

APRICOT MARKET ANALYSIS

THE IMPROVEMENT OF PRODUCT QUALITY AND THE PRODUCTIVE, MANAGERIAL AND COMMERCIAL INNOVATION OF SMALL PRODUCERS IN THE AGRICULTURAL SECTOR OF APRICOT IN LEBANON

A driving force for sustainable and inclusive rural economic development

2019



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List of Attachments (separate documents):

Word document: "Syndicate members Lists"

PDF document: "Association Traders' List"

Excel document: "Final Compiled data of Apricot Buyers_Feb 2019"

1- Objective of the study

Apricots have a short shelf life which creates risk at all levels of the value chain and limits the sales window to few days from harvesting to end-consumption if no effective cold chain management is applied. Most farmers are small-scale farmers and unable to achieve economies of scale. Hence, better marketing opportunities and innovations for both fresh and processed produce should be sought for.

The present study seeks to list and describe potential buyers with whom farmers can link to and explore better marketing channels and contracts.

2- Methodology

Qualitative and quantitative data collection are applied under this assessment.

Primary and secondary data collection was conducted from October 2018 to January 2019.

Secondary data collection is mainly done through a desk study and aims at gathering information about the market trends of apricot production in Lebanon and the export market relatively.

Primary data collection includes both qualitative and quantitative data using Key Informant Interviews (KIIs) through formal interviews with selected apricot stakeholders (processors and dealers).

Processors are agro-industry units processing apricots to by-products and they buy fresh produce from farmers and/or wholesale market outlets.

Dealers are all those who are potential buyers from farmers of the fresh apricots produce and they are the wholesalers, aggregators, traders and retailers (hypermarkets, supermarkets, fruits and vegetables specialty shops, restaurants...)

Three types of questionnaires were developed:

- 1- Apricot buyers' questionnaire (annex 1)
- 2- Apricot processors' questionnaire (annex 2)
- 3- Short questionnaire for shops (cherries and apricots) (annex 3)

The first two questionnaires showed to have some drawbacks noticed while filling them as some information was not easy to collect and the interviewee was not able or reluctant to give specific details relevant to the quantities and prices per variety dealt with but rather gave

averages and general trends. This might be due to lack of documentation of such details in their records.

The total quantity purchased per season was estimated by the researchers by multiplying the amount of produce purchased per transaction by 60, 60 is referring to the number of days for the apricot season of almost 2 months.

The short questionnaire was hence developed to gather information from buyers in a systematic way; it covers both apricots and cherries since the interviewed person is the same for both fruits. This method revealed to be more efficient than the first set of questions.

It was easier to fill the questions or sets of questions simultaneously for both fruits at the same time on the same form.

Unlike farmers, buyers are difficult to contact and take appointments with due to their time constraints and busy schedule out of office type of work; more than one meeting was needed to accomplish a single interview in most of the cases.

The questions are open-ended in order to obtain as much information as possible. They are mainly focused on NEHO (Needs, Expectations, Habits, and Occasions).

Each “questionnaire” covers 4 main sections:

- I. General information
- II. Market products and sourcing of fresh Apricot (product requirements: quantity, variety, price...)
- III. Sourcing logistics
- IV. Marketing (not applicable for supermarkets and retail shops)
- V. Future Forecasts and comments that the buyers or processors might have for the producers or for the sector in general.

All collected data is summarized and compiled in one excel table to facilitate access to information when needed (Attached excel document “Compiled Data of potential buyers and processors for apricots”).

Moreover, probing and observation throughout the assessment helped gain a better understanding of the physical environment, practices, attitudes, perceptions, and stereotypes.

Few voice recording were saved as a reference for the interviews however not all interviewees accepted to have the conversation recorded.

