
Small Acreage Landholder Outreach Program 2019 Annual Report

Submitted to Clark County Public Works, Clean Water Program

Submitted by WSU Clark County Extension

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WSU Clark County Extension



Department of Public Works
Clean Water Program

Executive Summary

The Program served 931 people (Table 1). Participants and graduates owned at least 860 acres; the expo and harvest celebration were not tracked. A significant majority of respondents agreed they would use what they learned to change their land management practices.

Table 1: Summary Statistics for Events

	Participants / Graduates	Acreage Owned	% Learning Something	Intend to Make Changes N (NR)
Ag Business	15	105	62%-100%	10 (3) average
BMP Workshops	46	240	57%-100%	36 (10)
Expo	47			
Harvest Celebration	574			
LOL	23	112	58%-100%	15 (8) average
Tours	20	86	0%-100%	17 (3)
Septic/Well WS	206	852	85% average	130 (76)
	931	1,395		

**N = number of responses; NR = no response*

Task 1 - Best Management Practices (BMPs) Guidelines

Task 1a – Information Resources

Throughout the year, the Coordinator adds announcements for all events and relevant materials where appropriate to the WSU Extension calendar (<http://extension.wsu.edu/clark/calendar/>); Small Acreage webpage (<http://extension.wsu.edu/clark/naturalresources/smallacreageprogram/>) and to the program Facebook page (<http://www.facebook.com/smallacreageprogram>).

The program also tracks public use of the many resources available on our website to determine demand and ascertain use. This includes factsheets, video clips, announcements, and general program information (Table 2). For example, users visit the main page most often, where the program posts new classes and links to the different program areas. Traffic to the main program webpages is down over a third from 2018. Factsheet views were insignificant, probably because of Google Analytics changes on tracking PDFs. Visitors continue to view the *Manure Management* video clip the most often. The more popular factsheet PDFs were converted to webpages in the attempt to make them more accessible, but they only went live in mid-December, so viewing data remains scant.

Issues and Recommendations. The program hopes converting PDF factsheets to web pages will allow us to track usage again.

Task 1b – Publications

The Coordinator submitted an article for *The Reflector* to promote the Living on the Land (LOL) class series and the land stewardship principles it promotes. Published September 4, 2019, the article covers the major topic areas in the LOL classes: property inventory, soil, water, waste, grazing, and weeds (Appendix A). The Columbian published an article on the Harvest Celebration, while The Reflector published a second article on the Small Acreage Program highlighting one land steward.

Table 2: 2019 Small Acreage Webpage Activity

Factsheets	Qtr 1	Qtr 2	Qtr 3	Qtr 4	YTD
What Can You Do On Your Land? Frequently Asked Questions	0	0	0	0	0
Don't Let Your Dollar\$ Go Down the Drain! Septic Tank Additives	0	0	0	0	0
Keeping Clean Water Clean & Reducing Mud - Improving Drainage	0	0	0	0	0
Protecting Drinking Water: Simple Tips for Well Maintenance	0	0	0	0	0
Best Management Practices for Small Acreages	6	1	0	0	7
Total	6	1	0	0	7
Converted Factsheet PDFs to Webpages					
Keeping Water Clean				2	2
Landscaping for Septic Systems				0	0
Pasture Grazing Management				2	2
Pasture Sacrifice Areas				1	1
Septic Tank Additives				0	0
Total				5	5
Other Documents					
Small Acreage Expo Registration Form	31	3	1	0	35
Harvest Celebration Program	5	6	3	0	14
Total	36	9	4		49
Video Clips					
Manure Management	306	723	404	359	1792
Reducing Mud on Small Acreages	5	9	3	1	18
Five Ways to Protect Riparian Areas	149	100	17	45	311
Livestock Exclusion and Off Channel Watering	8	91	6	8	113
Managing Manure	38	117	5	10	170
Five Quick Steps to Reduce Mud	472	299	108	203	1082
Total Views	984	1342	548	628	3502
Website Visitors					
Small Acreage Web Page	331	376	890	202	1799
BMP Video Web Page	12	2	31	11	56
Living on the Land Web Page	70	57	124	53	304
Total Visitors	413	435	1045	266	2159

Issues and Recommendations. None.

Task 2 - Public Education & Outreach

Task 2a – Establishing a Wider Mailing List

The program sent 968 postcards to small acreage homeowners in four subwatersheds of the East Fork Lewis River Watershed (Breeze, Jenny, Lockwood, and McCormick) in early June to advertise eight upcoming events (Appendix A). The postcard also included a link to potential financial assistance from the Clark Conservation District.

Issues and Recommendations. There are none at this time.

Task 2b – Living on the Land: Stewardship for Small Acreages

The Living on the Land class series ran 12 weeks, from September 21 to November 21 at the 78th Street Heritage Farm. The Coordinator promoted the LOL series at all events.

While 32 individuals (20 households) enrolled, only 23 individuals from 14 households graduated. Two enrolled individuals never attended any of the classes while three others' schedule changes did not allow them to continue. Another had a health issue arise, with the remainder providing no reason.

While almost a third (29%) of those responding heard about the LOL class through email, almost the same number heard through online promotion, primarily Facebook (Table 3). Forty-six percent heard

Table 3: How Participants Learned About the LOL Class

Source	Responses* (NR)
Small Acreage Events	4
E-mails (office listservs, local partner newsletters)	7
Media (Small Acreage Facebook / Extension Website)	6
Flyers (feed stores, veterinarians, and libraries)	
Newspaper PR / Ads (The Reflector, Post-Record, The Columbian, and FYI)	1
Word of mouth	2
Small Acreage Postcard	
Other	4
Total	24 (8)

* = includes multiple responses

through events and other sources. This data can be somewhat misleading since some participants heard about the course in multiple ways.

Of the 23 graduates, 15 (65%) attended at least three-quarters of the 12 class sessions, while one attended every session (Table 4).

Table 4: LOL Attendance

Classes Attended	# Graduates	As % of Graduates
12	1	4%
11	3	13%
10	4	17%
9	7	30%
8	2	9%
7	3	13%
6	3	13%
Total	23	100%

Of the 23 graduating individuals in the class, all came from Clark County (Table 5). This year most graduates came from north Clark County which mirrors past classes which then to have more participants from northern Clark County than either the central or southern parts of the county.

Table 5: Geographic Distribution of Graduates				
Location		2003-2018	F19	City Totals
North	Amboy	30		30
	La Center	59	10	69
	Ridgefield	61		61
	Yacolt	26	1	27
	Woodland (Clark Co.)	14	2	16
	Subtotal	190	13	203
Central	Battle Ground	107	4	111
	Brush Prairie	32		32
	Subtotal	139	4	143
South	Camas	18		87
	Vancouver	87		174
	Washougal	26	6	32
	Subtotal	131	6	137
Out of County		38		38
Totals		498	23	521

Graduates owned at least 112 acres, with the average of 8 acres, somewhat below the average 10.5 acres owned between 2003 and 2018 (Table 6). Half the parcels were 5 acres or less, while half were over 5 acres. The largest acreage was 20 acres.

Table 6: Graduate Property Characteristics **

		2003 - 2018	2019	Total
# Graduates		498	23	521
# Properties		366	14	380
Ac Owned	Total Acreage	3,820	112	3,932
	Avg Ac/ Property	10.5	8.0	10.4
	Smallest	0.1	0	0
	Largest	80	20	80
	< = 5 ac	166	7	173
	>5 - 10	98	4	102
	>10 - 20	45	3	48
	> 20 ac	42		42
Yrs On Land	Average	7	NA	7
	Least	0	NA	
	Most	66	NA	
Land with:	Septic System	320	14	334
	Well	270	11	281

** Not all graduates provided all information.

Ten keep livestock, but only four keep larger types of livestock: goats, horses, pigs, and cattle (Table 7).

Table 7: Number of Livestock Owned*

Livestock	2003 - 2018	2019	Total
Poultry	2662	292	2954
Alpacas	305		305
Cattle	310	2	312
Horse / Donkey	293	11	304
Goats/ Sheep	502	24	526
Swine	135	6	141
Llama	58		58
Rabbits	461	10	471
Ostrich/ Emu	6		6
Total	4681	51	4732

** Understates total since not all participants provided information.*

Knowledge Increases. Participants also rated their knowledge on each topic before and after each workshop using a scale of one to five: a response of one equals poor, two fair, three average, four good and five excellent. Across all class topics, at least 71% (71%-98%) learned some to a lot of knowledge (Table 8). At least 27% (27%-93%) of respondents learned a moderate to a lot about the major topic areas.

When asked what management practice they might implement within a year, participants indicated they would improve pasture management, reduce weeds, manage riparian areas, get soil tested, and better manage soils.

Issues and Recommendations. The Coordinator did not realize there was a short entire class evaluation, but will implement that in 2020. As certain speakers retire, the Program finds replacements.

Table 8: LOL Knowledge Level Change

LOL Class	Knowledge Area	Before and After Class Knowledge Change (As percent of respondents averaged)					
		Same	1	2	3	4	N (NR) *
Inventory 1	Four topic areas: Goal setting, neighbors, identifying property assets and problems, holistic framework	29%	44%	23%	4%	0%	19 (8)
Inventory 2	Four topic areas: photo documentation, identifying limitations on property goals, Clark County Codes, permits	29%	37%	28%	12%	2%	19 (5)
Soils I	Four topic areas: soil structure, type & texture, erosion, amendments, properly testing soil	3%	32%	37%	20%	8%	9 (9)
Well & Septic	Four topic areas: septic system maintenance and self-inspection certification and well maintenance.	8%	14%	51%	37%	14%	16 (3)
Soils II	Four topic areas: major nutrients for plant/soil health, soil chemistry, understanding soil tests, soil surveys	12%	14%	34%	29%	12%	15 (0)
Pasture	Four topic areas: renovating/reseeding pasture, grass/legume species, grass life cycle, Grazing management	4%	13%	40%	27%	15%	13 (0)
Watershed Pollution & C.C. Codes	Four topic areas: the Clean Water Program, best practices to control SW, SW permit application process	3%	15%	37%	35%	10%	11 (1)
Weeds	Four topic areas: weed management plan, life cycles of weeds, identifying and controlling weeds	5%	16%	39%	25%	16%	11 (0)
Managing Animals	Four topic areas: BMPs for managing mud and manure, managing runoff, animal impacts	11%	46%	11%	7%	0%	14 (0)
	Three topic areas: Feed and forage needs, evaluating hay quality, , body condition scoring	5%	13%	38%	29%	14%	14 (0)
Wildlife & Streams	Three topic areas: creating wildlife habitat, discourage unwanted wildlife, healthy/unhealthy streams	19%	6%	38%	38%	0%	8 (0)
Place on a Stream	Four topic areas: riparian, healthy/unhealthy streams, improving stream health	12%	20%	33%	28%	7%	15 (0)
Agroforestry	Four topic areas: definition, species interaction, common systems, forest health for traditional forest management	2%	5%	29%	51%	14%	15 (0)
Business	Seven topic areas: starting a business, business planning, resources, direct marketing, assessing markets, value added	19%	28%	42%	16%	5%	11 (1)
Stewardship	Four topic areas: stewardship and sustainability, holistic goals, Developing actions, assessing progress	5%	18%	44%	23%	10%	10 (1)

Task 2c – Well and Septic Maintenance Workshops

During the well and septic workshops, the Coordinator opened each workshop with a summary of best practices impacting water quality before the Public Health speakers presented. During the December workshop, Allison Johnson presented on septic systems and Jamee Searcy presented on maintaining potable wells. Participants pay \$15 to attend these workshops.

Of the 206 participants (not including the septic session in the LOL course) who attended the workshops, 38% of respondents learned about the workshops through Public Health’s inspection notification, followed by 21% who learned through newspapers (Table 9).

Table 9: Responses to Promotion

How Participants Heard of Events	Responses (NR)
Small Acreage Events	
E-mails (office listservs, local partner newsletters)	9
Media (Small Acreage Facebook / Extension Website),	18
Flyers (feed stores, veterinarians, and libraries)	
Newspaper PR / Ads (<i>The Reflector</i> , <i>Post-Record</i> , <i>The Columbian</i> , and <i>FYI</i>)	32
Word of mouth	6
Small Acreage Postcard	4
Septic Inspection Notification	68
Other	42
Total	179 (27)

All respondents indicated they would use the information they learned, potentially positively impacting the 852 acres participants own (Table 10).

Table 10: Well and Septic Workshop

Date	Participants	Intend to Use Information % Yes N (NR)	Acreage Owned	Workshop Location
March 13	43	100% 19 (24)	198	Heritage Farm, Hazel Dell
June 26	66	100% 53 (13)	358	WDFW, Ridgefield
July 24	56	100% 38 (18)	195	Public Safety Complex, Ridgefield
December 11	41	100% 20 (21)	101	Luke Jensen Sports Complex
Totals	206		852	

Participants evaluate their knowledge about selected topics before and after attending the workshop (Table 11). Evaluation results show that at least 85% of respondents increased their knowledge four topic areas on well and septic system maintenance and health. An average of 55% of respondents learned a moderate amount to a lot about the four topics compared to 33% learning that much on how management practices affect clean water.

Table 11: Well and Septic Workshop Knowledge Level Change

Workshop	Knowledge Area	Before and After Workshop Knowledge Level Change (as percent of responses)					
		Same	1	2	3	4	N (NR) *
March 13	Knowledge of four topic areas	22%	22%	35%	17%	4%	30 (13)
	How my management practices impact clean water	32%	46%	21%	0%	0%	15 (28)
June 26	Knowledge of four topic areas	13%	28%	32%	20%	7%	44 (22)
	How my management practices impact clean water	17%	34%	28%	15%	6%	47 (19)
July 24	Knowledge of four topic areas	13%	35%	32%	15%	5%	32 (24)
	How my management practices impact clean water	21%	46%	18%	13%	3%	39 (17)
Dec 11	Knowledge of four topic areas	29%	43%	21%	8%	0%	17 (24)
	How my management practices impact clean water	56%	33%	11%	0%	0%	18 (23)
All Classes	Knowledge of four topic areas	15%	30%	32%	18%	5%	123 (83)
	How my management practices impact clean water	27%	40%	21%	9%	3%	132 (74)

*N = number of responses; NR = no response

Well and Septic workshops longitudinal impacts 2012 -2018

A short follow-up survey (single page) has been completed for 2012-2018, although the response rate for 2017 was low. There were 671 workshop participants (588 households), of which 219 people responded (33%). Of these respondents, 82% installed at least one of the 11 practices taught in the workshop (Table 12). A total of 384 practices were installed. Sixty-three percent inspected their septic systems and 31% reduced chemical usage. About 78% of respondents shared what they learned with at least 817 other people.

Table 12: Septic Class Practices Installed 2012-2017

Practice Installed	Number	% of Respondents
Inspected septic	139	63%
tested well water	28	13%
Reduced chemicals going into septic system	68	31%
Improved well head protection	22	10%
Installed risers on septic	28	13%
Keep animals/vehicles off drain field/septic	41	19%
Checked well head	8	4%
Cleaned up well head area	3	1%
Planted septic friendly plants on drain field	6	3%
Stopped directing runoff to drain field	26	12%
Shock chlorinate well	15	7%

Issues and Recommendations. These workshops continue to be in high demand, likely because landowners are required to inspect their systems every three years and self-inspection saves landowners money.

Task 2d – Best Management Practices Workshops

The Coordinator held three workshops: pasture management by Gary Fredricks for 20 participants, streamside planting with native plants along Salmon Creek by Brendan Addis (Sound Native Plants) for 12 people, and composting manure by Doug Stienbarger for 14 people.

The Coordinator promoted the workshops widely, through press releases to local newspapers, Facebook posts, website content, and listserv emails, among other means (Table 13). About 62% of participants learned about the workshops through digital media and email.

Table 13: Responses to Promotion

How Participants Heard of Events	Responses (NR)
Small Acreage Events	8
E-mails (office listservs, local partner newsletters)	12
Digital Media (Small Acreage Facebook / Extension Website),	14
Flyers (feed stores, veterinarians, and libraries)	
Newspaper PR / Ads (<i>The Reflector</i> , <i>Post-Record</i> , <i>The Columbian</i> , and <i>FYI</i>)	3
Word of mouth	1
Small Acreage Postcard	2
Other	2
Total	42 (4)

* N = number of responses; NR = no response

Participants ranked the workshop over 4 out of 5 (scale of one to five with five being highest), and all respondents intend to use the information in the future (Table 14).

Table 14: BMP Workshops

Date	Topic	Participants	Intend to Use Information % Yes N (NR)	Acreage Owned	Overall Rating	Workshop Location
June 12	Pasture Management	20	100% 15 (5)	163	4.5	La Center
Oct 19	Streamside Planting	12	100% 8 (4)	54.7	4.9	Hazel Dell
Oct 30	Composting Manure	14	100% 13 (1)	54.2	4.2	Hazel Dell

*N = number of responses; NR = no response

At least 84% of respondents increased their understanding of managing pastures, while 90% increased their knowledge of streamside planting with native plants, and 85% increased their knowledge about composting manure (Table 15). Fifty-seven percent to 75% increased their knowledge about how the various workshop topics impacts clean water. Over 50% increased their knowledge a moderate amount to a lot about pasture management, but not the other two topics.

Table 15: BMP Workshop Knowledge Level Change

Workshop	Knowledge Area	Before and After Workshop Knowledge Level Change (as percent of responses)					
		Same	1	2	3	4	N (NR) *
June 12	Four topic areas covering Pasture Management and Renovation	16%	27%	39%	12%	3%	15 (5)
	How my management practices impact clean water	38%	31%	23%	8%	0%	13 (7)
Oct 19	Three topic areas covering Streamside Planting with Native Plants	10%	57%	10%	0%	24%	7 (5)
	Means for handling stormwater	43%	0%	29%	0%	14%	7 (5)
Oct 30	Three topic areas covering composting manure	15%	44%	33%	8%	0%	13 (1)
	How manure practices impact water quality	25%	50%	17%	8%	0%	12 (2)

*N = number of responses; NR = no response

BMP workshops longitudinal impacts 2012 -2018

A short follow-up survey (single page) has been completed for 2012-2018, with a response rate of 32% out of 316 participants (270 households). About 74% of the respondents installed at least one of the 16 management practices talked about in BMP workshops; installing 198 practices total (Table 16). Over 28% installed a sacrifice area or controlled mud, 19% installed fencing, 16% installed gutters, and 22% started rotational grazing and general rainwater management. Over 77% shared their knowledge with at least 1,152 other people.

Issues and Recommendations. There are none at this time.

Table 16: BMP Workshop Practices Installed 2012-2018

Practices	Number	% of Respondents
gutter	17	16%
compost/cover manure	36	35%
weed mgmt	9	9%
fencing	20	19%
animal mgmt	3	3%
pastures	19	18%
sacrifice area/mud	29	28%
soil mgmt	6	6%
rotational grazing	23	22%
compost (non-animal)	2	2%
gen rainwater mgmt	15	14%
erosion control	5	5%
septic/well	1	1%
wildlife	2	2%
riparian area mgmt	9	9%
goals/planning	2	2%

Task 2e – Outreach Events and Promotional Activities

General Outreach. The program mailed postcards to four sub-watersheds (Task 2a) to help broaden participation. The Coordinator also bought more Facebook ads than in the past.

Small Acreage Exposition. The fourteenth annual Small Acreage Expo took place on Saturday, April 14th at the 78th Street Heritage Farm. Speakers presented on fourteen session topics (Table 17). One session, partnerships for clean water, was canceled due to no sign-ups. Participants selected from several concurrent classes during each session. The program charged \$15 for pre-registration (includes

lunch) and \$25 for walk-ins. Pre-registration included lunch from a local caterer. The Coordinator arranged an informational tent for 10 organizations to set up booths to provide informational materials.

Table 17: Small Acreage Expo Topics

Session A 9:00-10:15	Managing Grazing for Sustainable Pastures	Gary Fredricks
	Maintaining a Healthy Well	Drake Amundson
	PNW Native Plants Landscaping	Brad Mead
	Partnerships for Clean Water	WA Dept. of Ecology
Session B 10:30-11:45	Septic Inspection	Sean Hawes
	Sustainable Timber Harvest	Hunter Decker
	Weed' Em and Reap	Kara Hauge
	Heritage Farm Tour	Joe Zimmerman
Lunch 11:45-12:45 - Lunch, Exhibitors, Open House		
Session C 12:45-2:00	Manure Composting	Doug Stienbarger
	Advanced Septic Systems	Sean Hawes
	Providing for Pollinators	Susan Knilas
	Heritage Farm Tour	Joe Zimmerman
Session D 2:15-3:30	Sustainable Living for Small Farms	Eric Lambert
	Improving Drainage	Grant Johnson
	Tractor Safety	Joe Zimmerman

Forty seven people attended the Expo, which was a decrease from last year's event and the lowest attendance of Expo events. This is likely due to the rainy weather and there being a new coordinator trying to coordinate this event without a lot of lead time. Sixteen participants submitted evaluations for the event as a whole, a return rate of 34% (Table 18). Door prize tickets were offered to incentivize the completion of evaluations. Local businesses donated \$313 in door prizes: Columbia River Carbonates, Wilco, Parkrose Hardware, Backyard Bird Shop and the Master Gardener Foundation.

Table 18: Responses to Expo Promotion

How Participants Heard of Events	Responses N(NR)
Small Acreage Events	1
E-mails (office listservs, local partner newsletters)	16
Media (Small Acreage Facebook / Extension Website),	7
Flyers (feed stores, veterinarians, and libraries)	0
Newspaper PR / Ads (<i>The Reflector</i> , <i>Post-Record</i> , <i>The Columbian</i> , and <i>FYI</i>)	6
Word of mouth	6
Small Acreage Postcard	
Other	12
Total	48 (5)

*N = number of responses; NR = no response

The Coordinator promoted the Expo widely through program events, email and digital media, flyers, and newspapers (including paid advertising). Email proved the most successful means for promoting the Expo, attracting 16, followed by “other” at 12.

Respondents rated the overall event 4.8 on a scale of one to five, five being highest. Nearly all respondents (16) indicated they learned something new and intend to use the information learned to change what they do at home.

Individual Expo Sessions

At least 83% of respondents increased their knowledge somewhat across all topics (Table 19).

Respondents learned a moderate amount to a lot about grazing, protecting well water, native plants, septic systems, sustainable timber harvesting, advanced septic systems, pollinators, composting

Table 19: Small Acreage Expo Participant Change in Knowledge Levels

Expo Session	Knowledge Area	Before and After Class Knowledge Change (As percent of respondents)					
		Same	1	2	3	4	N (NR)
Grazing/ Sustainable Pastures	Recognizing and preventing over-grazing	0%	20%	40%	27%	13%	15 (3)
	Will use information to change practices at home?	100% Yes			0% No		16 (2)
Protecting Your Well Water	How to properly maintain your well	0%	50%	0%	25%	25%	4 (1)
	Will use information to change practices at home?	100% Yes			0% No		4 (1)
Native Plant Landscaping	Benefits of using Native plants	17%	25%	33%	17%	8%	12 (1)
	Will use information to change practices at home?	100% Yes			0% No		12 (1)
Septic Inspection Certification	How to properly inspect your septic system	0%	0%	0%	50%	50%	2 (9)
	Will use information to change practices at home?	100% Yes			0% No		2 (9)
Sustainable Timber Harvest	Best management practices for timber harvest	0%	20%	20%	60%	0%	5 (0)
	Will use information to change practices at home?	100% Yes			0% No		5 (0)
Weed'em and Reap	Properly identifying problem weeds in Clark County	0%	50%	25%	0%	25%	8 (3)
	Will use information to change practices at home?	100% Yes			0% No		8 (3)
Advanced Septic System Inspection	Signs of an unhealthy septic system	11%	11%	33%	44%	0%	9 (0)
	Will use information to change practices at home?	75% Yes			25% No		8 (1)
Pollinator Habitat	The need for pollinator support	15%	23%	31%	23%	8%	13 (1)
	Will use information to change practices at home?	100% Yes			0% No		13 (1)
Composting Manure	The benefits of composting manure	8%	25%	33%	17%	17%	12 (4)
	Will use information to change practices at home?	100% Yes			0% No		10 (6)
Heritage Farm Tour	What goes on at the 78th St. Heritage Farm	8%	8%	17%	42%	25%	12 (1)
	Will use information to change practices at home?	82% Yes			18% No		11 (2)
Improving Drainage	Surface and subsurface drainage solutions	11%	56%	22%	0%	11%	9 (3)
	Will use information to change practices at home?	78% Yes			22% No		9 (3)
Sustainable Living for Small Farms	BMPs, social considerations and resources for land management	0%	50%	25%	0%	25%	8 (2)
	Will use information to change practices at home?	88% Yes			12% No		9 (1)
Tractor Safety	What are ag machinery risks and hazards	0%	100%	0%	0%	0%	2 (0)
	Will use information to change practices at home?	100% Yes			0% No		2 (0)

*N = number of responses; NR = no response

manure, and drainage. Over 83% of respondents indicated that they would use the information learned to change practices at home. Despite a low response rate, Expo sessions seemed to increase participant understanding of topics and provided useful information.

Clark County Fair. Fair rules make it difficult to disseminate information at the Fair as conditions of staffing booths become tighter. It has become more difficult to partner with other organizations to put promotional material at their booths. The Coordinator attended the event by tabling and passing out information at the 4H booth.

WSU Harvest Celebration. The 21st annual Clark County Harvest Celebration took place on Saturday September 21 from 10 am to 3 pm. The event showcased nine farms, including one property that earned a *Doing Our Part for Clean Water* sign. New additions to this year's Harvest Celebration were Bours Corner Farm, Gather and Feast Farm, and Gifts of the Planet Farm. Each farm had staff or volunteers for the full event to count attendance. Every farm displayed a poster highlighting its features and the clean water signage farm displayed an additional poster highlighting the BMP's implemented on their properties. At least 574 visitors made 1165 farm visits (Table 20). Attendance in 2018 was at least 605 visitors who made 1067 farm visits. This year's attendance was below the average of 776 for the attendance since 2000. However, there were more reported total farm visits than the average since 2000.

Table 20: 2019 Harvest Celebration Attendance

Farm	Visited First	Total Farm visits
Gifts of the Planet Farm	34	56
White Oak Alpacas	83	128
Gather and Feast Farm	36	139
Coyote Ridge Ranch	26	98
Greene Jungle Farm	139	248
Serendipity Alpaca Ranch *	131	269
Heisen House Vineyards	6	28
Bours Corner Farm	52	87
Bi-Zi Farms	67	112
Total	574	1165

* Farms with clean water signage.

Serendipity Alpaca Ranch earned their sign in 2017. The property does a good job managing their pastures, with no signs of erosion or compaction and very limited weeds. They control stormwater runoff on their property through gutters installed on all buildings and by diverting water away from livestock areas. The owners also remove alpaca manure from their pastures daily and compost under a covered structure, which keeps the manure from leaching nutrients into groundwater.

The Program promoted the Harvest Celebration through press releases, at events, flyers, email lists, and with a map.

Veterinarian outreach. The program sends flyers to local veterinarians about animal related events.

Low impact development. There were no specifically LID events, although the Program does promote materials on LID practices.

Equine Community. Although the coordinator reached out to several Equine groups and spoke with group leaders, the program did not deliver promotional talks before Equine groups. The 4H Program assisted in promoting several events, such as the pasture management workshop and the Expo.

Issues and Recommendations. There are promotional talks to Equine groups planned for 2020.

Task 3 - Model Small Acreage Properties

Task 3a – Property Tours

The first property tour occurred on June 29 at a 5-acre alpaca property in Ridgefield. The tour demonstrated pasture management, rotational grazing, use of a sacrifice area, sustainable manure management, onsite stormwater management, and a covered compost area, among other topics. The second tour occurred on November 16 at Gifts of the Planet Farm in Woodland, which grows blueberries and fruit trees organically and utilizes drip-irrigation. Participants heard about these tours primarily through email and program events (Table 21).

Table 21: Responses to Tour Promotion

How Participants Heard of Events	Responses (NR)
Small Acreage Events	7
E-mails (office listservs, local partner newsletters)	10
Digital Media (Small Acreage Facebook, Extension Website),	1
Flyers (feed stores, veterinarians, and libraries)	
Newspaper PR / Ads (<i>The Reflector</i> , <i>Post-Record</i> , <i>The Columbian</i> , and <i>FYI</i>)	1
Word of mouth	1
Small Acreage Postcard	
Other	2
Total	22 (0)

*N = number of responses; NR = no response

Four participants returned evaluations and ranked the tour an average score at 4.6 or higher on a scale of one to five, with five being the highest (Table 22). All respondents indicated that they learned something new and intend to use that information within the next year.

Table 22: Model Property Tour Evaluation Summary

Date	Participants	Intend to Use Information % Yes N (NR)	Acreage Owned	Overall Rating	Workshop Location
June 29	5	100% 4 (1)	36	5.0	Serendipity Alpaca Farm
Nov 16	15	100 13 (2)	56	4.6	Gifts of the Planet Farm

*N = number of responses; NR = no response

Issues and Recommendations. There are none at this time.

Longitudinal impacts of Tours 2012 -2018

A short follow-up survey (single page) has been completed for 2012-2018, with a response rate of 26% out of 244 participants (169 households). About 61% of the respondents installed at

least one of the 16 management practices talked about tours; installing 90 practices total (Table 23). Respondents most commonly installed gutters, managed their manure, managed mud, and installed fencing. Over 81% shared their knowledge with at least 932 other people.

Table 23: Tour Practices Installed 2012-2018

Practices	Number	% of Respondents
gutter	13	22%
compost/cover manure	13	22%
weed mgmt	2	3%
fencing	7	12%
animal mgmt	2	3%
pastures	2	3%
sacrifice area/mud	10	17%
soil mgmt	2	3%
rotational grazing	2	3%
compost (non-animal)		0%
gen rainwater mgmt	5	9%
erosion control	1	2%
septic/well	2	3%
wildlife	3	5%
riparian area mgmt	1	2%
goals/planning	2	3%
other	4	7%

Task 3b – Landowner Recognition

Seven model property assessments took place, with one a reassessment from another year, each in a different watershed: Whipple Creek, Washougal, Little Washougal, East Fork Lewis River, and Lacamas Creek. Four were awarded *Doing Our Part for Clean Water* signs: 2.5 acres in Whipple Creek, 5.19 acres in Washougal River, 5.5 acres in Little Washougal River, and 19.9 acres in East Fork Lewis River watersheds.

Issues and Recommendations. There are none at this time.

Task 4: Small Farms

Task 4a - Agricultural Entrepreneurship and Business Planning.

The Program organized its eleventh *Agricultural Entrepreneurship and Business Planning* class series where participants learn about business planning, marketing methods and opportunities, and how to develop or expand a small farm business. They produce a completed business plan by the last class and present their business plan to the class on the final evening. Farmers and various small business specialists serve as guest speakers, bringing valuable practical experience to the class. The ten-week class series ran from February 26 through April 30.

The schedule included some new topics, including a session on business planning basics presented by Jerry Petrick, Small Business Development Center. Rachel Reister, Reister Farms, came back to discuss financial forecasting, marketing, customer service management (Table 24).

