



# **Findings from the CDA 2012 Industry Opinion Survey**

December 3, 2012



## Survey Overview

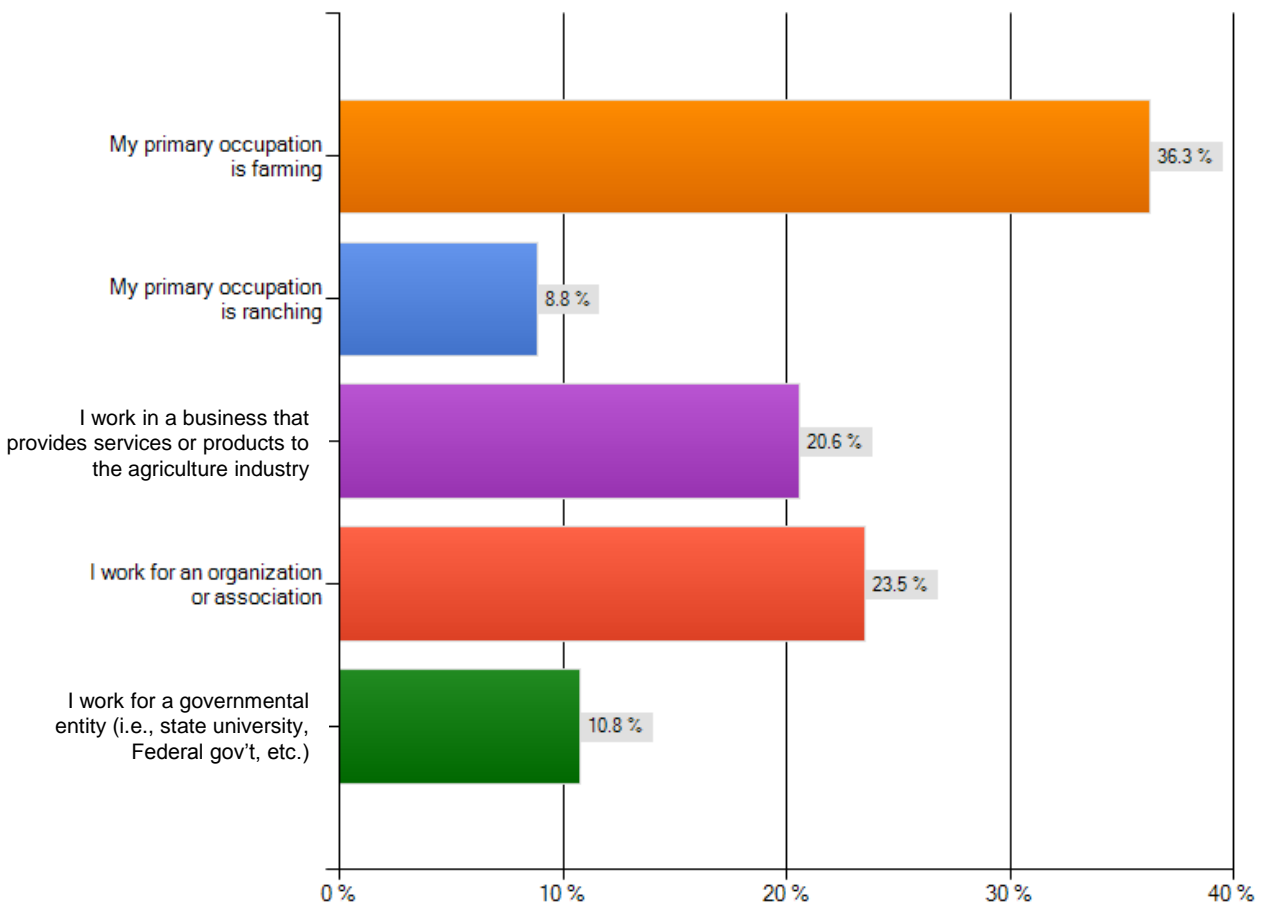
- The online survey was conducted between November 7, 2012 and November 20, 2012 and generally replicated prior surveys conducted in 2010 and 2011.
- Survey population consisted of 353 agriculture leaders including...
  - producer and staff leadership of industry associations and organizations.
  - CSU leadership.
  - Boards, Commissions, and Advisory Councils of the Colorado Department of Agriculture.
- 118 completed surveys were recorded.
- 33% completed response rate.
  - The typical response rate for external surveys is 10% to 15%.



