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AN EVALUATION OF THE TELFARM PROJECT

By

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Approved

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AN EVALUATION OF THE TELFARM PROJECT

INTRODUCTION

The Telfarm Program

TELFARM (Today's Electronic Farm Records for Management) was officially launched on January 1, 1964.^{1/} It developed out of and replaced a mail-in account system which had been in operation in Michigan since 1957. This mail-in system provided much of the experience and clientele that made it possible to begin full scale operations with over 1,000 members.

Telfarm is conceived as a farm management educational program jointly sponsored by the Department of Agricultural Economics and Cooperative Extension Service of Michigan State University. As such it is much more than a computer processed accounting system. Telfarm places emphasis on collecting, organizing, and analyzing the kinds of data that will supply farmers with an improved basis for management action. The financial and physical records system forms one part of the total program. The other part is an integrated management educational program. While this phase includes educational activities that are particularly needed by new members to understand program functioning, the emphasis is on teaching farmers how to use their records for business analysis. Agricultural Extension agents throughout the state share this educational responsibility. The effort is regionally led by six District Farm Management Extension agents. These two groups are directed by the

^{1/} See the bibliography for references which describe program development.

leadership from the Farm Management Specialists staff at Michigan State University.

The Purpose of This Study

Telfarm has been operational almost two years. During this period no organized study of farmer member reactions to the program has been undertaken. This is not to say that evaluation of the program has not taken place. Evaluation in some form has been carried out by all staff members connected with the program. Such continuous evaluation by members of the professional group is most important to program development. However, as a sole basis for program evaluation, this approach has some limitations. Unless the staff member assumes the role of an enumerator and systematically collects the same information others are collecting, valid sampling and quantifiable responses are not obtained. Furthermore, the normal assigned responsibilities place a limit on the kinds of information the staff member can be expected to gather. A number of communication problems ~~is~~ also apparent.

The need for an organized survey of farmer member reactions and an expression of feelings about the Telfarm program had been expressed by the Department of Agricultural Economics and the Telfarm staff. This evaluation study originated from this expressed need. The purpose of this research is to obtain a general evaluation of how Telfarm members feel about the program. In general, the study will inquire into members attitudes toward satisfaction, use, difficulty, disadvantages, and changes desired.

Value of the Study

A better understanding of "how farmer members feel" about Telfarm is important in a number of ways. An awareness of farmer reactions provides perspective against which probable effects of actions can be hypothesized. New opportunities for program improvement may be identified or at least empirical evidence will be available to support or reject the current policies and activities. Hopefully, the data will suggest program changes that are feasible and will increase farmer satisfaction without weakening any of the major objectives of the program. If nonfeasible changes are strongly indicated, this information identifies areas in which additional educational emphasis is needed. The study should also identify characteristics that will help in planning programs to add new members. It is expected that this analysis will be particularly useful to Telfarm staff members when matched against their own experiences and evaluations.

Data Collection

Most of the data used in this study was collected directly from current and former Telfarm members through the means of a mail questionnaire. This questionnaire was sent to all 1,251 current members and a selected list of 184 former members. A limited amount of data was taken directly from the member's financial information on file at the Telfarm center. The questionnaire, code sheets, and other records pertaining to data collection are found in the Appendices.

Current membership responded exceptionally well to the

questionnaire, particularly in light of competing fall harvest and farming activities. Sixty-nine percent of the current members are included in the data used in this study. This high response rate is in itself a measure of the sense of responsibility and importance members attach to the program. In contrast, one-third of the former members replied and a number of them returned partially completed questionnaires.

Cooperative Data Collection Program

The data collection and assembly program was carried out cooperatively with Mrs. Anita McMillan. This opportunity arose when Mrs. McMillan invited the author to join her planned survey of Telfarm members which dealt primarily with communications. The resulting combined questionnaire served both needs on a broader basis than would have been otherwise feasible. This combined approach also avoided the problem of asking Telfarm members to reply to two surveys within a short period of time. A detailed explanation of how this cooperative venture was developed is found in Appendix B.

Assumptions About the Data

This analysis assumes that the sample provided by respondents is representative for the total population of Telfarm cooperators. The major factor supporting this assumption is the high percentage of the population represented by the sample. Data were received from 860 members of 69 percent of the total membership. A sample of second year members matching respondents against nonrespondents

was tested for differences in size factors.^{2/} Included were investment, acreage, and gross income. No differences were found at a five percent level of significance.

The analysis also assumes that the respondents answered the question that the authors meant to ask. The reader can apply his own judgment to this assumption by referring to the questionnaire. Finally, the accuracy of transmitting data from the questionnaire to the analysis is assumed except for the open-end questions where the text will attempt to enlarge upon the limitations imposed by data handling methods.

^{2/} Chi-square tests calculated by Anita McMillan.

CHARACTERISTICS OF TELFARM MEMBERS

The Mail-in Account Program

Telfarm members cannot be considered typical of Michigan commercial farmers and the evidence suggests that they will become less typical in the future.^{1/} In 1959 Karl Wright^{2/} compared all (887) of the mail-in account program farmers with the average of all U. S. farmers of Agricultural Census economic classes I through III. Class I, II, and III farms include those having farm marketings of \$10,000 or more. The averages of all factors compared between the account farms and all census farms with marketings above \$10,000 were strikingly similar. Farm acreage, cash marketings, production expense, and a net income were used as the comparing factors. These size characteristics of mail-in cooperators typically placed them in the top 27 percent of Michigan's 1959 commercial farms. This grouping of Michigan farmers produced 60 percent of the marketings from commercial farmers or 55 percent of all Michigan farm marketings in 1959.^{3/}

The 1959 mail-in account farms were distributed among economic classes as follows: Class I, 5 percent; Class II, 24 percent; Class III, 46 percent; Class IV, 16 percent; with the remaining 9 percent smaller than Class IV.^{4/} This may be compared to 1 percent

- ^{1/} With minor exceptions commercial farms are defined by the Agricultural Census as those whose annual cash farm marketings are \$2,500 or more.
- ^{2/} Karl Wright, Department of Agricultural Economics, Michigan State University, from interviews and personal records.
- ^{3/} Agricultural Census, Michigan, 1959.
- ^{4/} Wm. H. Heneberry, et. al., unpublished research from the personal files of Karl Wright, Department of Agricultural Economics, MSU.

of all Michigan farms in Class I, 3.4 percent in Class II, 11.4 percent in Class III, and 17.3 percent in Class IV.^{5/}

Relationship Between Telfarm and Mail-in Program

A major part of the mail-in membership transferred directly from mail-in to Telfarm when the new program replaced the old. Evidence suggests that the proportion signing up in the new program was related to investment and other size factors. The mail-in system was free of cost to members. Telfarm is a fee program with charges ranging from \$72 to \$180 per year. This cost apparently had the effect of discouraging smaller farmers more than larger operators from joining Telfarm. The first-year dropout rates, to be discussed later, substantiates this nonparticipation tendency on the part of small farmers. Such attrition has the effect of increasing average indices of size even though remaining members do not change.

Size, Investment, and Marketing Differences

A review of the characteristics of Telfarm members who dropped the program after the first year as compared to those who remained helps identify certain characteristics. From Table 1, half of the farmers who dropped after the first year had a farm investment of less than \$60,000 as compared to less than one-fourth of the continuing members. By contrast, almost half of the second year members controlled assets valued at more than \$100,000.

Former members farmed 16 percent less tillable land per farm

^{5/} U. S. Agricultural Census, Michigan, 1959.

TABLE 1: INVESTMENT, ACREAGE AND TYPE OF FARM
CHARACTERISTICS OF TELFARM MEMBERS FOR 1964^{1/}

Characteristic Unit	: Former members ^{2/}		: Current members ^{3/}	
	: Number	: Percent	: Number	: Percent
Size by value of assets controlled				
Less than \$60,000	106	50.7	227	23.5
\$60,000--\$100,000	47	22.5	297	30.7
\$100,000 and more	56	26.8	443	46.8
Size by amount of tillable acres				
Less than 100	20	9.6	29	3.0
101-200	50	23.9	282	29.2
201-300	37	17.7	309	32.0
301-400	18	8.6	133	13.7
401-500	5	2.4	63	6.5
501 and larger	6	2.9	51	5.3
No data available	73	34.9	100	10.3
Average acreage	220 acres		262 acres	
Type of farming operation				
Part time and unclassified	39	18.6	14	1.4
Specialized fruit	9	4.3	26	2.7
Specialized poultry	9	4.3	22	2.2
Cash crop	19	9.1	82	8.5
Cattle feeding	11	5.3	40	4.1
Hog	7	3.3	29	3.0
Beef-hog	6	2.9	20	2.0
Beef-cow	4	2.0	11	1.1
Spec. Southern dairy	38	18.2	319	33.0
Spec. Northern dairy	11	5.3	72	7.4
Southern dairy mixed	19	9.1	184	19.0
North dairy and potato	3	1.4	15	1.6
Southern mixed	20	9.6	84	8.7
Northern mixed	14	6.6	49	5.3

^{1/} Data from Telfarm center records.

^{2/} 209 farmers who were members in 1964 but dropped January 1, 1965.

^{3/} 967 farmers who were members in 1964 and continued membership in 1965.

than those who continued as members. The average second-year member tilled 260 acres with more than two-thirds of them farming between 100 and 300 acres. Fewer than 4 percent farmed less than 100 acres and 6 percent farmed more than 500.

Telfarm gross income is equal to census farm marketings adjusted for inventory change and purchases of livestock and feed. With rare exceptions the Telfarm definition of gross is smaller than census farm marketings. Telfarm gross for second-year members averaged \$28,000 in 1964.^{6/} Nationally, all Class II farms had sales averaging \$26,900 in 1959, the last year for which this data is available.^{7/} This strongly suggests that second-year Telfarm members average larger in farm marketings than Class II farmers of the nation. Farmers who dropped the program after the first year had gross incomes one-third smaller or \$18,000.

Types of Farming Differences

Telfarm members are classified as to type of farming operation. As would be expected, dairy farmers are most numerous. Table 1 indicates that 40 percent of the second-year members operate specialized dairy farms and another 20 percent have dairy as a major enterprise. Of the remaining, 10 percent are red meat producers, 2 percent operate specialized poultry farms, 3 percent specialized fruit farms, cash crop operators are represented by 8 percent of the total group, and 13 percent are classified as having a mixed farming operation.

^{6/} From Telfarm Center records.

^{7/} U. S. Census of Agriculture, Economic Classes of Farmers, 1959.

Comparing dropouts to second-year members by type of farm operation helps identify differences in satisfaction with Telfarm between types of farm categories. Farmers who specialized in dairy (Table 1) or had dairy as a major enterprise dropped out of the program at about half the rate they were represented in the program. Both specialized fruit and poultry farmers dropped the program at approximately twice the current percent represented in the program, but the numbers involved are perhaps too small to use this characteristic alone as a basis for conclusions. If the regionally designated mixed farming types are combined statewide, all other types of farming had dropouts at approximately the percent now represented in the program. The part-time classification difference should be ignored because it includes farmers who did not become involved in the program deeply enough to even be identified by type of farm.

Michigan Farmers Served by Telfarm

A more detailed investigation of second year member records reveals that 75 percent had Telfarm gross incomes exceeding \$15,000 in 1964. No more than 11,000 farms in Michigan reported farm marketings in excess of \$15,000 in 1959.^{8/} This suggests that Telfarm is currently serving less than 10 percent of the larger Michigan farmers--the kind that are most likely attracted to the program. Project 80 estimates indicate there will be more than 15,000 farmers having sales exceeding \$15,000 by 1980.^{9/}

^{8/} U. S. Census of Agriculture, Michigan, 1959.

^{9/} K. T. Wright, Project 80, Michigan Farms in 1980, Department of Agricultural Economics, MSU, August, 1965.

Furthermore, the numbers of commercial farmers are expected to drop from 65,000 in 1959 to 32,000 in 1980. Telfarm will have the opportunity to draw from a larger potential clientele as well as serving an increasing percentage of the commercial farmers in Michigan.

Age of Telfarm Members

Telfarm membership is composed of relatively young farmers. More than two-thirds are between 30 and 50 years of age. As reported in Table 2, less than 5 percent are over 60 and nearly 10 percent are under 30 years of age. The estimated average age of members is 43 which is much younger than the 50 year average age for all Michigan farmers as reported by the 1959 U. S. Agriculture Census.

TABLE 2: AGES OF TELFARM MEMBERS

Age Classes	: Members reporting	
	: Number	: Percent
Under 30	82	9.5
30 - 39	255	29.7
40 - 49	295	34.3
50 - 59	188	21.9
60 and over	37	4.3
No answer	3	.3

The age trend established by new members suggests a further reduction in average age of membership over the next few years. New members were found to be significantly younger than the

second-year group.^{10/} The approximate age difference is six years.

Educational Level of Telfarm Members

Over 80 percent of the Telfarm membership completed high school or more, with 37 percent having some level of college experience. Table 3 indicates the largest educational group is composed of farmers who completed a high school education. Forty-three percent were in this group. The membership includes 12 percent with a college degree and 25 percent more having some college experience. A number of this last group specified they had completed the Michigan State University short course program. As would be expected, younger members have significantly more education than the older members.^{11/} Former members responding to the questionnaire had a slightly higher educational level than current members.^{12/}

TABLE 3: FORMAL EDUCATIONAL LEVELS OF TELFARM MEMBERS

Educational Level	: Members reporting	
	: Number	: Percent
Attended high school or less	158	18.4
Graduated from high school	373	43.4
Attended college	217	25.2
Graduated from college	104	12.1
No answer	8	.9

^{10/} Appendix F, page 3. The chi-square test was used throughout this study to identify statistical differences. Significant differences were determined at the 5 percent probability level. All variables tested and found to be significantly different are summarized in Appendix F.

^{11/} Appendix F, page 1.

^{12/} Appendix E, page 4.

Telfarm Membership and Evaluation Study Response

Telfarm records listed 1,251 active members on October 1, 1965. The year began with 967 carryover members and 342 beginners. The reasons why 58 farmers dropped the program during this 10 month period have not been identified.

Respondents to the questionnaire include 203 first-year members and 657 second-year members which is closely proportional to each tenure group's representation in the program.

It will be apparent to the reader that some of the questions asked were not appropriate for the first-year member because he has not had an opportunity to experience and evaluate the activity questioned. Some first-year members did not answer this kind of question while others apparently answered on the basis of expectations. It is believed that this defect has only minor effects on the total data and does not alter any major conclusions.

The following chapters cover areas of satisfaction, difficulty, use, and change as these factors reflect current membership feelings about the Telfarm program.

TABLE 4: GENERAL SATISFACTION RATINGS OF
TELFARM PROGRAM BY MEMBERS

Question statement: Most programs have good points and bad points. We'd like to know how you would rate Telfarm.

Part I

Question	Replies	Members reporting	
		Number	Percent
First, the bad points. Do you think that Telfarm has:	No bad points.	167	19.4
	A few bad points.	635	73.8
	A great many bad points	11	1.3
	NA ^{1/}	47	5.5
Now, good points. Do you think that Telfarm has:	No good points.	1	.1
	A few good points.	118	13.7
	A great many good points.	727	84.6
	NA	14	1.6
Thinking about Telfarm in general, would you say that you have been:	Extremely dissatisfied	6	.7
	Quite dissatisfied.	48	5.6
	Neutral.	113	13.1
	Quite satisfied.	608	70.7
	Extremely satisfied.	77	9.0
	NA	8	.9

Part II

Question: If you could dream about the ideal system of farm records and give it a rating of 10 points, how many points would you give Telfarm?

Members reporting	Scale rating for Telfarm system							
	Poor 4 or less	5	6	7	8	9	Ideal 10	NA
Number	4	41	28	96	291	205	116	79
Percent	.5	4.8	3.3	11.7	33.8	23.9	13.9	9.0

^{1/} No answer.

ADVANTAGES AND SATISFACTIONS MEMBERS OBTAIN FROM TELFARM

General Satisfaction Ratings

As a whole, members say Telfarm is satisfactory. Less than one out of twelve admits active dissatisfaction with the program as a whole. Four kinds of satisfaction ratings are summarized in Table 4. The questions are arranged to allow members to rate the good and bad points separately and then to rate the program as a whole. A further measure of satisfaction is obtained by asking members to compare Telfarm against what they perceive to be the ideal system.

It should be clear that satisfaction as used here as well as all other subjective questions used in the study is not restricted to measuring economic value or usefulness. The total concept of utility is under evaluation. Non-economic factors relating to satisfaction can be as important or more important than the economic factors.

Significant differences in satisfaction were reported by educational level and membership tenure. Second-year members scored more bad points for Telfarm than the beginning group.^{1/} Members with higher educational levels reported a higher level of satisfaction than the less educated both in having more good points and for satisfaction with Telfarm in general.^{2/} Age differences were also significant.^{3/} The older members were more neutral than the

^{1/} Appendix F, page 3.

^{2/} Appendix F, page 1.

^{3/} Appendix F, page 6.

younger in that they reported fewer bad points and fewer good points. Older members were also less satisfied in general than the younger members. The same differences found with respect to age exist among members of different farm investment sizes.^{4/} The farmer members having smaller farm investments responded in the same way as older farmers. Consistency is found throughout these comparisons. The smaller farmer is less satisfied; he has less education and is older.

Part II of Table 4 summarizes how members compare Telfarm to what they perceive to be the ideal system. Members scored an average rating for Telfarm of 8.2. Fifty-eight percent of the membership rated the Telfarm system at 8 or 9. Differences between current and former Telfarm members were not tested with respect to satisfaction, but a comparative review of these general ratings of satisfaction clearly places the former members at a lower level of satisfaction.^{5/}

Further identification of member satisfaction was obtained by asking members to compare Telfarm to their previous record system and to any other record systems they might know about. This response is recorded in Table 5. Eighty-five percent of the members felt that Telfarm was more satisfactory or much more satisfactory than their previous system. It should be remembered that a large majority of the Telfarm membership belonged to the old mail-in system.

^{4/} Appendix F, page 16.

^{5/} Appendix E, page 5.

TABLE 5: HOW MEMBERS COMPARE TELFARM TO OTHER FARM
RECORD SYSTEMS

- Questions: I If you compared Telfarm with your previous system of keeping farm records, would you say that Telfarm was:
- II Do you consider that any other system of farm record keeping that you know about would be as satisfactory for your needs as Telfarm?

Question	Replies	: Members reporting	
		: Number	: Percent
I	Much more satisfactory.	302	35.1
	More satisfactory.	428	49.8
	About the same.	94	10.9
	Less satisfactory.	22	2.6
	Much less satisfactory.	6	.7
	NA ^{1/}	8	.9
II	Probably so.	88	10.2
	Perhaps	231	26.9
	Probably not	525	61.0
	NA	16	1.9

^{1/} No answer.

Members were not so positive that Telfarm was as satisfactory for their needs as any other system they knew anything about although 61 percent felt there was probably no other system as satisfactory as Telfarm. An additional 37 percent said perhaps, or probably another system would be at least as satisfactory. This question is difficult to clearly evaluate because of varying levels of knowledge and expectations about other kinds of record systems held by different members.

A general problem not explored in the study is the place and

effect of expectations in responding to the questions. If expectations underlie a significant number of the answers received from Telfarm members and these expectations are not fulfilled within the reasonable future, response to general and specific measures of satisfaction could be quite different at a future date.

Status of the Telfarm Program Among Members

The willingness of Telfarm members to recommend Telfarm to neighbors and friends is a good measure of the program's status in Michigan. As summarized in Table 6, almost three-fourths of the membership said they would certainly recommend Telfarm to another farmer. Almost none said they would not make such a recommendation. Two-thirds of the Telfarm membership have recommended the program to other farmers. From the data in Table 6 it is possible to roughly estimate that 2,800 farmers have been told something about Telfarm by Telfarm members. Furthermore, little evidence is found in the study to suggest that more than a handful of Telfarm members have told other farmers they shouldn't join Telfarm.

Studies on adoption patterns of new farm ideas and practices suggest that this favorable attitude and salesmanship by the membership is very important to future growth of the Telfarm program.^{6/} Many farmers mentally evaluate and otherwise study new services and practices for some period before they adopt or try the practice. In the evaluation stage friends and neighbors are

^{6/} Adopters of New Farm Ideas, NCR Extension Publication number 13, October, 1961.

one of the most important sources of information. While most farmers probably first heard of Telfarm through some mass media source, this kind of source is just the beginning of the adoption process. At this point a telfarm member who is a friend and neighbor is most influential in stimulating further evaluation.

TABLE 6: WILLINGNESS OF TELFARM MEMBERS TO RECOMMEND THE PROGRAM TO OTHER FARMERS

Question	Replies	Members reporting	
		Number	Percent
Would you recommend Telfarm to another farmer?	Certainly	633	73.6
	Perhaps	206	23.5
	Probably not	17	2.0
	NA ^{1/}		
Have you recommended Telfarm to any other farmer?	No	275	32.0
	Yes	575	66.9
	NA	10	1.1
If yes, about how many farmers?	None	29	3.4
	1 farmer	46	5.4
	2 "	157	18.3
	3 "	109	12.7
	4 "	74	8.6
	5 "	76	8.8
	6 "	46	5.4
	7-9	9	1.1
	10 and more	29	3.4
	NA and not asked to answer this question.	285	32.9

^{1/} No answer.

Younger Telfarm members recommended Telfarm to other farmers

significantly more times than the older members.^{7/} This characteristic also suggests that those receiving recommendations are likely to belong to the younger farmer group.

Telfarm Member Contacts With Professionals

Members report the number of personal conferences they have had with specified professionals at which their farm analysis, using Telfarm, was discussed since January 1, 1965, in Table 7. A word of caution must be given about this question; one that limits the kinds of conclusions that can be drawn from it. Visitation records of the District Farm Management agents and spot checks by them of the questionnaire indicates the number of visits reported fall short of the number actually made. This discrepancy is apparently due at least in part to the wording of the question. Members did not feel that their farm analysis as it related to Telfarm was discussed all of the times District agents or Extension agents visited with them. In the minds of many members visits by these persons were probably viewed as being related to operational procedures. This viewpoint almost certainly accounts for the major part of the large number of members reporting no visits. District agents say they visited almost every member at least once. This fault likely has little effect on the reports covering other professionals because they are not normally concerned with operational problems.

Given these limitations, the data still indicates the relative

^{7/} Appendix F, page 6.

TABLE 7: NUMBERS OF TELFARM MEMBERS REPORTING VARIOUS INCIDENCES OF PERSONAL CONFERENCES WITH SPECIFIED PROFESSIONALS SINCE JANUARY 1, 1965, AT WHICH FARM ANALYSIS, USING TELFARM, WAS DISCUSSED

Question: Since January 1, 1965, about how many times have you discussed your farm analysis (using Telfarm) with each of the following people?

Specified Professional	Units	Range in numbers of conferences reported										Totals		
		0*	1	2	3	4	5	6	7	8	9		NA ^{1/}	
Telfarm District Farm Management agent.	Number Percent	204 24	415 48	166 19	51 6	8 1	52 ^{2/} 6	3 -	1 -	1 -	1 -	0 -	6 -	860 100
County Extension agent or director.	Number Percent	245 29	268 31	164 19	89 10	48 6	15 2	17 2	1 -	3 -	2 -	2 -	8 -	860 100
Vocational Agri. teacher.	Number Percent	805 93	15 2	7 -	4 -	2 -	0 -	2 -	0 -	0 -	0 -	0 -	25 3	860 100
Local banker.	Number Percent	646 75	127 15	46 5	13 2	3 -	1 -	3 -	0 -	0 -	0 -	1 -	20 2	860 100
F. H. A. representative.	Number Percent	775 90	41 5	11 1	5 -	2 -	2 -	0 -	0 -	0 -	0 -	0 -	24 3	860 100
P. C. A. representative.	Number Percent	674 79	103 12	36 4	14 2	4 -	3 -	4 -	0 -	0 -	0 -	1 -	21 2	860 100

^{1/} No answer.

^{2/} Less than one percent.

* 97% of the respondents answered some part of this total question. The no-conferences and no-answers were separated by using this factor.

importance different professionals play in personal program service. The number of conferences occurring between members and District agents is about the same as that reported between members and Extension agents. District agents scored higher in making single visits but the Extension agents a little more than caught up by visiting some members more often. The local banker is the third most important personal conference contact from this list and is followed by the PCA representative. The members say that Vo-Ag teachers and FHA representatives are relatively unimportant as a whole. The importance that members have placed on the local banker as a personal contact involving Telfarm should not be overlooked by Telfarm administrators.

A number of significant differences were identified with respect to number of professional visits. The contacts between PCA representatives and members were more numerous at the higher educational levels for members.^{8/} Second-year members reported more visits with District Farm Management agents and first-year members said the visits were more numerous with their Extension agents.^{9/} With exception of District Farm Management agents, the younger Telfarm members reported more conferences than older members with all of the professionals specified.^{10/} No differences by age were reported for visits with the District agents.

^{8/} Appendix F, page 2.

^{9/} Appendix F, page 4.

^{10/} Appendix F, page 8.

Other Reasons Why Farmers Belong to Telfarm

Members were asked to respond to a series of opinion statements which described other possible values obtained from belonging to Telfarm. Table 8 identifies this response to values received from more personal service, income tax savings, status relationships, and future expectations.

TABLE 8: OTHER REASONS WHY FARMERS BELONG TO THE TELFARM PROGRAM

Question statement: Here are some statements which farmers have made about Telfarm. You will probably agree with some, and disagree with others. We would like to know how you feel about each of these statements. Draw a circle around the answer which best represents your opinion.

Statement	Replies	Members reporting	
		Number	Percent
My county Extension agent has given me a lot more help since I joined Telfarm.	Strongly agree	66	7.7
	Agree	281	32.7
	Undecided ✓	116	13.5
	Disagree	303	35.2
	Strongly disagree	65	7.5
	NA ✓	29	3.4
The tax savings alone can justify my belonging to Telfarm.	Strongly agree	148	17.2
	Agree	365	42.5
	Undecided	168	19.5
	Disagree	139	16.2
	Strongly disagree	20	2.3
	NA	20	2.3
I have felt closer to the University since I joined.	Strongly agree	36	4.2
	Agree	322	37.4
	Undecided	207	24.1
	Disagree	238	27.7
	Strongly disagree	29	3.4
	NA	28	3.2

(Cont.)

Table 8 (Cont.)

Statement	Replies	Members reporting	
		Number	Percent
The most up-to-date farmers I know have joined Telfarm.	Strongly agree	36	4.2
	Agree	264	30.6
	Undecided	269	31.3
	Disagree	235	27.4
	Strongly disagree	29	3.4
	NA	27	3.1
The Telfarm reports aren't worth as much to me as the management help which I get from other people because I joined.	Strongly agree	5	.6
	Agree	47	5.5
	Undecided	166	19.3
	Disagree	533	62.0
	Strongly disagree	75	8.7
	NA	34	3.9
I'm not so sure that it was worth it last year, but I expect to get more out of it in the future.	Strongly agree	44	5.1
	Agree	328	38.1
	Undecided	133	15.5
	Disagree	283	32.9
	Strongly disagree	29	3.4
	NA	43	5.0

1/ In the questionnaire the reply was "uncertain or undecided".

2/ No answer.

A definite position of the membership is indicated on two of the six statements. Members rather strongly agree that tax savings alone is a sufficient justification for membership and they more strongly disagreed to the statement which said the management help they received was worth more to them than the Telfarm reports they received. The four other statements received almost equal agreement and disagreement at both levels of intensity.

The responses received were compared by educational level and significant difference was found in the response to one statement.

Members having less education felt closer to the University by virtue of their membership in Telfarm.^{11/} Differences by membership tenure identified second-year members as more in agreement with tax savings alone justifying membership.^{12/} The response also varied significantly by age of the Telfarm member.^{13/} Older members were more in agreement with feeling closer to the University, up-to-date farmers being Telfarm members, and tax savings alone as justification for membership. Younger members were more in agreement with receiving more Extension agent help, value of management help, and higher future expectations. Comparing the answers by size of member found the larger farmers more in agreement with more help from the Extension agents, a closer relationship with the University, and the relative importance of management help received.^{14/}

The data in Table 8 generally identifies a balance of reactions to other values received from being a Telfarm member when the value is only indirectly related to the records part of the program. The responses to the statements on tax savings and comparing value of Telfarm reports to management help verifies the relative importance members place on the accounting functions of the program.

Biggest Advantage of Telfarm

The amount of satisfaction members obtain from the Telfarm

^{11/} Appendix F, page 2.

^{12/} Appendix F, page 5.

^{13/} Appendix F, page 14.

^{14/} Appendix F, page 24.

program is also measured by identifying the most important advantage they say they have experienced as a member. The members were asked to express in their own words the biggest advantage obtained from membership. The replies were classified and are presented in Table 9. At least one-third of the members answering this question listed more than one advantage. For the purposes of control and consistency, only the first listed advantage was tabulated. This method of classification had the effect of placing more emphasis on accounting advantages of the Telfarm record system because the one most easily verbalized was likely to be listed first. Typically, this would be income tax or better records. Fairly often this first advantage was followed by a management related advantage.

A second shortcoming of this data is related to the problem of classifying open-end responses. The final classification is necessarily the interpretation of the responses by the author. These shortcomings are also common to the questions: the biggest disadvantage, the change I would like to see, and the activities associations might perform.

The general impression that must be drawn from the distribution of answers identifying the biggest advantage members obtain from the program is the heavy emphasis upon accounting and historical advantages. Over one-third of all listed advantages relate directly to income tax with very few of this number identifying tax management as the major advantage. Another forty percent list records for record sake, expressed in a variety of ways,

TABLE 9: THE BIGGEST ADVANTAGE OF THE TELFARM PROGRAM
AS REPORTED BY MEMBERS.1/

Question: If you thought about the biggest advantage of Telfarm to you, what would you say it is?

Advantage of the Telfarm program	: Members reporting
Category	:
Subcategory	: Number
Income tax.	160
- Income tax filing is much easier and takes less time	53
- Telfarm provides more complete and accurate records for income tax filing.	37
- Telfarm provides good records for income tax and social security filing.	4
- Telfarm provides excellent inventory and depreciation records for income tax filing.	15
- Telfarm improves my tax management and/or reduces tax liability and filing costs	13
- Telfarm records satisfy the IRS auditors.	1
Subtotal	283
Better record keeping system.	13
- Telfarm forces me to be systematic and timely in keeping my records.	94
- The cost of belonging to Telfarm gives me incentive to keep better records.	3
- The program motivates me to keep more complete records and keep them more accurately.	13
- The detailed classification identifies where money was spend and received.	2
- Telfarm supplies me with an accurate, complete and current set of farm records.	144
- Telfarm supplies me with accurate, complete, and current depreciations schedules and inventory.	41
- Telfarm supplies me with quarterly financial summaries.	5
- Telfarm is versatile. I can select the amount of information I want.	3
- In partnerships the system makes it easy to inform all partners even though one does all the record keeping.	1
Subtotal	319

(Continued)

TABLE 9 (Continued)

Advantage of the Telfarm program	: Members reporting
Category	:
Subcategory	: Number
Good farm business records for analysis purposes.	30
- Provides me with good summary reports from which the financial condition of my business can be identified.	62
- Provides a readily acceptable set of records for my credit source and/or serves as a reliable basis from which my credit needs can be justified.	9
- The enterprise summaries which enable me to identify how I'm doing and be able to make comparisons with other farms as well as comparing enterprises on my own farm.	23
- Telfarm summaries and analysis reports supply me with information for better management decisions.	25
- With Telfarm I can better identify my weaknesses by comparing my records with standards and/or other members' records.	9
Subtotal	158
Access to expert Telfarm and County Agent staff.	4
- Access to experts for record analysis and suggested recommendations.	3
Subtotal	7
The program makes me more aware that good record systems are essential for today's farming.	3
Telfarm saves bookkeeping time.	3
Total replies	773
No answer	87

1/ Many members reported more than one advantage. This table records only the first reported advantage.

as the big advantage. Twenty percent express the biggest advantage as related to management and decision making.

Implications raised by this data if taken at face value are not particularly flattering to the goals of the Telfarm program. However, a more thorough evaluation is indicated. Such evaluation will be discussed in the final chapter of this study. While the advantages that members have given the most weight are not consistent with basic program goals, they do identify those which make a major contribution to member satisfaction with the program.

Organization of Telfarm Associations

Members were asked if they would favor organizing County or District Telfarm associations and if organized, what kinds of activities were favored. Tables 10 and 11 summarize the reactions of members to this proposal.

TABLE 10: TELFARM MEMBER ATTITUDES TOWARD FORMING
COUNTY OR DISTRICT ASSOCIATIONS

Question: Do you think it would be a good idea to have county or district associations for Telfarm cooperators?

Replies	: Members reporting	
	: Number	: Percent
No, I don't think so.	425	49.4
Might be.	273	31.8
Yes, good idea.	107	12.4
No answer	55	6.4

TABLE 11: ACTIVITIES THAT MEMBERS SUGGEST A TELFARM ASSOCIATION MIGHT PERFORM^{1/}

Question: If you checked yes or might be, (in favor of forming associations) what kind of activities would you like this association to perform?

Association Activities	: Members reporting
Category	: Number
Subcategory	: Number

TYPE I: Educational programs directly relating to Telfarm

General program relating to a better understanding of Telfarm.	43
- Bring farmers up to date on program changes.	2
- On special forms of business organization like partnerships as they relate to Telfarm.	2
Relating to input and output forms and instructions.	6
- To help members understand how to collect and report data.	12
- Check completed monthly reports at meetings for accuracy and answer problems.	5
- Help members understand how to read reports received from Telfarm and understand what the reports say.	14
Programs on the analysis of Telfarm records.	9
- Comparative analysis programs using other similar type farms to compare with the individual's records.	5
- Training for better use of business analysis summaries.	6
Increase personal help and contacts.	11
- More staff visits to the farm.	7
- Have individual conferences for analysis and management help.	2
- Develop a program of regularly scheduled personal conferences.	4

(Continued)

TABLE 11 (Continued)

Association Activities	: Members reporting
Category	:
Subcategory	: Number

TYPE II: Management Educational Programs.

On farm management and farm planning.	7
- Discuss farm management problems.	7
- Have farm planning sessions.	6
- Hold seminars for like-type farmers on management and planning.	5

TYPE III: Farm business-related educational programs.

- Income tax programs.	12
- Farm management tours.	3
- Estate planning, wills, insurance, etc.	1
- Farm credit and loan planning.	1
- Farm labor problems.	1
- Technical agricultural production	4

TYPE IV: Miscellaneous

- Publish an association management and marketing newsletter.	1
- Meet only a few times each year.	3
- Promote new Telfarm members.	1
- Have something to say about program changes and Telfarm policy.	4
- Be partly social in nature.	5
- Organize a data recording service.	2
- Promote the farmer image and identify his plight.	2

Total replies 193

The membership indicated very little support for organizing Telfarm associations. Half of the respondents said no, almost a third more agreed to a qualified "might be a good idea", and only one out of eight thought it was a good idea. Extra comments from a few of the members who rejected the proposal viewed an association as a further demand upon their time with no more benefits forthcoming than were now obtained from the regular Telfarm educational program.

The members who favored or responded with the qualified "might be" a good idea to form associations suggested a variety of activities, the great majority of which are educationally oriented toward the Telfarm program. As noted in Table 10, those suggested varied from very general statements to specific ideas. One may assume that most of the members making more general statements visualized a balanced program that would cover a range of specific subjects relating to Telfarm over a period of time. These subjects would meet the more important needs of members as they felt them. Three general areas of Telfarm-oriented educational programs were suggested: operational education, report analysis, and a general area of better understanding of the program. Few members suggested programs designed to teach management principles.

A surprising number of farmer members (24) felt that associations could provide the means through which they could obtain more personal help from Telfarm staff members, or they felt this question gave them a good opportunity to express this personal

need. The author is inclined to believe the latter reason is more realistic. However, some of these members who asked for more personal help may have viewed associations as a means of modifying the current program activities of staff members.

A second type of educational activity closely related to farm business was suggested by 22 members. This included programs on income tax, tours, and related activities as identified in Table 11. A group of essentially noneducational activities was suggested. Significant here is the suggestion made by four members to give associations some control over Telfarm policy and program.

Member reaction to forming Telfarm associations was tested against the variables identified in Appendix F. Younger members were found to be less in favor of associations than their seniors.^{15/} There were also significant differences by investment size. Members having larger investments were more interested than those with smaller investments.^{16/} No differences by tenure or educational level were found.

Former Member Reactions to Telfarm

Two hundred and nine farmers dropped Telfarm during, or at the end of the first year. Out of this number, 184 still believed to be farming were asked to respond to the Telfarm evaluation study. Sixty of these responded. Fifty of this number answered the total questionnaire in varying degrees and ten returned only

^{15/} Appendix F, page 6.

^{16/} Appendix F, page 16.

the cover letter which included a number of questions about their present status and why they dropped the program. The assumption stated earlier that the data was assumed to be representative of the population does not necessarily hold for dropout respondents. The smaller return rate coupled with the probability that those willing to take the trouble to answer were more favorable than those who did not is sufficient reason to use this data with restraint. A complete summary of the data collected from former members is exhibited in the form of a reference table in Appendix E. The questionnaire exhibited in Appendix A must be used in conjunction with the data summary to identify the questions.

