expenses, wages, taxes, etc. are subtracted.

- \$0 - \$24,999 25,000 - \$74,999
 \$75,000- \$124,999 \$125,000 or more

7. How do you define success for your business?A large, empty text input field with a vertical scrollbar on the right side, intended for the respondent to define success for their business.**8. Please list any measurements that you have set as a target goal, (For example: \$30K salary, 5 weeks vacation time, 45 lb lamb hanging weight, % of workers retained, etc.).**A large, empty text input field with a vertical scrollbar on the right side, intended for the respondent to list target goals for their business.**9. Explain the two largest factors that limit or constrain your ability to develop this business.**A large, empty text input field with a vertical scrollbar on the right side, intended for the respondent to explain factors limiting business development.

BUSINESS MANAGEMENT QUESTIONNAIRE

10. How will access to business management education and advisement enhance business viability and the quality of life for employees or owners?

Business viability

Quality of life

BUSINESS MANAGEMENT QUESTIONNAIRE**GENERAL MANAGEMENT**

Directions: Read the following statements on the left and check the category (1-5)

11. How would you describe your skills as a business manager in the following categories?

	Very Weak	Weak	Moderate	Strong	Very Strong
Accounting/Bookkeeping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial Planning and Budgets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business Planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Farm Production Systems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Indicate your agreement with the following statements?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I have set up efficient and effective production systems.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to find and train employees that provide the needed skills for the farm.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I set aside ample time to log important farm records and finances.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I set aside ample time to formally check in with staff or the management team.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Indicate your agreement with the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The business has access to sufficient markets to achieve our sales goals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to clearly communicate our product offering to prospective buyers through various print, website or other forms of communication.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know how to research new products or enterprises to determine the market demand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with the ability of the business to find new customers and close sales.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with the overall marketing capacity of the business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

BUSINESS MANAGEMENT QUESTIONNAIRE**14. Indicate your agreement with the following statements.**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I have trouble understanding which business ideas will be the most profitable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can easily evaluate new enterprise ideas and implement them into the business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have access to people and resource that help advise me on business decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a long range vision for my farm and have developed a strategy to reach it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand what this business needs to look like in order to achieve a target "owner draw/salary."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Describe the education, training or experience that has prepared you to manage this farm business.**16. Describe the activities that others provide to the farm, e.g. Custom equipment operation, tax preparation, marketing materials, etc.**

FINANCIAL AND BUSINESS MANAGEMENT

BUSINESS MANAGEMENT QUESTIONNAIRE

17. Have you developed a written business plan for your farm business in the last 3 years?

- Yes
- No
- Partial Plan

18. Please list the name of programs or consultants you received support from in your development of the written farm business plan.

Person or Program

Date

Person or Program

Date

BUSINESS MANAGEMENT QUESTIONNAIRE

19. Do you maintain a farm business bank account that is separate from your household or personal accounts?

- Yes
 No

20. Do you have a written farm budget for the current year?

- Yes
 No

21. Do you have a Balance Sheet for the current year (listing business assets and liabilities)?

- Yes
 No

22. Can you create a Profit and Loss or Income Statement for the most recent year?

- Yes
 No
 Not Sure

23. If you answered “yes” to Question #22 how long would it take you to produce this statement?

24. What type of accounting system do you use to record and/or develop reports of you farm finances?

- | | |
|--|---|
| <input type="checkbox"/> Quick Books | <input type="checkbox"/> Custom Database |
| <input type="checkbox"/> Computer Spreadsheets | <input type="checkbox"/> Peach Tree |
| <input type="checkbox"/> Quicken | <input type="checkbox"/> NE Farm Account Book (Yellow Book) |

Other (please specify)

BUSINESS MANAGEMENT QUESTIONNAIRE

25. In the past 12 months have developed a cash flow projection to manage the cash needs of the business?

- Yes
 No

26. In the past 12 months, have you identified a dollar value for the “owner draw” or salary you intend to withdraw from the business?

