



UNIVERSITY
OF WYOMING

We invite you to participate in a research project about enterprises and land use being conducted by the Cooperative Extension Services in the Inter-Mountain states of Arizona, Colorado and Wyoming. As someone who has reported on past surveys earning agricultural income, we hope to learn from you about alternative enterprises in the West and how to provide better educational offerings. The project, titled "Defining New Rural Clientele for Extension in the West," is sponsored by the Western Center for Risk Management Education.

We believe that agricultural operations like yours are an important part of development trends in the West. The population in the West has grown dramatically in recent years, and there is a large variety in how land is used, and by whom. As part of the land grant university mission to share information with those who need it, we are trying to understand why and how people are using rural land, and how best to deliver answers to the questions they may have. Knowing this information will help us improve our services and help people make the most of their resources.

Your answers will be kept completely confidential and will only be released as summaries in which you cannot be identified. We estimate it will take about 30 minutes to complete the survey. Your participation is voluntary. However, you can help us very much by sharing your perspective. If you prefer not to respond to a specific question, please omit it and move on. There are no known risks associated with your participation in this project. It is not possible to identify all potential risks in an experimental procedure, but the researchers have taken reasonable safeguards to minimize any known and potential, but unknown risks. If you have any questions about your rights as a volunteer in this research, you may contact Janell Meldrem, Colorado State University Human Research Administrator, at 970-491-1655.

Return the survey in the enclosed stamped envelope. A summary of the results will be available at www.RuralFamilyVentures.org after June 2006.

Your time is much appreciated. Thank you. If you have any questions or comments, please contact us.

Sincerely,

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Defining New Rural Clientele for Extension in the West

The Cooperative Extension Services of Arizona, Colorado, and Wyoming are conducting this survey to identify alternative enterprises in the West and to provide better educational offerings. Please complete the survey if you operate rural land in one of these states. Thank you.

SECTION I - Reasons for Involvement

1. Why are you engaged in your particular rural family agricultural operation (mark all that apply):

- | | |
|---|------|
| a. To make a profit | 1101 |
| b. To supplement family income | 1102 |
| c. I had limited alternatives for employment and business opportunities | 1103 |
| d. Working close to nature is rewarding | 1104 |
| e. I inherited the operation | 1105 |
| f. My operation keeps me closer to my family | 1106 |
| g. I wanted a change in career direction | 1107 |
| h. I like to be involved in unique and challenging work | 1108 |
| i. My "hobby" expanded into a business | 1109 |
| j. Other (specify) _____ | 1110 |

2. How long do you expect to manage your property? (mark only one)

- | | |
|---|------|
| a. Until children graduate high school | 1201 |
| b. Until children graduate college | 1202 |
| c. Until one of my children "takes over" the business | 1203 |
| d. Until a landlord dies or sells the land | 1204 |
| e. Until I retire | 1205 |
| f. Until my spouse retires | 1206 |
| g. Until I can no longer do the work | 1207 |
| h. Other (specify) _____ | 1208 |

3. The United States Department of Agriculture has identified five primary sources of risk for agricultural operations: production, marketing, legal or institutional, finance, and human. Please rank the five risks in terms of their importance to your operation (1 being the most important or critical to your operation and 5 being the least important)

- | | |
|--------------------------------------|------|
| a) Production Risk | 1301 |
| b) Marketing Risk | 1302 |
| c) Financial Risk | 1303 |
| d) Legal or Institutional Risk | 1304 |
| e) Human Risk | 1305 |

4. Please circle the answer that best indicates your agreement/disagreement with each statement about rural family businesses. (1 meaning greatest disagreement and 5 meaning greatest agreement)

	Disagree			Agree		
a) I am comfortable with the way I handle uncertainty in my business environment	1	2	3	4	5	1401
b) Success in my business is driven by my own abilities as an individual rather than relying on others to help me succeed	1	2	3	4	5	1402
c) I have little time for myself or any leisure activities	1	2	3	4	5	1403
d) I am optimistic about the future of my business	1	2	3	4	5	1404
e) I consider myself successful	1	2	3	4	5	1405
f) I am achieving most of my goals	1	2	3	4	5	1406
g) I am always one of the first in my industry to try new technologies or production strategies	1	2	3	4	5	1407
h) I am confident in my ability to deal with the changes that are taking place in the business environment	1	2	3	4	5	1408
i) The work of the business needs to be done but there's no great joy in it	1	2	3	4	5	1409
j) Business tasks must come before family/personal time	1	2	3	4	5	1410
k) This business will fail if I am not able to do the work	1	2	3	4	5	1411
l) Today's ranchers and farmers are at the mercy of outside forces so the best you can do is to adjust to the situation	1	2	3	4	5	1412
m) Ranchers and farmers today must be sensitive to the environment by reducing the use of agricultural chemicals on their land	1	2	3	4	5	1413

SECTION II - Information Preferences

1. When seeking information relevant to your agricultural operation, what are your most preferred sources? (mark 3 choices)

a) Trade organization	2101	h) Television	2108
b) Commodity group	2102	I) Trade magazine	2109
c) Radio	2103	j) Salesperson	2110
d) Internet web sites	2104	k) Local community college	2111
e) Peer/support group or network	2105	l) University (other than Extension)	2112
f) Library	2106	m) Cooperative Extension	2113
g) Paid consultant	2107	n) Other (specify) _____	2114

2. Of the information sources you use, please indicate how they could be improved. (mark all that apply)

a) Easier access	2201	e) Improved content	2205
b) Improved timeliness	2202	f) Content applicability	2206
c) Lower cost	2203	g) More understandable	2207
d) Faster internet	2204	h) Other (specify)_____ ...	2208

3. In what form do you prefer to receive information? (mark top 3 choices)

a) Print	2301	f) Workshop/meeting/field day	2306
b) Video/DVD	2302	g) One on one	2307
c) Internet	2303	h) Direct mailing	2308
d) Newsletter	2304	i) Other (specify)_____ ...	2309
e) e-Mail	2305	j) Other (specify)_____ ...	2310

4. Have you ever received information from Cooperative Extension?

<input type="checkbox"/> Yes	<input type="checkbox"/> No	2401
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5. Has anyone from the operation participated in a Cooperative Extension program (except 4-H) in the last 12 months?

<input type="checkbox"/> Yes	<input type="checkbox"/> No	2501
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6. Have any immediate family members participated in 4-H in the last two years?

<input type="checkbox"/> Yes	<input type="checkbox"/> No	2601
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7. Have any operators used any University services besides Cooperative Extension?

<input type="checkbox"/> Yes	<input type="checkbox"/> No	2701
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8. If you indicated Yes on question 7, please list those University services you have used.

_____ 2801 _____ 2802 _____ 2803

SECTION III – Resource Management

1. How many acres of owned land do you manage?	3101
2. How many acres of leased land do you manage?	3201

3. What are the sources of water on the land (owned + leased) you manage? (mark all that apply)

a) Surface water	3301	d) Municipal	3304
b) Wells	3302	e) Rural water system	3305
c) Developed springs	3303	f) Other (specify)_____ ...	3306

4. Is there a river, stream, pond, or other surface waterway on/bordering the property you manage?

<input type="checkbox"/> Yes	<input type="checkbox"/> No	3401
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5. Do you use chemicals to control weeds on your property?

<input type="checkbox"/> Yes	<input type="checkbox"/> No	3501
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6. Do you have a current chemical applicators license?

<input type="checkbox"/> Yes	<input type="checkbox"/> No	3601
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7. Do you produce any commodities sold as organic, certified organic, all natural, chemical free, free range, or some other term indicating a specialty market? Yes No 3701

8. Do you have any land enrolled in the Conservation Reserve Program? Yes No If yes, how many acres 3801

9. Do you irrigate any pasture on your property? Yes No If yes, how many acres 3901

*If you grew any crops or cut hay on your land in 2005, complete Section IV.
Please skip to Section V if you do not have were not involved in crop and hay production.*

**Section IV. Complete this section if you grew any crops or cut hay on your land in 2005.
Please skip this section if you do not have crops.**

1. What crops do you grow annually? (Enter acres for all applicable crops)

	Acres		Acres
a) Alfalfa & alfalfa mixtures Hay	4101	g) Soybeans	4107
b) Mixed/other Hay	4102	h) Dry Beans	4108
c) Corn	4103	i) Fruits	4109
d) Sorghum (grain)	4104	j) Vegetables	4110
e) Small Grains	4105	k) Other _____	4111
f) Sunflowers	4106	l) Other _____	4112

2. Do you irrigate any of your crops? Yes ⁴²⁰¹ No ⁴²⁰² If yes, how many acres 4203

**Section V. Complete this section if you had any animals on your land in 2005.
Please skip this section if you do not have animals.**

1. How many head of livestock do you currently raise/own each year (annual peak numbers)?

	Number		Number
a) Beef cattle	5101	f) Swine	5106
b) Dairy cattle	5102	g) Horses (for sale)	5107
c) Sheep	5103	h) Llamas/Alpacas	5108
d) Goats (meat)	5104	i) Poultry	5109
e) Sheep and Goats (milking)	5105	j) Other _____	5110

2. How many months per year do you usually graze animals on your pasture?	5201
3. Do you use a grazing management system to rotate animals through two or more pastures? <input type="checkbox"/> Yes ⁵³⁰¹ <input type="checkbox"/> No ⁵³⁰² If yes, how many pastures	5303
4. Do you have any grazing rights for public lands, such as BLM, forest service, etc? <input type="checkbox"/> Yes ⁵⁴⁰¹ <input type="checkbox"/> No ⁵⁴⁰² If yes, how many animal unit months (aums)	5403
5. How much of your annual pasture production do your grazing animals typically eat? (mark one)	
a) All of it or as much as they can get	5501
b) Most of it (some left standing but pretty short)	5502
c) About half	5503
d) A little bit (most of what grew in a given year remains standing after grazing)	5504
e) None	5505
f) Other (specify) _____	5506
6. Do you purchase or raise most of the feed for the animals on your property? <input type="checkbox"/> Purchase, where do you purchase your feed (mark all that apply) ⁵⁶⁰¹	
<input type="checkbox"/> Raise ⁵⁶⁰⁹	
	<input type="checkbox"/> Local grower ⁵⁶⁰²
	<input type="checkbox"/> Feed store ⁵⁶⁰³
	<input type="checkbox"/> Bulk delivery ⁵⁶⁰⁴
	<input type="checkbox"/> Other (specify) _____ ⁵⁶⁰⁵

SECTION VI – Income Issues

1. What business type best describes your operation in 2005? (mark one)		
a) Sole proprietorship	6101	
b) Partnership	6102	
c) Limited Liability Entity – LLC, LLP, LLLP, other	6103	
d) American Indian Reservation	6104	
e) S Corporation		6106
f) Regular Corporation		6107
g) Other (trust, grazing association, etc.)		6108
2. Did you file a I.R.S. Form 1040 Schedule F in 2005?		<input type="checkbox"/> Yes <input type="checkbox"/> No 6201
3. What size was your farm/ranch based on gross farm income in 2005, according to the schedule F? (mark one)		
a) Less than \$1,000	6301	g) \$25,000 to \$39,999
b) \$1,000 to \$2,499	6302	h) \$40,000 to \$49,999
c) \$2,500 to \$4,999	6303	i) \$50,000 to \$99,999
d) \$5,000 to \$9,999	6304	j) \$100,000 to \$249,999
e) \$10,000 to \$19,999	6305	k) \$250,000 to \$499,999
f) \$20,000 to \$24,999	6306	l) \$500,000 or more
		6307
		6308
		6309
		6310
		6311
		6312

