**Attachment A**

**Local Food Marketing**

Questions used for qualitative research exploratory interviews

* How many acres do you operate? Use? Own/rent?
* What do you grow or raise?
* Do you make any other products from things you grow? If yes, what?
* Do you make any other products from things that you buy from others? If yes, what?
* Now, I’d like to know where you sell these [insert whatever respondent says they produce] that you grow / raise / make.
* Is this near your house? Near your operation? Where is it?
* What drives you to sell your product at these places?
* Do you market your [insert whatever respondent says they produce] as local to these places where you sell your products?
* (If applicable) Do you know if [place mentioned above] markets it as local?
* For these [whatever they sell], tell me how your records are kept…
  + Do you keep records based off your location of where you sold it?
  + Are your records based off how much you sold of what you grew/raised/made regardless of where you sold it?
  + (If respondent is not tracking location of sale) How easy would it be for you to report where you sold what? Would you feel comfortable estimating that number if asked?

* Next, I have some terms we’ve used before that I want to ask you about. Tell me what each of these terms means to you and if there’s maybe a better term we should be using.
* Global terms:
  + Direct Marketing, what does that mean to you?
  + Intended marketing practices?
  + Direct-to-consumer (both what is “direct” and what is “consumer”)?
  + Direct-to-retail markets (both what is “direct” and what is “retail market”)?
  + Direct-to-institutions (both what is “direct” and what is “institution”)?
    - Direct-to-intermediate market (both what is “direct” and what is “intermediate market”), what does that mean to you?
* Marketing terms:
  + Online marketplace
  + Online transaction
  + Locally branded
  + First point of sale
  + Farm gate price
* Other terms:
  + Value added? (Ask for definition, then give examples of their products – cutting, packaging, labeling, washing, etc.)
  + Livestock/dairy/eggs – what level of processing is the product at when it is direct marketed?
  + What is definition of processing for crops?? For livestock?
  + What is definition of fresh?
* Terms for places they sell to:
  + Farm stand
  + Roadside stand
  + Off farm store
  + Truck/box/stand – what are these considered?
  + Intermediate market – more questions for this in addition to above