

Economics, Markets and Policy--research

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Economics, Markets and Policy--research

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
601	Economics of Agricultural Production and Farm Management	10%	10%	10%	
603	Market Economics	20%	20%	20%	
604	Marketing and Distribution Practices	20%	20%	20%	
605	Natural Resource and Environmental Economics	10%	10%	10%	
606	International Trade and Development	10%	10%	10%	
607	Consumer Economics	10%	10%	10%	
609	Economic Theory and Methods	10%	10%	10%	
610	Domestic Policy Analysis	10%	10%	10%	
Total		100%	100%	100%	

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2007	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	0.0	11.5	0.0
Actual	0.0	0.0	12.6	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
0	0	446552	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	0	438791	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	5469834	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

- Conduct Research Experiments
- Partnering on an international level

2. Brief description of the target audience

international:

- Agribusiness
- producers
- policy makers (county, state, regional, national, international)

V(E). Planned Program (Outputs)

1. Standard output measures

Target for the number of persons (contacts) reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
Plan	0	0	0	0
2007	0	0	0	0

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year Target

Plan: 1

2007: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

	Extension	Research	Total
Plan			
2007	0	64	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

{No Data Entered}

Not reporting on this Output in this Annual Report

Year	Target	Actual
2007	{No Data Entered}	{No Data Entered}

V(G). State Defined Outcomes

O No.	Outcome Name
1	Natural Resources and Environmental Economics

Outcome #1

1. Outcome Measures

Not reporting on this Outcome for this Annual Report

2. Associated Institution Types

3a. Outcome Type:

3b. Quantitative Outcome

Year	Quantitative Target	Actual
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3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
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V(H). Planned Program (External Factors)

External factors which affected outcomes

Natural Disasters (drought, weather extremes, etc.)

Economy

Appropriations changes

Public Policy changes

Government Regulations

Competing Programmatic Challenges

Brief Explanation

Florida has been under a serious economic crisis for almost 8 months. Although to this point Extension programs have been in most cases able to function, the amount of stress and strain affecting state faculty is evident. Appropriation changes have required pay backs of state funding that are expected to increase and continue through 2009. Problems leading to the crisis include the mortgage crisis, recession, and a reduction in tourism due to increased gas prices.

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

After Only (post program)

Retrospective (post program)

Before-After (before and after program)

During (during program)

Time series (multiple points before and after program)

Case Study

Comparisons between program participants (individuals, group, organizations) and non-participants

Comparisons between different groups of individuals or program participants experiencing different levels of program intensity.

Comparison between locales where the program operates and sites without program intervention

Evaluation Results

Often times the difference between success and failure is related to an understanding of economics, markets and policy. In this planned program Florida UF/IFAS researchers work to stay attuned to changing economics, markets and policies. The research SY count in this planned program area is 12.6 and the total federal, state matching and grants and other funds are over \$6.3 million. Since all systems are imbedded in every larger systems that make up the world market it is essential that we understand the impacts they have on each other so that correct prediction or at least better choices can be made when dealing with the local and international market. UF/IFAS researchers work diligently in this area. Some areas where UF research has had some impacts in these areas include:

Economics

Importance of Florida Agriculture to the overall economy—Florida agriculture is not usually visible to the general public, and, as a result, many Floridians are not aware of its importance to our state's economy as the second largest industry in the state following tourism. Florida farmers receive nearly \$7 billion in cash receipts for crops and other commodities annually. In addition, Florida agriculture and forestry products have an estimated overall economic impact of more than \$62 billion annually. Consumer research conducted for the Florida Farm Bureau showed that less than 10% of the general public understands the economic value or importance of agriculture; only one-third could identify major crops produced in Florida; and a majority do not consider where their food comes from when grocery shopping. More than 40,000 Florida commercial farmers are among the most productive in the world, furnishing the nation with a dependable and safe supply of food, and providing Florida with a stable economic base. Florida farmers annually produce more than 35 billion pounds of food and more than 1.5 million tons of livestock feed. Florida is the nation's ninth agricultural state overall, ranking first in citrus production, and second in the production of vegetables and horticulture products. Interestingly, Florida agriculture is found in most counties with large urban populations such as Orange County. All of the state's agricultural production is located within two hours of at least one large urban area. This green space helps improve air quality across the state as well as providing a local, fresh, safe and healthy food supply for urban populations.

Policy

Making it all work together – In a world unable to feed itself with adequate or safe foods, IFAS research and extension is working to increase food policy leadership by creating a multidisciplinary forum of experts developing food safety strategies, regional food policy, education and training.

Key Items of Evaluation

High-tech greenhouses – IFAS research shows that production of high-value crops such as fruits and vegetables in high-tech greenhouses boosted yields by 10 times over field-grown crops. The greenhouses recycle water and fertilizer and reduce the need for pesticides.