



Evaluation Report

2020-2023

Fiscal Sponsor: Organic Trade Association

Data was collected using event registration forms, pre-evaluations, and post-evaluations. The instruments of data collection varied by event type, with the Organic Advisor Call Series utilizing registration forms only, through the multi-day trainings utilizing registration forms, pre, and post evaluations.

Table of Contents

Engagements at Training Events	1
Changes Measured	2
Experience at the Training	3
Clients Served	5

Engagements at Training Events

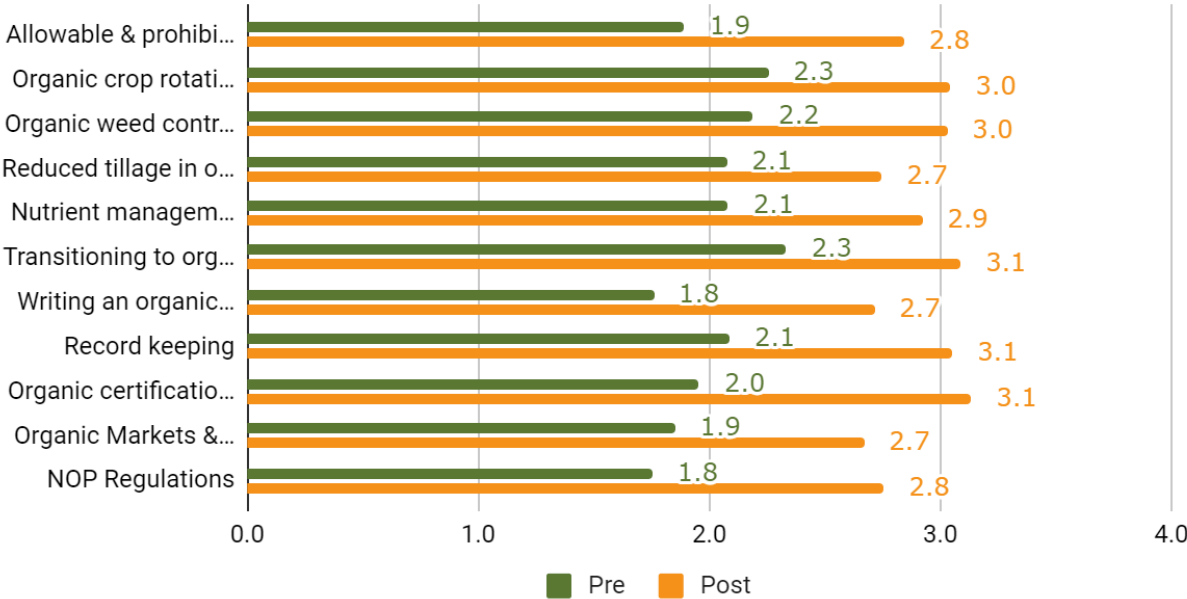
Event Name	Type	Location	Participants
Exploring the Future of Regenerative and Organic Crop Production	Webinar Presentation	Virtual	3000
Feeding the Crop: Effective Organic Fertility Management Practices & the Need for Technical Advice	Webinar Presentation	Virtual	50
Organic Advisor Call Series - Amy Bruch - "Conquering Weed Control"	Webinar	Virtual	207
West Lafayette, IN (Purdue)	In-person Workshop	West Lafayette, IN	15
Keota, IA (IOA)	In-person Workshop	Keota, IA	38
Organic Field Crop Cohort 1	Facilitated Online Course	Virtual	9
Organic Field Crop Cohort 2	Facilitated Online Course	Virtual	11

Organic Field Crop Cohort 3	Facilitated Online Course	Virtual	20
Organic Field Crop Cohort 4	Facilitated Online Course	Virtual	10
Organic Advisor Listserv	Listserv	Virtual	164
		TOTAL	3524

Changes Measured

“How confident are you with providing the following advice to a paying client?”:
pre-workshop/post-workshop evaluation

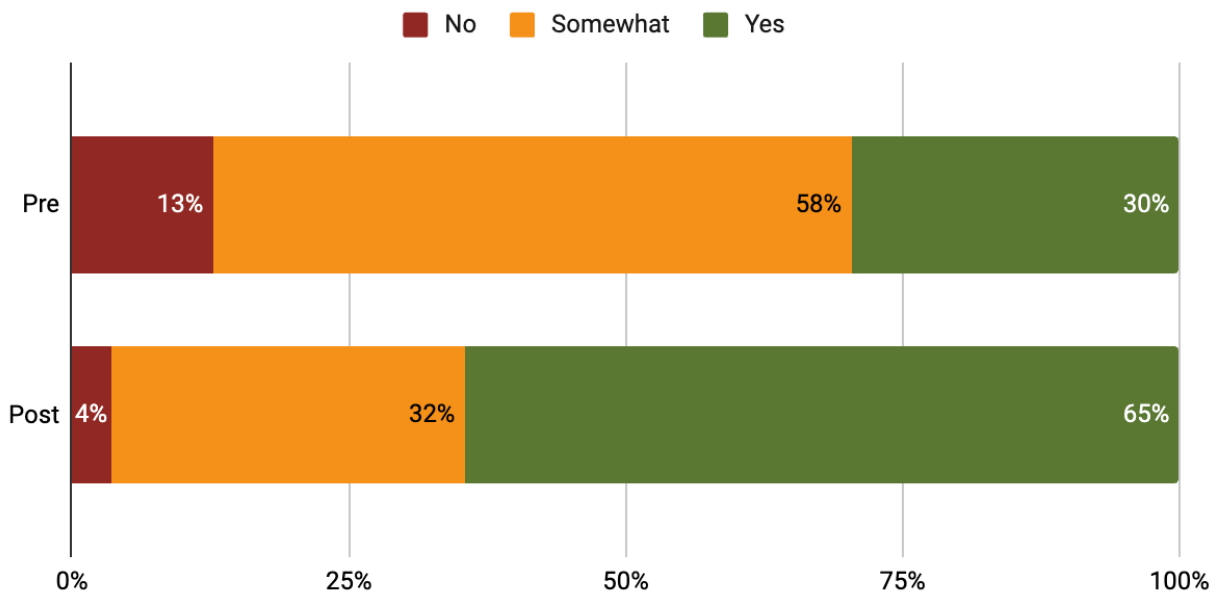
Confidence Scores
(1 = not at all confident, 4 = very confident)



“I know where to find the information that I need about a given question or topic in organics.”: pre-workshop/post-workshop evaluation

“I know where to find information...”