Sampling

No relevant lists of stakeholders were available to be able to statistically select the informants. The key informants selected for the research were identified by online research, personal contacts, referrals and from a compiled list of contacts sourced from diverse syndicates

(Attached word document “Syndicate members lists”); in addition to a booklet for the ‘Association of Importers and Traders of agricultural production in Lebanon’ (Attached pdf document: “Association Traders’ list”).

The lists were filtered according to the relevant targeted regions (Beirut, Mount Lebanon and Bekaa). This was based on personal knowledge and on contacting the stakeholders by phone to identify field of work of each stakeholder and inquire about more stakeholders in the field of apricot to refer to (snowball method).

Data collection was based on 5 main stakeholders contacted and identified as shown in the following table; N.B this table excludes the cold storage segment of which 22 stakeholders were interviewed and the finding was that cold storage is a service, and charged as a fee to farmers.

The table below portrays stakeholders identified and contacted (relevant for the study)

Interviewed relevant stakeholders:

Type	Apricots
Traders exporters	4
Processors	7
Hyper/supermarkets	66
Fruits and vegetables	23
Wholesale	9
Buyers of processed	0
Total	109

An excel sheet was developed summarizing all the information gathered.

The 20 cold storages contacted are in 2 targeted areas Mount Lebanon and Bekaa, it was concluded that cold storage units are not potential buyers for apricots but service providers. The 2 cold storages that were identified relevant to the study, are not potential buyers but accept to store apricots; other storages do not store apricots since these fruits have a short life in the cooling facilities making it not feasible to cool.

Furthermore, Jarjoura market in Chtaura (Bekaa) and Stop N Shop (retail) in Adonis and Naccashe (Kesrwan), Al Rifai nuts dealer, Ritage Restaurant, and Ghia Holding the owner of restaurants “Abed el Wahab” and “Ahwak” were interviewed to explore the potential of buying dried apricots or any other processed by-product of this fruit.

3- Results and value chain linkages

The data analysis is summarized in one excel document with separate sheets for each category of buyers: traders who are aggregators and exporters, processors, wholesale markets, retail markets. Each section deals with the following sub-sections: general information; varieties demanded and requirements; sourcing and logistics; future forecasts and comments.

The excel data sheet compiling all this information is available as a single separate document (Attached excel document “Compiled data of potential buyers and processors for apricots”).

Processors:

From the total 32 processors interviewed, only 7 were of relevance to the study. All 7 processors deal with apricot. The most common apricot by-product in Lebanon is the apricot jam which requires the Dehabe variety, sweet and bright yellow color giving the jam its preferred flavor and color. The Dehabe variety is sometimes mixed with Amercani and Faransi coming from mixed varieties orchards but representing only 5% of the produce and is not affecting the jam quality.

Apricot processors purchase high quantities due to the fact that apricot jam is highly demanded locally. Apricot jam is produced in high quantities where the minimum quantity requested by each processor ranges from 40 tons per season to 100 tons. These quantities will require several deliveries with a quantity ranging between 6 to 10 tons per transaction and on a daily basis during the harvesting season. The price of apricot can range from 0.45 USD to 1 USD per kilogram depending on the harvesting period and the quantities produced.

The quality required by the processors of apricot is not specific, the only quality condition that processors ask for is for the fruits not to be damaged, infected or deformed and have an acceptable size.

Processors do not require any extra services from their suppliers such as pitting or sorting since each processing unit has its own pitting and sorting machine. The apricots are sorted at the factory level where unsuitable produce for processing is removed and the price of wasted cherries is deducted from the price to be paid to farmers.

3.3 Wholesale markets

The Ferzol wholesale market is the closest market to the cherry production areas and therefore is an important aggregation point for apricots. Wholesale markets are typically consignment markets where the local production is connected to domestic and export markets. Wholesale markets are managed as a private business where the official commission fee for merchants is 7 to 10% on the sales value, and any farmer is welcome to sell their produce to a wholesaler if they provide a minimum quantity of 100 Kg per transaction. The wholesale market welcomes all varieties of apricots for there is a demand for each variety and quality or grade. In that sense, the apricots can be delivered sorted into grades or unsorted. The price of sorted produce differs according to the grade, and the unsorted produce receives an average price or a lower price.

