TECHNICAL REPORT #05-9

Submitted to:

Poultry Production Program Team
University of Minnesota Extension Service

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SURVEY OF POULTRY PRODUCERS AND PROCESSORS:
RESULTS AND TECHNICAL REPORT

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SURVEY OF POULTRY PRODUCERS AND PROCESSORS

OVERVIEW

The Survey of Poultry Producers and Processors was conducted as a mail survey by the Minnesota Center for Survey Research at the University of Minnesota. The project was funded by the Dean's Office in the College of Agriculture, Food, and Environmental Sciences at the University of Minnesota. Questionnaires were sent to a total of 1,158 individuals who were involved in the poultry industry in Minnesota.

Respondents answered questions about how often they have poultry-related questions that they would like to have answered, how interested they are in obtaining more information about poultry, their level of knowledge about various poultry topics, and the importance of various topics to their operation and to their clients/customers. They were asked how many publications they have purchased on poultry topics, how likely they would be to obtain information from various sources, and how useful specific events are in providing educational information for poultry producers. They were also asked about their attendance at poultry-related educational programs or seminars, how far they would be willing to travel to attend an educational program or seminar, and the importance of specific characteristics of individuals who provide them with information about poultry. They were next asked how important it was for specific organizations to develop and present educational programs, how likely they would be to obtain poultry-related information from various resources, and how likely they would be to attend programs on various poultry topics. In addition, respondents were asked to describe their operation, including information about languages spoken, how long they had worked with poultry, the types of products they or their company sold, their current inventory of specific types of birds, the annual number of birds sold in specific categories, and the percentage of specific types of labor in their operations. Finally, demographic information included questions about year born, gender, position held within their operation, the highest level of education completed, and their county and state of residence.

Mailing and data collection were conducted from June 6 to August 18, 2005. Questionnaires were completed and returned by 433 individuals. The overall response rate was 42%.
GOALS

The main goal of the Survey of Poultry Producers and Processors was to gather information about the experiences and educational needs of individuals affiliated with Minnesota's poultry industry. The University of Minnesota Extension Service plans to utilize the survey information to evaluate the feasibility and potential success for educational programs that could be offered to poultry producers and processors in Minnesota and the upper Midwest.

STUDY DESIGN AND MANAGEMENT

The Survey of Poultry Producers and Processors was conducted as a mail survey by the Minnesota Center for Survey Research (MCSR) at the University of Minnesota. The project was funded by the Dean's Office in the College of Agriculture, Food, and Environmental Sciences at the University of Minnesota. The highest standards of quality survey research were employed in conducting this project.

The administrative coordination of the project was provided by the MCSR Director, Rossana Armson. The MCSR Project Manager, Amanda Green, and Survey Manager, Pam Jones, were responsible for conducting the pretest, revising the survey instrument, data collection, coding and editing, and writing the methodology report. The MCSR Data Manager, Anne Caron, was responsible for ensuring data accuracy and conversion of the raw ASCII data into an SPSS system file format for analysis.

QUESTIONNAIRE DESIGN

The initial draft of the questionnaire was provided to MCSR by Sally Noll, Professor of Animal Science at the University of Minnesota. Amanda Green and Pam Jones suggested revisions for the survey, and a pretest of the revised questionnaire was completed in May 2005 by 16 individuals affiliated with Minnesota's poultry industry. Following the pretest, minor revisions were made to the survey. Approval of the final questionnaire was given by Sally Noll prior to the start of data collection.

Respondents answered questions about how often they have poultry-related questions that they would like to have answered, how interested they are in obtaining more information about poultry, their level of knowledge about various poultry topics, and the importance of various topics to their operation and to their clients/customers. They were asked how many publications they have purchased on poultry topics, how likely they would be to obtain information from various sources, and how useful specific events are in providing educational information for poultry producers. They were also asked about their attendance at poultry-related educational programs or seminars, how far they would be willing to travel to attend an educational program or seminar, and the importance of specific characteristics of individuals who provide them with information about poultry.
They were next asked how important it was for specific organizations to develop and present educational programs, how likely they would be to obtain poultry-related information from various resources, and how likely they would be to attend programs on various poultry topics. In addition, respondents were asked to describe their operation, including information about languages spoken, how long they had worked with poultry, the types of products they or their company sold, their current inventory of specific types of birds, the annual number of birds sold in specific categories, and the percentage of specific types of labor in their operations. Finally, demographic information included questions about year born, gender, position held within their operation, the highest level of education completed, and their county and state of residence.

**SAMPLING DESIGN**

Questionnaires were sent to a total of 1,158 individuals who were involved in the poultry industry in Minnesota. Several lists were provided to MCSR by Sally Noll to be used for sampling: (1) people affiliated with Minnesota poultry associations, (2) people who have attended Extension Continuing Education programs, (3) veterinarians, and (4) people who work in or manage hatcheries. Prior to drawing a random sample from these lists, 68 people were identified by Sally Noll as people to include in the sample because of their importance to the industry. Once these people were removed from the list, a random sample of 1,000 individuals was drawn from the combined lists.

In addition to the random sample of 1,000, 158 surveys were sent to individuals who were specifically selected for the study. Sixty-eight of these were the people identified by Sally Noll as important to the study. To ensure that people associated with small poultry businesses were represented in the sample, MCSR staff used the web to identify 10 additional small growers to include in the sample. Finally, representatives from Gold’n Plump generously agreed to send the survey to a sample of 80 Gold’n Plump growers, which helped ensure individuals from this company were well-represented in the sample.

**DATA COLLECTION PROCEDURES**

The procedures used by MCSR for this mail survey were based on Mail and Telephone Surveys, by Don A. Dillman. Mailing and data collection for the Survey of Poultry Producers and Processors were conducted from June 6 to August 18, 2005.
Mailing Procedures

The first mailing for all but the Gold’n Plump growers was sent on June 6, and included the following: (1) a cover letter from Sally Noll inviting participation in the survey; (2) a survey instrument; and (3) a self-addressed, stamped return envelope. The 80 Gold’n Plump survey mailing packets were assembled at MCSR and sent to the Gold’n Plump administrative offices in St. Cloud, Minnesota where they were mailed on June 14.

The second mailing consisted of a reminder postcard, which was sent on June 13 to the individuals who received their survey mailings from MCSR, while Gold’n Plump growers were sent a post card reminder on June 21. The postcard thanked individuals if they had already filled out the questionnaire, and asked them to take time to complete the survey if they had not already done so.

A third mailing was sent on June 27 to all individuals in the MCSR mailing group who had not yet returned their survey, and to all Gold’n Plump nonrespondents on July 5. This mailing was identical procedurally to the first mailing and included a copy of the questionnaire, a reminder cover letter, and a self-addressed, stamped return envelope.

