
Small Acreage Landholder Outreach Program 2011 Annual Report

Submitted to Clark County Clean Water Program

Submitted by WSU Clark County Extension

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Clark County
Clean Water Program

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Executive Summary

The *Small Acreage Landholder Outreach Program* completed one *Living on the Land: Stewardship for Small Acreages* class series and graduated 19 people in 2011.

The program provided two BMP workshops on pasture renovation and establishment and sustainable small acreage living, in addition to three well and septic workshops. The program conducted one small acreage property tour for 8 participants.

One property was evaluated in 2011 for their efforts to implement BMP's to protect water quality and one sign was awarded. The program also completed a virtual property tour using Google maps featuring 8 model properties.

Task 1 - Best Management Practices (BMPs) Guidelines

Task 1a - Information Resources

The Coordinator added announcements for BMP workshops, property tours, the Expo, and *Living on the Land* classes to the WSU Extension website calendar (<http://clark.wsu.edu/calendar/index.asp>).

The program tracks website hits and document downloads monthly and compiles quarterly statistics (Table 1). Over 1,211 visitors accessed the program's website throughout the year, including 676 directly via bookmarks. More than 56% of the visitors to the website came during the third and fourth quarters, likely due to the many workshops and programs offered at the end of the year.

Factsheets on septic maintenance continued to be popular throughout the year. People downloaded the fact sheet, *Don't Let Your Dollar\$ Go Down the Drain, Septic Tank Additives*, 4,127 times, more than any other document. The fact sheet *Properly Landscape Your Septic System*, which was the most popular fact sheet in previous years, was the second most downloaded fact sheet in 2011.

Visitors to the website have been on a steady rise since the first quarter and total downloads increased by 75% compared to the previous two years.

Table 1: Small Acreage Webpage Activity

Fact sheets	Qtr 1	Qtr 2	Qtr 3	Qtr 4	YTD
Don't Let Your Dollar\$ Go Down the Drain! Septic Tank Additives	563	796	1327	1441	4127
Save Time and Money - Properly Landscape Your Septic System	454	1172	974	537	3137
Keeping Clean Water Clean & Reducing Mud - Improving Drainage	305	539	687	677	2208
How Green is Your Grass? Five Steps to Better Pasture & Grazing Mgmt	407	427	502	566	1902
What Can You Do On Your Land? Frequently Asked Questions	116	204	427	467	1214
Keeping Clean Water Clean & Reducing Mud: Managing Roof Runoff	126	164	234	200	724
Protecting Your Inve\$tment: Inspecting Your Septic System	144	190	201	182	717
What's Bugging You? Natural Insect Control for Small Acreages	65	228	226	143	662
Protecting Drinking Water: Simple Tips for Well Maintenance	104	162	153	175	594
Do You Qualify For Reduced Property Taxes? Current Use Taxation	114	150	134	151	549
Reduce Mud and Keep Water Clean: Sacrifice Areas	90	110	120	210	530
Water Quality Self-Assessment for Small Acreages	114	132	96	127	469
Manure Management: Strategies for Collection, Storage & Disposal	108	96	105	148	457
Certified Kitchens Fact sheet	179	103	103	106	388
Constructing Ponds and Water Features - What Does It Take?	61	70	59	73	263
Small Acreage Landowner Services Directory	49	72	19	20	160
Best Management Practices for Small Acreages	38	25	40	45	148
Community Supported Agriculture Brochure	30	26	0	0	56
Simple Steps To Protect Your Surface and Well Water	34	20	0	0	54
Information on Small Acreage Management - Resource List	0	0	0	0	0
Tips On Land & Water Management for Small Acreages in SW WA	0	0	0	0	0
Total Downloads	3101	4686	5407	5268	18359
Video Clips					
Manure Management	114	186	152	177	629
Reducing Mud on Small Acreages	8	15	6	12	41
Total Views	122	201	158	189	670
Website Visitors					
Small Acreage Web Page <i>Referred from other sites</i>	271	263	341	336	1211
Direct access/Bookmarked	159	112	197	208	676
BMP Video Web Page <i>Referred from other sites</i>	0	0	0	0	0
Direct access/Bookmarked	0	0	0	0	0
Living on the Land Web Page <i>Referred from other sites</i>	106	32	44	69	251
Direct access/Bookmarked	0	0	47	0	47
Total Visitors	536	407	629	613	2185

Issues and Recommendations

The Coordinator is hoping to continue this steady rise of download traffic by linking the Small Acreage website to other organizations and by building the program's web presence.

Deliverables

The Program tracked hits and downloads throughout the year and reference files were updated as additional materials were located.

Task 1b - Publications

Factsheets/Video Spots. Two scripts were drafted in collaboration with the Clark Conservation District for videos on livestock exclusion and off-channel watering systems and manure storage and composting. These two videos will be filmed and completed in early 2012.

Flying Changes Article. The coordinator is making contacts with model equine properties in Clark County in preparation for an article in early 2012.

Deliverables

No deliverables were completed for this task.

Issues and Recommendations

Due to changes in the coordinator position, the video spots and magazine article were delayed, but should be completed in early 2012.

Task 2 - Public Education & Outreach

Task 2a - Living on the Land: Stewardship for Small Acreages

The program completed the *Living on the Land: Stewardship for Small Acreages* (LOL) class series which ran from September 6 through November 22. The schedule (Table 2) included some changes from fall 2010, including: Aaron Henderson of Public Health replacing Tom Gonzalaz and Mike Williams for the wells and septic maintenance class, and Doug Stienbarger teaching managing animals to avoid negative impacts rather than Blair Wolfley. While 31 people enrolled, 19 participants graduated by attending at least 6 classes. Graduates included 15 who owned property. Four participants do not yet have property and are taking the course as preparation for buying small acreage property in the future. Over the course of 12 weeks (36 hours of instruction), nine registrants withdrew due to schedule changes, driving distance, and time constraints, while three never showed up to class.

Graduates received a small gift and a certificate of completion. When asked why they signed up for the class, participants cited property planning, improving pastures, improving drainage, weed control, well options, conserving forest and riparian areas, composting manure, and general knowledge about rural small acreage living.

Table 2: LOL Class Schedule

Date	Topic	Instructor(s)
9/6/11	What Do You Have & What Do You Want? Turning Dreams into Reality	<i>Doug Stienbarger</i> , WSU Clark County Extension
9/13/11	What Can You Do? Turning Dreams into Reality	<i>Doug Stienbarger</i> , WSU Clark County Extension
	Clark County Land Use Zoning and Codes	<i>Scott Melville</i> , Clark County Community Development
9/20/11	Getting Down and Dirty with Soil	<i>Gordon French</i> , LJC Feeds
9/27/11	Managing Animals to Avoid Negative Impacts	<i>Doug Stienbarger</i> , WSU Clark County Extension
10/4/11	What to Do About Weeds?	<i>Ron Hendrickson</i> , Clark County Vegetation Management
10/11/11	Managing Soil to Keep it Productive	<i>Dr. Craig Cogger</i> , Soil Scientist WSU Puyallup
10/18/11	Managing Grazing for Sustainable Pastures	<i>Gary Fredricks</i> , WSU Cowlitz Extension
10/25/11	Clark County Clean Water Program Overview	<i>Cary Armstrong</i> , Clark County Environmental Services Clean Water Program
	Small Farm Business Opportunities	<i>Dr. Charles Brun</i> , WSU Clark County Extension
11/1/11	How Grass Grows & Pasture Establishment and Renovation	<i>Gene Pirelli</i> , Forage and Livestock Specialist, OSU Polk County Extension
11/8/11	Protecting Household Drinking Water	<i>Aaron Henderson</i> , Program Manager, Environmental Health, Clark County Public Health
	Septic Maintenance	
11/15/11	Living With Wildlife	<i>Dean Longrie</i> , Clark Conservation District Chair
11/22/11	My Place on a Stream	<i>Jen Naas</i> , WSU Clark County Extension
	Focusing on Stewardship: Tying it Together <i>Graduation</i>	<i>Eric Lambert</i> , WSU Clark County Extension

Table 3: LOL Attendance

Eighty-five percent of course graduates attended at least 75% of the class sessions and four attended every session (Table 3), a similar proportion to previous classes which ranged from 56% to 88% of graduates attending at least 75% of the sessions. The average since 2003 is 76%.

Classes Attended	# Graduates	As % of Graduates
12	4	21%
11	3	16%
10	7	37%
9	2	11%
8	1	5%
7	2	11%
6	0	0%
Total	19	100%

Profile of LOL Graduates. Classes were held at the Extension office at the 78th Street Heritage Farm in Vancouver. Overall, residents from the southern parts of Clark County represented the largest number of participants with residents from the north and central areas making up the second and third most participants respectively (Table 4). One participant resided on the Cowlitz County side of Woodland.

Note: Four participants attended fewer than six classes.

Graduates manage 97.2 acres in Clark County in addition to 2.5 acres outside Clark County, averaging seven acres in Clark County, lower than any previous LOL class (Table 5). Average length of time residing on their land was similar to previous classes at 7.7 years. Thirteen of the fifteen graduates owned Clark County properties of 10 acres or smaller, which is also similar to past classes. Eighty-six

percent of graduate properties in Clark County (12 out of 14) have septic tanks on their property while 57% of properties have potable water wells (8 out of 14).

Table 4: Geographic Distribution of Graduates

Location		F03	S04	F04	S05	F05	F06	F07	F08	F09	F10	F11	City Totals
North	Amboy	0	3	4	5	1	3	3	1	2	0	1	23
	La Center	6	7	4	5	3	6	5	1	0	3	3	43
	Ridgefield	0	5	2	2	7	2	2	6	3	3	0	32
	Yacolt	0	6	0	0	1	7	3	0	1	1	1	20
	Woodland (Clark Co.)	0	0	2	2	1	2	2	3	0	0	0	12
	Subtotal	6	21	12	14	13	20	15	11	6	7	5	130
Central	Battle Ground	8	14	8	5	4	6	6	7	2	2	3	65
	Brush Prairie	2	4	5	2	0	0	2	3	4	0	3	25
	Subtotal	10	18	13	7	4	6	8	10	6	2	6	90
South	Camas	1	0	0	1	4	1	1	1	4	2	2	17
	Vancouver	4	3	2	3	3	2	2	4	5	5	3	36
	Washougal	2	1	3	0	1	3	6	0	0	4	2	22
	Subtotal	7	4	5	4	8	6	9	5	9	11	7	75
Out of County		0	0	4	2	2	1	0	5	2	5	1	22
Totals		23	43	34	27	27	33	32	31	23	25	19	317

Table 5: Graduate Property Characteristics**

Characteristics		F03	S04	F04	S05	F05	F06	F07*	F08	F09	F10*	F11**	Totals
# Graduates		23	43	34	27	27	33	32	31	23	25	19	317
# Properties		19	33	27	22	24	25	24	23	12	16	15	340
Ac Owned	Total Acreage	132.1	376.8	412.4	317.4	299.1	387.9	323.2	228.9	111.1	267.4	97.2	2953.5
	Avg Ac/Property	8.3	11.1	15.3	14.4	12.5	15.5	14.7	10	9.3	16.7	7	134.8
	Range (Ac)	2.5-35	2.5-82	2.3-80.2	5-68	1-60	1-79	2-41	1.6-49	0.8-45	1-67	0.2-25	
	< = 5 ac	7	13	11	7	7	8	13	12	8	6	8	100
	>5 - 10 ac	7	13	3	8	9	11	6	3	2	1	5	68
	>10 - 20 ac	1	5	5	4	4	2	1	6	1	3	1	33
	> 20 ac	1	3	8	3	4	4	3	2	1	5	1	35
Yrs On Land	Average	5.8	7.2	8.3	9.2	8.1	12	5.4	5.7	6	11	7.7	86.4
	Range	0.1-8.5	0-34	0-38	0-40	0.3-34	0.1-66	0-17	0-26	0.3-30	0.3-40	0.1-32	
Land with:	Septic System	14	31	25	21	23	24	22	22	10	10	12	214
	Well	11	27	25	17	21	23	20	16	9	11	8	188

** Understates total since not all graduates completed survey or provided all information.

* Excludes a 3 ac parcel outside Clark County.

* Excludes a 100 ac parcel outside Clark County.

** Excludes a 2.5 ac parcel outside Clark County.

Over half the 2011 graduates use land for pasture, vegetable production, landscape, wildlife habitat, orchard production, and/or lawn. These land uses typically constitute the most common land uses in all the class series (Table 6). Most graduates have lawn, but the largest acreages are in forest, wildlife, and pasture. Pasture accounts for the greatest amount of acreage used by graduates in all class series, with forest a close second.

Table 6: Types of Land Use On Graduate Properties

Land Use	Number of Graduate Properties (Ac)											Total	As % of Graduate Properties
	F03	S04	F04	S05	F05	F06	F07 ⁺	F08	F09	F10	F11		
Vegetable Production	12	26	23	13	17	17	16	17	9	11	12	173	72%
Orchard Production	7	20	17	10	10	13	15	14	5	10	10	131	55%
Landscape	12	20	15	10	11	12	9	14	2	4	8	117	49%
Wildlife	9	21	15	12	12	14	9	12	2	6	8	120	50%
Lawn	15	27	23	15	18	22	17	13	8	5	14	177	74%
Pasture	11	19	15	12	17	18	18	19	10	9	9	157	65%
<i>Acre</i> s*	22.5	32.5	73.0	57.5	53.1	65.2	80.5	31.0	7.9	53.7	22	498.9	
Hay	2	6	8	6	2	3	1	5	2	3	1	39	16%
<i>Acre</i> s*	2.0	39.0	18.0	23.0	5.0	12.0	n/a	51.8	5.0	8	1.9	165.7	
Forest	9	22	16	8	10	17	9	9	3	8	9	120	50%
<i>Acre</i> s*	29.0	25.5	30.0	8.0	28.0	116.5	106.3	11.5	15.3	54.6	20.2	444.9	

* Understates total since not all participants listed acreage.

+ One parcel accounts for 52 acres.

Forty-seven percent of graduates in the 2011 class own livestock (Table 7), primarily consisting of poultry (chickens). Since 2003, poultry, including ducks, chickens, geese, and wild fowl, comprise the most common type of animal owned, followed by alpacas, cattle, and horses. Since poultry manure contains high concentrations of nutrients relative to weight, it can pose an underappreciated danger to

Table 7: Numbers of Livestock Owned*

Animal	F03	S04	F04	S05	F05	F06	F07 ⁺	F08	F09	F10	F11	Totals
Poultry	86	112	792	65	40	44	44	108	137	86	58	1572
Alpacas	0	7	90	19	41	0	28	12	81	0	11	289
Cattle	3	90	23	68	9	43	0	15	0	24	0	275
Equine	27	28	25	8	53	18	15	21	14	7	23	239
Goats	3	28	4	0	2	73	21	12	48	16	11	214
Sheep	0	5	143	0	0	0	8	4	9	2	5	176
Swine	0	2	13	0	0	9	90	3	0	0	0	117
Llama	12	0	2	9	7	1	10	4	1	0	0	46
Rabbits	20	3	0	0	0	0	0	0	6	0	4	33
Donkey	0	0	2	4	4	2	2	1	0	4	0	19
Ostrich/ Emu	0	6	0	0	0	0	0	0	0	0	0	6
<i>Total</i>	151	275	1092	169	152	188	216	179	296	139	108	2965

* Understates total since not all participants provided numbers of livestock.

water quality. Educating landowners on manure management for these and other animals can help reduce the amount of nutrients introduced into stormwater runoff. Overall, the program has educated animal owners on how to best manage the manure from their 2,965 animals over the life of the program.

LOL Class Evaluations. Participants evaluated individual class sessions (Table 8) and the 12 week program as a whole (Table 9) (see Appendix F for evaluation forms). On a scale of one to five (five being the highest), participants indicated satisfaction with the course, ranking no class lower than 4.0 and all but three ranking 4.5 or above. The highest rated class was the wells and septic maintenance class presented by Aaron Henderson.

Table 8: LOL Evaluation Summary

Was the lesson:	Inventory 1	Inventory 2	Soils 1	Grass	Soils 2	Water Quality & Business	Grazing	Wildlife	Weeds	Well & Septic	Animals	Streams & Stormwater
Current?	4.6	4.8	4.9	4.6	4.9	4.8	4.9	4.3	4.8	4.8	4.6	4.7
Understandable?	4.5	4.6	4.6	4.6	4.6	4.8	4.8	4.4	4.6	4.9	4.6	4.8
Interesting?	4.5	4.6	4.7	4.5	4.6	4.8	4.9	3.6	4.5	4.9	4.4	4.8
Answer questions?	4.3	4.6	4.6	4.3	4.7	4.1	4.3	3.9	4.4	4.7	4.1	4.6
Learn new things?	4.2	4.4	4.7	4.6	4.7	4.4	4.6	3.9	4.6	4.9	4.2	4.4
Use the info learned?	4.4	4.7	4.8	4.4	4.8	4.2	4.1	4.1	4.8	4.7	4.1	4.6
Worth your time?	4.5	4.8	4.8	4.4	4.8	4.5	4.4	4.1	4.8	4.7	4.0	4.9
Average	4.4	4.6	4.7	4.5	4.7	4.5	4.6	4.0	4.6	4.8	4.3	4.7

When evaluating the entire course, participants stated they learned useful information and the classes answered most of their questions. They also thought the course length was about right, with only one person suggesting it was too short. Many indicated they would utilize the information learned to change practices on their land, such as composting manure, improving drainage, managing weeds, and improving pastures. Many participants also commented they felt much more knowledgeable about general land management practices and they appreciated the resources and tools provided.

Fall 2011 participants appreciated the information provided, as indicated in their comments below:

Table 9: Overall LOL Program Evaluation Summary

Evaluation Question	Average
What overall score would you give this program?	4.8
Did the program series answer most of your questions?	4.5
Did you learn useful information?	4.8
How much will you use this information to change your practices?	4.4
Average	4.7

“[LOL] helped me make better decisions about managing my land.”

“[I] loved this class.”

“Very high quality speakers.”

“I already have [recommended the class to others]!”

Publicity and Promotion. Participants learned about the class through several different sources (Table 10): 31% learned about the program from electronic sources (email and internet), 30% reported seeing press releases or paid advertisements in either *The Reflector*, *The Columbian*, or *The Camas/Washougal Post-Record*, while 39% heard about the program through events, word of mouth, or from another organization. The program also promoted the class through individual contacts, county programs, and other WSU lists. See Appendix A for announcements, paid advertisements, and flyers.

Table 10: How Participants Learned About the LOL Class Series

Source	No.	%
E-mail	5	22%
Other (CCEHC Directory, word of mouth, other organizations)	4	17%
Friends, family, and neighbors	3	13%
Reflector	3	13%
Columbian	3	13%
Small Acreage Events	2	9%
Internet (WSU Ext website, CraigsList)	2	9%
Post Record	1	4%
Total	23	100%

Deliverables

The program completed the *Living on the Land: Stewardship for Small Acreages* 12 week course and graduated 19 people.

Issues and Recommendations

The Coordinator hopes to promote the course at outreach events more this year to increase graduation numbers for 2012.

Task 2b - Wells and Septic System Maintenance Workshops

The program planned three workshops for 2011 (Table 11). The first workshop, held at the Dollar's Corner Fire and Rescue station on September 14, was the best attended and drew twenty-two of the thirty-two registered. The second workshop was held at Fire District #3 - Hockinson in Brush Prairie and was less well attended and attracted nine participants. The third workshop, which is part of the LOL class, was not heavily promoted to the public due to space constraints of at the 78th Street Heritage Farm conference room.

Table 11: Wells & Septics Workshop Attendance & Schedule

Date	Location	Time	Attendance
September 14	Fire & Rescue Station – Dollar's Corner	6:30 – 9 pm	22
October 12	Fire District #3 - Hockinson	6:30 – 9 pm	9
November 18	78 th Street Heritage Farm	6:30 – 9 pm*	3
Total Attendance			34

* Workshop as part of *Living on the Land* class series; members of the public invited, but limited to 15.

While the agenda remains similar to previous years' workshops, Aaron Henderson of Clark County Public Health instructed most of the workshop (Table 12). He presented on protecting household drinking water and septic maintenance and was among the highest rated speakers for the LOL curriculum.

