Ribes (currants, gooseberries, jostaberies) Marketing Report

Julie Fox, Ph.D.; Brad Bergefurd
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INTRODUCTION

Ohioans interested in healthy local food now have another small fruit option—Ribes (currants, gooseberries, and jostaberries). Producers have an opportunity to meet consumer demand for unique fresh and value-added products.

To assist producers in growing this segment of the specialty crop industry, a team at the Ohio State University South Centers worked with an industry advisory group to explore the production practices with commercially viable varieties and market potential with direct-to-consumer sales and wholesale marketing channels (restaurants, caterers, grocery stores, specialty retailers, wine producers, and food manufacturers).

Project resources can be found by visiting http://go.osu.edu/ribes
Survey research was conducted to investigate the activities and interest of Ohio small fruit producers, wholesale buyers and consumers. Producers and buyers were invited to participate in a brief online survey through an email request and project communications at events. Consumers were invited to participate in an online survey through articles about Ribes in the media.

**PRODUCERS**

Thirty-nine (39) producers responded to an online questionnaire, with 10 reporting that they were currently growing gooseberries and 9 were growing currants.

The majority (62%) sold small fruit directly to consumers through farmers' markets, 53% sold through on-farm markets, including Pick-Your-Own operations, and 32% sold through temporary roadside stands. When asked about future marketing practices, 35% of the respondents reported plans to sell through Community Supported Agriculture (CSA).

Fifty percent (50%) of producers selling directly to wholesale buyers reported that restaurants and caterers were the most common current or future customer. Forty-five percent (45%) of producers reported selling to grocery stores or specialty retailers.

When asked what would motivate them to grow (or grow more) currants, gooseberries and jostaberries, respondents were most interested in increasing farm income. Other motivations included interest in serving both existing and new buyers.

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**What Motivates Producers to Grow Ribes?**

<table>
<thead>
<tr>
<th>What Motivates</th>
<th>Not Important</th>
<th>Somewhat important</th>
<th>Important</th>
<th>Very Important</th>
</tr>
</thead>
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<tr>
<td>New Product/Existing Buyers</td>
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<tr>
<td>Attract New Buyers</td>
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<tr>
<td>Increase Farm Income</td>
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<tr>
<td>Diversify/Risk Management</td>
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<td></td>
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<tr>
<td>Other</td>
<td></td>
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</tbody>
</table>

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When asked about challenges to growing (or growing more) currants, gooseberries and jostaberries, respondents reported being most concerned with their limited knowledge of both production and marketing Ribes.

Respondents were primarily male (72%), ranged in age, income level and Ohio location.
WHOLESALE BUYERS

Fifteen (15) wholesale buyers responded to an online questionnaire, with 5 reporting that they were currently purchasing gooseberries and 3 were growing currants.

When asked if they would anticipate purchasing products in the future if they were available, 7 reported interest in gooseberries, 8 in currants and 5 in jostaberries.

When asked what type of containers they preferred when purchasing Ribes fruit, wholesale buyers reflected their different interests, with some buying as food service directors and others as wineries, processors, distributors/brokers or retailers. For FRESH currants, gooseberries and jostaberries, wholesale buyers reported interest in plastic clamshell, pulp, wood, plastic buckets, and large half ton food grade bins, with plastic clamshell and pulp being the highest rated. Respondents also noted interest in containers that were compostable or recyclable.

When asked what type of containers they preferred for FROZEN Ribes fruit, wholesale buyers reported equal interest in 4 or 5 quart plastic pails, 25-30 lb. bulk containers and 55 gallon drums.

When asked to estimate the volume in pounds of Ribes fruit buyers would be interested in purchasing in a season, the majority reported 0-249 pounds of currants (92%), gooseberries (100%), and jostaberries (100%). As awareness and consumer demand increase, these volumes may increase.
CONSUMERS

For this project, the OSU team sent a press release to media who featured stories about agriculture and local foods. Although no incentive was offered, 65 consumers responded to an online questionnaire. When asked if they had tasted the following fruits, respondents reported more experience with currants than with gooseberries. Only 3% reported tasting jostaberries or anything made with them.

