

## Elderberry Winemaking Workshop October 26, 2012, Columbia, MO

### Evaluation Report

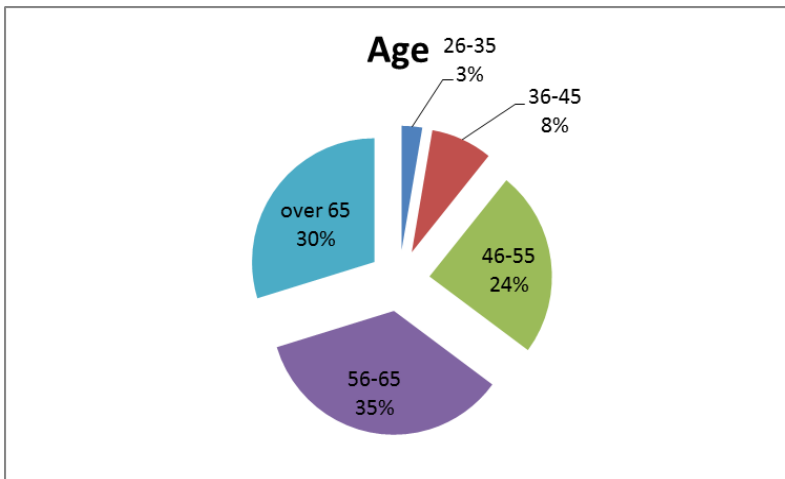
The University of Missouri Center for Agroforestry (UMCA) developed a set of two surveys to evaluate the results of the Elderberry Winemaking Workshop held on October 26, 2012 in Columbia, Missouri. At the beginning of the workshop, a survey was administered to all participants to assess both their motivation to participate in this event and the level of knowledge about the topics presented. At the end of the workshop, a second survey was administered to assess the participants' perception about the event, to determine the level of satisfaction with the content and organization of the workshop, the gain in knowledge after listening to the presentations, and assess how the workshop changed their interest in elderberry and winemaking.

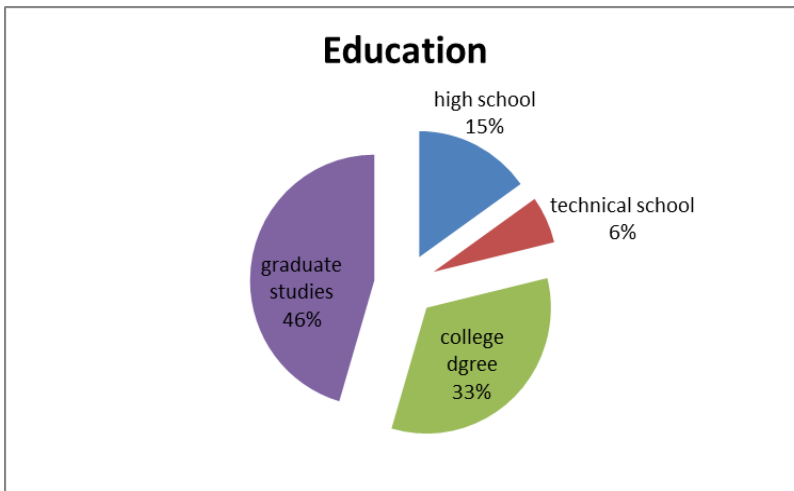
The survey had the following objectives:

1. Document the demographic characteristics of the participants at the elderberry winemaking workshop.
2. Identify how participants learned about the workshop, and their motivation to attend the workshop.
3. Evaluate participants' reaction to the content and organization of the workshop,
4. Assess the level of knowledge before the workshops related to specific topics and compare it with the level of knowledge after the workshops to estimate the gain in knowledge.
5. Obtain suggestions that will help better organize similar workshops in future years.
6. Assess participants' initial interest in elderberry and winemaking and how the interest changed after the workshop.

