Community Food Assessment
Part I: Grower Survey
December 2014-March 2015

Presentation:  March 18, 2015 6:30 pm
Fox Haven Organic Farm and Learning Center – in the Dairy Parlor
Advisory Group

Anne Bradley, Land Preservation Administrator /Agriculture Economic Development (Frederick County)

Tony Brusco, Owner, Hometown Harvest

Mark Eyestone, Producer, Fox Haven Organic Farm LLC (Frederick County)

Ron Holter, Owner, Holterholm Farms, member Organic Valley Coop

Veggie Annie Marshall, Owner, local food caterer and Board Member of Common Market Coop (Frederick County)

Paul Sorenson, Owner, Gravel Springs Farm (Carroll County), Board Member Future Harvest CASA

Dick Stoner, Owner, Stoner Family Farms, LLC (Washington County), Board Member Small Farm Cooperative, Inc

Janice Wiles, Grower CFA Project Leader, Community FARE
How to support local food demand: learn more from growers, learn more about the markets

Sent out 220 questionnaires by mail, followed up with postcards, shared survey link by email, 54 growers/ranchers representing 3662 in 3 counties took the survey.

DO GROWERS WANT/NEED A LOCAL CENTER FOR DISTRIBUTION AND MARKETING OF THEIR PRODUCTS?  

DO GROWERS WANT/NEED A FACILITY TO PROCESS, MARKET AND DISTRIBUTE PRODUCT?
Grow More, Sell More, Eat More

• Agenda for day
• Meeting one another
• Finding out who shares this vision enough to move ahead
• Discuss options for moving on this
Q3 In which county is your farm located?

Answered: 53  Skipped: 1

- Frederick: 50%
- Washington: 20%
- Carroll: 20%
- Other (please specify): 10%
Q4 What is your age?

Answered: 51  Skipped: 3

- 17 or younger
- 18-20
- 21-29
- 30-39
- 40-49
- 50-59
- 60 or older
Q6 Do you own or lease the land that you farm?

Answered: 50  Skipped: 4

- Own: 62%
- Lease: 12%
- Both own and lease: 26%
Q7 How much of your total household income comes from farming?

Answered: 46  Skipped: 8

- <25%: 52%
- 25-50%: 15%
- 50-75%: 7%
- >75%: 26%
Q8 Do you live on the land you farm?

Answered: 49  Skipped: 5

- Yes: 86%
- No: 12%
- Other (please specify): 2% live on a farm elsewhere
Q9 What do you produce for market?
Please check all that apply.

Answered: 50   Skipped: 4

Other:
- popcorn,
- sauerkraut,
- hard cider,
- wine,
- honey,
- wax,
- rabbit,
- pastured pork,
- herbs,
- emus,
- cut flowers,
- native plants,
- candles,
- jams/jellies,
- beeswax,
- duck eggs,
- wool,
- organic seed,
- barley
<table>
<thead>
<tr>
<th></th>
<th>Product Description</th>
<th>Date and Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>3000 broilers, 57,000 doz eggs, 200 turkeys, 60+ lambs</td>
<td>1/27/2015 6:04 PM</td>
</tr>
<tr>
<td>9</td>
<td>4000 Gallons</td>
<td>1/23/2015 11:14 AM</td>
</tr>
<tr>
<td>10</td>
<td>We don't have good records.</td>
<td>1/21/2015 9:41 PM</td>
</tr>
<tr>
<td>11</td>
<td>200-300 lambs/yr</td>
<td>1/19/2015 1:02 PM</td>
</tr>
<tr>
<td>12</td>
<td>18,000 bales/y 40,000lbs/y</td>
<td>1/19/2015 6:20 AM</td>
</tr>
<tr>
<td>13</td>
<td>4300 chickens, 100 layers, 150 turkeys, 45 hogs, 5-7 steers some veggies (less than 1 acre)</td>
<td>1/17/2015 3:53 PM</td>
</tr>
<tr>
<td>14</td>
<td>30 Head</td>
<td>1/9/2015 11:26 AM</td>
</tr>
<tr>
<td>15</td>
<td>500 pints blueberries, 15 bushels tomatoes, 200 half pints raspberries, smaller amounts of jam, herbs and cut flowers</td>
<td>1/8/2015 12:55 PM</td>
</tr>
<tr>
<td>16</td>
<td>2000 chickens, 15 pigs, 5 cows</td>
<td>1/7/2015 8:48 PM</td>
</tr>
<tr>
<td>17</td>
<td>200 head of pork, 100,000 eggs, 40 lambs</td>
<td>1/7/2015 8:33 PM</td>
</tr>
<tr>
<td>18</td>
<td>20 head of beef/year</td>
<td>1/7/2015 8:20 PM</td>
</tr>
<tr>
<td>19</td>
<td>1,000 - 2,000 LBS</td>
<td>1/7/2015 9:44 AM</td>
</tr>
<tr>
<td>20</td>
<td>20000/year</td>
<td>1/6/2015 5:32 PM</td>
</tr>
<tr>
<td>21</td>
<td>20 hd of beef, 20 hd of hogs, 500 Broiler chickens, 3000 doz/eggs, 1m gallons of milk, 3000 lbs of cheese (all per year)</td>
<td>1/6/2015 5:04 PM</td>
</tr>
<tr>
<td>22</td>
<td>30 steers, 75 hogs, 60 lambs, 600 broilers, 100 doz eggs/week</td>
<td>1/6/2015 4:54 PM</td>
</tr>
<tr>
<td>23</td>
<td>10 beef, 3 lambs, bunch of milk, 100-150 dozen eggs</td>
<td>12/18/2014 6:18 AM</td>
</tr>
<tr>
<td>24</td>
<td>30 head per year +/-</td>
<td>12/16/2014 12:59 PM</td>
</tr>
<tr>
<td>25</td>
<td>not sure, but very small</td>
<td>12/14/2014 9:03 PM</td>
</tr>
<tr>
<td>26</td>
<td>Beef - 4 Lamb - 3-6 Eggs - 5 Chickens Hay - own consumption &amp; sale</td>
<td>12/14/2014 6:27 PM</td>
</tr>
</tbody>
</table>
Q11 How would you define your farming practices (please choose one)?

