

**University of Missouri  
Center for Agroforestry**

**Elderberry Market Research**

**2008/2009**

The overall purpose of this study is to broadly define the elderberry market and identify potential for growth, to identify risks and potential opportunities for producers and processors of elderberries in the United States.

Your answers to the survey will help provide a more detailed understanding of the elderberry marketplace and the forces that impact this market. Survey results will be compiled, interpreted, and summarized in a report that will provide each of you valuable information for developing market strategies and identifying the potential for growth in this market.

Your answers are completely confidential and will be released only as summaries in which no individual's answers can be identified. This survey is voluntary. However, you can help us very much by taking a few minutes and answering the following questions.

Thank you very much for your participation. Your help is greatly appreciated.

**1. How would you describe your position within the elderberry value chain? Check all that apply.**

- Picker from the wild
- Elderberry plants grower
- Elderberry grower
- Winery
- Value added producer
- Nutraceutical company
- Distributor
- Wholesaler
- Retailer
- Other .....

**2. What elderberry products do you purchase? Check all that apply.**

- Elderberry plants
- Elderberry flower
- Fresh elderberry fruit
- Frozen elderberry fruit
- Dried elderberry fruit
- Elderberry juice
- Elderberry concentrate
- Other elderberry value-added products (jam , jelly, syrup)
- Other .....

**3. What elderberry products do you sell? Check all that apply.**

- Elderberry plants
- Elderberry flower
- Fresh elderberry fruit
- Frozen elderberry fruit
- Dried elderberry fruit
- Elderberry juice
- Elderberry concentrate
- Elderberry wine
- Other elderberry value-added products (jam , jelly, syrup) .....
- Elderberry nutraceutical products .....
- Elderberry related products (books, video, DVD, etc)
- Other .....

**4. Is your elderberry business for you a:**

- Full time occupation       Part time occupation       Hobby

**5. What is your approximate annual gross sales figure from elderberries?**

- |  |  |
|--|--|
| <input type="checkbox"/> Less than \$1,000   | <input type="checkbox"/> \$50,000 - \$100,000  |
| <input type="checkbox"/> \$1,000 – \$5,000   | <input type="checkbox"/> \$100,000 - \$500,000 |
| <input type="checkbox"/> \$5,000-\$10,000    | <input type="checkbox"/> \$500,000 - \$1mill.  |
| <input type="checkbox"/> \$10,000-\$25,000   | <input type="checkbox"/> More than \$1 mill.   |
| <input type="checkbox"/> \$25,000 - \$50,000 |  |

**6. What percentage (in terms of annual gross sales) do elderberries represent from your business?**

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**7. How long have you been in the elderberry business?**

- Less than 1 year
- 1-5 years
- 6-10 years
- 11-20 years
- 21-30 years
- More than 30 years

**8. How do you obtain the primary supply for your elderberry operation (e.g., plants for an elderberry grower; flowers, fruit or juice for a value-added producer)? Check all that apply.**

- Grow / produce your own
- Purchase
  - From US
  - From import

**9. How would you describe the supply you use in terms of the following characteristics:**

Quality	<input type="checkbox"/> Good quality	<input type="checkbox"/> Average quality	<input type="checkbox"/> Poor quality
Availability	<input type="checkbox"/> Readily available	<input type="checkbox"/> Average	<input type="checkbox"/> Hard to obtain
Stability	<input type="checkbox"/> Stable supply	<input type="checkbox"/> Average	<input type="checkbox"/> Unstable supply

**10. Please estimate the changes in supply in the past 5 years.**

	Less than 10%	10% - 25%	25 – 50%	More than 50%
<input type="checkbox"/> Increased	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Remained stable				
<input type="checkbox"/> Decreased	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> I don't know				

**11. Please estimate the trends in supply for the next 5 years.**

	Less than 10%	10% - 25%	25 – 50%	More than 50%
<input type="checkbox"/> Increasing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Remaining stable				
<input type="checkbox"/> Decreasing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> I don't know				

**12. Who are your main buyers for your elderberry products? Check all that apply.**

- Elderberry grower
- Winery
- Nutraceutical company
- Value added producer
- Wholesaler
- Distributor/broker
- Retailer
- Other .....

**13. How would you describe your primary marketing area for your elderberry products? What percentage of your sales does each area represent? (Please check all that apply).**

- Local (within 75 mile radius) ..... (%)
- Regional (between 75 and 200 mile radius) ..... (%)
- National ..... (%)
- International ..... (%)

**14. Please estimate the changes in demand for your elderberry products in the past five years:**

	Less than 10%	10% - 25%	25 – 50%	More than 50%
<input type="checkbox"/> Increased	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Remained stable				
<input type="checkbox"/> Decreased	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> I don't know				

**15. How would you describe demand for your elderberry products at the present time?**

- Strong demand
- Steady
- Weak demand
- I don't know

**16. Please estimate the trends in demand for your elderberry products in the next five years:**

	Less than 10%	10% - 25%	25 – 50%	More than 50%
<input type="checkbox"/> Increasing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Remaining stable				
<input type="checkbox"/> Decreasing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> I don't know				

**17. In your opinion, how competitive is the elderberry industry?**

- Highly competitive
- Moderately competitive
- Non competitive
- I don't know

**18. Where (state and county) is your business located?**

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**19. Would you be willing to participate in a more detailed follow up of this survey which may be conducted by phone or in person?**

Yes     No    If yes, please give us your phone number and/or email .....

**20. In order to develop a market analysis that is as comprehensive as possible, please identify up three elderberry growers or value-added producers that we can contact to fill out the survey. The stronger our sample size, the more accurate and more broadly applicable results for this market.**

Company, contact name, address, phone number, e-mail, website.

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*Thank you very much for your time and effort!  
 All of the above information will be kept strictly confidential.*