September 15, 2004

Dear Beach Plum Enthusiasts:

The USDA Sustainable Agriculture Research and Education (SARE) Program funded project, "Beach Plum: A New Crop for New Markets" will come to an end in April, 2005. It has been my pleasure to work with all of you and this interesting species over the last 8 years. We have accomplished a lot! We have taken a species from the wild, developed cultural methods, evaluated fruit quality, tested plant protection methods, propagation, held meetings and field days, and established commercial and research plantings throughout the northeast. Progress like this in other crops has been known to take hundreds of years!

I will be moving on soon. If communication among the growers and processors is to continue, people other than Cornell University and myself need take on a leadership roll. At the March beach plum meeting in Dartmouth, MA, a steering committee was formed consisting of:

Simon Athearn, Morning Glory Farm  
Bill Clark, Cape Cod Cooperative Extension  
Robin and Carol Cummings, Chatham Jam and Jellies  
Jeff LaFleur, Cape Cod Cranberry Growers Association  
Ronald Smolowitz, Coonamessett Farm  
Richard and Wen-Fei Uva, Cornell University

During a recent steering committee conference call, several questions arose. Is there enough interest to form an organization? If so, what is its main purpose? What form would it take? Who will participate? Who will take leadership? We decided to survey the project participants to determine how to proceed.

The attached survey has been sent by U.S. mail to those of you for whom I had addresses, it will be sent to the e-mail list and posted on the website as well. Please return the survey in the envelope provided. For those of you who wish to participate if an organization develops, please be sure to provide contact information at the end of the survey.

On behalf of the steering committee, thank you for your participation.

Richard H. Uva  
Postdoctoral Associate
1. Should the current participants on the beach plum mailing list continue to interact upon termination of the SARE funding April 30, 2005?
   Yes  No

2. Do you support forming a beach plum association or network?
   Yes  No

If you answered NO to question 2, proceed to question 10.

3. What are the most important purposes for forming such an organization?

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Degree of Importance</th>
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<tbody>
<tr>
<td>Improving production practices</td>
<td>LI</td>
</tr>
<tr>
<td>Industry networking</td>
<td>LI</td>
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<tr>
<td>Promotion and advertising</td>
<td>LI</td>
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<td>Market development</td>
<td>LI</td>
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<td>Support research</td>
<td>LI</td>
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<td>Cooperative marketing</td>
<td>LI</td>
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<td>Creating unique product identity</td>
<td>LI</td>
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<tr>
<td>New product development</td>
<td>LI</td>
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<tr>
<td>Improving product quality &amp; grading</td>
<td>LI</td>
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<tr>
<td>Other: _____________________________</td>
<td>______________________</td>
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</tbody>
</table>

4. Please suggest a name for the proposed organization. Names already suggested include: Northeast Coastal Beach Plum Association, and Cape and Islands Beach Plum Association.

   __________________________________________

5. How much are you willing to pay to belong to an association that created value for you?
   $25 –50  $50-100  $100 – 150  Other __________

6. Are you willing to serve on the executive committee of a beach plum organization?
   Yes  No

OVER ➔
7. Please offer three suggestions for future meeting topics, should the organization continue to meet:
   a. 
   b. 
   c. 

8. What location would you like to hold meetings? _____________________________

9. Would you support collaborating with another existing agricultural trade association by existing as a sub-group of their membership?
   Yes  No

   If Yes, Which existing organization? _______________________________________

10. Respondent Information
    Are you a grower ____ , processor ____ , educator ____ , other ____
    Number of plants____ , year installed____ .
    Name: ________________________________________________________________
    Address:_______________________________________________________________
    Telephone:_____________________________________________________________
    E-mail: ________________________________

    What beach plum products do you intend to produce?
    ________________________________________________________________

    What are your barriers to success with beach plum?
    ___________________________________________________________________

    How might an organization help you overcome these barriers?
    ___________________________________________________________________

Please return this survey in the enclosed self-addressed stamped envelope to:
Sue Thompson, Department of Horticulture, 15A Plant Science Building, Cornell University, Ithaca, NY 14853