**A close-up of a logo

Description automatically generated**

**2024 NEED ASSESSMENT SURVEY**

**Enhancing Economic Viability of Agriculture Operations**

1. **What products do you mainly produce?** *Select all that apply*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 🞎 Almonds | 🞎 Walnuts | 🞎 Prunes | 🞎 Rice | 🞎 Peaches |
| 🞎 Livestock (calves, sheep, etc.) | | 🞎 Dairy | 🞎 Hay | 🞎 Timber |

🞎 Other (Please specify) ……………………………………………………………….

1. **Where is your business located?** *Select all that apply*

|  |  |  |
| --- | --- | --- |
| 🞎 Butte County | 🞎 Glenn County | 🞎 Tehama County |

🞎 Other (Please specify) ……………………………………………………………………..

**GENERAL CHALLENGES OF YOUR OPERATIONS**

1. **Do you have reliable internet needed to conduct business operations?** 🞎 Yes 🞎 Sometime 🞎 No
2. **What is the ONE most challenging regulation for your operation?**

|  |  |  |
| --- | --- | --- |
| 🞎 Groundwater | 🞎 Land Use | 🞎 Transportation/Trucking |
| 🞎 Surface Water Availability | 🞎 Labor | 🞎 Air/Burning |
| 🞎 Water Quality - Irrigated Lands Regulatory Program | | |

🞎 Other (please specify) …………………………………………………………..

1. **What are the top 3 challenges impacting the future success of your agriculture operation?**
2. ..……………………………………………………………………………..……………………………
3. ……………………………………………………………………………………………………………
4. …………………………………………………………………………........……………………………
5. **What should UCCE focus on to improve the success of your operation?**

………………………………………………………………………………………….………………………

………………………………………………………………………………………….………………………

**Economics and Business Management Information**

1. **How confident are you regarding the following financial business management topics?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Very**  **confident** | **Moderately confident** | **Not confident** |
| Record-keeping and bookkeeping | ⭘ | ⭘ | ⭘ |
| Enterprise accounting (e.g. profitability of fields and crops) | ⭘ | ⭘ | ⭘ |
| Generating financial statements (e.g. balance sheet) | ⭘ | ⭘ | ⭘ |
| Assessing and managing cash flow | ⭘ | ⭘ | ⭘ |
| Accessing capital (e.g. production loan) | ⭘ | ⭘ | ⭘ |
| Farm investment analysis (e.g. comparing one investment to another; should I buy or rent an irrigation system?) | ⭘ | ⭘ | ⭘ |
| Bench-marking (e.g. costs compared to fellow farmers) | ⭘ | ⭘ | ⭘ |
| Succession plan (e.g. who will continue business in next generation or in a crisis, estate plan) | ⭘ | ⭘ | ⭘ |
| Regulatory compliance and reporting | ⭘ | ⭘ | ⭘ |
| Marketing crops and commodities (e.g. sales, forward contracting) | ⭘ | ⭘ | ⭘ |
| Accessing the financial stability of cooperatives, water districts, non-profits, etc. you are linked to | ⭘ | ⭘ | ⭘ |
| Labor (e.g. laws, accessing skilled employees, training, retention) | ⭘ | ⭘ | ⭘ |

1. **What business strategies do you currently use and/or are interested in learning more about?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **YES currently utilize** | **NO do not utilize** | **Would Like More information on topic** |
| Diversification (multiple crops/livestock) | ⭘ | ⭘ | ⭘ |
| Direct sales | ⭘ | ⭘ | ⭘ |
| Crop/livestock insurance | ⭘ | ⭘ | ⭘ |
| Custom farming | ⭘ | ⭘ | ⭘ |
| Recreation/tourism (e.g. hunting) | ⭘ | ⭘ | ⭘ |
| Drought mitigation | ⭘ | ⭘ | ⭘ |
| Irrigation efficiency | ⭘ | ⭘ | ⭘ |
| Energy diversification (e.g. solar) | ⭘ | ⭘ | ⭘ |
| Accessing Conservation Funding (e.g. NRCS, SWEEP) | ⭘ | ⭘ | ⭘ |
| Farm Service Agency programs | ⭘ | ⭘ | ⭘ |
| Off Farm Income | ⭘ | ⭘ | ⭘ |
| Other ……………………………… | ⭘ | ⭘ | ⭘ |

1. **Please indicate your top 3 preferred ways to receive research information. Select only 3.**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **1st choice** | **2nd choice** | **3rd choice** |
| Workshop/seminar |  |  |  |
| Field-site visits |  |  |  |
| Webinar/Virtual meeting |  |  |  |
| Factsheets/Manual/guide |  |  |  |
| Peer Reviewed Publications |  |  |  |
| Newsletters/E-mails |  |  |  |
| Social media (X, facebook, etc) |  |  |  |
| Other:…………………………………. |  |  |  |

**Thank you for completing the survey! Your insights are valuable. Please provide your contact information for potential follow-up discussions and to receive updates on UCCE research and events.**

Name: ………………………………………………………………………………………….………………

Email: ……………………………………………………………………… Phone: ……………………………