



RUTGERS

School of Environmental
and Biological Sciences
DEPARTMENT OF PLANT BIOLOGY

*You are invited to participate in a research study conducted by Tori Rosen, a PhD student at Rutgers University in the Department of Plant Biology. **The aim of this study is to assess consumer interest in amaranth and roselle, which are leafy greens preferred for their biocultural significance.** The Rutgers New Use and Natural Plant Products Program and the Rutgers Center for Agricultural Food Ecosystems (RUCAFE) strive to support New Jersey farmers in cultivating novel, nutritious leafy greens that are not currently available in the commercial market. These greens hold significance for certain ethnic groups residing in New Jersey who desire foods from their cultural backgrounds.*

*Your responses will be treated as confidential to the best of our ability, although complete confidentiality cannot be guaranteed. **No personally identifiable information will be collected from you or any other participant.** The completed forms will be securely stored in a locked cabinet under the control of the researcher. Additionally, the responses may be digitized and stored on a password-protected computer accessible only to the study team. Once digitized, the paper copies will be securely destroyed. It is important to note that the responses will not be deleted, as the data will be analyzed over an extended period.*

***Under no circumstances will your identity be disclosed in any professional presentation or publication.** Your name will not be used unless you explicitly grant permission for us to quote you on a specific response. Likewise, your photograph will not be utilized unless you explicitly permit us to use it in a manner that involves sharing it with you and seeking your permission.*



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1. Which race/ethnicity best describes you?
 - White/Caucasian
 - Black/African American
 - American Indian/Alaska Native
 - Other/Multiple Ethnicities (Please specify) _____
 - Hispanic/Latino
 - Asian/Pacific Islander

2. Which of the following ranges includes your age?
 - Less than 20
 - 21 to 35
 - 36 to 50
 - 51 to 65
 - Over 65

3. Which best describes your gender?
 - Male
 - Female
 - Prefer not to say
 - Gender not listed (please specify) _____

4. With which region of the world do you culturally affiliate yourself?
 - Europe
 - North America
 - Latin America (Central and South America)
 - Caribbean (Ex: Puerto Rico, Jamaica, Dominican Republic, Cuba, Barbados)
 - East Asia (Ex: China, Japan, Korea)
 - South Asia (Ex: India, Pakistan, Sri Lanka, Bangladesh)
 - Southeast Asia (Ex: Thailand, Vietnam, Indonesia, Philippines)
 - Sub-Saharan Africa (Ex: Nigeria, Uganda, Kenya, Sudan)
 - Other (Please specify) _____

5. How do you identify?
 - Born outside of the United States (Naturalized citizen, Visa holder, Green card holder, Undocumented immigrant, Refugee)
 - First-generation immigrants (A US citizen who has at least one foreign-born parent)
 - Second-generation (A person whose parents are first-generation immigrants)
 - Having American ancestry
 - Unsure/Other (Please specify) _____



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6. What type of community do you live in?
- Large city
 - Small city or town
 - Suburb near a large city
 - Rural area
 - Prefer not to say
7. How would you classify your income level?
- Low income (<\$35,000 per year)
 - Medium income (\$35,000-\$75,000 per year)
 - High income (>\$75,000 per year)
 - Prefer not to say
8. Including yourself, how many people are you responsible for feeding on an average night?
- One
 - Two
 - Three
 - Four
 - Five
 - More than five
9. How many children are you responsible for feeding on an average night?
- Zero
 - One
 - Two
 - Three
 - More than three
10. On average, how many times do you purchase fresh produce per month?
- Once
 - Two to three times
 - Four to five times
 - More than five times
11. When grocery shopping, on average how much do you spend on fresh produce per visit?
- \$0-\$15
 - \$15-\$30
 - \$30-\$50
 - \$50-\$75
 - \$75-\$100
 - > \$100
12. Where do you tend to buy fresh produce during the course of the year? Please indicate all places, even if you only visit a certain retailer during the season in which fresh produce is available.
- Typical American grocery stores
 - On-farm markets or roadside stand
 - Pick your own farms
 - Specialty ethnic grocery stores
 - Community farmers' market



