Farm Value-Added Product Survey

A farm value-added product survey for makers collecting feedback on taste, price, packaging, and buying habits. It helps decide which products to keep, change, or drop.

Farm / unit: _____ Date: _____ By: _____

Customer name (optional) _____

Product tried _____

Opinion on taste or quality _____

Opinion on price _____

Opinion on packaging _____

Where you usually buy it _____

How often you buy it _____

Product ideas you want _____

Other comments _____

NOTES / CALCULATIONS

TIP Offer samples with the survey at markets and read the answers together after each event.