**Local Food Economic Impact Study Consent Form**

You are being asked to take part in a research study that assesses the economic impacts of regional food systems in New York State. We are asking you to take part because you are currently selling New York State agricultural products to NY distributors who were interviewed during 2011. Please read this form carefully and ask any questions you may have before proceeding with the survey.

**What the study is about:** The purpose of this study is to investigate the existing and potential economic impacts of local foods production and utilization to improve distribution arrangements and increase regional economic development.

**What we will ask you to do:**  In collaboration with Cornell Cooperative Extension (CCE Tompkins County) and the Cornell Small Farms Program we are asking you to participate in a 30 minute survey that will provide information about your farm business and the relationships you have with New York State distributors. Follow-up questions may be needed only if we need to better understand answers. The survey will be sent electronically or by mail and we will follow up by phone/email to ensure that you have received it. Phone or in person interviews can be administered if you prefer.

**Risks and benefits:** There are no risks associated with this survey beyond those encountered in day to day life. Through your participation, you will gain increased insight into how local purchasing and sales activities differentially contribute to local economic performance. You will also receive a copy of the project’s final report for your participation.

**Compensation:** No supplemental compensation will be provided.

**Your information will be confidential:** The records of this study will be kept private. In any sort of report we make public, we will not include any information that will make it possible to identify your business. Research records will be kept in a locked file; only the researchers will have access to the records.

**Taking part is voluntary:** Taking part in this study is completely voluntary. You may skip any questions that you do not want to answer. If you decide not to take part in this study, it will not affect your current or future relationship with Cornell University or CCE. If you decide to take part, you are free to withdraw at any time.

**If you have questions:**  The researchers conducting this study are Becca Jablonski (PhD student at Cornell University in the Department of City and Regional Planning), Monika Roth, Agriculture Program Leader CCE Tompkins County, and Avram Miner, CCE Tompkins Local Foods Program Assistant. If you have questions, contact Avram Miner, 607-227-5173 or [agm32@cornell.edu](mailto:agm32@cornell.edu). If you have any questions or concerns regarding your rights as a participant in this study, you may contact the Institutional Review Board (IRB) at 607-255-5138 or at http://www.irb.cornell.edu. You may also report your concerns or complaints anonymously through Ethicspoint at http://www.ethicspoint.com or by calling toll free at 1-866-293-3077. Ethicspoint is an independent organization that serves as a liaison between the University and the person bringing the complaint so that anonymity can be ensured. You will be given a copy of this form to keep for your records.

**Statement of Consent:** I have read the above information, and have received answers to any questions I have asked. I consent to take part in the study.

Your Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your Name (printed) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

This consent form will be kept by the researcher for at least three years beyond the end of the study.

**FARM NAME \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**FARM OWNER/OPERATORS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**ADDRESS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**TOWN/ZIP\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**PHONE/EMAIL\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**COUNTY\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. What is your role with the farm? Owner Manager Employee Other \_\_\_\_\_\_\_\_\_\_\_
2. When was the current operation on the farm started? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Please provide the percent of sales by market channel below. If you do not use a particular channel leave it blank.

|  |  |  |  |
| --- | --- | --- | --- |
| Marketing outlets | # of accounts/ outlets | Percent of overall sales | Growing demand for local food in this channel? (Y/N) |
| Pick-your-own |  |  |  |
| Farm Stand(s) (your own) |  |  |  |
| Farm stand(s) (others’) |  |  |  |
| Farmers’ markets |  |  |  |
| CSA (Community Supported Agriculture) |  |  |  |
| Food retailers (chain) (directly) |  |  |  |
| Food retailers (specialty) (directly) |  |  |  |
| Restaurants (directly) |  |  |  |
| Distributors |  |  |  |
| Institutional (schools, hospitals, etc.) (directly) |  |  |  |
| Auction |  |  |  |
| Processors/packers |  |  |  |
| Other: |  |  |  |
|  |  |  |  |
| TOTAL |  | 100% |  |

1. For each product group that you sell, please fill in the approximate percent of total farm sales. Product sales percentages should sum to 100% across all products. If more categories are necessary, please add to the table. Include zeros where no sales occurred.

|  |  |
| --- | --- |
| **Product Category** | **Percent of farm sales** |
|
| Fresh Produce (fruits and vegetables) |  |
| Plants/Flowers |  |
| Meat (primals, cuts, or processed) |  |
| Eggs |  |
| Milk/dairy |  |
| Processed value-added foods  (salsas, pesto, etc.) |  |
| Grains |  |
| Maple/Honey |  |
| Breads and baked goods |  |
| Wine/Beer/Spirits |  |
|  |  |
|  |  |
|  |  |
| TOTAL | 100% |

1. Do you distinguish your farm and/or products using one or more of the following attributes/certifications? Check all that apply.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Organic | Grassfed | Natural | Low input | Heirloom variety | GAP | Biodynamic | Pride of NY |
|  |  |  |  |  |  |  |  |

Other? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. How many employees does your business employ?

|  |  |  |  |
| --- | --- | --- | --- |
| # year-round full time | # year-round part time | #seasonal full time | # seasonal part time |
|  |  |  |  |

1. Please list current on farm facilities/equipment for post harvest handling & marketing.

|  |  |  |  |
| --- | --- | --- | --- |
| **Facilities and/or equipment** | **Appropriate units/description: type, square feet, capacity, number of trucks, etc** | **Check if owned on farm** | **Check if rented** |
| **Washing equipment** |  |  |  |
| **Grading equipment** |  |  |  |
| **Cold storage** |  |  |  |
| **Processing** |  |  |  |
| **Delivery vehicles** |  |  |  |
| **Refrigerated trucks** |  |  |  |
| **Other** |  |  |  |

1. Which distributors does your farm work with?

|  |  |  |
| --- | --- | --- |
| Name | Location (city and state) | # of years selling to them |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

Please attach a list of additional distributors if this chart is too small.

1. What services do the distributors you use offer? (circle all that apply)
   1. We deliver to the warehouse
   2. They pick up from us
   3. We deliver product to an aggregation point
   4. Other distributors freight our product to the purchasing distributor
   5. Marketing and Sales
   6. Storage
2. Did you contact the distributor(s) you work with OR did they initiate the relationship?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. How long was it from the initial contact until the first sale was made?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What did it take to get “set-up” as a vendor with them? (insurance, other paperwork, etc…)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. How do you inform distributors of your product availability on an on-going basis?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Phone | Fax | Email | Website with listing of available products | Other |
|  |  |  |  |  |

1. Do distributors you work with require or encourage you to qualify for or use any of the following attributes/certifications? Check all that apply.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Organic | Grassfed | Natural | Low input | Heirloom variety | GAP | Biodynamic | Pride of NY |
|  |  |  |  |  |  |  |  |

Other? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. How does your farm set its prices when working with distributors? (check the top 2 ways)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| We set the price. | The distributor sets the price. | We negotiate | Follow market reports. | Other: |
|  |  |  |  |  |

1. In general, are distributors you work with willing to pay a premium for your local farm products?

\_\_\_yes \_\_\_no

1. What are the main reasons you choose to sell to distributors? In what ways do your farm’s relationships with distributors most benefit your business?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What are your farm’s biggest challenges working with distributors? (check all that apply)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Quantity  demanded | Delivery schedule | Packing requirements | Communication | Certifications (organic, GAP, etc.) | Price | Other |
|  |  |  |  |  |  |  |

Other, please comment: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Do you need more distributors to buy your product? Are you seeking additional distributors?

\_\_\_\_No \_\_\_\_Yes, need more outlets

Comments: ­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. How do you find new distributors? Check all that apply.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Word of Mouth | CCE | Advertisement | Internet | Distributor Initiated | Farmers’ Market | Ag Organization | Other |
|  |  |  |  |  |  |  |  |

1. Have sales to distributors enabled your farm business to expand? \_\_\_\_Yes \_\_\_\_No

If yes, please quantify in terms of expanded acreage in production, additional livestock (whole animal) sales, gross revenue, capital investments, etc.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Which market outlet has contributed most to business growth and the need to make capital investments? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Can your farm increase production if demand for local products increases? \_\_\_yes \_\_\_no
3. For which products has demand increased most significantly? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Annual gross farm product sales (2011 or most recent year for which records are available):

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Under $20,000 | $20,000 - $59,999 | $60,000 -$99,999 | $100,000 -$149,999 | $150,000 -$249,999 | $250,000-$499,999 | $500,000 - $999,999 | $1 million or more |
|  |  |  |  |  |  |  |  |

1. Which of the below are impediments to business management and efficiency?

(Please rank on a scale from 1 to 5; 1 = not a problem 5 = major impediment)

|  |  |
| --- | --- |
| **Potential Obstacle** | **Ranking (1 to 5)** |
| Pricing |  |
| Acquisition/logistics of getting product to markets |  |
| Inventory |  |
| Product handling |  |
| Internal systems (inventory management, ordering management) |  |
| Regulations |  |
| Bookkeeping |  |
| Getting paid |  |
| Labor |  |
| Other |  |

Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. If yes to regulatory barriers, please elaborate: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What are your major expansion/business goals in the next 3-5 years? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. In the future, I plan to expand my business through more sales in the following channels:

* Wholesale via distributors
* Wholesale (where your farm makes the deliveries, such as to restaurants and stores)
* Direct Retail (farmers’ markets, CSA, farm stand, etc…)

**THANK YOU FOR YOUR PARTICIPATION!!**

**Please email surveys to** [**agm32@cornell.edu**](mailto:agm32@cornell.edu)**, or send to**

**Avram Miner**

**Cornell Cooperative Extension of Tompkins County**

**615 Willow Ave**

**Ithaca, NY 14850**