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7.6. Initial User survey

7.6.1. Initial Survey Template



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Weather Forecasting Project

Initial Survey

Introduction

This project seeks to create awareness of available weather forecasting technologies, and identify how these can improve production efficiency and safeguard the environment. We aim to better meet the needs of arable growers in Canterbury. Ultimately we anticipate the outcomes will be extended to other sectors and regions.

To do this, we sought a small group of cropping farmers in Canterbury with a commitment to developing much better site specific weather forecasts and taking advantage of related technologies.

Running over two years, the Weather Forecasting project is funded by FAR and the Sustainable Farming Fund. Considerable in-kind contributions are being made by HortPlus and the MetService. This has allowed free forecasts to be provided for one year to growers around three weather stations, rather than one as was initially proposed.

The first year is all but complete. We used this time to set up the technology, including getting reliable access to weather stations, obtaining customised detailed forecasts for each site, and establishing small focus groups.

There are now about 20 people able to access the detailed forecasts for a station in their neighbourhood through HortPlus Metwatch.

This survey

The point of this survey / questionnaire is to identify how you obtained and used weather forecast information at the beginning of the project. We'll repeat it at the end, to see what changes there have been during the course of the project.

Please spend a little time now filling it out, either in hard copy or electronically, and send it back to me for collating. Feel free to add any other comments you think are important.

Post to:

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Napier

Email: dan@pagebloomer.co.nz

Thanks for your help with this. I look forward to catching up with the group again to review progress.

Regards

Dan Bloomer
Page Bloomer Associates
Project Manager

Weather Forecasting Initial Questionnaire

My closest FAR/HortPlus Weather Station is: **Methven** **Chertsey** **St Andrews** (please select one)

Please respond below as things were before you were given access to HortPlus MetWatch.

1 Importance of Forecasts

Circle Highlight or BOLD the option you prefer

How important is weather forecasting for farm management?	Not important	Slightly important	Quite important	Important	Very important	Critically important
How often do you check weather forecasts on an average day?	Don't check	Every few days	Daily check	Twice daily	Several times	Check hourly

What are the critical weather periods for your farming operation?

What are your main uses of weather forecast information?

2 Frequency of Forecast Access

Circle Highlight or BOLD the option you prefer

How often do you check weather forecasts <u>at critical times</u> ?	Don't check	Every few days	Daily check	Twice daily	Several times	Check hourly
How often would you like to access weather forecasts <u>at critical times</u> ?	Don't want forecasts	Every few days	Daily access	Twice daily	Several times	Access hourly
How often do you check weather forecasts <u>at non-critical times</u> ?	Don't check	Every few days	Daily check	Twice daily	Several times	Check hourly
How often would you like access to forecasts <u>at non-critical times</u> ?	Don't want forecasts	Every few days	Daily access	Twice daily	Several times	Access hourly

3 Data sought

Circle Highlight or BOLD as many options as you like

What weather data are you <u>seeking</u> from weather forecasts?	Rain	Max Air Temp	Min Air Temp	Wind Speed	Wind Direction	Humidity	Solar Radiation
What weather data do you <u>measure</u> for yourself?	Rain	Max Air Temp	Min Air Temp	Wind Speed	Wind Direction	Humidity	Solar Radiation
What weather data do you <u>record</u> for yourself?	Rain	Max Air Temp	Min Air Temp	Wind Speed	Wind Direction	Humidity	Solar Radiation
What related data are you <u>seeking</u> from weather forecasts?	Soil Moisture	Soil Temp	Ground Temp	Leaf Wetness	Disease Pressure	Pest Pressure	Other...
What related data do you <u>measure</u> for yourself?	Soil Moisture	Soil Temp	Ground Temp	Leaf Wetness	Disease Pressure	Pest Pressure	Other...
What related data do you <u>record</u> for yourself?	Soil Moisture	Soil Temp	Ground Temp	Leaf Wetness	Disease Pressure	Pest Pressure	Other...

4 Usefulness of Forecasts

Circle Highlight or BOLD as many options as you like

Which sources of weather forecasts do you use?	TV	Tele text	Radio	News paper	Internet	Met Phone	Subscriber Service
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How useful are the sources of weather forecast information below?

