

Analysis of Workshop Evaluation Sheets

Table 1 Attendance Per Workshop

Region (Location)	Total Attendance	Evaluation Sheets Returned	Response rate %
Northland (Whangarei)	86	67	77
Waikato (Hamilton)	125	93	74
Bay of Plenty (Rotorua)	97	73	75
Hawke's Bay (Napier)	76	62	81
Manawatu (Palmerston North)	98	76	77
Marlborough (Blenheim)	73	31	42
Canterbury (Christchurch)	115	89	77
Southland (Invercargill)	69	65	94
TOTALS	739	556	75

- A total of 739 people attended eight 'Growing for good' workshops in February and March 2005 (This does not include PCE or NZ Landcare Trust staff)
- Three quarters of all attendants returned an evaluation sheet.

Table 2 Types of Attendants

Type of Attendant	Total	%
Agricultural/Food industry	83	15
Community Group	22	4
Government/Research Agency	134	24
Iwi	9	2
<i>Land owner</i>	<i>157</i>	<i>28</i>
<i>Land owner/Agricultural/Food industry</i>	<i>21</i>	<i>4</i>
<i>Land owner/Community Group</i>	<i>38</i>	<i>7</i>
<i>Land owner/Government/Research Agency</i>	<i>41</i>	<i>7</i>
TOTAL Landowners	257	46
Other	51	9
TOTALS	556	100

- Nearly half (46%) of the attendants were land owners, some of whom also represented a government or research agency, a community group, or the agricultural and food industry
- One third of all attendants were representatives from government or research agencies
- One fifth of attendants were representatives from the Agricultural/Food Industry
- Just over ten percent of all attendants were representatives from community groups.

Table 3 Purpose of Report

Type of Attendant	Un-necessary	%	Important	%	Critical	%	No Response	%	Total
Agricultural/Food industry	0	0	60	72	23	28	0	0	83
Community Group	1	5	11	50	10	45	0	0	22
Government/Research Agency	0	0	58	43	76	57	0	0	134
Iwi	0	0	4	44	5	56	0	0	9
Landowner	0	0	103	66	51	32	3	2	157
Landowner/Agricultural /Food industry	0	0	12	57	8	38	1	5	21
Landowner/Community Group	1	3	19	50	18	47	0	0	38
Landowner/Government/Research Agency	0	0	23	56	17	41	1	2	41
TOTAL Landowners	1	0	157	61	94	37	5	2	257
Other	1	2	23	45	26	51	1	2	51
TOTALS	3	1	313	56	234	42	6	1	556

- Only 1% of workshop attendants agreed with the statement that the report was “Unnecessary – farming in NZ is sustainable already and no change is necessary”
- Just over half of all attendants agreed with the statement that the report was “Important – farming is mostly sustainable but there are some issues that may need to be addressed”
- 42% of all attendants agreed with the statement that the report was “Critical – farming is mostly unsustainable and change is required at all levels.”

Different types of attendants tended to select different responses:

- Representatives from government, research agencies and iwi were more likely to agree that the report was “Critical – farming is mostly unsustainable and change is required at all levels”
- Landowners, and representatives from the agricultural and food industry were more likely to agree with the statement that the report was “Important – farming is mostly sustainable but there are some issues that may need to be addressed.”

Table 4 Purpose of Workshop

Change Awareness		Communicate Ideas/Opinions		Network with People		
n	%	n	%	n	%	TOTAL
167	30	339	61	404	73	556

The ‘Growing for good’ workshops have:

- Raised awareness about farming and sustainability issues for nearly one third of the attendants
- Enabled between half to three quarters of the all the different kinds of workshop attendants to communicate their ideas and opinions about the intensification of farming

Provided an opportunity for the majority of attendants to meet other people and talk about farming and sustainability issues.