A final postcard was sent on July 19 to all nonrespondents in the MCSR mailing group. The postcard asked individuals to respond either by completing the survey, or by indicating they were not involved in the poultry industry. Because the response by the Gold’n Plump growers was quite good, individuals in that group did not receive the final postcard.

Copies of the cover letters and postcards are presented in Appendix C.

Supervision and Quality Control of the Mailings

The four mailings were completed under the supervision of the MCSR Survey Manager and the Project Manager. Quality checks were made prior to sealing the envelopes to ensure that the survey packets were complete and that the address labels and survey identification numbers matched.

Survey Returns

Returned surveys were counted to track sample status and response rate. Peak survey returns occurred within a few days after each mailing and illustrate the importance of multiple mailings to ensure a high response rate (see Figure 1).
MANAGEMENT OF THE DATA

Editing and Coding

Editing and coding included the completion of three major tasks. First, all surveys were checked for response clarity to eliminate dual responses when single-answer responses were sought. Second, the coder/editor recorded responses to "other-specify" questions. Third, responses to open-ended questions were reviewed, response categories created, and value labels assigned.

Editing and coding was done by one coder who attended a training session to gain familiarity with the survey instrument. Unclear or ambiguous responses were directed to the Project Manager for resolution. In addition, the Project Manager conducted quality control and reviewed coded/edited surveys throughout this phase.
Data Entry and Cleaning

After coding was completed, the questionnaires were key entered onto a data tape by a commercial data entry firm and a computer data file was prepared. Once a complete file of the questionnaire was constructed, it was examined systematically to remove data entry errors. Data cleaning involved the use of a computer program to evaluate each case for variables with out-of-range values. In addition, the file was examined manually to identify cases with paradoxical or inappropriate responses.

**COMPLETION STATUS**

Questionnaires were completed and returned by 433 individuals. Eleven individuals refused to participate, 588 surveys were not returned, and the remaining 126 were eliminated from the sample for the reasons listed below in Table 1. The overall response rate was 42%.

**TABLE 1**

<table>
<thead>
<tr>
<th>Status</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surveys returned</td>
<td>433</td>
<td>37%</td>
</tr>
<tr>
<td>Refusals</td>
<td>11</td>
<td>1%</td>
</tr>
<tr>
<td>Surveys not returned</td>
<td>588</td>
<td>51%</td>
</tr>
<tr>
<td>Eliminated:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Duplicates</td>
<td>6</td>
<td>1%</td>
</tr>
<tr>
<td>Undeliverable mail</td>
<td>26</td>
<td>2%</td>
</tr>
<tr>
<td>Deceased</td>
<td>6</td>
<td>1%</td>
</tr>
<tr>
<td>Not in the poultry business</td>
<td>88</td>
<td>8%</td>
</tr>
<tr>
<td><strong>TOTAL SENT</strong></td>
<td>1,158</td>
<td>101%</td>
</tr>
</tbody>
</table>

\[
\text{RESPONSE RATE} = \frac{\text{Completed questionnaires}}{\text{Total sent - eliminated}} = 42\%
\]
READING THE QUESTIONNAIRE AND RESULTS

The Questionnaire and Results section of this report contains the response frequencies and percentages for each question in the survey. The actual responses of all 433 individuals who completed the survey are shown for each question. Percentage distributions also are presented; "valid" percentages were computed after eliminating those who refused to answer, did not know, or were not required to answer a particular question.

The question numbers were used as variable labels in the computer data files. This information is provided as documentation for those who wish to use a computer file and the SPSS software package to conduct more detailed data analyses.
University of Minnesota Extension Service
Survey of Poultry Producers and Processors

Minnesota Center for Survey Research
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612-627-4282
University of Minnesota Extension Service
Survey of Poultry Producers and Processors

Please circle the number or letter that corresponds to the answer closest to your opinion, or write in the information requested. All individual responses will be confidential.

Q1. How often do you have poultry-related questions that you would like to have answered? (Circle one.)

<table>
<thead>
<tr>
<th>Freq (%)</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>82 (19)</td>
<td>1.</td>
<td>Frequently</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>255 (60)</td>
<td>2.</td>
<td>Some of the time</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>80 (19)</td>
<td>3.</td>
<td>Rarely</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 (2)</td>
<td>4.</td>
<td>Never</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>BLANK</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q2. How interested are you in obtaining more information about poultry? (Circle one.)

<table>
<thead>
<tr>
<th>Freq (%)</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>111 (26)</td>
<td>1.</td>
<td>Very interested</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>251 (59)</td>
<td>2.</td>
<td>Interested</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>57 (13)</td>
<td>3.</td>
<td>Not very interested</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 (2)</td>
<td>4.</td>
<td>Not at all interested</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>BLANK</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q3. How knowledgeable are you about the following topics? (Circle one answer for each item.)

<table>
<thead>
<tr>
<th></th>
<th>Very Knowledgeable</th>
<th>Somewhat Knowledgeable</th>
<th>Not Very Knowledgeable</th>
<th>Not at All Knowledgeable</th>
<th>BLANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. General poultry care</td>
<td>227 (53)</td>
<td>179 (42)</td>
<td>15 (4)</td>
<td>7 (2)</td>
<td>5</td>
</tr>
<tr>
<td>b. Poultry facilities</td>
<td>187 (44)</td>
<td>207 (48)</td>
<td>29 (7)</td>
<td>5 (1)</td>
<td>5</td>
</tr>
<tr>
<td>c. Poultry health</td>
<td>115 (27)</td>
<td>245 (58)</td>
<td>58 (14)</td>
<td>8 (2)</td>
<td>7</td>
</tr>
<tr>
<td>d. Poultry nutrition</td>
<td>72 (17)</td>
<td>198 (47)</td>
<td>135 (32)</td>
<td>17 (4)</td>
<td>11</td>
</tr>
<tr>
<td>e. Range/Pasture management</td>
<td>53 (12)</td>
<td>110 (26)</td>
<td>133 (31)</td>
<td>127 (30)</td>
<td>10</td>
</tr>
<tr>
<td>f. Poultry processing</td>
<td>44 (10)</td>
<td>146 (34)</td>
<td>159 (37)</td>
<td>78 (18)</td>
<td>6</td>
</tr>
</tbody>
</table>
Q4. How important to you or your operation or to your clients/customers is each of the following topics? (Circle two answers for each topic – one for you/your operation and one for your clients/customers.)

