

# WELCOME TO EVALUATING PROFITABLE AGRICULTURAL ENTERPRISES

A PROFESSIONAL DEVELOPMENT WEBINAR SERIES



1

## WEBINAR SCHEDULE

Date	Session Title
Wednesday December 1	Introduction to Economic Feasibility Assessment
Wednesday December 15	Market Feasibility Assessment
Wednesday January 12	Financial Feasibility Assessment – Budget and Profit Basics
Wednesday January 26	Financial Feasibility Assessment – Budgets and Financial Statements
Wednesday February 9	Financial Feasibility Assessment – Financial Analysis
Wednesday February 23	Enterprise Financing: Federal Grant and Loan Programs
Wednesday March 30	Enterprise Assessment Example – Analyzing Drought Management Strategies
Wednesday April 13	Conducting Client Needs Assessments
Wednesday April 27	Evaluating Client Programming
Wednesday May 11	Q&A Session



2

## TODAY

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- Conducting Client Needs Assessments – Mike Pace, USU Extension
- Resources
- Guest speaker - Roger Coupal, University of Wyoming
  
- Thanks to WSARE for funding this webinar series - Western Sustainable Agriculture Research and Education



3

# CONDUCTING CLIENT NEEDS ASSESSMENTS

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MIKE PACE – USU EXTENSION BOX ELDER COUNTY

EXTENSION PROFESSOR | HORTICULTURE & AGRONOMY | BOX ELDER COUNTY DIRECTOR



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4

## BACKGROUND INFORMATION

- 3 years with Colorado State University Extension – Las Animas County
- 6 years with Utah State University (USU) Extension – Millard County
- 18 years with USU Extension – Box Elder County



5



6





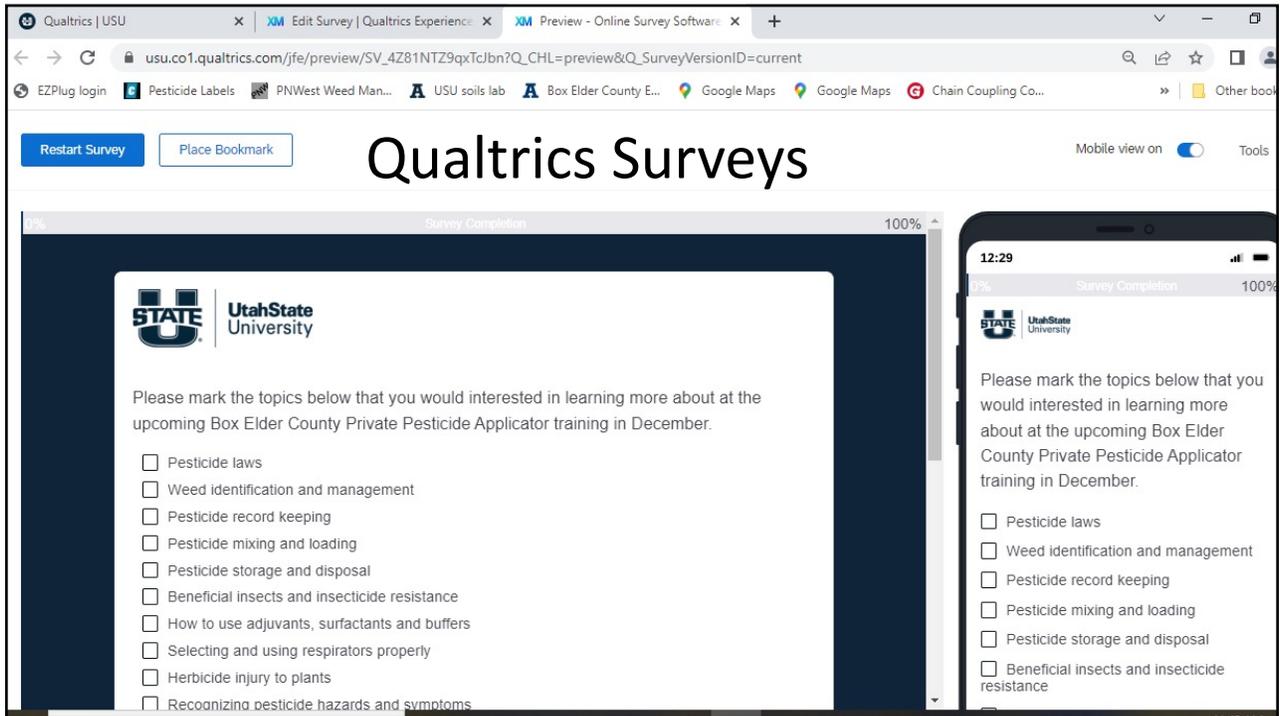
7

## CLASSES AND WORKSHOPS

- Crop schools
- Fruit grower meeting
- Utah Onion Association
- Blue Creek research farm field day
- Pesticide workshops
- Master Gardener classes
- Horticulture classes



