

Producer and Consumer Survey
“Home Grown Cadillac” Sustainable Agricultural Market
(Herein known as “Market”)

While you are not required to respond, your help is needed to provide data for a proposed new Sustainable Agricultural Market, Home Grown Cadillac.

Tabulation and analysis will be done by the Rural Development, USDA.
All answers will be treated confidentially.

PRODUCERS SURVEY

1. Contact person for the business: _____
Address: _____
Phone (day) _____ (evening) _____
E-mail _____
County _____
Location of business (county) _____

 2. What goods and products does the business produce annually?

 3. If a good marketing plan can be developed, are you interested in marketing your products through the proposed Market? YES _____ NO _____
If yes go to question 4. If no: do you wish to be kept informed about the proposed market? YES _____ NO _____ (If no, please end the questionnaire and return to Rural Development)

 4. Are you interested in signing a marketing agreement committing you to sell a portion of your products through the Market? YES _____ NO _____

 5. Are you interested in following the proposed Markets recommendations on home grown procedures? (No use of growth hormones, no use of antibiotic feed programs, no chemical herbicides ad pesticides) YES _____ NO _____

 6. How much of your acreage is irrigated? _____ Acres. Non-irrigated? _____ Acres.
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7. Would you be willing to try to grow different crops if the market requested you to do so to meet the demands of the Market? (For example: ducks as well as chicken; additional varieties of produce, etc.) YES _____ NO _____

8. Do you have processing facilities on your farm? YES _____ NO _____
If yes: what crops do you package? _____
Or: what animals do you process/package? _____

9. Would you be willing to lease your packaging facilities to support the proposed market? YES _____ NO _____

10. If the proposed market had packing/processing facilities, would you use them?
YES _____ NO _____

11. Do you have refrigerated trucking capability? YES _____ NO _____

12. Would you be willing to hire this service out to the proposed market when possible?
YES _____ NO _____

13. Please list any other service you think the proposed market might be able to provide?

Consumer Survey

1. This Market would be a year-round retail store; do we have your support all year?
YES _____ NO _____

2. Annual membership dues (example \$50) will provide a discount to members, is this something you would agree to? YES _____ NO _____

3. Would you be willing to pre-order fresh product? YES _____ NO _____
Weekly? YES _____ NO _____
Monthly? YES _____ NO _____

4. Do you have any ideas for local food items you would like to see carried by the proposed Market? YES _____ NO _____
Please describe your idea:

5. Would you like to see freshly baked local items on the shelves?
YES _____ NO _____
6. Are locally produced non-food items something you want to see provided by the proposed Market?
YES _____ NO _____
7. Would you be interested in attending Workshops related to the following:
Cooking, Canning, Country Living Skills, Farm Tours, animal raising, etc.
YES _____ NO _____
8. The goal of this group is local Home Grown products that are naturally grown. Is this an important factor you would support? YES _____ NO _____
9. Would you be willing to help the market through word-of-mouth with family and friends and co-workers to help build membership?
YES _____ NO _____
10. As a member of the proposed Market, do you have a farming specialty/garden/farm that you would be willing to share with the Market?
YES _____ NO _____
11. Would you be willing to teach or talk about any Farming/Country Living Skill expertise you might have? Yes _____ NO _____
12. If there was opportunity for a magazine type print piece that supported your quality of life through sustainable agriculture that was written by locals would you:
A. Be willing to support this through your readership? Yes _____ No _____
B. Be willing to contribute to the editorial content? Yes _____ No _____