# Demographics of Respondents



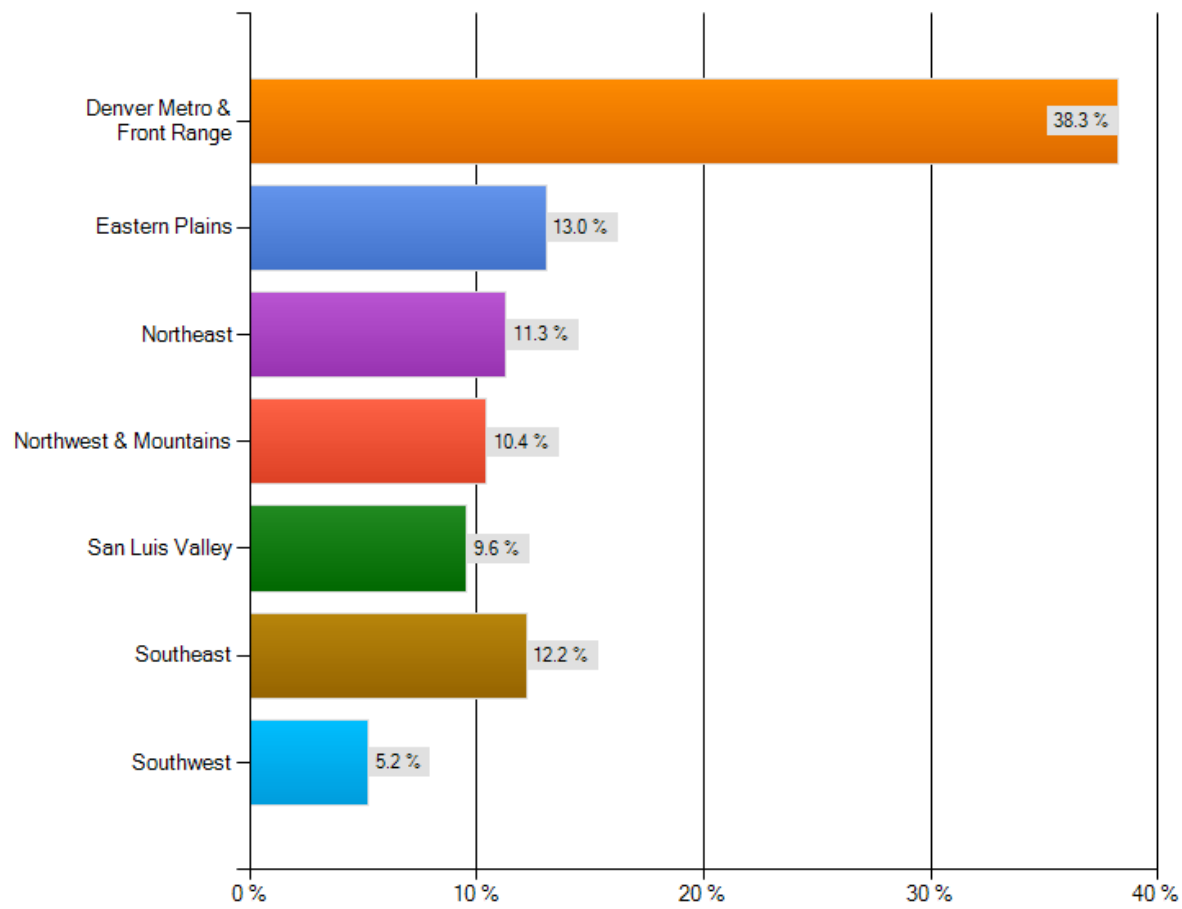
# Occupation



Q) Which of the following best describes you?



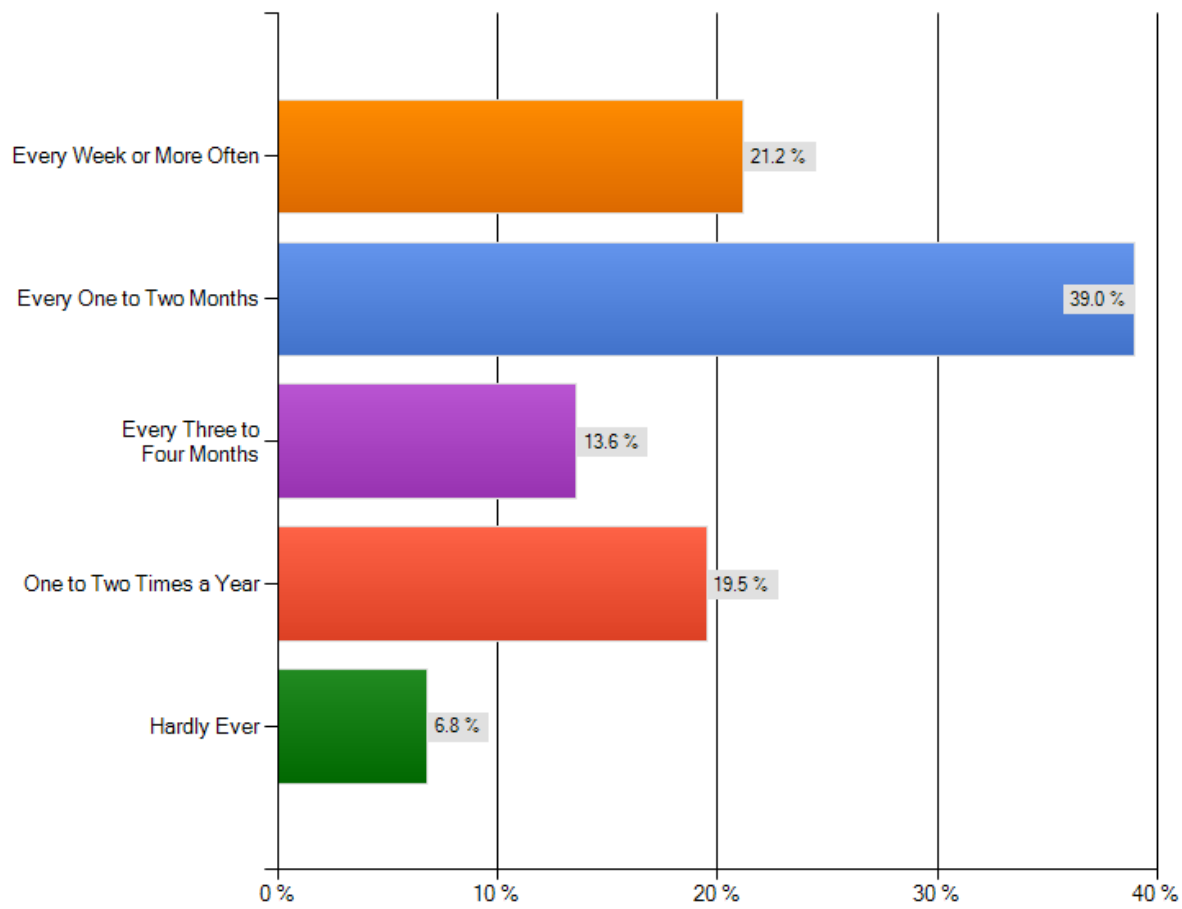
# Geographic Distribution



Q) Where do you reside?



# Interaction with CDA



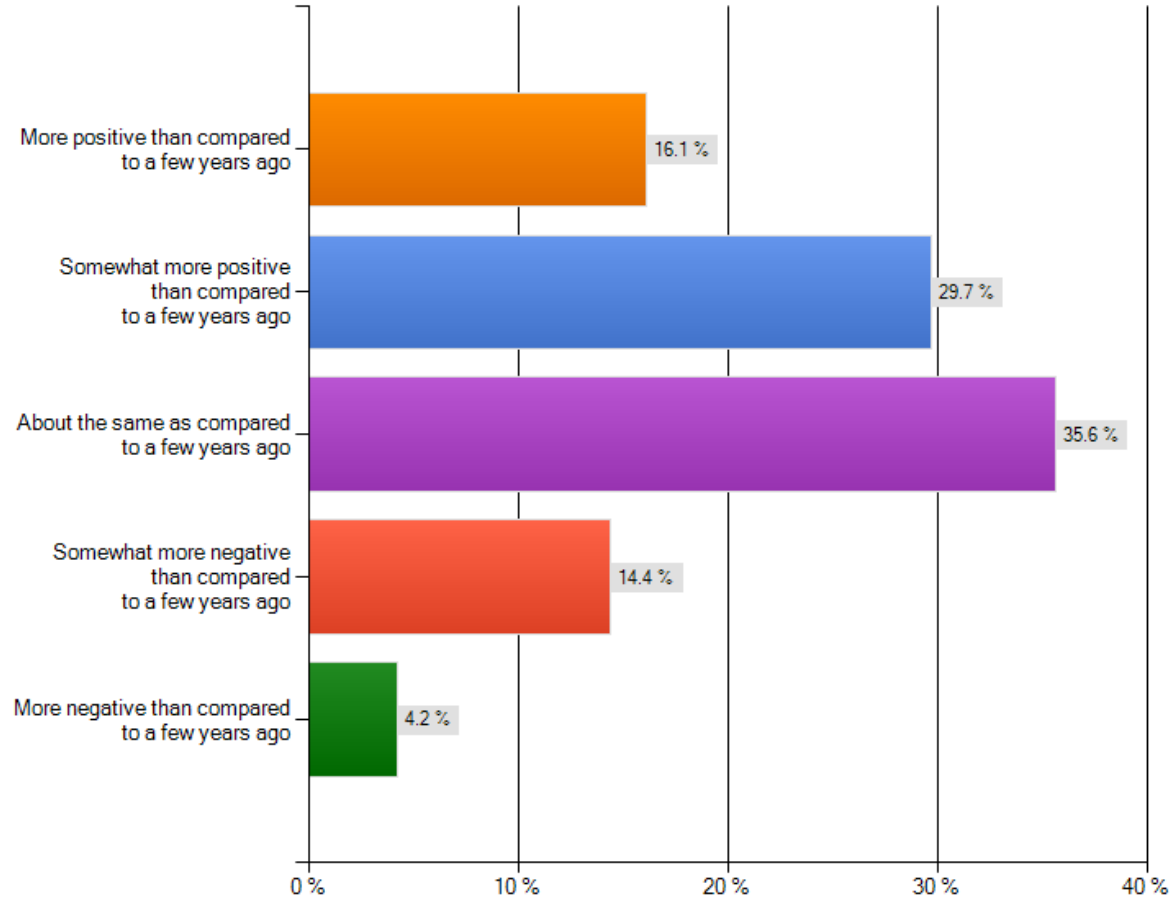
Q) Which best describes how often you interact with CDA and its employees?



