Lance Clemens
Bulgarian Farmer Interview Questions:

- Provide a comprehensive profile of the farms owned and managed by commercial producers, including demographics, size, scope, technology, economic characteristics, attitudes and future plans.
- Develop a better understanding of the decision-making processes of commercial producers.
- Obtain up-to-date information on high-priority topics such as precision agriculture, specialty crop production and contractual relationships.
- Assess the implications of the findings as they apply to the marketing strategies of input suppliers.

Farmer Interview Questions:

1. Tell me about yourself, your background, farm experience and current role on the farm.

2. How has farming changed (positive and negative) since Bulgaria joined the European Union in 2007? How has this opened up new markets for you? (buying and selling) For others?

3. What changes (positive and negative) do you expect over the next five years for you and your farm operation? For Bulgarian farming in general? Why?

4. What role does EU subsidies play in your farm operations? How will this change over the next five years and what impact will it have on your operation?

5. What things take most of your time in your day-to-day operations? How do you spend your time?

6. How do you stay current in farm practices and technology? What sources of information are most important in order to stay current and in regards to your management and purchasing decisions?

7. What role do other commercial farmers play related to your farming, operations, technology and buying/selling decisions?

8. What factors influence your decision to buy and/or switch seed? New and used equipment? Fertilizer? Why? Do you own or lease the equipment? How is your equipment maintained?