Interview Guide for Farmers Selling [product]

Introduction
Presentation of Project

Record of Interview:

<table>
<thead>
<tr>
<th>Date of interview:</th>
<th>Interviewer:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firm Name:</td>
<td>Address:</td>
</tr>
<tr>
<td>Type of Market Actor:</td>
<td>Principal Product / Service:</td>
</tr>
<tr>
<td>Interviewee(s):</td>
<td>Designation:</td>
</tr>
<tr>
<td>No. of employees:</td>
<td>Phone:</td>
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</tbody>
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Questions:

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