

## Harvesting Maine's New Wholesale Opportunities

Please fill out this form and mail in to Maine Farmland Trust, Attn: Elizabeth Sprague, 97 Main Street Belfast, Maine 04915

\* Required

### Contact Information

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1. **Which workshop location are you planning on attending? \***

*Mark only one oval.*

- Lewiston, Saturday, February 7th; snow date Feb. 8th
- Belfast, Saturday, February 21st; snow date Feb. 22d
- Presque Isle, Saturday, February 28th; snow date March 1st
- Machias, Saturday, March 7th; snow date March 8th

2. **Your farm's name: \***

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3. **Name(s) of the principal farmer(s): \***

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4. **Street address \***

Number and street only

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5. **Town \***

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6. **Zip code: \***

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7. **Best phone number where you can be reached: \***

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*Harvesting Maine's New Whole Opportunities* is a collaboration of Maine Farmland Trust, MOFGA, CEI, Farm to Institution New England, Cultivating Community, Environment Maine, and the Legal Hub of Conservation Law Foundation.

8. **Email address:**

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9. **Preferred contact method: \***

Mark only one oval.

Phone

Email

10. **How did you hear about this workshop? \***

Mark only one oval.

Got an email about it

The Ag Tradeshow

Someone told me about it

Read it in the paper

Other: .....

## About Your Farm

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11. **Your farm's total acreage: \***

Include acres you leased last year, as well as acres owned.

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12. **Total acres in: \***

Mark only one oval per row.

	0	1-5	5-10	10-20	20-50	50+
Pasture/Hay	<input type="radio"/>					
Cultivated Fields	<input type="radio"/>					
Fruit production	<input type="radio"/>					
Forest	<input type="radio"/>					
Other/Misc	<input type="radio"/>					

13. **How many years of farming experience do you have? \***

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14. **The farming practices I use include: \***

Check all that apply

*Check all that apply.*

- Organic (certified or non certified)
- Integrated Pest Management
- Season Extension/4 Season Farming
- Permaculture
- Biodynamic
- Other: .....

15. **Last year, what percentage of your gross sales came from wholesale markets? \***

*Mark only one oval.*

- I didn't have any gross sales at all; new farm
- 0%
- 1%-10%
- 10%-25%
- 25%-50%
- 50%-75%
- 75%-100%

16. **What are the primary product(s) you are interested in wholesaling? \***

Check all that apply

*Check all that apply.*

- Vegetables and herbs
- Fruits
- Red Meat (includes pork and beef)
- Dairy
- Eggs
- Grains
- Meat Poultry
- Other: .....

17. **Which types of wholesale customers are you currently working with, or are interested in working with? \***

Check all that apply  
*Check all that apply.*

- Buying Clubs
- Food Hubs
- Restaurants
- Specialty/Natural Foods Stores
- Mid size grocery stores
- Distributor
- Schools (K-12)
- College Food Service
- Institutions (hospitals, nursing homes, etc.)
- Processor
- Supermarkets
- No wholesale yet
- Other: .....

18. **Why are you interested in wholesaling more of your farm's products in the future? \***

Please select up to three answers.  
*Check all that apply.*

- The direct markets in my area are too saturated for me to grow or start my farm business.
- I want to specialize my production, so I don't have to focus on so many crops at once
- My personal skill sets are a better match for wholesaling as opposed to direct marketing
- I want to spend less time marketing, and focus more on efficient production
- I am aware of promising market opportunities for wholesaling
- I want to grow my business to the point where it fully supports me (and my family if applicable)
- Other: .....

**19. Which hindrances prevent you from wholesaling your product now? \***

Please select up to three answers.

*Check all that apply.*

- I don't have the acreage.
- I don't have the necessary equipment or buildings.
- I don't have access to sufficient storage.
- I don't have enough livestock or fruit planting stock.
- I need more financing.
- I am currently not able to provide any products with enough consistency and volume.
- I don't have relationships with any wholesale customers.
- I'm afraid the prices I'll get won't give me enough profit.
- I don't know enough about how to set prices.
- I don't know how to calculate whether or not I'm making any money.
- I don't know how I would transport my product to the customer.
- GAP/Food safety regulations.
- Other: .....

**20. Notes**

Write any other notes, comments, requests, etc. here

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