



Kentucky Produce Marketing Practices Survey

Date: _____

Interviewer: _____

Person Interviewed: _____

Phone: _____

Address: _____

(Personal interviews of selected growers to be selected among a state's produce operations, as suggested by state Departments of Agriculture and Extension. Approximately 20 personal interviews. The questionnaire will also be mailed to growers identified by Extension.)

For additional information about this survey, please contact Tim Woods at tawoods@uky.edu or Matt Ernst at mernst@uky.edu.
Survey conducted: January 2002

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Please write the name of the county where you grow produce: _____

1. What is your age? ___ under 30 ___ 31 - 40 ___ 41 - 50 ___ 51-60 ___ over 60 years

2. How many years have your been growing produce commercially?

___ Less than 3 ___ 3 - 6 ___ 7 - 10 ___ Over 10

3. In terms of *acreage*, what types of produce did you grow in 2001?

	acres		acres		acres
1. Asparagus	___	16. Greens	___	32. Tomatoes (greenhouse)	___
2. Bean, Snap	___	17. Leaf Lettuce & Romaine	___	33. Turnips	___
3. Beets	___	18. Lettuce (greenhouse)	___	34. Watermelons	___
4. Broccoli	___	19. Okra	___	35. Herbs	___
5. Cabbage	___	20. Onions	___	36. Other Vegetables	___
6. Cantaloupes	___	21. Parsley	___		
7. Carrots	___	22. Peppers, Bell	___		
8. Chinese Cabbage	___	23. Peppers, Pimento	___	37. Apples	___
9. Chicory, Endive	___	24. Peppers, Jalapeno, etc.	___	38. Blackberries	___
10. Cauliflower	___	25. Potatoes, White	___	39. Grapes	___
11. Corn, Sweet	___	26. Pumpkins	___	40. Peaches	___
12. Corn, Ornamental	___	27. Squash, Summer	___	41. Pears	___
13. Cucumbers, Fresh	___	28. Squash, Winter	___	42. Strawberries	___
14. Eggplant	___	29. Sweet Potatoes	___	43. Other Berries	___
15. Cabbage	___	30. Tomatoes, Fresh	___	44. Other Fruits	___

4. Did you grow any organic produce in 2001? ___ Yes ___ No

If your answer to #4 is “Yes”, please *circle* the types of crops grown organically in Question 3 above.

5. What else did you raise on your farm in 2001? (*Circle* all that apply)

Livestock Tobacco Row crops

Other, please list _____

6. Are you interested in expanding your produce production? ___ Yes ___ No

Please list *any produce crops you plan to expand* in 2002 along with anticipated acreage (use back if needed):

Crop	Anticipated 2002 Acreage
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If you answered “no” to question 6 and you are anticipating a *decrease* in your production, list those crops:

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7. For each factor listed below, please indicate the extent to which you feel it is a factor that limits your ability to expand your produce operation. (*Circle* either 1, 2, 3, 4, or 5.)

	<u>Not Limiting</u>					<u>Very Limiting</u>
Land	1	2	3	4	5	5
Labor management	1	2	3	4	5	5
Harvest labor availability	1	2	3	4	5	5
Credit availability	1	2	3	4	5	5
Equipment	1	2	3	4	5	5
Insect Control	1	2	3	4	5	5
Prices Received	1	2	3	4	5	5
Market Outlets	1	2	3	4	5	5
Weather	1	2	3	4	5	5
Irrigation	1	2	3	4	5	5
Disease Control	1	2	3	4	5	5
Transportation	1	2	3	4	5	5
Cooling	1	2	3	4	5	5
Labor housing	1	2	3	4	5	5
Other	1	2	3	4	5	5

8. In your *opinion*, how useful are the following in your produce operation? There are no “right answers,” we are just interested in your opinion. (*Circle* 1, 2, 3, 4, or 5).

	<u>Not at all useful</u>					<u>Very useful</u>
University Branch Station	1	2	3	4	5	5
University Extension/Area agents	1	2	3	4	5	5
State Department of Agriculture marketing programs	1	2	3	4	5	5
State Department of Agriculture regulatory programs	1	2	3	4	5	5
Farm Credit Bureau	1	2	3	4	5	5
Input suppliers	1	2	3	4	5	5

9. Do you ... ? (*Circle* all that apply)

- | | | |
|---------------------------|---|--|
| <i>Attend trade shows</i> | <i>Try new varieties</i> | <i>Participate in grower associations</i> |
| <i>Attend field days</i> | <i>Receive market news publications</i> | <i>Practice integrated pest management (IPM)</i> |

10. If you direct market, what do you feel are the barriers to shifting to wholesaling?

11. Do you use a service to find workers to hire? Yes No

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12. If you were to start production of a new crop, what sources of information for growing the commodity would you use? (*Circle all that apply*)

