

Producer Questionnaire – Farmers' Market

A. Operations

- 1) What crops do you grow (broad categories):
- 2) What are your top 3 leafy green crop(s):
 - ☐ Arugula
 - ☐ Head cabbage
 - ☐ Chard
 - ☐ Cilantro
 - ☐ Cress
 - ☐ Dandelion
 - ☐ Endigia
 - ☐ Endive, escarole & Belgian endive
 - ☐ Kale
 - ☐ Head lettuce
 - ☐ Leaf lettuce
 - ☐ Romaine lettuce
 - ☐ Mâche
 - ☐ Mizuna
 - ☐ Parsley
 - ☐ Radicchio
 - ☐ Spinach
 - ☐ Spring mix
 - ☐ Tat soi
 - ☐ Winter purslane
- 3) How many acres is your farm/growing operation?
 - ☐ < 50 acres
 - ☐ 50 – 99 acres
 - ☐ 100 – 249 acres
 - ☐ 250 – 499 acres
 - ☐ 500 – 749 acres
 - ☐ 750 – 999 acres
 - ☐ 1,000 – 1,999 acres
 - ☐ > 2,000 acres
- 4) How many acres are in leafy greens?
- 5) In which category below are your company's annual receipts?
 - ☐ ≤ \$250,000 (USDA cutoff)
 - ☐ \$250,001 – \$750,000
 - ☐ >\$750,000 (SBA cutoff)

Ex. 34B

6) *Customer base:* Who do you sell leafy greens to?

☐ Handler – if so, ask them to estimate the portion of their annual sales that sales to handlers represent (do you ever see selling to them in the future?)

☐ Direct sales

☐ Restaurants

☐ Local grocery store

☐ Institutions (hospitals, schools, colleges, senior centers, etc.)

☐ Roadside stand

☐ Farmers' markets

☐ Community supported agriculture programs

7) For your leafy green crops, does per acre harvest and production costs of \$4,000 sound...

☐ about right?

☐ too high?

☐ too low?

B. Food Safety

General

1) Does this farmers' market have food safety requirements. If so, please describe it.

2) Do you have other food safety practices on your farm?

...test your water?

...type of irrigation used?

3) Can you estimate how much your food safety practices cost annually?

4) Do any of your buyers/customers require you to have particular food safety practices? If so, how do they enforce these requirements?