

Colorado Building Farmers Pre-Course Assessment

In order to tailor this course to your needs, we would like you to fill out this brief survey.
Thank you for taking the time to help us make this a valuable learning experience for all!

1. Name _____

2. I am registered in the 2009 Colorado Building Farmers course as a:

- New Farmer: Less than 1/4 acre and/or less than 1 year and/or intern/apprentice level experience
- Intermediate Farmer: production/marketing manager or sole operator, greater than 1/4 acre for less than 3 years
- Experienced Farmer: production/marketing manager or sole operator, greater than 1/4 acre for more than 3 years

3. Please check which you produce and/or sell (*check all that apply*):

	I currently produce:	In the future, I would like to produce:	I currently sell in the following number of channels (such as CSAs, restaurants, farmers markets, etc):			In the future, I would like to be involved in or increase my direct marketing efforts:
			None	1-2 channels	3 or more channels	
Vegetables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flowers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Herbs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fruit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eggs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meat animals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dairy products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value-added products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
None of the above	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. How many years have you been producing enough product from your operation to sell? _____ years.

5. Please indicate your level of agreement with the following statements (*please check the best response for each*):

	Strongly agree	Moderately agree	Neither agree nor disagree	Moderately disagree	Strongly disagree
I have previous experience developing a business plan (not necessarily for an ag-related business)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I currently have a business plan that is useful to my operation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can easily identify my personal and/or family values and how they influence my current or proposed ag operation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For my operation, every year I develop/follow a:					
-financial plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-production	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-marketing plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-none of the above	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. To what extent do you understand the following? (Please check the best response for each.)

	A great deal	Considerably	Moderately	Slightly	Not at all
Production agriculture	<input type="checkbox"/>				
Record-keeping/accounting practices	<input type="checkbox"/>				
Targeting viable customers for my product(s)	<input type="checkbox"/>				
Cost-effective promotion techniques	<input type="checkbox"/>				
Pricing my product	<input type="checkbox"/>				
Managing a sales outlet (CSA, roadside stand, chefs)	<input type="checkbox"/>				
Taxes applicable to my business and retail products	<input type="checkbox"/>				
Regulatory compliance (food safety, zoning)	<input type="checkbox"/>				
Accessing resources and technical support for my operation	<input type="checkbox"/>				

7. Please indicate your level of agreement with the following: (Please check the best response for each.)

	Strongly agree	Moderately agree	Neither agree nor disagree	Moderately disagree	Strongly disagree
I know where to <u>obtain</u> the following inputs for my current/proposed farming operation each year:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-land	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-labor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-capital/credit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-tax planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-seed/plants/livestock	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-equipment of appropriate scale/type for my ag operation (tractors, implements, irrigation supplies, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. To what extent are the following methods effective for your learning? (Please check the best response for each.)

	A great deal	Considerably	Moderately	Slightly	Not at all
Participating in small group discussions about specific topics	<input type="checkbox"/>				
Listening to lectures/talks from experts and other farmers	<input type="checkbox"/>				
Attending panel discussions with experts and other farmers	<input type="checkbox"/>				
Reading and completing project assignments at home	<input type="checkbox"/>				
Having time to work on project assignments during class	<input type="checkbox"/>				

9. When working on an assignment, what do you prefer more? (check only one)

- Completing an assignment and then getting feedback
- Being able to get feedback/assistance while I work on the assignment

10. Please add comments about anything else you would like us to know in planning & delivering this course:
