

No:

Date: / /

Questionnaire

I am a final-year student at the Faculty of Agriculture at the University of Peradeniya. I am conducting research here regarding assessing the market orientation of protected agriculture vegetable farmers. I kindly request your cooperation to ensure the success of my research. I assure you that your response will remain anonymous. And I beg your pardon for the inconvenience I have caused you.

Please answer the following question by crossing the relevant box or writing down your answer in the space provided.

Section A- Background information

1. Age:

2. Level of Education: Up to Grade 5 ☐ Up to Grade 8 ☐ Up to GCE O/L ☐
Up to GCE A/L ☐ Diploma ☐ Degree ☐

3. Gender: Male ☐ Female ☐

4. Home town:

5. Poly-tunnel Size:

- Poly-tunnel only ☐
- Poly-tunnel and open-field cultivation ☐
- Open field cultivation only(Present) ☐

6. Farming Experience: None ☐ 1-5 YEARS ☐ 5-10 YEARS ☐
10-15 YEARS ☐ 15-20 YEARS ☐ >20 YEARS ☐

7. Type of farmer involvement: Full-time ☐ Part-time ☐

8. Funds for constructing the poly-tunnel: By Own Investment ☐ By Grant ☐

9. Crops cultivated: Open field:

Poly-tunnel:

10. Selling Market:

11. I give more emphasis on the market than production. ☐

Section B- Marketing Strategies

Put the appropriate number for your response.

1. Strongly Disagree
 2. Disagree
 3. Neither agree nor disagree
 4. Agree
 5. Strongly agree
- (PT: Poly-tunnel, OF: Open field)

Major Marketing Strategy	No	Sub Marketing Strategy	Level of agreement	
			PT	OF
1. Crops Selection (what crops)	1.1	I only cultivate crops that fetch high market prices in a given season.		
	1.2	I cultivate high-value crops that fetch high market prices .		
	1.3	I always try to produce crops not grown by most farmers in the area to sell them at a higher market price .		
	1.4	I select and cultivate crops based on market demand and consumer preferences instead of relying on my skills and knowledge.		
	1.5	When deciding which crops to grow, I prioritize market trends and consumer preferences over pre-arranged buyback agreements.		
	1.6	I focus on cultivating crops distinct from traditional open-field varieties to meet market demand better and gain a competitive advantage .		
	1.7	I select specific crop varieties that align with market demand while also considering the efficient and effective allocation of time and labor among other activities.		
2. Timing of planting	2.1	I adjust the planting time of crops to ensure they are ready for harvest during periods of high market demand, allowing me to sell them at higher prices.		

	2.2	I adjust the planting time of crops to balance market demand with the need to minimize costs caused by unfavorable weather conditions.		
	2.3	I adjust the planting time to align with market demand while also avoiding periods of peak demand for inputs.		
3. Method of production	3.1	I focus on reducing production costs by collaborating with fellow farmers for labor to gain higher profit.		
	3.2	I collaborate with fellow farmers to share inputs, aiming to reduce production costs while ensuring my crops meet market demand.		
	3.3	I utilize farm machinery to reduce labor costs while ensuring efficient production to meet market demand.		
	3.4	I adopt new technologies to reduce production costs while enhancing the quality and appeal of produce to meet higher market demand.		
4. Time of selling	4.1	I store my harvest to sell at a time when market prices are favorable , ensuring better returns.		
	4.2	I adjust the planting time of crops to harvest earlier than other farmers, allowing me to sell at higher prices.		
5. Quantity of produce	5.1	I determine the amount of crops to cultivate based on market demand instead of relying on available resources.		
	5.2	I expand cultivation to maximize the use of existing unused resources while considering market demand.		
	5.3	I decide the extent of crops/quantity to cultivate crops based on market demand.		
6. Form of selling	6.1	I add value to my products to meet the diverse needs of different customer and buyer groups.		
7. Quality of produce	7.1	I sort and grade my produce into different quality categories to cater to buyers at varying prices.		
8. Method of selling	8.1	I use my outlet to directly sell my produce to final consumers.		
	8.2	I sell my products through farmer organization markets to ensure higher prices through collective bargaining and market support.		
	8.3	I get together with a group of farmers to bargain for higher prices from our buyers.		
	8.4	I get together with a group of farmers and transport the products together to reduce transport costs while maintaining quality for market demand.		
	8.5	I utilize multiple marketing channels/ options to diversify risk while ensuring steady market access.		
	8.6	I gain higher prices by taking advantage of specific geographical market windows.		

Thank you very much. I highly appreciate your cooperation in completing this questionnaire.