For the means of delivery, farmers are expected to transport their produce to the wholesale market themselves, usually delivered in unrefrigerated trucks, in 7 kg plastic crates. The wholesalers do not repack the fruits in other crates, they leave the fruits in the plastic crates since consumers prefer to hand pick their fruits as mentioned by one of the wholesalers. Apricots are usually sold at prices ranging from 0.5 USD/Kg to 1.3 USD/Kg. The wholesalers pay by checks to the farmers at the end of the season based on the quantity of produce sold. The wholesale market is not interested in having the products labelled since there is no trust in what the label indicates.

Ferzol area being close to the Syrian borders, wholesalers mentioned that there is a big competition with the Syrian produce specially that large quantities are being smuggled in at cheaper prices which makes it hard for the Lebanese farmers to compete with.

3.4 Retail markets

Retail domestic markets deal mainly with fresh apricots of all grades. These retail points of sale are: Hypermarket, supermarkets, small shops or groceries, restaurants, hotels and catering, nuts dealer (detailed information found on excel sheet).

3.5 Fruits & Vegetables Specialty Shops

After interviewing 22 specialty shops for fruits and vegetables around the areas of Beirut and Mount Lebanon, it was concluded that most of these shops have certain responsible personnel reaching out for wholesale markets and purchasing the fruits and vegetables of good quality at convenient prices they chose. Most are interested in linking directly with farmers but it is to be

noted that the quantities are respectively low and the logistics include direct delivery to the point of sale which can incur additional transportation cost to be accounted for.

Conclusions and Recommendations

The present study assessed the potential buyers and processors of apricots relevant to the Bekaa region. This study reveals that fresh products are easily sold to wholesale markets and are also exported, however the farmers do not always fetch a fair price because they depend on the traders but also because the produce is not of a good quality. Sorting and grading are not usually done by the producers at farm level as it incurs higher investment cost and buyers do not trust the sorting and grading done by the producers. Labelling for good agricultural practices or other standards are not desired by all buyers; some showed interest and other showed a distrust in any label. Nevertheless, the buyers need to receive better quality for the fresh consumption and for the processing units and sort and grade themselves. Processors do not require any extra services from their suppliers since they have their own pitting and sorting machines.

Buyers prefer to work with organized groups of farmers to make sure they can deliver the required quantities and quality on a timely basis. It is to the advantage of the producers themselves since they will have a better negotiating power and better deals.

Recommendations:

In order to improve the marketing potential and the profit for the producers several interventions are to be sought for as follows:

Sorted products into different levels/ grades before entering the market.

Grade A	Premium Price + Decrease loss (Premium quality)
	<ul style="list-style-type: none">•Speciality shops and supermarkets•Exporters and aggregators•Wholesale
Grade B	Good Price + Decrease loss
	<ul style="list-style-type: none">•Aggregators•Wholesale
Processing	Economic return (good quality)
	<ul style="list-style-type: none">•Processors•Processing cooperatives

Figure 1 Sorting of Apricot into different grades

Once sorted each Grade takes its market track, this will ease logistics and reduce marketing cost as each Grade is oriented towards its buyers; although it is an additional cost at the farmer level or cooperative level it will bring a future gain and trust.

Grade A Apricot fetch better prices at different markets segments: exporters & aggregators, wholesale and speciality retail stores. If sorted Grade A apricot can still fetch better prices during harvest season.

Price fluctuation depends on stone fruits availability, as most stone fruits in Lebanon have the same harvesting period in which they create an indirect competition within each other (Apricot- Cherry- and Peach...). At the Exporter and aggregator level, sorting will decrease cost of sorting at the exporter level and logistics of different grades return or sending them to the wholesale. Through time trust can be built affecting higher sales.

