

[current year] USDA NATIONAL FOOD HUB DIRECTORY

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DIRECTORY SECTION
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Questions 1 – 6 are designed to appear in subsequent years of the Directory and will be visible only to those who filled the Directory form in the previous year or information is already available from another source. These questions are included for the OMB approval.

(Only managers/ representatives from previous year's Directory see this question)

- 1. [Q1] Will your [name of the food hub from previous year's Directory] be open for business on or adjacent to your farm anytime in [current year]?
O 1- Yes => Go to Q2 (Still manager/ rep)
O 2- No => Skip to Q3 (Manager/ rep of another on-FM)
O 3- Do not know => Go to Q2 (Still manager/ rep)

- 2. [Q2] According to the USDA National food hub Directory, you were either the manager or a representative of [name of the food hub from previous year's Directory] in previous Directory. Are you still the manager or a representative of this food hub in [current year]?
O 1- Yes
=> If Yes (open) in Q1 and Yes (manager/ rep) in Q2 => Skip to Q6 (Correct on-FM name?)
=> If Don't know (if open) in Q1 and Yes (manager/ rep) in Q2 => Go to additional message below
O 2- No => Go to Q3 (Manager/ rep of another on-FM)

ADDITIONAL MESSAGE

Only respondents who "Don't know"(if market open) in Q1 and Yes (are managers/representatives) in Q2 will see the below message

Based on your response, we see that you are still the manager or the representative of [name of the food hub from previous year's Directory], but you do not know if it is going to operate anytime in [current year]. This Directory will be available for online updating throughout the year, so please update the information for this market if it opens sometime in [current year].

=> Exit the current year USDA Directory update

- 3. [Q3] Are you a manager or a representative of another food hub in [current year]?

- O 1- Yes => Go to Q4 (Willing to provide info on another on-FM)
O 2- No => Exit the current year USDA Directory update

4. **[Q4]** Are you willing to provide information about the food hub that you manage or represent in **[current year]**?
- 1- Yes => Go to Q5 (Search engine)
  - 2- No => Exit the current year USDA Directory update

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(Question visible only to those who came through the public web site or who came through the link but manage different market)

5. **SEARCH ENGINE**

**[Q5]** Please type in the correct **official** name of the food hub that you manage or represent.

As you start typing, food hubs with the same or similar name(s) may appear and you may choose the proper market name by clicking on the "update" link in the right column.

Should there be a spelling mistake in the name of the market listed, but you are sure (by checking the location address) that this is the market you manage or represent, you will have an opportunity to correct the spelling of the official market name.

For your convenience, you may also search the list by typing in the zip code of the physical LOCATION of the food hub (not the zip code for the mailing address, as it might be different).

On-farm market name or location zipcode:.....

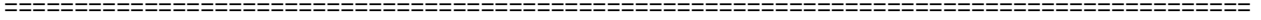
Displayed food hub names	Location street	City	State	Zip code	Update
Xa		Ka	AZ		Update => Go to Q6 (Is the name correct?)
Xb		Le	OK		Update => Go to Q6 (Is the name correct?)
Xc		Mw	RI		Update => Go to Q6 (Is the name correct?)
aXa		Kl	AZ		Update => Go to Q6 (Is the name correct?)
bXb		Lm	OK		Update => Go to Q6 (Is the name correct?)
cXc		Mg	RI		Update => Go to Q6 (Is the name correct?)

If the name of the food hub that you manage or represent is not listed, please **click here to continue.** => Skip to Q7 (Type correct name)

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(Question visible only to those who came through the public web site AND clicked on "update" in the table in Q6)

6. **[NameCheck]** Is "**[name of the food hub from previous year's Directory]**" the correct **official** name of your food hub?
- 1- Yes. If yes, this information will appear in the **[current year]** USDA National On-Farm Market Directory. => Skip to Q8 (on-FM definition)
  - 2- No => Go to Q7 (Provide correct name)



(New-comers and "No" [i.e., incorrect name] in Q5 or in Q6 see this question)

- 7. **[CorrectedName]** Please type in the correct **official** name of the food hub that you manage or represent. The name that you provide here will appear in the **[current year]** USDA National On-Farm Market Directory.

.....

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*Please type in the correct **official** name of the food hub that you manage or represent. The name that you provide here will appear in the **[current year]** USDA National Food Hub Directory.*

Food hub name: .....

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(Everyone sees this question)

- 8. For the purposes of this Directory, a "food hub" is "a business or organization that actively manages the aggregation, distribution, and marketing of source-identified food products to multiple buyers from multiple producers, primarily local and regional producers, to strengthen the ability of these producers to satisfy wholesale, retail, and institutional demand."