Table 24: Agricultural Entrepreneurship Course Schedule

Date	Topic	Instructor(s)
Feb 26	Introduction: <i>Business Planning Basics</i> <i>Vision, Goals & Mission Statement</i>	Teresa Koper, WSU Clark County Extension Jerry Petrick, Small Business Development Center Jacqueline Freeman, Friendly Haven Rise Farm
Mar 5	Marketing: <i>Conducting Research</i> Value Added Opportunities	Supisa Oliver, Fort Vancouver Regional Library Justin O'Dea, WSU CC Extension
Mar 12	Marketing: <i>Market Analysis</i> Management & Ops: <i>Taxes, Licenses & Payroll</i>	Jordan Bolt, Vancouver Farmers Market; Donna Graham & Kim Wilcox, Wilcox & Company, PC
Mar 19	Marketing: <i>The 5 Ps</i>	Lorrie Conway, Northwest Accounting Erin Harwood, Garden Delights Herb Farm
Mar 26	Management & Operations: <i>Regulations</i> <i>Pasture Raised Meats</i>	Kim King, WSDA Caleb Sturtevant, Botany Bay Farm
Apr 2	Planning: <i>Marketing Business Plan Example</i> <i>Business Planning Assistance</i>	Rachel Reister, Reister Ranch Jerry Petrick, Small Business Development Center
Apr 9	Management & Operations: <i>Insurance Options</i> <i>Business Structures</i>	Bob Cosgrove, Country Financial Matt Bisturis, Schwabe, Williamson and Wyatt
Apr 16	Financing: <i>Financial Risk Management</i>	Landon Macy, Northwest Farm Credit Services
Apr 23	Financing: <i>Record Keeping & Basic Budgets</i>	Lorrie Conway, Northwest Accounting
Apr 30	Graduation: <i>Present finished business plans</i>	Attendees

The program charged \$100 per farm or family, which included a class notebook with syllabus, schedule, and activity worksheets. Before registering, the Coordinator spoke with participants about their intentions and what they hope to get out of the class in an effort to make sure the course and candidates were suitable and understood class expectations. Once accepted, candidates filled out a pre-survey using Qualtrics and then received a link to register on Brown Paper Tickets.

The Coordinator promoted the course through flyers, the listserv, Facebook, and press releases in local papers. The program listserv and promotion through other events were the most successful advertising methods, attracting six participants each (Table 25).

Table 25: Responses to Agricultural Entrepreneurship Promotion

How Participants Heard of Events	Responses (NR)
Small Acreage Events	6
E-mails (office listservs, local partner newsletters)	6
Digital Media (Small Acreage Facebook, Extension Website),	2
Flyers (feed stores, veterinarians, and libraries)	
Newspaper PR / Ads (<i>The Reflector</i> , <i>Post-Record</i> , <i>The Columbian</i> , and <i>FYI</i>)	1
Word of mouth	3
Small Acreage Postcard	
Other	1
Total	19 (0)

*N = number of responses; NR = no response

Twenty one people in seventeen households registered for the Ag Business Planning class. Two registrants never attended a class, one household withdrew because they decided not to start a business, and one attended sporadically due to work travel. Of the students who remained in the

class but did not graduate, all were new farmers who had yet to begin a business. Fifteen students from 13 households met graduation requirements of attending six classes (Table 26).

Table 26: Agricultural Entrepreneurship Attendance

Classes Attended	# Participants	As % of Participants	Cumulative %
10	1	5%	5%
9	6	29%	33%
8	4	19%	52%
7	1	5%	57%
6	3	14%	71%
5	0	0%	71%
4	0	10%	81%
3	1	5%	86%
2	3	5%	90%
1	0	0%	90%
0	2	10%	100%

Of the 13 graduating households, eight own properties, while five rent. Four (31%) graduating households currently run small farm businesses on their property, selling products such as vegetables, microgreens, and herbs. Graduates owned 104.75 acres, with those owning businesses comprising 27.25 acres.

Graduates were fairly evenly distributed around the county and one came from outside of Clark County (Table 27).

Table 27: Agricultural Entrepreneurship Geographic Distribution

Location	08	09	10	11	12	13	14	15	16	17	18	19	City Total	Area Total
North	Amboy			2						1			3	68
	La Center	4		1	2	1	2	1	2	2	4	1	3	
	Ridgefield	5	3		2	2	2	0	2	5	5	3	1	
	Woodland	1							2	2				
	Yacolt	3	1		3									
Central	Battle Ground	1	7	2	3	1	1	1	4	3	1	2	6	52
	Brush Prairie	1		3		2	3		5		4	2		
South	Camas	1	4	1		3	1			1	1		1	98
	Vancouver	6	3	11	9	9	2	7	3	6	4		4	
	Washougal	2	2	1	2	3	1	4	2	2	1	1		
Out of County	Woodland (Cowlitz)	2					4	1		1				8
	SW WA	1		1	7		3	6	2	2		1		23
	OR			2		5		2	2	5		3		19
Totals		27	20	22	30	26	19	22	24	29	21	13	15	268

Overall, participants completing evaluations rated classes well, with all ten classes receiving a score of 4.1 or above on a scale of one to five, with five being highest (Table 28). Almost all respondents agreed they would apply what they learned on in their business.

Table 28: Agricultural Entrepreneurship Class Evaluations

Class Session	Rank	N (NR)	Use any of this info? (% Yes)	N (NR)	Learn Something new? (% Yes)	N (NR)
Intro Business Plan & Marketing	4.2	13 (4)	100%	16 (1)	100%	16 (1)
Market Research & Value Added	4.6	17 (0)	100%	16 (1)	100%	16 (1)
Market Analysis & Taxes	4.2	10 (4)	83%	10 (4)	83%	10 (4)
Marketing: The 5 Ps	4.4	12 (2)	86%	14 (0)	100%	14 (0)
Regulations & Pastured Meats	4.3	9 (2)	100%	11 (0)	100%	11 (0)
Business Planning Basics	4.3	8 (0)	100%	8 (0)	100%	8 (0)
Insurance and Legal Issues	4.1	7 (2)	100%	8 (1)	100%	8 (1)
Marketing	4.8	6 (1)	100%	6 (1)	100%	6 (1)
Finances & Record keeping	4.7	7 (2)	100%	7 (2)	100%	7 (2)

* N = number of respondents; NR = non-respondents.

Participant comments indicate they valued what they were taught:

“The program and presenters were all well organized and had very useful information.”

“Very thought provoking – enjoyed presentations with people who walk the walk.”

“This class answered questions I didn’t even know I had. I’m in the planning stages of my business, so this was very helpful information. I really enjoyed hearing from speakers on their personal experiences in each of their diverse businesses.”

Participants assessed their knowledge before and after each class. The Coordinator encourages students to submit their evaluations immediately after the class session.

Sixty-two percent to 100% of respondents learned at least some about all topics during the course (Table 29). Over half the respondents learned a moderate to a lot about financing and insurance/legal issues. Respondents gained the most knowledge about financing, with everyone learning something and 83% of respondents learning a moderate to a lot. **Don’t see this** On 13 (out of 35) topics, all respondents learned at least something. This could arise from limited initial knowledge or good presentations.

Participants rated the entire class series very well, rating the series a 4.6 on a scale of one to five, five being highest (Table 30). All respondents thought the course series answered most of their questions and felt it provided information useful for their farm business. Most respondents felt the series length was just about right.