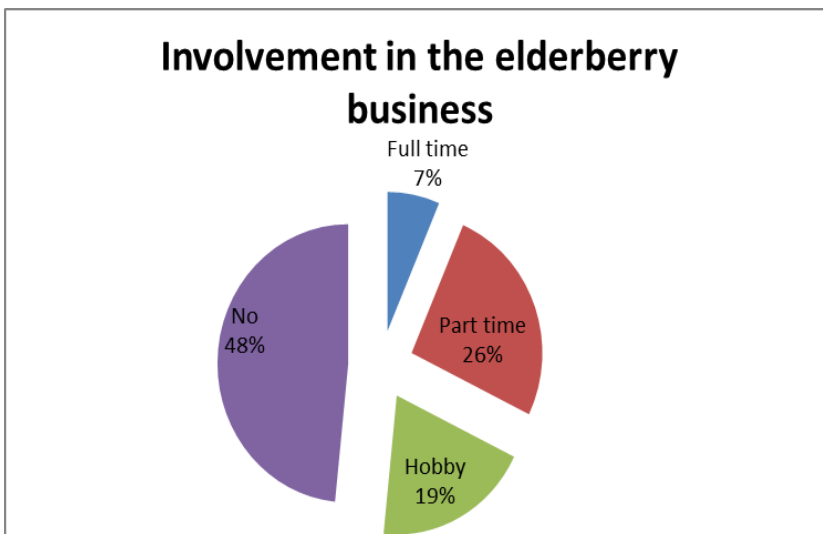
#### **Objective 1: Document the demographic characteristics of the participants at the workshop.**

50 people participated in the comprehensive workshop. The demographic characteristics, based on 37 surveys collected at the beginning of the workshop are as follows:

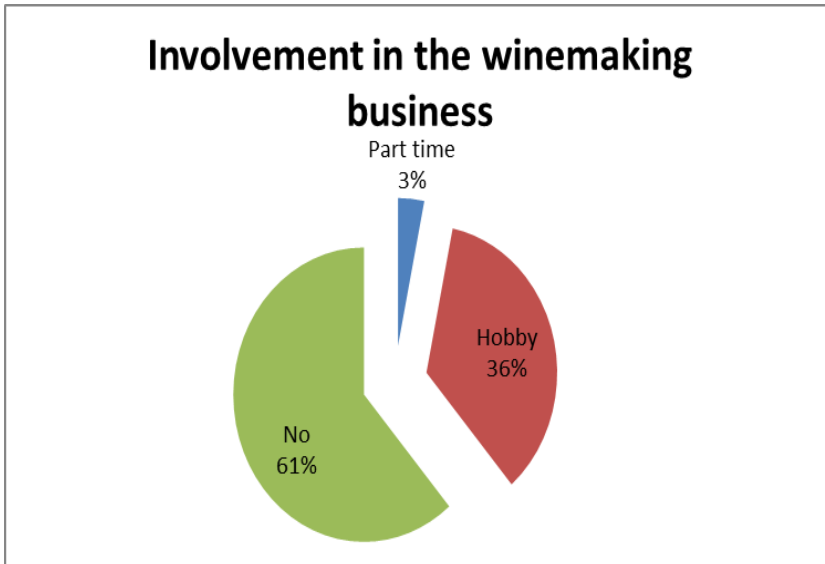




Out of 38 respondents at the post-workshop survey, about half have no involvement with elderberry, 19% are elderberry grower hobby-ists, 26% are involved in the elderberry business part-time and 7% were full time elderberry growers or value added producers.

