



# GROWER NEEDS ASSESSMENT FOR SUSTAINABLE FOOD PRODUCTION

IN SAN DIEGO COUNTY

## *Final Report Supplement* *Appendices • List of Figures • References*

This supplemental document provides supporting information to the main final report for the Grower Needs Assessment for Sustainable Food Production in San Diego County. To learn more about this project or access either of these final report documents, visit <http://ucanr.edu/p/62528>.



**University of California  
Cooperative Extension San Diego**



University of California  
Agriculture and Natural Resources  
Cooperative Extension

**By:**

Ramiro Lobo, Farm Advisor, UC Cooperative Extension, San Diego

Vikram Koundinya, Evaluation Specialist, UC Cooperative Extension, UC Davis

Janis Gonzales, Community Education Supervisor, UC Cooperative Extension, San Diego

Wei Qing Xu, Student Assistant, UC Cooperative Extension, UC Davis

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# APPENDIX A: SURVEY

## UCCE GROWERS NEEDS ASSESSMENT

### *Welcome*

#### **To Agricultural Producers in San Diego County:**

The University of California Cooperative Extension, in collaboration with several local partners, is seeking your opinion and input about the needs, concerns and interests of commercial (for profit) farm business operations in San Diego County.

This survey will take 10-30 minutes depending on your situation. In appreciation for your assistance, you will have the option of receiving a \$25 VISA card when you complete the survey by July 31, 2018. You may also enter our second drawing for a \$100 VISA card.

Your responses are voluntary and anonymous. The information you provide will help us develop a comprehensive picture of the state of agricultural production operations in the area and provide programming that will help support and sustain agriculture in the county.

Contacts: Ramiro Lobo, UCCE Farm Advisor ([relobo@ucanr.edu](mailto:relobo@ucanr.edu)) or Jan Gonzales, UCCE Project Coordinator ([jggonzales@ucanr.edu](mailto:jggonzales@ucanr.edu)).

For further information about this survey, visit <http://ucanr.edu/p/62528>.  
University of California, Davis Institutional Review Board ID: #1250886-1.

### **Acknowledgement of Consent:**

By participating in this survey, you are indicating that:

- You are an individual with decision making responsibilities on behalf of a commercial (for profit) agricultural farming
- Business/businesses in the San Diego County region,
- You understand that this survey is part of a research study and your participation is voluntary,
- You understand that you are not required to answer any question, with which you are uncomfortable,
- You understand that you may exit the survey at any point, and that
- You understand your responses are anonymous and will not be identified with you in any way.

## ***Production Systems & Crop Information***

**Q1** Please check the activity that BEST identifies your primary role in San Diego County's agriculture industry. (Please check one.)

- Owner Operator (actively making decisions)
- Absentee Owner (not active or involved in decision making)
- Farm/Grove Manager
- Agricultural Production Consultant (ex. Certified Crop Consultant)
- Pest Control Adviser (PCA)
- Other (please describe): \_\_\_\_\_

**Q2** What production system BEST describes your farming operation? (Select all that apply.)

- Conventional Farming and not in transition to organic
- Certified Organic Farming
- Organic Farming, but not "certified"
- Transitional to organic (actively implementing farming practices towards achieving organic certification)
- Controlled Environment (e.g. greenhouse, hydroponics)
- Mix (e.g. organic and conventional)
- Other (please describe): \_\_\_\_\_

**Q3** Please indicate the commodities you farm by production system(s). (\*Note: Controlled Environment production system includes greenhouse, hydroponic systems, etc.)

