



# 2025 Missouri Agribusiness Survey

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The Show Me Jobs initiative is designed to create jobs, increase sales, start new businesses and spur more positive economic outcomes through 2026 in the Green Hills Region of northwest Missouri.

To develop an understanding of the workforce and business needs of agricultural businesses, a survey was developed in late summer 2023. The results of that feedback were compared with the findings of the 2020 Workforce Needs Assessment of Missouri's Food, Agriculture and Forestry Industries spearheaded by the Missouri Agriculture Foundation. It asked for insight regarding employment, business assistance and training; and business operations and growth.

This survey comes two years later in an effort to continue making progress in supporting businesses in the ag, food and tech cluster. Your response to this survey is vital in shaping our efforts to provide improved support and address the unique needs of agribusinesses in Missouri.

Thanks in advance for participating!

## Screening Question

1. I am a business owner/operator in the agriculture, food or forestry industry in the state of Missouri and am willing to respond to this survey on the needs for my business. \*

**Yes**

**No**

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If you answered "No" to the question above please STOP - do not continue this survey. This survey is intended for completion only by Missouri agriculture, food and forestry industry businesses.

If you have questions about this survey or need other assistance for your business call MOSourceLink at 866-870-6500.

## Personal Information

2. Please enter your name. \*

**First Name**

**Last Name**

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3. What is your preferred email address to receive communication regarding your business and participation in this survey? \*

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4. Please enter your five digit zip code where your business is located. \*

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5. What is your work phone number?

ex: (xxx) xxx-xxxx

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## Individual Business Characteristics

6. What is your company's name?

7. Which industry segment best represents your business?

- Production Agriculture (includes crop & animal production related activities, forestry, logging)**
  - Forestry and wood products manufacturing**
  - Agriculture Support and Services (includes chemical mfg, landscape services, veterinary, machinery and equipment sales, etc.)**
  - Food and Beverage Manufacturing (includes meat and food processing, breweries, wineries, etc.)**
  - Forestry and wood products manufacturing (woodworking, paper products mfg, etc.)**
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8. Which of the following best describes the current stage of your business journey?

- Pre-venture (I have an idea for a business that I want to start)**
  - Existence/Infancy (I've started my business and have customers)**
  - Early Growth**
  - Expansion**
  - Decline**
  - Maturity**
  - Transition (I'm ready to exit/sell/transition to new ownership)**
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9. Briefly describe the nature of your business in one or two sentences. \*

10. Select from the list below ALL the statements that apply to you and your business.

- I have a business plan that summarizes the business operations and financial projections**
- I have a marketing plan that outlines marketing objectives, strategies, and tactics**

**I regularly monitor and understand the business' cash flow**

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11. What is the geographic scope of your business's market? (Please select the option that best describes your market presence)

**Local (Your business primarily serves a specific local area or community)**

**Regional (Your business operates and targets customers across a defined region or multiple nearby areas)**

**National (Your business operates on a national level, targeting customers throughout the country)**

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12. How do you market your products and services? (Select all that apply.)

**Website**

**Facebook**

**Instagram**

**X**

**Direct Mail**

**Industry Fairs**

**Radio**

**Email campaigns/communication**

**Newspaper Advertising**

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## Access to Business Support Resources

13. Which areas of assistance, training, consultation would be most helpful for your business?

**Buy or sell a business**

**Business Planning**

- Market and customer research**
  - Marketing/sales**
  - Site location**
  - Land use**
  - Financials (budgeting, accounting, etc.)**
  - Obtain funding/financing**
  - Operational processes**
  - Human resources (hiring, onboarding, evaluation, management skills, etc.)**
  - Legal issues**
  - Product development**
  - Other**
  - None**
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14. Would you like someone to contact you about your business needs to connect you with free and/or low cost business support?

- Yes**
  - No**
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## Sourcing and Procurement

15. Which customer base does your business primarily serve?

- Business-to-Business (B2B): Your business primarily sells products or services to other businesses**
- Business-to-Consumer (B2C): Your business primarily sells products or services directly to individual consumers**

- Both B2B and B2C: Your business sells products or services to both businesses and individual consumers**
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16. How does your business engage in the supply chain with other businesses? Please select the option that best describes your business's involvement:

- Sourcing/Procurement: Your business primarily procures goods and services from other businesses to meet its own operational needs.**
- Supplying/Providing: Your business primarily supplies goods and services to other businesses as part of the supply chain.**
- Both Sourcing/Procurement and Supplying/Providing: Your business engages in both sourcing/procuring goods and services for its own needs and supplying/providing goods and services to other businesses as part of the supply chain.**
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17. What methods does your business use to become a supplier/vendor to other businesses?

- Respond to RFPs or RFQs**
- Subcontracting and supplier diversity programs**
- Supplier marketplaces and online portals**
- Direct outreach**
- Online business presence**
- Trade shows and exhibitions**
- Other**
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18. What methods do you use to source/procure goods and services needed for your businesses? (select all that apply)

- RFPs or RFQs**
- Subcontracting and Supplier Diversity Programs**
- Supplier marketplaces and portals**

- Direct outreach**
  - Directly from manufacturers**
  - Online marketplaces**
  - Local suppliers/stores**
  - Trade shows and exhibitions**
  - Cooperative buying groups**
  - Other**
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19. If "other" selected as response above, please explain

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## Business Growth

20. How do you want to grow your business? Please select the option(s) that you believe would have the most significant impact in achieving your growth goals if implemented in the next 12 months.

- Acquire equipment/supplies/physical space**
  - Add new customers / Increase sales**
  - Expand into new markets**
  - Grow workforce (fill open jobs, add new jobs)**
  - Improve operations and efficiencies**
  - Offer additional products or services**
  - I don't want to grow my business.**
  - I plan to exit my business.**
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Thank you for completing this survey! Your input is greatly appreciated as we work together for a prosperous region!

Submit