Here is the link to the updated survey:

<https://chatham.az1.qualtrics.com/SE/?SID=SV_b31K4GtgGEvokdv>

**Northeast Forest Grown Shiitake Market Assessment**

*Thank you for your participation in this initial Market Assessment for Northeast Forest Grown Mushrooms.*

Forest grown shiitake producers are providing data about possible interest in participating in a marketing network with three to four regional aggregation/distribution sites in areas with already established regular retail sales. Several growers are interested in creating a marketing network for collaborative sales and joint purchasing of supplies and services. Such a network could ensure a consistent supply of high quality forest grown shiitake mushrooms to fulfill growing demand in a sustainable way. The information you provide here will help us to understand shiitake markets and demand in the northeast.

**1.During the 2014 Forest Grown Shiitake season, how regularly did you purchase shiitake mushrooms?**

* Several times per week
* Twice per week
* Weekly
* About every other week
* Monthly
* Only once during the season

**2. What reasons do you have for purchasing Forest Grown Shiitake mushrooms from regional growers? (Check all that apply)**

* Support local growers
* Improved taste
* Improved quality
* Reasonable prices
* Locally available
* Customer satisfaction
* Other (please indicate) 

**3. Approximately how many pounds of shiitake mushrooms did you usually purchase on a weekly basis during the 2014 Forest Grown Shiitake Season?**

* About 1 lb
* 1-5 lbs
* 6-10 lbs
* 11-15 lbs
* 16-20 lbs
* Over 20 lbs

**4. If larger quantities of Forest Grown shiitake mushrooms were regularly available from May through October, how many pounds would you like to be able to purchase on a weekly basis?**

* About 1 lb
* 1-5 lbs
* 6-10 lbs
* 11-15 lbs
* 16-20 lbs
* Over 20 lbs

**5. To the best of your knowledge, do you expect demand for shiitake mushrooms from your consumers to significantly increase or decrease in the next 5 years?**

* Significantly decrease
* Decrease slightly
* Stay the same
* Increase slightly
* Significantly increase

**6. How many shiitake producers do you currently purchase shiitakes from annually to fulfill your consumer demand?**

* 0-1
* 2-3
* 4-5
* 5+ (Please enter the number here) 

**7. Please list the local producers you purchase shiitake mushrooms from annually to fulfill your consumer demand:**

|  |  |
| --- | --- |
| Producer 1  |  |
| Producer 2  |  |
| Producer 3  |  |
| Producer 4  |  |
| Producer 5  |  |

**8. Do you purchase commercially available shiitake mushrooms when forest grown shiitakes are not available?**

* Yes
* No

**9. Approximately what percentage of the shiitake mushrooms you purchase do you purchase in the following forms:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |

|  |
| --- |
|  |

 |  |  |
|  |  |  | **0 10**  | **20**  | **30**  | **40**  | **50**  | **60**  | **70**  | **80**  | **90**  | **100**  |  |  |
| **Fresh**  |   |  |   |   |   |   |   |   |   |   |   |   |  |  |
| **Dried**  |   |  |   |   |   |   |   |   |   |   |   |   |  |  |
| **As part of a value-added product**  |   |  |   |   |   |   |   |   |   |   |   |   |  |  |

**10. Approximately what percentage of the shiitake mushrooms you purchase do you do you expect to purchase in the following forms in 5 years (2018):**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |

|  |
| --- |
|  |

 |  |  |
|  |  |  | **0 10**  | **20**  | **30**  | **40**  | **50**  | **60**  | **70**  | **80**  | **90**  | **100**  |  |  |
| **Fresh**  |   |  |   |   |   |   |   |   |   |   |   |   |  |  |
| **Dried**  |   |  |   |   |   |   |   |   |   |   |   |   |  |  |
| **As part of a value-added product**  |   |  |   |   |   |   |   |   |   |   |   |   |  |  |

**11. What prices do you regularly pay for fresh forest grown shiitake mushrooms per pound currently?**

|  |  |
| --- | --- |
| Retail (less than 5 lbs per purchase)  |  |
| Wholesale (more than 10 lbs per purchase)  |  |
|  | Current Progress 0%  |  |

We’re contacting customers like yourself to help determine potential future demand as part of a Market Assessment for Northeast Forest Grown Shiitake Mushrooms. Forest grown shiitake producers are providing data about their interest in participating in a marketing network with three to four regional aggregation/distribution sites in areas with already established regular retail sales. Several growers are beginning to work together to create such a network to supply high quality forest grown shiitake mushrooms in order to fulfill the growing demand in a sustainable way.

Please rate your interest in the following:

 Very interested Quite interested Neither interested nor uninterested Not very interested Not interested at all

12. How interested would you be in buying shiitake mushrooms from an alliance of producers in the northeast? 12. How interested would you be in buying shiitake mushrooms from an alliance of producers in the northeast? 13. How interested do you think other customers would be in buying shiitake mushrooms from an alliance of producers in the northeast?

13. How interested do you think other customers would be in buying shiitake mushrooms from an alliance of producers in the northeast? 12. How interested would you be in buying shiitake mushrooms from an alliance of producers in the northeast? 13. How interested do you think other customers would be in buying shiitake mushrooms from an alliance of producers in the northeast?

14. In the future, if you purchased forest grown shiitake mushrooms at retail prices from a regional network of producers, what price (per pound) would you expect to pay if purchasing a minimum of at least 1 lb per week?

 $12-13

 $14-15

 $16-17

 $18-19

 $20+

15. In the future, if you purchased forest grown shiitake mushrooms at WHOLESALE prices from a regional network of producers, what price (per pound) would you be willing to pay if purchasing a minimum of at least 20 lbs per month?

 $9-10

 $11-12

 $13-14

 $15-16

 $17-18

 $19

 $20 or more

16. Additional comments:

Thank you again for your participation in this initial market assessment. Though aggregated results will be published, individual information will be kept confidential and will only be shared with your permission.

Please enter your name and email here so we may contact you for follow-up if necessary.

Name

Email Please enter a valid email address.

Please answer this question.

If you would like to receive a summary of results and/or future information about the possibilities for a network, please check yes below. If not, please check no.

 Yes, please send me a summary of results and/or future information about the possibilities for a network.

 No, please do not send me a summary of results and/or future information about the possibilities for a network.