

Washington State Department of Agriculture

# Facilitating Farmer-to-Farmer Education

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*Organizing a Farm Walk Series: A Collaboration with  
Tilth Producers of Washington and Washington State  
Department of Agriculture Organic Program*

**September 5, 2015**

Developed with support from U.S. Department of  
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## What is a Farm Walk?

Farm walks are discussion based farm tours designed to transfer the hard-earned expertise of established organic farmers to the current and next generation of organic and sustainable farmers. Tailored to local growing conditions, farm walks offer a networking forum for family farmers, extension agents, researchers, consumers and other stakeholders to build educational and community support for local organic agriculture. Informal, farmer-taught, and focused on farmer-to-farmer education, farm walks average twenty-five attendees. University extension agents, organic certification agents, and resource specialists are invited to share in the discussion, and help spread information post farm walk.

Each farm walk is based around a specific topic or theme relevant to the interests and/or needs of the farming community. Host farmers are also encouraged to identify specific issues or challenges they would like to discuss in relation to the chosen theme. These include, but are not limited to:

- Organic pest and weed management
- Soil fertility and organic material inputs
- Specialty crop management in an organic system
- Value-added processing of organic products
- Organic livestock and dairy production
- Season extension
- Recordkeeping strategies

During a farm walk, the host farmer gives an overview of the farm operation and history, then walks participants through the farm and explains the farm system as it relates to the chosen theme. Farmers, resource specialists, and facilitators ask questions and discuss how they have met challenges on their own operations or in their own experiences. In this way, all participants, including the host, gain knowledge and perspective, and create a network of collaborators to brainstorm creative solutions to common challenges.

## The Farm Walk Planning Timeline

Farm walks typically take place during the growing season, since this is the time that focus topics are best displayed. Farmers are also busiest during this season, so it is critical to plan in advance of the season and begin outreach efforts early.

Planning for a farm walk series may begin as early as the autumn prior to the events. Both the local farming community and agricultural services in the region should be contacted regarding potential farm walk topics. Stakeholders may include the organizing non-profit, university extension agents, and regulatory or certification agencies, as well as the farming community.

## How to select Farm Walk Hosts

Extensive communication is required with the stakeholder group to determine topics and potential farm walk hosts. Points of contact for university extension and regulatory agencies are clearly identifiable, but making contact with the farming community may be more challenging. Depending on the resources of the organizing agency, the farming community may be contacted via email listserv, community agricultural services, local extension agencies, or other farming networks to solicit topics of interest. For those agencies who wish to conduct a series for consecutive years, surveys may be distributed after each farm walk in the current season to request additional topics of interest.

Allow for a few months of communication with stakeholders to determine the most valuable topics and potential hosts. Host farmers will need advance notice and the opportunity to select optimal dates for their event. If the organizer plans to coordinate a series of walks for the season, a month or more may be required to solidify the schedule with all participants.

Once the initial solicitation period has closed, topics and potential hosts may be selected by the organizer and additional representatives of the stakeholder group.

Key questions for selection of topics include:

1. What are the educational needs of the farmer audience?
2. Which focus topics can effectively be addressed through a farm walk event?
3. What time(s) of year are the farm walks to be scheduled? Ensure that the topics chosen will be demonstrable during the season when farm walks will take place (e.g. germination trials in Spring, pest management during the pest's active life cycle, season extension in Autumn)
4. What type of farm operation will best address a focus topic?

Additionally, if creating a season of farm walks:

5. Does this topic help create a balance of different focus topics for the season?
6. Will the timing for this walk fit into the season's schedule of walks?

