



**2001 Kentucky Produce Marketing Practices Survey
Initial Data Summary
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This document summarizes the raw data from the 2001 Kentucky Produce Marketing Practices Survey conducted in November/December 2001. The response rate was 33 percent (316 surveys returned of 955 mailed) and reflects slightly less than half of Kentucky's total produce acreage.

Question 1: What is your age?

	<u>Number</u>	<u>Percent</u>
under 30	21	6.7%
31-40	52	16.6%
41-50	96	30.6%
51-60	73	23.2%
over 60	72	22.9%

n= 314

Question 2: How many years have you been growing produce commercially?

	<u>Number</u>	<u>Percent</u>
Less than 3	77	25%
3-6	73	23%
7-10	44	14%
over 10	117	38%

n= 311

Question 3 (See [Question 3 Details](#))

	<u>Total Acres Surveyed</u>	<u>Organic</u>	<u>% of Surveyed</u>
Total Acres	3186	59	2%
Vegetables	2566	50.6	2%
Fruits	620	8.9	1%

n= 314

Question 4: Did you grow any organic produce in 2001?

	<u>Number</u>	<u>Percent</u>
Yes	28	9%
No	287	91%

n= 315

Question 5: What else did you raise on your farm?

	<u>Number</u>	<u>Percent</u>
Livestock	117	37%
Tobacco	137	44%
Row Crops	101	32%
Flowers	12	4%
Honey	3	1%
Hay	34	11%
Horticulture (Nursery/Greenhouse/Bedding Plants)	5	2%
Dairy, Poultry, etc.	5	2%

n= 314

Question 6: Are you interested in expanding your produce production?

	<u>Number</u>	<u>Percent</u>
Yes	179	58%
No	131	42%

n= 310

Intended Expansion in 2002

		<u>Acres</u>	<u>% Increase of Acres Surveyed</u>
Vegetable Acres	n=109	219	9%
Fruit Acres	n=31	26	4%

Question 7. Extent to which you feel it is a factor that limits your ability to expand your produce operation.

	Responses	Not Limiting				Limiting					
		1		2		3		4		5	
		n	%	n	%	n	%	n	%	n	%
Land	256	142	55%	21	8%	38	15%	18	7%	37	14%
<i>Labor Management</i>	258	87	34%	36	14%	45	17%	32	12%	58	22%
Harvest labor availability	263	51	19%	27	10%	59	22%	61	23%	65	25%
<i>Credit availability</i>	246	169	69%	33	13%	23	9%	10	4%	11	4%
Equipment	252	109	43%	53	21%	55	22%	21	8%	14	6%
<i>Insect Control</i>	250	91	36%	63	25%	65	26%	19	8%	12	5%
Prices Received	260	42	16%	36	14%	66	25%	46	18%	70	27%
<i>Market Outlets</i>	268	50	19%	36	13%	57	21%	49	18%	76	28%
Weather	252	54	21%	66	26%	76	30%	30	12%	26	10%
<i>Irrigation</i>	254	100	39%	48	19%	48	19%	30	12%	28	11%
Disease Control	246	66	27%	64	26%	84	34%	22	9%	10	4%
<i>Transportation</i>	245	119	49%	53	22%	48	20%	18	7%	7	3%
Cooling	251	79	31%	32	13%	45	18%	37	15%	58	23%
<i>Labor Housing</i>	237	125	53%	16	7%	29	12%	20	8%	47	20%
Other	100	50	50%	6	6%	12	12%	12	12%	20	20%

Question 8: In your opinion, how useful are the following in your produce operation?

	Responses	Not at all useful				Very Useful					
		1		2		3		4		5	
		n	%	n	%	n	%	n	%	n	%
University Branch Station	246	59	24%	34	14%	66	27%	42	17%	45	18%
<i>University Extension/Area Agents</i>	292	18	6%	25	9%	47	16%	65	22%	137	47%
State Dept. of Agriculture Marketing Programs	268	65	24%	68	25%	58	22%	41	15%	36	13%
<i>State Dept. of Agriculture Regulatory Programs</i>	251	93	37%	70	28%	62	25%	10	4%	16	6%

Question 9: Do you....

	<u>n</u>	<u>Yes</u>	<u>%</u>	<u>No</u>	<u>%</u>
Attend trade shows	308	143	46%	165	54%
Try new varieties	308	229	74%	79	26%
Participate in grower associations	308	164	53%	144	47%
Attend field days	308	177	57%	131	43%
Receive market news publications	308	153	50%	155	50%

Question 10: If you direct market, what are the barriers to shifting to wholesaling?

