

ETHNIC MARKETS RETAILER DATA - SECTION ONE 1.1 - 1.4

1.1 Job Title	1.2 Purch/order decisions.	1.3 Business Type	1.4 Sales: % Produce	% Meat & Fish	% Dairy	% Processed specialty prods.	% All other
Manager	I do.	Sole proprietorship	30%	0%	5%	40%	25%
Manager	I do.	Partnership	40%	0%	30%	20%	10%
Supervisor	I do.	Corporation	33%	60%	2%	5%	0%
Administrator	I do.	Sole proprietorship	50%	40%	5%	2%	3%
President & Owner	I do.	Corporation	0%	90%	5%	0%	5%
Owner	I do.	Sole proprietorship	5%	40%	4%	20%	0%
Owner & Manager	I do.	Corporation	20-30%	0%	2%	35%	30%
Manager	I do.	Corporation/Franchis	10%	10%	10%	50%	10%
Manager	I do.	Blank	Blank.	Blank.	Blank.	Blank.	Blank.
Blank.	I do.	Corporation	40%	0%	1% (no profit)	30%	29%
Son of owner; managerial role	Gustavo	Corporation	70%	20%	5%	0%	5%
Owner	I do.	Sole proprietorship	85% (35box/wk)	15%	Blank.	Blank.	Blank.
Owner & Manager	My father & I do.	Corporation	75%	0%	10%	0%	15%
Moses: Manager. Pearl: Secretary.	Both but she decides produce	Corporation	20%	0%	20%	0%	60%
Owner	I do.	Sole proprietorship	95%	0%	0%	0%	5%
Manager	I do.	Sole proprietorship	10%	0%	0%	15% or more	Blank.
Retired (owner)	I and the butcher Gustavo	Sole proprietorship	0%	100%	0%	0%	0%

ETHNIC MARKETS RETAILER DATA - SECTION ONE continued (1.5-1.11)

December 7, 1998

1.5 How many work here	1.6 How's business?	1.7 Ethnic groups served	1.8 Income of customers	1.9 % women?	1.10 % over 60	1.11 % fam w/children
2-4 people	Stable; up and down.	Polish & American. (Artists & students.)	Americans low income; Polish middle income.	50%	2%	the Polish customers
2 people	Stable.	50% Polish; 40% American (artists, students); 10% Mexican.	Middle income.	80%.	30%	80%
6 people	Stable.	Puerto Rican & Dominican.	Mixed income.	90%	5%	90%
3 people	Struggling.	Mexican, Dominican & Puerto Rican.	Low income.	70%	5%	70%
6 people	Struggling.	Mixed hispanic.	Low income.	50%	20%	80%
2 people	Stable.	Hispanic: Puerto Rican, Dominican, Mexican.	Mixed income.	75%	10%	10%
4-6 people	Struggling.	Italian. pop decreasing. Hispanic (PR & Mexic.) growing.	Low income.	90%	40%	90%
7 people (deps. on week)	Stable.	Hispanic (PR, Mex., Domin.), Italian, Chinese, African Amer.	Middle income.	60%	20%	30%
Blank.	Blank.	Blank.	Blank.	Blank.	Blank.	Blank.
2 people	Struggling.	70% Hispanic. 30% Ital., Polish & Chinese.	Low & middle income.	90%	10%	80%
4 people	Stable.	75% Hispanic. 15% Black. 10% White.	Low to middle income.	75%	20%	Low %
3(?) people	Struggling (will probably shut down). 6 yrs. old.	Hasidic Jewish.	Blank.	Blank.	Blank.	Blank.
4 people	Stable. 9 mos. ago added groceries & renov'd store	PR, Domin., some Mex., occ. Hasidic on Fri. Grow'g # white.	Low to middle income.	70%	15%	60%
4 people	Blank.	Hasidic.	Low & middle income.	Blank.	Blank.	Blank.
4 people	Stable.	Latino.	Low income.	90%	5%	100%
2 people	Stable. (\$5,000/week gross)	Mostly Puerto Rican, plus Mexican, Dominican, Jamaican.	Low to middle income.	90%	50%	Most.
2 people	Stable.	Mostly Puerto Rican, some Dominican & African American.	Low income.	100%	5% (most in 30s 40s & 50s)	100%