When asked what would prompt them to purchase Ribes fruit, respondents reported taste as very important in numerous product categories. Health benefits were also reported to be important (41%) or very important (42%). Consumers were also interested in convenience and the price being similar to the cost of other berries.
Respondents currently get fruit products at a variety of retail outlets, VERY FREQUENTLY at
grocery stores (80%) and SOMETIMES through many different suppliers.

Where Do Consumer Currently Get Fruit?

![Chart showing where consumers get fruit](image)

Respondents were primarily female (79%) and ranged in age and level of household income.

Age of Respondent

<table>
<thead>
<tr>
<th>Age Range</th>
<th>70+</th>
<th>55-70</th>
<th>31-54</th>
<th>18-30</th>
<th>8%</th>
<th>47%</th>
<th>30%</th>
<th>15%</th>
</tr>
</thead>
</table>

Household Income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Less than $25,000</th>
<th>More than $100,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25,000-$50,000</td>
<td>25%</td>
<td>14%</td>
</tr>
<tr>
<td>$50,000-$75,000</td>
<td>27%</td>
<td>9%</td>
</tr>
<tr>
<td>$75,000-$100,000</td>
<td>25%</td>
<td>15%</td>
</tr>
<tr>
<td>More than $100,000</td>
<td>14%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Although there were some limitations with this survey research (such as number of respondents in each of the 3 groups), findings indicate opportunities to assist producers in improving their knowledge of Ribes production and marketing so that they can increase availability in response to wholesale buyers interest in purchasing these small fruits. Through a variety of retail outlets, producers can also reach consumers who are interested in great tasting, healthy, local food.
CASE STUDY

A case study is an empirical inquiry that is one of several ways of doing social science research (Yin, 2003). Case study has been a common research strategy in business (Ghauri & Gronhaug, 2002) and offers significant opportunities to the marketing community (Bonoma, 1985). Individual case studies are presented to explore, explain, describe, and illustrate real-life marketing situations in Ohio’s food chain.

The objectives of this case study were to:

1. Ask “how” and “why” questions within the real-life context of direct Ribes marketing to better understand dynamics within the context of Ohio’s food system.
2. Identify the effective ways to assist Ribes producing farmers in more efficient and orderly marketing to reach viable new markets.
3. Connect a Ribes case with other marketing cases in the Ohio Direct Marketing case study series.

Case study research is not sampling research. Selecting cases was done so as to maximize what could be learned, in the period of time available for the study (Yin, 1989; Stake 1995). Future cases will be developed using the protocol established through this project.

Field Procedure for this Multiple Exploratory Case Study Research Project

For this qualitative research, investigators met prior to initial contacts to cover the project overview, case study background, pre-specified field procedures and guide for the report. While the business situation in each case presented a different perspective, the guide for the report outlined consistent content on the marketing practices, marketing challenges and market access.

- Business Overview & Marketing Situation
- Products/Services (packaging, pricing, payments)
- People (customers)
- Places (distribution)
- Promotion & Positioning
- Planning & Marketing Management
- Marketing Assistance Resources

This case was conducted in 2011 as part of a direct marketing case series. A direct marketing team member interviewed the owner or manager of the business and gathered information through other sources of evidence such as documentation and direct observation.
Business Overview & Marketing Situation

Established in 1821, the 180-acre farm of Jon Branstrator produces a wide array of vegetable and fruit crops. Jon’s traveling overseas to Central America and agricultural experiences played a key role in 1995 when he returned home to his family’s farmland. Jon transitioned the farm from a grain monoculture operation that his father had managed to that of a mixed fruit and vegetable farm and decided to use methods such as crop rotation that help maintain a healthy ecosystem. Located in southwest Ohio, most of the production and marketing occurs between May with strawberries through October with the final pumpkin and fall squash harvest. According to Jon, “At Branstrator Farm, our priority is producing high quality fruits and vegetables for our community, while maintaining a healthy ecosystem”.

