

**\*\*EVALUATION\*\***

Please help us evaluate (List type of delivery – workshop, seminar, field tour etc.) by filling out this questionnaire. Your feedback will help us to determine whether we have been successful in helping you to understand and/or initiate processes that can further your business goals.

**1. Please rate your knowledge of the following topics PRIOR to attending today's workshop:**

Use a scale from 1 to 5, with 1 = no understanding and 5 = complete understanding.

If not applicable, mark NA. (Insert knowledge/skills from your proposed risk management results)

- A. MARKETING SKILLS
- B. DEVELOPING A CLEAR, COMPELLING MESSAGE ABOUT YOUR PRODUCT OR SERVICE
- C. DETERMINING MARKET DEMAND FOR YOUR PRODUCT OR SERVICE
- D. STEPS OF MARKET ASSESSMENT
- E. WHEN TO PERFORM A FEASIBILITY STUDY
- F. HOW TO PERFORM A FEASIBILITY STUDY
- G. HOW TO TRACK INCOME AND EXPENSES TO KEEP TRACK OF PROFITS
- H. HOW MARKET ASSESSMENT AND / OR FEASIBILITY STUDIES CAN REDUCE FARM FINANCIAL RISK

**2. Please rate your knowledge of the following topics AFTER attending this workshop:**

Use a scale from 1 to 5, with 1 = no understanding and 5 = complete understanding.

If not applicable, mark NA. (Insert knowledge/skills from your proposed risk management results)

- A. MARKETING SKILLS
- B. DEVELOPING A CLEAR, COMPELLING MESSAGE ABOUT YOUR PRODUCT OR SERVICE
- C. DETERMINING MARKET DEMAND FOR YOUR PRODUCT OR SERVICE
- D. STEPS OF MARKET ASSESSMENT
- E. WHEN TO PERFORM A FEASIBILITY STUDY
- F. HOW TO PERFORM A FEASIBILITY STUDY
- G. HOW TO TRACK INCOME AND EXPENSES TO KEEP TRACK OF PROFITS
- H. HOW MARKET ASSESSMENT AND / OR FEASIBILITY STUDIES CAN REDUCE FARM FINANCIAL RISK

**3. After participating in the workshop, please rate to what extent do you have the knowledge, tools and/or resources you need to:**

Use a scale of 1 to 5, with 1 = little or none and 5 = great or complete. In not applicable, mark NA.

(Insert knowledge/skills from your proposed risk management results)

- A. PERFORM A MARKET ASSESSMENT FOR YOUR ENTERPRISE.
- B. CONDUCT A FEASIBILITY STUDY ON YOUR ENTERPRISE.
- C. DEVELOP A BUSINESS PLAN FOR YOUR FARM OR RANCH ENTERPRISE.

**4. Please indicate one or more ideas you plan to implement and/or change(s) you plan to make as a result of participating in this workshop and list the date(s) you plan to accomplish by.**

**OVER**

5. **After participating in the workshop, will you:** (Please circle your answer and list the timeframe/dates for accomplishing each task)

		<u>BY WHEN</u>
A. CREATE A LIST OF GOALS FOR IMPLEMENTING YOUR CHANGES/IDEAS	YES NO	
B. IMPLEMENT WHAT YOU LEARNED IN YOUR FARM/BUSINESS/WORK	YES NO	
C. READ/USE WRITTEN MATERIALS	YES NO	
D. SHARE WRITTEN MATERIALS WITH OTHERS	YES NO	

6. **Please rate the overall usefulness or value of the workshop presentations/activities toward helping you achieve your marketing goals:**

Please rate on a scale from 1 to 5 with 1 = low value and 5 = the highest value.  
If not applicable, mark NA

- \_\_\_\_\_ A. MARKETING STRATEGIES
- \_\_\_\_\_ B. IDENTIFYING, PROMOTING, AND CULTIVATING YOUR MARKET
- \_\_\_\_\_ C. MARKETING MEAT
- \_\_\_\_\_ D. SELLING AT FARMERS' MARKETS
- \_\_\_\_\_ E. DEVELOPING A CLEAR MESSAGE ABOUT YOUR PRODUCT / SERVICE
- \_\_\_\_\_ F. MEETING YOUR BUSINESS GOALS BY KNOWING YOUR MARKET
- \_\_\_\_\_ G. WHAT IS A MARKET ASSESSMENT AND FEASIBILITY STUDY
- \_\_\_\_\_ H. CONDUCTING A MARKET ASSESSMENT BREAK OUT SESSION, *VARIOUS FACILITATORS*
- \_\_\_\_\_ I. IS MY FARM PROFITABLE? AN INTRODUCTION TO FARM FINANCIAL PLANNING

7. **How might we improve our effectiveness towards helping you achieve your marketing goals?**

8. **What specific topics/subjects you would like to have covered in future workshops?**

9. **What is your current occupation?**

\_\_\_\_\_ FARMER \_\_\_\_\_ EDUCATOR \_\_\_\_\_ FED/STATE AGENCY \_\_\_\_\_ OTHER: \_\_\_\_\_

10. **Please circle the description below that most appropriately describes your current situation:**

- A. CURRENTLY FARMING OR RANCHING ON: < 5 ACRES    5 - 20 ACRES    21-50 ACRES    > 50 ACRES
- B. OWN LAND, BUT NOT CURRENTLY FARMING
- C. DO NOT CURRENTLY OWN LAND, BUT PLAN TO OWN LAND AND FARM SOMEDAY
- D. MY JOB INVOLVES HELPING FARMERS AND RANCHERS
- E. OTHER: (PLEASE SPECIFY) \_\_\_\_\_

**Thank you for your time and valuable input!**