

# 2016 MEMBERS NEEDS SURVEY RESULTS

BOD Meeting  
November 24, 2016



# Demographics Summary

- 15 responses /28 members = 54%
- Senior Management , Purchasing/Procurement, Technical, Sales/Marketing
- Broker/Distributor, Grower, Importer, Wholesaler, Manufacturer/Processor
- Conducting spice business globally – USA, EU, other
- Family owned, Closely held corporation, Public company
- 77% of respondents >20yrs as CSA members, 93% involved in the spice industry >20yrs
- 53% of respondents make the decision to renew CSA membership

### Q9 What are the most important reasons your company belongs to the CSA?

Answer Options	Response Percent	Response Count
Advocacy / Regulatory activities	53.3%	8
Annual meeting / convention	20.0%	3
Educational opportunities	53.3%	8
Networking / marketing opportunities	53.3%	8
Technical information	73.3%	11
Other (please specify)	6.7%	1
<i>answered question</i>		<b>15</b>
<i>skipped question</i>		<b>0</b>

Number	Response Date	Other (please specify)	Categories
1	Jul 4, 2016 6:04 PM	Information about the industry	

### Q10 What are the most important industry issues to your company?

Answer Options	Response Percent	Response Count
Allergens	60.0%	9
Cross border trade	26.7%	4
Economically motivated adulteration	20.0%	3
Food safety	80.0%	12
FSMA compliance	20.0%	3
Labelling	46.7%	7
Microbial reduction techniques (EtO, steam, irradiation	33.3%	5
"Natural" guidance	26.7%	4
Organics	13.3%	2
Overseas supplier information (allergen documentation,	20.0%	3
Pesticide Residues	20.0%	3
Regulatory compliance	60.0%	9
Safe Food for Canadians Act compliance	26.7%	4
Sustainability	20.0%	3
Tariffs	6.7%	1
Other (please specify)		0
<i>answered question</i>		<b>15</b>
<i>skipped question</i>		<b>0</b>

**Q11 The CSA's current mission statement is "To advance the welfare of the Spice Trade & its commonly associated lines in Canada and to foster & promote a feeling**

Answer Options		Response Percent	Response Count
Advocacy		50.0%	7
Education		57.1%	8
Ensure safe spices		57.1%	8
Ethical		14.3%	2
Fellowship / friendly association		14.3%	2
Proactive		21.4%	3
Promote spice trade		35.7%	5
Social responsibility		7.1%	1
Sustainability		21.4%	3
Other (please specify)		7.1%	1
<i>answered question</i>			14
<i>skipped question</i>			1
<b>Number</b>	<b>Response Date</b>	<b>Other (please specify)</b>	<b>Categories</b>
1	Jun 20, 2016 4:56 PM	Regulatory -	

The CSA's current mission statement is "To advance the welfare of the Spice Trade & its commonly associated lines in Canada and to foster & promote a feeling of fellowship and goodwill among its members." What are the most important key words you would you like to see incorporated in the CSA's new mission statement (select up to three choices):

Modernization of mission statement, volunteers & lead for a working group.

**Q12 If you have attended a CSA annual meeting in the last three years, please indicate your reasons for doing so.**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
For education purposes	81.8%	9
For networking opportunities	81.8%	9
To hear industry speakers	63.6%	7
For social events	9.1%	1
Locations	0.0%	0
Other (please specify)	0.0%	0
	<i>answered question</i>	<b>11</b>
	<i>skipped question</i>	<b>4</b>



**Q13 If you have not attended a CSA annual meeting in the last three years, please indicate your reasons for not doing so**

Answer Options		Response Percent	Response Count
Schedule conflict		0.0%	0
Registration fee too high		33.3%	1
Overall expenses too high		33.3%	1
Too much time away from office		0.0%	0
Not interested in topics		33.3%	1
Not enough networking opportunities		0.0%	0
Not enough of a social / fun component		0.0%	0
Rotate attendance with co-workers		0.0%	0
Rotate attendance with other conferences		0.0%	0
Did not know enough about program		0.0%	0
Did not like location		33.3%	1
Other (please specify)		66.7%	2
<i>answered question</i>			<b>3</b>
<i>skipped question</i>			<b>12</b>
Number	Response Date	Other (please specify)	Categories
1	Jul 4, 2016 10:03 PM	wasn't in charge at this time	
2	Jun 20, 2016 2:40 PM	not convinced of relevance for us	

Share data on membership/conference/association dues.

**Q14 If you are not a member of a CSA Committee, what are the reasons why you are not?**

Answer Options	Response Percent	Response Count
Not sure how to become a member / get involved	0.0%	0
Have never been invited to be a committee member	0.0%	0
Do not have the time to dedicate to a committee	75.0%	3
Feel intimidated to join / participate	0.0%	0
Would not be able to make meetings due to distance	0.0%	0
The activities of the committees do not reflect my interests	25.0%	1
Other (please specify)	0.0%	0
<i>answered question</i>		<b>4</b>
<i>skipped question</i>		<b>11</b>

Lack of time most prevalent.

