

APPENDIX A

Sample Interview Questions

Producers:

What is the history of your farm/ranch?

Is it full time profession or do you work off the farm/ranch?

Acres farmed/ranched?

Method of farming or ranching?

Product (raw, finished)?

Profitable? Subsidies?

Whom do you sell to?

What is your product volume?

Do you donate product to anti-hunger efforts?

Do you sell locally or directly to consumers?

Do you market locally?

Do you know of any direct sale opportunities?

How would you define your local market?

Do you have any interest in selling locally?

Are you interested in being in a local growers guide?

Have you ever considered a farmers' market, farm stand or website?

Is there any assistance that would help you sell locally?

What are the barriers to the direct sales?

Are there any laws or policies that affect food production, distribution or consumption?

Do you have any transportation issues?

Are there any farmland preservation efforts in your area?

What is the future of your farm/ranch?

Using the scales provided below indicate the degree to which the following factors limits your direct local sales.

Difficult to find, interact, or correspond with retailers or consumers

(low) 1 2 3 4 5 (high)

Unable to produce sufficient quantity to meet demand

(low) 1 2 3 4 5 (high)

Lack of distribution system for local products

(low) 1 2 3 4 5 (high)

Lack of local processing facilities

(low) 1 2 3 4 5 (high)

Requires too much time

(low) 1 2 3 4 5 (high)

Price premiums paid to farmer

(low) 1 2 3 4 5 (high)

Insufficient demand for local products

(low) 1 2 3 4 5 (high)

Retail:

How would you characterize your business?

How many employees do you have?

Amount of product sold in a year?

Do you donate product to anti-hunger efforts?

What is the geographic extent of your customers?

Who makes the purchasing decisions?

How would you define locally-grown product?

Do you sell local products?

Do you ever have requests for local products?

What barriers exist for people accessing food in your region?

What are the barriers to buying directly from producers?

Are there any laws or policies that affect food production, distribution or consumption?

Using the scales below, indicate the types of 'locally grown/produced' food products you would like to sell at this establishment?

Fruits, vegetables, and herbs

(low) 1 2 3 4 5 (high)

Meat, fish, and game

(low) 1 2 3 4 5 (high)

Dairy products

(low) 1 2 3 4 5 (high)

Bread, flour, and baked goods

(low) 1 2 3 4 5 (high)

Jams, preserves, honey, and sauces

(low) 1 2 3 4 5 (high)

Tinned, packaged, or pre-prepared goods

(low) 1 2 3 4 5 (high)

Drinks (alcoholic and soft)

(low) 1 2 3 4 5 (high)

Other _____

(low) 1 2 3 4 5 (high)

Using the scales below, indicate the degree to which you perceive the following factors as limitations to your store carrying 'locally grown/produced' foods?

Connecting with producers

(low) 1 2 3 4 5 (high)

Insufficient quantity to meet demand

(low) 1 2 3 4 5 (high)

Inferior quality

(low) 1 2 3 4 5 (high)

Price

(low) 1 2 3 4 5 (high)

Inconsistent supply/seasonality

(low) 1 2 3 4 5 (high)

Transportation and receiving products

(low) 1 2 3 4 5 (high)

No demand for these types of products

(low) 1 2 3 4 5 (high)

Other _____

(low) 1 2 3 4 5 (high)