**EVALUATION**

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

1. **Please rate your knowledge of the following topics PRIOR to attending today’s workshop:**
   Use a scale from 1 to 5, with 1 = no understanding and 5 = complete understanding.
   If not applicable, mark NA. *(Insert knowledge/skills from your proposed risk management results)*

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

2. **Please rate your knowledge of the following topics AFTER attending this workshop:**
   Use a scale from 1 to 5, with 1 = no understanding and 5 = complete understanding.
   If not applicable, mark NA. *(Insert knowledge/skills from your proposed risk management results)*

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

3. **After participating in the workshop, please rate to what extent do you have the knowledge, tools and/or resources you need to:**
   Use a scale of 1 to 5, with 1 = little or none and 5 = great or complete. In not applicable, mark NA.
   *(Insert knowledge/skills from your proposed risk management results)*

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

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

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

A. CREATE A LIST OF GOALS FOR IMPLEMENTING YOUR CHANGES/IDEAS  
   BY WHEN
B. IMPLEMENT WHAT YOU LEARNED IN YOUR FARM/BUSINESS/WORK  
C. READ/USE WRITTEN MATERIALS  
D. SHARE WRITTEN MATERIALS WITH OTHERS  

6. Please rate the overall usefulness or value of the workshop presentations/activities toward helping you achieve your marketing goals:
Please rate on a scale from 1 to 5 with 1 = low value and 5 = the highest value. If not applicable, mark NA

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

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

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

9. What is your current occupation?

   _____ FARMER  _____ EDUCATOR  _____ Fed/State Agency  _____ Other: ______

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

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

Thank you for your time and valuable input!