



**Oregon Seed Certification Service**

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## **Oregon Seed Certification Service Customer Satisfaction Survey**

In the spring of 2013 there was a request by individuals in the seed industry for OSCS to complete a customer satisfaction survey and publish the results.

OSU recently made available an on-line survey-creating program called Qualtrics, to facilitate individuals and departments at OSU in developing surveys. We used this program, and developed the survey with the help of Mary Halbleib in the Crop and Soil Science department who has had experience with this.

Initially over 900 post-cards were mailed out informing seed certification customers—seed growers, seed contractors and warehouses—about the survey with information on the web address to access the survey. We also had a prominent button on our home page linked to the survey and invited people to participate. In addition, there were announcements at several industry and commission meetings about the survey and how to access it.



The survey was activated on May 30<sup>th</sup> 2013, and ran until September 1<sup>st</sup> 2013. During that time 96 people began the survey and 75 completed it.

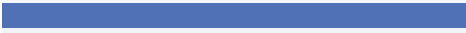


Attached is a complete unedited copy of the survey and the responses, including additional summary comments in some sections.






We found this to be a valuable tool in reviewing our programs and will continue to use this from time to time in the future to help fine-tune the various services that our program offers.

## Seed Certification Survey Summary

| # | Answer | Do you, or someone in your organization do field or crop sign-ups?                | Response | %       |
|---|--------|-----------------------------------------------------------------------------------|----------|---------|
| 1 | Yes    |  | 61       | 77.22%  |
| 2 | No     |  | 18       | 22.78%  |
|   | Total  |                                                                                   | 79       | 100.00% |

| # | Answer                                                     | How often do you have certified fields in the certification program?               | Response | %       |
|---|------------------------------------------------------------|------------------------------------------------------------------------------------|----------|---------|
| 1 | I have fields in the program every year.                   |  | 54       | 94.74%  |
| 2 | I have fields in the program once every 2-3 years.         |   | 3        | 5.26%   |
| 3 | I have fields in the program about once every 4-5 years.   |                                                                                    | 0        | 0.00%   |
| 4 | It's 5 years or more between having fields in the program. |                                                                                    | 0        | 0.00%   |
|   | Total                                                      |                                                                                    | 57       | 100.00% |

| # | Answer                                                                              | How do you sign-up your fields for seedling and crop inspections?                    | Response | %       |
|---|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|----------|---------|
| 1 | I or someone in my organization does all field and crop inspection sign-ups online. |  | 46       | 82.14%  |
| 2 | I go to my county extension office for help with sign-ups.                          |   | 13       | 23.21%  |
| 3 | I call the Seed Certification office to get help with my sign-ups each year.        |   | 2        | 3.57%   |
|   | Total                                                                               |                                                                                      | 61       | 100.00% |

| # | Answer                | Are you satisfied with the field sign-up process?                                   | Response | %       |
|---|-----------------------|-------------------------------------------------------------------------------------|----------|---------|
| 1 | Very Satisfied        |  | 15       | 26.79%  |
| 2 | Satisfied             |  | 25       | 44.64%  |
| 3 | Somewhat Satisfied    |  | 5        | 8.93%   |
| 4 | Neutral               |  | 5        | 8.93%   |
| 5 | Somewhat Dissatisfied |  | 4        | 7.14%   |
| 6 | Dissatisfied          |  | 2        | 3.57%   |
| 7 | Very Dissatisfied     |                                                                                     | 0        | 0.00%   |
|   | Total                 |                                                                                     | 56       | 100.00% |

| # | Answer | Are your seedling inspections completed in a timely manner? | Response | %       |
|---|--------|-------------------------------------------------------------|----------|---------|
| 1 | Yes    |                                                             | 50       | 89.29%  |
| 2 | No     |                                                             | 6        | 10.71%  |
|   | Total  |                                                             | 56       | 100.00% |

| # | Answer | Do you receive your seedling reports in a timely manner? | Response | %       |
|---|--------|----------------------------------------------------------|----------|---------|
| 1 | Yes    |                                                          | 52       | 92.86%  |
| 2 | No     |                                                          | 4        | 7.14%   |
|   | Total  |                                                          | 56       | 100.00% |

| # | Answer | Are your crop inspections completed in a timely manner? | Response | %       |
|---|--------|---------------------------------------------------------|----------|---------|
| 1 | Yes    |                                                         | 54       | 96.43%  |
| 2 | No     |                                                         | 2        | 3.57%   |
|   | Total  |                                                         | 56       | 100.00% |

| # | Answer | Did you receive your crop reports in a timely manner? | Response | %       |
|---|--------|-------------------------------------------------------|----------|---------|
| 1 | Yes    |                                                       | 53       | 94.64%  |
| 2 | No     |                                                       | 3        | 5.36%   |
|   | Total  |                                                       | 56       | 100.00% |

#### Text Entry

It is more fun to work with a person than just the computer. Not all progress is good.