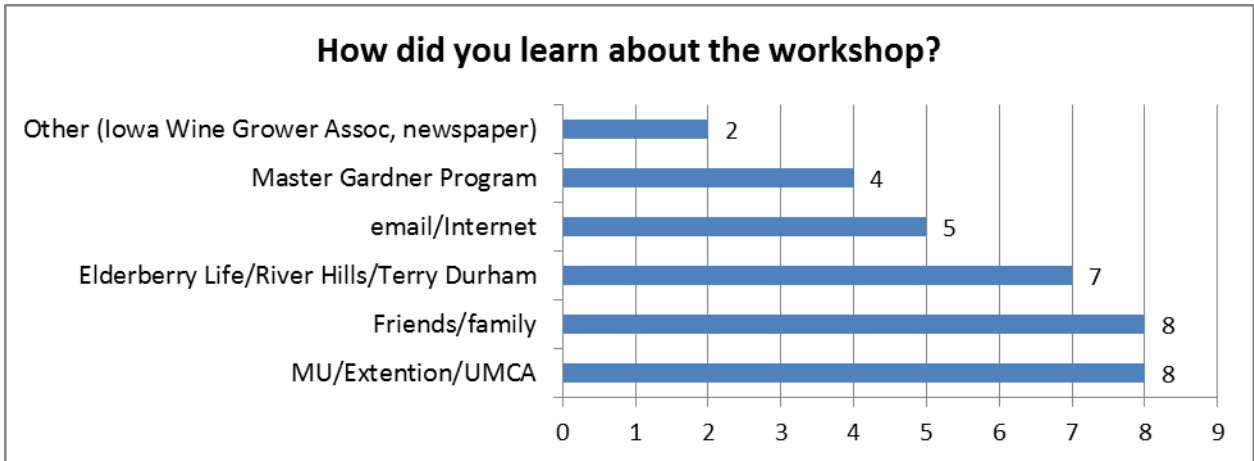


Sixty-one percent of participants were not involved at all in the winemaking business and 36% were involved as hobby-ists.



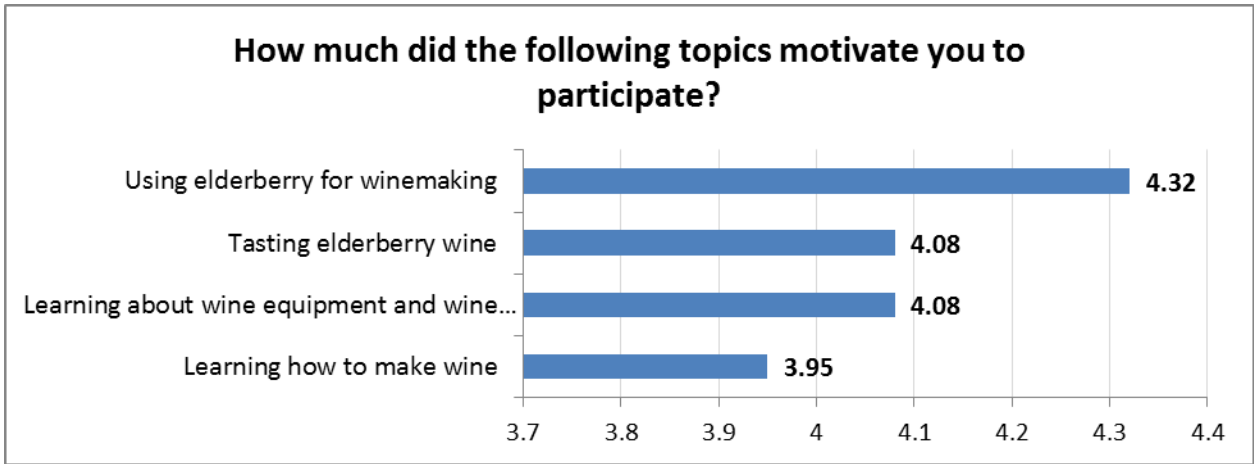
**Objective 2: Identify how participants learned about the workshop, motivation to attend the workshop (Pre-workshop survey, N=37).**

How participants learned about the workshop: Participants learned about the workshop from University of Missouri, local elderberry growers groups or the Master Gardner program.



