

## 2018 Caneberry Pricing Survey

The University of Arkansas System, Division of Agriculture, Center for Agricultural and Rural Sustainability (CARS) is conducting a survey to learn more about caneberry pricing and retail strategies for 2018. Information collected in the survey will be used to gain a better understanding of the marketing, pricing, and sales strategies currently being used by caneberry producers across the United States and Canada. Results will be aggregated and published in the June issue of the North American Raspberry and Blackberry Association's (NARBA) member newsletter. A report will also be emailed to all participants requesting this option.

The survey should only take around 10 minutes to complete. Your participation is completely voluntary. Your responses will be recorded anonymously and no identifying personal information will be collected within the survey. You are free to refuse to participate in the research and to stop completing the survey at any time. By pressing the arrow at the bottom of this screen, you give consent for CARS to use the information provided in the survey for research purposes.

**If you have any questions about the survey, please contact CARS by email at [cars@uark.edu](mailto:cars@uark.edu), or by phone at 479-575-7381.**

### General Information

The following are general questions pertaining to your farm and any caneberry activities occurring on your farm during 2018.

1. Will you be growing caneberries (e.g. raspberries, blackberries, boysenberries, loganberries, etc.) in 2018?
  - Yes
  - No
2. Where is your farm located?  
Country: United States or Canada  
State/Province: \_\_\_\_\_
3. Please select the type(s) of caneberry your farm will be growing in 2018. (select all that apply)
  - Blackberries (includes hybrids such as boysenberries, loganberries, etc.)
  - Raspberries (Includes red, yellow, purple, and black raspberries)
4. Please enter the number of **years** the following crop(s) have been grown on your farm:  
Blackberries \_\_\_\_\_  
Raspberries \_\_\_\_\_
5. For 2018, please enter your approximate **acreage** of:  
Blackberries \_\_\_\_\_  
Raspberries \_\_\_\_\_

6. For 2018, will any of your berries be grown under the following types of covering? (select all that apply)
- High Tunnel
  - Low Tunnel
  - Greenhouse
  - Netting
  - Other type of covering (please specify)
7. For 2018, will your farm hold any of the following certifications? (select all that apply)
- Certified Organic
  - Certified Naturally Grown
  - Good Agricultural Practices (GAP) Certification
  - Good Handling Practices (GHP) Certification
  - Other Certification (please specify)

### Sales and Pricing

The following questions pertain to your current, or expected sales and pricing strategies for 2018. Fill in any fields that are applicable to your operation. *If you don't know your 2018 prices yet, just put your 2017 prices, or best estimates.*

8. **How will you sell your berries in 2018?** Please estimate what percentage of berry sales you expect to make through the following markets? (total must equal 100)

For example, if you plan to sell all of your berries at a farmer's market, put 100 in the box to the right of the Farmer's market option. If your sales will be split between two different markets, indicate the percentage expected to be sold through each type of market.

Farm Stand	_____	%
U-Pick	_____	%
Farmer's Market	_____	%
Wholesale to Small-Scale and/or Local Buyers	_____	%
Wholesale to Large-Scale Markets	_____	%
Other 1 (please specify)	_____	%
Other 2 (please specify)	_____	%
Other 3 (please specify)	_____	%
<hr/> Total	_____	%

9. **Additional Comments:** use the space below if you'd like to provide any additional comments concerning your responses to this question.

10. What pricing is/will be used when selling **BLACKBERRIES** in 2018? Please show pricing for your most important markets and our most common prices/units.

	Market Type	Price (\$)	Unit
Price 1			
Price 2			
Price 3			
Price 4			
Price 5			
Price 6			

11. You selected "Other" as one of your market types. What other markets do you use to sell your blackberries?

12. Are the prices you listed your actual blackberry pricing for 2018, prices used for 2017, or a best estimate?

- 2018
- 2017
- Best Estimate

13. Overall, how do/will your 2018 blackberry prices compare to last year's pricing?

- Prices are higher than last year
- Prices are lower than last year
- Prices are the same as last year: If so, how many years have you had these same prices?  
\*text entry box here\*

14. **Tell Us More!** Feel free to share any additional comments on your blackberry pricing and sales strategies. For example: Do you offer incentive or bulk pricing? Do your prices changes throughout the season?

15. What pricing is/will be used when selling **RASPBERRIES** in 2018? Please show pricing for your most important markets and your most common prices/units.

	Market Type	Price (\$)	Unit
Price 1			
Price 2			
Price 3			
Price 4			
Price 5			
Price 6			

16. You selected "Other" as one of your market types. What other markets do you use to sell your raspberries?

17. Are the prices you listed your actual raspberry pricing for 2018, prices used for 2017, or a best estimate?

- 2018
- 2017
- Best Estimate

18. Overall, how do/will your 2018 raspberry prices compare to last year's pricing?

- Prices are higher than last year
- Prices are lower than last year
- Prices are the same as last year: If so, how many years have you had these same prices?  
\*text entry box here\*

19. **Tell Us More!** Feel free to share any additional comments on your raspberry pricing and sales strategies. For example: Do you offer incentive or bulk pricing? Do your prices changes throughout the season?

## Answering Consumer Questions

20. We know consumers often ask some hard questions. Can you share with us some common/tough questions you get from consumers and how you answer them?

This is optional, but we value all responses! You, and other growers may gain some good ideas from hearing how farmers across the country are responding consumer questions.

21. How would you describe the income level of your overall customer base?

- High Income
- Middle Income
- Lower Income
- Mixed
- Other (please explain)

## Challenges and Barriers to Success

22. What are the main challenges or barriers to success for you as a berry grower?

23. Are there any resources that you would like to see provided, or expanded, that would help you as a producer?

## Additional Comments

24. **We'd love to hear more!** Use the space below to clarify any of your previous responses, or to provide additional comments about your operation, the industry, or caneberry production in general.

If you have any further questions about the survey, you may email [cars@uark.edu](mailto:cars@uark.edu).

Please send completed surveys to: Dr. Jennie Popp, University of Arkansas, 217 Agriculture Building, University of Arkansas, Fayetteville, AR 72701