Table 12: Wells & Septics Workshop Agenda

Time	Topic
5 min	<i>Introduction</i>
45 min	<i>Protecting Household Drinking Water</i> - Watersheds and water quality / Where does Clark County's drinking water come from / Testing Drinking Water / Protecting Well Water Supplies
	10 min BREAK
55 min	<i>Septic System Maintenance and Inspection</i> – System Components / How Systems Work / Types of Systems / Maintenance / Causes of Failure / Additives
5 min	<i>Evaluations</i>

Registration was unexpectedly low for the second workshop, probably because it followed the first workshop by less than a month. With the change in Coordinators, the program scheduled workshops to try and meet deliverables that had be delayed. Participants indicated they heard about workshops via e-mail, local newspapers, other Extension programs, and other Small Acreage Program events. The Coordinator distributes flyers at all Small Acreage Program workshops and outreach events (Appendix B).

In order to draw more participants to these workshops, the Coordinator offered a free coliform bacteria test from Addy Labs. The program secured reduced test fees from Addy Labs. Since high coliform counts can indicate a need for well protection, this draws people the class: test results are only released if participants attend class.

Attendees complete a written evaluation to provide feedback and rate the workshops. In general, attendees at the workshops indicated they appreciated the information provided and positively ranked the sessions, with an overall average ranking of 4.7 (with 5 being the highest) (Table 13).

Table 13: Well and Septic Workshop Evaluation Summary

Question	September 14	October 12	November 8
Do you intend to use any of this information?	4.6	4.9	4.7
Was this program understandable?	4.6	4.9	4.7
Did the program answer your questions?	4.5	4.9	4.7
Was this program worth your time?	4.6	4.9	4.7
Average	4.6	4.9	4.7
Participants	22	9	3
Evaluations completed (N)	18	7	3
<i>Percent completed evaluations</i>	82%	78%	100%

Participants' indicated the information provided in the workshops was helpful and their comments were consistent with numerical rankings they assigned:

“It motivated me to take action. I had no idea I needed to do these basic things, to check my well and septic.”

“Excellent speaker, excellent knowledge, good interaction.”

“Aaron’s willingness to listen and answer questions was very welcome.”

Attendees also assess their knowledge about topics before and after the workshop, using a scale of one to five: a response of one equals poor, two fair, three average, four good, and five excellent. The difference between participants’ knowledge before and after training indicates the change in their knowledge level resulting from information provided by presenters.

When asked to assess their knowledge level about topics before and after the workshop, most respondents indicated an increase of several levels in knowledge on the topics provided (Table 14). All respondents indicated a at least 1 level increase in their general knowledge of well and septic maintenance and at least 85% increased their knowledge in each topic. Seventy-four percent of respondents increased their knowledge about protecting their septic systems by two or more levels. At least 53% of respondents increased their knowledge two or more levels in each topic.

Table 14: Well and Septic Workshop - Change in Knowledge Level

Knowledge Area	Before and After Knowledge Change (As percent of respondents)					
	Same	1	2	3	4	N (NR)*
Knowledge of well & septic maintenance	0%	30%	37%	26%	7%	27 (7)
Keeping my drinking water healthy	15%	26%	30%	30%	0%	27 (7)
Protecting my septic system	11%	15%	44%	26%	4%	27 (7)
How my management practices impact clean water	15%	33%	37%	15%	0%	27 (7)

*N = number of responses; NR = no response

The November evening workshop combined an LOL class with public participation. Living on the Land participants evaluated (form in Appendix F) the well and septic session and ranked the session well, with no score below 4.7 on a scale of 1 to 5 with 5 being highest (Table 15).

Table 15: Living on the Land Evaluation Summary of Well and Septic Session

Was this lesson:	Ranking					Average Rank
	Low 1	2	3	4	High 5	
Current, up to date?				3	12	4.8
Understandable?				2	13	4.9
Presented in an interesting way?				2	13	4.9
Did the program answer all the questions you had?			1	3	12	4.7
Did learn new things?				2	13	4.9
Will you use the information learned?			1	2	12	4.7
Was this program worth your time?				4	11	4.7
All questions	0	0	2	18	86	4.7
Participants	18					
Evaluations Completed (as %)	15 (83%)					

Participant comments indicated they would change some of their management practices based on the information provided:

“[I will] move garden chemicals from my well house.”

“[I will] look for rodent activity in my well shed and clean it out too.”

“[I plan to] test my water regularly.”

Deliverables

The program completed all three of the planned workshops and met the overall expected attendance.

Issues and Recommendations

In 2012, the Coordinator will spread the three workshops out more evenly throughout the year. This should improve attendance for the second and third workshops.

Task 2c - Best Management Practices Workshops

The Coordinator organized two workshops in 2011 which attracted 26 participants. The original coordinator for 2011 failed to organize any BMP workshops in the first 3 quarters. To fulfill the BMP workshop requirements as stated in the scope of work and to satisfy the attendance levels needed for speaker cooperation, the replacement Coordinator opened up the LOL Pasture Establishment and Renovation class to the public. Nine members from the public joined the workshop. In order to reach a broader small acreage audience, the Coordinator presented a workshop focusing on ‘sustainability’ and BMP’s landowners can easily implement on small acreage properties to enhance their property and lifestyle while being good stewards of the land. The workshops provided an overview of BMP’s related to soil and water management and protection, while also serving as an introduction to the Small Acreage Expo and Living on the Land class series.

Accurate data for the pasture workshop is not available because the Coordinator did not hand out the correct BMP workshop evaluations to the public participants and did not separate the evaluations from LOL participants and those from the public. The workshop drew 9 people and focused on grazing management, seeding techniques, tilling, types of forage, and fall and winter management practices. Gene Pirelli of Oregon State University Extension instructed the workshop.

Evaluation. Workshop participants rated the program well with no rating below 4.2 on a scale of one to five, with five being the highest (Table 16).

Table 16: Evaluation Summary for Sustainable Small Acreage Living Workshops

Question	12-Oct*	1-Dec	Total
Do you intend to use any of the info provided?	4.9	4.4	4.6
Did you learn something new or how to do others differently?	4.6	4.6	4.6
What overall score would you give this event?	4.2	n/a	4.2
Overall, was this program worth your time to attend?	n/a	4.4	4.4
Average	n/a	4.7	4.4
Participants (n)	9	17	26
Evaluations completed (<i>as %</i>)	n/a	14 (82%)	14 (54%)

**Averages represent participants from public and LOL*

Participants also assessed their knowledge about four key topics presented during the *Sustainable Small Acreage Living* presentation, using a scale of one to five: a response of one equals poor, two fair, three average, four good, and five excellent. The difference between participants' knowledge before and after training indicates the relative change in their knowledge level resulting from information provided.

For the workshop, 86% indicated at least a one level increase in knowledge on protecting and managing soil (Table 17). Participants increased their knowledge most about goal setting and taking a whole property view, with 93% reporting one or more levels of increased knowledge. Eighty-six percent of respondents indicated at least a one level increase in knowledge about utilizing drainage to manage and protect water. Between 49-79% of respondents increased their knowledge at least two levels on all topics.

Table 17: Sustainable Small Acreage Living Workshops - Change in Knowledge Levels

Knowledge Area	Before and After Workshop Knowledge Change (As percent of respondents ⁺)					
	Same	1	2	3	4	N (NR) *
Goal setting and taking a whole property view	7%	29%	36%	29%	0%	14 (3)
Protecting and managing soil on your property	7%	14%	43%	29%	7%	14 (3)
Utilizing drainage to manage and protect water on your property	14%	29%	36%	14%	7%	14 (3)
Controlling invasive plants and using native plants	21%	29%	21%	14%	14%	14 (3)

* N = number of responses; NR = no response

+ May not equal 100% due to rounding

Compared to other sections, the section on controlling invasive plants is briefer and may explain why 21% of respondents indicated no increased knowledge. The Coordinator did refer participants to the proper agencies that can assist with weed management strategies.

Promotion. The program promoted the pasture establishment and renovation and sustainable living workshops through paid advertisements, the Small Acreage Facebook page, Craigslist advertisements, press releases, e-mails to WSU listservs, and fliers provided at other events (Appendix C).

Deliverables

The program completed two of the three proposed BMP workshops with 26 people attending.

Issues and Recommendations

The Coordinator will spread out the BMP workshops more evenly throughout the year in 2012 and also plan them to follow outreach events to increase attendance.

Task 2d - Outreach Events and Promotional Activities

Clark Conservation District Plant Sale. The Clark Conservation District held their annual plant sale February 25 through 27 at the CASEE Center in Brush Prairie where the Small Acreage Program provided flyers promoting upcoming events, including the Small Acreage Expo.

Small Acreage Exposition. The sixth annual *Small Acreage Expo* took place Saturday, April 16th, at Brigands HideOut in Battle Ground and attracted 55 participants. Participants selected from four sessions with three concurrent classes (Table 18). Eleven speakers presented on 12 different topics, weed management, drainage installation, septic systems, proper soil amendments, current use taxation, and pasture management. Several sessions provided participants with hands-on opportunities, tours, and demonstrations.

Table 18: Small Acreage Exposition Schedule

	Time	Session	Title	Speaker(s)
Session A	9:00 to 10:15	A1	Get the Lowdown on Lime	Gordon French, LJC Feeds
		A2	Alternative Energy for Small Acreages	Sam Walker, Clark Public Utilities District
		A3	Septic Systems, What's Going On Down There?	Robert Sweeney, Environmental Management Systems, Inc.
Session B	10:20 to 11:35	B1	Selecting the Right Hay	Gary Fredricks, WSU Cowlitz County Extension
		B2	Weed Management on Small Acreages	Ron Hendrickson, Clark Co Vegetation Mgmt
		B3	It's All French to Me! Installing Drainage	Seth and Steve Kenworthy, Drainage Masters
Lunch	11:40 to 12:20		LUNCH w/Dog Herding Demonstrations	Brigands Staff and Volunteers
Session C	12:25 to 1:40	C1	Pasture Evaluation and Management	Gene Pirelli, OSU Polk County Extension
		C2	Streamside Property Management	Lynn Cornelius, Friends of Ridgefield National Wildlife Refuge
		C3	Farm Tour: Management In Action	Nancy Ward, Brigands HideOut
Session D	1:45 to 3:00	D1	Pasture Assessment: Hands-On Tour	Gene Pirelli, OSU Polk County Extension
		D2	Current Use Taxation	Sherry Daubert, Clark County Assessor's Office
		D3	Backyard Chickens	Brenda Wilson, Brenda's Heirloom Hens

Participants received check-in packets of handouts on small acreage property management, a schedule of Expo classes (Appendix D), information on upcoming events, and program promotional materials. Registration was free, but registrants could purchase boxed lunches for \$10 from a local caterer. The Small Acreage Program provided free snacks, coffee, tea, and drinking water. The Coordinator arranged for five organizations and one business to set up informational displays or provide informational materials.

Thirty-three participants submitted evaluations for the event as a whole, a return rate of 60% (Table 19). Once again, offering door prizes in exchange for completing evaluations likely contributed to this high return rate. Respondents rated the program overall an average of 4.6, with no ranking below 4.3 on a

Table 19: Overall Event Program Evaluation

	Average	N (NR)*
What overall score would you give this event?	4.6	31(24)
Do you intend to use any of the information provided?	4.7	32(23)
Did you learn something new or how to do others differently?	4.7	30(25)
How much will you use this information to change what you do on your land?	4.3	31(24)
Overall Average	4.6	
Attendance	55	
Evaluations Completed (n)	33	
Returned Evaluations	60%	

*N = number of responses; NR = no response

scale of one to five, five being the highest. Of those participants that completed an event evaluation, 94% indicated they would recommend the program to others.

Individual Expo Sessions. The individual classes were evaluated for general program quality only. These classes were well received, with only one class, *Installing Drainage*, rated below an average of 4.0 on a scale of one to five (Table 20). The classes *Get the Lowdown on Lime*, *Pasture Management*, *Weed Management*, and *Backyard Chickens* ranked the highest. Evaluations for *Pasture Assessment: Hands-On Tour* and *Selecting the Right Hay* were mistakenly not collected.

Due to the open nature of the classes, participant counts cannot be accurately made and often the evaluations returned are so few that no general interpretations can be drawn. For the participants who responded, the Expo appears to provide information they are interested in and find valuable.

Gordon French returned again this year to present about appropriate timing and quantities of applying fertilizers and limes to local pastures, and he continues to provide a high quality presentation that provides the information landowners are looking for. The overall rating for his presentation was the highest at 5.0.

Sam Walker presented participants with information about feasible alternative energy and energy efficiency options in Clark County. Participants were surprised to find that investing in energy efficiency is more cost effective than solar thermal, solar PV or wind power. The overall rating was 4.6.

Bob Sweeney provided an overview of how different septic systems work and some rules to keep them functioning correctly. Participant remarks indicated that they were pleased to learn how a system works, but would like to know more about inspection and maintenance. The overall rating was 4.5.

Gary Fredricks' presentation on hay and animal nutrition was the least attended presentation of the day, attracting only six participants. The coordinator feels the title of the presentation as well as the high interest, and attendance, in the other two concurrent classes may be the cause. Unfortunately, the evaluation forms were not transferred to Gary upon his check-in, and therefore were not provided to the participants.

Weed identification and management was again presented by Ron Hendrickson of Clark County Vegetation Management. Participants noted seeing samples of weeds as the most informative part of

the class, and it was also suggested that handouts on weed identification be provided. The overall rating for his presentation was the third highest at 4.9.

Steve Kenworthy of Drainage Masters, a local landscaping and drainage installation business, provided an interactive and hands-on presentation to attendees on how to utilize different types of drainage installations to manage roof runoff. Although this session attracted the most participants (27), it was the only session to receive an overall rating below 4.0. This may be due to the substitution of Steve in place of Seth Kenworthy, who's casual and easy demeanor was appreciated by attendees in past years. In general, participants found the description of options available to them to be the most informative part of the class. As with other classes, participants would like more information regarding do-it-yourself projects.

Gene Pirelli of OSU extension covered two classes. In the first class, Gene covered pasture evaluation and management and then followed with a hands-on tour of pasture assessment. The evaluations showed that Gene's presentation was easy to follow and that the most important information revolved around minimum grazing height. The overall rating for Gene's pasture management presentation ranked fourth at 4.9. Evaluations for the hands-on tour were not collected, most likely due to the outdoor nature of the tour.

Lynn Cornelius of the Friends of Ridgefield National Wildlife Refuge provided a presentation titled *Streamside Property Management*. While Lynn's presentation was well received and identified issues of riparian

Table 20: Expo Individual Session Evaluation Summary

Expo Session	Did this session:	Average	N (NR)*
Lime	Make sense to you?	5.0	11(6)
	Keep/maintain your interest?	5.0	
	Answer your questions?	5.0	
	Average	5.0	
Alt Energy	Make sense to you?	4.8	4(16)
	Keep/maintain your interest?	4.8	
	Answer your questions?	4.5	
	Average	4.7	
Septic Systems	Make sense to you?	4.7	9(2)
	Keep/maintain your interest?	4.4	
	Answer your questions?	4.7	
	Average	4.6	
Weed Id and Management	Make sense to you?	5.0	8(11)
	Keep/maintain your interest?	4.9	8(11)
	Answer your questions?	4.9	7(12)
	Average	4.9	
Drainage	Make sense to you?	4.1	11(6)
	Keep/maintain your interest?	3.7	11(6)
	Answer your questions?	3.5	10(7)
	Average	3.8	
Pasture Management	Make sense to you?	4.9	15(6)
	Keep/maintain your interest?	4.9	
	Answer your questions?	4.9	
	Average	4.9	
Riparian Management	Make sense to you?	4.9	10(4)
	Keep/maintain your interest?	4.8	10(4)
	Answer your questions?	4.4	9(5)
	Average	4.7	
Farm Tour	Make sense to you?	5.0	1(6+)
	Keep/maintain your interest?	5.0	
	Answer your questions?	5.0	
	Average	5.0	
Current Use Tax	Make sense to you?	4.9	9(4)
	Keep/maintain your interest?	4.8	
	Answer your questions?	4.8	
	Average	4.8	
Chickens	Make sense to you?	5.0	14(2)
	Keep/maintain your interest?	5.0	
	Answer your questions?	4.9	
	Average	5.0	

*N = Number of respondents; NR = estimate of non-respondents, based on registration for each session which may not reflect total attendance in each session.

** Evaluations were not collected from Pasture Assessment: Hands-on Tour or Selecting the Right Hay

management, evaluations showed that some participants were looking for more information on how to take steps to improve riparian areas themselves. The overall rating for the presentation was 4.6.

Brigands HideOut owner Nancy Ward once again provided participants with a tour of the BMP's she has implemented on the property to manage roof runoff, reduce mud, and protect water quality. Although the overall ranking was 4.8, only one evaluation was collected. Unfortunately, this will be the last time Nancy will host the Expo since she has put Brigand's Hideout up for sale.

Sherry Daubert of the Clark County Assessor's Office provided information to participants on current use taxation. Participants found the information useful and understandable and rated the overall session at 4.7.

Brenda Wilson, proprietor of Brenda's Heirloom Hens, provided a class on raising chickens. With encouragement from the Coordinator, Brenda abandoned her PowerPoint presentation and instead led a more hands-on class that the participants enjoyed and found very informative. The overall ranking of her presentation was second highest at 5.0.

Evaluation return rates were low for all sessions, which has been a trend throughout the years the Expo has been held. A possible solution to this might be to provide door prize tickets to participants for every evaluation they turn in. Thus, the more evaluations they turn in, the greater their chance of winning a prize. The Coordinator will examine doing this for next year's event.

Nineteen respondents indicated they would change their strategies for managing runoff, riparian areas, weeds, and/or pastures within a year as a result of what they learned at the Expo:

"[I'm] going to pay more attention to noxious weeds."

"[I will] look into planting riparian vegetation and also into the energy analysis from Clark County."

"[I'll begin] clearing out creek and restoring natural species of plants."

"[We will] implement better drainage and improve our chicken operation."

Promotion. The Coordinator distributed flyers at outreach events, workshops, farm supply stores, and veterinarian offices; sent e-mails to all WSU Extension listservs; and posted the Expo program and registration on the WSU Extension and Small Acreage web pages. Paid advertisements were placed in *The Reflector* in late March and early April. Press releases were submitted to all local media (Appendix D).

Home and Garden Idea Fair. The Coordinator partnered with the Watershed Stewards and Environmental Service's Canines for Clean Water programs to create a display at Clark Public Utilities' Home and Garden Idea Fair. In addition to illustrating key BMPs, the display also advertised the Small Acreage Program's class and workshop offerings, provided factsheets, and signed people up on the listserv.

Veterinarian and Farrier Outreach. Due to the departure of the Coordinator, no action was taken to build relationships with veterinarians or farriers. The Coordinator will work to reconnect with this group and provide educational resources that they can distribute to their clients in 2012.

Harvest Celebration. The 13th annual Clark County Harvest Celebration took place on Saturday September 17th from 10 am to 3 pm. The event showcased nine farms, including four signage properties. Staff promoted the event using the WSU Extension website with a Google Map featuring participating farms, e-mail lists, and press releases. Due to rainy weather, attendance was somewhat lower than many previous years (Table 21). All of the farms had volunteers to count cars and participants so attendance numbers should be mostly accurate. Every farm also displayed a poster highlighting its features and each of the three clean water signage farms displayed an additional poster highlighting the BMP's they have implemented on their properties.

The Coordinator publicized the event using WSU Extension listservs, the Small Acreage program Facebook page, with ads in the *Reflector* and the *Post Record*, press releases to the *Columbian*, the *Oregonian*, the *Reflector*, and the *Post Record*, and at other Small Acreage program events.

Table 21: 2011 Harvest Celebration Attendance

Farm	Visitors	Multiple Farm Visitors
Northwest Organic Farms	175	11
Compass Rose Alpacas*	81	0
Storytree Farm*	68	32
Bi-Zi Farms	57	31
Kunze Farms	39	15
Conway Family Farms*	35	13
Linda's Dahlias & More	33	7
Rusty Grape Vineyard	25	4
Livingston Mountain Alpacas*	13	0
Total	526	113

* Farms with clean water signage.