**Motivation to attend the workshop:**

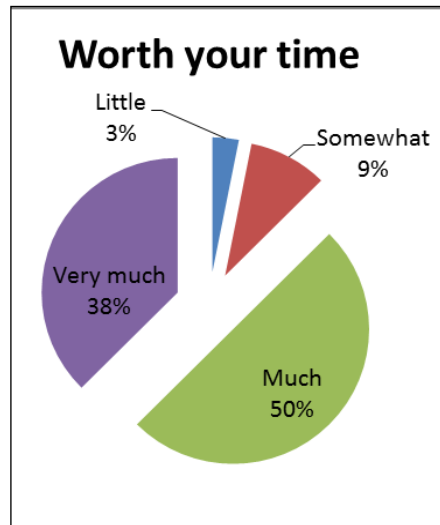
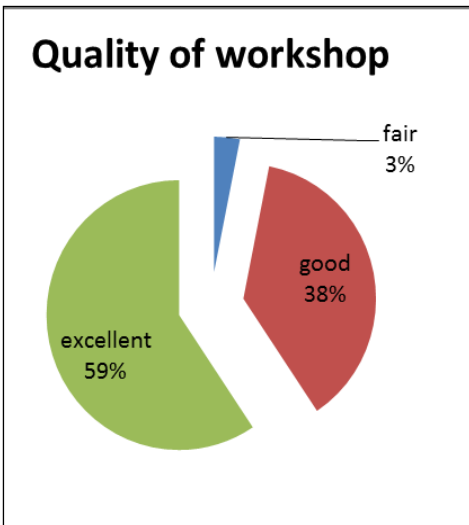
*Using elderberry for winemaking* was the topic that motivated most of the respondents to participate at the workshop. On a scale of 1 (not at all) to 5 (very much), the average ratings for how much each topic motivated the participants to register for this workshop are presented below:



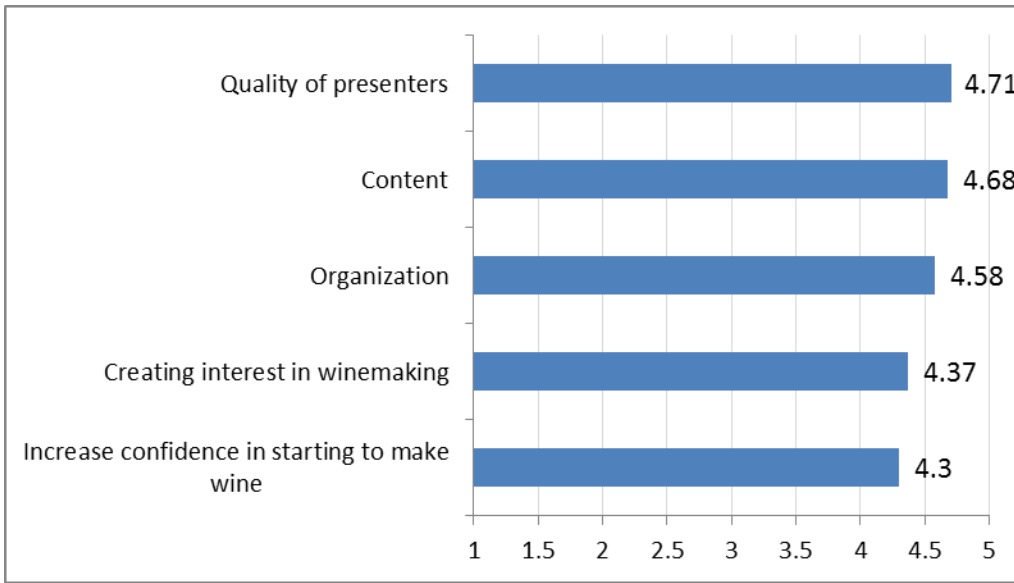
**Objective 3: Evaluate participants’ reaction to the content and organization of the workshop (Post-workshop survey, N=70)**

Participants were very satisfied with the workshop. The quality of workshop overall was rated excellent by 59% of participants and good by 38%.