Circle Highlight or BOLD the option you prefer

Morning TV	Preferred Channel?	can't get	not useful	slightly useful	quite useful	useful	very useful	essential
Noon TV	Preferred Channel?	can't get	not useful	slightly useful	quite useful	useful	very useful	essential
6 o'clock TV	Preferred Channel?	can't get	not useful	slightly useful	quite useful	useful	very useful	essential
Late TV	Preferred Channel?	can't get	not useful	slightly useful	quite useful	useful	very useful	essential
Other TV (Which)		can't get	not useful	slightly useful	quite useful	useful	very useful	essential
Teletext		can't get	not useful	slightly useful	quite useful	useful	very useful	essential
Morning Radio	Preferred Station?	can't get	not useful	slightly useful	quite useful	useful	very useful	essential
Noon Radio	Preferred Station?	can't get	not useful	slightly useful	quite useful	useful	very useful	essential
6 PM Radio	Preferred Station?	can't get	not useful	slightly useful	quite useful	useful	very useful	essential
Late Radio	Preferred Station?	can't get	not useful	slightly useful	quite useful	useful	very useful	essential
Other Radio (Which)		can't get	not useful	slightly useful	quite useful	useful	very useful	essential
Internet 1 (Website)		can't get	not useful	slightly useful	quite useful	useful	very useful	essential
Internet 2 (Website)		can't get	not useful	slightly useful	quite useful	useful	very useful	essential
Other (Which)		can't get	not useful	slightly useful	quite useful	useful	very useful	essential
MetPhone		can't get	not useful	slightly useful	quite useful	useful	very useful	essential
Subscriber Service	(Which)	can't get	not useful	slightly useful	quite useful	useful	very useful	essential
Other 1 (Which)		can't get	not useful	slightly useful	quite useful	useful	very useful	essential
Other 2 (Which)		can't get	not useful	slightly useful	quite useful	useful	very useful	essential
Other 3 (Which)		can't get	not useful	slightly useful	quite useful	useful	very useful	essential

7.6.2. Responses to Initial Survey

1. Importance of Forecasts

Of the seven respondents, one considered weather forecasting 'critically important' and the rest 'very important' for farm management. Half of the group check forecasts daily, one quarter twice daily, and the others several times.

Spring and summer were predominantly named as the critical periods, with other periods noted being particular to the produce of the farm such as lambing, planting or harvesting.

Forecast information is used for work planning including planting, irrigation, fertilisation and harvest and also for protection from adverse weather such as frost.

2. Frequency of Forecasts

Half of the respondents check weather forecasts several times a day at critical times. One checks twice daily and the others daily. All respondents gave the same answer for how often they do check as how often they would like to access forecasts.

At non-critical times there is an even split between daily checkers and twice dailies, and only one who checks every few days. Responses to how often access was wanted was generally the same as actual use.

3. Data Sought

All but one respondent sought rain information, half were interested in maximum and minimum air temperatures, all wanted wind speed and direction. Humidity is important to most of the group, while solar radiation is of interest to only 3 respondents.

Most farmers measure their rainfall, max and min temperatures and humidity. Less than half measure wind speed or direction and solar radiation. Rainfall is recorded by all but one respondent. Record keeping for the other factors is only done by 3 respondents.

Soil moisture and temperature, leaf wetness and disease pressure are consistently required by this group. Ground temperature and pest pressure rated for about half of them.

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Soil temperature and disease pressure are the most highly sought related data (6/7), followed closely by soil moisture, leaf wetness and pest pressure. Ground temperature is only wanted by three of the farmers.

Few are measuring all that they are seeking and even less are recording it.

4. Usefulness of Forecasts

Order of preference for sources of weather forecast is: TV, radio and internet second equal, newspaper, Metphone (only one user). None use teletext or a subscriber service.

TV1 was selected by 3 respondents and TV3 by 1. 6 o'clock is the preferred time. National Radio is the most favoured station with morning shown as more useful than lunchtime.

All but two respondents access the internet for weather, three using MetService, and one each for ATS, TVNZ, Crop & Food and HortPlus. Users rated these highly - as essential or very useful.