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| Survey Results |  |
| Extension ConferenceTuesday, November 5, 2013 |  |
| McKimmon Center, NCSU, Raleigh |  |
|  |  |  |  |  |  |  |
| Category | **Not Satisfied** | **Somewhat Satisfied**  | **Satisfied** | **Very Satisfied** | **No Response** | **Total Responses** |
| The relevance of information to your needs |  | 4% | 44% | 48% | 4% | 25 |
| Presentation quality of instructor |  | 4% | 24% | 68% | 4% | 25 |
| Subject matter knowledge of instructor |  | 4% | 24% | 64% | 4% | 25 |
| Training facilities |  |  | 36% | 60% | 4% | 25 |
| The overall quality of the training workshop |  | 4% | 32% | 60% | 4% | 25 |

**36%** found the information easy to understand. **64%** did not answer the question.

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| --- | --- | --- |
| **Knowledge rate about:** | **BEFORE WORKSHOP** | **AFTER WORKSHOP** |
| **Very Low** | **Low** | **Moderate** | **High**  | **Very High** | **Very Low** | **Low** | **Moderate** | **High** | **Very High** |
| **Different market channels available to growers in your county** |  | **12%** | **52%** | **24%** | **8%** |  |  | **20%** | **52%** | **24%** |
| **Requirements for selling to restaurants, groceries, and food service buyers** | **8%** | **16%** | **44%** | **28%** | **4%** |  | **4%** | **12%** | **52%** | **32%** |
| **Best business practices needed to meet requirements for grocery, restaurant, and good service buyers** | **4%** | **16%** | **48%** | **28%** | **4%** |  | **16%** | **16%** | **56%** | **28%** |
| **Setting prices for each market channel** | **8%** | **44%** | **28%** | **12%** | **8%** |  | **8%** | **36%** | **32%** | **24%** |
| **Building a market relationship with potential buyers** |  | **40%** | **36%** | **12%** | **12%** |  | **4%** | **36%** | **28%** | **32%** |

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| ****As a result of this program, do you intend to:**** | ****No**** | ****Yes**** | ****Maybe**** | ****Already doing this**** | ****No Response**** |
| **Identify different market channels available to growers in my county** | **8%** | **32%** | **8%** | **48%** | **4%** |
| **Meet potential buyers and discuss their needs** | **8%** | **44%** | **20%** | **24%** | **4%** |
| **Build a market relationship with buyers** | **12%** | **36%** | **24%** | **28%** |  |
| **Follow best business practices and meet the business requirements** | **8%** | **40%** | **20%** | **28%** | **4%** |
| **Sell my produce locally** | **12%** | **24%** | **8%** | **36%** | **16%** |

**The training workshop met 96% of the participants’ expectations.**

**100% would recommend this training workshop to others.**

**What was liked most about this training workshop:**

* **Who may buy direct in different parts of the state and pricing**
* **Had a few discussions during talk**
* **Information from local farms and buyers**
* **Good idea/Buyer Panel**
* **Excellent! Panel discussion great!**
* **Developing a marketing for new markets**
* **How to ID market channels for my growers**
* **Resources for the farmers**
* **Good info on growing trend**
* **Interesting topic**
* **Great reality check about business of local foods**
* **Resource materials**
* **Wide variety of pertinent info**
* **Gary- great presenter**

**What was liked least about this training:**

* **No interaction- just lecture**
* **Not county/region specific**
* **First PowerPoint too wordy. Too much in a short time**

**This training could be improved by:**

* **Have a farmer share their story**
* **Talk more about GAPS and Certifications**
* **Have more workshops in the counties**
* **Have potential buyers tell us their needs**
* **Bring in more people working in the field**
* **Interaction**

**Specific key resources that would help in your programming:**

* **More food safety, post-harvest handling regulations**
* **GAP and certification would be helpful in extension programming**

**Additional topics you would like more in-depth training as a follow-up to Retail Ready:**

* **How to create and promote a local brand, get buyers, and use from growers and retailers**
* **Working with small chain stores**
* **How to negotiate the price**
* **GAP**
* **GAP, food safety**

**Demographics of attendees:**

**16% No response**

**48% Female**

**36% Male**

**4% African American**

**4% Asian/White**

**4% Other**

**68% White**

**20% No response**