Answered: 48  Skipped: 6

- Organic - certified
- Organic practices - ...
- Organic and conventional...
- Conventional
- Other (please specify)
Sales

WHOLESALE – 59.9%

RETAIL – 44.7%

FARMER’S MARKET – 59.6%

CSA – 25.5%

OTHER: Farm to School, new CSA, mail order, Organic Valley Coop, garden events, festivals, coworkers/friends/direct to consumer, on farm sales,
Q14 If demand for your product were greater, do you have access to additional acreage you could farm to increase production?

Answered: 46  Skipped: 8

Yes: HOW MUCH MORE? 1051 ACRES

No
Q15 Is some or all of your farm product processed (i.e. "value-added")?

Answered: 46   Skipped: 8
Q16 If you are not already producing value-added products, would having the ability to process your farm products encourage you to grow other crops or start other farm enterprises?

Answered: 45  Skipped: 9

- Yes
- No
- Not applicable, ...

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
Q17 If you are not already producing value-added products, are you interested in learning more about how value-added products might complement your current operations?

Answered: 43  Skipped: 11
Q18 How would you characterize your interest in having access to a shared processing facility within reasonable distance from your farm?

Answered: 46  Skipped: 8

- Not Interested
- Somewhat Interested
- Very Interested
- Not Applicable, ...
- Uncertain (please...)

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
• slide 19 shared use facility is several pages
Q20 Do you know of a local processing center that is presently under-utilized or that could be expanded?

Answered: 45  Skipped: 9

Yes: Burketsville Ruritan, WC Ag Ed Center, Shuffs Meat Market, Thurmont, USDA facility in Chambersburg PA

No

Not Sure
Q21 Do you have sufficient access to cold storage for your current production level (either on the farm or off the farm)?

Answered: 48   Skipped: 6
Q22 If you answered No to the previous question, could you increase production if you had convenient access to sufficient cold storage?

Answered: 31  Skipped: 23

- Yes
- No
- Not Applicable (I do not need)
- Maybe (please explain)

if there were more demand, easy access, potential
Q23 Do you have sufficient distribution capabilities for your current production level?

Answered: 46   Skipped: 8
Q24 How would you characterize your interest in having access to an aggregation/distribution center within reasonable distance from your farm?

Answered: 48   Skipped: 6

- Not Interested
- Somewhat interested
- Very Interested
- Uncertain - please explain

Questioned cost, price for product, sufficient production
Q26 Do you know of a local aggregation/distribution center that is presently under-utilized or that could be expanded?

Answered: 45  Skipped: 9

Yes
No
Not Sure

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
Q27 How interested would you be in receiving help to market your product?

Answered: 46  Skipped: 8

- Extremely Interested
- Moderately Interested
- Slightly Interested
- Not at all Interested, ...
- Not at all Interested, ...
Q28 How interested would you be in technical assistance for writing business plans or other applications aimed at securing funding?

Answered: 44  Skipped: 10
Q29 Are you satisfied with your current number of employees?

Answered: 44  Skipped: 10

- Yes
- No, I would like to hire...
  - can’t afford to pay additional labor
  - cannot find the right person for the job
- No, I would like to hire...
- Other (please specify)
  - not ready to hire
Q30 How helpful would you find an online listserv of local farmers where you could start discussions, ask questions, etc.?

Answered: 44  Skipped: 10