Grade B and Processing: farmers can make agreements ahead of harvesting period with the processors to sell the quantities required by the latter, knowing that apricot Jam is in high demand this is a good market to be sought for; in this segment produce can be sold at good prices during harvest period with a market surplus as to get a fair price. Dried apricot is very challenging, as the market faces a big competition from Turkish and Syrian products.

Advantages of Sorting	Disadvantages of Sorting
<ul style="list-style-type: none"> ➤ Channeling each grade to its specific market sector ➤ Higher quantities of sales, and decreasing market returns to farmer or wasted produce ➤ Gaining sorted brand trust at market level with homogeneity of Grade ➤ Improved marketing negotiation power and better deals; contractual supply ➤ Efficient use of cold storage for high Grades cherry ➤ Holding each farmer accountable to his production quality/ paving way to improvement and tracking 	<ul style="list-style-type: none"> ➤ Higher cost to farmer ➤ Risk of mechanical damage if not handled well during sorting

Cold Storage room

A cold storage room is beneficial to get robust on fluctuating prices. Grade A and Grade B cherries flood the market on a period of 2 months and sometimes on a daily basis. As informed prices fluctuate every 4 days depending on supply and demand that cannot be foreseen. In that matter having a cold room will play as a buffer of time to price for the cherries produced and when directly linked to the diverse channels, the producers will have gained the commission fee of 7-10% that the wholesale will charge.

Channels:

Retail shops (supermarkets and F&V big stores), farmers can deal with this segment who would offer price and quantities to be taken depending on the high quality and season in addition to variety offered; Such as Akiki, Charcutier Aoun, Fahed, and Carrefour. A factor of consideration is the cold storage that some shops are not aware of its importance; stores should possess a good cold storage for delivery and completing the cold chain of the produce to achieve longer shelf life and quality otherwise it plays a negative factor when temperatures fluctuate leading to a lower shelf-life of Apricot.

Refrigerated or isolated truck for transport:

Would keep produce from getting heat damaged especially when delivering to Beirut markets on a summer day. Refrigerated trucks will decrease loss due to transportation to exporters, to supermarket chains, and to wholesale (only if possesses a cold storage himself).

Awareness campaign on apricot cold chain for both local market (wholesale and stores), and consumers

At stores (whether small or large) apricot is displayed in a crate in room temperature open for consumers to hand pick their needed quantity and quality. While sometimes if sorted and high quality apricot, it is pre-packaged in 1kg crates and is sold as is. Both displayed products require being at a specific temperature when the cold chain is kept at all levels (farmer- retails-consumer); otherwise it will have a negative impact on quality and shelf-life.

Additional recommendations:

- Develop an information system to inform farmers on the prices at the different wholesale markets on a daily basis to allow them to take decisions on their marketing channels.
- Ensure that the crates in which the produce is reaching the market are up to the required cleanliness, conditions, and weight.
- Invest in small packages of “1 kilogram” based on a pre-agreement with buyers only when it is feasible to do so to cover the cost of the packaging (labor and package); this is usually early or late in the season when the produce can fetch a high price (Buyers readiness: Akiki F&V, Fahed hypermarket)

Annex 1: Apricot Buyers' questionnaire

The improvement of product quality and the productive, managerial and commercial innovation of small producers in the agricultural sector of apricot in Lebanon as a driving force for sustainable and inclusive rural economic development

Name of interviewer: Date: Place:.....

Apricot value chain: Buyers

I. General Information:

Name of company:

Status (might have more than one role):

- Wholesaler Aggregator Trader Retailer
 other (specify)...