Deliverables

All the deliverables were met except the veterinarian and farrier outreach, which did not take place.

Issues and Recommendations

The Coordinator will examine other incentives to encourage participants to complete and return all evaluations since low return rates persist for individual session evaluations of the Small Acreage Expo. The event will also need a new home for next year as the perennial host for the Expo has put her farm up for sale. The Coordinator will be looking to other model/merit property owners to fill the vacancy.

Although the display is staffed with volunteers to answer questions that HGIF attendees may have, the Watershed Stewards are not always aware of issues related to small acreage management. The Coordinator recommends cross-training the Watershed Stewards volunteers in small acreage issues.

The veterinarian and farrier outreach should be started early in 2012. A brochure listing upcoming program events, workshops, and resources will be created for professionals in these industries to hand out to clientele.

For the Harvest Celebration, a schedule of each farm's activities would be helpful for participants to plan the farms they want to visit.

Task 2e - Outreach Database

The Coordinator continues to utilize returned mail from the first quarter mailings to update the Small Acreage database. The e-mail listserv is updated as needed, based on sign ups received at outreach events, workshop, and class registrations; and requests for removal.

Deliverables

The outreach database and e-mail listerv were updated throughout the year as needed.

Issues and Recommendations

There are none.

Task 3 - Model Small Acreage Properties

Task 3a - Property Tours

The program completed one out of three planned tours demonstrating sound management practices that minimize surface water pollution and improve overall property aesthetics. The tour provided a casual, peer-to-peer learning environment which promotes acceptance and understanding of information about BMP implementation.

The Coordinator promoted tours through flyers at program events, the listserv, other WSU program listservs, paid advertisements, press releases to local newspapers, a listing on Craigslist, and press releases (Appendix E).

Due to a coordinator change at the end of 2010, no tours were scheduled until August 20th. The first planned small acreage tour at Circle R Ranch, was cancelled by owners Butch and Sheila Reynolds due to a reported lack of preparation and unsatisfactory property condition.

The second tour took place on October 1st and was hosted by Peggy Sue and Owen Snoey of True North Alpacas in La Center. Eight people turned out for the tour and saw management practices such as IPM, drainage solutions, sacrifice area footing, composting, manure management, and fencing.

The third tour, scheduled for October 15th at Conway Farms, was also cancelled by the landowner, Lorrie Conway, due to unforeseen time constraints.

Evaluation. Only 5 participants returned evaluations, partly due to a couple that had to leave early. Participants rated the tour comparatively low, with 3.6 overall on a scale of one to five, with five being highest (Table 24).

Table 24: Evaluation Summary for Small Acreage Tour

	1-Oct
Do you intend to use any of this information?	3.4
Did you learn something new or how to do other differently?	3.4
What overall score would you give this tour?	4.0
Average	3.6
Participants	8
Evaluations Completed	5 (63%)

When asked to assess their change in knowledge about four key topics covered at the tours, 80% of the respondents showed at least a one level increase in knowledge about pasture management, manure

management, and controlling and managing runoff (Table 25). Discussion throughout the tours by the Coordinator and landowners highlighting the importance of BMP's for water quality protection led to all of the respondents increasing their knowledge for this topic at least one level.

Table 25: Small Acreage Tours - Change in Knowledge Levels

Knowledge Area	Before and After Tour Knowledge Change (As percent of respondents*)					
	Same	1	2	3	4	N (NR)*
Knowledge of pasture management	20%	20%	40%	20%	0%	8 (3)
Knowledge of manure management	20%	40%	0%	40%	0%	8 (3)
Controlling and managing runoff	20%	40%	20%	20%	0%	8 (3)
How management practices impact water quality	0%	80%	0%	20%	0%	8 (3)

* N = number of responses; NR = no response + May not equal 100% due to rounding

Participants commented they would implement some of the best management practices discussed at the tours on their own properties and found them to be informative:

“[I liked] seeing theory put into action.”

“[I plan to address] runoff, water management and add French drains.”

“[I plan to implement] rain barrels, French drains and foot baths (to control bio transmission among livestock).”

Deliverables

One of the three tours was given.

Issues and Recommendations

The Coordinator who began the 2011 year did not schedule any farm tours until the third quarter. This created a problem when the landowners canceled near the scheduled date of the tour. The incoming Coordinator was not able to schedule more tours in the short amount of time during the fourth quarter due to time constraints and the busy holiday season.

The Coordinator will schedule farm tours more evenly throughout 2012. In order to increase attendance, the tours will also be scheduled to follow outreach events in the spring and fall so that they can be promoted better.

Task 3b - Signage Recognition

The Coordinator highlights the signage recognition program at all property tours and BMP workshops. Requests for those landowners interested in participating in the program are also solicited at the Expo and all other outreach events. Referrals are also received from the Clark Conservation District. Requests are also made annually to the small acreage listserv and former LOL graduates.

The Coordinator conducted one site visits to a local property. That one property qualified for signage: a small property in Ridgefield. The landowner has not yet picked up their sign yet.

The proposed 2011 calendar was not completed due to time limitations. A calendar will be created for 2013 before the end of the 4th quarter. The calendar will provide quick tips and information about how other landowners can easily implement the BMP's on their own property and protect water quality. Calendars will be distributed to participants at the Small Acreage Expo, Living on the Land class series, BMP workshops, and property tours. The Coordinator will also seek out other locations and groups to handout the calendars, including realtors who sell small acreage properties, veterinarians, farriers, feed stores, and other retail outlets where small acreage landowners may frequent.

Deliverables

The program was able to award one out of the eight required properties with a sign.

Issues and Recommendations

The calendar highlighting signage properties has been delayed until 2012; it is anticipated this project will be completed by November 2012.

Despite promoting the signage program at workshops, tours and other program events, the program may have saturated interest in signs among the program's current clientele (primarily the LOL participants). An informational flyer or brochure about the program may help reach non-program participants, in addition to more personal contact with small acreage groups. A way to incentivize the signage program is will also be examined in 2012.

Landowners appear apprehensive about their ability to qualify for the program, when it is described to them. Many have been reluctant to have someone come and take pictures of their properties. A brochure outlining basic criteria may help to bolster participation by showing that it is an attainable goal. Additional promotional methods that work to allay these concerns will be examined in 2012.

Task 4 – Small Farms Outreach

Task 4a - Agricultural Entrepreneurship

The program organized an *Agricultural Entrepreneurship and Business Planning* class series based on previous classes in 2008, 2009, and 2010 (Table 26). The syllabus closely matched that of 2010, with the addition of a segment on labor options for small farms taught by the Washington State Department of Labor and Industries. Participants learned about business planning, marketing methods and opportunities, and how to develop or expand a small farm business. Students produced a completed business plan by the last class and presented their business plan to the class on the final evening. Farmers and small business people served as guest speakers, bringing valuable practical experience to the class. The ten-week class series began March 8th and ended May 10th.

The Coordinator distributed flyers at the Clark Conservation District Plant Sale, sent e-mails to the Small Acreage listserv, submitted press releases to local media, and posted the class on the WSU Clark County Extension Events Calendar. Paid advertisements were unnecessary since the class reached capacity almost immediately.

While thirty-eight people registered, 30 participants representing 21 properties attended at least seven of the ten classes, meeting the graduation requirement (Table 27). Five of the original 38 participants

withdrew from the class series due to time conflicts and issues with work. The remaining three participants were unable to attend as many sessions as they planned. Current farm businesses, time conflicts, work, and family issues led to their inability to attend.

Table 26: Agricultural Entrepreneurship Course Schedule

Date	Topic	Instructor(s) & Guest Speakers
Mar 8	Introduction - Business Planning Basics <i>Vision, goals & mission statement</i>	Instructor: Matt Vesh, WSU Clark County Extension
Mar 15	Product and Industry Description <i>Research Methods</i> Business Structures	Instructors: Marianne Bash, WSU Vancouver Library and Matt Bisturis, Schwabe, Williamson and Wyatt
Mar 22	Market Analysis: Consumer Trends From Vine to Wine	Instructor: Karina Gallardo, WSU Tree Fruit Research and Extension Center Guest Speaker: Michele Bloomquist
Mar 29	Marketing: Direct Marketing Options The Changing Family Farm	Guest Speakers: Anne Lawrence, Storytree Farm CSA and Bill Zimmerman, Bi-Zi Farms
Apr 5	Marketing: The 5 P's Managing & Marketing the Small Family Farm	Instructor: Erin Harwood, Clark College Guest Speaker: Lorrie Conway, Conway Family Farms
Apr 12	Management and Operations: Insurance A Biodynamic Education Farm	Instructor: Kris Greene and Bob Cosgrove, Country Co. Guest Speaker: Jacqueline Freeman, Friendly Haven Rise Farm
Apr 19	Management and Operations: Risk Management Tax Reporting and Payroll	Instructor: John Nelson, Western Center for Risk Management Education, WSU Extension Instructor: Barb Funk, Battle Ground Business & Tax Service
Apr 26	Management and Operations: Regulations Labor Options for Small Farms	Instructors: Mike Tokos and Ken Knittle, WSDA Food Safety Program Instructor: Katherine Dean, Washington State Department of Labor and Industries
May 3	Financing: Record Keeping & Basic Budgets	Instructor: Lorrie Conway, CPA
May 10	Graduation Celebration Present finished business plans	Instructors: Students

Table 27: Agricultural Entrepreneurship Attendance

Classes Attended	# Participants	As % of Participants
10	11	29%
9	5	13%
8	8	21%
7	6	16%
6	1	3%
5	1	3%
4	2	5%
3	1	3%
2	1	3%
1	2	5%

Nine (30%) graduates currently run small farm businesses on their property, including livestock for food and fiber, nursery stock, cut flowers, timber, produce, tractor services, and a winery. Thirty-seven percent of the farms are located south Clark County, 30% are located in north Clark County, 10% located in central Clark County, and 23% are located in southwest Washington, but are outside Clark County (Table 28).

Throughout the course, participants are asked at the end of each class to assess their change in knowledge of the night's topics before and after the class. The Coordinator encourages students to submit their evaluations immediately after the class session, but also accepts any evaluation throughout the course, and provides reminders at the end of each class to submit any evaluations.

Table 28: Geographic Distribution of Farms

Area	City/Town	Graduates	Area
North	Amboy	2	9
	La Center	2	
	Ridgefield	2	
	Woodland	0	
	Yacolt	3	
Central	Brush Prairie		3
	Battle Ground	3	
South	Camas		11
	Vancouver	9	
	Washougal	2	
Out of County	Kalama	4	7
	Longview	2	
	Onalaska	1	

Overall, participants rated classes well, with no average score below 4.4 on a scale of one to five, with five being highest (Table 29). Participant comments indicate they enjoyed the course sessions and learned valuable information for planning their business:

"Yes [I would recommend this class] – I enjoyed the lectures and general information sharing [from] farms and business that I would not have had access to so easily."

"Since we are just starting out we can begin without as many mistakes as we would have otherwise"

"[The business plan we created] provides a structure for both of us to help keep us focused as we discuss our projects."

"I thought the entire program was great and would not change a thing."

"[The best part of the program was hearing about] farmer's real life experiences."

Table 29: Agricultural Entrepreneurship Evaluation Summary

	Planning Basics	Product/ Industry	Market Analysis	Marketing I	Marketing II	Taxes & Payroll	Risk Mgmt.	Regulation	Budgeting
Use any of this info?	4.9	4.4	4.6	4.5	5.0	4.9	4.6	4.6	4.8
Learn something new?	4.4	4.7	4.5	4.9	5.0	5.0	4.8	4.5	4.9
Overall score give session?	4.1	4.1	4.4	5.0	4.7	4.9	4.5	4.2	4.7
Average	4.5	4.4	4.5	4.8	4.9	4.9	4.6	4.4	4.8

Throughout the course, participants were asked at the end of each class to assess their change in knowledge of the night's topics before and after the class (Table 30). The number of evaluations submitted by participants dropped off quickly after the third week of class. The Coordinator encourages students to submit their evaluations immediately after the class session, but also accepts

Table 30: Agricultural Entrepreneurship Knowledge Change Evaluation Summary

Class Session	Knowledge Area	Before and After Knowledge Change (As percent of respondents ⁺)					
		Same	1	2	3	4	N (NR)
Business Planning Basics	Importance of business planning	27%	64%	5%	5%	0%	22 (14)
	Components of a business plan	18%	36%	41%	5%	0%	22 (14)
	How to develop your business' mission statement	27%	41%	18%	9%	5%	22 (14)
	Identifying & prioritizing your business goals	14%	48%	38%	0%	0%	21 (15)
Product & Industry Description	Creating a product/service description	38%	38%	0%	25%	0%	8 (20)
	Researching the industry of your selected farm business	25%	25%	0%	38%	13%	8 (20)
	Range of business organizational structures available	38%	13%	0%	50%	0%	8 (20)
	Determining the structure appropriate for your farm business	13%	25%	13%	50%	0%	8 (20)
Market Analysis	Identifying consumer preferences, values and demographics	14%	43%	29%	10%	5%	22 (9)
	Evaluating your potential market	14%	33%	48%	0%	5%	22 (9)
	Identifying the value of your product/service	33%	43%	19%	0%	5%	22 (9)
	Resources for assessing your market plans	14%	43%	33%	5%	5%	22 (9)
Market Options	Direct marketing alternatives available	19%	19%	38%	25%	0%	16 (15)
	Advantages & disadvantages of direct marketing options	31%	19%	19%	25%	6%	16 (15)
	Intermediary (non-direct) options	31%	19%	25%	25%	0%	16 (15)
	How to add value to a farm product	19%	44%	6%	25%	6%	16 (15)
The 5 P's	How to effectively price your product/service	33%	11%	33%	11%	11%	10 (22)
	Determining what type of packaging works best for your product/service	22%	22%	33%	11%	11%	10 (22)
	Different methods of promoting your product/service	22%	22%	22%	22%	11%	10 (22)
	Common pricing strategy mistakes	11%	33%	33%	11%	11%	10 (22)
Insurance	Liability insurance options for farm businesses	0%	33%	56%	11%	0%	9 (18)
Taxes and Payroll	Registering your business w/ appropriate agencies	10%	20%	0%	40%	30%	12 (20)
	Getting appropriate licenses for your farm business	10%	0%	40%	30%	20%	12 (20)
	Worker's compensation for farm businesses	0%	22%	22%	22%	33%	11 (21)
	Taxes farm businesses are required to pay	0%	0%	50%	20%	30%	12(20)
Risk Mgmt.	Crop insurance options available	0%	17%	33%	42%	8%	12 (18)
	Risks in operating a farm business	0%	25%	33%	33%	8%	12 (18)
	Risk management alternatives/options	0%	33%	25%	25%	17%	12 (18)
	Tools for managing risk when running your business	0%	18%	36%	27%	18%	11 (19)
Regulations	Key regulations for farm businesses in Washington	14%	14%	36%	21%	14%	14 (12)
	How to find regulations that apply to your specific farm business	14%	21%	29%	21%	14%	14 (12)
	Who to contact for inspections for licensing/regulations	14%	29%	21%	21%	14%	14(12)
	Getting your farm to meet regulations	29%	0%	36%	21%	14%	14 (12)
Finances & Record keeping	How to complete a breakeven or sensitivity analysis	18%	45%	18%	9%	9%	11 (13)
	How to create a cash budget	27%	45%	0%	18%	9%	11 (13)
	Adding your cash budget to the sensitivity analysis	30%	40%	0%	20%	10%	10 (14)
	Creating a basic budget and chart of accounts	27%	45%	0%	18%	9%	11 (13)

* N = number of respondents; NR = non-respondents. + May not equal 100% due to rounding

any evaluation throughout the course, and provides reminders at the end of each class to submit any evaluations.

For all sessions, at least 62% of respondents indicated one or more levels of change in knowledge. Similar to last year for the Risk Management and Insurance sessions (broken into two separate

classes due to scheduling conflicts), 100% of respondents indicated at least one increase in knowledge level regarding tools and options for managing risk in their small farm business, identifying risks in operating a farm business, liability insurance options for farm businesses, and crop insurance. Overall, the Risk Management and Insurance sessions had the greatest percent knowledge change across the topics.

Participants were asked to fill out a survey at the final class, evaluating the entire class series (Table 31). Six responded (20% of the 30 graduates). Overall they ranked the class well, rating the series a 4.5 on a scale of one to five, five being highest. They also indicated the series answered most of their questions while also providing them with information that will be useful and helpful with their farm business. The response rate 20% is likely due to the last class running over time, so that many participants left without filling out the final class survey.

Table 31: Overall Agricultural Entrepreneurship Evaluation Summary

	Average
What overall score would you give this series?	4.5
Did the class series answer most of your questions?	4.3
Did you learn useful/helpful information?	4.5
How much will you use this information to help shape your agricultural business?	4.5

Issues and Recommendations

Although many of the students continued to attend class well into the growing season, many expressed the wish that the class had taken place during winter months. In addition, the classes usually ran longer the scheduled 3 hours per class session due to the many questions from the students. To provide a more timely and concise class, the class series should run from January to March, and the number of participants should be limited to no more than 30.

Task 4b - Small Farm Workshop

The Coordinator did not schedule a water rights workshop in 2011. Planning for a water rights and rainwater harvesting workshop began in the 4th quarter of 2011 and the event is scheduled for January 28th, 2012.

Deliverables

The scheduling of a water rights workshop in 2011 was delayed until early 2012.

Issues and Recommendations

Due to time constraints and a Coordinator switch in 2011, this task was delayed until January 28th. The workshop will combine a presentation on water rights with a other presentations on grey water use and rain water harvesting.

Task 5 – Americorps Placement

The Small Acreage Program Coordinator and the Watershed Stewards Program Coordinator collaborated on a proposal to hire an AmeriCorps member for the 2011 program year. The AmeriCorps member started his service mid-February and continued until September 27th, when he was appointed to fill the position of the outgoing Small Acreage Program Coordinator. He completed some of the deliverables, but worked much more on Watershed Stewards projects for nearly half that time as that coordinator was out on maternity leave.

Task 5a – Promoting Model Properties

A Google map featuring model eight model properties was created. The map will feature only those properties whose owners agree to participate. For each property photos were included, allowing visitors to see key BMPs that have been implemented on the property. Links to program factsheets and videos are being added to allow users to learn more about the BMPs that are illustrated on the map. It has not been posted on the Small Acreage website yet as it is still undergoing improvements. (<http://maps.google.com/maps/ms?msid=202672449512612781564.0004a7f868db6515582a2&msa=0>).

Task 5b. Social Networking Outreach

The AmeriCorps member created a Facebook fan page for the Small Acreage Program (<http://www.facebook.com/smallacreageprogram>). In addition to providing general information about the program, photos, articles, and other publications depicting regionally appropriate BMPs were added to the page. Visitors/fans of the page are able to comment and ask questions about the BMPs and other topics related to small acreage land management and then get answers from the Small Acreage Program and other visitors/fans. The page currently has 89 fans and new posts are added weekly. The Coordinator will continue to explore the social networking realm for advertising and program promotion.

The AmeriCorps member also added the program to the Foodhub.com website as an educational organization. The AmeriCorps member did not make any progress in realtor outreach.

Deliverables:

A Google map featuring eight model properties and the BMPs they have implemented was created and will be posted to the Small Acreage website in the first quarter of 2012. A Facebook page was also created for program and serves as another way to gain expose and for small acreage landowners to follow the program.

Issues and Recommendations:

The AmeiCorps member worked more for the Watershed Stewards than the Small Acreage Program. This is partially due to the absence of the Watershed Stewards Coordinator for three months. Promotional literature for the signage program was not completed and will need to be created in 2012.

Task 6 - Impact Evaluation and Project Reporting

Task 6a - Evaluation

Workshop Evaluation. The Coordinator tracks attendance for all classes, workshops, and tours. All attendees are requested to fill out evaluations (Appendix F) and spouses or partners are encouraged to fill out separate evaluations. The program utilizes evaluations to improve program events and to generate ideas for future events. In addition to rating program quality, participants rate their knowledge at the beginning and end of an event, which provides an indication if they increased their knowledge of a particular topic. This helps the program assess both the subject matter delivered as well as the style of delivery.

