

Interview Guide for Farmers/ Producers Purchasing Ag and/or Livestock Inputs (Seeds, fertilizers, chemicals, equipment, animal medicines, vet services, feed, supplements, breeds, etc.)

Introduction

Presentation of AFE program –

- Focusing on agriculture, livestock, and other sectors that will have impact on small-scale producers
- Looking at potential collaboration with private sector input supply companies that provide farmers/ producers like you with agricultural and livestock inputs
- Would like to ask you some questions about your use of agricultural and livestock inputs
- We would like to get your feedback in designing our program

Record of Interview:

Date of interview: _____	Interviewer: _____
Firm Name: _____	Address: _____
Type of Market Actor: _____	Principal Product / Service: _____
Interviewee(s): _____	Designation: _____
No. of employees: _____	Phone: _____ Email: _____

Questions:

No	
1	FARMER/PRODUCER: Tell us about what you farm/ raise. What kinds of products/livestock? What size operations do you manage? Do you own, rent or borrow?
2	USAGE: What agriculture and/or livestock inputs (inputs) and services do you purchase? Which are the highest in demand? Where do you purchase these products/services and why? Do you pay cash/use credit? How often do you purchase these inputs? Has your purchase of inputs been increasing? Why? What qualities do you look for in selecting products/services? About how much do you spend on inputs? Do you feel you get a fair price for the quality? Which is more important to you – price or quality?
3	CONSTRAINTS: Are you satisfied with the inputs/services that you are currently using? What constraints do you face in obtaining inputs/services? What could be done to solve these problems? What could the sellers of inputs/services do to improve the inputs/services they provide?
4	AWARENESS: How do you learn about inputs/services and vendors who provide them? How do you choose the seller you buy from? What percentage of farmers/producers are aware of improved inputs/services?
5	BEYOND INPUTS: Aside from inputs, what other constraints do farmers/producers face in improving their agriculture/livestock businesses/livelihoods?
6	RECOMMENDED ADDITIONAL INTERVIEWS: Do you recommend we speak to any other farmers/producers and/or input supply companies in order to understand their challenges and opportunities?