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Factors that Determine Where a Farmer Buys and Sells

A. B. Sogn

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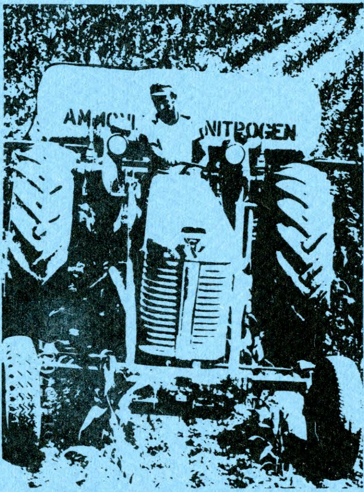

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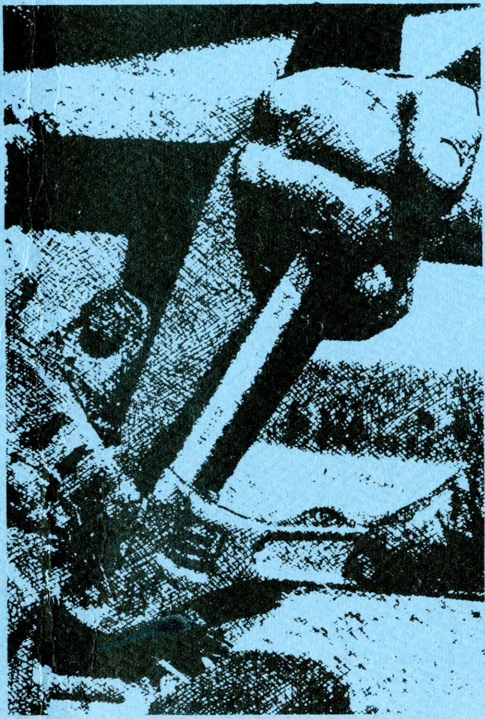

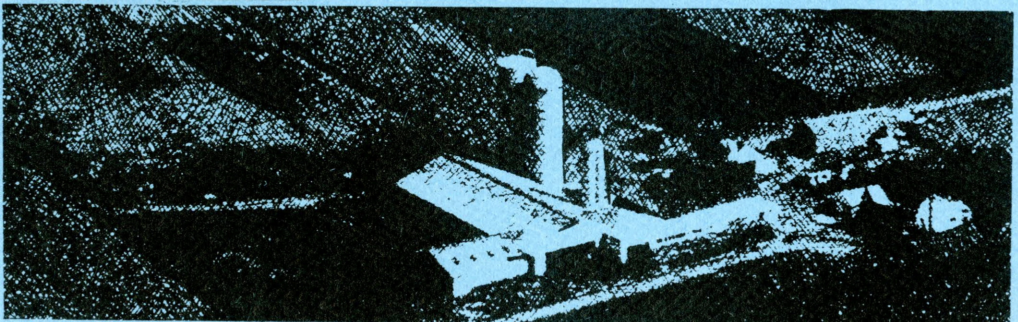

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Factors that determine where a farmer buys and sells

Arthur B. Sogn and Karla Jean Nelson Kraner

CHAPTER I

The Background

Does the customer get the service he or she wants? The answer often forecasts the success or failure of a business.

It is very important for farm supply and marketing firms to know what services, practices, and products their customers want. Sometimes distinctions must be made between customer wants and customer needs, and often it is not reasonable to try to serve every want, but most of a customer's needs must be met or he or she will shop elsewhere.

Technological changes have caused farmers to substitute capital for labor, and thus to buy most of their farm inputs. Technology has also enabled farmers to produce many more bushels of grain than before. Consequently, farmers have become more reliant on farm supply and marketing firms and more selective in whom they will give their trust and business.

Those businesses serving farmers must know what influences farmer patrons. Then those firms can make adjustments to better serve present and future farmers of South Dakota and the nation.

A survey resulted in responses from 756 South Dakota and 40 Montana farmers for a total of 796. Special attention was given to any differences in response because of age, location, and size of operation measured by annual sales. These differences in selected responses will be found in the appendix.

Because of the importance of cooperatives in farm supply and marketing in the upper midwest and specifically in South Dakota, several questions were related to farmer attitudes towards cooperatives.

Objectives

The main objectives of the survey were to determine what farm patrons looked for when choosing a farm supply or grain marketing firm and to determine the attitudes of farmers when using marketing services and purchasing supplies. The following factors and attitudes were considered:

1. The ranking of present services, practices, and other characteristics influencing a farmer's choice of who receives his patronage.
2. The effect of various practices, characteristics, and actions that influence a farmer's choice of a business establishment. These include management's actions and the

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personalities of management and employees, neighbors' actions and rumors, size of the firm, convenience of the firm (facilities and location), and availability of credits and discounts.

3. Farmers' attitudes toward cooperatives as compared to independents and toward the handling of deferred patronage refunds.

4. Farmers' attitudes about pricing and marketing of their grain.

5. The important services which farmers may desire from marketing and farm supply firms in the future.

Distribution of the Questionnaire

The main distribution of the questionnaires was through marketing meetings at various locations in South Dakota. One meeting was held in Montana with the Montana farmers also completing the survey. The personal appeal of the Extension specialist at the meetings and the provision of return envelopes were attempts to stimulate a high response rate. The remaining questionnaires were distributed to farmers by county Extension agents, to increase the total number of respondents and to cover every county in South Dakota.

The briefness of the questions and their confidentiality were designs to encourage a high response rate at minimal cost. This method of survey was also chosen over a personal interview to prevent respondents from answering as they thought the interviewer would like.

The data were entered on computer cards, facilitating comparisons between various groups which would have not been possible if done manually.

The questionnaires were distributed between October 1, 1976, and April 1, 1977. Surveys returned prior to April 30, 1977, were used in the analysis. Approximately 2,200 questionnaires were distributed; 796 were returned, for a 38% response rate which is considered good.

Characteristics of the Respondents

Age of Respondents

The average age of the 796 respondents was 44.3 years. The total respondents less the farm wives and the Montana farmers leaves the South Dakota male respondents with a mean age of 45.3. The Montana farm people completing the survey had a mean age of 35.5. The latest Agricultural Census from 1974 estimates 50.5 as the average age of all farmers in South Dakota.[1] The *Farm Journal* estimates the average age for all farmers in the United States in 1976 at 50.3.[2] The respondents' ages ranged from 18 to 79. The numbers of respondents by age groups is shown in Table I-1.

Table I-1.
Age distribution of respondents

Age	Number	Percent of Total
Under 35	224	28.14
35 - 55	372	46.73
Over 55	174	21.86
No response	26	3.27
Total	796	100.00

Location of the Farming Operation

The state of South Dakota was divided into four sections, each covering approximately one-fourth of the state. The north-south dividing line was the Missouri River while Highway 14 cut the state east and west (Figure 1).

[1] U.S. Department of Commerce, Bureau of Census, *1974 Census of Agriculture*, Vol. 1, Part 41, South Dakota.

[2] "Today," *Farm Journal*, October 1976, p. 33.

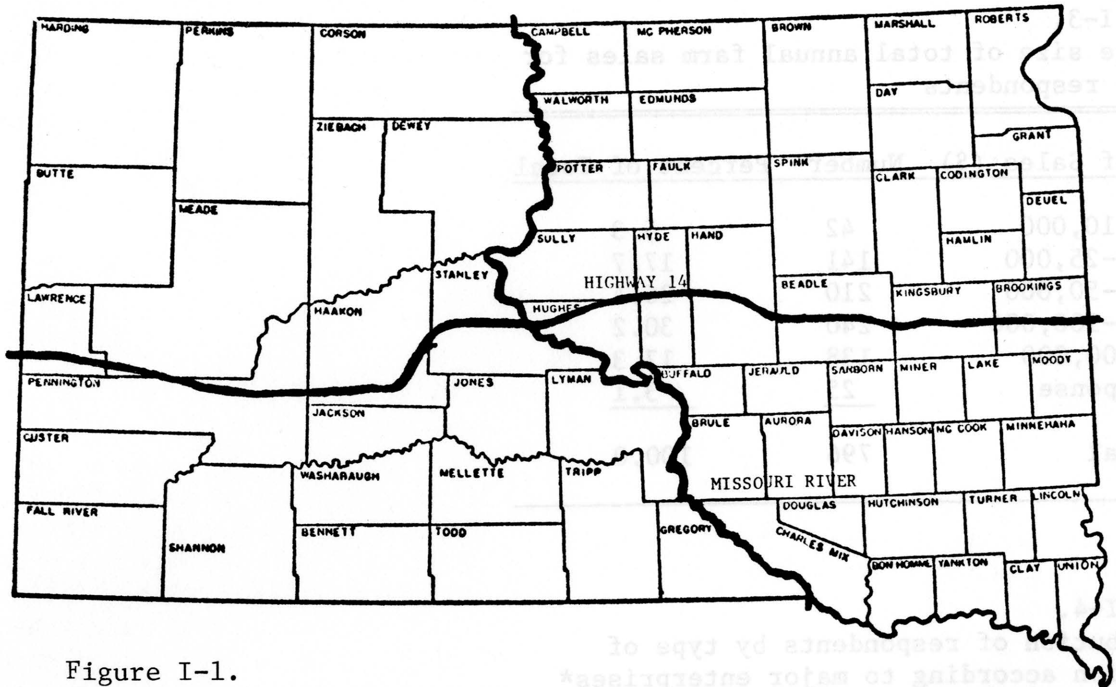


Figure I-1.
Division of South Dakota for classification by location of the respondent's farming operation.

The divisions were not arbitrary; they correspond to the general enterprises of the four sections of the state. Southwestern South Dakota raises winter wheat as a major crop and also has grazing as a predominant enterprise. The northwestern one-fourth of the state has grazing and spring and winter wheat as major enterprises. Corn, soybeans and sorghum are predominant in southeastern South Dakota. The northeastern quarter of the state has diversified crops but raises more barley, oats, flax, and sunflowers than the other sections of the state.

A majority of the respondents were from the eastern one-half of South Dakota, not unlike the population distribution of the state (Table I-2). Only three of the respondents failed to indicate the location of their farm.

Size of Operation

The respondents were also asked to indicate the average size of annual farm sales for the last 4 years (Table I-3).

Major Enterprise

A qualification of 25% of gross income constituted a major enterprise. This classification was not used in the analysis since some respondents marked as few as one and others indicated as many as six (Table I-4).

Table I-2.
Distribution of responding farmers by location of the farming operation

Area	Number	Percent of Total[a]
S.E. 1/4 of S.D.	256	32.2
N.E. 1/4 of S.D.	374	47.0
N.W. 1/4 of S.D.	57	7.2
S.W. 1/4 of S.D.	66	8.3
Montana	40	5.0
Missing	3	.4
Total	796	100.0

[a]Total may not equal 100 due to rounding.

Table I-3.
Average size of total annual farm sales for farmer respondents

Size of Sales ($)	Number	Percent of Total
Up to 10,000	42	5.3
10,000-25,000	141	17.7
25,000-50,000	210	26.4
50,000-100,000	240	30.2
Over 100,000	138	17.3
No response	25	3.1
Total	796	100.0

Table I-4.
Distribution of respondents by type of operation according to major enterprises*

Major Enterprises	Number	Percent of Respondents
Corn and Sorghum	446	56.0
Wheat and Small Grain	589	74.0
Oil seeds, Flax, Sunflowers, Soybeans	173	21.7
Cow-calf Operation	467	58.7
Cattle Feeding	255	32.0
Feeder Pigs	75	9.4
Hog Feeding	257	32.3
Dairy	69	8.7
Other	68	8.5

*Survey asked for enterprises contributing at least 25% of farm income. Some responses included more than four enterprises.

CHAPTER II

THE QUESTIONNAIRE

What Factors Determine Where You Make Your Farm Supply Purchases and Farm Product Marketing?

ALL INFORMATION GIVEN WILL BE TREATED CONFIDENTIALLY, AND YOUR ANSWERS WILL NOT BE USED IN A WAY THAT WILL IDENTIFY YOU OR YOUR RELATIONSHIP TO ANY BUSINESS.

Section A

1. Please rank these factors as to their importance in determining who gets your farm supply business, i.e., fertilizer, ag chemicals, feed, seed, etc., (excluding machinery) and where you market your farm products.
   Mark a (1) for those you consider very important
   Mark a (2) for those of moderate importance to you
   Mark a (3) for those you feel are slightly important
   Mark a (0) for those which are of no importance to you

( ) a. competitive prices
( ) b. quality of products
( ) c. quality of service
( ) d. promptness of service
( ) e. sales representative calls at your place
( ) f. on farm service
( ) g. availability of specialized or technical services (fertilizer spreading, soil testing, weed spraying, etc.)
( ) h. usually have on hand what you want (large inventory)
( ) i. availability of credit
( ) j. interest free credit time period
( ) k. cash and carry discounts
( ) l. discount for volume purchases
( ) m. discount for cash payments
( ) n. free delivery service
( ) o. convenience of location
( ) p. because business is in county seat town
( ) q. because the business is a cooperative
( ) r. because the business is not a cooperative
( ) s. because the business handles coop products
( ) t. community activity of management and employees
( ) u. personality of manager
( ) v. personality of employees
( ) w. trust in management and employees
( ) x. staff is source of dependable advice
( ) y. handles nationally advertised products
( ) z. local advertising of business
( ) aa. business opens early time ( )
( ) bb. business opens late time ( )
( ) cc. business accomodating during rush farming seasons
( ) dd. business is open ___ evenings a week
( ) ee. business is open on Sunday
( ) ff. emergency service available

( ) gg.
( ) hh.
( ) ii.
( ) jj.
( ) kk.
( ) ll.

Please check one of the following. Space is provided after each answer to add comments if you wish.

2. If two businesses offered approximately the same service, price and products but one had new, modern, pleasant looking facilities while the other had old, poor appearing facilities, would you tend to do business with the nicer appearing place of business? ( ) Yes ( ) No

3. Does the management's political activity influence where you do business?
( ) Considerable ( ) Some ( ) None ( ) Negatively

4. Does the management's regular participation in religious activities influence where you do business? ( ) Considerable ( ) Some ( ) None
( ) Negatively

5. Would the knowledge that the management never participated in any religious activity affect your desire to do business with that firm?
( ) Considerable ( ) Some ( ) None ( ) Negatively

6. Does sponsorship of or participation in sports activities influence who gets your business? ( ) Considerable ( ) Some ( ) None
( ) Negatively

7. Does the impression that a business is very prosperous influence you to do your business with that company? ( ) Considerable ( ) Some
( ) None ( ) Negatively

8. If you heard a rumor that a place where you do business is having great financial difficulty, what influence would that have on you?
( ) Make me more loyal ( ) Make me look to other places of business
( ) No effect at all

9. Does the impression that many people in your area do business at a certain place influence you to do business there? ( ) Considerable ( ) Some
( ) None ( ) Negatively

10. Do you give a company your farm supply business because it also does your marketing or vice-versa? ( ) Yes ( ) No

11. Do you buy any of your farm supply or crop production products directly from a wholesaler? ( ) Yes ( ) No
If yes, approximately what percent? ________

12. Are you a dealer for any farm supply or crop production products?
( ) Yes ( ) No

13. Do you tend to favor a small personal business to a large business place?
( ) Yes ( ) No

14. Do you believe in order to remain competitive farm supply and marketing concerns must become larger, and with an increased trade territory?
( ) Yes ( ) No

15. Do you usually check prices at more than one place before you sell grain?
( ) Yes ( ) No
Before you buy farm supplies? ( ) Yes ( ) No

Section B

SECTION B DEALS MOSTLY WITH YOUR ATTITUDE ABOUT COOPERATIVES. WE ASK YOU TO ANSWER THE QUESTIONS WHETHER OR NOT YOU ARE A REGULAR COOPERATIVE PATRON.