# **Attitudes about Colorado's Food & Agriculture Industry**



# Attitude as Compared to a Few Years Ago

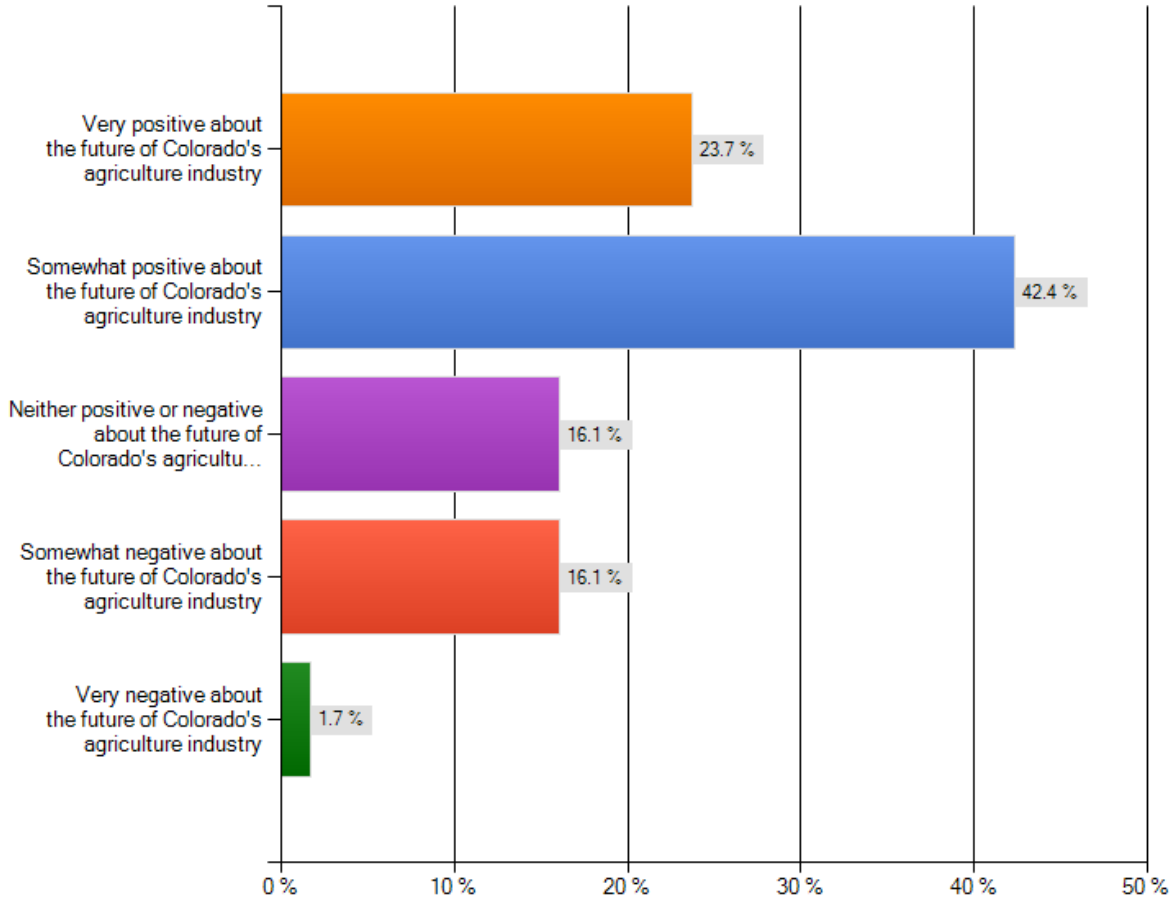


Q) Would you say your view about Colorado's agriculture industry is ...





# Attitude about the Future



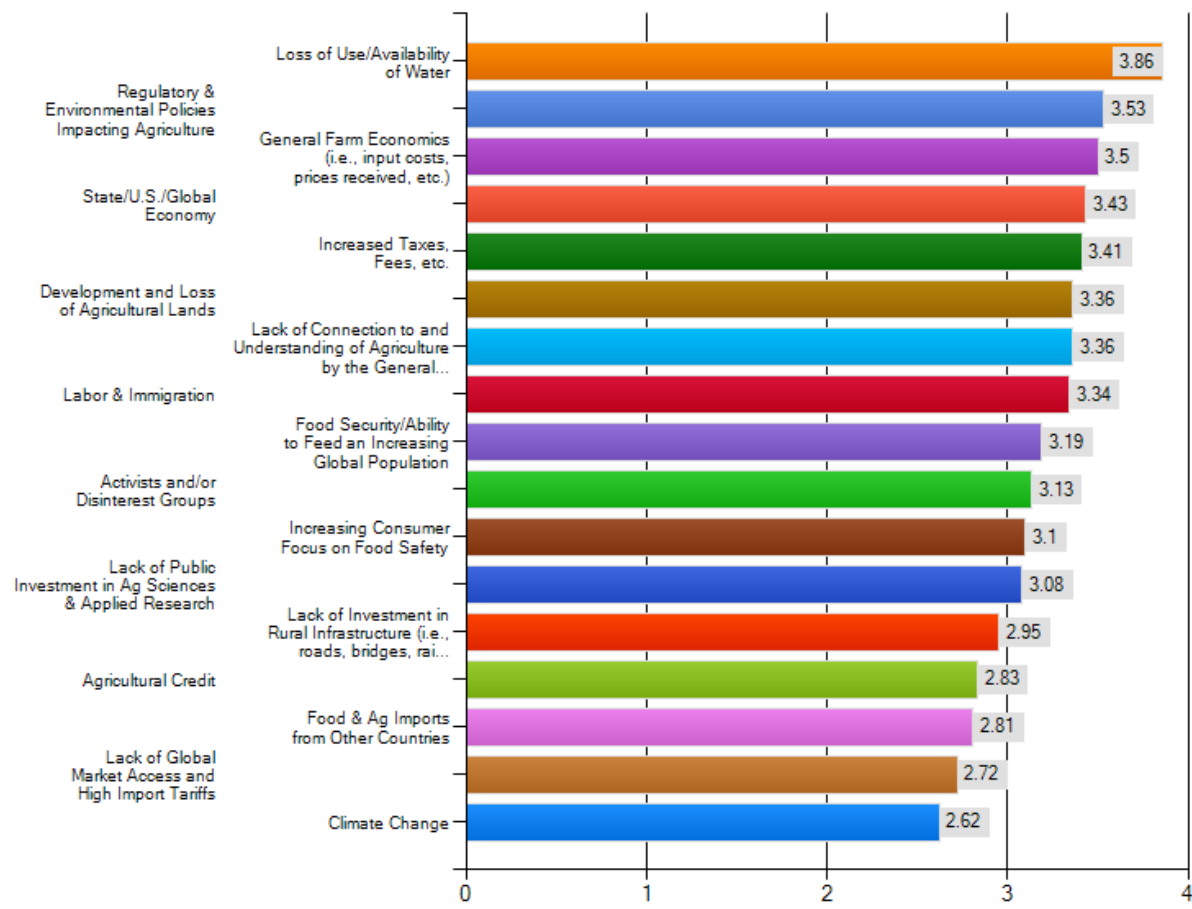
Q) Thinking now about the future of Colorado's agriculture industry, would you say that you are ...