While specific comparative references are made to the responses of former members throughout the paper, a general summary of the former member responses is undertaken here.^{17/}

Almost all of the former members responding are still farming and nine out of ten are keeping their own records using a variety of systems. The record system predominating is, or is similar to, the MSU farm tax account books. Almost half of this group obtains outside help for income tax filing. These former members were asked if they would consider rejoining Telfarm. Seventeen percent said certainly not and 17 percent said quite likely, or yes.

Former members said they dropped the program because of cost, size, complexity, unsuitability, errors and a number of lesser reasons. No single reason can be identified as the major cause of becoming a dropout. Out of this group of respondents, 12 percent

^{17/} Appendix E, pages 1-20.

said they dropped because of conflicts with the Staff or for personal family reasons. The evidence presented by the data from former members indicates a very small number will rejoin the program.

A lower level of satisfaction, more criticism of the program, and less use of the reports and educational programs than that reported by the current membership is clearly evident throughout the data received from former members. For example, former members reported an average Telfarm rating of 6.5 out of a possible 10 (10 is the ideal record system) while current membership scored Telfarm at 8.2.

In general, former member responses to questions relating to the kind of uses they made of Telfarm reports indicate less management and more accounting orientation than that reported by those still in the program. It is of interest to compare dropouts with current membership on the point "who collects and records different kinds of data." While the differences are not great, the wives of the dropouts carried more responsibility for collecting and recording all of the kinds of data listed than did the wives of current cooperators.

DIFFICULTIES AND DISADVANTAGES OF TELFARM

Identifying difficulties and disadvantages of Telfarm members' experience is one means of determining significant barriers to effective use and growth of the program. Knowledge of such negative aspects is useful in planning program changes and revising educational activities. This chapter examines some of the difficulties and disadvantages reported by members. The time members spend with certain aspects of the program and division of reporting responsibilities among family members is also included.

Difficulty Experienced in Interpretating the Telfarm Reports

Members were asked about the difficulty of interpreting Telfarm reports in general. The responses are recorded in Table 12. Sixty percent of the membership said interpretation was quite easy to very easy while the balance reported quite difficult to very difficult. It is apparent that a strong minority feel they have problems understanding the reports. Whether difficulty in interpreting reports is closely related to the amount and kinds of uses made of the reports was not tested. Probably such a relationship exists.

No significant differences were found in comparing the educational level or tenure against difficulty of interpreting. Differences did exist by age and size of investment. The younger farmers reported less difficulty than older members in interpreting the Telfarm reports.^{1/} The larger the member, as measured by size

^{1/} Appendix F, page 8.

of investment, the less difficulty was experienced in understanding reports.^{2/}

TABLE 12: HOW MEMBERS FEEL ABOUT THE DIFFICULTY OF INTERPRETING TELFARM REPORTS IN GENERAL

Question: How easy or difficult are the Telfarm reports for you to interpret?

Replies	: Members reporting	
	: Number	: Percent
Very difficult	40	4.6
Quite difficult	289	33.6
Quite easy	471	54.8
Very easy	48	5.6
No answer	12	1.4

Additional Training Desired to Use Telfarm Reports

Related to the difficulty experienced in interpreting reports is the amount of additional training Telfarm members say they would like to receive to help them make better use of the reports. The data tabulated in Table 13, while related to interpreting reports, is somewhat broader in that it implies the use of record information subsequent to understanding the data. For this reason the pattern of answers is somewhat different. Six out of ten members said they needed a little more training and 16 percent thought they needed a great deal more. Almost one-fourth of the members feel the training they have now is adequate for their needs. These data can be used to estimate potential audiences for educational training programs on report understanding and use.

TABLE 13: THE ADDITIONAL AMOUNTS OF TRAINING TELFARM MEMBERS WANT TO ENABLE THEM TO USE TELFARM REPORTS MORE EFFECTIVELY

Question: To use the Telfarm reports most effectively, do you think you need more training or help than you have now?

Replies	: Members reporting	
	: Number : Percent	
Yes, a great deal more.	140	16.3
Yes, a little more.	507	59.0
No, I can manage now.	198	23.0
No answer.	15	1.7

Comparisons with education, tenure, age and size were consistent with those found in difficulty in interpreting reports. No differences were found by educational level or tenure, but differences were present by age and investment size. The smaller farmers as measured by investment size reported the need for more training than the larger member.^{3/} Younger members reported less need for more training than their seniors.^{4/}

Time Members Spend With the Telfarm Program

Two categories of member time devoted to the Telfarm program were studied. First, the number of meetings members attended since January 1, 1965, at which Telfarm was an important part of the program was questioned, and second, how much time members spent going over the reports they received from Telfarm. These replies are tabulated in Table 14.

^{3/} Appendix F, page 19.

^{4/} Appendix F, page 8.

TABLE 14: THE TIME MEMBERS HAVE SPENT WITH SOME PARTS
OF THE TELFARM PROGRAM SINCE JANUARY 1, 1965

- Questions: I Since January 1, 1965, about how many meetings have you attended where Telfarm was an important part of the program?
- II Now, thinking about the time you have spent either alone or with your family going over the reports which you have received from Telfarm center, could you please give an estimate of the number of hours spent since January 1, 1965?

Question	Unit	Members reporting	
		Number	Percent
I	Number of meetings		
	- None	246	28.6
	1	284	33.0
	2	222	25.9
	3	69	8.0
	4	18	2.0
	5-9	14	1.6
	10 and more	2	.2
	NA ^{1/}	5	.7
II	Number of hours		
	None	90	10.5
	1	73	8.5
	2	128	14.9
	3	96	11.2
	4	81	9.4
	5	83	9.6
	6	54	6.3
	7-9	47	5.5
	10-15	134	15.6
	16-30	54	6.3
	30 and more	16	1.7
	NA	4	.5

^{1/} No answer.

Approximately one out of ten members attended three or more meetings since January 1. Members attending fewer meetings were

rather evenly divided. Twenty-six percent attended two meetings and thirty-three attended one. The twenty-nine percent who said they have not attended any Telfarm-related meetings this year represent a serious program problem. This is particularly true in light of the 25 percent new membership enrollment and the newness of the program. If all members not attending meetings satisfied their needs through personal conferences, this suggests a poor use of staff time.

Members reported a wide range of time devoted to working with Telfarm reports although eight out of ten say they spend an average of less than one hour per month. The highest amount of time reported was 135 hours for the 10-month period and the average time reported was 6 hours. One out of ten admit they spent no time at all and over two-thirds report five hours or less, or an average of thirty minutes or less per month.

As would be expected, former members attended considerably fewer meetings and spent a little less time studying and using their reports than current membership.^{5/}

The Person Collecting and Recording Data Sent to Telfarm

Husbands are the primary collectors and recorders of data sent to the Telfarm center. As indicated in Table 15, the amount of responsibility assumed by different persons varies with the kind of data however husbands alone assumed the job more for all kinds of data. More wives either assumed the responsibility alone

^{5/} Appendix E, page 7.

TABLE 15: THE PERSON WHO COLLECTS AND RECORDS SPECIFIED
KINDS OF DATA SENT TO THE TELFARM CENTER

Question: Who collects and records each of the following
kinds of data you send to the Telfarm center?

Kind of data	Replies	Members reporting	
		Number	Percent
Day to day financial entries on form 2.	Husband	357	41.5
	Wife	242	28.1
	Both	196	22.8
	Other	44	5.1
	NA ^{1/}	21	2.5
Capital trans- actions on form 3.	Husband	484	56.3
	Wife	140	16.3
	Both	170	19.8
	Other	43	5.0
	NA	23	2.6
Livestock information on form 3.	Husband	496	57.7
	Wife	80	9.3
	Both	160	18.6
	Other	43	5.0
	NA	81	9.4
Labor records on form 3.	Husband	486	56.5
	Wife	157	18.2
	Both	155	18.0
	Other	40	4.7
	NA	22	2.6
Crop records on forms 2. and 10.	Husband	613	71.3
	Wife	22	2.5
	Both	153	17.8
	Other	44	5.1
	NA	28	3.3

^{1/} No answer

or shared it with husbands for day-to-day financial entries than for any other kind of data. Few wives assumed the sole responsibility for crop records and livestock information. The husband and wife separately or working together do almost all of the Telfarm reporting. Only 5 percent of the membership reported that someone else was involved. This "other" category would include regular hired help and grown children of the family.

While this data identifies those to be contacted if most effective reporting training is to result, it also highlights a difficulty. The person or persons who should receive the training for any particular kind of data reporting varies by family. The data indicate training emphasis must be directed toward the husband, but further, it must also include those wives who help with this job. One of the biggest disadvantages of Telfarm as reported elsewhere is the time required for the reporting job. The difficulties experienced in reporting were also reported frequently. A well-trained member will do the reporting in considerably less time and experience much less difficulty with the job. In turn the member and family will be more satisfied with the program and as a result will quite likely make more effective use of the program.

Significant differences were found between age and who assumes reporting responsibility. For all data on Table 15, fewer wives helped or assumed the responsibility of reporting among the older members than with younger members.^{6/} This suggests particular

^{6/} Appendix F, page 15.

effort should be directed toward encouraging wives of younger members to attend meetings. Differences were also consistent when compared with farm investment size. For all kinds of data, more husbands of small investment size farms assumed the reporting responsibility.^{7/} As investment increased, more wives helped or were singly responsible for the reporting.

Critical Comments About Telfarm Reports

A set of critical statements relating to Telfarm was included in the study to further identify and evaluate member opinions about the reports they received from Telfarm. Members were asked to select the degree of agreement or disagreement best representing their opinion. These replies are summarized in Table 16.

Members reported at least twice as much disagreement as agreement to all of the critical statements except one. A few more members agreed than disagreed when asked if they needed more help to cope with the reports they received. With varying degrees of emphasis the membership said they have time to understand the reports, they're interested in details, and Telfarm reports do not represent too much paper received from the computer center. In general, members also said it wasn't too difficult to figure out the way reports are organized, to find the figures they are looking for, or to pick out the important figures. As a group they deny the need for more schooling as a means of understanding reports better. The two to five percent of the members who strongly agree

^{7/} Appendix F, page 25.

TABLE 16: TELFARM MEMBER REACTIONS TO A VARIETY OF
CRITICAL COMMENTS ON THE TELFARM REPORTS

Statement: Here are some critical comments on the Telfarm reports. Please be frank, and tell us whether you agree or disagree with each statement. Draw a circle around the answer which best represents your opinion.

Statement	Replies	Members reporting	
		Number	Percent
I don't have the time to understand them.	Strongly agree	39	4.5
	Agree	205	23.8
	Undecided ^{2/}	106	12.3
	Disagree	384	44.7
	Strongly disagree	92	10.7
	NA ^{1/}	34	4.0
I'm not interested in the amount of detail in them.	Strongly agree	23	2.7
	Agree	90	10.5
	Undecided	111	12.9
	Disagree	429	49.9
	Strongly disagree	170	19.8
	NA	37	4.3
It's difficult for me to figure out the way the reports are organized.	Strongly agree	31	3.6
	Agree	234	27.2
	Undecided	120	14.0
	Disagree	371	43.1
	Strongly disagree	71	8.3
	NA	33	3.8
I don't know how to pick out the important figures for my farm operation.	Strongly agree	25	2.9
	Agree	189	22.0
	Undecided	144	16.7
	Disagree	391	45.5
	Strongly disagree	75	8.7
	NA	36	4.2
I need more help to cope with the reports.	Strongly agree	36	4.2
	Agree	330	38.4
	Undecided	172	20.0
	Disagree	250	29.1
	Strongly disagree	40	4.6
	NA	32	3.7

(Continued)

TABLE 16 (Continued)

Statement	Replies	Members reporting	
		Number	Percent
If I'd had more schooling perhaps I could understand those reports better.	Strongly agree	21	2.5
	Agree	162	18.8
	Undecided	101	11.7
	Disagree	400	46.5
	Strongly disagree	135	15.7
	NA	41	4.8
It's difficult to find the figures I'm looking for.	Strongly agree	36	4.2
	Agree	197	22.9
	Undecided	112	13.0
	Disagree	409	47.6
	Strongly disagree	70	8.1
	NA	36	4.2
I get too much paper back from Telfarm, there just isn't time to look through it all.	Strongly agree	36	4.2
	Agree	172	20.0
	Undecided	130	15.1
	Disagree	427	49.7
	Strongly disagree	68	7.9
	NA	27	3.1

1/ No answer.

2/ In the questionnaire the reply was "uncertain or undecided".

with the criticisms likely tend to be the same individuals throughout this set of questions as well as in other places in the study where dissatisfaction is registered. Many members who have such negative opinions can be expected to drop the program. However, a few may feel this way and continue as members because the program is financially beneficial and they see no other alternative means of obtaining the service.

Significant differences were present in the way first and

second year members reacted to some of these critical statements.^{8/} Second-year members were interested in less details in the reports and found it more difficult to find the figures they wanted as compared to first-year members. New members indicated they needed more help to cope with the reports than second-year members. Significant differences were also found in the way members of different ages answered all of the critical statements.^{9/} The younger members said they found it less difficult to pick out important figures from the reports than older members. For all other statements in Table 16, older members were more critical of the Telfarm reports than younger members.

Accuracy and Difficulty of Measurements of Physical Records

Complete reporting of Telfarm records requires members to measure and record a number of kinds of physical data. This involves measuring hours of time, quantities of products or supplies and numbers of livestock. Physical data is particularly important because of its relationship to analysis for management. For the same reasons accurate and complete reporting is valuable to the researcher drawing from Telfarm records. Physical records are of particular concern because they are poorly reported by the membership.

A number of kinds of physical records are measured on the basis of estimation. Knowledge of what members consider to be satisfactory accuracy and the difficulty they encounter in making

^{8/} Appendix F, page 4.

^{9/} Appendix F, page 8.

these measurements will provide the Telfarm staff with a better understanding of the problems involved and the reliability of the data received. Tables 17 and 18 tabulate the data received from Telfarm members on accuracy and difficulty.

TABLE 17: THE DEGREE OF ACCURACY TELFARM MEMBERS WOULD LIKE TO ATTAIN WHEN COLLECTING SPECIFIED KINDS OF DATA

Question: What is the DEGREE OF ACCURACY you would like to shoot for when you collect these kinds of information?

Kinds of data	Replies	Members reporting	
		Number	Percent
Crop production data reported annually on form 10.	Within 1%	121	19.1
	Within 5%	420	66.2
	Within 15%	44	6.9
	NA ^{1/}	49	7.8
Home-raised feed fed to livestock reported monthly on form 2.	Within 1%	86	13.6
	Within 5%	328	51.7
	Within 15%	82	12.9
	NA	138	21.8
Operator and family labor reported monthly on form 2.	Within 1%	131	20.7
	Within 5%	331	52.2
	Within 15%	102	16.1
	NA	70	11.0
Year-end inventory of feed and crop supplies.	Within 1%	150	23.6
	Within 5%	380	59.9
	Within 15%	48	7.6
	NA	56	8.9

^{1/} No answer.

Members were asked to indicate the degree of accuracy they wished to attain when measuring specific kinds of physical data. The possible answers were one, five, or fifteen percent. Within

these specified limits the majority of the respondents choose five percent as an acceptable degree of accuracy for the four kinds of data listed. As a second choice in all cases the members preferred one percent error as a goal in preference to being satisfied with fifteen percent error. Relatively more members reported a higher level of accuracy was desired with crop production data, followed by year-end inventory and labor records though the differences reported between labor records and any of the other kinds of physical data was small.

After members indicated the degree of accuracy they would like to attain, they were then asked how difficult it was to collect these same kinds of physical data. Table 18 summarizes this information. In general, year-end inventory was reported as easiest to collect. Almost 60 percent said it was not much trouble. The reported ease of collection and high level of accuracy wanted supports an assumption that year-end inventory data is more reliable than the other kinds of physical data collection examined. Family and operator labor was considered a little more difficult to collect than inventory.

Crop production data and home-raised feed quantities were reported as considerably more difficult than labor or inventory. If the home-raised feed data are adjusted for the no-answers reported by members not feeding livestock, this kind of data is considered most difficult to measure. This response would suggest that crops and feed-fed data are less accurately reported than would be desired for good management records. Difficulty

with these kinds of data may also help explain why more enterprise information is not reported.

TABLE 18: THE DIFFICULTY TELFARM MEMBERS EXPERIENCE
IN COLLECTING SPECIFIED KINDS OF DATA.

Question: How difficult is it for you to be as accurate as you would like to be when collecting these kinds of information?

Kinds of information	Replies	Members reporting	
		Number	Percent
Crop production data reported annually on form 10.	Very difficult	64	10.1
	Quite difficult	273	43.0
	Not much trouble	256	40.4
	NA ^{1/}	41	6.5
Home-raised feed fed to livestock reported monthly on form 2.	Very difficult	110	17.4
	Quite difficult	215	33.9
	Not much trouble	165	26.0
	NA	144	22.7
Operator and family labor reported monthly on form 2.	Very difficult	50	7.9
	Quite difficult	196	30.9
	Not much trouble	334	52.7
	NA	54	8.5
Year-end inventory of feed and crop supplies.	Very difficult	30	4.7
	Quite difficult	183	28.9
	Not much trouble	370	58.3
	NA	51	8.1

^{1/} No answer.

Older members reported lower accuracy goals than younger members for all kinds of physical data examined.^{10/} Older members also report experiencing more difficulty in collecting crop and

^{10/} Appendix F, page 12.

home-raised feed data, but less difficulty in collecting labor and year-end inventory data than younger members. When the data are tested against size of the farm, the larger farmers consistently have higher accuracy goals.^{11/} Larger farmers also report experiencing more difficulty than smaller farmers in collecting home-raised feed and year-end inventory data, but less difficulty with crop production and labor data.

Accuracy and Mistakes in Telfarm Reports

Thirty-two percent of the members say the reports they receive from Telfarm are very accurate while less than three percent say they are quite inaccurate. As noted in Table 19, the remaining two-thirds grade the reports as quite accurate. Errors as a serious barrier to usefulness of the program or satisfaction of the member is apparently a problem affecting very few members. The error problem has two dimensions. First, members suffer if errors are present that affect the usefulness of the data. Then accuracy for accuracy's sake is also very important to some persons. Those who feel this way may become greatly disturbed by finding errors that are not a serious problem for the particular use of the data.

As might be expected, former Telfarm members felt the reports were less accurate.^{12/} Compared with the answers of current members, the former members reported the reports were very inaccurate at nine times the rate of current members.

^{11/} Appendix F, page 22.

^{12/} Appendix E, page 16.