Does this operation qualify as a food hub as defined above?

- 1- Yes=> Go to Q9 (Person's contact info)
- 2- No => Exit the **[current year]** USDA Directory update

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*INFORMATION LISTED IN THIS SECTION WILL NOT BE PUBLISHED IN THE **[current year]** USDA NATIONAL FOOD HUB DIRECTORY. THIS IS FOR INTERNAL PURPOSES ONLY. THIS INFORMATION WILL BE KEPT CONFIDENTIAL.*

- 9. Please provide contact information of the person completing this form:

Name: .....

Email address: .....

Contact (phone) number: .....

- 10. What is your **primary** relationship with this food hub?

- 1- Food hub director
- 2- Food hub manager
- 3- Contact person/ public liaison for the food hub
- 4- Food hub supplier
- 5- Food hub customer
- 6- Other, please specify: .....

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*ALL INFORMATION IN THE FOLLOWING SECTION WILL BE PUBLISHED IN THE **[current year]** USDA NATIONAL FOOD HUB DIRECTORY.*

- 11. Mailing address for this food hub:

Street name and number or P.O. Box number: .....  
City: .....  
State: .....  
5-digit ZIP Code: .....

**12. Please provide the official contact information for this food hub:**

Name of primary contact for food hub: .....  
Primary contact's official title: .....  
Primary contact's email address: .....  
Primary contact's phone number: .....  
Food hub website address: .....  
Food hub Facebook page: .....  
Food hub Twitter address: .....  
Food hub contact information on other social media: .....

**13. Please provide information about the physical location (actual place) where this food hub operates (i.e., location of food hub facility/warehouse). If there is not a street address, number or zip code for this location, or you do not know it, please provide the state, city/ town and a description of the location with the nearest road intersection listed (e.g., Main St. x Tree St.). The Directory will include this description to assist customers in locating the food hub.**

**After you enter the information, click on the box below and an arrow will appear pointing to the location of the food hub. If it is not the correct location of the food hub in [current year], please drag the arrow to the correct location. If you lose sight of the arrow (by zooming in, for example), you can click anywhere on the map and a new arrow will appear.**

Food hub location – state: .....(a drop-down menu) **(required)**  
Food hub location – county (or parish, if located in Louisiana; or borough, if located in Alaska): .....  
Physical street name and number where food hub located: .....  
Food hub location – city: .....**(required)**  
Food hub location – 5-digit ZIP Code: .....(only 5 digits allowed)  
Description of location: .....

*Example: on High Road near Anytown, 3 miles west of the intersection with state hwy 300.*

**14. In what year was this food hub established?**

Year: .....

**15. What is the legal status of this food hub?**

- Non-Profit
- Producer Cooperative
- Consumer Cooperative
- Producer-Consumer Cooperative
- S Corp
- C Corp
- B Corp
- LLC
- L3C
- Publicly owned
- No formal legal structure
- Other, please specify: .....

**16. Does this food hub operate year round or part of the year?**

- Year round (12 months) => Skip to Q18 (Products sold)
- Part of the year => Go to Q17 (Indicate months)

17. Please indicate in which months this food hub will be in operation in [current year]. Please select all that apply.

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December
- Not applicable, please explain: .....

18. Which farm products and other items do you expect to be sold at this food hub in [current year]? Please select all that apply.

- Baked goods: breads, pies, etc.
- Canned or preserved fruits/ vegetables: jams, jellies, preserves, salsas, pickles, dried fruit, etc.
- Coffee and/or tea
- Cut flowers
- Dairy products: milk, cheese, etc.
- Dry beans
- Eggs
- Fish and/or seafood
- Fresh and/or dried herbs
- Fresh fruits
- Fresh vegetables
- Grains and/or flour
- Green household products: bio-degradable detergent, products made from 100% recycled materials, etc.
- Honey
- Juices and/or non-alcoholic ciders
- Maple syrup and/or maple products
- Mushrooms
- Nuts
- Pet food
- Poultry/ fowl meat and products
- Red and other non-poultry meat and products
- Soap and/or body care products
- Tofu and/or non-animal protein
- Wild harvested forest products: mushrooms, medicinal herbs, edible fruits and nuts, etc.
- Wine, spirits, beer, hard cider
- Other, please specify: .....

19. Local food is defined as a food product that is raised, produced, aggregated, stored, processed, and distributed in the locality or region in which the final product is marketed, so that the total distance the product is transported is less than 400 miles from the origin of the product, or the State in which the product is produced.

Based on the definition above does your food hub sell local products?