1. Are you of the opinion that a good manager who consistently is able to show substantial profits or savings is worth the salary it takes to keep him?
( ) Yes ( ) No

2. If a cooperative and an independent offered approximately the same price and service (excluding refunds)
   a. Would you choose the cooperative because it is a cooperative?
   ( ) Yes ( ) No
   b. Would you choose the cooperative for the potential refund?
   ( ) Yes ( ) No
   c. Would you choose the independent because of your income tax liability on the cooperative's deferred patronage refund?
   ( ) Yes ( ) No

3. Are you usually satisfied to defer patronage refunds if the cooperative buys needed equipment or facilities? ( ) Yes ( ) No

4. Would you be satisfied as a coop member if:
   a. 20 percent of your refunds were paid in cash and the balance to your beneficiary or estate? ( ) Yes ( ) No
   b. Would this arrangement be satisfactory if interest was paid on the deferred amount of refunds? ( ) Yes ( ) No

5. Would you be satisfied as a cooperative member:
   a. If your refunds were paid back monthly or in full at age 65?
   ( ) Yes ( ) No
   b. Would this arrangement be satisfactory if interest was paid on the deferred amount of refunds? ( ) Yes ( ) No

6. Would you be satisfied as a cooperative member if interest was paid on all deferred refunds even when it would mean smaller refunds?
( ) Yes ( ) No

Section C

SECTION C RELATES TO YOUR ATTITUDES OF MARKETING AND PRICING GRAIN

1. Do you feel you know how your local elevator manager arrives at the price he quotes you for your grade of grain? ( ) Yes ( ) No

2. Have you ever changed market outlets for your farm products because:
   ( ) Yes ( ) No - You thought you were being cheated?
   ( ) Yes ( ) No - Of inadequate testing equipment (protein, moisture, etc.)?
   ( ) Yes ( ) No - Of inefficient loading and unloading system?
   ( ) Yes ( ) No - Indifferent attitude of management or employees?
   ( ) Yes ( ) No - Of not enough premium for high quality?
   ( ) Yes ( ) No - Too much discount for low quality?
   ( ) Yes ( ) No - You felt the company was not up to date on current market trends?
   ( ) Yes ( ) No - Because your wife delivered the grain? If yes, for what specific reason?

3. Would you be willing to take the annual average price for your grain each year? ( ) Yes ( ) No

4. How often would you contract to sell your grain ahead of harvest if it weren't for the fear of being short of crop at delivery?
   ( ) Most of the time ( ) Half of the time ( ) Hardly ever

5. Do you <u>enjoy</u> speculating on the price of your grain as compared to contracting or hedging? ( ) Yes ( ) No ( ) Sometimes

6. Would you like to have someone make your marketing decisions for you?
   ( ) Yes ( ) No

7. Do you want your local marketing companies to recommend strategies (time to sell, etc.) to you? ( ) Yes ( ) No

8. How much would you be willing to pay <u>annually</u> for <u>reliable</u> market advice, including market alerts for possible changes, and current price influencing news?
   ( ) 0 ( ) $300
   ( ) $25 ( ) $500
   ( ) $50 ( ) $750
   ( ) $100 ( ) $1,000

9. Do you now subscribe to a market advice service? ( ) Yes ( ) No

10. Do you feel you understand what grain or livestock futures represent in local prices to you?
( ) Yes ( ) No - Grain futures
( ) Yes ( ) No - Livestock futures

11. Have you traded in futures? ( ) Yes ( ) No
If yes, was it to ( ) Speculate ( ) Hedge

12. What portion of the time do you speculate as compared to hedging your
Grain: ( ) Most of the time ( ) Half the time ( ) Hardly ever
Livestock: ( ) Most of the time ( ) Half the time ( ) Hardly ever

13. Would you be willing to forego the chance for windfall profits on grain if you could be guaranteed a price above the cost of production?
( ) Most of the time ( ) Half the time ( ) Hardly ever

Section D

SECTION D RELATES TO HOW YOU RANK IN IMPORTANCE VARIOUS SERVICES THAT MIGHT BE OFFERED BY YOUR FARM SUPPLY AND MARKETING FIRM OF THE FUTURE.

As in Section A
Mark a (1) for those you consider very important
Mark a (2) for those of moderate importance to you
Mark a (3) for those you feel are slightly important
Mark a (0) for those which are of no importance to you

( ) 1. keeping your farm records
( ) 2. income tax service
( ) 3. hot line for instant news to farmers
( ) 4. daily radio broadcast of markets
( ) 5. transmit market news through C.B. radios
( ) 6. weekly company newsletter
( ) 7. annual company sponsored social event
( ) 8. crop planning for your farm
( ) 9. specialist in all areas (i.e., fertilizer, insecticides, feeds, etc.)
( ) 10. off-farm storage for most of area's grain
( ) 11. complete one stop service for farm supply and marketing
( ) 12. sell and service machinery
( ) 13. sell and service cars and trucks
( ) 14. sell groceries
( ) 15. sell clothing
( ) 16. airplane spraying
( ) 17. crop spraying (ground vehicle)
( ) 18. veterinary service
( ) 19. rendering service
( ) 20. banking and lending service
( ) 21. complete farm management service
( ) 22. grain and livestock futures brokerage service
( ) 23. market advice service
( ) 24. television auction for marketing animals
( ) 25. offer annual average price for grains

( ) 26. fencing service
( ) 27. irrigation and water systems service
( ) 28. management service for rural water systems
( ) 29. a method of paying farmers for storing grain until it's needed
( ) 30.
( ) 31.
( ) 32.
( ) 33.
( ) 34.
( ) 35.
( ) 36.
( ) 37.
( ) 38.
( ) 39.
( ) 40.

Major enterprises of the farm you operate
(Those that contribute at least 25 percent to the gross income of the farm)

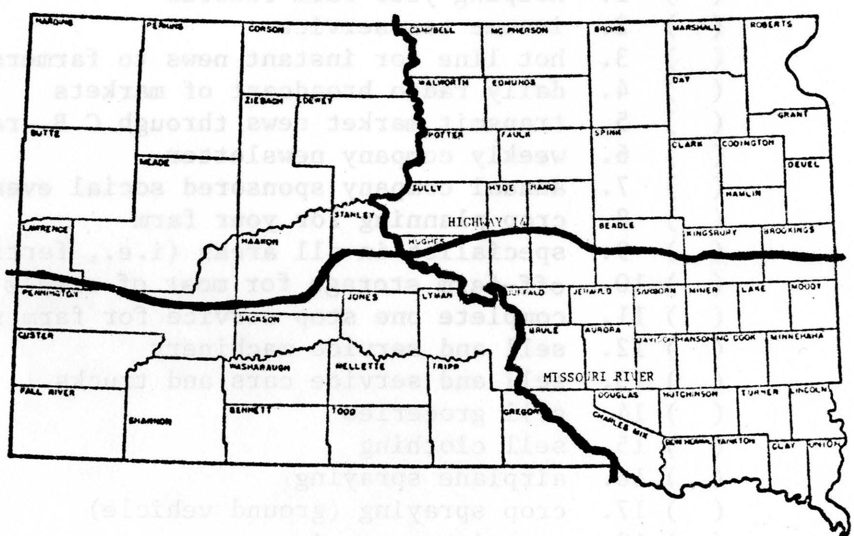
( ) corn and sorghums
( ) wheat and small grains
( ) oil seeds - flax, sunflowers, soybeans
( ) cow calf operation
( ) cattle feeding
( ) feeder pigs
( ) hog feeding
( ) dairy
( ) other - specify

Average size of total annual farm sales (last 4 years)

( ) up to $10,000
( ) $10 - $25,000
( ) $25 - $50,000
( ) $50 - $100,000
( ) Over $100,000

Area of Residence

( ) SE¼ of South Dakota
( ) NE¼ of South Dakota
( ) NW¼ of South Dakota
( ) SW¼ of South Dakota



Your Age ____________

In Section A and D where respondents ranked various services, they were asked to rate them in the following manner: A number 1 ranking means very important, a 2 means moderate importance, a 3 indicates slight importance, and a 0 indicates no importance. However, in evaluating responses, each response of 0 was assigned a value of 4 to determine the mean value. A mean was calculated for each item; the lower the mean, the higher the item rated in importance for the group of respondents.

The arithmetic mean is what is commonly referred to as the average. Thus the mean of 1, 2, 3, and 4 (taken singly) is the sum of those rankings divided by 4 which is 10/4 or 2.500. However, if there were 727 ones, 53 twos, 3 threes, and 1 four, the mean would be arrived at in this manner:

1	727	x	1	=	727
2	53	x	2	=	106
3	3	x	3	=	9
4	1	x	4	=	4
	784				846

846 ÷ 784 = 1.079 mean

The mean, of course, does not measure the intensity with which each person ranked the services. For example, we do not know if those who ranked a service 1 did it skeptically, while those who ranked it a 4 or a No Importance did it with conviction. There is no accurate measurement of human attitudes. The mean is a satisfactory method of ranking responses.

CHAPTER III

Farmer Ranking of Farm Supply and Marketing Firms

Table III-1A.
Ranking of present services, practices and characteristics by 796 farm people according to importance in the selection of a farm supply or grain marketing firm.

Rank	Service, practice or characteristics	Mean
1	Quality of products	1.079
2	Competitive prices	1.182
3	Quality services	1.187
4	Promptness of service	1.254
5	Trust in management and employees	1.268
6	Business accommodating during farming seasons	1.288
7	Usually have on hand what you want	1.481
8	Discount for cash payments	1.610
9	Staff source of dependable advice	1.625
10	Personality of manager	1.726
11	Personality of employees	1.764
12	Convenience of location	1.840
13	Cash and carry discounts	1.865
14	Emergency service available	1.870
15	Availability of specialized or technical services	1.875
16	On the farm service	1.918
17	Discount on volume purchases	1.921
18	Free delivery service	2.164
19	Business opens early	2.201
20	Interest free credit time period	2.215
21	Availability of credit	2.267
22	Handles nationally advertised products	2.440
23	Business open late	2.569
24	Business open some evenings a week	2.792
25	Because business is a cooperative	2.836
26	Community activity of management and employees	2.870
27	Local advertising of business	2.933
28	Because business handles cooperative products	3.186
29	Sales representative calls at your place	3.250
30	Because business is in the county seat	3.370
31	Because business is not a cooperative	3.448
32	Business is open on Sunday	3.641

A majority of farmers felt strongly about the importance of quality of products, competitive prices, quality of services, promptness of service, trust in management and employees, and in being accommodated during rush farming seasons.

We can also conclude that being open on Sunday, being a cooperative, location in a county seat town, or having a sales representative to call at the farm is perceived by the respondents to have very little importance in selection of a farm supply or marketing firm.

There were surprises in the ranking according to the mean average. One such surprise, at least to this writer, is the comparative low ranking of local advertising. What may be a surprise to some managers is the moderate ranking of offering some free credit time. Of special note is the importance placed on management and employees particularly in the area of trust, but also on personality.

Each person can put his own reasons or justification for the rankings indicated in the survey. In trying to justify the comparatively low ranking of local advertising one could claim that generally people don't realize they are being influenced by advertising.

Sometimes it is important for agribusiness leaders to know the frequency with which respondents ranked a service 1, 2, 3, or 4. This way they can see how many differences of opinion there were. For example from a frequency tabulation one might discover that there were several farmers who thought a particular service was very important; even though it received a low average rating it might be continued. This difference in value could be due to a difference in the farm location or enterprise. Table III-1B indicates the frequency of ranking and at the same time supports the rankings of the mean average.

Many of the comments written in by the respondents related to "rush seasons." Several of the comments concerned the business being open evenings and/or weekends in either rush seasons or specific times of the year such as summer or during corn harvest. This reinforces the need for business to adjust to farmers' schedules. Besides staying open longer hours and more days, one farm respondent mentioned that grain dryers should run 24 hours a day when there is a large, wet crop.

Other comments in this section included: Stand behind products; follow through on promises; stick closely to price quoted; do job as promised and previously figured; and correct a poor job. Also added were dependability and plain honesty. Respondents also indicated that agribusiness firms need to deliver what is promised, both in service and products, and firms must also be able to back the products they sell and not to make promises that cannot or will not be kept.

Some of the other comments concerned pricing. These included no more than 20-30% mark-up, cooperatives should be able to sell for less or at least meet competition, cooperatives should be able to make markets instead of not meeting the competition much of the time.

Although pricing and service received most of the emphasis in the written comments, another area also received some attention. The importance of managers and employees was stressed in the following comments: spend cooperative money for qualified help so we do not have to go elsewhere for service; there should be a good working relationship between managers and employees; do not have a constant turnover of employees, I like to get to know the people I deal with; the employees should have a technical knowledge and know what they are doing.

Selected survey returns for Sections A.1, B and C are divided into classifications as to age, location, and size of operation and can be found in the appendix.

Questions 2 through 15 are not specific to type of business ownership or service, and therefore they are included here.

Table III-1B.
Frequency ranking by respondents according to importance in the selection of a farm supply or marketing firm.

Rank	Service, practice or characteristic	Rank 1	Rank 2	Rank 3	Rank 4	No Resp
1	Quality of products	727	53	3	1	12
2	Competitive prices	655	119	9	2	11
3	Quality services	651	118	8	4	15
4	Promptness of service	598	172	9	3	14
5	Trust in management and employees	603	156	21	4	12
6	Business accommodating during farm seasons	594	160	16	11	15
7	Usually have on hand what you want	457	283	35	8	13
8	Discount for cash payments	416	276	64	24	16
9	Staff source of dependable advice	394	300	66	18	18
10	Personality of manager	345	325	93	19	14
11	Personality of employees	318	347	103	15	13
12	Convenience of location	306	318	131	25	16
13	Cash and carry discounts	324	291	109	55	17
14	Emergency service available	320	288	106	57	25
15	Availability of specialized or technical services	288	336	126	32	14
16	On the farm service	268	344	130	37	17
17	Discount on volume purchases	308	284	119	64	21
18	Free delivery service	214	300	179	81	22
19	Business opens early	213	300	139	114	30
20	Interest free credit time period	260	230	149	139	18
21	Availability of credit	250	216	168	145	17
22	Handles nationally advertised products	134	313	187	145	17
23	Business open late	126	257	161	192	60
24	Business open some evenings a week	132	176	170	282	36
25	Because business is a cooperative	126	176	180	300	14
26	Community activity of mgmt. and employees	71	215	234	256	20
27	Local advertising of business	52	203	264	255	22
28	Because business handles cooperative products	67	130	173	409	17
29	Sales representative calls at your place	22	124	270	363	17
30	Because business is in the county seat	34	112	164	468	18
31	Because business is not a cooperative	18	105	163	487	23
32	Business is open on Sunday	20	48	121	583	24

Table III-2.
If two businesses offered approximately the same service, price and products but one had new, modern, pleasant looking facilities while the other had old, poor appearing facilities, would you tend to do business with the nicer appearing place of business?

Response	Number	Percent[a]
Yes	536	67.3
No	223	28.0
No response	37	4.6
Total	796	100.0

[a]Total may not equal 100 due to rounding.

Table III-3.
Does management's political activity influence where you do business?

Response	Number	Percent
Considerable	38	4.8
Some	227	28.5
None	470	59.0
Negatively	49	6.2
No response	12	1.5
Total	796	100.0

Variations of responses according to age, locality, and size of enterprise can be found in the appendix. No great differences were noted in response according to age or income, but it is interesting to note that over 50% of South Dakota respondents said there would be no influence from management's political activity but only 22.5% of Montana respondents indicated no influence.

