

Economics, Markets, and Policy

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Economics, Markets, and Policy

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	20%		20%	
602	Business Management, Finance, and Taxation	10%		10%	
603	Market Economics	10%		10%	
604	Marketing and Distribution Practices	5%		5%	
606	International Trade and Development	10%		10%	
607	Consumer Economics	10%		10%	
609	Economic Theory and Methods	5%		5%	
610	Domestic Policy Analysis	10%		10%	
611	Foreign Policy and Programs	5%		5%	
803	Sociological and Technological Change Affecting Individuals, Fam	15%		15%	
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	0.0	0.0	6.7	0.0
Actual	0.0	0.0	2.5	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	214024	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	0	214024	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	553566	0

V(D). Planned Program (Activity)**1. Brief description of the Activity**

There are a myriad of initiatives underway where the insights, theories and methods of the social sciences are needed to integrate emerging markets and policies. We anticipate that our staff will be team members in exploring market opportunities and the potential economic benefits and related social and community effects of alternative policy development. Through theoretical model development, primary data collection, and analysis of existing secondary data, we will develop socio-economic impact study modules that can assist in local, regional and national development activities and monitor the effects of external and endogenous factors in individual producers and consumer well-being. Faculty associated with the Center for Agricultural and Rural Development (CARD), the Rural Policy Research Institute (RUPRI), the Community Development - Data Information and Analysis Laboratory (CD-DIAL), and the Office of Social and Economic Trend Analysis (SETA) will be at the forefront in developing economic social impact assessment models of policy options.

2. Brief description of the target audience

All traditional and non-traditional agricultural producers in Iowa

All Iowa consumers

Aspiring agricultural producers

Retired Iowa agricultural producers

Agricultural input suppliers

Agricultural product processors

Agricultural product retailers

State of Iowa and national agriculture policy makers

Non-government agricultural and agriculture-related organizations

State and national agricultural information, service, and regulatory agencies

High school, community college, and university students

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	1250	2500	50	0
2007	0	0	0	0

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

Year **Target**

Plan: 0

2007: {No Data Entered}

Patents listed

{No Data Entered}

3. Publications (Standard General Output Measure)**Number of Peer Reviewed Publications**

	Extension	Research	Total
Plan			
2007	{No Data Entered}	{No Data Entered}	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

Extension Bulletins

Year

2007

Target

4

Actual

0

Output #2

Output Measure

Web page hits

Year

2007

Target

10000

Actual

0

V(G). State Defined Outcomes

O No.	Outcome Name
1	Journal articles
2	Proceedings
3	Book chapters

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 Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration, new cultural groupings, etc.)
- Other (Technological change)

Brief Explanation

{No Data Entered}

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

1. Evaluation Studies Planned

- After Only (post program)
- Time series (multiple points before and after program)

Evaluation Results

{No Data Entered}

Key Items of Evaluation

{No Data Entered}