



Growing Resources
Cultivating Success

CFVGA COVID-19 Related Ag Producer Feedback

Survey report date April 8, 2020

Between March 30 and April 7, 2020, the Colorado Fruit and Vegetable Growers Association, in collaboration with CSU Extension, launched an online survey to gather info directly from ag producers in Colorado and contribute to the situational understanding of producer perceptions of COVID-19 impact, solutions and support needed.

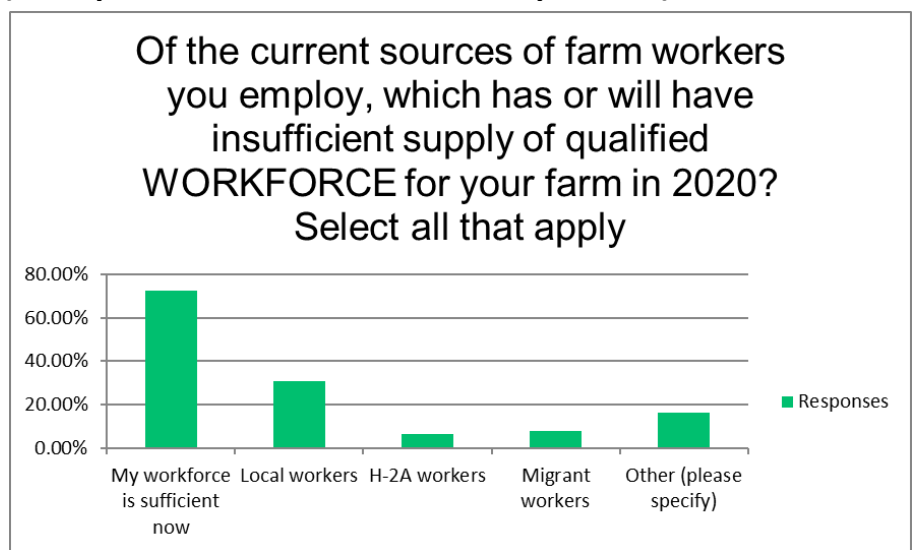
N = 63 farmers and ranchers in Colorado

Responses by County:

| | | | |
|-----------|----|-------------|---|
| Adams | 1 | Lincoln | 1 |
| Archuleta | 1 | Mesa | 4 |
| Boulder | 10 | Montrose | 3 |
| Chaffee | 1 | Morgan | 1 |
| Delta | 16 | Otero | 1 |
| El Paso | 5 | Pueblo | 1 |
| Garfield | 2 | Rio Grande | 1 |
| Gunnison | 1 | Saguache | 1 |
| Jefferson | 1 | San Miguel | 3 |
| Kiowa | 4 | Weld | 2 |
| Larimer | 1 | Undisclosed | 2 |

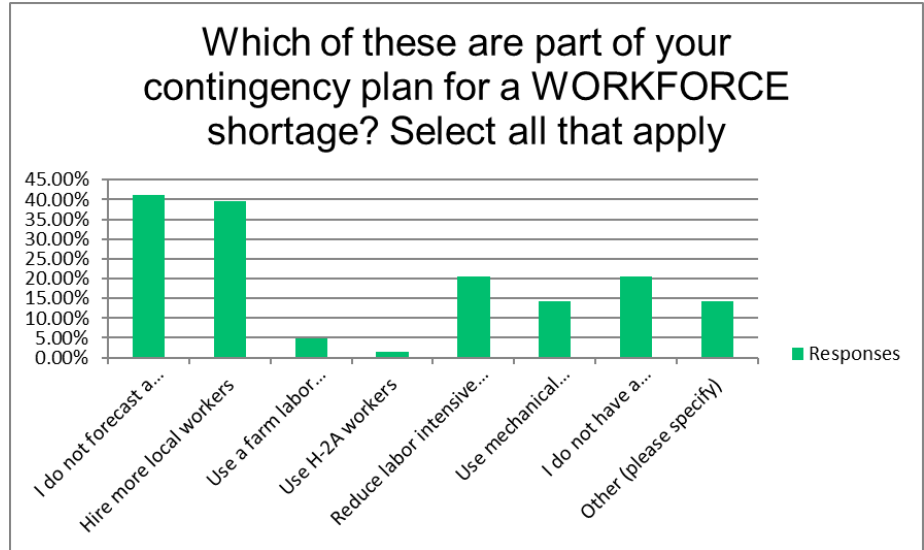
Workforce by the numbers (multiple answers chosen for this question)

- 73% of respondents report that their workforce is sufficient now
- 31% report that the supply local workers is insufficient



- As a contingency plan for workforce shortage (multiple answers chosen for this question)

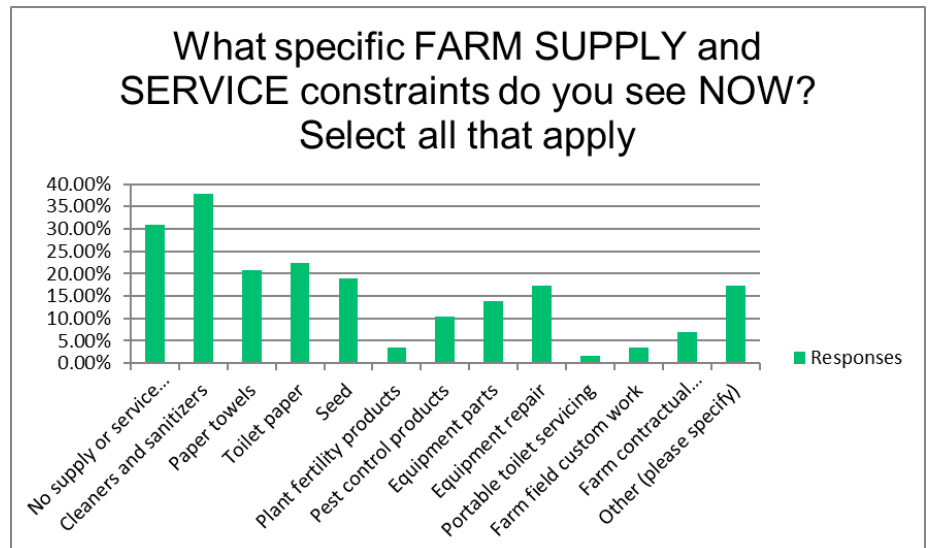
- o 41% do not forecast a workforce shortage
- o Of those that do:
 - 40% will hire more local workers,
 - 21% will reduce labor intensive crops, and
 - 21% do not have a contingency plan in the event of a workforce shortage.