	Conventional	Certified Organic	Organic practices but not certified	*Controlled Environment
Vegetables (commonly grown)				
Specialty vegetables (exotic, not commonly grown)				
Herbs & Spices				
Strawberries				
Other Berries (caneberries, blueberries, etc.)				
Cut flower/foilage – Field				
Cut flower/foilage-Greenhouse				
Nursery-Container stock and bedding plants				
Potted plants & flowers				
Turfgrass production (sod farm)				
Avocados				
Citrus				
Deciduous fruits				
Other Subtropicals (not citrus/avocados)				
Macadamia & other nuts				
Grapes or Winery				
Horses (breeding)				
Dairy				
Poultry & Eggs				
Cattle				
Small livestock (llamas, ostrich, goats, etc.)				
Agritourism enterprises (U-pick, tours, dinners, educational events)				
Field Crops/Forage (grains, hay, pasture)				
Field Crops-for human consumption				
Other (please describe):				

**Q4** Roughly what % of your gross farm sales are from each of the commodities you previously indicated. (Please select a range for each for each commodity.)

	1%- 20%	21%- 40%	41%- 60%	61%- 80%	81%- 100%
Vegetables					
Specialty vegetables (exotic, not commonly grown)					
Herbs & Spices					
Strawberries					
Other Berries (caneberries, blueberries, etc.)					
Cut flower/foilage – Field					
Cut flower/foilage-Greenhouse					
Nursery-Container stock and bedding plants					
Potted plants & flowers – Greenhouse					
Turfgrass production (sod farm)					
Avocados					
Citrus					
Deciduous fruits					
Other Subtropicals (not citrus/avocados)					
Macadamia & other nuts					
Grapes or Winery					
Horses (breeding)					
Dairy					
Poultry & Eggs					
Cattle					
Small livestock (llamas, ostrich, goats, etc.)					
Agritourism enterprises (U-pick, tours, dinners, educational events)					
Field Crops/Forage (grains, hay, pasture)					
Field Crops-for human consumption					
Other (please describe):					

## ***Farm Business & Management Information***

**Q5** How many years have you farmed? (Please enter number of years.)

**Q6** What form of business organization BEST characterizes your operation? (Please check one.)

- Individual/Sole proprietor
- Family Limited Partnership (family owned, non-corporation)
- Partnership – General
- Partnership – Limited (LP)
- Partnership – Limited Liability (LLP)
- Limited Liability Company (LLC)
- C Corporation
- S Corporation
- Close Corporation
- Cooperative
- Other (please describe): \_\_\_\_\_

**Q7** What form of land tenure BEST characterizes your operation? (Please check one.)

- Full owner
- Tenant-Lease or Rent
- Part owner - What is the percentage of land owned? \_\_\_\_\_
- Other (please describe): \_\_\_\_\_

**Q8** What is the average length of the lease agreements you use in your operation? (Please check one.)

- One year
- Two years
- Three years
- Four years
- Five years
- Other (please describe): \_\_\_\_\_

**Q9** What type(s) of lease agreements do you use in your operation? (Select all that apply.)

- Crop Shares
- Cash rent - Fixed
- Variable cash rent
- Combination (cash rent and crop shares, etc.)
- Lease with option to buy
- Other (please describe): \_\_\_\_\_



**Q10** How many acres of your operation do you currently farm in San Diego County? (Please check one.)

- 0 to 9 acres
- 10 to 49 acres
- 50 to 179 acres
- 180 to 499 acres
- 500 to 999 acres
- 1,000 acres or more

**Q11** How many acres do you own or control in San Diego County? (Please check one.)

- 0 to 9 acres
- 10 to 49 acres
- 50 to 179 acres
- 180 to 499 acres
- 500 to 999 acres
- 1,000 acres or more

**Q12** Is your farm operation profitable?

- YES
- NO
- Not sure/Do not know

**Q13** What range of annual gross sales BEST describes your operation (in US \$)? (Please check one.)

- Less than \$1,000
- \$1,000 to \$2,499
- \$2,500 to \$4,999
- \$5,000 to \$9,999
- \$10,000 to \$24,999
- \$25,000 to \$49,000
- \$50,000 to \$99,999
- \$100,000 to \$249,999
- \$250,000 to \$499,999
- 500,000 – \$999,999
- More than \$1,000,000

**Q14** What digital devices do you use in your farming operation? (Select all that apply.)

- None
- Desktop computer
- Laptop computer
- Mobile phone – Basic
- Mobile phone - Smartphone
- Tablet
- Other (please describe): \_\_\_\_\_

**Q15** What types of applications or programs do you use on your digital devices? (Select all that apply.)

- Record Keeping (e.g. Quicken)
- Word Processing (e.g. MS Word)
- Spread sheets (e.g. MS Excel)
- Statistical packages
- Online communications (e.g. E-mail, mailing lists, newsgroups)
- Online information/instruction
- Online purchasing (farm supplies and equipment)
- Online sales platforms
- Other online services/bulletin boards
- Business website
- Business social media (Facebook, Instagram, Twitter, etc.)
- Farm Operations (irrigation, weather, pest management)
- Other (please describe): \_\_\_\_\_

**Q16** Do you use outside labor to assist you in your farming activities?

- YES
- NO

**Q17** What type(s) of help/labor do you use?(Select all that apply.)

- Field Workers – Field labor, machinery operators
- Office Staff – Administrative/Management staff
- Pest Control Advisers (PCAs)
- Pest Control operators or pesticide applicators
- Consultants/Subcontractors
- Interns/Apprentices
- Family/Neighbors
- Other (please describe) \_\_\_\_\_

**Q18** How many employees do you hire? (Please select labor type and enter number for each type.)

- Full time \_\_\_\_\_
- Part-time \_\_\_\_\_

**Q19** What percentage of your employees are permanent/year-round hires? (Please enter percentage.)

\_\_\_\_\_

**Q20** Do you conduct your own human resource management or use a labor contractor? (Please check one.)

- Do not hire labor/Does not apply
- Manage own hiring
- Use a labor contractor for hiring
- Both-manage own hiring and use labor contractor for hiring
- Other (please describe): \_\_\_\_\_

**Q21** What strategies do you use to manage risk(s) in your operation?  
(Select all that apply.)

- Crop insurance
- Product liability insurance
- General liability insurance
- Property insurance (fire, flood)
- Crop diversification
- Personal insurance (health, life)
- Off-farm income/employment
- Other (please describe): \_\_\_\_\_

**Q22** What type of crop insurance do you use? (Select all that apply.)

- Commodity based
- Production/Yield based
- Revenue based
- Adjusted gross revenue (AGR)
- Adjusted gross revenue light (AGR-Light)
- Other (please describe): \_\_\_\_\_

**Q23** Is product liability insurance required by your buyer(s)?

- YES
- NO

Q24

What MOST prevents you from making changes in your farming practices in response to new products, new research results, water quality protection, et cetera? (Please check one.)

- Lack of skills
- Lack of incentive(s) (tax break, increases to production/revenue)
- Lack of time to make changes
- Cost to make changes/financial constraints
- Do not understand new practices (directions/instructions unclear)
- Lack of awareness of resources/Do not know who to contact for assistance
- Do not believe changes have any effect/consequences
- Other (please describe): \_\_\_\_\_

Q25

How do you finance your farming operation? (Select all that apply.)

- Personal funds
- Loans or Borrowed funds
- Reinvestment of profits
- Lease agreements
- Subsidies
- Grant(s) (EQUIP)/Cost Share
- Other (please describe): \_\_\_\_\_

**Q26** What are the most common source(s) for the loans?  
(Select all that apply.)

- Family/friends/relatives
- Packers/Shippers/Processors
- Private banks
- Private banks with loan guarantees from government
- Production credit associations
- Producer or grower associations or cooperatives
- Buyer associations or Cooperatives
- Government agencies
- Insurance companies
- Other (please describe): \_\_\_\_\_

**Q27** What is the primary purpose for financing?  
(Please check one.)

- Land acquisition
- Construction
- Production operating expenses
- Business Administration/ Operating Expenses (marketing, overhead)
- Capital Improvements (renovations)
- Other (please describe): \_\_\_\_\_

# Marketing

**Q28**

What marketing channels do you use to sell your farm products and what percentage of your farming operation's estimated gross sales are generated through each? (Select all that apply.)

	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Certified Farmers Markets					
Roadside Stands					
Subscription or Community Supported Agriculture (CSA)					
U-pick operations					
Restaurants/food establishments					
Institutions (e.g. hospitals, schools)					
Processors					
Retail outlets or stores					
Auctions					
Brokers					
Wholesalers					
Packing house(s)					
Exporters/shippers					
Direct Exports					
Commission Merchants					
Marketing Cooperatives/ Food Hubs					
Online Sales					
Buying Clubs					
Catalogs/Mail orders					
Other (please describe):					



**Q29** If you participate in Farmers Markets, are you registered to support EBT sales (Electronic Benefit Transfer)?

- YES
- NO

**Q30** What additional marketing channels would you like to start using? (Select all that apply.)

- Additional markets **NOT** needed or desired
- Certified Farmers Markets
- Roadside Stands
- Subscription or Community Supported Agriculture (CSA)
- U-pick operations
- Restaurants/food establishments
- Institutions (e.g. hospitals, schools)
- Processors
- Retail outlets or stores
- Auctions
- Brokers
- Wholesalers
- Packing house(s)
- Exporters/shippers
- Direct Exports
- Commission Merchants
- Marketing Cooperatives/Food hubs

*Cont'd*

- Online Sales
- Buying Clubs
- Catalogs/Mail orders
- Other (please describe): \_\_\_\_\_

**Q31** What factors have kept you from utilizing the additional marketing channels you indicated you would like to start using? (Select all that apply.)

- Geographic location
- Frequency of market opportunity availability
- Time/staff not available
- Not cost effective
- Not enough product to meet market's minimum requirements
- Not aware of market channel and opportunity
- Do not know how to participate
- Other (please describe): \_\_\_\_\_

**Q32** What resources or support would allow you to expand or diversify your marketing portfolio? (Select all that apply.)

- How-to information (Marketing, sales and promotion technical assistance)
- More staff
- Farm operation training (business/crop planning, marketing)
- Less restrictions/minimum requirements
- Market link services or platforms (link farm product availability to buyers)
- Other (please describe): \_\_\_\_\_

**Q33** Would you be interested in aggregating your product with others to expand your marketing opportunities?

- YES
- NO

**Q34** Please tell us why you would NOT be interested in aggregating your product with others. (Select all that apply.)

- Do not need new markets
- Too much time needed for collaboration
- Loss of individual brand/identity
- Dealing with price negotiations
- Other (please describe): \_\_\_\_\_

**Q35** Do you have the desire to expand production if new, profitable market outlets can be accessed?

- YES
- NO

**Q36** What prevents you from wanting to expand production? (Select all that apply.)

- Land (access or quality)
- Labor availability
- Management capacity
- Production capacity
- Adequate market outlets
- Access to credit and/or financing
- Insufficient storage and/or processing facilities
- Other (please describe): \_\_\_\_\_

**Q37** What support programs or promotional activities would help you market your products? (Select all that apply.)

- None, I am **NOT INTERESTED** in marketing support programs
- Regional marketing campaign/branding
- Public events
- Internal Industry events
- Online platform or services linking buyers and sellers
- Private consulting
- Public awareness/interest
- Grower participation
- Other (please describe): \_\_\_\_\_

**Q38** How successful are the digital platforms you use to promote your farm business and products? (Please make a selection for each type listed.)

	Do Not Use	Very successful	Successful	Moderately successful	Slightly successful	Not successful
Business website						
Social media (Facebook, Instagram, Twitter, etc.)						
Online directory(ies) ( <i>Industry, trade and commodity organizations</i> )						
Online directory(ies) ( <i>Customer and product review websites</i> )						
Digital advertising (Google ads, Facebook ads, etc.)						
Other (please describe):						

## Food Systems & Environment

**Q39** How important are these motives for farming in guiding the planning of your farm business operation? (Please make a selection for each value listed.)

	Extremely important	Very important	Moderately important	Slightly important	Not at all important
Profitability					
Environmental stewardship					
Food security/supply					
Distrust of commercial food supply/system					
Lifestyle-Quality of life					
Lifestyle-Heritage/nostalgia					
Other (please describe):					

**Q40** What do you do with produce that does not meet market and/or packing standards? (Select all that apply.)

- Direct sales
- Sell to local institutions (hospitals/schools) and businesses
- Sell at a discounted price to a food bank/pantry
- Donate to a food bank/pantry
- Use/Sell for animal feed
- Discard/Compost
- Other (please describe): \_\_\_\_\_

**Q41** Regarding unsold or unharvested produce, would you be interested in:  
(Select all that apply.)

- Partnering with a gleaning organization for food donation
- Partnering with food banks for partial cost reimbursement
- Neither, I Discard/Compost unsold or unharvested produce
- Not interested

**Q42** If you are not interested in partnering with others for distribution of unsold produce, why? (Please select all that apply.)

- Operational expense(s) (labor, transportation)
- Food safety/Liability concerns
- Not enough tax benefit
- Don't know how
- Limited market access (no distributor/end user for seconds)
- Other (please describe): \_\_\_\_\_

**Q43** Which of the following “soil and climate-friendly” practices do you currently use or are considering adopting in your farming operation? (Select all that apply.)

- Compost application (applies to both cropland or rangeland)
- No-till or reduced-till
- Riparian restoration
- Perennial plantings such as hedgerows, filter strips, border plantings
- Cover cropping
- Mulching
- Other (please describe): \_\_\_\_\_
- All of the above
- None of the above/Do not use

**Q44** What is the MOST important benefit/incentive for using “soil and climate-friendly” practices? (Please check one.)

- Yield improvements
- Disease resistance
- Drought resistance/Reduced water needs
- Reduced labor needs
- Reduced costs (not including labor or water)
- Fewer regulatory hurdles
- Easier access to capital or credit
- Tax incentives
- Better types of crop insurance
- Environmental stewardship
- Cont'd*
- Other (please describe): \_\_\_\_\_

**Q45** Please tell us why you do not use “soil and climate-friendly” practices.  
(Select all that apply.)

- I am satisfied with my current practices
- I don't have the resources needed to implement new practices
- Not enough technical assistance available to implement new practices
- The practices are too risky
- I have no need to improve the soils
- I am doubtful that these practices are useful
- Climate change is not a concern for agriculture
- Other (please describe): \_\_\_\_\_



## Your Concerns

**Q46** How concerned are you about these business and financial issues in your farming operation? (Please check one for each issue.)

	Very concerned	Concerned	Moderately concerned	Slightly concerned	Not concerned
Business planning					
Cost of doing business					
Sources and access to funding capital					
Financial management					
Record keeping					
Laws and regulations					
Labor- regulatory issues					
Labor – supply issues					
Estate planning					
Other (please describe):					

**Q47** How concerned are you about these farm production issues in your operation? (Please check one for each issue.)

	Very concerned	Concerned	Moderately concerned	Slightly concerned	Not concerned
Conventional methods					
Organic/Sustainable production					
Water and Irrigation management					
Soil and Fertility management					
Crop selection and management					
New crops/Variety information					
Livestock selection and management					
Production cooperatives and associations					
Vertebrate pests/wildlife					
Insect pests					
Weed pests					
Diseases					
Pest control strategies ( <i>chemical, biological, IPM</i> )					
New or Exotic pest problems/Crop quarantines					
Other (please describe):					

**Q48** What are your needs related to water management/water use efficiency? (Please select all that apply.)

- Irrigation technology and equipment
- Irrigation management assessment
- Training on current research and best management practices
- Testing services for water quality and runoff
- Access to technical experts
- Other (please describe): \_\_\_\_\_

**Q49** Do you have any concerns about post-harvest issues in your operation?

YES

NO

**Q50** How concerned are you about these post-harvest issues in your operation? (Please check one for each issue.)

	Very concerned	Concerned	Moderately concerned	Slightly concerned	Not concerned
Cooling method/facilities					
Harvesting method/systems					
Handling systems					
Storage facilities					
Standardization and Inspection					
Packaging					
Transportation/shipping					
Insect/disease problems in storage					
Quality control					
Food safety					
Other (please describe):					

**Q51** How concerned are you about these marketing issues in your farming operation? (Please check one for each issue.)

	Very concerned	Concerned	Moderately concerned	Slightly concerned	Not concerned
Marketing alternatives					
Direct marketing					
Market development					
Sales prices					
Market niches and windows					
Export opportunities					
Domestic market competition					
Trade and foreign competition					
Processing opportunities					
Value added opportunities					
Marketing commissions/orders					
Lack of sales skills					
Lack of marketing plan					
Lack of profitable market outlets					
Other (please describe):					

**Q52** What services or educational activities would be most helpful for you to receive to address the concerns you identified? (Select all that apply.)

- Apprenticeship/Internship opportunity
- Mentorship service
- Consultant
- Non-formal training programs (workshops, demonstrations, videos)
- Formal/college education
- Other (please describe): \_\_\_\_\_

**Q53** How helpful would these new or improved public/government programs be for your farm operation (if available)?

	Very helpful	Helpful	Moderately helpful	Slightly helpful	Not helpful
Tax breaks on agricultural land					
Water pricing (reduced rates for farming)					
Access to lending programs					
Land banks/Agricultural preserves					
Land conservation programs					
Environment protection/Hazard reduction assistance					
Food safety training/assistance					
Other (please describe):					

**Q54** What is the ONE MOST IMPORTANT ISSUE threatening the viability of your agricultural farming operation in San Diego County? (Please type in your response.)

## Information Sources & Delivery Methods

**Q55** How often do you use these sources of information in your operation?  
(Please check one for each source listed.)

	Always	Most of the time	About half the time	Sometimes	Never
Other Farmers					
Social media					
Input Suppliers (pesticides, fertilizers, irrigation, etc.)					
Equipment suppliers/dealers					
Pest Control Advisors					
Trade, Producer or Professional Associations					
Marketing boards/commissions					
County Dept. of Agriculture					
Government agencies (NRCS, CDFA, etc.)					
Support organizations					
UC Campus staff, professors and/or Cooperative Extension Specialists					
UC Cooperative Extension					
Other Universities					
Other (please describe):					

**Q56** How do you most often receive information for your farm operation?  
(Select all that apply.)

- Print News Media (newspaper, magazine articles)
- Websites
- Social Media
- Electronic Newsletters and Mail
- Specialty Journal articles (trade/industry, academic)
- Meetings, workshops, conferences – in person
- Online training events (webinars)
- Educational Videos/Podcasts
- One-to-one consultation/training (supplier, PCA, Farm Advisor)
- Educational farm tours/demonstrations
- Professional networking and communication (farmers, trade/industry representatives, Farm Advisor)
- Personal networking and communication (friends/personal contacts)
- Traditional Mass Media (television, radio)
- Other (please describe): \_\_\_\_\_

**Q57** Would you like to receive information in a language other than English?

- YES
- NO

**Q58** If YES, what languages? (Please type in your responses.)

**Q59** What is your preferred day for educational meetings? (Please check one.)

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

**Q60** What is your preferred time of day for educational meetings? (Please check one.)

- Morning
- Noon
- Afternoon
- Evening

**Q61** What is your preferred location for meetings in San Diego County? (Please check one.)

- Central County
- Coastal Area
- North County
- East County
- South County
- Other (please describe): \_\_\_\_\_



**Q62**

Do you need any special consideration to receive information or to participate in meetings? (e.g. handicapped access, special parking, interpretation for the hearing impaired, etc.)

YES

NO

**Q63**

If YES, please explain.

**Q64**

Would you be interested in participating in a forum with other growers, elected officials, industry groups and other people involved with agriculture?

YES

NO

**Q65**

If YES, how often? (Select all that apply.)

Monthly

Quarterly

Bi-annually

Annually

Other (please describe): \_\_\_\_\_

## Demographic Information

**Q66** What is the zip code for the physical location of your farming operation?  
(Please type in 5-digit zip code.)

Zip Code \_\_\_\_\_

**Q67** Check the bracket that BEST describes your age.

20 years or younger

21 – 40 years

41 – 50 years

51 – 60 years

61 – 70 years

Over 70 years

**Q68** What is your gender?

Male

Female

Gender identity not listed

Prefer not to self-describe

Prefer not to say

**Q69** Please select the highest level of education you have completed.

- High School
- Some college
- Community College or Technical (2-year degree)
- College (4-year degree)
- Graduate School
- Professional School
- Other (please describe): \_\_\_\_\_

**Q70** What ethnic background do you identify as?  
(Please check one.)

- Hispanic or Latino
- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or other Pacific Islander
- White (not of Hispanic origin)
- Race not listed
- Prefer not to identify

**Q71** Do you or your spouse/partner receive any regular non-farm income?

YES

NO

**Q72** If YES, approximately what percentage of total household income is non-farm income? (Please enter number.)

% \_\_\_\_\_

**Q73** If the income received is from off-farm employment, what is/are your occupation/s? (Please type in occupation/s.)

Yourself \_\_\_\_\_

Your Spouse/partner \_\_\_\_\_

## Customer Satisfaction

**Q74** Have you contacted the University of California Cooperative Extension (UCCE), San Diego County office during the past 12 months?

- YES
- NO

**Q75** What type of interaction have you had with the UCCE San Diego County office any time in the past? (Please select all that apply.)

- None
- Telephone consultation
- Electronic mail & Internet
- Regular mail/correspondence
- Office visit
- Farm visit by Advisor
- Workshop/Seminar
- Tour or Field trip
- Other (please describe): \_\_\_\_\_

**Q76** How satisfied are you with the responses you received from the UCCE San Diego County office at any time? (Please check one for each item.)

	Extremely satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Extremely dissatisfied
Promptness of the response					
Courtesy of the respondent					
Knowledge or ability of respondent					
Usefulness of information received					
OVERALL satisfaction					

**Q77** Please share with us any comments or suggestions that may help improve the quality of our work.

# APPENDIX B: SURVEY INCENTIVES DETAILS

Two types of incentives were offered for those electing to sign-up to participate. To sign up, participants were asked to provide basic contact information including their name, business name, mailing address, e-mail address and phone number.

In appreciation for a participant's time and survey responses, all who completed the survey were sent a link to sign up to receive a \$25 VISA® card and an entry into 1-2 opportunity drawings for a variety of prizes. Those interested in the drawing only, were requested to contact UCCE San Diego for more information and an entry. 131 participants, 44% of survey respondents, signed up for the incentives. There were no requests to enter the drawing only.

## Drawing 1

The first opportunity drawing was larger than the second to provide an attractive incentive for participants to complete the survey within the first 2 weeks of survey administration. The drawing was held on June 25, 2018 for the following 17 prizes.