Table 29: 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 Plan and Marketing	Components of a business plan	0%	50%	38%	0%	0%	16 (1)
	How to develop your business' mission statement	19%	38%	31%	0%	0%	16 (1)
	How to develop goals and objectives	13%	38%	38%	0%	0%	16 (1)
	Taking a farm resource inventory	33%	20%	33%	0%	0%	15 (2)
Market Research & Value Added	What "value-added" is	6%	41%	35%	18%	0%	17 (0)
	Benefits of value-added approaches	0%	41%	35%	12%	12%	17 (0)
	Pertinent resources to find industry information	6%	13%	38%	38%	6%	16 (1)
	Research consumer trends, target market & competition	13%	13%	6%	44%	25%	16 (1)
Market Analysis & Taxes	Identifying your customer preferences, values, and demographics	17%	33%	42%	8%	0%	12 (2)
	Evaluating your potential market	17%	42%	42%	0%	0%	12 (2)
	Tax considerations for business owners	0%	50%	33%	8%	0%	12 (2)
	Getting appropriate licenses for your farm business	17%	50%	17%	8%	0%	12 (2)
Marketing: The 5 P's	How to reach customers with marketing tools	21%	29%	29%	21%	0%	14 (0)
	Direct marketing ideas (e.g. where you will sell)	29%	36%	36%	0%	0%	14 (0)
	Creating a pricing strategy for your products	36%	36%	29%	0%	0%	14 (0)
	Approaches to branding	21%	43%	29%	7%	0%	14 (0)
Regulations & Pastured Meats	Regulations that apply to specific farm business	9%	18%	18%	45%	0%	11 (0)
	Licensing requirements	9%	18%	18%	27%	18%	11 (0)
	Labeling requirements	33%	22%	22%	22%	0%	9 (2)
	Starting a small farm with pasture raised animals	13%	25%	25%	25%	13%	8 (3)
Business Planning Basics	Financial Forecasting	0%	57%	43%	0%	0%	7 (1)
	Ag Business Customer Service	38%	13%	25%	25%	0%	8 (0)
	Writing a Business Plan	13%	13%	75%	0%	0%	8 (0)
	Management Plan and Financial Plan	0%	50%	50%	0%	0%	8 (0)
Insurance and Legal Issues	How insurance can help a small farm	0%	25%	38%	38%	0%	8 (1)
	Insurance manage risk for farm & value added	13%	25%	25%	38%	0%	8 (1)
	Legal issues to consider when starting a business	0%	17%	67%	0%	17%	6 (3)
	Determining the structure appropriate for farm business	0%	29%	43%	29%	0%	7 (2)
Financing	Lending programs for beginning farmers	0%	0%	67%	33%	0%	6 (1)
	The 5 C's of credit-how lending decisions are made	0%	17%	33%	50%	0%	6 (1)
	How to create a balance sheet	0%	17%	50%	17%	17%	6 (1)
Finances & Record keeping	Different accounting system options	0%	29%	43%	29%	0%	7 (2)
	Creating a basic budget	29%	43%	29%	0%	0%	7 (2)
	How to do effective record keeping	14%	43%	29%	14%	0%	7 (2)
	How to get info together for your accountant	0%	57%	29%	0%	14%	7 (2)

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

Table 30: Overall Agricultural Entrepreneurship Evaluation Summary

	Average	N(NR)
What overall score would you give this series?	4.6	7 (3)
How much will you use this information to help shape your agricultural business?	4.4	8 (2)
	% Yes	
Did this course answer most of your questions?	100%	8 (2)
Did you learn useful/helpful information?	100%	8 (2)

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

Issues and Recommendations. The Agricultural Entrepreneurship & Business Planning course graduated 15 people, a lower number than the target of 20 graduates. The Coordinator believes farmers who have yet to start business may be less invested in the class than farmers already operating businesses. In the future, the Coordinator will focus on recruiting farmers with businesses, although all will still be welcome.

The program hired a new Coordinator in mid-January which pushed the class start date into late February, causing the course to end well into preparation season for farmers. This may have impacted attendance. The Coordinator will start the 2020 class in in mid-January.

Task 4b - Small Farm workshops

Women in Agriculture conference – There was no WIA conference scheduled for 2019. The next WIA date is scheduled for January 25, 2020.

Small Farm Workshops – The program hosted the Rural Energy for America (REAP) grant workshop on August 14, sponsored by USDA Rural Development.

Issues and Recommendations. None at this time.

Task 5: Impact Evaluation & Reporting

Task 5a – Evaluations

Workshop Evaluations. The program conducts post-event evaluations for each workshop, tour, and class where appropriate. Spouses and partners are encouraged to fill out separate evaluations. Registration and attendance is tracked and recorded, along with evaluation results and comments. Participant suggestions and comments are incorporated as appropriate in planning for future events.

Impact Reporting (follow-up surveys on workshops and tours). The Director sent follow-up surveys for the 2016 - 2018 *Living on the Land* classes. The results are listed in the following section.

The Director prepared follow-up surveys for all BMP workshop, well and septic workshop, and small acreage tours from 2016 to 2018. The surveys were sent out in Fall 2019. Return rates were spotty for some. The results can be found in the appropriate sections in this report (tours, septic workshops, and BMP workshops). Additional follow-up surveys for 2019 workshops, tours, and the LOL class will be mailed out in August or September. The Director produced a program factsheet (Appendix B).

LOL Impact Evaluation.

Overview. Beginning in 2004, the Director developed a survey to assess behavior changes by former graduates in the *Living on the Land* series 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 graduates. Graduates through 2018 have been surveyed after they had at least one summer to implement BMPs on their properties; those who did not respond for 2018 will be resurveyed. After initial mailings, staff followed-up with non-responders by email and/or telephone.

Response. The LOL 12 week class series (graduated 498 people through 2018 owning at least 4,100 acres). LOL graduated an additional 23 people (14 households) owning at least 112 additional acres in 2019.

As outlined in Table 31, 359 LOL participants returned the survey for an overall response rate of 72%. The class of fall 2018 returned the least (39%) while the class of 2006 returned the most (91%).

Table 31: 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		4	17%	1%	16	3	19	83%	4%	23	5%
Spring 04		8	19%	2%	26	9	35	81%	7%	43	9%
Fall 04		4	12%	1%	25	5	30	88%	6%	34	7%
Spring 05	1	4	15%	1%	19	3	22	81%	4%	27	5%
Fall 05	1	2	7%	0%	20	4	24	89%	5%	27	5%
Fall 06		3	9%	1%	25	5	30	91%	6%	33	7%
Fall 07		5	16%	1%	21	6	27	84%	5%	32	6%
Fall 08	1	7	23%	1%	18	5	23	74%	5%	31	6%
fall 09		10	43%	2%	12	1	13	57%	3%	23	5%
Fall 10	1	7	28%	1%	15	2	17	68%	3%	25	5%
Fall 11		6	32%	1%	12	1	13	68%	3%	19	4%
Fall 12	1	7	25%	1%	15	5	20	71%	4%	28	6%
Fall 13		6	22%	1%	16	5	21	78%	4%	27	5%
Fall 14	1	9	35%	2%	13	3	16	62%	3%	26	5%
Fall 15	3	7	23%	1%	13	7	20	67%	4%	30	6%
Fall 16		7	39%	1%	9	2	11	61%	2%	18	4%
Fall 17	2	18	75%	4%	3	1	4	17%	1%	24	5%
Fall 18		17	61%	3%	10	1	11	39%	2%	28	6%
Total	11	131		26%	288	68	356		71%	498	100%

Analysis. Through 2018, with a 72% response from 359 graduates, 239 graduate households (of 394 HH) implemented 752 BMPs on at least 2,475 acres affecting at least 1,815 livestock (excluding poultry). Graduates shared what they learned with over 3,608 other people.

Over 45% of responding households tested their soil, 54% of respondent households with septic systems inspected their system, and 62% of households with wells tested them, all as a result of what they learned. Over 85% thought the class was a good use of their Clean Water fee.

When asked at what level their knowledge was at before and after the course in eight general topic areas, 56% to 80% learned something to a lot about all eight topics. The fewest respondents learned something about managing manure, but over 56% still learned at least something. Over 73% of responding graduates learned how their management impacts clean water, a heartening level since water quality is a major theme underlying much of the LOL curriculum.

Information Requests. The Coordinator and Director responded to over 127 requests for information in the fourth quarter (362 for the year) on upcoming events, agricultural business ventures, septic systems, drainage, animal husbandry, and stormwater management. Individuals who contact the program receive relevant factsheets and flyers for upcoming events as well as verbal and written guidance applicable to their concerns.

Task 5b – Reporting

Reporting. All quarterly reports have been submitted. This report constitutes the final report for 2019.

Issues and Recommendations. There are none at this time.

Promotions. The Program uses a number of means to advertise program offerings (Table 32). Looking across all events for the year, the most successful promotions are through emails, followed by digital media (including Facebook, the Small Acreage Program website and email) and newspapers.

Table 32: Responses to Event Promotions

How Participants Heard of Events	Responses
Small Acreage Events	26
E-mails (office listservs, local partner newsletters)	61
Digital Media (Small Acreage Facebook / Extension Website),	47
Flyers (feed stores, veterinarians, and libraries)	
Newspaper PR / Ads (<i>The Reflector</i> , <i>Post-Record</i> , <i>The Columbian</i> , <i>FYI</i>)	44
Word of mouth	19
Small Acreage Postcard	6
Septic Inspection Notification	68
Other	63
Total	334

Table 33 summarizes the 2019 summary of program activities.

