

Building Farmers in the West Pre-Course Survey

1. Last name:

2. First name:

3. State in which you will be taking this course:

- Arizona
- Colorado
- Montana
- Nevada
- Utah
- Wyoming

4. Course location (city/town/county):

5. I am registering for this class as:

- New Farmer/Rancher: Less than 1/4 acre farm or 100 acre ranch and/or less than 1 year farming/ranching and/or intern/apprentice level experience.
- Intermediate Farmer/Rancher: Production/marketing manager or primary operator, greater than 1/4 acre farm or 100 acre ranch with less than 3 years' experience.
- Experienced Farmer/Rancher: Production/marketing manager or primary operator, greater than 1/4 acre farm or 100 acre ranch with more than 3 years' experience.

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6. Please check all that apply for your current/proposed operation.

	Products I currently produce	Products I would like to produce	I have a business plan for this product
Vegetables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flowers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Herbs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fruit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eggs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meat/animal products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dairy products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value-added products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other (please describe here)

7. Please check all that apply for your current/proposed operation.

	I currently sell my products at:	I would like to sell my products at:
Farmers' market	<input type="checkbox"/>	<input type="checkbox"/>
Stand	<input type="checkbox"/>	<input type="checkbox"/>
Community Supported Ag. (CSA)	<input type="checkbox"/>	<input type="checkbox"/>
Other direct to consumer	<input type="checkbox"/>	<input type="checkbox"/>
Restaurant	<input type="checkbox"/>	<input type="checkbox"/>
Wholesale	<input type="checkbox"/>	<input type="checkbox"/>

Other (please describe other markets here)

8. How many years have you been selling products through direct markets?

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9. Indicate your level of agreement with the following statements. (Please check only one response)

	Strongly Agree	Moderately Agree	Neither Agree nor Disagree	Moderately Disagree	Strongly Disagree
A business plan should be developed prior to implementing crop/livestock production	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand the risks and opportunities associated with direct marketing/targeted wholesale marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand the application & financial requirements for participation in agency (FSA,NRCS, etc.) programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have previous experience developing business plans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I currently have a business plan for my operation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I follow a financial plan for my operation annually	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I follow a production plan for my operation annually	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I follow a marketing plan for my operation annually	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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10. Please evaluate your skill in the following subjects. (Please check only one response)

	Very Proficient	Moderately Proficient	Unsure of Proficiency	Not Very Proficient	Not at all Proficient
Developing business plans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintaining financial records & budgeting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using cost-effective production strategies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Targeting viable customers for each product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using cost-effective promotional techniques	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pricing products & implementing pricing strategies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using effective merchandising at direct markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Showcasing product variety & abundance at direct markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assessing operation specific/applicable taxes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Managing labor force & assessing seasonal labor requirements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Complying with regulatory issues (food safety, zoning, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessing local resources/technical support (agency, Extension, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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**11. Do you know how/where to obtain the following for your current/proposed operation?
(Please check only one response)**

	Definitely Yes	Probably Yes	Not Sure	Probably Not	Definitely Not	Not Applicable
Land (lease or purchase)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Labor (permanent and/or seasonal)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water/irrigation system providers or supplies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capital/credit providers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tax planning advice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Insect/disease/weed management advice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Initial seed/plant/livestock suppliers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Equipment (scale-appropriate)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Production technical advice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing strategy advice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business management support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. If you have additional comments, questions, and/or suggestions for course planning and delivery please note them here.

