

Kentucky Black Farmer Needs Assessment

and farm profile questionnaire

Purpose of this Assessment - Statewide, we are striving to appropriately serve our Black farmers in Kentucky. Within the many conversations between farmers and Kentucky's local food systems we have continued to discover the gaps in the resources, communication and support for Black farmers, exclusively. As the 2020 Kentucky Black Farmer Fund has developed through the Covid-19 pandemic we have an opportunity to explore deeper ways to build relationships. Some questions are to better equip ourselves and other organizations with the tools to better connect with Black farmers. Some questions are in regards to your farm operation, yourself personally, and simply what do you need to continue to grow as a farmer/producer.
Thank you for the time!

Personal Information (section 1 of 7)

Farmer Name * _____

First Name Last Name

Additional Farmer Name (if more than one principal operator) _____

First Name Last Name

Identifying minority status can open up funding opportunities and additional assistance. (Please mark all that apply)

	Principal farmer	Additional Farmer *
Black or African American		
Hispanic		
Asian		
US Veteran		
disabled		
Immigrant to US		
Native American/ Native Alaskan		
Native Hawaiian/ Pacific Islander		
Woman		

*if more than one principal operator

Farm Name _____

Farm Address _____

County (or counties) in which farm is located: _____

IF your mailing address is different than your farm address, please list your mailing address here: _____

Phone Number _____

Email _____

If we need to contact you for follow up information, which do you prefer?

Phone, text or email? _____

How did you learn farming? Do you come from a farming family?

Basic Farm Information (Section 2 of 7)

Each Kentucky farm is a unique operation. Help us understand yours.

Farm products - what are you raising, growing and selling? And what do you have in development? (please mark at least one column for each product row)

	Producing for direct to consumer markets	Producing for wholesale markets	Producing for on farm or home use only - no sales	Product in development (not selling yet, but planning to at a later point)	nope
Vegetables					
Tree fruits (apples, pears, peaches, etc.)					
Small fruits (berries, melons, etc.)					
Herbs (culinary/teas)					
Herbs (medicinal/ botanical)					
Mushrooms					
Nuts					
Cut flowers					
Nursery plants					
Fruit or vegetable preserves (jams /jellies/salsa/pickles/tomato sauces)					
Maple syrup					
Sorghum					
Soaps and/or cosmetics					
Livestock, sold as live animals					
Meat (beef, chicken, pork, lamb or goat)					
Raw, fluid cow's milk					
Processed dairy (cheese, ice cream, etc)					
Eggs					
Honey					
Wool or furs					
Hay					
Hemp					
Tobacco					
Field corn, soybeans or other commodities					

Are there important crops or farm products we've missed? Is there anything else we should know about what your farm is producing?

How many years have you been operating your farm business?

- less than 2 years 2-5 years 5-10 years more than 10 years other _____

Do you have any agritourism or farm event income?

- You-pick harvests
- Workshops, classes or camps
- Pumpkin patch, corn maze or hay rides
- Farm to table dinners
- Animal petting
- Camping, Air B&B or other accommodations
- Tours
- No agritourism
- Other _____

What portion of your income comes from farming?

- Farming is my only source of income
- Farming is an essential, but not only, source of income
- Farming provides supplemental income to my primary source of income
- Farming is a minimal source of income
- Farming costs me more money than I earn from it

Tell us about how much land you are farming and how much land you have access to.

	Less than 5 acres	5-15 acres	15-50 acres	50 – 100 acres	100-500 acres	More than 500 acres	none
How much land are you actively farming?							
How much workable land do you own?							
How much land are you leasing, renting or borrowing?							

Do you have a written business plan for your farm? _____
Would you like assistance with developing a business plan? _____

Do you have any of the following certifications or registrations? (currently -we'll ask about future plans later?)

- Certified organic
- Certified naturally grown
- Certified humane
- GAP (with 3rd party audit)
- Animal welfare approved
- Home-based processor
- Home-based microprocessor
- Commercial food manufacturer
- Kentucky Proud
- Appalachia Proud
- Homegrown by Heroes
- Produce Safety Alliance Grower Training
- Other _____

What do you consider an "Agriculture Win" for your farm? i.e. Project, Grant funding for Farm to School, Getting the cost share funding for your on farm cooler

Production (Section 3 of 7)

In this section, tell us about your growing practices and how much help you have.

How would you best describe your growing methods? (select all that apply)

- Conventional
- Certified organic
- Transitioning to organic
- Using organic methods, but not certified
- Regenerative
- Permaculture
- Pasture-raised livestock or poultry
- Other _____

Farm labor - How many laborers work on your farm (aside from the principal operators)? Enter a number in each box. Enter 0 if none.