Once focus topics are identified, the group can begin the vetting process for potential farm hosts utilizing the following questions:

1. How many years has the farm been in operation?  
*A general guideline is for a farm to be in operation for at least four years, a reasonable timeframe for a farm to develop strategies and successes on a particular topic. There can be exceptions for unique topics or if the farmer has expertise that extends beyond their current operation. Beginning farmers may not be comfortable with hosting a farm walk or have the experience and perspective of a more seasoned farmer.*
2. How long has the farm been implementing the practice or technique for which the farm walk will highlight? What is their level of success with that practice or technique?  
*The farm should be a good example of the focus topic, although it does not necessarily*

*have to be successful in implementing it. The farmer should, however, be knowledgeable and experienced with the topic. It is okay for the farmer to speak to the imperfections of their operation – sometimes that is the most valuable information!*

3. Is the farmer able to speak clearly and extensively about his/her operation?  
*This may be a difficult question to answer, particularly if the farm has not hosted educational events or visitors in the past. It is helpful to have people in the stakeholder group who can speak to the personality of a farmer and their ability to convey information. Generally, farms that have internship programs, organize their own community events, and/or are involved with university research make good farm walk hosts.*
4. Is the farm location easy to find and accessible?  
*Having a host farm in an easily accessible area isn't necessarily a requirement, but it improves the likelihood that people will attend the farm walk if the farm is near a major highway or within an agriculturally active region.*
5. Is the farm able to accommodate multiple visitors?  
*Farms that cannot accommodate large numbers of visitors may not necessarily be excluded, but a limit may be required on the number of participants.*
6. Has the potential farm walk host attended a farm walk event themselves?  
*It is not required that a potential farm walk host has attended an event in the past. However, if the host is familiar with the format and general expectations of a farm walk, the planning process is much easier.*



## Communicating with a Potential Farm Walk Host

After focus topics and potential hosts have been identified, the organizer contacts all potential hosts to determine their willingness to participate, their comfort in speaking about the topic requested, and potential dates of availability. It is important to be flexible with the farmers, both to work with their production schedule and to provide a time during the season when their focus topic is easily demonstrated. If planning a farm walk series, keep a consistent day of the week for all events in the series. This makes days and times easier to remember, and communications more consistent. Schedule farm walks with the target audience and keep that audience's seasonal demands in mind. For example, farm walks early in the week allow market farms to attend markets that fall predominantly later in the week or on weekends.

Once farm walk dates and general focus topics are scheduled with farm walk hosts, proper follow-up is needed with the farmer to ensure a smooth event. Communication is needed to collect information for publicity, the farm walk booklet, and logistical concerns. *For a full list of what these needs are, see the appendix for the Farm Walk Host Communication Checklist and for Example Planning Email for Farm Walk Host.*



## Getting the Word Out: Farm Walk Outreach Plan

The main audience for farm walks is farmers, so outreach should be targeted toward them through multiple venues to be effective. The organizer should generate a list of farm walks, including each of the farm walk locations, dates, times, and a brief description of the farm and focus of the walk. Encourage participants to pre-register to allow efficient preparation for each event's attendees.

Methods of distribution include:

- The organization's website
- Mailings, both directly to farmers and distributed through extension and other agricultural resources
- Email list-servs
- Direct emails to farmers neighboring the farm walk area

In addition to farmers, contact local media and local farming organizations to help get the word out about the events. Grower associations, conservation districts, county extension offices, and other farming non-profit organizations are often willing to send farm walk information to growers. Social media outlets should also be utilized to access farmers and the agricultural community at large.



## **Farm Walk Event Logistics and Needs**

The beauty of the farm walk is its relative simplicity and effectiveness as an educational program. However, the implementation of each farm walk follows specific procedures for the sake of consistency. The following items are needed for proper implementation of the actual farm walk event.

### **Registration Cost and Set-Up Needs**

For Tilth Producers of Washington events, attendees can register for farm walks both in advance and on the day of the event. Pre-registration for farm walks is most commonly completed through an online form or handled over the phone. Fee for attendance is \$15 for pre-registrants who are host organization members, farm interns, or agricultural students. The fee is \$25 for non-members. An additional \$5 day of event fee is applied to walk-up registrants, regardless of their membership status or farm affiliation. Registration fees are waived for any resource personnel who are invited to the farm walk to share their expertise, and any farm employees or interns of the host farm. *See Appendix for Example Farm Walk Registration Form.*

### **Organizer's Liability**

All farm walk attendees and resource personnel are required to sign a release of liability and photo consent. *For an example of these documents, see the Appendix.*

### **Schedule for the Day**

The farm walk schedule is consistent across farm walks to keep publicity simple. Starting farm walks in the afternoon allows attending farmers to complete morning tasks prior to the event.

- 11:45am-12:00pm: Set-up registration table and meet with host farmer. Review with the host the basic outline of the day and how the focus topics will be addressed.
- 12:00-12:30pm: Check-in and optional informal bagged lunch with networking for attendees. Check-in involves making sure all pre-registrants have paid, signed waivers, received a farm walk booklet, and have a name tag.
- 12:30pm: Begin farm walk. Facilitator provides introductions of the program, gives an overview of the agenda, and introduces the farmer and any resource specialists in attendance.
- 12:40-3:30pm: The host farmer takes the lead, provides a farm history and overview, takes attendees around the farm and explains operations. The farm walk will finish with questions for the farm walk host and specialists, and the discussion of focus topics among the group.
- 3:30-4:00pm: Closing of the farm walk with time to fill out evaluation forms, enjoy refreshments, encourage additional networking and discussion, and complete any cleanup.

### **Farm Walk Evaluations**

At the beginning of the farm walk, attendees are given a farm walk evaluation to be filled out and collected at the end of the farm walk. Evaluations help facilitators gather information about the effectiveness of a farm walk and simple demographic information about farmers in

attendance. Evaluations are also an important tool to determine the informational needs of farmers and request topics for future farm walk events. At the end of a farm walk series, evaluations are taken into consideration for the planning of the following season. Evaluations are also used (and often required) for grant reporting purposes. See *Appendix for Example Farm Walk Evaluation Form*.

### **Farm Walk Post-Event Coordination**

A great benefit of a farm walk series is its ability to build a community and network of farmers for information sharing. The organizer may encourage post-event networking through follow-up communication. During the event registration process, offer an option for attendees to share their contact information with others who attend. After the event, the facilitator sends this contact information, along with additional resources, via email to farm walk attendees. See *Appendix for Example Post-Farm Walk Email*.

The farm walk facilitator also writes a detailed summary of the farm walk, which is published on the organization's website. This allows attendees, as well as farmers who could not attend, the opportunity to learn what they might have missed during the farm walk. It also provides a resource to the organization to best present diverse and complete topics for future walks.



# The Farm Walk Booklet

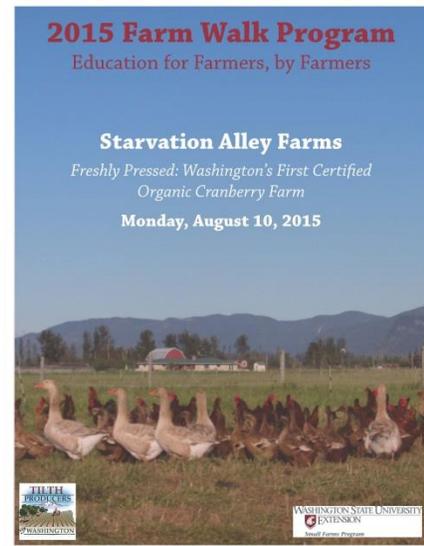
Every farm walk attendee receives a Farm Walk Booklet. The booklet is an informational resource tailored to each event and has three basic sections – *About the Farm*, *Resources*, and *Additional Resources*. The booklet length is generally 20-40 pages, depending on the length of the publications included in the Resources section.

The *About the Farm* section gives a brief overview of the farm host, describing the farmer's background, the farm's history and current production, and/or the farmer's general farming philosophy. This information may be written by the farmer or the facilitator, depending on the preference of the farmer. The farmer also provides photos of him/herself and of the farm. If available, a property map is helpful to orient attendees to the farm's size and scope of production.

The *Resources* section is composed of full length publications specific to the focus topic of the farm walk. The types of publications used include research journal articles, extension fact sheets and publications, agricultural non-profit articles, and grower association articles. Preference is given to publications that are both relevant and current. On average, two to three publications are included in this section.

The *Additional Resources* provides a list of other publications and information sources limited to online publication or too lengthy for inclusion in the *Resources* section. This section may include links to research publications, books, webinars, websites, forums, and supply companies. Resources listed in this section are often suggested by the host farmer.

All farm walk booklets are archived on the organization's webpage for access by the farming community.



2015 Farm Walk Program Schedule	
Mar 30	Utilizing Compost & Vermiculture to Build Soil Fertility - Spencer Farm, Malaga
Apr 27	Multi-Species Rotational Grazing of a Family Farmstead - Green Bow Farm, Ellensburg
May 18	Organic Farming & Pollinators: Assessing Pollinators on Your Organic Farm - Wobbly Cart Farm, Rochester
Jun 1	Cover Cropping on a Diversified Vegetable Farm, plus soil blocking hands-on! - Let Us Farm, Okaville
Jun 8	Building Soil Tith: Grazing Sheep on Cover Crop - Zakarison Partnership, Pullman
Jun 15	Sustainable Farmstead Goat Dairy - Mystery Bay Farm, Nordland
Jul 13	Farm-to-Resort: Agritourism with a Certified Organic Garden - Sleeping Lady Mountain Retreat, Leavenworth
Jul 27	Behind the Brew: Organic Hops Production - Perrault Farms, Toppenish
Aug 4*	Organic Pest & Disease Management in Apples & Pears - Leach Orchards, Zillah (Rescheduled from June 29)
Aug 10	Freshly Pressed: Washington's First Certified Organic Cranberry Farm - Starvation Alley Farms, Long Beach
Aug 25*	Building Food Community: Nisqually Tribal Community Garden Program - Nisqually Tribal Community Garden, Dupont
Sep 14	Accessing Land as Beginning Vegetable Farmers - Quackenbush Farm, Ridgefield
Sep 28	Organic Apple Orchard & Cider: Two Businesses in One - Sinclair Orchards & Ciderhouse, Carlton

**Farm Walk Basics:**  
 \*Unless otherwise noted, all Farm Walks are held on Mondays from 12:30-4:00pm with sign-in beginning at noon.  
 Cost is \$15 for Tith Producers Members/farm interns/agriculture students and \$25 for non-members. Pre-registration is encouraged to avoid a \$5 fee for day-of registration.  
 For more information and to register, visit [www.tithproducers.org](http://www.tithproducers.org).

Farmer to Farmer: Passing on the Wisdom 2015 Farm Walk Education Series	
Sponsored by:	Tith Producers of Washington <a href="http://tithproducers.org">tithproducers.org</a>
	WSU Small Farms Team <a href="http://smallfarms.wsu.edu">smallfarms.wsu.edu</a>
	
<b>Starvation Alley Farms</b> 15202 Birch St. Long Beach, WA 98631 <a href="http://starvationalley.com/">http://starvationalley.com/</a>	
Table of Contents	
<b>Section 1:</b>	About the Farm
<b>Section 2:</b>	Natural History of the American Cranberry, University of Massachusetts-Amherst  Organic Cranberry Management, H. Sandler, J. Friedrich, and K. Mann, UMass Extension  USDA Organic: Do I Need to Be Certified Factsheet  USDA Organic Certification of Farms and Businesses Producing Agricultural Products, A.H. Baier and L. Abromjian  USDA Organic: Substances for Organic Crop and Livestock Production  WSDA Organic Food Program: Producer-Processor Factsheet  WSDA Food Processor License and Facilities  USDA Organic: Labeling Organic Products Factsheet  WSDA Organic Cost Share Information
<b>Section 3:</b>	Additional Resources
This Farm Walk is supported by the Beginning Farmer and Rancher Development Program of the National Institute of Food and Agriculture, USDA, Grant # 2011-4960-1905. For more resources and programs for beginning farmers and ranchers please visit <a href="http://www.farmer.gov">www.farmer.gov</a> . This product was developed with support from U.S. Department of Agriculture's Agricultural Marketing Service, National Organic Program.	
	

