Baseline Intermediary Survey on the Status of the African Indigenous Vegetables in Zambia and Kenya

1 BASIC INFORMATION

1.1.Name of Respondent: 1.1A

1.2. Position with the shop: 1.2A

1.3. Shop name (***required***) : 1.3A

1.4. Operator's name: 1.4A

1.5. Shop address: 1.5A District: 1.5B Province: 1.5C

2 INFORMATION ABOUT SHOP

2.1. Type of shop? ***(Circle One)*** 2.1A

1. Wholesale; **2.** Retail; **3.** Distributor/broker

2.2. Which of the following categories best describes the type of business you have? ***(Circle One)*** 2.2A

1. Individual ownership; **2.** Family farm (non- corporate) ; **3.** Incorporated family farm;

4. Other (specify) _____

2.3. What percentage of your operation is each? 2.3A

(Fill in %) **1.** Wholesaler 2.3A1 _____%; **2.** Retailer 2.3A2 _____%; **3.** Distributor/broker 2.3A3 _____%

2.4. What is your total gross sales for your business in 2014?(***Values in Kwacha)(Circle One):*** 2.4A

1. Less than 50,000; **2.** 50,000 - 74,999; **3.** 75,000 - 99,000; **4.** 100,000 - 249,999;

5. 250,000 - 499,999; **6.** 500,000 - 999,999; **7.** 1,000,000 or more

2.5. Which of the following are best categories to describe the economic status of your Shop? ***(Circle One)*** 2.5A

1. Profitable business; **2.**Makes some profit; **3.** Operates at no profit no loss;

4. Operates at a loss (i.e. costs are greater than revenues)

From this point forward, please answer questions only pertaining to your **primary operation**.

3 SHOP PROCURMENTS AND SERVICES OF HORTICULTURAL CROPS

3.1. Did you purchase horticultural crops in 2014? ***(Circle one)*** 3.1A

1. Yes; **0.** No

3.2. On average, how many Kgs of major horticultural crops did you handle during each month in 2014? (***List all crops purchased in "Crop Name" column)***

S. No	Crop Name *(See codes below*)*	Seasonal Crops (**1**=Yes; **0**=No)	Rank**	Quantity Purchased in kg/month	Storage in kg/month (Shelf life)	Quantity Sold in kg/month
I.	3.21A	3.21B	3.21C	3.21D	3.21E	3.21F
II.	3.22A	3.22B	3.22C	3.22D	3.22E	3.22F
III.	3.23A	3.23B	3.23C	3.23D	3.23E	3.23F
IV.	3.24A	3.24B	3.24C	3.24D	3.24E	3.24F
V.	3.25A	3.25B	3.25C	3.25D	3.25E	3.25F
VI.	3.26A	3.26B	3.26C	3.26D	3.26E	3.26F
VII.	3.27A	3.27B	3.27C	3.27D	3.27E	3.27F
VIII.	3.28A	3.28B	3.28C	3.28D	3.28E	3.28F
IX.	3.29A	3.29B	3.29C	3.29D	3.29E	3.29F
X.	3.210A	3.210B	3.210C	3.210D	3.210E	3.210F
XI.	3.211A	3.211B	3.211C	3.211D	3.211E	3.211F

***Crop Names**: **1**=Tomato;**2**=Onion;**3**=Garlic;**4**=White beans (dry);**5**=Peanuts;**6**=Ginger; **7**=Watermelon;**8**=Sweet melon;**9**=Sweet peppers;**10**=Other (specify) _____

****Rank**: **1**=Most important…**5**= Least important – (In terms of cash generation.)

3.3.On average, what is your procurement quantity of major horticultural crops during 2014?(***List all crops purchased in "Crop Name" column)***

S. No	Crop Name*(See codes below*)*	**Total Quantity Purchased (kg)**							
		Farmers		Brokers**		Commission Agent***		Others	
		Total Quantity kg/Year	Price /Kg	Total Quantity kg/Year	Price /Kg	Total Quantity kg/Year	Price /Kg	Total Quantity kg/Year	Price /Kg
I.	3.31A	3.31B	3.31C	3.31D	3.31E	3.31F	3.31G	3.31H	3.31I
II.	3.32A	3.32B	3.32C	3.32D	3.32E	3.32F	3.32G	3.32H	3.32I
III.	3.33A	3.33B	3.33C	3.33D	3.33E	3.33F	3.33G	3.33H	3.33I
IV.	3.34A	3.34B	3.34C	3.34D	3.34E	3.34F	3.34G	3.34H	3.34I
V.	3.35A	3.35B	3.35C	3.35D	3.35E	3.35F	3.35G	3.35H	3.35I
VI.	3.36A	3.36B	3.36C	3.36D	3.36E	3.36F	3.36G	3.36H	3.36I
VII.	3.37A	3.37B	3.37C	3.37D	3.37E	3.37F	3.37G	3.37H	3.37I
VIII	3.38A	3.38B	3.38C	3.38D	3.38E	3.38F	3.38G	3.38H	3.38I
IX.	3.39A	3.39B	3.39C	3.39D	3.39E	3.39F	3.39G	3.39H	3.39I
X.	3.310A	3.310B	3.310C	3.310D	3.310E	3.310F	3.310G	3.310H	3.310I
XI.	3.311A	3.311B	3.311C	3.311D	3.311E	3.311F	3.311G	3.311H	3.311I

