

Survey of Organic Farmers and Ranchers from the Four Corner States for 2005

This survey relates to “certified organic” agricultural production or organic production that is exempt under USDA’s National Organic Standards (NOS). When the term “organic” appears in this survey, it refers to “certified organic” production or production that is exempt. *Certified organic production* means that the farm site, production, and any processing methods are certified by an individual accredited by the USDA. The exception to this rule is producers/processors who use organic methods defined under the USDA’s NOS, but sell less than \$5,000 in organic goods and are thus *exempt* from third-party certification. *Both certified and exempt* organic producers should fill out this survey.

Certified Organic Status

Q1. Were you a certified or exempt organic farmer or rancher (producer) in 2005?

- ₁ Yes, all or some acres were certified for all or part of calendar year 2005 → **Skip to Q3**
- ₂ Yes, we are exempt because we have less than \$5000 in gross sales → **Skip to Q4**
- ₃ No, we are not certified OR we only had transitional organic acreage in 2005 → *Please answer Q2 and return the questionnaire in the enclosed envelope.*

Q2. If you answered “No” to Q1, and did not grow or market organic products in 2005, what changes took place in your operation and why?

- ₁ We were certified organic, but are no longer farming
- ₂ We were certified organic and we are still farming, but using non-organic methods
- ₃ We were certified organic and still use organic methods, but we are not currently certified
- ₄ We have never been certified organic and have no organic transitional acreage
- ₅ We have never been certified organic, but we do have some organic transitional acreage
(How many acres do you have in transition: _____)
- ₆ Other (*please specify*): _____

Q3. If certified, how many years (total) have you been a certified organic producer?

_____ Total years a certified organic producer

About Your Farm or Ranch

Q4. What are the top 3 reasons you use organic methods in your operation?

(Please rank 1-3 with 1 being your top reason).

- Higher prices
- Reduced production costs
- Lower health risk for self and family
- Better for environment and/or animals
- Better market access
- Consumer health
- High product quality
- Belief in the overall philosophy of organic production
- Other *(please specify)*: _____

Q5. How many organic acres were owned, privately rented, publicly leased (e.g., grazing permits), sharecropped, or used free of charge by your operation in 2005?

- Owned
- Privately rented
- Publicly leased
- Sharecropped
- Used free of charge
- Other

Q6. Please estimate how many acres you had in production for the following categories in 2005?

(Acres should include those owned, rented/leased, sharecropped, and used free of charge).

Acres in production, 2005	Organic ▼	Transitional ▼	Non-organic ▼
Vegetable crops (including melons & sweet corn)	_____	_____	_____
Pasture, grazed land, livestock yards, and facilities	_____	_____	_____
Tree or vine fruit and/or nut crops	_____	_____	_____
Grains, alfalfa, mixed hay, and/or other field crops	_____	_____	_____
Nursery, floriculture, and/or greenhouse crops	_____	_____	_____
Herb crops	_____	_____	_____
Fallow or idle (acres not in production at all in 2005)	_____	_____	_____
Cover cropped for entire growing season	_____	_____	_____
Other uses <i>(please specify)</i> _____	_____	_____	_____
Other uses <i>(please specify)</i> _____	_____	_____	_____

Q7. Was your 2005 harvest normal, above normal, or below normal?

- ₁ Normal
- ₂ Above normal → by what percentage: _____%
- ₃ Below normal → by what percentage: _____%

Q8. Over the next 5 years, do you plan to increase, decrease, or maintain your organic acreage?

- ₁ Increase 6% – 33%
- ₅ Decrease 6% – 33%
- ₂ Increase 34% - 66%
- ₆ Decrease 34% - 66%
- ₃ Increase 67% - 100% or more
- ₇ Decrease 67% - 100% or more
- ₄ Maintain acreage within 5%

Q9. How profitable do you feel organic production is for your farm when compared to conventional or other production techniques and markets?

- | | |
|--|--|
| <input type="checkbox"/> ₁ > 50% more profitable | <input type="checkbox"/> ₅ 5-25% less profitable |
| <input type="checkbox"/> ₂ 26-50% more profitable | <input type="checkbox"/> ₆ 26-50% less profitable |
| <input type="checkbox"/> ₃ 5-25% more profitable | <input type="checkbox"/> ₇ > 50% less profitable |
| <input type="checkbox"/> ₄ Does not affect the farm's profitability | |

Q10. Please list the top 3 fresh organic commodities that you grew/raised in 2005 and the percentage of total organic sales they represented. (Please be specific—e.g., cow milk, beef, apples, squash).

<u>Fresh organic commodities</u>	% of total 2005 gross organic sales ▼
1. _____	_____ %
2. _____	_____ %
3. _____	_____ %

Q11. Please list the top 3 processed or value-added organic products that you made in 2005 and the percentage of total organic sales they represented. (Please be specific—e.g., goat cheese, jam, processed beef).

