**California Grain Campaign: Vendor Survey**

*Please complete this survey and return to your market manager by Dec 20, 2016. Thank you!*

1. What products do you sell at the farmer’s market that include grain?

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| **Specific Product**  Ex: Rye Bread  Chocolate Croissant  Chicken Tamale | **% of total farmers market products** | **Type of grain or flour used** |
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1. What types of grains and/or flours do you currently use for goods you bring to market?  On average, how much of each grain/flour do you use for farmers market items?

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| **Grain/Flour** | **Total Quantity (lbs/month) for farmers market** |
| Bread flour |  |
| Oats |  |
| Corn |  |
| Rye |  |
| Organic |  |
| Pastry flour |  |
| Whole wheat flour |  |
| Hi-extraction |  |
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1. Which mills, distributors, and flour companies do you source from? Examples: Giusto's, General Mills, Central Milling, Grist & Toll, UNFI, etc.
2. Do you currently use any California-grown grains or flours?
3. Do you own or have access to a mill?
4. Can you recommend small or mid-sized specialty distributors to help deliver local grain?
5. Rate how difficult you think it would be to include 20% California-grown whole grains/flours into the items you make to sell at the farmers market. (20% could be reached by 1) making one or two items that constituted 20% of the total weight of grains/flours you use, 2) incorporating 20% in each product you make, or 3) a combination of these two strategies.)

1 – Easy! 2 3 4 5 6 7 8 9 10 – Very difficult

1. What value do you see in a 20% California-grown grain/flour standard?
2. Please describe, specifically, any difficulties you foresee meeting the 20% minimum.
3. What assistance might you need to be successful meeting the 20% minimum?
4. Do you have any suggestions or comments?