

CIRS Survey for California Direct Marketing Study: Version 5

Date of interview: _____ Name of operator: _____

Phone number: _____ County/address of operation: _____/_____

Introduction: (please provide text)

1. I have a couple of questions but the main question is: How important is direct marketing to your farm operation? In other words, is it worth the extra time and effort? (Their answer should correspond to one of the following.)

- ___ 1. irrelevant, not longer direct marketing or in farming
- ___ 2. not very important/marginal;
- ___ 3. fairly important;
- ___ 4. important;
- ___ 5. very important; essential—the basis of the operation itself.
- ___ Other or not applicable (record in notes section)

2. About what proportion of your total farm sales is from direct marketing? If you also sell through conventional brokers, processors, or wholesalers, do you make a higher net profit from direct market sales of the same products?

Sales proportion _____ Doesn't know _____

Higher profit margin from DM? Yes _____ No _____

Approximate net profit difference _____ Doesn't know _____

3. In percentage terms, could you estimate how much of your total household income comes from your farming operation? _____

4. How long have you been farming _____?

5. What made you decide to start selling directly to the public? (prompt with the following answer categories, then record more specific response from list a. through m)

- A. Search for higher profits or financial pressure
 - B. A way to get into farming
 - C. New markets opened up
 - D. Learned about the success of others
 - E. Philosophical reasons
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- a. low profit margins from conventional marketing
 - b. opportunity to capture added value/higher profit margins
 - c. was a way to get started in farming
 - d. faced crisis of low profits, had to do something different
 - e. farmers' market in local area created new opportunity
 - f. satisfaction that comes from dealing directly with the food consumer
 - g. saw success of neighbors or other farmers
 - h. read about success of direct marketing
 - i. fits with my personal philosophy of agriculture and/or the food system
 - j. desire to cut out the middleman
 - k. had surplus commodities to sell
 - l. other (record response in notes section)
 - m. no answer

6. When you started farming did you plan to sell all or most of your products directly to the public? (This answer may in fact emerge from the response to 4. If so, skip to 8.)

- a. Yes _____ b. No _____

7. If you were not able to sell directly to the public, would you still have started farming?

- a. Yes _____ b. No _____

8. Is there anything preventing you from being even more successful in your direct marketing efforts? (prompt with the following answer categories, then record more specific responses from list a. through l.)

- A. Lack of land, capital, labor, or knowledge
- B. Lack of markets or distance to markets
- C. Problems with management or regulation of farmers markets
- D. Other
- E. None given

- a. lack of access to land
- b. lack of access to operating capital
- c. lack of marketing outlets
- d. lack of information about strategies
- e. poor management/promotion of farmers' markets
- f. lack of affordable labor/labor shortage
- g. long distance to markets/transportation costs
- h. low population in area/low customer base
- i. high cost of registration fees for marketing
- j. excessive paperwork involved in DM participation
- k. other (record answer in notes section)
- l. none given

9. Can you give us any suggestions for ways that local, state, and federal governments, the USDA, the Cooperative Extension Service, university researchers, or farming organizations might be able to help you do a better job of direct marketing? (Responses will be summarized in notes section and later condensed into categories.)

- a. Yes _____ (see notes) b. No _____

10. Yearly gross sales: _____ a. less than \$2,500

- b. \$2,500 to \$4,999
- c. \$5,000 to \$9,999
- d. \$10,000 to \$24,999
- e. \$25,000 to \$49,999
- f. \$50,000 to \$99,999
- g. \$100,000 to \$499,999
- h. \$500,000 or more

11. a. Acres planted: _____ b. Acres purchased: _____ c. Acres leased: _____

12. Direct marketing strategies employed (provide percentage sales contribution of each if possible):

- ___ a. roadside stand
- ___ b. farmers' market
- ___ c. CSA
- ___ d. U-pick
- ___ e. Internet
- ___ f. Other (see notes section)

13. Commodities that are currently being sold directly (ranked in order of importance if possible):

- ___ a. _____ e. _____
- ___ b. _____ f. _____
- ___ c. _____ g. _____
- ___ d. _____

14. Are any of these commodities marketed as organic food? If so, which ones?

- ___ a. _____ e. _____
- ___ b. _____ f. _____
- ___ c. _____ g. _____
- ___ d. _____

15. If yes to 14., what percentage of your sales was in organic produce? _____

16. Age: _____

17. Ethnic background: a. _____ b. _____ c. _____

18. How long have you lived in the United States? _____