

Social Change in the Marketplace: Producers, Retailers and Consumers

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Social Change in the Marketplace: Producers, Retailers and Consumers

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
607	Consumer Economics			20%	
803	Sociological and Technological Change Affecting Individuals, Families and Communities			80%	
	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	0.0	0.0	0.3	0.0
Actual	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}

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

Extension		Research	
Smith-Lever 3b & 3c {NO DATA ENTERED}	1890 Extension {NO DATA ENTERED}	Hatch {NO DATA ENTERED}	Evans-Allen {NO DATA ENTERED}
1862 Matching {NO DATA ENTERED}	1890 Matching {NO DATA ENTERED}	1862 Matching {NO DATA ENTERED}	1890 Matching {NO DATA ENTERED}
1862 All Other {NO DATA ENTERED}	1890 All Other {NO DATA ENTERED}	1862 All Other {NO DATA ENTERED}	1890 All Other {NO DATA ENTERED}

V(D). Planned Program (Activity)

1. Brief description of the Activity

- Conduct Research Experiments.
- Conduct Workshops, meetings.
- Develop Products, Curriculum, Resources.
- Assessments.
- Partnering.
- Facilitating.

2. Brief description of the target audience

Rural retailers will be the major target audiences as well as consumers in the changing marketplace. The outcomes of the multi-state project will provide practical and actionable information for rural retailers to improve their economic competitiveness. In addition, the outcomes of the project further provide the information that can be used to improve the well-being of consumers.

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	50	0	0	0
2008	0	0	0	0

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

Patent Applications Submitted

Year Target

Plan: 0

2008: {No Data Entered}

Patents listed

{No Data Entered}

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

	Extension	Research	Total
Plan	0	3	
2008	{No Data Entered}	{No Data Entered}	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

SCHOLARLY excellence in referred articles, book chapters, and books; participation on professional boards and panels, as well as science panels.

Not reporting on this Output in this Annual Report

V(G). State Defined Outcomes

O No.	Outcome Name
1	Information Exchange: <ul style="list-style-type: none">• Forum provides scientists with a resource to tap for fundable ideas for research relating to Social Change in the Marketplace.• Exchange of information regarding research strategies and empirical techniques.• Suggestions regarding strategies not previously considered
2	Collaborations: <ul style="list-style-type: none">• Partnerships and mutual interests result in new collaborative research efforts. Input from a variety of scientists with expertise in multiple research strategies and empirical techniques will raise the level of the work.
3	In the long run, Collaborations result in more and better ideas and projects

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

Competing Public priorities

Competing Programmatic Challenges

Brief Explanation

{No Data Entered}

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

1. Evaluation Studies Planned

Other ()

Evaluation Results

{No Data Entered}

Key Items of Evaluation

{No Data Entered}