4. What percent of your household income comes from the agricultural operation?

6401

5. Did you have paid employees (including family members) in 2005?
 Yes ⁶⁵⁰¹ No ⁶⁵⁰² If yes, how many employees

6503

6. What was your primary source of income for this operation in 2005? (mark one)

a) Grain & oilseed farming	6601	i) Cattle feedlots	6609
b) Vegetable & melon farming	6602	j) Dairy cattle & milk production ...	6610
c) Greenhouse, nursery, floriculture	6603	k) Hog & pig production	6611
d) Hay farming	6604	l) Sheep & goat production	6612
e) Other crop farming	6605	m) Aquaculture & other animal production	6613
f) Tourism & recreation	6606	n) Specialty products	6614
g) Hunting & fishing	6607	o) Other (specify) _____	6815
h) Beef cattle	6608		

7. How was this operation financed in 2005? (mark all that apply)

a) Personal savings	6701	e) Operating loan from bank	6705
b) Off-farm income	6702	f) Loans from relatives	6706
c) Cash flows from product sales	6703	g) Other (specify) _____	6707
d) Retirement accounts	6704		

8. How do you market your commodities, products, and services? (mark all that apply)

a) On-farm direct sales	6801	e) Other direct sales	6805
b) Roadside stands	6802	f) Auctions	6806
c) Other direct sales	6803	g) Brokers/traders	6807
d) Internet/web-based	6804	h) Other (specify) _____	6808

SECTION VII - Demographics

1. How rural is most of the property managed by this operation? (mark only one)

Completely Rural	Mostly Rural	Mix of Rural & Urban	Mostly Urban	Completely Urban
7101	7102	7103	7104	7105

2. What is the zip code of the primary residence

7201

3. Is the primary residence located on the property? <input type="checkbox"/> Yes ⁷³⁰¹ <input type="checkbox"/> No ⁷³⁰² If no, how far apart are they? (miles)	7303
4. How far is the property (headquarters) from the nearest "metro area?" (miles)	7401
5. If you or members of your family currently hold an off-property job, how far does the individual who travels farthest commute to work? (miles)	7501
6. Operators are those persons responsible for the day-to-day management decisions for "this operation." How many operators are associated with this "operation?"	7601

7. Please complete the following questions for up to two primary operators associated with this operation.

	Operator 1	Operator 2
a) Gender	<input type="checkbox"/> Male ⁷⁷⁰¹ <input type="checkbox"/> Female ⁷⁷⁰²	<input type="checkbox"/> Male ⁷⁷⁰³ <input type="checkbox"/> Female ⁷⁷⁰⁴
b) Age as of January 1, 2006	<input type="checkbox"/> Under 25 ¹ <input type="checkbox"/> 45 - 54 ⁴ ⁷⁷¹⁰ <input type="checkbox"/> 25 - 34 ² <input type="checkbox"/> 55 - 64 ⁵ <input type="checkbox"/> 35 - 44 ³ <input type="checkbox"/> 65 & Over ⁶	<input type="checkbox"/> Under 25 ¹ <input type="checkbox"/> 45 - 54 ⁴ ⁷⁷²⁰ <input type="checkbox"/> 25 - 34 ² <input type="checkbox"/> 55 - 64 ⁵ <input type="checkbox"/> 35 - 44 ³ <input type="checkbox"/> 65 & Over ⁶
c) Of Spanish, Hispanic, or Latino origin or background	<input type="checkbox"/> Yes ⁷⁷³¹ <input type="checkbox"/> No ⁷⁷³²	<input type="checkbox"/> Yes ⁷⁷³³ <input type="checkbox"/> No ⁷⁷³⁴
d) Race (mark all that apply)	<input type="checkbox"/> American Indian or Alaskan Native ¹ ⁷⁷⁴⁰ <input type="checkbox"/> Caucasian ² <input type="checkbox"/> Black or African-American ³ <input type="checkbox"/> Asian ⁴ <input type="checkbox"/> Native Hawaiian or Other Pacific Islander ⁵	<input type="checkbox"/> American Indian or Alaskan Native ¹ ⁷⁷⁵⁰ <input type="checkbox"/> Caucasian ² <input type="checkbox"/> Black or African-American ³ <input type="checkbox"/> Asian ⁴ <input type="checkbox"/> Native Hawaiian or Other Pacific Islander ⁵
e) Highest level of education	<input type="checkbox"/> No Formal Schooling ¹ ⁷⁷⁶⁰ <input type="checkbox"/> High School ² <input type="checkbox"/> Trade School ³ <input type="checkbox"/> College Degree, 2 yr ⁴ <input type="checkbox"/> College Degree, 4 yr ⁵ <input type="checkbox"/> Graduate Degree ⁶ <input type="checkbox"/> Other _____ ⁷	<input type="checkbox"/> No Formal Schooling ¹ ⁷⁷⁷⁰ <input type="checkbox"/> High School ² <input type="checkbox"/> Trade School ³ <input type="checkbox"/> College Degree, 2 yr ⁴ <input type="checkbox"/> College Degree, 4 yr ⁵ <input type="checkbox"/> Graduate Degree ⁶ <input type="checkbox"/> Other _____ ⁷
f) How long have you lived on the property (years)?	7781	7782
g) How long have you lived in the community (years)?	7790	7791

