HOM23 Producer Baseline Report

Start of Block: Intro

Q1 Montana Harvest of the Month  
 2023-2024 Producer Baseline Report - Due within 30 days of registering   Thank you for registering for the Montana Harvest of the Month (HOM) program! We appreciate your commitment to supporting a healthy Montana.    Please complete this Baseline Report within 30 days of registering. This survey should only be completed by first year registrants.   If you have any questions or need assistance completing this survey, please contact Molly Kirkham at mollyk@ncat.org or (406) 494-8672     

End of Block: Intro

Start of Block: Basic Information

Q2 **Basic Information**

Q3 Business/Farm/Ranch/Vendor/Distributor Name

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q41 Does your operation sell certified organic products?

* Yes (1)
* No (2)

Q8 First Name

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q56 Last Name

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Q9 Your email

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q10 Your phone

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q42 If you would like to change your listed team members, please edit your profile on the HOM Portal.

Q38 Does your operation have a previously existing Abundant Montana listing? If yes, we will add the 'HOM tag to your profile.' If no, you will be directed to the next question.

* Yes (1)
* No (2)

Display This Question:

If Does your operation have a previously existing Abundant Montana listing? If yes, we will add the... = No

Q12 Please provide business name and contact information below that you would like to be included on your Abundant MT listing.

* Operation Name (8) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Name (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Phone (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Email (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Instagram (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Facebook (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Website (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

End of Block: Basic Information

Start of Block: Questions for food service manager/staff

Q18 **Harvest of the Month Sales**  
  
**For this section, ONLY report for LOCAL (Montana grown, raised or made) Montana Harvest of the Month products.**

Q22 From August **2022-July 2023**, please check which Local Montana Harvest of the Month products your business sold.  
  
  
 \*Brassicas include cabbage, broccoli, bok choy, kohlrabi, Brussels sprouts, turnips, and others.  
  
  
 Select all that apply

|  |  |
| --- | --- |
|  | (8) |
| Cherries (13) |  |
| Summer Squash (1) |  |
| Kale (2) |  |
| Apples (3) |  |
| Winter Squash (4) |  |
| Carrots (5) |  |
| Beets (6) |  |
| Beef (7) |  |
| Grains (8) |  |
| Lentils (9) |  |
| Leafy Greens (10) |  |
| Chickpeas (11) |  |
| Dairy (12) |  |
| Brassicas\* (14) |  |
| Bison (15) |  |
| Herbs (16) |  |

Q40 From August 2022- July 2023, what were your total sales (in dollars) for the following. (If you're not sure, an estimate is perfectly acceptable)   
  
  
Enter numbers only, do not use letters or symbols (percentage, dollar, etc.).  
Correct: 25000  
Incorrect: 10%  
Incorrect: 20000 to 25000  
Incorrect: about $25000  
Incorrect: $25000

* All Local Montana Harvest of the Month products: cherries, kale, apples, squash, carrots, beets, lentils, chickpeas, greens, brassicas, bison, beef, grains, or dairy?   (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* ONLY specialty crop, Local Montana Harvest of the Month products: cherries, kale, apples, squash, carrots, beets, lentils, chickpeas, greens, brassicas? NOT INCLUDING: bison, beef, grains, or dairy.   (14) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q23 From August 2022- July 2023, please list the names of the local/Montana institutions to which your operation has sold products.

* Institution 1 (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Institution 2 (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Institution 3 (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Institution 4 (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Institution 5 (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Institution 6 (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Institution 7 (7) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Institution 8 (8) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Institution 9 (9) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Institution 10 (10) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

End of Block: Questions for food service manager/staff

Start of Block: Promotion & Implementation

Q42 **Promotion & Implementation**

Q39 If your operation hosted any educational events, please estimate the number of individuals that attended From August 2022-July 2023.

* Children/Students (ages 0-18) (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Adults (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q43 Do you have any questions about being a Montana Harvest of the Month producer?

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Q44 How do you plan on participating in Montana Harvest of the Month?

* Displaying posters, handing out materials (recipe cards, hand outs, guides) (4)
* Selling to HOM sites i.e. food banks, schools, preschools, universities, health care facilities, etc. (5)
* Sharing knowledge i.e. hosting tours, giving presentations (6)
* Administering taste tests (7)
* Conducting educational activities (8)
* Other (9)

Q32 What are the main challenges your operation faces selling to institutions (K-12, Early Care and Education, Business and Community, Healthcare)?

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Q33 What are the main successes your operations has selling to MT institutions?

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Q53 Please share any stories of success from implementing Harvest of the Month throughout this year. You can share stories, photos, or recipes at any time on the HOM Forum: <https://mtharvestofthemonth.org/home-producer/forumproducers/>

End of Block: Promotion & Implementation