

FBS No.

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Section 1: Your Farm and Your Market Outlets

Please complete the following statements

1.1 I am the owner and/or the manager of this farm business (*please tick appropriate boxes*)
Owner of the farm business **Manager of the farm business**

1.2 I have held managerial responsibility for _____ years

1.3 I own or manage, or have a direct commercial interest (including shareholdings) in non-farm processing or marketing concerns (e.g. auction mart, abattoir, shop etc.):

Tick one box only.

Yes

No

If **Yes**, Please specify the type of concern(s) and the type of interest

.....

1.4 I hold positions of responsibility (for example, chairman, secretary or director) with:

Tick any or all that apply.

marketing co-operative?	<input type="checkbox"/>	farmer organisation?	<input type="checkbox"/>
marketing company (auction mart etc.)?	<input type="checkbox"/>	farm transport concern?	<input type="checkbox"/>
non-farm/food business?	<input type="checkbox"/>	processing or retailing concern?	<input type="checkbox"/>
charitable organisation	<input type="checkbox"/>	public body or authority	<input type="checkbox"/>

1.5 I live approximately _____ miles from my nearest auction mart.

1.6 Within 20 miles of my home farm there are (no. of marts - tick appropriate box):

less than 3	3 to 6	7 to 10	more than 10

1.7 I used _____ (number of) different **market outlets and/or auction marts** to sell **sheep** (*of any type*) last year.

1.8 I used _____ (number of) different **market outlets and/or auction marts** to sell **cattle** (*of any type*) last year.

1.9 The grazing livestock enterprises which contribute most to my farm profits, under normal circumstances, are: **PLEASE SPECIFY UP TO TWO:**

.....

1.10 The grazing livestock enterprise(s) from which I get most personal satisfaction are: **PLEASE SPECIFY UP TO TWO:**

.....

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National Survey of Livestock Marketing Channels & Marketing Practices: DRAFT

1.11 Please indicate the **APPROXIMATE PROPORTION (%)** of each type of **cattle** you sold through each of the following marketing channels in YOUR last FBS ACCOUNTING year.

Enter the approximate % cattle in each relevant box. Leave boxes with no cattle blank.

Marketing Channel	Finished Cattle	Store Cattle including calves	Breeding Stock
Local auction markets			
Specialist/Breed marts			
Electronic Auction			
Direct to Next User (farmer, processor or abattoir)			
Direct to Wholesaler			
Direct to final consumer			
Co-operative/Marketing Group			
Dealer			
Other (please specify)			

1.12 Please indicate the **APPROXIMATE PROPORTION (%)** of each type of **sheep** you sold through each of the following marketing channels in YOUR last FBS ACCOUNTING year.

Enter the approximate % cattle in each relevant box. Leave boxes with no sheep blank.

Marketing Channel	Finished sheep	Store sheep and lambs	Breeding Stock
Local auction markets			
Specialist/Breed marts			
Electronic Auction			
Direct to Next User (farmer, processor or abattoir)			
Direct to Wholesaler			
Direct to final consumer			
Co-operative/Marketing Group			
Dealer			
Other (please specify)			

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Section 2: Your Marketing Decisions and Preferences:

2.1 How important are the following factors in determining the **timing** of your livestock sales?

Most
Important
1
2
Moderately
Important
3
4
No
Importance
5

Print a number between 1 and 5 in each relevant box. Leave irrelevant boxes blank.

Considerations in TIMING of sales	
Cash flow or financial considerations	
Stock weight and/or age & stage in production process	
Stock quality and finish	
Headage or subsidy payment compliance	
Expected market prices	
Co-op or marketing group requirements	
Buyers' requirements	
Tradition or habit	
Expected strength of market (e.g. no. of potential buyers)	
Seasonality of available sales or specialist markets	
Other factors (<i>please specify</i>)	

2.2 What are your **favourite market outlets**? Please rank the following types of outlet according to your preferences for each type of stock. **Leave irrelevant boxes blank.**

Best
1
2nd. best
2
Acceptable
3
Poor
4
Worst
5

Market Outlet	All Stock	Breeding stock	Store Cattle	Store Sheep	Finished Cattle	Finished Sheep
Regular Live auction						
Specialist or Breed specific auction						
Electronic Auction						
Deadweight sale to abattoir or processor						
Sale through coop or marketing group						
Forward Contract to buying agency or large concern						
Direct sale (e.g. to local butcher or known finisher or user)						
Other (Please Specify).....						