Products/Services

At Branstrator Farm, customers have the opportunity to purchase already picked fruit and vegetables at the home market or enjoy picking their own with more than 180 acres of crops, including currants, gooseberries, peaches, blueberries, blackberries, raspberries, tomatoes, cauliflower, broccoli, Brussels sprouts, fall squash, pumpkins and traditional grain crops. Branstrator sells a variety of his products and other local items through their retail farm market, farmers’ markets, pick your own sales and to specialty food stores, chefs and farm markets in Dayton and Cincinnati. Jon also provides tours to school groups, senior groups and businesses; hosts weddings at his farm; and conducts special events, such as an annual asparagus and strawberry festival in the spring and an annual “Harvest Bash” pumpkin festival in the fall.

People (Customers)

Like many Ohio producers, Branstrator sells to both retail and wholesale customers. They sell about 40% of their products directly to consumers through their farm market, farm festivals and farmers’ markets and about 60% to wholesale customers. In addition to selling to independent grocers and specialty food stores, a growing number of other farmers purchase Branstrator strawberries, peaches and pumpkins to sell at their farm markets, farmers’ markets and CSAs (Community Supported Agriculture). At their retail farm market, about 80% of their customers are repeat visitors. Jon commented, “When customers come to my farm they can see how fruit and vegetables grow”. Some of Jon’s customers prefer number one fruit, while others prefer number two because they plan to bake with them, preserve them or process them into a value-added product like jams or jellies.”
Place (Distribution)
The Branstrator farm includes eight acres of strawberries, four acres asparagus, four of peach trees, twenty five of pumpkins and winter squash, two acres of blueberries, four acres of staked tomatoes, less than an acre of blackberries, raspberries and currants, and multiple acres of soy beans, rye, and soft red winter wheat. The entire farm has trickle irrigation with several irrigation ponds. Jon’s self-service open air market is open 24 hours a day, 7 days a week in season. Managing the flow of the pick-your-own strawberry and pumpkin crop operation can be a challenge. “Because we have so many people coming onto the farm, it requires additional staff be hired to take care of all the customers”, says Jon.

Promotion & Positioning
With a focus on customer service, Branstrator benefits from word-of-mouth marketing. To attract new customers and communicate with existing customers, he has a website, blog, Facebook page, newsletter and listings in various directories, such as Ohio MarketMaker and DiscoverOhio. New customers can subscribe to his e-newsletter though an easy-to-use feature on his website. Branstrator is always featured in the many local and area media.

Planning & Marketing Management
Jon operates a small farm operation and performs all of his own marketing and production. He has friends, neighbors and up to 6 dedicated seasonal employees to support the farm and marketing activities.

Marketing Assistance Resources
For help with their marketing, management, and production practices, Branstrator turns to numerous organizations and programs including Ohio Produce Growers and Markets Association (OPGMA), Ohio Farm Bureau/Our Ohio, North American Farm Direct Marketing Association (NAFDMA), the International Fruit Tree Association, their local Convention & Visitors Bureau, Chamber of Commerce, and various grower groups and publications.
Additional businesses were visited for further observation.
MARKETING SUPPORT

MARKETING MATERIALS

Various marketing materials were developed to support outreach communications with various audiences. For example, recipe cards served the consumer market and a banner display increased awareness with producer and buyer groups; postcards helped build a targeted producer email list. Ohio MarketMaker continues to be a marketing resource for specialty crop producers.

Growing Berries for Health and Wealth
http://go.osu.edu/OhioBerries

Ribes Interest—Currants, Gooseberries & Jostaberries
I am interested in receiving information and updates on the Ribes research being conducted at OSU South Centers.

Name ____________________________
Business Name ________________
Address ____________________________

Ribes (Currants, Gooseberries and Jostaberries) Marketing and Production

There is increased demand for locally grown fruit in Ohio. Based on the increase interest in purchasing and eating more fruit to promote good health, OSU wants to expand its small fruit research to better integrate local production with consumer demand for Ohio fruit.

Ohio State University South Centers at Piketon is committed to developing a well-respected Ribes research program that integrates Direct Marketing and production.

