

A final report prepared for the Leopold Center for Sustainable Agriculture

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“Let the vineyards be fruitful:
A study of the potential market for Iowa grape juice” (M3-03)

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Nontechnical Summary

There has been a lot of recent interest in grape production in Iowa, much of it in growing grapes for wine. This research project entitled “Let the vineyards be fruitful: A study of the potential market for Iowa grape juice” evaluated the market potential for a locally grown and processed grape juice to be sold to buying clubs and churches. The first survey was conducted by Blooming Prairie, which sent out questionnaires to 500 of its buying club members. Buying clubs are groups of households, typically from 10-30 households, that pool their ordering to be able to buy at wholesale, and usually operate by volunteer labor. These households are generally motivated by an interest in and desire for access to natural and organic products, and the opportunity to save money in exchange for their labor and willingness to order in quantity. The second survey was conducted by Iowa State University, which sent out questionnaires to 120 randomly selected United Methodist, Church of Christ, and Presbytery churches throughout Iowa. These churches utilize grape juice for communion purposes.

About 30 percent of the questionnaires for each survey was received and tabulated. The results indicated a desire and willingness from both buying clubs and churches to purchase a locally grown grape juice. Buying club members indicated freshness, taste, and other product characteristics related to health and nutritional values were important. Ninety percent (9 percent) of responses indicated they would be willing to purchase a locally grown organic product. If the product could not be grown organically, limited pesticide use was desired. Prospective buyers wanted to know how the product they are consuming was produced. Approximately two-thirds of respondents indicated their willingness to purchase a locally grown sparkling grape juice. Churches cited convenience of purchase, taste, and price as important purchase factors. Potential demand for locally grown grape juice increased substantially with number of members, as well as their willingness to pay more for a locally grown product.

Determining potential demand for locally grown grape juice based on the survey results requires a lot of assumptions. First, we have to assume that the 146 buying club responses, which were not randomly selected, represent the 500 buying clubs surveyed. Second, we have to assume that the 35 returned surveys from the churches accurately represent the 1,329 United Methodist, Church of Christ, and Presbytery churches in Iowa. If we feel comfortable with those assumptions, then there appears to be a potential demand for approximately 2,140 cases of locally grown organic grape juice by buying clubs. There appears to be a potential demand of 6,073 gallons of a locally grown grape juice product by churches with memberships over 200. Lastly, there appears to be a potential demand of 2,014 bottles of sparkling grape juice by buying clubs. Keep in mind the potential demand assumes those responses in the survey accurately reflect those buying clubs or churches that chose not to respond or were not surveyed.

This study should be viewed as a first step in market research. Additional research needs to be conducted specifically looking at churches with memberships greater than 200. Secondly, buying club interest in quantities of products was not uniform. For each product, a small number of clubs accounted for a vast majority of potential demand. Further research into clubs with high potential demand needs to be conducted. From this study we know there is interest in locally grown grape juice, and now need to refine how much of a demand exists for each grape juice product.

“Let the vineyards be fruitful: A study of the potential market for Iowa grape juice” (M3-03)

INTRODUCTION

Let the Vineyards be Fruitful is a research project that is part of a larger effort to develop markets for food and fiber. Several studies have shown the benefits of healthy local markets for food and fiber that are linked to local communities. These studies outline the potential economic, environmental, health and social benefits of local food production. In addition, many would argue that local food supplies provide a measure of food security that is not available from mass production and distribution.

Let the Vineyards be Fruitful stems from a report prepared by the Leopold Center called “Grape Expectations: A food system perspective on redeveloping the Iowa grape industry,” the work of Prairiewoods’ “Food and Faith” program, as well as other Iowa efforts to expand the production and processing of locally-grown grapes in Iowa. Specifically, this study attempts to evaluate the market for a locally grown and processed grape juice.

Among the recommendations of Grape Expectations were:

- **Build a strong in-state retail sales market for Iowa grapes, wines, and juice,**
- **Encourage producers to diversify grape products and markets,**

And, specifically,

- **Conduct feasibility studies for a specialty line of grape juice.**

The purpose of this project is to gather information about the market for grape juice made from Iowa-grown grapes. The results will be used by the Iowa Wine and Grape Advisory Council, the Iowa Department of Economic Development, and current and potential grape growers and juice processors.

