## **Market Survey Questionnaire**

Date:/	
Name of District:	Name of Sub-District:
Name of the Farmer Group:	
Market Survey Conducted by (names of farmer representatives	s):

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

## <Example>

## **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
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- xxxxx)	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