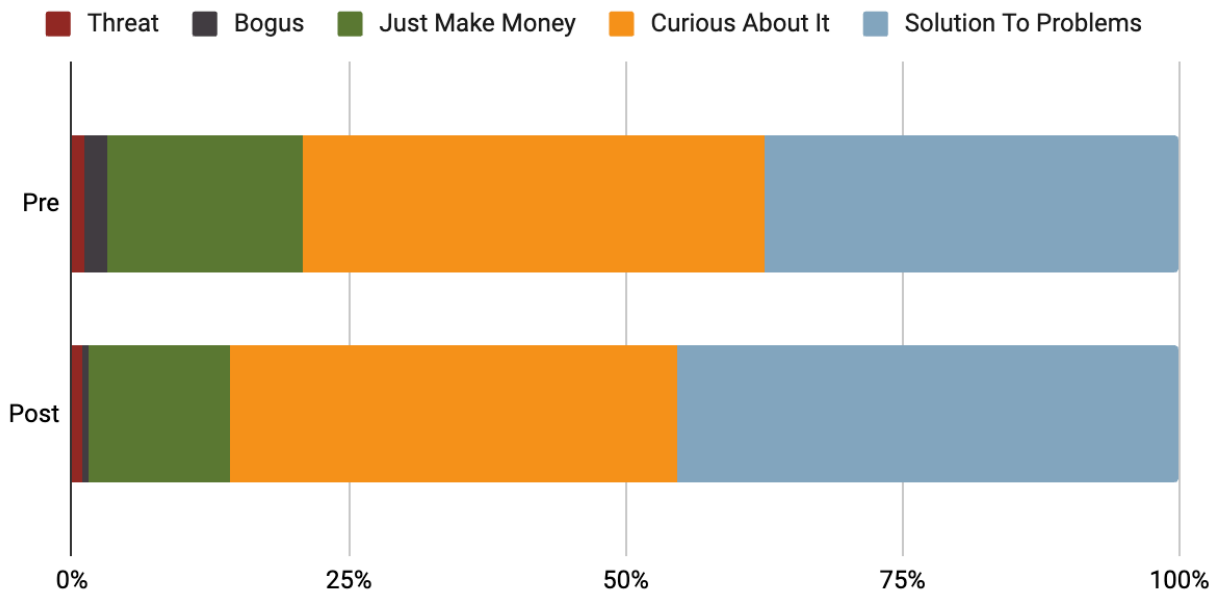
Pre n = 196; Post n = 200



“Mark the phrase that most closely fits your opinion of organics.”: pre-workshop/post-workshop evaluation

Affinity for Organics (All Events)