Approximately 50% of the respondents in each of the age, location and size categories indicated that there was no influence from the management's participation in religious activities. However, there were some variations between age groups. Approximately 42.5% of the over 55 age group indicated considerable or some influence, as compared to 26.8% by the under 35 age group. The younger respondents seem influenced less than the older age groups.

Table III-4.
Does the management's regular participation in religious activities influence where you do business?

Response	Number	Percent[a]
Considerable	65	8.2
Some	248	31.2
None	441	55.4
Negatively	36	4.5
No response	6	0.8
Total	796	100.0

[a]Total may not equal 100 due to rounding.

Question A-5 is a companion question to question A-4, in that it approaches religious activity from the negative side.

Table III-5.
Would the knowledge that the management never participated in any religious activities affect your desire to do business with the firm?

Response	Number	Percent
Considerable	62	7.8
Some	303	38.1
None	370	46.5
Negatively	56	7.0
No response	5	0.6
Total	796	100.0

Less than half indicated no effect and a little over half answered in a manner implying that the management's lack of participation in religious activities would in some way affect their desire to do business with the firm.

From the response to question A-6 it would first appear that justification other than advertising must be used to sponsor or participate in sports activities, since 72.6% said the sponsorship of sports activities had no influence on their decision. However, 20% of the respondents indicated some or considerable influence to the sponsorship of a bowling team and other sports activities. Influencing 20% of your

clientele is considered very good in many areas.

Table III-6.
Does the sponsorship or participation in sports activities influence who gets your business?

Response	Number	Percent
Considerable	9	1.1
Some	151	19.0
None	578	72.6
Negatively	51	6.4
No response	7	0.9
Total	796	100.0

"Is it important to look prosperous in order to become prosperous?" has been considered by many businessmen. Question 7 of Section A relates to that question.

Table III-7.
Does the impression that a business is very prosperous influence you to do your business with that company?

Response	Number	Percent[a]
Considerable	72	9.0
Some	395	49.6
None	263	33.0
Negatively	60	7.5
No response	6	0.8
Total	796	100.0

[a]Total may not equal 100 due to rounding.

The response seems to say "yes, it does pay to appear prosperous," as 54.6% indicated it influenced them considerably or some as to where they did their business.

Table III-8.
If you hear a rumor that a place where you do business is having great financial difficulty, what influence would that have on you?

Response	Number	Percent
Make me more loyal	191	24.0
Make me look to other places of business	269	33.8
No effect at all	292	36.7
No response	44	5.5
Total	796	100.0

The number of qualifying remarks to this question indicates that many people want to know "why," before making a judgment in staying with or leaving a business because of a rumored difficulty. However, it is difficult to determine from the response whether customers would look for an alternative outlet if something happened but remain loyal until something actually occurred. On the other hand, the customer might look for another place and change business establishments immediately.

The actions of neighbors and rumors about a firm's financial difficulty do influence the farmer's decision of where to do his business. Many of the respondents indicated they would try to find out what caused the problem, upon hearing a rumor.

There are some variations in the response when divided according to age, size and location. The youngest age group (under 35) had the greatest percentage of responses indicating that they would not be affected. This group also had the lowest percentage responding that they would be more loyal or that they would look to other places of business. The oldest group (over 55) had the largest percentage for each of the responses, "make me more loyal" and "look to another place of business." They also had the lowest percentage indicating no effect.

Over one-half of the respondents are affected in some way by their neighbors' actions. Of those responding to this specific question, about 60% indicated consider-

Table III-9.
Does the impression that many people in your area do business at a certain place influence you to do business there?

Response	Number	Percent
Considerable	65	8.2
Some	410	51.5
None	294	36.9
Negatively	23	2.9
No response	4	0.5
Total	796	100.0

able or some influence in their decision to do business at the same firm as their neighbors, while a very small portion indicated a negative response. Only about 36.9% said there was no influence on their decision. Therefore the actions of the neighbors do appear to affect the decision of many consumers of where to do business.

Table III-10.
Do you give a company your farm supply business because it also does your marketing and vice-versa?

Response	Number	Percent[a]
Yes	188	23.6
No	595	74.7
No response	13	1.6
Total	796	100.0

[a]Total may not equal 100 due to rounding.

The response to question A-10 suggests that the necessity of multi-service farm supply and marketing businesses is perhaps not as important to farmers as many once thought. The convenience of using one firm for both services does not appear to be of high importance, with only 23.6% doing business at the single firm for that reason.

Questions A-11 and A-12 were asked to find out how much business was bypassing the traditional farm supply firms. In spite of the rather personal nature of the questions a good response was experienced.

Table III-11a.
Do you buy any of your farm supply or crop production products directly from a wholesaler?

Response	Number	Percent
Yes	238	29.9
No	551	69.2
No response	7	0.9
Total	796	100.0

There may be several possible explanations why approximately 30% buy some of their farm supply or crop production products directly from a wholesaler. The question of whether many farm supply firms adequately serve the large farmer again comes to mind.

Table III-11b shows the percentage of supplies bought wholesale. A shortcoming of the table is that it does not indicate the dollar volume of these purchases. It is conceivable the 10.5% who indicated they purchased over 50% of their farm supplies from a wholesaler did a greater volume in dollars than the 77.7% who indicated they purchased less than 50%.

Table III-11b.
Frequency of farm supply purchases made direct.

Percent of Business done direct	Number	Percent
5 percent and under	24	10.0
10 through 25 percent	117	49.2
26 through 50 percent	44	18.5
51 through 75 percent	14	5.9
76 through 100 percent	11	4.6
No response	28	11.8
Total	238	100.0

Table III-12.
Are you a dealer for any farm supply or crop production products?

Response	Number	Percent
Yes	143	18.0
No	647	81.3
No response	6	0.7
Total	796	100.0

Questions 13 and 14 of Section A relate to the size of farm supply and marketing businesses. From Table III-13, it can be noted that the smaller, more personal business was preferred about twice as often as not.

Table III-13.
Do you tend to favor a small personal business to a large business place?

Response	Number	Percent
Yes	528	66.3
No	240	30.2
No response	28	3.5
Total	796	100.0

There seems to be a belief by many that a business must get larger to survive. The respondents to this survey did not seem to agree (Table III-14).

Table III-14.
Do you believe in order to remain competitive farm supply and marketing concerns must become larger, and with an increased trade territory?

Response	Number	Percent[a]
Yes	333	41.8
No	435	54.6
No response	28	3.5
Total	796	100.0

[a]Total may not equal 100 due to rounding.

The smaller firm appears to be desirable to the respondents, as indicated by the response to both of the previous questions. Remember that the response is what producers say they believe. The answer to Questions A-13 and A-14 may be more idealistic than realistic.

Table III-15a.
Do you usually check prices at more than one place before you sell grain?

Response	Number	Percent
Yes	643	80.8
No	128	16.1
No response	25	3.1
Total	796	100.0

Table III-16b.
Do you usually check prices at more than one place before you purchase farm supplies?

Response	Number	Percent
Yes	674	84.7
No	102	12.8
No response	20	2.5
Total	796	100.0

The response left no doubt the respondents do check alternate sources and markets before they buy farm supplies or market grain. The response is essentially the same for both buying and selling: 80.8% said they check prices at alternate markets, and 84.7% said they checked prices before buying farm supplies.

Note the prominence respondents gave to employees and management of farm supply and marketing businesses.

Table III-16.
The importance of management and employees in relationship to customers.

Subject	Number (Very and Moderate Importance)	Percentage of Total
Trust in mgmt. or employees	759	95.4
Personality of manager	670	84.2
Personality of employees	665	83.5

Because of the importance placed on the personality and integrity of the people operating farm businesses, a great responsibility lies in securing, training and keeping the kind of people who can qualify in these categories. It also seems understood that one should not continue the employment of those who do not have the trust or compatibility desired by farmers.

CHAPTER IV

Attitudes Toward Cooperatives and Cooperative Refunds

The structure and uniqueness of cooperatives lead to unusual problems. One of these problems is related to the hired manager; since the patrons are the owners of the company, they understandably have an interest in his effectiveness. Yet paying the manager a large salary would appear to decrease the amount of potential patronage refund.

Table IV-1.
Are you of the opinion that a good manager who consistently is able to show substantial profit or savings is worth the salary it takes to keep him?

Response	Number	Percent
Yes	697	87.6
No	75	9.4
No response	24	3.0
Total	796	100.0

The response to this question should encourage cooperative managers who might wonder if they made a right choice in working for cooperatives, since 87.6% said they believe a good manager should be paid what it takes to keep him.

Cooperatives Versus Independents

An attempt was made to measure the attitudes of the respondents towards cooperatives because they are cooperatives. Also of interest was the respondents' reactions to cooperatives because of the potential refunds and the possible tax liability from deferred refunds. Cooperatives can attract business with the potential refund or discourage customers because of the possible tax liability of deferred refunds.

Over one-half of the respondents would not shop at a given firm just because it was a cooperative (Table IV-2a).

Table IV-2a.
If a cooperative and an independent offered approximately the same price and service (excluding refunds) would you choose the cooperative because it was a cooperative?

Response	Number	Percent
Yes	331	41.6
No	425	53.4
No response	40	5.0
Total	796	100.0

Cooperatives cannot depend on loyalty alone to get farmer patronage. The response seems to indicate that cooperatives must excel in service and/or price to attract the majority of farm customers.

It appears that the younger respondents are not as loyal to the cooperatives as are the older groups (appendix). Only 35.7% of the under 35 age group indicated they would choose a cooperative over another firm, compared to 42.7% for the 35 to 55 age group and 47.7% of the over 55 respondents. If this is true of all farm people and continues, then we will see a decreasing loyalty from the farmers in the future.

On the basis of location, respondents in eastern South Dakota would more likely shop at a cooperative because it was one, more than would those in the western half of South Dakota or the respondents from Montana.

Slightly more respondents would go to the cooperative because of the potential refund than would not (Table IV-2b). Evidently the possibility of the refund may have some influence on where farmers shop.

Classified by age the response follows the trend of the total group fairly closely. When divided by size the potential refund appears to be less important to the groups with over $100,000 in annual sales (37.0%).

Table IV-2b.
If a cooperative and an independent offered approximately the same price and service (excluding refunds) would you choose the cooperative for the potential refund?

Response	Number	Percent
Yes	387	48.6
No	371	46.6
No response	38	4.8
Total	796	100.0

The $50-100,000 group had the largest percentage (57.9) that would choose the cooperative because of the potential refund. Division by location of the farm shows that the potential refund is an attracting factor to the largest percentage of northeastern South Dakota respondents (52.9). The Montana respondents had the lowest percentage (32.5) answering they would choose the cooperative for the potential refund.

If a cooperative and an independent offered approximately the same price and service, only 20% would choose the independent because of income tax liability on the cooperative's deferred patronage refunds (Table IV-2c), while about half of the respondents were influenced positively by the refunds (Table IV-2b). The tax liability does not appear to have a large negative influence towards the patronizing of cooperatives.

Table IV-2c.
If a cooperative and an independent offered approximately the same price and service (excluding refunds) would you choose the independent because of your income tax liability on the cooperative's deferred patronage refunds?

Response	Number	Percent[a]
Yes	159	20.0
No	572	71.9
No response	65	8.2
Total	796	100.0

[a]The total may not equal 100 due to rounding.

The over 55 age group appears to be the least distracted by the possible tax liability, with 17.2% saying they would shop the independent because of the tax liability of deferred cooperative refunds. Southeastern South Dakota had the largest percentage (23.8) indicating they would shop the independent. The other areas all had percentages under 20. When classified by size of the annual sales the tax liability appears to be the most important to the respondents with under $10,000 and over $100,000 in sales with 23.8% and 26.1%, respectively, indicating they would choose the independent for that reason.

Payment of Patronage Refunds

Federal law states that 20% of the cooperative refunds must be paid in cash in the year declared. The remainder may be deferred if there is a need for new equipment, improvements, or operating capital. The deferred refunds then are distributed when the board of directors sees fit. There is no uniformity among cooperatives about when the balance of the refunds is paid to the farm patrons. Distribution of deferred refunds may be made when cooperatives have the money, when someone retires or moves away from the community, or to the beneficiary of the estate of a deceased member. The alternatives presented to the respondents were (1) repayment to the farmer at retirement (age 65) or (2) to a beneficiary or the estate. Both of these alternatives used the assumption that no interest would be paid on the deferred amount, and then that interest would be paid.

Being businessmen themselves and wanting good service, farmers generally understand the need for business firms to buy needed equipment. For cooperatives the money for the equipment must usually come out of the money for patronage refunds. Most farmers are willing to defer their refunds if a cooperative needs new equipment (Table IV-3).

Table IV-3.
Are you usually satisfied to defer patronage refunds if the cooperative buys needed equipment?

Response	Number	Percent[a]
Yes	595	74.7
No	177	22.2
No response	24	3.0
Total	796	100.0

[a]Total may not equal 100 due to rounding.

The response was divided according to the age of the respondent, size of operation and location of the farm (appendix). One difference in response of particular interest shows up among the three age groups. The under 35 group appears both less satisfied and more undecided about deferring refunds to buy needed equipment than the over 55 age group. The respondents between 35 and 55 are middle of the road with their yes-no response. The Montana respondents were less satisfied with deferring refunds to buy needed equipment than the South Dakota respondents.

Distribution of Deferred Refunds

One concern of many farmers is when they will receive the deferred refund. With prices and services similar to those of independents, the tax liability for cooperative refunds would suggest that the handling of deferred refunds is important. The questionnaire presented two different ways of handling the payment of the balance of the refunds.

The first method of handling deferred patronage refunds is to pay 20% in cash with the balance to be paid to a beneficiary or the estate of the member (Table IV-4a). This same alternative except with interest paid was also presented to the respondents (Table IV-4b).

Table IV-4a.
Would you be satisfied as a cooperative member if 20% of your refunds were paid in cash and the balance to your beneficiary or estate?

Response	Number	Percent
Yes	298	37.4
No	448	56.3
No response	50	6.3
Total	796	100.0

Table IV-4b.
Would you be satisfied as a cooperative member if 20% of your refunds were paid in cash and the balance to your beneficiary or estate if interest was paid on the deferred amount of the refunds?

Response	Number	Percent
Yes	480	60.3
No	241	30.3
No response	75	9.4
Total	796	100.0

Interest on the deferred refunds paid to beneficiaries appears to increase the attractiveness of cooperative membership to the farm patron or increases the number that are satisfied with this handling of the refunds, even though an interest rate was not given. When the response is divided according to the average annual sales of the respondent the group under $10,000 had the largest positive response to both questions. When asked if repayment of deferred refunds to the beneficiary was satisfactory, 42.9% of the under $10,000 group answered yes compared to 66.7% if interest is paid on the deferred amount. The response by the various age classifications follows the total response closely for both questions.

Two respondents said they earned the money and would like it themselves.

As an alternative to having the payment of deferred refunds made to a beneficiary

or estate, the respondents were asked if they would be satisfied if, at age 65, their refunds were paid back either in full in one lump sum or in monthly installments. Again, the respondents were asked if they would be satisfied with the above arrangement if interest were paid on the deferred amount. A summary of the response to these two questions can be found in Tables IV-5a and IV-5b. Most of the respondents thought receiving the payment at retirement age would be acceptable.

Table IV-5a.
Would you be satisfied as a cooperative member if your refunds were paid back monthly or in full at age 65?

Response	Number	Percent
Yes	599	75.3
No	141	17.7
No response	56	7.0
Total	796	100.0

Table IV-5b.
Would you be satisfied as a cooperative member if your refunds were paid back monthly or in full at age 65 if interest was paid on the deferred amount?

