**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** |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |

**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 | 1,000  kg/week | 1 dollar | Cash | Cash on  Delivery | 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 after  Delivery | 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 after  Delivery | None | Not willing |
|  |  |  |  |  |  |  |  |  |  |