- Yes
 No

27. How often do you reconcile bank account balance(s) with your business accounting?

- Weekly
 Monthly

Other (please specify)

BUSINESS MANAGEMENT QUESTIONNAIRE

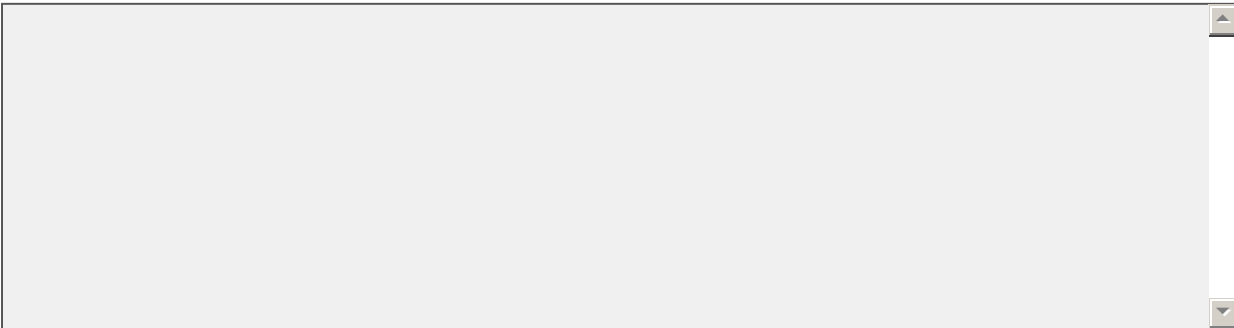
***28. Are you currently seeking credit or loans to develop your business?**

Yes

No

BUSINESS MANAGEMENT QUESTIONNAIRE

Please ONLY ANSWER THE QUESTIONS ON THIS PAGE IF you are currently seeking credit or loans to develop your business.

29. Explain how access to these funds will enhance the VIABILITY of the BUSINESS.A large, empty text area with a vertical scrollbar on the right side, intended for the respondent to provide an answer to question 29.**30. Explain how access to these funds will enhance the WELL BEING and QUALITY OF LIFE for employees and/or owners.**A large, empty text area with a vertical scrollbar on the right side, intended for the respondent to provide an answer to question 30.**31. Are you confident that the business will be able to pay back any money that it intends to borrow?**

- Yes
- No
- Not Sure

BUSINESS MANAGEMENT QUESTIONNAIRE

Last Page

Thank you for completing this research questionnaire. Your Project Coordinator will follow up with you soon.

Dorothy Suput
The Carrot Project, Project Team Leader

BUSINESS MANAGEMENT FINAL QUESTIONNAIRE**Welcome Back to Measuring Profitability and Success!**

BUSINESS MANAGEMENT FINAL QUESTIONNAIRE

Thank you for your participation in Measuring Profitability and Success. The goal of the project is to show how business technical assistance and financing improve a farm's bottom line and leads to farm success. At the end of the process, the project will produce a report, case studies, and training materials describing when financing and technical assistance are appropriate and useful in improving a farm's financial position.

Your participation contributes to the success of the project. Taking a survey at the beginning of the project and now at the end is a critical step. Thank you. Please use as much space as needed to provide complete answers. After you have submitted your response, your project coordinator will follow up with any questions. We anticipate that this survey will take you about 20-30 minutes.

We appreciate your time and effort in participating in the project and taking this survey. Your participation is very helpful for us and we hope you have also benefited. Please don't hesitate to contact your project coordinator with questions.

Sincerely,

Dorothy Suput

The Carrot Project, Project Team Leader

617.718.0562 (direct)

617.674.2371 (main)

dsuput@thecarrotproject.org

www.thecarrotproject.org

BUSINESS MANAGEMENT FINAL QUESTIONNAIRE**YOUR FARM**

Review the questions and responses from the survey you took at the beginning of the program. Please make any changes to your answers when responding below. If there are no changes, please indicate such using "No Change" button when available or by typing 'NC' into text boxes.

