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**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?**

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 **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?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **YEScurrently utilize**  | **NOdo 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: ……………………………