Yes

No

**20. Does your Food Hub offer products certified as “organic” by the USDA?**

Yes

No

**21. (If definition of “local” provided in Q19)**

**Based on the hub’s definition of “local”, please indicate if you expect this food hub will sell exclusively local; only local when available; both local and non-local; or exclusively non-local products in [current year].**

**Q14 B (If NO definition of “local” provided in Q19)**

**Using 400-mile radius from the hub as a definition of “local”, please indicate if you expect this food hub will sell exclusively local; only local when available; both local and non-local; or exclusively non-local products in [current year].**

In the table, display only the food categories selected in Q18 (Products sold)

Food products	Exclusively local	Only local when available	Both local and non-local	Exclusively non-local
Baked goods: breads, pies, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Canned or preserved fruits/ vegetables: jams, jellies, preserves, salsas, pickles, dried fruit, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee and/or tea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cut flowers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dairy products: milk, cheese, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dry beans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eggs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fish and/or seafood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fresh and/or dried herbs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fresh fruits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fresh vegetables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grains and/or flour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green household products: bio-degradable detergent, products made from 100% recycled materials, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Honey	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Juices and/or non-alcoholic ciders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maple syrup and/or maple products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mushrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nuts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pet food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poultry/ fowl meat and products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Red and other non-poultry meat and products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soap and/or body care products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tofu and/or non-animal protein	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wild harvested forest products: mushrooms, medicinal herbs, edible fruits and nuts, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wine, spirits, beer, hard cider	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**22. Which, if any, of the following practices does this food hub require that producers/suppliers utilize? Please select all that apply.**

- USDA Certified Organic
- Certified Naturally Grown
- Integrated pest management
- Non-Certified, but Practicing Organic
- Free Range/Pasture Raised
- Grass Fed
- Antibiotic Free
- Marine Stewardship Council Certified
- Chemical Free
- Good Agricultural Practices (GAP)-certified => Go to Q22 (GAP-certifying entity)
- Good Handling Practices (GHP)-certified
- Certified Humane
- Animal Welfare Approved
- Fair Trade
- Other, please specify: .....
- Other, please specify: .....
- Other, please specify: .....
- None, this hub does not require any of these practices

Only those that selected GAP-certified in Q21.

**23. Please specify by which GAP-certifying entity/ entities these practices must be certified to be accepted by this food hub.**

- USDA
- USDA and other certifying entity/ entities
- Other (non-USDA) certifying entity/ entities

**24. Do you expect this food hub will sell products to wholesale buyers in [\[current year\]](#)?**

- Yes => Go to Q 24 (What channels for selling to wholesale buyers)
- No, our food hub only sells directly to consumers => Skip to Q25 (Will sell directly to consumers?)

**25. Through what market channels do you expect this food hub will sell products to wholesale buyers in [\[current year\]](#)?**

- Large supermarkets or supercenters
- Small independent grocery stores
- Corner stores, bodegas
- Food retail cooperatives
- Restaurants
- Caterers, bakeries
- Distributors
- Food processors
- Pre-K food service
- K-12 school food service
- Colleges/Universities
- Hospitals
- Senior care facilities
- Government or corporate cafeterias



- Other, please specify: .....
- Other, please specify: .....
- Other, please specify: .....

**26. Do you expect this food hub will sell products directly to consumers in [current year]?**

- Yes => Go to Q 26 (What channels for selling directly to consumers)
- No, our food hub only sells to wholesale buyers => Skip to Q27 (Procurement agreement)

**27. Through what market channels do you expect this food hub will sell products directly to consumers in [current year]?**

- Buying clubs
- On-line store
- Your own retail storefront
- Community-supported agriculture (CSA) shares
- Farmers markets
- Mobile retail units/food trucks
- Farm stands
- Other, please specify: .....
- Other, please specify: .....
- Other, please specify: .....

**28. Please indicate this food hub's procurement arrangement with its suppliers.**

- We take ownership of the product by buying from suppliers and then reselling the products to our customers.
- We sell on a consignment basis, i.e., we do not take ownership of the product - we sell the supplier's products to our customers and take a commission on products sold.
- We do both – in some cases we take ownership and resell the product and, in other cases we sell on a consignment basis.
- Other procurement arrangements, please explain: .....

**29. Please indicate which of the following operational services or activities you expect this hub to offer in [current year]. Please select all that apply.**

- Aggregation
- Production such as operating a farm or ranch (including incubator or demonstration farms)
- Distribution services
- Brokering services
- Shared use kitchen
- Packaging/Repackaging
- Product storage
- Canning
- Freezing
- Cutting
- Other, please specify: .....
- Other, please specify: .....
- Other, please specify: .....

