

# VALLEY FOOD & FARM

## RESULTS of 2011 SURVEY to FARMERS

**SURVEY SIZE** – Of the 330 farmers who received the survey, 99 responded – for an excellent 30% response rate. The mix of VT/NH farmers is 66% VT and 34% NH, which matches the overall distribution of farmers in our database.

1. **AGE** -- The average age of respondents is 53 years.

2. **Beginning vs Experienced** – One third of respondents have been farming for a total of 10 years or less, thus meeting the criteria for “beginning farmer.”

3. **How much did GROSS SALES of change in this past year?**

Gross sales up in 2010	55%
Gross sales same in 2010	20%
Gross sales down in 2010	16%
Other/don't know	9%

4. **How much did your NET PROFIT change in this past year?**

Net income up in 2010	58%
Net income same in 2010	20%
Net income down in 2010	21%
Other/don't know	11%

5. **What was your (supply vs demand) experience during your most recent growing/production season?**

Demand for products exceeded production	27%
Steady demand for my farm products.	40%
Grew more than I could sell	23%
Other	9%

6. **Production plans for coming season?**

Plan to decrease production	7%
Stay the same	31%
Increase	45%
Don't know yet/other	16%

7. **If you sell at farmers' markets, how have you changed your farmers' market participation with the rapid increase in the number of markets in our region?**

I sell at fewer farmers markets than I have in the past	15%
I sell at the same number of farmers' markets	38%
I sell at more farmers markets	40%
Other	3%

8. **What is your sales experience at farmers' markets?**

My total sales are down	15%
My total sales are constant	25%
My total sales are up	45%
Other	15%

**9. Use of strategies for making locally grown foods available and affordable to people of all income levels. In the past year did your farm:**

Offer a sliding scale CSA	6%
Participate in programs that subsidize CSA shares	4%
Expand your pick-your-own operation	12%
Contribute surplus to gleaning programs, food banks	60%
Grow specifically for food banks	10%
Offer work trade options	28%
Accepted government coupons at farmers markets	32%
Other	21%

**10. If you produced value-added products, how did the variety of your value-added products change in the past year?**

I decreased the variety of value-added products	6%
I made the same variety of products	48%
I increased the variety of products	42%
Other	4%

**11. How did the total quantity of your value-add products change in the past year?**

I decreased the quantity	11%
My quantity stayed the same	30%
I increased the quantity	55%
Other	2%