

## Nevada County Grown Survey, Fall 2015

### Agricultural Producers

31 Farmers and Ranchers responded

#### How many acres do you use to grow crops for sale?

	< 1	1 - 5	5 - 20	20+	N/A
Owned	14%	50%	11%	0%	25%
Leased	19%	25%	13%	6%	37%

#### How many acres do you use to raise livestock for sale?

	< 1	1 - 5	5 - 20	20 - 100	100+	N/A
Owned	7%	15%	15%	4%	7%	52%
Leased	11%	0%	11%	0%	6%	72%

#### How many acres do you use for orchards/vineyards?

	< 1	1 - 5	5 - 20	20+	N/A
Owned	15%	22%	8%	0%	59%
Leased	13%	13%	0%	0%	73%

#### How many years have you been in business?

< 1	1 - 3	4 - 6	>6
10%	20%	20%	50%

#### How many full-time equivalents do you use to operate your business including yourself?

< 1	1 - 3	3 - 5	5 - 10	10+
21%	52%	17%	7%	3%

#### Where do you currently sell your products ?

Check all that apply

CSA	14%
U-Pick	14%
BriarPatch	52%
Small grocers	28%
Tahoe Food Hub	34%
Restaurants	55%
Schools	21%
Farm/Ranch/Winery store	34%
Other	69%

Farmers mkt, Caterers, Word of mouth

Direct to end users, Produce Express

#### Would you use the hub to sell some or all of your products?

Yes	Maybe	No
68%	14%	18%

Reasons for "No"

Prefer to do direct contacts with buyers  
 Sell all of my production thru current outlets

**Are up willing to increase your production?**

Yes	Maybe	No
73%	20%	7%

**Do you use high tunnels or other season extenders?**

Yes	No	Future	N/A
38%	28%	10%	24%

**How do you market your products for sale?**

**Check all that apply**

NCG Farm Guide	66%
Farm website	62%
Facebook / social media	52%
Farmers Market	44%
LFC listserve	12%
Other	12%

Email list, Word of mouth, BriarPatch, Demos, Farm stand  
 Direct sales, Newspaper, Wedding magazines/websites

**What barriers to increasing production would you likely encounter?**

**Check all that apply**

Not enough land	20%
Insufficient capital	28%
Need more labor	48%
Need more training	0%
Other	40%

No interest and/or energy, marketing, reliable sales  
 age (> 70), irrigation, processing, storage

**If you do not wish to increase production, why not?**

**Check all that apply**

Not Applicable	63%
Not enough land	13%
Need winter break	0%
Not interesting in hiring necessary help	13%
Comfortable with current income	13%
Other	6%
Energy, location	

**What do you consider the most important outlet for the sale of your product?**

Restaurants	22%
Grocery stores	17%

Farm/Ranch/Winery store	9%
CSA	4%
U-pick	4%
Farmers Market	4%
Other	40%

All of the above / equally important  
 BriarPatch. Wholesale distributors  
 Direct to end user, Families

**What do you do with products that you can't sell?**

**Check all that apply.**

Compost	59%
Animal feed	50%
Food Bank	55%
Farmers Market	6%
Value added products	9%
Other	36%

Sell everything; eat it myself; give away  
 share, trade, community center

**Do you or a family member also work outside the farm?**

Yes	54
No	42
Sometimes	4

**If you would like to extend your season, what barriers would exist?**

**Check all that apply**

Capital to pay for equipment	19%
No space on farm	19%
No labor	24%
No applicable	43%
Other	14%

Need a break, Capital, Irrigation

**What do you see as the largest barrier for you to sell to wholesale buyers such as restaurants, schools?**

No barrier; do it now	32%
No time to market product	27%
Uncertain I can deliver specified amt	9%
Too much time spent delivering	0%
Other	32%

not going to lower costs; relationship with customers;  
 numbers/percentage/balances;  
 labor, marketing; need reliable sales; prefer direct