**30. Please indicate which of the following producer support services or activities you expect this hub to offer in [current year]. Please select all that apply.**

- Marketing and promotional services for producers
- Branding or labeling products to indicate origin of product or other attributes
- Demonstration/Incubator farm
- Production and post-harvest handling training
- Business management services or guidance
- Paid consulting
- Food safety and/or GAP Training
- Liability insurance that you offer producers
- Transportation services for producers such as picking up product from the farm for distribution
- Other, please specify: .....
- Other, please specify: .....
- Other, please specify: .....

**31. Please indicate which of the following services or activities you expect this hub to offer to the community in [current year]. Please select all that apply.**

- Paid employment opportunities for youth
- Accepting SNAP benefits
- Accepting WIC or FMNP benefits
- Matching programs for SNAP benefits
- Nutrition or cooking education
- Meal preparation
- Health screenings
- Transportation services for consumers to access your operation
- Operating a mobile market
- Subsidized farm shares
- Education programs for institutions (e.g., at schools, colleges/universities, hospitals)
- Other education or community awareness programs
- Food donations to local food pantries/banks
- Other, please specify: .....
- Other, please specify: .....
- Other, please specify: .....

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**32. Please provide the total gross product sales for this food hub in 2013.**

- \$500,000 or less
- \$500,001 to \$2,000,000
- \$2,000,001 to \$5,000,000
- \$5,000,001 to \$10,000,000
- Over \$10,000,000
- Did not operate in [last year]

**33. Please list the number of staff this food hub expects to have in the following categories in [current year]. **If you do not expect any staff in a given category, please enter 0 (zero). If you are unable to estimate a number of staff, please leave that box empty.****

- Full-time year-round paid employees: .....
- Part-time year-round paid employees: .....
- Seasonal paid employees: .....
- Unpaid interns/apprentices: .....
- Cooperative member volunteers: .....
- Regular volunteers: .....
- Occasional volunteers: .....
- Consultants: .....
- Other, please specify: .....

**34. Does this food hub own or lease a facility for aggregation, storage, and distribution purposes?**

- Yes => Go to Q34 (Total square footage)
- No => Skip to Q35 (# of producers/suppliers)

**35. What is the total square footage that this hub’s facility currently owns or leases from others?**

Square footage: .....

**36. From how many producers/suppliers do you expect this hub to purchase or procure products in [current year]?**

Number of producers/ suppliers: .....

**37. (If definition of “local” provided in Q19)**

**Based on the hub’s definition of “local”, from how many local producers do you expect this hub to purchase or procure products in [current year]?**

Q36 B (If NO definition of “local” provided in Q19)

**Using 400-mile radius from the hub as a definition of “local”, from how many local producers do you expect this hub to purchase or procure products in [current year]?**

Number of “local” producers/suppliers: .....

**38. Does this hub purchase or procure products directly from any small or mid-sized producers (generally-speaking, farms and ranches with gross annual sales less than \$500,000)?**

- Yes => Go to Q38 (Proportion of purchased products from small/ mid-sized producers)
- No => Skip to Q39 (Majority of customers from x miles)

**39. Please indicate from how many small and mid-sized producers (generally-speaking, farms and ranches with gross annual sales less than \$500,000) you expect this hub to purchase or procure products in [current year].**

- All of our products will be purchased/procured from small and mid-sized producers
- Most of our products will be purchased/procured from small and mid-sized producers
- Some of our products will be purchased/procured from small and mid-sized producers
- Few of our products will be purchased/procured from small and mid-sized producers

**40. Where do you expect most (at least 75%) of this food hub's [current year] customers (based on [\$] sales) will be located?**

- Under 50 miles away
- Under 100 miles away
- Under 150 miles away
- Under 200 miles away
- Under 250 miles away
- Under 300 miles away
- Under 350 miles away
- Under 400 miles away
- 400 miles away or more

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THANK-YOU PAGE

Dear Food Hub Manager/Representative,

Thank you for updating your food hub listing for the [current year] National Food Hub Directory. If you wish to enter information about an additional food hub, please [click here](#).

We greatly appreciate your participation in this very important project to help keep consumers informed about food hubs.

If you have any questions about the Directory itself, please contact us at [directoryupdates@ams.usda.gov](mailto:directoryupdates@ams.usda.gov) or (202) 720-8317.

If you update information on your food hub by **XXXX**, it will appear in the [current year] USDA National Food Hub Directory by **YYYY**. This means consumers will be able to find your hub just as the busy summer season is getting underway. Food hub listings submitted after **MMMM**, but by **KKKK** will be published in the Directory by **LLLL**.

Thank you for updating your hub listing for the [current year] National Food Hub Directory.

Sincerely,

Velma Lakins  
Agricultural Marketing Specialist

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information, unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-NEW. The time required to complete this information collection is estimated to average 10 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

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