***Crop Names**: **1**=Tomato;**2**=Onion;**3**=Garlic;**4**=White beans (dry);**5**=Peanuts;**6**=Ginger; **7**=Watermelon;**8**=Sweet melon;**9**=Sweet peppers;**10**=Other (specify) _____

****Brokers**: An agent who buys or sells for a principal on a commission basis without having title to the property.

*****Commission Agent**: Accepts or sells goods for the account of his principal, but in his own name. (i.e. wholesale seller, retailer, etc.)

3.4.I am going to list several possible reasons as to why you may have had problems finding these products. Please **circle** either **yes** or **no**.

3.4.a. Are you satisfied with the shelf-life of the horticultural crops you get from current supplier? **1**. Yes **0**. No 3.4 A

3.4.b. Do you have difficulty in finding growers who reliably deliver the product you require? **1**. Yes **0**. No 3.4 B

3.4.c. Do you have difficulty in finding growers who are responsive to requests?**1**. Yes **0**. No 3.4 C

3.4.d. Do you have difficulty in finding growers who maintain a consistent supply of the product you require? **1**. Yes **0**. No 3.4 D

3.4.e. Do you have difficulty in finding growers who produce all desired horticultural crops? **1**. Yes **0**. No 3.4 E

3.4.f. Do you have difficulty in finding growers who can produce the desired quantity you require? **1**. Yes **0**. No 3.4 F

3.4.g. Do you have difficulty in finding growers who can produce desired horticultural crops at the time you require? **1**. Yes **0**. No 3.4 G

3.4.h. Do you have difficulty in finding organic or reduced pesticide horticultural crops? **1**. Yes **0**. No 3.4 H

3.4.i. Are there any other reason(s) why you may have had problems finding these products? **1**. Yes **0**. No 3.4 I

If Yes please specify. _____ 3.4 SP

3.5.The following will list several reasons that may/may not be important to you when deciding whether or not to stock or sell more horticultural crops than you currently do. Please circle your response for each reason, with "1" being "Unimportant" and "5" being "Very Important".

	Reasons	Level of Importance				
		Un-important	Less Important	Neutral	Important	Very Important
3.5A	3.5.a. Better access to/availability of crops	1	2	3	4	5
3.5B	3.5.b. Higher quality of horticultural crops available	1	2	3	4	5
3.5C	3.5.c. Wider variety of horticultural crops available	1	2	3	4	5
3.5D	3.5.d. Lower prices for horticultural crops available	1	2	3	4	5
3.5E	3.5.e. Crops sold in packages rather than sold loose	1	2	3	4	5
3.5F	3.5.f. Crops sold loose rather than sold packaged	1	2	3	4	5
3.5G	3.5.g. Access to brands of crops grown by local farmers	1	2	3	4	5
3.5H	3.5.h. Consumers demand/ask for the horticultural crops	1	2	3	4	5

3.6.If made available to you, would you be "willing to buy" horticultural crops that are: ***(Please circle one)***

3.6A 3.6.a. Locally grown? **1**. Yes **0**. No**2.** Unsure

3.6B 3.6.b. Organically grown? **1**. Yes **0**. No**2.** Unsure

3.6C 3.6.c. Genetically grown? **1**. Yes **0**. No**2.** Unsure

3.6D 3.6.d. Labeled according to country of origin? **1**. Yes **0**. No**2.** Unsure

3.6E 3.6.e. Horticultural crops that you have never handled before but customers demand/ask for? **1**. Yes **0**. No**2.** Unsure

3.6F 3.6.f. Are you concerned about food safety issues relating to horticultural crops that you stock or sell? **1**. Yes **0**. No**2.** Unsure

3.7A 3.7. From which provinces and districts are your horticultural crops sourced? ***(Circle all that apply)***

1. Eastern Province; **2.** Central Province; **3.** Lusaka Province; **4.** Southern Province;
5. Chipata; **6.** Kabwe; **7.** Lusaka; **8.** Petauke; **9.**Mumbwa;
10. Lundazi; **11.** Chibombo; **12.** Kafue; **13.** Katete; **14.** Chongwe;
15. Others (specify) 3.7 SP

3.8A 3.8. Would you be interested in learning about growers in your region who might supply desired horticultural crops? ***(Circle one)***

1. Yes; **0**. No

3.9A 3.9. Do you or have you encountered any barriers when using local/regional growers as a source of these products? ***(Circle one)***