<table>
<thead>
<tr>
<th>Topic</th>
<th>To you or your operation</th>
<th>To your clients/customers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Important</td>
<td>Not Important</td>
</tr>
<tr>
<td>a. Animal welfare</td>
<td>394 (94)</td>
<td>26 (6)</td>
</tr>
<tr>
<td>b. Biosecurity</td>
<td>393 (95)</td>
<td>21 (5)</td>
</tr>
<tr>
<td>c. Breeder flock management</td>
<td>283 (69)</td>
<td>125 (31)</td>
</tr>
<tr>
<td>d. Breed selection</td>
<td>331 (79)</td>
<td>86 (21)</td>
</tr>
<tr>
<td>e. Brooding management</td>
<td>359 (86)</td>
<td>57 (14)</td>
</tr>
<tr>
<td>f. Dead bird disposal</td>
<td>362 (86)</td>
<td>57 (14)</td>
</tr>
<tr>
<td>g. Disease/health</td>
<td>410 (98)</td>
<td>8 (2)</td>
</tr>
<tr>
<td>h. Environmental impact of poultry</td>
<td>357 (86)</td>
<td>60 (14)</td>
</tr>
<tr>
<td>i. Feed handling</td>
<td>377 (90)</td>
<td>42 (10)</td>
</tr>
<tr>
<td>j. Fly and pest control</td>
<td>369 (88)</td>
<td>50 (12)</td>
</tr>
<tr>
<td>k. Food quality</td>
<td>365 (88)</td>
<td>52 (12)</td>
</tr>
<tr>
<td>l. Food safety</td>
<td>367 (88)</td>
<td>49 (12)</td>
</tr>
<tr>
<td>m. Government regulation</td>
<td>349 (84)</td>
<td>68 (16)</td>
</tr>
<tr>
<td>n. Growing management</td>
<td>388 (93)</td>
<td>29 (7)</td>
</tr>
<tr>
<td>o. Hatchery management</td>
<td>302 (73)</td>
<td>113 (27)</td>
</tr>
<tr>
<td>p. Liabilities</td>
<td>354 (85)</td>
<td>62 (15)</td>
</tr>
<tr>
<td>q. Manure management</td>
<td>353 (84)</td>
<td>65 (16)</td>
</tr>
<tr>
<td>r. Poultry nutrition</td>
<td>389 (93)</td>
<td>29 (7)</td>
</tr>
<tr>
<td>s. Poultry facility design and management</td>
<td>352 (84)</td>
<td>66 (16)</td>
</tr>
<tr>
<td>t. Product storage</td>
<td>280 (70)</td>
<td>127 (30)</td>
</tr>
<tr>
<td>u. Range/Pasture management</td>
<td>135 (33)</td>
<td>277 (67)</td>
</tr>
<tr>
<td>v. Water quality</td>
<td>385 (92)</td>
<td>33 (8)</td>
</tr>
<tr>
<td>w. When to call a vet</td>
<td>315 (76)</td>
<td>99 (24)</td>
</tr>
</tbody>
</table>
Q5. What OTHER poultry-related topics that are not listed in Q4 do you feel are important to you or your operation?

Freq (%)  
42 (10) 1. Comment  
391 (90) 2. No comment

Q6. What OTHER poultry-related topics that are not listed in Q4 do you feel are important to your customers/clients?

30 (7) 1. Comment  
403 (93) 2. No comment

Q7. In the past 12 months, have you purchased any of the following types of publications about the topics in Q4? If yes, how many publication(s) have you purchased in the past 12 months?

| Type of Publication | Yes | No | BLANK | IF YES: How many?
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Book(s)</td>
<td>64 (17)</td>
<td>311 (83)</td>
<td>58</td>
<td>Freq</td>
</tr>
<tr>
<td>b. Magazine(s)</td>
<td>165 (41)</td>
<td>239 (59)</td>
<td>29</td>
<td></td>
</tr>
<tr>
<td>c. Pamphlet(s)</td>
<td>65 (17)</td>
<td>314 (83)</td>
<td>54</td>
<td></td>
</tr>
<tr>
<td>d. Videos/DVDs/CDs</td>
<td>43 (12)</td>
<td>332 (88)</td>
<td>58</td>
<td></td>
</tr>
<tr>
<td>e. Newsletter(s)</td>
<td>128 (33)</td>
<td>261 (67)</td>
<td>44</td>
<td></td>
</tr>
<tr>
<td>f. Other publication (Specify):</td>
<td>21 (100)</td>
<td>0 (-)</td>
<td>412</td>
<td></td>
</tr>
<tr>
<td>g. Other publication (Specify):</td>
<td>5 (100)</td>
<td>0 (-)</td>
<td>428</td>
<td></td>
</tr>
</tbody>
</table>

SEE APPENDIX B, PAGES B-3 TO B-6
**Q8.** How often do you obtain poultry-related related information from the following sources? *(Circle one answer for each source.)*

<table>
<thead>
<tr>
<th>Source</th>
<th>Frequently</th>
<th>Sometimes</th>
<th>Rarely</th>
<th>Never</th>
<th>BLANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Television/Radio</td>
<td>9 (2)</td>
<td>83 (20)</td>
<td>192 (45)</td>
<td>141 (33)</td>
<td>8</td>
</tr>
<tr>
<td>b. Local newspaper</td>
<td>7 (2)</td>
<td>100 (24)</td>
<td>200 (47)</td>
<td>119 (28)</td>
<td>7</td>
</tr>
<tr>
<td>c. Poultry magazines</td>
<td>205 (48)</td>
<td>143 (33)</td>
<td>46 (11)</td>
<td>35 (8)</td>
<td>4</td>
</tr>
<tr>
<td>d. Internet/web</td>
<td>101 (24)</td>
<td>127 (30)</td>
<td>82 (19)</td>
<td>113 (27)</td>
<td>10</td>
</tr>
<tr>
<td>e. Associations/Co-ops</td>
<td>62 (15)</td>
<td>128 (30)</td>
<td>140 (33)</td>
<td>96 (22)</td>
<td>7</td>
</tr>
<tr>
<td>f. Other poultry growers</td>
<td>145 (34)</td>
<td>215 (50)</td>
<td>53 (12)</td>
<td>15 (4)</td>
<td>5</td>
</tr>
<tr>
<td>g. Feed stores or companies</td>
<td>60 (14)</td>
<td>160 (38)</td>
<td>123 (29)</td>
<td>84 (20)</td>
<td>6</td>
</tr>
<tr>
<td>h. Breeder company or hatchery</td>
<td>93 (22)</td>
<td>173 (40)</td>
<td>97 (23)</td>
<td>64 (15)</td>
<td>6</td>
</tr>
<tr>
<td>i. Drug company representatives</td>
<td>52 (12)</td>
<td>136 (32)</td>
<td>120 (28)</td>
<td>118 (28)</td>
<td>7</td>
</tr>
<tr>
<td>j. Independent consultant</td>
<td>52 (12)</td>
<td>115 (27)</td>
<td>126 (30)</td>
<td>133 (31)</td>
<td>7</td>
</tr>
<tr>
<td>k. Private/Company veterinarian</td>
<td>96 (22)</td>
<td>144 (34)</td>
<td>101 (24)</td>
<td>87 (20)</td>
<td>5</td>
</tr>
<tr>
<td>l. Poultry Schools – U of M</td>
<td>30 (7)</td>
<td>140 (33)</td>
<td>142 (34)</td>
<td>112 (26)</td>
<td>9</td>
</tr>
<tr>
<td>m. Other U of M events or resources (Extension Service, Vet Med, College of Ag, etc.)</td>
<td>30 (7)</td>
<td>136 (32)</td>
<td>148 (35)</td>
<td>111 (26)</td>
<td>8</td>
</tr>
<tr>
<td>n. Extension Service – other states</td>
<td>14 (3)</td>
<td>87 (21)</td>
<td>125 (30)</td>
<td>187 (45)</td>
<td>20</td>
</tr>
<tr>
<td>o. Other <em>(Specify):</em></td>
<td>8 (67)</td>
<td>4 (33)</td>
<td>0 (-)</td>
<td>0 (-)</td>
<td>421</td>
</tr>
</tbody>
</table>
Q9. How useful are the following events in terms of providing educational information for poultry producers? (Circle one answer for each event.)

<table>
<thead>
<tr>
<th>Event</th>
<th>Very Useful (1)</th>
<th>Somewhat Useful (2)</th>
<th>Not Very Useful (3)</th>
<th>Not at All Useful (4)</th>
<th>BLANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Community education events</td>
<td>39 (9)</td>
<td>181 (43)</td>
<td>149 (36)</td>
<td>49 (12)</td>
<td>15</td>
</tr>
<tr>
<td>b. County fairs</td>
<td>36 (9)</td>
<td>123 (29)</td>
<td>181 (43)</td>
<td>80 (19)</td>
<td>13</td>
</tr>
<tr>
<td>c. Poultry organization events</td>
<td>191 (45)</td>
<td>186 (44)</td>
<td>29 (7)</td>
<td>15 (4)</td>
<td>12</td>
</tr>
<tr>
<td>d. Industry-sponsored events</td>
<td>197 (47)</td>
<td>168 (40)</td>
<td>35 (8)</td>
<td>18 (4)</td>
<td>15</td>
</tr>
<tr>
<td>e. Poultry shows</td>
<td>177 (42)</td>
<td>154 (37)</td>
<td>65 (15)</td>
<td>25 (6)</td>
<td>12</td>
</tr>
<tr>
<td>f. Midwest Poultry Federation Convention</td>
<td>209 (50)</td>
<td>147 (35)</td>
<td>41 (10)</td>
<td>22 (5)</td>
<td>14</td>
</tr>
<tr>
<td>g. State Fair</td>
<td>37 (9)</td>
<td>134 (32)</td>
<td>168 (40)</td>
<td>81 (19)</td>
<td>13</td>
</tr>
<tr>
<td>h. State poultry conventions</td>
<td>119 (29)</td>
<td>181 (44)</td>
<td>75 (18)</td>
<td>33 (8)</td>
<td>25</td>
</tr>
<tr>
<td>i. U of M Poultry Schools</td>
<td>135 (34)</td>
<td>168 (42)</td>
<td>68 (17)</td>
<td>28 (7)</td>
<td>34</td>
</tr>
<tr>
<td>j. Other U of M events or resources (Extension Service, Vet Med, College of Ag, etc.)</td>
<td>99 (25)</td>
<td>198 (50)</td>
<td>68 (17)</td>
<td>34 (8)</td>
<td>34</td>
</tr>
<tr>
<td>k. Other (Specify):________________________</td>
<td>2 (67)</td>
<td>1 (33)</td>
<td>0 (-)</td>
<td>0 (-)</td>
<td>430</td>
</tr>
</tbody>
</table>

Q10. How In the past 12 months, how many poultry educational programs or seminars have you attended? (Circle one.)

<table>
<thead>
<tr>
<th>Freq (%)</th>
<th>1. None</th>
<th>2. 1 – 2 programs</th>
<th>3. 3 – 4 programs</th>
<th>4. 5 or more programs</th>
<th>BLANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>161 (38)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>165 (39)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>72 (17)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24 (6)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q10a. If none, what are the reasons you have not attended any programs? (SEE APPENDIX A, PAGE A-2)

(SEE APPENDIX B, PAGE B-6)
Q11. What was the best education program or seminar that you attended in the last year and why? (Please list the name of the program and the location.)

a/b. Program (Title/Topic) and/or Location (City, State):

<table>
<thead>
<tr>
<th>Freq</th>
<th>%</th>
<th>1.</th>
<th>2.</th>
</tr>
</thead>
<tbody>
<tr>
<td>157</td>
<td>60</td>
<td>Comment</td>
<td>No comment</td>
</tr>
<tr>
<td>105</td>
<td>40</td>
<td>BLANK</td>
<td></td>
</tr>
<tr>
<td>171</td>
<td></td>
<td>BLANK</td>
<td></td>
</tr>
</tbody>
</table>

c. Why was it the best?

<table>
<thead>
<tr>
<th>Freq</th>
<th>%</th>
<th>1.</th>
<th>2.</th>
</tr>
</thead>
<tbody>
<tr>
<td>133</td>
<td>51</td>
<td>Comment</td>
<td>No comment</td>
</tr>
<tr>
<td>129</td>
<td>49</td>
<td>BLANK</td>
<td></td>
</tr>
<tr>
<td>171</td>
<td></td>
<td>BLANK</td>
<td></td>
</tr>
</tbody>
</table>

Q12. How likely are you to travel the following distances to attend an educational program or seminar? (Circle one answer for each distance.)