Check here if you did not make processed or value-added organic products

<u>Processed or value-added organic products</u>	% of total 2005 gross organic sales ▼
1. _____	_____ %
2. _____	_____ %
3. _____	_____ %

Q12. If you regularly used claims or labels on either your organic or non-organic products in 2005, please indicate the types that were used.

No labels or claims were used on any of our products in 2005.

<u>Type of label or claim</u>	<u>Label/claim used on organic products?</u>		<u>Label/claim used on non-organic products?</u>	
	Yes ▼	No ▼	Yes ▼	No ▼
USDA logo	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	Not Applicable	
Organic certifier's logo	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	Not Applicable	
Global organic seal or logo (e.g., IFOAM)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	Not Applicable	
Sustainable agriculture (e.g., Food Alliance)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Socially responsible (e.g., Fair Trade)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Eco-label (environmentally friendly)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Natural.....	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Regional or local ("buy local" or state labels)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Free-range or pasture based production	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Other (please specify): _____	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂

About Your Marketing

Q13. What percentage of your total 2005 organic sales was marketed as fresh product and what percentage was marketed as processed or value-added product?

_____ % was marketed as fresh product
 _____ % was marketed as processed or value-added product

Q14. How do you sell your organic products? (Please estimate).

	% of total 2005 gross organic sales
Consumer-Direct	
On-site (e.g., farm stand, U-pick)	_____ %
Farmers' markets	_____ %
CSA shares	_____ %
Mail order/Internet	_____ %
Other consumer direct (please specify) _____	_____ %
Direct-to-retail	
Natural food stores (cooperatives and supermarkets).....	_____ %
Conventional supermarkets.....	_____ %
Restaurants/caterers	_____ %
Institutions (e.g., hospitals, schools).....	_____ %
Other direct-to-retail (please specify) _____	_____ %
Wholesale markets	
Natural food store chain buyer	_____ %
Conventional supermarket chain buyer	_____ %
Processor, mill, or packer	_____ %
Distributor, wholesaler, broker, or repacker.....	_____ %
Grower cooperative	_____ %
Other wholesale (please specify) _____	_____ %
100%	

Q15. Please estimate the percentage of your 2005 gross organic sales that you transported to points of sale that were:

	% of total 2005 gross organic sales
Local/regional (within the Four Corner states and neighboring states).....	_____ %
National	_____ %
International	_____ %
100%	

Q16. If you do not sell as much of your product locally or regionally as you would like, briefly describe the reasons why.

Q17. Briefly describe any producer-involved marketing effort/cooperative of which you are a member.

Check here if you are not a member of a producer-involved marketing effort or cooperative.

Q18. Over the next 5 years, which organic markets are you interested in entering or expanding into?

	Very interested ▼	Moderately interested ▼	Slightly interested ▼	Not interested ▼
Consumer-Direct				
On-site (e.g., farm stand, U-pick)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Farmers' markets	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
CSA shares	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Mail order/Internet	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Other consumer direct (<i>please specify</i>)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Direct-to-retail				
Natural food stores (cooperatives and supermarkets).....	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Conventional supermarkets.....	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Restaurants/caterers	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Institutions (e.g., hospitals, schools).....	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Other direct-to-retail (<i>please specify</i>)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Wholesale markets				
Natural food store chain buyer	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Conventional supermarket chain buyer	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Processor, mill, or packer	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Distributor, wholesaler, broker, or repackers	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Grower cooperative	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Other wholesale (<i>please specify</i>)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄

Q19. Describe any new fresh or processed organic products that you are planning to produce in the next 5 years.

Q20. Rate your interest in taking part in the following possible *new* marketing initiatives for organic products.

	Very interested ▼	Moderately interested ▼	Slightly interested ▼	Not interested ▼
Producer-involved value-added/processing facility.....	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Producer-involved distribution operation	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Producer-involved transportation network	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Producer-involved marketing effort.....	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Statewide direct marketing associations	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Label/marketing program for local/regional products.....	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Farm-to-school program.....	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Other (<i>please specify</i>)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄

Q21. Do the following aspects create a problem when marketing your organic products?

	Major problem	Moderate problem	Slight problem	Not a problem
Meeting specifications (e.g., delivery time, packaging)	▼ <input type="checkbox"/> ₁	▼ <input type="checkbox"/> ₂	▼ <input type="checkbox"/> ₃	▼ <input type="checkbox"/> ₄
Meeting quantity requirements	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Meeting consistency requirements	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Communications issues (e.g., electronic ordering).....	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Contractual issues (e.g., poor agreements)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Problems with marketing (e.g., no expertise, no time).....	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Lack of consumer education about organic.....	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Competition from large national producers.....	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Other (<i>please specify</i>).....	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Other (<i>please specify</i>).....	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄

Q22. What have been the major recent challenges or barriers in selling your organic products (both demand and supply issues)?

