

VARIETY EVALUATION FORM

Variety _____

Please sample the apple(s) on display and provide us with an evaluation of the variety by filling out this short form. Please circle the appropriate number.

Appearance

Like very much 1 2 3 4 5 6 7 8 9 10 Dislike

Taste

Like very much 1 2 3 4 5 6 7 8 9 10 Dislike

Crispness

Like very much 1 2 3 4 5 6 7 8 9 10 Dislike

Juiciness

Like very much 1 2 3 4 5 6 7 8 9 10 Dislike

Texture

Like very much 1 2 3 4 5 6 7 8 9 10 Dislike

Overall

Like very much 1 2 3 4 5 6 7 8 9 10 Dislike

Additional comments on this variety:

What variety do you usually purchase _____?

Would you purchase this variety? Yes No

Would you purchase this variety in preference to your normal variety? Yes No

How far would you travel to purchase this variety? _____ miles.

What type of apple do you usually like (circle one)

Sweet Sweet/tart Tart/sweet Tart

Would having new or unique apples available at a roadside stand or farmers market be incentive to travel there? Yes No

General comments: