

7. Generate and Improve Hawaii's Products, Processes and Market

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V(A). Planned Program (Summary)

1. Name of the Planned Program

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V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
501	New and Improved Food Processing Technologies	10%		14%	
502	New and Improved Food Products	10%		15%	
503	Quality Maintenance in Storing and Marketing Food Products	5%		2%	
511	New and Improved Non-Food Products and Processes	0%		28%	
601	Economics of Agricultural Production and Farm Management	25%		14%	
602	Business Management, Finance, and Taxation	5%		0%	
603	Market Economics	15%		3%	
604	Marketing and Distribution Practices	10%		5%	
605	Natural Resource and Environmental Economics	0%		10%	
607	Consumer Economics	15%		4%	
608	Community Resource Planning and Development	5%		5%	
Total		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	3.0	0.0	3.0	0.0
Actual	2.5	0.0	5.7	0.0

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

Extension		Research	
Smith-Lever 3b & 3c 48101	1890 Extension	Hatch	Evans-Allen
	0	161290	0
1862 Matching 185679	1890 Matching	1862 Matching	1890 Matching
	0	1001523	0
1862 All Other 3981	1890 All Other	1862 All Other	1890 All Other
	0	53849	0

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V(D). Planned Program (Activity)

1. Brief description of the Activity

CTAHR has more than 30 projects under the Generate and Improve Hawaii's Products, Processes and Market program area dealing with 10 knowledge areas. Half of the projects were in the new and improved food and non-food products, processing technologies, and the other half in the agricultural production and natural resource and environmental economics.

- Identified and developed new value-added products from locally grown crops and livestock.
- Assisted and provided the latest technology to local entrepreneurs in the development of new value added products.
- Provided consulting service to individual farmers, processors, packers, and industry groups with developing new markets, developing new marketing strategies, writing successful business/marketing plans to expand their business.
- Assisted data collection and provided scientific data to satisfy regulatory requirements to facilitate the introduction of transgenic papaya into Japanese market.
- Conducted portfolio and industry analyses to identify bottlenecks for industry expansion.

2. Brief description of the target audience

As intended by the Land Grant perspective, CTAHR's "targeted" clients for this program in teaching are the undergraduate and graduate students in agriculture and allied fields. Targeted clients for research are peers and extension specialists. Clients for extension specialists are CTAHR's county extension agents and the counterpart professional personnel of sister state and federal agencies (such as the Hawaii State Departments of Agriculture, Business, Economic Development and Tourism, and Land and Natural Resources). Clients for extension agents are farmers, small business owners, food manufacturers, commodity producers and their organizations (such as individual grower associations, and the Hawaii Farm Bureau), extension staff in other CTAHR units and at sister institutions, and other members of the professional community who deal product development and marketing.

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	60	200	0	0
2007	501	20070	163	5

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

Patent Applications Submitted

Year	Target
Plan:	0
2007:	1

Patents listed

Patent No. US 7,247,443 B2; Date Issued - July 24, 2007. Dr. Wei Wen (Winston) Su.

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

	Extension	Research	Total
Plan			
2007	4	36	40

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V(F). State Defined Outputs

Output Target

Output #1

Output Measure

Develop new food and other products of added value.

Year	Target	Actual
2007	0	0

Output #2

Output Measure

Number of publications.

Year	Target	Actual
2007	5	40

Output #3

Output Measure

Presentations at international and national meetings.

Year	Target	Actual
2007	5	13

Output #4

Output Measure

Grant proposals submitted.

Year	Target	Actual
2007	10	6

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V(G). State Defined Outcomes

O No.	Outcome Name
1	Number of people completing non-formal education programs on economic or enterprise development
2	Number of new businesses started and number of existing businesses maintaining or expanding operations resulting from economic development programs
3	Total dollar value of grants and contracts obtained

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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

- Economy
- Appropriations changes
- Public Policy changes
- Competing Public priorities
- Competing Programmatic Challenges
- Other (Loss of USDA/CSREES special grants)

Brief Explanation

Loss of special grants during FY 2007 has created hardship for our research programs. Loss of personnel will have long term negative impacts on our programs.

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

1. Evaluation Studies Planned

After Only (post program)

Evaluation Results

All CTAHR programs are required to conduct evaluation to assess its effectiveness. Evaluation forms are distributed after all workshops and seminars to collect inputs. Research program are evaluated each year by department chair and the associate dean for research. The productivity of each program is used for the fund distribution for the following year.

Key Items of Evaluation