***1. Please provide contact information.**

Business Name:

Owner/Manager:

2. Which of the following best describes your farm's MAIN operation?*(Check all that apply)**

- | | | |
|--|--------------------------------------|---|
| <input type="checkbox"/> No Change | <input type="checkbox"/> Dairy | <input type="checkbox"/> Highly-diversified |
| <input type="checkbox"/> Vegetable | <input type="checkbox"/> Livestock | <input type="checkbox"/> Agri-tourism |
| <input type="checkbox"/> Value-added on farm | <input type="checkbox"/> Field Crops | <input type="checkbox"/> Fruit and/or berries |

Other (please specify)

***3. How many acres of your farm are utilized for the following activities? Please type in a number (for example: 40).**

No Change

TOTAL ACRES

Vegetable

Fruit and Berries

Woodland

Livestock Pasture

Field Crops

Farmstead and Buildings

Other (please specify)

Greenhouse Space (In Square Feet)

Farm Retail Space (In Square Feet)

BUSINESS MANAGEMENT FINAL QUESTIONNAIRE

***4. For livestock and poultry producers, please indicate your animal numbers for 2013.**

No Change	<input type="text"/>
Laying Hens	<input type="text"/>
Broilers	<input type="text"/>
Finished Hogs	<input type="text"/>
Finished Steers/Beef	<input type="text"/>
Milking Cows	<input type="text"/>
Finished Lamb	<input type="text"/>
Other (please specify)	<input type="text"/>
Other (please specify)	<input type="text"/>

BUSINESS MANAGEMENT FINAL QUESTIONNAIRE**YOUR FARM**

Review the questions and responses from the survey you took at the beginning of the program. Please make any changes to your answers when responding below. If there are no changes, please indicate such using "No Change" button when available or by typing 'NC' into text boxes.

***5. At what stage of development do you consider your farm business? (Check one.)**

- Start-up (0-3 years) Establishing (4-10 years) Mature (11 + years)

***6. What was your Gross FARM Income in 2013? (Check one)**

Note: The term 'gross farm income' is all the income earned from farm operations before expenses, wages, taxes, etc. are subtracted. (Check one)

- No Change 25,000 - \$74,999
 \$0 - \$24,999 \$125,000 or more
 \$75,000- \$124,999

BUSINESS MANAGEMENT FINAL QUESTIONNAIRE

Review the questions and responses from the survey you took at the beginning of the program. Please make any changes to your answers when responding below. If there are no changes, please indicate such using "No Change" button when available or by typing 'NC' into text boxes.

***7. Reflecting on how you defined business success upon entering the program? Would you change anything now?**

***8. Reflecting on your response two-years ago, please list any changes in measurements that you have set as a target goal, e.g. \$30K salary, 5 weeks vacation time, 45 lb lamb hanging weight, % of workers retained, etc.**

***9. Comparing your answers from 2-years ago, explain the two largest factors that limit or constrain your ability to develop this business now.**

BUSINESS MANAGEMENT FINAL QUESTIONNAIRE

***10. Reflecting on your answer two-years ago, how has access to business management education and advisement enhanced business viability or the quality of life for employees or owners?**

No Change

Business viability

Quality of life

BUSINESS MANAGEMENT FINAL QUESTIONNAIRE**GENERAL MANAGEMENT**

Directions: Review the questions and responses from the survey you took at the beginning of the program. Then read the following statements on the left and select the category (1-5) that best describes you TODAY. Please make any changes to your answers when responding below. If there are no changes, please indicate such using "No Change" button.

*** 11. How would you describe your skills as a business manager in the following categories?**

	Very Weak	Weak	Moderate	Strong	Very Strong	No Change
Accounting/Bookkeeping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial Planning and Budgets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business Planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Farm Production Systems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 12. Indicate your agreement with the following statements?**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Change
I have set up efficient and effective production systems.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to find and train employees that provide the needed skills for the farm.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I set aside ample time to log important farm records and finances.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I set aside ample time to formally check in with staff or the management team.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 13. Indicate your agreement with the following statements.**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Change
The business has access to sufficient markets to achieve our sales goals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to clearly communicate our product offering to prospective buyers through various print, website or other forms of communication.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know how to research new products or enterprises to determine the market demand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with the ability of the business to find new customers and close sales.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with the overall marketing capacity of the business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

BUSINESS MANAGEMENT FINAL QUESTIONNAIRE

Directions: Review the questions and responses from the survey you took at the beginning of the program. Then read the following statements on the left and select the category (1-5) that best describes you TODAY. Please make any changes to your answers when responding below. If there are no changes, please indicate such using "No Change" button.