Information Requests. The Coordinator answered 122 telephone and walk-in requests for information and assistance during the year. Requests generally involve soil testing, mud control and reduction, septic maintenance, weed control, pasture management, small farm businesses, rotational grazing, manure management, and upcoming classes. The Coordinator provides individuals relevant publications along with invitations to upcoming classes and workshops of interest.

Impact Evaluation

Overview. The program developed a survey in 2004 designed for former participants in the *Living on the Land* series to determine what, if any, impacts occurred based on the knowledge participants gained while taking the course.

Methodology. The close ended survey measures self-reported changes from *Living on the Land* from participants. All graduates through 2010 have been surveyed after they had at least one summer (good weather) to implement BMPs on their properties. The most recent group to be contacted includes graduates of the Fall 2010 class series. After initial mailings, staff followed-up with non-responders by email and/or telephone. The 2008 graduate data has not yet been analyzed, but this will be included in future analyses.

Response. As outlined in Table 32, 231 LOL participants returned the survey for an overall response rate of 78%. The class of Fall 2010 returned the least (32%) while the class of 2006 returned the most (91%). The initial analysis in 2010 analyzed the 231 responses received; this analysis uses the data from all responses through 2010.

Table 32: Survey Response Rate

Class	Moved	No Response			Returned Evaluations					Total Grads	As % of All Grads
		No.	% of Class	As % of All Grads	Household	Partner/Spouse	Total	As% of Class	As % of All Grads		
Fall 03	0	4	17%	1%	16	3	19	83%	6%	23	8%
Spring 04	0	8	19%	3%	26	9	35	81%	12%	43	14%
Fall 04	0	4	12%	1%	25	5	30	88%	10%	34	11%
Spring 05	1	4	15%	1%	19	3	22	81%	7%	27	9%
Fall 05	1	2	7%	1%	20	4	24	89%	8%	27	9%
Fall 06	0	3	9%	1%	25	5	30	91%	10%	33	11%
Fall 07	0	5	16%	2%	21	6	27	84%	9%	32	11%
Fall 08	1	7	23%	2%	18	5	23	74%	8%	31	10%
fall 09	0	10	43%	3%	12	1	13	57%	4%	23	8%
Fall 10	0	17	68%	6%	7	1	8	32%	3%	25	8%
Total	3	64		21%	189	42	231		78%	298	100%

Analysis. The Director is in the process of cleaning up the data set (corrected for data entry errors and consistency, added coding descriptors), which will be converted data into the statistics program (SPSS). Frequencies and descriptive statistics will be run, including crosstabs to determine significant relationships between variables. The Director needs about two weeks in 2012 to analyze and write up results.

Initial summary. There are 298 graduates (244 households) of the LOL class series from 2003 through 2010 representing 10 series. These graduates owned at least (not all indicated the acreage they might own) 2,848 acres. Fifty-seven percent of 189 respondents own livestock; 79% of 189 respondents have wells; 88% have septic systems; and over 42% have a stream or ditch on or adjacent to their land.

Over 92% thought the class was a good use of their Clean Water fee. Ninety-three percent of 189 respondents shared what they learned with at least 2,493 other people, mostly family and friends. Almost 85% of respondents implemented at least one BMP, potentially positively impacting the 1,878 acres they own. Initial analysis also indicates there is a statistically significant increase in knowledge of graduates about the major topics presented: pasture, mud, manure, weed, soils, and runoff management, as well as how management practices impact water quality.

Deliverables

The Coordinator tracks attendance and conducts evaluations for all classes, workshops and tours. The Coordinator continues to respond to requests for information and tracks the topic of interest to the customer.

Issues and Recommendations

The Director has data entered through 2010, but has not yet completed this due to time constraints. The impact study analysis needs to be written and the results reported. Although there have been long

delays in providing this product due to time constraints, the Director remains committed to finishing this write-up.

Task 5b - Reporting

Deliverables

All quarterly reports and the 2011 annual report were submitted by the Director.

Issues and Recommendations

In an effort to more accurately gauge the success of the program, the Coordinator will stress the importance of evaluations to participants as a way that they can help improve the program and contribute to its design. The Coordinator will introduce the evaluations at the beginning of events and designate time at the end of events so that participants will be prepared and have time to complete the evaluations satisfactorily.

The impact analysis has been consistently delayed. It is difficult to set aside the time to check and correct data entry as needed, import into SPSS, perform data computations, analyze, and report the analysis. Since only the Director can do this analysis using SPSS, he will continue to try to block out the time necessary to complete the analysis.

Table 33: Summary Table for 2011

Program Elements			2011 Goals	Qtr 1	Qtr 2	Qtr 3	Qtr 4	YTD	% 2011 Goals
Best Management Practices (Task 1)	Information Resources	Materials added to reference files	ongoing					0	
		Post links and resources to website	ongoing	1	1	1	1	4	
		Track web site hits		1	1	1	1	4	
		Track web site document downloads		1	1	1	1	4	
	Publications	Video clip, factsheet, or PowerPoint	1					0	0%
		Video clips (Clark Conservation District)	2					0	0%
Public Outreach and Education (Task 2)	LOL Class Series	LOL session	1				1	1	100%
		Graduation	30				19	19	63%
	Well & Septic Workshops	Well & septic workshops	3			1	2	3	100%
		Attendance	30			22	11	33	110%
	BMP Workshops	BMP Workshops	3				2	2	67%
		Attendance	30				26	26	87%
		Revise & maintain speaker's list	ongoing	1	1		1	3	
	Outreach Events & Promotional Activities	Small Acreage Exposition	1		1			1	100%
		Attendance	75		55			55	73%
		Clark Conservation District Plant Sale	1	1				1	100%
		Home and Garden Idea Fair	1		1			1	100%
		WSU Harvest Celebration	1			1		1	100%
		Additional Events as identified						0	
	Outreach Database	Maintain and update database	ongoing	1	1		1	3	
Model Properties (Task 3)	Property Tours	Conduct tours	3			1		1	33%
		Attendance	45			8		8	18%
	Signage Recognition	2012/2013 BMP and property calendar	1					0	0%
		Enroll new properties and install signs	8				1	1	13%
Small Farms (Task 4)	Agricultural Entrepreneurship	10 week course	1	0.5	1			1	100%
		Graduation	15		30			30	200%
	Workshop	Water rights workshop (if feasible)	1					0	0%
		Attendance	30					0	0%
Impact Evaluation and Project Reporting (Task 5)	Evaluation	Workshop evaluations	13		2		4	6	46%
		Requests for assistance		31	8	57	18	114	
		Impact evaluation of graduates	1					0	0%
	Reporting	Quarterly Reports	3	1	1	1		3	100%
		Annual Report	1				1	1	100%

Appendix A: Living on the Land Class Series

PUBLICITY & PROMOTION

PRESS RELEASE

PAID ADS

LOL FLYER

OTHER PUBLICITY

LOL EVALUATION SUMMARIES

LOL INDIVIDUAL CLASS EVALUATION SUMMARY
FALL 2011

LOL PROGRAM EVALUATION SUMMARY
FALL 2011

LIVING ON THE LAND SAMPLE PRESS RELEASE

For Immediate Release

August 12, 2011

Contact: Matt Vesh
WSU Extension Clark County
Tel: 360-397-6060 ext. 5729
Fax: 360-759-6524

Small Acreage Program Opens Registration for Living on the Land Class Series.

Hazel Dell, WA – Would you like to learn how to reduce mud and weeds, improve soil quality, grow better pastures, attract wildlife, keep your animals healthy, and reduce chore time? Join us for the twelve week *Living on the Land – Stewardship for Small Acreages* series of workshops sponsored by WSU Clark County Extension and Clark County Environmental Services Clean Water Program. The series provides a basic, overview understanding of soil, water, plant and animal interactions on small acreage properties. Graduates of this training come away with a workable plan for their property that they created themselves based on what they learned in class.

“This course covers the issues landowners must address when trying to manage their land. *Living on the Land* teaches small acreage landowners management practices that will improve their property,” says Doug Stienbarger, Director of WSU Clark County Extension. Matt Vesh, Program Coordinator, adds, “There are many small acreage landowners in Clark County and we provide them with simple and practical tips on how to best manage their property for themselves, their animals, and the environment.”

“Living on the Land - Stewardship for Small Acreages”

Tuesdays, September 6 to November 22, 2011 - 6:30 to 9:30 PM

Registration is free but class size is limited; deadline for registration is September 1st. Please call

Matt Vesh at 360-397-6060 ext. 5729 to register, or for more information about WSU Clark County Extension’s Small Acreage Program.

WSU Extension programs are available to all without discrimination. Persons requiring special accommodations should call WSU Clark County Extension at (360) 397-6060 ext. 0 prior to the event.

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LIVING ON THE LAND PAID ADS

THE REFLECTOR
AUGUST 17, 2011

THE CAMAS-WASHOUGAL POST RECORD
AUGUST 16, 2011
AUGUST 30, 2011

Got Acreage?

.....

Do You Want to.....

Reduce chore time?

Reduce mud?

Make your property look better?

Improve your animals' well-being?

Enhance your soils and pasture?

Protect your drinking water and streams?

Properly store & compost manure?

If you answered YES! to any of these questions, our Living on the Land class is for you...and it's FREE!

Fall 2011 classes meet Tuesday nights
September 6 - November 22

6:30 - 9:30 p.m.

PRE-REGISTRATION REQUIRED
CLASS SIZE LIMITED

Call (360) 397-6060 x5729
to register or for
more information.



Sponsored by:

WSU Clark County Extension, Small Acreage Program

Clark County Environmental Services, Clean Water Program

WSU Extension programs are available to all without discrimination. Report evidence of noncompliance to your local WSU Extension office.

LOL HALF PAGE FLYER

Got Acreage?
.....

Do You Want to.....

- Reduce chore time?
- Reduce mud?
- Make your property look better?
- Improve your animals' well-being?
- Enhance your soils and pasture?
- Protect your drinking water and streams?
- Properly store & compost manure?
- Learn about business opportunities?

If you answered YES! to any of these questions, our Living on the Land class is for you...and it's FREE!

**Fall 2011 classes meet Tuesday nights
September 6 - November 22
6:30 - 9:30 p.m.**

**PRE-REGISTRATION REQUIRED
CLASS SIZE LIMITED**

Call (360) 397-6060 x5729
to register or for
more information.

Sponsored By:
WSU Clark County Extension, Small Acreage Program
Clark County Environmental Services, Clean Water Program

WSU Extension programs are available to all without discrimination. Report evidence of noncompliance to your local WSU Extension office.

OTHER PUBLICITY

THE REFLECTOR
AUGUST 24, 2011

WSU Clark County Extension to offer programs

The Washington State University Clark County Extension will offer two programs to area residents in the coming weeks.

Starting on Sept. 6, WSU Clark County Extension will sponsor a program entitled Living On the Land – Stewardship for Small Acreages. The program will run throughout the fall (until Nov. 22) on Tuesdays from 6:30-9:30 p.m. at the 78th Street Heritage Farm, located at 1919 NE 78th Street in Vancouver.

The program will help its participants learn how to reduce mud and weeds, improve soil quality, grow better pastures, attract wildlife, keep their animals healthy, and reduce chore time. The 12 week Living on the Land – Stewardship for Small Acreages series of workshops is sponsored both by WSU Clark County Extension and Clark County Environmental Services.

The series provides a basic, overview understanding of soil, water, plant and animal interactions on small acreage properties. Graduates of this training come away with a workable

plan for their property that they created themselves based on what they learned in class.

Registration is free but class size is limited; deadline for registration is September 1. Call Matt Vesh at (360) 397-6060 ext. 5729 to register, or for more information about WSU Clark County Extension's Small Acreage Program.

On Sept. 14, a free workshop will be offered to help area residents learn how to properly maintain their septic system, prevent costly repairs, and protect their drinking water from contamination.

The workshop will be held at the Clark County Fire and Rescue Station at Dollars Corner, located at 21609 NE 72nd Ave., Battle Ground.

Registration is free, but class size is limited; deadline for registration is September 12.

WSU Extension programs are available to all without discrimination. Persons requiring special accommodations should call WSU Clark County Extension at (360) 397-6060 ext. 0 prior to the event.



THE WSU EXTENSION OFFICE is offering two free upcoming workshops to area residents, including one that can help those people who are interested in creating water features.



THE COLUMBIAN
AUGUST 25, 2011

Small Acreages Series: 6:30 to 9:30 p.m. Tuesdays, Sept. 6 through Nov. 22, at 78th Street Heritage Farm, 1919 N.E. 78th St. The series provides a basic overview of soil, water and plant and animal interactions on small acreage. Course is free but class size is limited; register by Sept. 1. ☎ 360-397-6060, ext. 5729.

**LOL INDIVIDUAL CLASS EVALUATION SUMMARY
FALL 2011**

Module 1, Lesson 1		9/6/11										
Inventory		low			high			Average				
Doug Stienbarger	Was this lesson:	1	2	3	4	5						
WSU Clark Co Ext	Current, up to date?				8	13	4.6					
	Understandable?			1	8	13	4.5					
	Presented in an interesting way?			1	8	13	4.5					
	Did the program answer all the questions you had?			4	6	9	4.3					
	Did learn new things?		1	5	6	11	4.2					
	Will you use the information learned?		1	2	5	13	4.4					
	Was this program worth your time?			1	9	12	4.5					
27	Participants							4.4				
22	Evaluations Completed	3 hours										
81	contact hours	81%		% evals complete								
Module 1, Lesson 2		9/13/11										
Inventory		low			high			Average				
Doug Stienbarger	Was this lesson:	1	2	3	4	5						
WSU Clark Co Ext	Current, up to date?				4	12	4.8					
Scott Melville	Understandable?			1	4	11	4.6					
Clark Co Community Developme	Presented in an interesting way?			1	4	11	4.6					
	Did the program answer all the questions you had?			2	2	12	4.6					
	Did learn new things?			3	3	10	4.4					
	Will you use the information learned?			1	3	12	4.7					
	Was this program worth your time?				4	12	4.8					
18	Participants							4.6				
16	Evaluations Completed	3 hours										
54	contact hours	89%		% evals complete								
Module 2, Lesson 1		9/20/11										
Soil Evaluation		low			high			Average				
Gordon French	Was this lesson:	1	2	3	4	5						
LJC Feeds	Current, up to date?				1	17	4.9					
	Understandable?			2	3	14	4.6					
	Presented in an interesting way?			1	3	15	4.7					
	Did the program answer all the questions you had?			1	6	11	4.6					
	Did learn new things?				5	14	4.7					
	Will you use the information learned?				4	15	4.8					
	Was this program worth your time?				4	15	4.8					
21	Participants							4.7				
19	Evaluations Completed	3 hours										
63	contact hours	90%		% evals complete								

Small Acreage Landholder Outreach Program – 2011 Annual Report

Module 6, Lesson 2		9/27/11					
Managing Animals		low			high		Average
Mud and Manure Mgmt	Was this lesson:	1	2	3	4	5	
TBA	Current, up to date?				4	7	4.6
	Understandable?			1	2	8	4.6
	Presented in an interesting way?			2	3	6	4.4
	Did the program answer all the questions you had?	1		2	1	6	4.1
	Did learn new things?		1	2	2	6	4.2
	Will you use the information learned?	1	2			8	4.1
	Was this program worth your time?		3	1		7	4.0
17	Participants						4.3
11	Evaluations Completed	3	hours				
51	contact hours	65%	% evals complete				
Module 5, Lesson 3		10/4/11					
Weed Management		low			high		Average
Ron Hendrickson	Was this lesson:	1	2	3	4	5	
Clark County Vegetation Mgmt	Current, up to date?				2	10	4.8
	Understandable?				5	8	4.6
	Presented in an interesting way?			1	4	8	4.5
	Did the program answer all the questions you had?			2	4	7	4.4
	Did learn new things?			1	3	9	4.6
	Will you use the information learned?				3	10	4.8
	Was this program worth your time?				3	10	4.8
17	Participants						4.6
13	Evaluations Completed	3	hours				
51	contact hours	76%	% evals complete				
Module 5, Lesson 1 & 4		10/11/11					
Soil Management and Fertility		low			high		Average
Dr. Craig Cogger	Was this lesson:	1	2	3	4	5	
WSU Puyallup	Current, up to date?				2	13	4.9
	Understandable?			1	5	10	4.6
	Presented in an interesting way?			1	4	11	4.6
	Did the program answer all the questions you had?			1	3	11	4.7
	Did learn new things?				5	11	4.7
	Will you use the information learned?				4	12	4.8
	Was this program worth your time?				3	13	4.8
20	Participants						4.7
16	Evaluations Completed	3	hours				
60	contact hours	80%	% evals complete				

Small Acreage Landholder Outreach Program – 2011 Annual Report

Module 5, Lesson 2		10/18/11					
Grazing		low			high		Average
Gary Fredricks	Was this lesson:	1	2	3	4	5	
WSU Cowlitz County Extension	Current, up to date?				1	8	4.9
	Understandable?				2	7	4.8
	Presented in an interesting way?				1	8	4.9
	Did the program answer all the questions you had?		1	1	1	6	4.3
	Did learn new things?			1	2	6	4.6
	Will you use the information learned?		2	1		6	4.1
	Was this program worth your time?			2	1	6	4.4
	14 Participants						4.6
	9 Evaluations Completed	3	hours				
	42 contact hours	64%	% evals complete				
Module 3, Lesson 1		10/25/11					
Water Quality		low			high		Average
Cary Armstrong	Was this lesson:	1	2	3	4	5	
Clean Water Program	Current, up to date?			1	1	10	4.8
	Understandable?				2	11	4.8
Module 7, Lesson 1*	Presented in an interesting way?				2	11	4.8
Business Opportunities	Did the program answer all the questions you had?		1	3	2	6	4.1
Dr. Charles Brun	Did learn new things?			1	5	6	4.4
WSU Clark County Extension	Will you use the information learned?			3	4	6	4.2
*Listed in AU-BB	Was this program worth your time?			2	3	8	4.5
	14 Participants						4.5
	13 Evaluations Completed	3	hours				
	42 contact hours	93%	% evals complete				
Module 5, Lesson 1 & 4		11/1/11					
Pasture Management and Renovation		low			high		Average
Gene Pirelli	Was this lesson:	1	2	3	4	5	
OSU Polk County Extension	Current, up to date?				6	8	4.6
	Understandable?				6	8	4.6
	Presented in an interesting way?			1	5	8	4.5
	Did the program answer all the questions you had?			3	4	7	4.3
	Did learn new things?				5	9	4.6
	Will you use the information learned?		1	1	4	8	4.4
	Was this program worth your time?			3	2	9	4.4
	13 Participants (22 including public)						4.5
	14 Evaluations Completed (includes public)	3	hours				
	39 contact hours	108%	% evals complete				

Module 3, Lesson 2		11/8/11											
Wells & Drinking Water*		low			high			Average					
	Was this lesson:	1	2	3	4	5							
Aaron Henderson	Current, up to date?				3	12	4.8						
Clark Co Public Health	Understandable?				2	13	4.9						
	Presented in an interesting way?				2	13	4.9						
	Did the program answer all the questions you had?			1	3	12	4.7						
	Did learn new things?				2	13	4.9						
	Will you use the information learned?			1	2	12	4.7						
*For septic maintenance see AU	Was this program worth your time?				4	11	4.7						
	18 Participants						4.8						
	15 Evaluations Completed	3 hours											
	54 contact hours	83%			% evals complete								
Module 6, Lesson 3		11/15/11											
Wildlife		low			high			Average					
	Was this lesson:	1	2	3	4	5							
Dean Longrie	Current, up to date?			2	4	5	4.3						
NRCS	Understandable?			2	3	6	4.4						
	Presented in an interesting way?		3	1	4	3	3.6						
	Did the program answer all the questions you had?		1	3	3	4	3.9						
	Did learn new things?			5	2	4	3.9						
	Will you use the information learned?		1	2	3	5	4.1						
	Was this program worth your time?		1	1	5	4	4.1						
	15 Participants						4.0						
	11 Evaluations Completed	3 hours											
	45 contact hours	73%			% evals complete								
Module 3, Lesson 4		11/22/11											
My Place on a Stream & Sustainability		low			high			Average					
	Was this lesson:	1	2	3	4	5							
Jen Naas	Current, up to date?			1	1	7	4.7						
WSU Clark Co Ext	Understandable?				2	7	4.8						
	Presented in an interesting way?				2	7	4.8						
	Did the program answer all the questions you had?			1	2	6	4.6						
	Did learn new things?			1	3	5	4.4						
	Will you use the information learned?				4	5	4.6						
	Was this program worth your time?				1	8	4.9						
	14 Participants						4.7						
	9 Evaluations Completed	3 hours											
	42 contact hours	64%			% evals complete								

LOL PROGRAM EVALUATION SUMMARY
FALL 2011

		11/22/11					Average
		low				high	
Overall Program Evaluation		1	2	3	4	5	
	Overall score?				3	9	4.8
	Answer most of your questions?				6	6	4.5
	Did you learn useful information?				3	9	4.8
	How much will you use information to change practices?			1	5	5	4.4
							4.7
	Too short	Too sh		About right		Too lon	Average
	The program series was:	1		7	4		3.2
	14 Participants						
	11 Evaluations Completed		3 hours				
	42 contact hours	79%	% evals complete				

Appendix B: Well & Septic Maintenance Workshops

PUBLICITY AND PROMOTION

SAMPLE PRESS RELEASE

FLYER

SAMPLE PAID AD

OTHER PUBLICITY

SAMPLE PRESS RELEASE

For Immediate Release

October 5, 2011

Contact: Eric Lambert
WSU Extension Clark County
Eric.lambert@clark.wa.gov
Tel: 360-397-6060 ext. 5729
Fax: 360-759-6524

Maintenance of Wells and Septic Systems for Homeowners – FREE Workshops!