Two surveys were conducted in May and June of 2003 to determine potential markets for locally grown grape juice in Iowa. The first was sent to 500 Blooming Prairie buying clubs. Buying clubs are membership-only groups interested in purchasing primarily organic, natural foods, or other products because of their specific product attributes. The second survey was sent to 120 United Methodist, Church of Christ, and Presbytery churches. These churches utilize grape juice for communion purposes. The results and implications from these surveys follow.

STUDY DESIGN, METHODS, AND MATERIALS

Buying Club Survey

Buying clubs are groups of households, typically from ten to thirty households that pool their ordering to be able to buy at wholesale, and usually operate by volunteer labor. Blooming Prairie's buying club customers are generally motivated by 1) interest in and desire for access to natural and organic products, and 2) the opportunity to save money in exchange for their labor and willingness to order in quantity. Buying club members tend to be well-educated, and well-informed about the products they are buying. Roughly 10 to 20 percent of them have allergies or other health issues that require them to seek out specialty foods, and a high percentage of the rest are motivated by general interest in health and nutrition. Demographically, buying club members live in both urban and rural areas, and tend to span all income brackets, and the factors they have most in common tend to be education levels of high school or higher, and health awareness or health concerns. A significant proportion of them are families with young children, followed by two-adult households, both young and senior.

Blooming Prairie sent out a one-page questionnaire to 500 affiliated buying clubs (see Appendix for sample survey). The 500 buying clubs represented all 238 Iowa clubs and one-half of the buying clubs in congruent states. Congruent state buying clubs were randomly selected and are as follows: Nebraska 82, Wisconsin 110, Chicago 15, Minneapolis 35, and Kansas City 20. No reminder post cards or pre-questionnaire notifications were used. One hundred sixty-four (164) questionnaires were returned for a 33 percent response rate.

Church Survey

Iowa State University sent out a short one-page questionnaire to 120 United Methodist, Church of Christ, and Presbytery Churches around the state of Iowa (see Appendix for sample survey). Half of the randomly selected churches were located in urban centers, whereas the remaining churches were located in towns and rural areas. Church listings were received from the Ecumenical Ministries of Iowa. We hypothesized that urban churches would have larger congregations and thereby purchase larger quantities of grape juice for communions.

The percentage of churches selected from each denomination was based on the percentage of the total number of churches represented by that denomination. There are 1,329 United Methodist, Church of Christ, and Presbytery churches in Iowa; 918 are rural and 411 are classified as urban. Of the rural churches, 656 are United Methodist (71 percent). Because we wanted to survey 60 rural churches, 43 of the surveys sent out (71 percent) went to United Methodist Churches. The survey sampling distribution is listed in Table 1. No reminder post cards or pre-questionnaire notifications were used. Thirty-six (36) questionnaires were returned for a 30 percent response rate. The responses per category and response rate also are listed in Table 1. For the most part each of the sub-classifications is represented equally.

Personnel Change

Craig Chase, Iowa State University Extension Farm Management Field Specialist, took over as Principal Investigator in March 2003 for Jonna Higgins-Freese. She left the Prairiewoods Center to take a new job for the Cedar Rapids Area Foundation.

Acknowledgments

We would like to thank Sue Futrell from Blooming Prairie and Mary Swalla-Holmes from Ecumenical Ministries of Iowa for their support, time, and cooperation in developing the survey instruments and samples and reviewing the final report prior to submission.

DATA AND DISCUSSION

Buying Club Survey Data

Members.

Respondents were asked how many members they have in their buying club. Buying club representation was 2,179 members from 144 returned questionnaires.

Product characteristics.

Respondents were asked to indicate how important a series of product characteristics were to them when determining whether to purchase a product. The characteristics were ranked from least important (1) to most important (5). The nine product characteristics listed were:

- Appearance
- Freshness
- Taste
- Certified organic
- No artificial preservatives or flavorings
- Price
- Locally grown
- Family farm
- Nutritional value

Total responses for the characteristics ranged from 155 to 160, indicating that nearly everyone answered this section of the questionnaire.

“Taste” was found to have the highest mean ranking (Table 2) at 4.6. Although this value is similar to the second highest mean (for “freshness” at 4.5), over 75 percent of the respondents gave taste a ranking of 5 (most important). Only “no artificial preservatives and flavorings” and “nutritional value” incurred a mean ranking higher than 4.0. “Family farm”, “locally grown”, and “appearance” received the lowest mean rankings indicating respondents were more

concerned with characteristics related to the perceived healthiness of the product and not with where the product was grown or what it looked like. “Certified organic” and “price” were ranked as important (4 or 5) by approximately 67 percent of the respondents. The other 33 percent indicated these characteristics were not as important as some of the others.

Current purchases.

Respondents were asked to indicate their current grape juice purchasing patterns (Table 3). Grape juice purchases consisted of 672 cases of quart bottles (12 bottles per case) from 136 clubs and 333 cases of juice boxes (27 boxes per case) from 104 clubs. Of the quart bottle purchases, 29 clubs were buying a majority (420 cases or 64 percent) of the total. Ten clubs purchased 160 cases of juice boxes (48 percent of the total). Seventy-eight percent of all purchases were Concord grape juice, followed by white (17 percent) and red/pink (5 percent).

Alternative product purchases.

Respondents were asked a series of questions on alternative grape juice products. First, 90 percent of the 146 respondents (132 clubs) indicated they would be willing to purchase a locally grown organic product. Of these respondents, 108 buying clubs indicated they would be willing to purchase 701 (12, 32-ounce) cases (Table 4). Over half of the prospective purchases (54 percent) would be completed by a small number of buying clubs (24).

Respondents were asked if they would be willing to purchase a local product if the producers used limited pesticides, but the product was not organic. Fifty percent of the 140 respondents indicated they would be willing to purchase approximately 359 (12, 32-ounce) cases of this product. Of the 54 respondents that indicated the amount they would be willing to purchase, 13 clubs would buy 62 percent (223 cases) of the new product.

Respondents were asked if they would purchase a grape juice product sweetened by sugar or other juices. Only 35 percent of 146 respondents indicated they would purchase a product sweetened with sugar versus 83 percent sweetened by other juices.

Respondents were asked if they would be willing to pay more for a locally grown grape juice. Of the 146 respondents, only 32 percent (46) indicated they would be willing to pay more. Thirty-five of these respondents indicated they would be willing to pay an average price of \$3.56 per quart bottle.

Respondents were asked if they would be interested in a local sparkling grape juice. Sixty-eight percent of the 146 respondents indicated they would be interested. Eighty-three of these respondents indicated they would be interested in purchasing 2,014 quart bottles (Table 5). Although four buying clubs would purchase 27 percent of this amount, 38 buying clubs (57 percent of the buying clubs) would purchase between 12 and 60 bottles (between 1 and 5 12, 32-ounce cases) each.

Buying Club Survey Discussion

There are 800 buying clubs in Iowa and the contiguous states. Five hundred (500) of these clubs were sent questionnaires. Of the 500, 146 responses were received. The Iowa buying clubs surveyed were not randomly selected. Therefore, no statistical generalizations can be made with confidence from the responses received to the larger sample population of 500. Notwithstanding this substantial limitation, we will in the discussion look at what the implications would be if they did. In other words, we will extrapolate the results from the 146 responses to the survey sample of 500 buying clubs. These generalizations may not be accurate. This paper will not extrapolate results to the 800 buying clubs.

Freshness, taste, no artificial preservatives and flavorings, and nutritional value are important factors in purchasing a product according to buying club members. Although locally grown was not highly rated as a product characteristic, the other factors would indicate a local product may have a distinct advantage over a product shipped days or weeks prior to consumption. Organic certification was important to a majority of club members indicating that consumers want to know how their food was produced. This result is in line with earlier comments about why people generally become members of buying clubs.

Approximately 1,000 cases (the vast majority Concord grape) were purchased from the buying clubs represented by the survey and a majority of the purchases were made from a relatively small number of clubs. Additional research should be conducted to find out more about the characteristics of the larger purchasing groups, which could help in marketing new grape juice products.

Almost all of the respondents (90 percent) indicated they would be willing to purchase a locally grown organic product. As indicated previously, two-thirds of respondents indicated that an organically produced product was important. We can deduce that the jump from 67 percent to 90 percent was influenced by the locally grown product characteristic. The respondents (108 clubs) indicated they would be willing to purchase 701 cases. It is assumed that these purchases would be a substitute for the current purchases of 1,005 cases. If the responses were realized, this would be an incredible substitution and would indicate a strong desire for a locally grown organic grape juice product. If the 164 survey responses represented the larger group of 500 buying clubs, we would expect total demand for a locally grown product to be approximately 2,140 cases.

