Rhubarb Retail Preference Questionnaire

Please answer all questions that apply whether you are a home grower or commercial grower, a consumer or resale business. Please provide your name, e-mail contact information, and today’s date below (all information will be kept confidential and is voluntary):

Name: ________________________________________________ Date __________________

Email address: __________________________________________

1) What Southeast Alaska community/town do you live in? ____________________________

2) Is there locally produced rhubarb available for sale in your Southeast community?
   _____Yes  ______No

3) Do you grow rhubarb?  _____Yes  ______No

4) If you grow rhubarb, are you a home gardener _____ or commercial grower ____?

5) How much rhubarb (pounds of stems) do you grow each year? (check one below):
   _____ less than 5 lbs  _____ 5-25 lbs  _____ 26-100 lbs  _____ over 100 lbs

6) If you purchase rhubarb, are you a consumer______, or a grocer/resale business______?
   a) When purchasing, do you prefer green stems ____, red stems ____, or any type ____?
   b) When purchasing, is flavor important?  _____Yes  ______No

7) What product type do you prefer to use? Rank the following on a scale of 1 to 4 (1 being highest to 4 lowest)  _____ fresh stems  _____ frozen chunks  _____ puree  _____ juice

8) How much rhubarb do you purchase each year? (check one below)
   _____ less than 5 lbs  _____ 5-10 lbs  _____ 11-50 lbs  _____ over 50 lbs  _____ over 100 lbs
   _____ over 500 lbs

(over)
9) What is the amount of Rhubarb you most frequently purchase for home use?  *(check below)*
   ___1 lb  ____2 lb  ____3 lb  ____4 lb  ____5 lbs or more

10) How often do you purchase rhubarb for home use per year? *(check one below)*
    ____ 1 time  ____ 2-5 times  ____ 6-10 times  ____over 10 times per year

11) Where do you typically purchase rhubarb in your Southeast community? *(check all that apply)*
    ____ A Farmers Market in your community  ____ Your local supermarket  ____ Salt & Soil
    Online Marketplace  ____ 2nd Saturday Monthly Market (Juneau)  ____ Southeast Annual
    Food Festival (JAHC) in Juneau

12) If you are a grocer/resale business, where do you obtain your rhubarb from? *(check all that apply)*
    ____ A local Southeast Alaska producer  ____ From the lower 48  ____ From another area in Alaska other than Southeast

13) How much do you typically spend on rhubarb purchases? *(check one below)*
    ____ <$2/lb  ____ $2-3/lb  ____ $3-4/lb  ____ $4-5/lb  ____ $5-6/lb  ____ >$6/lb

14) Are you willing to pay more for Alaska Grown rhubarb?  ____Yes  ____No  If so, how much more?
    ____ 5%  ____ 10%  ____ 15%  ____ 20%  ____ 25%

15) Are you willing to pay more for locally grown rhubarb?  ____Yes  ____No  If so, how much more?
    ____ 5%  ____ 10%  ____ 15%  ____ 20%  ____ 25%

16) Are you willing to pay more for rhubarb grown without the use of chemical fertilizers, pesticides, fungicides, and herbicides?  ____Yes  ____No  If so, how much more?
    ____ 5%  ____ 10%  ____ 15%  ____ 20%  ____ 25%

17) Would you like follow-up information on the results of this study?  ____Yes  ____No

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