1 - \$500 VISA® card • 1 - \$300 VISA® card • 1 - \$200 VISA® card

## University of California, Division of Agriculture and Natural Resources (UC ANR) Publications:

UC ANR Publication: Grape Pest Management

UC ANR Publication: Integrated Pest Management for Floriculture and Nurseries

UC ANR Publication: Natural Enemies Handbook: The Illustrated Guide to Biological Pest Control

UC ANR Publication: Container Nursery Production and Business Management Manual

UC ANR Publication: Integrated Pest Management for Citrus

UC ANR Publication: Vineyard Pest ID Cards Set

UC ANR Publication: Integrated Pest Management for Avocados

UC ANR Publication: Organic Winegrowing Manual

UC ANR Publication: Pests of the Garden and Small Farm

UC ANR Publication: Agritourism and Nature Tourism in California

UC ANR Publication: Small Farm Handbook

UC ANR Publication: Fresh Market Caneberry Production Manual

UC ANR Publication: Measuring Irrigation Water Flow Rates

UC ANR Publication: Greenhouse and Nursery Management Practices to Protect Water Quality

## Drawing 2

The second drawing was made available when it was decided to extend survey administration through July 31, 2018. All participants who had opt-in for the incentives since the beginning of survey administration on June 8, 2018, were entered into this second drawing with the exception of the 17 winners in the first drawing. This second drawing was held on August 1, 2018 for a single award: 4 - \$25 VISA® cards for a total value of \$100.

All of the incentives have been distributed to recipients.

## APPENDIX C: COMMUNICATIONS DETAILS

Project communications involved multiple meetings and e-mails with members on the Advisory Group, the UCCE Evaluations Specialist, UCCE Farm Advisors, a UC ANR Communications Specialist, UC Davis IRB reviewers, UCCE San Diego partner organizations and other stakeholders. The success of this grower needs assessment would not have been possible without their support. Please see the *Acknowledgements* section in the main report for more details.

All e-mail survey announcements, including reminder communications were included in the applications, reviews and approvals by the University of California, Davis Institutional Review Board ID: #1250886-1.

Additional communication elements included an illustrated project icon badge, information webpages on the UCCE San Diego website, social media posts and progress and final reports. The following 4 Figures are examples of a few of these elements.



Figure 21





## San Diego Agricultural Growers Needs Assessment

### More Information

- [Message from the County Director](#)
- [Survey Details and Link](#)
- [Survey Incentives](#)
- [Acknowledgements](#)



Local farming is an integral component of sustainable food systems; however, changes in food production markets, industry, natural resource and social environments and regulations may influence farmers and the local agricultural economy from year to year. Taking steps, which address growers' specific needs, wants and interests for their farm is critical to strengthening the sustainability of San Diego farming and future food security.

The University of California Cooperative Extension San Diego is conducting a research study via an assessment survey, inclusive to all farmers regardless of age, length of time farming, acreages farmed, etc. This needs assessment will provide current data for consideration and strategic communications as policy, business and training education programs are planned, developed and/or accessed by public and private stakeholders.

#### Primary benefits of this project include:

- Gain a current snapshot of the types, changes, challenges, motivations and benefits of farming in San Diego County.
- Gain a clearer understanding of any gaps in communication within and to the farm industry community in San Diego County.
- Develop a comprehensive and current resource to help UCCE-San Diego, schools and other educational and outreach organizations to develop programs that will best meet the needs of the farmers and agriculture industry in San Diego County.

For more project and survey details, please visit the webpages listed under 'More Information' on this page. If you have questions or comments about this project, contact:

Ramiro Lobo, UCCE Advisor, [relobo@ucanr.edu](mailto:relobo@ucanr.edu) or

Jan Gonzales, UCCE Project Coordinator, [jggonzales@ucanr.edu](mailto:jggonzales@ucanr.edu)

Figure 22 – Project webpage (Home) (<http://ucanr.edu/p/62528>)



Figure 23 – Social media post (Instagram), June 13, 2018



Figure 24 – Social media post (Instagram), July 13, 2018

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