2.1 Diff supplrs for prod	2.2 How sat. w/supplrs	2.2B(2.3)Fres hness switch	2.3A(2.4)Pref'd pay terms	2.3B(2.5)Pref deliv sched	2.4 Prod ethnic grps buy	2.4A Satisf. w/features	2.4B Not sat. w/features
Yes. I have 1 supplier for fruits & vegetables.	Somewhat satisfied. good stuff costs but cust. don't want to pay.	Yes, just changed 4 freshness.	Cash & carry (pay every day).	Every afternoon after 1 PM.	Polish: pot cabb Kirby app strwbry-- don't care about green. American: all fruits & vgs.	Polish products: Price. Amer. products:price, qual.	Polish: price. they shop around for cheapest. Amer: Price.
Yes.	Very satisfied.	No.	Cash & carry (pay every day).	Every morning before 12 PM.	Polish: app orang prune pear pot onion carr etc. American: same. Mexican same plus avocado.	Polish, Mexican & American: Price & quality (low prices).	Polish, Mexican & American: We like everything so far.
Yes.	Somewhat satisfied.	Yes.	Cash payment.	Mon, Wed & Fri mornings (but we have our own own truck)	Puerto Rican & Dominican: plantain, potato, yautia, banana orange apple pear beef & chicken.	Quality & variety.	Many times yellow yautia is not available.
Yes.	Somewhat satisfied.	Yes.	Net 30 days.	Wed & Fri AM.	(diff. survey)	(diff. survey)	(diff. survey)
Yes.	Somewhat satisfied.	Yes.	Net 7 to 14 days.	Every day in the morning.	Hispanic: fresh meat, frozen products, dried goods.	Price, quality & convenience.	Blank.
Yes.	Somewhat sat'd. Most of time I get stuff myself to avoid paying transport.	Yes, just changed milk suppl.	Cash. I pay on the spot. Only Goya on credit.	Any day PM.	Mex, PR, Domin: fruit (banana tomat mango avocado) vgs (potato cuke) & tropical cheese. Lunch meat, cold cuts.	Quality (freshness).	None b/c I keep low inventory & high sale, buy only what will sell.
Yes.	Somewhat satisfied.	No.	Cash or net 30 days.	Any day, any time.	All buy seasonal produce & apples, oranges, peaches.. Mex: jalapeno tomatillo cilantro yucca name yautia calabaza. Ital.: arugula broc.rabe escarole.	Quality (freshness) & price.	None because I usually buy what I can sell.
Yes.	Somewhat satisfied.	No.	15-25 days by check.	Any morning but Mon. is best.	(diff. survey)	(diff. survey)	(diff. survey)
Blank.	Somewhat satisfied.	Blank.	Blank.	Blank.	Sea scallions, potatoes, peppers, apples.	Blank.	Garlic & red peppers always too expensive.
Yes. My husband goes to Hunts Pt.	Somewhat satisfied.	Yes.	Cash or 30 days.	We pick up because it's less expensive.	(diff. survey)	(diff. survey)	Have people come by but don't trust them. No guar. of freshness:unpack a crate & find rot on bottom.
Yes. Bronx Term. Mkt. & global Tropical @ Brooklyn Term.Mkt.	Somewhat satisfied.	No. Choose fresh prods.	Credit.	Go with own truck so N/A.	Staple fruits incl plaintain nectarine plum mango orange apple persimmon coconut kenepa fruitsalad. Veg. incl: Yucca beets peppers cassava.	Variety & shelf-life.	Price & convenience.
Yes. Go to Brooklyn Mkt. & buy from truck vendors.	Somewhat satisfied.	Blank.	Blank.	Blank.	Hasidic: main sales incl. potatoes, onions & bananas.	Blank.	Blank.