Name of interviewee:

Status of interviewee: owner

Employee and position:

1. How long have you been in this business? Year of establishment:

2. How many available branches:

2. a Number of available branches:

2. b Location (enumerate all locations):

II. Market products and sourcing of fresh apricots:

3. Which apricot variety (ies) do you require/ purchase for your enterprise?

(The same variety can have a different name, state it next to corresponding name)

- Var 1: Um Hussein
 Var 2: Dehabe
 Var 3: Ajami
 Var 5: Tilyani
 Var 6: Faransi
 Var 7: Amercani
 Other Variety:

4. Which grades do you purchase (interviewer should ask details on each grade stated below such as “what criteria are relevant to each grade (size, color, free of damages, etc))

5. (Interviewer to repeat the varieties stated above and ask details for each one by filling table below)

Apricot Variety Demanded	Grade required	Quantity Purchased	Price/kg (range of prices) Specify \$ or LL	Season of procurement: From Month x to month y	Regularity of procurement (daily, once a week, once a month in season - out of season...))

III. Sourcing Logistics:

6. Where do you get the fresh apricots from:

7.a Locally source: (Metn, Bekaa, North)
 State main villages if possible:

7.b Internationally source:

7. From whom do you purchase the apricots from:

- Trader, specify name(s):.....
- Farmer, specify name(s):.....
- Wholesale market, specify name(s):.....
- Other (specify):

8. What are the means of transportation of the apricots to your company:

- Refrigerated pick up
- Non refrigerated pick up

9. What is type of packaging you receive the apricots in:

- plastic crates of 7 kg
- other (describe weight and material _plastic or other):.....

10. Do you change the package before marketing it? Yes No
(if Yes, details will be mentioned in section “IV Marketing”)

11. What is the agreed upon payment method with your suppliers?

- Contractual (describe)
- Upon delivery payment
- Seasonal agreements
- Other (specify):.....

12. What are the challenges you face when sourcing your apricot products locally?

- a. Low quality
- b. Short shelf life
- c. Not well packaged
- d. Harvested Mature
- e. Harvested Premature
- f. Other:
- g. None

13. Are you satisfied with the current delivery and logistics of the apricot products? Yes
 No

If answer is no, why:

14. What are your recommendations/ demands for logistics for the next season? Explain

- a. Packaging:
- b. Cooling:
- c. Delivery time:
- d. Harvest time:
- e. Other:

15. If the recommended services were provided, will you be willing to pay for extra logistics services (cooled truck delivery, improved frequency of delivery, time of delivery, different or improved packing, etc)?

- Yes If yes, how much in terms of % (additional cost compared to initial price):

- No

IV. Marketing (not applicable for supermarkets and retail shops)

16. If trader or aggregator: Who are your buyers (details to be filled in table below):

Name of buyer: Trade name, full name and contact when available	Possession of a refrigerated truck (Yes/No)	Type of package required by buyer if different than the one received in (check question 9 and 10 in "section III")	What are the largest quantities per buyer	Comments

V. Future Forecasts:

17. Are you willing to work with a new supplier to receive fresh apricots or apricot by-products? Noting that the supplier can be a group of farmers or a cooperative of farmers who can provide the product based on your specifications (sorted, packed, pitted cherries/seeds taken out, other pre-processed form...)
18. If yes to question 17, what are your requirements in terms of:
- Quantity:
 - Quality:
 - Logistics:
 - Packaging:
19. Are you willing to deal with more than 1 supplier if quantities are not met? Yes No
20. What are the forecasts you see happening in the fresh apricot sector? (increase in demand, new products, other...)
21. Do you have any recommendations you would advise the farmers to do in terms of:
- Their production:
 - Their marketing strategies:
22. A general question on processed apricots: What are the main apricot by-products found in the market? (jam, yogurt,..)

Apricot by-products: For Supermarkets

23. What are the apricot by-products sold at the supermarket:

By-product	Source (a-local b-imported)	Type of package	What are the quantities sold of each by- product (in percentages) compared to the total apricot by- products	Comments

24. What are your recommendations for local processors?

25. Are you willing to buy locally processed apricot by-products in small quantities?

Annex 2: Apricot processors' questionnaire

The improvement of product quality and the productive, managerial and commercial innovation of small producers in the agricultural sector of apricot in Lebanon as a driving force for sustainable and inclusive rural economic development

Name of interviewer: Date: Place:.....