TABLE 19: ACCURACY OF TELFARM REPORTS AND WHO MEMBERS BELIEVE IS RESPONSIBLE FOR THE MISTAKES

Question	Replies	Members reporting	
		Number	Percent
On the whole, do you feel that the reports that you receive from the Telfarm center have been:	Very accurate	277	32.2
	Quite accurate	542	63.0
	Quite inaccurate	24	2.8
	NA ^{1/}	17	2.0
If you have found mistakes, have they been:	Mainly errors in reporting	345	40.1
	Mainly errors made by the computer center	57	6.6
	Some of each	326	37.9
	NA	132	15.4

^{1/} No answer

Part two of Table 19 reports who members believe is responsible for the mistakes that have occurred. Forty percent feel that they themselves are mainly responsible for errors that have occurred and almost an equal number said that errors were both their own and the Computer Center. Only seven percent of the members felt the Computer Center alone was responsible for errors in their reports.

Comparing former members to current membership may identify an important contributing factor to dropping Telfarm. Only one-fifth as many dropouts admitted the errors that occurred were caused by their own mistakes as compared to the current membership. More than three times as many former members said the Computer

center alone was responsible for the mistakes.

The issue of record accuracy was also reported under the question asking members about the biggest disadvantage of the Telfarm program. Five percent of the members who answered this question said the biggest disadvantage was the errors found in their reports.

Significant differences were found when accuracy of reports and mistakes were compared to age, tenure, and size. First-year members said they were responsible for more of the mistakes while second-year members felt that mistakes were less of their own doing.^{13/} More younger members than older members said the reports were accurate.^{14/} Smaller farmers, as measured by size of investment, admitted more responsibility for errors than larger farmers.^{15/}

Biggest Disadvantage of the Telfarm Program

What is the biggest disadvantage of the Telfarm program? Members were asked to reply to this question in their own words. Identifying the disadvantages felt by members is useful to Telfarm administrators. In some cases changes can be made in the program that will reduce dissatisfaction without altering basic goals. If adjustments are not in order, the problem may be moderated by educational activities, leading to a better understanding of the difficulty. Finally, knowledge of the disadvantages

^{13/} Appendix F, page 5.

^{14/} Appendix F, page 15.

^{15/} Appendix F, page 25.

felt by members, even though they cannot be modified, leads to better understanding of program problems.

Table 20 tabulates the replies of members. These data are classified into general and specific categories in the way members responded. Some reported their felt disadvantage as a general statement and others specified in more detail. The same shortcomings of data classification occur here as was previously mentioned in the discussion of the biggest advantage.

Almost one-third of the disadvantages recorded by members were directly related to the time required to participate in the program. Time problems mentioned were entirely associated with collecting and reporting data to the Telfarm center. This problem can be reduced some as members become fully acquainted with reporting but the time problem will always be felt as a major disadvantage by some members.

Seventy members said the cost of the program was the biggest disadvantage. Small size of farm operation and the previous free mail-in program are likely related to the cost complaint.

The second largest general area of dissatisfaction is related to complexity of the program. Changes which the Telfarm Center is currently considering will alleviate some of this dissatisfaction. Additional reduction of this problem area can be expected as members gain experience with the program.

Other dissatisfaction areas include errors, slow return of reports, inadequate personal service, and program development. The Telfarm Center has made considerable progress in speeding

return of certain reports but at best some members will continue to say reports are slow in returning. In the same manner, errors and inadequate personal service may be improved but will always be a source of dissatisfaction for some members. Twelve farmers said Telfarm was too impersonal.

TABLE 20: THE BIGGEST DISADVANTAGE OF THE TELFARM PROGRAM AS REPORTED BY MEMBERS

Question: If you thought about the biggest disadvantage of Telfarm, what would you say it was?

Disadvantage of the Telfarm Program		Members reporting
Category	Subcategory	Number
Time spent on Telfarm		45
-	It takes too much time to gather and record data.	26
-	Difficult to meet the reporting deadlines in the busy months.	31
-	It takes too much time to review and/or understand the reports I receive.	6
-	Is finding the time to make out reports.	33
-	The difficulties that occur because of the short time between the end of the month and the due date of reports.	3
-	The time it takes to collect the data and complete the labor reports.	1
-	Too much paperwork.	3
	Subtotal	148
Telfarm is too costly		68
-	Telfarm is too costly for the small farmer.	2
	Subtotal	70

(Continued)

TABLE 20 (Continued)

Disadvantage of the Telfarm Program	: Members reporting
Category	:
Subcategory	: Number
Telfarm is too complex.	22
- The books are too large for convenient use, handling, and storage.	10
- Is trying to understand (and read) the reports received from Telfarm.	35
- The difficulty encountered when trying to find a specific item in the reports.	12
- The difficulty experienced in checking reports for errors.	2
- Excessive details in the reports which are of no use to me.	12
- Is keeping the machinery depreciation schedule in order.	1
- The difficulty to report completely and accurately.	13
- Inadequate instructions for some circumstances.	1
- The system requires more details, in some parts, than it should for my type of operation.	7
Subtotal	<u>115</u>
The errors in Telfarm reports.	8
- I cannot trust the accuracy of the reports I receive from Telfarm.	6
- The errors and the time it takes me to check the reports for accuracy.	6
- The presence of occasional major error caused by the Telfarm center.	3
- The error occurring in the crop analysis because of errors the farmer makes in estimating.	1
Subtotal	<u>24</u>

(Continued)

TABLE 20: (Continued)

Disadvantage of the Telfarm program	: Members reporting
Category	:
Subcategory	: Number
The slow return of reports to farmers	19
- Labor reports are returned too late for use in paying quarterly SS deposits.	2
- The farm business analysis was returned so late that it lost much of its value.	9
- The quarterly reports are returned too slowly.	4
- The annual business summaries are too slow in returning.	7
- It takes too long to get errors corrected.	1
Subtotal	<u>42</u>
The personal service program is inadequate.	4
- I haven't had enough help to enable me to handle all of the problems I run into when reporting my data.	9
- Need help to decide which reports to keep and how to keep them.	1
- I haven't had enough help with business analysis and farm planning.	6
- Not having a "local" contact point available to answer problems as they arise.	2
- I haven't received enough help to understand the reports I receive.	4
- Some persons representing Telfarm know less about farm records and use than I do.	3
Subtotal	<u>29</u>
Telfarm still has too many bugs in it.	8
- The credit part of the system works poorly.	3
- The monthly livestock inventory--modify or eliminate it.	3
- Does not contain double entry system controls.	1
- The system does not provide me with a complete 11 months summary about Dec. 15.	1
Subtotal	<u>16</u>

TABLE 20 (Continued)

Disadvantage of the Telfarm program	Members reporting
Category	Number
Subcategory	
Miscellaneous.	
- Receiving quarterly reports for a business run on a monthly basis.	7
- Telfarm is too impersonal.	12
- The system asked for considerable data that is of more value to MSU than the farmer.	2
- My personal finances become available to others than myself.	4
- Is the delay in report processing because of laggards.	1
- The system doesn't fit my type of farming too well.	3
- Is the initial effort and time required to understand the system.	3
- Need more localized and like-farm records for comparative purposes.	2
- Wasting time at Telfarm meetings selling Telfarm.	2
- Not having a data recording service.	1
Subtotal	37
Total replies	481
No answer or no codeable answer.	379

1/ Many members reported more than one disadvantage. This table records only the first reported disadvantage.

HOW MEMBERS USE TELFARM

A better understanding of how members are using the different Telfarm reports and usefulness of the total program as well as the perceived uses member report for farm records are useful information for Telfarm administrators. Identification of member uses and usefulness will help evaluate program progress and improve the basis upon which future program actions can be planned. Such information also provides a measure of the uses of Telfarm reports that members consider worthwhile, thus identifying factors contributing to member satisfaction.

How Members Use Telfarm Reports

When members were asked how they use Telfarm reports in terms of the broad uses listed in Table 21, the use patterns reported lean heavily toward accounting uses rather than for management. Over half of the respondents said they used the reports a good deal to discover how they were doing. One-fifth reported they use records a good deal for identifying problems and conditions and one out of six members said they used the reports a good deal for making decisions.

As would be expected, first-year members reported significantly less use of all three kinds of uses described in Table 21.^{1/} First-year members are at a disadvantage in that they have received only three quarterly reports. With less tenure in the program, it could be assumed that they have less knowledge of how to use reports. Differences were also found when these uses were compared

^{1/} Appendix F, page 3

TABLE 21: HOW TELFARM MEMBERS HAVE USED TELFARM REPORTS

Question statement: If you think about HOW you have used the Telfarm reports, we'd like to know how much you have used it for:

Use of reports	Replies	Members reporting	
		Number	Percent
Deciding which course of action would be best.	Haven't used it for this.	242	28.1
	Used it a little for this.	449	52.2
	Used it a good deal for this.	141	16.4
	NA ^{1/}	28	3.3
Finding what kind of problems I have, what kinds of things I should look into.	Haven't used it for this.	196	22.8
	Used it a little for this.	447	52.0
	Used it a good deal for this.	187	21.7
	NA.	30	3.5
How well I'm doing.	Haven't used it for this.	73	8.5
	Used it a little for this.	315	36.6
	Used it a good deal for this.	447	52.0
	NA	25	2.9

^{1/} No answer.

with age of Telfarm members.^{2/} Younger members used the records more than older members to discover problems and to determine how well they were doing but less to decide a course of action. Significant differences were also found when these uses were compared with size as measured by value of investment. For all uses of reports described in Table 21, the larger farmers reported a greater intensity of use.^{3/}

Amount of Use Obtained from Telfarm Reports

When the intensity of use of certain Telfarm reports was examined, the low-management, higher-accounting use relationships are again apparent. In Table 22 members reported the amount of use of specified reports from very little to moderate to a great deal. While tax information is not a report as such but is drawn from other reports, tax information scored highest for a great deal of use. Following in order of use are income and expense summary, detailed income and expense report, annual business analysis, and enterprise reports. Enterprise reports were reported as used very little, in part, because over half of the members do not file information needed to produce enterprise reports.

The amount of use reported also varied by age of the member.^{4/} Younger members reported relatively more use of the income and expense summaries while older members said they used the other four Telfarm reports listed in Table 22 more than younger members.

^{2/} Appendix F, page 7.

^{3/} Appendix F, page 17.

^{4/} Appendix F, page 7.

TABLE 22: THE AMOUNT OF USE MEMBERS SAY THEY HAVE
OBTAINED FROM SPECIFIED TELFARM REPORTS

Question Statement: Considering the Telfarm reports which receive, tell us how much use each of the following has been to you.

Telfarm report	Use level	Members reporting use	
		Number	Percent
Tax information	Very little.	90	10.5
	Moderate.	114	13.3
	A great deal.	585	68.0
	NA ^{1/}	71	8.2
Income and expense, detailed	Very little.	106	12.3
	Moderate.	314	36.5
	A great deal.	376	43.7
	NA	64	7.5
Income and expense, summary	Very little.	60	7.0
	Moderate.	257	29.9
	A great deal.	453	52.7
	NA	90	10.4
Annual business analysis	Very little.	112	13.0
	Moderate.	290	33.7
	A great deal.	323	37.6
	NA	135	15.7
Enterprise reports	Very little.	206	24.0
	Moderate.	145	16.9
	A great deal.	83	9.6
	NA	426	49.5

^{1/} No answer.

Usefulness of Labor Report and Farm Map

The farm labor and farm map reports supply physical data needed for business analysis on the farm and enterprise levels. Farmers were questioned about these reports and their subsequent uses.

Table 23 tabulates the response.

TABLE 23: USEFULNESS TO TELFARM MEMBERS OF INFORMATION
OBTAINED FROM LABOR REPORTS AND FARM MAPS

Statement: Here are some of the kinds of information you send to Telfarm and the uses of this information. The descriptions of both the reported information and uses are very short ones. When you answer these questions, will you think about all of the uses to which you have put each kind of information.

Questions: I The table on which you report monthly labor is used to measure labor efficiency. How worthwhile is this to you?

II The farm map on which you annually report acres, yields, ownership and soil data is used to verify production and keep a record of cropping practices. How worthwhile is this to you?

Question	Replies	Members reporting	
		Number	Percent
I	Very worthwhile.	142	16.6
	Fairly worthwhile.	377	43.8
	Worth very little.	308	35.8
	No answer.	33	3.8
II	Very worthwhile.	332	38.6
	Fairly worthwhile.	347	40.3
	Worth very little.	134	15.6
	No answer.	47	5.5

Usefulness of the labor data scored fairly low. Seventeen percent said it was very worthwhile while more than twice this number said it was worth very little. The recognized importance of labor information to business analysis as compared to members' response suggests the need for additional program attention in this area.

Member response to the farm map report usefulness is just the

reverse of that given to the labor report. Thirty-nine percent felt the map report was very worthwhile and 16 percent valued its usefulness very low. This difference in response may be accounted for by the kinds of data involved. Crops are end products of production and as such have been traditionally considered farming goals worth measuring. The farm map also serves as a convenient reference for historical data relating to rotations, past yields, soils, fertilizer treatments, and related information.

Credit Reporting and Credit Summaries

Six out of ten Telfarm members report at least partial credit information according to the summary tabulated in Table 24. Of the members reporting credit, ten percent say the summaries received are worth very little to them and thirty-eight percent rate the information as only fairly worthwhile. Forty-three percent of those reporting credit say the credit information is very worthwhile. No inquiry was made as to the reasons why more than one-third of the membership does not report credit.

Fewer larger farmers report credit than do smaller farmers, however, of the farmers who do receive credit summaries, those of larger size say the information is more worthwhile.^{5/} When the credit questions are compared by age, the older members report credit less and of those who do report credit information, the younger members say it has more value.^{6/}

^{5/} Appendix F, page 23.

^{6/} Appendix F, page 13.

TABLE 24: TELFARM MEMBER USE AND REACTION TO CREDIT SUMMARIES

Statement: The credit information you report is used to calculate quarterly credit summaries of loan and loan payments and for net worth summaries.

Question	Replies	Members reporting	
		Number	Percent
Do you report farm credit information.	No	319	37.1
	Yes	499	58.0
	NA ^{1/}	42	4.9
If yes, how worthwhile are the credit summaries.	Very worthwhile.	232	42.9
	Fairly worthwhile.	206	38.1
	Worth very little.	53	9.8
	NA	50	9.2
	Not asked to answer this question.	319	

^{1/} No answer

Enterprise Analysis Summaries

Enterprise accounting is an important tool in the decision-making process. It can be, and is used as a basis for deciding which enterprises to expand and which to eliminate. However, enterprise summaries are more commonly used as a means of identifying cost structures.

Table 25 summarizes the use, worth, and plans of members for enterprise data. Thirty-five percent say they have received enterprise summaries. Of this group, three out of eight said the enterprise summaries were very worthwhile, half said they would be more

worthwhile if complete, and one out of eight said enterprise summaries have not been worth the effort.

TABLE 25: TELFARM MEMBER USE OF, REACTION TO, AND NEXT YEAR'S PLANS FOR ENTERPRISE ANALYSIS SUMMARIES

Statement: Enterprise analysis summaries are calculated if you report enough information.

Question	Replies	Members reporting	
		Number	Percent
Have you received any enterprise summaries?	No	486	56.5
	Yes	299	34.8
	NA ^{1/}	75	8.7
If yes, how worthwhile are they to you?	Very worthwhile.	115	30.7
	Would be more worthwhile if complete.	142	40.0
	Haven't been worthwhile.	40	10.7
	NA	77	20.6
	Not asked to answer this question.	486	--
Are you going to try to keep any enterprise records next year?	Yes	259	30.1
	No	250	29.1
	Haven't decided yet.	233	27.1
	NA	118	13.7

^{1/} No answer.

Present plans reported by members do not indicate any big jump in keeping enterprise information next year. Thirty percent said they planned to keep some enterprise records. Twenty-seven percent say they have not decided as yet, and twenty-nine percent have already decided against keeping enterprise records next year.

TABLE 26: NUMBERS OF TELFARM MEMBERS RANKING SPECIFIED ACCOUNTING AND HISTORICAL USES OF FARM RECORDS ACCORDING TO IMPORTANCE OF THAT USE ON THE INDIVIDUAL FARM. 1/ 2/

Use of farm records	Unit	Range of importance to farm business						NA ^{3/}
		Most	5	4	3	2	1	
Calculating rent or partnership settlements.	Number Percent	11 2	32 5	164 26	166 26	214 34	47 7	
Recognizing family living costs.	Number Percent	1 -	17 3	155 24	264 42	149 23	48 8	
Keeping cash transactions and depreciation information for tax purposes.	Number Percent	437 69	123 19	33 5	3 1	- -	38 6	
Calculating costs and returns from an enterprise.	Number Percent	34 5	133 21	290 46	108 17	19 3	50 8	
Identifying profit or loss on farm business.	Number Percent	68 11	361 57	153 24	6 1	1 -	45 7	
Identifying and measuring changes in net worth.	Number Percent	7 1	147 23	375 59	56 9	2 -	47 8	
Keeping labor records for social security purposes.	Number Percent	3 -	82 13	296 47	152 24	57 9	44 7	
Keeping track of what you owe and what people owe you.	Number Percent	2 -	39 6	274 43	218 35	51 8	50 8	
Comparing your results with farms of similar size and type.	Number Percent	20 3	174 27	295 47	78 12	19 3	48 8	
Helping obtain credit.	Number Percent	8 1	80 13	297 47	126 20	74 12	49 7	

(Continued)

TABLE 26 (Continued)

1/ Question instructions.

Here is a list of statements that describe uses farmers have made of farm records.

Read through all of this list. Then choose the use from this list that has been most important for your farm business. Put its number in the top box. (Scores 5 points) Then choose the next two uses which are next in importance to you. Put these numbers in the next two boxes. (Each scores 4 points.)

Now reverse--Choose the use that has been least important for your farm business. This number goes in the bottom box. (Scores 1 point.) Then choose the next two uses which would be next to the least important and place in the next two boxes. (Each scores 2 points.) Now put the four numbers left over in the middle row of boxes. (Each scores 3 points.)

Note: The identification of score values in parenthesis is explanatory and was not included in the question.

