

The National Goat Conference Producer's Survey



Dear participant,

Thank you for attending our first national goat conference. This survey instrument is intended for producers, consumers, students, Agricultural professionals, and others associated with the production, consumption and marketing of small ruminants (goats and sheep) for meat, milk, fiber or any other bi-product. The information provided will be used to establish collaborative partnerships and discover ways in which we can improve the sheep and goat industry. Your input is very valuable to us, so please take a few minutes of your time to complete our survey.

1. Which of the following best describes you? Please check **only** the best answer

- | | |
|------------------------------------|----------------------------------|
| Current goat farmer or rancher | Current sheep farmer/rancher |
| Prospective goat farmer or rancher | Prospective sheep farmer/rancher |
| Consumer | Allied industry representative |
| Educator/Researcher/Student | Other |

2. Which of the following best describes your gender?

- | | | |
|------|--------|-------|
| Male | Female | Other |
|------|--------|-------|

3. Which of the following best describes your ethnicity?

- | | | |
|-------------------------|---------------------------|----------------------------|
| African American | Black (Caribbean Origin) | Black (Continental Africa) |
| Black (Hispanic Origin) | White (European Ancestry) | White (Hispanic) |
| Asian | Native American | Other |

4. Which of the following categories best represents your age?

- | | | | | |
|------------|-------|-------|-------|-----|
| 18 or less | 19-29 | 30-49 | 50-69 | 70+ |
|------------|-------|-------|-------|-----|

5. Which of the following categories best describes your annual household income?

- | | | | |
|-----------------|--------------------|---------------------|---------------------|
| \$5,000 or less | \$5,001 - \$20,000 | \$41,000 - \$60,000 | \$61,000 or greater |
|-----------------|--------------------|---------------------|---------------------|

The next 12 questions (questions 6 to 18) are solely for sheep and goat producers. If you are not currently engaged in sheep or goat production, please skip ahead to question number 18.

6. Approximately how many acres of **Farm Land** is used for your sheep/goat operation?

- | | | | |
|--------------------|-----------------|----------------------|-----------------|
| Less than 25 acres | 26 – 50 acres | 51 - 100 acres | 101 - 150 acres |
| 151 – 200 acres | 201 – 250 acres | More than 250 acres. | |

7. Do you lease or own the land you farm on?

- | | |
|-----|-------|
| Own | Lease |
|-----|-------|

8. How many sheep/goats (including kids) are in your current flock?

- | | | | |
|--------------|-----------|-----------|---------------|
| Less than 25 | 25 - 50 | 51 - 100 | 101 - 150 |
| 151 - 200 | 201 – 250 | 251 – 300 | More than 350 |

9. For what purpose(s) is/are your animals normally raised? *(Check all that apply)*

Meat	Dairy	Fiber	Breeding Stock
Pets	Show/entertainment		Pack Goats
All of the above			

10. Do you have a market for your animals?

Yes	No
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11 Where, or to whom do you normally sell your animals? *(Please check all that apply)*

The Farm Gate	Livestock Auctions	Specialty/ Ethnic Stores
Marketing Cooperatives	Broker (Middle-Man)	Slaughtering and Processing Facility
Other <i>(Please</i>		

12. Approximately how many animals do you sell annually?

None	Less than 50	50 - 100	101 - 150
151 - 200	201 – 250	251 – 300	301 -350
351- 400	401 – 450	451 – 500	500+

13. During which period do you usually sell the most animals? *(Please check only one answer)*

January - March	April- June	July – Sep	October. – December.
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14. Do you feel you receive a price for your product(s) that covers at least your costs of production?

Yes	No	Don't Know
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15. Which of the following categories best describes the annual income from your animals?

\$5,000 or less	\$5,001 - \$20,000	\$41,000 - \$60,000	\$61,000 or greater
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16. Which of the following do you consider to be the greatest barrier(s) to the advancement of your farming operations? *(Please check all that apply)*

- Lack Of USDA Facilities Near Me
- Cost Of Permits
- Inadequate Markets
- Poor Understanding of Regulations
- Poor Storage Facilities
- Poor Marketing Skills
- Poor Access to Markets
- Poor Transportation Facilities
- All of the above

17. In closing this section, we would like to know ways in which we or our partners can help you improve your farming operations. Please rate the importance of the following types of assistance from 1 to 5, where 1 means you have no desire for that type of assistance and 5 means that that type of assistance would be extremely helpful *(Please check all that apply)*

Market Information

On product demand	1	2	3	4	5
On identifying niche markets	1	2	3	4	5
On product quality issues	1	2	3	4	5
On labeling regulations and related issues	1	2	3	4	5

Other (Please specify)_____

Market Development, Education and Information

On forming and operating CSA's	1	2	3	4	5
On Value-Added Marketing	1	2	3	4	5
On advertising	1	2	3	4	5
On selling at farmer's markets	1	2	3	4	5
On farmer's market development and formation	1	2	3	4	5
On Export markets and relevant regulations	1	2	3	4	5

Other (Please specify)_____

Processing Support

On development of low-cost processing centers	1	2	3	4	5
On value-added methods of production	1	2	3	4	5

Other (Please specify)_____

Now we would like to ask you some questions about the conference.

18. How did you initially hear about the conference? *(Please check all that apply)*

County extension agent or other extension staff

County newsletter

Local newspaper

Conference website

Conference email

Another farmer/producer

Social media (Facebook, UTube, etc.)

University website

Other (Please Specify)_____

19. Would you attend this conference again in the future?

Yes

No

Not sure

20. How would you like to see this conference held in the future?

Yearly

Every 2 years

Every 3 years

Every 5 years

21. Please indicate how confident you are, that you can do the following after attending the conference.

Not at all confident	Slightly Confident	Moderately Confident	Completely Confident	No Opinion
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I will be able to identify opportunities for small ruminant producers

I will be able to network with other small ruminant producers to discuss common issues that affect us.

I will be able to apply the knowledge gained to my farm or organization

22. Having attended the 2010 National Goat Producers Conference, which of the following are you likely to do next? *(Please check all that apply)*

Adopt better business/farm management practices (For example: Record keeping)

Adopt better herd health practices

Improve my current production practices

Improve my level of collaboration with other small ruminant producers

I plan to continue doing business as usual.

I plan to get out of goat/sheep production and research alternative farm/business enterprises

23. What was the most pleasant/valuable experience you had during this conference?

24. What was the least pleasant/valuable experience you had during this conference?

25. Please list 3 aspects/areas regarding this conference where you would like to see improvement. If you see no reason for change, simply skip this question.

26. Can we contact you about the suggestions you made in question 23? If so, please provide your contact information in the space below.

Your comments will be very important to us, especially in terms of program development and finding better ways to serve our clientele. Once you have completed the survey, simply give the completed questionnaire to any room moderator, staff member, turn it in at the registration desk, or you may place it in one of the collection boxes provided. Thanks for your participation in our survey. We wish you a safe trip home and look forward to your participation in our future endeavors.