<table>
<thead>
<tr>
<th>Distance</th>
<th>Very Likely</th>
<th>Somewhat Likely</th>
<th>Not Very Likely</th>
<th>Not At All Likely</th>
<th>BLANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Less than 50 miles</td>
<td>263 (64)</td>
<td>109 (27)</td>
<td>23 (6)</td>
<td>15 (4)</td>
<td>23 (13)</td>
</tr>
<tr>
<td>b. 50 to 99 miles</td>
<td>127 (31)</td>
<td>160 (39)</td>
<td>56 (14)</td>
<td>64 (16)</td>
<td>26 (15)</td>
</tr>
<tr>
<td>c. 100 to 500 miles</td>
<td>59 (14)</td>
<td>126 (30)</td>
<td>102 (24)</td>
<td>129 (31)</td>
<td>17 (11)</td>
</tr>
<tr>
<td>d. More than 500 miles</td>
<td>13 (3)</td>
<td>58 (14)</td>
<td>92 (23)</td>
<td>240 (60)</td>
<td>30 (18)</td>
</tr>
</tbody>
</table>
**SURVEY OF POULTRY PRODUCERS AND PROCESSORS**

Q13. Thinking about individuals who may provide you with information about poultry, how important are the following characteristics? *(Circle one answer for each item.)*

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not Very Important</th>
<th>Not At All Important</th>
<th>BLANK</th>
<th>Freq (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Has college training in poultry management or related discipline</td>
<td>135 (32)</td>
<td>203 (48)</td>
<td>65 (15)</td>
<td>21 (5)</td>
<td>9</td>
<td>427</td>
</tr>
<tr>
<td>b. Has college training in veterinary medicine</td>
<td>143 (34)</td>
<td>205 (48)</td>
<td>61 (14)</td>
<td>15 (4)</td>
<td>9</td>
<td>427</td>
</tr>
<tr>
<td>c. Has general knowledge about many poultry topics</td>
<td>220 (52)</td>
<td>179 (42)</td>
<td>18 (4)</td>
<td>7 (2)</td>
<td>9</td>
<td>427</td>
</tr>
<tr>
<td>d. Has specialized knowledge about a few poultry topics</td>
<td>157 (37)</td>
<td>226 (53)</td>
<td>33 (8)</td>
<td>7 (2)</td>
<td>10</td>
<td>427</td>
</tr>
<tr>
<td>e. Has quick access to specialists when needed</td>
<td>256 (60)</td>
<td>140 (33)</td>
<td>23 (5)</td>
<td>6 (1)</td>
<td>8</td>
<td>427</td>
</tr>
<tr>
<td>f. Is affiliated with a poultry business</td>
<td>139 (33)</td>
<td>197 (46)</td>
<td>76 (18)</td>
<td>14 (3)</td>
<td>7</td>
<td>427</td>
</tr>
<tr>
<td>g. Is affiliated with a poultry organization</td>
<td>98 (23)</td>
<td>207 (49)</td>
<td>102 (24)</td>
<td>17 (4)</td>
<td>9</td>
<td>427</td>
</tr>
<tr>
<td>h. Is affiliated with a university</td>
<td>43 (10)</td>
<td>213 (50)</td>
<td>139 (33)</td>
<td>31 (7)</td>
<td>7</td>
<td>427</td>
</tr>
<tr>
<td>i. Is located close to your farm</td>
<td>71 (17)</td>
<td>163 (39)</td>
<td>133 (22)</td>
<td>53 (13)</td>
<td>13</td>
<td>427</td>
</tr>
<tr>
<td>j. Knows your farm</td>
<td>96 (23)</td>
<td>152 (36)</td>
<td>118 (28)</td>
<td>54 (13)</td>
<td>13</td>
<td>427</td>
</tr>
<tr>
<td>k. Personally owns poultry</td>
<td>62 (15)</td>
<td>122 (29)</td>
<td>139 (33)</td>
<td>100 (24)</td>
<td>10</td>
<td>427</td>
</tr>
<tr>
<td>l. Provides a quick response</td>
<td>233 (55)</td>
<td>151 (36)</td>
<td>31 (7)</td>
<td>10 (2)</td>
<td>8</td>
<td>427</td>
</tr>
<tr>
<td>m. Shows or exhibits poultry</td>
<td>22 (5)</td>
<td>57 (13)</td>
<td>147 (35)</td>
<td>198 (47)</td>
<td>9</td>
<td>427</td>
</tr>
<tr>
<td>n. Will visit your farm</td>
<td>112 (26)</td>
<td>176 (42)</td>
<td>84 (20)</td>
<td>50 (12)</td>
<td>11</td>
<td>427</td>
</tr>
<tr>
<td>o. Other (Specify):</td>
<td>6 (100)</td>
<td>0 (-)</td>
<td>0 (-)</td>
<td>0 (-)</td>
<td>427</td>
<td>427</td>
</tr>
</tbody>
</table>
### Q14. How important is it that the following organizations develop and present educational programs? (Circle one answer for each organization.)

<table>
<thead>
<tr>
<th>Organization</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not Very Important</th>
<th>Not At All Important</th>
<th>BLANK</th>
<th>Freq (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Breed companies</td>
<td>133 (32)</td>
<td>197 (47)</td>
<td>69 (16)</td>
<td>23 (6)</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>b. Feed companies</td>
<td>97 (23)</td>
<td>219 (52)</td>
<td>84 (20)</td>
<td>23 (5)</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>c. State poultry associations</td>
<td>136 (32)</td>
<td>204 (48)</td>
<td>64 (15)</td>
<td>18 (4)</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>d. University of Minnesota</td>
<td>170 (40)</td>
<td>191 (45)</td>
<td>45 (11)</td>
<td>19 (4)</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>e. Other universities</td>
<td>97 (23)</td>
<td>189 (45)</td>
<td>98 (23)</td>
<td>34 (8)</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>f. Private veterinarians</td>
<td>66 (16)</td>
<td>205 (49)</td>
<td>109 (26)</td>
<td>38 (9)</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>g. Other (Specify)</td>
<td>8 (73)</td>
<td>3 (27)</td>
<td>0 (1)</td>
<td>0 (1)</td>
<td>422</td>
<td></td>
</tr>
<tr>
<td>h. Other (Specify)</td>
<td>3 (75)</td>
<td>1 (25)</td>
<td>0 (1)</td>
<td>0 (1)</td>
<td>429</td>
<td></td>
</tr>
</tbody>
</table>

### Q15. If available, how likely would you be to obtain poultry-related information from the following resources? (Circle one answer for each resource.)