Table 33: Progress Summary

Program Elements			2019 Goals	Qtr 1	Qtr 2	Qtr 3	Qtr 4	YTD	% 2019 Goals
Best Management Practices (Task 1)	Information Resources	Materials added to reference files	ongoing	1		1	1	3	
		Post links and resources to website	ongoing	1	1	1	1	4	
		Track web site hits	ongoing	1	1	1	1	4	
		Track web site document downloads	ongoing	1	1	1	1	4	
	Publications	Article	1			1		1	100%
		Five web pages created from factsheets	5				5	5	100%
Public Outreach and Education (Task 2)	LOL Class Series	LOL series	1				1	1	100%
		Graduation	20				23	23	115%
	Well & Septic Workshops	Well & septic workshops	4	1	1	1	1	4	100%
		Attendance	80	43	66	56	41	206	258%
	BMP Workshops	BMP Workshops	3		1		2	3	100%
		Attendance	30		20		26	46	153%
	Outreach Events & Promotional Activities	Revise & maintain speaker's list	ongoing	1	1	1	1	4	
		Small Acreage Exposition	1		1			1	100%
		Attendance	75		47			47	63%
		Clark County Fair	1			1		1	100%
		WSU Harvest Celebration	1			1		1	100%
		Attendance	600			574		574	96%
		Additional Events as identified						0	
	Mass Mailing	Postcard mailing	1000		968			968	97%
Model Properties (Task 3)	Property Tours	Conduct tours	2		1		1	2	100%
		Attendance	30		5		15	20	67%
	Sign Recognition	Assess properties for signage program	6		1		5	6	100%
Small Farms (Task 4)	Agricultural Entrepreneurship	10 week course	1		1			1	100%
		Graduates	20		15			15	75%
	Small Farm Workshops	Women in Ag Conference	1				0	0	0%
		Attendance	10					0	0%
		Small farm workshops	1					0	0%
		Attendance	10					0	0%
Impact Evaluation and Project Reporting (Task 5)	Evaluation	Summary of Attendance		43	153	630	105	931	
		Workshop/Tour/Event evaluations	357	35	88	39	33	195	55%
		Ag Biz / LOL Evaluations	38	8				8	21%
		Requests for assistance		97	65	73	127	362	
	Reporting	Quarterly Reports	3	1	1	1		3	100%
		Annual Report	1				1	1	100%

Appendix A: Example Promotional Materials

ARTICLE

FLYER

PRESS RELEASE

REFLECTOR ADVERTISEMENT

FACEBOOK POSTS

FACEBOOK ADVERTISEMENTS



POSTCARDS

LOL Reflector Article

http://www.thereflector.com/garden_scene/article_b3f7764c-c838-11e9-8340-0fc812231a55.html

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Being the best land steward you can be

'Living on the Land' class series and what to expect

By Mary Broten/mary@thereflector.com Aug 26, 2019  0

If You Go

6 – 9 p.m., on Wednesdays, from Sept. 5 through Nov. 21, in Hazel Dell.

Cost: \$35 per person or \$50 per couple

Register:
go.wsu.edu/smallacreage

Whether someone is looking to buy a house with acreage or is already the owner of land, it's important to learn how to properly manage the outdoor area. To help, the Washington State University Extension will be having a class series called "Living on the Land" to educate the public on proper stewardship.

The 12-class series will take place from 6 to 9 p.m. on Wednesdays from Sept. 5 through Nov. 21 in Hazel Dell.

WSU Extension Director Doug Stienbarger invites anyone to join with or without property, he said.



The multiple pastures available at Serendipity Alpaca Ranch in Ridgefield to prevent overgrazing are seen Aug. 15.

Photo by Mary Broten

[Buy Now](#)

"Ideally we get people who take this class before they get their property because then they have all this information to work with (when) choosing a property," he said. "Most people that come already have property so they are trying to mitigate how to do the management."

Living on the Land will cover issues such as how to save money, how

reined in

- Battle Ground gets \$2 million for 502/503 intersection improvements
- Wildcats beat Knights 38-21 for 150th win under coach John Lambert
- Letter to the editor: Speak out against Battle Ground sex education plans
- Suspect in June BG crime spree pleads guilty
- Housing authority buys BG land for 80-unit development
- Dutch Bros donates \$2,180 to Woodland High School
- Vape industry reacts to Inslee's flavor ban
- Letter to the editor: This is Herrera Beutler's moment to break from Trump
- Clark Public Utilities doubles incentives for select energy-efficient renovations



Latest News

- Ridgefield port candidates talk vision
- Columbian staff announces formation of union
- Battle Ground gets \$2 million for 502/503

Harvest Celebration Reflector Article



Sample Promotional Flyer



Goats seek hands filled with food in the petting zoo at Bi-Zi Farms, one of nine farms participating in WSU Clark County Extension's 21st annual Harvest Celebration Day.

The Columbian files

Clark County farms by the numbers

The U.S. Department of Agriculture defines a farm as land that produces at least \$1,000 worth of agricultural products a year.

- Number of farms: 1,978
- Land in farms: 90,737 acres
- Market value of farm products sold countywide: \$47.7 million
- Average dollar value per farm: \$24,116
- Median farm size: 10 acres

Source: U.S. Department of Agriculture's 2017 census

Coyote Ridge Farm is among nine farms participating in WSU Clark County Extension's 21st annual Harvest Celebration Day.

WSU Clark County Extension

WSU Clark County Extension's Harvest Celebration Day offers a chance to tour small farms.

WSU Clark County Extension

The Columbian, Friday, September 20, 2019

Living On the Land - Stewardship for Small Acreages

**New to living on acreage or just want to improve your property?
This 12-week course will help you reach your goals.**

Living On the Land teaches important topics on land management for small acreages. Participants learn practices that enhance natural resources and make improvements through a whole-property approach.

Topics include:

- | | |
|--------------------------------|-----------------------------|
| ◇ Inventorying resources | ◇ Living with wildlife |
| ◇ Soil health | ◇ Controlling weeds |
| ◇ Pasture & grazing management | ◇ Managing animals |
| ◇ Well & septic maintenance | ◇ Business opportunities |
| ◇ Drinking water protection | ◇ Reducing mud & much more! |

Living n the Land *Stewardship for Small Acreages*

Date: Thursdays, Sept 5 - Nov 21 (Tuesday Oct 29, instead of Thursday Oct 31)

Time: 6:00 PM to 9:00 PM

Cost: \$35 per person or \$50 per family
(up to 2 attendees)
(pre-registration required)

Where: Hazel Dell, WA

More info: <http://go.wsu.edu/smallacreage>

Questions? Contact teresa.koper@wsu.edu
or 564-360-5729

Jointly Sponsored by: WSU Clark County Extension and Clark County Clean Water Program.



WSU CLARK COUNTY EXTENSION
Small Acreage Program



Clean Water Program

WSU Extension programs and employment are available to all without discrimination. Reasonable accommodations will be made for persons with disabilities and special needs who contact 564-397-5733 at least two weeks prior to an event.

Sample Press Release



WASHINGTON STATE
UNIVERSITY
EXTENSION

WSU Clark County Extension

For Immediate Release

August 5, 2019

Contact: Teresa Koper
WSU Clark County Extension
Tel: 564-397-5729
E-mail: teresa.koper@wsu.edu

Class Teaches Land Stewardship

Clark County, WA – Over the past 16 years, nearly 500 Clark County residents have graduated from the Living on the Land class series. The program brings in local experts to teach key stewardship principles to small acreage landowners. These experts give advice on pasture management, controlling weeds, wildlife, soil health, well & septic maintenance, and more.

The first step to good land management is understanding your property assets. WSU Clark County Extension Director, Doug Stienbarger, opens the class series with advice on how to take appropriate inventories and create maps that help with goal planning. The class then dives into soils where speakers share advice on soil testing and how to determine your soils structure. Pasture classes teach rotational grazing. Watershed classes teach dealing with stormwater and protecting nearby water bodies. Teresa Koper, Small Acreage Program Coordinator, states, “The variety of information these classes cover can help small acreage landowners dealing with a variety of land management concerns. Not only do we teach stewardship practices, but also how to effectively manage your problem areas such as muddy pastures and weeds”.

