



Final Report
2024 Organic Grain
Production - Marketing,
Mindset, and Weed
Management
Mount Blanchard, Ohio

October 22, 2024

Date: August 19, 2024

Location: Mount Blanchard, Ohio

Format: In Person Workshop

Planning Committee:

- Sam Oschwald Tilton
- Mallory Krieger
- Amanda Gullett
- Stephen Riggins
- Eric Richer (OSU Extension)
- Cassy Brown (OSU Extension)

Attendance:

- Registrants: 26
- Walk in: 7
- Planning Committee + 11 Speakers: 13

Total Number of Attendees:

- n = 46

Total Number of Registrants:

- n = 32

Total Number of Walk-ins:

- n = 7

Evaluation Response Rate:

- Pre-Evaluation, n = 11 : 42%
- Post-Evaluation, n = 10 : 39%

Summary

This event, Organic Grain - Marketing and Mindset, was held at Bishop Farm in Mt. Hope Ohio, and organized by OATS. A pre and post evaluation was utilized to measure the impact and success of this training. A summary of the data is presented below.

- Attendees improved their knowledge in every category queried
- The number of attendees curious about organic increased in response to the event
- More attendees knew where to find information about organic ag in response to the event
- ¾ of attendees planned to use information from the training in their farm operation
 - I am more able to talk to my producers
 - New resources and contacts
 - New tilling equipment, weed management
 - USDA Office

- Attendees were a good mix of farmers, government ag advisors, and input suppliers.
- On a scale of 1-4 (4 is excellent), all attendees rated all aspects of the event a 3 or higher.

What Went Well

- Good attendance
- Field demos and equipment tour was very valuable
- Farmer and marketer panel went well

What Didn't Go Well

- "I was looking for more in depth information on what a full cropping season would look like. Weed Management, this time with this tool, plant at this time... Also what does nutrient management look like? Step by step."
- "Less sitting, more demonstration"

Ideas for the Future

- Eric Richer is a great person to work with
- Focus on field demos, machinery - that was very popular.

Evaluations Report

Background

The Organic Agronomy Training Service (OATS) conducted a one day, in-person training workshop on the topic of Organic grain production - marketing, mindset, and weed management on August 19, 2024. The event aimed to increase the confidence and ability of agronomists, crop consultants, extension agents, and technical service providers to serve the technical production needs of transitioning and certified organic grain farmers.

The training format consisted of two 30 minute presentations on various topics, each delivered by different content area experts and two 45 minute farmer panel discussions. The event ended with equipment demos and discussion. Continuing Education Units (CEUs) were available for certified crop advisors.

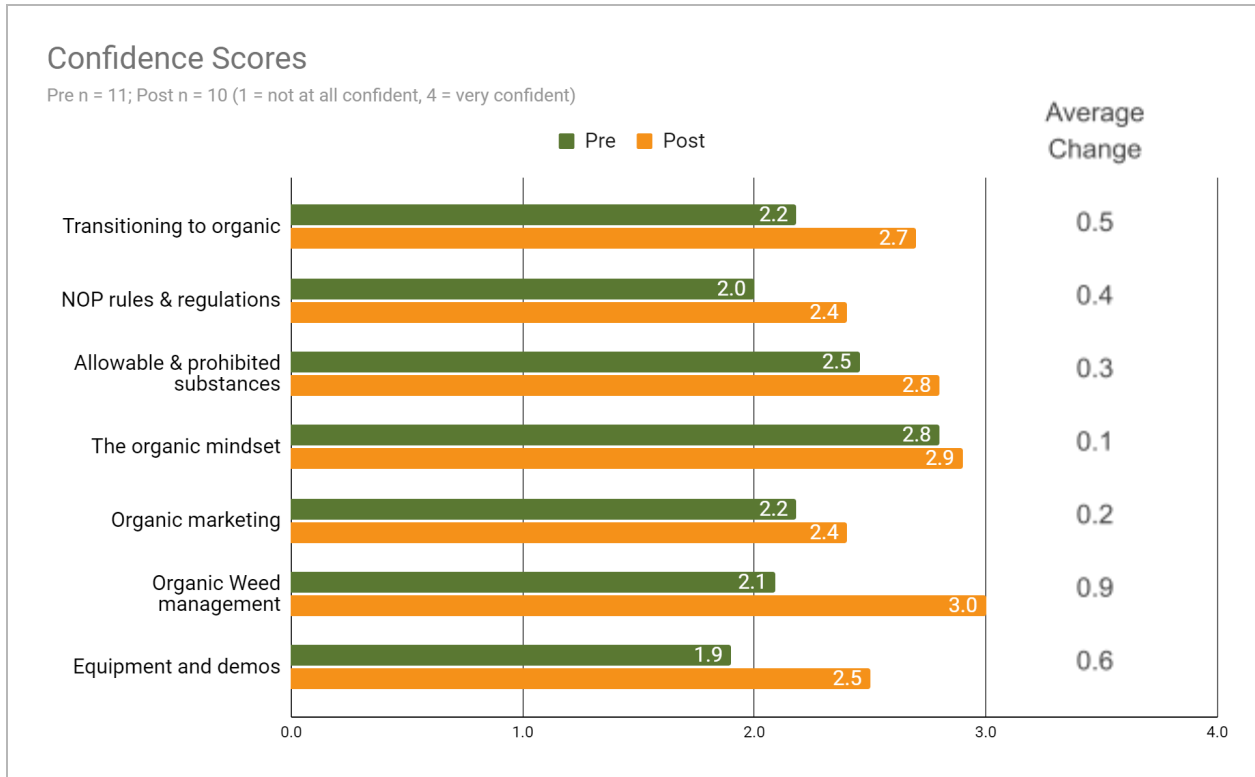
Methods

At this event, all training participants were invited to complete a paper evaluation at the start of the training. They rated their confidence in providing advice on a list of topics to a paying client and finding reliable information on organic production methods. They also answered a series of demographic questions.

At the close of the training, each participant was asked to complete a paper evaluation asking them to rate their confidence on the same topics after completing the training. The post evaluation also asked participants to rate the quality of each presentation and a set of questions about their interest in future training on other topics.

