

Beef Panel Evaluation

September 16, 2013 at Itasca Community College

Evaluations were handed out to all attendees as they entered. Fifty-six evaluation forms were returned.

7 people identified themselves as "Citizen"

2 people identified themselves as "ICC Faculty" or "ICC Staff"

47 people identified themselves as "Student"

Question 2 about familiarity with beef production:

6 people rated themselves as "Knowledgeable"

36 people rated themselves as "Moderate"

14 people rated themselves as "Limited"

Questions 3 and 4 about attitudes toward grass-fed beef and feedlot beef were scored as follows:

Unfavorable = -1

Neutral = 0

Favorable = 1

Question 3: Opinion of grass-fed beef – average score was 0.7, indicating a positive outlook toward grass-fed beef among a majority of attendees.

Question 4: Opinion of feedlot beef – average score was -0.3, indicating a negative outlook toward feedlot beef among a majority of attendees.

Questions 5 and 6 about any changes in attitude as a result of the presentations were scored as follows:

Less favorable now = -1

No change = 0

More favorable now = 1

Question 5 about change in opinion of grassfed beef – average score was 0.3, indicating that on average, opinions of grass-fed beef became slightly more favorable as a result of the presentations.

Question 6 about change in opinion of feedlot beef – average score was 0.2, indicating that on average, opinions of feedlot beef became slightly more favorable as a result of the presentations.