	Unpaid workers (family, helpful neighbors) who contribute regular labor	Full-time, year-round, paid workers	Part-time, year-round, paid workers	Seasonal paid workers
Number of workers <i>*besides yourself</i> and/or other principal operator*				

How do you plan production for the upcoming season?

How does your production vary over the seasons of the year? Do you grow and harvest only in the summer? Do you have different products in the winter?

What are your main production challenges? What keeps you from producing more?

What are your main production strengths and assets?

Has your farm been affected by climate variability and extreme weather events? (please describe briefly)	
Flooding	
Drought	
Heat	
Other	

Sales & Marketing (Section 4 of 7)

How do your farm products get to buyers? How do you let people know what you have to sell?

Which sales outlets have you sold to/from? (answer all that apply to your sales)

- At which **farmers markets** have you sold your products?
- At which **Auctions or Stockyards** do you sell?
- To which **restaurants** do you sell?
- To which **schools** do you sell?
- Which **distributors** have you sold to?
- What are the **other institutions** that you've sold to?
- What **online sales platform** have you used? What products or services do you sell on it?
- Tell us about your **CSA or farm shares**. How many shareholders do you serve?
- What **retail stores** have you sold to?
- Tell us about the **farm stand** where you sell your products.
- By what **other** means have you sold your farm products?

Do you have a wholesale price list for sales to restaurants, distributors, etc. ? Yes or No

Do you have enough sales to match your production level? Are you able to sell as much as you produce? Yes or no Other _____

Are you interested in finding new outlets for selling your farm products? Yes or No

If yes, Which outlets are you interested in developing?

- Farmers Markets
- Farm Stand
- Produce Auctions or Stockyard
- CSA or Farm Share program
- Restaurants
- Schools
- Wholesale Distributor
- Other institutions
- Retail store (brick & mortar)
- Online customers, through web-based platform
-

What are your main barriers to selling your products?

How do you set your prices?

- I figure costs of production and add a profit margin
- I use competitors' pricing
- State or industry price reports
- It seems good, so I went with it
- The market I am selling to determines my prices
-

Describe your farm's online presence (mark all that apply)

- Email newsletter
- Website
- Facebook page specific to farm (not a personal page)
- Instagram specific to farm (not a personal account)
- I use personal social media accounts to promote my farm
- I have claimed and managed my farm's google listing
- Farm has an online store
- Help? I don't know anything about this.
- My farm has no online presence and no plans to go there.
-

How else do you let people know what you have to sell and attract new customers? (mark all that apply)

- I pretty much show up at market or auction and hope that people will buy
- I have signs or banners with the farm name
- I use print materials (postcards, flyers, brochures, etc.)
- I purchase print advertisements in local publications
- I offer samples
- I use specials, sales and discounts
- I run ads on the radio
- I offer prizes or giveaways
- I ask for referrals or request customers to recommend my farm to others
- I host onfarm events
-

Do you have a logo for your farm?

Record Keeping (Section 5 of 7)

Farms vary widely in what records they keep and how they keep them.

Which of the following production records do you keep? (mark all that apply)

- Planting Schedule/Calendar
- Planting Map
- Yields
- Fertilizer applications
- Herbicide/Insecticide applications
- Equipment maintenance
- Equipment sanitation
- Breeding records
- Vaccinations and medications
- None
- Other _____

How do you keep records? It's ok to be honest. And you're not the only one.

	Informal notes or lists in a notebook	Computer spreadsheet	Software program (ie Quickbooks)	Mobile app	Paper ledger, form or log	Multiple scraps of paper, including a pile of receipts	I don't keep records
Production records	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales records	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expense records	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Gross Sales from previous 3 years (Estimate if necessary)

	gross sales	No sales in this year
2019	<input type="text"/>	<input type="radio"/>
2018	<input type="text"/>	<input type="radio"/>
2017	<input type="text"/>	<input type="radio"/>

What were your 2019 expenses?

\$ _____

Do you have assistance with financial records and bookkeeping?

	unpaid friend or family member	paid employee/staff member	paid professional accountant service	I do this myself	not applicable
payroll preparation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
quarterly or annual tax preparation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
recording sales and expenses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If record keeping is an area where you could use assistance, what specific assistance would be helpful to you?

Future Goals (Section 6 of 7)

We've looked at what you are doing now. Where are you headed? We'd like to help you get there.

What are your goals for your farm business? (check all that apply)

- Primary Income
- Increased production capacity
- Sustainable land use
- Supplementary Income
- Ensure a healthy food supply to my community
- To keep farming, because it's in my blood and I can't imagine doing anything else

Other goal(s) _____

Would you like to gain any of the following certifications or registrations?