2.1 Diff supplrs for prod	2.2 How sat. w/supplrs	2.2B(2.3) Fres hness switch	2.3A(2.4) Pref'd pay terms	2.3B(2.5) Pref deliv sched	2.4 Prod ethnic grps buy	2.4A Satisf. w/features	2.4B Not sat. w/features
Yes.	Somewhat satisfied.	Yes.	Cash.	Go to Hunts Pt. Mon, Wed, thurs & Fri.	Hasid: used to buy here b4 this fam. owned. Now only Fri. or buy flowers. Hispanic: regular (not "Hispanic-type") fr & vgs. White:tofu soymilk health	Price.	Price.
Yes. Most fr. Hunts Pt. dists. & wholslrs.; appl&tom occ. fr. farmers.	Very to somewhat atisfied.	Blank.	Net 30 days.	Mon & Wed 9-4; maybe Thurs.; no Fri or Sat.	Fr(pepinomelon passionfr. tomarillos starfr etc) veg(cabb eggpl horserad kirby parsnips kohlrabi daycok) conven.& prepared food; seas. stews, salads.	All besides fr&veg is kosher & hi qual. We find what we need even spec. products.	Want better qual fr&veg.Specialty items:supplrs charge thru the nose.
No.	Somewhat satisfied.	Yes.	15 days.	Mon, Tues, Wed from 3-4 AM.	Blank.	I apprec. better quality but price is factor.	So we need to be careful about prices; our cust. low income.
Yes. Good prices @ Brooklyn Terminal.	Somewhat satisfied.	Yes.	Net 30 days.	Mon, Wed & Fri 8-12 AM.	Herbs, herba buena, arugula, basil, recaio, cilantro, ajicita, albhaca, thyme, bana leaves, limes, platanos, yucca, malanguila, calbaza, dried beans,	If you have good prices people will come.	Fruits don't stay fresh. Too hot in summer.
Yes. 4 to 5 suppliers.	Somewhat satisfied.	Yes.	Net 15 days.	Mon, Thurs & Sat 8-12 AM.	(diff. survey)	(diff. survey)	(diff. survey)

2.5 Diffic. getting prod	2.6 Not satis. w/products	2.6A Cust int'd in local?	2.6B This enhance sales?	2.7 Cust. pay for fresher	2.8 Diffic. getting prod	2.9 Pref'd new supp.	2.10 Satisf. detail	2.11 Other comments
No. Whenever cust. ask for something we try to get it, no prob.	Small store, I can deal w/ almost anything.	Yes. They know hwat is good & will appreciate it.	Yes. They know what is qual. & know the difference. Education.	40% will pay more. most want cheaper & good quality.	No.	Direct from farmers.	Very satisfied.	Blank
No.	No.	Yes, people will know better what is fresh.	Yes, but I don't know how.	Yes. They know qual & usually pay for it (pay more, buy smaller quant)	No.	Bronx Terminal Market. My supplier goes there.	Blank.	Blank.
Yellow yautia.	Sometimes there's not enough plaintain, yucca & yautia. Also prices change very often.	Yes, fresh products are better.	Probably; better products will attract more customers.	Yes. People like fresh products.	Yellow yautia, avocado, yampi (n~ame).	Direct from farmers or from Brooklyn Terminal Mkt. My suppliers go to Brooklyn Term. Mkt.	Blank.	No.
(diff. survey)	(diff. survey)	Yes. Fresh is better.	Yes, because people like fresh produce.	Yes.	Sometimes buys too small a quantity.	Existing broker.	I buy from a broker who buys @ Bronx Term. When my broker's regular provider is out, my broker finds it elsewhere.	No. I am fine with what I sell.
Blank.	Blank.	Blank.	Blank.	No.	No.	Blank.	Blank.	No.
Mortadela (coldcut from PR), passion fruit, tomatillo (Columbia), trop fruit	Blank.	Yes. Fresh fr&veg are good but I don't want to deal w/it. It's easier to deal w/ frozen stuff.	Blank.	Yes. Fresh is always better.	I pick what I want & buy what will sell.	Direct from farmers (I don't buy that much, so small farmers will help.)	Love idea of fresh but they are too diff. to deal with.	I have small bodegas. Am not taking any risk. Buy small quantity. Very easy-going bus.
Blank.	No.	Yes. Fresh fr & veg are better on flavor.	Yes, but it depends on the price.	Don't think so; cust. have limited income.	No.	Direct from farmers.	Our broc.rabe comes from a CA supplier, Andiboy, which is very good qual & flavor but very hi price. Sometimes we get to buy local NJ broc. rabe.	We have this grocery for 9 yrs, & a farm for 1. We also are suppliers.
(diff. survey)	(diff. survey)	Yes.	Yes: longer shelf-life, cheaper & better quality.	No, customers can't afford to pay more.	Asparagus.	Any nearby supplier; have a truck, like to shop locally. Occasionally buy fr. truck guys in nghbthd.	Bosc pears too exp.; need strwberries & asparagus (supplier doesn't have it.) Need chilis (buy alot).	I would switch suppliers. Also, have been mg'g this 35-yr-old store for 4 mos. & elsewhere 5 yrs.

