

Name _____

Food Miles

Direct-to-Consumer Sales Questionnaire

Instructions: Use the following questions as a guide to learn more about a local agricultural business that specializes in selling food directly to the consumer.

- What commodities do you produce?
- How long have you been selling directly to the consumer?
- If you did not sell directly to the consumer, where would you sell your commodity?
- What benefits do you experience with direct-to-consumer sales?
- What challenges do you experience with direct-to-consumer sales?
- How do you advertise and market your product?

