

Customer Survey

As a valued client, we need to ensure you're satisfied with our products and services. Please take a moment to help us understand your farm needs and let us know how you would like to be reached.

Farm name: _____

Main contact: _____

Spouse's name or other contacts (include name and describe role, e.g. son, farm manager, etc.):

Mailing address: _____

Business phone: _____ Home phone: _____

Cell: _____ Other: _____

Fax: _____ E-mail: _____

1. How many times a year would you like an in-person visit from us? _____

2. What is your favourite method of contact? Please circle one.

In person Phone Fax E-mail Regular mail

3. What is your preferred method of receiving written information? Please circle one.

Fax E-mail Regular mail

4. How do you rank our business on the following criteria?

	Poor					Excellent
Friendliness of staff	1	2	3	4	5	
Timeliness of staff	1	2	3	4	5	
Appearance of facility	1	2	3	4	5	
Calibre of facility	1	2	3	4	5	
Availability of product	1	2	3	4	5	
Product selection	1	2	3	4	5	
Ability to answer questions	1	2	3	4	5	

5. a. Do we provide the range of products and services you need to cover your seed requirements?

Yes No

b. List specific needs:

6. a. Have you used any of our specialized services in the past?

Yes No

b. If yes, please rate your level of satisfaction with the service:

	Poor				Excellent
Varietal advice	1	2	3	4	5
Seed treating	1	2	3	4	5
Inoculation	1	2	3	4	5
Seed cleaning	1	2	3	4	5
Identity-Preserved contracting	1	2	3	4	5
Other _____	1	2	3	4	5

7. a. Have you ever had a problem with our products or services?

Yes No

b. If yes, what was the problem?

c. Please rate our handling of the problem, based on the following criteria:

	Poor				Excellent
Prompt	1	2	3	4	5
Thorough	1	2	3	4	5
Outcome	1	2	3	4	5

8. What are your main reasons for purchasing certified seed?

9. Do you use farm saved seed, and if so, why?

10. a. Are you participating in any identity-preserved (IP) programs? If yes, please specify:

b. If not, are you interested in receiving info on opportunities in IP?

11. General comments (optional):