If the grape juice product could not be grown organically, limited pesticide use was desired. If the 164 survey responses represented the larger group of 500 buying clubs, we would expect total demand for a limited pesticide product to be approximately 1,100 cases. Again, prospective buyers want to know how the product they are consuming was produced. The use of other juices as a sweetener was preferred over the use of sugar by a large margin. Apparently other juices indicate a more natural product versus the introduction of sugar.

Approximately two-thirds of the buying clubs indicated they would be interested in a local (not necessarily organic) sparkling grape juice. The potential demand was not as strong as the other

grape juice products with an indication of 2,014 bottles (168 cases). Four clubs indicated they would purchase about 27 percent of this potential demand. Further research into the characteristics of those clubs and what they saw in this product could assist in marketing a new grape juice product. If the 164 survey responses represented the larger group of 500 buying (see above note) clubs, we would expect total demand for a sparkling grape juice product to be approximately 6,140 bottles (512 cases).

Church Survey Data

Members and urban/rural classification.

Respondents were asked how many members they have in their church. Church representation was 11,127 members from 35 returned questionnaires. We assumed there would be a difference in grape juice consumption by urban versus rural classification. That assumption did not hold. Numerous urban churches are small and rural churches are large. Size of congregation is a determining factor, not location.

Product characteristics.

Respondents were asked to indicate how important a series of product characteristics were to them when determining whether to purchase a grape juice product. Rankings were made from least important (1) to most important (5). The eight product characteristics listed were: locally grown product, taste, certified organic product, no artificial preservatives or flavorings, price, convenience of purchase, family farm product, and packaging specifications.

“Convenience of purchase” was found to have the highest mean ranking (Table 6) at 4.0 for all churches. “Taste” and “price” were the only other product characteristics that incurred a mean ranking higher than 3.0. “Certified organic product”, “packaging specifications”, “family farm product” and “locally grown” incurred mean rankings below 2.5 indicating respondents were not concerned with characteristics related to how the product was grown or packaged. Convenience of purchase, taste, and price were the top rated product characteristics regardless of church size. Other product characteristics rankings remained relatively consistent regardless of church size.

Current purchases and local product pricing.

Respondents were asked to indicate their current grape juice purchasing patterns. Purchase product container size varied with a wide range of responses from 12 ounces to 128 ounces. For this reason we converted number of containers purchased and purchase size to ounces purchased. For all churches, grape juice purchases were 26,064 ounces (about 204 gallons). Demand for grape juice purchased increased dramatically with the size of church (Table 7). Small churches (100 members or less) purchased 2,216 ounces (or about 17 gallons). The largest churches purchased 12,400 ounces (about 97 gallons) of grape juice per year. These churches comprised 6 percent of the responses, but 48 percent of the amount purchased. Approximately 95 percent of all purchases were Concord grape juice. The average price paid was \$2.47 for a 50-ounce container.

Respondents were asked if they would be willing to pay more for a local product (Table 8). Approximately 68 percent (15) of the 22 respondents to this question indicated they would. The percentage went up as church membership exceeded 200, with 6 out of 7 churches indicating they would pay more. When questioned about how much more they would be willing to pay, only 5 total responses were received.

Church Survey Discussion

The churches were randomly sampled. However, the response rate was poor, resulting in little confidence that the survey results accurately represent the 1,329 United Methodist, Church of Christ, and Presbytery churches. Moreover, a stratified sample design using size of membership as the strata was not conducted (rather the sample was stratified by urban versus rural locations).

Purchase convenience and taste are important factors in purchasing a product according to church buyers. Church buyers are volunteers and want something easy to purchase without product complaints. How the product is grown or where does not appear to be a significant factor.

Potential demand is likely to come from churches with memberships above 200 and grow substantially as membership exceeds 500. This survey only received information from 10 churches (31 percent of the total) with membership above 200. These churches, however, purchased 18,868 ounces (147 gallons) per year representing 73 percent of the total church purchases. The question to the 1,329 United Methodist, Church of Christ, and Presbytery churches becomes: do 31 percent (412 churches) have memberships above 200? Furthermore, would those churches have a similar purchase pattern to the ten churches represented by the sample? If the answer is yes to both of these questions, then the potential demand for grape juice by this group could be approximately 777,363 ounces (6,073 gallons) per year. Future market research regarding potential grape juice demand must be conducted with churches of this size.