<table>
<thead>
<tr>
<th>Resource</th>
<th>Very Likely</th>
<th>Somewhat Likely</th>
<th>Not Very Likely</th>
<th>Not At All Likely</th>
<th>BLANK</th>
<th>Freq (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Internet/web</td>
<td>176 (41)</td>
<td>142 (33)</td>
<td>56 (13)</td>
<td>53 (12)</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>b. Evening seminars</td>
<td>59 (14)</td>
<td>224 (53)</td>
<td>114 (27)</td>
<td>27 (6)</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>c. On-line courses</td>
<td>66 (16)</td>
<td>119 (28)</td>
<td>166 (39)</td>
<td>73 (17)</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>d1. Correspondence courses</td>
<td>32 (8)</td>
<td>124 (29)</td>
<td>198 (47)</td>
<td>68 (16)</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>d2. Video conferencing</td>
<td>42 (10)</td>
<td>122 (29)</td>
<td>176 (42)</td>
<td>84 (20)</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>e. Saturday programs (1/2 day)</td>
<td>33 (8)</td>
<td>161 (38)</td>
<td>154 (36)</td>
<td>75 (18)</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>f. Saturday programs (all day)</td>
<td>23 (6)</td>
<td>99 (24)</td>
<td>198 (47)</td>
<td>102 (24)</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>g. Weekday workshops (1/2 day)</td>
<td>66 (16)</td>
<td>192 (46)</td>
<td>114 (27)</td>
<td>49 (12)</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>h. Weekday workshops (1 day)</td>
<td>84 (20)</td>
<td>161 (38)</td>
<td>117 (28)</td>
<td>64 (15)</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>i. Weekday workshops (2 days)</td>
<td>42 (10)</td>
<td>118 (28)</td>
<td>156 (37)</td>
<td>108 (26)</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>j. Weekday workshops (3 days)</td>
<td>25 (6)</td>
<td>73 (17)</td>
<td>174 (41)</td>
<td>149 (35)</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>k. Short publications/factsheets</td>
<td>210 (50)</td>
<td>157 (37)</td>
<td>29 (7)</td>
<td>25 (6)</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>l. Other (Specify)</td>
<td>3 (100)</td>
<td>0 (-)</td>
<td>0 (-)</td>
<td>0 (-)</td>
<td>430</td>
<td></td>
</tr>
</tbody>
</table>
SURVEY OF POULTRY PRODUCERS AND PROCESSORS

Q16. If educational programs that you could attend in person were offered, how likely would you be to attend a program about the following topics? (Circle one answer for each topic.)

<table>
<thead>
<tr>
<th>Topic</th>
<th>Very Likely</th>
<th>Somewhat Likely</th>
<th>Not Very Likely</th>
<th>Not At All Likely</th>
<th>BLANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. General poultry care</td>
<td>123</td>
<td>191</td>
<td>88</td>
<td>25</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>(29)</td>
<td>(45)</td>
<td>(21)</td>
<td>(6)</td>
<td></td>
</tr>
<tr>
<td>b. Poultry facilities</td>
<td>94</td>
<td>205</td>
<td>103</td>
<td>24</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>(22)</td>
<td>(48)</td>
<td>(24)</td>
<td>(6)</td>
<td></td>
</tr>
<tr>
<td>c. Poultry health</td>
<td>186</td>
<td>171</td>
<td>45</td>
<td>23</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>(44)</td>
<td>(40)</td>
<td>(11)</td>
<td>(5)</td>
<td></td>
</tr>
<tr>
<td>d. Poultry nutrition</td>
<td>119</td>
<td>175</td>
<td>97</td>
<td>34</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>(28)</td>
<td>(41)</td>
<td>(23)</td>
<td>(8)</td>
<td></td>
</tr>
<tr>
<td>e. Poultry welfare</td>
<td>105</td>
<td>189</td>
<td>101</td>
<td>31</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>(25)</td>
<td>(44)</td>
<td>(24)</td>
<td>(7)</td>
<td></td>
</tr>
<tr>
<td>f. Range/Pasture management</td>
<td>28</td>
<td>73</td>
<td>125</td>
<td>197</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>(7)</td>
<td>(17)</td>
<td>(30)</td>
<td>(47)</td>
<td></td>
</tr>
<tr>
<td>g. Other (Specify):__________</td>
<td>14</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>419</td>
</tr>
<tr>
<td></td>
<td>(100)</td>
<td>(-)</td>
<td>(-)</td>
<td>(-)</td>
<td></td>
</tr>
<tr>
<td>h. Other (Specify):__________</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>430</td>
</tr>
<tr>
<td></td>
<td>(100)</td>
<td>(-)</td>
<td>(-)</td>
<td>(-)</td>
<td></td>
</tr>
</tbody>
</table>

Q17. What additional comments do you have about educational programs that could be provided for poultry producers and processors?

Freq (%)

63 (14) 1. Comment
370 (86) 2. No comment

Please answer the following questions about yourself. This information will be used only to compare your answers with others. It will not be used to identify you in any way.

Q18. Which languages are spoken by you and/or your employees? (Circle all that apply)

Freq (%) *

413 (97) a. English as a first language
59 (14) b. English as a second language
80 (19) c. Spanish
10 (2) d. Hmong
10 (2) e. Somali
7 (2) f. Lao
12 (3) g. Other (Please specify): ________________
7 BLANK

* Respondents could circle more than one answer, so percentages will not total to 100%.
Q19. How long have you worked with poultry? (Circle one)

<table>
<thead>
<tr>
<th>Freq (%)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>19 (4)</td>
<td>0 - 3 years</td>
</tr>
<tr>
<td>68 (16)</td>
<td>4 - 10 years</td>
</tr>
<tr>
<td>341 (80)</td>
<td>More than 10 years</td>
</tr>
<tr>
<td>5</td>
<td>BLANK</td>
</tr>
</tbody>
</table>

Q20. What types of products do you or your company sell? (Circle all that apply)

<table>
<thead>
<tr>
<th>Freq (%)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>83 (20)</td>
<td>a. Table eggs</td>
</tr>
<tr>
<td>67 (16)</td>
<td>b. Hatching eggs</td>
</tr>
<tr>
<td>176 (42)</td>
<td>c. Poultry meat (i.e., processed birds)</td>
</tr>
<tr>
<td>59 (14)</td>
<td>d. Day old chicks/poultis/ducks</td>
</tr>
<tr>
<td>33 (8)</td>
<td>e. Replacement hens (chicken or turkey)</td>
</tr>
<tr>
<td>161 (38)</td>
<td>f. Live birds</td>
</tr>
<tr>
<td>30 (7)</td>
<td>g. Other (Please specify):</td>
</tr>
<tr>
<td>16 (4)</td>
<td>h. Health/Nutrition (VOLUNTEERED)</td>
</tr>
<tr>
<td>18 (4)</td>
<td>i. Feed (VOLUNTEERED)</td>
</tr>
<tr>
<td>11 (3)</td>
<td>j. Eggs/Liquid eggs (VOLUNTEERED)</td>
</tr>
<tr>
<td>11</td>
<td>BLANK</td>
</tr>
</tbody>
</table>

Q21. What is your current poultry inventory in each of the following categories? (Please fill in one number for each category; if zero, write in "0"): **Poultry Inventory (Number)**