Apricot value chain: Processors

II. General Information:

Name of company:

Status (might have more than one role):

- Processor other (specify):.....

Name of interviewee:

Status of interviewee: owner

employee and position:

26. How long have you been in this business? Year of establishment:

27. How many available branches:

2.a Number of available branches:

2.b Location (enumerate all locations):

II. Market products and sourcing:

1. What are the main apricot by-products that you produce? (jam, yogurt)

2. Are there any other processed products that can be produced from apricot that you know of?

3. If answer to question 2 is yes, where are those processed products procured from:

- locally imported

4. Which apricot variety(ies) do you require/ purchase for your processing line(s)?
(the same variety can have a different name, state it next to corresponding name)

- Var 1: Um Hussein
- Var 2: Dehabe
- Var 3: Ajami
- Var 5: Tilyani
- Var 6: Faransi
- Var 7: Amercani
- Other: _____

5. Which grades do you purchase? (interviewer should ask details on each grade stated below such as “what criteria are relevant to each grade (size, color, free of damages, etc))

6. (Interviewer to repeat the varieties stated above and ask details for each one by filling table below)

Apricot Variety Demanded	Grade required	Quantity Purchased	Price/kg (range of prices) Specify \$ or LL	Season of procurement: From Month x to month y	Regularity of procurement (daily, once a week, once a month in season - out of season...))

III. Sourcing Logistics:

7. Where do you get the fresh apricots from:

7.a Locally source: (Metn, Bekaa, North)

State villages if possible:.....

7.b Internationally Source:

8. From whom do you purchase the apricots from:

trader, specify name(s):.....

farmer, specify name(s):.....

wholesale market, specify name(s):.....

other (specify):

9. What are the means of transportation of the apricots to your company:

- refrigerated pick up
- non refrigerated pick up

10. What is type of packaging you receive the apricots in:

- plastic crates of 7 kg
- other (describe weight and material_plastic or other):

11. What is the agreed upon payment method with your suppliers?

- Contractual (describe)
- Upon delivery payment
- Seasonal agreements
- Other (specify):.....

12. What are the challenges you face when sourcing your apricot products locally?

- h. Low quality
- i. Short shelf life
- j. Not well packaged
- k. Harvested Mature
- l. Harvested Premature
- m. Other:
- n. None

13. Are you satisfied with the current delivery and logistics of the apricot products? Yes

No

If answer is no, why:.....

14. What are your recommendations/ demands for logistics for the next season? Explain

- f. Packaging:
- g. Cooling:.....
- h. Delivery time:.....
- i. Harvest time:
- j. Other:

15. If the recommended services were provided, will you be willing to pay for extra logistics services (cooled truck delivery, improved frequency of delivery, time of delivery, different or improved packing, etc)?

Yes If yes, how much in terms of % (additional cost compared to initial price):.....

No

IV. Future Forecasts:

16. Are you willing to work with a new supplier to receive fresh apricots or apricot products? Noting that the supplier can be a group of farmers or a cooperative of farmers who can provide the product based on your specifications (sorted, packed, pitted apricots/seeds taken out, other pre-processed form...)

17. If yes to question 16, what are your requirements in terms of:

- a. Quantity:
- b. Quality:
- c. Logistics:
- d. Packaging:

18. Are you willing to deal with more than 1 supplier if quantities are not met? Yes
No

19. What are the forecasts you see happening in the processed apricot sector? (increase in demand, new products, other...)

20. Do you have any recommendations you would advise the farmers to do in terms of:

- a. Their production:

- b. Their marketing strategies:

Annex 3: Short questionnaire for shops (cherries and apricots)

The improvement of product quality and the productive, managerial and commercial innovation of small producers in the agricultural sector of apricot in Lebanon as a driving force for sustainable and inclusive rural economic development

I. General Information:

Name _____ of _____ company:

Name and phone number of contact person in charge of Fruits and Vegetables procurement:

.....

