

Assigned ID:
Farm Interviewee: [leave blank]
Farm Location Zip code:
County:

Interviewer:
Date:

Farm contact for follow up and fact check only: Name: [leave blank]
Phone: [leave blank]
Email: [leave blank]

Markets To which markets do you currently sell and how much of your sales?

	Do you sell to this market? (Y/N)	if Yes, what percent of all farm sales? (show as %)
Wholesale - Grocers and/or Brokers, Distributors		
Wholesale - Corporate Cafeteria, Concessionaires, and Catering		
Wholesale - Schools Pre-K through 12		
Wholesale - Universities		
Wholesale - Hospitals		
Food and/or meal delivery services, farm-to-work		
Restaurants		
Direct to customer (farmers market, farm stand, CSA)		
Other _____		
TOTAL MUST EQUAL 100%		0%

Farm Size Farm Acres:
Cultivated Acres:
How much more acreage would you be willing to use for vegetable production if it were the best financial decision for your farm?

Comments:

Farm Revenue

Less than \$25,000	<input type="text"/>
\$25,000 to \$99,999	<input type="text"/>
\$100,000 to \$249,999	<input type="text"/>
\$250,000 to \$499,999	<input type="text"/>
\$500,000 to \$999,999	<input type="text"/>
\$1,000,000 to \$4,999,999	<input type="text"/>
\$5,000,000 or more	<input type="text"/>

Vegetable: Summer Squash (zucchini, yellow straight and crookneck, etc.)

General

Do you currently grow this vegetable? Yes No

- If yes, about how much do you grow now? Pounds/year Comments: _____

- If no, would you grow this vegetable if you had a satisfactory market? Yes No Maybe

- If you had a satisfactory market, how much would you grow? Pounds/year Comments: _____

Is this vegetable certified organic? Yes No

What are your growing practices for this vegetable? Organic Sustainable Conventional Other

Prices and Quantities by Season

- 1 - For each quantity, include your highest expected price and lowest acceptable price for each quantity. (for #1 quality products)
- 2 - Add notes as needed such as order size or your need to contract for entire season for large orders.
- 3 - Use pounds as unit of measure please.
- 4 - If you won't or can't sell a certain quantity, ok to leave blank or use N/A.

Pounds (in a single order)		Winter (Dec-Feb)	Spring (Mar-May)	Summer (June-Aug)	Fall (Sept-Nov)	Notes HERE
1-10	High					
	Low					
11-50	High					
	Low					
51-100	High					
	Low					
101-500	High					
	Low					
501-1000	High					
	Low					
1001-4000	High					
	Low					
4000+	High					
	Low					

Food Study Series 1 Vegetables Commonly Grown

Cucumbers

0

General

Do you currently grow this vegetable? Yes No

- If yes, about how much do you grow now? Pounds/year Comments: _____

- If no, would you grow this vegetable if you had a satisfactory market? Yes No Maybe

- If you had a satisfactory market, how much would you grow? Pounds/year Comments: _____

Is this vegetable certified organic? Yes No

What are your growing practices for this vegetable? Organic Sustainable Conventional Other

Prices and Quantities by Season

- 1 - For each quantity, include your highest expected price and lowest acceptable price for each quantity. (for #1 quality products)
- 2 - Add notes as needed such as order size or your need to contract for entire season for large orders.
- 3 - Use pounds as unit of measure please.
- 4 - If you won't or can't sell a certain quantity, ok to leave blank or use N/A.

Pounds (in a single order)		Winter (Dec-Feb)	Spring (Mar-May)	Summer (June-Aug)	Fall (Sept-Nov)	Notes HERE <i>e.g. smaller draws higher price</i> <i>e.g. This summer price applies to early summer only</i> <i>e.g. Need contract for season to grow this quantity.</i> <i>e.g. pickler demand higher price and than slicer</i>
1-10	High					
	Low					
11-50	High					
	Low					
51-100	High					
	Low					
101-500	High					
	Low					
501-1000	High					
	Low					
1001-4000	High					
	Low					
4000+	High					
	Low					

Food Study Series 1 Vegetables Commonly Grown

Carrots

General Do you currently grow this vegetable? Yes No

- If yes, about how much do you grow now? Pounds/year Comments: _____

- If no, would you grow this vegetable if you had a satisfactory market? Yes No Maybe

- If you had a satisfactory market, how much would you grow? Pounds/year Comments: _____

Is this vegetable certified organic? Yes No

What are your growing practices for this vegetable? Organic Sustainable Conventional Other

Prices and Quantities by Season

- 1 - For each quantity, include your highest expected price and lowest acceptable price for each quantity. (for #1 quality products)
- 2 - Add notes as needed such as order size or your need to contract for entire season for large orders.
- 3 - Use pounds as unit of measure please.
- 4 - If you won't or can't sell a certain quantity, ok to leave blank or use N/A.