SUMMARY AND RECOMMENDATIONS

Major Findings and Conclusions – Buying Clubs

1. Taste, freshness, no artificial preservatives or flavorings, and nutritional value are important to buying club members. Certified organic was ranked as important by 67 percent of the respondents. Perceived healthiness of the product is important.
2. Ninety percent of buying clubs indicate they would be willing to purchase a locally grown organic product. Over half of the purchases would be by a small number of clubs indicating a wide range in purchasing patterns by the clubs.
3. A limited pesticide product was found acceptable, but the potential market is substantially less than for an organic product. If a sweetener needs to be added, use other fruit juices rather than sugar.
4. Two-thirds of the buying clubs would be interested in purchasing a local sparkling grape juice. Four clubs indicated they would purchase 27 percent of the total.

There appears to be a keen interest in purchasing locally grown grape juice products. If one were to extrapolate these results to the 500 buying clubs surveyed, a potential demand of 2,140 cases would exist for a locally grown organic grape juice product. The demand from the 500 buying clubs for sparkling grape juice would reach approximately 512 cases. Further marketing research is needed to determine if this potential exists. The key to the potential appears to be with better describing the large purchasers. Who are they, where are they located, what are their needs, and how do you meet those needs are critical questions that need to be answered.

Major Findings and Conclusions – Churches

1. Convenience of purchase, taste, and price were important product characteristics, indicating that purchasers were not concerned with how the product was grown or packaged.
2. Potential demand for locally grown grape juice increases substantially with number of members. The largest size category comprised only 6 percent of all churches sampled but purchased 48 percent of all grape juice.
3. Willingness to pay more for a locally grown product increases with membership size. Six of seven churches with membership over 200 indicated they would pay more.

There appears to be a potential market for locally grown grape juice with larger churches (membership over 200). The higher potential demand from these churches appears to be due to larger memberships and not necessarily from a higher interest in purchasing local products. If the other 241 churches had answered the questionnaire the same way a potential demand of 6,073 gallons of potential demand for a locally grown grape juice product would exist from this church population. Again, further marketing research can determine if this potential exists. The key is to better describe the larger churches. Why are they interested in buying a local product, what does your operation have that will meet their needs, and how do you connect them to your farm are critical questions that need to be answered.

Overall Summary

If we were to assume the survey responses accurately represent the larger populations, we would have the following potential demands for locally grown grape juice.

- The 500 buying clubs have a potential demand of 2,140 cases of 12, 32-ounce bottles for a total demand of 6,420 gallons (note one case equals 3 gallons of product).
- The 500 buying clubs have a potential demand of 2,014 bottles of sparkling grape juice
- The 412 churches with memberships over 200 have a potential demand of 6,073 gallons.

Combined, the potential demand could reach approximately 12,500 gallons depending upon the characteristics of the product. Churches did not differentiate between organic, limited pesticide, and sparkling grape juice. They were asked if they would be willing to purchase a local product. Remember that churches also are concerned with price and convenience. To satisfy even part of this potential demand, further research needs to be conducted to better define what markets are available and how to enter a particular market.

IMPACT OF THE RESULTS

Key Questions:

There were two key questions this research project attempted to answer. Both are related to the purpose of this project, which was to gather information about the potential market for locally grown grape juice products.

1. What is the interest in purchasing a locally grown grape juice product by buying clubs?
2. What is the interest in purchasing a locally grown grape juice product by churches?

What we learned is that there appears to be a potential market for a locally grown grape juice product. Based on our initial research, the potential market from buying clubs and churches looks similar. Exactly how large of a potential market exists for both, we really don't know. Further research should be conducted focusing on churches with memberships above 200 and delving deeper into buying club characteristics. In either case, more information is needed on how to meet the needs of potential buyers. Keep in mind we extrapolated the buying club survey responses to the entire sample of 500 clubs, which is questionable from a research methodology standpoint.

TABLES

Table 1. Sampling Distribution of Churches.

	Sampling Distribution/Returned Questionnaires (% returned)	
	Urban	Rural
Church of Christ	12/4 (33%)	7/2 (29%)
Presbytery	17/3 (18%)	10/3 (30%)
United Methodist	31/10 (32%)	43/14 (33%)

Table 2. Product Characteristics – Buying Clubs.

