

Appendix A

2002

Direct Marketing Livestock Survey

Survey Instructions:

We ask that the owner or the person most knowledgeable about this custom processing business please complete the following survey. The data collected will only be used for this project. The results of the survey will not be reported by individual processor; they will only be reported collectively on a state-wide basis.

- Please answer all questions.
- After you have completed the survey, fold and place it in the postage-paid envelope provided.
- Please return by July 15.
- If you have any questions please contact Darcy Klasna at (608) 258-4396

1. How many years has your meat processing plant been in business? _____

2. How is your processing facility regulated?

- | | |
|--|---|
| <input type="checkbox"/> Official State Red Meat Slaughter/Processing | <input type="checkbox"/> Federally Inspected Red Meat Plant |
| <input type="checkbox"/> Official State Red Meat Processing | <input type="checkbox"/> Federally Inspected Poultry Plant |
| <input type="checkbox"/> Official State Poultry Slaughter/Processing | <input type="checkbox"/> Federally Inspected Combination |
| <input type="checkbox"/> Custom Exempt State Red Meat Slaughter/Processing | Red Meat & Poultry Plant |
| <input type="checkbox"/> Custom Exempt State Poultry Slaughter/Processing | |

3. Does your plant do custom processing?

- Yes No

If no, please *do not continue* and *return your survey* in the postage-paid, self-addressed envelope. Thank you.

4. What percentage of your total revenue comes from the following:

- a. _____% Retail sales (*products for which you have done no processing, such as pre-processed meats, honey, nuts, etc. that you sell to consumers*)
- b. _____% Retail sales of meat that you have processed
- c. _____% Wholesale sales (*processed meat products you sell to restaurants, grocery stores, etc.*)
- d. _____% Processing of animals or meat for farmers to sell to consumers
- e. _____% Processing for farmer's personal use (*animals farmers do not sell*)
- f. _____% Wild game processing (*non-farm raised animals*)
- g. _____% Catering
- h. _____% Other (*please specify*): _____

5. What was your business's *total gross income*, including sales & processing revenue, in the calendar year 2001?

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> \$1-25,000 | <input type="checkbox"/> \$75,001-100,000 | <input type="checkbox"/> \$300,001-400,000 | <input type="checkbox"/> \$1,000,001-2,000,000 |
| <input type="checkbox"/> \$25,001-50,000 | <input type="checkbox"/> \$100,001-200,000 | <input type="checkbox"/> \$400,001-700,000 | <input type="checkbox"/> \$2,000,001-4,000,000 |
| <input type="checkbox"/> \$50,001-75,000 | <input type="checkbox"/> \$200,001-300,000 | <input type="checkbox"/> \$700,001-1,000,000 | <input type="checkbox"/> \$4,000,001 or more |

6. What was your **total gross processing revenue in the calendar year 2001 from directly marketed livestock?** (Include processing of live animals bought by consumers from farmers & processing of processed meat products sold by farmer directly to consumers. Do NOT include processing of animals for the farmer's own use.)

- \$0 \$30,001-50,000 \$100,001-200,000 \$400,001-500,000
 \$1-15,000 \$50,001-75,000 \$200,001-300,000 \$500,001-600,000
 \$15,001-30,000 \$75,001-100,000 \$300,001-400,000 \$600,001 or more

7. In calendar year 2001, approximately how many farmers who sell their livestock directly to consumers had them processed at your facility? (Include only the farmers that sell animals and/or processed meat products to consumers. Do NOT include farmers that only have animals processed for their own use.)

_____ Farmers

8. For the animals listed below, list approximately how many of each animal that you processed for the calendar year 2001. (For this question please include the number of live animals bought by consumers from farmers and the animals sold by the farmer as processed meat products. Do NOT include animals that were processed for the farmer's personal use.) On the following line, please list the **average live weight** when sold from the farmer to consumer.

	Number Processed	Average Lbs/animal (live weight)		Number Processed	Average Lbs/animal (live weight)
Beef			Pheasants		
Hogs			Ducks		
Bison (Buffalo)			Ostrich		
Lambs			Emu		
Farm Raised Deer			Rabbits		
Farm Raised Elk			Fish (farm raised)		
Turkeys			Goats		
Chickens			Other (specify)		
Geese					

9. What barriers do farmers and meat processors encounter in selling livestock and processed meat products directly to the consumer?

