

## Organic Farming: Awareness and Willingness to Pay

Coordinated by:

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The National Council of Science and Technology, in the Ministry of Commerce and Trade, has approved and funded this pilot project that seeks to network organic farmers and potential consumers as well as create a greater awareness of the benefits of organic foods through the use of Information and Communication Technology (ICT).

The questionnaire should take no more than 10 minutes to complete. There is also no “right” or “wrong” answer to the survey questions. Responses to the survey are anonymous and all completed survey material is strictly confidential. In this regard, no names will be collected or used in the survey. The results from this study will be used to examine the following:

- Consumers preference for vegetables,
- Consumers awareness of organic farming, and
- Consumers’ ability and willingness to pay for organically grown foods.

By continuing with the survey, we understand that you are giving your full consent to participate in this research.

Thanking you for being a part of this initial investigation.

Yours Sincerely,

.....  
Hallam Hope  
Managing Director

# SURVEY ON ORGANIC FARMING: AWARENESS AND WILLINGNESS TO PAY

## Questionnaire

### Section A: Consumer Preference for Vegetables/Ground provisions/Fruit

**1. How often do you purchase vegetables?**

- Once a week     Every two weeks     Other (please specify) \_\_\_\_\_

**2. List the **most common** vegetables/ground provisions and the **most common** local fruits that you prefer to use regularly.**

• **Vegetables/Ground provisions:**

- |         |       |
|---------|-------|
| 1       | 2.    |
| · _____ | _____ |
| 3       | 4.    |
| · _____ | _____ |

• **Local Fruits:**

- |         |       |
|---------|-------|
| 1       | 2.    |
| · _____ | _____ |
| 3       | 4.    |
| · _____ | _____ |

**3. Where do you prefer to obtain your vegetables/ground provisions/fruit? (Please tick all appropriate boxes)**

- Farm                       Wholesaler (e.g. People's Market, ShopSmart, PriceSmart)  
 Supermarket             Other (please specify)  
 Produce market

**4. Where do you currently obtain information on available agricultural produce?**

- Radio             Newspaper             Television             Family/Friend  
 Internet             Telephone             Other (please specify) \_\_\_\_\_

**5. Would you be interested in ordering your vegetables by:**

• **Phone (text, calling)**

- Yes             No             Maybe

• **Email**

- Yes             No             Maybe

• **Online (Facebook, other websites)**

- Yes             No             Maybe

**Section B: Consumer Awareness of Organic Farming**

6. **Do you know about organic farming?** (If No, proceed to question 9)

- Yes                       No

7. **How have you heard about organic farming?**

- Radio                       Newspaper                       Television                       Family/Friend  
 Internet                       Telephone                       Other (please specify) \_\_\_\_\_

8. **How would you rate your knowledge of organic farming?**

- Poor                       Fair                       Average                       Good                       Excellent

9. **Are you aware that there is an Organic Growers and Consumer Association (OGCA) in Barbados?**

- Yes                       No

10. **Are you aware that organically grown vegetables are being sold at Cheapside Market, Bridgetown?**

- Yes                       No

11. **Have you consumed organic produce/foods before?**

- Yes                       No                       Don't Know

12. **Would you like to consume organic foods?**

- Yes                       No                       Don't Know

13. **Please rate the following statements by ticking the most appropriate box, *Strongly Disagree* to *Strongly Agree*.**

	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
i. Organic products are produced without using chemicals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ii. Organic food contains more nutrients	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iii. Organic farming is good for the environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iv. Market demand for organic food has positive impacts on rural economy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. **Would you like to visit an organic farm?**

- Yes                       No                       Maybe

### **Section C: Ability and Willingness to Pay for Organic Produce**

**15. Are you willing to pay more for organically grown vegetables than vegetables grown using pesticides? (If No, proceed to Demographic Information Section)**  
 Yes             No             Maybe

**16. How much more money are you willing to spend on organically grown vegetables per pound over conventional vegetables grown using pesticides?**  
 Under 25 cents    25 cents to 50 cents    50 cents to \$1             Above \$1

**17. Would you prefer all your organically grown food to be certified even if it costs you more?**  
 Yes             No             Maybe

### **Demographic & Other Information**

**1. Sex:**

Male     Female

**2. Age range:**

Below 25             25-34             35-44             45-59             Above 60

**3. Marital Status:**

Single             Married             Separated             Divorce             Widow/er

**4. Educational Level:**

Primary             Secondary             Diploma             Bachelors  
 Master/Doctorate             Other (please specify)

**5. Occupation:**

**6. Annual Income:**

\$25,000 and less             \$25,001 - \$49,200             \$49,201 – \$85,000  
 Above \$85,000

**7. Approximate weekly expenditure on fruits and vegetables:**

Less than \$25     \$26 - \$50     \$51 - \$75     \$76 - \$100     Above \$100

**8. Number of dependents:**

**9. Parish or Country (if not residing in Barbados):**

**10. Would you consider yourself health conscious?**

Yes             No             Maybe/Unsure

**11. Are you a farmer/investor and wish to join the Organic Growers and Consumer Association?**

Yes             No             Maybe/Unsure             Not Applicable

**12. Would you be willing to add your name to a database of organic consumers?**

Yes             No             Maybe/Unsure

**THANK YOU! 😊**