

A Sampling of Questions Currently used in UVM Extension Program to Assess Social Sustainability Impacts of Extension Programming

The following questions were taken from program evaluation questionnaires used by UVM Extension personnel. These sample questions were selected based on their potential to touch on one of the five social sustainability themes and are loosely organized by theme. Find more information, including an annotated bibliography on literature regarding each theme area, see: <https://sites.google.com/site/socialsustainabilityonthefarm>.

Quality of Life – social and environmental qualities that impact individuals

As a result of changes made to your business based on last year's workshop/technical assistance, how have the following changed?

The amount of personal satisfaction I receive from my business.	Greatly decreased	Decreased	No change	Increased	Greatly Increased
The amount of time I spend with my family (during both work and free time).	Greatly decreased	Decreased	No change	Increased	Greatly Increased
The amount of free time I have.	Greatly decreased	Decreased	No change	Increased	Greatly Increased
The wages I receive from my business.	Greatly decreased	Decreased	No change	Increased	Greatly Increased
My enjoyment in sharing farm life and/or heritage with visitors.	Greatly decreased	Decreased	No change	Increased	Greatly Increased
My satisfaction with preserving the agricultural landscapes of my farm.	Greatly decreased	Decreased	No change	Increased	Greatly Increased
My enjoyment with meeting new people through my business.	Greatly decreased	Decreased	No change	Increased	Greatly Increased

If you had the choice, would you change your occupation to something unrelated to your current business?

- Yes
 No
 Maybe

If you had to choose just one, what would you say is the best thing about your organic dairy farm? [open ended responses, coded into categories: profitability, environment, social]

Social Integration – alignment of values, interaction, and sense of place in a community

How have changes in your family life impacted the profitability of your business during the past year?

- Highly negative impact
 Negative impact
 No impact
 Positive impact
 Highly positive impact

What impact has your business had on each of the following items during the past year?

The local economy (i.e., of your community or area).	Highly negative impact	Negative impact	No impact	Positive impact	Highly positive impact
Networking opportunities among local businesses.	Highly negative impact	Negative impact	No impact	Positive impact	Highly positive impact
Marketing and packaging opportunities among local businesses.	Highly negative impact	Negative impact	No impact	Positive impact	Highly positive impact
The number of jobs available in your community.	Highly negative impact	Negative impact	No impact	Positive impact	Highly positive impact
Your neighbors.	Highly negative impact	Negative impact	No impact	Positive impact	Highly positive impact
Other people in your community or area.	Highly negative impact	Negative impact	No impact	Positive impact	Highly positive impact

During the past year, did you expand communications with other farmers, potential business partners, service providers, community leaders, and/or collaborators identified during last year's workshop/technical assistance?

- Did not Accomplish
- Partially Accomplished
- Completely Accomplished

Farm Succession – successful transfer of the farm to the next generation

How involved have members of your household (excluding yourself) been in your agritourism business during the past year? Check only one answer

- Not applicable – there are no members of my household besides myself.
- Never involved – i.e., no members of my household assist in operating my business.
- Slightly involved – i.e., most members rarely assist in operating of my business.
- Moderately involved – i.e., most members sometimes assist in operating my business.
- Highly involved – i.e., most members frequently assist in operating my business.

Please describe your level of knowledge of the following topics covered at this workshop.

	Low High				
<u>Health Care Planning</u>					
Prior to workshop	1	2	3	4	5
End of workshop	1	2	3	4	5
<u>Retirement Income Needs</u>					
Prior to workshop	1	2	3	4	5
End of workshop	1	2	3	4	5

What steps have you taken within the last 5 years in planning your farm / business transfer? (check all that apply)

- No steps taken
- Talked to family member(s) about transfer issues
- Contacted/met with an agricultural professional (extension, land trust, etc.)
- Contacted/met with a service provider (attorney, accountant, insurance agent, lender etc)
- Attended other workshops related to farm transfer
- Wrote/updated a will
- Changed business structure to include younger generation
- Developed a business plan
- Other _____

Do you plan on keeping your agritourism business open during the next two years?

- Yes, my business will remain open
- Maybe, depending on economic and/or personal considerations
- No, I plan on retiring
- No, I will close my business for economic reasons
- No, I will close my business for family or personal reasons
- No, I will close for other reasons (please specify)

Entrepreneurship – vision, innovativeness and adaptability

As a result of the agritourism workshop and/or technical assistance, during the past year I have been better able to...

...Expand the involvement of other members of my household in my business.	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
...Manage employees.	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree

Before enrolling in the program what was your satisfaction with the following business management abilities?

Your overall ability to manage the business	Very unsatisfied	Unsatisfied	Neutral	Satisfied	Very satisfied
The business' ability to generate income for you and/or your household	Very unsatisfied	Unsatisfied	Neutral	Satisfied	Very satisfied
The ability to reinvest profits back into the business	Very unsatisfied	Unsatisfied	Neutral	Satisfied	Very satisfied
Your ability to clearly understand the direction you would like your business to take	Very unsatisfied	Unsatisfied	Neutral	Satisfied	Very satisfied
Your workload and business responsibilities	Very unsatisfied	Unsatisfied	Neutral	Satisfied	Very satisfied
Production management	Very unsatisfied	Unsatisfied	Neutral	Satisfied	Very satisfied

Information I obtained at this conference will help me improve:

farm profitability:	Yes	No	Don't Know
soil stewardship or nutrient management:	Yes	No	Don't Know
insect, disease or weed management:	Yes	No	Don't Know
marketing or business management:	Yes	No	Don't Know
cultural practices (varieties, irrigation, storage, etc.):	Yes	No	Don't Know

Please indicate ways you plan to use the written business plan document. Check all that apply.

- As a baseline from which to measure financial progress.
- To help me secure financing for the business.
- To facilitate a transfer to new owners.
- To help me decide the feasibility of an expansion, diversification, or specialization.
- To inform potential business partners or investors.
- To remind me of my goals and the mission of my business.
- To help me meet the requirements of other programs.
- As a guide in making management changes.
- As a reminder of where I can cut costs or boost production.

Equity – access to the benefits of society such as information, expertise and support, capital

Looking back on the workshop/technical assistance, to what extent do you agree or disagree with each of the following statements? Click on the circle corresponding to your answer. This workshop/technical assistance has...

...Helped me identify useful agritourism resources such as people knowledgeable in agritourism, publications, and websites.	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
... Expanded my contacts with other farmers, potential business partners, service providers, community leaders, and/or collaborators.	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree

As a result of attending this conference:

I found out about new sources of information	Yes	No	Don't Know
I will adopt a new practice in the coming year	Yes	No	Don't Know

By attending the conference, did you...

- ...improve your awareness of programs and resources available to women farmers? Yes No
- ...make new contacts? Yes No
- ...learn any new information that you will use on your farm or your work with farmers? Yes No

What networking contacts have you made that will help you in your work (person or organization)?
What information do you still need?