

# Economic Infrastructure and Commerce

Economic Infrastructure and Commerce

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

### 1. Name of the Planned Program

Economic Infrastructure and Commerce

## 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	30%	30%	15%	
602	Business Management, Finance, and Taxation	4%	4%	7%	
603	Market Economics	4%	4%	12%	
604	Marketing and Distribution Practices	26%	26%	31%	
607	Consumer Economics	6%	6%	13%	
608	Community Resource Planning and Development	10%	10%	8%	
609	Economic Theory and Methods	10%	10%	8%	
610	Domestic Policy Analysis	10%	10%	3%	
701	Nutrient Composition of Food	0%	0%	3%	
<b>Total</b>		100%	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>	72.6	5.9	20.0	0.0
<b>Actual</b>	40.0	1.6	19.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c 538377	1890 Extension 141271	Hatch 412725	Evans-Allen 0
<b>1862 Matching</b> 1733272	<b>1890 Matching</b> 70635	<b>1862 Matching</b> 552170	<b>1890 Matching</b> 0
<b>1862 All Other</b> 539178	<b>1890 All Other</b> 12500	<b>1862 All Other</b> 298077	<b>1890 All Other</b> 0

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

**1. Brief description of the Activity**

Our research analysis includes assessment of market potential, market feasibility studies for new agri-industry ventures, buyer and consumer preferences studies, market segmentation analysis and buyer profiling, analysis of new product acceptance, analysis of marketing alternatives, and analysis of valuation of product attributes. We evaluate the impacts of various policies, management strategies, or economic conditions on a farm's bottom line and financial strength, sometimes using a set of representative farms that encompass major segments of agriculture in Tennessee. Methods for evaluating risk include risk-based econometric models, risk-based mathematical programming models, generalized stochastic dominance criteria, dynamic optimization, and subjective probability assessment criteria.

The Extension MANAGE program helped families analyze their total farming business so they could make informed decisions regarding their future. Extension staff trained in farm and financial management helped families to:

- review their current financial situation
- capitalize on strengths and reduce weaknesses in the farm business
- develop individualized farm and financial plans
- explore alternatives both on and off the farm
- evaluate capital investment opportunities including land and/or machinery purchases

Extension workshops were offered to help farmers improve marketing, goal-setting, and strategic planning.

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

- Limited-resource and small farmers
- Farmers transitioning from tobacco to other crops

Research audiences include government policymakers at the federal, state and municipal/county level, commodity groups, individual producers, and agricultural industries.

**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>	10000	25000	5000	10000
2007	27153	50000	5000	50000

**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	6	10	0

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

**Output Target**

**Output #1**

**Output Measure**

Number of exhibits displayed to promote program awareness and participation.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2007	5	6

**Output #2**

**Output Measure**

Numer of research-based publications distributed as part of this program.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2007	5000	5500

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

O No.	Outcome Name
1	Land Ownership Information Program: Number of African-American landowners who increased their knowledge of property rights and responsibilities.
2	Land Ownership Information Program: Number of African-American landowners who developed farm management plans.
3	Land Ownership Information Program: Number of African-American landowners who developed estate plans to reduce the financial and legal risks farm family businesses face as they transition between generations.
4	Farm Financial Analysis and Planning: Number of farmers and rural business operators who gained new knowledge and skills through the Quickbooks, fIRM and other record keeping workshops.
5	Farm Financial Analysis and Planning: Number of farm families and rural business operators who implemented partial budgeting decisions (examples include sell calves now or later, evaluating equitable leasing arrangements and mach
6	Farm Financial Analysis and Planning: Number of farm families and rural business operators implementing improved record systems.
7	Farm Financial Analysis and Planning: Number of farm families who used FINPACK for developing and implementing whole farm plans.
8	Farm Financial Management: Number of farmers who increased their knowledge and skills in farm and financial planning.
9	Farm Financial Management: Number of farmers who developed financial plans for their farms.
10	Farm Financial Management: Number of farmers who increased their potential cash income from their farming operation.
11	Farm Financial Management: Amount (in dollars) that farmers increased their potential cash income from implementing a farm plan.
12	Tennessee's role in biomass to energy
13	Veterinary services in Tennessee
14	Impact of U.S. sod production industry
15	Diet, health, and nutrition studies
16	Agronomic crop studies

**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.)

**Brief Explanation**

In 2007, Tennessee faced a drought of monumental proportions and temperature extremes. Warm March weather encouraged producers to plant corn earlier than normal, and freezing conditions in April damaged over 200,000 acres of corn which had to be replanted. Exceptional drought and heat plagued the rest of the growing season. With no water for crops, including forages, many beef and dairy producers downsized their operations. Many outcome targets in this planned program were not measured because Extension programs were constantly changing to address drought-related issues of plant diseases and livestock marketing.

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

**1. Evaluation Studies Planned**

Before-After (before and after program)

Time series (multiple points before and after program)

**Evaluation Results**

**Key Items of Evaluation**