

Business Assessment: Are restaurants a good market choice?

Instructions: Circle the response that best fits your level of agreement with each of the statements below.

Scoring: 5 = Completely agree; 4 = Somewhat agree; 3 = Agree; 2 = Slightly disagree; 1 = Strongly disagree

I have several years of production experience.	5	4	3	2	1
I have an interest in extending my growing season to get products to market earlier and continue growing later than usual.	5	4	3	2	1
I enjoy experimenting with unfamiliar crops and trying new things.	5	4	3	2	1
I consider myself a diversified operation growing a number of different items over the growing season.	5	4	3	2	1
I consider myself an easy-going individual.	5	4	3	2	1
I am committed to high-quality in all my products.	5	4	3	2	1
I am open to working with my customers to establish an ordering and delivery schedule that works for my clients and me.	5	4	3	2	1
I respect the work of my local Chefs and would welcome to opportunity to partner with them in featuring local products.	5	4	3	2	1
I am prepared to stand behind my product and make my customer happy.	5	4	3	2	1
I can accept criticism without taking it personally.	5	4	3	2	1
I welcome suggestions from customers.	5	4	3	2	1
My farm/business is located in an area where I could have multiple accounts that are not in competition with one another.	5	4	3	2	1
I can comply with all the regulatory requirements for selling my product to local restaurants.	5	4	3	2	1
I would enjoy the opportunity to help educate staff about the benefits of my product(s)	5	4	3	2	1
I would be willing to provide photos, brochures, and a written description of my farm if that would be useful to my client(s).	5	4	3	2	1
I have confidence in my ability to price my product(s) accurately and fairly.	5	4	3	2	1
I have a good record-keeping system that includes both financial records and production records.	5	4	3	2	1
I would be willing to make some changes to my production method if it would help me to maintain or increase sales to a customer.	5	4	3	2	1
I would be willing to make some changes to my product line if it would help me to maintain or increase sales to a customer.	5	4	3	2	1
I would be willing to make some changes to my packaging or post-harvest care if it would maintain or increase sales to a customer.	5	4	3	2	1
Total of each column and then add the 5 totals together for a single score.	—	—	—	—	—

Scoring

80+.... You might enjoy the challenges and opportunities of selling to restaurants.

60-79... It might be a good idea for you to supplement your regular markets by adding a restaurant or two to see how it works for you before making a major commitment.

< 60... Restaurants are probably not the best market outlet for you. But it is good to reassess your markets periodically --as your business grows and changes you might find yourself open to new opportunities.