## Farm Walk Expenses

The cost of a single farm walk averages between \$2,000 and \$3,000. This includes staffing, travel costs, interpretation/translation services, printing costs, refreshments, farm host stipend, and miscellaneous supplies. Sponsorship and/or grant funding is often sought to help cover program expenses. To provide a reasonable average, the following table gives a breakdown of approximate farm walk expenses for a series of four farm walks.

<b>Example Farm Walk Budget</b>					
<b>Category</b>	<b>Staff / Description</b>	<b>Rate</b>	<b>Amount</b>	<b>Line Total</b>	<b>Category Total</b>
Personnel	Education Coordinator	0.106	\$40,000	\$4,240	
Fringe Benefits	Education Coordinator	0.106	\$3,000	\$318	
Labor, Misc.	Support staff			\$442	
				<b>Total Labor:</b>	<b>\$ 5,000</b>
Travel	Education Coordinator (4 locations across state)				
	Mileage	1335	\$0.56	\$748	
	Lodging (\$90) & Per Diem (\$60)	2	\$150	\$300	
				<b>Total Travel:</b>	<b>\$1,048</b>
Supplies	Rentals-portable toilets, tents, etc	4	\$140	\$560	
	Snacks/Drinks	4	\$60	\$240	
	Misc. Supplies	1	\$50	\$150	
				<b>Total Supplies:</b>	<b>\$950</b>
Other	Outreach Printing	1	\$750	\$750	
	Outreach Postage	1	\$750	\$750	
	Booklet Printing	4	\$130	\$520	
	Merchant Fees	4	\$20	\$80	
				<b>Total Other:</b>	<b>\$3,640</b>
			<b>Total Budget:</b>		<b>\$9,098</b>

# Appendix

## ***Farm Walk Host Communication Checklist and Email Template***

(for use after initial contact and confirmation of willingness to host a farm walk event, once date is set)

### **Four to six weeks prior to the farm walk:**

#### ➤ **Contact the farmer to determine:**

- Farm walk theme and content.** Make a list of 5 items for focus; on-site facilitator will help ensure points are covered during the event. Focus topics to consider:
  - Highlights of the farm and operations
  - Innovations, inventions and techniques that can inform others
  - Questions that experts and fellow farmers can advise onThese points will be used in the description of the farm walk and the creation of the farm walk booklet. They can also help determine which resource specialists to invite.
- Driving directions.** This includes farm address or farm walk location, special directions, and parking instructions.
- Local publicity/ press ideas from the farmer for spreading the word.** Provide the farmer with a publicity flier to post on community boards, hand out at farmer's markets, include in a CSA newsletter, etc.
- Resource specialists and researchers.** Ask if the farmer has worked with any resource specialists or university researchers who should be invited to attend the farm walk. This may include extension agents, NRCS staff, local conservation district staff, agricultural consultants, and government officials.
- Toilet facilities.** Determine if the farm has adequate restroom facilities for attendees or if a portable toilet needs to be ordered.

#### ➤ **Ask the farmer to provide:**

- Farmer biographies and basic farm description/history
- Highlights of the operation and details related to farm walk focus topics
- Farm pictures relating to farm walk topic, as well as some of farmer and family
- Sketch or map of farm to help orient attendees to the size and scope of the operation
- Recommendations for articles, book titles, websites, and other resources for farm walk booklet

### **One week prior to the farm walk:**

#### ➤ **Contact the farmer to discuss:**

- Basic farm walk logistics, general questions, set-up for the day
- Schedule for the day:
  - 11:45am-12:00pm: Facilitator sets up registration table and meets with host farmer
  - 12:00-12:30pm: Attendees check-in; informal bagged lunch with networking
  - 12:30pm: Begin farm walk: facilitators provide introductions, give overview of agenda
  - 12:40-3:30pm: Host farmer leads walk, provides brief farm overview, walks farm and explains operation, discusses focus topics, leads question/answer period
  - 3:30-4:00pm: Facilitator closes with time to fill out evaluations, provide snacks, encourage additional networking and discussion, clean up

## Day of the farm walk:

### ➤ **Set up event:**

- Facilitator arrives at the farm walk location and arrange signage to help direct attendees
- Sets up registration table with sign-in sheet, blank liability waivers, name tag stickers, any relevant information for the farm and organizer, and copies of the farm walk booklet
- Facilitator helps assure that the walk runs smoothly and assists with farm walk clean up

## ***Example Planning Email for Farm Walk Host***

(to be emailed 4-6 weeks prior to the event)

Hello [Farmer name],

Thank you for offering your time, expertise and experience for our upcoming farm walk on [date of event]. Below is a timeline you can expect for the day of the farm walk. We expect up to 25 people to attend, and will provide a better estimate on attendees as we approach the farm walk date.

I am compiling information to publicize the farm walk, as well as to create a farm walk booklet for participants. I have a few questions regarding your farm. Please respond with these details as soon as you are able. You are also welcome to call with questions or concerns at any time. Finally, in gratitude for sharing your time and expertise, we would like to offer you a \$100 stipend.

If you have any questions about the above items, please don't hesitate to call me. Looking forward to your farm walk on [date of event]!

[Name]

[Facilitator Signature]

### Farm Walk Timeline

Schedule for the day:

- 11:45am-12:00pm: Facilitator sets up registration table and meets with host farmer
- 12:00-12:30pm: Attendees check-in; informal bagged lunch with networking
- 12:30pm: Begin farm walk: facilitators provide introductions, give overview of agenda
- 12:40-3:30pm: Host farmer leads walk, provides brief farm overview, walks farm and explains operation, discusses focus topics, leads question/answer period
- 3:30-4:00pm: Facilitator closes with time to fill out evaluations, provide snacks, encourage additional networking and discussion, clean up

What is the exact location or address for your farm where participants will arrive? Are there any specific driving directions that would be useful? Parking directions?

Do you have adequate restroom facilities or do you need us to order a portable toilet for the day?

### Farm Walk Focus and Description

The farm walk provides farmer-to-farmer education to promote the exchange of ideas and innovations related to sustainable and organic farming practices. Attendees are primarily farmers, along with agricultural professionals and other interested participants. With this in mind, on what topics related to your operation would you like to focus? These topics will help guide both our publicity and the contents of the farm walk booklet.

Specifically, please provide 4-5 focus topics that you will touch on over the course of your farm walk. Think of it in terms of how your farm walk will flow. For instance, what will be the first stop on the farm walk and what technique or innovation will you be sharing at that stop?

### Farm Walk Booklet

For every farm walk, we provide a booklet of resources for participants to take with them. The booklet is composed of three sections:

- 1) Information about the farm
- 2) Articles/resources that relate directly to your farm walk topics
- 3) A listing of further resources

I have attached a PDF document of a recent farm walk booklet to give you an example of how these booklets look. The *About the Farm* section can be 1-3 pages long including pictures.

Please provide the following to be included in the booklet:

A history/description of you and your farm operation including practices, products, and anything unique about your operation that you would like to share (especially as it relates to the focus topics). I would happily interview you for this information over the phone if you prefer.

Pictures of you, your farm, marketing items, etc. High resolution photos are preferred since they will be in a print document. If available, a farm map is helpful to orient attendees to the design and scope of your operation.

