

## Grain Buyer Survey

*Selected results from a grain grower and grain buyer survey completed in 2018 among growers in Thurston, Lewis, and Greys Harbor Counties, WA. Work funded by the WSU undergraduate internship program. For questions contact: [bramwell@wsu.edu](mailto:bramwell@wsu.edu).*

### Survey

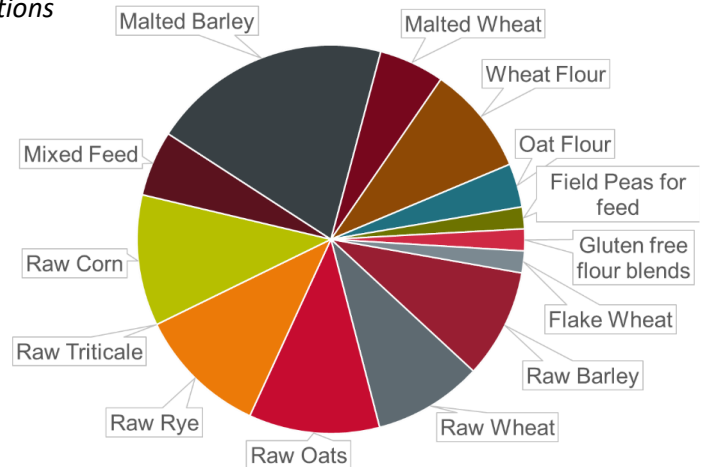
23 buyers surveyed

9 brewers, 2 farmers, 2 distillers, 5 bakers, 1 feed processor, 3 retailers, 1 maltster.

Mostly relatively small-scale buyers in urban Thurston County

### Grain Usage by Production System:

68% conventional, 32% organic



**Figure 1. Grain Usage Among Local, Small-scale Buyers in Thurston County**

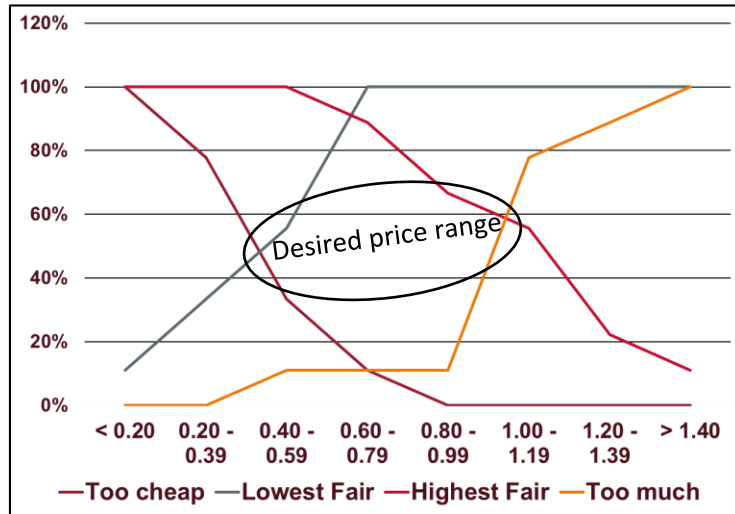
**Table 1. Amounts of Different Grain Products Purchased Annually**

Grain	Amount (tons)
Raw Barley	10
Raw Wheat	29
Raw Oats	7
Raw Rye	4
Raw Corn	17
Mixed Feed	400
Malted Barley	1,510
Malted Wheat	2
Wheat Flour	0
Oat Flour	0
Field Peas for feed	40
Gluten free flour blends	0
Flake Wheat	0



**Table 2. Frequency of Purchasing Among Buyers**

Purchase Frequency	% Respondents
Twice a week	20%
Weekly	40%
Bi-weekly	10%
Monthly	25%
Quarterly	5%

