



2009-2011 eOrganic Evaluation

Summary

The eOrganic project provides online information resources about organic agriculture to farmers, extension educators, organic certifiers, researchers, and the general public. These resources are published at http://www.extension.org/organic_production, which is the Organic Agriculture section of www.eXtension.org— an online collaborative effort of Land Grant Universities across the United States.

This report includes a summary of evaluation feedback gathered during fall 2010 and winter 2010–2011 by Cedar Lake Research, as well as data on eOrganic webinars from Google Analytics. It contains reviews of eOrganic articles and videos from farmers and other agriculture experts. It also contains results from evaluation surveys completed by participants in eOrganic webinars, both immediately after the webinars, and 6-12 months later. In addition to information on the eOrganic audience and feedback on the utility of eOrganic webinars, the report also documents information on specific impacts of eOrganic webinars on farmers and advisers.

Aggregated across all topic areas, the eOrganic articles, videos and webinars were given high marks for relevance, accuracy, utility, and clarity. A majority of participants in the webinar feedback surveys agreed that their understanding of the topic had been improved by the webinars, and also reported that they intended to apply the knowledge they gained in the webinars in their work. The technical level of the webinars was viewed as appropriate by a majority of participants, and participants reported that they were easy to access. In all surveys, a majority of participants stated that they would recommend eOrganic resources to others.

In the surveys conducted 6-12 months after the webinars, a majority of respondents reported that they had applied the knowledge gained in the webinars in their work “somewhat” or “a lot” during the subsequent months. When farmers in particular were asked whether the webinar contributed to changes in their farming practices, a majority answered “Yes.” eOrganic webinars influenced construction of high tunnels, disease management, and farm financial management and the ability of advisers to better inform their constituents on these subjects.

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Evaluation Goals

In the winters of 2009-10 and 2010-11, eOrganic conducted evaluations of its webinars, articles, and videos. The goals of the evaluation process were:

1. To get feedback from two of our primary stakeholder groups (organic farmers and agricultural professionals who support organic farmers) on the quality, format, and utility of our articles and videos
2. To get feedback on the quality, utility and impact of our webinars from webinar participants

eOrganic Articles and Videos

Number of Articles and Videos

Number of published eOrganic articles: 227

Number of published eOrganic videos: 107 (not including videos of webinars on YouTube)

Page views of eOrganic Content (through May, 2011)

Page views of all eOrganic content on eXtension.org from Google Analytics: 625,348

Unique page views (number of individual visitors) of all eOrganic content on eXtension.org from Google Analytics: 502,459

YouTube views of all eOrganic videos: c. 418,449 (excluding webinars)

YouTube subscribers: 518

According to Google Analytics, eOrganic is among the top 5 eXtension Communities of Practice in terms of percentage of content viewed at least once per week.

Article and Video Evaluation by Organic Farming Professionals

eOrganic leadership team members identified potential reviewers from two of our primary stakeholder groups: experienced organic farmers and research/extension professionals with organic expertise. One hundred forty-four reviews were conducted through January 31, 2011 from 186 reviewers contacted. Reviews were anonymous, so some reviewers may have submitted more than one review. Only 7% of the reviewers were eOrganic authors.

Reviewers' Primary Professional Roles

- 36% Farmers
- 1% Certifiers
- 15% Agricultural researchers
- 31% Extension personnel
- 0% Industry representatives
- 16 % other (5 “agency staff,” 3 “organic livestock specialist,” 3 “consultant,” 2 “non-profit organic agriculture education and outreach,” 1 “ATTRA,” 2 “environmental specialist,” 1 “organic inspector,” 1 “technical assistance,” 1 “specialist,” 1 “both farmer and industry rep,” 1 “academic faculty – assistant professor,” 1 “university research scientist,” 1 “farm/garden consultant”)

Reviewers' Locations

- 24% Northeast
- 24% South
- 30% Central
- 22% West

Reviewers' Experience

- 24.6 years average experience in agriculture
- 12.6 years average experience specifically in organic agriculture

Relevance of eOrganic Articles and Videos

- 92% of survey respondents moderately or strongly agreed that the article or video was “very relevant to important farming problems or issues.”
- 59% moderately or strongly agreed that “all the most important issues for farmers within this topic were covered.”

Accuracy of eOrganic Articles and Videos

- 89% moderately or strongly agreed that “the information presented was accurate” based on their personal experience.
- 73% moderately or strongly agreed that “the information presented was supported by scientific evidence.”
- 67% moderately or strongly agreed that “the article/video provides enough detailed background material and scientific explanations to help readers get a thorough understanding of the topic.”

