

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%			
Total		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	14.0	0.0	0.0	0.0
Actual	15.2	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 1003730	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

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
Plan	1500	15000	0	0
2008	28638	60998	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	0	0	
2008	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.

Year	Target	Actual
2008	21	19

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

Several major factors affecting Missouri's agriculture were similar over most of the country -- higher prices for grains resulting from demand for biofuel production, and increased fuel and input costs. The excessive rainfall and flooding were primarily Missouri issues, but all areas of the state were not affected equally. Missouri has a large livestock industry, which was negatively impacted by the same high grain prices that benefited crop producers. Overall, Missouri grain farmers were more interested in maximizing profits, and livestock producers were more concerned with controlling costs.

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

Regional extension specialists conducted at least 816 AgBusiness Management sessions, the majority of which involved topics related to profitability. Site evaluations could not be summarized from all these sessions. Those sessions that are annual or repetitive events, including the annual series of tax workshops, lender seminars, computer users conference, Annie's Project and agmarketing outlook teleconferences, all received positive evaluations, with requests that they be continued.

Key Items of Evaluation