

Farmer Interview Protocols
San Diego Farm to School Evaluation 7.13.11

My name is Courtney Marshall, and I work for the UC Sustainable Agriculture Research and Education Program (UC SAREP) at UC Davis. UC SAREP has been asked by the San Diego Public Health Department to evaluate San Diego School District's farm-to-school program. We want to better understand the changes made to support the program, and the successes and challenges of the program.

Your input today is an important part of this evaluation. Would you be able to answer a few questions (about 20 minutes) to tell us about the farm-to-school program from your perspective? You do not have to answer any questions that you don't want to. The responses collected from all of our interviews will be combined and summarized for a final report. All of your responses will be confidential. Your name and your contact information will remain anonymous, and the report will not identify you in any way. Are you willing to take this short telephone survey?

Questions

1. What is the scale of your operation (small, mid-size, etc.)? How many acres?
2. How long have you been selling produce to the school district?
3. How and why did you start selling produce to the school district?
4. How much produce (in dollars) do you sell to the school district per year (or month) and how often?
5. About what % of your overall farm income do the school sales represent?
6. What other distribution channels do you use to sell the remainder of your produce?
7. Would you be able to sell more produce to the schools? If so, how much more produce could you sell, and what would it take for you to increase your sales?
8. Are the prices you receive adequate?
9. Besides financial benefits, are there other benefits that you have received from participating in this program?
10. Are there any costs from participating in this program? If so, how much and what are they?
11. Overall is this program profitable for you?
12. How do you handle the following systems? Are you satisfied with the current systems? If not, what are the challenges that you face?
 - Delivery system?

- Ordering procedures?
- Relationship with the person who does the ordering?
- Payment cycle?

13. Have you planted any additional acreage for the program? If so, how much and what crops?

14. Have you made any changes to the types of crops grown due to the program?

15. Have you instituted any season extension practices as a result of the program?

16. Have other business opportunities opened up as a result of this program? If so, please explain.

17. What do you like about this program?

18. What challenges have you seen in this program?

19. How could this program be improved to better support farmers?

Thank you for your time. Your input is much appreciated and will be helpful to the project evaluation.