

UC Cooperative Extension needs your valuable input!

UCCE is conducting a needs assessment for field crop production. We have developed an online questionnaire to learn the goals and common challenges faced by growers, consultants, and allied industry of field crops in California. Your responses are incredibly important in helping UCCE identify how we can better serve your needs and interests.

The questionnaire will be administered online via Qualtrics and will be delivered to you via email. It should take roughly 15-20 minutes to complete. The first 100 respondents to complete it will receive a \$10 gift card. Your individual responses will remain confidential and will only be reported in the aggregate. **Please look out for an email from "fieldcrops@ucdavis.edu" later this week with a link to the questionnaire.** Your participation is much appreciated! Thank you in advance!



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