

Making It

Happen

Profitability and Success

QUESTIONS

1. How often do you enter sales and expenses into your accounting software?
 - A. Never. We don't keep financial records.
 - B. Once a year.
 - C. Two or three times a year.
 - D. Four to six times a year.
 - E. Seven to twelve times a year.
 - F. Two to three times a month.
 - G. Once or twice a week.
 - H. More than twice a week.
 - I. Not applicable.
2. How often are you reviewing and making adjustments to your financial projections, targets and cash needs?
 - A. Never. I don't use planning data to make decisions.
 - B. Once a year.
 - C. Two or three times a year.
 - D. Four to six times a year.
 - E. Seven to twelve times a year.
 - F. Two to three times a month.

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- G. Once or twice a week.
 - H. More than twice a week.
 - I. Not applicable.
3. How often do you seek or receive advice on business decisions from sources outside your business?
- A. Never. We don't seek advice.
 - B. Once a year.
 - C. Two or three times a year.
 - D. Four to six times a year.
 - E. Seven to twelve times a year.
 - F. Two to three times a month.
 - G. Once or twice a week.
 - H. More than twice a week.
 - I. Not applicable.
4. In preparing for the 2016 season, I did the following:
(Select all that apply)
- A. Compared projections against last year's actuals.
 - B. Revisited my business plan and my farm's mission and values.
 - C. Developed a long-term strategy.
 - D. Researched new products and their projected profitability.
 - E. Evaluated current markets and researched new ones.
 - F. Created a list of possible risks and thought of ways to address or avoid them.
 - G. Use benchmarks to determine sales projections.
 - H. _____ (fill in the blank)
5. In preparing for the up-coming season, I have or plan to do the following:
(Select all that apply)
- A. Compared projections against last year's actuals.
 - B. Revisited my business plan and my farm's mission and values.

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- C. Developed a long-term strategy.
 - D. Researched new products and their projected profitability.
 - E. Evaluated current markets and researched new ones.
 - F. Created a list of possible risks and thought of ways to address or avoid them.
 - G. Use benchmarks to determine sales projections.
 - H. _____ (fill in the blank)
6. Indicate how you have used your business plan in the last year.
(Select all that apply)
- A. I never look at my business plan.
 - B. I look at it once a year to reflect on the past season.
 - C. I use it to plan for the upcoming season.
 - D. I use it continuously as a living document to guide me throughout the season.
 - E. I do not have a business plan.
 - F. I am in the process of writing a business plan.
 - G. _____ (fill in the blank)
7. Have you sought financing during 2016–2017?
- A. Yes
 - B. No
8. If you have sought financing, how did you come to this decision?
(Circle all that apply)
- A. Projecting operating capital needed for next season.
 - B. Examining profitability of different enterprises or products and determining which one to invest in growing.
 - C. Calculating a reduction in labor or other expenses that would be achieved with the investment.
 - D. Needing to replace or upgrade old equipment.

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- E. _____ (fill in the blank)
9. How confident/prepared do you feel to evaluate different funding opportunities based on your assessment of your farm business' growth and capital needs?
- A. I will NEVER use financing as there are NO funding opportunities that I know of available to me.
 - B. I will NEVER use financing because I do not believe in using debt to grow my business.
 - C. I am HESITANT to take out any financing as I am not sure what funding opportunities are available to me.
 - D. I am CONFIDENT using financing to grow my farm, but I am NOT CONFIDENT on which funding opportunities are most appropriate for me.
 - E. I am VERY CONFIDENT that I will be able to find appropriate financing and/or have done already so.
10. After the training we sent you two learning tips by email about net income versus profit margin and competitive analysis. How helpful were the learning tips?
- A. I saw but DID NOT READ the learning tips.
 - B. The learning tips were NOT HELPFUL for managing my business.
 - C. The learning tips were SOMEWHAT HELPFUL for managing my business.
 - D. The learning tips were VERY HELPFUL for managing my business.
 - E. I DID NOT RECEIVE the learning tips.
 - F. _____ (fill in the blank)
11. What was most useful about the learning tips? (fill in the blank)
12. . After the training, we presented a webinar on the Financial Management Calendar. If you participated, how helpful was it?

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- A. The Financial Management Calendar was NOT HELPFUL for managing my business.
 - B. The Financial Management Calendar was SOMEWHAT HELPFUL for managing my business.
 - C. The Financial Management Calendar was VERY HELPFUL for managing my business.
 - D. I did not participate in the webinar.
 - E. _____ (fill in the blank)
13. What was most useful about the webinar? (Fill in the blank)
14. Did you receive coaching or business advice from The Carrot Project after participating in Making It Happen? (Yes/no)
15. What was your GROSS farm income in 2016?
- a. less than \$1000
 - b. \$1,000 to \$2,499
 - c. \$2,500 to \$4,999
 - d. \$5,000 to \$9,999
 - e. \$10,000 to \$24,999
 - f. \$25,000 to \$49,999
 - g. \$50,000 to \$99,999
 - h. \$100,000 to \$249,999
 - i. \$250,000 to \$499,999
 - j. \$500,000 to \$999,999
 - k. \$1,000,000 or more
16. What was your NET farm income in 2016?
- a. less than \$1000
 - b. \$1,000 to \$2,499
 - c. \$2,500 to \$4,999
 - d. \$5,000 to \$9,999
 - e. \$10,000 to \$24,999
 - f. \$25,000 to \$49,999

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- g. \$50,000 to \$99,999
- h. \$100,000 to \$249,999
- i. \$250,000 to \$499,999
- j. \$500,000 to \$999,999
- k. \$1,000,000 or more

May we contact you with follow-up questions? If so, please provide the following information.

17. Name

18. Farm or food business name

19. Email

20. Phone

Thank you!