

Evaluation Survey Questions for Indicators in the Small Farm Development Concentration Area

This document contains survey statements for evaluating the indicators in the Small Farm Development concentration area. *Extension agents should contact specialists/ coordinators in this concentration area for guidance on how to evaluate learning opportunities in this area.*

The indicators for this concentration area consist of short-term and medium-term outcomes as indicated in Table 1.

- **Short-Term Program Metrics (PM):** Indicators designated as short-term program metrics (PM) do not require a survey and are typically measured using program data and other program evaluation/process monitoring information (e.g. attendance/sign in sheets, participant records, participatory evaluation).
- **Short-Term Outcomes (ST):** Indicators designated as short-term (ST) represent expected **immediate** outcomes of UK Extension Small Farm Development programs. These indicators are measured using post-participation evaluation tools/surveys.
- **Medium-Term Outcomes (MT):** Indicators designated as medium-term (MT) represent expected **behavior change** outcomes of UK Extension Small Farm Development programs. Behavior change typically requires time to mature. Hence, these indicators are measured using follow-up evaluation tools/surveys.

Table 1: Indicators and Survey Statements

Concentration Area: Small Farm Development			
KERS Indicator #	Indicator	Statements (Y/N)	Timeline for Evaluation
701.1	Number of producers who reported increased yield.	Since participating in [XYZ-Name of Program] my yield [of what] has increased.	MT
701.2	Number of producers who reported reduced production inputs/costs.	Since participating in [XYZ-Name of Program] I have reduced my production inputs/costs.	MT

701.3	Number of producers who reported improved produce quality.	Since participating in [XYZ-Name of Program] the quality of my produce has improved.	MT
701.4	Number of producers who reported adoption of new technologies and/or better management practices (e.g., soil sampling, IPM).	Since participating in [XYZ-Name of Program] I have adopted new technologies or better management practices.	MT
701.5	Number of producers who reported that they expanded or developed new markets.	Since participating in [XYZ-Name of Program] I have expanded or developed new markets.	MT
701.6	Number of people who reported that they implemented environmental stewardship practices.	Since participating in [XYZ-Name of Program] I have implemented environment stewardship practices.	MT
701.7	Number of people who reported that they reduced pesticide applications.	Since participating in [XYZ-Name of Program] I have reduced my pesticide applications.	MT
701.8	Number of community members utilizing the sites and/or amount of produce donated from sites.	This is a program metric. Utilize sign-in sheets and program records to report on this.	PM
701.9	Number of trained volunteers.	This is a program metric. Utilize sign-in sheets and program records to report on this.	PM
701.10	Number of self-reported volunteer hours at community sites.	This is a program metric. Utilize sign-in sheets and program records to report on this.	PM
701.11	Number of commercial growers who reported increased yield in specialty crops (fruit, vegetables, herbs, etc.).	Since participating in [XYZ-Name of Program] my yield of specialty crops (fruit, vegetables, herbs, etc.) has increased.	MT
701.12	Number of commercial specialty crop growers who reported reduced production inputs/costs.	Since participating in [XYZ-Name of Program] I have reduced my production inputs/costs.	MT

701.13	Number of commercial growers who reported improved produce quality.	Since participating in [XYZ-Name of Program] the quality of my produce has improved.	MT
701.14	Number of commercial specialty crop growers who reported adoption of new technologies (acquisition of greenhouse, high tunnel, lighting, etc.)	Since participating in [XYZ-Name of Program] I have adopted new technologies (acquisition of greenhouse, high tunnel, lighting, etc.)	MT
701.15	Number of commercial specialty crop growers who reported improved management practices (soil sampling, foliar sampling, integrated pest management, cover cropping, etc.)	Since participating in [XYZ-Name of Program] I have improved my use of management practices (soil sampling, foliar sampling, integrated pest management, cover cropping, etc.)	MT
701.16	Number of commercial growers who reported that they expanded or developed new markets for specialty crops.	Since participating in [XYZ-Name of Program] I have expanded or developed new markets for selling my specialty crops.	MT
701.17	Number of new or beginning specialty crop growers.	This is a program metric. Utilize sign-in sheets and program records to report on this.	PM