Change

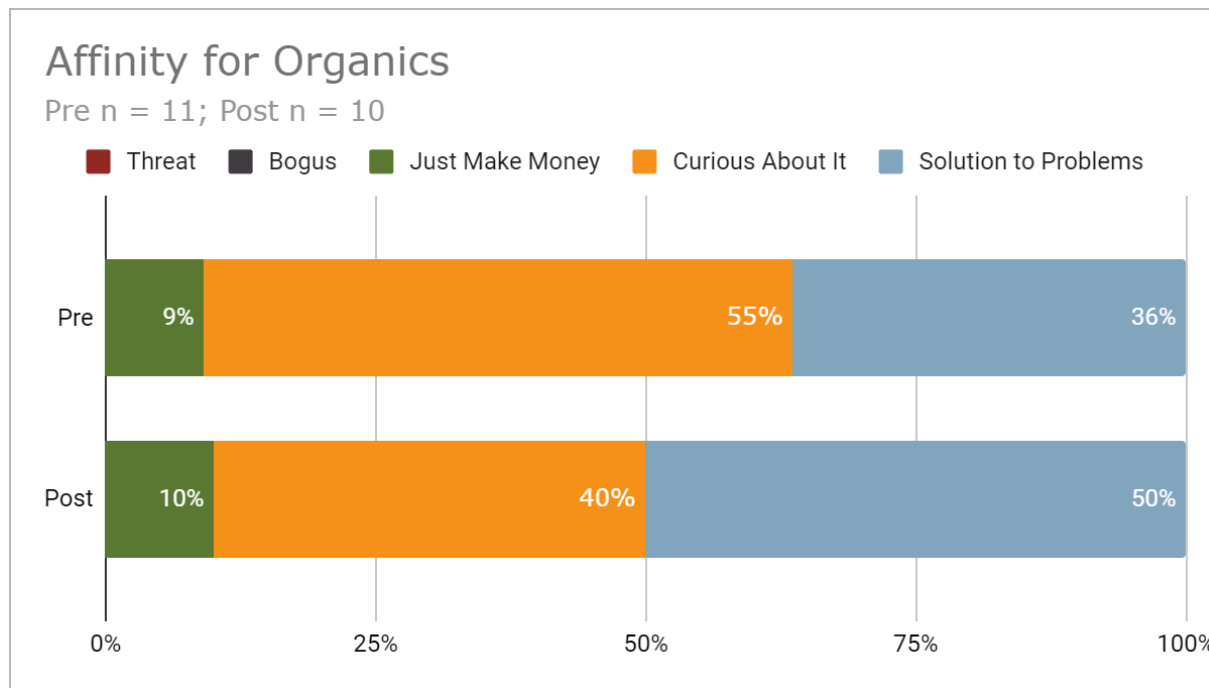
“How confident are you with providing advice on the topic of this session to a client?”: Pre-workshop/post-workshop evaluation (4-point scale; 1 = not at all confident and 4 = very confident)



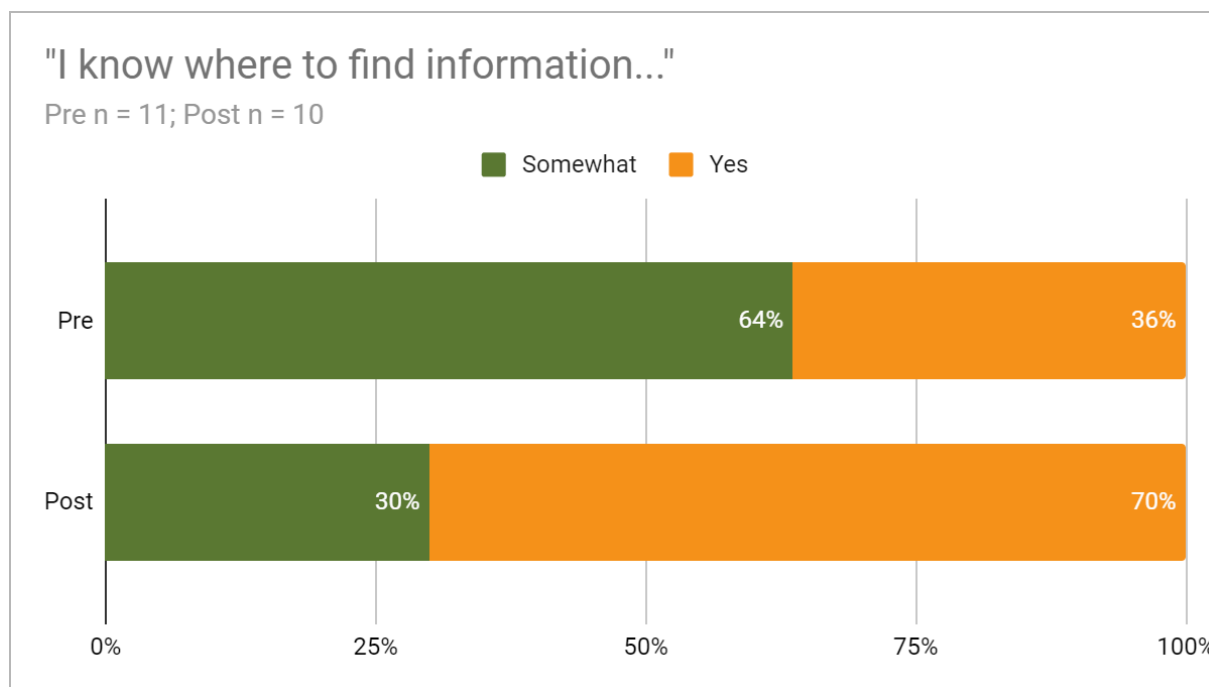
“Mark the phrase that most closely fits your opinion of organics.”:

pre-workshop/post-workshop evaluation

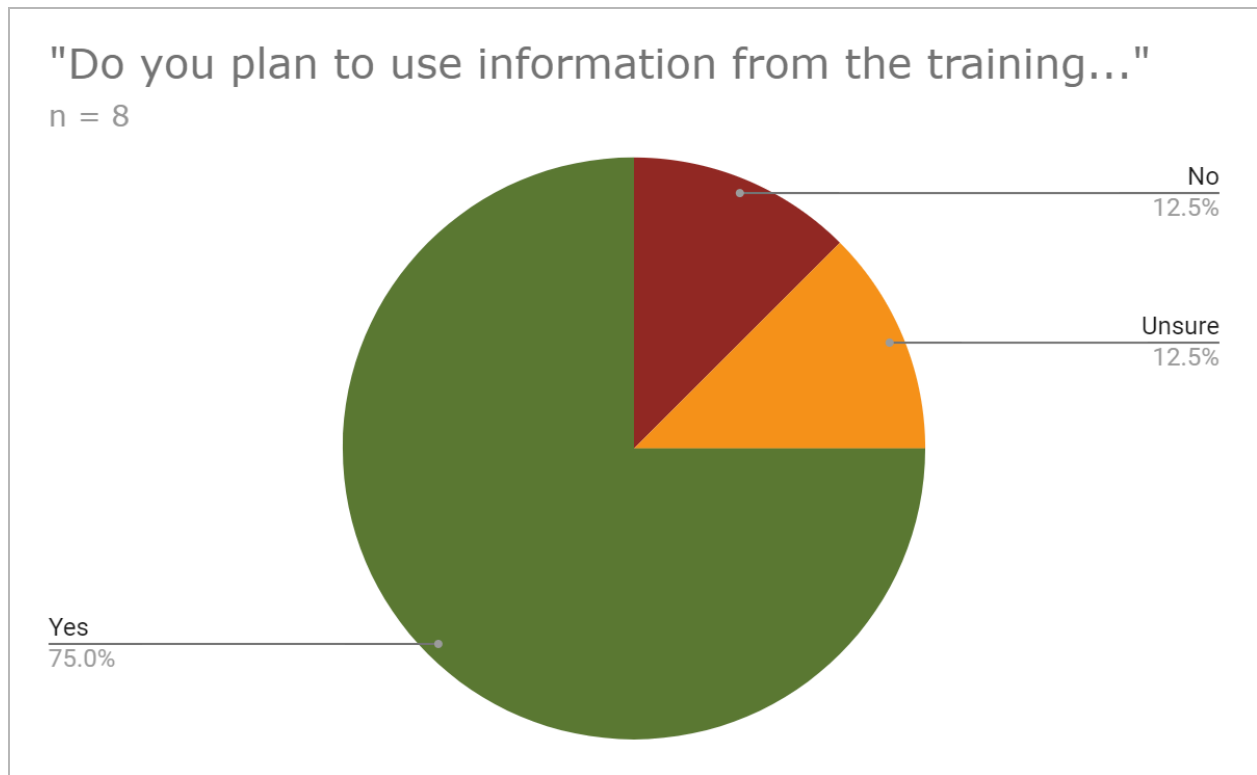
- *Organic is a solution to many of the problems facing agriculture*
- *Organic is bogus, but I feel pressured to learn about it*
- *Organic is a means to make money*
- *Organic is gaining momentum and I am curious about it*
- *Organic is a threat to my livelihood*



“I know where to find the information that I need about a given question or topic in organics.”: Pre-workshop/post-workshop evaluation (3-point scale; 0 = no, 1 = somewhat, and 2 = yes)



Plans to apply information from the training in farm operation or ag business/organization?": Post-workshop evaluation (Options: No, Unsure, and Yes)

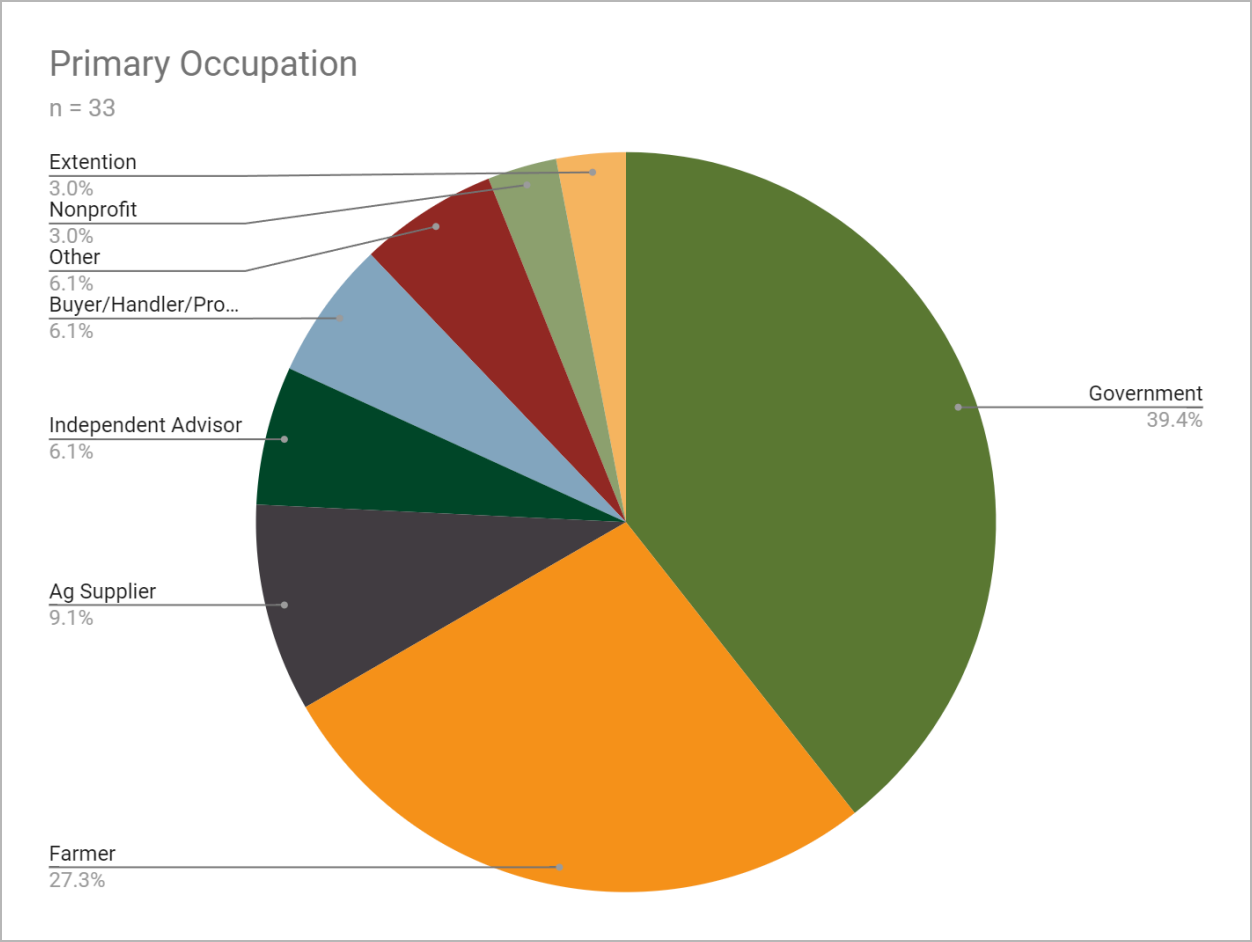


If yes, what?

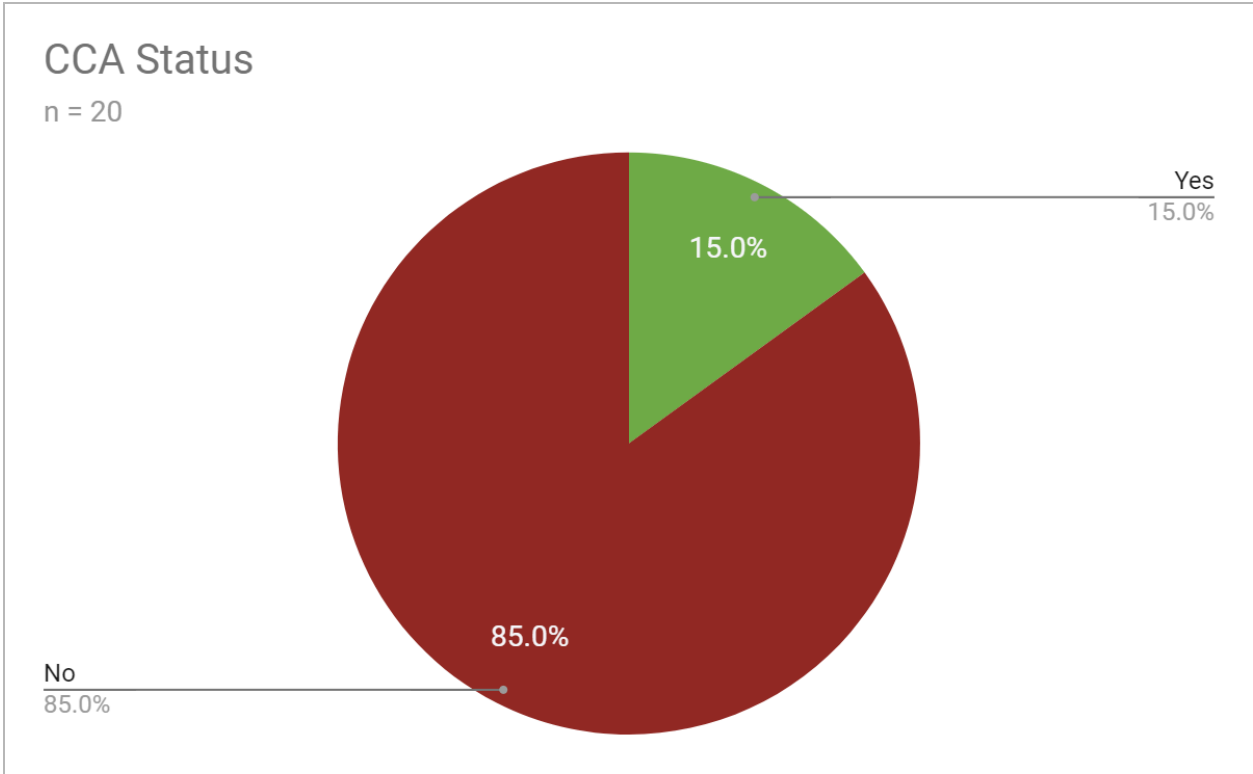
- I am more able to talk to my producers
- New resources and contacts
- New tilling equipment, weed management
- USDA Office

Professional Experience

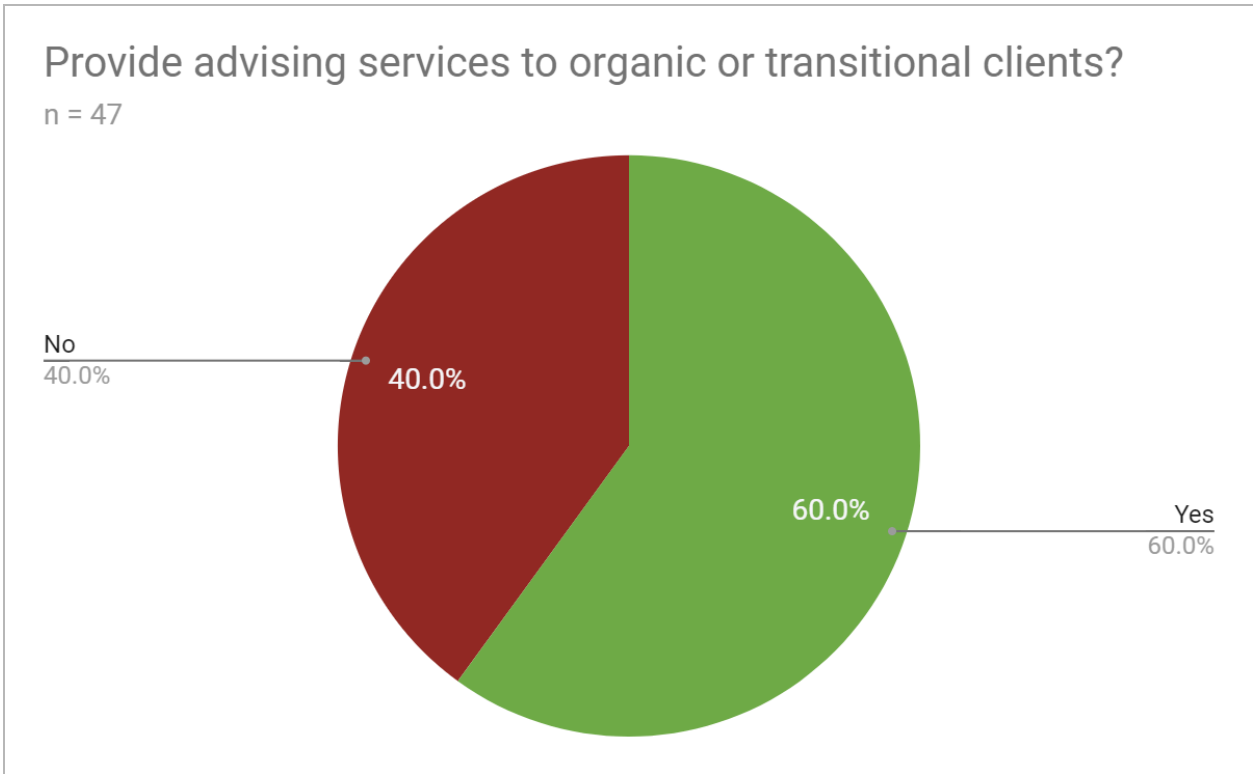
Primary occupation: pre-workshop evaluation



Certified Crop Advisors (CCA): pre-workshop evaluation (Yes, No)

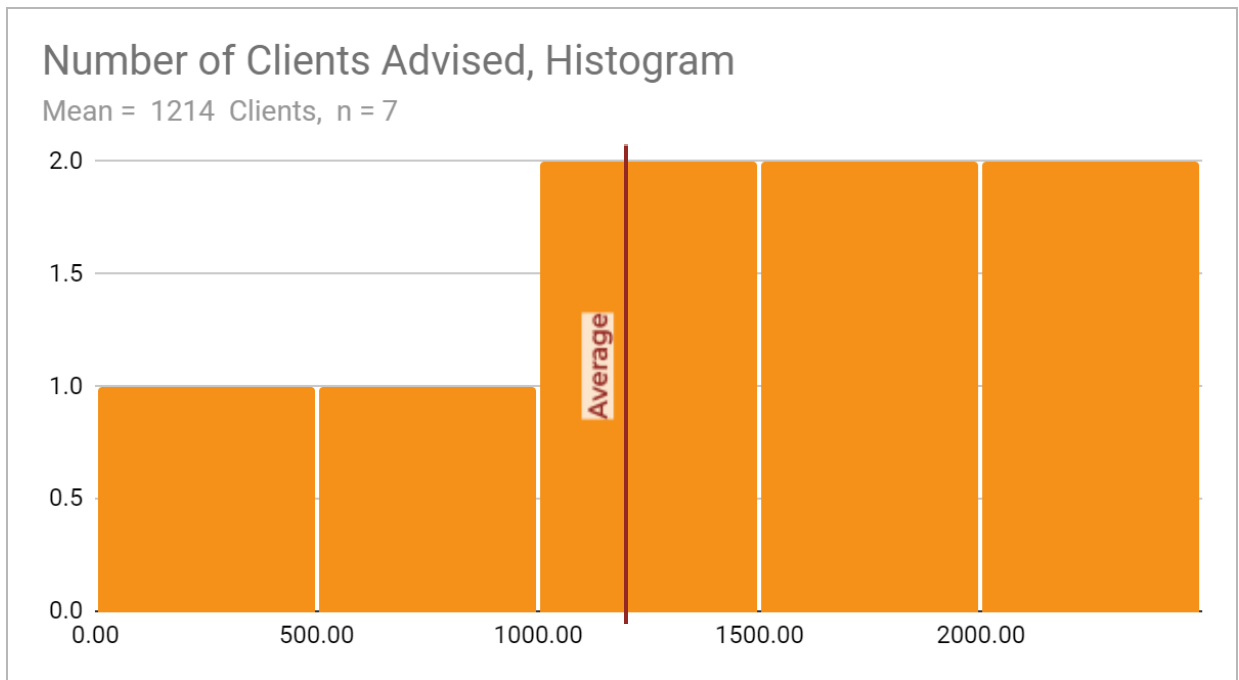


Experience working with organic or transitioning clients: pre-workshop evaluation (Yes, No)



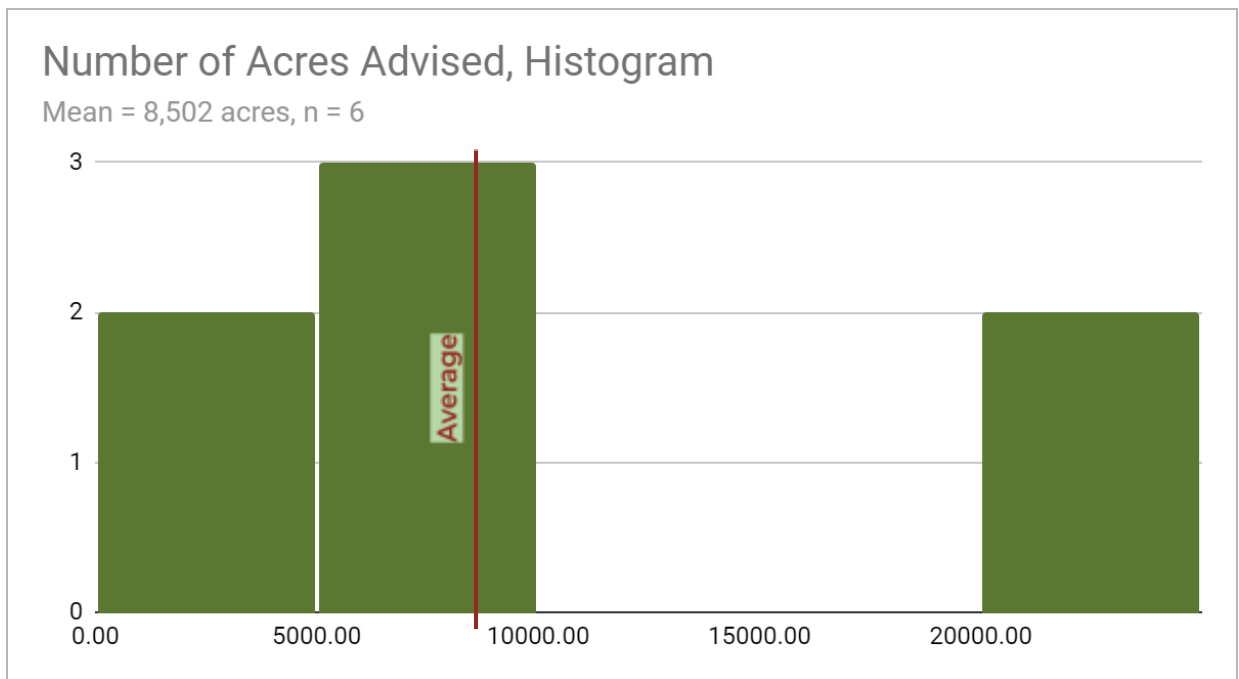
Number of organic/transitional clients currently advising: pre-workshop evaluation

