

# Survey responses

CIVIC - UK

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Deliverable: IO1/A1

# SnailVille

23/04/2021

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CIVIC COMPUTING

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Project Number: **2020-1-UK01-KA204-079017**



Co-funded by the  
Erasmus+ Programme  
of the European Union

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## REVISION HISTORY

Version	Date	Author	Description	Action	Pages
1.0	23/04/2021	CIVIC	Creation	C	TBS

(\*) Action: C = Creation, I = Insert, U = Update, R = Replace, D = Delete

## REFERENCED DOCUMENTS

ID	Reference	Title
1	2020-1-UK01-KA204-079017	SnailVille Proposal
2		

## APPLICABLE DOCUMENTS

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# 1. Overview

This document provides a summary and brief analysis of the results of a survey disseminated by CIVIC Computing for the purposes of research as part of the Snailville project. Following the desk research undertaken on snail farming in the UK for this same project by CIVIC, the survey was intended to verify and build on the resultant findings.

Although 30 was the original aim for the number of respondents, CIVIC managed only 24. With that being said, this is likely as much a reflection of the fact that there is almost no culture of snail farming established in Scotland, with no notable commercial enterprises in heliculture discoverable in the country and those very few that exist in England and the broader UK proving fruitless in terms of seeking respondents.

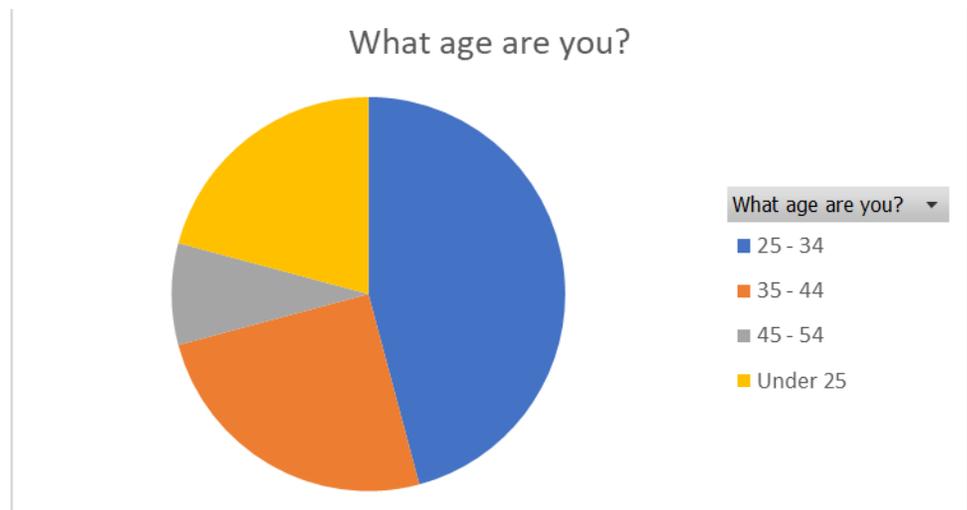
This overall trend was also reflected in the responses received: respondents tended to be casual snail farmers or only considering taking up snail farming. There were no owners or employees of fully professional snail farms. Furthermore, in general, responses reflected the comparatively small role that heliculture plays in the UK.

# 2. Responses

## 2.1 Participant information

The first part of the survey asked the participants about themselves – their country, age, and involvement with snail farming. Needless to say, all respondents included in this survey reported being based in the UK, and as mentioned, all were either amateur snail farmers or not yet snail farmers but only considering it. Among these, almost all were considering heliculture in some capacity - only four had actually taken up the practice, of which none export their produce.

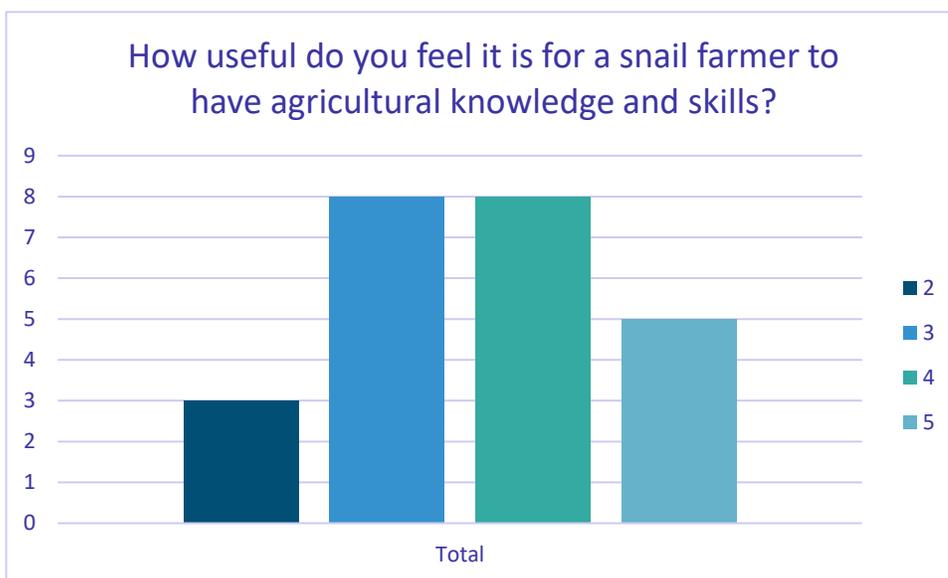
There was a little more variation in terms of age, although most respondents were relatively young. There were no participants who reported being over 55, and only one who reported being over 44. Of the rest, most were between 25 and 35, with the remainder either younger or in the decade immediately older.



## 2.2 Training and support

The next section of the survey focused on the sort of training, support and guidance that the participants had received. The initial question in this section asked them what training respondents had undertaken, with most indicating that they had not had any. Only seven indicated that they had undergone some form of training, with four saying they had done an online training based abroad and the remaining three having done a training organised by another heliculture business.

Following this, a plurality of 11 people indicated that they had received some guidance on legislation and standards relevant to snail farming, although it wasn't very helpful, and a further 10 people reporting that they had received none at all. This left only three people fully satisfied with the guidance they had received in this area.



The final question in this section concerned the importance respondents thought agricultural knowledge and skills held for being a snail farmer. Here answers varied considerably, although the trend was towards greater importance: only three people – 12.5% - gave an answer lower than three, and there were no ones at all.

## 2.3 Factors in and barriers to success

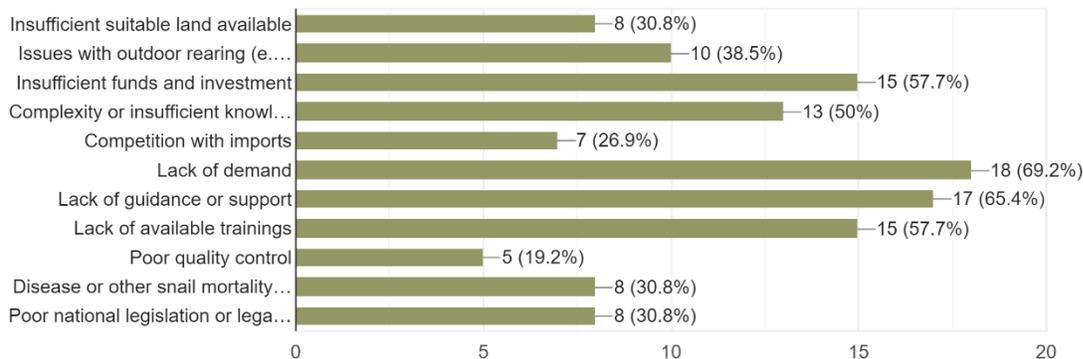
The penultimate section asked respondents to evaluate the reasons for which snail farms in their country failed to attain success, and then the reason that such businesses did become successful.