Utility of eOrganic Articles and Videos

- 84% moderately or strongly agreed that the article or video was “useful and practical and could be applied in real farming practice.”
- 72% moderately or strongly *disagreed* with the statement “the article/video had too much technical and scientific detail.”
- 67% moderately or strongly agreed that “it was easy to find recommendations for immediately useful actions.”

Clarity of eOrganic Articles and Videos

- 81% moderately or strongly agreed that the article or video was “clear and well organized.”
- 73% moderately or strongly agreed that the article or video was “well written (or produced), flowed well, was easy and pleasing to read (or view).”

Recommendation of eOrganic Articles or Videos to Others

- 74% moderately or strongly agreed that “I would recommend this article or video to others who had questions about this topic.”

Article-specific reviewer comments and recommendations have been sent to eOrganic coordinators and group leaders so revisions can be made as appropriate.

eOrganic Webinars

Number of Webinars and Attendance Data

- **Total number of webinars:** 39 from 12/09 to 4//11
- **Total number of webinar attendees (from webinar reports):** 3712
- **Total number of registrants:** 6141 (approximately 60% of registrants attend the webinar)
- **Average number of attendees per webinar:** 95; range 22-271; median 93

USDA Organic Farming Systems Research Conference 2011 Webinars

In addition to the above webinars, eOrganic partnered with the USDA-ERS to broadcast most of the 2011 USDA Organic Farming Systems Research Conference live from the Washington, D.C. venue at George Washington University. There were 270 live attendees, 437 registrants and 775 YouTube views in the first month following the conference. All recorded talks from the conference can be found [at http://www.extension.org/pages/33545/usda-2011-organic-farming-systems-conference-webinars](http://www.extension.org/pages/33545/usda-2011-organic-farming-systems-conference-webinars).

Page Views of eOrganic Webinars

Views (Google Analytics): As of mid-April, 2011, the eOrganic webinar series schedule page on eXtension.org has been viewed over 5600 times; the archived webinar page has been viewed over 5100 times. Individual webinars can be viewed on eXtension and on YouTube. On YouTube alone, eOrganic's webinars have been viewed over 5800 times as of mid-April 2011.

eOrganic Webinar Evaluation by Webinar Participants

Results from Immediate Feedback Surveys of Webinar Participants

Prior to July, 2010, the evaluation protocol for surveys sent immediately after webinars did not yield a high response rate; therefore, the data from these 16 webinars is not reported here. Starting in July 2010, a new protocol was developed which increased the response rate to 66%. Participants were asked twice during the webinar to fill out an online survey would be sent to them in an email immediately following the webinar; this request was also printed on the slide that appeared during the webinar question and answer period. When participants received the email, the survey was clearly identified in the subject line.

The following results are from 22 immediate feedback surveys from July, 2010 to April, 2011. Average percentages in the following results give equal weight to each webinar, regardless of the number of survey participants. Weighted averages were also calculated by the number of survey participants; however, these did not vary significantly from the results below.

Average response rate: 66%; range 56-79%

Respondents' Regions

- 34% Northeast
- 24% Central
- 11% South
- 17% West
- 14% Other
- 6 to 25 percent used the "Other" option to note that they worked in more than one region, or in other countries.

Respondents' Primary Professional Roles

- 22% Farmers
- 14% Extension
- 13% University
- 8% Non-governmental organization
- 19% Agricultural professionals
- 22% Other, many of them government agency staff members, students, master gardeners, and home gardeners; this last figure excludes the webinar on late blight control that was targeted to gardeners, which included 67 percent who listed their role as "other".

Learning

76% said the webinar “moderately” or “significantly” improved their understanding of the topic. 7 to 69 percent of respondents said “significantly” improved.

Utility

76% of respondents answered that they intended to apply the knowledge gained “somewhat” or “a lot.” 32% said “a lot.”

Technical Level

85 % said the technical level was “just right.”

Recommendation of eOrganic Webinars to Others

85% said “yes”, they would recommend it to others and 14 percent said “maybe.” 2 percent reported that they would not recommend the webinar to others.

Outreach

57% reported hearing about the webinar through notification by eOrganic, 17% from a friend or colleague, 7% from another organization’s website, and 7% from eXtension.org. Less than 5 % heard about the webinar from a social network, blog or online magazine.

Accessibility

86% reported that accessing the webinars was “very easy.” 11% reported that it was “somewhat easy”.

Experience with other eOrganic and eXtension content (articles, videos, Ask an Expert)

Many participants had not tried these products. Sixty percent reported having tried other live webinars sponsored by eOrganic; 32 to 45 percent had tried eOrganic articles, videos, or recorded webinars; 16 percent had submitted questions to “Ask an Expert.”

Articles

Among those who had tried eOrganic articles, 100% found them to be helpful to some degree, including 44% who found them to be “very helpful.”

Videos

Among those who had tried eOrganic videos, 100% percent found them to be helpful to some degree, including 48% who found them to be “very helpful.”

Live webinars

Among those who had tried other live webinars produced by eOrganic (besides the one that was the subject of the immediate survey), 100% percent found them to be helpful to some degree, including 55% who found them to be “very helpful.”

Recorded webinars

Among those who had tried eOrganic recorded webinars, 97% found them to be helpful to some degree, including 56% who found them to be “very helpful.”

Ask an Expert

Among those who had tried eOrganic “Ask an Expert” services, 87% found them to be helpful to some degree, including 33 percent who found them to be “very helpful.”

Among the five types of additional information, “Ask an Expert” was the least used, and among those who did use these information resources, “Ask an Expert” received the lowest ratings compared to articles, videos, and live or recorded webinars.

Results from Following-Year Evaluation of Webinars

A survey was sent to participants in 8 eOrganic webinars 6-12 months after the webinars took place, in order to evaluate the impact of the webinars on the participant’s knowledge, intentions or practices.

Average response rate: 38%.

Respondents’ Regions

- 7 to 53% Northeast
- 6 to 50% Central
- 9 to 21% South
- 5 to 31% West
- Up to 20% used the “Other” option to note that they worked in more than one region, or in other countries, or to specify particular locations.

Respondents’ Primary Professional roles

- 12 to 79% Farmers
- 5 to 24% Extension
- 3 to 16% University researchers or educators
- 2 to 9% Crop consultant or other agricultural professional
- 0 to 36% Government agency staff
- 5 to 24% ‘Other’ (This last figure excludes the webinar on late blight control that was targeted to gardeners, which included 64 percent who listed their primary role as “other”.)

Learning

57 to 89% answered that the webinar “moderately” or “significantly” improved their understanding of the topic. 14 to 53% of respondents said “significantly improved.”

Utility

55 to 82% answered that they had applied the knowledge gained “somewhat” or “a lot.” The highest rating, “a lot,” was given by 13 to 36 percent of respondents. 53 to 93% affirmed that their webinar experience had contributed to changes in their farming practices.

Experience with other eOrganic and eXtension content (articles, videos)

Other live eOrganic webinars (besides the one that was the subject of the immediate survey) had been tried by 61.6 percent of respondents, and eOrganic articles published on eXtension.org had been tried by 57.5 percent of respondents. Recorded eOrganic webinars had been tried by 46.4 percent of respondents, and videos produced by eOrganic had been tried by 42.6 percent of respondents; 26.2 percent had submitted questions to “Ask an Expert.”

Articles

Among those who had tried eOrganic articles, 87.2 percent found them to be “fairly helpful” or “very helpful,” including 40.5 percent who found them to be “very helpful.”

Videos

Among those who had tried eOrganic videos, 81.7 percent found them to be “fairly helpful” or “very helpful,” including 45.5 percent who found them to be “very helpful.”

Live webinars

Among those who had tried other live webinars produced by eOrganic, 90.1 percent found them to be “fairly helpful” or “very helpful,” including 51.4 percent who found them to be “very helpful.”

Recorded webinars

Among those who had tried eOrganic recorded webinars, 87.9 percent found them to be “fairly helpful” or “very helpful,” including 54.1 percent who found them to be “very helpful.”

Ask an Expert

Among those who had tried eOrganic “Ask an Expert” services, 79.9 percent found them to be “fairly helpful” or “very helpful,” including 38.8 percent who found them to be “very helpful.” As with the immediate feedback surveys, among the five types of additional information, “Ask an Expert” was the least used, and among those who did use these information resource, “Ask an Expert” received the lowest ratings compared to articles, videos, and live or recorded webinars.

Survey respondents also suggested future topics for eOrganic webinars and suggestions for improvements to the webinars which have been compiled and are being used by eOrganic staff in the planning of upcoming webinars.

Changes in farming practices, or advice given to farmers by agricultural professionals, as the result of specific webinars

In the follow-up surveys sent to participants in 7 organic webinars, participants were asked about changes in their farming and advisory practices. The following section documents changes in farmer practices and agricultural professional recommendations as the result of 7 webinars.

Organic Blueberry Production Webinar

Organic Blueberry Production Webinar, March 9, 2010. Available at <http://www.extension.org/pages/26115/>

- 25 of 41 (61%) farmers said that the webinar contributed to changes in their farming practices.
- 55 of 66 (83%) respondents said they applied the knowledge gained in this webinar to their work.

35 farmers stated that they changed practices as a result of attending the webinar:

- 5 (14%) planted blueberries in raised beds.
- 8 (23%) used weed mat in blueberry beds.
- 5 (14%) increased irrigation levels if using raised beds or weed mat.
- 11 (31%) changed irrigation practices.
- 4 (11%) used less fertilizer on young plants.
- 11 (31%) used fish emulsion as fertilizer.
- 6 (17%) decided against using vinegar or flaming as the sole means of controlling weeds
- 10 (29%) other, including: Planning to plant blueberries on raised beds; covered blueberries last fall to protect from extreme cold; gained knowledge passed on the relevant info to residents of Warren County in NY; plan to use less fertilizer in the upcoming season.

22 respondents stated that they provided the following information to farmers:

- 11(50%) planting blueberries in raised beds.
- 5 (23%) using weed mats in blueberry beds.
- 4 (18% increasing irrigation levels if using raised beds or weed mat.
- 8 (36%) changing irrigation practices.
- 8 (36%) using less fertilizer on young plants.
- 7 (32%) using fish emulsion as fertilizer.
- 5 (23%) deciding against using vinegar or flaming as the sole means of controlling weeds.
- 5 (23%) other topics (not stated).

Other stated impacts on webinar participants:

- I now have an understanding of some options that a blueberry farmer has available to them. If they have questions about remedying an issue I can refer them to other possibilities to consider.
- I now have a better understanding of organic blueberry production allowing me to better advise clients on the subject. Interest in berry production in our area is increasing and we do not have a small fruit specialist in our area.
- In general it confirmed practices already in place.
- Drip lines are now in place for this coming season.
- In general it confirmed some of the practices we were already engaged in.
- A lot of the changes I made are listed above. As well I experimented with various mulches available locally.

Getting EQIPed Webinar

Getting EQIPed: USDA Conservation Programs for Organic and Transitioning Farmers Webinar, February 23, 2010. Available at <http://www.extension.org/pages/25971/>

- 32 of 35 (91%) respondents said they applied the knowledge gained in this webinar to their work.
- 9 of 17 (52%) farmers said the webinar contributed to a change in their farming practices.
- 1 of 20 (5%) respondents said the webinar improved his or her understanding of the EQIP eligibility requirements or application process.
- 8 of 20 (40%) respondents applied for EQIP funds or encouraged others to apply as a result of participating in the webinar.

8 respondents used EQIP funds for the following as a result of the webinar:

- 3 (38%) improving nutrient management.
- 3 (38%) enhancing soil organic matter.
- 5 (62%) adding cover crops.
- 2(25%) enhancing crop rotations.
- 1 (12%) planting diverse field borders.
- 1 (12%) establishing grass waterways.
- 1 (12%) setting up a rotational grazing and watering system.
- 1 (12%) improving forage harvest management.
- 2 (25%) building a high tunnel.
- 1 (12%) other (not stated).

Of 19 respondents who provide advice to farmers:

- 17 (89%) said the webinar improved their understanding of the EQIP eligibility requirements and/or application process.
- 13 (68%) said they offered information on EQIP eligibility requirements to organic farmers or those interested in transitioning to organic to encourage them to apply.

As far as they knew, farmers to whom respondents gave information on EQIP used EQIP funds for the following (respondents could select more than one):

- 4 (33%) improving nutrient management.
- 2 (17%) enhancing soil organic matter.
- 3 (25%) adding cover crops.
- 3 (25%) enhancing crop rotations.
- 1 (8%) planting diverse field borders.
- 1 (8%) establishing grass waterways.
- 5 (42%) setting up a rotational grazing and watering system.
- 2 (17%) improving forage harvest management.
- 5 (42%) building a high tunnel.
- 2 (17%) other: irrigation systems and irrigation water management.

Other stated impacts on webinar participants:

- Installed filter at headgate and proceeded with organic transition plan.
- I better understood the process of applying for the program, what the program entailed and how to apply.
- Two farmers I work with received funding. The first will expand his pasture system, and the other is doing a nutrient balancing budget.

