

# Livestock Marketing Channel Assessment Study - Supplemental Information Sheet

Farm Name: \_\_\_\_\_ Start Date: \_\_\_\_\_

*All information will be kept strictly confidential. When reported to anyone but your farm, information and results will be aggregated with other farm data.*

1. Please list all people that worked on the farm during the studied week, including owners, family, friends, salaried staff, hourly staff, and volunteers. For hired labor, please write in their pay rate. For unpaid, denote their relationship to the farm.

Number	Name	Rate/Relationship
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		

2. **Daily OR Weekly Gross Sales:** Please list the week's gross sales for each period, for each channel as specifically as possible. For CSA shares, please estimate the value of all products distributed.

	Week 1	Week 2	Week 3	Week 4			
Channel	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

3. **Daily OR Weekly Mileage:** Please list the week's total mileage for each period, for each channel.

	Week 1	Week 2	Week 3	Week 4			
Channel	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

4. **Risk:** Please rank your feelings on the perceived financial riskiness of each channel. Financial (business) risk is defined as the probability of lost or lower-than-expected sales. The channel perceived to be the LEAST risky gets a “1”, and the channel perceived to be the MOST risky gets a value UP TO the maximum number of channels. Rankings need not be whole numbers, and if you feel that two channels are equally risky, assign them the same number.

<b>Channel →</b>						
<b>Risk Rank</b>						

5. **Lifestyle:** Please rank your feelings on how well each channel fits with your overall lifestyle preferences and enjoyment of work. Lifestyle preferences are unique to the individual and can relate to a channel's labor requirements, the stressfulness of the work, how and what people are interacted with, or the style and presentation of products, etc. The channel perceived to be the MOST consistent with your lifestyle preferences gets a “1”, and the least consistent channel gets a value UP TO the maximum number of channels. Rankings need not be whole numbers, and if you feel that two channels are equally consistent, assign them the same number.

<b>Channel →</b>						
<b>Lifestyle Rank</b>						

6. What is the average number of head that you market each year?

\_\_\_\_\_Beef    \_\_\_\_\_Hogs    \_\_\_\_\_Poultry    \_\_\_\_\_Goats    \_\_\_\_\_Sheep    \_\_\_\_\_Other

7. On average, how many weeks per year do you market your farm products through each marketing channel?

<b>Channel →</b>						
<b>Weeks Marketed</b>						

8. What is the typical carcass weight for an animal for your farm? (For questions 8-10, just choose one species).

**Species:** \_\_\_\_\_ **Typical HCW:** \_\_\_\_\_

9. For **whole carcass/ whole animal** marketing channels, please enter the price per pound HCW (hanging weight, also called hot carcass weight) that you received during the study period.

<b>Marketing Channel:</b>	<b>Price: \$/lb. HCW</b>