Keep your money from going down the drain!!

Wednesday October 12, 2011
6:30 to 9:00 PM
Fire District #3 - Hockinson
17718 NE 159th Street
Brush Prairie, WA

Vancouver, WA – Want to learn how to protect your well and drinking water while also learning how to properly maintain your septic system? Participants at these free workshops will receive helpful reference materials, tips on maintenance, inspection, and how to avoid costly repairs and save money.

Co-sponsored by WSU Clark County Extension and Clark County Environmental Services Clean Water Program, this workshop features experts from Clark County Public Health to answer questions and provide advice to homeowners.

Free well water testing for bacteria is available when attending the workshop. Arrangements must be made before October 7th to receive free well water testing.

Registration is free but class size is limited, please call 360-397-6060 ext. 5729 to register and for more information on the well water testing.

WSU Extension programs are available to all without discrimination. Persons requiring special accommodations should call WSU Clark County Extension at (360) 397-6060 ext. 0 prior to the event.

###

HALF PAGE FLYER

Don't lose precious dollars
down the drain!

Attend one of these FREE workshops and
learn how to properly maintain your septic
system, prevent costly repairs, and protect
your drinking water from contamination.



FREE!

Maintenance of Wells & Septic Systems for Homeowners

<u>Date</u>	<u>Location</u>	<u>Time</u>
September 14, 2011	Clark County Fire & Rescue Station 26 - Dollars Corner 21609 NE 72 nd Avenue Battle Ground	6:30 - 9 pm
October 12, 2011	Fire District #3 - Hockinson 17718 NE 159th Street Brush Prairie	6:30 - 9 pm

**Free well water testing
for bacteria is available to
attendees.**

Class Size Limited. Call 397-6060, extension "0" to register

*Jointly sponsored by: WSU Clark County Extension, the Clark County Clean
Water Program, and Clark County Public Health.*



WSU Extension programs are available to all without discrimination. Call 360-397-6060 ext. 0 for special accommodations.

SAMPLE PAID AD

THE REFLECTOR
SEPTEMBER 7, 2011
OCTOBER 5, 2011

CAMAS WASHOUGAL POST RECORD
SEPTEMBER 6, 2011
OCTOBER 4, 2011

Don't lose
precious dollars
down the drain!



Attend this FREE workshop and learn how to properly maintain your septic system, prevent costly repairs, and protect your drinking water from contamination.

Maintenance of Wells & Septic Systems for Homeowners

Wednesday, September 14, 2010
6:30 to 9:00 pm
Clark County Fire & Rescue
Station 26 - Dollars Corner
21609 NE 72nd Avenue
Battle Ground, WA

FREE!

Class Size Limited. Call 397-6060, extension "0" to register and for information

Sponsored by WSU Extension Clark County, Clark County Clean Water Program, and Clark County Public Health.

WSU Extension programs are available to all without discrimination. Call 360-397-6060 ext. 0 for special accommodations.

OTHER PUBLICITY

CLARK COUNTY FYI
OCTOBER 5, 2011

Well and septic maintenance workshop

A free workshop will teach you how to protect your well and drinking water while properly maintaining your septic system. Get reference materials, maintenance tips and ideas about how to avoid costly repairs.

Sponsored by WSU Clark County Extension and Environmental Services' Clean Water Program, the workshop features experts from Public Health to answer questions and provide advice.

Free well-water testing for bacteria is available when attending the workshop. Make arrangements before Friday, Oct. 7.

The workshop is scheduled for 6:30-9 p.m., Wednesday, Oct. 12, at Fire District 3, 17718 N.E. 159th St., Brush Prairie.

Registration is free but space is limited. To register or for more information, call (360) 397-6060 ext. 5729.

THE COLUMBIAN
SEPTEMBER, 9 2011

BATTLEGROUND

Workshop offers well and septic maintenance tips

A free workshop Wednesday will offer information on how to protect well water while properly maintaining a home septic system.

The workshop, co-sponsored by the Washington State University Clark County extension and the county's Environmental Services Clean Water Program, will also hand out reference materials. Public health experts will be on hand to answer questions.

The workshop begins at 6:30 p.m.

in the Clark County Fire & Rescue Dollars Corner Station, 21609 N.E. 72nd Ave., in Battle Ground. Space is limited. Participants can register by calling 360-397-6060, ext. 5729.

Appendix C: BMP Workshops

WORKSHOP FLYER

SAMPLE PRESS RELEASE

SAMPLE PAID AD

OTHER PUBLICITY

BMP WORKSHOP FLYER

Sustainable Small Acreage Living

Do you want to improve your land, reduce chore time, save money and help to protect natural resources? Then come to this **FREE** Sustainable Small Acreage Living workshop and learn how to:

- Protect natural resources
- Develop a whole property management strategy
- Identify local resources and opportunities
- Implement BMPs that can reduce chore time and save money
- Establish management goals
- Create an efficient property layout

Whether you're new to owning acreage, are planning to purchase some, or just want to learn how you can improve the land you've got, this workshop is for you!

When: Thursday December 1st, 2011 – 6:30-8:30pm

Where: Clark County Operations Division Conference Center, Building B1 – 4700 NE 78th Street, Vancouver, WA.

Pre-registration is required. Call WSU Clark County Extension at 360-397-6060 ext. 0 or email Eric.lambert@clark.wa.gov to register, for directions, or for more information.

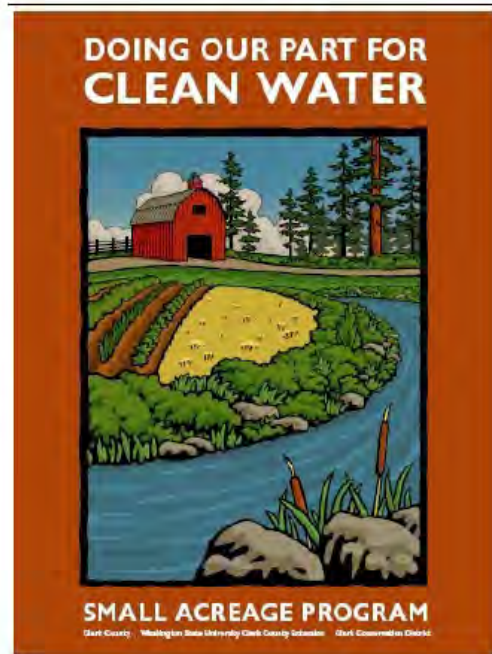
Jointly Sponsored By:



Clark County Environmental Services
Clean Water Program



WSU Extension programs are available to all without discrimination. Persons requiring special accommodations should call WSU Clark County Extension at 360-397-6060 ext. 0 prior to the event.



SAMPLE PRESS RELEASE

For Immediate Release

November 22, 2011

Contact: Eric Lambert
WSU Extension Clark County
Tel: 360-397-6060 ext. 5729
Fax: 360-759-6524
E-mail: eric.lambert@clark.wa.gov

Free Workshop Offered on Sustainable Small Acreage Living

Vancouver, WA – Join the Small Acreage Program for a free workshop that will provide tips, suggestions, and ideas on how to create a more sustainable and efficient small acreage property. The workshop will provide information on managing roof runoff, composting, soil improvement, protecting streams and drinking water, in addition to other tips and tricks to reduce chore time and save you money.

The Small Acreage Program, co-sponsored by Washington State University Clark County Extension and Clark County Environmental Services Clean Water Program, will provide information, handouts, and answer landowners' questions at the workshop.

Eric Lambert, Program Coordinator says, "This workshop will provide residents living on acreage properties with ideas for how to reduce mud, protect their drinking water, and save time and money."

"Sustainable Small Acreage Living"

Thursday, December 1st, 2011

6:30 to 8:30 PM

Clark County Operations Conference Center B1

4700 NE 78th Street

Vancouver, WA 98665

Registration is free but class size is limited. Please call 360-397-6060 ext. 5729 or email

eric.lambert@clark.wa.gov to register, or for more information about the WSU Clark County

Extension's Small Acreage Program.

WSU Extension programs and employment are available to all without discrimination. Persons requiring special accommodations should call WSU Clark County Extension at (360) 397-6060 ext. 0 at least two weeks prior to the event.

###

SAMPLE PAID AD

The Reflector
November 16, 2011

The Camas/Washougal Post Record
November 15, 2011

The Columbian
November 17, 2011

Sustainable Small Acreage Living

FREE!
Thursday December 1, 2011
6:30 - 8:30 pm

Clark County Operations Conference
Center Building B1
4700 NE 78th Street, Vancouver

PRE-REGISTRATION IS REQUIRED

Call WSU Clark County Extension at 360-397-6060 ext. 0
to register, for directions or more information.

WSU Extension programs are available to all without discrimination. Persons requiring special accommodations should call WSU Clark County Extension at (360) 397-6060 ext. 0 prior to the event.

Learn to:


- Protect natural resources
- Develop a whole property management strategy
- Identify local resources and opportunities
- Reduce chore time and save \$\$
- Establish management goals
- Create an efficient property layout

Jointly Sponsored By:


WSU Clark County Extension
Clark County Environmental
Services Clean Water Program

OTHER PUBLICITY

CNRG
NOVEMBER 29, 2011



Sponsorship Opportunities Help

SEARCH 


HOME PAGECOMMUNITYDAILY DIGESTOPPORTUNITIESRESOURCESABOUT CNRGGIVE





FEATURED LINKS

CNRG Networking
Night's are on the 3rd
Thursday of the Month

CNRG is an all
volunteer run
organization & we
need your help!

Donations are rather
helpful as well



WHO'S ONLINE

There are currently 4 users and
78 guests online.

Home >

Sustainable Small Acreage Living Workshop

Tue, 11/29/2011 - 10:16am — Eric Lambert

Events

Do you want to improve your land, reduce chore time, save money and help to protect natural resources? Then come to this FREE Sustainable Small Acreage Living workshop and learn how to:

- Protect natural resources
- Develop a whole property management strategy
- Identify local resources and opportunities
- Implement BMPs that can reduce chore time and save money

Whether you're new to owning acreage, are planning to purchase some, or just want to learn how you can improve the land you've got, this workshop is for you!

When: Thursday December 1st, 6:30-8:30

Where: Clark County Operations Conference Center, Building B1 - 4700 NE 78th Street, Vancouver WA

Cost: FREE

Call WSU Clark County Extension Small Acreage Program to register 360-397-6060 x 5729 or email eric.lambert@clark.wa.gov

This workshop is jointly sponsored by WSU Clark County Extension and Clark County Environmental Services Clean Water Program.

WSU Extension programs are available to all without discrimination. Persons requiring special accommodations should call WSU Clark County Extension at 360-397-6060 x 0 prior to the event.

Appendix D: Outreach and Promotional Activities

SMALL ACREAGE EXPO

PROMOTIONAL FLYER

DIRECT MAILING AND ONLINE REGISTRATION FORM

HANDOUT PROGRAM

PRESS RELEASE

PAID ADS

OTHER PUBLICITY

HARVEST CELEBRATION

PROMOTIONAL FLYER

PRESS RELEASE

PAID ADS

HANDOUT PROGRAM

OTHER PUBLICITY

EXPO PROMOTIONAL FLYER

Got Acreage?

Come to the Clark County 6th Annual
Small Acreage Expo!

Registration FREE!
Lunch available for \$10



Hands On Demos,
Door Prizes,
Vendors,
Much More!



Topics Include:

- Streamside Property Management
- Installing A French Drain
- Weed ID & Management
- Pasture Management
- Current Use Taxation
- Backyard Chickens
- Septic Systems

Saturday April 16, 2011
9 am to 3 pm
Brigands HideOut Farm
Battle Ground, WA

PRE-REGISTRATION REQUIRED
Call WSU Clark County Extension at
360-397-6060 ext. 0
Reserve your space by April 13!

For the full event program and class descriptions,
visit <http://clark.wsu.edu>

Jointly sponsored by:



WSU Extension programs are available to all without discrimination. Persons requiring special accommodations should call WSU Extension Clark County at (360) 397-6060 ext. 0 at least two weeks prior to the event.

EXPO DIRECT MAILING AND ONLINE REGISTRATION FORM



6th Annual Clark County Small Acreage Expo

Saturday April 16, 2011 Brigands HideOut Farm
9:00 am to 3:00 pm Battle Ground, WA

Please select only one class from each session

Registration FREE
Lunch available for
only \$10 each!!

Door Prizes,
Vendors, and
Much More!

Session A	A1	Get the Lowdown on Lime	Session C	C1	Pasture Evaluation & Management
	A2	Alternative Energy for Small Acreages		C2	Streamside Property Management
	A3	Septic Systems		C3	Farm Tour: Management in Action
	A4	TBA		C4	TBA
<i>Dog Herding Demonstrations During Lunch!!</i>					
Session B	B1	Selecting the Right Hay	Session D	D1	Pasture Assessment
	B2	Weed ID and Management		D2	Current Use Taxation
	B3	Installing Drainage		D3	Backyard Chickens
	B4	TBA		D4	TBA

For more information, contact:
Small Acreage Program
(360) 397-6060 x7720

For the full event program and class
descriptions,
visit <http://clark.wsu.edu>

Detach Here

Mail Registration to:
WSU Extension Small Acreage Program
11104 NE 149th Street, C-100
Brush Prairie, WA 98606

Make checks for lunch payable to: Clark County

Jointly Sponsored By:



Name _____
Address _____
Phone _____

**Pre-registration required.
Reserve your space by
April 13, 2011**


Each class has a letter and number designation. Please use these designations to indicate your choice of classes.
Please specify if you would like lunch; **pre-payment is required to reserve your boxed lunch.**

Attendee Name(s)	Session A	Session B	Session C	Session D	Lunch? (Y/N)

Extension programs are available to all without discrimination. If you require special accommodation, call
WSU Extension Clark County at (360) 397- 6060 ext 0 prior to the event.


HANDOUT PROGRAM

Saturday April 16, 2011
9:00 am to 3:00 pm




6th Annual
**Clark County
Small Acreage Expo**


Brigands HideOut Farm
9802 NE 156th Street
Battle Ground, WA



Jointly Sponsored By:



Clark County
Clean Water Program



WASHINGTON STATE UNIVERSITY
CLARK COUNTY EXTENSION

Session A
9:00 - 10:15 am

A1
Get the Lowdown on Lime
Gordon French, LJC Feeds
Gordon will discuss timing, rates, and application methods for lime and fertilizers for pastures in our area. Then join him for a demonstration (weather permitting) of proper lime application.

A2
Alternative Energy for Small Acreages
Sam Walker, Clark Public Utilities District
Paying too much for electricity? Sam will discuss alternative energy options that are feasible and available in Clark County. Learn how solar power, wind power and energy efficiency may be useful on your small acreage property.

A3
Septic Systems: What's Going on Down There?
Robert Sweeney, Environmental Management Systems, Inc.
When you flush, where does it go? Bob will explain how different septic systems work and some rules to keep yours in tip top shape.

Session B
10:20 - 11:35 am

B1
Selecting the Right Hay
Gary Fredricks, WSU Extension Cowlitz County
Paying too much for hay? Gary will discuss what to look for when buying hay and factors that affect hay nutrition. Learn what makes good hay and how to identify it. *Participants are encouraged to bring samples.*

B2
Weed Management on Small Acreages
Ron Hendrickson, Clark County Vegetation Management
Learn to identify and control plants that don't belong in your pastures and may harm your animals. Ron will discuss how to win the fight against noxious, invasive, and poisonous plants.

B3
It's all French to Me! Installing Drainage
Seth Kenworthy, Drainage Masters
Got mud? Seth will provide you with directions on how to use, install, and locate a french drain to manage runoff and reduce mud on your property. He will also highlight other tips and techniques to reduce mud around your home and outbuildings.

Session C
12:25 - 1:40 pm

C1
Pasture Evaluation and Management
Gene Pirelli, OSU Polk County
Too many weeds, not enough grass? Gene will show you how to look at your pasture management with a critical eye and provide you with some simple management strategies for improving your grass and forage production.

C2
Streamside Property Management
Lynn Cornelius, Friends of Ridgefield National Wildlife Refuge
Learn how to prevent pollution from entering your stream, remove weeds, encourage native vegetation, and provide wildlife habitat. Lynn will also discuss the types of activities that do and do not require permits.

C3
Farm Tour: Management In Action
Nancy Ward, Brigands HideOut
Join Nancy for a tour of Brigands HideOut to see what's been done to reduce mud, manage manure, and protect nearby Salmon Creek while reducing chore time and improving the look of the farm.

Session D
1:45 - 3:00 pm

D1

Pasture Assessment: Hands-On Tour

Gene Pirelli, OSU Polk County

Gene will show you how to evaluate and assess your pasture, identify grass varieties, and discuss how to make a plan for improving your pastures.

D2

Current Use Taxation

Sherry Daubert, Clark County Assessor's Office

Interested in deferred tax programs available in Clark County? Join Sherry for a discussion of what is available, requirements for each program, and how to sign up.

D3

Backyard Chickens

Brenda Wilson, Brenda's Heirloom Hens

Learn what it takes to keep a small flock in your backyard on your acreage property. Brenda will cover the basics of getting started, natural ways to handle diseases and pests, and the wonderful benefits of chickens.

Workshop Schedule

Registration & Check-in	8:30 - 8:55 AM
Session A	9:00 - 10:15 AM
Session B	10:20 - 11:35 AM
Lunch	11:40 - 12:20 PM
Session C	12:25 - 1:40 PM
Session D	1:45 - 3:00 PM
Evaluations & Drawings	3:05 - 3:15 PM

For more information, contact:
Matt Vesh, Coordinator
Small Acreage Program
WSU Extension Clark County
matt.vesh@clark.wa.gov
(360) 397-6060 x 7720

Download the registration form at: <http://clark.wsu.edu>

Our Thanks to:

Nancy Ward and her staff for hosting this event.

All of our speakers, vendors, and volunteers.



Directions to Brigand's HideOut

From I-5 North or South:

Exit #9 Battleground (Clark County Fairgrounds)

Go East toward Battleground on NE 179th St.

Pass NE 72nd Ave (Signal light & John Deere store)

Go South (Right) on NE 92nd Ave. about 1.1 miles to the stop sign.

NE 92nd Ave has a stop sign and then curves to the east (left) and becomes NE 156th St

Turn North (Left) into the driveway at 9628 NE 156th St.

Go to the end of the driveway, turn into small gravel parking lot on right.

Look for signs!!

