

OMB Approval Number #####  
Expiration Date ##/##/####

U.S. Department of Agriculture/Risk Management Agency/The Rodale Institute  
Survey

**User Satisfaction OTSM Survey/Farmers**

---

All information collected in this survey is confidential and will be used for research purposes only. Data will be reported in the aggregate and no individual information will be disclosed.



According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this collection is #####. The time required to complete this information collection is estimated to average 7 minutes per response, including the time to review instructions, searching existing data resources, gather the data needed, and complete and review the information collected.

## Invitation to complete calculator satisfaction survey/Farmers

Now that you've completed your enterprise budget with the FarmSelect calculator, you should have the necessary financial outline to begin evaluating the potential of transitioning all or part of your farm business to organic production.

We'd like to get your feedback on how valuable and easy-to-use you found the calculator before you sign off. Your opinions will help us improve this tool to better meet the needs of other agriculture professionals.

We'll keep your information confidential and will only use the answers you provide to improve our tools and service to future users. Thank you in advance for your time and effort and best of luck!

The FarmSelect Team

If you experience any problems or difficulties accessing the survey or if you have any questions please contact us at:  
[helpdesk@farmselect.org](mailto:helpdesk@farmselect.org) or at (610) 683-1400.

## User Satisfaction Survey for the OTSM Farmers

Thank you for taking a few minutes to complete this survey. Your feedback will help us further improve our service to you.

- A. Approximately how many times did you access the calculator since you registered? [Enter number of times]\_\_  
 B. On average, how much time did you spend using the calculator in a single session? [Enter minutes]\_\_\_\_\_

C. Did you complete a Farm Budget? Yes No

\*\*\*\*\*

Please respond to the following statements by selecting the choice that corresponds to your experience using the online tool (**1-Strongly Agree; 2-Agree; 3- Not sure; 4-Diasgree; 5-Strongly Disagree**)

***Using the FarmSelect™ calculator...***

[Choose one for each statement]

	Stongly Agree	Agree	Not sure	Disagree	Strongly Disagree
1. Helped me better understand the relative risks of organic vs. non-organic management practices.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
2. Improved my understanding of organic production.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
3. Improved my understanding of the economics of organic.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
4. Improved my understanding of organic marketing risks and opportunities.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
5. Increased my confidence that I can profitably manage an organic operation.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
6. Increased my interest to pursue more information about transitioning to organic practices.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
7. Gave me valuable tools and resources I can rely on to start the transitioning process.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

***Overall the information provided in the FarmSelect calculator...***

[Choose one for each statement]

	Stongly Agree	Agree	Not sure	Disagree	Strongly Disagree
8. Was focused on what I specifically wanted to learn.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
9. Fully matched what the tool promised to deliver.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
10. Provided a realistic assessment of the complexity of managing an organic system.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
11. Provided a realistic assessment of the risks and opportunities of organic marketing.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
12. Provided a realistic assessment of the financial risks and opportunities of managing an organic system.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

	Stongly Agree	Agree	Not sure	Disagree	Strongly Disagree
13. Provided a realistic assessment of the risks and opportunities of an organic system in my specific situation.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
14. I will recommend this tool to interested farmers and colleagues.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
15. Using this tool has helped me in making a decision to transition to organic.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
16. Using this tool has helped me better assess the relative risks associated with transitioning to organic.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
17. Using this tool has convinced me to consider transitioning to organic.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
18. Using this tool has motivated me to learn more about transitioning to organic.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
19. Using this tool has convinced me to take The Rodale Institute's online transition to organic training course.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

**How would you rate each of the following features of the FarmSelect calculator using a 5-point scale: (1- poor; 5- excellent)**

[Choose one for each statement]

	Poor		Excellent		
20. The overall structure of the tool.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
21. The ease of use of the tool.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
22. The credibility of the information.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
23. The level of detail provided.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
24. The flexibility of the tool to adapt to your specific operation.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
25. The variety of cropping systems included.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
26. The availability of technical assistance.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

27. How does the FarmSelect™ calculator compare to other similar online tools you have used? [Choose one]

- The best
- Better than most
- Average
- Below average
- Needs improvement
- Not sure
- N/A, I have not used other similar online tools

28. How did this tool meet your expectations? [Choose one]

- Better than expected
- Met my expectations
- Did not meet my expectations
- Not sure

29. Overall, how would you rate the value of this tool in assisting you to make a decision whether to transition to organic or not?(1-not valuable at all – 5-extremely valuable).

[Choose one]

Not valuable at all					Extremely valuable
<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	

30. What do you think is the most useful feature of this tool? [Type your answer in the space provided]

---

---

31. What do you think is the least useful feature of this tool? [Type your answer in the space provided]

---

---

32. Do you have any suggestions on how we can improve the FarmSelect calculator? [Type your answer in the space provided]

---

---

33. How do you plan on applying what you have learned from the FarmSelect calculator in the next 6 months? Please, be specific. [Type your answer in the space provided]

---

---

34. Do you have any other comments or suggestions? [Type your answer in the space provided]

---

---