Q 15 In what area would you be interested in getting move involved?			
Answer Options		Response Percent	Response Count
Convention organization		12.5%	1
Government lobbying / advocacy		37.5%	3
Membership growth / support		0.0%	0
Technical committee		12.5%	1
Website development and maintenance		0.0%	0
Not interested		25.0%	2
Other (please specify)		12.5%	1
<i>answered question</i>			<b>8</b>
<i>skipped question</i>			<b>7</b>
Number	Response Date	Other (please specify)	Categories
1	Jun 20, 2016 2:40 PM	spices are no longer a focus of our business	

Committees are open to all members at any time.

Q16 How often do you access the CSA's website (www.canadianspiceassociation.com)			
Answer Options		Response Percent	Response Count
Daily		0.0%	0
Weekly		0.0%	0
Monthly		21.4%	3
None of the above		78.6%	11
<i>answered question</i>			<b>14</b>
<i>skipped question</i>			<b>1</b>

Members not using website, mostly external traffic.



**Q17 For what purposes have you visited the CSA's website?**

Answer Options	Response Percent	Response Count
Learn more about the CSA	10.0%	1
Learn more about the industry	10.0%	1
Find out about CSA meetings / events	50.0%	5
Read regulatory updates	20.0%	2
To refer to transcripts of meetings / presentations	30.0%	3
Other (please specify)	10.0%	1
<i>answered question</i>		<b>10</b>
<i>skipped question</i>		<b>5</b>
<b>Number</b>	<b>Response Date</b>	<b>Other (please specify) Categories</b>
1	Jul 4, 2016 10:03 PM	To look if there is interesting informations

**Q18 What would make the CSA's website more valuable to you?**

Answer Options	Response Percent	Response Count
Regular posting of meeting minutes and presentations	30.8%	4
Notices of regulatory updates	61.5%	8
Member news info	38.5%	5
Industry news	76.9%	10
Other (please specify)	7.7%	1
<i>answered question</i>		<b>13</b>
<i>skipped question</i>		<b>2</b>
<b>Number</b>	<b>Response Date</b>	<b>Other (please specify) Categories</b>
1	Jun 20, 2016 4:56 PM	needs to be updated more frequently! - very basic and recent CSA meeting minutes are slow in coming.

Use website as a communication tool to keep members updated.

- Monthly e-mail notification of new postings
- What to post?
- Who does the posting? Nancy/Website Committee?
- Nancy to work with another individual (volunteer?) to decide?
- Nancy to send out a reminder asking for posting updates?

More details on what members would like to see posted.

- Regulatory updates – Donna , Tiina, Nancy
- Industry news – BOD
- Member news info – eg. ???
- AGM & BOD Meeting Minutes – more timely posting?

Q19 I am satisfied with the CSA.

Answer Options	1 Strongly Disagree	2 Disagree	3 Neither Agree nor Disagree	4 Agree	5 Strongly Agree	N/A	Rating Average	Response Count	
	1	0	3	9	1	0	3.64	14	
								<i>answered question</i>	14
								<i>skipped question</i>	1

Q20 I am satisfied with the CSA Directors' leadership.

Answer Options	1 Strongly Disagree	2 Disagree	3 Neither Agree nor Disagree	4 Agree	5 Strongly Agree	N/A	Rating Average	Response Count	
	1	0	4	6	3	1	3.71	15	
								<i>answered question</i>	15
								<i>skipped question</i>	0

Q21 I am satisfied with the CSA professional staff.

Answer Options	1 Strongly Disagree	2 Disagree	3 Neither Agree nor Disagree	4 Agree	5 Strongly Agree	N/A	Rating Average	Response Count	
	1	1	3	7	1	1	3.46	14	
								<i>answered question</i>	14
								<i>skipped question</i>	1

Vague question?

Q22 I am satisfied with CSA's anticipation of member needs.

Answer Options	1 Strongly Disagree	2 Disagree	3 Neither Agree nor Disagree	4 Agree	5 Strongly Agree	N/A	Rating Average	Response Count	
	0	3	1	10	0	1	3.50	15	
								<i>answered question</i>	15
								<i>skipped question</i>	0

Average ratings. Comments?

