

**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.
  - o Is this near your house? Near your operation? Where is it?
  - o What drives you to sell your product at these places?
  - o Do you market your [insert whatever respondent says they produce] as local to these places where you sell your products?
  - o (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...
  - o Do you keep records based off your location of where you sold it?
  - o Are your records based off how much you sold of what you grew/raised/made regardless of where you sold it?
  - o (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.
  - o 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?

- o Marketing terms:
  - Online marketplace
  - Online transaction
  - Locally branded
  - First point of sale
  - Farm gate price
  
- o 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?
  
- o 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