The PawPaw Foundation Planning Survey

The PawPaw Foundation (PPF) seeks your input in developing a strategic plan. Please complete this survey and help chart the future of PPF! The information we collect will be used to help us plan and implement educational, marketing, and research programs that are responsive to needs of those interested in pawpaw. This survey only takes 10 minutes to complete. We value your input!!

Draft PawPaw Foundation Mission Statement:

The PawPaw Foundation is a nonprofit organization dedicated to research and development of *Asimina triloba* as a new fruit crop for American farmers and consumers. The Foundation seeks to reacquaint Americans with this distinctively native fruit, and to lay the groundwork for a pawpaw revival by promoting scientific research in the areas of pawpaw breeding, growing, managing, harvesting, and use. The Foundation believes that, with adequate research and development, pawpaws will become as commonplace in produce stands as kiwis and mangos are today, and that the pawpaw tree will become as valued a part of the domestic garden or landscape as the apple and pear.
The PawPaw Foundation Planning Survey Questions

1) In what specific areas have you had involvement with the PawPaw Foundation? (check all that apply)

___ Attended a Kentucky State University (KSU)/PPF workshop or Conference
___ Have requested pawpaw information from PPF
___ Read the PPF Newsletter
___ Have visited the PPF website
___ I am a member, but do not participate
___ Other (please specify) _________________________________

2) How long have you been a member of the PawPaw Foundation?

___ 0 - 6 months
___ 7-12 months
___ 1-5 years
___ 5-10 year
___ More than 10 years

3) I became aware of PPF activities as a result of (check all that apply):

UNIVERSITIES
___ KSU personnel
___ University personnel (not at KSU)
___ Workshops & conferences at KSU
___ County agents
___ KSU website

PAWPAW ORGANIZATIONS
___ Brochure
___ PPF Newsletter
___ Ohio Pawpaw Festival
___ Other pawpaw festival
___ Ohio Pawpaw Growers Assoc

MEDIA
___ Newspapers
___ Magazines
___ Radio
___ TV
___ Internet

OTHER
___ Friends
___ Acquaintances
___ Pawpaw enthusiasts
___ please specify _________________________________

DO YOU READ THE PPF NEWSLETTER? Yes or No (Please circle response)
4) I have been involved with pawpaw in the following capacities (check all that apply):

___ Commercial grower
___ Home gardener
___ Non-Farm Co-operator (please specify) ______________________
___ Participant in educational meeting/session(s)
___ Marketing/sales
___ Research
___ Nursery/propagation
___ Chef
___ Other (please specify) ________________________________

5) If you grow pawpaws, please fill in these blanks:

i. Number of trees planted _____
ii. Number of acres ____
iii. Number of seedling trees planted _____
iv. Number of grafted trees planted _____
v. Number of bearing trees _____
vi. Number of cultivars (ie, named varieties)____
vii. Pounds harvested each year _____
viii. Please list the cultivars you are growing:

____________________________________________________________________

ix. Please indicate which cultivars perform best at your location
x. What state/county do you reside in?
xi. Have you observed any particular pest/disease problems on your trees? (Yes/No). If yes, please describe.

6) Please indicate the types of pawpaw information that you are most interested in. Please list the three most important issues to you with 1 being the most important and 3 being less important.

___ Growing in orchard settings
___ Growing in wild stands
___ Growing organically
___ Cooking with Pawpaws
___ Pawpaw Folklore, History and Literature
___ Storing fruit
___ Processing fruit
___ Canning fruit
___ Value added products (e.g., ice cream, jam)
___ Packaging fruit
___ Making wine
___ Marketing
___ Web sales
___ Health/nutrition
7) Based on what we are doing, what would you say we do well?

8) How can we improve?

9) Do you have any interesting pawpaw historical literature or artifacts that you would be willing to provide or share with PPF for the benefit of other members? Would you be willing to contribute an article to the newsletter?

10) What would you like to see the PawPaw Foundation do in the future?

11) Is there anything else that you would like to tell us?

12) Do you participate in organizations that might make good partners on initiatives on behalf of pawpaw?

**OPTIONAL INFO** (will only be used to record demographic makeup of respondents):

Zip Code of residence: _______________________
Community is: Rural _________ Suburban _________ Urban _________
Gender: _________
Age: _________ years
Grew up eating pawpaw? Yes_______ No_______
Recent convert to eating pawpaw? Yes_______ No_______