

## Clover Valley Farms Customer Survey 2009

- 1 What products did you purchase from Clover Valley Farms in 2009?  
(check all that apply)

- ☐ Cornish Broilers  
☐ Red Broilers  
☐ Ducks  
☐ Stewing Hens  
☐ Eggs  
☐ Other, please specify \_\_\_\_\_

- 2 Please rate the quality of each product you purchased from us.

	1 very poor	2 below average	3 average	4 above average	5 excellent	N/A
<b>Cornish Cross</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Additional Comment	<div></div> <div></div> <div></div>					
<b>Red Broilers</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Additional Comment	<div></div> <div></div> <div></div>					
<b>Ducks</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Additional Comment	<div></div> <div></div> <div></div>					
<b>Stewing Hens</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Additional Comment	<div></div> <div></div> <div></div>					

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Eggs

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Additional Comment

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Other (please specify)

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Additional Comment

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- 3 As we plan for the coming year, what products would you anticipate purchasing from us again in 2010?

We anticipate that our prices will remain the same EXCEPT for duck which will go up to ~\$5/lb from \$3/lb due to increased cost of chicks and extra processing time required.

- ☐ none
- ☐ cornish broilers
- ☐ red broilers
- ☐ ducks
- ☐ stewing hens
- ☐ eggs
- ☐ Other, please specify

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- 4 If we expand the products we offer in the coming years, please indicate what NEW products you would be interested in purchasing, check all that apply.

- ☐ turkeys
- ☐ rabbits
- ☐ pork
- ☐ duck eggs
- ☐ table apples (fresh for eating or cooking)
- ☐ processed apple & fruit products (applesauce, jams, jellies, etc.)
- ☐ Other, please specify

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- 5 We are considering moving towards a CSA model for selling our egg & meat products with regularly scheduled deliveries of fresh & frozen meats.

For example, each month you might get 1 chicken (i.e. broilers), 1 cut of pork (i.e. burger, steaks, chops, roasts, hams, bacon) and 2 dozen eggs, with one additional meat type every other month (i.e. a turkey in the fall, duck, rabbit, stewing hen, lamb, salmon).

The price would be expected to range between \$550-\$650/year.

Interested? Give us your comments and suggestions!

Additional Comment

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- 6 For an Egg & Meat CSA, what products would you want it to contain (check all that apply)

- ☐ cornish broiler
  - ☐ red broiler
  - ☐ stewing hen
  - ☐ duck
  - ☐ turkey
  - ☐ chicken eggs
  - ☐ duck eggs
  - ☐ rabbit
  - ☐ pork
  - ☐ lamb (purchased for the CSA from another producer)
  - ☐ salmon (purchased for the CSA from another producer)
  - ☐ a "surprise", for example, herbs or apple products
  - ☐ Other, please specify
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7 For an Egg & Meat CSA, how often would you like to have delivery?

- ☐ monthly
  - ☐ every 2 months (6 deliveries a year)
  - ☐ quarterly (4 deliveries a year)
  - ☐ Other, please specify
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8 For an Egg & Meat CSA, where would you prefer to get the delivery?

- ☐ on farm pick up
  - ☐ a business location in Duluth
  - ☐ a private home in Duluth
  - ☐ Other, please specify
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