

Community Farms Program: Producer Survey

Survey number for confidentiality _____

Farm name: _____

Producer/Interviewee's Name: _____

Address of Farm Property: _____

Municipality: _____

About your farm

1. How did you come into farming?

2. How long have you been farming?
3. Are there other farm operators for this farm?
 Yes No
4. If yes, how many other farm operators? _____
5. How many total households are supported by this farm? _____
6. Is the on-farm work contribution for each farm operator approximately the same?
 Yes No

Explain as necessary.

7. Describe your tenure on the land.

a) lease b) own c) other

8. With respect to the above named farm, how many acres do you:

a) own _____ b) lease _____

9. If you lease, how much rent do you pay per acre per year? _____

10. Do you farm organically?

No Yes, certified Yes, in transition Yes, natural but not certified

Farm Marketing

Products

11. What raw products do you sell?

- a)
- b)
- c)
- d)

12. What services do you sell?

- a)
- b)
- c)
- d)

13. Do you add value to your production?

Yes No

14. If yes, what value added products do you sell?

- a)
- b)
- c)
- d)

15. What percentage of your production are you able to sell?

16. Are there any barriers to selling what you want to produce?

Yes No

17. If yes, what kind?

- a) legal _____
- b) political _____
- c) other _____

18. How do you feel about the task of marketing?

- a) enjoy
- b) neutral
- c) dislike
- d) other

Place

19. Where do you sell your products?

- a) on-farm
- b) farmer's market
- c) distributor or wholesaler
- d) restaurants
- e) retail
- f) CSA
- g) other

20. Please estimate the percentage of sales in each market.

- a) b) c) d) e) f) g)

21. Are you looking for additional markets?

- Yes No

22. Do you reach your target/desired markets?

- Yes No

23. What barriers prevent you from reaching your desired markets?

- a) political
- b) legal
- c) geographical
- d) time constraints
- e) other

24. Do you have any advice for new farmers about how to market effectively?

Promotion

25. How do you promote your business?

- a) no promotion
- b) mainly through self promotion to customers
- c) billboards, newspaper ads or other media

26. Are there private or public listings that are particularly helpful?

- a)
- b)
- c)

27. What limits your ability to promote your business?

- a) financial constraints
- b) human resources
- c) legal
- d) political
- e) other

28. Would you like more help promoting your business?

- Yes No

29. What kind of help would be useful?

- a) information sessions or public events
- b) website
- c) print publications
- d) radio promotion
- e) television promotion
- f) other

30. Do you have any concerns with how local food is promoted, or how other producers/businesses promote themselves?

- Yes No

31. If so, what concerns do you have?

- a) vague criteria defining origin that leaves room for abuse
- b) vague criteria defining stewardship practices
- c) over-promoted in the media
- d) other

Price

32. How do you decide what price to charge?

- a) I use grocery store prices as a reference
- b) I take the costs of production into account
- c) I go as high as the market will bear
- d) other

33. Are you satisfied with the prices you are able to charge? Yes or no

34. What barriers prevent you from charging the prices you want to charge?

- a) competition
- b) public sense of value
- c) economic demographic of where you market
- d) other

35. How do you feel about competition from other growers and the marketplace in general?
- a) I feel no competition
 - b) a little competition, but it's good
 - c) too much competition
 - d) other

Farm Production

36. How would you characterize your on-farm work? (select the best option)
- a) Year-round and full time
 - b) Year round and part time
 - c) Seasonal and full time
 - d) Seasonal and part time
37. When are your peak times? _____
38. When are your low times? _____
39. What type of equipment or facilities do you use in your farming enterprise? Please estimate the value of these items.
- a) Tractor _____
 - b) Tractor attachments _____
 - c) Walk-behind rototiller _____
 - d) Harvesters _____
 - e) Washing, processing or packing equipment _____
 - f) Greenhouses _____ sq ft.
 - g) Washing and packing area _____ sq ft
 - h) Barns _____ sq ft
 - i) Storage facilities _____ sq ft
 - j) Refrigeration _____ cu ft
40. Can you think of any other investments you've made into production infrastructure?
41. Do you make a positive return from investments in your farm?
- Yes No
42. Are there any barriers to producing what you want to produce? If yes, what are they?
- a) regulation
 - b) lack finances to invest in equipment
 - c) lack time
 - d) lack knowledge
 - e) other
43. Briefly describe your production practices.

Farm Finances

44. Please estimate your total gross receipts for the farm for 2007.

Is this representative of most years?

45. Please estimate your net income from farming for 2007.

Is this representative of most years?

46. What are your biggest on-farm expenditures?

a) fertilizer

b) feed

b) labour

c) services

d) equipment

e) buildings

47. Do you have any strategies for managing cash flow?

48. Do you have farm debt?

Yes No

If yes, please estimate the value of this debt.

49. Are you satisfied with your farming income?

Yes No Somewhat

50. Do you want to increase your farm earning potential?

Yes No Possibly

51. What factors limit or boost your ability to maximize it?

a) better location for marketing

b) better location for production

c) time

d) labour

e) resources

f) knowledge

g) other

52. Have you maximized your earning potential as a farmer?

Yes No Don't know

53. What factors could help you achieve this?

- a) time
- b) capital
- c) labour
- d) land
- e) other

54. Is this a goal?

- Yes No

55. Do you or other household members have paid, off farm employment?

- Yes No

56. Approximately what percent of your household's total income (including investments, pensions, government social transfers, employment, other) comes from **off** the farm?

Supportive Infrastructure for Farming

57. When you need supplies and/or services, are they easy to come by?

- Yes No Not applicable

58. If certain supplies and/or services were available, would you change the way you farmed?
Yes, no or not applicable

- Yes No Not applicable

59. What facilities/services/suppliers would you like to be available in your community?

- a) public market space
- b) certified kitchen facility
- c) slaughter facility
- d) animal care—ie farrier, sheep-shearer, etc.
- e) auction house
- f) feed/fertilizer dealer
- g) other

About You

60. What personal strengths or traits of yours contribute to your success on the farm?

a)

b)

c)

d)

61. Describe your farm management style.

62. What percentage of your time is spent planning/managing vs farming?

a) planning/managing

b) farming

63. What values do you satisfy by farming?

64. What is the most challenging aspect of farming for you?

65. What is the easiest or most fun part of farming for you?

66. Do you face any obstacles do you face as a farmer?

Yes

No

67. If yes, what are they and can or have you overcome these problems?

68. How did/do you learn about farming? What sources of information are the most helpful?
69. If you were learning how to farm now, where would you seek information?
70. If you could start again, what would you do differently? Any advice for new farmers?
71. Is there any other information you would like to share with us?