1. Yes; **0**. No

3.10A 3.10. Would you be interested in working with a local/regional grower in producing your desired horticultural crops, if they currently do not grow them? ***(Circle one)***

1. Yes; **0**. No

3.11A 3.11. If answered "**No**" to **Question 3.10 please indicate briefly why you are not interested.**

_____

3.12. Below is a list of potential barriers to using local/regional growers as a source of these products. Please answer yes or no as they apply to your operation:

3.12A 3.12.a. Are horticultural crop growers available in your local or regional area? ***(Circle one)***
1. Yes; **0**. No

3.12B 3.12.b. Do growers produce most or all of desired product? ***(Circle one)***
1. Yes; **0**. No

3.12C 3.12.c. Do growers supply products when desired? ***(Circle one)***
1. Yes; **0**. No

3.12D 3.12.d. Do growers supply a product of consistent desired quality? ***(Circle one)***
1. Yes; **0**. No

3.12E 3.12.e. Do growers supply a desired quantity of product? ***(Circle one)***
1. Yes; **0**. No

3.12F 3.12.f. Do growers reliably deliver the product you require? ***(Circle one)***
1. Yes; **0**. No

3.12G 3.12.g. Are growers responsive to requests? ***(Circle one)***
1. Yes; **0**. No

3.12H 3.12.h. Do you have difficulty in finding organic or reduced pesticide horticultural crops? ***(Circle one)***
1.Yes; **0**. No

3.12I 3.12.i. Are there other potential barriers to using local/regional growers? ***(Circle one)***
1. Yes **2.** No
If Yes please specify 3.12SP

4 SHOP PROCURMENTS AND SERVICES OF AFRICAN INDIGENOUS VEGETABLES (AIVs)

4.1A 4.1. Did you purchase AIVs in 2014?(***Circle one***) **1**. Yes; **0**. No

4.2. On average, how many Kgs of African Indigenous Vegetables (AIVs)did you handle during each month in 2014? (***List all crops purchased in "Crop Name" column)***

S. No	Crop Name *(See codes below*)*	Seasonal Crops (**1**=Yes; **0**=No)	Rank**	Quantity Purchased in kg/month	Storage in kg/month (Shelf life)	Quantity Sold in kg/month
I.	4.21A	4.21B	4.21C	4.21D	4.21E	4.21F
II.	4.22A	4.22B	4.22C	4.22D	4.22E	4.22F
III.	4.23A	4.23B	4.23C	4.23D	4.23E	4.23F
IV.	4.24A	4.24B	4.24C	4.24D	4.24E	4.24F
V.	4.25A	4.25B	4.25C	4.25D	4.25E	4.25F
VI.	4.26A	4.26B	4.26C	4.26D	4.26E	4.26F
VII.	4.27A	4.27B	4.27C	4.27D	4.27E	4.27F
VIII.	4.28A	4.28B	4.28C	4.28D	4.28E	4.28F
IX.	4.29A	4.29B	4.29C	4.29D	4.29E	4.29F
X.	4.210A	4.210B	4.210C	4.210D	4.210E	4.210F
XI.	4.211A	4.211B	4.211C	4.211D	4.211E	4.211F

***Crop Names**: **1**=Amaranth;**2**=Nightshade;**3**=Spider Plant;**4**=Cowpea;**5**=Jute mallow;**6**=Kale; **7**=Sweet Potato Leaves;**8**=Orange Sweet Potato;**9**=Okra;**10**=Other (specify) _____

****Rank**: **1**=Most important…**5**= Least important – (In terms of cash generation.)

4.3.On average, what is your procurement quantity of AIV crops during 2014? (***List all crops purchased in "Crop Name" column)***

S. No	Crop Name*(See codes below*)*	**Total Quantity Purchased (kg)**							
		Farmers		Brokers**		Commission Agent***		Others	
		Total Quantity kg/Year	Price /Kg	Total Quantity kg/Year	Price /Kg	Total Quantity kg/Year	Price /Kg	Total Quantity kg/Year	Price /Kg
I.	4.31A	4.31B	4.31C	4.31D	4.31E	4.31F	4.31G	4.31H	4.31I
II.	4.32A	4.32B	4.32C	4.32D	4.32E	4.32F	4.32G	4.32H	4.32I
III.	4.33A	4.33B	4.33C	4.33D	4.33E	4.33F	4.33G	4.33H	4.33I
IV.	4.34A	4.34B	4.34C	4.34D	4.34E	4.34F	4.34G	4.34H	4.34I
V.	4.35A	4.35B	4.35C	4.35D	4.35E	4.35F	4.35G	4.35H	4.35I
VI.	4.36A	4.36B	4.36C	4.36D	4.36E	4.36F	4.36G	4.36H	4.36I
VII.	4.37A	4.37B	4.37C	4.37D	4.37E	4.37F	4.37G	4.37H	4.37I
VIII	4.38A	4.38B	4.38C	4.38D	4.38E	4.38F	4.38G	4.38H	4.38I
IX.	4.39A	4.39B	4.39C	4.39D	4.39E	4.39F	4.39G	4.39H	4.39I
X.	4.310A	4.310B	4.310C	4.310D	4.310E	4.310F	4.310G	4.310H	4.310I
XI.	4.311A	4.311B	4.311C	4.311D	4.311E	4.311F	4.311G	4.311H	4.311I

