



KIWIFRUIT PRICE INQUIRY 2008 CROP



California Field Office
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 Sacramento, CA 95812-1258
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 Fax: 1-888-478-5637
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Dear Handler:

We need your help to prepare estimates for California's 2008 kiwifruit prices and related marketing costs. Please complete this questionnaire and return it by **May 18**. A postage-paid envelope is enclosed for your convenience or you may fax the report to 1-888-478-5637. This survey will be available on the Internet on April 21.

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 John McDonnell at 1-800-851-1127, Ext. 131. Thank you for your assistance.

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

PLEASE MAIL OR FAX BY MAY 18, 2009
Fax Number: 1-888-478-5637
Survey Web Site: www.agcounts.usda.gov

- 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 (1) Number	Average Net Weight Of Container (2) Pounds	Average F.O.B. Price Per Packed Container (3)	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) (6)
				Commission, Selling, Advertising, Administration, Etc. (4)	Inspection, Assessments, Storage, Grading, Packing, Etc. <u>1/</u> (5)	
				Dollars		
Trays			._____	._____	._____	._____
Master of Bags			._____	._____	._____	._____
Volume Filled			._____	._____	._____	._____
Other (Specify): _____			._____	._____	._____	._____

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

- What was the percentage of kiwifruit culled at packinghouse-door? Percent
- How many pounds of kiwifruit were **diverted to processing**? Pounds
 - What was the average price received per pound? Dollars Per Pound
- 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
 - What was the average price received per pound? Dollars Per Pound

Comments about the 2008 kiwifruit crop in your area:

Reported by: _____ Date: _____ Phone: «PHONE»
 E-mail: «EMAIL» _____ Fax: «PHONEFAX» _____

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