- Mean: 1,214
- Median: 1,500
- Range: 1 - 2000



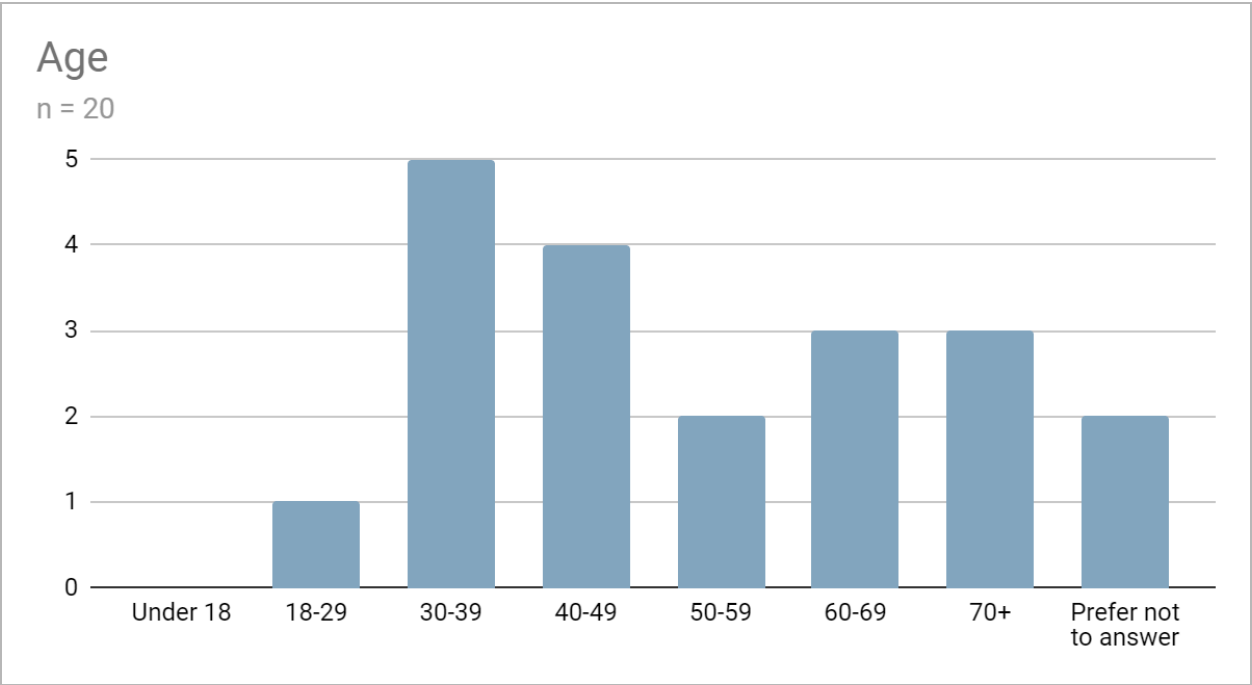
Number of organic/transitional acres currently advising: pre-workshop evaluation

