

Hudson Valley Livestock Marketing Task Force

1999 Farm and Livestock Survey

Note: All answers will be treated completely confidentially by the Task Force.

1. Name of person surveyed: _____ County: _____
2. Farm or business name: _____
 Address: _____
 Day phone: _____ Evening phone: _____ E-mail: _____

3. Please Indicate the type of livestock you presently raise by indicating the peak numbers of animals you maintain at any one time and the number you produce for slaughter each year.

	Peak Number of Animals <u>Maintained</u>	Animals Produced for Slaughter <u>Each Year</u>	Describe type of operation for each (e.g. feedlot, pastured poultry, cow-calf, <u>stocker cattle, breeding stock, etc.</u>)
Beef(steers)	_____	_____	_____
Dairy beef	_____	_____	_____
Hogs	_____	_____	_____
Lamb	_____	_____	_____
Goats	_____	_____	_____
Veal (red)	_____	_____	_____
Veal (white)	_____	_____	_____
Broiler chickens	_____	_____	_____
Ducks	_____	_____	_____
Geese/Turkeys	_____	_____	_____
Emu's/Ostriches	_____	_____	_____
Other	_____	_____	_____

4. Do you produce any livestock which can be characterized as "natural," "organic," "pastured" or otherwise marketable as a specialty product?* YES _____ NO _____

If your answer was yes, please explain and provide details on the type of operation and the specific numbers of animals maintained during peak periods and produced for slaughter each year.

*The term "natural" is commonly understood to mean raised without using antibiotics or additional hormones and using humane practices. "Organic" typically means natural livestock raised on certified organic feed. "Pastured" refers to livestock primarily fed through pasture grazing.

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5. Do you produce any livestock for the Kosher or Halal markets, either through sale to distributors or directly to consumers? YES _____ NO _____

If your answer was yes, please explain and provide details on the type of operation and the specific numbers of animals maintained during peak periods and produced for slaughter each year.

6. Now do you currently market your livestock? Please indicate numbers of each.

	Beef Steers	Dairy Beef	Hogs	Lamb	Goats	Red Veal	White Veal	Broiler Chicken	Geese/ Turkey	Emu's/ Ost./Other
Breeding stock	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Live to dealers	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
To the live markets	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Live to auctions	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Live to consumers	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Cut & wrapped to consumers	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Cut & wrapped to consumers (by the whole animal or part)	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
By the cut to-restaurants or specialty markets	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Dressed weight to packers (e.g. Taylor Packing)	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Other (please explain below)	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____

7. Do you have particular target markets? YES _____ NO _____

If so, please tell us how you characterize these target markets and what percentages of your business are represented by them (e.g. 20 % ethnic, 10% fine restaurants, etc.)

8. Is U.S.D.A. inspection important to you? YES _____ NO _____

9. If you direct market, what is the distance to the processing facility you use most often?

_____	Picked up by processor at farm	_____	40-59 miles
_____	Less than 10 miles	_____	60-79 miles
_____	10- 19 miles	_____	80-99 miles
_____	20-39 miles	_____	100+ miles

What is the maximum distance you can economically travel for processing? _____ miles

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10. What livestock processing services do you now use, or would you use if available? Please check all that apply for each animal type.

	<u>Beef Steers</u>	<u>Dairy Beef</u>	<u>Hogs</u>	<u>Lamb</u>	<u>Goats</u>	<u>Red Veal</u>	<u>White Veal</u>	<u>Broiler Chicken</u>	<u>Geese/Turkey</u>	<u>Emu's/Ost./Other</u>
U.S.D.A. facility	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Non-USDA facility	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Aging	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Smoking	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Curing	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Cryo-packaging	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Sausage making	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
A method of offering a private farm label	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
A marketing organization	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
More cut & wrap options	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Outlet for natural, organic or other specialty products	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Trucking & distribution	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Better outlet for the extras (please explain below)	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Others (please explain)	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____

11. Are you satisfied with the service provided by your current slaughtering and/or processing facility?

If not, please explain why.

YES _____

NO _____

12. What, if anything, limits the size of your operation?

13. Would you expand, given new markets?

YES _____

NO _____

Please explain and indicate how many more animals you would produce annually for slaughter:

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The Task Force is now studying the feasibility of establishing a new regional slaughterhouse and/or processing facility which might help market meats. Please answer the following questions with this in mind:

14. Would you be interested in having some or all of your livestock slaughtered at such a facility?
 All _____ Some _____ None _____

15. Would you be interested, for a premium price, in contract raising animals to market specifications? Natural meat products, raised without antibiotics or hormones, represent one such potential market and there could be several others.
 Yes _____ No _____ Maybe _____

16. The business will need to charge a slaughtering fee to kill, chill, cut and wrap a carcass. What is the fee by pound or by head (for killing) that you are now paying for these services?

	<u>Beef Steers</u>	<u>Dairy Beef</u>	<u>Hogs</u>	<u>Lamb</u>	<u>Goats</u>	<u>Red Veal</u>	<u>White Veal</u>	<u>Broiler Chicken</u>	<u>Geese/Turkey</u>	<u>Emu's/Ostrich</u>
Killing (per head)	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Cutting & wrapping (per lb.)	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Cryovac services (per lb.)	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Smoking (per lb.)	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Sausage making (per lb.)	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Packing & labeling (per lb.)	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Other (please explain below)	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____

17. Would you be willing to adjust your current breeding schedule to enable the facility to provide meat on a year-round basis?
 Yes _____ No _____ Maybe _____

18. Would you be willing to coordinate the delivery of livestock with other users to ensure a steady supply of livestock to the facility? Yes _____ No _____ Maybe _____

19. Would you be willing to sign an agreement committing yourself to process a certain number of your livestock through the proposed facility?
 Yes _____ No _____ Maybe _____

If so, please indicate the number of head per year you could provide to the facility.

Beef (steers)	_____	Goats	_____	Lambs	_____
Dairy beef	_____	Veal (red)	_____	Geese/turkeys	_____
Cull dairy cows	_____	Veal (white)	_____	Emu's, ostriches	_____
Cull dairy calves	_____	Broiler chickens	_____	Other (_____)	_____
Hogs	_____	Ducks	_____	Other (_____)	_____

20. Would you be interested in making an initial investment in the facility/business?
 Yes _____ No _____ Maybe _____

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21. Would you be interested in any of the following education or training programs regarding livestock management and marketing? Check all that apply.

	Yes, I am very interested in workshops or <u>training courses</u>	Yes, I am interested in one-to-one mentoring or consulting <u>training/assistance</u>
Marketing	_____	_____
Business Mgt.	_____	_____
Intensive Grazing Mgmt.	_____	_____
Production	_____	_____
Feeding	_____	_____
Natural/Organic Growing	_____	_____
Environmental Mgt.	_____	_____
Labor Mgmt.	_____	_____
Other	_____	_____
Other	_____	_____

22. Additional comments: