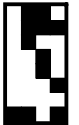


## Small Acreage Horticultural Crops Program Evaluation

**MARKING INSTRUCTIONS**

CORRECT: ● INCORRECT: ✗ ⊗ ⊕ ⊖

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Your views on the quality and effectiveness of Extension programs are extremely important. Please tell us about your experience with this activity. Your answers will help us better meet your needs. Thank you!

1. For each item listed below, mark the number in the left column that best describes your level of understanding *BEFORE* the program; then mark the number in the right column that best describes your level of understanding *AFTER* the program.

	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Excellent</b>				
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>				
<b>Your understanding of . . .</b>	<b>BEFORE Program</b>				<b>AFTER Program</b>			
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Climate, soil, and water requirements	○	○	○	○	○	○	○	○
Appropriate crop and variety selection	○	○	○	○	○	○	○	○
Production costs	○	○	○	○	○	○	○	○
Marketing strategies	○	○	○	○	○	○	○	○
Sustainable/environmentally responsible production practices	○	○	○	○	○	○	○	○
How to start a small acreage business	○	○	○	○	○	○	○	○
	○	○	○	○	○	○	○	○
	○	○	○	○	○	○	○	○

2. Please indicate your intentions to adopt each item listed below or indicate if you have already adopted the item listed.

<b>Practice or technology that could be adopted . . .</b>	Definitely Will Not	Probably Will Not	Undecided	Probably Will	Definitely Will	Already Adopted
Evaluate climate, soil, and water requirements	○	○	○	○	○	○
Select and use appropriate crop(s) and variety(ies)	○	○	○	○	○	○
Identify production costs	○	○	○	○	○	○
Develop marketing strategies	○	○	○	○	○	○
Use sustainable/environmentally responsible production practices	○	○	○	○	○	○
Use the information to start or expand a horticultural crop business	○	○	○	○	○	○
	○	○	○	○	○	○

**MARKING INSTRUCTIONS**

CORRECT: ● INCORRECT: ✗ ⊗ ⓧ Ⓣ

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3. Number of acres you own/manage?

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4. How much potential economic benefit would you anticipate from your participation in this AgriLife Extension program?

- None
- \$1 to \$20 per acre
- \$21 to \$40 per acre
- \$41 to \$60 per acre
- More than \$60 per acre

5. The potential economic benefit can be attributed to which of the following? *(select all that apply)*

- Increased crop production
- Increased crop value due to marketing
- Decreased production costs
- Decreased labor costs
- Effective business management strategies
- Other

6. Based on the information provided at the program, what is the likelihood that you would recommend Texas AgriLife Extension Service to your family and friends as a contact for information on horticultural crop production? Fill in one number below where 0 = not likely and 10 = very likely.

- 1       2       3       4       5       6       7       8       9       10

Not Likely

Very Likely