10. Is your plant organically certified?

- Yes No

If yes, which certification agency certified your plant? _____

11. If you are *not* organically certified, have any of your customers requested that you consider it?

- Yes No

If yes, how many customers? _____

12. **What are the barriers to organic certification?**

13. **If you were offered assistance with paperwork and/or certification costs would you be interested in becoming certified organic?**

Yes No

14. **Have you observed an increase or decrease in your overall meat processing business in the past 5 years?**

Increase Decrease No Change

What factor(s) have led to this change?

15. **Have you observed an increase or decrease within the custom processing portion of your business in the past 5 years?**

Increase Decrease No Change

What factor(s) have led to this change?

16. **How do you see your business changing in the next 5 years?**

17. **Would you like a report summarizing the results of this survey?**

Yes No

If yes, please write your name and address on the back of this sheet.

18. **Please share any other comments you may have concerning direct marketing livestock.**
(Please use the back of this page)

THANK YOU FOR YOUR TIME AND COOPERATION.

Please return this survey in the enclosed self-addressed, postage-paid envelope.

Questions? Contact Darcy Klasna at (608) 258-4396
Cooperative Development Services
131 W. Wilson St., Ste. 400, Madison, WI 53703
www.cdsus.coop

June 24, 2002

Dear Owner/Manager,

I'm writing to ask for 15 minutes of your time.

Cooperative Development Services is a non-profit organization that provides business and economic development assistance to rural communities and businesses in the Upper Midwest. In conjunction with Practical Farmers of Iowa, we're conducting a survey of meat processing plants to help us identify ways of increasing the direct marketing of livestock and the sale of custom processed meat in the state. Our goal is to help Iowa livestock producers be more profitable, and to generate more sales opportunities for custom meat processors.

If you are involved in the custom processing business, we hope you will see the value of participating in an effort to provide more information about your industry. If you are not involved, simply note that in the appropriate place on the survey and return it in the enclosed envelope.

Your responses to survey questions will be completely anonymous. No response will ever be attributed back to any individual respondent, and no surveys will be shared with regulatory authorities or others. Any data you provide will be grouped and averaged with that of other processors, and only that grouped data will be reported. We will be happy to share with you a completed report of survey results for use in your own business planning efforts.

Please take a few minutes to fill out the enclosed short survey. When completed, place it in the enclosed stamped self addressed envelope, and return it by **July 15**.

If you have any questions or comments about the survey, or would like to learn more about Cooperative Development Services, please contact Darcy Klasna at (608) 258-4396.

Thank you for your help and participation.

Sincerely yours,

Kevin Edberg
Executive Director

Appendix B

2002

Direct Marketing Livestock Survey

Survey Instructions:

We ask that the owner or the person most knowledgeable about this custom processing business please complete the following survey. The data collected will only be used for this project. The results of the survey will not be reported by individual processor; they will only be reported collectively on a state-wide basis.

- Please answer all questions.
- After you have completed the survey, fold and place it in the postage-paid envelope provided.
- Please return by August 7.
- If you have any questions please contact Darcy Klasna at (608) 258-4396

19. How many years has your meat processing plant been in business? _____

20. How is your processing facility regulated?

- | | |
|--|---|
| <input type="checkbox"/> Official State Red Meat Slaughter/Processing | <input type="checkbox"/> Federally Inspected Red Meat Plant |
| <input type="checkbox"/> Official State Red Meat Processing | <input type="checkbox"/> Federally Inspected Poultry Plant |
| <input type="checkbox"/> Official State Poultry Slaughter/Processing | <input type="checkbox"/> Federally Inspected Combination |
| <input type="checkbox"/> Custom Exempt State Red Meat Slaughter/Processing | Red Meat & Poultry Plant |
| <input type="checkbox"/> Custom Exempt State Poultry Slaughter/Processing | |

21. Does your plant do custom processing?

- Yes No

If no, please *do not continue* and *return your survey* in the postage-paid, self-addressed envelope. Thank you.