- 2/ Arrangement of answer boxes may be seen on page 4a of questionnaire in Appendix A.
- 3/ No answer.
-

TABLE 27: NUMBERS OF TELFARM MEMBERS RANKING SPECIFIED MANAGEMENT USES OF FARM RECORDS ACCORDING TO IMPORTANCE OF THAT USE ON THE INDIVIDUAL FARM^{1/}

Use of farm records	Unit	Range of importance to farm business						NA ^{2/}
		Most:	5	4	3	2	1	
Deciding whether to buy more land.	Number	17	62	259	148	80	68	
	Percent	3	10	41	23	13	11	
Deciding whether to buy more machinery.	Number	8	142	316	96	3	69	
	Percent	1	22	51	15	-	11	
Planning family living expenditures.	Number	0	11	129	195	236	63	
	Percent	-	2	20	31	37	10	
Planning next year's farm financial needs.	Number	74	175	263	52	3	67	
	Percent	12	28	42	8	-	10	
Predicting effects an expansion plan will have on income, net worth, and debt payments.	Number	54	120	299	85	4	72	
	Percent	9	19	47	13	1	11	
Planning next year's crop and livestock programs.	Number	57	182	258	58	9	70	
	Percent	9	29	41	9	1	11	
Deciding whether to continue farming.	Number	22	38	105	233	173	63	
	Percent	3	6	17	37	27	10	
Identify the results of different cropping and feeding practices.	Number	24	100	242	156	36	76	
	Percent	4	16	38	24	6	12	
Planning how to minimize income taxes.	Number	181	132	182	52	22	65	
	Percent	29	21	29	8	3	10	
Deciding how to improve a farm enterprise.	Number	136	174	188	62	5	69	
	Percent	21	27	30	10	1	11	

^{1/} See footnotes to Table 26 for question instructions.

^{2/} No answer.

From the remaining eight uses the member then selected the two most important and the two least important uses. The remaining four uses were placed in a neutral position scoring as a 3 as indicated in the tables. The usual frequency evaluations cannot be drawn from this data because of the multiple effects of scoring.

Evaluation of this data must also be considered in light of another logical classification of uses of farm records. Some of the uses of records included are used or should be used by all farmers. Others apply only to those members to which the use is relevant. For example, rent or partnership settlements are exclusively of interest to members having or planning this kind of firm reorganization.

Both sets of farm records uses are ranked in order of importance as reported by members in Table 28. The relative importance of uses was assumed by the weights selected. This weakness in the analysis should not be carried to the point of attempting to measure relative importance of the different uses based upon the individual index values.

Tax related uses rank first in both sets of uses and family living uses rank last. The four accounting uses which apply to only part of the membership are ranked lowest in importance except for family living costs. Similar positions in ranking exist for conditional management uses.

TABLE 28: USES OF FARM RECORDS SPECIFIED IN TABLES
26 AND 27 RANKED ACCORDING TO IMPORTANCE

Accounting uses of farm records	:Importance: : index 1/ :	Management uses of farm records	:Importance: : index 1/ :
Keeping cash trans- actions and deprecia- tion information for tax purposes.	4.67	Planning how to mini- mize income taxes.	3.70
Identifying profit or loss on farm business.	3.83	Deciding how to improve a farm enterprise.	3.66
Identifying and measuring changes in net worth.	3.17	Planning next year's farm financial needs.	3.47
Comparing your results with farms of similar size and type.	3.17	Planning next year's crop and livestock programs.	3.39
Calculating costs and returns from an enter- prise.	3.09	Predicting effects an expansion plan will have on income, net worth, and debt pay- ments.	3.24
Keeping labor records for social security purposes.	2.70	Deciding whether to buy more machinery.	3.10
Helping obtain credit.	2.69	Identify the results of different cropping and feeding practices.	2.86
Keeping track of what you owe and what people owe you.	2.53	Deciding whether to buy more land.	2.63
Calculating rent or partnership settle- ments.	2.08	Deciding whether to continue farming.	2.13
Recognizing family living costs.	2.07	Planning family living expenditures.	1.85

1/ Indexes calculated as weighted averages of the data. Weight values were assigned from 1 to 5 as given above data in Tables 26 and 27.

CHANGE AND THE TELFARM PROGRAM

Attitudes Toward Change and Additions to the Telfarm Program

Telfarm members can be described as change conscious with many of them change oriented. This kind of behavior would be expected in a group who, as a whole, are economically the larger farmers (implying progressiveness) and who are the first ones to adopt new services like Telfarm. Table 29 records the attitudes members have toward the number of changes that have been made in the program. The great majority of the members did not care if changes were made. Considerably more members said more changes should be made than said more changes occurred than they liked.

Age of Telfarm members was tested against the number of changes in reports.^{1/} The older members were less favorable than younger members toward changes in both the reports sent to Telfarm and those received. Larger farmers as measured by size of farm investment were more favorable to changes in the reports they received from Telfarm.^{2/} All sizes responded the same in answer to how they felt about the number of changes in the reports they sent to the Telfarm Center.

Table 30 summarizes member reactions to considered additional Telfarm services. Comparative cash flow reports add a means of financial control not easily drawn from the reports now available. Such information would help members using a budget control program.

^{1/} Appendix F, page 12.

^{2/} Appendix F, page 22.

One-third of the respondents said cash flow reports would be very useful and almost half of the respondents felt this report might be useful.

TABLE 29: TELFARM MEMBER ATTITUDES TOWARD
CHANGES IN THE TELFARM PROGRAM

- Questions: I How do you feel about the NUMBER of changes which have been made in the reports you send to the Telfarm center?
- II How do you feel about the NUMBER of changes and additions which have been made in the reports you receive from the Telfarm center?

Question	Replies	Members reporting	
		Number	Percent
I	Far too many.	6	.9
	More than I'd like.	59	9.3
	Don't care.	429	67.7
	Should be more.	80	12.6
	NA ^{1/}	60	9.5
II	Far too many.	7	1.1
	More than I'd like.	49	7.7
	Don't care.	392	61.8
	Should be more.	121	19.1
	NA	65	10.3

^{1/} No answer.

One-fourth of the respondents said they would almost certainly be interested in having the special analysis service described in Table 30 available. An additional 48% thought they would be interested in having the special analysis service available. This service would be different from other Telfarm reports and services. Separate fees would be charged. It is also different in that this

TABLE 30: TELFARM MEMBER REACTIONS TO THE POSSIBILITY OF ADDING CASH FLOW REPORTS AND SPECIAL ANALYSIS SERVICES.

Questions: I Would you like to receive quarterly summaries of the dollars you took in and the dollars you spent during the past quarter and have this compared with the same quarter of the previous year?

II Pennsylvania provides a special analysis service on a fee basis to members planning major changes in their farm operation.

For example, this change could involve a new enterprise. Your individual farm records along with predicted prices and other data are used to analyze and predict effects on income, costs, debts and debt payments, and other important factors.

How would you feel about having this type of service available to you?

Question	Replies	Members reporting	
		Number	Percent
I	Would be very useful.	211	33.3
	Might be useful.	286	45.1
	Don't know.	23	3.6
	Not much interested in this.	92	14.5
	NA ^{1/}	22	3.5
II	Almost certainly I would be interested.	155	24.4
	Perhaps I would be interested.	303	47.8
	I don't think I would be interested.	151	23.8
	NA	25	4.0

^{1/} No answer

special service would be demanded infrequently by any one individual and many members would never use it. However, members facing a major farm decision could find this special analysis services the most valuable part of the Telfarm program. In view of these factors a decision to add this kind of service cannot be heavily influenced by the numbers of members out of the total membership who say they are interested. Detailed planning on cost to the member and to Telfarm center as well as determination of what is to be included in the service should be the next step. Justification to take this step appears adequate from the interest expressed by members.

Telfarm members answered the questions on new services differently when compared by size and age of member. The larger farmers were more interested in having both the cash flow reports and special analysis service available.^{3/} By age, the younger members were more interested in the availability of the special analysis service.^{4/} Cash flow report desirability was answered the same by all age classifications.

The One Change in Program Telfarm Members Would Like to See

Members were asked to express in their own words the one change they would most like to see in the Telfarm program. This question was asked to allow members to express their wants in their own words. A summary of these wants are found in Table 31. Less than half of the members who returned the questionnaire answered this question. A few members said they had no change in mind.

^{3/} Appendix F, page 22.

^{4/} Appendix F, page 12.

TABLE 31: THE ONE CHANGE MEMBERS WOULD MOST
LIKE TO SEE IN THE TELFARM PROGRAM^{1/}

Question: If you could make one change in the Telfarm program,
what would it be?

Change in the Telfarm Program	: Members reporting
Category	:
Subcategory	: Number
Reduce the time lag between reporting and receiving reports.	16
- Return the annual business analysis much, much earlier.	7
- Return the annual financial summary and depreciation records much sooner.	5
Subtotal	28
Reduce the cost of the Telfarm program.	20
- Cattle feeders fee is too high.	2
- Costs too much for the small farm.	1
Subtotal	23
Simplify the Telfarm program.	44
- Provide a simplified annual report designed especially for income tax filing.	6
- Reduce the record books to a standard of smaller size.	21
- Reorganize the reports sent to farmers in form and arrangement of content for easier reading and understanding.	40
- Simplify the coding requirements.	6
- Design simplified forms for use by different types of specialized farms.	3
- Simplify the report forms I send to Telfarm.	6
- Simplify the reports received from Telfarm.	8
- Program the system so individual farmers can have unwanted details eliminated from the reports they receive.	5
- Use different forms for reporting different kinds of data.	3
Subtotal	142

(Continued)

TABLE 31 (Continued)

Change in the Telfarm program		Members reporting
Category	Subcategory	Number
Suggested additions or modifications of the Telfarm program not implying simplification.		
	- Develop an improved procedure to ease difficulty, time and cost of correcting errors.	4
	- Change the program from a quarterly to a monthly basis for reports.	15
	- Include a comparative summary for the same period of the past year with the third quarter report.	2
	- Revise the credit records section.	2
	- Report labor by the day rather than the hour.	6
	- Develop a budget program and integrate this with current data to produce current remaining balances.	4
	- Key the detailed summaries to input reports by page, line and column to ease error checking.	2
	- Group all data of like kinds together in the quarterly reports.	2
	- Provide a 11-month financial summary by December 15 for tax management.	2
	- Provide a year-end summary of enterprise reports.	2
	- Carry enterprise analysis on a production period basis for enterprises like feeder cattle or hogs.	2
	Subtotal	<u>43</u>

(Continued)

TABLE 31 (Continued)

Change in the Telfarm program	: Members reporting
Category	:
Subcategory	: Number
Increase service.	
- Establish regular days for personal conference appointments on the farm and/or at a local location.	45
- Develop a program of regular business analysis and problem solving conferences with small groups of like-type farmers.	5
- Increase the amount of help available to help members with problems connected with collecting and recording data.	10
- Provide more management training and help.	6
- Provide more help with income tax problems.	2
- Provide more help to understand and use the program.	46
Subtotal	114
Miscellaneous^{3/}	
- Reduce the errors made in the reports.	6
- Don't make changes at the Telfarm center in investment credits and machinery life reported without consulting farmer.	2
- Provide a data recording service.	10
- Develop a manual of codes for abbreviations to use in reporting and/or develop a code reference sheet.	3
- Supply hard-cover binders for the reports.	3
- Modify the reporting deadline during the summer months.	3
Subtotal	27
Total replies	377
No answer or no codeable answer	467

1/ Many members reported more than one change. This table records only the first reported change.

2/ Seven other additions or modifications reported only once are not included in this table.

3/ Nine other miscellaneous changes reported only once are not included in this table.

Many of the changes suggested by members are mirror images of the disadvantages previously reported. This relationship is particularly true for those factors which members considered controllable by the Telfarm staff.

Of all changes reported the general area of simplifying the Telfarm program received the most attention. Over one-third of the respondents specified changes in this area. Within this general category the specific change most often wanted was to have the reports from Telfarm simplified in form and arrangement. The second most frequent specific change desired was to remodel the record books to standard size.

Another general category receiving considerable attention related to the desire to receive more service from Telfarm staff members. The emphasis was for more help on a personal conference basis but was not limited to a personal basis.

Many other changes that members say they would like to see are found in Table 31. This data are useful when considering program changes and actions.

Other Significant Differences

Appendix F summarizes all of the significant differences found in the data with respect to specified variables. Only a few of these differences have been noted in the text. Readers interested in specific data should check the appropriate portions of Appendix F for possible differences. The variables statistically compared to the replies include educational level, tenure, age and farm size. The population sample differs by variable. These

special characteristics are identified at the beginning of each of the four summary tables in Appendix F.

SUMMARY AND CONCLUSIONS

The information collected from this study generally supports and approves of the existence and current operational policies of the Telfarm program. All of the measures of satisfaction are predominately favorable. This affirmative opinion does not exclude desire for changes and dissatisfactions held by some members with respect for certain parts of the program. However, such adverse factors are, with few exceptions, more than offset by the advantages and uses members say they make of the Telfarm program as measured by the general satisfaction ratings. The uses members say they make of the program emphasize the accounting uses rather than the management goals set forth by those responsible for program development. It is fairly clear that the administration goals established for the program are not totally parallel with at least the immediate goals of a great share of the membership. Yet these differences may be partially explained by the time factor. Members appear to have expressed their feelings in terms of the present and immediate needs while overall goals established for the program attempt to express the management needs of farming on a longer-range basis. Whatever these differences may be it is quite clear from the data that Telfarm members consider the program useful and successful to the point that almost all who respond to the study plan to continue membership.

While member satisfaction is essential to success of the Telfarm program, it is apparent that at least three developmental

factors have been particularly important in elevating the program to its present status. A qualified and experienced staff having a background of mail-in account program experience was available to develop the present program and this staff was joined by additional staff members as the program became operational. This staffing would not have been possible without adequate funds. Other University resources, particularly computer equipment, were also essential to program development. More than one thousand members of the discontinued mail-in account program contributed greatly to the original size of the Telfarm membership. Without this nucleus of farmers, the current enrollment would have been far more difficult to attain.

Uses Members Make of Telfarm Records

The data reported by Telfarm members has emphasized the value of accounting functions of records and de-emphasized the value and importance of management uses. A majority of the membership described the biggest advantage in terms of an accounting function. On the surface these responses do not speak well for Telfarm's stated goal as a management educational program. However, there are reasons why this verbalizing of accounting uses should not be viewed excessive alarm.

Management uses of farm records are predicated on the existence of records suitable for management use. In this context the records themselves become more important as an immediate goal rather than possible subsequent uses. Certain records like income tax are not optional with the farmer and thus assume an importance

that is hardly comparable to what the member may perceive to be an optional use. Beyond the tax service level, other data uses for management decisions acquire significance in the farmer's mind. It can be assumed that many members will become more oriented to management uses of records once the primary accounting needs have been fulfilled. These primary needs must be satisfied before broader and more management oriented uses of Telfarm records will be considered by many Telfarm members. It would be a serious error to assume that such basic record needs of members can be bypassed or passed over lightly. Management education and improved management uses of records must follow operational competency and the fulfillment of other basic record system needs. From this viewpoint the information obtained from members identifies the current stages of progress, not the final goals members have with respect to the program.

The information obtained from this questionnaire clearly points out that members vary greatly in abilities, capabilities, and goals they hold with respect to the program. The most severe challenge facing the Telfarm staff is to organize dynamic educational programs and provide service that will serve the varying needs and interests of individual members and develop higher levels of management ability in those members.

Personal Service

A number of members say the change they would most like to see is improvement in the personal contact procedures between staff and member. Some of those who expressed this viewpoint said

field staff called without notice at the convenience of the staff member. If this situation is general, consideration should be given to scheduling regular conference days in the different local areas. Part of such days could be reserved for office and telephone conference and part for prescheduled farm visits.

The data supports the importance of personal service as an integral part of the Telfarm program. The expressed needs for more individual help as well as group meetings can never be totally fulfilled because of the costs involved in providing personal services. A practical approach to the limitation of staff time is found in improving the effectiveness of communications. A significant number of the difficulties and disadvantages reported by members represent lack of effective communication. Excellent examples are found in the kinds of difficulties some members relate in the reporting of input data. The fact that fault often lies with the member because he is a poor communicant does not absolve the teacher. It means that the educator must find and implement better ways of communication.

Problems with Supporting Factors

The data indicates that some members experience serious dissatisfactions with factors that essentially play supporting roles in the Telfarm program. These adverse factors may cause an accumulation of dissatisfaction by the member out of proportion to the importance such factors should play in the total program. Any member who is seriously bothered by such secondary problems most likely makes less effective use of the program.

Dissatisfaction with the arrangement and form of the reports members send or receive from Telfarm is an example of a supporting problem area. Improvements in the forms are possible and should be considered. Oversized record books were frequently mentioned as a source of irritation. Members say their customary working places and storage locations are not designed for large size materials. While program output may be fixed by limitations of the computer, members say they spend most of their Telfarm time with the input reports. These input reports could be reorganized to standard size sheets.

Members depend almost entirely upon the manual containing input forms and instructions for written reference on how to report data. Written information on how to use program output is not systematically arranged for convenient use. Many of the problems members experience could be reduced or eliminated, as far as demands upon field staff time is concerned, if a comprehensive instructional reference manual was available to each member. Properly organized, indexed, and assembled in a looseleaf, paginated form, such as a manual could become a familiar reference that would lend itself to easy revision and supplementation. Such manual should also reduce time demands upon field staff for routine kinds of questions and problems.

Credit Information

Credit information and credit management is considered to be an increasingly important factor in successful farming by Agricultural Economists. The use of credit has grown rapidly since

World War II and the future shows no sign of change in this trend. However, information received from Telfarm members indicate that they are not as concerned with credit as the Economist. Only fifty-eight percent of the members reporting said they recorded credit information and less than half of this number reported the credit summaries to be very worthwhile to them.

If Telfarm administrators should decide that credit data is sufficiently important in the program as to receive special educational attention such program emphasis should be preceded by additional detailed study of the credit uses, problems, and related attitudes of members. A special annual credit inventory reported on a separate form should be considered as an alternative to the present system of monthly reporting. Annual credit information alone would provide the data required for net worth statements, be useful in making intermediate and long range credit decisions, and may help establish the importance and usefulness of more detailed credit reporting among members.

Telfarm Associations

When Telfarm members were asked if they would favor establishing local or district Telfarm associations, four out of five said no or answered with a qualifying "maybe". Reasons for this kind of response were stated or implied by some members. They felt that the current educational programs and activities provided all functions that would properly be included in the activities of an association and the additional organizational responsibility was unwanted. Only four respondents said or implied that policy

activities would be a suitable function for the proposed associations. The majority response implies that members accept Telfarm as a purchased service. However, it would be a mistake to assume that members would not organize or at least act collectively either to support or denounce Telfarm if factors occurred that threatened the existence of the program or if sudden radical changes were instituted that made the program generally unsatisfactory to the membership.

Operational Training for New Members

The information gathered from a number of places in this study indicates that a significant number of members lack proficiency in ability to report and interpret Telfarm summaries. This condition is openly reported by members and apparent in how they answered some other questions. Some part of the incomplete reporting and failure to use all of the optional features of the program is also directly related to lack of operational proficiency.