<table>
<thead>
<tr>
<th></th>
<th>SEE APPENDIX B, PAGE B-7</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
<td>Layers 20 weeks and older</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>SEE APPENDIX B, PAGE B-9</th>
</tr>
</thead>
<tbody>
<tr>
<td>b.</td>
<td>Replacement Pullets</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>SEE APPENDIX B, PAGE B-11</th>
</tr>
</thead>
<tbody>
<tr>
<td>c.</td>
<td>Broilers and other meat-type chickens</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>SEE APPENDIX B, PAGE B-12</th>
</tr>
</thead>
<tbody>
<tr>
<td>d.</td>
<td>Turkeys</td>
</tr>
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</table>

<table>
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<tr>
<th></th>
<th>SEE APPENDIX B, PAGE B-15</th>
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<tr>
<td>e.</td>
<td>Replacement turkey hens</td>
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<tr>
<td>f1.</td>
<td>Turkey breeder hens</td>
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<tr>
<td>f2.</td>
<td>Ducks or geese</td>
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<tr>
<th></th>
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</tr>
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<tbody>
<tr>
<td>g.</td>
<td>Pheasants</td>
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</tr>
</thead>
<tbody>
<tr>
<td>h.</td>
<td>Other (Specify)</td>
</tr>
</tbody>
</table>

* Respondents could circle more than one answer, so percentages will not total to 100%.
Q22. How many birds do you sell annually for each of the following categories? (Please fill in one number for each category; if zero, write in “0”):

<table>
<thead>
<tr>
<th>Poultry Inventory (Number)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Layers 20 weeks and older</td>
</tr>
<tr>
<td>(SEE APPENDIX B, PAGE B-20)</td>
</tr>
<tr>
<td>b. Replacement Pullets</td>
</tr>
<tr>
<td>(SEE APPENDIX B, PAGE B-21)</td>
</tr>
<tr>
<td>c. Broilers and other meat-type chickens</td>
</tr>
<tr>
<td>(SEE APPENDIX B, PAGE B-22)</td>
</tr>
<tr>
<td>d. Turkeys</td>
</tr>
<tr>
<td>(SEE APPENDIX B, PAGE B-23)</td>
</tr>
<tr>
<td>e. Replacement turkey hens</td>
</tr>
<tr>
<td>(SEE APPENDIX B, PAGE B-26)</td>
</tr>
<tr>
<td>f1. Turkey breeder hens</td>
</tr>
<tr>
<td>(SEE APPENDIX B, PAGE B-26)</td>
</tr>
<tr>
<td>f2. Ducks or geese</td>
</tr>
<tr>
<td>(SEE APPENDIX B, PAGE B-27)</td>
</tr>
<tr>
<td>g. Pheasants</td>
</tr>
<tr>
<td>(SEE APPENDIX B, PAGE B-28)</td>
</tr>
<tr>
<td>h. Other (Specify)</td>
</tr>
<tr>
<td>(SEE APPENDIX B, PAGE B-29)</td>
</tr>
</tbody>
</table>

Q23. What year were you born? (SEE APPENDIX B, PAGE B-30)

Q24. Are you male or female?

<table>
<thead>
<tr>
<th>Fem (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>368 (86)</td>
</tr>
<tr>
<td>59 (14)</td>
</tr>
<tr>
<td>6</td>
</tr>
</tbody>
</table>

1. Male
2. Female
BLANK

Q25. What position do you hold in your poultry operation? (Circle one response.)

<table>
<thead>
<tr>
<th>Position</th>
</tr>
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<tr>
<td>242 (57)</td>
</tr>
<tr>
<td>90 (21)</td>
</tr>
<tr>
<td>18 (4)</td>
</tr>
<tr>
<td>5 (1)</td>
</tr>
<tr>
<td>6 (1)</td>
</tr>
<tr>
<td>46 (11)</td>
</tr>
<tr>
<td>10 (2)</td>
</tr>
<tr>
<td>8 (2)</td>
</tr>
<tr>
<td>8</td>
</tr>
</tbody>
</table>

1. Owner
2. Manager
3. Farm Supervisor
4. Feed mill manager
5. Processing facility manager
6. Other (Please specify):
7. Nutrition list (VOLUNTEERED)
8. Sales (VOLUNTEERED)
BLANK
Q26. What percentage (%) of your operations' labor is provided by the following? (Please fill in a percentage for each category; if zero, please write in “0”.)

Percent

| a. Family Members | (SEE APPENDIX B, PAGE B-32) |
| b. Hired, full time or part-time | (SEE APPENDIX B, PAGE B-33) |
| c. Temp workers or crews | (SEE APPENDIX B, PAGE B-34) |

Q27. What is the highest level of education you have completed? (Circle one.)

<table>
<thead>
<tr>
<th>Freq</th>
<th>(%)</th>
<th>1. Some High School</th>
</tr>
</thead>
<tbody>
<tr>
<td>19</td>
<td>(4)</td>
<td>2. High School graduate (or GED)</td>
</tr>
<tr>
<td>139</td>
<td>(33)</td>
<td>4. Bachelor’s degree (BA, BS)</td>
</tr>
<tr>
<td>63</td>
<td>(15)</td>
<td>5. Some post-graduate work</td>
</tr>
<tr>
<td>121</td>
<td>(28)</td>
<td>6. Graduate or professional degree (MA, MS, Ph.D, MD, etc.)</td>
</tr>
<tr>
<td>26</td>
<td>(6)</td>
<td>7. Other (Please specify):</td>
</tr>
<tr>
<td>51</td>
<td>(12)</td>
<td>7. BLANK</td>
</tr>
</tbody>
</table>

Q28. In what county and state do you live?

County: ______________________

State: ______________________

(SEE APPENDIX A, PAGES A-2 TO A-5)

Thank you very much for your help with the survey.

Please return your survey in the postage-paid envelope provided to:

Minnesota Center for Survey Research
University of Minnesota
2331 University Avenue SE, Suite 141
Minneapolis, MN 55414
APPENDIX A

OPEN-ENDED VARIABLES

<table>
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<tr>
<th>Variable</th>
<th>Description</th>
<th>Page</th>
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</thead>
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<td>Reasons have not attended any poultry educational programs/seminars in past 12 months</td>
<td>A-2</td>
</tr>
<tr>
<td>Q28a</td>
<td>County of residence</td>
<td>A-2</td>
</tr>
<tr>
<td>Q28b</td>
<td>State of residence</td>
<td>A-5</td>
</tr>
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</table>
**Q10a  REASONS HAVE NOT ATTENDED ANY POULTRY EDUCATIONAL PROGRAMS/SEMINARS IN PAST 12 MONTHS**

