

## Interview Guide for Farmers Selling *[product]*

### Introduction

Presentation of Project

### 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: _____

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### Questions:

1. Why have you chosen to produce/sell *[product]* compared to other crops?
2. What are the risks/constraints you face in producing/selling *[product]*?
3. What could be done to solve these problems?
4. What could the buyers of *[product]* do to improve the support they provide?
  
5. Have you sold *[product]*? If yes, to who?
6. How often? Have your sales of *[product]* been increasing?
7. Describe how you sell *[product]*. Explain the nature of the business relation with the buyer.
8. How much *[product]* have you sold over the past twelve months?
  
9. How did you learn about the buyer you sell to and why did you choose this buyer?
10. Who else do you know who buys *[product]*? (Ask them to describe these buyers and provide their contact information)
  
11. What is your cropping pattern with *[product]*?