- Currant and gooseberry growers will learn how to develop fruit marketing plans.
-Growers will learn key steps in currant and gooseberry production.
- Currants and gooseberries could potentially lead to a new small fruit industry in Ohio.
- Growers could use currants and gooseberries to diversify their fruit production.
- The Ribes initiative will link Ohio consumers to locally grown currants and gooseberries.

Ohio MarketMaker (http://ohiomarkettaker.com) will connect producers and buyers.
Ohio Proud (http://www.ohioproud.org) is another avenue of marketing locally grown.
Direct Marketing Ribes  
Julie Fox, Ph.D.

Introduction

Traditional small fruit crops (blueberries, strawberries, raspberries, blackberries and table grapes) have seen widespread increase in demand from U.S. consumers due, in part, to their documented health benefits. Although Ribes (currants, gooseberries and jostaberries) have not had the same familiarity among Ohio consumers, increased interest in purchasing local food and eating more fruit for good health presents new opportunities.

Decisions to commercially produce small fruit crops such as Ribes should be driven by the availability of market outlets.

The following marketing outline provides guidance on developing a marketing plan based on knowledge of potential buyers and your production capacity; product selection, packaging and pricing; place of distribution; promotion and communications; managing the marketing process.

Section 1: Marketing Summary

The Marketing Summary is the first page of your marketing plan, but it should be the last section you write. Summarize the key points that you have written in your Ribes marketing plan in this concise and compelling summary.

Section 2: People - Potential Buyers

Marketing is not only much broader than selling, it is a whole business seen from the customer’s point of view (Peter Drucker).

Producers can begin by exploring potential consumer and wholesale markets, such as restaurants, grocery stores, value-added food and beverage manufacturers. What are the trends and forecasts for small fruit purchasing preferences and behaviors? Which markets does the producer have the interest and capacity to serve?

Producers can list and visit with potential and existing customers, documenting their location, products interest, and anything else that demonstrates why they are interested in purchasing the Ribes fruit. The more a producer knows about buyers before planting a crop, the better they can select Ribes varieties and make decisions about packaging and other marketing factors.

In some countries, consumers are familiar with fresh and processed Ribes products. Growers near people who are already familiar with currants, gooseberries or jostaberries may have a larger, more receptive market.

Section 3: Products and Services

Producers need to determine which Ribes fruit they will sell, in what quantities, when will it be available, as well as how the fruit will be packaged, labeled and priced. Pricing assumptions should include what, when, and how customers will pay. Producers also need to consider what customers will do with Ribes. Will they eat them fresh or process them into jams, jellies, baked goods, juice or wine?
For consumers, producers can include suggestions for use, recipes and proper handling methods in the packaging or linked to a website. For wholesale buyers, producers will need to package Ribes in the form preferred by the type of buyer. Grocery stores, restaurants and food/beverage manufacturers will all have different packaging and labeling specifications. The cost of packaging should be factored into pricing.

Section 4: Place – Distribution

Producers need to decide how and where to distribute the Ribes fruit? Producers selling directly to consumers could opt for a farm market, community farmers’ market, or included the Ribes as a part of a CSA – Community Supported Agriculture. The transportation and storage used should provide proper temperature, protection and other considerations to maintain the best product quality. When distributing to wholesale buyers, producers will want to have an adequate delivery vehicle or other distribution method to make it easy for the buyer to receive the Ribes product.

Section 5: Promotions

Direct marketing is often referred to as interactive marketing because it goes beyond mass marketing’s broad audience appeal and involves two-way communication between sellers and buyers (Spiller and Baier, 2005).

Because many consumers are unfamiliar with Ribes and their uses, a targeted promotional campaign should focus on creating awareness and providing education. Regardless of the tactics used (traditional or social media), producers should communicate the benefits to consumers and wholesale buyers. Producers can practice a brief ‘elevator pitch’ that concisely and convincingly communicates Ribes benefits, what makes their fruit produce unique and why they should buy from them. Producers will benefit from ‘thinking like a customer’ and then investing time and money into campaigns that create awareness, then trial (such as taste testing), then customer sales and then relationship development that supports customer loyalty and referrals. Producers will also want to be familiar with competitors in order to position their product and business with that information in mind.

