

To better understand the businesses and needs of our readers, we need to hear from you. Your input is very important to the success of *seed.ab.ca* – Alberta’s seed guide.

1. How would you rate the following issues of *seed.ab.ca* on a scale of 1-5, with 5 being the highest?

	Not Valuable		Neutral		Very Valuable	
a) Fall	1	2	3	4	5	
b) Winter	1	2	3	4	5	

2. How much of each *seed.ab.ca* issue do you generally read?

- 100%
 75-99%
 50-74%
 25-49%
 0-25%

3. Including you, how many people read the issue you receive?

- 1
 2-5
 6-9
 10+

4. Do you keep past issues of *seed.ab.ca* for reference?

- Yes
 No

5. How would you rate the following elements of the magazine on a scale of 1-5, with 5 being the highest?

	Very Poor		Neutral		Very Good	
a) Content/Subject matter	1	2	3	4	5	
b) Pictures/Layout	1	2	3	4	5	
c) Writing	1	2	3	4	5	
d) Timeliness	1	2	3	4	5	
e) Variety Performance Information	1	2	3	4	5	

6. What are some of your favourite *seed.ab.ca* features? (you may select more than one)

- Cover stories
 Variety Performance Information
 Seed Grower Directory
 Presidents’/Ministers Message
 On the Edge
 New Varieties Listing
 Other: _____

7. How would you rate these elements of the magazine on a scale from 1-5, with 5 being the highest?

	Unfamiliar with						
	Element	Very Poor		Neutral		Very Good	
a) Cover Stories	<input type="checkbox"/>	1	2	3	4	5	
b) Seed Grower Directory	<input type="checkbox"/>	1	2	3	4	5	
c) On the Edge	<input type="checkbox"/>	1	2	3	4	5	
d) New Varieties Listing	<input type="checkbox"/>	1	2	3	4	5	
e) Variety Performance Information	<input type="checkbox"/>	1	2	3	4	5	

8. How would you rate the combined format of the performance trials and grower directory?

Very Poor		Neutral		Very Good	
1	2	3	4	5	

9. What topics would you like to see discussed in future issues? (you may select more than one)

- Farm management
 End uses
 Innovations in seeding equipment
 Biotechnology
 Plant nutrition
 New varieties
 Seed research
 Pest management
 Other: _____

10. How would you rate the importance of seed.ab.ca when making your seeding decisions?
 Not Important Important Very Important
11. How often do you use the grower directory to source seed?
 1-5 6-10 11-25 26-50 51-100 100+
12. Do you purchase products from seed.ab.ca advertisers?
 Yes No
13. How many acres do you farm?
 1-500 501-1000 1001-2000 2001-3000
 3001-4000 4001-7500 7501-10,000 10,000 +
14. Which crops do you deal with? (you may select more than one)
 Wheat Canola Flax
 Barley Corn Potatoes
 Oats Forages Pulses
 Other: _____
15. Are you involved in the purchasing decision for your business?
 Yes No
16. What major purchases do you plan to make for the next growing season? (you may select more than one)
 Seeding equipment Seed treaters Storage
 Communications equipment GPS/Precision Ag Products Haying equipment
 Augers ATVs Tractors
 Other: _____
17. What is your postal code? _____
18. Comments

Thank you for participating in this survey.

