



2013 BOF Farmer-Buyer Meetings: Pre-Survey of Buyers

Thank you for participating in the farmer-buyer meetings at ASAP's Annual Business of Farming Conference. We appreciate the knowledge and information you have to share with local farmers. In this survey we would like for you to tell us about your expectations going into this year's meetings. We appreciate your willingness to participate and value your feedback.

Name:

Business/Organization:

1. Why would you (or do you) purchase food from local farms?

2. How do you typically find sources of locally grown food?

3. Have you participated in the farmer-buyer meetings at ASAP's annual farmer conference in the past?

☐ Yes

☐ No

(If you select 'no' continue to question 5)

Survey continues on back...

- a. If YES, do you think the farmer-buyer meetings are a useful way to find new sources of local product? (circle one)**

Not at all useful 1	2	3	4	Extremely Useful 5
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- b. Why or why not?**

- 4. Have you developed a business relationship with a farmer you had a meeting with at the conference? Did it turn out to be a good fit? Please explain**

- 5. What do you expect you will gain from your participation in the 2013 farmer-buyer meetings?**

Thank you! Please return your survey to ASAP Research Coordinator Katie Descieux, or to a member of ASAP's staff

Survey continues on back...