When selling to wholesale buyers, producers have the opportunity to become ‘market partners’ – working together on marketing communications, providing the best product and creating great consumer experiences.

Section 6: Process & Plan

Putting together a marketing plan helps producers walk through the decisions they need to make in order to reach their business goals. The plan includes the P’s already discussed, as well as planning for resource and risk management.

This section could include a marketing communications calendar that fits with the production calendar; financial spreadsheets and summaries of costs and sales projections; a list of food safety practices, certifications, insurance coverage and other relevant quality assurance considerations; a summary of human resource needs and training; measures of success (# of new customers, sales amounts with various places of distribution, ...); list of market data resources, publications, food directories and organizations the producer has joined to support their production and marketing; other risk or resource issues important to the producer’s operation or the customers.

This fact sheet was developed as part of an Ohio Specialty Crop Block Grant project. For additional marketing information, visit http://directmarketing.osu.edu
SUMMARY

Ribes (currants, gooseberries and jostaberries) offer opportunities for consumers looking for unique and healthy local food, for producers diversifying a specialty crop operation; and for wholesale buyers competing to serve the growing demand for unique food, beverages and experiences. Currants were more familiar to all groups, compared with gooseberries and then jostaberries. All groups could benefit from continued Ribes awareness and education.

Producers marketing directly to consumers sell through farmers’ markets, on-farm markets, temporary road side stands and through Community Supported Agriculture (CSA). Producers marketing directly to wholesale buyers reported that restaurants, caterers, grocery stores or specialty retailers were common current or future customers. When asked what would motivate them to grow (or grow more) currants, gooseberries and jostaberries, respondents were most interested in increasing farm income. Other motivations included interest in serving both existing and new buyers.

Wholesale buyers who purchased Ribes, currants were more in demand, followed by gooseberries and then jostaberries. When asked what type of containers they preferred when purchasing Ribes fruit, wholesale buyers reflected their different interests, with some buying as food service directors and others as wineries, processors, distributors/brokers or retailers.

When consumers were asked if they had tasted the following fruits, respondents reported more experience with currants than with gooseberries or jostaberries. Factors most important to consumers were taste, health benefits, convenience and pricing similar to the cost of other berries.

Although there were some limitations with this research, findings indicated opportunities to assist producers in improving their knowledge of Ribes production and marketing so that they can increase availability in response to consumers demand for great tasting, healthy, local food, as well as wholesale buyers interest in purchasing these small fruits.
Survey research Instrument - Consumer
Ohio Small Fruit (Currants, Gooseberries and Jostaberries)

Currants and gooseberries have not been grown in Ohio on a commercial scale since the early 1900’s. Based on the increased interest in eating more fruit to promote good health, the Ohio State University South Centers is conducting a survey about small fruit to determine if consumers have interest in these fruits.

Data obtained from this 2011 survey will be used for research, Extension education, and in manuscripts for potential publication. Individual information will remain confidential. Thanks for your help.

1. Have you ever tasted the following? (please check yes, no or uncertain for each)

   a. Currants
   b. Something made with currants
   c. Gooseberries
   d. Something made with gooseberries
   e. Jostaberries
   f. Something made with jostaberries

2. What would prompt you to purchase these small fruits?

   (for each of the following, please circle a number from 1 – 8 to indicate the importance of each reason)

   a. Health benefits
   b. Great tasting fruit
   c. Great tasting product (jam/jelly)
   d. Great tasting product (juice)
   e. Great tasting product (wine)
   f. Great tasting product (baked goods)
   g. Convenient location to purchase product
   h. Attractive packaging
   i. Affordable price -- similar to berries
   j. A friend suggested I try them
   k. Someone I currently purchase fruit from suggested I try them
   l. Other

3. Where do you currently get your fruit products?

   (for each of the following, please circle a number from 1 – 8 to indicate the frequency of purchasing location)

   a. Grocery store
   b. Restaurant
   c. Cafeteria
   d. Roadside Stand
   e. Farm market (at a farm)
   f. Farmers’ Market in the community
   g. Community Supported Agriculture
   h. Family or friends
   i. Grow/hunt my own
   j. Other