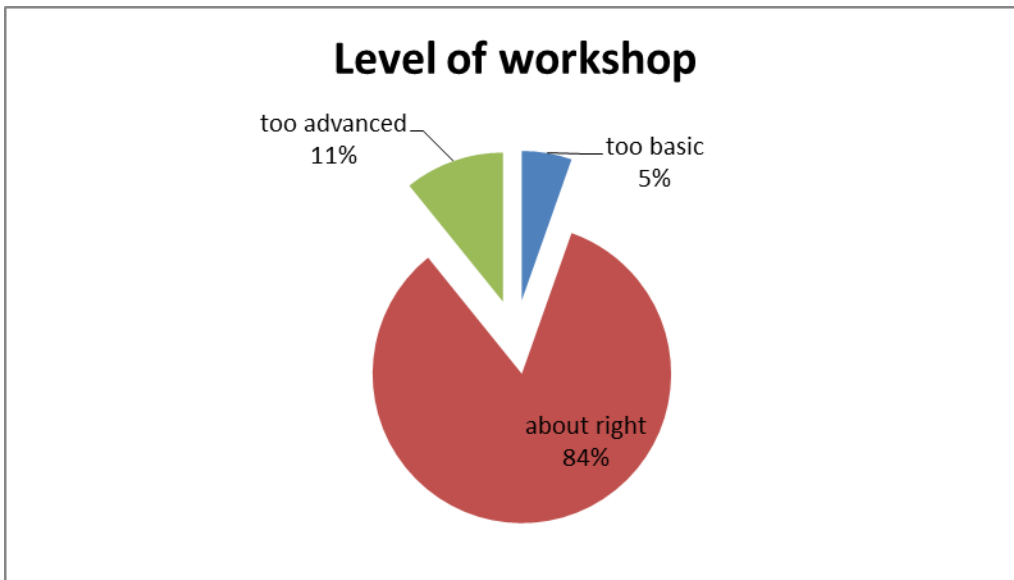
50% of respondents declared that participating in the elderberry workshop was worth their time much and 38% very much.



The quality of presenters was rated very high, 4.71 average on a scale of 1(poor) to 5(excellent). Content of presentations was rated second, 4.68 on a scale of 1(of little use) to 5(useful). Organization was rated 4.58 on a scale of 1(poor) to 5(excellent) while Creating interest in winemaking was rated 4.37 and Increased confidence in making wine 4.3.

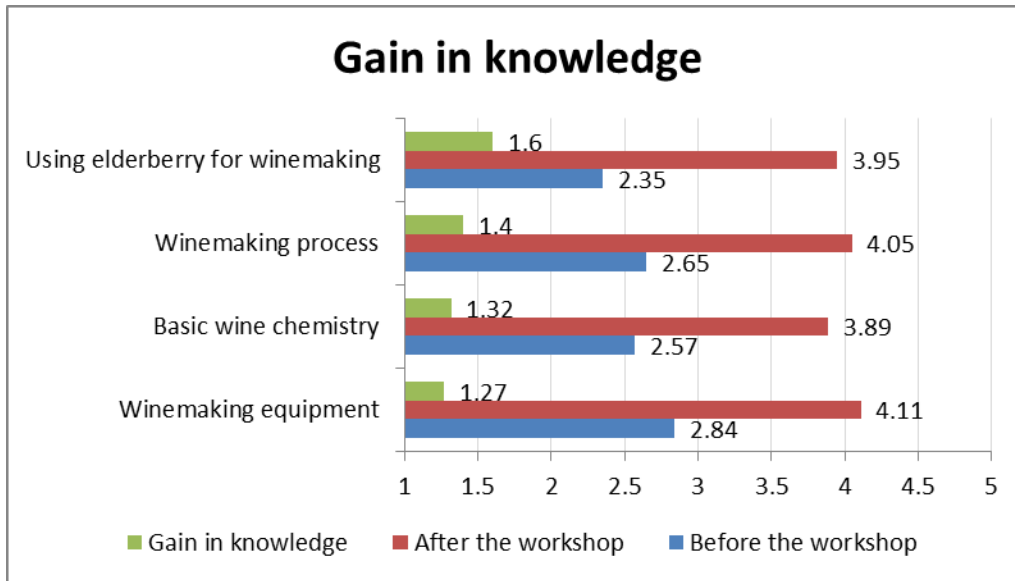


84% of respondents considered that the level of workshop was about right while 11% thought it was too advanced and 5% too basic.



**Objective 4: Assess the level of knowledge before the workshop related to specific topics and compare it with the level of knowledge after the workshop (Post-workshop survey, N=38).**

Participants’ level of knowledge before and after the workshop was evaluated in the post-workshop survey. A scale of 1 (nothing), 2 (very little), 3 (some), 4 (quite a bit) and 5 (a lot) was used to assess the level of knowledge. Level of knowledge before, after and the gain in knowledge is presented below (average ratings). A gain in knowledge was reported for each topic presented.