8. Please indicate the previous work experiences for up to two primary operators associated with this operation? (mark all that apply)

Operator 1	Operator 2
<input type="checkbox"/> Farm/Ranch Employee ⁷⁸⁰¹	<input type="checkbox"/> Farm/Ranch Employee ⁷⁸²¹
<input type="checkbox"/> Farm/Ranch Owner ⁷⁸⁰²	<input type="checkbox"/> Farm/Ranch Owner ⁷⁸²²
<input type="checkbox"/> Small Business Owner ⁷⁸⁰³	<input type="checkbox"/> Small Business Owner ⁷⁸²³
<input type="checkbox"/> Large Company Owner ⁷⁸⁰⁴	<input type="checkbox"/> Large Company Owner ⁷⁸²⁴
<input type="checkbox"/> Large Company Employee ⁷⁸⁰⁵	<input type="checkbox"/> Large Company Employee ⁷⁸²⁵
<input type="checkbox"/> Financial /Accounting ⁷⁸⁰⁶	<input type="checkbox"/> Financial /Accounting ⁷⁸²⁶
<input type="checkbox"/> Management ⁷⁸⁰⁷	<input type="checkbox"/> Management ⁷⁸²⁷
<input type="checkbox"/> K-12 Education ⁷⁸⁰⁸	<input type="checkbox"/> K-12 Education ⁷⁸²⁸
<input type="checkbox"/> Higher Education ⁷⁸⁰⁹	<input type="checkbox"/> Higher Education ⁷⁸²⁹
<input type="checkbox"/> Government ⁷⁸¹⁰	<input type="checkbox"/> Government ⁷⁸³⁰
<input type="checkbox"/> Legal ⁷⁸¹¹	<input type="checkbox"/> Legal ⁷⁸³¹
<input type="checkbox"/> Doctor/Nurse ⁷⁸¹²	<input type="checkbox"/> Doctor/Nurse ⁷⁸³²
<input type="checkbox"/> Other Health Care ⁷⁸¹³	<input type="checkbox"/> Other Health Care ⁷⁸³³
<input type="checkbox"/> Airline/Travel ⁷⁸¹⁴	<input type="checkbox"/> Airline/Travel ⁷⁸³⁴
<input type="checkbox"/> Fine Arts ⁷⁸¹⁵	<input type="checkbox"/> Fine Arts ⁷⁸³⁵
<input type="checkbox"/> Other _____ ⁷⁸¹⁶	<input type="checkbox"/> Other _____ ⁷⁸³⁶

*Thank you for completing this survey.
Your answers are confidential.*

Producer input is crucial to interpreting the data from this survey. Would you be willing to be contacted by the principal investigator from the land grant university in your state to verify the findings of the survey?

If yes, please sign and date below. Thank you.

Signature _____ Date _____
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