

Is there female leadership in the operation?

	Total
	A
Base: Total Answering	150
Yes	61%
No	39%
Dont know/refused	-
	100%

[Yes Summary] In which of the following areas of your farm do you plan to implement technology and digital solutions in the next 12 months?

	Total
	A
Base: Total Answering	150
Financial planning and cash flow management	47%
Automating labour-intensive farm operations	45%
Data management	55%
Digital field/crop/inventory management	51%
Workforce management	36%

[Your farm has made progress in recruiting and promoting a diverse workforce, including women in all levels] Now I am going to read you a few statements. How much do you agree or disagree with each of the following?

	Total
	A
Base: Total Answering	150
Top 2 Box (Net)	71%
Strongly agree	32%
Somewhat agree	39%
Low 2 Box (Net)	24%
Somewhat disagree	15%
Strongly disagree	9%
Dont know/refused	5%
	100%

[You regularly use technology and leverage data insights to guide decision making] Now I am going to read you a few statements. How much do you agree or disagree with each of the following?

	Total
	A
Base: Total Answering	150
Top 2 Box (Net)	91%
Strongly agree	48%
Somewhat agree	43%
Low 2 Box (Net)	9%
Somewhat disagree	7%
Strongly disagree	3%
Dont know/refused	-
	100%

You are actively exploring ways to make your farm operation more sustainable] Now I am going to read you a few statements. How much do you agree or disagree with each of the following?

	Total
	A
Base: Total Answering	150
Top 2 Box (Net)	96%
Strongly agree	59%
Somewhat agree	37%
Low 2 Box (Net)	3%
Somewhat disagree	3%
Strongly disagree	1%
Dont know/refused	1%
	100%

When you look to the next 12 months, do you feel

	Total
	A
Base: Total Answering	150
Top 2 Box (Net)	81%
Very optimistic	17%
Cautiously optimistic	64%
Low 2 Box (Net)	19%
Somewhat pessimistic (IF NECESSARY: more challenges ahead than opportunities)	12%
Mostly pessimistic (IF NECESSARY: overwhelmed by too many challenges)	7%
Dont know/refused	-
	100%

[Res Summary] As your farm grows from a \$1 million business to a \$4 million business, which of the following areas should be the priorities? How about ...? / Looking back your farm grew from a \$1 million business to a \$4 million business, which of the following areas should

	Total
	A
Base: Total Answering	150
Risk management planning	73%
Recruitment of skilled workers	81%
Building the leadership team	77%
Investing in technology and data-driven solutions	77%
Having a network of agriculture-related professionals that you can lean on for advice	85%