Farm Market Research Questionnaire

A questionnaire for researching a farm market before launching or expanding a product. Helps owners find out who might buy, what they want and what they will pay.

Farm / unit: _____ Date: _____ By: _____

Product idea being tested _____

Who the likely buyers are _____

Where they shop now _____

What they like about current options _____

What they dislike about current options _____

Price they say is fair _____

How much they might buy _____

Best way to reach them _____

Responses collected and summary _____

NOTES / CALCULATIONS

TIP Ask real people in your market and write down their exact words before drawing conclusions.