The results to this first question again indicate a broad range of responses – most likely due to the fact that respondents could pick any number of answers they pleased. There remained, however, clear favourites: of 11 potential answers, only five were chosen by 50% of respondents or higher. These responses were, in order of popularity: lack of demand, lack of guidance of support, lack of available trainings, insufficient funds and investment, and complexity or insufficient knowledge of snail

rearing and breeding. The prominence of these responses is entirely consistent with the other answers from this survey, painting a picture of an industry severely restrained by the lack of demand and cultural appeal – even awareness – of snails as an agricultural product.

Please choose from the issues below what you think are the greatest barriers to successful snail farming in your country

26 responses



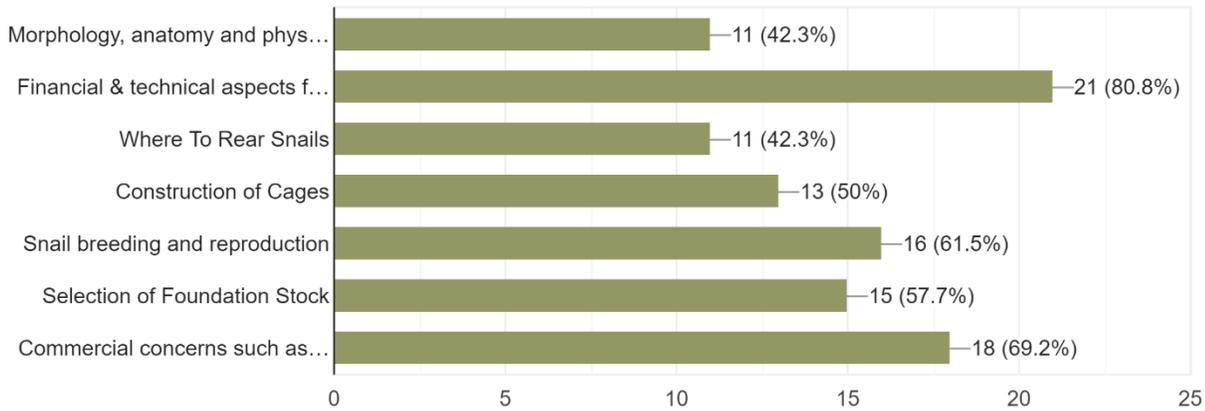
Factors in the industry’s success, as might be expected, given such a trend, were generally not all that positive. “Major factor” was only chosen five times, across 23 respondents all answering seven questions in this area; that being said, “significant factor” was considerably more popular, being chosen on 18 occasions. “Minor factor” was by far the most popular response across all questions aside from the first – only “strong culture of indoor farming” had a different plurality insofar as the response to this question was somewhat more positive. Its most popular response was moderate, followed by significant, with minor only in third place. This made it easily the most positively received question overall, with natural ecosystem and climate as well as good organic farming and good quality trainings also being ranked highly – at least relative to the other statements. Other than this, the statements had largely similar responses, with the notable exception of “strong demand, national culture of snail consumption”, which was considered strikingly less of a success factor comparative to the others.

## 2.4 Most helpful training areas

The final question asked was about the topics that respondents felt would be most useful to learn about. Here all areas were represented, and represented reasonably well, though of course some topics were more popular than others. Most notably, 70% and 80% of respondents said they would find financial and technical aspects of setting up a snail farm and commercial concerns such as marketing and promotion respectively helpful. A majority were also interested in the construction of cages, breeding and reproduction, and the selection of foundation stock, with the remaining two topics scoring around 40% of respondents.

Which of these do you feel would be most helpful for a snail farmer like yourself to learn more about?

26 responses



### 3.1 Conclusion

Overall, these results were perhaps to be expected, given from the research phase of this exercise what we know about the level of popularity of snail farming in Scotland. Although the results are limited to amateur and aspiring snail farmers, this is in large part because of the dearth of professional snail farmers in Scotland and the UK generally.

More importantly, however, the results give a clear shape of the topics that might be of most effect in a training course like the one that Snailville hopes to provide. In the case of Scotland and the UK, the fact is that there is a broad range of information that would be useful, both fortifying the industry's strengths, but also building up its areas of weakness.