	<u>Number</u>	<u>Responses</u>	<u>%</u>
Equipment	143	9	6%
Labor/Time	143	25	17%
Buyer/Seller Relationships	143	17	12%
Product Production (Availability/Volume/Quality)	143	34	24%
Lower Prices	143	77	54%
Continuing Production	143	2	1%
Publicity/Advertising	143	3	2%
Farmer Enthusiasm	143	1	1%
Land/Space	143	6	4%
No help from agencies	143	3	2%
Liability	143	1	1%
Co-ops (lack of, inefficient, etc.)	143	2	1%
Transportation	143	12	8%
Availability of Markets	143	32	22%

Question 11: Do you use a service to find workers to hire?

	<u>Number</u>	<u>Percent</u>
Yes	14	5%
No	289	95%

n= 303

Question 12: If you were to start production of a new crop, what sources of information for growing the commodity would you use?

	<u>Number</u>	<u>Percent</u>
Farm Bureau	12	4%
Another grower	231	78%
Extension	213	71%
Input supplier	60	20%
Buyer	123	41%
Internet	75	25%
Grower organization	106	36%
State Dept. of Ag	75	25%
FSA	34	11%
No one	12	4%

n= 298

Question 13: Do you expect any changes in your operation in the next year related to any of the following?

	<u>Number</u>	<u>Percent</u>
Organic production	14	5%
Direct marketing	45	15%
Wholesale/broker marketing	21	7%
Value-added processing	21	7%
Participation in cooperatives	13	4%
Use of irrigation	40	13%
Branding	10	3%
Traceback	2	1%
Change crops	24	8%
On-farm cooling	36	12%

n= 298

Question 14: How do you decide what produce to grow?

	<u>Number</u>	<u>Percent</u>
Experience	196	65%
Available expertise	57	19%
Available market	259	86%
Labor timing/availability	119	40%
Risk	85	28%
Price	167	55%
Return	158	52%
Equipment needs	97	32%

n= 301

Question 15: If you want to grow another crop, who would you ask about marketing it?

	<u>Number</u>	<u>Percent</u>
Farm Bureau	5	2%
Another grower	173	57%
Extension	126	42%
Input supplier	21	7%
Buyer	124	41%
Grower organization	67	22%
State Dept. of Ag	50	17%
Co-op	69	23%
No one	23	8%

n= 301

Question 16: Do you have a computer?

	<u>Number</u>	<u>Percent</u>
Yes	205	67%
No	99	33%

n= 304

Question 17: Do you have Internet access?

	<u>Number</u>	<u>Percent</u>
Yes	193	64%
No	109	36%

n= 302

Question 18: If yes to 17, how do you use the Internet?

	<u>Number</u>	<u>Percent</u>
Selling inputs	16	8%
Buying inputs	36	19%
Getting information	179	93%

n= 193

Question 19: When considering a new crop, how important is each of the following in your decision making?

	Responses	Not Important				Important					
		1		2		3		4		5	
		n	%	n	%	n	%	n	%	n	%
Contracting	244	104	43%	16	7%	41	17%	20	8%	63	26%
Broker/packer fees	239	108	44%	20	8%	32	13%	22	9%	57	24%
Market location	267	18	7%	7	3%	40	15%	48	18%	154	58%
Grading	243	44	18%	24	10%	57	23%	41	17%	77	32%
Cooling	247	51	21%	24	10%	49	20%	46	19%	77	31%
Volume requirements	249	40	16%	21	8%	48	19%	56	22%	84	34%
Buyer-seller relationships	260	13	5%	9	3%	27	10%	64	25%	147	57%
Transportation	251	35	14%	17	7%	56	22%	73	29%	70	28%
Meeting buyer standards	258	19	8%	9	3%	24	9%	53	21%	153	59%
Insurance	234	90	37%	41	18%	41	18%	23	10%	39	17%
Other	46	22	9%	3	7%	2	4%	2	4%	17	37%

Question 20: Are you a grower shipper?

	<u>Number</u>	<u>Percent</u>
Yes	95	32%
No	202	68%

n= 297

Question 21: Do you pack your produce yourself?

	<u>Number</u>	<u>Percent</u>
Yes	206	70%
No	89	30%

Question 22: Do you pay someone else a fee to sell your produce?

	<u>Number</u>	<u>Percent</u>
Yes	102	34%
No	199	66%

n= 301

Question 23: If you do not use a broker or wholesaler to sell any of your produce, which two of the following are the most important factors in your not using them?

	<u>Number</u>	<u>Percent</u>
Volume requirements	104	56%
Fees	81	44%
Packing	19	10%
Grading	27	15%
Precooling	31	17%
Payment practices	57	31%
Broker availability	60	32%

n= 186

Question 24: Do you pay someone else to do any of the following with your produce?