I like signing up online, but I also would like to pay online with a credit card whoever set this up only did half a job. also with the convenience of google earth to get maps you should start using latitude & longitude instead of township and range

It would be great to have a meeting(s) to help to try ways to further streamline the process for Cert and growers both.

They should be done more in line with when they are maturing, not all species at one time. I also feel if a seed company is involved the production guy should be involved somehow.

Very good process, that has improved over the years. Inspectors and staff very helpful. I like that we receive emails on fly over time frame. This helps us in getting fields flagged so that we do not do it too soon (flags fall or get tipped by sprayer).

The crop inspections and seedling reports get mailed to the wrong company division a lot of the time.

i dont think your inspectors know what they are looking at 50 % of the time





glad you asked, last year I had a field kicked out. This field was a Merit seed field the year before it had winter wheat in it and I used a lot of Beacon to control the wheat. It was unlevel at inspection time but level at harvest your person in charge refused to look at it then. I have raised Merit for almost 30 years and grass for forty years. This cost me 20,000 dollars. May not continue to grow grass if this foolishness is repeated. the risk of one man decision is too great. When I first started growing grass seed we went through this same deal, until inspector realized that grass can vary in height due to weather and chemical damage. I hope this is not happening again, the cost are to high and the grass price is too low. After 40 years of growing grass I know the difference between off type and the crop that is planted. This year the grass crop has been very uneven due to the dry spring here .











Your web site for registering field/crops for inspection is a bit cumbersome.







I struggle over the online signup, because I don't do it often enough...I have no good suggestions, but somebody who really understands the internet and seed certification ought to take a look at it.

| # | Answer | Do you or someone in your company use the on-line services?                       | Response | %       |
|---|--------|-----------------------------------------------------------------------------------|----------|---------|
| 1 | Yes    |  | 63       | 84.00%  |
| 2 | No     |  | 12       | 16.00%  |
|   | Total  |                                                                                   | 75       | 100.00% |

| # | Answer | Do you use the on-line services for things other than field or crop sign-ups?     | Response | %       |
|---|--------|-----------------------------------------------------------------------------------|----------|---------|
| 1 | Yes    |  | 39       | 62.90%  |
| 2 | No     |  | 23       | 37.10%  |
|   | Total  |                                                                                   | 62       | 100.00% |

| # | Answer                                                 | What additional eCertification services do you use? Check all that apply.          | Response | %       |
|---|--------------------------------------------------------|------------------------------------------------------------------------------------|----------|---------|
| 1 | Field Information (other than field and crop sign-ups) |   | 22       | 62.86%  |
| 2 | Seed Sample Information                                |  | 26       | 74.29%  |
| 3 | Seed Test Information                                  |  | 29       | 82.86%  |
| 4 | Seed Lot Information                                   |  | 26       | 74.29%  |
|   | Total                                                  |                                                                                    | 103      | 100.00% |

| #  | Answer                                            | From the list below, please indicate what other on-line services you use             | Response | %       |
|----|---------------------------------------------------|--------------------------------------------------------------------------------------|----------|---------|
| 1  | Query and Download Crop Field Information         |   | 17       | 50.00%  |
| 2  | Create Online Seed Sample Certificate             |  | 21       | 61.76%  |
| 3  | Track Your Sample Through Purity Analysis Process |  | 20       | 58.82%  |
| 4  | Obtain Test Number for Received Samples           |  | 22       | 64.71%  |
| 5  | Access OSU Seed Lab Test Reports                  |  | 24       | 70.59%  |
| 6  | Request Approval for Processed lots               |   | 16       | 47.06%  |
| 7  | Order Certification Tags                          |  | 28       | 82.35%  |
| 8  | Print Oregon Certification Tags                   |   | 10       | 29.41%  |
| 9  | Request Approval for Movement of Untagged Seed    |  | 24       | 70.59%  |
| 10 | Other--Please enter the title                     |   | 1        | 2.94%   |
|    | Total                                             |                                                                                      | 183      | 100.00% |

