



Are You Reaching New Agricultural Audiences?

Agricultural producers today reflect a broader range of interests that includes local and regional sustainability, marketing of fresh local ingredients, organic food, community-supported-agricultural cooperatives and greater concern for the environment. Agricultural producers are increasingly women.

As extension outreaches to all types of agricultural producers in Pennsylvania, educators need to know which groups they are reaching now, and over time.

The next time you register producers for a program or conduct a needs assessment or evaluation, insert questions below to document the extent to which you are reaching the broad array of agricultural producers Extension is trying to reach. Learn some of the characteristics of these producers, such as their access to information.

FARM STATUS

Is your farm operation: (Circle number)

- 1 CERTIFIED ORGANIC
- 2 ORGANIC, BUT NOT “CERTIFIED”
- 3 IN TRANSITION TO ORGANIC
- 4 MIX OF ORGANIC AND CONVENTIONAL
- 5 CONVENTIONAL AND NOT IN TRANSITION TO ORGANIC

FARM STATUS

In the past year, what sort of cultivation methods have you used on your farm? (Circle number)

1. DO NOT FARM
2. NO CULTIVATION—PASTURE BASED
3. CONVENTIONAL TILLAGE (e.g. MOLD BOARD PLOW, ROTO TILLER)
4. CONSERVATION TILLAGE (e.g. NO TILL, RIDGE TILL)
5. MIX OF CONVENTIONAL TILLAGE AND CONSERVATION TILLAGE

MARKETING

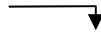
Within the past 3 years, how have you marketed your products? (Circle *all* that apply)

- 1 WHOLESALE TO DEALER
- 2 AUCTION
- 3 PREPAID CUSTOMERS (CSA)
- 4 ON FARM RETAIL
- 5 INTERNET SALES
- 6 FARMER’S MARKETS
- 7 OTHER DIRECT MARKETING SALES

DIRECT MARKETING AND SUCCESS

In the last 3 years, have you sold any of your farm products directly to consumers? (Circle number)

- 1 NO
2 YES



If YES, how would you rate your financial success? (Circle number)

- 1 NOT SURE
2 VERY UNSUCCESSFUL
3 UNSUCCESSFUL
4 SUCCESSFUL
5 VERY SUCCESSFUL

If YES, what percentage of your farm products do you sell directly to consumers? (Circle number)

- 1 LESS THAN 10%
2 10 – 25%
3 26 – 50%
4 51 – 75%
5 76 – 99%
6 100%

ACCESS TO INFORMATION

How would you describe your current access to information about transitioning to *organic* production? (Circle number)

- 1 NO ACCESS
2 LITTLE ACCESS
3 SOME ACCESS
4 LOTS OF ACCESS

ACCESS TO INFORMATION

How would you describe your current access to information about marketing *organic* farm products? (Circle number)

- 1 NO ACCESS
2 LITTLE ACCESS
3 SOME ACCESS
4 LOTS OF ACCESS

V A L U E S

Producers have different values that guide the planning for their farm business. How important is each of the following values to you at this time?

Profitability	NOT SO IMPORTANT	SLIGHTY IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	VERY IMPORTANT
Environmental stewardship	NOT SO IMPORTANT	SLIGHTY IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	VERY IMPORTANT
Community acceptance of your farming practices	NOT SO IMPORTANT	SLIGHTY IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	VERY IMPORTANT

GENDER

Are you?

- | | |
|----------|---------------|
| 1 | FEMALE |
| 2 | MALE |

ADDITIONAL INFORMATION

[Tipsheet #77: Women in Production Agriculture: A Hidden Audience in your County?](#)

[PA Example #23: A Needs Assessment Strategy for Women in Agriculture](#)

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