**2014 MASS. FARM TO SCHOOL FARM INCOME QUESTIONNAIRE**

**Farm Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Phone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Farmer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date/s contacted: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

INTRO: I’m calling from Massachusetts Farm to School, hoping you will help us evaluate the impact of institutional customers on farm sales in 2014. The call should take just 5 to10 minutes & information by individual farm will be kept confidential. If you would like, to thank you for taking this survey by Feb 15, your name will be entered in a raffle for a $100 gift card (2 winners announced in March).

1. a) Did you sell directly to an institution (*school, college, hospital etc.)* in 2014? Yes \_\_\_ No \_\_\_

b) Did you sell to a distributor that you know distributed your product to one or more institutions? Yes \_\_\_ No \_\_\_ *(If No to both 1a and 1b, go directly to 4c)*

c) To whom did you sell your products to? How often?

Institution(s) *(and/or)* Distributor(s) Frequency of Purchases

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2. a) Estimate the % retail sales for your farm in 2014: Retail \_\_\_\_\_\_%

b) Estimate the % wholesale sales for your farm in 2014: Wholesale \_\_\_\_\_%

c) What were your gross institutional sales in 2014? $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

d) Estimate % of total gross sales that was from institutions in 2014? *(circle one*)

<10%; 10 - 30%; 30% - 50%; 50% – 70%; 70% - 90%; 90%-100%

e) Do you think selling to institutions was profitable for you? Yes \_\_\_ Somewhat \_\_\_ No \_\_\_

3. a) In, 2014, what products did you sell to institutions? (*list below*) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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b) What product did you sell the most of in 2014? (greatest volume) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

c) What product was most profitable overall in 2014? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

d) Did you expand your volume to meet demand for institutional sales? (i.e. winter extension, expanded acreage, grew more on existing acreage, greenhouse production, cold storage, processing, etc.) Yes\_\_\_ No\_\_\_

e) If Yes to 3d, what did you do? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. a) Do you plan to continue sales to institutional customers? Yes\_\_\_ No\_\_\_ Maybe\_\_\_

b) If Yes, what would help you do this? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

c) If No or Maybe, what are your challenges? (i.e. delivery, labor, seasonality, type of product, growing enough volume, price, etc.) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

d) Would you consider collaborating with other farmers to get products to institutions

(i.e. delivery)? Yes \_\_\_\_\_ No \_\_\_\_\_ Already doing this \_\_\_\_\_\_

Any other comments?

**Thank you for your time**. Please contact Mass Farm to School for help with institutional sales: **(413) 253-3844 or** [info@massfarmtoschool.org](mailto:info@massfarmtoschool.org).