4. Please tell us a few things about yourself.

   a. Gender _ Female _ Male
   b. Age _ 18-30 _ 31-54 _ 55-70 _ 71+
   c. Zipcode

   d. Household income _ less than $25,000 _ $25,000-$50,000 _ $50,000-$75,000 _ more than $75,000

If you have any questions about currants, gooseberries and jostaberries, please visit, http://southcenters.osu.edu

Maurus Brown, Brad Bergefurd, Julie Fox or Julie Moose, OSU South Centers
1864 Shyville Rd., Piketon, OH 45661 Phone: 740-289-2071, Ext. 123; Cell Phone: 740-708-5016; Fax: 740-289-4591

consumer source code
Survey research Instrument – Producer
Ohio Small Fruit: Currants, Gooseberries & Jostaberrys (Ribes)

Currants and gooseberries have not been grown in Ohio on a commercial scale since the early 1900’s. Based on the increased interest in eating more fruit to promote good health, the Ohio State University South Centers is conducting a survey about small fruit to determine if producers have interest in these fruits.

Data obtained from this 2010 survey will be used for research, extension education, and in manuscripts for potential publication. We will use the overall results of this survey to help us study marketing and research opportunities for currant and gooseberry production in Ohio. Individual information will remain confidential. Thanks for your help.

1. What small fruits are you presently growing? (please check all that apply)
   a. __ table grapes  b. __ strawberries  c. __ gooseberries  d. __ raspberries  e. __ blackberries  
   f. __ currants  g. __ elderberries  h. other small fruits ___________________________________________

2. What other crops do you grow? (please check all that apply)
   a. ___ tree fruit crops  b. ___ vegetable crops  c. ___ greenhouse crops  d. ___ herbs  e. ___ cut flowers  
   f. ___ nut crops  g. ___ other crops ______________ _____________________________________________________

3. Where do you sell your small fruit? (check all that apply in both the current & future marketing columns in both tables)

<table>
<thead>
<tr>
<th>Directly to Consumers</th>
<th>Current Marketing</th>
<th>Future Marketing</th>
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</thead>
<tbody>
<tr>
<td>On-farm market, including PYO</td>
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<td></td>
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<tr>
<td>Temporary roadside stand</td>
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<tr>
<td>Our own off-farm store</td>
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<tr>
<td>Farmer’s markets</td>
<td></td>
<td></td>
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<tr>
<td>Community Supported Ag (CSA)</td>
<td></td>
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<tr>
<td>Mail order or Internet</td>
<td></td>
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<tr>
<td>Other ____________________________</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Directly to Wholesale Buyers</th>
<th>Current Marketing</th>
<th>Future Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>To other farmers (for them to resell)</td>
<td></td>
<td></td>
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<tr>
<td>Auctions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food processing companies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restaurants/chefs &amp; caterers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grocery stores or specialty retailers</td>
<td></td>
<td></td>
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<tr>
<td>Schools, institutions, municipalities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other ____________________________</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. What would motivate you to grow (or grow more) currants and gooseberries? (for each of the following, please circle a number from 1 – 8 to indicate the importance of each reason)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Not Important</th>
<th>Important</th>
<th>Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1  2  3  4  5  6  7  8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Grow new crops for existing buyers</td>
<td>1  2  3  4  5  6  7  8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Grow new crops to attract new buyers</td>
<td>1  2  3  4  5  6  7  8</td>
<td></td>
<td></td>
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<tr>
<td>c. Increase farm income</td>
<td>1  2  3  4  5  6  7  8</td>
<td></td>
<td></td>
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<tr>
<td>d. Diverse fruit production (risk management)</td>
<td>1  2  3  4  5  6  7  8</td>
<td></td>
<td></td>
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<tr>
<td>e. Other ____________________________</td>
<td>1  2  3  4  5  6  7  8</td>
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</tbody>
</table>