| # | Answer             | How would you characterize the ease of use of the on-line services                  | Response | %       |
|---|--------------------|-------------------------------------------------------------------------------------|----------|---------|
| 1 | Very easy          |  | 6        | 10.34%  |
| 2 | Easy               |  | 24       | 41.38%  |
| 3 | Somewhat Easy      |  | 15       | 25.86%  |
| 4 | Neutral            |  | 6        | 10.34%  |
| 5 | Somewhat Difficult |  | 6        | 10.34%  |
| 6 | Difficult          |  | 1        | 1.72%   |
| 7 | Very Difficult     |                                                                                     | 0        | 0.00%   |
|   | Total              |                                                                                     | 58       | 100.00% |

### Text Entry

hard to get the needed info at times. Hard to know what tests have been ordered sometimes.

Thumbnail images of field shapes or screen shots need to be made available to contractors!

the web site is a bit cumbersome.

There is a glitch in the program that makes you log over and over and over again until you click on something else.

seems like extra step to enter the name of a warehouse for example and then wait for the system to locate a list of possible names - why not have a pull down to select from upon first click for most things - like grower name and variety and on and on?



Online entries require exact names, etc - can be difficult accessing information.





We do not have a computer near (5 miles away) from the warehouse, so logistics prevent us from doing that.


Not interested in your "e-services".

Your expectation for Warehouses to complete seed sample requirement on line will be problematic. Most grower processors cannot devote the time required to properly matter the eCertification process.






We did not realize it was even available.

| # | Answer | Do you or someone at your location order seed samples                             | Response | %       |
|---|--------|-----------------------------------------------------------------------------------|----------|---------|
| 1 | Yes    |  | 35       | 50.00%  |
| 2 | No     |  | 35       | 50.00%  |
|   | Total  |                                                                                   | 70       | 100.00% |



| # | Answer           | On average, how often are samples picked up at your location?                     | Response | %       |
|---|------------------|-----------------------------------------------------------------------------------|----------|---------|
| 1 | Once a Week      |  | 9        | 26.47%  |
| 2 | 2-3 Times a Week |  | 10       | 29.41%  |
| 3 | Daily            |  | 1        | 2.94%   |
| 4 | Other            |  | 14       | 41.18%  |
|   | Total            |                                                                                   | 34       | 100.00% |

| # | Answer | Does the frequency of sample pick-up meet your needs?                             | Response | %       |
|---|--------|-----------------------------------------------------------------------------------|----------|---------|
| 1 | Yes    |  | 31       | 91.18%  |
| 2 | No     |  | 3        | 8.82%   |
|   | Total  |                                                                                   | 34       | 100.00% |

| # | Answer | Do you or someone in your organization order tags?                                  | Response | %       |
|---|--------|-------------------------------------------------------------------------------------|----------|---------|
| 1 | Yes    |   | 44       | 65.67%  |
| 2 | No     |  | 23       | 34.33%  |
|   | Total  |                                                                                     | 67       | 100.00% |

| # | Answer                   | On average, how often to you order certification tags?                              | Response | %       |
|---|--------------------------|-------------------------------------------------------------------------------------|----------|---------|
| 1 | Every week               |  | 6        | 13.33%  |
| 2 | 2-3 times per month      |  | 11       | 24.44%  |
| 3 | Once per month           |  | 3        | 6.67%   |
| 4 | Less than once per month |  | 19       | 42.22%  |
| 5 | Other                    |  | 6        | 13.33%  |
|   | Total                    |                                                                                     | 45       | 100.00% |

| # | Answer                         | What method do you use to order certification tags? Check all that apply.           | Response | %       |
|---|--------------------------------|-------------------------------------------------------------------------------------|----------|---------|
| 1 | Online services/eCertification |  | 27       | 64.29%  |
| 2 | Fax-in the order form          |  | 10       | 23.81%  |
| 3 | Call in the order              |  | 13       | 30.95%  |
|   | Total                          |                                                                                     | 50       | 100.00% |

