

Master Farmer Workshop- Direct Marketing
August 16th, 2012

Thank you for attending this Master Farmer workshop. Please take a few minutes before you leave to fill out this evaluation form and help us make future workshops more effective. Thank you!
If you prefer you can mail Completed Surveys to: Oahu R C & D, PO Box 209, Kunia, HI 96759

1. In general, the information presented at the workshop was valuable and useful to me.
 Strongly Agree 8 Agree 5 Disagree Strongly Disagree
2. The information presented increased my understanding of Direct Marketing techniques.
 Strongly Agree 9 Agree 4 Disagree Strongly Disagree
3. I can see ways that I will apply what I learned in my own life. *If so, tell us how?*
 Strongly Agree 9 Agree 3 Disagree Strongly Disagree
Commit to CSA
Read book
Influence future choices on properties
4. I would recommend this workshop to others.
 Strongly Agree 12 Agree 1 Disagree Strongly Disagree

With regards to specific topics, please rate the usefulness of the information provided.

1. Direct Marketing Farmer Perspective (Ed Otsuji)
 Highly Useful 11 Somewhat Useful 2 Somewhat less than useful Not Useful N/A
2. Farmer's Markets (Lisa Asagi)
 Highly Useful 8 Somewhat Useful 5 Somewhat less than useful Not Useful N/A
3. CSA's/Transportation Challenges (Jill Nordby)
 Highly Useful 5 Somewhat Useful 7 Somewhat less than useful Not Useful 1 N/A
4. Farm Tour (Ed/Jonas Otsuji)
 Highly Useful 13 Somewhat Useful Somewhat less than useful Not Useful N/A

Comments:

What did you like most about this workshop?

All of it
Talk regarding value added products
Tour and talks
Excellent speakers, wonderful tour
The sharing and transparency of their life history
Farmer Ed / Jonas's experience starting and changes from direct marketing
Advice on how to improve farming
Meeting the people behind the farm as well as other workshop attendees!
Being on a FARM!
Information was great

What could have been improved about this workshop?

nothing

great!

If time allowed, would love to interact more with other attendees; perhaps some sort of volunteer-based sharing (i.e. “introduce yourself to the group and give us a sense of what you do and / or why you came today”)

Information “packets” paper

What other topics would you like to see incorporated into future workshops?

More farm tours

All were great