Q23. Briefly describe the new trends or opportunities you perceive in the market for organic products you currently produce:

How You Get Information and Services

Q24. How useful were the following information sources in assisting you with your organic production in 2005?

	Very useful	Moderately useful	Slightly useful	Not useful
Other producers	▼ <input type="checkbox"/> ₁	▼ <input type="checkbox"/> ₂	▼ <input type="checkbox"/> ₃	▼ <input type="checkbox"/> ₄
Cooperative Extension	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
State Department of Agriculture	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Sustainable Agriculture Network (SAN) or SARE.....	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Internet	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Associations or non-profit organizations.....	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Conferences or workshops.....	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Newsletters/Trade Magazines.....	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Other (<i>please specify</i>).....	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄

Q25. How useful were the following information sources in assisting you with the marketing of your organic products in 2005?

	Very useful ▼	Moderately useful ▼	Slightly useful ▼	Not useful ▼
Other producers	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Cooperative Extension	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
State Department of Agriculture	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Sustainable Agriculture Network (SAN) or SARE.....	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Internet	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Associations or non-profit organizations.....	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Conferences or workshops.....	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Newsletters/Trade Magazines	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Other (<i>please specify</i>)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄

Q26. Please list three specific information sources that you find the most helpful to you in either organic production or marketing (e.g., specific publication, conference, personnel).

1. _____
2. _____
3. _____

Q27. Please list any organizations related to producing and/or marketing organic products of which you are a member.

Operation and Producer Characteristics

Your answers are completely confidential and will be released only as summaries in which no individual's answer can be identified.

Q28. What is your age? _____

Q29. What is your gender?

- ₁ Male ₂ Female

Q30. In what state/states and county/counties is your operation located?

_____ State/States in which you grow, process, and/or handle organic products

_____ County/Counties in which you grow, process, and/or handle organic products

Q31. What is the business structure of your operation?

- | | |
|--|--|
| <input type="checkbox"/> ₁ Single family | <input type="checkbox"/> ₄ Cooperative |
| <input type="checkbox"/> ₂ Family partnership or corporation | <input type="checkbox"/> ₅ Property management |
| <input type="checkbox"/> ₃ Partnership or corporation, non-family | <input type="checkbox"/> ₆ Educational/research operation |

Q32. How many full-time (40 hour/week) employees (including yourself and family members) did you employ in 2005? (Use decimals to report part-time and/or seasonal workers).

_____ Number of full-time individuals employed on an annual basis

Q33. What was your operation's gross sales amount in 2005 from all product sales and activities?

- | | |
|---|--|
| <input type="checkbox"/> ₁ Less than \$2,000 | <input type="checkbox"/> ₆ \$50,000-99,999 |
| <input type="checkbox"/> ₂ \$2,000-\$4,999 | <input type="checkbox"/> ₇ \$100,000-249,999 |
| <input type="checkbox"/> ₃ \$5,000-\$14,999 | <input type="checkbox"/> ₈ \$250,000-\$499,999 |
| <input type="checkbox"/> ₄ \$15,000-\$29,999 | <input type="checkbox"/> ₉ \$500,000-\$999,999 |
| <input type="checkbox"/> ₅ \$30,000-\$49,999 | <input type="checkbox"/> ₁₀ \$1 million or more |

Q34. About what percentage of your operation's net farm income do you attribute to organic products?

- | | |
|---|--|
| <input type="checkbox"/> ₁ loss from organic | <input type="checkbox"/> ₄ 40%-59% |
| <input type="checkbox"/> ₂ 0%-19% | <input type="checkbox"/> ₅ 60%-79% |
| <input type="checkbox"/> ₃ 20%-39% | <input type="checkbox"/> ₆ 80%-100% |

Q35. Did your operation have sales from agri-tourism related activities (e.g., education tours, Bed & Breakfast, pumpkin patch, hay rides, flower, craft, or ornamental sales) in 2005?

- ₁ Yes ₂ No

Please check here if you would like a PDF (electronic format) copy of the final report of the survey results emailed to you, or a hard copy of the report mailed to you, when it becomes available. This information will be kept separately from survey data and only used to provide you the aggregate results of this survey.

→ Please provide us your mail or email address: _____

Thank you for participating in this survey. The data will be used to help gain a better understanding about organic producers in the Four Corners region. If you have any comments about this survey or comments related to topics covered in this survey, please write them in the space below.

Please return your completed questionnaire to:

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Thank you!