



## Building Farmers in the West: Follow-up Course Assessment

1. Name \_\_\_\_\_ Course Location (City/State) \_\_\_\_\_

2. To what extent do you understand the following subjects? *(Please check only one response)*

	A Great Deal	Considerably	Moderately	Slightly	Not at all
Developing business plans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintaining financial records & budgeting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using cost-effective production strategies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Targeting viable customers for each product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using cost-effective promotional techniques	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pricing products & implementing pricing strategies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using effective merchandising at direct markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Showcasing product variety & abundance at markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assessing operation specific/applicable taxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Managing labor force & assessing seasonal labor requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Complying with regulatory issues (food safety, zoning, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessing local resources/technical support (agency, Extension, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Please indicate your level of agreement with the following statements. *(Please check only one response)*

	Strongly Agree	Moderately Agree	Unsure	Moderately Disagree	Strongly Disagree
I completed a viable business plan during this course	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If currently farming, I plan to continue farming, or if not currently farming, I plan to initiate my farm enterprise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A farm career is not compatible with my long-term goals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I completed a mentorship with an established farm operator (if available)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I network often with other farmers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use at least 80% of the materials from this course in my farm enterprise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use at least 40% of the materials from this course in my farm enterprise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would recommend this course to other farmers or potential farmers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I increased my network of farming colleagues and can draw on them for information/resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Please indicate your level of agreement with the following statements. *(Please check only one response)*

	Strongly Agree	Moderately Agree	Unsure	Moderately Disagree	Strongly Disagree
I currently have a business plan for my operation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I follow a financial plan for my operation annually	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I follow a production plan for my operation annually	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I follow a marketing plan for my operation annually	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I implemented/ adopted new production practices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I established a new market for one or more of my products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I improved my business management practices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I improved/adopted record-keeping and budgeting practices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use local resources/technical support (agency, Extension, etc.) for my farming operation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I applied for a government (FSA, NRCS, etc.) loan and/or grant program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Please indicate your level of agreement with the following statements. *(Please check only one response)*

	Strongly Agree	Moderately Agree	Unsure	Moderately Disagree	Strongly Disagree
My farming operation is now more economically viable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The quality of life on my farm has improved	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My farming operations are now more efficient	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My families goals are now easier to achieve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employee/employer relations on my farm have improved	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The value of attending this course was more than the cost of attendance (time, travel costs, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would recommend this course to other farmers or potential farmers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Building Farmers program has improved our farming community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please evaluate the following potential changes to your farming/ranching operation since attending this course. *(Please check only one response)*

	Increase	No Change	Decrease
Range of product varieties grown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of farm enterprises (vegetables, livestock, flowers, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infrastructure and equipment (irrigation, tractor, greenhouse, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Land area under production	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Financing amount/options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer base (number of customers)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety of marketing outlets used (CSAs, farmers' markets, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**7.** Please describe what you feel are the primary factors that contributed to the achievements made by yourself or others as a result of participating in this course.

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**8.** Please describe the financial benefits to your operation, family, or community which have resulted from your participation in this course.

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**9.** Please describe the social benefits (standard of living, environmental quality, etc.) to your operation, family, or community which have resulted from your participation in this course.

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*Thank you for your time in filling out this evaluation and for your participation in this course!*