	<u>Number</u>	<u>Percent</u>
Grade	70	23%
Pack	75	25%
Cool	70	23%

n= 304

Question 25: Please circle any of the following you use on the farm

	<u>Number</u>	<u>Percent</u>
Sorting Tables	88	29%
Boxes	175	57%
Sizers	34	11%
Precoolers	32	10%
Quick-cooling	13	4%
Branding	8	3%
PLU labels	9	3%
Washing equipment	76	25%
On-farm processing	45	15%
Retail packing	65	21%
Holding coolers	68	22%

n= 306

Question 26/27: For growers in your area, what produce commodities do you expect to increase/decrease in market opportunities over the next five years?

FRUIT

<u>INCREASE</u>	<u>Responses</u>	<u>DECREASE</u>	<u>Responses</u>
Strawberries	33	Strawberries	1
Blueberries	29	Blueberries	0
Apples	27	Apples	13
Grapes	25	Grapes	3
Blackberries	25	Blackberries	1
Peaches	22	Peaches	4
Raspberries	21	Raspberries	0
Pears	4	Pears	1

VEGETABLES

<u>INCREASE</u>	<u>Responses</u>	<u>DECREASE</u>	<u>Responses</u>
Tomatoes	49	Tomatoes	19
Peppers	33	Peppers	9
Corn	27	Corn	10
Cantaloupe	18	Cantaloupe	3
Pumpkins	17	Pumpkins	3
Watermelons	17	Watermelons	2
Beans	16	Beans	4
Cabbage	15	Cabbage	7
Squash	10	Squash	4
Herbs	8	Herbs	0
Cucumbers	7	Cucumbers	1
Sweet Potatoes	6	Sweet Potatoes	1
Asparagus	5	Asparagus	1
Broccoli	5	Broccoli	0
Garlic	5	Garlic	0
Ornamentals	3	Ornamentals	0
Greenhouse Crops (tomatoes, lettuce)	3	Greenhouse Crops (tomatoes, lettuce)	0
Potatoes (White or Red)	3	Potatoes (White or Red)	0
Okra	3	Okra	0
Greens	3	Greens	0
Cushaw	2	Cushaw	1
Lettuce	2	Lettuce	1
Blackeyed Peas	2	Blackeyed Peas	1
Onions	2	Onions	0
Mushrooms	1	Mushrooms	0
Beets	1	Beets	0
Pinto Beans	1	Pinto Beans	0
Soybeans	1	Soybeans	0
Eggplant	0	Eggplant	2

Question 28: Do you believe traceback will impact your operation over the next few years?

	<u>Number</u>	<u>Percent</u>
Yes	78	28%
No	198	72%

n= 276

Question 29: Have you implemented any of the following?

	<u>Number</u>	<u>Percent</u>
Product liability insurance	41	13%
PLU coding	9	3%
Organic labeling	17	6%
IPM	76	25%

n= 305

Question 30: In 2001, did you contract the sale of any of your produce for the fresh market?

	<u>Number</u>	<u>Percent</u>
Yes	86	29%
No	210	71%

n= 296

Question 31: If you have transitioned from direct marketing to wholesaling, how did that occur?

	<u>Number</u>
Profitability demanded it	2
Product Oversupply	3
Identified a new market	6
Word of mouth/market came to you	3
Through a co-op	5

n= 19

Question 32: What were your approximate total gross sales from farming in 2001?

	<u>Number</u>	<u>Percent</u>
Under 20,000	143	48%
20-50K	59	20%
50-99K	41	14%
100,000+	52	18%

n= 296

Question 33: What were your approximate total gross sales from produce in 2001?

	<u>Number</u>	<u>Percent</u>
Under 20,000	218	73%
20-50K	55	18%
50-99K	13	4%
100,000+	12	4%

n= 298

Question 34: What percent of your approximate total household income was from farming?

	<u>Number</u>	<u>Percent</u>
0-10%	87	29%
10-20%	35	12%
20-50%	58	19%
over 50%	118	40%

n= 298

Question 35: About what percentage of your produce sales goes to:

	<u>Average %</u>	<u>0%</u>	<u>>0<10%</u>	<u>10-25%</u>	<u>25-50%</u>	<u>50-99%</u>	<u>100%</u>
Direct Markets	57.88	66	11	29	19	85	91
Direct to retail market (grocery, etc.)	8.39	197	26	47	19	8	4
Cooperative/marketing association	20.79	221	1	9	10	21	39
Wholesale (noncooperative) market	5.12	260	7	12	13	8	1
Processor	0.04	298	2	1	0	0	0
Direct to local restaurants	2.33	258	23	14	2	4	0
Internet	0.05	299	1	1	0	0	0
Shipper/packer (sell to another grocer)	0.76	293	1	4	2	1	0
Community Supported Agriculture	2.05	286	2	6	2	3	2
Auctions	2.57	276	8	9	2	4	2

n= 301

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