Good Morning, Farmer!
Needs Assessment

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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

We would like to thank our survey partners (SMADC, Maryland Farm Bureau, and county Economic Development Corporations) for distributing the survey, and Dr. Chenzi Wang for survey review.

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.