Late Blight Webinar 2010

Late Blight Control on Organic Farms: 2010 Webinar, July 1, 2010. Available at <http://www.extension.org/pages/28346/>.

- 55 of 58 (95%) respondents said they applied the knowledge gained in the webinar to their work.
- 30 of 39 (77%) farmers said they changed their farming practices as a result of the webinar.

42 farmers stated that they changed practices as a result of attending the webinar:

- 7 (17%) destroyed potato cull piles.
- 1 (2%) bought potato seed from a different source.
- 17 (40%) planted and managed my tomatoes and potatoes to maximize air flow and leaf drying.
- 32 (76%) scouted fields regularly for late blight symptoms.
- 13 (31%) carefully managed my irrigation to minimize leaf wetness (timing of overhead irrigation, use of drip irrigation).
- 7 (17%) planted late blight resistant varieties.
- 12 (29%) prophylactically applied copper or other materials.
- 11 (26%) other (not stated).

19 respondents said they provided information on the following to farmers:

- 6 (32%) destroying potato cull piles.
- 5 (26%) buying potato seed from a different source.
- 12 (63%) planting and managing tomatoes and potatoes to maximize air flow and leaf drying.
- 16 (84%) scouting fields regularly for late blight symptoms.
- 10 (53%) carefully managing irrigation to minimize leaf wetness (timing of overhead irrigation, use of drip irrigation).
- 8 (42%) planting late blight resistant varieties.
- 6 (32%) prophylactically applying copper or other materials.
- 3 (16%) other (not stated).

Other stated impacts on webinar participants:

- Pruned for increased airflow.
- We do not experience late blight on our summer tomatoes; however, the webinar increased my knowledge on major tomato diseases which may become a problem in the future.
- Started to apply copper as soon as the tomato plants were put in the ground and continued this weekly until the tomatoes started to ripen.
- Carefully bought my plants, certified reputable suppliers.
- Watched plants and paid attention to weather.
- Once we found the late blight we turned to the webinar for correct disposal practices.
- Sought organic forms of materials to adhere to organic standards.
- Now have specifics to improve information we give to client.

Late Blight Webinar 2009

Organic Late Blight Management Webinar, December 14, 2009. Available at <http://www.extension.org/pages/24987>.

- 31 of 34 (91%) respondents said they applied the knowledge gained in the webinar to their work.
- 10 of 13 (77%) farmers said the webinar contributed to a change in their farming practices.

13 farmers stated that they changed practices as a result of attending the webinar:

- 1 (8%) destroyed potato cull piles.
- 2 (15%) bought potato seed from a different source.
- 9 (69%) planted and managed my tomatoes and potatoes to maximize air flow and leaf drying.
- 10 (77%) scouted fields regularly for late blight symptoms.
- 3 (23%) carefully managed my irrigation to minimize leaf wetness (timing of overhead irrigation, use of drip irrigation).
- 2 (15%) planted late blight resistant varieties.
- 3 (23%) prophylactically applied copper or other materials.
- 1 (8%) other (not stated).

18 respondents stated that they provided the following information to farmers:

- 6 (33%) destroying potato cull piles.
- 6 (33%) buying potato seed from a different source.
- 11 (61%) planting and managing tomatoes and potatoes to maximize air flow and leaf drying.
- 12 (67%) scouting fields regularly for late blight symptoms.
- 9 (50%) carefully managing irrigation to minimize leaf wetness (timing of overhead irrigation, use of drip irrigation).
- 10 (56%) planting late blight resistant varieties.
- 7 (39%) prophylactically applying copper or other materials.
- 4 (22%) other (not stated).

Other stated impacts on webinar participants:

- In the last season growers were scouting fields regularly for late blight symptoms.
- Growers also applied copper fungicides prophylactically before rain events.
- This program confirmed information that I already had, but it was very useful in hearing in a well constructed program.
- I deal with consumers mainly and there is a lot of confusion about late blight. The presented information helped to reinforce best practices and to dispel myths.

Planning for Profit Webinar

Planning Your Organic Farm for Profit Webinar, March 22, 2010. Available at <http://www.extension.org/pages/26410/>.

- 36 of 38 (94%) respondents said they applied the knowledge gained in the webinar to their work.
- 23 of 32 (88%) farmers said the webinar contributed to a change in their farming practices.

