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**KIWIFRUIT PRICE INQUIRY  
2003 CROP**

Form Approved  
OMB Number 0535-0039  
Expiration Date  
Project Code 172  
QID 050132 04/26

April 26, 2004

Dear Handler:

We need your help to prepare estimates for California's 2003 kiwifruit prices and related marketing costs. Please complete this questionnaire and return it by **May 14** in the postage-paid envelope enclosed for your convenience.

Response to this survey is voluntary and not required by law. However, your cooperation is very important to make California's estimates more accurate. Individual reports are kept **confidential** and only used in State totals.

If you have any questions, please call Suzanne Adams at 1-800-851-1127, Ext. 134. Thank you for your assistance.

**PLEASE RETURN BY MAY 14, 2004.**

Please make corrections to name, address and Zip Code, if necessary.

Sincerely,  
*Vic Tolomeo*

Vic Tolomeo  
Director

1. Please report your average Free-on-Board (F.O.B.) shipping point and packinghouse-door (P.H.D.) price per packed tray, master of bags, or volume filled in the following table.

**FRUIT SOLD FRESH**

Type of Container	Number of Packed Containers	Average Net Weight Of Container	Average F.O.B. Price Per Packed Container	All Costs Per Container From P.H.D. To F.O.B.		Equivalent P.H.D. Return Per Packed Container (Col. 3 Minus 4 and 5)
				Commission, Selling, Advertising, Administration, Etc.	Inspection, Assessments, Storage, Grading, Packing, Etc. 1/	
	(1)	(2)	(3)	(4)	(5)	(6)
	Number	Pounds		Dollars		
Trays						
Master of Bags						
Volume Filled						
Other (Specify):						

1/ Includes warehousing, cooling, and packing (including packing materials).

2. What was the percentage of kiwifruit culled at packinghouse-door? ..... Percent
3. How many pounds of kiwifruit were **diverted to processing**? ..... Pounds 
  - a. What was the average price received per pound? ..... Dollars Per Pound
4. Of the fruit reported in Item 1, how many pounds were **marketed directly to consumers**? (include fruit sold at farmers markets and roadside stands.) ..... Pounds 
  - a. What was the average price received per pound? ..... Dollars Per Pound

Comments about the 2003 kiwifruit crop in your area:

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REPORTED BY: \_\_\_\_\_ DATE: \_\_\_\_\_ PHONE: ( ) \_\_\_\_\_