# Challenges & Opportunities



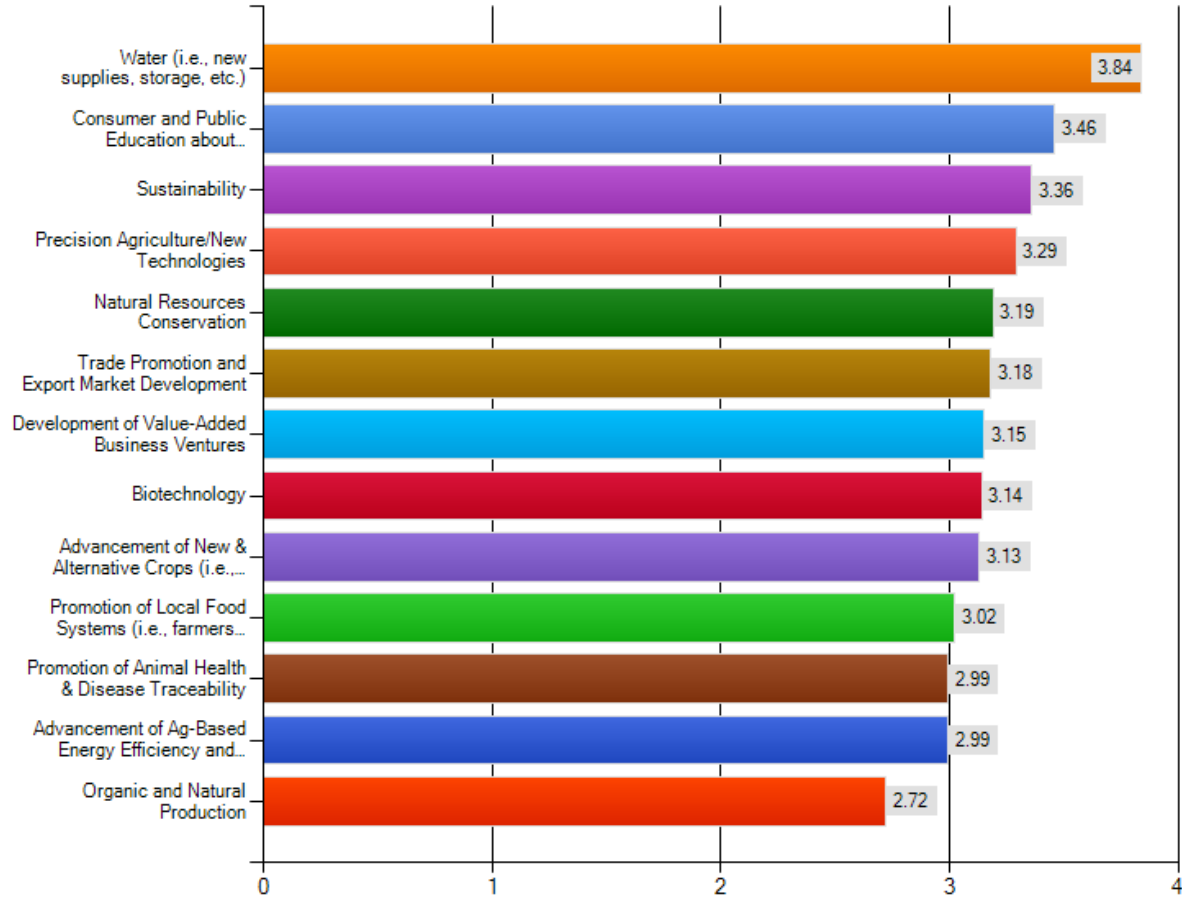
# Challenges & Threats



Q) How significant of a challenge or threat do you believe the following issues are relative to the long-term sustainability and profitability of Colorado's agriculture industry? (1 to 4 rating scale with a 1 being "not significant" and a 4 being "very significant")