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2.3 How good is the performance of your actual and potential market outlets?

Please **Score the performance** of your favorite marketing channel and your next best alternative, if you have one.

Very Good **Fair** **Very Poor**
1 **2** **3** **4** **5**

Print a performance score of between 1 and 5 for each statement. Leave blank if not applicable.

Market Outlet Performance on:	Favorite Channel: Specify:	Next Best Alternative: Specify
Reliability of returns relative to alternatives		
The opportunity to meet other farmers		
Complementary to other business activities		
Complementary to personal/leisure activities		
Convenience in scarce time and effort		
Reliability of stock specification and grading		
Provision of good marketing service		
Time spent travelling and selling		
Lack of Penalties		
Better Animal Welfare		
Support the local community		
Competitive Commissions and selling charges		
Lower Transport costs		
Commitment and trustworthiness of buyers		
Limited risk of default		
Meeting and knowing buyers		
Quick settlement of accounts owing		
Signals good/reliable quality to buyers		
<i>Others (please specify)</i>		

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Section 3: Your Management and Marketing Characteristics

3.1 Please indicate the extent to which you **agree or disagree** with the following statements as they apply to the management of your farm business:

Strongly Agree		Neither Agree nor disagree		Strongly Disagree
1	2	3	4	5

Management statements

Print a number between 1 and 5 in every box.

Maximising farm profits is my most important farming goal	
My principle long term goal is to increase the size of my business	
The size of my business is less important than becoming better at what I do	
Passing on my farm in a healthy state to my successors is a vital business goal	
I get satisfaction from farming which outweighs some loss in income and returns	
Long term survival of my business is more important than short-term profits	
Personal relationships with my suppliers and buyers are very important to me	
General public perceptions about my farm and business are important to its success	
If an enterprise doesn't make money as part of the farm business, it is not worth doing	
I am running my business so that I can afford to retire as soon and as well as possible	
My business will not be worth doing if I cannot afford to keep livestock	
I think production and sales decisions are inseparable - they have to be taken together.	
I go on farming because the way of life is important to me and my family	
Producing high quality stock, regardless of the market, is important to me	
Ideally, I would like to change farms so that I can reduce my dependence on livestock	
I spend time and money improving the appearance and attractiveness of my farm	
What my non-farming neighbours think about my business is important to me	
I rely a lot on other farmers experiences in making my farming decisions	
I think of my farm partly as a public asset, to be preserved and enhanced for the general good	
I like to plan my business by working out problems in my head before trying them in practice	
I rely heavily on instinct and judgement rather than careful research and analysis	
I see myself as farming leader and entrepreneur in the way I manage my farm	
My farm-business success depends on understanding the needs of the final consumers	
I frequently go to markets even when I have nothing to buy or sell	
Practical farming is more important to me than office and book work	
If I wanted to be rich, I would do something else than farm	

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3.2 Do you agree or disagree with the following statements about marketing?

**Strongly
Agree**

**Neither
Agree nor
disagree**

**Strongly
Disagree**

1

2

3

4

5

Marketing statements

Print a number between 1 and 5 in every box.

I have stable sales arrangements that I know are best suited to me and my business	
My production requires specialist knowledge/skill that other farmers do not have	
I calculate the specific costs and returns associated with each potential marketing outlet	
I continually monitor market information, <u>other than price</u> , to plan my sales decisions	
I maintain good relationships by dealing with a small number of agents or market outlets	
Selling what I produce best is more important than producing for specific outlets	
My marketing practices involve a high degree of trust with my buyers and agents	
My reputation as a stock manager is important in marketing my stock	
My business viability depends on my regular review of marketing opportunities	
I would prefer to sell privately and directly from my farm (to users or agents), if I could	
I deliberately choose market outlets where the quality of my stock will be best appreciated	
I try to produce stock which best meets long term market requirements	
I pick my market outlets more by intuition & judgement than by research and experiment	
I switch the marketing channels I use when the price is higher at one outlet than another	
I see no real advantage in joining farm assured schemes	
I need to be farm assured to sell through some of the marketing channels I use	
I use a mix of marketing outlets to spread risk	
I use a mix of marketing outlets because my preferred outlet cannot take all I produce	
I use a single market outlet (per product type) to minimise costs and/or effort	
I continually monitor market prices to determine the timing and outlets for sales	
I use specific techniques to gain the highest possible quality premiums for my products	
I try to differentiate my produce from that produced by other farmers	
I continually try to meet market requirements by changing my stock grades & specifications	
My main competitors are a small number of other specialised producers	
I actively search for new market outlets and new ways of satisfying my buyers	
The reputation of the markets I use are important in maintaining my returns	
I have no influence over the price I receive for my products	
It is important to me to know who is buying my stock and how satisfied they are	
I use different market outlets to sell low and high quality stock	
If my stock do not receive their reserve price, I will take them home	
I continually search for new production systems and products to meet market demands	