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- Other (Please specify) _____

13. How often do you buy food representative of your cultural affiliation?

- Never
- Rarely/special occasions
- Monthly
- Weekly

14. Our researchers call this plant amaranth, by what name(s) do you recognize it?



- Yen Choy
- Callaloo
- Amaranth
- Not sure/Unfamiliar
- Other (Please specify) _____
- Xian Cai
- Chaulai

15. Our researchers call this plant amaranth, by what name(s) do you recognize it?



- Yen Choy
- Callaloo
- Amaranth
- Not sure/Unfamiliar
- Xian Cai
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- Other (Please specify) _____

16. Our researchers call this plant amaranth, by what name(s) do you recognize it?



- Yen Choy
- Callaloo
- Amaranth
- Not sure/Unfamiliar
- Other (Please specify) _____
- Xian Cai
- Chaulai

17. Do you usually grow amaranth or purchase it?

- Grow
- Purchase
- Grow and Purchase
- Neither/I do not consume amaranth

18. How often are you looking to purchase amaranth?

- Never
- Rarely/On special occasions
- Seasonally
- Regularly

19. How often can you find amaranth for sale?

- Never
- Rarely/On special occasions
- Yes, seasonally
- Yes, regularly
- I do not purchase amaranth



20. How much money are you willing to spend per bunch of amaranth?

21. Please rank the importance of the following traits in amaranth.

	Taste/Bitterness	Freshness/Reduced Wilting	Number of leaves per bunch	Nutritional Value	Tenderness of the Stem	Organic/Sustainably grown
Not at all important						
Slightly important						
Medium importance						
Very important						
Most important						

22. If you cannot find amaranth, what similar product do you use as a substitute? (Check all that apply)

- Spinach
- Kale
- Collard Greens
- Chinese Broccoli/Gai Lan
- Yu Choy/Choy Sum
- Mustard Greens
- I do not purchase amaranth
- Other (Please specify): _____

23. Would you be willing to purchase amaranth in the future? (Check all that apply)

- Not interested in purchasing
- Interested in purchasing as a substitute for other leafy greens
- Interested in purchasing as a unique new leafy green
- Interested in purchasing based on my biocultural preferences



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24. Our researchers call this plant roselle, by what name(s) do you recognize it?



- Hibiscus
- Roselle
- Gongura
- Indian Sorrel
- Karkade/Karkadi
- Zobo
- Not sure/Unfamiliar
- Other (Please specify) _____

25. Do you usually grow roselle or purchase it?

- Grow
- Purchase
- Grow and purchase
- Neither/I do not consume roselle

26. How often are you looking to purchase roselle?

- Never
- Rarely/On special occasions
- Seasonally
- Regularly

27. How often can you find roselle for sale?

- Never
- Rarely/On special occasions
- Seasonally
- Regularly
- I do not purchase roselle

28. How much money are you willing to spend per bunch of roselle?



29. Please rank the importance of the following traits in roselle.

	Taste	Freshness/Reduced Wilting	Number of leaves per bunch	Nutritional Value	Tenderness of the Stem	Organic/Sustainably grown
Not at all important						
Slightly important						
Medium importance						
Very important						
Most important						

30. If you cannot find this product, what similar product do you use as a substitute? (Check all that apply)

- Sorrel
- Rhubarb
- Arugula
- Mustard Greens
- Spinach
- I do not purchase roselle
- Other (Please specify): _____

31. Would you be willing to purchase roselle in the future? (Check all that apply)

- Not interested in purchasing
- Interested in purchasing as a substitute for other leafy greens
- Interested in purchasing as a unique new leafy green
- Interested in purchasing based on my biocultural preferences