

V(A). Planned Program (Summary)**Program # 12****1. Name of the Planned Program**

Food Safety

V(B). Program Knowledge Area(s)**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
102	Soil, Plant, Water, Nutrient Relationships	20%			
112	Watershed Protection and Management	10%			
133	Pollution Prevention and Mitigation	30%			
216	Integrated Pest Management Systems	10%			
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins	30%			
	Total	100%			

V(C). Planned Program (Inputs)**1. Actual amount of professional FTE/SYs expended this Program**

Year: 2009	Extension		Research	
	1862	1890	1862	1890
Actual	0.0	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	1890 Extension	Hatch	Evans-Allen
0	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**

Wisconsin Cooperative Extension faculty and staff reach diverse audiences through various educational strategies.

Goal: Consumers, food producers, and food processors learn information leading to practicing food safety.

2. Brief description of the target audience

The audience includes youth, livestock producers, farm employees, truckers, food industry personnel, food processors, producers/growers, agricultural professionals, custom manure applicators, pesticide applicators, agency staff, county officials, medical community, master gardeners, and general public.

V(E). Planned Program (Outputs)**1. Standard output measures**

2009	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Plan	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}
Actual	472731	0	0	0

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

Year: 2009

Plan:

Actual: 0

Patents listed**3. Publications (Standard General Output Measure)****Number of Peer Reviewed Publications**

2009	Extension	Research	Total
Plan			
Actual	0	0	0

V(F). State Defined Outputs**Output Target****Output #1****Output Measure**

- {No Data Entered}

V(G). State Defined Outcomes**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Producers, handlers, applicators learned knowledge leading to practice which will provide a safer food supply by addressing and eliminating causes of microbial resistance to contaminants
2	Consumers, producers and food safety professionals learned techniques to maintain quality products and avoid environment degradation. (this # results from totals attending waste/water quality meetings + water testing + food preservation/handling)
3	Food processors learned technologies to ensure safe food.

Outcome #1**1. Outcome Measures**

Producers, handlers, applicators learned knowledge leading to practice which will provide a safer food supply by addressing and eliminating causes of microbial resistance to contaminants

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2009	{No Data Entered}	6556

3c. Qualitative Outcome or Impact Statement**Issue (Who cares and Why)**

Nutrient management is an important way to protect water resources from contamination. Landowners often don't understand the connection between activities on their land and quality of drinking water. Pest management is important for quality crop production. Improper use of pesticides presents a threat to the applicator and environment if misapplied.

What has been done

Staff taught producers safety knowledge related to animals, crops, manure, fertilizers, pesticides, soil and water quality. Teaching strategies included field demonstrations/trials, group meetings, farm visits, and individual counseling. Producers were assisted in developing management plans. Haulers and applicators learned regulations and safe handling techniques.

Results

- o 91,230 farmers attended on-farm educational events featuring growing techniques, nutrient management, and environmental safety.
- o 22,738 farmers and agricultural professionals received information or education in emerging manure and nutrient management techniques.
- o 1,120 producers and agriculture professionals gained IPM knowledge through Pesticide Applicator Training for grain crops.
- o 5,938 gained IPM knowledge for soybeans. o 7,815 gained IPM knowledge for corn. o 943 gained IPM knowledge for fruit crops.
- o 243 livestock producers developed and implemented bio-security plan to address animal health and disease outbreaks on their farms.
- o 362 farmers updated nutrient management plan and 466 implemented nutrient management plan.

4. Associated Knowledge Areas

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships
133	Pollution Prevention and Mitigation
216	Integrated Pest Management Systems

Outcome #2**1. Outcome Measures**

Consumers, producers and food safety professionals learned techniques to maintain quality products and avoid environment degradation. (this # results from totals attending waste/water quality meetings + water testing + food preservation/handling)

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2009	{No Data Entered}	2140

3c. Qualitative Outcome or Impact Statement**Issue (Who cares and Why)**

Consumers, producers, and professionals want to use safe food and live in a safe environment that results from use of proper growing and preservation techniques, appropriate insect control, proper hazardous waste disposal, and protection of ground water. Parents/caregivers need to maintain safe homes with good child and adult hygiene, removal of hazardous materials, safe storage and use of food and water.

What has been done

Extension staff taught in group adult and child settings in schools, camps, WIC distribution centers, field demonstration programs and public meetings. Educational materials were developed via print materials and websites.

Results

32,575 persons participated in lessons about handling food safely; over half of these lessons reached children with the important skill of proper hand washing. Before and after a hand washing lesson, 800 children were asked how to wash their hands correctly: 57% knew how to do so before the lesson and 95% knew how after the lesson. 307 parents of children receiving hand washing lessons completed a survey with 71% saying their children were more willing to wash their hands when asked; 66% said their children were washing hands without being reminded; and 39% said their children have been reminding others in their home to wash their hands.

4. Associated Knowledge Areas

KA Code	Knowledge Area
112	Watershed Protection and Management
133	Pollution Prevention and Mitigation
216	Integrated Pest Management Systems
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins

Outcome #3**1. Outcome Measures**

Food processors learned technologies to ensure safe food.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2009	{No Data Entered}	435

3c. Qualitative Outcome or Impact Statement**Issue (Who cares and Why)**

Food processors strive to package, preserve, and ship quality products. They seek up to date research based information to guide their work. Consumer interest exists for raw milk which represents a significant health risk.

What has been done

FIRST team assistance responded with 75 problem solving contacts and projects in areas of formulation, processing, and safety. Campus based specialists provided food processors training in meat safety, food allergens, and food borne pathogens likely to occur in raw milk, meat, and fresh produce.

Results

- o 360 food industry personnel received training to comply with federal, state, and industry requirements and/or standards. 549 food industry personnel received education from FIRST team.
- o 80 attendees of a 2.5 day meat safety training for the food industry received certification for being trained in HACCP principles.
- o 30 people attended seminar on safety and quality of "local" foods identifying pathogens likely to occur in milk, meat, and fresh produce.

4. Associated Knowledge Areas

KA Code	Knowledge Area
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins

V(H). Planned Program (External Factors)**External factors which affected outcomes**

- Economy

Brief Explanation**V(I). Planned Program (Evaluation Studies and Data Collection)****1. Evaluation Studies Planned**

- After Only (post program)
- Before-After (before and after program)

Evaluation Results

Key Items of Evaluation