



Educational Series and Resource Planning for Central Texas Urban Farmers

I. ORGANIZATIONAL INFORMATION

Business Name: _____

Date completed: _____

Name of Contact: _____

Address: _____

City, State: _____

Zip code: _____

Phone No: (____) ____-_____

Mobile No: (____) ____-_____

Email address: _____

Web site: _____

In what year was the business started? _____

How is your business organized?

- Sole Proprietorship
- Partnership
 - General
 - Limited
- Limited Liability Company
- S Corporation
- C Corporation
- Nonprofit Organization

Your business is involved in which of the following activities (check all that apply):

Activity Focus:	Capacity:	Sales	Additional Income
<input type="checkbox"/> Fruit/Vegetable/Herb Production <input type="checkbox"/> Grain Production <input type="checkbox"/> Flower Production <input type="checkbox"/> Honey Production <input type="checkbox"/> Livestock <input type="checkbox"/> Poultry <input type="checkbox"/> Dairy/Cheese Crafting <input type="checkbox"/> Canning/Preserving Food <input type="checkbox"/> Fibers <input type="checkbox"/> Other (please list):	<input type="checkbox"/> Manufacturing <input type="checkbox"/> Processing <input type="checkbox"/> Wholesaling <input type="checkbox"/> Brokering <input type="checkbox"/> Retailing <input type="checkbox"/> Distribution <input type="checkbox"/> Professional Services <input type="checkbox"/> Technical Services <input type="checkbox"/> Other (please list):	<input type="checkbox"/> Farm Stand <input type="checkbox"/> Farmers Market <input type="checkbox"/> CSA <input type="checkbox"/> Restaurant Buyers <input type="checkbox"/> Grocer Buyers <input type="checkbox"/> Food Bank Buyers <input type="checkbox"/> School Buyers <input type="checkbox"/> Out of Town Buyers or Markets (please list): <input type="checkbox"/> Other (please list):	<input type="checkbox"/> Hosting Events on Farm <input type="checkbox"/> Farm Camps <input type="checkbox"/> Instructional Activities (e.g. Workshops, Consulting) <input type="checkbox"/> Value-Added Farm Products (e.g. Prepared Foods, Fabrics) <input type="checkbox"/> Grants / Monetary Awards <input type="checkbox"/> External Work (unrelated to farming) <input type="checkbox"/> Other (please list):

Describe the product and/or services provided by your business:

II. EDUCATIONAL INTEREST

Of the following topic areas, which are or have been most relevant to your educational needs as a small farmer? Please select all that apply.

Business and Finance:

- Career Planning (Is farming the right career for you?)
- 101 Business Planning
- Start-up Funding: Best-Fit Financing for Your Plans
- 101 Banking for Farmers: Considering Debt, Services & Credit Available, Presenting Plans to a Loan Officer
- Risk Management: Crop Insurance, Health & Disability Insurance, Liability Insurance
- Annual Financial Planning
- Inventory, Sales, and Bookkeeping
- Other (please list):

Public Policy

- Understanding & Navigating Regulations (That Apply to Sales, Events, Labeling, etc.)
- Understanding & Obtaining Tax Exemptions, Fee Waivers, and Utility Benefits

Marketing:

- 101 Marketing: Defining your Market, Networking, & Sales Strategies (+ Innovative Business Models)
- Certification Options & Processes (e.g. Organic, Sustainable, Non-GMO, Humane, etc.)
- Other (please list):

Horticulture:

- Planning Your Farming Operation
- Seed Starting / Seed Saving
- Creating & Maintaining Soil Fertility
- Integrated Pest Management
- Drought-Resistant Farming
- Harvesting & Handling Produce
- Water Management (Minimizing Water Needs through Farm Layout & Irrigation Planning)
- Other (please list):

Livestock:

- Choosing a Breed and Herd Size
- Housing and Fencing Requirements
- Feed, Grazing, and Pasture
- Animal Husbandry, Bloodlines, and Culling
- Slaughter, Packing, Distribution
- Other (please list):

Infrastructure:

- Choosing Your Land
- Farm Infrastructure: Technology, Fencing & Facilities
- DIY Greenhouse Construction
- Other (please list):

Community:

- Networking with Other Farmers
- Sweat Equity / "Work Parties" for Labor Intensive Projects
- Interning Opportunities: On the Farm Training
- Networking with Sales Entities
- Group (Bulk) Purchasing
- Tool and Machinery Rental
- Directory of Agricultural Financial Consultants, Business Planners, and Technical Experts Available for Consultation
- Other (please list):

What have been the biggest challenges in the startup and/or operation of your farming business?

What resources have been valuable in the startup and/or operation of your farming business?

Do you offer training, mentorship, or aid to others pursuing urban farming? (Please describe the support you offer, whether it is formal or informal.)

Do you have any ideas about what programming, services, and/or resources an urban farmers' resource center would offer? Any thoughts on conceptual or physical design?

III. CLASS LOGISTICS

Which days of the week could you *not* attend a class? Select all that apply.

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

If we provide an interactive online class in the future, would you be more likely to attend this virtual class or an in-person class?

- Virtual (Online) Class
- In-Person Class

What is the best time(s) of day for you to attend a class?

- Early Morning (with breakfast included in registration fee)
- Morning
- Mid-Day (with lunch included in registration fee)
- Afternoon
- Evening (with dinner included in registration fee)

IV. REFERRAL

Important: Please include names and contact information of others who may be interested in learning more about urban farming in Travis County (either current farmers, or those who are interested in pursuing this livelihood). We promise not to spam or relay contact information to any third party!

Name _____ Email _____ Phone _____

Name _____ Email _____ Phone _____

Name _____ Email _____ Phone _____

Name _____ Email _____ Phone _____

Alternatively, please feel free to forward this survey to any others who are interested in learning more about urban farming in Austin.

Thank you for your valuable feedback!

An employee of the Texas A&M Agrilife Extension office will contact you with schedule and registration information for Strong Starts: Urban Farming 101 series. Please email lindsay.razzaz@ag.tamu.edu or call Lindsay Razzaz at (512) 854 – 9616 with any additional questions or input.