



2010 Fruit and Vegetable Marketing Survey

The Iowa Department of Agriculture and Land Stewardship is surveying fruit and vegetable growers to compile information on production and marketing of fruits and vegetables in Iowa. Information collected may be used in various materials including on-line directories, brochures and other marketing materials such as M.A.P.S. (Mazes, apples, pumpkins, and strawberries) that highlight and promote Iowa agriculture. This information may be made available to consumers and distributors as a resource for locate Iowa grown produce. The Department reserves the right to determine eligibility for inclusion in these directories and materials. Not all information that you provide will be posted on our website. However, please do not provide any information that you would not want posted.

Name: _____

Business Name: _____

Street Address: _____

City: _____ State: _____ Zip code: _____ County: _____

Phone #: _____ Fax#: _____

Email: _____ Web site: _____

Please check all that apply

Crop Grown	Check if U-Pick offered	Check if Certified Organic	Crop Grown	Check if U-Pick offered	Check if Certified Organic
Apples			Tomatoes		
Pears			Peppers		
Peaches			Potatoes		
Cherries			Onions		
Strawberries			Garlic		
Raspberries			Asparagus		
Table Grapes			Salad greens		
Melons			Sweet Corn		
Pumpkins			Carrots		
Winter Squash			Green Beans		
Other:			Other:		
Other:			Other:		

- Approximate acreage of all fruit and vegetable crops combined _____. (Note that ¼ acre = 10,890 square feet; ½ acre = 21, 780 sq. ft.; ¾ acre = 32,670 sq. ft.; 1 acre = 43,560 square feet). **Farm size will not be published in marketing materials.**
- Some crops are produced in a high tunnel system: Yes _____ No _____
- If any crop is certified organic, list name of certifier: _____.
- Would you like information about the Department’s “Choose Iowa” branding program? Yes _____ No _____
- Please check if you would like your farm listed in materials only targeted toward:
 - Retail Consumers
 - Wholesale Buyers

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Please check all that apply to your operation:

Facility & Equipment	Check if applicable	Method of Sale	Check if applicable
On Farm Stand/Store		On-farm Store	
Licensed Kitchen		Farmers Market	
Walk-in Coolers		Roadside Stand	
Washing/grading equipment		Specialty Food Stores	
Loading Dock		Grocery Stores	
Refrigerated delivery truck		Schools	
Located on highway		CSA	
Located within 2 miles of highway		Food Processors	
Other:			
Agri-tourism activities		Brokers/Distributors/Wholesalers	
Seasonal Events & Activities		Produce Auction	
Petting Zoo or observation barnyard		Other:	
Group Tours		Future opportunities	
Mazes		I'm interested in selling produce to schools	
Hay Rack Rides		I'm willing & able to expand production to meet specific buyers' needs	
Bonfires		I'm interested in selling produce to brokers & distributors/wholesalers	
Other:		I'm willing to pool products with other growers to sell to buyers	
Other:		I'm interested in implementing a food safety plan on the farm	

Include any comments or additional information regarding your operation:

Please return by February 19, 2010 to the address below:

Iowa Department of Agriculture and Land Stewardship
 Ag. Diversification/Marketing Bureau
 502 E. 9th Street
 Des Moines, IA 50319

If you have any questions please contact Emily Wadle by phone at 515-725-2078 or by email: emily.wadle@iowaAgriculture.gov.