- 55% do not need additional resources for workforce health in response to COVID-19
 - o 33% need more personal protective equipment
 - o 23% need info on best practices

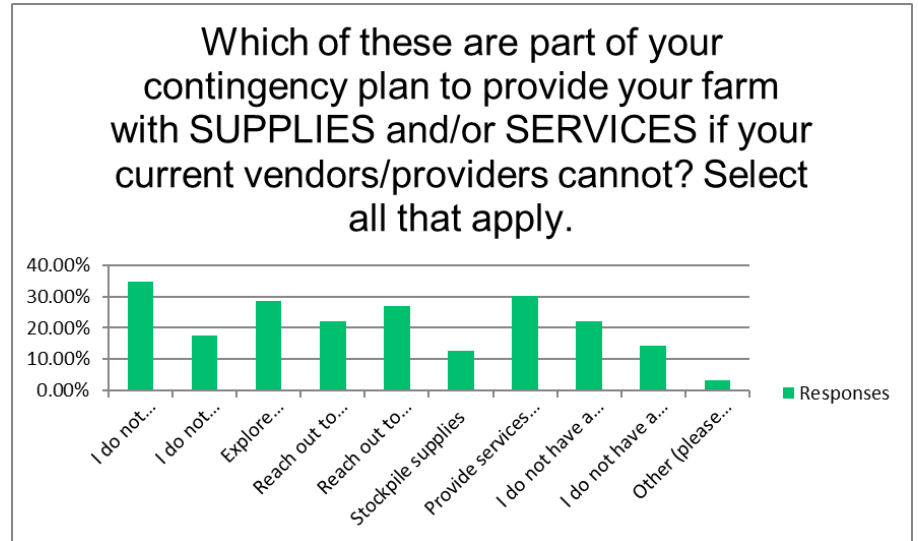
Farm supplies and services by the numbers (multiple answers chosen for this question)

- 31% report no supply or service issues for their farm
- 38% report shortage of cleaners and sanitizers
- 22% report shortage of toilet paper
- 21% report shortage of paper towels
- 18% report shortage of seed
- 17% report constraints regarding equipment repair



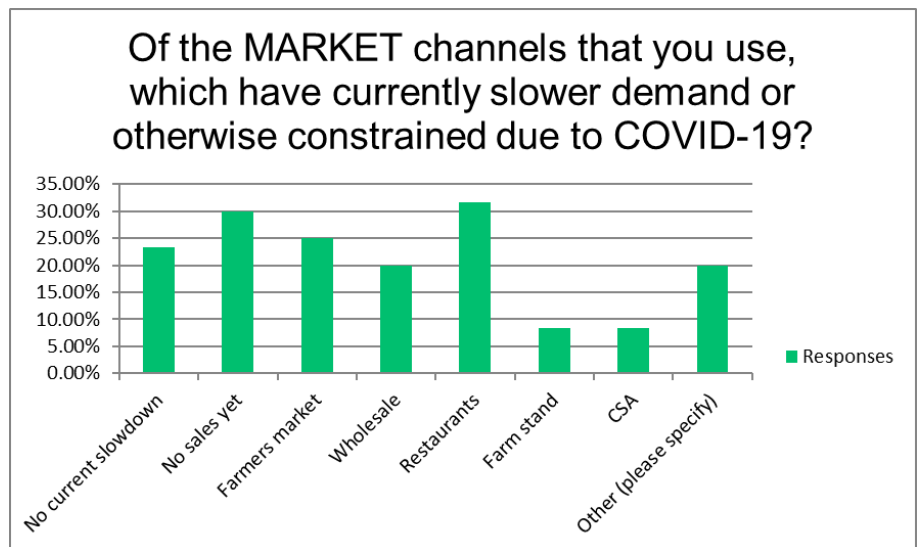
Regarding need for a contingency plan for supplies and services (multiple answers chosen for this question)

- 35% do not forecast supply issues
- 17% do not forecast service issues
- 30% will provide services themselves
- 29% will explore alternative marketplaces for these supplies and services
- 26% will reach out to other farms
- 22% will reach out to their business network
- 22% do not have a contingency plan for supplies
- 14% do not have a contingency plan for services



Market channels (multiple answers chosen for this question)

- 23% report no slowdown in demand currently
- 30% report no sales as of the date of this survey
- 32% report slowdown in restaurant demand
- 25% report slowdown in farmers market demand
- 20% report slowdown in wholesale demand



Regarding the need for a contingency plan for additional market channel sales if current customers are unable to buy (multiple answers chosen for this question) :

- 22% do not forecast market channel interruptions
- 32% will develop an online direct to consumer sales platform
- 22% will move products originally for restaurants into other direct markets
- 22% will find new wholesale buyers
- 21% will aggregate products with other farms through an online direct to consumer sales platform
- 25% do not have a contingency plan

