

Appendix B: Evaluation Methods

The evaluation plan and tools were developed during March of 2006 in collaboration with Capay Valley Vision staff, Capay Valley Grown partners, and Gail Feenstra of UC SAREP. Many of the questions in the producer survey were adapted from an evaluation toolkit published by a regional branding and marketing program in Western Massachusetts called Community Involved in Sustaining Agriculture (CISA). Additional questions were designed to gather information specific to CVG.

A draft of the survey was presented at the Capay Valley Ag Task Force meeting on March 2, and modified according to the feedback from those in attendance. The survey was then tested in a dry run and further revised before sending it out to the rest of the partners by e-mail on March 10. The e-mail message explained the purpose of the evaluation, requested that the partners read over the questions before being called for the actual data collection, and made it clear that all respondents would remain anonymous. Interviews were conducted by telephone between March 14 and March 30.

The consumer survey was conducted at the Davis Farmers Market on March 25, and at the Esparto Farmers Market on April 1. These locations were chosen based on the assumption that customers of regional farmers markets are most likely to recognize the label. In other words, the survey was not intended to indicate the awareness of the average Yolo County consumer, but rather the effectiveness of CVG materials where the label is most active. If label recognition is low at the Davis Farmers Market, it is likely to be even lower among customers that frequent large retail grocery stores.

The survey was conducted for two hours from a fixed location in each farmers market. All of the customers passing by were asked if they would be willing to answer some questions about a label. Those that stopped were shown the CVG label, and responses to the questions were recorded into the survey form.

Microsoft Excel was used to create a simple database for the management and analysis of data from both surveys. Quantitative data were entered directly into the spreadsheets; qualitative responses were coded and categorized before being entered. Analysis consisted of basic statistical calculations including frequencies and means.

Appendix C: Partner Survey

Name:

Date:

Farm/business name:

Year joined CVG:

1. Why did you become a partner of CVG?

2. Please list the items you produced in 2005:

3. What single product would consumers most readily associate with your farm/business?

4. Where/how do you sell your products?

Method	% of total sales	Method	% of total sales
Wholesale	_____%	CSA	_____%
Farmers market	_____%	Internet	_____%
On farm	_____%	Roadside stand	_____%
Mail order	_____%	Under contract	_____%
Restaurant	_____%	Other _____	_____%
Retail	_____%		

5. Est. total gross farm sales in 2005 (please round to the nearest thousand):

- | | | | |
|-------------|--------------|---------------|------------|
| a) \$0-10k | c) \$26-50k | e) \$101-250k | g) \$501k+ |
| b) \$11-25k | d) \$51-100k | f) \$251-500k | |

6. How does this compare with your sales in 2004?

- Higher Lower About the same Don't know

7. Approximately what percent of your 2005 sales were made to buyers in Yolo County?

8. Would you like to increase your sales in Yolo County? Yes No

9. If yes, what are the obstacles to selling more products in Yolo County?

10. How many of your past employees/interns have gone on to farm on their own?

a) Of these, how many have gone on to farm in the Capay Valley?

11. Please indicate how often you use the following CVG marketing materials (for the last three materials listed, please also describe briefly how you use them):

CVG sign: on farm	Never	Sometimes	Always
CVG sign: at farmers market	Never	Sometimes	Always
CVG sign: in store	Never	Sometimes	Always
1" stickers on product	Never	Sometimes	Always
Capay Valley Harvest newsletter	Never	Sometimes	Always
Digital logo: _____	Never	Sometimes	Always
CVG Web site: _____	Never	Sometimes	Always
CVG brochure: _____	Never	Sometimes	Always

12. What do you like about the CVG marketing tools you use most?

13. If CVG offered additional marketing materials, which would you be likely to use?

Television ads	Different types of signs	Other: _____
Radio ads	Packing materials with logo	
Newspaper ads	CVG partner map	

14. The idea of opening a CVG storefront has come up in recent discussion. The storefront would provide a centralized location for the sale and promotion of CVG products.

a) Would you be interested in selling your products through a CVG storefront? Y/N

b) Would you be willing to help with any of the following to open a storefront?

Planning	Organizing	Initial funding
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15. Please rate the following statements on a scale of one (1) to five (5):

1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly agree

The CVG partnership has helped raise the visibility of my farm/business.	1	2	3	4	5
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The CVG partnership has helped increase sales of my products.	1	2	3	4	5
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The CVG partnership has helped raise the prices I receive.	1	2	3	4	5
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The CVG partnership has helped me access new markets.	1	2	3	4	5
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The CVG partnership has created greater community awareness of locally grown food.	1	2	3	4	5
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The CVG partnership has made me feel more secure about my farm/business income.	1	2	3	4	5
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16. What steps could be taken to improve the CVG marketing/outreach efforts in 2006?

17. What is most beneficial about being a CVG partner?

18. What steps could be taken to improve your overall experience in CVG?

19. In what ways can CVG achieve its goal to preserve local farms and agricultural land?

20. What do you see as CVG's successes?

21. What other suggestions or feedback do you have?