8



9



10

☆	📅	Utah Onion Association Meeting	Closed	9	Survey	Cody Zesiger	Dec 9, 2021
☆	📅	University of Idaho Ag and Horticulture Training	Closed	19	Survey	Me	Apr 23, 2018
☆	📅	Pesticide CEU Trainings	Closed	17	Survey	Me	Oct 6, 2020
☆	📅	Northern Utah Fruit Tree Growers Meeting	Closed	16	Survey	Me	Dec 10, 2021
☆	📅	Northern Utah Fruit Grower meeting topic survey	Closed	16	Survey	Me	Jan 24, 2022
☆	📅	Grape Propagation Class	Closed	12	Survey	Me	Sep 22, 2020
☆	📅	Gardening Classes	Closed	89	Survey	Me	Apr 23, 2018
☆	📅	Fruit Tree Grafting Class Survey	Closed	29	Survey	Me	Oct 24, 2019
☆	📅	Elwood Town 4th of July Celebration	Closed	60	Survey	Me	Dec 21, 2018
☆	📅	Candidate Survey	Closed	28	Survey	Andree Walker	Dec 9, 2021
☆	📅	Box Elder County Private Pesticide Applicator Tra...	Closed	90	Survey	Me	Oct 6, 2020
☆	📅	Box Elder County Crop School	Closed	18	Survey	Me	Dec 21, 2018
☆	📅	2020 Pesticide Training	Closed	45	Survey	Me	Feb 8, 2021



11

<ul style="list-style-type: none"> <li>• <b>At next year's meeting, we will be discussing corn and other small grain crops. What topics would you like to learn about?</b></li> <li>• Wheat or barley planted behind grain or silage corn</li> <li>• Wheat/corn rotation, specifically winter wheat/corn rotation</li> <li>• Fertilizer rates in relation to yields</li> <li>• Corn root worm</li> <li>• How futures compare to today's market</li> <li>• Chopping and fermentation</li> <li>• Small grain</li> <li>• Rust</li> <li>• Weed control, increase fertilizer efficiency (starters?), irrigation timing or efficiency, seeding rates, seedbed preparation</li> <li>• How to make wheat more consistent from year to year on protein levels and test weights</li> <li>• Grain crops</li> <li>• Silage corn pricing and grain vs silage. Effects of silage quality on feeding</li> <li>• Varieties for different soil types</li> <li>• The best chemical to use</li> </ul>	<ul style="list-style-type: none"> <li>• Corn/alfalfa</li> <li>• Nutritional needs for corn crop</li> <li>• Wheat and alfalfa—weed reduction and fertilizer usage (liquid)</li> <li>• Corn, more on irrigated small grain</li> <li>• BMR corn, new corn traits</li> <li>• Any positive or negative side effects of growing corn on same field year after year</li> <li>• How to calculate yield in the standing crop</li> <li>• Pricing silage, nutrient removed with silage, starter fertilizer effects</li> <li>• Corn yield variety trials, wheat variety trials in other states, i.e., Washington, Oregon, Idaho</li> <li>• Wheat fertilization amounts and timing</li> <li>• Variety comparisons, new varieties, rust, mold, diseases</li> <li>• The effect of planting corn to wheat</li> <li>• Fertilizer use and methods</li> <li>• Chemigation</li> <li>• Irrigation, row vs. flood</li> <li>• Varieties, fertilizers</li> <li>• Less product based information</li> </ul>
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12

## CLASSES AND WORKSHOPS EVALUATIONS

- Crop schools
- Fruit grower meeting
- Utah Onion Association
- Blue Creek research farm field day
- Pesticide workshops
- Master Gardener classes
- Horticulture classes



13

### EVALUATION 2020 Winter Crop Workshop Utah State University Cooperative Extension January 30, 2020, Tremonton, Utah

#### PART I

1. Please rate your level of satisfaction with the **quality of information** provided in each session of the workshop and the **speaker's communication of the information**.