<table>
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<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  Not informed of programs</td>
<td>12</td>
<td>2.8</td>
<td>9.5</td>
<td>9.5</td>
</tr>
<tr>
<td>2  Too far away</td>
<td>8</td>
<td>1.8</td>
<td>6.3</td>
<td>15.9</td>
</tr>
<tr>
<td>3  None interesting/applicable</td>
<td>10</td>
<td>2.3</td>
<td>7.9</td>
<td>23.8</td>
</tr>
<tr>
<td>4  Too expensive</td>
<td>1</td>
<td>.2</td>
<td>.8</td>
<td>24.6</td>
</tr>
<tr>
<td>5  No time/opportunity to go</td>
<td>48</td>
<td>11.1</td>
<td>38.1</td>
<td>62.7</td>
</tr>
<tr>
<td>6  Programs poorly scheduled</td>
<td>1</td>
<td>.2</td>
<td>.8</td>
<td>63.5</td>
</tr>
<tr>
<td>7  No need/NA</td>
<td>27</td>
<td>6.2</td>
<td>21.4</td>
<td>84.9</td>
</tr>
<tr>
<td>8  None offered/available</td>
<td>6</td>
<td>1.4</td>
<td>4.8</td>
<td>89.7</td>
</tr>
<tr>
<td>77 Other</td>
<td>13</td>
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<td>100.0</td>
</tr>
<tr>
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<tr>
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<tr>
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**Q28A  COUNTY OF RESIDENCE**

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</thead>
<tbody>
<tr>
<td>1  Aitkin</td>
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<td>.3</td>
<td>.3</td>
</tr>
<tr>
<td>2  Anoka</td>
<td>3</td>
<td>.7</td>
<td>.8</td>
<td>1.1</td>
</tr>
<tr>
<td>3  Becker</td>
<td>8</td>
<td>1.8</td>
<td>2.1</td>
<td>3.2</td>
</tr>
<tr>
<td>4  Beltrami</td>
<td>1</td>
<td>.2</td>
<td>.3</td>
<td>3.4</td>
</tr>
<tr>
<td>5  Benton</td>
<td>11</td>
<td>2.5</td>
<td>2.9</td>
<td>6.3</td>
</tr>
<tr>
<td>6  Big Stone</td>
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<td>.2</td>
<td>.3</td>
<td>6.6</td>
</tr>
<tr>
<td>7  Blue Earth</td>
<td>2</td>
<td>.5</td>
<td>.5</td>
<td>7.1</td>
</tr>
<tr>
<td>8  Brown</td>
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<td>1.2</td>
<td>1.3</td>
<td>8.5</td>
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<td>10 Carver</td>
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MINNESOTA CENTER FOR SURVEY RESEARCH
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Total: 433, 100.0%

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## APPENDIX C

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<td>Follow-up Postcard Text</td>
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June 6, 2005

Dear Minnesota Poultry Producer or Processor:

The University of Minnesota Extension Service needs your help with an important project related to the poultry industry in Minnesota. Over the years we have provided unbiased, factual, research-based information at educational programming events in Minnesota. However, we need up-to-date information about your preferred topics and formats for future educational programs.

Enclosed is a survey that is being sent to a random sample of people who are associated with Minnesota's poultry industry. We greatly value your opinion and would like to use this information as we evaluate the feasibility and potential success for programs that could be offered to poultry producers and processors throughout the state.

Your answers are completely confidential and results from the survey will be released only as summaries in which no individual's answers can be identified. The survey has an identification number for mailing purposes only and will allow us to check your name off the mailing list when your survey is returned.

Please complete the questionnaire and return it in the enclosed envelope as soon as possible. The survey should take about 15 minutes to complete. We have asked the University of Minnesota Center for Survey Research to assist us with the study; therefore, the surveys are being returned to their office.

Thank you very much for your assistance. If you have any questions about the survey, please feel free to contact me.

Sincerely,

Sally Noll, Ph.D.
Poultry Extension Specialist and Professor,
Department of Animal Science
University of Minnesota
Last week a questionnaire was mailed to you seeking your knowledge and opinions about issues related to educational programs for poultry producers and processors. You received this questionnaire because you are affiliated with the poultry industry in Minnesota.

If you have already completed and returned the questionnaire, please accept my sincere thanks. If not, please take a few minutes to complete it today. Your response is very much appreciated and will be essential for helping staff at the University of Minnesota Extension Service plan future programs for poultry producers and processors.

If you did not receive the survey, or if you misplaced it, please call the Minnesota Center for Survey Research at 612-627-4282 (between 9 am and 4 pm) and they will send you another one right away.

Sincerely,

Sally Noll, Poultry Extension Specialist/Professor
c/o Minnesota Center for Survey Research
2331 University Avenue SE, Suite 141
Minneapolis, MN 55414-3087
June 27, 2005

Dear Minnesota Poultry Producer or Processor:

About three weeks ago, I wrote to you seeking information about your preferred topics and formats for future University of Minnesota Extension programs. As of today, we have not yet received your completed questionnaire.

Your help is very important. We have undertaken this study because of our belief that the opinions of people in Minnesota's poultry industry are a valuable source of information for planning educational programs for poultry producers and processors.

I am writing to you again because of the significance of each questionnaire in this study. In order for the results to be truly representative of the opinions of Minnesota's poultry producers and processors, it is essential that each person in the sample return their questionnaire.

In case your questionnaire has been misplaced, a replacement copy is enclosed. We have asked the University of Minnesota Center for Survey Research to assist us with this study; therefore, the surveys are being returned to their office.

Your answers are completely confidential and results from the survey will be released only as summaries in which no individual's answers can be identified. The survey has an identification number for mailing purposes only and will allow us to check your name off the mailing list when your survey is returned.

Your cooperation is greatly appreciated. If you have any questions about the survey, please feel free to contact me at 612-624-4928 or via email, nollx001@umn.edu.

Sincerely,

Sally Noll, Ph.D.
Poultry Extension Specialist and Professor,
Department of Animal Science
University of Minnesota
PLEASE SEND US YOUR COMPLETED SURVEY!

I am writing to you about a survey that was recently sent to you. I am concerned because we have not yet received your survey, and the project is nearly done.

The survey was sent to people who work in or are associated with Minnesota’s poultry industry. If you are not working in or affiliated with the poultry industry, please let us know by writing that information on your survey and mailing it back, or by calling us. If you are a poultry producer or processor, or an affiliated individual, please return your completed survey. We really want to hear from you. Your participation is important!

If your survey has been misplaced, please call the Minnesota Center for Survey Research (collect) at 612-627-4282, and another survey will be sent to you right away. Your name and address will be removed from our survey mailing list when we hear from you. Thank you very much for your participation.

Sincerely,

Sally Noll, Extension Specialist and Professor
C/O Minnesota Center for Survey Research
2331 University Avenue SE, Suite 141
Minneapolis, MN 55414-3067