

Defining New Rural Clientele for Extension in the West

There are 48,085 farmers and ranchers in the states of Arizona, Colorado, and Wyoming. Significant increases in the number of small farms have occurred from 1992 to 1997 to 2002. Farms reporting less than 180 acres account for almost 55 percent of all farms. Likewise, farms with sales of less than \$50,000 account for fully 78 percent of all farms across the three states. (NASS 1992, 1997, 2002)

This project seeks to identify Extension clientele and provide researchers with a greater understanding of clientele demographics, education methodology preferences, and perceived risks.

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**PROVIDING INFORMATION TO
HELP PRACTITIONERS BECOME
MORE EFFECTIVE THROUGH
INFORMATION, TOOLS,
AND EDUCATION.**

- ◆ QUESTIONNAIRE
- ◆ SURVEY REGIONS
- ◆ INITIAL RESULTS
- ◆ GENERAL REPORT

◆ COMING SOON -

- ◆ DETAILED ANALYSIS
- ◆ EDUCATIONAL PRODUCTS
- ◆ LINKS TO INFORMATION SOURCES
- ◆ MORE ..

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