Extension programs are available to all without discrimination. If you require special accommodation, call WSU Extension Clark County at (360) 397- 6060 ext 0 prior to the event.



SAMPLE EXPO PRESS RELEASE
For Immediate Release

March 30, 2011

Contact: Matt Vesh
WSU Extension Clark County
Tel: 360-397-6060 ext. 7720
Fax: 360-397-6122
E-mail: matt.vesh@clark.wa.gov

WSU Small Acreage Program Invites Landowners to the 2011 Small Acreage Expo!

Brush Prairie, WA – Co-sponsors WSU Clark County Extension and the Clark County Clean Water Program invite landowners to the sixth annual Small Acreage Expo at Brigands HideOut in Battle Ground.



Brigands HideOut Farm in Battle

Landowners can choose from 12 classes on topics such as installing a french drain, weed management, lime application, alternative energy production, deferred tax programs, pasture management, and backyard chickens. Local vendors will be available to provide valuable information to participants and door prizes will be given away. A program providing full descriptions of all classes as well as a registration form and online registration is available on the WSU Clark County Extension website at <http://clark.wsu.edu>.

Matt Vesh, Small Acreage Program Coordinator, says “We have some great topics for this year’s events that will provide valuable information to participants.” Doug Stienbarger, County Extension Director notes, “Last year’s participants said they changed how they manage their land based on what they learned at the Expo.”

“Small Acreage Expo”

Saturday, April 16, 2011

9:00 AM to 3:00 PM

Brigands HideOut Farm

Battle Ground, WA

Registration is free and closes April 13th, 2011; lunch is available for only \$10. Please call 360-397-6060 ext. 0 to get directions, or for more information about the WSU Clark County Extension’s Small Acreage Program.

WSU Extension programs and employment are available to all without discrimination. Persons requiring special accommodations should call WSU Extension Clark County at (360) 397-6060 ext. 0 at least two weeks prior to the event.
###

PAID ADVERTISEMENT SAMPLE

The Reflector
April 1, 2009 and April 8, 2009

The Camas/Washougal Post-Record
March 31, 2009 and April 7, 2009

Clark County
Small Acreage Expo
Saturday April 16, 2011 ~ 9 am - 3 pm
Battle Ground, WA



Registration FREE!!
Pre-registration required
Reserve your space today!
Call 360-397-6060 x7720

See full event program at:
<http://clark.wsu.edu>

Please select only one class from each session

Session A	A1	Get the Lowdown on Lime	Session C	C1	Pasture Evaluation & Assessment
	A2	Alternative Energy for Small Acreages		C2	Streamside Property Management
	A3	Septic Systems		C3	Farm Tour: Management in Action
Dog Herding Demonstrations During Lunch!!					
Session B	B1	Hay and Animal Nutrition	Session D	D1	Pasture Management
	B2	Weed ID and Management		D2	Current Use Taxation
	B3	Installing Drainage		D3	Backyard Chickens

Jointly Sponsored By:
Washington State University
Clark County Extension
&
Clark County Public Works
Clean Water Program

WSU Extension programs are available to all without discrimination. Persons requiring special accommodations should call WSU Extension at (360) 397-6060 ext. 0 at least two weeks prior to the event.

OTHER PUBLICITY

The Reflector
2011

Washington State University Extension hosts sixth annual Small Acreage Expo in BG

The Washington State University (WSU) Clark County Extension, along with the Clark County Clean Water Program, will host the sixth annual Small Acreage Expo at Brigands Hide-Out Farm in Battle Ground.

"It's so we can connect folks to information and experts on how to take care of their residence," said Matt Vesh, program coordinator of Small Acreage. "It gives them ideas on how to improve their property in the area."

The expo is offering 12 classes, all are free, that offer topics on the following: installing a french drain, weed management, lime application, alternative energy production, deferred tax programs, pasture management

and backyard chickens. Vendors will also be available to offer information to participants and door prizes will be given away. Lunch will cost \$10 but people are encouraged to bring their own lunch according to Vesh.

"Our most popular events are usually the ones that have to do with pasture management," said Vesh. "The community is into giving their animals a better place to live."

The event is Sat., April 16, 9 a.m.-3 p.m. Brigands HideOut is located at 9802 NE 156th St., Battle Ground. Registration is free and closes April 13. Visit WSU Clark County Extension at www.clark.wsu.edu to register and for more information on each class.

Harvest Celebration Flyer

Celebrate Clark County Agriculture



13th Annual Clark County Harvest Celebration Day

Saturday September 17, 2011

Visit <http://clark.wsu.edu> for farm descriptions and a map

With 9 farms its easy to find a farm near you!

Farms will be open for visitors from 10 am to 3 pm for this fun FREE family event!!

- 1 - Compass Rose Alpacas
- 2 - Northwest Organic Farms
- 3 - Rusty Grape Vineyards
- 4 - Storytree Farm
- 5 - Bi-Zi Farms

- 6 - Kunze Farms
- 7 - Conway Family Farm
- 8 - Livingston Mountain Alpacas
- 9 - Linda's Dahlias and More



Sponsored By



Extension programs are available to all without discrimination. If you require special accommodation, call W.S.U. Extension Clark County at (360) 397-6060 at least two weeks prior to the event. *No endorsement of any farm is implied, nor is criticism of unnamed farms implied.*



Press Release

For Immediate Release

September 8, 2011

Contact: Matt Vesh
WSU Clark County Extension
Tel: 360-397-6060 ext. 5729
Fax: 360-759-6524
E-mail: matt.vesh@wsu.edu

Celebrate the Bounty of Clark County Farms at the 13th Annual Harvest Celebration!

Saturday, September 17, 2011
10:00 AM to 3:00 PM

Hazel Dell South, WA – WSU Clark County Extension invites the public to the 13th annual Harvest Celebration Day tour. Tour nine local farms throughout Clark County showcasing the bounty and variety of agriculture in Clark County. Interact with farmers; purchase fresh produce, cut flowers, and farm products; see alpacas, sheep, chickens, goats, and other livestock; tour fruit orchards and vegetable gardens.

Farm descriptions and a map are available online at <http://clark.wsu.edu> or from the Extension office in Vancouver located at 1919 NE 78th Street. Participating farms will be open to visitors from 10 am to 3 pm.

Doug Stienbarger, WSU Clark County Extension Director says, “This celebration offers Clark County residents a great opportunity to meet local farmers in their backyard and connect with local sources for farm products, while also supporting local agriculture.”

WSU Extension programs and employment are available to all without discrimination. Persons requiring special accommodations should call WSU Extension Clark County at (360) 397-6060 ext. 0 prior to the event.

###

PAID ADVERTISEMENT

Post Record
September 6, 2011
September 13, 2011

The Reflector
September 7, 2011
September 14, 2011

HARVEST CELEBRATION

13th Annual

Showcasing the Bounty of Clark County Farms
Saturday, September 17th 10 am to 3 pm

Connect with local farmers:

- | | |
|-----------------------------|------------------------------|
| 1 - Compass Rose Alpacas | 6 - Kunze Farms |
| 2 - Northwest Organic Farms | 7 - Conway Family Farm |
| 3 - Rusty Grape Vineyard | 8 - Livingston Mtn Alpacas |
| 4 - Storytree Farm | 9 - Linda's Dahlias and More |
| 5 - Bi-Zi Farms | |

Free family fun!!



Farm Descriptions and Map
at <http://clark.wsu.edu>

WSU Extension programs are available to all without discrimination.

Handout Program

HARVEST CELEBRATION

FREE!

13th Annual Tour
Clark County Farms
Saturday, September 17th
10 am to 3 pm

WASHINGTON STATE UNIVERSITY
CLARK COUNTY EXTENSION

Farm Guide Inside

- Back
- Why Buy Local
- Finding Farm Products

HARVEST CELEBRATION

Showcasing the Bounty of Clark County Farms
Saturday, September 17th 10 am to 3 pm

Farms earned this sign for implementing practices to protect water quality as part of a program sponsored by the Clark County Clean Water Program in partnership with WSU Clark County Extension.

1. Compass Rose Alpaca Farm - 32520 NW Pikan Ferry Rd, Ridgefield 360-887-8327. Take a self-guided tour of this alpaca farm, meet the lovely alpacas, and see what products can be made from their soft fiber including yarn, fleece, socks, and garments. Join the farm owners at 11:30 a.m. for "Mother Nature's Favorite Farm Annual", an informative talk about the environmentally friendly alpaca. Two other programs are featured at the farm: Clark County Watershed Stewards and Clark Conservation District. Restrooms and picnic tables are available at this farm.
Directions: From I-5, take the NW La Center Street exit, head west onto NW 519th Street. Turn right onto NW 41st Ave. Then left onto NW 324th Street which turns into NW Pikan Ferry Road. Turn west into the driveway and follow it down to the house and barn.

2. Northwest Organic Farm - 17713 NW 61st Ave, Ridgefield www.northwestorganicfarm.com. Visit this organic vegetable farm to greet and feed friendly chickens and see and taste more than 15 varieties of garlic and heirloom tomatoes. Their annual garlic and tomato festival is also taking place, featuring bluegrass music and food vendors throughout the day. Fresh fruit, veggies, gifts, and crafts are available. Guided farm tours are taking place throughout the day and Farmer Greg will lead hands-on demonstrations of how to properly plant garlic at 1:00 p.m. and 3:00 p.m. Restrooms and picnic seating is available at this farm, so plan to stay a while and enjoy the day.
Directions: From I-5, take the 179th Street/Fairgrounds exit and head west on NE 179th Street past the Clark County Fairgrounds. Turn south onto NW 61st Ave, the farm will be on the east side of the road.

3. Rusty Grape Vineyard - 16712 NE 219th Street, Battle Ground www.rustygrape.com. This vineyard and winery is located in the scenic hills just east of Battle Ground. Visit the tasting room to sip some of the delicious wines made on site. Gifts and crafts will be available for purchase. Bring a picnic lunch and enjoy a view of the city from their lovely patio. A guided vineyard tour begins at 2:00 p.m., see the vines and learn how the family cares for the grapes. Seating and restrooms are available.
Directions: From I-5, take the Battle Ground/SR 502 exit and head through Battle Ground. Continue east into the hills, turn left at NE 167th Avenue, the vineyard will be on the NE corner of the intersection.

4. Storytree Farm - 6227 NE 124th St, Vancouver www.storytreefarm.com. Come celebrate the harvest at this small Community Supported Agriculture (CSA) farm and learn about the benefits and challenges of growing food on the urban fringe. The owners of Storytree Farm believe that whenever possible, buying and eating seasonal food grown close to home is preferable for freshness, taste, and for the local economy. Visitors will have an opportunity to join a guided tour of the growing areas of the farm, see beehives, and visit with the hens and goats. Shaded lawn area available for those who wish to picnic on the grounds. Tree classes and demonstrations throughout the day with brilliant herb and master picker Summer Michelson. Topics include "Fermentation and Pickling" (demo and discussion), "Nourish Yourself with Herbal Plant Teas", and "Nature's Nourishment is Everywhere!"

West County Farms

Central County Farms

HARVEST CELEBRATION

Showcasing the Bounty of Clark County Farms
Saturday, September 17th 10 am to 3 pm

Learn How to Make Salads, Pesto, Soups, and Teas from Everyday Wild Edibles!

Directions: From I-205, take exit 32 to Padden Parkway West. At Anderson Road, turn north back over I-205 where the road becomes NE 72nd Avenue. Continue 1 1/2 miles, turn west on NE 123rd St. Follow this road which becomes NE 124th Street, the farm will be on your left.

5. Bi-Zi Farms - 9504 NE 119th St, Vancouver www.bizifarms.com. Bring your lunch and enjoy picnic tables, animals, a wonderful farm stand featuring fresh veggies, fruit and flowers. Tasty jams, jellies, and pies are also on hand at the farm store. Pet the friendly donkey and goats, check out the chickens, and visit with the farm owners. The fields will be open for guided tours via hay rides, available every hour beginning at 10 a.m. Restrooms are available at this farm.
Directions: From I-205, take SR 500 exit and go towards Orchards. Continue north on SR 503 (NE 117th Ave) and turn west onto NE 119th Street. The farm will be on the north side of the road.

6. Kuntze Farms - 6109 NE 59th St, Vancouver 360-495-5238. This longtime Clark County farms features peaches, pears, apples, Italian plums, concord grapes, headbutts, wildflowers, fresh flowers, and many vegetables in season. Stop by and visit the farm store which offers a variety of foods to sample and purchase. Self-guided and guided tours of the farm are available, along with u-pick opportunities. Visitors are welcome to roam the farm and orchards. Restrooms and picnic areas are available at this farm.
Directions: From Hwy 500, take NE Anderson Rd. north to NE 58th St. and turn west. Turn south at NE 56th Ave. and then east onto NE 53rd St. Go six blocks.

7. Conway Family Farm - 32116 NE Dial Road, Camas www.conwayfamilyfarm.com. This farm is a diverse sustainable farm featuring a Grade A Goat Dairy and offering farmstead goat cheese production. Additional offerings include eggs, wool, USDA lamb and goat meat production, a commercial blueberry field, and a small cut flower garden. The ever-changing methods, facilities and processes of this farm make it a "must visit", even if you have been before. Cheese making will be an process at 11:00 a.m. The guided farm tour at 1:30 p.m. is aimed at helping you learn how to make your own small acreage property work for you. Visit the farm store for farm-raised food and other farm products. Picnic tables are available. GAP (Good Agricultural Practices) will not allow non-farm animals at this farm to ensure consumer food safety rules. Please leave your pets at home and wear clean (non-farm) shoes.
Directions: From I-205, take the SR 500 exit and head towards Orchards, continue to follow SR 500 to the east and it becomes NE Fourth Plain Road and after 6 miles becomes NE 58th Street. Turn east onto NE 53rd Street and follow it for 3 miles. Turn south onto NE 22nd Avenue and then east onto NE Ireland Road. Turn northeast onto NE Lessard Road and follow it for 1.5 miles to NE Dial Road, turning southeast and following the road to the east to the farm.

8. Livingston Mountain Alpaca - 29714 NE 60th St, Camas 360-833-1330. This small farm features alpacas and soay sheep. Visitors are encouraged to wander the grounds of this picturesque farm in the hills above Camas. See sustainable farm practices such as rain barrels for water collection and manure composting. A rain barrel class where participants can learn how to make their own rain barrel will be offered at 11:00 a.m. A discussion of building a bin and using worms to compost kitchen scraps will be available at 1:00 p.m. and 2:00 p.m. and a tour of the farm's greenhouse with tips and techniques will be offered at 1:00 p.m.
Directions: From I-205, take the SR 500 exit and go towards Orchards, continue to follow SR 500 to the east and becomes NE Fourth Plain Road and after 6 miles becomes NE 58th Street. Turn east onto NE 53rd Street and follow it for 3 miles. Turn north onto NE Livingston Road and then east onto NE 60th Street. The farm will be on the north side of the road, at the top of the driveway.

9. Linda's Dahlias - 1525 SE Washougal River Road, Washougal 360-835-7393. Visit this quaint property right on the picturesque Washougal River, and bring a picnic to stay for lunch. Take a self-guided walking tour through two dahlia gardens and walk down near the river. Visit with the chickens or select some fresh cut or u-pick flowers. Fresh eggs and produce will be available, and order your dahlia tubers, and garden starts for next spring. Bottled water and cookies will be available to visitors.
Directions: From I-205, take SR 14 east towards Washougal for 10 miles. Turn left onto 15th Street, which becomes 17th Street. This then becomes Washougal River Road after crossing over the Washougal River. Follow Washougal River Road for about 2 miles, ending at the farm.

East County Farms

Make the Farm Connection!

The Future of Clark County Farming Depends on You

Doug Stienberger, Director
Washington State University Clark County Extension

Clark County farms face an uncertain future – a future that depends on community support. Global competition, high production costs, land prices, cheap food policies, and a fast growing population unfamiliar with farming are just a few issues on a long list of challenges local farmers deal with daily.

As a society, we are rapidly losing our connection to the land and our food sources. Today, vegetables come out of a can and meat comes home from the store neatly wrapped in plastic on styrofoam trays. These come to us after being shipped hundreds or thousands of miles from where they were produced. Many consumers do not give much thought to the farmer who grows and raises this food.

How many of you or your children have ever visited a farm? Or type and your children know what your favorite vegetable, fruit, or type of meat looks like when they are being grown or raised? You are not alone. Today, less than two percent of Americans work on a farm. Much different than the 50% who did so in 1900.

The face of farming in Clark County looks much different today than it did even 20 years ago when local farming included large dairies, expansive berry fields, prune production, diverse livestock operations, among others. Today, many of the dairies are gone, farming acreage has shrunk, and our farming does not produce large amounts of commodities for processing or wholesaling.

Farming Lives On in Clark County

Our local farmers adapt to changing conditions in order to become sustainable into the future. To remain economically viable, farmers diversify what they grow or raise, they sell more than just the raw fruit or vegetable (for example, tomatoes become salsa), and they sell their products directly to the community members. In order to remain environmentally sustainable, they steward their land, after all, their livelihood depends on good stewardship. In order to foster sustainable communities, they connect with community members, not only providing access to local and fresh products, but also connecting as neighbors.

This is where our community and you can help! Spending part of your food dollar buying Clark County farm products supports both farms and our community. Spending 10% of your food dollar on locally produced farm products could support and maintain a viable Clark County farming community. This keeps food dollars in our local economy and also provides the farmer a living. Local farming keeps us more secure from interruptions in the global food system. We receive many indirect benefits from local farms: farmland makes better habitat for wildlife than a parking lot; farmland slows down silt runoff and recharges groundwater better than developed land; farmland provides aesthetics; and farms keep us connected with our agricultural heritage.

So What Does It Take? Get Connected September 17th!

Come out on Saturday, September 17th and visit some of your farming neighbors celebrating the diversity of Clark County farming at the 13th Annual Harvest Celebration. Farmers need to make a living, but you also have a stake in the future of farming in Clark County and what your community looks like in the future.

WSU Extension programs and employment are available to all without discrimination.

Why Buy Local?

Economic Diversity & Economic Development. Local farms provide jobs and keep more of your food dollars in the local economy.

Food Security. Production of, and access to, fresh, safe, food.

Quality of Life. Connects us to our heritage and the landscape in which we live.

Preservation of Landscapes. Farmland provides green spaces & productive landscapes.

Tourism. Local farms attract visitors.

Reduced Transportation & Energy Costs. Most food travels hundreds of miles to market which impacts the environment and the economy.

Environmental Quality. Farmland provides groundwater recharge, flood control, & wildlife habitat.

FIND LOCAL FARMS

[HTTP://FARMFINDER.WSU.EDU/](http://FARMFINDER.WSU.EDU/)

Find farms in Washington and Oregon counties: search by product, harvest calendar, or farm name.

Other Publicity

The Reflector
September 14, 2011

Annual Harvest Celebration to be held Sat., Sept. 17

Ken Vance
Editor

The Washington State University Clark County Extension will hold its annual Harvest Celebration to showcase the bounty of farms in Clark County.

The 13th annual event will feature tours of nine Clark County-area farms, all of which will be open to the public from 10 a.m.-3 p.m. on Sat., Sept. 17. A guide for the tour, including directions, can be found at <http://clark.wsu.edu/>.

"Each farm will have its own activities that they've set up specific to their farm," said Matt Vesh, coordinator for the WSU Clark County Extension's Small Acreage Program. "The idea of the Harvest Celebration is to really get the residents of Clark County in touch with this type of agriculture that is still going on in Clark County."

"While it has changed from a system where we had lots of farms producing lots of big crops, now we have much smaller farms, smaller acreage farms," Vesh said. "They're really more or less family-run farms that do a lot of direct marketing themselves. Not only are they reaping the rewards of growing their own food, but they're also making money off packaging that food and selling it themselves to the consumer."

Vesh said this year's event has a good cross section of farms. For more information,

contact Vesh at (360) 397-6060 ext. 5729.

