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

___ 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

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? __________