



Growing Resources
Cultivating Success

CFVGA COVID-19 Related Ag Producer Feedback

Survey report date June 3, 2020

Between May 12 and May 26, 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. Our April 8 respondents totaled 63. While not as representative of Colorado as a whole, we choose to contribute these quantitative findings as one reference point in the current situation. See both reports at <https://coloradoproduce.org/covid-19>

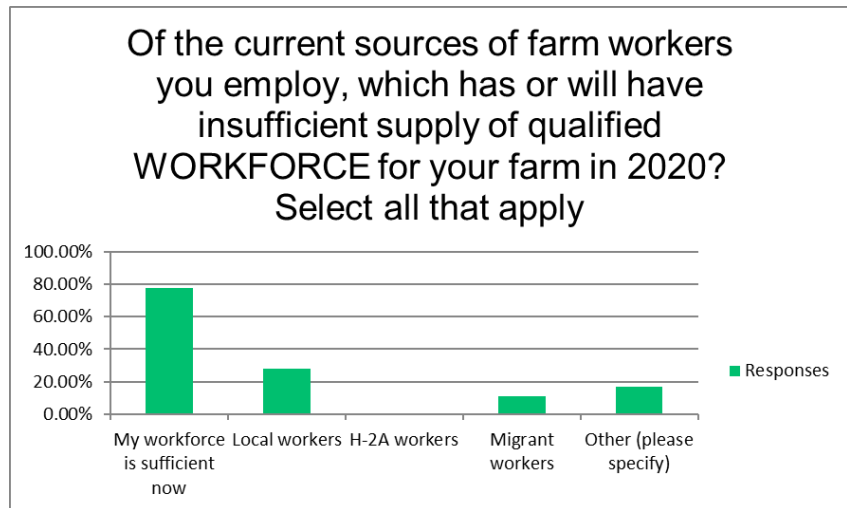
N = 18 farmers and ranchers in Colorado

Responses by County:

Adams	1	Mesa	1
Boulder	11	Jefferson	2
Delta	2	Logan	1

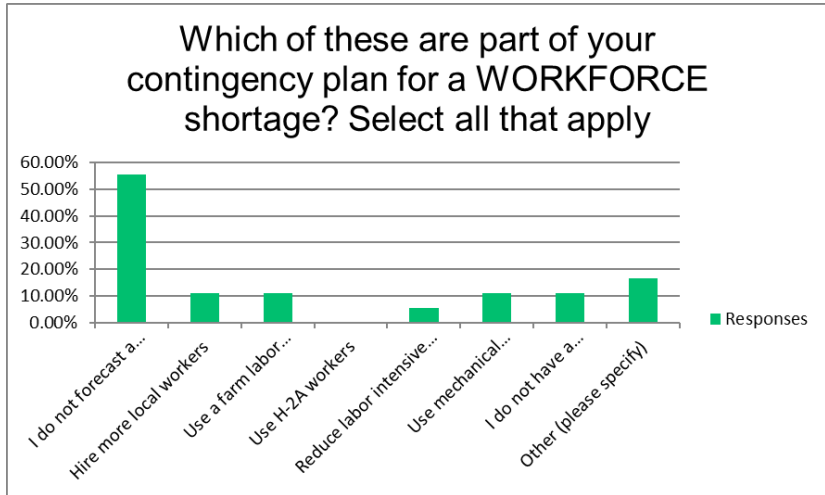
Workforce by the numbers (multiple answers chosen for this question)

- 78% of respondents report that their workforce is sufficient now
- 28% report that the supply local workers is insufficient



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

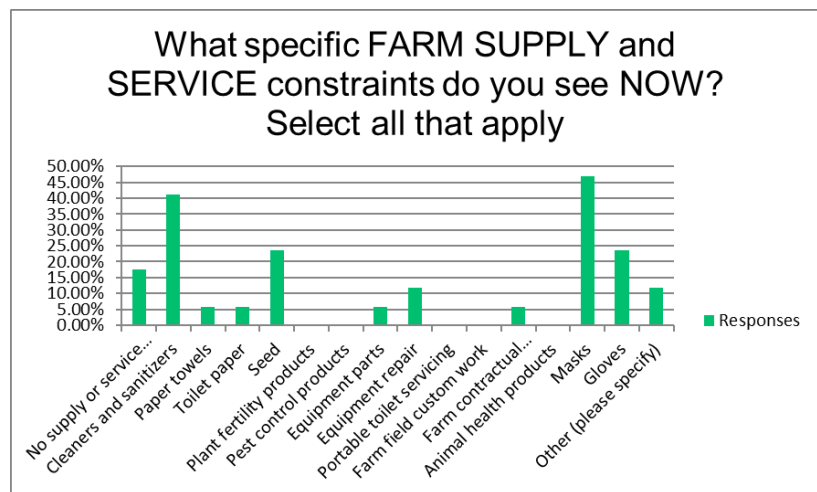
- 56% do not forecast a workforce shortage
- Of those that do:
 - 11% will hire more local workers,
 - 6% will reduce labor intensive crops, and
 - 11% do not have a contingency plan in the event of a workforce shortage.



