The program includes the following:

- Delivery of three workshops over a one-day period
  - Coordinator’s Workshop
  - Task Force Workshop
  - Data Analysis and Reporting Strategies Workshop
- Survey Gold software and training (included in the Coordinator’s Workshop)
- Develop customized survey instrument
- Direct unlimited communications access to two Extension staffers
- Project assessment meeting action plan review and development of draft final report

Project needs assessment
The team will consult with the local community contact here to establish a plan of work to include project timeline, identify key inputs (including people who will be involved), outputs and final expectations of the project.

Delivery of workshops
The team will schedule with the local community contact here a day for delivery of three key workshops by the team of Extension professionals to train the Coordinator and the Task Force. A deliverable includes the development of a customized survey instrument. The local community contact will also receive the Survey Gold software and will be trained how to use the software during the Coordinator Workshop. A third workshop will cover the analysis, interpretation and reporting strategies of the data entered into Survey Gold and how to make use of the data.

Project assessment, action plan review, and final draft report
The team will facilitate a final meeting to review the project and action plan as result of the visits, and develop a final draft report.

Agriculture Business Survey
This program identifies proven strategies for strengthening agri-business development in your community.

This program provides the opportunity for State name communities to reference and potentially implement these successful strategies.

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Incorporating technology

In today’s workforce, time is truly of the essence. In order to ensure the highest return rate possible and to make sure coordinators are collecting the necessary data, a mobile app has been specifically created for collecting information. The app can also be used by our agri-business partners to answer the survey at a time of their convenience. A tutorial for the app is also available.

Of course, if the mobile app is not for everyone, you can access the survey from the internet or it can be mailed to the customer.

Results of the survey are combined to ensure confidentiality but to provide an accurate picture of the agribusiness sector in the region.

Using the combined survey results, the community can then develop a plan of action to emphasize the positive attributes and address potential negative issues.