1. How many available branches:
 2. a Number of available branches:
 2. b Location (enumerate all locations):

II. Market products and sourcing of fresh cherries:

2. Which cherry variety (ies) do you require/ purchase for your enterprise?

(The same variety can have a different name, state it next to corresponding name)

- Var 1: Taliani
- Var 2: Feraouni
- Var 3: Zahry
- Var 5: Baskintawi
- Var 6: Banny
- Var 7: Moukahal
- Var 8: Irani
- Other Variety:

3. Which apricot variety (ies) do you require/ purchase for your enterprise?

(The same variety can have a different name, state it next to corresponding name)

- Var 1: Um Hussein
- Var 2: Dehabe
- Var 3: Ajami
- Var 5: Tilyani
- Var 6: Faransi
- Var 7: Amercani
- Other Variety:

4. Which grades do you purchase (interviewer should ask details on each grade stated below such as “what criteria are relevant to each grade (size, color, free of damages, etc))
5. What are the quantities dealt with last season:
 Cherries:
 Apricots:

III. Sourcing Logistics:

6. Where do you get the fresh **cherries** from:

6a Locally source: (Metn, Bekaa, North)
 State main villages if possible:

6.b Internationally source:

Where do you get the fresh **apricots** from:

6a Locally source: (Metn, Bekaa, North)
 State main villages if possible:

6.b Internationally source:

7. From whom do you purchase the **cherries** from:

- Trader, specify name(s):.....
- Farmer, specify name(s):.....
- Wholesale market, specify name(s):.....
- Other (specify):

From whom do you purchase the **apricots** from:

- Trader, specify name(s):.....
- Farmer, specify name(s):.....
- Wholesale market, specify name(s):.....
- Other (specify):

8. What are the means of transportation of the cherries and apricots to your company:

- Refrigerated pick up : cherries.... apricots

Non refrigerated pick up: cherries.... apricots

9. What is type of packaging you receive the **cherries** in:

plastic crates of 7 kg

other (describe weight and material _plastic or other):.....

What is type of packaging you receive the **apricots** in:

plastic crates of 7 kg

other (describe weight and material _plastic or other):.....

10. Do you change the package before marketing it? Yes No

What is the type and weight of packages for cherries? For apricots?

11. What are the challenges you face when sourcing your cherry and apricot products locally?

a. Low quality

b. Short shelf life

c. Not well packaged

d. Harvested Mature

e. Harvested Premature

f. Other:

g. None

V. Future Forecasts:

12. Are you willing to work with a new supplier to receive fresh cherries or cherry by-products? Noting that the supplier can be a group of farmers or a cooperative of farmers who can provide the product based on your specifications (sorted, packed, ...)

13. If yes to question 17, what are your requirements in terms of:

a. Quantity: (how much per transaction and what is the frequency: daily basis, every 2 days, weekly?)

Minimum and maximum quantity for **cherries** per transaction:

Frequency of procurement:

Minimum and maximum quantity for **apricots** per transaction:

Frequency of procurement:

b. Quality:

c. Logistics:

14. Who delivers the products and where; or you get it from producers:

15. Whom to contact and when

16. Other conditions

17. Are you interested in receiving packages and what type for each produce:

Cherries:

Apricots:

18. Are you willing to deal with more than 1 supplier if quantities are not met? Yes

No

19. Are you willing to pay extra charges for a brand name on the packages?

20. If recommended services were provided, will you be willing to pay for extra logistics services (cooled truck delivery, improved frequency of delivery, time of delivery, different or improved packing, etc)?

Yes If yes, how much in terms of % (additional cost compared to initial price):

.....

No

21. Are you interested in receiving packages with a label indicating “the origin” of the product (name of cooperative, village etc)

22. Payment mode: (cash upon delivery, delayed check?)