22. What percentage of your total revenue comes from the following:

- a. _____% Retail sales (*products for which you have done no processing, such as pre-processed meats, honey, nuts, etc. that you sell to consumers*)
- b. _____% Retail sales of meat that you have processed
- c. _____% Wholesale sales (*processed meat products you sell to restaurants, grocery stores, etc.*)
- d. _____% Processing of animals or meat for farmers to sell to consumers
- e. _____% Processing for farmer's personal use (*animals farmers do not sell*)
- f. _____% Wild game processing (*non-farm raised animals*)
- g. _____% Catering
- h. _____% Other (*please specify*): _____

23. What was your business's *total gross income*, including sales & processing revenue, in the calendar year 2001?

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> \$1-25,000 | <input type="checkbox"/> \$75,001-100,000 | <input type="checkbox"/> \$300,001-400,000 | <input type="checkbox"/> \$1,000,001-2,000,000 |
| <input type="checkbox"/> \$25,001-50,000 | <input type="checkbox"/> \$100,001-200,000 | <input type="checkbox"/> \$400,001-700,000 | <input type="checkbox"/> \$2,000,001-4,000,000 |
| <input type="checkbox"/> \$50,001-75,000 | <input type="checkbox"/> \$200,001-300,000 | <input type="checkbox"/> \$700,001-1,000,000 | <input type="checkbox"/> \$4,000,001 or more |

24. What was your **total gross processing revenue in the calendar year 2001 from directly marketed livestock?** (Include processing of live animals bought by consumers from farmers & processing of processed meat products sold by farmer directly to consumers. Do NOT include processing of animals for the farmer's own use.)

- \$0 \$30,001-50,000 \$100,001-200,000 \$400,001-500,000
 \$1-15,000 \$50,001-75,000 \$200,001-300,000 \$500,001-600,000
 \$15,001-30,000 \$75,001-100,000 \$300,001-400,000 \$600,001 or more

25. In calendar year 2001, approximately how many farmers who sell their livestock directly to consumers had them processed at your facility? (Include only the farmers that sell animals and/or processed meat products to consumers. Do NOT include farmers that only have animals processed for their own use.)

_____ Farmers

26. For the animals listed below, list approximately how many of each animal that you processed for the calendar year 2001. (For this question please include the number of live animals bought by consumers from farmers and the animals sold by the farmer as processed meat products. Do NOT include animals that were processed for the farmer's personal use.) On the following line, please list the **average live weight** when sold from the farmer to consumer.

	Number Processed	Average Lbs/animal (live weight)		Number Processed	Average Lbs/animal (live weight)
Beef			Pheasants		
Hogs			Ducks		
Bison (Buffalo)			Ostrich		
Lambs			Emu		
Farm Raised Deer			Rabbits		
Farm Raised Elk			Fish (farm raised)		
Turkeys			Goats		
Chickens			Other (specify)		
Geese					

27. What barriers do farmers and meat processors encounter in selling livestock and processed meat products directly to the consumer?

28. Is your plant organically certified?

- Yes No

If yes, which certification agency certified your plant? _____

29. If you are *not* organically certified, have any of your customers requested that you consider it?

- Yes No

If yes, how many customers? _____

30. **What are the barriers to organic certification?**

31. **If you were offered assistance with paperwork and/or certification costs would you be interested in becoming certified organic?**

Yes No

32. **Have you observed an increase or decrease in your overall meat processing business in the past 5 years?**

Increase Decrease No Change

What factor(s) have led to this change?

33. **Have you observed an increase or decrease within the custom processing portion of your business in the past 5 years?**

Increase Decrease No Change

What factor(s) have led to this change?

34. **How do you see your business changing in the next 5 years?**

35. **Would you like a report summarizing the results of this survey?**

Yes No

If yes, please write your name and address on the back of this sheet.

36. **Please share any other comments you may have concerning direct marketing livestock.**
(Please use the back of this page)

THANK YOU FOR YOUR TIME AND COOPERATION.

Please return this survey in the enclosed self-addressed, postage-paid envelope.

Questions? Contact Darcy Klasna at (608) 258-4396
Cooperative Development Services
131 W. Wilson St., Ste. 400, Madison, WI 53703
www.cdsus.coop

July 15, 2002

Dear Owner/Manager,

I'm writing to ask for 15 minutes of your time.

Cooperative Development Services is a non-profit organization that provides business and economic development assistance to rural communities and businesses in the Upper Midwest. In conjunction with Practical Farmers of Iowa, we're conducting a survey of meat processing plants to help us identify ways of increasing the direct marketing of livestock and the sale of custom processed meat in the state. Our goal is to help Iowa livestock producers be more profitable, and to generate more sales opportunities for custom meat processors.

If you are involved in the custom processing business, we hope you will see the value of participating in an effort to provide more information about your industry. If you are not involved, simply note that in the appropriate place on the survey and return it in the enclosed envelope.