Topic	Are you satisfied with the information provided?			Are you satisfied with speaker's communication of the information?		
	<i>Not Satisfied</i>	<i>Unsure</i>	<i>Satisfied</i>	<i>Not Satisfied</i>	<i>Unsure</i>	<i>Satisfied</i>
Producing Quality Hay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Utah Hay Outlook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Syngenta Insecticides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seedbed Preparation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dealing with Stress	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helena Herbicides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



QR codes

2. How would you rate your **overall experience** with today's event?

*Poor*      *Fair*      *Good*      *Very Good*      *Excellent*  
                       



14

**What are some local research and educational needs of local agriculture producers?**

**Fertilizer efficiency**

No till in irrigated ground and fertilizer requirements

Ways to improve pastures and ranges

Local test plots for efficacy of fertilizers and herbicides

Weed management and control

Anhydrous applications

Testing options, disease watches online and location maps

How to control snow mold and what and when is best dryland wheat fertilizer plan

**Varieties, markets**

Precision watering in irrigated crops; **startup fertilizer in dryland wheat**

Other possible crops—rotation needs and requirements

Control of noxious weeds (especially in more developed areas)

Joint grass control

Wheat bushel test weights—how to improve



15

**SOCIAL MEDIA COORDINATOR**



- Facebook
- Instagram
- Website
- QR codes
- Qualtrics surveys



16

## COMMITTEES WE SERVE ON

- Farm Service Agency (FSA) board
- Fairboard
- Soil Conservation Districts
- Weed board
- Ag Commodity groups
- Experiment Station
- County Commissioners



17



**MAKING EXTENSION & AGRICULTURE STRONGER**

### NATIONAL, REGIONAL AND STATE MEETINGS

Utah Association of County Agricultural Agents Summer Meeting & Tour

2012

June 14-15  
Brigham City, Utah



Utah Association of County Agricultural Agents Summer Meeting & Tour

2018



June 12-14

EXTENSION  
UtahStateUniversity  
Wasatch County

*10th Annual*  
**2011 NACAA WESTERN REGION  
Professional Improvement Conference**

**October 11, 12, 13, 2011  
Kennewick, WA**



18

	Title	Presenter	Title	Presenter
09:00	INSECTICIDE EFFICACY IN CONTROLLING APHID COMPLEX IN ALFALFA	Gale, J.A.1; Price, S.J.*2; Ramirez, R.A.3	LIVESTOCK GRAZING: AN ENVIRONMENTALLY FRIENDLY AND ECOMOMICAL SOLUTION TO MAINTAINING FIRE BREAKS	Palmer, M.D.*1; E.T. Thacker2
	ALFALFA WEEVILS AND INSECTICIDE RESISTANCE – RECENT DEVELOPMENTS AND FUTURE IMPLICATIONS	Rethwisch, M.D.*1; Ramirez Bonilla, J.2; Goding, K.M.3	TWELVE YEARS OF THE CATTLEMEN'S CORNER SW IDAHO BEEF NEWSLETTER	Jensen, K.S.*
	SCOUTING ALFALFA SEED FIELDS WITH UAV (DRONE)	Neufeld, J.D.*1; Ryu, J.2; Barbour, J.3	BLOCKCHAIN TECHNOLOGY APPLICATIONS IN THE FOOD SYSTEM IN WYOMING	Ehmke, C.*1; Ehmke, M.2
10:30	BREAK - POSTERS			
11:00	ADDRESSING SMALL ACREAGE LAND OWNER IRRIGATION KNOWLEDGE GAPS IN WYOMING	Carter, C.M.*1	IDevice MOBILE VIDEO PRODUCTION-DIY VIDEO PRODUCTION FOR AGRICULTURE EXTENSION AGENTS	Keto, D.W.*1
	SAVING MANATEE COUNTY TOWERS OF WATER	Atkinson, M.K.*1	CONNECTING WITH AG WOMEN IN THE WEST: THE ANNIE'S PROJECT PROGRAM	Ehmke, C.1; Swanbom, H.*2
12:00	LUNCH - Overview of Wyoming Agriculture			
13:30	SMALL GRAINS YIELD RESPONSE TO NITROGEN APPLICATION FOLLOWING ALFALFA IN SEVIER COUNTY, UTAH	Gale, J.A.*1; Pound, C.A.2; and Yost, M.A.3	MASTER GARDENER SCHOOL GARDENING PROGRAMS: INDIVIDUALIZING PROGRAMS TO MEET THE NEEDS OF LOCAL SCHOOLS AND VOLUNTEERS	Heitstuman, M.*1
	CONDUCTING A NATIONAL WHEAT YIELD CONTEST HARVEST	Carter, P.G.*1	NEW GUIDE FOR 4-H HORSE ADVANCEMENT PROGRAM IN WASHINGTON	Williams, D.M.*1; Schmidt, J.L.2
	EFFECTS OF RYZUP SMARTGRASS® AND BLACK GRASSBUG CONTROL ON WHEATGRASS GROWTH	Rethwisch, M.D.*1; Arterburn, J.R.2; Nixon,	JUST BEE-CAUSE POLLINATOR PROJECT: A HANDS-ON COLLABORATIVE APPROACH IN BRINGING	Gamett, B. J.*1; Stokes,



