APPENDIX II

SAMPLE QUESTIONNAIRE FOR STUDY ON AWARENESS, CONSUMPTION AND CULTIVATION OF MUSHROOMS IN GUJARAT
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Name : 

Address : 

Age : i) Below 20 years
      ii) 20-30 years
      iii) 30-45 years
      iv) Above 45 years

Educational Qualification: i) Illiterate
                          ii) Upto SSC
                             iii) Graduate
                                iv) Post-graduate/others

Occupation : 

Category : i) Domestic consumers
            ii) Institutional buyers
                iii) Existing cultivators
                    iv) Potential cultivators

Monthly Income : i) Less than Rs.500/-
                 ii) Rs.500 - 1500
                    iii) Rs.1500 - 3000
                       iv) Above Rs.3000/-

(If dependant, mention family income)

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FOR CATEGORY I : DOMESTIC CONSUMERS

1) Segment : i) Housewife
(Please tick mark as
 applicable) ii) Business man/Executive
 iii) Outdoor diner

2) Do you know that Mushroom can be used as food? : Yes/No

3) Do you know that Mushroom can be a good substitute for:
  (a) Vegetables : Yes/No
  (b) Meats : Yes/No

4) Do you eat Mushroom Preparations? : Yes/No

5) Do you fear about the poisonous nature of Mushroom while eating them? : Yes/No

6) Where do you eat Mushroom Preparations? (Tick as maybe applicable) : i) At Home
 ii) At Restaurants
 iii) At Fast-Food Centres
 iv) Others (Specify)

7) How often do you eat Mushroom Preparations? (Tick mark as applicable) : i) Daily
 ii) Twice a week
 iii) Fortnightly
 iv) Occasionally
 v) Only once (tried)

8) Can you name and identify the Mushroom you eat? : Yes/No

9) Rank the Mushroom dishes in order of your preference : i) Mushroom soup
 ii) Mushroom vegetable
 iii) Mushroom pulao
 iv) Mushroom pizza
 v) Others (Pl. specify)
10) How do you rank Mushroom preparations as compared to other vegetable foods?
   i) Average  
   ii) Good  
   iii) Better  
   iv) Excellent

11) Why do you eat mushroom?
    (Please tick mark)
    i) Just for fun  
    ii) For delicacy  
    iii) For nutritional value  
    iv) For therapeutic value

12) How much percentage of your income is spent on Mushroom?
    i) 0.5%  
    ii) 0.5 to 2.0%  
    iii) More (specify)

13) Do you know about the nutritional value of Mushrooms?
    : Yes/No

14) Would you like to grow Mushroom for your own consumption?
    : Yes/No

15) Do you think that Mushroom cultivation is highly rewarding?
    : Yes/No

16) Would you like to take up the full time job as Mushroom cultivator?
    : Yes/No

Remarks/Suggestions :
FOR CATEGORY II - INSTITUTIONAL BUYERS

1) **Segment**
(Please tick mark as applicable)
i) Posh Hotel/Restaurant
ii) Fast food centers/
    Street food vendors/
    Small restaurants
iii) Canteens - Industrial/
     Institutional/Office
iv) Outdoor caterers

2) **How many dishes of Mushroom preparations do you serve regularly?**

3) **How many customers per week eat Mushroom preparations in your establishment?**
   Give the ratio of mushroom consumer/total customers

4) **Do your clients prefer Mushroom preparations over other dishes?**
   Which is the most popular mushroom preparations in demand in your establishment?

5) **What is the average daily consumption of Mushroom in your establishment?**

6) **Which Mushroom do you consume?:**

7) **Whether you buy the Mushroom from Market or grow it?**

8) **Whether you buy fresh mushroom or canned? Please mention, the name and address of your supplier.**

9) **Do you use oyster Mushrooms?**

10) **Do you know that fresh oyster Mushroom are available locally?**

11) **Do you know that oyster Mushroom is comparable for organonlaptic and nutritional properties with that of button Mushroom?**

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12) Do you know that oyster mushroom is more economical than button mushroom?: Yes/No

13) Would you now try to introduce oyster mushroom in your menu?: Yes/No

14) Would you try blending oyster mushroom with button mushroom?: Yes/No

15) Which is the most popular preparation in demand in your establishment?:

16) Rank mushroom dishes as per demand of your customers:
   i) Mushroom soup
   ii) Mushroom vegetable
   iii) Mushroom pulao
   iv) Mushroom pizza
   v) Others (specify)

Remarks/Suggestions: