

Agribusiness/Risk Farm Management

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Agribusiness/Risk Farm Management

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%		40%	
604	Marketing and Distribution Practices	40%		40%	
610	Domestic Policy Analysis	20%		20%	
Total		100%		100%	

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2008	Extension		Research	
	1862	1890	1862	1890
Plan	4.5	0.0	3.3	0.0
Actual	2.3	0.0	1.2	0.0

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

Extension		Research	
Smith-Lever 3b & 3c 57081	1890 Extension	Hatch 30022	Evans-Allen
	0		0
1862 Matching 57081	1890 Matching	1862 Matching	1890 Matching
	0	67334	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	460158	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

This program includes three areas designed to assist farmers in making their enterprises more profitable:

The Farm Management Information and Training area provides farmers and agribusiness professionals with timely and relevant information on a variety of topics potentially impacting management decisions on their operations. It offers a number of practical decision aids along with training on the use of these aids as well as providing a resource for managers who need help with business planning.

The Extension Agricultural Marketing Information and Education area provides producers of major row crops, cattle, milk and dairy products, catfish, fruits and vegetables, and horticultural crops with regular, timely updates on conditions in these commodity markets. In addition, training will be made available on the use of commonly used marketing tools and strategies.

The Agricultural Policy Analysis and Education area provides producers, lenders and other input providers, and rural community leaders with timely and relevant information on existing farm, conservation, and international trade programs as well as analysis of the potential impact of proposed policy changes.

2. Brief description of the target audience

The target audience for this program consists primarily of agricultural producers and related agribusiness personnel.

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	16289	4072	0	0
2008	6106	18039	0	0

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

Patent Applications Submitted

Year Target

Plan: 0

2008: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

	Extension	Research	Total
Plan	1	4	
2008	4	8	12

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

Number of producers attending workshops, seminars, and short courses.

Year	Target	Actual
2008	2715	4024

Output #2

Output Measure

Number of articles/abstracts in journals, proceedings, and edited books.

Not reporting on this Output in this Annual Report

V(G). State Defined Outcomes

O No.	Outcome Name
1	Number of producers adopting recommended strategies in management, marketing, and government program use.
2	Number of producers indicating increased profitability due to implementation of recommended strategies.

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

Brief Explanation

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

1. Evaluation Studies Planned

Retrospective (post program)

Time series (multiple points before and after program)

Case Study

Evaluation Results

{No Data Entered}

Key Items of Evaluation

{No Data Entered}