* 14. Indicate your agreement with the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Change
I have trouble understanding which business ideas will be the most profitable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can easily evaluate new enterprise ideas and implement them into the business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have access to people and resource that help advise me on business decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a long range vision for my farm and have developed a strategy to reach it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand what this business needs to look like in order to achieve a target "owner draw/salary."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 15. Reflecting on your answers in #11 - #14, let us know if your skills have improved and why or why not?

BUSINESS MANAGEMENT FINAL QUESTIONNAIRE**FINANCIAL AND BUSINESS MANAGEMENT**

Review the questions and responses from the survey you took at the beginning of the program. Please make any changes to your answers when responding below.

*If there are no changes, please indicate such using "No Change" button when available or by typing 'NC' into text boxes.

***16. Have you developed a written business plan for your farm business in the last 3 years?**

(This was #17 in your original survey.)

- Yes
- No
- Partial Plan

***17. Please list the name of programs or consultants you received support from in your development of the written farm business plan.**

(This was #18 in your original survey.)

No Change

Person or Program

Date

Person or Program

Date

BUSINESS MANAGEMENT FINAL QUESTIONNAIRE**FINANCIAL AND BUSINESS MANAGEMENT**

Review the questions and responses from the survey you took at the beginning of the program. Please indicate what your answer is today.

***18. Do you maintain a farm business bank account that is separate from your household or personal accounts?**

(This was #19 in your original survey.)

- No Change
- Yes
- No

***19. Do you have a written farm budget for the current year?**

(This was #20 in your original survey.)

- No Change
- Yes
- No

***20. Do you have a Balance Sheet for the current year (listing business assets and liabilities)?**

(This was #21 in your original survey.)

- Yes
- No

***21. Can you create a Profit and Loss or Income Statement for the most recent year?**

(This was #22 in your original survey.)

- Yes
- No
- Not Sure

22. If you answered “yes” to Question #21 how long would it take you to produce this statement?

BUSINESS MANAGEMENT FINAL QUESTIONNAIRE**FINANCIAL AND BUSINESS MANAGEMENT**

***23. What type of accounting system do you use to record and/or develop reports of you farm finances?**

(This was #24 in your original survey.)

- | | |
|--|---|
| <input type="checkbox"/> Quick Books | <input type="checkbox"/> Custom Database |
| <input type="checkbox"/> Computer Spreadsheets | <input type="checkbox"/> PeachTree/SAGE 50 |
| <input type="checkbox"/> Quicken | <input type="checkbox"/> NE Farm Account Book (Yellow Book) |

Other (please specify)

***24. In the past 12 months have you developed a cash flow projection to manage the cash needs of the business?**

(This was #25 in your original survey.)

- Yes
- No

***25. In the past 12 months, have you identified a dollar value for the “owner draw” or salary you intend to withdraw from the business?**

(This was #26 in your original survey.)

- Yes
- No

26. How often do you reconcile bank account balance(s) with your business accounting?

(This was #27 in your original survey.)

- Weekly
- Monthly

Other (please specify)

BUSINESS MANAGEMENT FINAL QUESTIONNAIRE**FINANCING**

Review the questions and responses from the survey you took at the beginning of the program. Please indicate any changes to your answers below.