***Crop Names**: **1**=Amaranth;**2**=Nightshade;**3**=Spider Plant;**4**=Cowpea;**5**=Jute mallow;**6**=Kale; **7**=Sweet Potato Leaves;**8**=Orange Sweet Potato;**9**=Okra;**10**=Other (specify) _____

****Brokers**: An agent who buys or sells for a principal on a commission basis without having title to the property.

*****Commission Agent**: Accepts or sells goods for the account of his principal, but in his own name. (i.e. wholesale seller, retailer, etc.)

4.4.I am going to list several possible reasons as to why you may have had problems finding these products. Please **circle** either **yes** or **no**.

4.4A 4.4.a. Are you satisfied with the shelf-life of the AIVs you get from current supplier? **1**. Yes **0**. No

4.4B 4.4.b. Do you have difficulty in finding growers who reliably deliver the product you require?

1. Yes **0**. No

4.4C 4.4.c. Do you have difficulty in finding growers who are responsive to requests? **1**. Yes **0**. No

4.4D 4.4.d. Do you have difficulty in finding growers who maintain a consistent supply of the product you require? **1**. Yes **0**. No

4.4E 4.4.e. Do you have difficulty in finding growers who produce all desired AIV crops? **1**. Yes **0**. No

4.4F 4.4.f. Do you have difficulty in finding growers who can produce the desired quantity you require?

1. Yes **0**. No

4.4G 4.4.g. Do you have difficulty in finding growers who can produce desired AIV crops at the time you require?

1. Yes **0**. No

4.4H 4.4.h. Do you have difficulty in finding organic or reduced pesticide AIV crops? **1**. Yes **0**. No

4.4I 4.4.i. Are there any other reason(s) why you may have had problems finding these products?

1. Yes **0**. No If Yes please specify._____4.4SP_____

4.5.The following will list several reasons that may/may not be important to you when deciding whether or not to stock or sell more AIVs than you currently do. Please circle your response for each reason, with "1" being "Unimportant" and "5" being "Very Important".

Reasons	Level of Importance				
	Un Important	Less Important	Neutral	Important	Very Important
4.5A 4.5.a. Better access to/availability of crops	1	2	3	4	5
4.5B 4.5.b. Higher quality of AIVs available	1	2	3	4	5
4.5C 4.5.c. Wider variety of AIVs available	1	2	3	4	5
4.5D 4.5.d. Lower prices for AIVs available	1	2	3	4	5
4.5E 4.5.e. Crops sold in packages rather than sold loose	1	2	3	4	5
4.5F 4.5.f. Crops sold loose rather than sold packaged	1	2	3	4	5
4.5G 4.5.g. Access to brands of crops grown by local farmers	1	2	3	4	5
4.5H 4.5.h. Consumers demand/ask for the AIVs	1	2	3	4	5

4.6.If made available to you, would you be "willing to buy" AIVs that are: ***(Please circle one)***

4.6A 4.6.a. Locally grown? **1**. Yes **0**. No**2.** Unsure

4.6B 4.6.b. Organically grown? **1**. Yes **0**. No**2.** Unsure

4.6C 4.6.c. Genetically grown? **1**. Yes **0**. No**2.** Unsure

4.6D 4.6.d. Labeled according to country of origin? **1**. Yes **0**. No**2.** Unsure

4.6E 4.6.e. AIVs that you have never handled before but customers demand/ask for? **1**. Yes **0**. No**2.** Unsure

4.6F 4.6.f. Are you concerned about food safety issues relating to AIVs that you stock or sell? **1**. Yes **0**. No**2.** Unsure

4.7A 4.7. From which provinces and districts are your AIVs sourced? ***(Circle all that apply)***

1. Eastern Province;	**2.** Central Province;	**3.** Lusaka Province;	**4.** Southern Province;
5. Chipata;	**6.** Kabwe;	**7.** Lusaka;	**8.** Petauke;
9. Mumbwa;	**10.** Lundazi;	**11.** Chibombo;	**12.** Kafue;
13. Katete;	**14.** Chongwe;	**15.** Others (specify) 4.7SP	

4.8. Would you be interested in learning about growers in your region who might supply desired AIVs? **(*Circle one*)**

4.8A **1**. Yes; **0**. No

4.9. Do you or have you encountered any barriers when using local/regional growers as a source of these products? **(*Circle one*)**

4.9A **1**. Yes; **0**. No

4.10A 4/10. Would you be interested in working with a local/regional grower in producing your desired AIVs, if they currently do not grow them? **(*Circle one*)** **1**. Yes; **0**. No