The problems and opportunities relating to training Telfarm members in operational procedures have yet to be clearly defined. Efficient and effective operational training is particularly important to the new member because it establishes a pattern of attitudes toward the program and reduces the time required to make the program useful to the member. Improving the efficiency of operational training also means that staff members will have more time available for management educational activities. Thus it appears particularly important to give special consideration to this phase of the overall educational program.

One alternative method that could be considered is to require a specified amount of operational training as a condition of membership. Initial training requirements could include a designated number of hours of small group training, limited personal conference time, and formal or informal testing procedures. While this approach would probably scare off a few potential new members, it should add to membership stability because those who would object to such requirements would be those most likely less qualified and/or unwilling to make extensive use of Telfarm.

Growth of the Telfarm Program

Three-fourths of Telfarm's current membership is found within the group of Michigan farms having assets valued at more than \$60,000 and with gross incomes above \$15,000. The degree to which Telfarm resources should be disproportionally committed to the larger farmers is a basic policy issue. However, on the basis of experience to date, these larger operations would be the most likely prospects for expanded enrollment.

The institutional setting in which Telfarm exists places some practical limits upon the amount of resources and kinds of activities which can be used to promote growth of the Telfarm program. This study clearly identifies an economical and admissible method that should be used to the fullest in increasing enrollment. Three-fourths of the membership said they were very willing to recommend Telfarm to other farmers and over two-thirds said they had already done so. This wealth of good will and recognition of the value of Telfarm should be guided and assisted

to the fullest. Adoption process studies affirm the value of neighbor-to-neighbor contacts in the spread of new practices.

Future Needs

This study is a general investigation of member attitudes toward the Telfarm program. It provides much quantified data not previously available. In addition to its value for present uses the data establishes a base measurement against which future program progress can be identified. The information also advances the starting point for future studies.

The major limitation of this evaluation of the Telfarm project is its lack of detailed information and study in depth. The present study raises more questions about the program details than it answers. For this reason alone it would seem important to periodically institute additional formal studies of the Telfarm program. General satisfaction measures should again be included, probably on a subgroup basis. In-depth investigations into specific areas as designated by the staff should logically be included. Detailed knowledge about enterprise data wants and needs, for example, would provide much more information than is now known and supply a new basis upon which to plan and operate this part of the Telfarm program.

Evaluation of specific financial benefits would be most useful for program planning as well as providing a measure for justifying public support for the program. The Telfarm program represents a sizeable investment of public funds, foundation grants, and membership fees. Currently the 1,250 farmer members

generate at least thirty-five million dollars of Michigan's agriculture income. Any program of this magnitude with its potential to influence net incomes of members demands periodic formal evaluation.

A P P E N D I C E S

APPENDIX

A

Telfarm Evaluation Study Questionnaire

COOPERATIVE EXTENSION SERVICE
MICHIGAN STATE UNIVERSITY • EAST LANSING

Agricultural Economics

U.S. DEPARTMENT OF AGRICULTURE COOPERATING

October 6, 1965

Dear TELFARM Cooperator:

You have now been a member of the TELFARM program for 9 months or longer. The Department of Agricultural Economics is anxious to know how YOU feel about the program. We want to make it even better in the future.

All TELFARM cooperators are receiving a questionnaire. We ask for your cooperation in completing it. Your responses will be kept confidential. The answers will be tabulated and summarized by the computer. The questionnaire may seem a bit lengthy, but it only requires about 15 minutes of your time.

We know that this is a busy time for you, but:

PLEASE RETURN AS SOON AS POSSIBLE, NO LATER THAN 10 DAYS.

You will be seeing summaries of the results of the questionnaire in the TELFARM Transmitter. We can assure you that we will make whatever improvements we can when we find out how all the people who have participated in the program feel about it.

Yours sincerely,

Anita McMillan

Anita McMillan (Mrs.)
Agricultural Economics

Your name and address appears above. When the questionnaire is returned this will become a code number. All questionnaires should be returned by October 18.

We would like the person making most of the farm management decisions to complete the questionnaire.

If other than the person indicated above completes the questionnaire, please sign below.

1. Name of person (if different than above) _____

2. What age group are you in?

- Under 30
- 30 - 39
- 40 - 49
- 50 - 59
- 60 and over

9) _____

3. Please check your formal educational background.

- Attended high school (or less)
- Graduated from high school
- Attended college
- Graduated from college

10) _____

4. (a) Do you think it would be a good idea to have county or district associations for TELFARM cooperators?

- No, don't think so
- Might be
- Yes, good idea

11) _____

(b) IF YOU CHECKED YES OR MIGHT BE: What kind of activities would you like this association to perform?
Activities I would suggest:

1) _____

2) _____

12) _____

3) _____

13) _____

4) _____

Most programs have good points and bad points. We'd like to know how you would rate TELFARM.

1. First, bad points. Do you think that TELFARM has:

- No bad points 14) _____
- A few bad points
- A great many bad points

2. Now, good points. Do you think that TELFARM has:

- No good points 15) _____
- A few good points
- A great many good points

3. Thinking about TELFARM in general, would you say that you have been:

- Extremely dissatisfied 16) _____
- Quite dissatisfied
- Neutral
- Quite satisfied
- Extremely satisfied

4. If you could dream about the ideal system of farm records and give it a rating of 10 points, how many points would you give TELFARM?

Number of points for TELFARM _____ 17,18) _____
(ideal system rates 10 points)

5. (a) Have you recommended TELFARM to any other farmers?

- No
- Yes 19) _____

(b) If yes, about how many farmers?

Number of farmers _____ 20,21) _____

6. Would you recommend TELFARM to another farmer?

- Certainly
- Perhaps 22) _____
- Probably not

7. If you compared TELFARM with your PREVIOUS SYSTEM of keeping farm records, would you say that TELFARM was:

- Much more satisfactory
- More satisfactory 23) _____
- About the same
- Less satisfactory
- Much less satisfactory

8. Do you consider that any other system of farm record keeping that you know about would be as satisfactory for YOUR needs as TELFARM?

- Probably so 24) _____
 Perhaps
 Probably not

9. If you think about HOW you have used the TELFARM reports, we'd like to know how much you have used it for:

(a) DECIDING WHICH COURSE OF ACTION WOULD BE BEST.

- Haven't used it for this 25) _____
 Used it a little for this
 Used it a good deal for this

(b) FINDING WHAT KIND OF PROBLEMS I HAVE, WHAT KINDS OF THINGS I SHOULD LOOK INTO.

- Haven't used it for this
 Used it a little for this 26) _____
 Use it a good deal for this

(c) HOW WELL I'M DOING.

- Haven't used it for this
 Use it a little for this 27) _____
 Use it a good deal for this

10. Considering the TELFARM reports which you receive, tell us how much use each of the following has been to you. (check once on each line)

Amount of Use

Very Little Moderate A Great Deal

- | | | | | |
|-----------------------------------|-------|-------|-------|-----------|
| (a) Tax | _____ | _____ | _____ | 28) _____ |
| (b) Income & expense, detailed | _____ | _____ | _____ | 29) _____ |
| (c) Income & expense, summary | _____ | _____ | _____ | 30) _____ |
| (d) Annual business analysis | _____ | _____ | _____ | 31) _____ |
| (e) Enterprise reports (optional) | _____ | _____ | _____ | 32) _____ |

11. Since Jan. 1, 1965, about how many times have you discussed your farm analysis (using TELFARM) with each of the following people?

Number of times

- | | | |
|--|-------|-----------|
| (a) TELFARM district farm management agent | _____ | 33) _____ |
| (b) County extension agent or director | _____ | 34) _____ |
| (c) Vocational agriculture teacher | _____ | 35) _____ |
| (d) Local banker | _____ | 36) _____ |
| (e) F. H. A. representative | _____ | 37) _____ |
| (f) P. C. A. representative | _____ | 38) _____ |

Here and on the following page are two lists of statements that describe uses farmers have made of farm records.

READ THROUGH ALL OF THIS FIRST LIST. Then, choose the use from this list that has been most important for YOUR FARM BUSINESS. Put its number in the top box. Then choose the next two uses which are next in importance to you. Put these numbers in the next two boxes.

Now reverse - Choose the use that has been least important for your farm business. This number goes in the bottom box. Then, choose the next two uses which would be next to the least important. Now put the four numbers left over in the middle row of boxes.

Uses of Farm Records

- | | | | | | | |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------------------|-----------|
| 1. Calculating rent or partnership settlements. | <input type="checkbox"/> | | | | MOST important for my farm Business | 14) _____ |
| 2. Recognizing family living costs. | | | | | | 15) _____ |
| 3. Keeping cash transactions and depreciation information for tax purposes. | | <input type="checkbox"/> | <input type="checkbox"/> | | | 16) _____ |
| 4. Calculating costs and returns from an enterprise. | | <input type="checkbox"/> | | | | 17) _____ |
| 5. Identifying profit or loss on farm business. | | | | | | 18) _____ |
| 6. Identifying and measuring changes in net worth. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | | 19) _____ |
| 7. Keeping labor records for social security purposes. | | | | | | 20) _____ |
| 8. Keeping track of what you owe and what people owe you. | | <input type="checkbox"/> | | <input type="checkbox"/> | | 21) _____ |
| 9. Comparing your results with farms of similar size and type. | | | | | | 22) _____ |
| 10. Helping obtain credit. | | | | <input type="checkbox"/> | LEAST important for my farm business | 23) _____ |

Does each box have a number?

Again now, READ THROUGH ALL OF THIS SECOND LIST. Then, choose the use from this list that has been most important for YOUR FARM BUSINESS. Put its number in the top box. Then choose the next two uses which are next in importance to you. Put these numbers in the next two boxes.

Now reverse - Choose the use that has been least important for your farm business. This number goes in the bottom box. Then, choose the next two uses which would be next to the least important and place these numbers in the boxes just above the least important use. The four remaining numbers go in the middle row of boxes as before.

Uses of Farm Records

- | | | | | | |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. Deciding whether to buy more land. | <input type="checkbox"/> | | | | MOST important 24) _____ |
| 2. Deciding whether to buy more machinery. | | | | | for my 25) _____ |
| 3. Deciding how to improve a farm enterprise. | | | | | farm 26) _____ |
| 4. Planning family living expenditures. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | | business 27) _____ |
| 5. Planning next year's farm financial needs. | | | | | 28) _____ |
| 6. Predicting effects an expansion plan will have on income, net worth and debt payments. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 29) _____ |
| 7. Planning next year's crop and livestock programs. | | | | | 30) _____ |
| 8. Deciding whether to continue farming. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | | 31) _____ |
| 9. Identifying the results of different cropping and feeding practices. | | | | | 32) _____ |
| 10. Planning how to minimize income taxes. | <input type="checkbox"/> | | | | LEAST 33) _____ |
| | | | | | important for my farm |

Does each box have a number?

Some changes have been made in TELFARM and there is a possibility of more changes.

(check once for each question)

1. How do you feel about the NUMBER of changes which have been made in the reports you SEND TO the TELFARM center.

- Far too many
 More than I'd like
 Don't care
 Should be more

34) _____

2. How do you feel about the NUMBER of changes and additions which have been made in the reports you RECEIVE FROM the TELFARM center.

- Far too many
 More than I'd like
 Don't care
 Should be more

35) _____

3. Would you like to receive quarterly summaries of the dollars you took in and the dollars you spent during the PAST QUARTER and have this compared with the SAME QUARTER of the PREVIOUS year?

- Would be very useful
 Might be useful
 Don't know
 Not much interested in this

36) _____

4. Pennsylvania provides a SPECIAL ANALYSIS service on a fee basis to members planning MAJOR CHANGES in their farm operation.

For example, this change could involve a new enterprise. Your individual farm records along with predicted prices and other data are used to analyze and predict effects on income, costs, debts and debt repayment, and other important factors.

How would you feel about having this type of service available to you?

- Almost certainly I would be interested
 Perhaps I would be interested
 I don't think I would be interested

37) _____

We want you to think about the degree of accuracy wanted and the difficulties you have in collecting some kinds of information used in TELFARM.

1. What is the DEGREE OF ACCURACY you would like to shoot for when you collect these kinds of information?
 - a. CROP PRODUCTION data reported annually on form 10. 38) _____
 - Within 1%
 - Within 5%
 - Within 15%
 - b. Home-raised FEED FED to LIVESTOCK reported monthly on form 2. 39) _____
 - Within 1%
 - Within 5%
 - Within 15%
 - c. OPERATOR and FAMILY LABOR reported monthly on form 3. 40) _____
 - Within 1%
 - Within 5%
 - Within 15%
 - d. Year-end INVENTORY of FEED and CROP supplies. 41) _____
 - Within 1%
 - Within 5%
 - Within 15%
2. How difficult is it for you to be as accurate AS YOU WOULD LIKE TO BE when collecting these kinds of information?
 - a. CROP PRODUCTION data reported annually on form 10. 42) _____
 - Very difficult
 - Quite difficult
 - Not much trouble
 - b. Home-raised FEED FED to LIVESTOCK reported monthly on form 2. 43) _____
 - Very difficult
 - Quite difficult
 - Not much trouble
 - c. OPERATOR and FAMILY LABOR reported monthly on form 3. 44) _____
 - Very difficult
 - Quite difficult
 - Not much trouble
 - d. Year-end INVENTORY of FEED and CROP supplies. 45) _____
 - Very difficult
 - Quite difficult
 - Not much trouble

Here are some of the kinds of information you sent to TELFARM and uses of this information. The descriptions of both the reported information and uses are very short ones. When you answer these questions, will you think about ALL OF THE USES to which you have put each kind of information.

1. The table on which you report MONTHLY LABOR is used to measure labor efficiency. How worthwhile is this to you?

- Very worthwhile
- Fairly worthwhile
- Worth very little

46) _____

2. The FARM MAP on which you annually report acres, yields, ownership and soil data is used to verify production and keep a record of cropping practices. How worthwhile is this to you?

- Very worthwhile
- Fairly worthwhile
- Worth very little

47) _____

3. The CREDIT INFORMATION you report is used to calculate quarterly credit summaries of loan and loan payments and for net worth statements.

(a) Do you report farm credit information?

- No
- Yes

48) _____

(b) If yes, how worthwhile are the credit summaries?

- Very worthwhile
- Fairly worthwhile
- Worth very little

49) _____

4. ENTERPRISE ANALYSIS summaries are calculated if you report enough information.

(a) Have you received any enterprise summaries?

- No
- Yes

50) _____

(b) If yes, how worthwhile are they to you?

- Very worthwhile
- Would be more worthwhile if complete
- Hasn't been worthwhile

51) _____

(c) Are you going to try to keep any enterprise records next year?

- Yes
- No
- Haven't decided yet

52) _____

5. Here are some statements which farmers have made about TELFARM. You will probably agree with some, and disagree with others. We would like to know how YOU feel about each of these statements.

DRAW A CIRCLE AROUND THE ANSWER WHICH BEST REPRESENTS YOUR OPINION.

- | | -SA-
strongly agree | -A-
agree | -U-
undecided
or uncertain | -D-
disagree | -SD-
strongly disagree | |
|---|------------------------|--------------|----------------------------------|-----------------|---------------------------|-----------|
| (a) My county Extension agent (or director) has given me a lot more help since I joined TELFARM. | SA | A | U | D | SD | 53) _____ |
| (b) The tax savings alone can justify my belonging to TELFARM. | SA | A | U | D | SD | 54) _____ |
| (c) I have felt closer to the University since I joined. | SA | A | U | D | SD | 55) _____ |
| (d) I get too much paper back from TELFARM, there just isn't time to look through it all. | SA | A | U | D | SD | 56) _____ |
| (e) The most up-to-date farmers I know have joined TELFARM. | SA | A | U | D | SD | 57) _____ |
| (f) The TELFARM reports aren't worth as much to me as the management help which I get from other people because I joined. | SA | A | U | D | SD | 58) _____ |
| (g) I'm not so sure that it was worth it last year, but I expect to get more out of it in the future. | SA | A | U | D | SD | 59) _____ |

6. Who collects and records each of the following kinds of records YOU SEND TO the TELFARM center?

- | | |
|---|-----------|
| (a) Day to day financial entries on form 2.
Husband __, Wife __, Both __, Other __ | 60) _____ |
| (b) Capital transactions on form 3.
Husband __, Wife __, Both __, Other __ | 61) _____ |
| (c) Livestock information on form 3.
Husband __, Wife __, Both __, Other __ | 62) _____ |
| (d) Labor records on form 3.
Husband __, Wife __, Both __, Other __ | 63) _____ |
| (e) Crop records on forms 2 and 10.
Husband __, Wife __, Both __, Other __ | 64) _____ |

7. a. On the whole do you feel that the reports that YOU RECEIVE FROM the TELFARM center have been:

- Very accurate
- Quite accurate
- Quite inaccurate

61) _____

b. If you have found mistakes, have they been:

- Mainly errors in reporting
- Mainly errors made by the computer center
- Some of each

62) _____

8. If you thought about the biggest ADVANTAGE of TELFARM to you, what would you say it was?

Biggest advantage _____

63,64) _____

9. If you thought about the biggest DISADVANTAGE of TELFARM, what would you say it was?

Biggest disadvantage _____

65,66) _____

10. If you could make one CHANGE in the TELFARM program, what would it be?

The change I'd most like to see made _____

67,68) _____

COOPERATIVE EXTENSION SERVICE

MICHIGAN STATE UNIVERSITY • EAST LANSING

Agricultural Economics

AND U.S. DEPARTMENT OF AGRICULTURE COOPERATING

Dear Former TELFARM Cooperator,

We are glad that you participated in our program for a year. Now we would like to ask for your help. So that we can improve the program, we would like you to answer the few questions on the bottom of the page. Then we would very much appreciate your filling out the attached questionnaire which is being sent to all TELFARM cooperators. JUST FILL IT IN ON THE BASIS OF YOUR EXPERIENCE WHILE YOU WERE INVOLVED IN THE PROGRAM. Please be frank--no holds barred, we need your evaluation especially!

1. Are you now engaged in farming operations?
 Yes 14) _____
 No
2. Did you ever participate in the old mail-in account system before TELFARM?
 Yes 15) _____
 No
3. What kind of farm records or books are you now keeping?
Kind of records _____ 16) _____
4. Do you now pay an outside person to assist you with:
(a) Keeping the farm records and accounts?
 Yes 17) _____
 No
(b) Preparing Income Tax records?
 Yes 18) _____
 No
5. Do you think that you would consider rejoining the TELFARM program? (Just asking, no commitment involved!)
 Certainly not
 Perhaps 19) _____
 Quite likely
 Certainly, yes
6. If you had to choose the most important reason that you dropped TELFARM, what would you say that it was? 20,21) _____
The main reason I dropped _____

7. Now please tell us any other gripes, complaints or suggestions to improve the program. _____

22,23_

APPENDIX

B

Organization of the Telfarm Questionnaire

Current cooperators were identified on the questionnaire by placing each individual's address label on page c. This identification was needed to correlate certain data from the Telfarm Center records of the individual with his questionnaire response.