Product Characteristic	Mean Value	Percent responses per ranking				
		1	2	3	4	5
Appearance	3.3	10.3	12.9	28.4	34.2	14.2
<i>Freshness</i>	4.5	3.2	1.9	3.2	26.1	65.6
<i>Taste</i>	4.6	3.8	0.6	1.9	17.2	76.4
Certified organic	3.9	4.4	7.0	17.7	35.4	35.4
<i>No artificial preservative or flavoring</i>	4.3	3.1	5.6	6.3	23.8	61.3
Price	3.9	4.4	2.5	28.1	32.5	32.5
Locally grown	3.4	5.1	12.0	33.5	38.0	11.4
Family farm	3.3	8.4	9.7	36.1	32.9	12.9
<i>Nutritional value</i>	4.5	3.8	0.6	8.3	19.7	67.5

Table 3. Current Purchases – Buying Clubs.

Number of Cases Purchased per Club	<i>Quart Bottle Purchases</i>			
	Number of Clubs	Percent of Total Clubs	Cases Purchased	Percent of Total Purchases
0 – 4 cases	88	65	125	19
5 – 9 cases	19	14	117	17
10 – 19 cases	23	17	259	39
20 + cases	6	4	<u>171</u>	<u>25</u>
Totals	136	100	672	100
	<i>Juice Box Purchases</i>			
0 – 4 cases	82	79	102	31
5 – 9 cases	12	11	71	21
10 – 19 cases	6	6	67	20
20 + cases	4	<u>4</u>	<u>93</u>	<u>28</u>
Totals	104	100	333	100

Table 4. Alternative Products – Buying Clubs.

Number of Cases Purchased per Club	<i>Locally Grown</i>			
	Number of Clubs	Percent of Total Clubs	Cases Purchased	Percent of Total Purchases
0 – 4 cases	51	47	117	17
5 – 9 cases	33	31	202	29
10 – 19 cases	18	17	224	32
20 + cases	<u>6</u>	<u>5</u>	<u>158</u>	<u>22</u>
Totals	108	100	701	100
	<i>Limited Pesticides</i>			
0 – 4 cases	29	54	66	18
5 – 9 cases	12	22	70	20
10 – 19 cases	8	15	87	24
20 + cases	<u>5</u>	<u>9</u>	<u>136</u>	<u>38</u>
Totals	54	100	359	100

Table 5. Sparkling Grape Juice – Buying Clubs.

Number of Bottles Purchased per Club	Number of Clubs	Percent of Total Clubs	Cases Purchased	Percent of Total Purchases
0 – 12 bottles	41	49	319	16
13 – 24 bottles	20	24	434	22
25 – 60 bottles	18	22	708	35
61 + bottles	<u>4</u>	<u>5</u>	<u>553</u>	<u>27</u>
Totals	83	100	2,014	100

Table 6. Product Characteristics – Churches.

Product Characteristic	Church Size Classifications				
	All Churches	0-100	101-200	201-500	501+
Locally grown product	2.4	2.0	1.9	3.0	3.0
Taste	3.7	3.6	3.4	3.9	4.3
Certified organic product	2.0	1.8	1.8	1.9	2.3
No artificial preservative or flavoring	2.6	2.8	2.3	2.6	2.7
Price	3.4	3.3	3.4	3.5	4.0
Convenience of purchase	4.0	3.2	3.8	4.8	4.7
Family farm product	2.3	2.3	1.9	2.8	2.3
Packaging specifications	2.2	2.6	1.8	2.1	2.0

Table 7. Grape Juice Demand – Churches.

Church Membership	Number of Churches	Percent of Total Churches	Ounces Purchased	Percent of Total Purchases
0 – 100 members	8	28	2,216	8
101 – 200 members	13	41	4,980	19
201 – 500 members	8	25	6,468	25
501 + members	<u>2</u>	<u>6</u>	<u>12,400</u>	<u>48</u>
Totals	31	100	26,064	100

Table 8. Pay More For Local Product – Churches.

Church Membership	Willing to Pay More/ Total Responses	Percent Willing to Pay More
0 – 100 members	3/6	50
101 – 200 members	6/9	67
201 – 500 members	$\frac{3}{4}$	75
501 + members	3/3	100
Totals	15/22	68

APPENDIX

Food Buying Club Survey

Blooming Prairie is assisting with a survey to help determine whether there would be sufficient customer demand for grape juice grown and processed in Iowa. Grape production in Iowa has been increasing over the last few years, as has wine production. However, there is currently no grape juice processor in the state that uses Iowa grapes. Such a facility would provide an additional outlet for grape production in Iowa (and possibly other states in the region), help local economies and diversify the landscape.