# Opportunities



Q) How significant do you believe the following opportunities are to enhancing the long-term sustainability and profitability of Colorado's agriculture industry? (1 to 4 rating scale with a 1 being "not at all important" and a 4 being a "significant opportunity")



## **Priorities & Overall Experience with CDA**



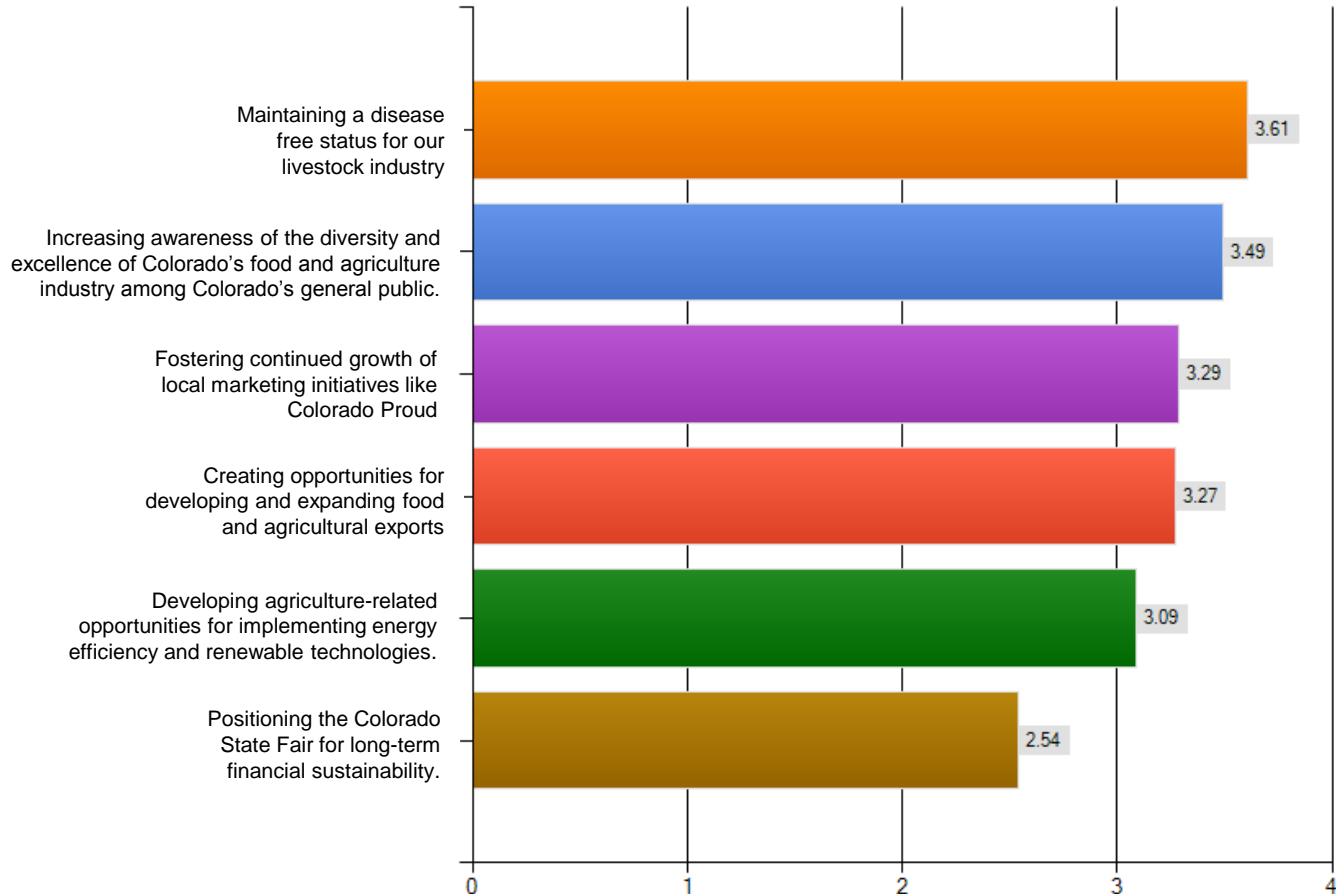
# Top Priorities for Commissioner

	Total Mentions Among Top 3 Priorities	Total Mentions as the #1 Priority
Water	63	42
Trade/Marketing & Economic Development	50	12
Regulations & Taxes	42	12
Public Education	42	11
Department Operations & Funding	31	5
Food Safety	24	7
Sustainability/Natural Resources Conservation	21	4
Labor	8	3

Q) If you were the Commissioner of Agriculture and deciding the Department's priorities, what would be your three (3) top priorities? (This was an open-ended question and responses were grouped into "like categories" and only those categories with significant mentions are listed above.)



