



**AUTUMN
MOON**
— F A R M —

Autumn Moon Farm, Inc. a former dairy operation and current grain and hop producer, is currently constructing an on-farm malting and milling facility, just outside Belleville, Wisconsin in Dane County. The farm’s owners, Steve Haak and Becky Olson, have recently earned their certificates in malting via the Canadian Malting Barley Technical Center’s two-week intensive training. They seek to serve the artisan baker community and would like your input as they determine malting and milling equipment capacities and scope of services that may be needed and desired by this local food community. While initial mill & malt quality varieties of barley, wheat and oats are currently scheduled for 2016 harvest, they would also like to learn about potential grains that may be needed for 2017 and beyond.

How many pounds of whole grain flour (all varieties) did you use in the past year?

How many pounds of malted flour (all varieties) did you use in the past year?

How many pounds of alternative flour (such as corn, garbanzo or soybean) did you use in the past year?

What other grains or beans have you used in the past year?

Do you use un-milled, whole grains, malt or beans?

Do you have ample on-site storage for your ingredients?

Yes No

Do you need delivery of your ingredients?

Yes No

What is your preferred type of flour/grain/bean packaging?

- 400-450 lb food-grade, reuseable barrel
- 50-55 lb bags, single
- 50-55 lb bags, on pallet(s)
- 20-25 lb bags, single
- 5-10 lb bags, single
- All of the above
- None of these. Please explain

Do you use dried or pelletized hops in your baking?

Rank in order of importance, the following items as they relate to your use of hops, whole grains or malt and whole grain/malted flour: (1=most important, 10=least important)

- _____ Locally grown ingredients (general)
- _____ Locally processed ingredients (general)
- _____ Direct Field-to-Bakery “taste” connection (Terroir)
- _____ Independent testing and traceability of ingredients
- _____ Consistent ingredients over time
- _____ Unique ingredients
- _____ Exclusive ingredients
- _____ Sustainably produced ingredients
- _____ Ingredients processed by licensed/certified producers; safe handling
- _____ Freshness of ingredients (Field-to-Bakery time lapse)

If you have questions or would like to meet with us, please feel free to contact us at your convenience. Our card is enclosed. If we have enough interest, we may host an on-farm production planning meeting later this year.

Watch for information on our Website – coming soon!
www.autumnmoon.farm

854 FRITZ ROAD | BELLEVILLE, WI 53508

OPTIONAL INFORMATION

We would like to learn more about you! Please consider providing this additional information. Feel free to skip questions that don't apply or that you simply don't wish to answer. Autumn Moon Farm, Inc. will not share any of the information from this survey.

Name(s) of individual completing this survey:

Preferred email(s): _____

Preferred phone number(s): _____

Name of company: _____

Address: _____
CITY STATE ZIP

Mailing address, if different:

CITY STATE ZIP

Website(s): _____

Does your company own, contract or partner on products under other brands or company names?

If yes, please list.

May we contact you regarding: (check all that apply)

- Production planning meetings
- Product availability and sales
- Events

Is there any other information you'd like to share?

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