

## Analysis of the Blackberry R&P Survey

Surveys were distributed January-March 2011 at several meetings including the NARBA conference in Savannah, a SunnyRidge meeting, a caneberry meeting in California, and an ORBC growers meeting in Oregon. They were collected on paper at the end of the meeting (some were mailed or faxed in after the meetings), and then entered into the online Survey Monkey survey. A few online surveys were completed. No responses were received from the California meeting.

A total of 64 responses are included in this analysis. 82% of respondents described themselves as "domestic blackberry producers". Totals may not add up to 100% because of rounding.

**Respondent groups.** Most respondents were from the Southeast (NC, GA, SC) or Oregon. Quite a few respondents (18) skipped this question, and there was no other grouping that could be filtered.

Southeastern respondents: Of 28 respondents:

- 1 - less than 2,000 lbs
- 3 - 5,000-10,000 lbs
- 5 - 25,000-40,000 lbs
- 8 - 50,000-100,000 lbs
- 11 - over 100,000 lbs (most were 400,000-600,000)

Oregon respondents:

- 5 indicated they raised/handled fresh market blackberries; quantities were 10 million lbs, 50,000 lbs, 60,000 lbs, 6,000 lbs., 2,000 lbs.

For processing berries (11 respondents):

- 3 - less than 100,000 lbs
- 5 - 400,000-600,000 lbs
- 3 - 1-10 million lbs.

### 1. Would you vote for this proposal as it now stands?

	Yes	No	Not sure	Would not be able to vote in the referendum
All responses (63)	68 %	25%	6%	
Southeast (30)	83 %	14%	3%	
Oregon (17)	15	77	8	

### 2. If you answered "no" or "not sure" above, what changes would be necessary for it to gain your support? (\*Oregon responses)

- I think that .01/1lb only on market service berries (AKA Driscoll, Sunny Ridge) for the first year of the program. Then growers' second year... It would encourage growers more.
- lower threshold to 10,000 lbs/year
- Seems like it is benefiting imports more than domestic, in particular Oregon.\*
- Promoting consumption of any fruit that is then imported because it is cheaper does me no good and I resent paying for it.
- 4 or 5 process growers from west coast\*
- 1/2 cent per lb. processed 1 cent per lb. for fresh (2:1) assessments for processed imports\*
- If the assessment is only for fresh then I would be ok with it. Processed should not be assessed at the same rate.\*

- It would be important to clarify what activities will not be supported by the R&P. Plant breeding, most production research activity, and packaging and post harvest research will by nature disproportionately benefit only certain production regions or time-frames, and should not be supported by the proposed R&P. Breeding will also create administrative challenges with regards to royalties that will encumber the effectiveness of the R&P. Board composition is also a concern. The board composition of the current proposal can be refined to more appropriately represent participation in the blackberry category.
- I support it now, but would lower the assessment threshold to 10,000lbs because as growers, even small U-Pick growers, will all benefit from this program!
- I do not like the idea of forcing producers to pay 1 cent per pound. I personally think the more you get government involved, the worse off the producers will be. If a R&P program will be so helpful, then producers will certainly be willing to invest their own dollars voluntarily. I do not like the idea of the government getting more of my hard earned money, simply because some in the industry took it upon themselves to form a committee and set up fees. Furthermore, my guess is that though it starts out at .01 a pound, that number will grow, just like everything else the government gets its hands on.
- None...I have been forced to participate in the blueberry one ... it has had a very negative effect on selling fresh blueberries because of the poor quality and We have to convince customers to try good quality berries.
- Organic assessments -% of Value assessments\*

**3. Including blackberries raised for processing in the program has both advantages and disadvantages. If processing blackberries were to be included, they would likely be assessed at a lower rate. Do you think processing blackberries should be included?**

	Yes	No	Not sure
All responses (62)	76 %	23%	2%
Southeast (30)	73%	27%	
Oregon (13)	62%	31%	8%

**4. Marketers/first handlers could also be assessed (and thereby gain representation on the council). If you are a marketer/first handler, would you favor this option?**

	Yes	No	Not sure
All responses (22)	68 %	27%	5%
Southeast (6)	67	17	17

*Note: These answers seem to come from both growers and marketers/first handlers; the question was probably not clear enough.*

**6. If yes, what would you consider an appropriate and acceptable level of assessment? (7 responses)**

- Assessment is appropriate for all grower levels.
- 1/2 cent per lb
- If marketers/first handlers are assessed, this will be another element of consideration in making the board composition representative of industry participation.
- Also a producer. Would I be assessed twice?
- If the processing are in

**7. If you are a grower, do you favor assessing marketers/first handlers as well as growers?**

	Yes	No	Not sure
All responses (17)	53%	41%	6%
Southeast (5) <b>low #</b>	40%	40%	20%
Oregon (9)	56%	44%	

**8. What do you think are the best or highest priority uses of funds that the program would raise?**  
(Could choose more than one answer).