5. What would be a challenge for you to grow (or grow more) currants and gooseberries? (for each of the following, please circle a number from 1 – 8 to indicate the importance of each reason)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Not Important</th>
<th>Important</th>
<th>Very Important</th>
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<tbody>
<tr>
<td></td>
<td>1  2  3  4  5  6  7  8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Limited knowledge/experience growing ribes</td>
<td>1  2  3  4  5  6  7  8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Limited knowledge of marketing ribes</td>
<td>1  2  3  4  5  6  7  8</td>
<td></td>
<td></td>
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<tr>
<td>c. Labor to help with crop production/harvesting</td>
<td>1  2  3  4  5  6  7  8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Financing</td>
<td>1  2  3  4  5  6  7  8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Other ____________________________</td>
<td>1  2  3  4  5  6  7  8</td>
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</table>

6. Please tell us a few things about yourself.

<table>
<thead>
<tr>
<th>Question</th>
<th>Response</th>
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</thead>
<tbody>
<tr>
<td>a. Gender</td>
<td>Female ___ Male ___</td>
</tr>
<tr>
<td>b. Age</td>
<td>18-30 ___ 31-54 ___ 55-70 ___ 71+</td>
</tr>
<tr>
<td>c. Zipcode</td>
<td>___________________</td>
</tr>
<tr>
<td>d. Farm Income</td>
<td>less than $10,000 ___ $10,000-$25,000 ___ $25,000-$50,000 ___ $50,000-$75,000 ___ $75,000+</td>
</tr>
</tbody>
</table>

If you have any questions about currants, gooseberries and jostaberrys, please visit, http://southcenters.osu.edu
Maurus Brown, Brad Bergefurd, Julie Fox or Julie Moose, OSU South Centers
1864 Shyville Rd., Piketon, OH 45661 Phone: 740-289-2071, Ext. 123; Cell Phone: 740-708-5016; Fax: 740-289-4591

producer source code
Survey research Instrument – Wholesale Buyer
[Electronic survey – buyer - Ohio Small Fruit: Currants, Gooseberries & Jostaberries (Ribes)]

[Screen 1]

Currants and gooseberries have not been grown in Ohio on a commercial scale since the early 1900’s. Based on the increased interest in eating more fruit to promote good health, the Ohio State University South Centers is conducting a survey about small fruit to determine if buyers have interest in these fruits. Data obtained from this 2010 survey will be used for research, Extension education, and in manuscripts for potential publication. We will use the overall results of this survey to help us study opportunities for currant and gooseberry production and marketing in Ohio. Individual names, contact information and research records will remain confidential. To address the project goals, we are asking for your help by completing an electronic survey, which should take approximately 10 - 15 minutes. Your participation is completely voluntary. *Thanks for your help.*

[Screen 2]

1. Have you ever purchased the following? *(please check all that apply)*
   a. __ table grapes  b. __ strawberries  c. __ gooseberries
   d. __ raspberries  e. __ blackberries  f. __ currants
   g. __ elderberries  h. other small fruits

2. Which of the following would you anticipate purchasing in the future if the products were available? *(please check all that apply)*
   a. __ table grapes  b. __ strawberries  c. __ gooseberries
   d. __ raspberries  e. __ blackberries  f. __ currants
   g. __ elderberries  h. other small fruits

[Screen 3]

3. Where do you currently purchase the following? *(please check all that apply)*

<table>
<thead>
<tr>
<th>Source</th>
<th>Small fruit</th>
<th>Jam/Jelly</th>
<th>Juice</th>
<th>Baked Goods</th>
<th>Wine</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. directly from local</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>b. produce auctions</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>c. Ohio produce distributor</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>d. suppliers outside of Ohio</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>e. suppliers outside of United States</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>f. other</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>
4. If you were to purchase Ribe fruit (currants, gooseberries and jostaberries), which type of container would you prefer? (please select one)

   a. ___ pulp   b. ___ wood   c. ___ plastic clamshell   d. ___ other

5. Provide an estimate of the volume in pounds of Ribe fruit you would be interested in purchasing in a season. (please select one estimated volume level for each type of Ribe fruit)

<table>
<thead>
<tr>
<th>Volume</th>
<th>Currants</th>
<th>Gooseberries</th>
<th>Jostaberries</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. 0 to 249 pounds</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. 250 to 499 pounds</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. 500 to 999 pounds</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. 1000 pounds or more</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

6. Please tell us a few things about yourself.
   a. Type of business? (select all that apply)
      ___ Retailer, ___ Food Service ___ Distributor/Broker ___ Processor ___ Other________________________

   b. Zipcode_____________________

Thank you.

