

Farm and Food Tourism Workshop Assessment Results Overview

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

	Percentage
1=Agricultural producer	56%
2=Small food producer/processor	13%
3=Tourism operator	1%
4=Extension personnel	8%
5=Government/Tribal Agency (FSA, NRCS, etc.)	20%

Q2 How far did you travel to attend this workshop?

	Percentage
1=Less than 20 miles	23%
2=21-50 miles	12%
3=51-100 miles	13%
4=101-200 miles	29%
5=More than 200 miles	23%

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

		Percentage
Very Helpful	7	40%
	6	30%
	5	21%
	4	5%
	3	1%
Not Helpful	2	1%
	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	29%
	6	27%
	5	21%
	4	17%
	3	3%
None	2	3%
	1	0%

Q5 Would you recommend this workshop to others?

	Percentage
1=Yes	99%
2=No	0%

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

	Percentage
1=Yes	93%
2=No	4%

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	24%
2=\$101-\$500	26%
3=\$501-\$1000	24%
4=More than \$1000	27%

**Q11 To what extent did you understand the following subjects prior to the workshop? (Please check only one response for each)
(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	3.03
b) The activities, products, and events associated with ag/food tourism enterprises	2.97
c) Benefits and challenges in sourcing restaurants	2.69
d) Benefits and challenges in sourcing hotels/conference centers	1.95
e) Assessing the economic feasibility of an ag/food tourism enterprise	2.74
f) Tourist types and preferences related to ag/food tourism	2.36
g) Creating cost and return projections (budgets) for a new ag/food tourism enterprise	2.72
h) Management and resource requirements for establishing an ag/food tourism enterprise	2.56
i) Tourism promotional methods and outlets	2.58
j) Estimating demand for a new ag/food tourism enterprise	2.46
k) Labeling and safety aspects of value-added food production	2.96
l) Local value-added product processing regulations	2.80
m) Safety and liability considerations in an ag/food tourism enterprise	2.93

Q12 To what extent do you now (post-workshop) understand the following subjects? (Please check only one response for each)

(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	4.07
b) The activities, products, and events associated with ag/food tourism enterprises	3.73
c) Benefits and challenges in sourcing restaurants	3.48
d) Benefits and challenges in sourcing hotels/conference centers	3.34
e) Assessing the economic feasibility of an ag/food tourism enterprise	3.67
f) Tourist types and preferences related to ag/food tourism	3.63
g) Creating cost and return projections (budgets) for a new ag/food tourism enterprise	3.61
h) Management and resource requirements for establishing an ag/food tourism enterprise	3.59
i) Tourism promotional methods and outlets	3.49
j) Estimating demand for a new ag/food tourism enterprise	3.23
k) Labeling and safety aspects of value-added food production	3.71
l) Local value-added product processing regulations	3.67
m) Safety and liability considerations in an ag/food tourism enterprise	3.72

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.

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

	Average
a) I will create a business plan for a new ag/food tourism	3.92
b) I will create a marketing plan for a new ag/food tourism enterprise that supports tourism promotional strategies	3.65
c) I will develop a production plan for value-added products for my operation	3.57
d) I will develop a safety plan for my operation and/or tourism related products	3.81
e) I will implement an ag/food tourism enterprise in my operation	3.77
f) I will measure the changes in my operations profitability and economic sustainability due to my ag/food tourism diversification strate	3.19
Average	4

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.

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

	Average
a) I will create a plan to introduce the workshop curriculum and other SARE resources into producer programming	3.3
b) I will assist producers in evaluating the economic feasibility of ag/food tourism for their operation	3.4
c) I will assist producers in developing a marketing plan that supports tourism promotional strategies	3.4
d) I will assist producers in implementing ag/food tourism strategies for their operation	3.4
e) I will assist producers in accessing food tourism networks and distribution channels	3.4

f) I will assist producers with the measurement of changes in profitability and economic sustainability of their ag/food tourism diversific 3.5
Average **3.4**

To what extent do you understand the following subjects ?

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

	<u>Before</u>	<u>After</u>	<u>Improve</u>
	Average		
a) The potential economic, social and environmental benefits of implementing ag/food tourism enterprises	3.03	4.07	34%
b) The activities, products, and events associated with ag/food tourism enterprises	2.97	3.73	25%
c) Benefits and challenges in sourcing restaurants	2.69	3.48	29%
d) Benefits and challenges in sourcing hotels/conference centers	1.95	3.34	71%
e) Assessing the economic feasibility of an ag/food tourism enterprise	2.74	3.67	34%
f) Tourist types and preferences related to ag/food tourism	2.36	3.63	54%
g) Creating cost and return projections (budgets) for a new ag/food tourism enterprise	2.72	3.61	33%
h) Management and resource requirements for establishing an ag/food tourism enterprise	2.56	3.59	40%
i) Tourism promotional methods and outlets	2.58	3.49	36%
j) Estimating demand for a new ag/food tourism enterprise	2.46	3.23	31%
k) Labeling and safety aspects of value-added food production	2.96	3.71	25%
l) Local value-added product processing regulations	2.80	3.67	31%
m) Safety and liability considerations in an ag/food tourism enterprise	2.93	3.72	27%
Average Improvement			36%