Response	Number	Percent
Yes	577	72.5
No	140	17.6
No response	79	9.9
Total	796	100.0

The alternatives presented were, in the most part, satisfactory to those responding to the survey. The alternative receiving the least positive response was that of paying the deferred amount to the beneficiary or estate. This may indicate the dissatisfaction with the present handling of deferred refunds by many cooperatives. Paying interest on the deferred amount and then distributing the money to the beneficiary or estate was more acceptable. The distribution of the deferred refunds with or without interest to the producer at retirement, age 65, was satisfactory to almost three-fourths of the respondents.

It is not possible to operate without deferring at least some of the refunds to buy needed equipment and make improvements. Most of the respondents appear to realize and accept this since almost three-fourths were willing to defer refunds. Because it may be necessary to defer refunds it is important that they be distributed in a manner which would be acceptable to the farmer patrons.

Paying Interest on Deferred Refunds

If interest is paid on deferred refunds the current income of the cooperative will probably be decreased and the current refunds then would also be smaller by the amount of interest. Smaller refunds would be satisfactory to 55.8% of the respondents if interest was paid on the deferred refunds (Table IV-6).

Table IV-6.
Would you be satisfied as a cooperative member if interest was paid on all deferred refunds even if it would mean smaller refunds?

Response	Number	Percent
Yes	444	55.8
No	293	36.8
No response	59	7.4
Total	796	100.0

No mention was made in the question about the rate of interest that might be paid, nor were there any qualifications in the answers regarding the rates. It may be impossible for some cooperatives to pay interest on deferred refunds even if the majority of their patrons would like it. Many cooperatives operate on a very small margin, and also may have restrictions of various kinds concerning paying interest on refunds. However, it is important to know people's attitudes towards interest on refunds so new policies can be made or existing policies defended.

Summary

Cooperatives appeal to many farm people. Overall, 41.6% of the respondents indicated they would choose a cooperative because it is a cooperative. The potential refund is attractive to about one-half of those responding, while the liability of the deferred refunds does not seem to detract from the cooperative.

The handling of the deferred refunds is important. Most of the respondents can understand the need to defer refunds to buy needed equipment and are satisfied with this. This would imply that they are willing to forego a refund in order to receive better or more extensive service. Once cooperatives have deferred the refunds the question of repayment arises. Most of the respondents seem to be satisfied if the refund is paid to the beneficiary or estate if interest is also paid. The repayment of the refund at age 65 with or without interest was acceptable to almost three-fourths of the producer respondents.

CHAPTER V

Attitudes Toward the Marketing and Pricing of Grain

The three primary areas of grain marketing covered were reasons for changing market outlets in the past, desirability of market advice, and the acceptability of possible pricing alternatives. The first question, however, is about farmers' knowledge of the pricing system.

Table V-1.
Do you feel you know how your local elevator manager arrives at the price he quotes you for your grade of grain?

Response	Number	Percent
Yes	515	64.7
No	246	30.9
No response	35	4.4
Total	796	100.0

While 64.7% of the farmers said they do know how the elevator manager arrives at a price for their grain, it seems significant that 30.9% did not know how their grain was priced. Perhaps these farmers either completely trusted their marketing agents or it could be a low priority placed on marketing skills.

Apparently there isn't a general trust of the country grain trade. Farmers were asked if they had ever changed market outlets for various reasons. Each of these possible reasons will be examined separately. The producers were given the possibility of a yes or no response.

Trust in Management

About 50% of the 796 respondents thought they had been cheated, and consequently changed market outlets (Table V-2a). Such a high percentage of "yes" responses indicates that trust in management is very important and also seems to indicate some public relations work is necessary in the grain merchandising business.

Table V-2a.
Have you ever changed market outlets for your farm products because you thought you were being cheated?

Response	Number	Percent
Yes	398	50.0
No	364	45.7
No response	34	4.3
Total	796	100.0

Handling of the Grain

The fact that more than one-fourth of the respondents said they changed outlets because of inadequate testing equipment seems to make it very important to secure the type of equipment that farmers can trust (Table V-2b).

Table V-2b.
Have you ever changed market outlets for your farm products because of inadequate testing equipment (protein, moisture, etc.)?

Response	Number	Percent[a]
Yes	219	27.5
No	544	68.3
No response	33	4.1
Total	796	100.0

[a]Total may not equal 100 due to rounding.

The response to the question regarding inefficient facilities was very much the same as that for testing equipment (Table V-2c).

Table V-2c.
Have you ever changed market outlets for your farm products because of inefficient loading and unloading systems?

Response	Number	Percent
Yes	197	24.7
No	564	70.9
No response	35	4.4
Total	796	100.0

Although only about one-fourth of the respondents indicated that these were the reasons for changing outlets, this should stimulate companies to evaluate their equipment. Farmers concerned with profit maximization will not accept service that is less than desired or lengthy delays at the elevator, especially during rush seasons. Once again, good service is important to the customer.

Too Much Discount or Too Little Premium

Pricing grain can be a sensitive area. A farmer may feel that he is not getting enough for his grain either because there was too much discount for low quality or not enough premium for high quality. The farmer respondents were asked if they had changed market outlets because of these reasons. Of the 377 respondents answering yes to the first question, 318 also answered yes to the second question (Tables V-2d and V-2e).

Table V-2d.
Have you ever changed market outlets for your farm products because of not enough premium for high quality?

Response	Number	Percent[a]
Yes	377	47.4
No	381	47.9
No response	38	4.8
Total	796	100.0

[a]Total may not equal 100 due to rounding.

Table V-2e.
Have you ever changed market outlets for your farm products because of too much discount for low quality?

Response	Number	Percent
Yes	318	39.9
No	439	55.2
No response	39	4.9
Total	796	100.0

What appears to be an inconsistency may not necessarily be so. A farmer may have changed outlets because the discount on some grains appeared to be too high while there was also a lack of premium for grain that was of high quality (flat pricing).

Responsiveness to Current Market Trends

Over one-fourth of the respondents had changed market outlets for their farm products because they felt the company was not up to date on current market trends (Table V-2f).

Table V-2f.
Have you ever changed market outlets for your farm products because you felt the company was not up to date on current market trends?

Response	Number	Percent[a]
Yes	229	28.8
No	526	66.1
No response	41	5.2
Total	796	100.0

[a]Total may not equal 100 due to rounding.

Attitude of Management and Employees

Once again, the respondents indicated that the management and employees can affect

a farm producer's decision of where to do business. Approximately 56% said they had changed outlets because they were dissatisfied with management attitudes (Table V-2g). In Chapter III it was reported that the personalities of the manager and the employees affect a farmer's decision about who gets his business. The response to this question would indicate that these same attitudes of manager and employees also play a role in whether or not he will continue to patronize a firm.

Table V-2g.
Have you ever changed market outlets for your farm products because of indifferent attitudes of management and employees?

Response	Number	Percent[a]
Yes	446	56.0
No	314	39.4
No response	36	4.5
Total	796	100.0

[a]Total may not equal 100 due to rounding.

When the response was divided according to age of the respondent, size of sales, and location of the firm some differences in response were found. The most prominent variation is in the division of size by sales. The over $100,000 group and the $50-100,000 group had the largest percentages responding affirmatively with 63.9% and 57.9%, respectively.

One might assume that, in these two largest annual sale groups, price would be the deciding element of where they do business. Their response, however, tells us they will not tolerate what they think to be indifference on the part of management or employees of marketing firms.

The farm woman's more visible role as a partner in the farming operation prompted a question about the choice of market place if the wife was delivering the grain. A small percentage of the respondents indicated it would make a difference to them (Table V-2h)

Table V-2h.
Have you ever changed market outlets for your farm products because your wife delivered the grain?

Response	Number	Percent
Yes	19	2.4
No	711	89.3
No response	66	8.3
Total	796	100.0

Pricing and Selling Decisions

It is evident that the average annual price of grain is not acceptable to most of the respondents (Table V-3). The risk involved may be almost as great as taking the market price at the time of the sale. The average annual price would not guarantee that the farmers would make a profit or even that they would be able to cover expenses.

Table V-3.
Would you be willing to take the average annual price for your grain each year?

Response	Number	Percent
Yes	250	31.4
No	498	62.6
No response	48	6.0
Total	796	100.0

There are some variations in the response when divided by age of respondent and average size of sales. The respondents over the age of 55 (appendix) appear to be a little more willing to accept an average price than the other subdivisions by age. Of the five groupings according to the size of annual sales the lowest income group (under $10,000) is more willing to accept the average annual price than the other groups.

Approximately 42.9% of the under $10,000 group answered yes to the above

question (appendix). This is the largest percentage of any group. In the $10-25,000 subdivision 36.2% indicated that they would be willing to take this price. The three upper income divisions were fairly consistent. Lower income groups may be more willing to take the average annual price for grain, perhaps to obtain some security or stability.

The assumption for question C-4 was that many farmers do not contract grain ahead of harvest for fear of being short of crop at harvest because of hail, flood, drought, disease, etc.

This seems to be substantiated by the response in Table V-4; 60.4% indicated they would contract ahead of harvest most or half the time if they could be sure of coming up with the crop. It seems like farm income could be greatly enhanced if marketing alternatives could minimize this risk and fear

Table V-4.
How often would you contract to sell your grain ahead of harvest if it weren't for the fear of being short of crop at delivery?

Response	Number	Percent
Most of the time	151	19.0
Half of the time	317	41.4
Hardly ever	297	38.8
No response	31	0.8
Total	796	100.0

Question C-5 was an attempt to get the farmer respondents to do a little "soul searching" to determine if they really enjoy speculating.

Table V-5 shows 51.1% of the farmers confess they enjoy speculating on grain at least sometimes; 44.2% do not enjoy this speculating. The findings seem to indicate a need to assist the 44.2% to remove most of the speculation from the price of grain.

Table V-5.
Do you <u>enjoy</u> speculating on the price of your grain as compared to contracting or hedging?

Response	Number	Percent
Yes	171	21.4
No	352	44.2
Sometimes	236	29.7
No response	37	4.7
Total	796	100.0

Many of the farmers surveyed may not like speculation in grain prices, but they left no doubt they did not want someone else to make marketing decisions for them (Table V-6).

Table V-6.
Would you like to have someone make your marketing decisions for you?

Response	Number	Percent[a]
Yes	108	13.6
No	658	82.7
No response	30	3.8
Total	796	100.0

[a]Total may not equal 100 due to rounding.

Even though the respondents do not want someone to make their decisions for them, they appear to want advice (Table V-7).

Table V-7
Do you want your local marketing companies to recommend strategies (time to sell, etc.) to you?

Response	Number	Percent
Yes	499	62.7
No	262	32.9
No response	35	4.4
Total	796	100.0

The youngest respondents (under 35) had the largest affirmative response, with 65.5%. Respondents from northwestern South Dakota had the largest percentage (75.4%) of the groups classified by location wanting strategies recommended. When divided by average sales, the two largest income groups had the highest percentage, 65.0% for the $50-100,000 group and 63.8% for the over $100,000 groups.

As a whole, the idea of recommending strategies is generally desirable. The producers make their own decision, but may have more insight into the total situation if they got someone else's opinion.

Question C-9 brought out the information that 29% of the respondents currently subscribe to a market advice service, and 68.8% do not (Table V-9). Question C-8 seems to indicate many more farmers than are now subscribing would be willing to pay for reliable market advice (Table V-8).

Table V-8.
How much would you be willing to pay annually for reliable market advice, including market alerts for possible changes and current price influencing news?

Response	Number	Percent
$ 0	225	28.3
25	134	17.0
50	109	13.6
100	170	21.4
300	50	6.3
500	27	3.4
750	0	0.0
1,000	8	1.0
No response	73	9.0
Total	796	100.0

The responses to questions C-10 and C-12 do not conform to other related observations. In Table V-10a those indicating they understand what futures mean to them in local prices are much greater than observed at meetings. This may be because about half of the questionnaires were distributed following marketing meetings discussing this subject.

Table V-9.
Do you now subscribe to a market advice service?

Response	Number	Percent[a]
Yes	231	29.0
No	548	68.8
No response	17	2.1
Total	796	100.0

[a]Total may not equal 100 due to rounding.

The responses to question C-12 also do not conform to other observations. More than 40% of the respondents said they "hardly ever" speculated on grain or livestock. It is very possible many farmers do not associate holding an unhedged inventory as speculation. This could account for the higher than expected number of farmers who hardly ever speculate on grain or livestock.

Table V-10a.
Do you feel you understand what grain futures represent in local prices to you?

Response	Number	Percent
Yes	342	43.0
No	431	54.1
No response	23	2.9
Total	796	100.0

Table V-10b.
Do you feel you understand what livestock futures represent in local prices to you?

Response	Number	Percent
Yes	314	39.4
No	441	55.4
No response	41	5.2
Total	796	100.0

Table V-11a.
Have you traded in futures?

Response	Number	Percent[a]
Yes	135	17.0
No	651	81.8
No response	10	1.3
Total	796	100.0

[a]Total may not equal 100 due to rounding.

Table V-11b.
If you traded in futures was it to speculate or to hedge?

Response	Number	Percent
Speculate	26	19.3
Hedge	87	64.4
No response	22	16.3
Total	135	100.0

Table V-12a.
What portion of the time do you speculate as compared with hedging your grain?

Response	Number	Percent[a]
Most of the time	225	28.3
Half of the time	61	7.7
Hardly ever	323	40.6
No response	187	23.5
Total	796	100.0

[a]Total may not equal 100 due to rounding.

Table V-12b.
What portion of the time do you speculate as compared to hedging your livestock?

Response	Number	Percent[a]
Most of the time	182	22.9
Half of the time	55	6.9
Hardly ever	338	42.5
No response	221	27.8
Total	796	100.0

[a]Total may not equal 100 due to rounding.

The majority did not want the season's average price, but a little more than half of them did indicate they would accept a price above the cost of production most of the time (Table V-13).

Table V-13.
Would you be willing to forego the chance for windfall profits if you could be guaranteed a price above the cost of production?

Response	Number	Percent
Most of the time	421	52.9
Half of the time	198	24.9
Hardly ever	130	16.3
No response	47	5.9
Total	796	100.0

The guaranteed price above the cost of production would eliminate some uncertainty because the producer would know that the costs would be covered. Some risk would be eliminated by this guaranteed price, which is probably the reason why a majority of the respondents said they would be willing to forego windfall profits in favor of this alternative most of the time. Over 50% of each of the income groups indicated a price above cost of production would be acceptable to them most of the time.

Summary

Producers change market outlets for many reasons. Past experience and reasons for patronizing a new firm give an indication of what the farm respondents are seeking in a grain marketing firm. A majority of the respondents that had changed outlets did so because they thought they were cheated or the management and employees had an indifferent attitude toward the customer.

Grain marketing has an element of risk. Two alternatives in pricing were presented to the respondents. The majority of farmers appeared to favor a guaranteed price above cost while only about a third of the respondents would be willing to take an average annual price. The guaranteed price would reduce risk more than the average price.

The farm respondents indicated a desire for more marketing information. A majority of the respondents said they would like their local marketing firms to recommend strategies, and many indicated they would be willing to pay for advice.

CHAPTER VI

Rank of Services That May Be Offered in the Future

Section D of the questionnaire dealt specifically with an evaluation of various services that may be offered by farm supply or marketing firms in the future; 29 possible services were listed. Respondents were encouraged to write in suggestions of their own; however, only five comments were added by respondents. The five suggestions were soil testing, weather information, custom feedlots, guaranteed supply of products, and getting a fair price for farm products.

The ranking and the mean average were used in the same manner as in evaluating present services (Chapter III).

The future services rating moderate to high in importance were (1) a daily broadcast of all markets, (2) a specialist in all areas and (3) a hot line for instant news to farmers.