27 farmers stated that they changed practices as a result of attending the webinar:

- 17 (63%) improved organization of paper work such as invoices, bills, employee records, or insurance documents.
- 6 (22%) used a single checkbook for all farm transactions.
- 11 (41%) kept a journal documenting all costs involved in production of individual crops.
- 6 (22%) used worksheets from the Organic Farmer's Business Handbook or similar worksheets to keep records.
- 10 (37%) kept track of all sales from farmers markets, CSA, wholesale and other outlets.
- 10 (37%) calculated a rough budget for a top selling sales item.
- 9 (33%) consciously planned farm activities with the goal of making a specific amount of net profit for each crop.

7 respondents stated that they provided the following information to farmers:

- 5 (71%) improving the organization of paper work such as invoices, bills, employee records, or insurance documents.
- 2 (29%) using a single checkbook for all farm transactions.
- 3 (43%) keeping a journal documenting all costs involved in production of individual crops.
- 2 (29%) using worksheets from the Organic Farmer's Business Handbook or similar worksheets to keep records.
- 3 (43%) keeping track of all sales from farmers markets, CSA, wholesale and other outlets.
- 6 (86%) calculating a rough budget for a top selling sales item.
- 4 (57%) consciously planning farm activities with the goal of making a specific amount of net profit for each crop.
- 0% other (not stated).

Other stated impacts on webinar participants:

- I was an apprentice, and the folks I was working with weren't interested in changing. But I am starting my own farm this year, and I will certainly use some of the tidbits I picked up on the webinar in my own planning and processes.
- Getting better organized and knowing what the ideal books should look like and finding somewhere in the middle.
- I teach a Farm Beginnings program and found the webinar to be very useful. It reinforced the things that we are teaching.
- The webinar reinforced the need for programming on this topic in our area. The Great Plains Growers Conference will be hosting a full-day workshop on the topic this month.

NRCS Conservation Practices Webinar

Using NRCS Conservation Practices and Programs to Transition to Organic, March 30, 2010.

Available at <http://www.extension.org/pages/26682/>.

- 11 of 14 (79%) respondents said they applied the knowledge gained in the webinar to their work; however, they did not state how they did this.
- 1 of 4 (25%) farmers said the webinar contributed to a change in their farming practices; however, he or she did not state what change was made.
- 10 of 10 respondents (100%) who advise farmers or producers said the webinar helped them understand and communicate better about NRCS conservation practices.

Testimonials from eOrganic webinar attendees

I just want to thank you for the FABULOUS webinars! What an amazing resource. I hate to miss any of them. I guess I date myself by saying this, but I think back to not too long ago when farmers would ask us technical questions and there was no one to turn to for help. In fact, Extension would roll their eyes and make derogatory comments about organic. To have this great resource created by Extension is phenomenal. The webinar technology is working GREAT, and the research and information is invaluable.

THANK YOU!!!! **Nancy Hirshberg, Stonyfield Farm**

I just wanted to say that I really love your webinars. They are the perfect way to learn- I don't have to take time off the farm to travel, if the information is not applicable, I can leave, and the topics are pertinent. Today was perfect- a cold, rainy day here and I got to come in for an hour and a half, have a cup of coffee, and watch the webinar. Right after the webinar on pastures, I was inspired to head back out and make some changes to my grazing system. Thanks for inspiring and informing me! **Michael, Farmer**

Three of us at our farm watched the webinar. This is a wonderful resource; so much easier than spending half a day traveling. I have shared the link with several other organic farmers. Thank you for making this available. **Margaret Shelton, Farmer**

In case you need a headcount I watched the ASD webinar with Carolee Bull and Polly Goldman at USDA/ARS Salinas on Carolee's computer. It was great. I had the pleasure of working out the early ASD bugs with Joji Muramoto when I managed the CASFS research farm.

Jim Leap, UCSC

Thank you very much for providing this great service. As a busy farmer, I find it very difficult to attend on farm trainings. Webinars are great because it the experts are able to come to me.

Farmer

This is the second webinar I've seen and what I like about both of them are....

- Knowledgeable presenters
- Good slide sets that include pictures and are not too wordy
- The technical level of the presentations are "just right" for the time period allotted. But the presenter usually includes references or links at the end for people to follow up for more detailed info.
- The webinar starts and stops on time! That is important to me and it takes away the fear of getting hooked by a title, but ending up in an hour of questions and answers that are more detailed than most viewers need or want.

Overall, I find these webinars to be a tremendous learning event for me....more so than most educational seminars I attend.

Keep up the good work! **Tim Wood, UW-Lancaster Ag Research Station, Lancaster, WI**