

# Profit Focused Agriculture

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

### 1. Name of the Planned Program

Profit Focused Agriculture

## 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	40%			
602	Business Management, Finance, and Taxation	10%			
603	Market Economics	10%			
604	Marketing and Distribution Practices	10%			
605	Natural Resource and Environmental Economics	15%			
606	International Trade and Development	2%			
607	Consumer Economics	2%			
610	Domestic Policy Analysis	10%			
611	Foreign Policy and Programs	1%			
<b>Total</b>		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>	14.0	0.0	0.0	0.0
<b>Actual</b>	15.8	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 1001716	1890 Extension	Hatch	Evans-Allen
	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	0	0	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**

Conduct multisession workshops using curricula or other appropriate material. Participate in or give presentations at meetings, workshops, conferences, seminars. Develop or update curricula or educational materials. Provide individual assistance as follow-up to group activities. Consult with individuals upon request. Develop and distribute information on current issues related to farm/agricultural profitability through newsletters, Internet postings, personal contacts, and media releases. Keep updated and assist farmers with computer and Internet applications. Conduct surveys or develop case studies relevant to improving farm/agricultural profitability. Evaluate the effectiveness of workshops, training, and other activities. Cooperate with agencies and organizations on activities related to the program objectives.

**2. Brief description of the target audience**

Farmers/ranchers (beginning, primary income, secondary income and transitioning) Landowners (absentee, women, seniors) and agribusinesses/agencies, agribusinesses/agencies (commercial, farmer cooperatives), and agencies/farm organizations (governmental, commodity groups).

**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>	1600	16000	0	0
2007	11364	29953	1226	1231

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

**Patent Applications Submitted**

<b>Year</b>	<b>Target</b>
<b>Plan:</b>	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	0	0	0

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

**Output Target**

**Output #1**

**Output Measure**

Annual training for regional specialists on curriculum-based MO programs and new programs related to Ag Business Management series teaching programs conducted by regional specialists will be monitored and participants invited to complete evaluations.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2007	22	26

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

O No.	Outcome Name
1	Fifty percent of the participants in Annie's Project will develop a strategic plan. A follow-up survey will be conducted after training is complete.
2	Fifty percent of the participants in Golden Age Framing will develop an estate plan. A follow-up survey will be conducted after training is complete.
3	Two new value-added collective agricultural business organizations will be established annually. A follow-up survey will be conducted after training is complete.
4	The improved economic viability of the agribusiness and production agricultural sectors will significantly affect the state's economy and the viability of rural Missouri. USDA statistical data on Missouri farmers will be used. Target 5=5 million.
5	Program participants will report a 50 percent increase in their awareness of existing resources that will increase the profitability of their enterprise. Evaluation forms will be used.
6	There will be a 40 percent increase in the program participants' skills related to risk management and strategic planning. Evaluation forms will be used.
7	There will be a 30 percent increase in program participants' use of risk management tools. A follow-up survey will be conducted after training is complete.

**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**

Weather was an external factor that created the need for immediate programming response. A late hard freeze statewide damaged wheat and other early vegetation. Producers needed assistance in planning how to adjust their businesses for these unexpected losses. Several local areas experienced flooding and drought, which necessitated quick response and specialized information. Staffing changes resulted in restructuring of some planned activities.

## **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.

Other (Comparisons between states)

### **Evaluation Results**

The more than 200 group events conducted by regional specialists and faculty used post-event evaluation methods. Those that were annual or repetitive events all received very positive evaluations, including requests they be continued – annual series of tax workshops, lender seminars, computer users conference, business and estate planning workshops. Those that were partially grant funded were also very well received and will be continued as funding permits (Annie's program). Other activities that were very popular and will be continued are teleconferences on fencing laws and legal issues and quarterly agmarketing outlook conferences. All of the group activities involving the biofuels industry and its impact on production methods, the farm economy, and land prices/rents generated positive responses.

### **Key Items of Evaluation**