| # | Answer | Do you print your own certification tags?                                           | Response | %       |
|---|--------|-------------------------------------------------------------------------------------|----------|---------|
| 1 | Yes    |  | 9        | 20.93%  |
| 2 | No     |  | 34       | 79.07%  |
|   | Total  |                                                                                     | 43       | 100.00% |

| # | Answer                | If you have tags printed by OSCS, are they delivered in a reasonable amount of time? | Response | %       |
|---|-----------------------|--------------------------------------------------------------------------------------|----------|---------|
| 1 | Very Satisfied        |                                                                                      | 16       | 39.02%  |
| 2 | Satisfied             |                                                                                      | 14       | 34.15%  |
| 3 | Somewhat Satisfied    |                                                                                      | 9        | 21.95%  |
| 4 | Neutral               |                                                                                      | 2        | 4.88%   |
| 5 | Somewhat Dissatisfied |                                                                                      | 0        | 0.00%   |
| 6 | Dissatisfied          |                                                                                      | 0        | 0.00%   |
| 7 | Very Dissatisfied     |                                                                                      | 0        | 0.00%   |
|   | Total                 |                                                                                      | 41       | 100.00% |

| # | Answer                                    | If your tag order ever took too long, what was the cause? | Response | %       |
|---|-------------------------------------------|-----------------------------------------------------------|----------|---------|
| 1 | Tag order and sample pickup was too slow. |                                                           | 0        | 0.00%   |
| 2 | Tag printing and delivery took too long.  |                                                           | 3        | 11.11%  |
| 3 | Waiting for completion of a seed test.    |                                                           | 19       | 70.37%  |
| 4 | Other                                     |                                                           | 5        | 18.52%  |
|   | Total                                     |                                                           | 27       | 100.00% |

**Please write any other comments about tag order and delivery.**

love the online tag order process - very easy and quick

They Only Come to my facility on Monday Wednesday and Friday if called that morning before 9:00 A.M.

My sampler can only hang OECD tags when she gets time and sometimes she gets busy.

A lot of time is spent waiting for samplers to pick up and deliver tags.

| # | Answer            | Please indicate your client status--check all that apply. | Response | %       |
|---|-------------------|-----------------------------------------------------------|----------|---------|
| 1 | Grower            |                                                           | 43       | 63.24%  |
| 2 | Contractor        |                                                           | 25       | 36.76%  |
| 3 | Warehouse         |                                                           | 33       | 48.53%  |
| 4 | Seed Lab Customer |                                                           | 23       | 33.82%  |
|   | Total             |                                                           | 124      | 100.00% |

| # | Answer                | How satisfied are you with the service when you call the office? | Response | %       |
|---|-----------------------|------------------------------------------------------------------|----------|---------|
| 1 | Very Satisfied        |                                                                  | 26       | 38.24%  |
| 2 | Satisfied             |                                                                  | 29       | 42.65%  |
| 3 | Somewhat Satisfied    |                                                                  | 5        | 7.35%   |
| 4 | Neutral               |                                                                  | 7        | 10.29%  |
| 5 | Somewhat Dissatisfied |                                                                  | 1        | 1.47%   |
| 6 | Dissatisfied          |                                                                  | 0        | 0.00%   |
| 7 | Very Dissatisfied     |                                                                  | 0        | 0.00%   |
|   | Total                 |                                                                  | 68       | 100.00% |

| # | Answer | Have you ever been a member of an advisory committee or the Certification Board? | Response | %       |
|---|--------|----------------------------------------------------------------------------------|----------|---------|
| 1 | Yes    |                                                                                  | 14       | 20.29%  |
| 2 | No     |                                                                                  | 55       | 79.71%  |
|   | Total  |                                                                                  | 69       | 100.00% |

| # | Answer                | How would you rate the services overall of Seed Certification | Response | %       |
|---|-----------------------|---------------------------------------------------------------|----------|---------|
| 1 | Very Satisfied        |                                                               | 14       | 20.29%  |
| 2 | Satisfied             |                                                               | 36       | 52.17%  |
| 3 | Somewhat Satisfied    |                                                               | 12       | 17.39%  |
| 4 | Neutral               |                                                               | 3        | 4.35%   |
| 5 | Somewhat Dissatisfied |                                                               | 2        | 2.90%   |
| 6 | Dissatisfied          |                                                               | 1        | 1.45%   |
| 7 | Very Dissatisfied     |                                                               | 1        | 1.45%   |
|   | Total                 |                                                               | 69       | 100.00% |

**Please provide any comments you'd like with regard to your previous response.**

Staff is most helpful, and always are most eager to get me an answer when I need one.

