

## Farm and Food Tourism Workshop Assessment - June 2-3, 2014 Las Vegas, NV

### Q1 Which of the following best describes your professional interest in this workshop?

	Percentage
1=Agricultural producer	18%
2=Small food producer/processor	26%
3=Tourism operator	11%
4=Extension personnel	26%
5=Government/Tribal Agency (FSA, NRCS, etc.)	18%
6=Other	0%

### Q2 How far did you travel to attend this workshop?

	Percentage
1=Less than 20 miles	44%
2=21-50 miles	0%
3=51-100 miles	22%
4=101-200 miles	22%
5=More than 200 miles	11%

### Q3 Overall, how helpful do you think this workshop has been?

		Percentage
Very Helpful	7	63%
	6	25%
	5	13%
	4	0%
	3	0%
Not Helpful	2	0%
	1	0%

### Q4 How much of the material presented in this workshop do you think you can incorporate into your operation/job?

		Percentage
A great deal	7	38%
	6	25%
	5	25%
	4	13%
	3	0%

	2	0%
None	1	0%

**Q5 Would you recommend this workshop to others?**

	Percentage	
1=Yes		100%
2=No		0%

**Q6 Would you attend future workshops on agritourism and/or food tourism?**

	Percentage	
1=Yes		100%
2=No		0%

**Q7 If yes, what topics would you like to see covered?**

**Q8 What did you like best about this workshop?**

**Q9 How could we make this workshop more useful?**

**Q10 What is the value to you of attending this workshop or the benefits you estimate will accrue to your operation/job from changes you will make as a result of attending this workshop?**

	Percentage
1=Less than \$100	11%
2=\$101-\$500	22%
3=\$501-\$1000	56%
4=More than \$1000	11%

**Q11 To what extent did you understand the following subjects prior to the workshop?**

(5=A great deal, 4= Considerably, 3=Moderately, 2-Slightly, 1=Not at all)

	Average
a) The potential economic, social and environmental benefits of implementing ag/food tourism enterprises	2.89
b) The activities, products, and events associated with ag/food tourism enterprises	2.78
c) Benefits and challenges in sourcing restaurants	1.89
d) Benefits and challenges in sourcing hotels/conference centers	1.89
e) Assessing the economic feasibility of an ag/food tourism enterprise	2.56
f) Tourist types and preferences related to ag/food tourism	2.25
g) Creating cost and return projections (budgets) for a new ag/food tourism enterprise	2.33

h) Management and resource requirements for establishing an ag/food tourism enterprise	2.13
i) Tourism promotional methods and outlets	2.11
j) Estimating demand for a new ag/food tourism enterprise	2.22
k) Labeling and safety aspects of value-added food production	2.78
l) Local value-added product processing regulations	2.11
m) Safety and liability considerations in an ag/food tourism enterprise	2.67

**Q12 To what extent do you now (post-workshop) understand the following subjects?**

**(5=A great deal, 4= Considerably, 3=Moderately, 2-Slightly, 1=Not at all)**

	<b>Average</b>
a) The potential economic, social and environmental benefits of implementing ag/food tourism enterprises	4.11
b) The activities, products, and events associated with ag/food tourism enterprises	3.89
c) Benefits and challenges in sourcing restaurants	3.78
d) Benefits and challenges in sourcing hotels/conference centers	3.56
e) Assessing the economic feasibility of an ag/food tourism enterprise	4.11
f) Tourist types and preferences related to ag/food tourism	4.11
g) Creating cost and return projections (budgets) for a new ag/food tourism enterprise	4.00
h) Management and resource requirements for establishing an ag/food tourism enterprise	3.89
i) Tourism promotional methods and outlets	4.00
j) Estimating demand for a new ag/food tourism enterprise	3.89
k) Labeling and safety aspects of value-added food production	3.89
l) Local value-added product processing regulations	3.89
m) Safety and liability considerations in an ag/food tourism enterprise	4.00

**Q13 Rate the content of each curriculum item on a scale of 1-5, with 5 representing "Excellent" and 1 representing "Needs Improvement."**

	<b>Average</b>
a) Why Agritourism and Food Tourism?	4.8
b) Agritourism and Food Tourism Options	4.8
c) Value-Added Food Issues and Considerations	4.8
d) Cottage Food Production and Regulations	4.8
e) Accessing and Serving the Tourism Market	4.4
f) Assessing the Economic Feasibility of an Ag/Food Tourism Enterprise	4.6
g) Marketing Value-Added Products	4.6
h) Agritourism Enterprise Development and Considerations	4.9
i) Food Tourism- Farm to Fork Events	4.1

If you are a farmer/rancher, small food producer, or tourism operator please complete the following.

**Q14** Please indicate your level of agreement with the following statements. *(Please check only one response for each)*

(5=Strongly Agree, 4= Moderately Agree, 3=Unsure, 2=Moderately Disagree, 1=Strongly Disagree)

	<b>Average</b>
a) I will create a business plan for a new ag/food tourism	4.71
b) I will create a marketing plan for a new ag/food tourism enterprise that supports tourism promotional strategies	4.57
c) I will develop a production plan for value-added products for my operation	4.14
d) I will develop a safety plan for my operation and/or tourism related products	4.33
e) I will implement an ag/food tourism enterprise in my operation	3.86
f) I will measure the changes in my operations profitability and economic sustainability due to my ag/food tourism diversification	4.57

If you work with agricultural producers and/or small food processors please complete the following.

**Q15** Please indicate your level of agreement with the following statements. *(Please check only one response for each)*

(5=Strongly Agree, 4= Moderately Agree, 3=Unsure, 2=Moderately Disagree, 1=Strongly Disagree)

	<b>Average</b>
a) I will create a plan to introduce the workshop curriculum and other SARE resources into producer programming	4.0
b) I will assist producers in evaluating the economic feasibility of ag/food tourism for their operation	4.0
c) I will assist producers in developing a marketing plan that supports tourism promotional strategies	4.0
d) I will assist producers in implementing ag/food tourism strategies for their operation	4.0
e) I will assist producers in accessing food tourism networks and distribution channels	4.0
f) I will assist producers with the measurement of changes in profitability and economic sustainability of their ag/food tourism div	4.0

**Before and After Workshop Comparison (Questions 11 & 12)**

	<b><u>Before</u></b>	<b><u>After</u></b>	<b><u>Imp</u></b>
	<b>Average</b>		
a) The potential economic, social and environmental benefits of implementing ag/food tourism enterprises	2.89	4.11	42%
b) The activities, products, and events associated with ag/food tourism enterprises	2.78	3.89	40%
c) Benefits and challenges in sourcing restaurants	1.89	3.78	100%
d) Benefits and challenges in sourcing hotels/conference centers	1.89	3.56	88%
e) Assessing the economic feasibility of an ag/food tourism enterprise	2.56	4.11	61%
f) Tourist types and preferences related to ag/food tourism	2.25	4.11	83%
g) Creating cost and return projections (budgets) for a new ag/food tourism enterprise	2.33	4.00	71%
h) Management and resource requirements for establishing an ag/food tourism enterprise	2.13	3.89	83%
i) Tourism promotional methods and outlets	2.11	4.00	89%
j) Estimating demand for a new ag/food tourism enterprise	2.22	3.89	75%

<b>k)</b> Labeling and safety aspects of value-added food production	2.78	3.89	40%
<b>l)</b> Local value-added product processing regulations	2.11	3.89	84%
<b>m)</b> Safety and liability considerations in an ag/food tourism enterprise	2.67	4.00	50%