The major concern appears to be with the availability to farmers of marketing and the other relevant information. The high rating the specialist received seems to suggest a desire to obtain current information for all related areas such as fertilizer, feed and insecticides.

A market advice service is of some importance. Selling and servicing of machinery also received a rating of moderate importance. Income tax services and the keeping of farm records have some desirability to the farmers in the future but do not head the list in importance.

Those services with a mean value approaching two should be worth investigating further, since they would indicate moderate or better interest.

At the bottom of the list and deemed less important are the transmission of market news through CB radios, sale of clothing, fencing services, sale of groceries and an annual company sponsored social event. There appears to be little desire on the part of farmers for the company to branch out into other areas.

Some of the ratings of future services are apt to surprise agribusiness leaders. One can guess that some services were rated as unimportant because the benefits of those services are untested and unknown.

The numerical ranking of future services is contained in Table VI-1.

Table VI-1.
Farm respondents ranking of possible future services according to importance.

Rank	Suggested Future Service	Mean
1	Daily radio broadcast of markets	1.510
2	Specialist in all areas	1.846
3	Hot line for instant news to farmers	1.992
4	Market advice service	2.154
5	Sell and service machinery	2.211
6	Method of paying farmers for storing grain until needed	2.238
7	Income tax services	2.306
8	Complete one-stop services for farm supply & marketing	2.308
9	Crop spraying, ground	2.338
10	Sell and service cars and trucks	2.388
11	Keeping farm records	2.458
12	Weekly newsletter	2.475
13	Veterinary services	2.498
14	Banking and lending services	2.510
15	Offer annual average price for grains	2.557
16	Crop planning for your farm	2.662
17	Complete farm management service	2.765
18	Rendering service	2.781
19	Grain and livestock futures brokerage service	2.835
20	Management service for rural water systems	2.879
21	Off-farm storage for most grain	2.889
22	Airplane spraying	2.908
23	Irrigation and water systems service	2.953
24	Television auction for marketing animals	2.989
25	Annual company-sponsored social event	3.000
26	Sell groceries	3.082
27	Fencing service	3.116
28	Sell clothing	3.163
29	Transmit market news through CB radios	3.320

Table VI-2.
Farm respondents ranking of possible future services according to importance.

Rank	Suggested Future Service	Rank 1	Rank 2	Rank 3	Rank 4	No Resp
1	Daily radio broadcast of markets	488	208	57	25	18
2	Specialist in all areas	329	294	94	58	21
3	Hot line for instant news to farmers	298	260	134	79	25
4	Market advice service	215	317	135	99	30
5	Sell and service machinery	253	237	150	133	23
6	Method of paying farmers for storing grain until needed	221	272	120	140	43
7	Income tax services	285	168	129	197	17
8	Complete one-step services for farm supply and marketing	173	306	175	118	24
9	Crop spraying, ground	168	298	168	129	33
10	Sell and service cars & trucks	208	220	179	164	25
11	Keeping farm records	258	138	151	232	17
12	Weekly newsletter	138	276	213	146	23
13	Veterinary services	205	203	131	228	29
14	Banking & lending services	231	156	142	241	26
15	Offer annual average price for grains	117	284	176	182	37
16	Crop planning for your farm	127	228	192	222	27
17	Complete farm management service	103	215	208	241	29
18	Rendering service	128	182	182	271	33
19	Grain & livestock futures brokerage service	84	202	232	244	34
20	Management service for rural water systems	99	180	185	287	45
21	Off-farm storage for most grain	79	202	210	275	30
22	Airplane spraying	55	223	223	263	32
23	Irrigation & water systems service	77	186	182	305	46
24	Television auction for marketing animals	61	186	209	300	40
25	Annual company sponsored social event	65	171	236	301	23
26	Sell groceries	80	132	200	355	29
27	Fencing service	58	131	230	334	43
28	Sell clothing	62	118	220	367	29
29	Transmit market news through CB radios	58	91	166	453	28

SUMMARY

It can be noted throughout the survey results that there is no unanimous acceptance or rejection of any idea mentioned. From this comes the reminder that farm supply and marketing firms cannot hope to satisfy all the farmers of their area. However, there are also indications that several services, practices, and characteristics should be maintained to keep the current customers and to attract new ones.

Throughout the survey the importance of the people working for marketing and supply firms was stressed. The respondents said the personality and integrity of managers and employees are very important in attracting them to a firm or turning them away from it. Quality of products, competitive prices, and quality of service also were important to most of the respondents.

Cooperatives still appeal to many people, even though loyalty to cooperatives is not as evident among young farmers as it is with the older ones. The handling of deferred refunds is important. Most of the respondents understood the need to defer refunds to purchase equipment and facilities or to add new services. They were satisfied with this. They did indicate they would be more satisfied with an unspecified amount of interest paid on those refunds. They also seemed to say "defer the refunds but tell us when they will be paid."

A number of the respondents had changed firms because they felt they had been cheated. A considerable number changed firms because of poor testing equipment or facilities. The largest number said they had changed firms because of indifferent attitudes of managers and employees.

In the area of future services wanted, the respondents appear to be saying "you give me the information and I'll make the decision." Three of the top four items ranked in future services were related to market news information. The fourth item (ranked second) called for a specialist in all areas, and thus also pertains to information. Farmers want good information and many of the respondents indicated they would be willing to pay for it.

Authors' Note: The survey was taken between October 1976 and April 1977. This was the period just following a severe drought in South Dakota. However, no special bias because of the drought can be determined in the responses.

APPENDIX

Question A1-i

TABLE AP1a. THE IMPORTANCE OF THE AVAILABILITY OF CREDIT: BY AGE OF RESPONDENTS.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Very Important	89	39.7	105	28.2	47	27.0	250	31.4
Moderate Importance	68	30.4	105	28.2	38	21.8	216	27.1
Slightly Important	46	20.5	84	22.6	34	19.5	168	21.1
No Importance	18	8.0	75	20.2	47	27.0	145	18.2
No Response	3	1.3	3	0.8	8	4.6	17	2.1
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP1b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Very Important	15	35.7	50	35.5	73	34.8	69	28.8	34	24.6	250	31.4
Moderate Importance	9	21.4	45	31.9	47	22.4	73	30.4	35	25.4	216	27.1
Slightly Important	8	19.0	22	15.6	54	25.7	49	20.4	33	23.9	168	21.1
No Importance	6	14.3	23	16.3	33	15.7	44	18.3	33	23.9	145	18.2
No Response	4	9.5	1	0.7	3	1.4	5	2.1	3	2.1	17	2.1
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP1c. BY LOCATION OF THE FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Very Important	69	27.0	120	32.1	26	45.6	23	34.9	10	25.0	250	31.4
Moderate Importance	66	25.8	108	28.9	10	17.5	17	25.8	15	37.5	216	27.1
Slightly Important	70	27.3	70	18.7	7	12.3	13	19.7	7	17.5	168	21.1
No Importance	48	18.8	66	17.6	12	21.1	13	19.7	6	15.0	145	18.2
No Response	3	1.2	10	2.7	2	3.5	0	0.0	2	5.0	17	2.1
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question A1-j

TABLE AP2a. THE IMPORTANCE OF AN INTEREST-FREE CREDIT TIME PERIOD: BY AGE OF RESPONDENTS.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Very Important	79	35.3	126	33.9	47	27.0	260	32.7
Moderate Importance	72	32.1	109	29.3	41	23.6	230	28.9
Slightly Important	50	22.3	73	19.6	24	13.8	149	18.7
No Importance	19	8.5	59	15.9	56	32.2	139	17.5
No Response	4	1.8	5	1.3	6	3.4	18	2.3
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP2b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Very Important	15	35.7	55	39.0	68	32.4	72	30.3	39	28.3	260	32.7
Moderate Importance	10	23.8	37	26.2	60	28.6	79	33.2	36	26.1	230	28.9
Slightly Important	8	19.0	25	17.7	42	20.0	41	17.2	32	23.2	149	18.7
No Importance	7	16.7	23	16.3	36	17.1	40	16.8	28	20.3	139	17.5
No Response	2	4.8	1	0.7	4	1.9	6	2.5	3	2.2	18	2.3
Total	42	100.0	141	100.0	210	100.0	238	100.0	138	100.0	796	100.0

TABLE AP2c. BY LOCATION OF FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Very Important	87	34.0	123	32.9	22	38.6	18	27.3	9	22.5	260	32.7
Moderate Importance	66	25.8	116	31.0	10	17.5	18	27.3	19	47.5	230	28.9
Slightly Important	52	20.3	64	17.1	10	17.5	15	22.7	8	20.0	149	18.7
No Importance	49	19.1	61	16.3	13	22.8	13	19.7	2	5.0	139	17.5
No Response	2	0.8	10	2.7	2	3.5	2	3.0	2	5.0	18	2.3
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question A1-k

TABLE AP3a. THE IMPORTANCE OF A CASH AND CARRY DISCOUNT: BY AGE OF RESPONDENTS.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Very Important	73	32.6	159	42.7	81	46.6	324	40.7
Moderate Importance	99	44.2	132	35.5	55	31.6	291	36.6
Slightly Important	39	17.4	54	14.5	13	7.5	109	13.7
No Importance	8	3.6	25	6.7	19	10.9	55	6.9
No Response	5	2.2	2	0.5	6	3.4	17	2.1
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP3b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Very Important	23	54.8	64	45.4	89	42.4	82	34.7	51	37.0	324	40.7
Moderate Importance	11	26.2	44	31.2	79	37.6	100	42.4	51	37.0	291	36.6
Slightly Important	5	11.9	22	15.6	23	11.0	35	14.8	24	17.4	109	13.7
No Importance	0	0.0	10	7.1	16	7.6	16	6.8	10	7.2	55	6.9
No Response	3	7.1	1	0.7	3	1.4	3	1.3	2	1.4	17	2.1
Total	42	100.0	141	100.0	210	100.0	236	100.0	138	100.0	796	100.0

TABLE AP3c. BY LOCATION OF THE FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Very Important	124	48.4	144	38.5	21	36.8	25	37.9	9	22.5	324	40.7
Moderate Importance	86	33.6	136	36.4	18	31.6	30	45.4	20	50.0	291	36.6
Slightly Important	32	12.5	54	14.4	8	14.0	8	12.1	7	17.5	109	13.7
No Importance	13	5.1	30	8.0	8	14.0	2	3.0	2	5.0	55	6.9
No Response	1	0.4	10	2.7	2	3.5	1	1.5	2	5.0	17	2.1
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question A1-1

TABLE AP4a. THE IMPORTANCE OF A DISCOUNT FOR VOLUME PURCHASES: BY AGE OF RESPONDENT.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Very Important	95	42.4	145	39.0	58	33.3	308	38.7
Moderate Importance	91	40.6	123	33.1	65	37.4	284	35.7
Slightly Important	26	11.6	67	18.0	21	12.1	119	14.9
No Importance	7	3.1	33	8.9	23	13.2	64	8.0
No Response	5	2.2	4	1.1	7	4.0	21	2.6
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP4b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Very Important	14	33.3	50	35.5	73	34.8	88	36.7	74	53.6	308	38.7
Moderate Importance	10	23.8	41	29.1	79	37.6	98	40.8	46	33.3	284	35.7
Slightly Important	7	16.7	28	19.9	33	15.7	39	16.3	10	7.2	119	14.9
No Importance	7	16.7	21	14.9	20	9.5	8	3.3	6	4.3	64	8.0
No Response	4	9.5	1	0.7	5	2.4	7	2.9	2	1.4	21	2.6
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP4c. BY LOCATION OF THE FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Very Important	100	39.1	134	35.8	29	50.9	25	37.9	19	47.5	308	38.7
Moderate Importance	94	36.7	138	36.9	12	21.1	25	37.9	15	37.5	284	35.7
Slightly Important	34	13.3	58	15.5	9	15.8	14	21.2	3	7.5	119	14.9
No Importance	24	9.4	34	9.1	5	8.8	0	0.0	1	2.5	64	8.0
No Response	4	1.6	10	2.7	2	3.5	2	3.0	2	5.0	21	2.6
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question A1-m

TABLE AP5a. THE IMPORTANCE OF A DISCOUNT FOR CASH PAYMENTS: BY AGE OF RESPONDENTS.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Very Important	91	40.6	205	55.1	103	59.2	416	52.3
Moderate Importance	104	46.4	118	31.7	50	28.7	276	34.7
Slightly Important	22	9.8	31	8.3	9	5.2	64	8.0
No Importance	3	1.3	14	3.8	7	4.0	24	3.0
No Response	4	1.8	4	1.1	5	2.9	16	2.0
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP5b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Very Important	23	54.8	78	55.3	113	53.8	109	45.4	75	54.3	416	52.3
Moderate Importance	10	23.8	42	29.8	73	34.8	97	40.4	49	35.5	276	34.7
Slightly Important	4	2.4	16	11.3	14	6.7	22	9.2	8	5.8	64	8.0
No Importance	3	7.1	5	3.5	6	2.9	6	2.5	4	2.9	24	3.0
No Response	2	4.8	0	0.0	4	1.9	6	2.5	2	1.4	16	2.0
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP5c. BY LOCATION OF THE FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Very Important	145	56.6	188	50.3	34	59.6	31	47.0	15	37.5	416	52.3
Moderate Importance	89	34.8	128	34.2	12	21.1	26	39.4	21	52.5	276	34.7
Slightly Important	17	6.6	33	8.8	5	8.8	7	10.6	2	5.0	64	8.0
No Importance	4	1.6	16	4.3	4	7.0	0	0.0	0	0.0	24	3.0
No Response	1	0.4	9	2.4	2	3.5	2	3.0	2	5.0	16	2.0
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question A1-o

TABLE AP6a. THE IMPORTANCE CONVENIENCE OF LOCATION HAS IN SELECTION OF A BUSINESS FIRM: BY AGE OF THE RESPONDENT.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Very important	74	33.0	155	41.7	69	39.7	306	38.4
Moderate Importance	98	43.8	144	38.7	69	39.7	318	39.9
Slightly Important	41	18.3	59	15.9	25	14.4	131	16.5
No Importance	8	3.6	10	2.7	7	4.0	25	3.1
No Response	3	1.3	4	1.1	4	2.3	16	2.0
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP6b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		20-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Very Important	16	38.1	69	48.9	83	39.5	87	36.3	40	29.0	306	38.4
Moderate Importance	16	38.1	51	36.2	83	39.5	97	40.4	65	27.1	318	39.9
Slightly Important	7	16.7	17	12.1	39	18.6	36	15.0	27	11.3	131	16.5
No Importance	1	2.4	2	1.4	4	1.9	14	5.8	3	1.3	25	3.1
No Response	2	4.8	2	1.4	1	0.5	6	2.5	3	1.3	16	2.0
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP6c. BY LOCATION OF THE FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Very Important	96	37.5	151	40.4	28	49.1	22	33.3	8	20.0	306	38.4
Moderate Importance	107	41.8	146	39.0	17	29.8	28	42.4	19	47.5	318	39.9
Slightly Important	42	16.4	57	15.2	7	12.3	14	21.2	11	27.5	131	16.5
No Importance	11	4.3	9	2.4	3	5.3	2	3.0	0	0.0	25	3.1
No Response	0	0.0	11	2.9	2	3.5	0	0.0	2	5.0	16	2.0
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question A1-u

TABLE AP7a. THE IMPORTANCE OF THE MANAGER'S PERSONALITY AS IT AFFECTS THE DETERMINATION OF WHERE TO DO BUSINESS: BY AGE OF THE RESPONDENT.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Very Important	72	32.1	177	47.6	87	50.0	345	43.3
Moderate Importance	110	49.1	146	39.2	59	33.9	325	40.8
Slightly Important	32	14.3	41	11.0	16	9.2	93	11.7
No Importance	7	3.1	6	1.6	6	3.4	19	2.4
No Response	3	1.3	2	0.5	6	3.4	14	1.8
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP7b. BY SIZE OF FARM.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Very Important	24	57.1	66	46.8	94	44.8	94	39.2	55	39.9	345	43.3
Moderate Importance	15	35.7	53	37.6	86	41.0	102	42.5	59	42.8	325	40.8
Slightly Important	1	2.4	14	9.9	22	10.5	36	15.0	18	13.0	93	11.7
No Importance	0	0.0	7	5.0	6	2.9	2	0.8	4	2.9	19	2.4
No Response	2	4.8	1	0.7	2	0.9	6	2.5	2	1.4	14	1.8
	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP7c. BY LOCATION OF THE FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Very Important	110	43.0	169	45.2	36	63.2	23	34.8	6	15.0	345	43.3
Moderate Importance	105	41.0	148	39.6	12	21.1	25	53.0	23	57.5	325	40.8
Slightly Important	33	12.9	39	10.4	6	10.5	7	10.6	8	20.0	93	11.7
No Importance	7	2.7	9	2.4	1	1.8	1	1.5	1	2.5	19	2.4
No Response	1	0.4	9	2.4	2	3.5	0	0.0	2	5.0	14	1.8
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Total may not equal 100 due to rounding.