Your responses to survey questions will be completely anonymous. No response will ever be attributed back to any individual respondent, and no surveys will be shared with regulatory authorities or others. Any data you provide will be grouped and averaged with that of other processors, and only that grouped data will be reported. We will be happy to share with you a completed report of survey results for use in your own business planning efforts.

Please take a few minutes to fill out the enclosed short survey. When completed, place it in the enclosed stamped self addressed envelope, and return it by **August 7**.

If you have any questions or comments about the survey, or would like to learn more about Cooperative Development Services, please contact Darcy Klasna at (608) 258-4396.

Thank you for your help and participation.

Sincerely yours,

Kevin Edberg
Executive Director

Appendix C

2002

Direct Marketing Livestock Phone Survey

Introduction:

Hi. May I please speak to the owner/manager?

This is Darcy from Cooperative Development Services. The Practical Farmers of Iowa and CDS are conducting a brief survey of processing facilities that do custom processing.

37. Does your plant do custom processing?

- Yes No

If no, please *do not continue*.

The purpose of this survey is to identify ways of increasing the direct marketing of livestock and the sale of custom processed meat in the state. (Our goal is to help Iowa livestock producers be more profitable, and to generate more sales for custom meat processors.)

Would you be willing to answer a few questions? – your responses will remain completely anonymous and it should only take about 3 to 4 minutes. (The data collected from this survey will only be used for this project and the results of the survey will not be reported by individual processor; they will only be reported collectively on a state-wide basis.) Also, if you'd like a copy of the report we'd be happy to mail one to you.

38. What was your business's *total gross income*, including sales & processing revenue, in the calendar year 2001?

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> \$1-25,000 | <input type="checkbox"/> \$75,001-100,000 | <input type="checkbox"/> \$300,001-400,000 | <input type="checkbox"/> \$1,000,001-2,000,000 |
| <input type="checkbox"/> \$25,001-50,000 | <input type="checkbox"/> \$100,001-200,000 | <input type="checkbox"/> \$400,001-700,000 | <input type="checkbox"/> \$2,000,001-4,000,000 |
| <input type="checkbox"/> \$50,001-75,000 | <input type="checkbox"/> \$200,001-300,000 | <input type="checkbox"/> \$700,001-1,000,000 | <input type="checkbox"/> \$4,000,001 or more |

39. What was your *total gross processing revenue* in the calendar year 2001 from directly marketed livestock? (Include processing of live animals bought by consumers from farmers & processing of processed meat products sold by farmer directly to consumers. Do ***NOT*** include processing of animals for the farmer's own use.)

- | | | | |
|--|---|--|--|
| <input type="checkbox"/> \$0 | <input type="checkbox"/> \$30,001-50,000 | <input type="checkbox"/> \$100,001-200,000 | <input type="checkbox"/> \$400,001-500,000 |
| <input type="checkbox"/> \$1-15,000 | <input type="checkbox"/> \$50,001-75,000 | <input type="checkbox"/> \$200,001-300,000 | <input type="checkbox"/> \$500,001-600,000 |
| <input type="checkbox"/> \$15,001-30,000 | <input type="checkbox"/> \$75,001-100,000 | <input type="checkbox"/> \$300,001-400,000 | <input type="checkbox"/> \$600,001 or more |

40. I am going to read to you a list of animals. After I say each animal, please tell me approximately how many of each animal you processed for the calendar year 2001. (For this question please include the number of live animals bought by consumers from farmers and the animals sold by the farmer as processed meat products. Do ***NOT*** include animals that were processed for the farmer's personal use.)

	Number Processed		Number Processed
Beef		Pheasants	
Hogs		Ducks	
Bison (Buffalo)		Ostrich	
Lambs		Emu	
Farm Raised Deer		Rabbits	
Farm Raised Elk		Fish (<i>farm raised</i>)	
Turkeys		Goats	
Chickens		Other (<i>specify</i>)	
Geese			

41. **Is your plant organically certified?**

- Yes No

If yes, which certification agency certified your plant? _____

42. **If you are *not* organically certified, have any of your customers requested that you consider it?**

- Yes No

If yes, how many customers? _____

43. **What are the barriers to organic certification?**

44. **If you were offered assistance with paperwork and/or certification costs would you be interested in becoming certified organic?**

- Yes No

45. **Would you like a report summarizing the results of this survey?**

- Yes No

THANK YOU FOR YOUR TIME AND COOPERATION.