- 53% do not need additional resources for workforce health in response to COVID-19
 - 41% need more personal protective equipment
 - 29% need info on best practices

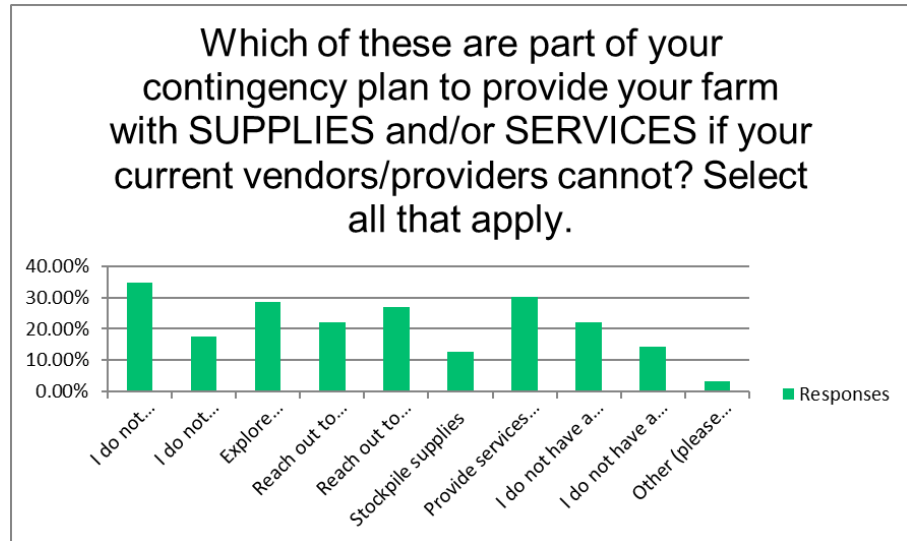
Farm supplies and services by the numbers (multiple answers chosen for this question)

- 18% report no supply or service issues for their farm
- 47% report shortage of masks
- 41% report shortage of cleaners and sanitizers
- 24% report shortage of seed
- 23% report shortage of gloves
- 12% report constraints regarding equipment repair



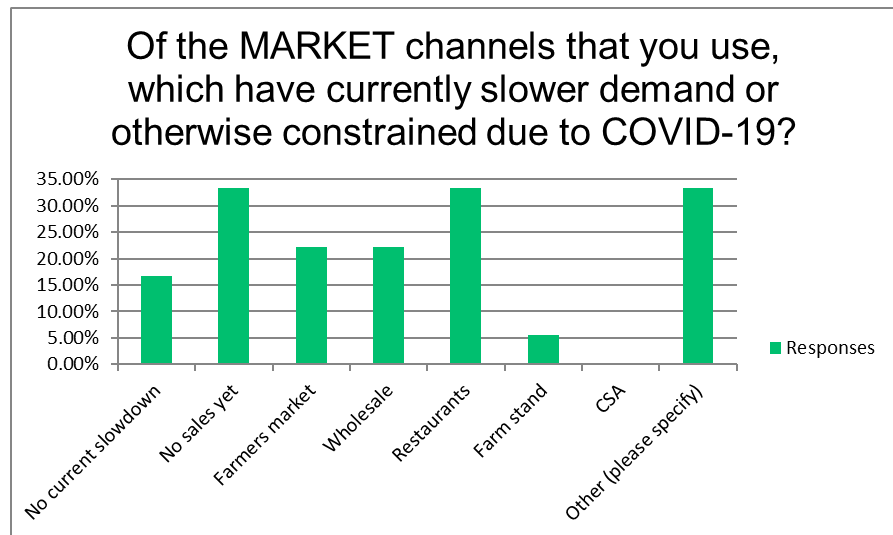
Regarding need for a contingency plan for supplies and services (multiple answers chosen for this question)

- 28% do not forecast supply issues
- 22% do not forecast service issues
- 38% will explore alternative marketplaces for these supplies and services
- 22% will stockpile supplies
- 16% do not have a contingency plan for supplies
- 11% do not have a contingency plan for services



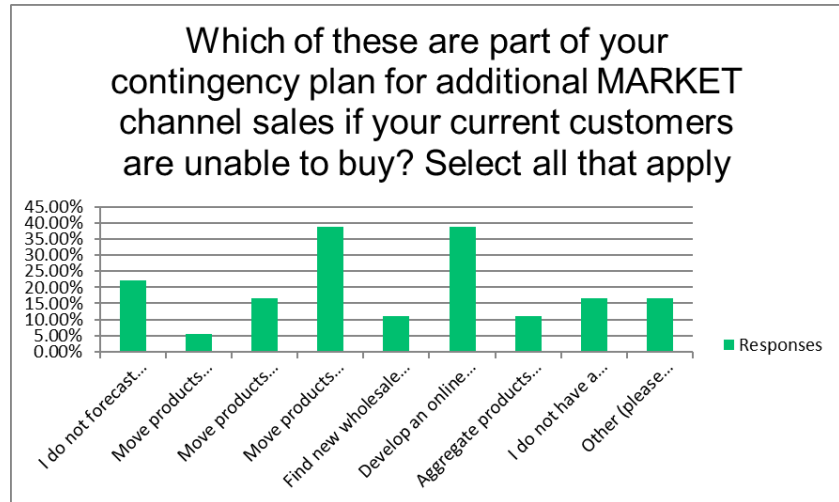
Market channels (multiple answers chosen for this question)

- 16% report no slowdown in demand currently
- 33% report no sales as of the date of this survey
- 33% report slowdown in restaurant demand
- 22% report slowdown in farmers market demand
- 22% 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
- 39% will develop an online direct to consumer sales platform
- 39% will move products originally for restaurants into other direct markets
- 17% will move products originally for restaurants into other wholesale markets
- 11% will find new wholesale buyers
- 11% will aggregate products with other farms through an online direct to consumer sales platform
- 17% do not have a contingency plan



Financial Assistance

Regarding financial assistance (one answer only):

- 44% do not currently need financial assistance
- 27% may need financial assistance in 2020
- 17% have applied for financial assistance
- 11% have received financial assistance