Question A1-v

TABLE AP8a. THE IMPORTANCE OF THE EMPLOYEES' PERSONALITIES AS THEY INFLUENCE FARMERS' DECISIONS OF WHERE TO SHOP: BY AGE OF RESPONDENT.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Very Important	65	29.0	161	43.3	82	47.1	318	39.9
Moderate Importance	116	51.8	158	42.5	64	36.8	347	43.6
Slightly Important	33	14.7	47	12.6	19	10.9	103	12.9
No Importance	7	3.1	5	1.3	3	1.7	15	1.9
No Response	3	1.3	1	0.3	6	3.4	13	1.6
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP8b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Very Important	24	57.1	64	45.4	87	41.4	82	34.2	47	34.1	318	39.9
Moderate Importance	12	28.6	58	41.1	92	43.8	113	47.1	63	45.7	347	43.6
Slightly Important	4	9.5	14	9.9	23	11.0	39	16.3	22	15.9	103	12.9
No Importance	0	0.0	4	2.8	6	2.9	1	0.4	4	2.9	15	1.9
No Response	2	4.8	1	0.7	2	1.0	5	2.1	2	1.4	13	1.6
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP8c. BY LOCATION OF FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Very Important	98	38.3	158	42.2	37	64.9	21	31.8	2	5.0	318	39.9
Moderate Importance	111	43.4	160	42.8	11	19.3	39	59.1	25	62.5	347	43.6
Slightly Important	40	15.6	42	11.2	6	10.5	5	7.6	10	25.0	103	12.9
No Importance	6	2.3	6	1.6	1	1.8	1	1.5	1	2.5	15	1.9
No Response	1	0.4	8	2.1	2	3.5	0	0.0	2	5.0	13	1.6
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question A-3

TABLE AP9a. MANAGEMENT'S POLITICAL ACTIVITY AS AN INFLUENCE ON WHERE FARMERS DO BUSINESS: BY AGE OF THE RESPONDENT.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Considerable	5	2.2	19	5.1	13	7.5	38	4.8
Some	59	26.5	108	29.0	51	29.3	227	28.5
None	149	66.5	216	58.1	93	53.4	470	59.0
Negatively	10	4.5	24	6.5	13	7.5	49	6.2
No Response	1	.4	5	1.3	4	2.3	12	1.5
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP9b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Considerable	3	7.1	10	7.1	13	6.2	6	2.5	4	2.9	38	4.8
Some	8	19.0	42	29.8	53	25.2	70	29.2	48	34.8	227	28.5
None	26	61.9	76	53.9	131	62.4	149	62.1	76	55.1	470	59.0
Negatively	5	11.9	12	8.5	9	4.3	12	5.0	8	5.8	49	6.2
No Response	0	0.0	1	.7	4	1.9	3	1.3	2	1.4	12	1.5
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP9c. BY LOCATION OF THE FARMING OPERATION.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Considerable	11	4.3	18	4.8	4	7.0	4	6.1	0	0.0	38	4.8
Some	69	27.0	16	25.7	15	26.3	20	30.3	27	67.5	227	28.5
None	158	61.7	230	61.5	32	56.1	39	59.1	9	22.5	470	59.0
Negatively	17	6.6	21	5.6	5	8.8	3	4.5	3	7.5	49	6.2
No Response	1	0.4	9	2.4	1	1.8	0	0.0	1	2.5	12	1.5
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question A-4

TABLE AP10a. MANAGEMENT'S RELIGIOUS ACTIVITIES AS AN INFLUENCE ON WHERE FARMERS DO BUSINESS: BY AGE OF THE RESPONDENT.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Considerable	11	4.9	32	8.6	19	10.9	65	8.2
Some	49	21.9	135	36.3	55	31.6	248	31.2
None	153	68.3	184	49.5	91	52.3	441	55.4
Negatively	11	4.9	17	4.6	7	4.0	36	4.5
No Response	0	0.0	4	1.1	2	1.1	6	0.8
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP10b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Considerable	3	7.1	12	8.5	17	8.1	16	6.7	15	10.9	65	8.2
Some	7	16.7	42	29.8	71	33.8	81	33.8	41	29.7	248	31.2
None	29	69.0	79	56.0	114	54.3	132	55.0	74	53.6	441	55.4
Negatively	3	7.1	8	5.7	6	2.9	10	4.2	7	5.1	36	4.5
No Response	0	0.0	0	0.0	2	1.0	1	0.4	1	0.7	6	0.8
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP10c. BY LOCATION OF THE FARMING OPERATION

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Considerable	26	10.2	32	8.6	3	5.3	2	3.0	2	5.0	65	8.2
Some	88	34.4	117	31.3	13	22.8	15	22.7	14	35.0	248	31.2
None	129	50.4	208	55.6	36	63.2	44	66.7	22	55.0	441	55.4
Negatively	12	4.7	12	3.2	5	8.8	5	7.6	2	5.0	36	4.5
No Response	1	0.4	5	1.3	0	0.0	0	0.0	0	0.0	6	0.8
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question A-5

TABLE AP11a. MANAGEMENT'S LACK OF PARTICIPATION IN RELIGIOUS ACTIVITIES AS AN INFLUENCE ON WHERE THE RESPONDENTS DO BUSINESS: BY AGE OF RESPONDENT.

	Under 35		35-55		Over 55		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Considerable	5	2.2	33	8.9	20	11.5	62	7.8
Some	60	26.8	162	43.5	72	41.4	303	38.1
None	139	62.1	147	39.5	72	41.4	370	46.5
Negatively	20	8.9	27	7.3	8	4.6	56	7.0
No Response	0	0.0	3	0.8	2	1.1	5	0.6
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP11b. BY SIZE OF AVERAGE ANNUAL SALES.

	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Considerable	3	7.1	18	12.8	12	5.7	14	5.8	12	8.7	62	7.8
Some	11	26.2	49	34.8	98	46.7	89	37.1	48	34.8	303	38.1
None	24	57.1	65	46.1	89	42.4	120	50.0	61	44.2	370	46.5
Negatively	4	9.5	9	6.4	9	4.3	16	6.7	17	12.3	56	7.0
No Response	0	0.0	0	0.0	2	1.0	1	0.4	0	0.0	5	0.6
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP11c. BY LOCATION OF THE FARM.

	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Considerable	26	10.2	28	7.5	5	8.8	3	4.5	0	0.0	62	7.8
Some	105	41.0	155	41.4	14	24.6	17	25.8	11	27.5	303	38.1
None	110	43.0	159	42.2	32	56.1	43	65.2	25	62.5	370	46.5
Negatively	14	5.5	29	7.8	6	10.5	3	4.5	4	10.0	56	7.0
No Response	1	0.4	4	1.0	0	0.0	0	0.0	0	0.0	5	0.5
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question A-6

TABLE AP12a. MANAGEMENT'S SPONSORSHIP OR PARTICIPATION IN SPORTS ACTIVITIES AS IT INFLUENCES WHERE FARMERS DO BUSINESS: BY AGE.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Considerable	0	0.0	5	1.3	4	2.3	9	1.1
Some	39	17.4	70	18.8	36	20.7	151	19.0
None	169	75.4	269	72.3	123	70.7	578	72.6
Negatively	14	6.3	25	6.7	9	5.2	51	6.4
No Response	2	0.9	3	0.8	2	1.1	7	0.9
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP12b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Considerable	2	4.8	2	1.4	3	1.4	0	0.0	1	0.7	9	1.1
Some	6	14.3	33	23.4	39	18.6	45	18.8	25	18.1	151	19.0
None	31	73.8	92	65.2	154	73.3	183	76.3	102	73.9	578	72.6
Negatively	3	7.1	14	9.9	11	5.2	10	4.2	10	7.2	51	6.4
No Response	0	0.0	9	0.0	3	1.4	2	0.8	0	0.0	7	0.9
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP12c. BY LOCATION OF THE FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Considerable	4	1.6	2	0.5	0	0.0	3	4.5	0	0.0	9	1.1
Some	49	19.1	71	20.6	8	14.0	13	19.7	4	10.0	151	19.0
None	179	69.9	271	72.5	45	78.9	46	69.7	36	90.0	578	72.6
Negatively	22	8.6	20	5.3	4	7.0	3	4.5	0	0.0	51	6.4
No Response	2	0.8	4	1.1	0	0.0	1	1.5	0	0.0	7	0.9
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question A-8

TABLE AP13a. THE INFLUENCE OF A RUMOR CONCERNING THE FINANCIAL DIFFICULTY OF A PLACE WHERE THE FARMER CURRENTLY DOES BUSINESS: BY AGE OF RESPONDENT.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Make me more loyal	42	16.5	86	23.1	54	31.0	191	24.0
Make me look to other places of business	72	28.3	129	34.7	62	35.6	269	33.8
No effect at all	100	39.4	133	35.8	49	28.2	292	36.7
No response	10	3.9	24	6.5	9	5.2	44	5.5
Total	254	100.0	372	100.0	174	100.0	796	100.0

TABLE AP13b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Make me more loyal	11	26.2	48	34.0	45	21.4	56	23.3	26	18.8	191	24.0
Make me look to other places of business	16	38.1	40	28.4	71	33.8	83	34.6	50	36.2	269	33.8
No effect at all	13	31.0	49	34.8	85	40.5	84	53.0	53	38.4	292	36.7
No response	2	4.8	4	2.8	9	4.3	17	7.1	9	6.5	44	5.5
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP13c. BY LOCATION OF THE FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Make me more loyal	60	23.4	87	23.3	16	28.0	14	21.2	13	32.5	191	24.0
Make me look to other places of business	79	30.9	137	36.6	18	31.6	21	31.8	13	32.5	269	33.8
No effect at all	96	37.5	132	35.3	22	38.6	28	42.4	13	32.5	292	36.7
No response	21	8.2	18	4.8	1	1.8	3	4.5	1	2.5	44	5.5
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question A-9

TABLE AP14a. THE INFLUENCE OF NEIGHBORS' PATRONAGE AS IT INFLUENCES A FARMER TO DO BUSINESS THERE ALSO: BY AGE OF RESPONDENT.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Considerable	15	6.7	28	7.5	21	12.1	65	8.2
Some	122	54.5	195	52.4	78	44.8	410	51.5
None	82	36.6	133	35.8	69	39.7	294	36.9
Negatively	4	1.8	14	3.8	5	2.9	23	2.9
No Response	1	0.4	2	0.5	1	0.6	4	0.5
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP14b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Considerable	4	9.5	17	12.1	19	9.0	15	6.3	10	7.2	65	8.2
Some	19	45.2	68	48.2	104	49.5	129	53.8	79	57.2	410	51.5
None	18	42.9	50	35.5	85	40.5	86	35.8	46	33.3	294	36.9
Negatively	1	2.4	6	4.3	2	1.0	9	3.8	2	1.4	23	2.9
No Response	0	0.0	0	0.0	0	0.0	1	0.4	1	0.7	4	0.5
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP14c. BY LOCATION OF THE FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Considerable	19	7.4	34	9.1	7	12.3	2	3.0	3	7.5	65	8.2
Some	135	52.7	189	50.5	26	45.6	32	48.5	26	65.0	410	51.5
None	94	36.7	139	37.2	22	38.6	29	43.9	9	22.5	294	36.9
Negatively	8	3.1	9	2.4	2	3.5	3	4.5	1	2.5	23	2.9
No Response	0	0.0	3	0.8	0	0.0	0	0.0	1	2.5	4	0.5
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question A-10

TABLE AP15a. **THE USE OF ONE FIRM FOR MARKETING AND THE PURCHASE OF FARM SUPPLIES: BY AGE OF RESPONDENT.**

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	45	20.1	83	22.3	53	30.5	188	23.6
No	175	78.1	283	76.1	118	67.8	595	74.7
No Response	4	1.8	6	1.6	3	1.7	13	1.6
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP15b. **BY SIZE OF AVERAGE ANNUAL SALES**

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	10	23.8	39	27.7	54	25.7	55	22.9	24	17.4	188	23.6
No	29	69.0	102	72.3	154	73.3	181	75.4	113	81.9	595	74.7
No Response	3	7.1	0	0.0	2	1.0	4	1.7	1	0.7	13	1.6
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP15c. **BY LOCATION OF THE FARM.**

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	52	20.3	101	27.0	15	26.3	11	16.7	7	1.75	188	23.6
No	200	78.1	265	70.9	42	73.7	55	83.3	32	80.0	595	74.7
No Response	4	1.6	8	2.1	0	0.0	0	0.0	1	2.5	13	1.6
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question A-13

TABLE AP16a. THE PREFERENCE OF A SMALL PERSONAL BUSINESS TO A LARGE BUSINESS PLACE: BY AGE OF RESPONDENT.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	150	67.0	251	67.5	113	64.9	528	66.3
No	68	30.4	113	30.4	50	28.7	240	30.2
No Response	6	2.6	8	2.2	11	6.3	28	3.5
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP16b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	33	78.6	100	70.9	144	68.6	148	61.7	84	60.9	528	66.3
No	9	21.4	38	27.0	57	27.1	83	34.6	48	34.8	240	30.2
No Response	0	0.0	3	2.1	9	4.3	9	3.8	6	4.3	28	3.5
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP16c. BY LOCATION OF THE FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	168	65.6	249	66.6	40	70.2	45	68.2	23	57.5	528	66.3
No	78	30.5	112	29.9	17	29.8	19	28.8	14	35.0	240	30.2
No Response	10	3.9	13	3.5	0	0.0	2	3.0	3	7.5	28	3.5
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question A-14

TABLE AP17a. THE RESPONDENTS' REACTION TO THE NECESSITY FOR FARM SUPPLY AND MARKETING FIRMS TO BECOME LARGER TO REMAIN COMPETITIVE: BY AGE OF RESPONDENT.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	89	39.7	158	42.5	73	42.0	333	41.8
No	130	58.0	203	54.6	91	52.3	435	54.6
No Response	5	2.2	11	3.0	10	5.7	28	3.5
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP17b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	20	47.6	51	36.2	86	41.0	92	38.3	74	53.6	333	41.8
No	21	50.0	83	58.9	119	56.7	136	56.7	64	46.4	435	54.6
No Response	1	2.3	7	5.0	5	2.4	12	5.0	0	0.0	28	3.5
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP17c. BY LOCATION OF THE FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	112	43.8	148	39.6	23	40.4	26	39.4	23	57.5	333	41.8
No	132	51.6	213	57.0	32	56.1	40	60.6	16	40.0	435	54.6
No Response	12	4.7	13	3.5	2	3.5	0	0.0	1	2.5	28	3.5
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question B-1

TABLE AP18a. A GOOD MANAGER WHO IS CONSISTENTLY ABLE TO SHOW SUBSTANTIAL PROFITS OR SAVING IS WORTH THE SALARY NECESSARY TO KEEP HIM: BY AGE OF RESPONDENT.