- Mean: 8,502
- Median: 5000
- Range: 10 - 20,000

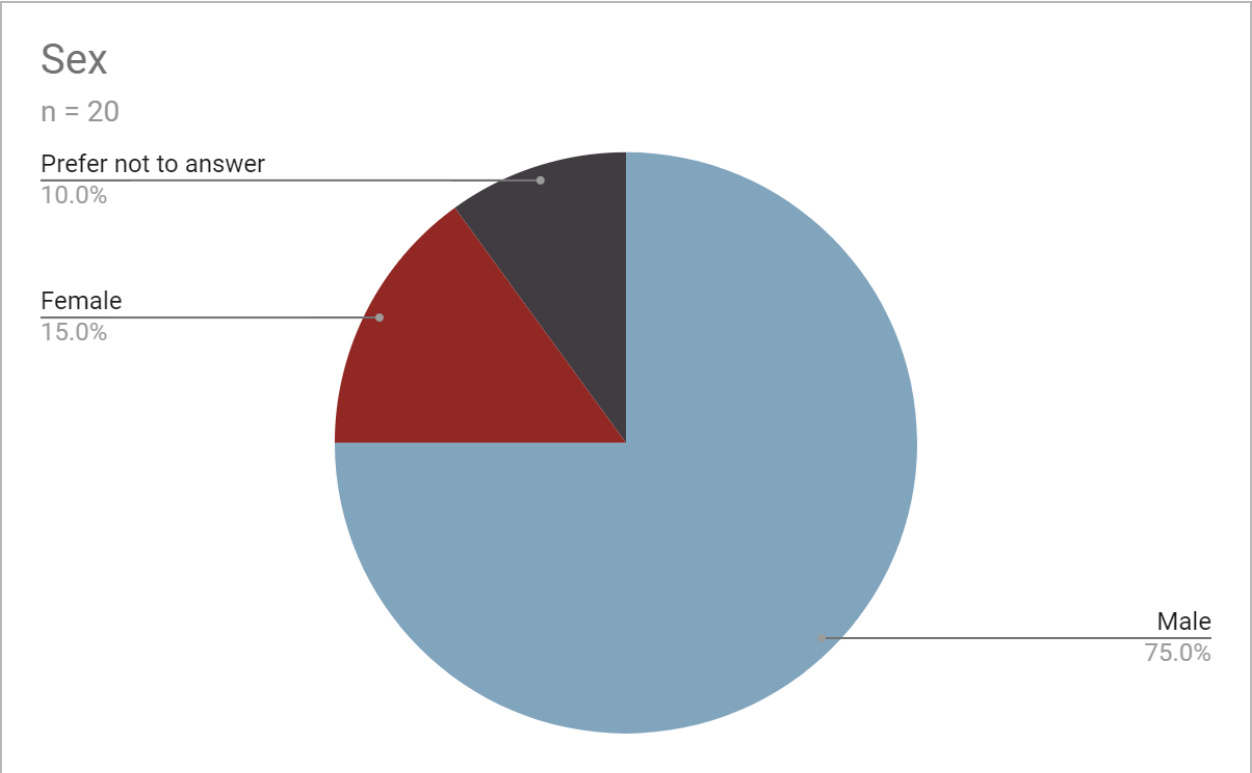


Demographics

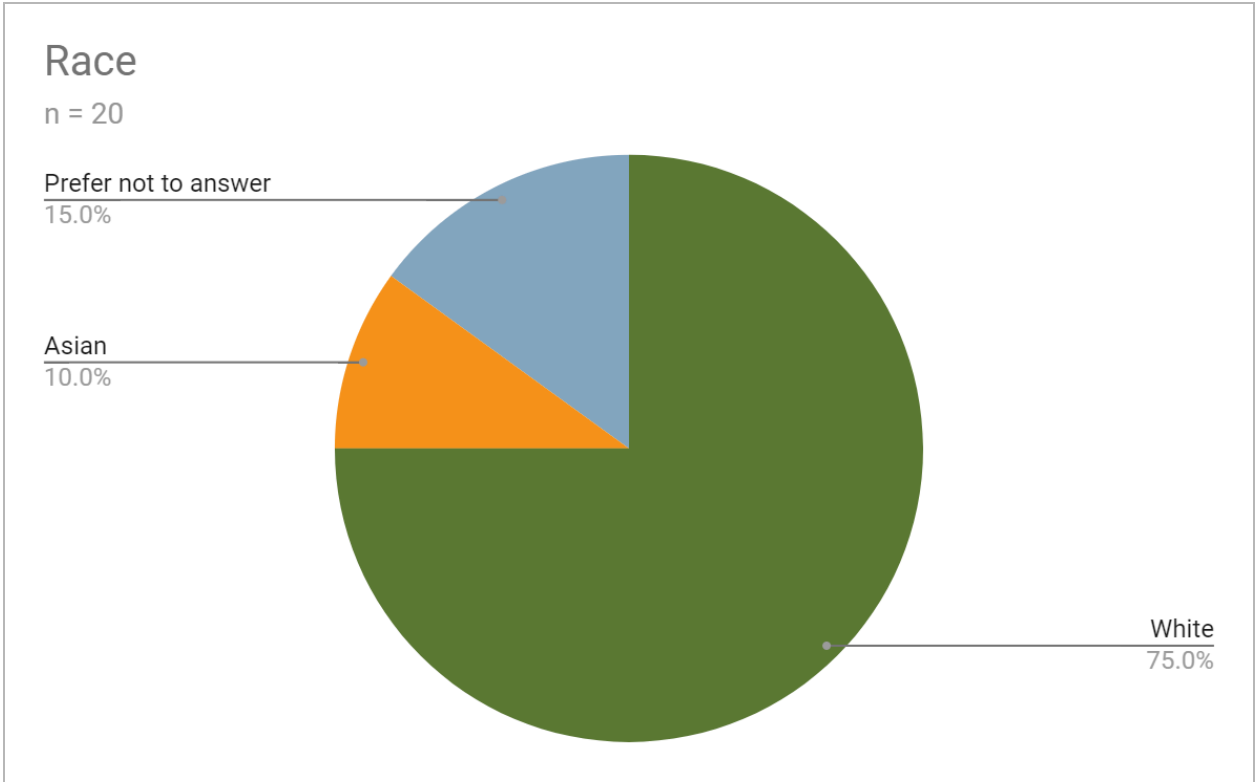
Age: pre-workshop evaluation



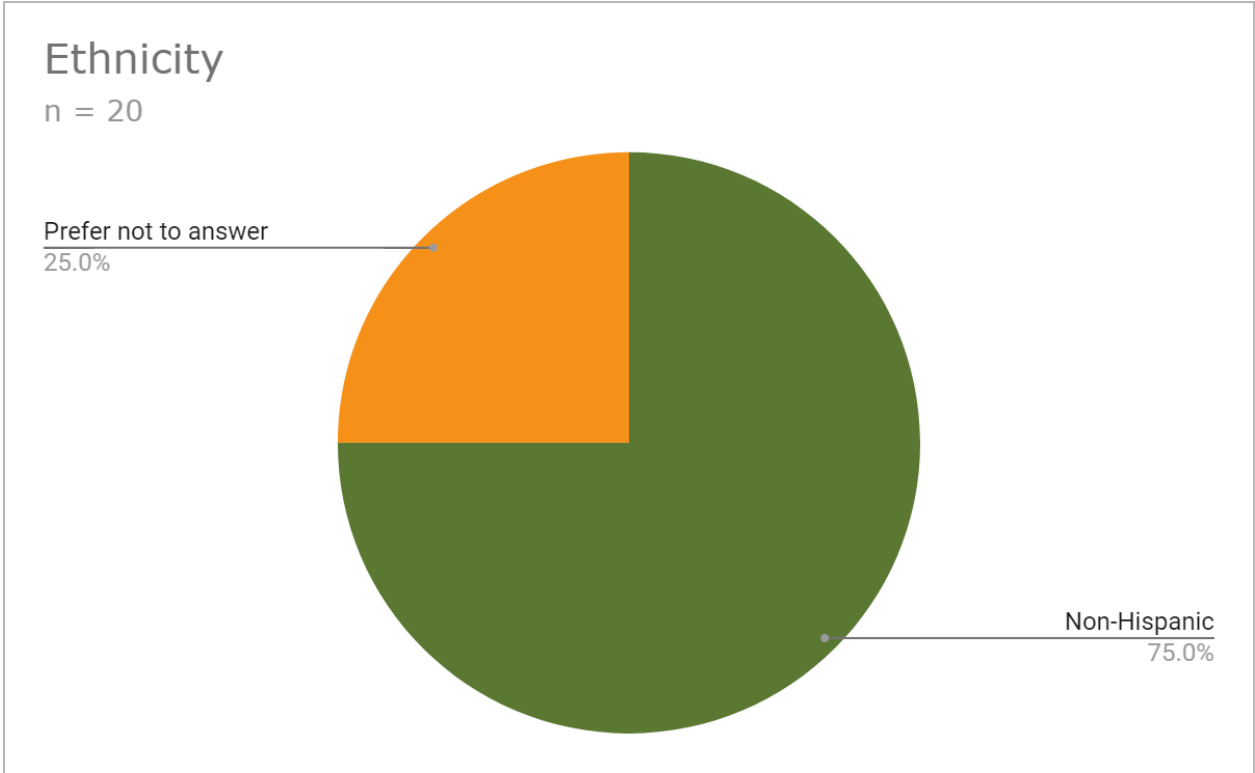
Sex: pre-workshop evaluation



Race: pre-workshop evaluation

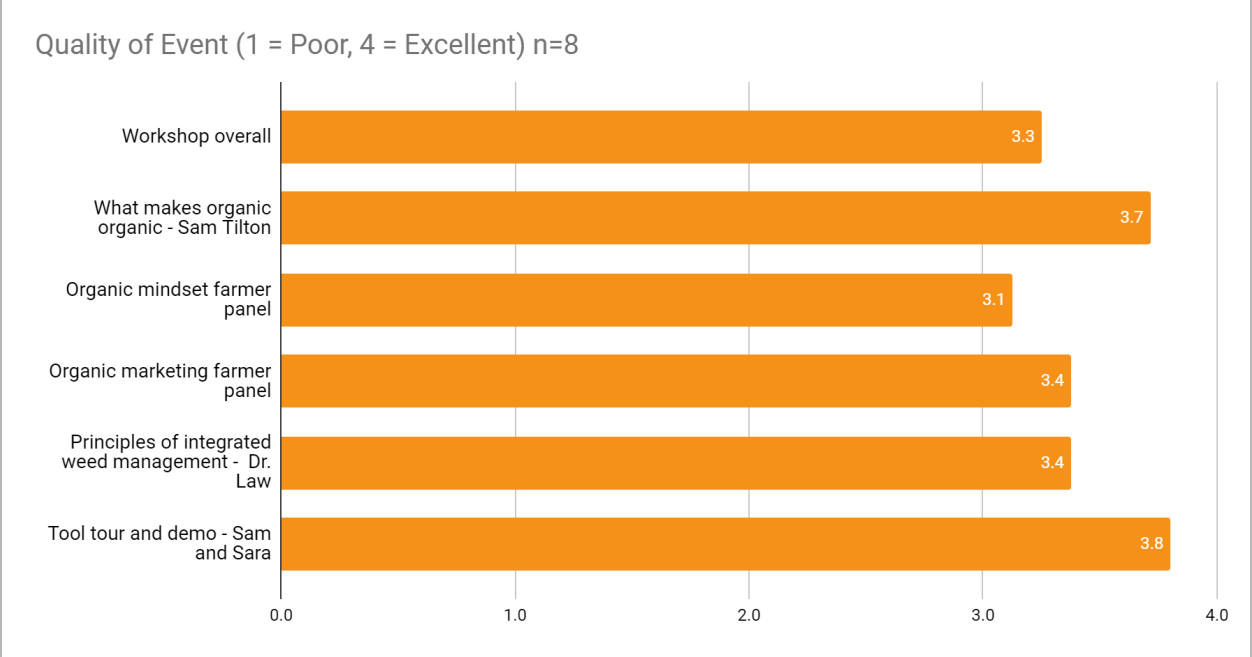


Ethnicity: pre-workshop evaluation



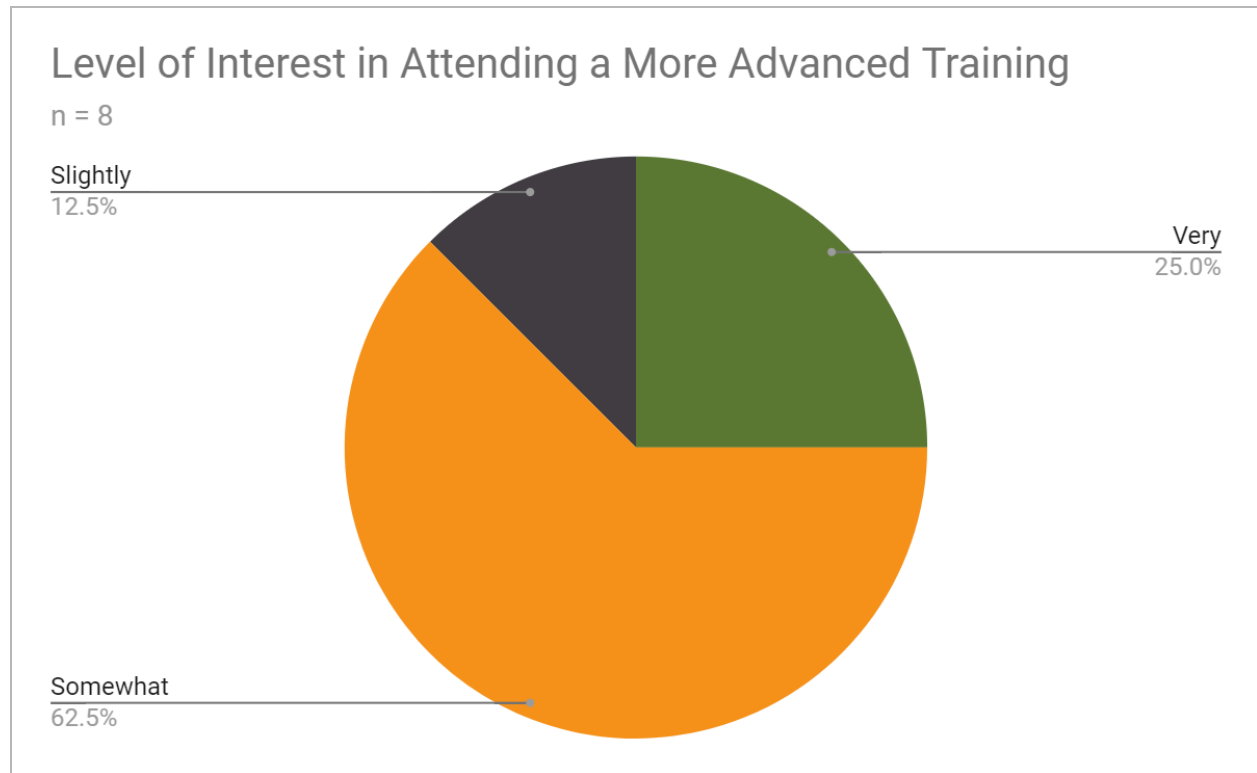
Experience at the Training

Quality of the following: Post-workshop evaluation (4-point scale; 1 = poor and 4 = excellent)



Level of interest in attending a similar workshop that is more advanced:

Post-workshop evaluation



List of topic desired for future training (as written): post-workshop evaluation

- Cover crop rotation
- More in depth information on what a full cropping season would look like. Weed Management, this time with this tool, plant at this time... Also what does nutrient management look like? Step by step.
- Weed, insects, pests - Squash vine borers

Anything other comments (as written): post-workshop evaluation

- I was looking for more in depth information on what a full cropping season would look like. Weed Management, this time with this tool, plant at this time... Also what does nutrient management look like? Step by step.
- Less sitting, more demonstration
- Recycling

Stories

- The organic farmer marketing panel was very popular - the audience asked them many questions
- Eric Richer's presentation on organic grain marketing including many detailed slides about organic grain pricing in Ohio
- Many connections/networking were observed between attending farmers and OSU extension and more experienced organic farmers (mentors).

Testimonials

Photos