Additional data was obtained from a mailing made to a selected list of 184 former Telfarm members. Individuals in this group were not identified. These former members received the questionnaire exhibited in Appendix A with the former member cover letter (page c) attached to the front.

The questionnaire is page identified in the extreme upper left hand corner.

ORGANIZATION OF THE QUESTIONNAIRE

Data collection from Telfarm members was developed as a cooperative venture between Mrs. Anita McMillan and the author. This arrangement was mutually beneficial because both had common data needs. In addition each had areas of special interest.

The master questionnaire developed for both authors included 15 pages of questions plus enclosure letters. No cooperator was asked to complete more than 11 pages. Two major assemblies were constructed and mailed to different samples of the population. Each assembly was identical except for color and for pages 4 through 7.

The white assembly exhibited in Appendix A formed the basic questionnaire for the author. This questionnaire contained the 'a' series of pages 4 through 7. It was mailed to three-fourths of the current membership, a total of 937 persons.

The cream assembly for Mrs. McMillan substituted the 'b' series of questions for pages 4 through 7. This assembly was mailed to every fourth name on the current member mailing list, a total of 314 persons.

Organization of the questionnaires in the manner described allowed both authors to use all of the data received on all pages except for the special sections for each author.

APPENDIX

C

Data Collection Activities Record

DATA COLLECTION ACTIVITIES RECORD

Throughout the development period of the questionnaire and mailing period, attempts were made to keep the concerned professionals informed. The Telfarm Central Staff was frequently consulted and their approval sought while the questionnaire was under development.

On September 17 the authors met the six District Farm Management agents to review the content and purpose of the study and to ask for their cooperation. The 79 Michigan County Extension offices were informed about the study by letter on September 28 and promised a copy of the questionnaire as soon as it was available.

Questionnaires were mailed to all members and selected former members on Monday, October 11. Distribution was made to all interested staff members at this same time. To increase response, a follow-up postcard was mailed to all current members on October 15. The response pattern is exhibited on the following page.

RESPONSE TO THE MAIL QUESTIONNAIRE

Telfarm Evaluation Study

: Questionnaire Assemblies					
:					
	:White	: Cream	:Total Current	:Former Telfarm	
	:Assembly	: Assembly	:Membership	:Members	
Number mailed					:
October 11.	937	+ 314	= 1251		: 184
					:
Response dates	:				:
	:				:
Oct. 14	17	5	22		3
Oct. 15	114	31	145		18
Oct. 18	55	28	83		11
Oct. 19	176	51	227		4
Oct. 20	96	50	146		8
Oct. 21	48	16	64		2
Oct. 22	38	11	49		4
Oct. 25	27	9	36		4
Oct. 26	16	13	29		2
Oct. 27	9	6	15		1
Oct. 28	2	2	4		1
Oct. 29	3	3	6		0
November					
1-11	28	6	34		2
	—	—	—		—
Final response	629	231	860		60
Percent of					
Mailing	67.1%	73.5%	68.7%		32.6%

COOPERATIVE EXTENSION SERVICE

Michigan State University - East Lansing

Agricultural Economics

and U.S. Department of Agriculture Cooperating

September 28, 1965

TO: Extension Agents

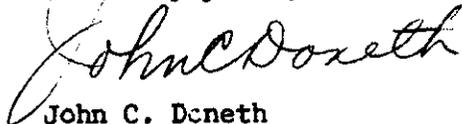
Within a few days current TELFARM cooperators and other farmers who dropped the program since January 1, 1964 will receive a questionnaire. It has a number of pages, but the questions are mainly answered by a check mark or number. The last page contains three open-ended questions in which farmers are asked to express their viewpoints and suggestions.

All TELFARM cooperators will receive a questionnaire. This includes those who were enrolled in 1964, but did not join this year. These former cooperators will receive an extra page. Most of the questions relate to their use of and attitudes toward the TELFARM program. Some 300 randomly selected cooperators will receive a slightly different questionnaire which asks about attitudes towards farming and business. You will be mailed a copy of the questionnaire going to most of the cooperators before they receive it.

The information obtained will supply the data used in a Ph.D. dissertation by Mrs. Anita McMillan, Agricultural Economics staff member and also for a Master's thesis by Harold Werth, Oregon Extension Service. From these papers and other evaluations, the TELFARM staff expects to be able to evaluate some of the strong and weak points of TELFARM, and improve its effectiveness in the future.

We hope that this effort to improve the TELFARM program has the support of you and your staff. Any encouragement which you can give farmers to complete the questionnaire will be greatly appreciated.

Sincerely yours,



John C. Dcneth
Extension Specialist in
Agricultural Economics

JCD:raa

COOPERATIVE EXTENSION SERVICE
MICHIGAN STATE UNIVERSITY • EAST LANSING

Agricultural Economics

AND U.S. DEPARTMENT OF AGRICULTURE COOPERATING

To: District Extension Agents -- Farm Management

Dear

Enclosed is a list from the Telfarm records of the farmers in your district who have dropped the program since Jan. 1, 1964. You will recall when we met on September 17, I asked if you would be willing to review this list and check off those names who should not receive the questionnaire. This would include the deceased, those who have stopped farming completely, and those who have moved out of the area. Could you also please note the reason they are not to receive the questionnaire.

Our master list of current cooperators may include a few who have dropped the program within the past month or two. Will you add the names of such persons you may know of to the enclosed list and indicate if they should not receive the questionnaire and why.

The enclosed letter informing Extension agents of this study was sent to 79 Extension offices on September 28.

You can expect to receive a complete question and cover letter set no later than the time the first cooperators receive theirs. It will be a day or two earlier if we can work it out.

In order that we do not mail questions to any of the persons who should not receive them, I hope you will find time to go through this list and return it promptly. We plan to do most if not all of the mailings during the first week of October.

Yours sincerely,

Anita McMillan (Mrs.)
Agricultural Economics



COOPERATIVE EXTENSION SERVICE
MICHIGAN STATE UNIVERSITY • EAST LANSING

Agricultural Economics

AND U.S. DEPARTMENT OF AGRICULTURE COOPERATING

October 8, 1965

To: Extension Agents

Enclosed is a copy of the Telfarm study questionnaire about which you have been previously informed.

Three-fourths of the current cooperators will receive this questionnaire. The remaining one-fourth will receive a questionnaire printed on cream colored paper which is the same as the enclosed except for pages 4 through 7. This section is replaced by questions of a more general nature.

A screened list of former Telfarm cooperators will also receive the enclosed questionnaire with an appropriate cover letter. They are asked to fill out the forms on the basis of their year's experience. The District Farm Management agents screened the former member list to remove those who they felt should not be contacted.

You can help make this study a success by encouraging Telfarm farmers in your county to complete and return the questionnaire.

Yours sincerely,

Anita McMillan

Anita McMillan (Mrs.)
Extension Specialist

AM:ng
Enclosure



Postcard Reproduction

October 15, 1965

Dear Telfarm member,

On October 11 we mailed to you a questionnaire designed to evaluate the Telfarm program. We are pleased with the frankness of all the replies we have already received. If you have already taken the time to fill it out, thank you very much for your help.

The information and advice from YOU is important in guiding our actions to improve the program for you.

If you have not yet completed the questionnaire, we would like you to do it as soon as possible.

Sincerely yours,
(s) Anita McMillan
Agricultural Economics

APPENDIX

F

Specified Sets of Variables From Telfarm
Study Data Found to be Statistically
Different by the Chi-square Test

This appendix contains those sets of variables tested and found to be statistically different by chi-square test. All differences were determined at the 5 percent level. Sets of variables in which no statistical difference existed are not recorded.

The statement following each set of test values indicates the direction of the significant difference. For total distribution of data from this question, refer to the appropriate table in the text.

Table a Selected Data From the Telfarm Questionnaire
Found to be Statistically Different by
Educational Level.

Data Source Data is from 226 respondents who replied from the
every-fourth-name on the mailing list sample.

Questionnaire	:	Details
Page Question	:	Identification--test details--direction
c 2		Age of Telfarm members.
		χ^2 35.86 df 12 r^2 -.27 Educational level of younger members is higher
1 2		The good points of Telfarm
		χ^2 19.88 df 6 r^2 .0048 Members with higher educational levels said Telfarm has more good points.
1 3		Satisfaction with Telfarm in general.
		χ^2 21.2. df 12 r^2 .05 Members with higher educational levels were more satisfied with Telfarm in general.
1 5		Members recommend Telfarm to other farmers.
		χ^2 12.79 df 9 r^2 .15 Members with higher educational levels recommend Telfarm more.
2 10a		Telfarm reports used for tax reporting purposes.
		χ^2 17.79 df 9 r^2 .15 Members with higher educational levels reported more use.
2 10c		Use of income and expense summary reports.
		χ^2 18.13 df 9 r^2 .21 Members with higher educational levels reported more use.

Questionnaire	:	Details
Page	:	
Question	:	Identification -- test details -- direction
2	11f	The number of contact between members and PCA representatives at which Telfarm was discussed. χ^2 29.753 df 18 r^2 .07 Members having higher levels of education made more contacts with PCA representatives.
3	16f	I could understand the reports better if I had more schooling. χ^2 31.690 df 15 r^2 -.26 Members with lower educational levels said they could understand reports better if they had more schooling.
9	5c	I have felt closer to the University since I joined. χ^2 26.971 df 15 r^2 -.22 Members with lower levels of education said they feel they are closer to the University since joining Telfarm.

Table b Selected Data From the Telfarm Questionnaire
Found to Be Statistically Different
by First and Second Year Membership

Data Source Data ^{are} ~~is~~ from 226 respondents who replied from the every-fourth-name on the mailing list sample.

Questionnaire	:	Details
Page	Question	Identification--test details--direction
c	2	Age of Telfarm members. χ^2 17.541 df 4 r^2 .24 First year members are younger.
1	1	The bad points of Telfarm. χ^2 9.731 df 3 r^2 .17 Second year members reported a greater number of bad points.
2	9a	Using Telfarm reports to decide which course of action would be best. χ^2 21.035 df 3 r^2 .26 Second year members used reports more for this purpose.
	9b	Using Telfarm reports to find what kinds of problems I have and what kinds of things to look into. χ^2 21.322 df 3 r^2 .23 Second year members used reports more for this purpose.
	9c	Using Telfarm reports to find out how well I'm doing. χ^2 23.370 df 3 r^2 .24 Second year members used reports more for this purpose.
	10a	How much Telfarm reports have been used for tax reporting purposes. χ^2 51.639 df 3 r^2 .46 Second year members used reports more for this purpose.
	10b	The amount of use made of the detailed income and expense reports. χ^2 12.392 df 3 r^2 .18 Second year members used reports more for this purpose.

Questionnaire	:	Details
Page	:	
Question	:	Identification -- test details-- direction
2	10c	The amount of use made of the income and expense summary reports. χ^2 16.902 df 3 r^2 .27 Second year members used this report more.
2	10d	The amount of use made of the business analysis summary. χ^2 44.128 df 3 r^2 .41 Second year members made more use of this report.
2	11a	The number of personal conference members had with District Telfarm agents. χ^2 16.857 df 6 r^2 .12 Second year members had more visits than first year members.
2	11b	The number of visits members reported they had with Extension agents. χ^2 14.976 df 6 r^2 -.12 First year members reported more visits from Extension agents than second year members.
3	16b	I'm not interested in the amount of detail in Telfarm reports. χ^2 19.548 df 5 r^2 .18 Second year members were interested in less detail than first year members.
3	16e	I need more help to cope with the reports. χ^2 12.093 df 5 r^2 -.09 First year members reported they needed more help than second year members.
3	16g	It is difficult to find the figures I'm looking for in Telfarm reports. χ^2 14.244 df 5 r^2 .12 Second year members found it more difficult to find figures than first year members.
8	2	How worthwhile is the farm map form and the uses obtained from it? χ^2 13.182 df 3 r^2 .13 Second year members said map was worth less than first year members

Questionnaire	:	Details
Page	:	
Question	:	Identification -- test details-- direction
8	3a	Do you report farm credit information? χ^2 4.057 df 2 r^2 -.11 More first year members reported credit.
8	4a	Do you report and receive enterprise summaries? χ^2 7.548 df 2 r^2 .15 Second year members reported and received more enterprise summaries.
9	5b	Tax savings alone can justify my belonging to Telfarm. χ^2 13.746 df 5 r^2 .13 Second year members were more in agreement with this statement.
10	7b	Who makes the mistakes that occur in the reports received from Telfarm? χ^2 30.944 df 3 r^2 .29 First year members said they made more of the mistakes.

Table C Selected Data From the Telfarm Questionnaire Found to Be Statistically Different By Age.

Data Source Data tested ^{at} is from the 860 respondents to the questionnaire.

Questionnaire	:	Details				
Page	:					
Question	:	Identification--test details--direction				
c	3	Educational level of Telfarm members.				
		χ^2	80.73	df	16	r^2 -.19
		Older members have less education.				
	4a	Forming Telfarm associations.				
		χ^2	9.78	df	8	r^2 .004
		Older members more in favor of forming associations.				
1	1	The bad points of Telfarm.				
		χ^2	7.19	df	8	r^2 -.09
		Older members report fewer bad points.				
	2	The good points of Telfarm				
		χ^2	9.96	df	8	r^2 -.06
		Older members report fewer good points.				
	3	Satisfaction with Telfarm in general.				
		χ^2	16.05	df	16	r^2 -.02
		Older members less satisfied in general.				
	5a	Recommending Telfarm to other farmers.				
		χ^2	5.02	df	4	r^2 -.07
		Older members recommended Telfarm less.				
	6	Willingness to recommend Telfarm.				
		χ^2	4.35	df	8	r^2 -.007
		Older members are more willing to recommend Telfarm.				
	7	Telfarm compared to previous record system.				
		χ^2	31.25	df	16	r^2 .15
		Older members say Telfarm is comparatively less satisfactory.				

Questionnaire	:	Details
Page	:	
Question	:	Identification--test details-- direction
2	8	Any other records system as satisfactory as Telfarm.
		χ^2 10.54 df 8 r^2 .03
		Older members say no other system is as satisfactory.
9a		Using Telfarm reports to decide course of action.
		χ^2 11.47 df 8 r^2 .007
		Older members use reports more for this purpose.
9b		Using Telfarm reports to discover the problems.
		χ^2 9.95 df 8 r^2 -.05
		Older members use reports less for this purpose.
9c		Using Telfarm reports to determine how well I'm doing.
		χ^2 7.84 df 8 r^2 -.04
		Older members use reports less for this purpose
10a		Using Telfarm reports for tax purposes.
		χ^2 20.25 df 8 r^2 .09
		Older members use reports more for tax purposes.
10b		The amount of use of detailed income and expense summaries.
		χ^2 15.27 df 8 r^2 .08
		Older members use this report more.
10c		The amount of use of income and expense summaries
		χ^2 4.02 df 8 r^2 -.0009
		Older members use this report less.
10d		The amount of use of annual business analysis.
		χ^2 16.07 df 8 r^2 .07
		Older members use this report more.

Questionnaire	:	Details
Page	:	
Question	:	Identification--test details--direction
2	10e	The amount of use of enterprise reports. χ^2 17.51 df 8 r^2 .11 Older members use this report more.
	11a	Number of visits from Telfarm District agents. χ^2 22.2 df 28 r^2 -.004 Older members report fewer visits.
	11b	Number of visits from County Extension agents. χ^2 42.78 df 28 r^2 -.05 Older members report fewer visits.
	11c	Number of visits from Vo-Ag teachers. χ^2 11.34 df 12 r^2 -.33 Older members report fewer visits.
	11d	Number of visits from local bankers. χ^2 15.15 df 20 r^2 .001 Older members report more visits.
	11e	Number of visits from F.H.A. representative. χ^2 11.17 df 16 r^2 -.03 Older members report fewer visits.
	11f	Number of visits from P.C.A. representatives. χ^2 13.98 df 20 r^2 .007 Older members report more visits.
3	14	Difficulty of interpreting Telfarm reports. χ^2 17.30 df 12 r^2 -.07 Older members have more difficulty with reports.
	15	Amount of additional training wanted for reports. χ^2 13.48 df 8 r^2 -.04 Older members say they need more additional training.
	16a	Don't have time to understand Telfarm reports. χ^2 22.64 df 16 r^2 .11 Older members agree more with this statement.

Questionnaire	:	Details					
Page	:	Identification--test details--direction					
3	16b	Not interested in the amount of detail in reports.					
		χ^2	15.711	df	16	r^2	.09
		Older members agree more with this statement.					
	16c	Difficult to figure out how reports are organized.					
		χ^2	29.77	df	16	r^2	.13
		Older members agree more with this statement.					
	16d	Don't know how to pick out important figures.					
		χ^2	21.32	df	16	r^2	.01
		Older members agree more with this statement.					
	16e	Need more help to cope with the reports.					
		χ^2	36.04	df	16	r^2	.08
		Older members agree more with this statement.					
	16f	Understand better if I'd had more schooling.					
		χ^2	26.78	df	16	r^2	.11
		Older members agree more with this statement.					
	16g	Difficult to find the figures I'm looking for.					
		χ^2	23.18	df	16	r^2	.10
		Older members agree more with this statement.					
4a	1	Using records for rent or partnership settlements.					
		χ^2	15.29	df	16	r^2	-.04
		Older members say use is less important.					
	2	Using records for recognizing family living costs.					
		χ^2	22.17	df	16	r^2	.02
		Older members say use is more important.					
	3	Using records for keeping cash transactions and depreciation for tax purposes.					
		χ^2	11.83	df	12	r^2	.08
		Older members say use is more important.					

Questionnaire	:	Details
Page	:	
Question	:	Identification--test details--direction
4a	4	Using records for calculating costs and returns from an enterprise.
		χ^2 16.76 df 16 r^2 .02 Older members say use is more important.
	5	Using records to identify profit on farm business.
		χ^2 7.82 df 12 r^2 .04 Older members say use is more important.
	7	Using records for keeping labor records for social security purposes.
		χ^2 25.38 df 16 r^2 .07 Older members say use is more important.
	8	Using records to keep track of what you owe and what is owed you.
		χ^2 43.19 df 16 r^2 -.11 Older members say use is less important.
	9	Using records to compare your results with other farms.
		χ^2 23.92 df 16 r^2 .07 Older members say use is more important
	10	Using records to help obtain credit.
		χ^2 28.55 df 16 r^2 -.13 Older members say use is less important.
5a	1	Using records to decide whether to buy land.
		χ^2 30.17 df 16 r^2 -.06 Older members say use is less important.
	2	Using records to decide whether to buy machinery.
		χ^2 17.58 df 16 r^2 -.02 Older members say use is less important.

