

# MARKETING TRADE AND ECONOMICS

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## V(A). Planned Program (Summary)

### 1. Name of the Planned Program

MARKETING TRADE AND ECONOMICS

## V(B). Program Knowledge Area(s)

### 1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
605	Natural Resource and Environmental Economics	60%		60%	
610	Domestic Policy Analysis	40%		40%	
<b>Total</b>		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
<b>Plan</b>	1.0	0.0	4.0	0.0
<b>Actual</b>	0.0	0.0	0.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c 40027	1890 Extension	Hatch 13422	Evans-Allen
	0		0
1862 Matching 40027	1890 Matching	1862 Matching	1890 Matching
	0	13422	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

## V(D). Planned Program (Activity)

### 1. Brief description of the Activity

Effectiveness of the research program will be based on publications, external grant support and integration into extension programs

### 2. Brief description of the target audience

Commodity groups, state agencies, financial institutions, producers, marketing organizations.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

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

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	200	300	0	0
2007	210	305	0	0

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

**Patent Applications Submitted**

**Year Target**

**Plan: 0**

**2007: 0**

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>			
2007	2	6	0

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

Develop improved marketing and economic models.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2007	0	0

**V(G). State Defined Outcomes**

<b>O No.</b>	<b>Outcome Name</b>
1	Increased financial stability of Arizona's producers
2	Number of individuals gaining knowledge by participating in educational programs
3	Adoption of management practices that assure a safe food supply

**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

**Brief Explanation**

The economy, commodity prices and government regulations

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

**1. Evaluation Studies Planned**

After Only (post program)

**Evaluation Results**

**Key Items of Evaluation**