**Market Survey Questionnaire**

Date: / /

Name of District: Name of Sub-District:

Name of the Farmer Group:

Market Survey Conducted by (names of farmer representatives) :

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Name &　Contact　of　Produce　Dealer** | **Produce　&　Variety**  | **Produce Quality & Market Requirements** | **Peak Demand (months)** | **Quantity &Frequency (daily/weekly etc.) of Supply** | **Unit Price per kg** | **Mode of Payment** | **Terms of Payment** | **Marketing challenges** | **Dealer’s Willingness to purchase the Produce from the Group**  |
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**Market Survey Questionnaire**

<Example>

Date: / /

Name of District: Name of Sub-District:

Name of the Farmer Group:

Market Survey Conducted by (names of farmer representatives) :

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Name &　Contact　of　Produce　Dealer** | **Produce　&　Variety** | **Produce Quality & Market Requirements** | **Peak Demand (months)** | **Quantity &Frequency (daily/weekly etc.) of Supply** | **Unit Price per kg** | **Mode of Payment** | **Terms of Payment** | **Marketing challenges** | **Dealer’s Willingness to purchase the Produce from the Group**  |
| Mr. S. K. Mwai(0722-xxxxxx) | Tomato(any variety) | - Medium size- Half ripen | March,April, &May | 1,000kg/week | 1 dollar | Cash | Cash onDelivery | Inadequate storage Facilities | Willing |
| Ms. J. O. Ouma(0736-xxxxxx) | Tomato(cal j) | - Large size- Half ripen | February&March | 2,500 kg/week | 1.20 dollars | Check | Two weeks afterDelivery | Inadequate storage Facilities | Willing |
| Ms. O. J. Aduu(0720-xxxxxx) | Tomato(cal j) | - Medium size- Half ripen | December& January | 2,500 kg/week | 1.15 dollars | Cash | A week afterDelivery | None | Not willing |
|  |  |  |  |  |  |  |  |  |  |