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Section 4. Information Sources, Needs and Requirements:

4.1 Please indicate the relative importance of the **information sources** you use to make decisions about your market outlets and the timing of sales?

Most Important		Moderately Important		No Importance
1	2	3	4	5

Print a number between 1 and 5 in each relevant box. Leave blank if not applicable.

Professional farm advisor Telex or Teletext Auction market sales Agents (abattoirs, electronic mart agents) Auctioneer Farm Press & Magazines Radio NFU Marketing Group or Coop Other (<i>please specify</i>) _____	<input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/>	2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	Other farmers Television programs Bank manager Family members & Business partners My Farm & Business Records Farmer group meetings My accountant National Newspapers/Magazines MLC Other (<i>please specify</i>) _____	<input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/>
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4.2 How **important** are the following factors to your **marketing decisions**?

Most Important		Moderately Important		No Importance
1	2	3	4	5

Please print a number between 1 and 5 in each relevant box. Specify any other missing factors in the spaces provided. Leave blank if not applicable.

1 Production costs 2 Market prices & returns 3 Subsidy levels 4 Feed prices 5 Alternative market opportunities 6 Market trends and forecasts 7 Links with retailers & consumers 8 Reputation of product or stock 9 Reliability of payment 10 Other (<i>specify</i>) _____	<input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/>	11 12 13 14 15 16 17 18 19 20	11 Quality discounts and premiums 12 Consumer purchasing patterns 13 Total supplies to my markets 14 My Business Financial position 15 Marketing costs and commissions 16 Buyer confidence and commitments 17 Reputation of market outlet 18 Traceability of products and stock 19 Lack of comebacks or penalties 20 Other (<i>specify</i>) _____	<input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/>
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4.3 How good or bad is your **information** for the factors which you think are important?

Please write the numbers of up to five factors from question 4.2 in the following boxes, according to your judgement about the quality of your information:

My information on the following factors is **good or very good**:

My information on the following factors is **poor or very poor**:

Section 5: Future Marketing Expectations

5.1 If you or your successors do NOT expect to be farming in 5 yrs. please tick here:

How do you expect you will be using the following marketing outlets in five years time, given that what you might like to do will be dependent on the outlets being actually available to you by then?

Please tick the appropriate box(s) for each marketing channel.

Marketing Outlets	I would like to use More often	I will be able to use More often	The Same as now	I will have to use Less often	I would like to use Less often
Closest auction market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other local auction markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Specialist or breed auction markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Electronic Auction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Abattoir	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Direct to Butcher	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Co-operative/ Marketing Group	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dealer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Private Sale direct from farm (1w)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5.2 If you produce specialist or niche stock or further process or add value to your produce, please give brief details:

.....

5.3 Do you or your successors anticipate extending your business in the next five years to include specialist or niche marketing of your stock, or towards further processing and added-value? Please tick one box only.

Yes No

If yes, can you indicate briefly what these possibilities include?

.....

6.4 What levels of education do you have? Please tick all boxes which apply to you.

Degree	OND/HND/NDA	City & Guilds/NVQ	A levels	Secondary School
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

THANK YOU VERY MUCH INDEED FOR SPENDING TIME COMPLETING THIS QUESTIONNAIRE - WE HOPE YOU HAVE FOUND IT INTERESTING. WE WILL CERTAINLY FIND IT USEFUL.