If you have resources or articles you would like to include in the farm booklet, please let us know.



*Example Release of Liability and Photo Consent*

**2015 FARM WALK Liability Waiver  
Release and Assumption of Risk for the Farm Walk Program**

I plan to participate in activities involving a farm workshop as part of the Farm Walk Program, a partnership of Washington State University (WSU) and Tilth Producers of Washington. Activities involve a walking tour of the farm and discussions. I may participate in related activities as well. I realize that I may opt out of activities at any time and for any reason. In consideration for the opportunity to participate, I voluntarily agree to assume all risks involved in my participation in the field day.

**I understand that Farm Walk activities including walking, sitting, touring fields and outbuildings may result in personal injury or property damage including, but not limited to temporary or permanent muscle soreness, sprains, strains, cuts, abrasions, bruises, broken limbs or death.**

I also recognize that there are both foreseeable and unforeseeable risks of injury or death that may occur that cannot be specifically anticipated and listed here.

**Release of Liability**

I release program sponsors individually and in their roles as employees or agents of WSU, their heirs and assigns, the state of Washington, the Regents of WSU, WSU, any subdivision or unit of WSU, its officers, employees, and agents, and Tilth Producers of Washington from any and all liability, claims, costs, expenses, injuries and/or losses, that I may sustain as a result of my participation in the above event. My participation includes, but is not limited to; travel to and from the event in a private vehicle, as well as walking around the farm. I have carefully read this document, understand its contents, and am fully informed about this program and circumstances. I am aware that this document is a contract with WSU and Tilth Producers.

I am 18 years of age or older and sign this Farm Walk Liability Waiver voluntarily.

Participant  
Name: \_\_\_\_\_

Participant  
Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### ***Example FARM WALK Image and Voice Recordings Consent***

I hereby grant permission to Tilth Producers of Washington and Washington State University (WSU) to be photographed or otherwise have images or voice recordings made (including but not limited to digital photographs, video or digital moving images and/or voice recordings), for publication or promotional purposes in any medium (including but not limited to print media, newspaper, television, video, motion picture, or web site on the internet).

I additionally consent to the use of the participant's name and/or interview comments in connection with WSU or Tilth Producers publication or promotional purposes in print media, newspaper, television, video, motion picture, or web site on the internet.

I understand that consent to use of the participant's likeness or voice recordings is not a condition of participating in the activity and that consent can be refused without any impact in the ability to fully participate in the program.

No inducements or promises beyond our acceptance of an opportunity to promote Tilth Producers and WSU and its programs have been given to the persons signing below.

Any other use of images and/or recordings, my name, and/or interview comments requires advance permission.

I understand that I can revoke this consent at any time upon notice to Tilth Producers or WSU, at which time I will sign a copy of the denial (below) for use of images or voice recordings.

I consent to use of digital images or voice recordings as set forth above.

I do not consent to use of digital images or voice recordings as set forth above.

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# Example Farm Walk Evaluation Form



## 2015 Farm Walk Series EVALUATION



Your feedback about is extremely important. Please help us better meet your needs, plan future events, and report to our funders by completing this evaluation before you leave today. Please write on back if you need more space. **Thanks!**

1. What is your current level of experience/knowledge of organic cranberry production? Circle best response.

None                      Beginning  
(First season)                      Moderate  
(2<sup>nd</sup> to 5<sup>th</sup> season)                      Advanced  
(> 5 seasons)                      Expert

2. Our goal is to help you learn and improve your farm practices. Please circle your best response for each of the two questions below for each topic listed.

