The goal of this survey is to assess the feasibility and demand for an additional brick and mortar butcher facility and mobile slaughtering unit to service farmers in south central Wisconsin. The information you provide will only be used for evaluation purposes. Your personal information will not be shared.

What animals do you raise for meat and how many?

Cattle \_\_\_\_\_\_

Hogs \_\_\_\_\_\_

Sheep \_\_\_\_\_\_

Goats \_\_\_\_\_\_

Chicken \_\_\_\_\_\_

Duck \_\_\_\_\_\_

Turkey \_\_\_\_\_\_

Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What labels do you use for your product?

Grass-fed \_\_\_\_\_ Nitrate-free \_\_\_\_\_

Pasture-raised \_\_\_\_\_ GMO-free \_\_\_\_\_

Organic \_\_\_\_\_ Soy-free \_\_\_\_\_

Hormone-free \_\_\_\_\_ Antibiotic-free \_\_\_\_\_

Grass-finished \_\_\_\_\_ Free-range \_\_\_\_\_

Natural \_\_\_\_\_ Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Where do you sell your meat?

Direct to Consumer \_\_\_\_\_ On-farm Sales \_\_\_\_\_

Farmers Market \_\_\_\_\_ Restaurant \_\_\_\_\_

School/Institution \_\_\_\_\_ CSA/Buyers Club \_\_\_\_\_

Online \_\_\_\_\_ Retail/Grocer \_\_\_\_\_

Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Co-op \_\_\_\_\_

How would you ideally sell your meat?

Direct to Consumer \_\_\_\_\_ On-farm Sales \_\_\_\_\_

Farmers Market \_\_\_\_\_ Restaurant \_\_\_\_\_

School/Institution \_\_\_\_\_ CSA/Buyers Club \_\_\_\_\_

Online \_\_\_\_\_ Retail/Grocer \_\_\_\_\_

Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Co-op \_\_\_\_\_

What is your average waiting time for scheduling butcher date?\_\_\_\_\_\_\_\_

How many miles do you have to travel to/from your butcher each year?\_\_\_

Does your butcher offer: ***if not,*** would you like them to?

Livestock Hauling Yes or No Yes or No

Mobile Slaughter Yes or No Yes or No

Product Delivery Yes or No Yes or No

Wholesale Purchasing Yes or No Yes or No

Yield Tracking Yes or No Yes or No

Custom labels Yes or No Yes or No

Assistance with Custom Labels Yes or No Yes or No

Individualized Cut Orders for Customers Yes or No Yes or No

Tallow/Lard Rendering Yes or No Yes or No

Skin-on (scalding) Cuts Yes or No Yes or No

Bone Broth Yes or No Yes or No

Nitrate-free Yes or No Yes or No

MSG-free Yes or No Yes or No

Curing Ham/Bacon Yes or No Yes or No

Charcuterie (salami, prosciutto) Yes or No Yes or No

Ready to Eat (jerky, bologna) Yes or No Yes or No

Custom Sausages (your recipe) Yes or No Yes or No

Extra Hanging Time (pre process) Yes or No Yes or No

Freezer/Holding Space (post process) Yes or No Yes or No

Organic Certification Yes or No Yes or No

Halal Slaughter/Certification Yes or No Yes or No

Kosher Certification Yes or No Yes or No

USDA Certification Yes or No Yes or No

Wisconsin State Certification Yes or No Yes or No

Bulk Packaging Yes or No Yes or No

Butcher Paper Yes or No Yes or No

Plastic Packaging Yes or No Yes or No

How many acres do your own or lease for your operation?\_\_\_\_\_\_\_\_\_\_\_\_

What is the value of your annual meat sales?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do you slaughter and butcher at the same facility? Yes or No

Do you transport your own animals? Yes or No

Do you use an animal hauling service? Yes or No

Do you pay for disposal of the waste? Yes or No

If so, what is that cost?\_\_\_\_\_\_\_\_\_\_

What would you be willing to pay for the following services

Rendering lard or tallow $1/lb $2/lb $3/lb $4/lb

Charcuterie $2/lb $3/lb $4/lb $5/lb

Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Are you satisfied with your current butcher? **Always Usually Somewhat Never**

Do you feel like you can discuss your options with your butcher; spice mixes,

preservative use, packaging, etc? **Always Usually Somewhat Never**

Are you happy with the final product? **Always Usually Somewhat Never**

Could your business grow if you had access to additional meat processing options? Yes or No

What would you change if you could?

Where do you take your animals for processing?

Additional Comments:

Would you be willing to answer further questions about your future butchering options? If so, please give us your contact information

Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_