**Objective 5: Obtain suggestions that will help better organize similar events.**

The workshop participants provided many comments and suggestions regarding the workshop's topics and organization. Their comments are presented below.

What from this series of workshops were most helpful to you?<sup>1</sup>:

*All of it*

*The entire thing was excellent and well done*

*Basic knowledge*

*General info*

*Handy tips*

*Basic chemistry + processes*

*Discussion and explanation of the process*

*Practical application of the processes*

*Processes, equipment*

*Techniques/tips on specific situations*

*Specific techniques, personal experience of presenter*

*How to balance the ingredients for wine making*

*Knowledge of instructor and visual aids/demonstration*

*Learning the wine process*

*The actual production of the wine was very informative*

*Where to begin - equipment*

*Simple instructions*

*Specific elderberry info*

*Very knowledgeable presenter*

*Meeting others who are interested in elderberries*

*Interaction with other participants*

<sup>1</sup> Text in italic represents exact quote

**What wasn't covered in this workshop that you expected?**

Some participants expected to receive more information on growing elderberry. Since there are specific workshops dedicated to elderberry production and marketing, this workshop was supposed to focus only on wine production for hobby or commercial purposes.

*A few specifics about elderberry wine making*

*A little more on basics and more paper documentation*

*More specific recipes*

*Maybe a little bit more on finishing*

*How to find berry suppliers in mid Missouri*

*Growing elderberry*

*Info about growing elderberry*

*More elderberry specifics*

*I would like to have seen a little bit on the elderberry*

**Do you have any comments/ recommendations regarding the content or organization of this workshop that can help us organize better workshops in the future?**

Some respondents considered that the workshop was great as it was. Some others suggested to follow up with a more advanced class and to have the workshop during the weekend. Another suggestion was to provide participants with handouts for all the talks that they can later refer to. All the comments are provided below:

*Excellent, not sure how to improve*

*No suggestions: perfect, useful*

*No, it was just fine*

*Just right*

*Timing, presenter, all was great*

*Do an advanced class*

*Have more workshops like this*

*Give sheets with tips*

*Teach the AF pamphlet*

*Make available on weekend*

*The email notice did not include the web page to sign up for the workshop*

**Objective 6. Assess participants' initial interest in elderberry and how the interest changed as a result of the workshop****Has your interest in elderberry and/or winemaking changed in any way after participating in this workshop?**

The workshop increased the interest in getting more involved in elderberry and winemaking for most of the participants. Some plan to produce for own consumption while others are looking forward to producing commercially.

*Change the process I was using*

*I will produce for own/family consumption*

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*Greatly increased my interest. I will be planting more elderberries*  
*Grow elderberry and make wine*  
*I am interested in making a few bottles for home/friends*  
*I am more excited about it*  
*I have a commercial source of elderberries and will keep making a larger volume. I presently make about 15-20 gal/yr*  
*I plan to pursuing this further*  
*I think I'll start mixed with blackberries*  
*I want to be able to handle the chemistry aspect*  
*I will try to make elderberry wine*  
*I'd like to find a good source for elderberries or plants*  
*I'll try it*  
*Make elderberry wine*  
*More interested in both*  
*Move forward*  
*Ongoing cultivation and winemaking*  
*Will be growing elderberry, probably making wine for personal use*  
*Yes, will try to make elderberry wine at home*  
*Still enthused*  
*Just interested in growing*  
*May consider growing elderberries*  
*More experimentation*  
*Still deciding*  
*Not sure*

In conclusion, the elderberry winemaking workshop was very successful. The workshop strengthened communication among people interested in winemaking and elderberry production and among them and successful winemakers and researchers. There was a significant gain in knowledge that improved the understanding of the winemaking process. The workshop helped advance towards expanding the value added production of elderberry.

The participants' comments and recommendations are a valuable resource for improving future efforts in organizing similar events and for increasing farmers' awareness, acceptance and adoption of elderberry as a profitable crop.