

## Alberta Open Farm Days

August 14-15, 2021

Host Farm Evaluation Form

Farm Name:

Location:

How did you hear about Open Farm Days?

Is your farm normally open to the public?

**Yes:**

**No:**

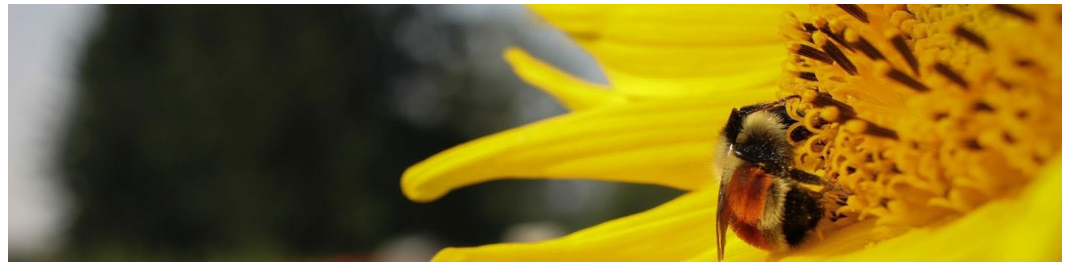
If no, are you considering opening your business to the public on a more regular basis?

How many visitors did you have on?

Saturday, August 14, 2021:

Sunday, August 15, 2021:

Where did the visitors hear about Open Farm Days?



What percentage of visitors came from?

Location

Percentage

Edmonton  
Calgary  
Red Deer  
Lethbridge  
Medicine Hat  
Grande Prairie  
Other Rural Areas  
Outside of Alberta

What was the most popular activity for your visitors?

Did you promote Open Farm Days in your community? If so, what did you do?

Were the resources offered to you by the Open Farm Days committee adequate in helping you host the event?

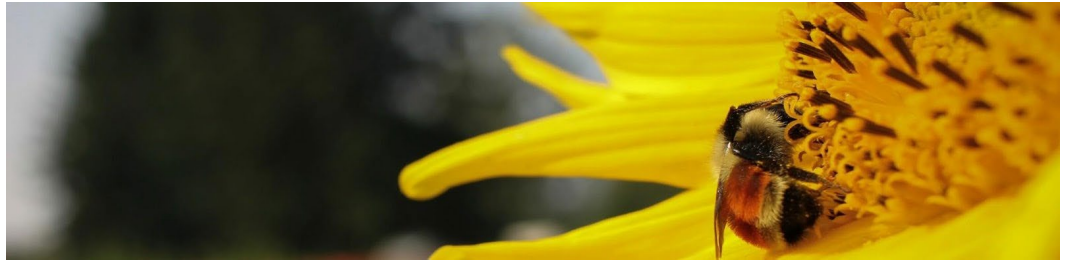
Yes:            No:

If not, what additional resources would you like to receive?

As with any program, it is important to gather results to determine the economic impact of the value of that program. Please estimate your total revenue generated as a result of Open Farm Days, Saturday & Sunday, August 14-15, 2021 (i.e. tickets, food/beverages, products, activities/workshops, etc.). Please also list what percent increase this represents of regular sales.

Total sales: \$ \_\_\_\_\_ % increase \_\_\_\_\_

What positive impacts did you see from the event? (i.e. social, educational etc.)



What recommendations do you have (or did you hear from visitors) to have made Open Farm Days 2021 more successful?

Do you feel the COVID supports provided were beneficial to your business? What other supports would you have liked?

How did COVID-19 affect your decision to participate this year?

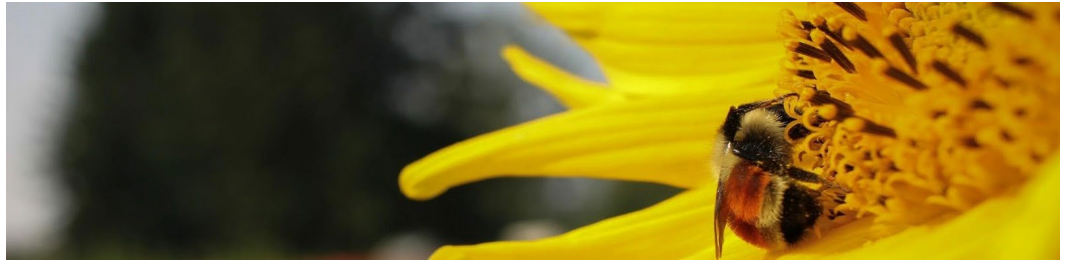
Do you believe visitors left your event with an improved understanding and perception of agriculture and the food production system? Yes: \_\_\_\_\_ No: \_\_\_\_\_ I Do Not Know: \_\_\_\_\_

If yes, what examples can you share?

What interested you in hosting Open Farm Days? Did hosting meet your objectives?

Are you interested in hearing from us about other agriculture/ag-tourism related opportunities (i.e. workshops, professional development opportunities, etc.)? (Please circle)

Yes:            No:



What other resources would you like to receive to support ag-tourism development on your farm?

Will you consider participating as a host farm in Open Farm Days in 2022?

Yes:

No:

If no, why not?

Any additional comments or feedback on Open Farm Days?

**Please send in a copy of your visitor sign-in sheets attached to the evaluation form.**