



CCOF

Organic Certification Trade Association Education & Outreach Political Advocacy



CCOF Member Education Survey Results

Survey: April 21 - May 5, 2011

Total Participants: 206

Who answered the survey:

| | |
|-------------------|------|
| Grower | 55% |
| Processor/Handler | 25% |
| Rancher | 7.8% |
| Retailer | .56% |
| Other | 10% |

How long with organic certification:

| | |
|--------------------|--------|
| More than 10 years | 28.71% |
| 5-9 years | 24.75% |
| 3-4 years | 23.27% |
| 1-2 years | 12.38% |
| Less than 1 year | 10.89% |

Approx. gross sales

| | |
|--------------------------|-------|
| \$0-\$100,000 | 52% |
| \$100,000-\$500,000 | 18.4% |
| \$500,000-\$2,000,000 | 14.1% |
| \$2,000,000-\$5,000,000 | 7.36% |
| \$5,000,000-\$10,000,000 | 2.45% |
| >\$10,000,000 | 5.52% |

Approx. percentage of organic sales from total gross sales

| | |
|-----------------|-------|
| 100% of sales | 47% |
| 0-15% of sales | 31.9% |
| 51.75% of sales | 9.59% |

*Many CCOF certified operations have mixed operations

Desire for more education opportunities

80.37% of participants would like to see more educational opportunities in their area.

Frequency

47.83% of participants voted for quarterly options for webinars, workshops, and field days.

Size of Operation

52.15% of participants had approximate gross organic sales of \$0-\$100,000.

47.85% of participants' gross organic sales are 100% of their total gross revenue.

Chapter Breakdown

The chapters with the most participants were At-Large (AL) and Central Coast (CC), with percentages of 19.08% and 15.79%, respectively.

NOTE: All topics were rated on a scale of 1-10 with 10 being most important.

Pre-certification Topics

Developing your organic system plan - 8.82

Understanding organic regulations and compliance - 8.49

Certification Topics

Recording keeping - 7.21

Materials review: using allowed materials - 7.14

- Materials review, when crossed with size of operation and length of certification, consistently rated high across all operation sizes and certification lengths, compared to other cert topics.

Marketing Topics

Postharvest handling: how to deliver quality product that will satisfy customers - 5.69

Organic Marketing 201 - 5.54

Crop planning - 5.38

- Marketing topics rated lower than other topics across the board, however, when compared with length of certification - those with certification for less than 1 year - *Organic Marketing 101*, *Marketing 201*, and postharvest handling ranked 7.44, respectively. Crop planning ranked 6.81.

Grower Topics

Pest management - 8.59

Soil management - 8.41

Weed management - 8.16

Processor/Handler Topics

Organic labeling - 7.76

Maintaining organic integrity through your supply chain - 7.76

Livestock Topics

Pasture rule for ruminants - 7.29

Health care material evaluations and approval process - 7.29

Retailer

*Only one respondent

Educational Formats

Ask CCOF Technical Expert - 8.04

Ask CCOF Members - 7.35

Webinars - 6.56

Field Days - 6.45

Workshops -6.34

Training DVDs/Videos for staff - 5.74

PowerPoint training for staff - 5.60

- The larger the operation, the more likely they are to want training DVDs/Videos for staff.
- All sized operations generally prefer “Ask CCOF Technical Expert.”
- Small-sized operations (less than \$2M gross income) prefer “Ask CCOF Members,” with a rating of 7 or more.
- Growers and Processor/Handlers rank webinars higher than workshops or field days.

Education Pricing

Webinar: participants overwhelmingly voted for a cost of \$25

Workshop: the most voted price was \$20

Field Day: the most voted price was \$35

- When comparing size of operation to price preference, the smallest sized operations (under \$100,000 annual gross income) were the largest number of survey participants to respond. When removing the smallest sized operations, the average price preference provided a range:
 - Webinar: avg. response for all other sized operations \$25-35
 - Workshop: avg. price \$20-\$55
 - Field Day: avg. price range \$35-\$75

Topics for future CCOF Education Conference

Note: This question was modified from an overall ranking of themes against each other which ran April - 21 - April 27, 2011 to a rating question where participants were asked to rate each conference theme on a scale of 1-10. The second version of the survey ran April 28 - May 5, 2011.

The top themes in the first survey were:

- Managing emerging regulations (i.e. water) - 18.26%
- Conservation planning and the OSP - 17.35%

In the second instance of the survey, participants were asked to rate every potential future theme:

- Food safety - 7.29
- Managing emerging regulations (i.e. water) - 7.08
- Conservation planning and OSP - 6.7
- Expand organic standards - 6.5
- Organic seed - 6.63
- Farm Bill - 5.98
- Other certification - 5.26