

V(A). Planned Program (Summary)

Program # 10

1. Name of the Planned Program

Wildlife and Fisheries

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
131	Alternative Uses of Land	0%		10%	
135	Aquatic and Terrestrial Wildlife	30%		20%	
136	Conservation of Biological Diversity	15%		5%	
214	Vertebrates, Mollusks, and Other Pests Affecting Plants	5%		0%	
312	External Parasites and Pests of Animals	0%		25%	
314	Toxic Chemicals, Poisonous Plants, Naturally Occurring Toxins, and Other Hazards Affecting Animals	5%		0%	
502	New and Improved Food Products	0%		15%	
604	Marketing and Distribution Practices	0%		15%	
605	Natural Resource and Environmental Economics	30%		0%	
722	Zoonotic Diseases and Parasites Affecting Humans	5%		5%	
903	Communication, Education, and Information Delivery	10%		5%	
	Total	100%		100%	

V(C). Planned Program (Inputs)

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	7.0	0.0	0.5	0.0
Actual	9.5	0.0	1.5	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
246698	0	201297	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
246698	0	15135	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	152624	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

In-state and multistate research and extension activities will be carried out related to wildlife habitat management, wildlife enterprise development, and human-wildlife conflicts.

2. Brief description of the target audience

The target audience for this project consists of most Mississippians, including those who hunt, fish, and watch wildlife, those who interact with wildlife and work and home, and those who work in related industries and professions.

V(E). Planned Program (Outputs)

1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Plan	23736	10000	0	0
Actual	37616	16034	0	0

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

Patent Applications Submitted

Year: 2010
 Plan: 0
 Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2010	Extension	Research	Total
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Plan	2	4	
Actual	3	31	34

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of clientele attending seminars, workshops, short courses, and demonstrations.

Year	Target	Actual
2010	3956	8942

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of clientele adopting recommended wildlife habitat improvement practices.
2	Number of wildlife professionals improving their skills in handling wildlife damage issues.
3	Number of non-industrialized, private landowners initiating wildlife-related enterprises.
4	Number of landowners reporting improved wildlife conservation due to management practices.
5	Number of clientele reporting increased income levels due to wildlife enterprises.

Outcome #1

1. Outcome Measures

Number of clientele adopting recommended wildlife habitat improvement practices.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	800	1788

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Demand for natural resource products, services, and recreational access on private land is increasing significantly. Most (90%) of Mississippi's natural resources are on privately owned land. These lands have great potential for recreational enterprises for Mississippi, which has opportunity to enhance economic returns. Natural resources recreation generates over \$2.7 billion annually, and supports over 71,435 jobs in MS. The economic impact can be increased significantly with implementation of research and delivery of educational programs to cultivate tourism opportunities and diversify incomes.

What has been done

An integrated extension-research program was developed to promote a sustainable/profitable conservation ethic. This program has four components 1) interdisciplinary research program, 2) monitoring system to evaluate economic impact to rural communities, 3) comprehensive educational curricula and training materials, and 4) suite of successful integrated wildlife-forest-agricultural business strategies to further promote rural development and farm incomes.

Results

Natural Resources Enterprises staff conducts 8-10 workshops annually, have sponsored 46 invited events since its inception, and has trained over 3,000 landowners with a potential positive impact to over 2 million acres. Natural Resources Enterprises workshop attendees reported they expect to earn \$20,000 in additional annual income (\$11.58/acre) from properties as a result of the workshop, with 85% of attendees planning to implement enterprises and conservation. Seven states and 2 countries (Sweden and Spain) have requested NRE workshops to be co-hosted by Natural Resources Enterprises staff to further sustainable wildlife management on private lands on their states/countries. In 2010 alone, the Natural Resources Enterprises website had 21,171 unique users from 139 countries.

4. Associated Knowledge Areas

KA Code	Knowledge Area
135	Aquatic and Terrestrial Wildlife
136	Conservation of Biological Diversity
214	Vertebrates, Mollusks, and Other Pests Affecting Plants
314	Toxic Chemicals, Poisonous Plants, Naturally Occurring Toxins, and Other Hazards Affecting Animals
605	Natural Resource and Environmental Economics
722	Zoonotic Diseases and Parasites Affecting Humans
903	Communication, Education, and Information Delivery

Outcome #2

1. Outcome Measures

Number of wildlife professionals improving their skills in handling wildlife damage issues.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	100	1431

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
135	Aquatic and Terrestrial Wildlife
605	Natural Resource and Environmental Economics

903 Communication, Education, and Information Delivery

Outcome #3

1. Outcome Measures

Number of non-industrialized, private landowners initiating wildlife-related enterprises.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	320	715

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
136	Conservation of Biological Diversity
605	Natural Resource and Environmental Economics
903	Communication, Education, and Information Delivery

Outcome #4

1. Outcome Measures

Number of landowners reporting improved wildlife conservation due to management practices.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	200	415

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
135	Aquatic and Terrestrial Wildlife
605	Natural Resource and Environmental Economics

Outcome #5

1. Outcome Measures

Number of clientele reporting increased income levels due to wildlife enterprises.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	50	75

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
135	Aquatic and Terrestrial Wildlife
605	Natural Resource and Environmental Economics

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Government Regulations
- 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

Key Items of Evaluation