

Sample Tobacco Success Story

Note to Agents: This is a sample success story that aligns with the Sample Evaluation. It is to be adapted to meet your county and programs. If you use the Sample Evaluation, Qualtric does analysis and provides the totals and percentages that you can use.

It is suggested that you use the top two to three intermediate outcomes in your story, not all of the possible outcomes.

In _____ County, there are _____ acres of tobacco produced representing ____% of the agriculture economy. Agriculture producers are facing challenges related to production, environment and the economy. Extension provides resource based information and services through programs, newsletters, personal communications, social media, field days, and farm visits.

Of the _____ tobacco producers who responded to an annual survey, _____% uses one or more diagnostic services provided by Extension and made decisions to treat soil, weeds, pests, or plant disease according to Extension recommendations.

Over the past year: _____ County tobacco producers:

_____ were certified for Good Agriculture Practices for tobacco production

_____ implemented on-farm trials

_____ adopted one or more best practices related to soil and water quality and conservation

_____ used integrated pest management practices

_____ practiced one or more best practices for chemical management.

By using good business practices(i.e. reducing risk, adopting new technology and/or improving equipment or facilities), _____ % of _____ County tobacco producers increased profit or reduced expenses. The producers are leaders for agriculture and the environment. They advocated for tobacco production, policies, and regulations. _____producers serve on a county, area or state council or committee. New and beginning farmers are needed to sustain Kentucky agriculture. _____ County has _____ tobacco producers who serve as mentors and advisors to new and young tobacco farmers.

<Client quotes or stories>