19

<i>SOLVING IRON DIFFICENCY IN TURF.</i> Palmer, M.D*. G. Cardon .....	5
<i>INSECTICIDE EFFICACY IN CONTROLLING ALFALFA APHID COMPLEX.</i> Price,* S.J., Gale, J.A., Despain, D., and Ramirez, R.A. ....	6
<i>CONTROLLING CUTLEAF VIPERGRASS IN ALFALFA AND RANGELAND.</i> Gale, J.A. *, Ransom, C., Nielson, M., and Despain, D. ....	7
<i>MANAGEMENT OF DRIP IRRIGATION FOR SALINE SOILES IN UTAH.</i> Patterson, R. K.*; Worwood, D. R. & Allen, L. N. ....	8
<i>MONITORING E. COLI LEVELS ON THE FREMONT RIVER IN WAYNE COUNTY, UTAH.</i> Wilde, T.* .....	9
<i>VEGATATIVE REPRODUCTION IN RUSSIAN OLIVE-IMPLICATIONS FOR CONTROL.</i> Patterson, R. and Worwood, D.* .....	10
<i>LITIGATION BETWEEN WESTERN WATERSHEDS PROJECT AND FEDERAL LAND MANAGEMENT AGENCIES.</i> Burritt, B.* .....	11
<i>MARKETING PLAN FOR GRASS FED BEEF.</i> Crandall, E.* .....	12
<i>SUSTAINABLE AGRICULTURE.</i> Despain, D.* .....	13
<i>THREE CREEKS GRAZING CONSOLIDATION PROJECT RICH COUNTY UTAH.</i> Smith*, D. R.; Payne, T. ....	14
<i>HOMEOWNERS PREFERRED SOURCES FOR YARD AND GARDEN INFORMATION.</i> Schaible, C.* .....	15



20



**USU Extension Annual Conference Agenda**  
**March 2-4, 2022 @ Thanksgiving Point**  
**Ashton Gardens Visitor Center**  
 Updated 2/28/22

**Wednesday, March 2, 2022 | Pre-Conference**

8 am-2 pm Workshops. Headshot Photos by McKay Jensen from 12-2 pm

Time	Title of Workshop	Description
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21

## RESOURCES

- Qualtrics online surveys – [Qualtrics.com](https://www.qualtrics.com)
- Workshop and class evaluations
- Boards and committees
- Formal Extension advisory committees
- National, regional and state association conferences



22

## RESOURCES

- Needs Assessment Resources, Univ. of CA:  
[https://ucanr.edu/sites/CEprogramevaluation/Needs\\_Assessment\\_Resources/](https://ucanr.edu/sites/CEprogramevaluation/Needs_Assessment_Resources/)
- Needs Assessment Guidebook, Univ. of TN:  
<https://extension.tennessee.edu/publications/documents/pb1839.pdf>
- Conducting Needs Assessments Series (11 modules), Univ. of FL:  
<https://edis.ifas.ufl.edu/publication/WC340>
- Needs Assessment for Extension Educators:  
<https://ucanr.edu/sites/CEprogramevaluation/files/141635.pdf>
- Needs Assessment for Informing Extension Professional Development Trainings on Teaching Adult Learners:  
<https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1254&context=famconfacpub>



23

## USU STATEWIDE NEEDS ASSESSMENT

- USU Conducted a state-wide Extension needs assessment in 2019
- Publications and information
  - JOE article: <https://archives.joe.org/joe/2020august/a1.php>
  - USU Extension results: <https://extension.usu.edu/employee/program-evaluation/statewide-needs-assessment>



24

# QUESTIONS SO FAR?



25

## GUEST SPEAKER – ROGER COUPAL, UNIVERSITY OF WYOMING

- Roger Coupal is professor and state community development specialist at the University of Wyoming. Based in the Department of Agricultural and Applied Economics in Laramie, his extension, research and teaching programs are concerned with natural resource policy and community development. He aims to provide educational opportunities and information for students, community groups, and public officials engaged in policy issues in the nexus of community development and natural resource policy. A part his approach to community development is teaching students through an entrepreneurship class, and another part is working directly with entrepreneurs in their communities.



26

## ROGER COUPAL, UNIVERSITY OF WYOMING

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- Agricultural Economics Professor
- Community Development Specialist



coupal@uwyo.edu  
(307) 766-5539



27

## ROGER COUPAL SLIDES

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- See attachment



28

## NEXT WEBINAR: WEDNESDAY APRIL 27

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- Evaluating Client Programming
- Program website: <https://extension.usu.edu/apec/extensionagentproject>
  - Recordings and materials for all webinars



29

# THANK YOU!

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## QUESTIONS?



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30