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	Low					
11-50	High					
	Low					
51-100	High					
	Low					
101-500	High					
	Low					
501-1000	High					
	Low					
1001-4000	High					
	Low					
4000+	High					
	Low					

Food Study Series 1 Vegetables Commonly Grown

Lettuce (mixed greens WASHED) 1 LB bag

General

Do you currently grow this vegetable? Yes No

- If yes, about how much do you grow now? Pounds/year Comments: _____

- If no, would you grow this vegetable if you had a satisfactory market? Yes No Maybe

- If you had a satisfactory market, how much would you grow? Pounds/year Comments: _____

Is this vegetable certified organic? Yes No

What are your growing practices for this vegetable? Organic Sustainable Conventional Other

Prices and Quantities by Season

- 1 - For each quantity, include your highest expected price and lowest acceptable price for each quantity. (for #1 products)
- 2 - Add notes as needed such as order size or your need to contract for entire season for large orders.
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	Low					
11-50	High					
	Low					
51-100	High					
	Low					
101-500	High					
	Low					
501-1000	High					
	Low					
1001-4000	High					
	Low					
4000+	High					
	Low					

Food Study Series 1 Vegetables Commonly Grown

Cabbage

General

Do you currently grow this vegetable? Yes No

- If yes, about how much do you grow now? Pounds/year Comments: _____

- If no, would you grow this vegetable if you had a satisfactory market? Yes No Maybe

- If you had a satisfactory market, how much would you grow? Pounds/year Comments: _____

Is this vegetable certified organic? Yes No

What are your growing practices for this vegetable? Organic Sustainable Conventional Other

Prices and Quantities by Season

- 1 - For each quantity, include your highest expected price and lowest acceptable price for each quantity. (for #1 products)
- 2 - Add notes as needed such as order size or your need to contract for entire season for large orders.
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	Low					
51-100	High					
	Low					
101-500	High					
	Low					
501-1000	High					
	Low					
1001-4000	High					
	Low					
4000+	High					
	Low					

Food Study Series 1 Vegetables Commonly Grown

Broccoli (whole crowns)

General

Do you currently grow this vegetable? Yes No

- If yes, about how much do you grow now? Pounds/year Comments: _____

- If no, would you grow this vegetable if you had a satisfactory market? Yes No Maybe

- If you had a satisfactory market, how much would you grow? Pounds/year Comments: _____

Is this vegetable certified organic? Yes No

What are your growing practices for this vegetable? Organic Sustainable Conventional Other

Prices and Quantities by Season

- 1 - For each quantity, include your highest expected price and lowest acceptable price for each quantity. (for #1 products)
- 2 - Add notes as needed such as order size or your need to contract for entire season for large orders.
- 3 - Use pounds as unit of measure please.
- 4 - If you won't or can't sell a certain quantity, ok to leave blank or use N/A.

Pounds (in a single order)		Winter (Dec-Feb)	Spring (Mar-May)	Summer (June-Aug)	Fall (Sept-Nov)	Notes HERE <i>e.g. whole crowns</i>
1-10	High					
	Low					
11-50	High					
	Low					
51-100	High					
	Low					
101-500	High					
	Low					
501-1000	High					
	Low					
1001-4000	High					
	Low					
4000+	High					
	Low					

Food Study Series 1 Vegetables Commonly Grown

Potatoes (red)

General

Do you currently grow this vegetable? Yes No

- If yes, about how much do you grow now? Pounds/year Comments: _____

- If no, would you grow this vegetable if you had a satisfactory market? Yes No Maybe

- If you had a satisfactory market, how much would you grow? Pounds/year Comments: _____

Is this vegetable certified organic? Yes No

What are your growing practices for this vegetable? Organic Sustainable Conventional Other

Prices and Quantities by Season

- 1 - For each quantity, include your highest expected price and lowest acceptable price for each quantity. (for #1 products)
- 2 - Add notes as needed such as order size or your need to contract for entire season for large orders.
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	Low					
51-100	High					
	Low					
101-500	High					
	Low					
501-1000	High					
	Low					
1001-4000	High					
	Low					
4000+	High					
	Low					

Food Study Series 1 Vegetables Commonly Grown

Sweet Potatoes

General Do you currently grow this vegetable? Yes No

- If yes, about how much do you grow now? Pounds/year Comments: _____

- If no, would you grow this vegetable if you had a satisfactory market? Yes No Maybe

- If you had a satisfactory market, how much would you grow? Pounds/year Comments: _____

Is this vegetable certified organic? Yes No

What are your growing practices for this vegetable? Organic Sustainable Conventional Other

Prices and Quantities by Season

- 1 - For each quantity, include your highest expected price and lowest acceptable price for each quantity. (for #1 products)
- 2 - Add notes as needed such as order size or your need to contract for entire season for large orders.
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	Low					
4000+	High					
	Low					