**Q23 I am satisfied with CSA's focus on industry issues.**

Answer Options	1 Strongly Disagree	2 Disagree	3 Neither Agree nor Disagree	4 Agree	5 Strongly Agree	N/A	Rating Average	Response Count	
	1	1	3	9	0	1	3.43	15	
								<i>answered question</i>	15
								<i>skipped question</i>	0

**Q24 I am satisfied with CSA's responsiveness to member needs.**

Answer Options	1 Strongly Disagree	2 Disagree	3 Neither Agree nor Disagree	4 Agree	5 Strongly Agree	N/A	Rating Average	Response Count	
	0	2	4	7	0	2	3.38	15	
								<i>answered question</i>	15
								<i>skipped question</i>	0

**Q25 I am satisfied with CSA website information.**

Answer Options	1 Strongly Disagree	2 Disagree	3 Neither Agree nor Disagree	4 Agree	5 Strongly Agree	N/A	Rating Average	Response Count	
	0	5	4	4	0	2	2.92	15	
								<i>answered question</i>	15
								<i>skipped question</i>	0

**Q26 I am satisfied with communications from the CSA.**

Answer Options	1 Strongly Disagree	2 Disagree	3 Neither Agree nor Disagree	4 Agree	5 Strongly Agree	N/A	Rating Average	Response Count	
	0	3	5	4	0	1	3.08	13	
								<i>answered question</i>	13
								<i>skipped question</i>	2

**Q27 How likely are you to recommend CSA membership to an industry colleague?**

Answer Options	Not Likely	Likely	Very Likely	N/A	Rating Average	Response Count	
	2	7	3	1	2.23	14	
						<i>answered question</i>	14
						<i>skipped question</i>	1

**Q28 Please explain why you would or would not recommend CSA membership.**

Answer Options	Response Count
	7
<i>answered question</i>	7
<i>skipped question</i>	8

Number	Response Date	Response Text
1	Jun 23, 2016 10:26 PM	Small trade association provides an opportunity for committee participation and leadership
2	Jun 20, 2016 8:02 PM	not as benifical as could be - especially for associate members Poor leadership - lack of direction. CSA by-laws are not always followed - meetings are unorganized (poorly prepared) and follow up is slow and incomplete. CSA does not actively speak on behalf of the Canadian Spice Industry.
3	Jun 20, 2016 4:56 PM	Strength in numbers
4	Jun 20, 2016 4:36 PM	I would recommend the CSA for the information that i have gained.
5	Jun 20, 2016 4:22 PM	Shared information on technical/regulatory front that affect the entire industry, strategic planning on issue commonly faced by the industry. A way to meet people in your industry.
6	Jun 20, 2016 2:45 PM	Membership provides contacts within the industry - very desirable.
7	Jun 20, 2016 11:39 AM	



**Q29 What should the CSA do more of to better serve you?**

Answer Options	Response Count
	7
<i>answered question</i>	7
<i>skipped question</i>	8

Number	Response Date	Response Text
1	Jul 4, 2016 10:03 PM	More informations and division 7 battle to remove useless law
2	Jun 23, 2016 10:26 PM	More timely advocacy and government affairs leadership
3	Jun 20, 2016 8:02 PM	focus on technical/ regulatory
4	Jun 20, 2016 4:56 PM	Hire an Executive Director with clear guidelines on expectations/job description. Leadership needed jointly from Ex Director and President
5	Jun 20, 2016 4:36 PM	n/a
6	Jun 20, 2016 4:22 PM	Provide more industry information
7	Jun 20, 2016 11:39 AM	Focus - select a limited number of priority tasks, and complete them.

**Q30 What should the CSA do less of?**

Answer Options	Response Count
	4
<i>answered question</i>	4
<i>skipped question</i>	11

Number	Response Date	Response Text
1	Jun 20, 2016 4:56 PM	too much talking and not enough action. Purpose of activities are unclear making success unlikely.
2	Jun 20, 2016 4:36 PM	n/a
3	Jun 20, 2016 4:22 PM	Stop sending my email address to all of the members. Use BCC
4	Jun 20, 2016 11:39 AM	Member companies should put individual concerns aside - listen to what members have to say, build consensus, act on it. Strong leadership required.

### Q31 Do you have any other comments?

Answer Options	Response Count
	4
<i>answered question</i>	4
<i>skipped question</i>	11

Number	Response Date	Response Text
1	Jul 4, 2016 10:03 PM	I don't see anything i didn't had access too on the website from when i was'nt a member, i dont know if there is informationnal email often since i am new here , but i would like to have industry informations , market report and any informations about the spices industry is interesting...
2	Jun 20, 2016 4:56 PM	CSA is very unorganized, lacks leadership - ruled by a few members with their own agenda - the needs of the spice industry should come first.
3	Jun 20, 2016 4:36 PM	no
4	Jun 20, 2016 2:40 PM	Thank you for the out reach. Ecom is now only peripherally involved in spices. Although we remain interested in spice extracts, most of that interest is in value-added flavours and processes rather than the raw products themselves.