4.11A 4.11. If answered "**No**" to **Question 4.10 please indicate briefly why you are not interested.** _____

4.12A 4.12. Below is a list of potential barriers to using local/regional growers as a source of these products. Please answer yes or no as they apply to your operation:

4.12A 3.12.a. Are AIVs growers available in your local or regional area. **(*Circle one*)1**. Yes; **0**. No
4.12B 3.12.b. Do growers produce most or all of desired product? **(*Circle one*)1**. Yes; **0**. No
4.12C 3.12.c. Do growers supply product when desired? **(*Circle one*)1**. Yes; **0**. No
4.12D 3.12.d. Do growers supply a product of consistent desired quality? **(*Circle one*)** **1**. Yes; **0**. No
4.12E 3.12.e. Do growers supply a desired quantity of product?**(*Circle one*)1**. Yes; **0**. No
4.12F 3.12.f. Do growers reliably deliver the product you require?**(*Circle one*)1**. Yes; **0**. No
4.12G 3.12.g. Are growers responsive to your requests?**(*Circle one*)1**. Yes; **0**. No
4.12H 3.12.h. Do you have difficulty in finding organic or reduced pesticide AIVs?**(*Circle one*)1**. Yes; **0**. No
4.12I 3.12.i. Are there other potential barriers to using local/regional growers? ***(Circle one)*** **1.** Yes **2.** No
If Yes please specify 4.12 SP

5. SHOP SALES AND SERVICES OF HORTICULTURAL CROPS

5.1. Do you sell your product in an urban, suburban, rural area, or a combination of these? Please describe what % product serves each.

5.11A 5.12A 5.13A
1. Urban _____% **2.** Suburban _____% **3.** Rural _____%

5.2A 5.2. (Wholesaler/Distributor/Broker) To how many stores do you sell your product? Number: _____

5.3A 5.3. Has your sale of horticultural crops risen over the past 3 years? **(*Circle one*)** **1**. Yes; **0**. No

5.4A 5.4. Does the quantity of horticultural crops that you handle vary during the year?**(*Circle one*)** **1**. Yes; **0**.No

5.5A 5.5. If "**yes**" to **Question 5.4**, in which **months** do you see a high variation in demand?**(*Circle all that apply*)**

1. January	**2.** February	**3.** March	**4.** April	**5.** May	**6.** June	**7.** July
8. August	**9.** September	**10.** October	**11.**November	**12.** December		

5.6A 5.6. Are you interested in decreasing or increasing your purchase and sale of horticultural crops, or do you intend to purchase and sell the same quantity?(***Circle one***)

1. Increase; **2.** Decrease; **3.** Remain the same

5.7A 5.7. On which days of the week do you receive more customers? **Check all that apply**

1. Monday; **2.** Tuesday; **3.** Wednesday; **4.** Thursday; **5.** Friday; **6.** Saturday; **7.** Sunday

5.7.a. Any specific reason? 5.7A SP

5.8. Please indicate the sales volumes of horticultural Crops during 2014 (in Kgs.).

S.No	Horticultural crops*	On Season		Off -Season	
		Total Sales 2014(in kg)	Average Price/Kg	Total Sales 2014(in kg)	Average Price /Kg
I.	5.81A	5.81B	5.81C	5.81D	5.81E
II.	5.82A	5.82B	5.82C	5.82D	5.82E
III.	5.83A	5.83B	5.83C	5.83D	5.83E
IV.	5.84A	5.84B	5.84C	5.84D	5.84E
V.	5.85A	5.85B	5.85C	5.85D	5.85E
VI.	5.86A	5.86B	5.86C	5.86D	5.86E
VII.	5.87A	5.87B	5.87C	5.87D	5.87E
VIII.	5.88A	5.88B	5.88C	5.88D	5.88E

***Crop Names**: **1**=Tomato;**2**=Onion;**3**=Garlic;**4**=White beans (dry);**5**=Peanuts;**6**=Ginger; **7**=Watermelon;**8**=Sweet melon;**9**=Sweet peppers;**10**=Other (specify) _____

5.9. What is the most preferred type of horticultural crop that you would like to increase or decrease selling quantity?

S. No	Crop Name (See Code Below*)	** Rank	Quantity (Kg) purchased In 2012-13	Quantity (Kg) purchased In 2013-14	Reason (*See codes below* ***)
	Increased selling quantity				
I.	5.91AA	5.91AB	5.91AC	5.91AD	5.91AE
II.	5.92AA	5.92AB	5.92AC	5.92AD	5.92AE
III.	5.93AA	5.93AB	5.93AC	5.93AD	5.93AE
IV.	5.94AA	5.94AB	5.94AC	5.94AD	5.94AD
V.	5.95AA	5.95AB	5.95AC	5.95AD	5.95AD
	Decreased selling quantity				
I.	5.91BA	5.91BB	5.91Bc	5.91BD	5.91BE
II.	5.92BA	5.92BB	5.92Bc	5.92BD	5.92BE
III.	5.93BA	5.93BB	5.93Bc	5.93BD	5.93BE
IV.	5.94BA	5.94BB	5.94Bc	5.94BD	5.94BE
V.	5.95BA	5.95BB	5.95Bc	5.95BD	5.95BE