	Under 35		35-55		Over 55		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	194	86.6	321	86.3	160	92.0	697	87.6
No	26	11.6	39	10.5	10	5.7	75	9.4
No Response	4	1.8	12	3.2	4	2.3	24	3.0
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP18b. BY SIZE OF AVERAGE ANNUAL SALES.

	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	36	85.7	128	90.8	182	86.7	209	87.1	121	87.7	697	87.6
No	4	9.5	9	6.4	24	11.4	25	10.4	11	8.0	75	9.4
No Response	2	4.8	4	2.8	4	1.9	6	2.5	6	4.3	24	3.0
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP18c. BY LOCATION OF FARM.

	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	223	87.1	332	88.8	48	84.2	59	89.4	33	82.5	697	87.6
No	25	9.8	37	9.9	7	12.3	4	6.1	2	5.0	75	9.4
No Response	8	3.1	5	1.3	2	3.5	3	4.5	5	12.5	24	3.0
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question B-2a

TABLE AP19a. GIVEN A COOPERATIVE AND AN INDEPENDENT WITH PRICE AND SERVICE, THE RESPONDENT'S DESIRE TO DO BUSINESS WITH THE COOPERATIVE: BY AGE OF THE RESPONDENT.

	Under 35		35-55		Over 55		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	80	35.7	159	42.7	83	47.7	331	41.6
No	131	58.5	197	53.0	84	48.3	425	53.4
No Response	13	5.8	16	4.3	7	4.0	40	5.0
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP19b. BY SIZE OF AVERAGE ANNUAL SALES.

	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	16	38.1	57	40.4	87	41.4	110	45.8	50	36.2	331	41.6
No	25	59.5	76	53.9	111	52.9	118	49.2	82	59.4	425	53.4
No Response	1	2.4	8	5.7	12	5.7	12	5.0	6	4.3	40	5.0
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP19c. BY LOCATION OF THE FARM.

	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	116	45.3	164	43.9	17	29.8	22	33.3	12	30.0	331	41.6
No	125	48.8	189	50.5	40	70.2	42	63.6	26	65.0	425	53.4
No Response	15	5.9	21	5.6	0	0.0	2	3.0	2	5.0	40	5.0
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question B-2b

TABLE AP20a. GIVEN A COOPERATIVE AND AN INDEPENDENT WITH APPROXIMATELY THE SAME PRICE AND SERVICE, THE RESPONDENT'S DESIRE TO CHOOSE THE COOPERATIVE BECAUSE OF THE POTENTIAL REFUND: BY AGE OF THE RESPONDENT.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	108	48.2	184	49.5	84	48.3	387	48.6
No	105	46.9	170	45.7	83	47.7	371	46.6
No Response	11	4.9	18	4.8	7	4.0	38	4.8
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP20b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	18	42.9	61	43.3	104	49.5	139	57.9	51	37.0	387	48.6
No	24	57.1	73	51.8	98	46.7	89	37.1	77	55.8	371	46.6
No Response	0	0.0	7	5.0	8	3.8	12	5.0	10	7.2	38	4.8
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP20c. BY LOCATION OF THE FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	119	46.5	198	52.9	27	35.5	29	43.9	13	32.5	387	48.6
No	122	47.7	157	42.0	30	39.5	36	54.5	24	60.0	371	46.6
No Response	14	5.9	19	5.1	19	25.0	1	1.5	3	7.5	38	4.8
Total	256	100.0	374	100.0	76	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question B-2c

TABLE AP21a. GIVEN A COOPERATIVE AND INDEPENDENT WITH THE SAME PRICE AND SERVICE, THE RESPONDENT'S CHOICE OF THE INDEPENDENT BECAUSE OF THE TAX LIABILITY ON THE COOPERATIVE'S DEFERRED PATRONAGE REFUNDS: BY AGE OF RESPONDENT.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	43	19.2	79	21.2	30	17.2	159	20.0
No	165	73.7	262	70.4	131	75.3	572	71.9
No Response	16	7.1	31	8.3	13	7.5	65	8.2
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP21b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	10	23.8	26	18.4	46	21.9	34	14.2	36	26.1	159	20.0
No	31	73.8	100	70.9	144	68.6	191	79.6	92	66.7	572	71.9
No Response	1	2.4	15	10.6	20	9.5	15	6.3	10	7.2	65	8.2
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP21c. BY LOCATION OF THE FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	61	23.8	72	19.3	7	13.2	11	16.7	7	17.5	159	20.0
No	172	67.2	272	72.7	48	84.2	51	77.3	27	67.5	572	71.9
No Response	23	9.0	30	8.0	2	3.5	4	6.1	6	15.0	65	8.2
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question B-3

TABLE AP22a. AS A COOPERATIVE MEMBER, THE RESPONDENT'S WILLINGNESS TO DEFER PATRONAGE REFUNDS TO BUY NEEDED EQUIPMENT: BY AGE OF RESPONDENT.

	Under 35		35-55		Over 55		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	159	71.0	281	75.5	139	79.9	595	74.7
No.	55	24.6	84	22.6	31	17.8	177	22.2
No Response	10	4.5	7	1.9	4	2.3	24	3.0
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP22b. BY SIZE OF AVERAGE ANNUAL SALES.

	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	29	69.0	109	77.3	147	70.0	194	80.8	102	73.9	595	74.7
No	12	28.6	28	19.9	60	28.6	36	15.0	32	23.2	177	22.2
No Response	1	2.4	4	2.8	3	1.4	10	4.2	4	2.9	24	3.0
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP22c. BY LOCATION OF THE FARM.

	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	193	75.4	282	75.4	47	82.5	49	74.2	23	57.5	595	74.7
No	52	20.3	87	23.3	10	17.5	14	21.2	13	32.5	177	22.2
No Response	11	4.3	5	1.3	0	0.0	3	4.5	4	10.0	24	3.0
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question B-4a

TABLE AP23a. RESPONDENTS' SATISFACTION WITH COOPERATIVES' PAYMENTS OF 20 PERCENT OF REFUNDS PAID IN CASH AND THE BALANCE TO THE BENEFICIARY OR ESTATE: BY AGE OF RESPONDENTS.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	81	36.2	144	38.7	64	36.8	298	37.4
No	128	57.1	211	56.7	97	55.7	448	56.3
No Response	15	6.7	17	4.6	13	7.5	50	6.3
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP23b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	18	42.9	52	36.9	86	41.0	80	33.3	48	34.8	298	37.4
No	23	54.8	79	56.0	110	52.4	145	60.4	83	60.1	448	56.3
No Response	1	2.4	10	7.1	14	6.7	15	6.3	7	5.1	50	6.3
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP23c. BY LOCATION OF THE FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	108	42.2	127	34.0	25	43.9	20	30.3	18	45.0	298	37.4
No	134	52.3	224	59.9	30	52.6	41	62.1	17	42.5	448	56.3
No Response	14	5.5	23	6.1	2	3.5	5	7.6	5	12.5	50	6.3
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question B-4b

TABLE AP24a. THE SATISFACTION OF RESPONDENTS IF 20 PERCENT OF COOPERATIVE REFUNDS WERE PAID IN CASH AND THE BALANCE PAID WITH INTEREST TO THE BENEFICIARY OR ESTATE: BY AGE OF RESPONDENTS.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	138	61.6	227	61.0	103	59.2	480	60.3
No	67	29.9	114	30.6	53	30.5	241	30.3
No Response	19	8.5	31	8.3	18	10.3	75	9.4
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP24b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	28	66.7	88	62.4	131	62.4	136	56.7	80	58.0	480	60.3
No	12	28.6	41	29.1	65	31.0	76	31.7	44	31.9	241	30.3
No Response	2	4.8	12	8.5	14	6.7	28	11.7	14	10.1	75	9.4
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP24c. BY LOCATION OF THE FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	148	57.8	238	63.6	35	61.4	39	59.1	19	47.5	480	60.3
No	83	32.4	106	28.5	18	31.6	21	31.8	13	32.5	241	30.3
No Response	25	9.8	30	8.0	4	7.0	6	9.1	8	20.0	75	9.4
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question B-5a

TABLE AP25a. SATISFACTION OF RESPONDENTS IF DEFERRED REFUNDS WERE PAID BACK EITHER MONTHLY OR IN FULL AT AGE 65: BY AGE OF RESPONDENT.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	151	67.4	299	80.4	135	77.6	599	75.3
No	57	25.4	53	14.2	27	15.5	141	17.7
No Response	16	7.1	20	5.4	12	6.9	56	7.0
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP25b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	32	76.2	100	70.9	154	73.3	187	77.9	108	78.3	599	75.3
No	8	19.0	32	22.7	44	21.0	36	15.0	19	13.8	141	17.7
No Response	2	4.8	9	6.4	12	5.7	17	7.1	11	8.0	56	7.0
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

Table AP25c. BY LOCATION OF THE FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	186	72.7	288	77.0	40	70.2	53	80.3	31	77.5	599	75.3
No	55	21.5	61	16.3	11	19.3	10	15.2	4	10.0	141	17.7
No Response	15	5.9	25	6.7	5	10.5	3	4.5	5	12.5	56	7.0
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question B-5b

TABLE AP26a. SATISFACTION OF COOPERATIVE MEMBERS IF DEFERRED REFUNDS WERE PAID BACK WITH INTEREST, EITHER IN FULL OR MONTHLY, AT AGE 65: BY AGE OF RESPONDENT.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	156	69.6	284	76.3	125	71.8	577	72.5
No	48	21.4	57	15.3	29	16.7	140	17.6
No Response	20	8.9	31	8.3	20	11.5	79	9.9
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP26b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	33	78.6	97	68.8	158	75.2	168	70.0	102	73.9	577	72.5
No	5	11.9	30	21.3	36	17.1	46	19.2	22	15.9	140	17.6
No Response	4	9.5	14	9.9	16	7.6	26	10.8	14	10.1	79	9.9
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP26c. BY LOCATION OF THE FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	186	72.7	275	73.5	37	64.9	52	78.8	26	26.0	577	72.5
No	50	19.5	61	16.3	13	22.8	8	12.1	8	20.0	140	17.6
No Response	20	7.8	38	10.2	7	12.3	6	9.1	6	15.0	79	9.9
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question B-6

TABLE AP27a. SATISFACTION OF A COOPERATIVE MEMBER IF INTEREST WAS PAID ON DEFERRED REFUNDS EVEN IF IT WOULD MEAN SMALLER REFUNDS: BY AGE OF RESPONDENT.

	Under 35		35-55		Over 55		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	127	56.7	219	58.9	93	53.4	444	55.8
No	81	36.2	135	36.3	65	37.4	293	36.8
No Response	16	7.1	18	4.8	16	9.2	59	7.4
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP27b. BY SIZE OF AVERAGE ANNUAL SALES.

	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	24	57.1	77	54.6	112	53.3	136	56.7	85	61.6	444	55.8
No	15	35.7	55	39.0	86	41.0	81	33.8	46	33.3	293	36.8
No Response	3	7.1	9	6.4	12	5.7	23	9.6	7	5.1	59	7.4
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP27c. BY LOCATION OF THE FARM.

	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	151	59.0	205	54.8	29	50.9	40	60.6	19	47.5	444	55.8
No	87	34.0	147	39.3	23	40.4	20	30.3	15	37.5	293	36.8
No Response	18	7.0	22	5.9	5	8.8	6	9.1	6	15.0	59	7.4
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question C-2a

TABLE AP28a. RESPONDENTS WHO CHANGED MARKET OUTLETS BECAUSE THEY THOUGHT THEY WERE BEING CHEATED: BY AGE OF RESPONDENT.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	111	49.6	179	48.1	96	55.2	398	50.0
No	107	47.8	180	48.4	66	37.9	364	45.7
No Response	6	2.7	13	3.5	12	6.9	34	4.3
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP28b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	21	50.0	71	50.4	97	46.2	120	50.0	77	55.8	398	50.0
No	20	47.6	66	46.8	107	51.0	106	44.2	55	39.9	364	45.7
No Response	1	2.4	4	2.8	6	2.9	14	5.8	6	4.3	34	4.3
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP28c. BY LOCATION OF THE FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	107	41.8	208	55.6	30	52.6	32	48.5	19	47.5	398	50.0
No	136	53.1	156	41.7	25	43.9	30	45.5	17	42.5	364	45.7
No Response	13	5.1	10	2.7	2	3.5	4	6.1	4	10.0	34	4.3
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question C-2b

TABLE AP29a. RESPONDENTS WHO CHANGED MARKET OUTLETS BECAUSE OF INADEQUATE TESTING EQUIPMENT: BY AGE OF RESPONDENT.

	Under 35		35-55		Over 55		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	63	28.1	99	26.6	51	29.3	219	27.5
No	155	69.2	262	70.4	109	62.6	544	68.3
No Response	6	2.7	11	3.0	14	8.0	33	4.1
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP29b. BY SIZE OF AVERAGE ANNUAL SALES.

	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	9	21.4	40	28.4	62	29.5	65	27.1	38	27.5	219	27.5
No	32	76.2	96	68.1	143	68.1	162	67.5	95	68.8	544	68.3
No Response	1	2.4	5	3.5	5	2.4	13	5.4	5	3.6	33	4.1
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP29c. BY LOCATION OF THE FARM.

	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	65	25.4	103	27.5	21	36.8	16	24.2	12	30.0	219	27.5
No	178	69.5	260	69.5	34	59.6	47	71.2	24	60.0	544	68.3
No Response	13	5.1	11	2.9	2	3.5	3	4.5	4	10.0	33	4.1
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question C-2c

TABLE AP30a. RESPONDENTS WHO CHANGED MARKET OUTLETS BECAUSE OF INEFFICIENT LOADING AND UNLOADING SYSTEM: BY AGE OF RESPONDENT.

	Under 35		35-55		Over 55		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	68	30.4	87	23.4	40	23.0	197	24.7
No	150	67.0	274	73.7	119	68.4	564	70.9
No Response	6	2.7	11	3.0	15	8.6	35	4.4
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP30b. BY SIZE OF AVERAGE ANNUAL SALES.

	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	9	21.4	27	19.1	50	23.8	63	26.3	43	31.2	197	24.7
No	31	73.8	108	76.6	155	73.8	164	68.3	90	65.2	564	20.9
No Response	2	4.8	6	4.3	5	2.4	13	5.4	5	3.6	35	4.4
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP30c. BY LOCATION OF THE FARM.

	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	67	26.2	95	25.4	8	14.0	18	27.3	9	22.5	197	24.7
No	176	68.8	268	71.7	46	80.7	45	68.2	27	67.5	564	70.9
No Response	13	50.1	11	2.9	3	5.3	3	4.5	4	10.0	35	4.4
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question C-2d

TABLE AP31a. RESPONDENTS WHO CHANGED MARKET OUTLETS BECAUSE OF NOT ENOUGH PREMIUM PAID FOR HIGH QUALITY: BY AGE OF RESPONDENT.

	Under 35		35-55		Over 55		Total	
Response	**No.**	**Percent**	**No.**	**Percent**	**No.**	**Percent**	**No.**	**Percent**
Yes	106	47.3	178	47.8	82	47.1	377	47.4
No	112	50.0	180	48.4	77	44.3	381	47.9
No Response	6	2.7	14	3.8	15	8.6	38	4.8
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP31b. BY SIZE OF AVERAGE ANNUAL SALES.