2.5 Diffic. getting prod	2.6 Not satis. w/products	2.6A Cust int'd in local?	2.6B This enhance sales?	2.7 Cust. pay for fresher	2.8 Diffic. getting prod	2.9 Pref'd new supp.	2.10 Satisf. detail	2.11 Other comments
Blank.	Blank.	Blank.	Blank.	Blank.	Choose from lots of different suppliers.	(Had ideas about what farmers should produce but was difficult to interview.	Prefer extra fancy green apples b/c of quality & shelf life.	Brooklyn Produce is the biggest supplier in the neighborhood.
(diff. survey)	(diff. survey)	Yes.	Yes; longer shelf-life.	Yes.	Blueberries (comment of cust. in store).	Hunts & Bronx Term. Mkts. or farmers.	Blank.	Been in bus. 13 yrs. this is not a good time but area investment (hous. rehab) may lead to imprmnt.
No.	Yautia: yellow & white. price very high.	No.	Blank.	Yes.	No.	Someone who delivers.	Shelf life of root vgs is 1 wk. We purchase fr, veg & meat daily.	Truck people will come by on occasion & we'll buy from them.
Blank.	Blank.	Blank.	Blank.	Blank.	None. Don't buy any specialty items.	Doesn't matter but prefer delivery.	Blank.	Blank.
No. The absolute availability of nearly every veg & fruit is expected.	No.	No. Most Greenmkt cust's go there b/c have WIC coupons & so can afford. Few others will spend the \$.	N/A	No. Lower priced ON SALE sells before higher qual or fresher.	No. Lease restriction on cigs & beer.	Hunts Point but will occasionally accept deliveries, but must have right to refuse.	Blank.	When certain items are out of season, we'll buy & sell it anyway @ very high prices.
No. Prod.selec. based on what supplr carries vs. specif.storeown er request.	Blank.	Yes.	Yes, probably.	Blank.	No. We carry what supplier has.	We have no commitment to our suppliers; willing to form relat'shps w/farmers. It's easy to switch supplrs.	Family bus. for 30 yrs. Good weight & connections.	More products: meat (salami bologna) pkgd (fishsalads, lots indiv. servings, snacks, frozen, sweets)
No.	Ethnic products difficult to sell; I don't buy themm. Often delicate, go bad, I have to throw away.	Yes.	Blank.	No, because the competition is strong.	Products w/more taste: Verdura, Barapen.	Existing distributor or direct from farmer.	Compet. is a prob w/ car vendors who don't pay utils or rent & so have better prices.	Freshness is an imp. issue, especially for this type of store.
Get things like Ajicita/hot peppers indirectly fr. NJ farmers via Mkt.	(diff. survey)	Yes, fresh is important.	Yes, bring more people in w/ fresh produce & better prices, & they will bring even more people in.	It depends. Lots of poor in neighborhood; better to keep prices even.	Yams, yautia, fresh herbs.	Direct from farmers. Or Bklyn Term Mkt. (they give good prices.)	All fresh herbs:summer too hot to maintain them.	Cultural fruits, vgs. & herbs are in demand.
(diff. survey)	(diff. survey)	Maybe, I don't know.	Maye, if the quality were good.	Yes, much more-\$4/lb. more for high quality top sirloin.	No. See extensive prod. list w/survey.	Direct from farmers.	prod. list cont.: boxed in parts (chicken cutlet, gizzard, turkey wings, breast), whole goat (Hunts Pt.).	Prefer to get whole animal, cut it here.