I think the seed lab is very expensive vs private labs

The certification rules need to have provisions to bin and clean fields of the same variety to allow access to the 10% rule. In my particular case, I submit that the genetic integrity of the seed would not have been harmed in any way, in fact much better because of dilution of the neighboring foreign pollen had I been allowed to combine fields. I was told that the rules don't allow for such a thing and that no exceptions could be made because then everybody would want to do the same. I submit that everybody with a similar situation SHOULD be allowed to do the same. This notion doesn't put Oregon's Blue Tag in peril, it would be an improvement to it's integrity.. So, if it's against the rules, the rules need to be changed.

There is always room for improvements. Mostly I am satisfied with all services. Some on-line services still need to get simpler and perhaps easier to read. Contacting Seed Cert. Personnel needs to be put back on line.

I am not satisfied with the pickup schedule during the peak season. If they pickup a sample on Friday it usually is not received until Tuesday morning at the seed lab. And only having the option to send samples in on Monday, Wednesday and Friday does not work that well. For my warehouse this only applies from July 10th until about the end September.

samples and ship seed only. Grower handles registrations on-line and uses bulk certificates only

In retrospect It is critical that OSU Seed Certification be in parity with other OSCA agencies in other states/countries. When the OSU system requires more effort and cost to hang a tag then we are at distinct disadvantage to our competitive certifying agencies in other states and countries. It is great to say you are the best in the world only to find that we no longer are the true leader but wondering why we lost all our business to other tagging agencies that facilitate success to their grower conditioner constituents.

If it wasn't for Nancy I would be lost!!! She does a great job and I have learned a lot from her.

I did have trouble this year in that I expected to receive a bill after registering on line for clover certification. That seemed a little confusing, but I was able to figure it out. The whole signing in with passwords and all that is a real pain, frankly.



**Please include any other comments you'd like to make.**

Seed Cert is always good to work with. When I have trouble with anything whoever answers my call is always polite, friendly, helpful.

In terms of bettering the service, I think it would be helpful to us all to schedule meeting(s) in a round table format to solicit ideas to improve communication, to allow more efficiency for both cert, growers, warehouse, etc. This survey is a good start.

Have a nice day.

With the seed lab, when they get a first count on Tall Fescue above the needed 85% to qualify for tagging and wait for a higher germination it can really mess up shipping plans.

OSU should open up to other labs the ability to do certified testing, like out sourcing, but sooner. Eliminate the rush and super rush fees, by doing so. Make the certified specifications for turf and forage be different. Make turfgrass specs UGS free, and offer a substandard certified tag for those lots that are not UGS free, but still qualify under current standards so they can still be exported or sold as Oregon certified substandard grade. Make the Oregon blue tag be what it once was the bench mark of quality, not what we see today a tool to be used to misrepresent quality.

Feel free to call to discuss my comments.

Seed cert is basically fine need to work on few things, the issue is with the lab. Any research the lab is doing should be at the request of the industry not what they think should be done. The dollars are not being spent correctly when it is not a benefit to the industry. Before any research on new testing ways are started it needs to come to the industry and get some money for it or to see if the industry thinks it would be an improvement to the process.

It would be beneficial if there were a question as to name of variety or lot number if a simple call or text could be made to clarify the question, and not result in a fee charged. Sometimes just a misspelling or leaving off a simple word results in rejection. Any efforts to resolve questions up front would be great. Understand that many of us do not "man" office personal in the summer, we are in the fields and cannot reply to fax or land lines quickly. The folks at seed lab have been great, and understanding, and field calls with great courtesy and professionalism. Thank You

When not sure exactly how to proceed on the web sight. the people in the office were very helpful

i like the idea of being able to get sample certificates online. However, I feel that the interface could be streamlined some by having less of the fields reset after going back to change lot numbers. Also, making it simple to use a smart phone to create the certificates would be nice. I should be able to print directly from my phone to a printer in my warehouse without needing to go into my office to get that done.