

Economics, Marketing and Policy

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Economics, Marketing 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%		16%	
602	Business Management, Finance, and Taxation	12%		12%	
603	Market Economics	3%		3%	
604	Marketing and Distribution Practices	5%		5%	
605	Natural Resource and Environmental Economics	22%		22%	
606	International Trade and Development	3%		3%	
608	Community Resource Planning and Development	26%		22%	
609	Economic Theory and Methods	3%		3%	
610	Domestic Policy Analysis	5%		9%	
611	Foreign Policy and Programs	1%		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	27.0	0.0	11.0	0.0
Actual	28.0	0.0	10.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c 1245860	1890 Extension 0	Hatch 548159	Evans-Allen 0
1862 Matching 1245860	1890 Matching 0	1862 Matching 549892	1890 Matching 0
1862 All Other 0	1890 All Other 0	1862 All Other 5316625	1890 All Other 0

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

•Identify current and emerging key public policy issues on trade, environmental, agricultural and food issues important to Michigan and analyze responses. •Conduct research and education to improve the operations, business and financial management skills of Michigan producers so they can make decisions that are more sound financially and environmentally. •Evaluate the competitiveness and marketing strategies of Michigan farm markets, greenhouses and other green industry retailers. •Identify and evaluate human resources management practices in Michigan agricultural and green industries. •Develop a framework to understand and analyze domestic and international trade policies and assess their impact on Michigan. •Evaluate how Michigan citizens use the Internet when searching for information about a vacation destination or planning a vacation. •Determine rationale for farmland preservation choices and how changes will affect the Michigan tax base. •Develop models to estimate the demand for and value of recreational fisheries and wildlife resources. •Identify and evaluate the policy, technology and marketing issues faced by Michigan organic growers and develop responses. •Teach financial management skills, business organization, estate planning, management information systems, strategic management, alternative sustainable production and marketing systems to agriculture and natural resources producers and businesses. •Assist agencies, organizations, local governmental units and individuals in pursuing a cultural economic development strategy. •Offer business retention and expansion support. •Help people recognize, understand and appreciate multicultural differences. •Provide entrepreneurship education to a broad audience, including individuals, business owners, youth and communities. •Offer communities consultative, diagnostic and educational assistance in planning and zoning to meet community land-use goals.

2. Brief description of the target audience

Agriculture and natural resources producers and industry representatives; tourism industry representatives; state agency representatives; private citizens; local, state and federal elected officials.

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	4717	9434	0	0
2007	4703	9406	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	45	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

Number of research programs on economics, marketing and policy.

Year	Target	Actual
2007	21	33

Output #2

Output Measure

Number of adult participants trained in economics of agricultural production and farm management.

Year	Target	Actual
2007	861	797

Output #3

Output Measure

Number of adult participants trained in business management, finance and taxation.

Year	Target	Actual
2007	1734	1750

Output #4

Output Measure

Number of adult participants trained in natural resource and environmental economics.

Year	Target	Actual
2007	512	632

Output #5

Output Measure

Number of adult participants trained in community resource planning and development.

Year	Target	Actual
2007	1610	1735

V(G). State Defined Outcomes

O No.	Outcome Name
1	Number of adult participants trained in economics of agricultural production and farm management.
2	Number of adult participants trained in business management, finance and taxation.
3	Number of adult participants trained in natural resource and environmental economics.
4	Number of adult participants trained in community resource planning and development.
5	Number of research programs to identify current and emerging key public policy issues on trade, environmental, agricultural and food issues important to Michigan and analyze responses.
6	Number of research programs to improve the operations, business and financial management skills for Michigan producers so they can make decisions that are more sound financially and environmentally.
7	Number of research programs to evaluate the competitiveness and marketing strategies of Michigan farm markets, greenhouses and other green industry retailers.
8	Number of research programs to identify and evaluate human resources management practices in Michigan agricultural and green industries.
9	Number of research programs to develop a framework to understand and analyze domestic and international trade policies and assess their impact on Michigan.
10	Number of research programs to evaluate how Michigan citizens use the Internet when searching for information about a vacation destination or planning a vacation.
11	Number of research programs to determine rationale for farmland preservation choices and how changes will affect the Michigan tax base.
12	Number of research programs to develop models to estimate the demand for and value of recreational fisheries and wildlife resources.
13	Number of research programs to identify and evaluate the policy, technology and marketing issues faced by Michigan organic growers and develop responses.

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.)

Brief Explanation

The new format and integration of this report has prompted a review and refinement of how we will determine and report outcome measures moving forward. Our goal in this and the 2008 Annual Report is to combine research programs in a more aggregate way to minimize extraneous text and emphasize results reporting. For this reason, some outcome measures have been folded into broader outcome measure categories. Further, the targets in this report (and for 2008 if we're not allowed to modify them) compared to actuals aren't necessarily due to unmet goals, but rather a reconfiguration of goal associations and knowledge areas.

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)

Case Study

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

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

Evaluation Results

Key Items of Evaluation