***Crop Names**: **1**=Tomato;**2**=Onion;**3**=Garlic;**4**=White beans (dry);**5**=Peanuts;**6**=Ginger; **7**=Watermelon;**8**=Sweet melon;**9**=Sweet peppers;**10**=Other (specify) _____/ ****Rank**: **1**=Most important…**5**= Least important –(In terms of cash generation.)

*****1**=Demand throughout the year; **2**=Seasonal demand; **3**=Shelf-life; **4**=Changes in consumer food habits; **5**=Food safety; **6**=More profit; **7**=Others (Specify) _____

5.10. List and describe the extent of top horticultural products processing.

S. No	Horticulture Product name *	Do you process(1=Yes 0=No)	Names of two (2) most common process/value addition (See code**)		Processing Unit size (Sq.ft)	No. of units processed	Cost of processing / unit		Price of processed product/ unit
			First	Second			Labor	Material	
I.	5.101 A	5.101 B	5.101 C	5.101 D	5.101 E	5.101 F	5.101 G	5.101 H	5.101 I
II.	5.102 A	5.102 B	5.102 C	5.102 D	5.102 E	5.102 F	5.102 G	5.102 H	5.102 I
III.	5.103 A	5.103 B	5.103 C	5.103 D	5.103 E	5.103 F	5.103 G	5.103 H	5.103 I
IV.	5.104 A	5.104 B	5.104 C	5.104 D	5.104 E	5.104 F	5.104 G	5.104 H	5.104 I
V.	5.105 A	5.105 B	5.105 C	5.105 D	5.105 E	5.105 F	5.105 G	5.105 H	5.105 I
VI.	5.106 A	5.106 B	5.106 C	5.106 D	5.106 E	5.106 F	5.106 G	5.106 H	5.106 I
VII.	5.107 A	5.107 B	5.107 C	5.107 D	5.107 E	5.107 F	5.107 G	5.107 H	5.107 I
VIII.	5.108 A	5.108 B	5.108 C	5.108 D	5.108 E	5.108 F	5.108 G	5.108 H	5.108 I

***Crop Names**: **1**=Tomato;**2**=Onion;**3**=Garlic;**4**=White beans (dry);**5**=Peanuts;**6**=Ginger; **7**=Watermelon;**8**=Sweet melon;**9**=Sweet peppers;**10**=Other (specify) _____

****1**=Cutting/slicing and sun-drying;**2**=Sun-dried and stored;**3**=Sorting & grading;**4**=Bulking with other farmers;**5**=Storage;**6**=Boiling;**7**=Cooling;**8**=Packaging; **9**=Others (specify)_____

5.11. Below is a list of marketing initiatives for horticultural crops. Please **circle** yes or no depending on whether or not you participate in these marketing initiatives.

5.11 A 5.11.a. Advertisements in the mail.**1**. Yes; **0**. No
5.12B 5.11.b. Local newspaper advertisement.**1**. Yes; **0**. No
5.11 C 5.11.c. Social media (e.g. face book, twitter, blogger, you tube, etc.)**1**. Yes; **0**. No
5.11 D 5.11.d. In store advertising.**1**. Yes; **0**. No
5.11 E 5.11.e. Coupons/discounts.**1**. Yes; **0**. No
5.11 F 5.11.f. Radio advertisement.**1**. Yes; **0**. No
5.11 G 5.11.g. Television advertisement.**1**. Yes; **0**. No
5.11 H 5.11.h. Other? (Specify) 5.11 H SP

5.12A 5.12. Are you experiencing any challenges in your marketing efforts? ***(Circle One)*****1**. Yes; **0**. No

5.13A 5.13. Do you or have you experienced any problems selling horticultural crops to your customers? ***(Circle One)***
1. Yes; **0**. No

5.14. Below is a list of several potential barriers that may interfere with your success in marketing horticultural crops. Please answer yes or no depending on whether or not you perceive they apply to your operation.

5.14 A 5.14.a. Do you need assistance with marketing efforts. **1**. Yes; **0**. No
5.14 B 5.14.b. Do you have limited time to devote to marketing efforts. **1**. Yes; **0**. No
5.14 C 5.14.c. Do you have limited staff to devote to marketing efforts. **1**. Yes; **0**. No
5.14 D 5.14.d. Do you have limited budget to devote to marketing efforts.**1**. Yes; **0**. No
5.14 E 5.14.e. Are there any other potential barriers that may interfere with your successful marketing? Horticultural crops? **1**. Yes; **0**. No If Yes specify 5.14 SP

6. SHOP SALES AND SERVICES OF AFRICAN INDIGENOUS VEGETABLES (AIVs)

6.1. Do you sell your product in an urban, sub-urban, rural area, or a combination of these? Please describe what % product serves each.

