

Survey of the Rye Value Chain in the Northeast

Rye Survey Instrument

THIS STUDY WAS CONDUCTED by the University of Vermont Extension with funding from the USDA's Northeast Sustainable Agriculture Research & Education (NESARE) program (LNE22-437), in collaboration with the Glynwood Center for Regional Food and Farming and the Center for Rural Studies at the University of Vermont. *The following survey was conducted in 2023 with results published in 2024.*

Q1.1

Welcome to the Rye Market Study.

University of Vermont Extension was recently awarded an NESARE grant for a project called Capturing Value with Cereal Rye. Growing High Quality Rye for the Northeast. We are seeking to develop market knowledge of opportunities and challenges in the domestic/regional cereal rye supply chain.

The study is being conducted/executed by the University of Vermont's Center for Rural Studies with guidance from project collaborators University of Vermont Extension, Glynwood Center for Regional Food and Farming.

This survey could take between 10 to 20 minutes to complete, depending on your answers. Your responses are completely anonymous. We do not ask for any information that could be used to identify you or your business. Results are only reported in the aggregate.

Please select one or more of the following categories that best represent your role(s) in the rye commodity chain.

- I grow rye commercially
- I clean and aggregate rye from other producers
- I sell rye seed
- I sell rye for animal feed
- I mill rye for human consumption
- I distill rye
- I malt rye
- I am commercially involved with rye in some other way (describe)

Q2.1 As a rye grower, please select the top three characteristics you are most concerned with.

- Species/Variety
- Disease resistance
- Pathogens/toxins (DON, Ergot, etc.)
- Drought tolerance
- Moisture content
- Protein content

- Starch content
- Falling number
- Germination rate
- Extraction rate
- Purity
- Organic
- Local source
- Some other trait? (describe)

Q2.2 Please briefly describe any challenges you encounter related to the characteristics you seek for growing rye.

Q2.3 To about how many places did you sell rye last year ?

- None
- 1
- 2-4
- 5 or more

Q2.4 For what use(s) did you sell rye last year?

- Seed
- Animal feed
- Flour/Flakes
- Distilling
- Malting
- Wholesale to cleaners/aggregators
- Some other use? (describe)

Q2.5 Select the way(s) you used your rye last year.

- Seed
- Animal feed
- Flour/Flakes
- Distilling
- Malting
- Some other use? (describe)

Q3.1 As a rye cleaner/aggregator, please select the top three characteristics you are most concerned with.

- Species/Variety
- Disease resistance
- Pathogens/toxins (DON, Ergot, etc.)
- Drought tolerance^[N1]
- Moisture content

- Protein content
- Starch content
- Falling number
- Germination rate
- Extraction rate
- Purity
- Organic
- Local source
- Some other trait? (describe)

Q3.2 Please briefly describe any challenges you encounter related to the characteristics you seek in rye for cleaning/aggregating.

Q3.3 From about how many places did you purchase rye for cleaning/aggregating from last year?

- None- I handle only rye that I grow
- 1 source
- 2-4 sources
- 5 or more sources

Q3.4 Select the option(s) that best describe your typical way of purchasing rye for cleaning/aggregating.

- Spot purchase as needed
- Pre-season contracts
- Informal agreements
- Some other way? (describe_[JR1])

Q3.5 In the past year, were you unable_[N1] to source the amount of rye for cleaning/aggregating that you needed?

- Yes
- No

Q3.6 What factor caused you to not be able to source enough rye for cleaning/aggregating last year?

Q3.7 To about how many places did you sell rye last year?

- None
- 1
- 2-4
- 5 or more

Q3.8 For what types of uses did you sell rye last year?

- Seed
- Animal feed
- Flour/Flakes
- Distilling
- Malting
- Wholesale to cleaners[N2] /aggregators
- Some other use? (describe)

Q3.9 What did you use your rye for last year?

- Seed
- Animal feed
- Flour/Flakes
- Distilling
- Malting
- Some other use? (describe)

Q4.1 As someone selling rye for seed, please select the top three characteristics you are most concerned with.

- Species/Variety
- Disease resistance
- Drought tolerance
- Pathogens/toxins (DON, Ergot, etc.)
- Moisture content
- Protein content
- Starch content
- Falling number
- Germination rate
- Extraction rate
- Purity
- Organic
- Local source
- Some other trait? (describe)

Q4.2 Please briefly describe any challenges you encounter related to the characteristics you seek in rye to sell for seed.

Q4.3

Select the way(s) you typically obtain rye to sell for seed.

- Grow my own
- Purchase direct from farmers

- Purchase from cleaners/aggregators
- Some other way? (describe)

Q4.4 From about how many places did you obtain rye to sell for seed last year?

- 1
- 2-4
- 5 or more
-

Q4.5 Select the option(s) that best describe your typical way of purchasing rye to sell for seed.

- Spot purchase as needed
- Pre-season contracts
- Informal agreements
- Some other way? (describe)

Q4.6 In the past year, were you unable to source the amount of rye to sell for seed that you needed?