***27. Did you seek or receive financing since 2012?**

NO	<input type="text"/>
Amount Applied for	<input type="text"/>
Amount Received	<input type="text"/>
Amount Pending Decision (if still under review)	<input type="text"/>
Lender (Optional)	<input type="text"/>
Purpose of Loan	<input type="text"/>

***28. Are you currently seeking credit or loans to develop your business?**

- Yes
- No

BUSINESS MANAGEMENT FINAL QUESTIONNAIRE**FINANCING**

*If you answered this section the first time you took this survey, review the questions and responses from the survey you took at the beginning of the program. Please make any changes to your answers when responding below.

*If you did not answer this section last time you took the survey, but are now seeking financing, please answer questions 29-31.

*If you were not seeking at the start of the program and have not sought any financing over the last 2 years, skip questions 29-31

29. Explain how access to these funds will enhance the VIABILITY of the BUSINESS.**30. Explain how access to these funds will enhance the WELL BEING and QUALITY OF LIFE for employees and/or owners.****31. Are you confident that the business will be able to pay back any money that it intends to borrow?**

- Yes
- No
- Not Sure

BUSINESS MANAGEMENT FINAL QUESTIONNAIRE**CHANGES IN LABOR**

Please provide before and after numbers. For example, I paid myself \$5,000 before (in 2011) and \$6,000 after (in 2013). Or provide absolute value of change. For example, +\$1,500 or -\$500. Approximate and round up.

In the past two-years:

***32. Has the amount you pay yourself and other partners or owners changed?**

- No Change
- Yes
- No

33. If the amount you have paid yourself has changed provide before and after amounts.

Before (2011)

After (2013)

***34. Has the number of year round full time employees changed?**

- No
- Yes

If yes, by how much has the number of year round full time employees changed?

BUSINESS MANAGEMENT FINAL QUESTIONNAIRE***35. Has the wage of year round full time employees changed?**

- No
 Yes

If yes, by how much has the wage of year round full-time employees changed?

***36. Has the number of year round part-time employees changed?**

- No
 Yes

If yes, by how much has the number of year round full time employees changed?

***37. Has the wage of year round part-time employees changed?**

- No
 Yes

If yes, by how much has the wage of year round part-time employees changed?

BUSINESS MANAGEMENT FINAL QUESTIONNAIRE

*** 38. Has the number of seasonal full-time employees changed?**

- No
- Yes

If yes By how much?

*** 39. Has their wage changed?**

- No
- Yes

If yes By how much?

*** 40. Has the number of seasonal volunteers changed?**

No

Change:

Before:

After:

BUSINESS MANAGEMENT FINAL QUESTIONNAIRE**PROGRAM EVALUATION**

***41. Did your Project Coordinator provide the services you expected? If not, what did you expect that you didn't receive? (Response will be used in aggregate with other farms to ensure confidentiality)**

***42. The services provided through Measuring Profitability and Success were specific due to its nature as a research project. Are there other services that would have been helpful to include that you did not receive? If yes, please explain.**

***43. If available, would it be helpful to you to continue to receive the type of advice and feedback you've received as a participant in this project?**

- Yes
- No
- Not Sure

BUSINESS MANAGEMENT FINAL QUESTIONNAIRE**ASSISTING WITH EDUCATION**

***44. Measuring Profitability and Success is a research project of which education is an important part. Would you be willing to share your farm's experience learning about business and financial management.**

Please indicate which activities you would be willing to consider. Select all that apply.

- Write up about my farm excluding identifying information
- Write up about my farm including identifying information
- Participation in a webinar or panel discussion for other farmers
- Participation in a webinar or panel discussion for technical assistance providers
- All of the above
- None of the above. I want my farm's information to remain completely anonymous and only be used in the aggregate with the other participation farms.

BUSINESS MANAGEMENT FINAL QUESTIONNAIRE**Last Page**

Thank you for completing this survey and participating in Measuring Profitability and Success. I truly appreciate the effort and hope that it in turn has helped your farm. We will do everything possible to use the information gathered through this project to help others. Thank you. Your Project Coordinator will follow up with you soon.

Dorothy Suput
The Carrot Project, Project Team Leader
617.718.0562 (direct)
617.674.2371 (main)
dsuput@thecarrotproject.org
www.thecarrotproject.org