Here's a look at the farm's participating in this year's event:

• **Compass Rose Alpaca Farm**, 32820 NW Pekin Ferry Rd, Ridgefield, (360) 887-8327

– Take a self-guided tour of this alpaca farm, meet the alpacas, and see what products can be made from their soft fiber including yarn, fleece, socks, and garments. Join the farm owners at 11:30 a.m. for "Mother Nature's Favorite Farm Animal," an informative talk about the environmentally friendly alpaca. Two other programs are featured at the farm: Clark County Watershed Stewards and Clark Conservation District. Restrooms and picnic tables are available at this farm.

• **Northwest Organic Farms**, 17713 NW 61st Ave, Ridgefield, www.northwestorganicfarms.com. Visit this organic vegetable farm to greet and feed friendly chickens and see and taste more than 15 varieties of garlic and heirloom tomatoes.

Their annual garlic and tomato festival is also taking place, featuring bluegrass music and food vendors throughout the day. Fresh fruit, veggies, gifts, and crafts are available. Guided farm tours are taking place throughout the day and Farmer Greg will lead hands-on demonstrations of how to properly plant garlic at 1 p.m. and 3 p.m. Restrooms and picnic seating is



THE WSU CLARK COUNTY EXTENSION will hold its annual Harvest Celebration to showcase the bounty of farms in Clark County. The 13th annual event will feature tours of nine Clark County-area farms, all of which will be open to the public from 10 a.m.-3 p.m. on Sat., Sept. 17. A guide for the tour, including directions, can be found at <http://clark.wsu.edu/>.

available at this farm.

• **Rusty Grape Vineyard**, 16712 NE 219th Street, Battle Ground, www.rustygrape.com. This vineyard and winery is located just east of Battle Ground. Visit the tasting room

to sip some of the wines made on site. Gifts and crafts will be available for purchase. A guided wine vineyard tour begins at 2 p.m., see the vines and learn how the family cares for the grapes. Seating and restrooms are available.

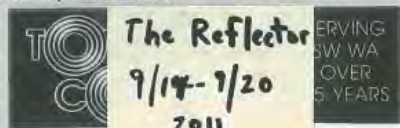
• **Stonycree Farm**, 6227 NE 124th St, Vancouver, www.stonycreefarm.com. Come celebrate the harvest at this small Community Supported Agriculture (CSA) farm and learn about the benefits and challenges of growing food on the urban fringe. Visitors will have an opportunity to join a guided tour of the growing areas of the farm, see beehives, and visit with the hens and goats. Shaded lawn area available for those who wish to picnic on the grounds. Free classes and demonstrations throughout the day with herbalist and master pickler Summer Michaelson. Topics include

"Fermentation and Pickling" (demo and discussion), "Nourish Yourself with Herbal Plant Teas," and "Nature's Nourishment is Everywhere!"

• **Bi-Zi Farms**, 9504 NE 119th St, Vancouver, www.bizifarms.com. Bring your lunch and enjoy picnic tables, animals, a farm stand featuring fresh veggies, fruit and flowers. Tasty jams, jellies, and pies are also on hand at the farm store. Pet the friendly donkey and goats, check out the chicks, and visit with the farm owners. The fields will be open for guided tours via hay rides, available every hour beginning at 10 a.m. Restrooms are available at this farm.

• **Kunze Farms**, 6109 NE 53rd St, Vancouver, (360) 693-5238. This long-time Clark County farm features peaches, pears, apples, Italian plums, concord grapes, hazelnuts, walnuts, fresh flowers, and many vegetables in season. Stop by and visit the farm store, which offers a variety of foods to sample and purchase. Self-guided and guided tours of the farm are available, along with u-

See Harvest on page B2



Harvest

Continued from page B1

pick opportunities. Visitors are welcome to roam the farm and orchards. Restrooms and picnic areas are available at this farm.

• **Conway Family Farm**, 32116 NE Dial Road, Camas, www.conwayfamilyfarm.com. This farm is a diverse sustainable farm featuring a Grade A Goat Dairy and offering farm-

stead goat cheese production. Additional offerings include eggs, wool, USDA lamb and goat meat production, a commercial blueberry field, and a small cut flower garden. Cheese making will be in process at 11 a.m. The guided farm tour at 1 p.m. is aimed at helping you learn how to make your small acreage property work for you. Visit the farm store for farm-raised food and other farm products. Picnic tables

are available. Good Agricultural Practices will not allow non-farm animals at this farm to ensure consumer food safety rules. Please leave your pets at home and wear clean (non-farm) shoes.

• **Livingston Mountain Alpacas**, 29714 NE 60th St, Camas (360) 833-1330. This small farm features alpacas and soay sheep. Visitors are encouraged to wander the grounds of this farm in the hills above Camas. See sustainable farm practices such as rain barrels for water collection and manure composting. A rain barrel class where participants can learn how to make their own rain barrel will be offered at 11 a.m., a discussion of building a bin and us-

ing worms to compost kitchen scraps will be available at 10 a.m. and noon and a tour of the farm's greenhouse with tips and techniques will be offered at 1 p.m.

• **Linda's Dahlias and More**, 1525 SE Washougal River Road, Washougal, (360) 835-7895. Visit this property right on the Washougal River, and bring a picnic to stay for lunch. Take a self-guided walking tour through two dahlia gardens and walk down near the river. Visit with the chickens or select some fresh cut or u-cut flowers. Fresh eggs and produce will be available, and order your dahlia tubers and garden starts for next spring. Bottled water and cook-ies will be available to visitors.

The Columbian
October 12, 2011



Ridgefield: Master Gardener Burke Harris shows off produce from Northwest Organic Farms during the 2011 Clark County Harvest Celebration Farm Tour.

Ridgefield & fairgrounds

Ridgefield— More than 200 people toured nine local farms despite the dreary, wet weather Sept. 17. During the 13th Annual Clark County Harvest Celebration Farm Tour, visitors got a taste of local produce, learned how to grow garlic and saw Rojo, the first certified therapy llama. Participating farms included Northwest Organic Farms, Storytree Farm, Bi-Zi Farms, Rusty Grape Vineyards and Compass Rose Alpacas. The yearly event was put on by the Washington State University Clark County Extension Small Acreage Program.

Appendix E: Model and Merit Properties

SAMPLE TOUR FLYER

SAMPLE PRESS RELEASE

PAID ADS

OTHER TOUR PUBLICITY

SAMPLE HALF PAGE TOUR FLYER

Small Acreage Tour

Free!

Gain valuable ideas for your property
& take home great reference
materials.

True North Alpacas

La Center, WA

Saturday
October 1, 2011
2 pm to 4 pm

Come see:

- ~ Guttering and mud control
- ~ Manure composting
- ~ Natural insect control
- ~ Meet beautiful alpacas



PRE-REGISTRATION REQUIRED

**Call (360) 397-6060 ext. 0 to register
and for directions**

Jointly sponsored by:

WSU Clark County Extension Small Acreage Program
Clark County Environmental Services Clean Water Program

WSU Extension programs are available to all without discrimination. Persons
requiring special accommodations should call (360) 397-6060 ext. 0 at least two
weeks prior to the event.

SAMPLE PRESS RELEASE

For Immediate Release

September 23, 2011

Contact: Eric Lambert
WSU Extension Clark County
Tel: 360-397-6060 ext. 5705
E-mail: Eric.lambert@clark.wa.gov

**Got mud and need solutions?
Join us for a free property tour to get ideas!**

La Center, WA – The Small Acreage Program invites you to tour a local alpaca property whose owners have implemented unique solutions to reduce mud, manage insects naturally, control runoff, and protect water quality.

The Small Acreage Program, co-sponsored by Washington State University Clark County Extension and Clark County Environmental Services Clean Water Program, will lead the tour with the landowners. The tour will run from 2 p.m. until 4 p.m. and participants will meet at the property in La Center.

Come see manure composting, natural insect control, wildlife and wetland habitat, and unique roof runoff management on this small farm. Eric Lambert, Program Coordinator, says “This should be a great educational event for everyone and you don’t need to own alpacas or animals to attend.” Farm tours are guided educational events open to everyone and anyone!

True North Alpacas Property Tour
Saturday, October 1, 2011 – 2 PM to 4 PM
La Center, WA

Registration is free but tour size is limited, please call 360-397-6060 ext. 0 to register, get directions and for more information.

WSU Extension programs are available to all without discrimination. Persons requiring special accommodations should call WSU Clark County Extension at (360) 397-6060 ext. 0 at least two weeks prior to the event.

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SAMPLE PAID AD

The Reflector
September 28, 2011

The Camas Washougal Post Record
September 27, 2011

Small Acreage Tour

True North Alpacas

Saturday, October 1, 2011
2 pm - 4 pm
LaCenter, WA



Learn about:

- Guttering & mud control
- Manure composting
- Natural insect control
- Meet beautiful Alpacas

Pre-Registration Required
Call WSU Clark County Extension
at 360-397-6060 ext. 0

Sponsored By:
WSU Clark County Extension Small Acreage Program and
Clark County Environmental Services Clean Water Program

WSU Extension programs are available to all without discrimination. Persons requiring special accommodations should call WSU Clark County Extension at 360-397-6060 ext. 0 prior to the event.

The Reflector
October 5, 2011

The Camas Washougal Post Record
October 4, 2011

Small Acreage Tour

Conway Family Farms

Saturday, October 15, 2011
1 pm - 3 pm
Camas, WA



Learn about:

- Guttering & mud control
- Manure management
- Cross fencing & irrigation
- Pasture management

Pre-Registration Required
Call WSU Clark County Extension
at 360-397-6060 ext. 0

Sponsored By:
WSU Clark County Extension Small Acreage Program and
Clark County Environmental Services Clean Water Program

WSU Extension programs are available to all without discrimination. Persons requiring special accommodations should call WSU Clark County Extension at 360-397-6060 ext. 0 prior to the event.

OTHER TOUR PUBLICITY

The Reflector
September 28, 2011

Small Acreage Program to conduct tour of area alpaca property

The Small Acreage Program invites the public to take a tour of an area alpaca farm, True North Alpacas, whose owners have implemented numerous solutions to reduce mud, manage insects naturally, control runoff and protect water quality.

The property tour will take place Sat., Oct. 1, 2-4 p.m., at the farm in La Center. The Small Acreage Program, which is co-sponsored by Washington State University Clark County Extension and Clark County Environmental Services Clean Water Pro-

gram, will lead the tour with the landowners.

This guided educational tour will showcase manure composting, natural insect control, wildlife and wetland habitat and roof runoff management on the True North Alpacas farm.

Registration is free, but tour size is limited. Call (360) 397-6060, ext. 0 to register, get directions and for more information. Visit the Small Acreage Program page on Facebook for more information on the program.

CLARK COUNTY FYI
SEPTEMBER 28, 2011

Learn to manage mud and protect water

The Small Acreage Program will host a tour of a local alpaca property where owners use unique solutions to reduce mud, manage insects naturally, control runoff and protect water quality.

The tour will showcase True North Alpacas property in La Center. It will be 2-4 p.m. on Saturday, Oct. 1, 2011.

The tour is free, but space is limited. To register and for directions and details, call (360) 397-6060 ext 0.

The event is sponsored by Washington State University Clark County Extension and Environmental Services' Clean Water Program.

Eric Lambert, program coordinator, said the event is a great educational opportunity — even if you don't own alpacas or other animals.



Appendix F: Agricultural Entrepreneurship and Business Planning

PUBLICITY & PROMOTION

PRESS RELEASE

PAID ADS

FLYER

OTHER PUBLICITY

AGRICULTURAL ENTREPRENEURSHIP AND BUSINESS PLANNING EVALUATION SUMMARIES

INDIVIDUAL CLASS EVALUATION SUMMARY
SPRING 2011

PROGRAM EVALUATION SUMMARY
SPRING 2011

Press Release

For Immediate Release

February 9, 2011

Contact: Matt Vesh
WSU Clark County Extension
Tel: 360-397-6060 ext. 7720
Fax: 360-397-7371
E-mail: matt.vesh@clark.wa.gov

Growing the Future: Farm business planning class helps farmers develop roadmap for success

Tuesdays, March 8 through May 10, 2011

6:00 PM to 9:00 PM

Brush Prairie, WA

Brush Prairie, WA – Thinking of starting a small farm or agriculturally related business? Do you have an idea to expand your current farm business? Sign up now for WSU Clark County Extension’s 10 week course – ***Agricultural Entrepreneurship and Business Planning***.

The course will help new and existing farmers gain skills in business planning and direct marketing. In addition, the course will have a special emphasis on the financial and legal issues unique to farm-based businesses. Guest speakers include accountants, attorneys, local agricultural professionals, and local farm business owners who can provide a model for sustainable agricultural in their farming and marketing practices.

“Local farmers will benefit from the great speakers we have lined up for this class series,” says Erin Harwood, Small Acreage Program Coordinator. “A business plan is a valuable tool for farmers to be successful and sustainable,” says Doug Stienbarger, WSU Clark County Extension Director.

Registration is \$75 per farm or family and class size is limited to the first 30 participants. This class series always fills up fast, so please call Matt Vesh at 360-397-6060 ext. 7720 to register for this terrific learning opportunity right away. ***Deadline for registration is March 1st.***

WSU Extension programs and employment are available to all without discrimination. Persons requiring special accommodations should call WSU Extension Clark County at (360) 397-6060 ext. 0 two weeks prior to the event.

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Sample Paid Ads

THE REFLECTOR

THE CAMAS-WASHOUGAL POST RECORD

Business Planning for Small Farms

March 8 - May 10 2011
Tuesdays 6:00 - 9:00 pm

CASEE Center
Brush Prairie, WA

**REGISTRATION IS \$75 PER FARM OR
FAMILY AND CLASS SIZE IS LIMITED**

Full and partial scholarships available on a limited basis.

**Call WSU Clark County Extension at 360-397-6060 ext. 0
to register, for directions or more information.**

WSU Extension programs are available to all without discrimination. Persons requiring special accommodations should call WSU Clark County Extension at (360) 397-6060 ext. 0 prior to the event.

Topics Include:

- Business planning and development
- Direct marketing
- Record keeping and budgeting
- Diversifying small farm businesses
- Legal issues, regulations and insurance
- Market analysis and consumer trends

Presented By:

The Small Acreage Program
WSU Clark County Extension

Flyer

Business Planning for Small Farms



March 8th - May 10th
Tuesdays
6:00 PM to 9:00 PM
Brush Prairie, WA

Learn:

- business planning
- direct marketing
- record keeping
- budget management
- legal issues



Get hands-on assistance with all aspects of farm business planning! And have a complete business plan to guide the direction and future of your farm business.

Registration is \$75 per farm or family and class size is limited.

Full and partial scholarships available on a limited basis

To register contact Matt at 360-397-6060 ext. 7720 or matt.vesh@clark.wa.gov

WSU Extension programs are available to all without discrimination. Persons requiring special accommodations should call WSU Extension Clark County at (360) 397-6060 ext. 0 prior to the event.

Other Publicity

Oregonian
February 19, 2011

"Agricultural Entrepreneurship and Business Planning."

The course will help new and existing farmers gain skills in business planning and direct marketing. In addition, the course will have a special emphasis on the financial and legal issues unique to farm-based businesses.

Guest speakers include accountants, attorneys, local agricultural professionals, and local farm business owners who can provide a model for sustainable agricultural in their farming and marketing practices.

"Local farmers will benefit from the great speakers we have lined up for this class series," says Erin Harwood, Small Acreage Program Coordinator.

"A business plan is a valuable tool for farmers to be successful and sustainable," says Doug Stienbarger, WSU Clark County Extension Director.

Classes will be 6 to 9 p.m. Tuesdays, March 8 through May 10. Registration is \$75 per farm or family and class size is limited to the first 30 participants. This class series always fills up fast; call 360-397-6060, ext. 7720 to register. Deadline for registration is March 1st.

Matt Vesh

*Small Acreage Program Coordinator
WSU Clark County Extension*

WSU CLARK COUNTY EXTENSION

Class teaches farmers skills for success

Thinking of starting a small farm or agriculturally related business? Do you have an idea to expand your current farm business?

Sign up now for Washington State University Clark County Extension's 10-week course,

Other Publicity

Clark County FYI
February, 2011

Farm business planning class at Extension

Registration is open for WSU Clark County Extension's 10-week course, Agricultural Entrepreneurship and Business Planning.

The course will help new and existing farmers gain skills in business planning and direct marketing. In addition, the course will have a special emphasis on financial and legal issues specific to farm-based businesses.



Guest speakers will include accountants, attorneys, local agricultural professionals and local farm business owners who can provide a model for sustainable agriculture in their farming and marketing practices.

Classes will meet 6-9 p.m. on Tuesdays from March 8 through May 10. Participants will complete components of a business plan in class, working toward a finished business plan by the end of the course.

Registration is \$75 per farm or family. Deadline is March 1.

Class size is limited to 30. Classes are held in Rooms 202 and 205 of the Center for Agriculture, Science and Environmental Education, 11104 N.E. 149th St., Brush Prairie.

To register, call Matt Vesh at (360) 397-6060 ext. 7720.

Class Evaluations

		Poor	Fair	Avg	Good	Excellent	Average
3/8/2011 WK1		1	2	3	4	5	
Intro to Business Planning							
Matt Vesh, WSU Extension	Overall score give session?			1	16	4	4.1
		Very little		some		Definitely	Average
	Do you intend to use any of this info?				3	19	4.9
	Learn something new or how to do others diff?			3	7	12	4.4
	Average						4.5
	36 Participants						
	108 contact hours	3 hours					14 NR
	22 Evaluations Completed	61%	% evals complete				

Change Levels of Knowledge

	Level					
	No Change	1	2	3	4	No Response
Importance of business planning	6	14	1	1	0	
Percent	27%	64%	5%	5%	0%	14
Components of a business plan	4	8	9	1	0	
Percent	18%	36%	41%	5%	0%	14
How to develop your business' mission statement	6	9	4	2	1	
Percent	27%	41%	18%	9%	5%	14
Identifying & prioritizing your business goals	3	10	8	0	0	
Percent	14%	48%	38%	0%	0%	15

		Poor	Fair	Avg	Good	Excellent	Average
3/15/2011 WK2		1	2	3	4	5	
Product & Industry Description							
Marianne Bash	Overall score give session?				6	1	4.1
WSU Vancouver Library		Very little		some		Definitely	Average
Business Structures	Do you intend to use any of this info?			1	2	4	4.4
Matt Bisturis	Learn something new or how to do others diff?				2	5	4.7
Schwabe, Williamson & Wyatt	Average						4.4
	28 Participants						
	84 contact hours	3 hours					20 NR
	8 Evaluations Completed	29%	% evals complete				

Change Levels of Knowledge						
	Level					
	No Change	1	2	3	4	No Response
Creating a product/service description	3	3	0	2	0	
<i>Percent</i>	38%	38%	0%	25%	0%	20
Researching the industry of your selected farm bu	2	2	0	3	1	
<i>Percent</i>	25%	25%	0%	38%	13%	20
Range of business organizational structures avail	3	1	0	4	0	
<i>Percent</i>	38%	13%	0%	50%	0%	20
Determining the structure appropriate for your farm business	1	2	1	4	0	
<i>Percent</i>	13%	25%	13%	50%	0%	20

3/22/2011 WK3		Poor	Fair	Avg	Good	Excellent	Average
Market Analysis		1	2	3	4	5	
Karina Gallardo	Overall score give session?			2	8	9	4.4
WSU TFR Extension Center		Very little	some			Definitely	Average
Farmer	Do you intend to use any of this info?			2	4	16	4.6
Michele Bloomquist	Learn something new or how to do others diff?		1	1	5	15	4.5
Heisson House Vineyards	Average						4.5
30 Participants							
90 contact hours		3 hours					8 NR
22 Evaluations Completed		73% % evals complete					

Change Levels of Knowledge						
	Level					
	No Change	1	2	3	4	No Response
Identifying consumer preferences, values and demographics	3	9	6	2	1	
<i>Percent</i>	14%	43%	29%	10%	5%	9
Evaluating your potential market	3	7	10	0	1	
<i>Percent</i>	14%	33%	48%	0%	5%	9
Identifying the value of your product/service	7	9	4	0	1	
<i>Percent</i>	33%	43%	19%	0%	5%	9
Resources for assessing your market plans	3	9	7	1	1	
<i>Percent</i>	14%	43%	33%	5%	5%	9