Questionnaire	:	Details
Page	:	
Question	:	Identification--test details--direction
5a	3	Using records to decide how to improve an enterprise. χ^2 14.44 df 16 r^2 -.04 Older members say use is less important.
	4	Using records to plan family living expenditures. χ^2 18.74 df 12 r^2 .04 Older members say use is more important.
	5	Using records to plan next year's financial needs. χ^2 20.93 df 16 r^2 -.12 Older members say use is less important.
	6	Using records to predict effects an expansion plan will have on farm business. χ^2 15.58 df 16 r^2 -.03 Older members say use is less important.
	7	Using records to plan next year's crop and livestock programs. χ^2 18.73 df 16 r^2 .05 Older members say use is more important.
	8	Using records to decide whether to continue farming. χ^2 8.53 df 16 r^2 .04 Older members say use is more important.
	9	Using records for identifying results of different cropping and livestock practices. χ^2 16.77 df 16 r^2 .06 Older members say use is more important.
	10	Using records to plan how to minimize income taxes. χ^2 12.90 df 16 r^2 .07 Older members say use is more important.

Questionnaire	:	Details
Page	:	
Question	:	Identification--test details--direction
6a	1	Number of changes in reports sent to Telfarm.
		χ^2 10.47 df 12 r^2 -.05
		Older members are less favorable to change.
	2	Number of changes in reports received from Telfarm.
		χ^2 15.24 df 12 r^2 -.08
		Older members are less favorable to change.
	4	Having special analysis service available.
		χ^2 32.37 df 8 r^2 .19
		Older members are less interested in having service available.
7a	1a	Accuracy goal for crop production data.
		χ^2 13.34 df 8 r^2 .10
		Older members have lower accuracy goal.
	1b	Accuracy goal for home-raised feed fed to livestock.
		χ^2 12.65 df 8 r^2 .06
		Older members have lower accuracy goal.
	1c	Accuracy goal for operator and family labor.
		χ^2 2.947 df 8 r^2 .016
		Older members have lower accuracy goal.
	1d	Accuracy goal for year-end inventory.
		χ^2 5.56 df 8 r^2 .003
		Older members have lower accuracy goal.
	2a	Difficulty in collecting crop production data.
		χ^2 4.94 df 8 r^2 -.03
		Older members experience more difficulty.
	2b	Difficulty in collecting home-raised feed fed to livestock data.
		χ^2 10.68 df 8 r^2 -.03
		Older members experience more difficulty.

Questionnaire	:	Details
Page	:	
Question	:	Identification--test details--direction
7a	2c	Difficulty in collecting operator and family labor data. χ^2 19.30 df 8 r^2 .08 Older members experience less difficulty.
	2d	Difficulty in collecting year-end inventory data. χ^2 13.74 df 8 r^2 .09 Older members experience less difficulty.
8	1	Worthiness of information obtained from monthly labor reports. χ^2 6.65 df 8 r^2 .04 Older members say information is less worthwhile.
	2	Worthiness of information obtained from farm map. χ^2 13.14 df 8 r^2 -.008 Older members say information is more worthwhile.
	3a	Reporting credit information. χ^2 18.1 df 4 r^2 -.13 Older members report less credit.
	3b	Worthiness of credit summaries. χ^2 9.17 df 8 r^2 .10 Older members say credit summaries are less worthwhile.
	4a	Reporting and receiving enterprise information. χ^2 4.91 df 4 r^2 .05 Older members report and receive more enterprise summaries.
	4b	Worthiness of enterprise summaries. χ^2 11.30 df 8 r^2 -.05 Older members say enterprise summaries are more worthwhile.
	4c	Keeping enterprise records next year. χ^2 7.78 df 8 r^2 .12 Older members report yes, less.

Questionnaire	:	Details					
Page	:						
Question	:	Identification--test details--direction					
9	5a	Receive more help from Extension agent since joining.					
		χ^2	16.07	df	16	r^2	-.09
		Older members agree less with the statement.					
	5b	Tax savings alone can justify belonging to Telfarm.					
		χ^2	25.06	df	16	r^2	.02
		Older members agree more with the statement.					
	5c	Closer to the University since I joined Telfarm.					
		χ^2	29.72	df	16	r^2	.03
		Older members agree more with the statement.					
	5d	Too much paper back from Telfarm and no time to look through it.					
		χ^2	10.13	df	16	r^2	.01
		Older members agree more with the statement.					
	5e	Most up-to-date farmers I know have joined Telfarm.					
		χ^2	23.87	df	16	r^2	.04
		Older members agree more with the statement.					
	5f	Telfarm reports aren't worth as much as the management help I get because I joined.					
		χ^2	12.43	df	16	r^2	-.03
		Older members agree less with this statement.					
	5g	Not so sure it was worth it last year, but expect to get more out of it in the future.					
		χ^2	27.16	df	16	r^2	-.01
		Older members agree less with this statement.					
	6a	Who accepts responsibility for reporting day-to-day financial entries?					
		χ^2	32.46	df	12	r^2	-.07
		With older members, husband alone assumes more responsibility.					

Questionnaire	:	Details
Page	:	
Question	:	Identification--test details--direction
9	6b	Who accepts responsibility for reporting capital transactions? χ^2 22.11 df 12 r^2 -.03 With older members, husband alone assumes more responsibility.
	6c	Who accepts responsibility for reporting livestock information? χ^2 23.647 df 12 r^2 -.01 With older members, husband alone assumes more responsibility.
	6d	Who accepts responsibility for reporting labor records? χ^2 27.93 df 12 r^2 -.008 With older members, husband alone assumes more responsibility.
	6e	Who accepts responsibility for reporting crop records? χ^2 32.13 df 12 r^2 -.03 With older members, husband alone assumes more responsibility.
10	7a	Accuracy of reports from Telfarm on the whole. χ^2 16.53 df 8 r^2 .03 Older members say reports are less accurate.
	7b	Who is responsible for the mistakes in Telfarm reports? χ^2 4.95 df 8 r^2 .02 Older members say they are less at fault for the mistakes.

Table d Selected Data From the Telfarm Questionnaire's of Second Year Members Found to be Statistically Different by Size When Size is Measured by Value of Farm Investment.

Data source Data ^{are} is from all (630) second year member respondents.

Questionnaire	:	Details				
Page	:					
	Question	:	Identification	--Test details	--Direction	
c	2		Age of Telfarm member.			
			χ^2	8.94	df 8	r^2 -.09
			Larger farmers are younger farmers.			
	3		Educational level of Telfarm members.			
			χ^2	9.54	df 8	r^2 .07
			Larger farmers have higher educational levels.			
	4a		Forming Telfarm associations.			
			χ^2	6.77	df 4	r^2 .08
			Larger farmers more interested in forming associations.			
1	1		The bad points of Telfarm.			
			χ^2	3.96	df 4	r^2 -.009
			Larger farmers report less bad points.			
	2		The good points of Telfarm.			
			χ^2	2.186	df 2	r^2 .04
	3		Satisfaction with Telfarm in general.			
			χ^2	13.44	df 8	r^2 .07
			Larger farmer report they are more satisfied in general.			
	5a		Recommending Telfarm to other farmers.			
			χ^2	2.64	df 2	r^2 .06
			Larger farmers recommended Telfarm more.			

Questionnaire	:	Details				
Page	:					
Question	:	Identification	--Test	details	--Direction	
1	6	Willingness to recommend Telfarm.				
		χ^2	2.18	df	4	r^2 -.03
		Larger Farmers are more willing to recommend Telfarm				
	7	Telfarm compared to previous record system.				
		χ^2	11.78	df	8	r^2 -.04
2	8	Any other records system as satisfactory as Telfarm.				
		χ^2	8.128	df	4	r^2 .07
		Larger farmers no other system is as satisfactory.				
	9a	Using Telfarm reports to decide course of action.				
		χ^2	5.61	df	4	r^2 .08
		Larger farmers use reports more for this purpose.				
	9b	Using Telfarm reports to discover the problems.				
		χ^2	3.83	df	4	r^2 .05
		Larger farmers use reports more for this purpose.				
	9c	Using Telfarm reports to determine how well I'm doing.				
		χ^2	11.03	df	4	r^2 .12
		Larger farmers use reports more for this purpose.				
	10a	Using Telfarm reports for tax purposes.				
		χ^2	2.34	df	4	r^2 .002
		Larger farmers report more use for tax purposes.				
	10b	The amount of use of detailed income and expense summary.				
		χ^2	1.61	df	4	r^2 -.035
		Larger farmers report less use of this report.				
	10c	The amount of use of income and expense summaries				
		χ^2	3.598	df	4	r^2 -.009
		Larger farmers report less use of this report.				

Questionnaire	:	Details
Page	:	
Question	:	Identification--Test details--Direction
2	10d	The amount of use of annual business analysis. χ^2 5.68 df 4 r^2 .08 Larger farmers report more use of this report.
	10e	The amount of use of enterprise reports. χ^2 2.30 df 4 r^2 -.006 Larger farmers report less use of this report.
	11a	Number of visits from Telfarm district agents. χ^2 11.23 df 10 r^2 -.09 Larger farmers report less visits.
	11b	Number of visits from County extension agents. χ^2 6.60 df 12 r^2 .04 Larger farmers report more visits.
	11c	Number of visits from Vo-Ag teachers. χ^2 8.33 df 8 r^2 -.04 Larger farmers report less visits.
	11d	Number of visits from local bankers. χ^2 7.58 df 8 r^2 .02 Larger farmers report more visits.
	11e	Number of visits from F.H.A. representatives. χ^2 9.49 df 6 r^2 -.02 Larger farmers report less visits.
	11f	Number of visits from PCA representatives. χ^2 9.99 df 10 r^2 .11 Larger farmers report more visits.
3	14	Difficulty of interpreting Telfarm reports. χ^2 3.58 df 6 r^2 .01 Larger farmers have less difficulty with reports.

Questionnaire	:	Details					
Page	:						
Question	:	Identification	--Test details	--Direction			
3	15	Amount of additional training wanted for reports.					
		χ^2	1.13	df	4	r^2	.02
		Larger farmers say they need less additional training.					
16a		Don't have time to understand Telfarm reports.					
		χ^2	3.58	df	8	r^2	-.01
		Larger farmers disagree more with statement.					
16b		Not interested in the amount of detail in reports.					
		χ^2	4.59	df	8	r^2	-.008
		Larger farmers disagree more with statement.					
16c		Difficult to figure out how reports are organized.					
		χ^2	7.536	df	8	r^2	-.04
		Larger farmers disagree more with statement.					
16d		Don't know how to pick out important figures.					
		χ^2	3.93	df	8	r^2	-.03
		Larger farmers disagree more with statement.					
16e		Need more help to cope with the reports.					
		χ^2	7.16	df	8	r^2	-.06
		Larger farmers disagree more with statement.					
16f		Understand better if I'd had more schooling.					
		χ^2	7.94	df	8	r^2	-.02
		Larger farmers disagree more with statement.					
16g		Difficult to find the figures I'm looking for.					
		χ^2	3.00	df	8	r^2	.01
		Larger farmers agree more with statement.					
4a	1	Using records for rent or partnership settlements.					
		χ^2	9.85	df	8	r^2	.09
		Larger farmers say use is more important.					

Questionnaire	:	Details
Page	:	Identification--test details--direction
4a	2	Using records for recognizing family living costs.
		χ^2 21.82 df 8 r^2 -.19
		Larger farmers say use is less important.
	3	Using records for keeping cash transactions and depreciation for tax purposes.
		χ^2 3.70 df 4 r^2 -.04
		Larger farmers say use is less important.
	4	Using records for calculating costs and returns from an enterprise.
		χ^2 11.02 df 8 r^2 -.00009
		Larger farmers say use is less important.
	5	Using records to identify profit on farm business.
		χ^2 4.65 df 6 r^2 -.04
		Larger farmers say use is less important.
	6	Using records to identify and measure changes in net worth.
		χ^2 3.49 df 8 r^2 .008
		Larger farmers say use is more important.
	7	Using records for keeping labor records for social security purposes.
		χ^2 15.3. df 8 r^2 .12
		Larger farmers say use is more important.
	8	Using records to keep track of what you owe and what is owed you.
		χ^2 9.71 df 8 r^2 .01
		Larger farmers say use is more important.
	9	Using records to compare your results with other farms.
		χ^2 5.21 df 8 r^2 -.01
		Larger farmers say use is less important.

Questionnaire	:	Details					
Page	:	Identification--test details--direction					
4a	10	Using records to help obtain credit.					
		χ^2	9.46	df	8	r^2	.03
		Larger farmers say use is more important.					
5a	1	Using records to decide whether to buy land.					
		χ^2	10.08	df	8	r^2	.08
		Larger farmers say use is more important					
	2	Using records to decide whether to buy machinery.					
		χ^2	3.32	df	8	r^2	-.02
		Larger farmers say use is less important.					
	3	Using records to decide how to improve an enterprise.					
		χ^2	8.24	df	8	r^2	-.09
		Larger farmers say use is less important.					
	4	Using records to plan family living expenditures.					
		χ^2	15.96	df	6	r^2	-.13
		Larger farmers say use is less important.					
	5	Using records to plan next year's financial needs.					
		χ^2	8.47	df	8	r^2	-.08
		Larger farmers say use is less important.					
	6	Using records to predict effects an expansion plan will have on farm business.					
		χ^2	6.88	df	8	r^2	.06
		Larger farmers say use is more important.					
	7	Using records to plan next year's crop and livestock programs.					
		χ^2	10.04	df	8	r^2	.09
		Larger farmers say use is more important.					
	8	Using records to decide whether to continue farming.					
		χ^2	12.483	df	8	r^2	-.10
		Larger farmers say use is less important.					

Questionnaire	:	Details
Page	:	
Question	:	Identification--test details--direction
5a	9	Using records for identifying results of different cropping and livestock practices.
		χ^2 20.448 df 8 r^2 .16 Larger farmers say use is more important.
	10	Using records to plan how to minimize income taxes.
		χ^2 7.65 df 8 r^2 .01 Larger farmers say use is more important.
6a	2	The number of changes in reports received from Telfarm.
		χ^2 4.06 df 6 r^2 .02 Larger farmers more favorable to change.
	3	Receiving cash flow reports.
		χ^2 8.537 df 6 r^2 -.04 Larger farmers more interested in cash flow reports.
	4	Having special analysis service available.
		χ^2 5.73 df 4 r^2 -.09 Larger farmers more interested in having service available.
7a	1a	Accuracy goal for crop production data.
		χ^2 4.28 df 4 r^2 -.05 Larger farmers have higher accuracy goal.
	1b	Accuracy goal for feed fed to livestock.
		χ^2 2.39 df 4 r^2 -.06 Larger farmers have higher accuracy goal.
	1c	Accuracy goal for operator and family labor.
		χ^2 3.93 df 4 r^2 -.04 Larger farmers have higher accuracy goal.
	1d	Accuracy goal for year-end inventory.
		χ^2 7.856 df 4 r^2 -.08 Larger farmers have higher accuracy goal.

Questionnaire	:	Details
Page	:	
Question	:	Identification--test details--direction
7a	2a	Difficulty in collecting crop production data. χ^2 13.55 df 4 r^2 .02 Larger farmers experience less difficulty.
	2b	Difficulty in collecting home-raised feed fed to livestock data. χ^2 .749 df 4 r^2 -.03 Larger farmers experience more difficulty.
	2c	Difficulty in collecting operator and family labor data. χ^2 6.98 df 4 r^2 .08 Larger farmers experience less difficulty.
	2d	Difficulty in collecting year-end inventory data. χ^2 2.34 df 4 r^2 -.03 Larger farmers experience more difficulty.
8	1	Worthiness of information obtained from monthly labor reports. χ^2 17.64 df 4 r^2 -.16 Larger farmers say information is more worthwhile.
	2	Worthiness of information obtained from farm map. χ^2 3.33 df 4 r^2 -.07 Larger farmers say information is more worthwhile.
	3a	Reporting credit information. χ^2 2.93 df 2 r^2 -.01 Larger farmers report credit less.
	3b	Worthiness of credit summaries. χ^2 1.11 df 4 r^2 -.009 Larger farmers say summaries are more worthwhile.
	4a	Reporting and receiving enterprise information. χ^2 3.38 df 2 r^2 .06 Larger farmers receive more enterprise summaries.

Questionnaire	:	Details					
Page	:	Identification--test details--direction					
8	4b	Worthiness of enterprise summaries.					
		χ^2	3.77	df	4	r^2	-.05
		Larger farmers say enterprise summaries are more worthwhile.					
	4c	Keeping enterprise records next year.					
		χ^2	5.46	df	4	r^2	-.08
		Larger farmers report yes more.					
9	5a	Receive more help from Extension agent since joining.					
		χ^2	18.86	df	8	r^2	.06
		Larger farmers agree more with statement.					
	5b	Tax savings alone can justify belonging to Telfarm.					
		χ^2	6.35	df	8	r^2	-.006
		Larger farmers agree less with statement.					
	5c	Closer to the University since I joined Telfarm.					
		χ^2	7.18	df	8	r^2	.04
		Larger farmers agree more with statement.					
	5e	Most up-to-date farmers I know have joined Telfarm.					
		χ^2	8.29	df	8	r^2	-.02
		Larger farmers agree less with statement.					
	5f	Telfarm reports aren't worth as much as the Management help I get because I joined.					
		χ^2	7.09	df	8	r^2	.04
		Larger farmers agree more with statement.					
	5g	Not so sure it was worth it last year but expect to get more out of it in the future.					
		χ^2	7.19	df	8	r^2	-.07
		Larger farmers agree less with statement.					

Questionnaire	:	Details
Page	:	
Question	:	Identification--test details--direction
9	6a	Who accepts responsibility for reporting day-to-day financial entries? χ^2 11.55 df 6 r^2 .08 On larger farms husband assumes less responsibility alone.
	6b	Who accepts responsibility for reporting capital transactions? χ^2 13.25 df 6 r^2 .07 On larger farms, husband assumes less responsibility alone.
	6c	Who accepts responsibility for reporting livestock information? χ^2 10.69 df 6 r^2 .08 On larger farms husband assumes less responsibility alone.
	6d	Who accepts responsibility for reporting labor records? χ^2 13.953 df 6 r^2 .10 On larger farms, husband assumes less responsibility alone.
	6e	Who accepts responsibility for reporting crop records? χ^2 10.61 df 6 r^2 .09 On larger farms, husband assumes less responsibility alone.
10	7b	Who is responsible for the mistakes in Telfarm reports? χ^2 6.66 df 4 r^2 .01 Larger farmers say they are less at fault for the mistakes.

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