Please take a few minutes to answer the questions below to the best of your ability. The survey is being mailed by Blooming Prairie in order to keep your contact information confidential. Your responses will also be confidential. If you would like further information about the study and how the information will be used, please contact Craig Chase at Iowa State University at cchase@iastate.edu or 319/234-6811. The survey is funded by the Leopold Center for Sustainable Agriculture.

Thank you!

 Name of Club _____ Account # _____
 Location: _____ Coordinator Name: _____
 How many members are in your club? _____

In general, on a scale from 1 (least important) to 5 (most important) rate the following product characteristics as to their importance in determining whether you purchase a product or not.

Appearance	1	2	3	4	5
Freshness	1	2	3	4	5
Taste	1	2	3	4	5
Certified organic	1	2	3	4	5
No artificial preservatives or flavoring	1	2	3	4	5
Price	1	2	3	4	5
Locally grown	1	2	3	4	5
Family farm	1	2	3	4	5
Nutritional value	1	2	3	4	5

More specifically relating to grape juice....

How much grape juice would you estimate your club currently purchases each year?
 Quart bottles (# of cases): _____ Juice boxes (# of cases): _____

Please estimate the percentage (out of 100%) of the type of grape juice purchased
 Concord _____ Red/pink _____ White _____

Would your members be likely to purchase a local, organic product if one were available? Yes/no
 If yes, how many cases (12/32 oz)/year of local, organic grape juice do you estimate your members would buy per year? _____

Would your members be likely to purchase a local product if the producers used limited pesticides, but the product was not organic? Yes/no
 If yes, how many cases (12/32 oz)/year of local grape juice produced using limited pesticides do you estimate your members would buy? _____

Would your members purchase a product that included:
 Sugar yes/no Other juices as sweeteners yes/no

Currently, Blooming Prairie offers grape juice products in the price range of \$2.55-\$3.20/quart. Would you be willing to pay more for a local product? Yes/no
 If yes, how much? (suggest amounts based on current price here)

Would you be interested in a local sparkling grape juice? Yes/no
 Current sparkling grape juices on the market cost about \$2.50 - \$3.00/bottle (750 mL). How many bottles do you think your members would purchase each year? _____

Church Survey

Ecumenical Ministries of Iowa is assisting with a survey to help determine whether there would be sufficient customer demand for grape juice grown and processed in Iowa. Grape production in Iowa has been increasing over the last few years, as has wine production. However, there is currently no grape juice processor in the state that uses Iowa grapes. Such a facility would provide an additional outlet for grape production in Iowa (and possibly other states in the region), help local economies and diversify the landscape. Purchasing local grape juice allows the church community to support local producers and processors.

Please take a few minutes to answer the questions below to the best of your ability. Your responses will be confidential. If you would like further information about the study and how the information will be used, please contact Craig Chase at Iowa State University at cchase@iastate.edu or 319/234-6811. The survey is funded by the Leopold Center for Sustainable Agriculture.

Thank you!

 Name of Church _____
 Location: _____
 How many attending members are in your church? _____

Who makes the grape juice purchasing decision in your church (job position)? _____

How important are the following factors when deciding to purchase grape juice for communion. In general, on a scale from 1 (least important) to 5 (most important) rate the following factors as to their importance in determining whether you purchase a product or not.

Locally grown product	1	2	3	4	5
Taste	1	2	3	4	5
Certified Organic product	1	2	3	4	5
No artificial preservatives or flavoring	1	2	3	4	5
Price	1	2	3	4	5
Convenience of purchase	1	2	3	4	5
Family farm product	1	2	3	4	5
Packaging specifications	1	2	3	4	5

More specifically relating to grape juice....

How much grape juice would you estimate your church currently purchases each year?
 Containers: _____ Specify the size of the container (oz): _____

Please estimate the percentage (out of 100%) of the type of grape juice purchased
 Concord _____ Red/pink _____ White _____

How much does your church currently pay for grape juice? _____
 Specify the size of the container purchased (oz): _____

Would the church be willing to pay more for a local product? Yes/no
 If yes, how much? (suggest amounts based on the price and container size you currently purchase as indicated by the previous question) _____