	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
Response	**No.**	**Percent**	**No.**	**Percent**	**No.**	**Percent**	**No.**	**Percent**	**No.**	**Percent**	**No.**	**Percent**
Yes	22	52.4	63	44.7	102	48.6	111	46.3	71	51.4	377	47.4
No	18	42.9	71	50.4	102	48.6	115	47.9	61	44.2	381	47.9
No Response	2	4.8	7	5.0	6	2.9	14	5.8	6	4.3	38	4.8
Total	40	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP31c. BY LOCATION OF THE FARM.

	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
Response	**No.**	**Percent**	**No.**	**Percent**	**No.**	**Percent**	**No.**	**Percent**	**No.**	**Percent**	**No.**	**Percent**
Yes	119	46.5	180	48.1	29	50.9	33	50.0	16	40.0	377	47.4
No	124	48.4	181	48.4	25	43.9	29	43.9	20	50.0	381	47.9
No Response	13	5.1	13	3.5	3	5.3	4	6.1	4	10.0	38	4.8
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question C-2e

TABLE AP32a. RESPONDENTS WHO CHANGED MARKET OUTLETS BECAUSE OF TOO MUCH DISCOUNT FOR LOW QUALITY PRODUCTS: BY AGE OF RESPONDENTS.

Response	Under 35 No.	Under 35 Percent	35-55 No.	35-55 Percent	Over 55 No.	Over 55 Percent	Total No.	Total Percent
Yes	83	37.1	159	42.7	68	39.1	318	39.9
No	135	60.3	200	53.8	90	51.7	439	55.2
No Response	6	2.7	13	3.5	16	9.2	39	4.9
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP32b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000 No.	Under 10,000 Percent	10-25,000 No.	10-25,000 Percent	25-50,000 No.	25-50,000 Percent	50-100,000 No.	50-100,000 Percent	Over 100,000 No.	Over 100,000 Percent	Total No.	Total Percent
Yes	16	38.1	59	41.8	90	42.9	90	37.5	58	42.0	318	39.9
No	24	57.1	76	53.9	114	54.3	135	56.3	74	53.6	439	55.2
No Response	2	4.8	6	4.3	6	2.9	15	6.3	6	4.3	39	4.9
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP32c. BY LOCATION OF THE FARM.

Response	SE ¼ of SD No.	SE ¼ of SD Percent	NE ¼ of SD No.	NE ¼ of SD Percent	NW ¼ of SD No.	NW ¼ of SD Percent	NW ¼ of SD No.	NW ¼ of SD Percent	Montana No.	Montana Percent	Total No.	Total Percent
Yes	101	39.5	153	40.9	25	43.9	24	36.4	14	35.0	318	39.9
No	140	54.7	208	55.6	30	52.6	38	57.6	22	55.0	439	55.2
No Response	15	5.9	13	3.5	2	3.5	4	6.1	4	10.0	39	4.9
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question C-2f

TABLE AP33a. RESPONDENTS WHO CHANGED MARKET OUTLETS BECAUSE THE COMPANY WAS NOT UP-TO-DATE ON CURRENT MARKET TRENDS: BY AGE OF RESPONDENT.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	59	26.3	114	30.6	46	26.4	229	28.8
No	159	71.0	244	65.6	110	63.2	526	66.1
No Response	6	2.7	14	3.8	18	10.3	41	5.2
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP33b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	10	23.8	34	24.1	58	27.6	67	27.9	54	39.1	229	28.8
No	30	71.4	100	70.9	145	69.0	159	66.3	78	56.5	526	66.1
No Response	2	4.8	7	5.0	7	3.3	14	5.8	6	4.3	41	5.2
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP33c. BY LOCATION OF THE FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	84	32.8	99	26.5	12	21.1	18	27.3	15	37.5	229	28.8
No	158	61.7	260	69.5	40	70.2	46	69.7	21	52.5	526	66.1
No Response	14	5.5	15	4.0	5	8.8	2	3.0	4	10.0	41	5.2
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question C-2g

TABLE AP34a. RESPONDENTS WHO CHANGED MARKET OUTLETS BECAUSE OF INDIFFERENT ATTITUDES OF MANAGEMENT AND EMPLOYEES: BY AGE OF RESPONDENTS.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	120	53.6	218	58.6	98	56.3	446	56.0
No	99	44.2	144	38.7	58	33.3	314	39.4
No Response	5	2.2	10	2.7	18	10.3	36	4.5
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP34b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	19	45.2	73	51.8	115	54.8	139	57.9	88	63.8	446	56.0
No	21	50.0	62	44.0	87	41.4	91	37.9	45	32.6	314	39.4
No Response	2	4.8	6	4.3	8	3.8	10	4.2	5	3.6	36	4.5
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP34c. BY LOCATION OF THE FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	146	57.0	215	57.5	29	50.9	33	50.0	22	55.0	446	56.0
No	97	37.9	149	39.8	24	42.1	30	45.5	13	32.5	314	39.4
No Response	13	5.1	10	2.7	4	7.0	3	4.5	5	12.5	36	4.5
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question C-2h

TABLE AP35a. RESPONDENTS WHO CHANGED MARKET OUTLETS BECAUSE THE WIFE DELIVERED GRAIN: BY AGE OF RESPONDENTS.

Response	Under 35 No.	Under 35 Percent	35-55 No.	35-55 Percent	Over 55 No.	Over 55 Percent	Total No.	Total Percent
Yes	5	2.2	8	2.2	5	2.9	19	2.4
No	207	92.4	337	90.6	145	83.3	711	89.3
No Response	12	5.4	27	7.3	24	13.8	66	8.3
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP35b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000 No.	Under 10,000 Percent	10-25,000 No.	10-25,000 Percent	25-50,000 No.	25-50,000 Percent	50-100,000 No.	50-100,000 Percent	Over 100,000 No.	Over 100,000 Percent	Total No.	Total Percent
Yes	2	4.8	6	4.3	4	1.9	6	2.5	0	0.0	19	2.4
No	38	90.5	123	87.2	195	92.9	214	89.2	124	89.9	711	89.3
No Response	2	4.8	12	8.5	11	5.2	20	8.3	14	10.1	66	8.3
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP35c. BY LOCATION OF FARM.

Response	SE ¼ of SD No.	SE ¼ of SD Percent	NE ¼ of SD No.	NE ¼ of SD Percent	NW ¼ of SD No.	NW ¼ of SD Percent	SW ¼ of SD No.	SW ¼ of SD Percent	Montana No.	Montana Percent	Total No.	Total Percent
Yes	5	2.0	11	2.9	1	1.8	1	1.5	1	2.5	19	2.4
No	230	89.8	337	90.1	50	87.7	58	87.9	34	85.0	711	89.3
No Response	21	8.2	26	7.0	6	10.5	7	10.6	5	12.5	66	8.3
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question C-3

TABLE AP36a. RESPONDENTS INDICATION OF WILLINGNESS TO ACCEPT AN AVERAGE ANNUAL PRICE FOR GRAIN EACH YEAR: BY AGE OF RESPONDENT.

	Under 35		35-55		Over 55		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	69	30.8	107	28.8	67	38.5	250	31.4
No	145	64.7	247	66.4	90	51.7	498	62.6
No Response	10	4.5	18	4.8	17	9.8	48	6.0
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP36b. BY SIZE OF AVERAGE ANNUAL SALES.

	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	18	42.9	51	36.2	61	29.0	70	29.2	41	29.7	250	31.4
No	20	47.6	84	59.6	136	64.8	151	62.9	93	67.4	498	62.6
No Response	4	9.5	6	4.3	13	6.2	19	7.9	4	2.9	48	6.0
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP36c. BY LOCATION OF THE FARM.

	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	67	26.2	132	35.3	16	28.1	25	37.9	9	22.5	250	31.4
No	175	68.4	225	60.2	37	64.9	33	50.0	27	67.5	498	62.6
No Response	14	5.5	17	4.5	4	7.0	8	12.1	4	10.0	48	6.0
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question C-6

TABLE AP37a. RESPONDENT'S WILLINGNESS TO FOREGO THE CHANCE FOR WINDFALL PROFITS ON GRAIN IF A GUARANTEED PRICE ABOVE THE COST OF PRODUCTION WERE AVAILABLE: BY AGE OF RESPONDENTS.

	Under 35		35-55		Over 55		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Most of the time	94	42.0	209	56.2	110	63.2	421	52.9
Half of the time	84	37.5	83	22.3	25	14.4	198	24.9
Hardly ever	36	16.1	60	16.1	27	15.5	130	16.3
No Response	10	4.5	20	5.4	12	6.9	47	5.9
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP37b. BY SIZE OF AVERAGE ANNUAL SALES.

	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Most of the time	22	52.4	75	53.2	110	52.4	134	55.8	74	53.6	421	52.9
Half of the time	8	19.0	40	28.4	55	26.2	52	21.7	34	24.6	198	24.9
Hardly ever	10	23.8	24	17.0	32	15.2	37	15.4	25	18.1	130	16.3
No Response	2	4.8	2	1.4	13	6.2	17	7.1	5	3.6	47	5.9
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP37c. BY LOCATION OF THE FARM.

	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
Response	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Most of the time	114	44.5	218	58.3	35	61.4	33	50.0	19	47.5	421	52.9
Half of the time	76	29.7	85	22.7	5	8.8	20	30.3	12	30.0	198	24.9
Hardly ever	49	19.1	55	14.7	13	22.8	8	12.1	4	10.0	130	16.3
No Response	17	6.6	16	4.3	4	7.0	5	7.5	5	12.5	47	5.9
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question C-7

TABLE AP38a. RESPONDENT'S DESIRE TO HAVE SOMEONE MAKE MARKETING DECISIONS: BY AGE OF RESPONDENT.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	15	6.7	66	17.7	24	13.8	108	13.6
No	204	91.1	290	78.0	144	82.8	658	82.7
No Response	5	2.2	16	4.3	6	3.4	30	3.8
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP38b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	4	9.5	21	14.9	35	16.7	28	11.7	19	13.8	108	13.6
No	37	88.1	118	83.7	169	80.5	197	82.1	115	83.3	658	82.7
No Response	1	2.4	2	1.4	6	2.9	15	6.3	4	2.9	30	3.8
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP38c. BY LOCATION OF THE FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	31	12.1	56	15.0	8	14.0	8	12.1	4	10.0	108	13.6
No	216	84.4	306	81.8	49	86.0	53	80.3	33	82.5	658	82.7
No Response	9	3.5	12	3.2	0	0.0	5	7.6	3	7.5	30	3.8
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question C-8

TABLE AP39a. **RESPONDENT'S DESIRE FOR LOCAL COMPANIES TO RECOMMEND MARKETING STRATEGIES: BY AGE OF RESPONDENTS.**

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	147	65.6	238	64.0	101	58.0	499	62.7
No	68	30.4	120	32.3	64	36.8	262	32.9
No Response	9	4.0	14	3.8	9	5.2	35	4.4
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP39b. **BY SIZE OF AVERAGE ANNUAL SALES.**

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	26	61.9	88	62.4	126	60.0	156	65.0	88	63.8	499	62.7
No	14	33.3	48	34.0	80	38.1	68	28.3	44	31.9	262	32.9
No Response	2	4.8	5	3.5	4	1.9	16	6.7	6	4.3	35	4.4
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP39c. **BY LOCATION OF THE FARM.**

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	156	60.9	231	61.8	43	75.4	42	63.6	25	62.5	499	62.7
No	88	34.4	131	35.0	14	24.6	18	27.3	11	27.5	262	32.9
No Response	12	4.7	12	3.2	0	0.0	6	9.1	4	10.0	35	4.4
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question C-9

TABLE AP40a. RESPONDENTS PRESENTLY SUBSCRIBING TO A MARKET ADVICE SERVICE: BY AGE OR RESPONDENT.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	74	33.0	112	30.1	38	21.8	231	29.0
No	145	64.7	253	68.0	133	76.4	548	68.8
No Response	5	2.2	7	1.9	3	1.7	17	2.1
Total	224	100.0	372	100.0	174	100.0	796	100.0

TABLE AP40b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	5	11.9	18	12.8	55	26.2	69	28.8	78	56.5	231	29.0
No	37	88.1	122	86.5	152	72.4	163	67.9	57	41.3	548	68.8
No	0	0.0	1	0.7	3	0.5	8	3.3	3	2.2	17	2.1
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP40c. BY LOCATION OF THE FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Yes	61	23.8	107	28.6	20	35.1	21	16.7	21	52.5	231	29.0
No	186	72.7	264	70.6	37	64.9	43	65.2	16	40.0	548	68.8
No Response	9	3.5	3	0.8	0	0.0	2	3.0	3	7.5	17	2.1
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 due to rounding.

Question C-13

TABLE AP41a. AMOUNT RESPONDENTS WOULD BE WILLING TO PAY ANNUALLY FOR RELIABLE MARKET ADVICE: BY AGE OF RESPONDENTS.

Response	Under 35		35-55		Over 55		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
$ 0	42	18.8	110	29.6	61	35.1	225	28.3
25	43	19.2	65	17.5	23	13.2	134	17.0
50	33	14.7	53	14.2	20	11.5	109	13.6
100	50	22.3	79	21.2	38	21.8	170	21.4
300	24	10.7	21	5.6	4	2.3	50	6.3
500	13	5.8	9	2.4	3	1.7	27	3.4
750	0	0.0	0	0.0	0	0.0	0	0.0
1000	4	1.8	2	0.5	2	1.1	8	1.0
No Response	15	6.7	33	8.9	23	13.2	73	9.0
Total	224	100.0	37	100.0	174	100.0	196	100.0

TABLE AP41b. BY SIZE OF AVERAGE ANNUAL SALES.

Response	Under 10,000		10-25,000		25-50,000		50-100,000		Over 100,000		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
$ 0	21	50.0	57	40.4	66	31.4	52	21.7	20	14.5	225	28.3
25	6	14.3	31	22.0	39	18.6	41	17.1	13	9.4	134	17.0
50	5	11.9	18	12.8	27	12.9	36	15.0	22	15.9	109	13.6
100	6	14.3	18	12.8	43	20.5	58	24.2	43	31.2	170	21.4
300	2	4.8	1	0.7	13	6.2	24	10.0	10	7.2	50	6.3
500	0	0.0	0	0.0	8	3.8	2	0.8	16	11.6	27	3.4
750	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
1000	0	0.0	0	0.0	1	0.5	2	0.8	5	3.6	8	1.0
No Response	2	4.8	16	11.3	13	6.2	25	10.4	9	6.5	73	9.0
Total	42	100.0	141	100.0	210	100.0	240	100.0	138	100.0	796	100.0

TABLE AP41c. BY LOCATION OF THE FARM.

Response	SE ¼ of SD		NE ¼ of SD		NW ¼ of SD		SW ¼ of SD		Montana		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
$ 0	77	30.1	111	29.7	22	38.6	13	19.7	1	2.5	225	28.3
25	39	15.2	74	19.8	6	10.5	13	19.7	2	5.0	134	17.0
50	28	10.9	55	14.7	8	14.0	13	19.7	4	10.0	109	13.6
100	64	25.0	67	17.9	11	19.3	13	19.7	15	37.5	170	21.4
300	13	5.1	26	7.0	2	3.5	2	3.0	7	17.5	50	6.3
500	9	3.5	9	2.4	1	1.8	1	1.5	6	15.0	27	3.4
750	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
1000	0	0.0	2	0.5	2	3.5	2	3.0	2	5.0	8	1.0
No Response	26	10.2	30	8.0	5	8.7	9	13.6	3	7.5	73	9.0
Total	256	100.0	374	100.0	57	100.0	66	100.0	40	100.0	796	100.0

Note: Totals may not equal 100 percent due to rounding.