Farm Bureau *Another grower* *Extension* *Input supplier* *Buyer* *Internet*
Grower organization *State Department of Ag.* *Farm Service Agency* *No one*

13. Do you expect any changes in your operation in the next year related to any of the following? (Please list).

(Type of change expected)

Organic production	
Direct marketing	
Wholesale/broker marketing	
Value-added/processing	
Participation in cooperatives	
Use of irrigation	
Branding	
Traceback	
Change crops	
On-farm cooling	

14. How do you decide what produce to grow? (*Circle all that apply*)

Experience *Available expertise* *Available market* *Labor timing/availability*
Risk *Price* *Return* *Equipment needs*

15. If you want to grow another crop, who would you ask about marketing it? (*Circle all that apply*)

Farm Bureau *Another grower* *Extension* *Input supplier* *Buyer(broker/wholesaler)*
Grower organization *State Department of Ag.* *Co-op* *No one*

16. Do you have a computer? ___ Yes ___ No

17. Do you have Internet access? ___ Yes ___ No

18. If your answer was "Yes" to Question 17, how do you use the Internet? (*Circle all that apply*)

Selling Inputs *Buying inputs* *Getting information*

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

	<i>Not</i> <i>Important</i>				<i>Very</i> <i>Important</i>
Contracting	1	2	3	4	5
Broker/packer fees	1	2	3	4	5
Market location	1	2	3	4	5
Grading	1	2	3	4	5
Cooling	1	2	3	4	5
Volume requirements	1	2	3	4	5
Buyer-seller relationships	1	2	3	4	5
Transportation	1	2	3	4	5
Meeting buyer standards	1	2	3	4	5
Insurance	1	2	3	4	5
Other _____	1	2	3	4	5

20. Are you a grower-shipper? Yes No

21. Do you pack your produce yourself? Yes No

22. Do you pay someone else a fee to sell your produce? Yes No

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? (*Circle Two*)

Volume requirements *Fees* *Packing* *Grading* *Precooling*
Payment practices *Broker availability*

24. Do you pay someone else to do any of the following with your produce? (*Circle all that apply*)

Grade *Pack* *Cool*

25. Please *circle* any of the following you use on the farm.

Sorting tables *Boxes* *Sizers* *Precoolers* *Quick-cooling* *Branding*
PLU labels *Washing equipment* *On-farm processing* *Retail packing* *Holding coolers*

26. For growers in your area, what produce commodities do you expect to **increase** in market opportunities over the next five years?

Fruit: _____

Vegetables: _____

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27. For growers in your area, what produce commodities do you expect to **decrease** in market opportunities over the next five years?

Fruit: _____

Vegetables: _____

28. Do you believe traceback (the tracking of products from the consumer to the grower-shipper) will impact your operation over the next few years? Yes No

29. Have you implemented any of the following? (**Circle** all that apply)

Product liability insurance PLU coding Organic labeling IPM

30. In 2001 did you contract the sale of any of your produce for the fresh market? Yes No

31. If you have transitioned from direct marketing to wholesaling how did that occur?

32. What were your approximate total *gross* sales from **farming** in 2001?

Under \$20,000 \$50,000 to \$99,999
 \$20,000 to \$49,999 \$100,000 or more

33. What were your approximate total *gross* sales from **produce** in 2001?

Under \$20,000 \$50,000 to \$99,999
 \$20,000 to \$49,999 \$100,000 or more

34. What percent of your approximate total household income (before taxes) in 2001 was from farming?

0-10% 10-20% 20-50% over 50%

35. *About* what percentage of your produce sales goes to:

- | | |
|---|--------------|
| 1. Direct markets (farmers' markets, roadside stands, u-pick) | _____ % |
| 2. Direct to retail market (grocery, green grocer, etc.) | _____ % |
| 3. Cooperative/marketing association | _____ % |
| 4. Wholesale (noncooperative) market | _____ % |
| 5. Processor | _____ % |
| 6. Direct to local restaurants | _____ % |
| 7. Internet | _____ % |
| 8. Shipper/packer (sell to another grocer) | _____ % |
| 9. Community supported agriculture | _____ % |
| 10. Auctions | _____ % |
| | 100% (Total) |

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(Personal interview only questions)

36. If you have transitioned from direct marketing to wholesaling, how did that occur?

37. If you only direct market your produce, what do you feel are the barriers to shifting to wholesaling.

Department of Agricultural Economics, University of Kentucky
400 Charles E. Barnhart Bldg., Lexington, KY 40546-0276
Phone: 859-257-5762, Fax: 859-323-1913
URL: <http://www.uky.edu/Ag/AgEcon/>

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