If you have any questions, please contact us:
Brad Bergefurd or Julie Fox
OSU South Centers
1864 Shyville Rd., Piketon, OH 45661 Phone: 740-289-2071, Ext. 123; Cell Phone: 740-708-5016; Fax: 740-289-4591
http://southcenters.osu.edu

For questions about your rights as a participant in this study or to discuss other study-related concerns or complaints with someone who is not part of the research team, you may contact Ms. Sandra Meadows in the Office of Responsible Research Practices at 1-800-678-6251.
Media Coverage for event – internal and external examples

OSU South Centers’ survey asks consumers how they feel about berries

PIKESTON, Ohio — Extension specialists at the Ohio State University South Centers want to know how you feel about fruit — currants, gooseberries and jostaberries, to be exact.

These members of the Ribes family — perennial woody shrubs that produce edible berries — have not been grown commercially in Ohio since the early 1900s, but present a good opportunity for Ohio farmers. The fruit is winter hardy and does not require high levels of fertilization, according to Brad Berglund, OSU Extension horticulture specialist.

Berglund and colleague Jolie Fox, direct marketing specialist, would like to know if growers grow Ribes, will consumers consume them?

They’re asking consumers to complete a five-minute electronic survey, located at www.3pmcr.org/Survey/WEB2SEDWFLORA/

Horticulture Field Night features new trials and compost sock demo

Written Thursday, July 15, 2010

A new trial for currants and gooseberries at Ohio State University South Centers at Piketon will be featured at the upcoming OSU South Centers Horticulture Field Night Aug. 12, along with a demonstration of compost socks that are producing encouraging results for growing crops without soil.

Registration begins at 5 p.m. with a wagon tour program following at 6 p.m. The tour will wind through all the plots with the specialist available for questions. Registration is $5.00 per person. OSU South Centers is located at 1864 Shyrline Road, Piketon, Ohio.

The highlights of the wagon tour will be the newly established Ribes trial where currants, gooseberry and jostaberry plants are being studied as a possible new commercial crop for Ohio’s small fruit growers. Ribes were grown in the state in the early 1900s, but were banned due to the serious threat to the white pine industry from the white pine blister rust. Ribes are the alternate host for the fungus. The new studies are on improved varieties that are naturally resistant to white pine blister rust, and are available to consumers through commercial fruit nurseries.
Resources and References

Specialty Crop Background
http://www.ams.usda.gov/AMSv1.0/scbgpdefinitions

Small Fruit Marketing Extension Publications:

http://www.fruit.cornell.edu/berry/postharvest/postharvestpdfs/RibesFQ06.pdf
https://utextension.tennessee.edu/publications/Documents/PB1711.pdf
http://marketingpwt.dyson.cornell.edu/SmartMarketing/pdfs/parkinson5-03.pdf
http://www.agmrc.org/commodities__products/fruits/

Currants and Gooseberries, Purdue
http://www.hort.purdue.edu/ext/HO-17.pdf
http://www.uky.edu/Ag/CDBREC/introsheets currants.pdf
We extend our sincere appreciation to the Ohio Department of Agriculture and USDA (US Department of Agriculture) for a Specialty Crop Block Grant to work on Ribes in Ohio. We also thank the production research team of Dr. Gary Gao, Thom Harker, Wayne Lewis, and Al Welch, as well as Dr. Maurus Brown, former small fruit Extension specialist and associate professor of OSU South Centers, for applying and securing a specialty crop block grant that funded this project. We also thank Julie Strawser-Moose for her assistance with research and outreach.

For more information, please visit the OSU South Centers’ Horticulture page at http://southcenters.osu.edu/horticulture/fruits/currants-and-gooseberries/

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