

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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Please return completed questionnaire to: David Love at pandalid@yahoo.com