

PLEASE HELP TO DEVELOP THE CROFTING BRAND

You may have heard of our project to create a "brand" for crofting produce. The first meeting of the working group is reported in this issue of the Crofter. We would very much appreciate it if you could find time to complete this short questionnaire to enable us to gauge the opinions of our members. The information you supply will be totally confidential and will be collated and included in a report to our working group and funders. Please give as much information as possible and use a separate sheet if necessary.

Please Circle Your Preferred Option and use block capitals

Do you feel that Crofters need to find different methods of marketing their produce?

YES NO

If yes do you have any suggestions?

Do you feel that marketing Croft products under a "crofting" brand would be beneficial?

YES NO

Do you currently finish livestock?

YES NO

If yes do you finish for home consumption, do you sell to a middle-man or direct to customers?

Do you currently grow fruit or vegetables?

YES NO

If yes do you grow for home consumption, do you sell to a middle-man or direct to customers?

Do you turn out any other produce on your croft e.g. Honey? Eggs? Craft products?

YES NO

If yes, please specify

Which of the following names would you prefer for a crofting brand?

Scottish Crofting Scottish Crofting Counties Crofting Counties

Crofting Forward Other suggestion (please specify)

Any other comments?

Please return this questionnaire to

Scottish Crofting Foundation

Lochalsh Business Park

Auchtertyre

Kyle of Lochalsh

IV40 8EG

SCOTLAND

Thank you for your assistance which is very much appreciated