- Yes
- No

Q4.7 What factor caused you to not be able to source enough rye to sell for seed last year?

Q5.1 As someone milling rye for animal feed, please select the top three characteristics you are most concerned with.

- Species/Variety
- Disease resistance
- Drought tolerance
- Pathogens/toxins (DON, Ergot, etc.)
- Moisture content
- Protein content
- Starch content
- Falling number
- Germination rate
- Extraction rate
- Purity
- Organic
- Local source
- Some other trait? (describe)

Q5.2 Please briefly describe any challenges you encounter related to the characteristics you seek in rye for animal feed.

Q5.3

Select the way(s) you typically obtain rye for animal feed.

- Grow my own
- Purchase direct from farmers
- Purchase from cleaners/aggregators
- Some other way? (describe)

Q5.4 From about how many places did you obtain rye for animal feed from last year?

- 1 source
- 2-4 sources
- 5 or more sources

Q5.5 Select the option(s) that best describe your typical way of purchasing rye for animal feed.

- Spot purchase as needed
- Pre-season contracts
- Informal agreements
- Some other way? (describe)

Q5.6 In the past year, were you unable to source the amount of rye for animal feed that you needed?

- Yes
- No

Q5.7 What factor caused you to not be able to source enough rye for animal feed last year?

Q6.1 As someone milling rye for human food, please select the top three characteristics you are most concerned with.

- Species/Variety
- Disease resistance
- Drought tolerance
- Pathogens/toxins (DON, Ergot, etc.)
- Moisture content
- Protein content
- Starch content
- Falling number
- Germination rate
- Extraction rate
- Purity
- Organic
- Local source
- Some other trait? (describe)

Q6.2 Please briefly describe any challenges you encounter related to the characteristics you seek in rye for milling for human food.

Q6.3

Select the way(s) you typically obtain rye for milling human food.

- Grow my own
- Purchase direct from farmers
- Purchase from aggregators
- Some other way? (describe)

Q6.4 From about how many sources did you obtain rye for milling human food from last year?

- 1 source
- 2-4 sources
- 5 or more sources

Q6.5 Select the option(s) that best describe your typical way of purchasing rye for milling human food.

- Spot purchase as needed
- Pre-season contracts
- Informal agreements
- Some other way? _____

Q6.6 In the past year, were you unable to source the amount of rye for milling human food that you needed?

- Yes
- No

Q6.7 What factor caused you to not be able to source enough rye for milling human food last year?

Q7.1 As a rye distiller, please select the top three characteristics you are most concerned with.

- Species/Variety
- Disease resistance
- Drought tolerance
- Pathogens/toxins (DON, Ergot, etc.)
- Moisture content
- Protein content
- Starch content
- Falling number
- Germination rate
- Extraction rate
- Purity

- Organic
- Local Source
- Some other trait? (describe)

Q7.2 Please briefly describe any challenges you encounter related to the characteristics you seek in rye for distilling.

Q7.3

Select the way(s) you typically obtain rye for distilling.

- Grow my own
- Purchase direct from farmers
- Purchase from cleaners/aggregators
- Some other way? _____

Q7.4 From about how many sources did you obtain rye for distilling from last year?

- 1 source
- 2-4 sources
- 5 or more sources

Q7.5 Select the option(s) that best describe your typical way of purchasing rye for distilling.

- Spot purchase as needed
- Pre-season contracts
- Informal agreements
- Some other way? _____

Q7.6 In the past year, were you unable to source the amount of rye for distilling that you needed?

- Yes
- No

Q7.7 What factor caused you to not be able to source enough rye for distilling last year?

Q8.1 As a rye grain malter, please select the top three characteristics you are most concerned with.

- Species/Variety
- Disease resistance
- Drought tolerance
- Pathogens/toxins (DON, Ergot, etc.)
- Moisture content
- Protein content
- Starch content

- Falling number
- Germination rate
- Extraction rate
- Purity
- Organic
- Local source
- Some other trait? (describe)

Q8.2 Please briefly describe any challenges you encounter related to the characteristics you seek in rye for malting.

Q8.3

Select the way(s) you typically obtain rye for malting.

- Grow my own
- Purchase direct from farmers
- Purchase from cleaners/aggregators
- Some other way? (describe)

Q8.4 From about how many sources did you obtain rye for malting from last year?

- 1 source
- 2-4 sources
- 5 or more sources

Q8.5 Select the option(s) that best describe your typical way of purchasing rye for malting.

- Spot purchase as needed
- Pre-season contracts
- Informal agreements
- Some other way? (describe)

Q8.6 In the past year, were you unable to source the amount of rye for malting that you needed?

- Yes
- No

Q8.7 What factor caused you to not be able to source enough rye for malting last year?

Q9.1 Please tell us by volume, about how much of the following grains you handled last year. We remind you, your answers are anonymous and we only report the aggregate results.

By Volume (POUNDS?)- About how much of each grain did you handle last year?

- Rye
- Hard Wheat
- Soft Wheat
- Buckwheat
- Corn
- Oats
- Barley
- Some other grain

Q9.2 What State are you in?



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