3. How much did you increase your knowledge on the below topics today?

No increase      Somewhat increased      Greatly increased

	No increase	Somewhat increased	Greatly increased	
a. Organic cranberry production	1	2	3	N/A
b. Soil management	1	2	3	N/A
c. Pest management	1	2	3	N/A
d. Season extension	1	2	3	N/A
e. Managing natural resources	1	2	3	N/A
f. Value-added processing	1	2	3	N/A
g. Marketing strategies	1	2	3	N/A
h. Farm planning and/or record keeping	1	2	3	N/A
i. Other, please describe:	1	2	3	N/A

3. Do you plan to make changes on your farm in the following areas?

	yes	no	N/A
a. Organic cranberry production			
b. Soil management			
c. Pest management			
d. Season extension			
e. Managing natural resources			
f. Value-added processing			
g. Marketing strategies			
h. Farm planning and/or record keeping			
i. Other, please describe:			

3. What was the most significant thing you learned today?

4. What specific change, if any, do you intend to implement on your farm/garden as a result of today's Farm Walk?

5. What topics would you be most interested in learning more about? Is there a specific farm you recommend?

6. From your perspective, how can we improve future farm walks?

7. Please check all of the below that best describe you:

- Farm owner
- Farm worker or employee
- Farm intern
- Student
- Planning to start a farm
- Ag professional, agency, or educator
- Other \_\_\_\_\_

*if farming, please go to Q 8* →

8a. What type of farm do you have/work with?

Please check all that apply.

- Vegetables sold via CSA, farmers markets, etc.
- Vegetables sold via wholesale, restaurant, etc.
- Berries     Poultry     Livestock
- Flowers     Orchard     Other \_\_\_\_\_

8b. If poultry: # of layers \_\_\_\_\_ # of broilers \_\_\_\_\_

8c. If other livestock: # of animals \_\_\_\_\_

8d. How many acres do you farm? \_\_\_\_\_ acres

8e. How long have you been farming?

- Under 1 year                       6 to 10 years
- 1 to 5 years                       Over 10 years

8f. Do you plan to:  continue farming or  stop farming

**Thank you!** Please give your completed evaluation to the Farm Walk leader before leaving. For more information, please email: [dpcollins@wsu.edu](mailto:dpcollins@wsu.edu).

## ***Example Post-Farm Walk Follow-Up Email***

Thank you for attending the farm walk at [Farm Name]!

We trust you gained useful information regarding [focus topic]. Sincere thanks to [farmer name] and [his family] for sharing their time, knowledge, and passion for what they do. Additional thanks to the resource specialists who joined us: [names and affiliations] whose valuable research and work with producers like [farmer name] help advance organic agriculture.

For those who completed an evaluation, thank you! Your comments are truly valuable and help our organization direct our future events. If you would like to connect with fellow farmers, attendees, or resource staff from the farm walk, please see the attached list of those who wished to share their contact information. We hope you continue to share in the discussion!

If you missed something during the farm walk or would like to learn about past farm walks, be sure to visit the [past farm walks](#) page on the Tilth Producers website for farm walk summaries and booklets. For further resource sharing please visit, join, and post to our [Wiki for Farmers](#) page! This is a unique opportunity for farmers to learn from their peers and other experts in the field.

As a reminder, Tilth Producer members receive discounted registration fees for all farm walks, our [annual conference](#) (Early Bird Registration is open! Spokane November 13-15, 2015), and [regional workshops](#). If you'd like to become a member or need to renew your membership, you can easily do so on the Tilth Producers [membership page](#) or by calling our office at 206-632-7506.

I hope to see you all again soon!

[Facilitator Name]  
[Signature]

Based on the discussions at the farm walk, here are some additional resources:

[share links]

**Fruit and Vegetable Insect Research – USDA-ARS:**

[http://www.ars.usda.gov/main/site\\_main.htm?modecode=20-92-05-00](http://www.ars.usda.gov/main/site_main.htm?modecode=20-92-05-00)

***Humic Materials for Agriculture*, R.L. Mikkelsen, UC Davis:**

<http://ucanr.org/sites/nm/files/76657.pdf>

**Information about the Roza Irrigation District:** <http://www.roza.org/>