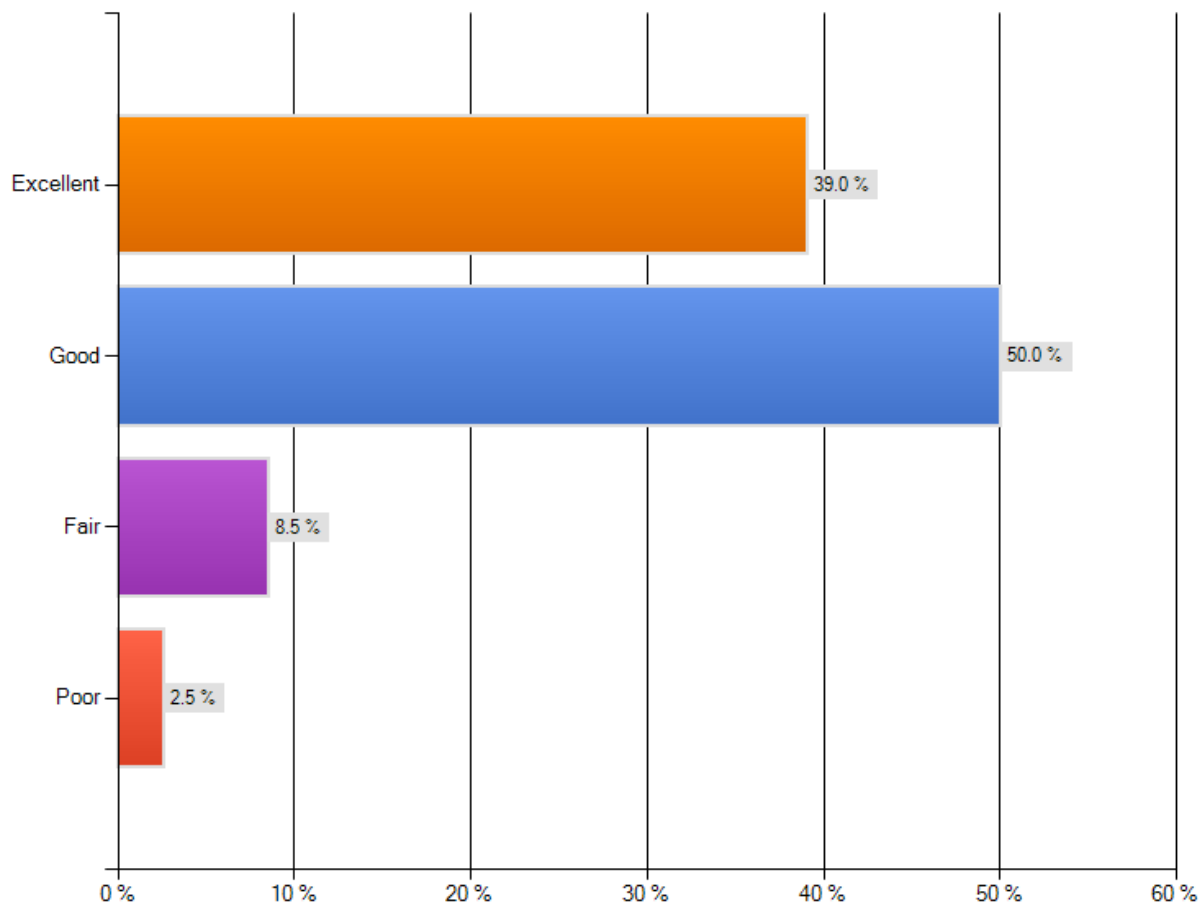
# Strategic Priorities



Q) CDA's operations plan consists of more than 30 strategies, all aimed at supporting the Department's mission. From these, six were identified as being critical to CDA's near term success. Please identify how important you believe each of these priorities to be to achieving the Department's mission? (1 to 4 rating scale with a 1 being "not at all important" and a 4 being "very important")



# Overall Experience with CDA



Q) In general, how would you rate your overall experience interacting with CDA?





## **For More Information**

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