ETHNIC MARKETS RETAILER DATA - SECTIONS 3 & 4

December 7, 1998

3.1 Supplier contact info	3.2 Sample product list	3.3 Feelings re profitab.	4.1 May call again?	4.2 Photos?
Assaid (718) 680-8597	no list. I and my supplier know my store (small store).	Some customers ask for qual. but when they get it they go for cheaper & low qual. elsewhere.	Yes.	Yes.
John's Produce [John] 157-70 11th Ave. Whitestone, NY 11357. (718) 746-4220	Blank, but see prod. list from her supplier (John's Produce)	Blank.	Yes.	Yes.
Blank.	See a distributor's list attached to survey.	4 yrs. in business; food stamp cuts plus new supermks in neighborhood affected business.	Yes.	Yes.
Blank.	Do not have.	In winter, sales drop. Also, gov. food stamp cuts have affected all bus. in nghbrhood.	Yes.	Yes.
Market Distributors [Howard Saltiel], Hunts. Pt. Mkt. (718) 629-2060. Melba Utica Packing [Elliot] (718) 629-2060.	Blank.	Blank.	Yes.	Yes.
Jetro. Pepe Tropico. La Campana, Varig St. Global Import.	Do not have.	Industry trends affect bus. Less competition. Food stamp cuts affect bus.	Yes.	Yes.
Blank.	See BKL Produce list attached to survey.	There is less competition. Food stamp cuts & nat'l economics affecting bus.	Yes.	Yes.
D.B.Brown Meat, Poultry & Seafood. 400 Port Carteret Drive, Carteret, NJ. (732) 541-0200. M&P Produce [Pedro] (917) 486-6964 or (917) 868-3621.	Product list attached to original survey.	Summer is a bad time: people don't buy as much. In gen'l, bus. is OK.	Yes.	Yes.
Brooklyn Produce. J&W Produce. Miron Produce. National Produce. Kahn Produce.	Blank.	Blank.	Blank.	Blank.
Spices: LaFlor 1930 Trontman St. ridgewood, NY 11385 (718) 628-4307.	Blank.	Gov. reducing people's benefits. Ngrbrhd has changed Ital to Chin & Polish	Blank.	Blank.
Global Tropical (800) 73-GLOBAL.	Pepe's Fruits & Veg's, Flushing. El Saman (meat supplier).	This store in family for a # of yrs. 3 yrs. ago sold it, bus. was bad. Three mos. ago re-bought it.	Yes.	Blank.
Blank.	Blank.	Blank.	Blank.	Blank.
Blank.	Blank.	Arrival of Greenmkt. on corner has decreased our bus., esp Thurs. Our cust's expect	Yes.	Blank.
Sam's Produce 156 S 9th St #2H Brkln NY 11211 (718)387-8616. Joseph Kahan & Sons Corp. 232 Hewes St Brkln NY 11211 (718) 384-4350-51. Processor: Flaum's 158 Cook St Brklyn NY11211 (718)821-1970-9051.	Blank.	Store has developed to suit 1-stop shopping-fr&vegs have helped bring new custs &old custs buy more.	Yes.	Yes.
Blank.	Blank.	Competitiveness a prob w/car vendors who don't pay utility or rent.	Blank.	Blank.
Brooklyn Terminal Market.	(cont.) Banana, potato, red/yell onion, garlic, green & red peppers, tomatoes, eggplant, lettuce.	Pretty good in general. People selling on street: no rent, no inspection.	Yes.	Yes.
Melba Utica Packing Co. 1209 Utica Av Brklyn 11203 (718)629-2786. Meat & Prov. Corp. Flushing Ave, Brklyn (718)386-3300or-5514. S&A Pork Packer Inc. (917)419-5825,(718)681-0142.	Pork pieces (Pork chops, shoulder, ham, pork, stomach, ears, tongue, feet) beef steak, porterhouse.	Economy good. Sept&Dec. good bus., competition is good. Very seasonal: Thxgvg (turkeys), Xmas(pork).	Yes.	Yes.

7