

Local Food Directories Usability Survey

USDA's Local Food Directories are a **free** online promotion service for producers, farmers markets, and food hubs to market their products direct-to-customers. The platform is managed and operated by the Agriculture Marketing Service (AMS), a USDA agency with the mission of facilitating fair and efficient marketing of U.S. agricultural products.

The Directories connect:

1. Customers looking to buy local foods via community supported agriculture (CSAs), on-farm markets, and farmers markets for their families
2. Wholesale and institutional food buyers looking to source local products from food hubs.
3. Consumers interested in learning more about agricultural practices through agritourism operations.

Website visitors can identify local food businesses, contact suppliers, and plan purchases. By listing your business information in the directories, farmers and distributors of local foods can take advantage of opportunities in direct-to-consumer, direct-to-institution, and wholesale markets.

[Consider listing your business today!](#)

1. How many years has your farming operation been selling directly to customers?
 5 years or less
 5-10 years
 10 or more years
2. Which type of enterprise(s) do you utilize to sell your product(s)? (Choose all that apply)
 Farmers market
 Community Supported Agriculture (CSA)
 Food Hub
 On-Farm Market
 Agritourism
 Other, please specify:

3. Has your farming operation used online platforms to market products or conduct sales?
 yes
 no

If #4 is yes,

3a. What type of online platform has your farming operation used (check all that apply)?

	Used platform for sales	Used platform for marketing
Social media (e.g., Facebook, Twitter, Instagram)	<input type="radio"/>	<input type="radio"/>
Third party delivery apps (e.g., Uber Eats, Postmates)	<input type="radio"/>	<input type="radio"/>
Developed own website (www.yourfarm.com)	<input type="radio"/>	<input type="radio"/>
Platform customized for your operation to sell online (e.g., Local Food Marketplace, Local Orbit)	<input type="radio"/>	<input type="radio"/>
Other, please specify:		

If in #4a, selected any online platforms for marketing:

3b. Did you pay any fees to use only marketing platforms? Please include fees paid for marketing only.

- yes _____ annual fees
 no

4. Prior to this survey, have you listed your direct-to-customer operation(s) in USDA's Local Food Directories?

- yes
 If yes: when was your listing last updated: (MM/YY)
 no

5. Is the sign-up process for USDA Local Food Directories intuitive and convenient to you?

- yes
 no

6. Please indicate how the sign-up process can be improved.

Definitions of the directories need to be written more clearly

Listing process is too long

Improve browser compatibility

Other _____ (please specify)

To list your operation in USDA's Local Food Directories, follow the link below:

<https://www.usdalocalfoodportal.com/mywp/signup/>

To visit USDA's Local Food Directories, follow the link below.

<https://www.usdalocalfoodportal.com/>