

Form Approved OMB Number:
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Survey of Farmer Preferences for Technology Transfer

*This short survey will help us determine farmer preferences for receiving information about new technologies from Agricultural Research Service (ARS) programs to better meet your needs. The survey takes about 10 minutes to complete. Your answers will be anonymous and kept private to the extent allowed by applicable law. Your input is greatly appreciated. **Please respond to all relevant questions by checking your response.***

1. Are you familiar with the USDA's Agricultural Research Service (ARS)?

- Yes
 No

2. Are you aware of ARS developed farming technologies (tillage practices, cover crops, crop and animal production practices, or others)?

- Yes (If yes, please skip to question 6 and continue)
 No (If no, please continue with question 3)

3. If you are not aware of farming technologies developed by ARS, would you like to receive this information periodically?

- Yes (If yes, please continue with question 4)
 No (If no, please skip to question 12 and continue)

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is [Insert OMB control number when it is available]. The time required to complete this information collection is estimated to average 10 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

4. Please indicate your preference for receiving information about new agricultural technology through the following institutions.

| Institution | Least preferred | Somewhat preferred | Most Preferred |
|--|--------------------------|---------------------------|--------------------------|
| Cooperative Extension | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Natural Resource Conservation Service | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Private consultants | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Agricultural Industry — equipment, seed, or chemical reps | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Commodity groups — corn, cotton, soybean growers assoc. etc. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Others (Please specify)_____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

5. If you would like to receive information about new ARS technologies, please indicate whether you currently use the following methods and your level of preference for each.

| Communication Method | Currently use | Least preferred | Somewhat preferred | Most Preferred |
|--|--------------------------|--------------------------|---------------------------|--------------------------|
| The Internet | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Trade magazines | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Research journals | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Fact sheets/Brochures | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| News letters | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Face-to-face meetings such as field demonstrations | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Local radio station | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Local TV station | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other (Please specify)_____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

If you answered questions 3 to 5 please skip to question 12 and continue.

6. Have you used any ARS technologies in your farming operation?

- Yes (If yes, please continue with question 7)
- No (If no, please skip to question 9 and continue)

7. Please identify any ARS technologies you have used. (Check all that apply to you)

- Increasing cover crop seeding rates to produce large amounts of residue for weed control
- Subsurface tillage to reduce compaction caused by animals in mixed crop-animal systems
- Increasing organic matter input and soil quality to improve potato production
- Dual purpose small grains for cattle grazing and grain production
- Cover crop roller-crimpers to manage cover crops in conservation tillage systems
- Novel cover crop mixtures of legumes and cereals
- "Purple bounty" hairy vetch as a cover crop
- Irrigation management software to improve water conservation, pest control, and profitability
- Other (Please specify) _____

8. For the ARS technology you are most familiar with, how satisfied are you with it in achieving the following objectives?

| Objectives | Not satisfied | Somewhat satisfied | Very Satisfied |
|---------------------------------|--------------------------|--------------------------|--------------------------|
| Increasing profitability | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Enhancing sustainability | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Conserving soil | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Conserving water | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Reducing risk | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Saving energy | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Improving environmental quality | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

9. Please indicate if you currently use the following communication methods and how often you receive information about ARS technologies through each one.

| Communication Method | Currently use | Never | Sometimes | Always |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| The Internet | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Trade magazines | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Research journals | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Fact sheets/Brochures | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| News letters | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Face-to-face meetings such as field demonstrations | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Local radio station | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Local TV station | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other (<i>Please specify</i>)_____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

10. Please indicate how often you receive information about ARS developed technologies from the following Institutions?

| Institutions | Never | Sometimes | Often |
|--|--------------------------|--------------------------|--------------------------|
| Cooperative Extension | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Natural Resource Conservation Service (NRCS) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Private consultants | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Agriculture Industry — equipment, seed, or chemical reps | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Commodity groups — corn, cotton, soybean growers assoc. etc. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| ARS scientists (<i>Please give location</i>)_____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Others (<i>Please specify</i>)_____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

11. How satisfied are you with your current method of receiving information about ARS technologies?

- Not satisfied
- Somewhat satisfied
- Satisfied
- Very satisfied

12. When making decisions about the use of an agricultural technology how much weight do you give the following qualities?

| Qualities of Technology | None | Low | Medium | High |
|---|--------------------------|--------------------------|--------------------------|--------------------------|
| Contributes to profitability | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Conserves the environment | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Can be tried at a small scale | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Contributes to soil conservation | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Contributes to water conservation/quality | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Technical complexity | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Time requirement | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other (Please specify) _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

13. How do you describe your farming operation? (Please check all that apply to you)

- Conventional farming
- Organic farming
- Conventional and organic farming
- Mainly livestock farming
- Mainly crop farming
- Livestock and crop farming

14. Please indicate the commodities you produce or participate in? (Check all that apply to you)

- | | |
|---|---|
| <input type="checkbox"/> Corn | <input type="checkbox"/> Beef |
| <input type="checkbox"/> Soybean | <input type="checkbox"/> Dairy |
| <input type="checkbox"/> Peanut | <input type="checkbox"/> Hog |
| <input type="checkbox"/> Cotton | <input type="checkbox"/> Poultry |
| <input type="checkbox"/> Small grains (wheat, barley, rye etc.) | <input type="checkbox"/> Sheep |
| <input type="checkbox"/> Rice | <input type="checkbox"/> Goats |
| <input type="checkbox"/> Forage | <input type="checkbox"/> Ratites |
| <input type="checkbox"/> Vegetables | <input type="checkbox"/> Equine |
| <input type="checkbox"/> Tobacco | <input type="checkbox"/> Other (Please specify) _____ |
| <input type="checkbox"/> Turf | |
| <input type="checkbox"/> Potato | |
| <input type="checkbox"/> Fruit or Nuts | |
| <input type="checkbox"/> Others (Please specify) _____ | |

15. How many years of farming experience do you have? _____

16. Is your operation defined by USDA as a Small Farm (Small Farms are farms with sales less than \$250,000/year)?
- Yes
 No
17. What is your age category?
- Less than 30 years
 30-40 years
 41-50 years
 51-60 years
 Above 60 years
18. What is your highest level of education?
- Middle school
 Some high school
 High school graduate/GED
 Some college
 College graduate
 Post graduate (Masters or Doctoral degree)
19. What is your gender?
- Male
 Female
20. Are you a Hispanic or Latino?
- Yes
 No
21. What is your race? (Mark all that apply)
- American Indian or Alaska Native
 Asian
 Black or African American
 Native Hawaiian or Other Pacific Islander
 White
 Other _____
22. Please provide any suggestions you might have for improving farmer access to ARS technologies?

Thank You