

Wheat Farming Survey

Instructions

Thank you for agreeing to fill out this important survey. The sponsor wants to know your opinions and attitudes about wheat farming. Please answer every question on this survey. The survey should take you about 15 minutes to complete. When you are finished, please mail it to the researcher in the envelope provide.

Thank you. We greatly appreciate your time!

Section I: Your Decision to Plant Wheat

This first section asks how you decide to plant wheat, and what information sources you refer to for information about wheat.

Farmers plant wheat for many different reasons. For each reason below, please tell us how important it is in your decision to plant wheat on your farm by circling the appropriate number.

| | Not at all important in my decision to plant wheat | | | Highly important in my decision to plant wheat | |
|---|---|---|---|---|---|
| Wheat fulfills my rotational needs | 1 | 2 | 3 | 4 | 5 |
| I double crop soybeans | 1 | 2 | 3 | 4 | 5 |
| Planting wheat improves my corn yield | 1 | 2 | 3 | 4 | 5 |
| It helps me break disease and pest cycles | 1 | 2 | 3 | 4 | 5 |
| It gives me summer cash flow | 1 | 2 | 3 | 4 | 5 |

How do you learn about wheat? If you were to actively seek out information about wheat, what sources would you seek the information from?

| | Would not seek information from this source | | | Would seek information from this source | |
|----------------------------|--|---|---|--|---|
| My seed dealer | 1 | 2 | 3 | 4 | 5 |
| My crop consultant | 1 | 2 | 3 | 4 | 5 |
| The county extension agent | 1 | 2 | 3 | 4 | 5 |
| Grower meetings | 1 | 2 | 3 | 4 | 5 |
| Field days | 1 | 2 | 3 | 4 | 5 |

Regarding information about wheat, how reliable are each of the following sources?

| | Not at all reliable | | | Highly reliable | |
|----------------------------|----------------------------|---|---|------------------------|---|
| My seed dealer | 1 | 2 | 3 | 4 | 5 |
| My crop consultant | 1 | 2 | 3 | 4 | 5 |
| The county extension agent | 1 | 2 | 3 | 4 | 5 |
| Grower meetings | 1 | 2 | 3 | 4 | 5 |
| Field days | 1 | 2 | 3 | 4 | 5 |

Once you've made up your mind to purchase wheat seed, how influential are the following issues in the variety of the seed that you buy?

| | Not at all influential | | | Highly influential | |
|--------------------------------------|-------------------------------|---|---|---------------------------|---|
| Varietal performance | 1 | 2 | 3 | 4 | 5 |
| Tie-in to other products or programs | 1 | 2 | 3 | 4 | 5 |
| The price of the seed | 1 | 2 | 3 | 4 | 5 |
| The quality of the seed | 1 | 2 | 3 | 4 | 5 |
| The availability of the seed | 1 | 2 | 3 | 4 | 5 |
| The convenience of the purchase | 1 | 2 | 3 | 4 | 5 |
| My relationship with the seed dealer | 1 | 2 | 3 | 4 | 5 |
| State yield data | 1 | 2 | 3 | 4 | 5 |
| Local yield data | 1 | 2 | 3 | 4 | 5 |

Section 2: Your Thoughts on Different Types of Wheat

Please rate the general level of quality of these different brands of wheat seed. If you don't know please skip that particular item.

| | Has very low quality | | | Has very high quality | |
|-------------|-----------------------------|---|---|------------------------------|---|
| Agripro | 1 | 2 | 3 | 4 | 5 |
| Beck's | 1 | 2 | 3 | 4 | 5 |
| Coker | 1 | 2 | 3 | 4 | 5 |
| Countrymark | 1 | 2 | 3 | 4 | 5 |
| Pioneer | 1 | 2 | 3 | 4 | 5 |

When you ask these companies for advice about planting and growing wheat, what kind of advice do you get? Again, if you don't know please skip that particular item.

| | Gives poor advice | | | Gives outstanding advice | |
|-------------|-------------------|---|---|--------------------------|---|
| Agripro | 1 | 2 | 3 | 4 | 5 |
| Beck's | 1 | 2 | 3 | 4 | 5 |
| Coker | 1 | 2 | 3 | 4 | 5 |
| Countrymark | 1 | 2 | 3 | 4 | 5 |
| Pioneer | 1 | 2 | 3 | 4 | 5 |

Would you say that you are "loyal" to any of these brands of wheat seed?

| | I am <u>not</u> loyal to this brand | | | I <u>am</u> loyal to this brand | |
|-------------|-------------------------------------|---|---|---------------------------------|---|
| Agripro | 1 | 2 | 3 | 4 | 5 |
| Beck's | 1 | 2 | 3 | 4 | 5 |
| Coker | 1 | 2 | 3 | 4 | 5 |
| Countrymark | 1 | 2 | 3 | 4 | 5 |
| Pioneer | 1 | 2 | 3 | 4 | 5 |

Now, please think of the distributors of these brands of wheat seed. Regarding all the things that you expect a distributor to do, how satisfied are you with them?

| | This distributor falls short of my expectations | | | This distributor exceeds my expectations | |
|-------------------------|---|---|---|--|---|
| Agripro distributor | 1 | 2 | 3 | 4 | 5 |
| Beck's | 1 | 2 | 3 | 4 | 5 |
| Coker distributor | 1 | 2 | 3 | 4 | 5 |
| Countrymark distributor | 1 | 2 | 3 | 4 | 5 |
| Pioneer distributor | 1 | 2 | 3 | 4 | 5 |

Section 3: You and Your Farm

In total, about how many acres do you farm? _____ acres.

On average, about how many acres are planted to wheat? _____ acres.

What is your age?

- less than 30
- 30-39
- 40-49
- 50-59
- 60 or older

What is your highest education?

- Some high school A high school degree A high school degree
 Community college degree Community college degree Postgraduate

Thank you for supporting the Wheat Farming Survey.