

Producer Questionnaire

A. Operations

- 1) *Location*: Where are your headquarters?
- 2) *Location*: Where are your ranches/growing operations?
- 3) *Ranch size*: Total acreage of your ranch(es).
- 4) What crops do you grow.
- 5) Acreage dedicated to leafy greens.
- 6) What are your top 3 leafy green crop(s) grown for the fresh market?
The NLGMA proposal as currently written covers the following leafy greens: arugula, head cabbage, chard, cilantro, cress, dandelion, endigia, endive, escarole & Belgian endive, kale, head lettuce, leaf lettuce, romaine lettuce, mâche, mizuna, parsley, radicchio, spinach, spring mix, tat soi, and winter purslane
- 7) Are you a grower-shipper? If so, what portion (estimate) of your business entails growing?
- 8) In which category below are your company's annual receipts?
 - ≤ \$250,000
 - \$250,001 – \$750,000
 - >\$750,000
- 9) Briefly describe the extent of your operations (e.g. through production, through harvest)
- 10) Estimate the portion of your annual receipts that is attributable to leafy greens (in percentage or dollars).
- 11) Estimate your operating costs for your leafy greens business & briefly describe what costs are included in your operating costs.
- 12) *Production volume*: Estimate the total volume (ctn or lbs) of leafy greens produced for the fresh market (includes both raw commodities and value-added fresh products).
- 13) *Production volume*: Estimate the volume (ctn or lbs) of your top 3 leafy green crops.
- 14) *Customer base*: Do you sell leafy greens to a handler or directly to end-use customers?

ex. 34D

15) Please estimate the percentage of your annual leafy green production sold to each type of customer indicated above.

16) *Selling Arrangements:*

a) Describe your contracts with buyers (i.e. formal or hand-shake, by acreage, poundage, market-price, etc.).

b) Do you sell leafy greens on the spot market (e.g. for cash-without contract)?

17) Please list any cooperatives of which you are a member.

B. Food Safety

1) Briefly describe your food safety program.

Note: If you supply/are members of the CA or AZ LGMA, we'd like to discuss the following items before and after implementation of the LGMA:

2) Estimate amount spent on food safety annually. (This amount should reflect administrative investments including: personnel, 3rd party audits, sampling, testing, assessments, equipment, etc.)

3) Estimate the costs for the following elements of your food safety program currently and estimate any changes in cost since implementing LGMA requirements:

Food Safety Program	Before LGMA	Current
Food safety staff		
Water testing		
Auditing fees		
Employee training		
Disinfectants and sanitation verification		
Equipment (such as ATP testing equipment, pH meters, etc.)		
Administrative - recordkeeping/paperwork by personnel other than designated food safety staff		
Other		

4) Are there any other incremental costs that you would associate with the implementation of the LGMA? Please estimate these costs:

- Land taken out of production:
 - for buffers
 - due to historical use excluded by the LGMA metrics
 - due to flooding.
- Crop loss due to:
 - animal intrusion
 - positive test results (e.g. water/soil/crop)
 - flooding, chemical spill or other environmental impacts (please describe)
- Any other incremental costs

5) *Buyer Requirements:*

- a) Describe food safety requirements mandated by your buyers/customers.
- b) Effects on your per carton costs.

Traceability

6) Briefly describe your traceability process & estimate its cost. (for growers – this may be minimal compared to grower-shippers & handlers)

Other

7) Have any of your leafy greens been part of a product recall? If so, can you estimate how much this cost your business?

8) How do you think the proposed National Leafy Green Marketing Agreement may affect your costs?

Thank-you for your time!