

FARMER SURVEY 2021 – RESULTS

On a scale of 1-5, with 1 being the least and 5 being the most, how beneficial was your partnership with the Hilltown Mobile Market to your farm this season?

- Farm 1- 3
- Farm 2- 4
- Farm 3- 3.5
- Farm 4- 5

On a scale from 1-5, with 1 being the lowest rating and 5 being the highest, how would you rate your experience using the Local Food MarketPlace (LFM) online software?

- Farm 1- 4.5
- Farm 2- 4
- Farm 3- 2.5
- Farm 4- 5

What did you like or find easy about using LFM?

- Farm 1- “It was nice to see a long list of produce to choose from, it helped me remember what we had available. It was much more simple than emailing back and forth.”
- Farm 2- “It was generally fast to use and it was nice it would save crops which were frequently listed.”
- Farm 3- “Honestly, the platform is fine, but I didn’t spend enough time on it to really get used to it. And the overall sales to the mobile market weren’t significant enough for me to really focus in on it. So kind of my fault slash if the volume was larger...”
- Farm 4- “Liked the whole platform.”

What did you dislike or find difficult about using LFM?

- Farm 1- “I found it a little challenging to add new crops sometimes and it was a little confusing to change the unit used (i.e. changing bunches to lbs).”
- Farm 2- “Sometimes there was some confusion about units. I can’t remember a specific example but I didn’t always find it intuitive.”
- Farm 3- “Same as above.”
- Farm 4- “Nothing”

Were you satisfied with the prices you were paid for your produce this season?

- Farm 1- yes

- Farm 2- Yes
- Farm 3- Yes
- Farm 4- Yes

Comments or suggestions on pricing?

- Farm 1- Skipped question
- Farm 2- “We should continue to agree to pricing before the season starts.”
- Farm 3- None
- Farm 4- N/A

Were your expectations of sales to the HMM met this season?

- Farm 1- Met expectations
- Farm 2- Did not meet expectations
- Farm 3- Did not meet expectations
- Farm 4- Exceeded expectations

If they were not met, what caused you to sell less?

- Farm 1- Skipped question
- Farm 2- “A little bit of weather and other demands. Some crops I agreed to sell to the MM weren’t bought by MM.”
- Farm 3- “Mobile Market not ordering enough.”
- Farm 4- Skipped question

Did you find last year’s winter crop planning useful?

- Farm 1- No
- Farm 2- Yes
- Farm 3- Yes
- Farm 4- Yes

Did you use it to inform your plantings or field layout?

- Farm 1- No
- Farm 2- Yes
- Farm 3- Somewhat

- Farm 4- Yes

Are you interested in participating in the 2022 HMM season? If No, please skip to Question 22

- Farm 1- Yes
- Farm 2- Yes
- Farm 3- Yes
- Farm 4- Yes

Are you interested/able to increase your production and sales to HMM next year?

- Farm 1- Unsure
- Farm 2- Yes
- Farm 3- Yes
- Farm 4- Yes

Are you planning to change or expand your sales to other new markets next year?

- Farm 1- No
- Farm 2- No
- Farm 3- Unsure
- Farm 4- Unsure

If yes, please provide details

- Farm 1- Skipped question
- Farm 2- "I had enough demand from all outlets I don't expect to expand to other outlets. I am considering dropping some of my wholesale accounts actually."
- Farm 3- Skipped question
- Farm 4- Skipped question

What would be your ideal weekly income from Mobile Market sales next year?

- Farm 1- \$200-\$300
- Farm 2- \$300-\$350
- Farm 3- \$500
- Farm 4-\$700-\$1,000

What would be your ideal gross income from Mobile Market sales next year?

- Farm 1- \$3,000-\$4,000
- Farm 2- \$3,600-\$4,200
- Farm 3- \$5,000-\$10,000
- Farm 4- \$7,000+

Check the days you could NOT have harvest ready for pickup in 2022:

- Farm 1- Sun, Mon, Tues, Weds, Sat
- Farm 2- Sun, Mon, Tues, Fri, Sat
- Farm 3- Sun, Sat
- Farm 4-Tues

Should we do crop planning for next year's Mobile Market

- Farm 1- No
- Farm 2- Yes
- Farm 3- Yes
- Farm 4- Yes

Suggestions or feedback you would like to share on crop planning?

- Farm 1- "The amounts that we sold were not big enough to really change my crop plan. It was somewhat helpful to hear what were popular items at the MM, but overall it pretty much lines up with our other markets."
- Farm 2- "Not sure at the moment."
- Farm 3- Skipped question
- Farm 4- Skipped question

Are you able/willing to sell at wholesale rates to help the Mobile Market cover costs ?

- Farm 1- Yes, for certain crops
- Farm 2- Yes, for certain crops
- Farm 3- Yes, for certain crops
- Farm 4- Yes, for certain crops

Are there other things you would like to see/work on during the off season?

- Farm 1- Skipped question
- Farm 2- Produce aggregation
- Farm 3- Collective branding, produce aggregation, individual sales promotion, meet your farmer promotions
- Farm 4- Skipped question

Would you be interested in attending a monthly farmer networking/collaboration meeting over the winter (Jan-April 2022)?

- Farm 1- Yes
- Farm 2- Yes
- Farm 3- Yes
- Farm 4- Unsure

If yes, please check what works for you:

- Farm 1- daytime, weekends, virtual, in-person
- Farm 2- daytime, evening, weekend, weekdays, virtual, in-person
- Farm 3- evening, weekdays, in-person
- Farm 4- evening, virtual

What other support would you like to receive from Hilltown CDC for your farm business?

- Farm 1- Skipped question
- Farm 2- Not sure
- Farm 3- Grant opportunities
- Farm 4- Skipped question

Please share any additional comments, ideas, suggested changes or desired improvements for the Hilltown Mobile Market/Keep Farming program

- Farm 1- skipped question
- Farm 2- "Thanks for all your hard work during a tough growing season."
- Farm 3- "You guys are doing a great job and I appreciate everything. I hope there's a way in the next couple of years to get the weekly sales up to the point where this becomes A really clear part of my planning for the season. At the moment, It's kind of in between financially."
- Farm 4- "Thank you to everyone who made/make the mobile market possible."