The program is hosted by WSU Clark County Extension and supported by Clark County Public Works Clean Water Program. Classes run for 12 weeks, Wednesday evenings from September 5 through November 21. Classes will be held in Hazel Dell, WA and advance registration is required. The cost is \$35 per person or \$50 per family (including up to two registrants). To register and find more information on Living on the Land visit the WSU Extension’s website at <http://go.wsu.edu/smallacreage> or contact Teresa at Teresa.Koper@wsu.edu and 564-397-5729.

“Living On the Land: Stewardship for Small Acreages”
Thursdays, September 5 to November 21, 2019 - 6:00 to 9:00 PM

Sample Reflector Advertisement

WASHINGTON STATE UNIVERSITY CLARK COUNTY EXTENSION

21st Annual Farm Tour & Harvest Celebration

Showcasing the bounty of Clark County Farms

Free family fun on this self-guided tour of local farms!

Saturday, September 21st
10 am – 3 pm

Vist with alpacas, chickens, and other farm animals
Learn to spin yarn from alpaca hair or raise backyard chickens
Learn about seed-saving, tour farms, or play family-fun games
Buy u-cut flowers, meats, vegetables, fruits, nuts, herbs, & fiber products

(See online descriptions for farms offering products for sale.)

Tour these farms!
Greene Jungle Farm
Serendipity Alpaca Ranch
Coyote Ridge Ranch
White Oak Alpacas
Heisen House Vineyards
Gifts of the Planet Farm
Bours Corner Farm
Gather and Feast Farm
Bi-Zi Farms

Farm descriptions & map
<http://clark.wsu.edu>


No pets please


WASHINGTON STATE
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EXTENSION

WSU Extension programs are available to all without discrimination




Sample Facebook Posts

**WSU Extension Small Acreage Program**

Published by Terry Smallacreage [?] · September 25 at 5:28 PM · 🌐



Last Saturday's Harvest Celebration was so much fun!!! Thanks to all those who came out to celebrate our local farms. & thanks to all the farms that hosted this event and all those that helped!




690
People Reached


106
Engagements


Boost Post


 23

2 Comments 2 Shares


 Like

 Comment





 Share




Most Relevant ▾




Write a comment...





Natalie Hampton Tegarden Those Highland cattle were adorable!

Like · Reply · Message · 2w







 3

Facebook Advertisements

Advertising Summary for WSU Extension Small Acreage Program




You've spent **\$59.36** on **4** ads in the last **60** days.

Last 60 days ↕

 People Reached 	 Post Engagements 	 Link Clicks 
4,758	301	193

Ads on WSU Extension Small Acreage Program

+ Create Ad

 <p>Streamside Planting with Native Plants</p> <p>Learn the most appropriate native plants to use along waterbodies. Classroom instruction followed by stream walk.</p> <p>Learn to:</p> <ul style="list-style-type: none"> Identify healthy vs. unhealthy streams. Recreate the health of your water body through riparian restoration. Choose appropriate native plants for streamside plantings. <p>Ticket Sales ...</p> <p>Active</p> <p>Stream-side Planting with Native...</p>	 <p>21st Annual Farm Tour & Harvest Celebration</p> <p>Showcasing the bounty of Clark County Farms</p> <p>Free family fun on this self-guided tour of local farms!</p> <p>Saturday, September 21st 10 am – 3 pm</p> <p>Tour these farms! Green, English Creek Sensitivity Alpaca Ranch</p> <p>Ticket Sales ...</p> <p>Completed</p> <p>21st Annual Tour of Clark County...</p>	 <p>21st Annual Farm Tour & Harvest Celebration</p> <p>Showcasing the bounty of Clark County Farms</p> <p>Free family fun on this self-guided tour of local farms!</p> <p>Saturday, September 21st 10 am – 3 pm</p> <p>Tour these farms! Green, English Creek Sensitivity Alpaca Ranch</p> <p>Event Responses ...</p> <p>Completed</p> <p>21st Annual Tour of Clark County...</p>
<div>Link Clicks</div> <div>15</div> <div>People Reached</div> <div>539</div>	<div>Link Clicks</div> <div>57</div> <div>People Reached</div> <div>1.7K</div>	<div>Event Responses</div> <div>86</div> <div>People Reached</div> <div>1.6K</div>

See All >

Postcard Mailers

A graphic with a dark red background. At the top, the text "Small Acreage Program" is written in white. Below it, in a lighter red section, is the text "Your Source of Information for Living on the Land" in white. The main body of the graphic is white and contains a quote: "WSU allowed us to avoid costly and messy trial and error mistakes and put into action best practices on our first try." - Participant. Below the quote, it says "Look on the flip side to see how we can help YOU!". At the bottom, there is a dark red banner with the Washington State University Extension logo on the left and the Klickitat County Washington logo on the right. Below these logos, the text "Small Acreage Program" and "Clean Water Program" are written in white.

Small Acreage Program

**Your Source of Information for
Living on the Land**

"WSU allowed us to avoid costly
and messy trial and error mistakes
and put into action best practices
on our first try." - *Participant*

Look on the flip side to see how
we can help YOU!

**WASHINGTON STATE
UNIVERSITY
EXTENSION**

SMALL ACREAGE PROGRAM

Klickitat County Washington

CLEAN WATER PROGRAM

Got Acreage?

Do You Want to.....

- Make your property look better?
- Reduce chore time?
- Improve your animals' well-being?
- Enhance your soils and pasture?
- Protect your drinking water and streams?
- Reduce mud?
- Improve storage & composting of manure?

Small Acreage Program

Upcoming Events

- Pasture Management Workshop... June 12
- Farm Tour..... June 29
- Composting Manure Workshop..... July 16
- Well & Septic Workshop..... July 24 / Dec 11
- Living on the Land Class Series.... Sept 5 - Nov 21
- Harvest Celebration..... Sept 14
- Streamside Planting w/ Native Plants..... Oct 19

MORE INFO: <http://go.wsu.edu/smallacreage>

Potential future financial assistance for water quality issues?
See <http://www.clarkcd.org/eastfork>

WSU Extension programs are available to all without discrimination. Persons requiring special accommodations should call WSU Clark County Extension at 564-397-5729 two weeks prior to the event.

Appendix B: Program Impact Factsheet



Small Acreage Program

Outcomes & Impacts

Living on the Land 12 Week Course

2003 - 2018: Graduated 498 (391 households), owning at least 4,101 acres
Longitudinal survey 2003 - 2017

- Graduated 470 people, (371 households) owning at least 3,966 acres
- 73% response rate
 - ◇ 45% tested soils
 - ◇ 64% of households with septic systems inspected them
 - ◇ 57% of households with wells tested them
 - ◇ 278 households implemented 753 BMPs on at least 2,475 acres affecting 1,795 non-poultry livestock
 - ◇ Graduates shared what they learned with at least 3,608 other people



BMP workshops 2012 - 2018

- 20 workshops
- 316 attendees (HH=270), 39% of households responded
 - ◇ 74% installed 198 BMPs (15 BMP types)
 - ◇ 80% shared what they learned with at least 1,152 other people



Well & Septic Workshops 2012 - 2018

- 23 workshops
- 671 attendees, 33% response rate
- Installed 384 BMPs (15 BMP types)
 - ◇ 63% of respondents inspected septic system
 - ◇ 13% tested their well water
 - ◇ 31% reduced chemical use going into septic tank
 - ◇ 13% installed risers
 - ◇ 19% keep animals/vehicles off drain field
- 78% shared what they learned with at least 817 other people



Property Tours 2012 - 2018

- 23 tours, 244 attendees, 27% response rate
 - ◇ 61% (39) of respondents installed 90 BMPs (16 BMP types, most common were gutters, cover/compost manure, and managing muc/sacrifice area)
 - ◇ 81% shared what they learned with at least 932 other people





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WSU CLARK COUNTY EXTENSION
Small Acreage Program



Clean Water
Program

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