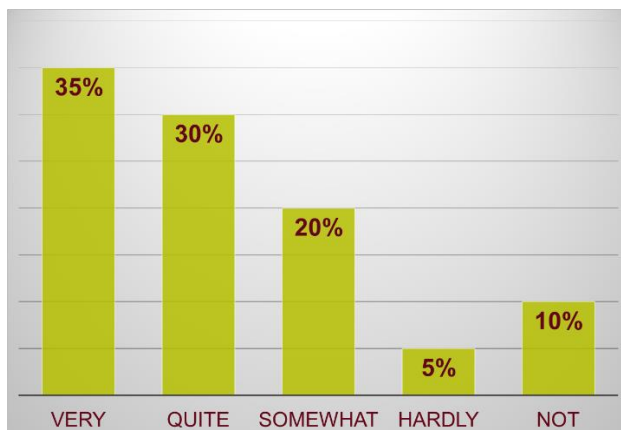


**Figure 2. Buyer Pricing Targets for Malting Barley (\$/ton)**

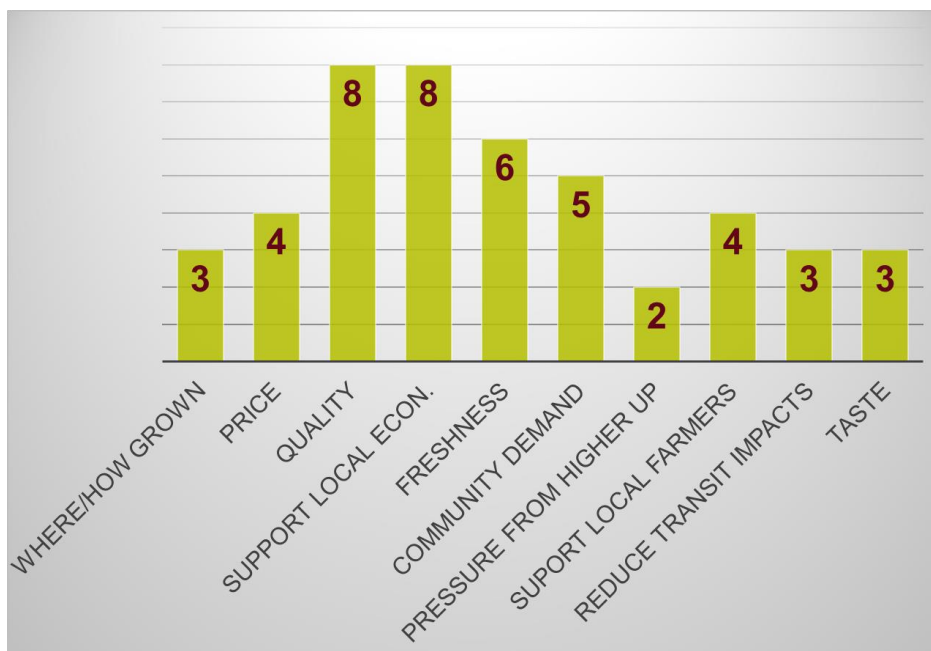
**Table 3. Buyer Perceptions of Low, Fair and High Pricing for Malting Barley\***

Pricing Category	Price (\$/lb)	Price (\$/ton)
Price at which not economically viable	\$ 0.30	\$ 600
Lowest price sell for	\$ 0.47	\$ 940
Highest reasonable	\$ 1.01	\$ 2,020
Too expensive for buyer	\$ 1.20	\$ 2,400

\*(data available for other grains)



**Figure 3. Importance of Using Local Grain Among Buyers**

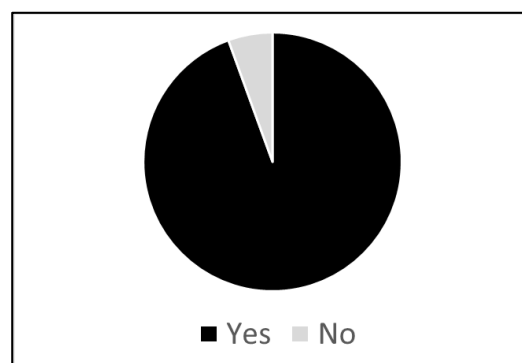


**Figure 4. Motivations Among Buyers for Using Local Grain**

Percent premium buyers would be willing to pay for organic grain: 17%

**Table 4. Buyer Perceptions of Low, Fair and High Pricing for Two Grain Products**

Pricing Category	Raw Wheat (\$/lb)	Flour (\$/lb)	Raw Wheat (\$/ton)	Flour (\$/ton)
Too low	\$0.33	\$0.40	\$660	\$800
Lowest reasonable	\$0.49	\$0.71	\$980	\$1,420
Highest reasonable	\$0.78	\$0.85	\$1,560	\$1,700
Too expensive	\$1.00	\$1.44	\$2,000	\$2,880



**Figure 5. Willingness Among Buyers to Pay a Price Premium for Local Grain**



By **Stephen Bramwell**, WSU Thurston County Extension. **Monte Roden**, undergraduate intern, WSU Thurston County Extension. Extension programs and employment are available to all without discrimination. Evidence of noncompliance may be reported through your local Extension office or to the WSU Center for Human Rights.