

# Southern Virginia Produce Processing Facility Project Buyer Survey

The Brunswick County Industrial Development Association (IDA), in cooperation with Virginia Cooperative Extension (VCE), is planning the development of a produce processing facility in the town of Lawrenceville. The project will assess supply and demand and will facilitate linking producers with buyers. The project will benefit local producers by providing a facility for cold storage and value-added processing and will benefit buyers by providing a consistent source of quality produce and value-added products. Goals include increasing the amount of produce purchased and consumed locally (within a multi-county region). To move forward with this project, we need input from potential buyers. Please complete this brief survey and return to Cynthia Gregg, Brunswick County VCE. Your insights are greatly appreciated.

Email: [clgregg@vt.edu](mailto:clgregg@vt.edu)

Mail: Cynthia Gregg, 100 Tobacco St, Lawrenceville, VA 23868

1. Do you currently purchase produce from farmers in Southern Virginia?     YES     NO
  
2. Please describe the biggest barriers to purchasing produce from farmers in Southern Virginia.
  
  
  
  
3. What is your level of interest in purchasing fresh, seasonal produce from farms in Southern Virginia?  
  
 Not at all interested                       Somewhat interested                       Extremely interested
  
4. What is your level of interest in purchasing individually quick-frozen produce from farms in Southern Virginia?  
  
 Not at all interested                       Somewhat interested                       Extremely interested
  
5. How important is it to your business to purchase produce from Southern Virginia farmers?  
  
 Not at all important                       Somewhat important                       Extremely important

6. Please list the top products you would purchase fresh from Southern Virginia farmers.  
  
1. \_\_\_\_\_ Additional space if needed  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_  
5. \_\_\_\_\_

7. Please list the top individually quick frozen products (including vegetable or fruit blends) you would purchase from Southern Virginia farmers.  
  
1. \_\_\_\_\_ Additional space if needed  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_  
5. \_\_\_\_\_

8. What is your level of interest in purchasing sauce or soup bases made from produce sourced from Southern Virginia farms?

Not at all interested

Somewhat interested

Extremely interested

9. How interested would you be in contracting with Southern Virginia farmers to grow unique, specialty produce or other crops for your business?

Not at all interested

Somewhat interested

Extremely interested

10. How much more likely would you be to order locally grown fresh or frozen produce if delivery to your business was an option?

Not more likely

Somewhat more likely

Extremely more likely

11. What additional premium would you be willing to expend to obtain Southern Virginia-grown, quality products?

I will only pay current wholesale market price (commercially grown produce, not local)

I will pay up to 5% more for Southern Virginia-grown, excellent quality produce

I will pay up to 10% more for Southern Virginia-grown, excellent quality produce

12. What impact would showcasing Southern Virginia-grown produce have on your customers base?

No impact

Some positive impact

Significant positive impact

13. Do you have any additional comments or suggestions related to Southern Virginia produce?

Thank you for your time! We appreciate your insights.