- Certified organic
- Certified humane
- Certified naturally grown
- Animal welfare approved
- GAP (3rd party audited)
- Produce growers alliance training
- Home-based processor
- Home-based microprocessor
- Commercial food manufacturer
- Kentucky Proud
- Appalachia Proud
- Homegrown by Heroes (for growers who are veterans)
- No thanks
- Other _____

What are your limiting factors in growing your business?

- Land availability
- Access to Equipment
- Funding
- Labor
- Finding buyers or selling products
- Other _____

Do you plan or want to acquire (through purchase or lease) additional land? _____

Do you need on farm storage? If so, what kind do you need? (mark all that apply)

- Dry
- Refrigerated
- Freezer
- I have all the storage I need
- Other _____

How much on farm storage do you estimate your farm operation needs?

- Minimal storage capacity (I have plenty on farm, but could use some space)
- Some but not too much storage capacity (It is difficult to store everything, extra space would be ideal)
- I am in desperate need of storage capacity (I have more product than space, without more space my production is at risk)
- Other _____

Are there pieces of equipment, infrastructure or facilities that you plan to add to your farm operation?

Do you have a target annual income that you are working towards? If so, what is your target income?

Resources & Technical Assistance (Section 7 of 7)

Kentucky is rich with so many opportunities to build up farm businesses.

What does technical assistance mean to you?

Have you ever completed any grant or loan application for your farm?

Have you worked with resource providers in the state? What kinds of projects and opportunities have you worked on with them? Who has been helpful in building your farm business?

	What kind of assistance did you receive?	Name of staff person who assisted you	Mark here if you have not worked with this resource provider
Kentucky Center for Agriculture and Rural Development (KCARD)			
Community Farm Alliance (CFA)			
Ky Department of Agriculture (KDA) & Kentucky Proud			
Kentucky State University			
University of Kentucky cooperative extension			
Governor’s Office of Ag Policy (GOAP) or Ky Ag Development Fund (KADF)			
Kentucky Horticulture Council			
Grow Appalachia			
Black Soil			
County Ag Development Council			
Organic Association of Kentucky (OAK)			
Other state resource provider			

Have you applied for any of the following federal aid?

	received aid	denied	did not apply
USDA value-added producer grant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FSA loan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NRCS conservation programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
crop insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CFAP 1 or 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EQIP	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
USDA RD REAP (Rural Energy for America Program)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other USDA program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you've ever been denied for federal aid, how did you receive communication that you were denied?

written letter

told in person

I've never been denied

The following topics are areas Community Farm Alliance and partner organizations can provide technical assistance and support. Some are topics that Black farmers in Kentucky are asking about. Please check all you would like to learn more about and how you would prefer to learn. The first section is about production.

Production topics	I'd prefer to work one-on-one with an assistant	In-person group workshop or class	Interactive internet class or workshop	I'd watch a video	Hands on group training on a farm	I'd like to read about this	Not interested
Organic certification							
Horticulture							
Production planning							
Beef production							
High tunnel production							
Irrigation set up and operation							
Food safety/ GAP certification/ FSMA							

Of these production topics, which would be of greatest benefit to you?

Here are some topics related to business, sales and marketing. Please mark which ones would be of interest and how you would prefer to learn about them.

	I'd prefer to work one-on-one with an assistant	In-person group workshop or class	Interactive internet class or workshop	I'd watch a video	Hands on group training on a farm	I'd like to read about this	Not interested
Estate planning							
Heirs property							
How to engage in your local food system							
Farmers market selling							
Direct sales							
Business planning and development							
Marketing and communications							
Record keeping							
EBT/SNAP sales							
Farm taxes							
Agritourism							

Of these business, sales and marketing topics, which would be most beneficial to you?

Here are some topics related to resources for building your business and networks. Mark which ones would be of interest to you, and how you would prefer to learn about them.

	I'd prefer to work one-on-one with an assistant	In-person group workshop or class	Interactive internet class or workshop	I'd watch a video	Hands on group training on a farm	I'd like to read about this	Not interested
Who's who in Kentucky Ag resources							
USDA grants							
Kentucky Proud branding							
USDA risk management							
Crop insurance							
Land grant opportunities							
Self-care							

Of these topics on resources, which would be of greatest benefit to you?

What do YOU need as a Black farmer?

Please leave any other comments/questions/thoughts around farmer needs/wants in Kentucky...

Would you help us with reporting? Frequently, our organization is in a position to make a case for agricultural investment or policy, in which data and trends can be a powerful tool for bringing about much needed support for small scale farms. In such cases, we seek your permission to use the information you provide for collective reporting. By signing, I understand and give permission for my farm information to be combined with information from other small farms for reporting and advocacy, in a way that my farm's unique information would not be revealed.

Signature

date completed

Thank you for taking the time to complete the Kentucky Black Farmer Needs Assessment and Farm Profile. You can mail your completed form to:

Community Farm Alliance, PO Box 130, Berea, KY 40403