	Production research	Packaging/handling research	Market research	Health benefits/nutrition research	Food safety research & information	Promotion: nutrition messaging, advertising, media relations, sales development, etc. to a variety of audiences
All responses (31)	10 %	3%	16%	19%	10%	94%
Southeast (17)	12%			12%		94%
Oregon (3) <b>low #</b>		33%	67%	67%	67%	100%

**9. Please comment on or add to the possible priorities listed above.**

23 responses; those that were not totally cryptic listed below.

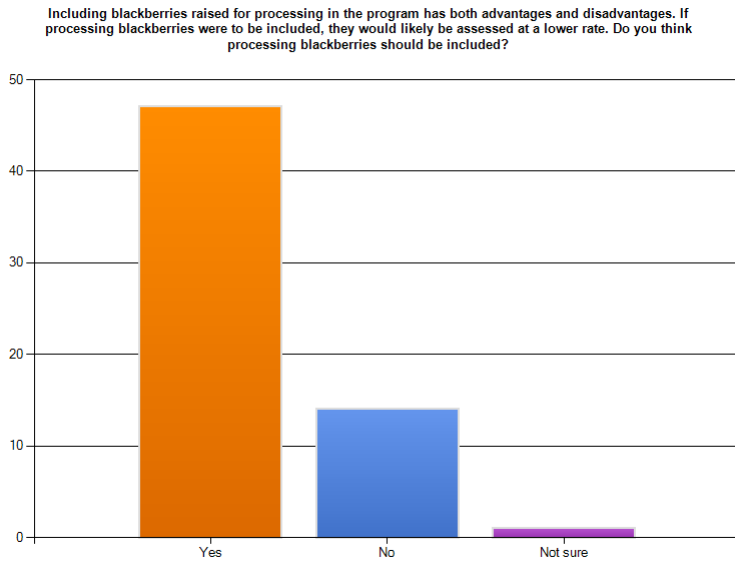
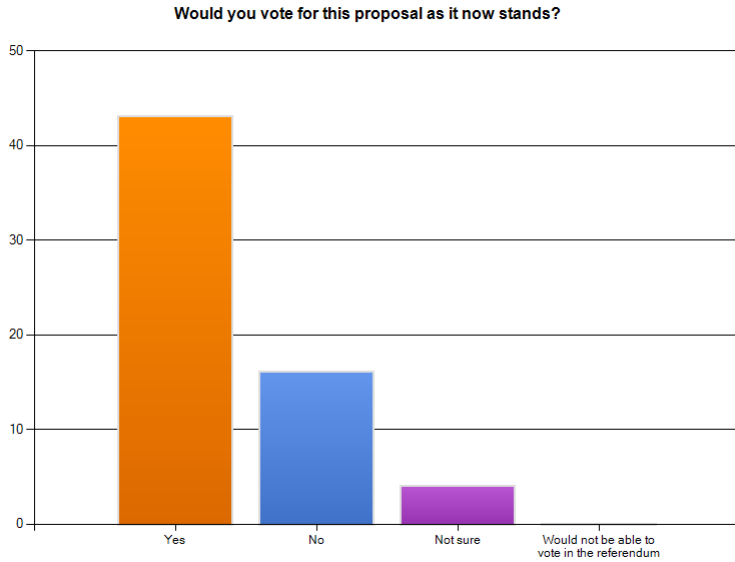
- Genetics and taste improvement before engaging in too much promotion.
- Promotion of US berries
- Crop production research should stay more local.
- Food safety risk assessment Food safety crisis response funds Nutritional research and consumer messaging Consumer usage and attitude studies
- Research to benefit/alleviate grower pest/disease problems
- Some diseases are seed borne and no seed should be allowed to enter the country from outside the US
- Put less resources on research. This is handled in NARBA & extension. Put 80-90% into information and promotion.
- Promotion leads to research needed for fresh promotion and to free advertising and consumer awareness
- Promotion - Food Safety - Reciprocity in Trade

A number were on health benefits:

- Consumer awareness of health benefits of blackberries.
- Health promotion, research - breeding, cultural
- Educating consumer of benefits. Put in all schools in US for children's health.
- Awareness with regards to nutritional benefits
- Health awareness research
- Nutritional Info and Extension
- Marketing Nutrition
- Promote the health aspects of anti-carcinogens. A health drink and food for anti-oxidants.

## Summary

As the graphs below illustrate, there was broad consensus of approval for the proposal, for inclusion of processing berries in the R&P and for focusing on promotion as the main activity of the program, should it be approved. However, the sample size is small and does not include some major segments of the industry, notably California producers.



**What do you think are the best or highest priority uses of funds that the program would raise?**