1. Urban 6.11A _____% **2.** Sub urban 6.12A _____% **3.** Rural 6.13A _____%

6.2A 6.2. (Wholesaler/Distributor/Broker) To how many stores do you sell your product? Number: _____

6.3A 6.3. Has your sale of AIVs risen over the past 3 years? ***(Circle one)***

1. Yes; **0.** No

6.4A 6.4. Does the quantity of AIVs that you handle vary during the year?***(Circle one)***

1. Yes; **0.**No

6.5A 6.5. If "**yes**" to **Question 6.4**, in which **months** do you see a high variation in demand?***(Circle all that apply)***

1. January **2.** February **3.** March **4.** April **5.** May **6.** June **7.** July
8. August **9.** September **10.** October **11.**November **12.** December

6.6A 6.6. Are you interested in decreasing or increasing your purchase and sale of AIVs, or do you intend to purchase and sell the same quantity?***(Circle one)***

1. Increase; **2.** Decrease; **3.** Remain the same

6.7A 6.7. On which days of the week do you receive more customers? **Check all that apply**

1. Monday; **2.** Tuesday; **3.** Wednesday; **4.** Thursday;
5. Friday; **6.** Saturday; **7.** Sunday

6.7.a. Any specific reason? 6.7ASp _____

6.8. Please indicate the sales volumes of AIVs during 2014 (in Kgs.).

Please indicate the sales volumes of AIV Crops during 2014 (in Kgs.).

S.No	AIVs*	On Season		Off -Season	
		Total Sales 2014(in kg)	Average Price/Kg	Total Sales 2014(in kg)	Average Price/Kg
I.	6.81A	6.81B	6.81C	6.81D	6.81E
II.	6.82A	6.82B	6.82C	6.82D	6.82E
III.	6.83A	6.83B	6.83C	6.83D	6.83E
IV.	6.84A	6.84B	6.84C	6.84D	6.84E
V.	6.85A	6.85B	6.85C	6.85D	6.85E
VI.	6.86A	6.86B	6.86C	6.86D	6.86E
VII.	6.87A	6.87B	6.87C	6.87D	6.87E
VIII.	6.88A	6.88B	6.88C	6.88D	6.88E

***Crop Names**: **1**=Amaranth;**2**=Nightshade;**3**=Spider Plant;**4**=Cowpea;**5**=Jute mallow;**6**=Kale; **7**=Sweet Potato Leaves;**8**=Orange Sweet Potato;**9**=Okra;**10**=Other (specify) _____

6.9. What is the most preferred type of AIV that you would like to increase or decrease selling quantity?

S. No	Crop Name *(See codes below*)*	**Rank	Quantity (Kg) purchased In 2012-13	Quantity (Kg) purchased In 2013-14	Reason *(See codes below ***)*
	Increased selling quantity				
VI.	6.91 AA	6.91 AB	6.91 AC	6.91 AD	6.91 AE
VII.	6.92 AA	6.92 AB	6.92 AC	6.92 AD	6.92 AE
VIII.	6.93 AA	6.93 AB	6.93 AC	6.93 AD	6.93 AE
IX.	6.94 AA	6.94 AB	6.94 AC	6.94 AD	6.94 AE
X.	6.95 AA	6.95 AB	6.95 AC	6.95 AD	6.95 AE
	Decreased selling quantity				
VI.	6.91 BA	6.91 BB	6.91 BC	6.91 BD	6.91 BE
VII.	6.92 BA	6.92 BB	6.92 BC	6.92 BD	6.92 BE
VIII.	6.93 BA	6.93 BB	6.93 BC	6.93 BD	6.93 BE
IX.	6.94 BA	6.94 BB	6.94 BC	6.94 BD	6.94 BE
X.	6.95 BA	6.95 BB	6.95 BC	6.95 BD	6.95 BE

***Crop Names**: **1**=Amaranth;**2**=Nightshade;**3**=Spider Plant;**4**=Cowpea;**5**=Jute mallow;**6**=Kale; **7**=Sweet Potato Leaves;**8**=Orange Sweet Potato;**9**=Okra;**10**=Other (specify) _____

****Rank**: **1**=Most important…**5**= Least important –(In terms of cash generation.)

*****1**=Demand throughout the year; **2**=Seasonal demand; **3**=Shelf-life; **4**=Changes in consumer food habits; **5**=Food safety; **6**=More profit; **7**=Others (Specify) _____