Pre n = 192; Post n = 203

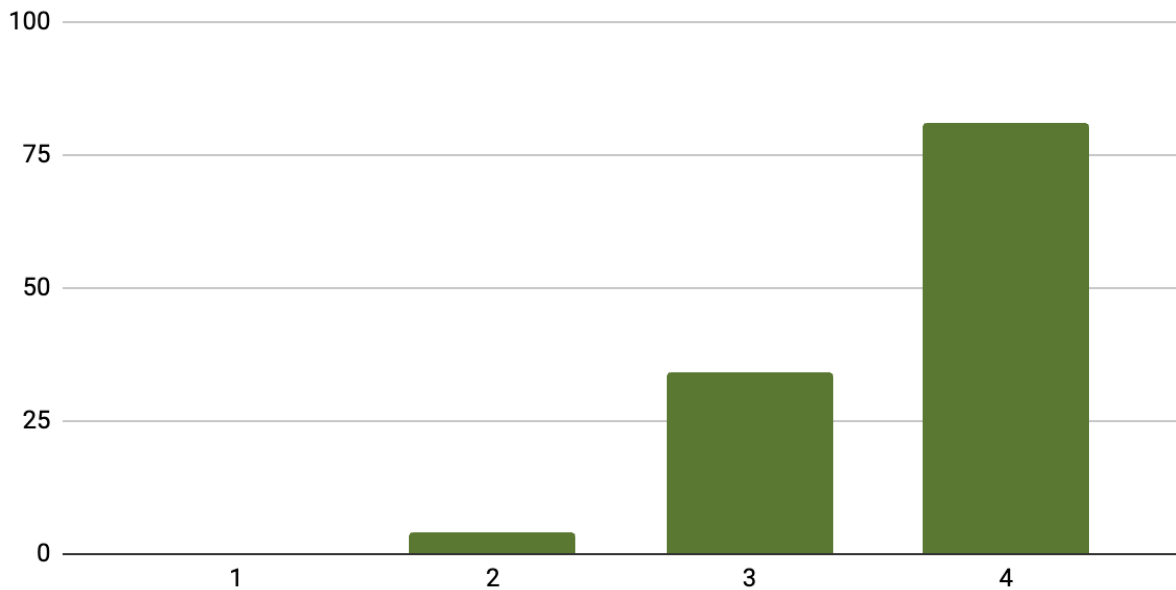


Experience at the Training

Quality of the Training Event Overall: post-workshop evaluation

Quality of the Training Event Overall

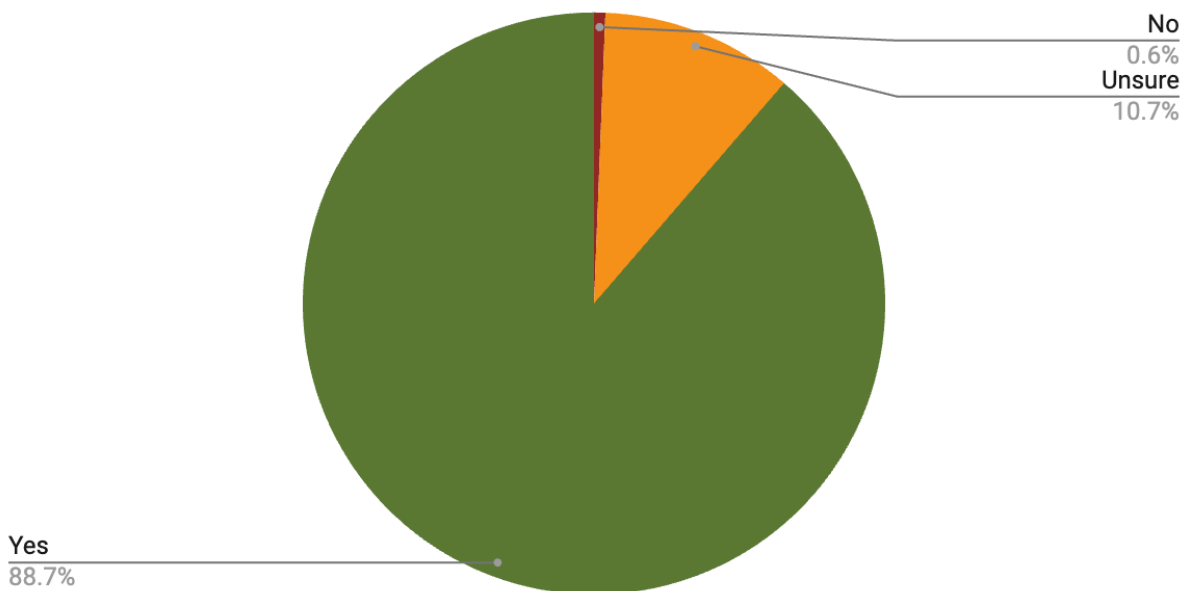
Mean 3.6, n = 119 (1 = Poor, 4 = Excellent)



Plans to use information from the training in farm operation or ag business/organization: post-workshop evaluation

"Do you plan to use information from the training..."

n = 159

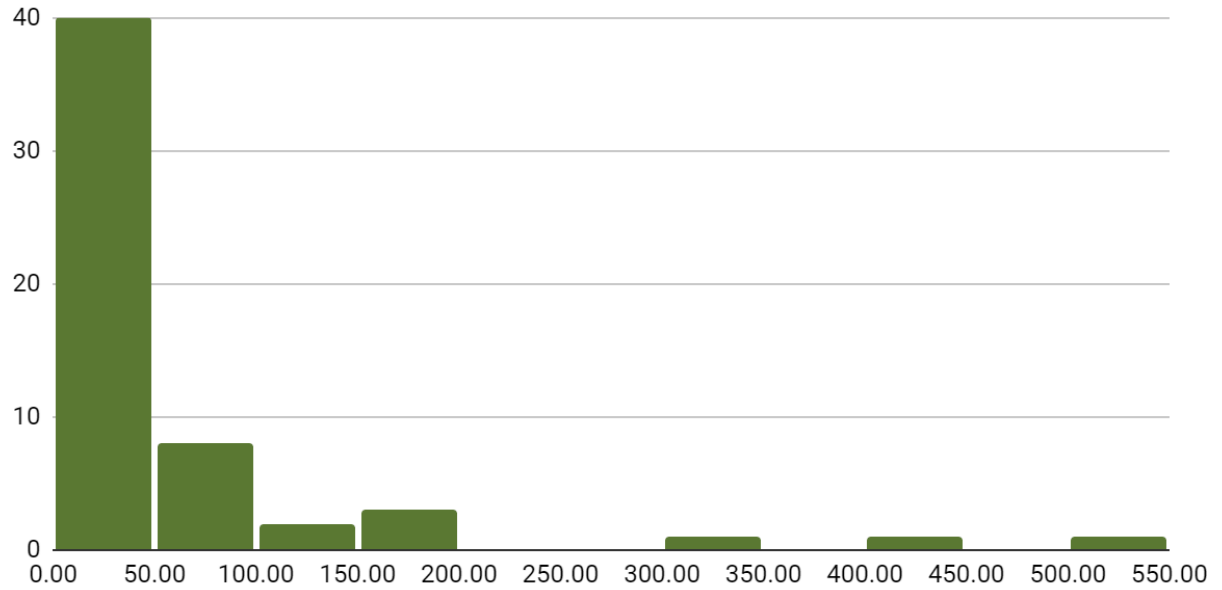


Clients Served

Number of clients advised: post-workshop evaluation

Number of Clients Advised, Histogram

Mean = 47.5 acres, n = 56



Number of acres advised: post-workshop evaluation

Number of Acres Advised, Histogram

Mean = 4045.6 acres, n = 46