3/28/2011 WK4		Poor	Fair	Avg	Good	Excellent	Average
Marketing Options - Direct		1	2	3	4	5	
Farmers	Overall score give session?				0.5	14.5	5.0
Anne Lawrence		Very little	some			Definitely	Average
Storytree Farm	Do you intend to use any of this info?			3	2	11	4.5
Bill Zimmerman	Learn something new or how to do others diff?				1	15	4.9
Bi-Zi Farms	Average						4.8
31 Participants							
93 contact hours		3 hours					15 NR
16 Evaluations Completed		52% % evals complete					

Change Levels of Knowledge						
	Level					
	No Change	1	2	3	4	No Response
Direct marketing alternatives available	3	3	6	4	0	
Percent	19%	19%	38%	25%	0%	15
Advantages & disadvantages of direct marketing	5	3	3	4	1	
Percent	31%	19%	19%	25%	6%	15
Intermediary (non-direct) options	5	3	4	4	0	
Percent	31%	19%	25%	25%	0%	15
How to add value to a farm product	3	7	1	4	1	
Percent	19%	44%	6%	25%	6%	15

4/5/2011 WK5		Poor	Fair	Avg	Good	Excellent	Average
The 5 P's		1	2	3	4	5	
Erin Harwood	Overall score give session?				2	5	4.7
Clark College		Very little	some			Definitely	Average
Managing & Marketing the Small Family Farm	Do you intend to use any of this info?					10	5.0
Lorrie Conway	Learn something new or how to do others diff?					10	5.0
	Average						4.9
	31 Participants						
	93 contact hours		3 hours			21	NR
	10 Evaluations Completed	32%	% evals complete				

Change Levels of Knowledge						
	Level					
	No Change	1	2	3	4	No Response
How to effectively price your product/service	3	1	3	1	1	
Percent	33%	11%	33%	11%	11%	22
Determining what type of packaging works best for	2	2	3	1	1	
Percent	22%	22%	33%	11%	11%	22
Different methods of promoting your product/service	2	2	2	2	1	
Percent	22%	22%	22%	22%	11%	22
Common pricing strategy mistakes	1	3	3	1	1	
Percent	11%	33%	33%	11%	11%	22

4/12/2011 WK6		Poor	Fair	Avg	Good	Excellent	Average
Insurance		1	2	3	4	5	
Kris Greene	Overall score give session?				0.5	4.5	4.9
Country Companies		Very little	some			Definitely	Average
Farmer	Do you intend to use any of this info?				1	8	4.9
Jacqueline Freeman	Learn something new or how to do others diff?					9	5.0
Friendly Haven Rise Farm	Average						4.9
	27 Participants						
	81 contact hours		3 hours			18	NR
	9 Evaluations Completed	33%	% evals complete				

Change Levels of Knowledge						
	Level					
	No Change	1	2	3	4	No Response
Liability insurance options for farm businesses	0	3	5	1	0	
<i>Percent</i>	0%	33%	56%	11%	0%	18
Getting appropriate licenses for your farm business	0	0	0	0	0	
<i>Percent</i>	0%	0%	0%	0%	0%	18
Worker's compensation for farm businesses	0	0	0	0	0	
<i>Percent</i>	0%	0%	0%	0%	0%	18
Taxes farm businesses are required to pay	0	0	0	0	0	
<i>Percent</i>	0%	0%	0%	0%	0%	18

4/19/2011 WK7							
		Poor	Fair	Avg	Good	Excellent	Average
Taxes & Payroll		1	2	3	4	5	
Barb Funk	Overall score give session?			2	5.5	10.5	4.5
BG Business and Tax Service		Very little	some			Definitely	Average
Risk Management	Do you intend to use any of this info?			3	4	16	4.6
John G. Nelson	Learn something new or how to do others diff?			2	1	19	4.8
Western Center for Risk Management	Average						4.6
30 Participants							
90 contact hours		3 hours				18	NR
12 Evaluations Completed		40%	% evals complete				

Change Levels of Knowledge						
	Level					
	No Change	1	2	3	4	No Response
Crop insurance options available	0	2	4	5	1	
<i>Percent</i>	0%	17%	33%	42%	8%	18
Risks in operating a farm business	0	3	4	4	1	
<i>Percent</i>	0%	25%	33%	33%	8%	18
Risk management alternatives/options	0	4	3	3	2	
<i>Percent</i>	0%	33%	25%	25%	17%	18
Tools for managing risk when running your business	0	2	4	3	2	
<i>Percent</i>	0%	18%	36%	27%	18%	19
Registering your business w/ appropriate agencies	1	2	0	4	3	
<i>Percent</i>	10%	20%	0%	40%	30%	20
Getting appropriate licenses for your farm business	1	0	4	3	2	
<i>Percent</i>	10%	0%	40%	30%	20%	20
Worker's compensation for farm businesses	0	2	2	2	3	
<i>Percent</i>	0%	22%	22%	22%	33%	21
Taxes farm businesses are required to pay	0	0	5	2	3	
<i>Percent</i>	0%	0%	50%	20%	30%	20

Small Acreage Landholder Outreach Program – 2011 Annual Report

5/26/2011 WK8		Poor	Fair	Avg	Good	Excellent	Average
Regulations		1	2	3	4	5	
Mike Tokos & Ken Knittle	Overall score give session?			1.5	7.5	4	4.2
WSDA		Very little		some		Definitely	Average
Labor Options for Small Farm	Do you intend to use any of this info?			1	4	9	4.6
Katherine Dean	Learn something new or how to do others diff?			1	5	8	4.5
WA State Labor & Industries	Average						4.4
26 Participants							
78 contact hours		3 hours					12 NR
14 Evaluations Completed		54% % evals complete					

Change Levels of Knowledge						
	Level					
	No Change	1	2	3	4	No Response
Key regulations for farm businesses in	2	2	5	3	2	
<i>Percent</i>	14%	14%	36%	21%	14%	12
How to find regulations that apply to your specific	2	3	4	3	2	
<i>Percent</i>	14%	21%	29%	21%	14%	12
Who to contact for inspections for licensing/regul	2	4	3	3	2	
<i>Percent</i>	14%	29%	21%	21%	14%	12
Getting your farm to meet regulations	4	0	5	3	2	
<i>Percent</i>	29%	0%	36%	21%	14%	12

5/3/2011 WK9		Poor	Fair	Avg	Good	Excellent	Average
		1	2	3	4	5	
Finances & Record keeping	Overall score give session?				2.5	6.5	4.7
Lorrie Conway		Very little		some		Definitely	Average
NW Accounting Services	Do you intend to use any of this info?			1		10	4.8
	Learn something new or how to do others diff?				1	10	4.9
	Average						4.8
24 Participants							
72 contact hours		3 hours					13 NR
11 Evaluations Completed		46% % evals complete					

Change Levels of Knowledge						
	Level					
	No Change	1	2	3	4	No Response
How to complete a breakeven or sensitivity analysis	2	5	2	1	1	
<i>Percent</i>	18%	45%	18%	9%	9%	13
How to create a cash budget	3	5	0	2	1	
<i>Percent</i>	27%	45%	0%	18%	9%	13
Adding your cash budget to the sensitivity analys	3	4	0	2	1	
<i>Percent</i>	30%	40%	0%	20%	10%	14
Creating a basic budget and chart of accounts	3	5	0	2	1	
<i>Percent</i>	27%	45%	0%	18%	9%	13

Overall Program Evaluation

5/10/2011 WK10		Poor					Excellent	Average
Overall Program Evaluation		1	2	3	4	5		
	Overall score?				3	3		4.5
	Answer most of your questions?			1	2	3		4.3
	Did you learn useful information?				3	3		4.5
	How much will you use this to shape your ag business?			1	1	4		4.5
								4.5
	Too short		About right			Too long		Average
	The program series was:			2	2	2		4.0
	24 Participants							
	6 Evaluations Completed		3 hours					
	72 contact hours	25%	% evals complete					
	18 No Response							

Appendix G: Evaluation Forms

LOL IMPACT SURVEY

LOL PRE-CLASS SURVEY

LOL INDIVIDUAL CLASS EVALUATION

LOL CLASS SERIES EVALUATION

WELL & SEPTIC WORKSHOP EVALUATION

BMP WORKSHOP EVALUATION

PROPERTY TOUR EVALUATION

Living on the Land (LOL) Participant Survey

We are glad you were able to participate in the 2010 Living on the Land class series. WSU Clark County Extension depends on people like you to provide feedback on our programs. All responses will be kept anonymous. Upon request, we will send you the results when completed. We greatly appreciate your help. Thank you!

First name _____ Last name _____

Please indicate the extent to which you agree or disagree with each statement below. (Please circle your responses.)

	Strongly Disagree	Some- what Disagree	Neither Agree or Disagree	Some- what Agree	Strongly Agree	Don't Know / Unsure
2. The LOL course provided the level of information I needed	1	2	3	4	5	DK
3. I would recommend this course to others	1	2	3	4	5	DK
4. Based on what I learned in the LOL course, I now manage my property differently.....	1	2	3	4	5	DK
5. This course is a good use for part of the clean water fee I pay with my property taxes every year.....	1	2	3	4	5	DK
6. The changes I made have improved my property	1	2	3	4	5	DK

As a result of the LOL classes, have you done any of the following (please circle response):

	Yes	No	Does Not Apply
7. Tested your soil?	1	2	NA
8. Inspected your septic tank?	1	2	NA
9. Tested your well water?	1	2	NA

10. Have you shared what you learned in this class with anyone else? Yes _____ No _____

If yes: 11. Who did you share this with? (such as family, friends, etc) _____

12. About how many people did you share information with? _____

Turn Over for Questions on Page 2

Small Acreage Landholder Outreach Program – 2011 Annual Report

Please rate your knowledge of the following topic areas for both before and after you participated in the LOL course. (Please circle your responses.)

Please check your responses:			<i>Poor</i>	<i>Fair</i>	<i>Good</i>	<i>Excellent</i>	<i>Unsure / Don't Know</i>	<i>Does Not Apply</i>
13.	Managing weeds:	Before....	1	2	3	4	DK	NA
		After	1	2	3	4	DK	NA
14.	Keeping my pasture/hay field healthy:	Before....	1	2	3	4	DK	NA
		After	1	2	3	4	DK	NA
15.	Managing rainwater (stormwater runoff) so that it stays clean:	Before....	1	2	3	4	DK	NA
		After	1	2	3	4	DK	NA
16.	Soil and how it relates to managing my land:	Before....	1	2	3	4	DK	NA
		After	1	2	3	4	DK	NA
17.	Setting realistic goals for my land:	Before....	1	2	3	4	DK	NA
		After	1	2	3	4	DK	NA
18.	Managing animal manure:	Before....	1	2	3	4	DK	NA
		After	1	2	3	4	DK	NA
19.	Managing / controlling mud:	Before....	1	2	3	4	DK	NA
		After	1	2	3	4	DK	NA
20.	How my management practices impact clean water:	Before....	1	2	3	4	DK	NA
		After	1	2	3	4	DK	NA

21. Please list practices or management changes you have made as a result of taking this class. (Examples might include composting manure, covering manure piles, installing gutters and downspouts, pasture mgmt., etc.)

22. The most positive impact of these changes was

23. Your gender (check one) Male Female

24. What is your age?

25. Highest educational level you have attained? High School or less _____ Bachelor's degree _____
Some college _____ Graduate degree _____

26. How many years have you lived on acreage (current and former property)?

Please return this questionnaire BY NOVEMBER 18th in the stamped, self-addressed envelope provided with this questionnaire. We will follow-up with a telephone call.

If you have questions about this survey, call Doug Stienbarger at 360-397-6060 x5742
(stiendm@wsu.edu)

LOL Pre-Class Survey

Living on the Land – Stewardship for Small Acreages

September 6 through November 22, 2011

This brief survey helps us address your individual needs as small acreage landowners and tailor/adapt the program to your interests. ***All information collected on this form will be used only for this course to help you look at your management techniques.***

Name(s): * _____

Mailing Address: * _____

Phone Number: * _____

Email Address: * _____

* This information is only used by our office for contact purposes and to inform you of other relevant events.

How many acres do you own? _____ How long have you owned this land? _____

Your parcel number(s) and/or legal description from your property tax statement. The parcel number is also your account number and is usually a six digit number followed by three zeros. Include physical address if different from mailing address. *(This will be used to generate maps of your property showing features such as soil types, topography etc. for your use during the course.)*

What do you use your acreage for? ***(Check all that apply and list approximate size.)***

Vegetable garden	<input type="checkbox"/>	_____	Pasture	<input type="checkbox"/>	_____
Orchard	<input type="checkbox"/>	_____	Hay	<input type="checkbox"/>	_____
Floral/landscape	<input type="checkbox"/>	_____	Lawn	<input type="checkbox"/>	_____
Forest	<input type="checkbox"/>	_____	Other (please list)	<input type="checkbox"/>	_____
Wildlife habitat	<input type="checkbox"/>	_____	Other (please list)	<input type="checkbox"/>	_____

Do you own livestock? ☐ YES ☐ NO If so, what type of livestock?

Type	Total number	Type	Total number
------	--------------	------	--------------

Do you irrigate pastures? ☐ YES ☐ NO

Do you have mud problems? ☐ YES ☐ NO

Do you have unusually wet pasture(s)? ☐ YES ☐ NO

Do you have a well on your property? ☐ YES ☐ NO

Do you have a septic system? ☐ YES ☐ NO ☐ UNCERTAIN

Do any rivers, streams, creeks, or irrigation ditches run through your property? ☐ YES ☐ NO

Are there roadside ditches through or adjacent to your property? ☐ YES ☐ NO

What are your reasons for attending this workshop series? (use other side if necessary)

How did you hear about this class? (Please circle all that apply)

E-mail	The Reflector	The Columbian	The Oregonian
Small Ac Program Event	Camas-Washougal Post Record	Other	_____

LOL Individual Class Evaluation

Getting Down and Dirty With Soil Evaluation

(Circle your answer.)	Not at all	----->			Very much so
Was this lesson:					
Current, up-to-date?	1	2	3	4	5
Understandable?	1	2	3	4	5
Presented in an interesting way?	1	2	3	4	5
Did the program answer any questions you had?	1	2	3	4	5
Did it help you learn how to do new things or how to do something better than you knew before?	1	2	3	4	5
Do you intend to use any of the information from this lesson?	1	2	3	4	5
Overall, was this program worth your time to attend?	1	2	3	4	5

What was the most informative part of this session?

Which part was too technical and why?

Which part was too easy and why?

On which part(s) do we need to spend more or less time?

On which topic(s) would you like more information?

What one practice from this lesson will you implement within a year?

LOL Class Series Evaluation

Living on the Land – Stewardship for Small Acreages Program Evaluation

Please rate the entire twelve week program.

- *Module 1: Inventorying Resources* - Doug Stienbarger and Scott Melville
- *Module 2: Your Living Soil* – Gordon French and Craig Cogger
- *Module 3: Water Quality, Wells & Septics, and Streams* – Cary Armstrong, Aaron Henderson, and Jenifer Naas
- *Module 5: Pasture & Weed Management* – Ron Hendrickson, Gene Pirelli, and Gary Fredricks
- *Module 6: Caring for your Animals: Animal Management and Wildlife* – Rachel Maggi and Doug Stienbarger
- *Module 7: Business Opportunities* - Charles Brun
- *Module 8: Sustainability and Tying It Altogether* – Eric Lambert

Please circle your answer.

	Excellent			Poor		
What overall score would you give this program?	5	4	3	2	1	
	Very Much So			Not At All		
Did the program series answer most of your questions?	5	4	3	2	1	
Did you learn useful information?	5	4	3	2	1	
	Quite a Lot		Some	Very Little		
How much will you use this information to change what you do on your land?	5	4	3	2	1	
	Too long		About Right	Too Short		
The program series was:	5	4	3	2	1	

Please explain why you rated any category below average:

What would you like to see added to the program (other or new topics)? Deleted?

Would you recommend this program to neighbors or friends?

How have you changed the way you manage your property based on what you learned in this class?

What management practices will you change or implement within a year?

Did this program help you better understand the goals for your property and how you can meet those goals?

What are the first five words that occur to you to describe this program?

Was the time and day of the week convenient for you? Would something else work better (another weekday, Saturdays)? What about the time of year?

Did you submit a sample to a lab for analysis for any of the following?

	Yes	No	Plan to within the next year
Soil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Forage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other Comments:

Thank you for your interest, your excellent questions, and your sense of humor!

Well & Septic Workshop Evaluation

**Well & Septic Workshop
Evaluation/Assessment Form
September 14, 2011**

Please rate your knowledge of the following topic areas for both before and after you participated in the workshop.

(Please circle your responses)

		<i>Poor</i>	<i>Fair</i>	<i>Average</i>	<i>Good</i>	<i>Excellent</i>
Knowledge of well and septic maintenance	Before...	1	2	3	4	5
	After...	1	2	3	4	5
Keeping my drinking water healthy	Before...	1	2	3	4	5
	After...	1	2	3	4	5
Protecting my septic system	Before...	1	2	3	4	5
	After...	1	2	3	4	5
How my management practices impact clean water	Before...	1	2	3	4	5
	After...	1	2	3	4	5
<i>Program evaluation</i>						
Do you intend to use any of this information?		1	2	3	4	5
Was this program understandable?		1	2	3	4	5
Did the program answer your questions?		1	2	3	4	5
Was this program worth your time to attend?		1	2	3	4	5

What did you like best about the program?

In order to improve this program, are there part(s) we need to spend more or less time on? Topics to add or delete?

Do you have a well? *(circle one)* Yes No

Are you currently using it for your household water source? *(circle one)* Yes No

Where did you find out about this workshop? *(please select all that apply)*

The Columbian The Reflector The Oregonian Camas Post Record
Clark Public Health Mail E-mail Other _____

Sustainable Small Acreage Living Workshop Evaluation

Sustainable Small Acreage Living Workshop Evaluation

Small Acreage Program

December 1st, 2011

In order to help us evaluate this program, please answer the following questions

Please rate your knowledge of the following topic areas for both before and after you participated in the workshop. (Please circle your responses)						
		Poor	Fair	Average	Good	Excellent
Goal setting and taking a whole property view	Before...	1	2	3	4	5
	After...	1	2	3	4	5
Protecting and managing soil on your property	Before...	1	2	3	4	5
	After...	1	2	3	4	5
Utilizing drainage to manage and protect water on your property	Before...	1	2	3	4	5
	After...	1	2	3	4	5
Controlling invasive plants and using native plants	Before...	1	2	3	4	5
	After...	1	2	3	4	5
What overall score would you give this workshop?		1	2	3	4	5
Workshop evaluation		Very Little		Some		Definitely
Do you intend to use any of the information provided?		1	2	3	4	5
Did you learn something new or how to do others differently?		1	2	3	4	5

What was the most informative part of this workshop?

Are there part(s) we need to spend more or less time on?

What is one practice from this workshop you might implement within a year?

Are there other topics you would like to see offered as workshops in the future?

Property Tour Evaluation

WSU Clark County Extension Small Acreage Program
True North Alpacas Farm Tour Evaluation
October 1, 2011

In order to help us evaluate this program, please answer the following questions

Please rate your knowledge of the following topic areas for both before and after you participated in the workshop. (Please circle your responses)						
		<i>Poor</i>	<i>Fair</i>	<i>Average</i>	<i>Good</i>	<i>Excellent</i>
Knowledge of integrated pest management	Before...	1	2	3	4	5
	After...	1	2	3	4	5
Knowledge of manure management	Before...	1	2	3	4	5
	After...	1	2	3	4	5
Controlling and managing runoff	Before...	1	2	3	4	5
	After...	1	2	3	4	5
How farm management practices impact water quality	Before...	1	2	3	4	5
	After...	1	2	3	4	5
<i>Program evaluation</i>						
Do you intend to use any of this information?		1	2	3	4	5
What overall score would you give this event?		1	2	3	4	5
Overall, was this event worth your time to attend?		1	2	3	4	5

What was the most informative part of this workshop?

Are there part(s) we need to spend more or less time on?

What is one practice from this workshop you might implement within a year?

Are there other topics you would like to see offered as workshops in the future?