6.10. List and describe the extent of top horticultural products processing.

S. No	AIV *	Do you process (1=Yes 0=No)	Names of two (2) most common process/value addition (See code**)		Processing Unit size (Sq.ft)	No. of units processed	Cost of processing / unit		Price of processed product / unit
			First	Second			Labor	Material	
IX.	6.101 A	6.101 B	6.101 C	6.101 D	6.101 E	6.101 F	6.101 G	6.101 H	6.101 I
X.	6.102 A	6.102 B	6.102 C	6.102 D	6.102 E	6.102 F	6.102 G	6.102 H	6.102 I
XI.	6.103 A	6.103 B	6.103 C	6.103 D	6.103 E	6.103 F	6.103 G	6.103 H	6.103 I
XII.	6.104 A	6.104 B	6.104 C	6.104 D	6.104 E	6.104 F	6.104 G	6.104 H	6.104 I
XIII.	6.105 A	6.105 B	6.105 C	6.105 D	6.105 E	6.105 F	6.105 G	6.105 H	6.105 I
XIV.	6.106 A	6.106 B	6.106 C	6.106 D	6.106 E	6.106 F	6.106 G	6.106 H	6.106 I
XV.	6.107 A	6.107 B	6.107 C	6.107 D	6.107 E	6.107 F	6.107 G	6.107 H	6.107 I
XVI.	6.108 A	6.108 B	6.108 C	6.108 D	6.108 E	6.108 F	6.108 G	6.108 H	6.108 I

***Crop Names**: **1**=Amaranth;**2**=Nightshade;**3**=Spider Plant;**4**=Cowpea;**5**=Jute mallow;**6**=Kale; **7**=Sweet Potato Leaves;**8**=Orange Sweet Potato;**9**=Okra;**10**=Other (specify) _____

****1**=Cutting/slicing and sun-drying;**2**=Sun-dried and stored;**3**=Sorting & grading;**4**=Bulking with other farmers;**5**=Storage;**6**=Boiling;**7**=Cooling;**8**=Packaging; **9**=Others (specify)_____

6.11. Below is a list of marketing initiatives for AIVs. Please **circle** yes or no depending on whether or not you participate in these marketing initiatives.

6.11A 6.11.a. Advertisements in the mail.**1**. Yes; **0**. No
6.11B 6.11.b. Local newspaper advertisement.**1**. Yes; **0**. No
6.11C 6.11.c. Social media (e.g. face book, twitter, blogger, you tube, etc.)**1**. Yes; **0**. No
6.11D 6.11.d. In store advertising.**1**. Yes; **0**. No
6.11E 6.11.e. Coupons/discounts.**1**. Yes; **0**. No
6.11F 6.11.f. Radio advertisement.**1**. Yes; **0**. No
6.11G 6.11.g. Television advertisement.**1**. Yes; **0**. No
6.11H 6.11.h. Other? (Specify) 6.11HSP

6.12A 6.12. Are you experiencing any challenges in your marketing efforts? ***(Circle One)***
1. Yes; **0**. No

6.13A 6.13. Do you or have you experienced any problems selling AIV crops to your customers? ***(Circle One)***
1. Yes; **0**. No

6 6.14. Below is a list of several potential barriers that may interfere with your success in marketing AIV crops. Please answer yes or no depending on whether or not you perceive they apply to your operation.

6.14A 6.14.a. Need assistance with marketing efforts. **1**. Yes; **0**. No
6.14B 6.14.b. Limited time to devote to marketing efforts.**1**. Yes; **0**. No
6.14C 6.14.c. Limited staff to devote to marketing efforts.**1**. Yes; **0**. No
6.14D 6.14.d. Limited budget to devote to marketing efforts.**1**. Yes; **0**. No
6.14E 6.14.e. Other? (Specify) 6.14ESP

7 GENERAL INFORMATION

7.1A 7.1. Who is the main business operator?***(Circle One)*** **1.** Husband; **2.** Wife; **3.** Parent(s); **4.** Children

7.2A 7.2. How many years has your business been in operation? **No. of Years** _____

7.3A 7.3. Are the operators the first generation in their family?***(Circle One)***

1. Yes; **0**. No; **3.** Don't know

7.4A 7.4. Please indicate the number of years of business experience that you have. **No. of Years** _____

7.5B
7.5A 7.5. What is the age and gender of the Business operator? **Age** _____, **Gender** ***(Circle One)*** **1.** Male; **0.** Female

7.6A 7.6. Which of the following categories best describes the highest level of education that you have attained?***(Circle One)***

1. No formal education; **2.** Grade 8 passed; **3.** Up to 12 grade; **4.** Up to diploma;
5. University or any other tertiary level; **6.** Other? (please specify) 7.6ASP

7.7A 7.7. Is the operator retired from a previous profession/job? ***(Circle One)*** **1**. Yes; **0**. No

7.8A 7.8. Which of the following categories best describes the average net profit of your business during the last month in Kwacha? ***(Circle One)*** **1.** Loss; **2.** Up to 50,000; **3.** 50,001 to 100,000;
4. 100,001 to 150,000; **5.** 150,001 to 200,000; **6.** More than 200,000

You are now finished with the survey.
Thank you for your participation.