

Good Morning, Farmer! Needs Assessment

UNIVERSITY OF
MARYLAND
EXTENSION



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Introduction to Good Morning, Farmer!

Good Morning, Farmer! is an innovative virtual Extension program designed to foster a positive farm operation outlook among Maryland farmers through farm stress reduction education and weekly social fellowship.

Needs Assessment Objectives

- To identify location and categorize demographics of interested farmers.
- To assess farmer access to high speed internet and comfort with online meeting platforms.
- To identify topics of interest to farmers aimed to reduce farm stress.

Methods

- Online ArcGIS Survey123 developed by Good Morning, Farmer! team.
- IRB approval received from University of Maryland College Park IRB committee (1628720-1).
- Survey was distributed to partner organizations, open for response for two weeks, 62 individuals responded (N=62)

Figure 1. Survey Example.

Results

Farm Operation Location

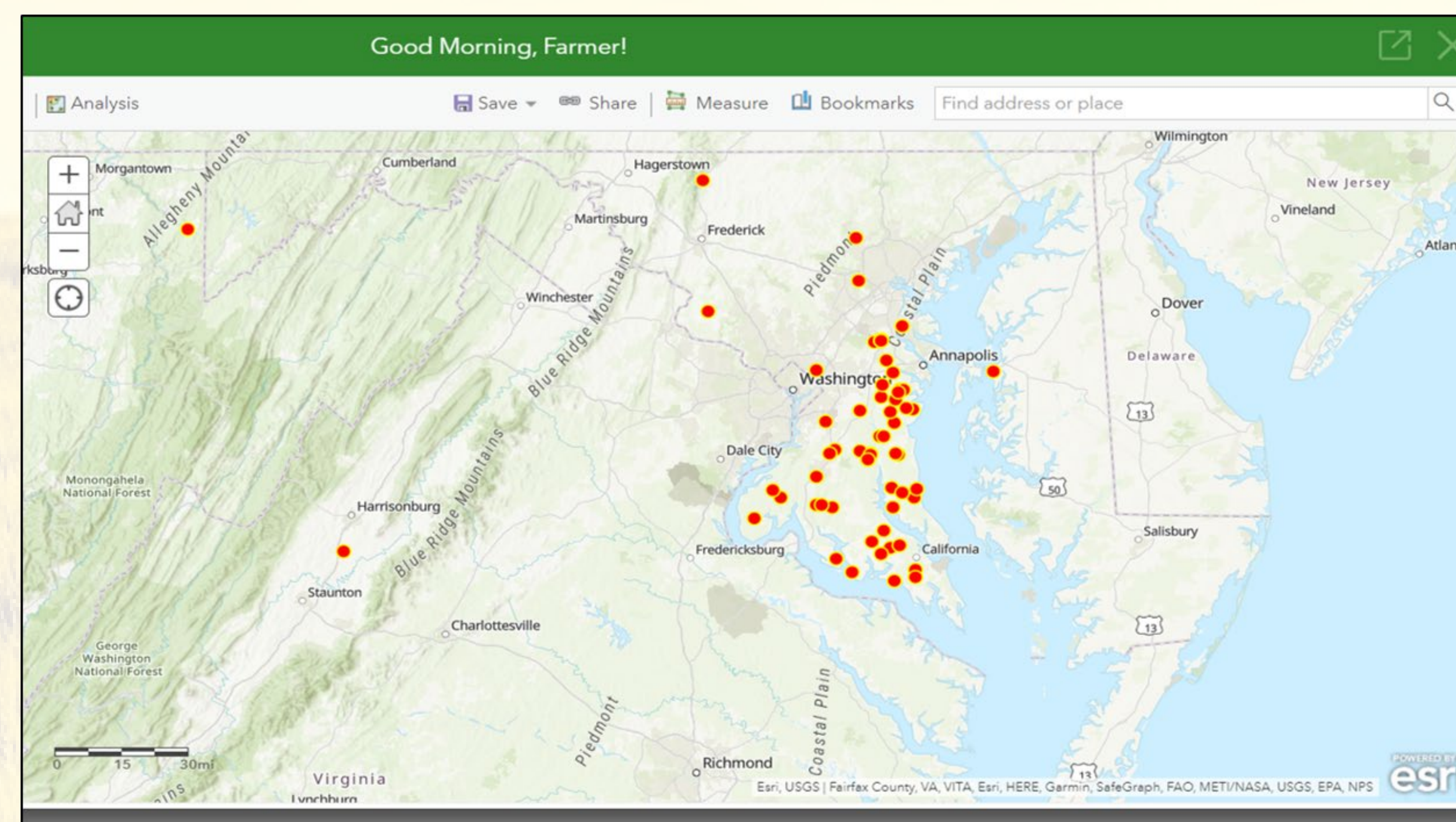


Figure 2. Esri ArcGIS map of survey participant farm location by nearest crossroads.

Topics of Interest

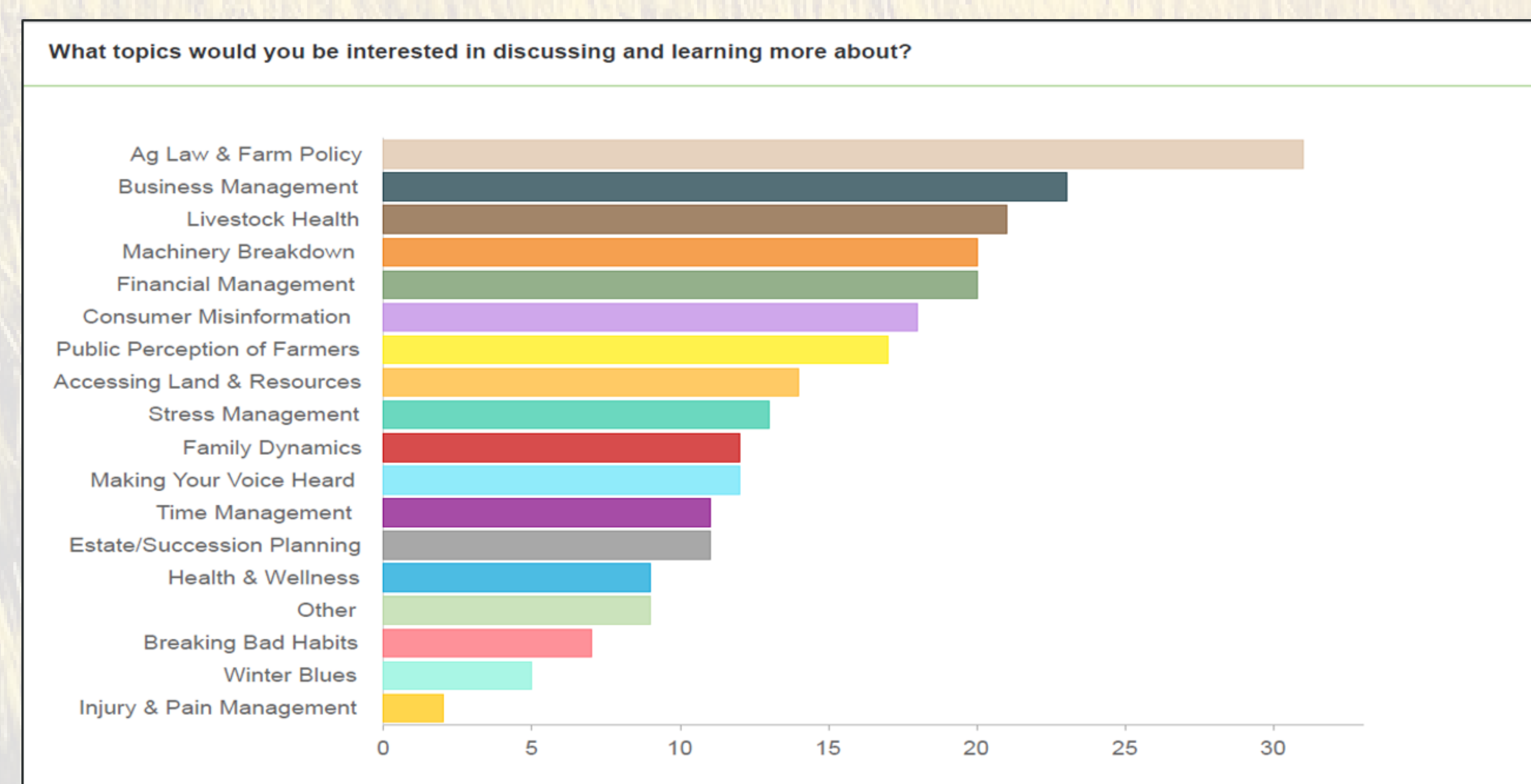


Figure 3. Participant interest in pre-selected topics.

Discussion and Conclusions

- Southern Maryland farmers were surveyed, but interest is regional.
- Participants were primarily white, 36-75 year olds, split between male and female with the majority having completed some level of higher education.
- Zoom was the most popular online meeting platform.
- Topics of interest were heavily focused on Ag law, business management, and multiple aspects of farm management.
- The results of the needs assessment underscores the need for Extension Educators to focus on and improve demographic outreach.

Implementation

- Advertisement and registration begin November 2020:
<https://extension.umd.edu/anne-arundel-county/good-morning-farmer>
- Offered each Wednesday from December 2, 2020 to March 31, 2021, 8:00 – 9:00 a.m. via Zoom.

Acknowledgments

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