## **Example** Market Survey Questionnaire

Date:

Region:

Zone:

Woreda:

Market Survey Conducted by (names of farmer representatives):

Name & Contact of Produce Dealer	Produce & Variety	Produce Quality & Market Requirement s	Peak Demand (months)	Unit Quantity & Frequency (daily/weekl y etc.) of Supply	Place of Production	Purchasing Unit Price (ETB/kg)	Mode of Payment	Terms of Payment	Marketing Challenges	Dealer's willingness to purchase the produce from the Group
Mr. Abdela Qasim (0917- xxxxxx)	Potato (Belete)	Large size	February to March	120qt/week (1qt=110kg)	Waliso	3.5	Credit	A week after Delivery	Produce quality is low (rotten, diseased)	Willing to buy at shop
Mr.Kernal Husen (09111- xxxxxx)	Potato (Gudene)	Medium to small size	January to February	10qt everyday (1qt=100kg)	Shewa robit	2.5	Cash	Cash on Delivery	continuous supply is required	Willing to buy at farmgate