

**V(A). Planned Program (Summary)**

**Program # 11**

**1. Name of the Planned Program**

Goat Internet Website (Langston University)

Reporting on this Program

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
903	Communication, Education, and Information Delivery		100%		100%
	<b>Total</b>		100%		100%

**V(C). Planned Program (Inputs)**

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

Year: 2014	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	0.0	0.1	0.0	0.1
<b>Actual Paid</b>	0.0	0.2	0.0	0.1
<b>Actual Volunteer</b>	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	5504	0	1176
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	26360	0	26360
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	97418	0	163177

**V(D). Planned Program (Activity)**

**1. Brief description of the Activity**

Meat goat production is one of the fastest growing sectors of the livestock industry in the United States. New producers, as well as some established ones, have an expressed need for current, correct information on how to raise goats and produce safe, wholesome products in demand by the public. As the meat goat industry grows and evolves, a quality assurance (QA) program is essential. Such a QA program ensures the production of a wholesome product that satisfies consumers and increases profits for the meat goat industry.

**2. Brief description of the target audience**

The target audience is primarily goat producers interested in becoming certified in meat goat production.

**3. How was eXtension used?**

eXtension was not used in this program

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

2014	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	65564	40000	5000	200

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

**Patent Applications Submitted**

Year: 2014

Actual: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2014	Extension	Research	Total
<b>Actual</b>	0	0	0

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- Number of Research Projects completed on Goat Internet Website.

<b>Year</b>	<b>Actual</b>
2014	0

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Number of goat producers learning about information found on the goat internet website.
2	Number of goat producers using the goat internet website.
3	Goat producers who improved their operations with information from the goat internet website.

## **Outcome #1**

### **1. Outcome Measures**

Number of goat producers learning about information found on the goat internet website.

### **2. Associated Institution Types**

- 1890 Extension
- 1890 Research

### **3a. Outcome Type:**

Change in Knowledge Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2014	14

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

Meat goat production is one of the fastest growing sectors of the livestock industry in the United States. New producers, as well as some established ones, have an expressed need for current, correct information on how to raise goats and produce safe, wholesome products in demand by the public. Many producers obtain goat production information from the World Wide Web. While scientifically-based information does exist on the internet, producers with little to no livestock experience may not be able to distinguish between good and bad information. As the meat goat industry grows and evolves, a quality assurance (QA) program is essential. Such a QA program ensures the production of a wholesome product that satisfies consumers and increases profit for the meat goat industry.

#### **What has been done**

Langston University was awarded funding by the Food Safety and Inspection Service of USDA to develop training and certification for meat goat producers. Langston University organized and led a consortium of 1890 universities and producer associations in this project. The consortium identified the subject topics most pertinent and pressing for the instructional modules. The consortium then identified experts on the selected subject topics and pursued these experts as module authors. These authors represent the most qualified persons in their field in academia as well as in the industry. Langston University translated the 22 instructional modules into web pages with accompanying images, and pre- and post tests for those producers wishing to pursue certification. This program is known as the Quality Producer (QP) online certification. All modules are also available in pdf for easy printing and the introductory module is available as a podchapter for downloading and listening on your favorite mp3 player. The web-site (<http://www2.luresext.edu/goats/training/qa.html>) was well received by the goat community. In

understand internet user's preferences, a tracking code for Goggle Analytics was again embedded in each web page.

**Results**

More than two thousand five hundred (2,500) goat producers have enrolled in the online certification program and 318 goat producers have been certified via the site to date. Knowledge gained by producers for more efficient and effective goat production can potentially result in increased profits for many of these 318 producers. Based upon Goggle Analytics data, there were 89,221 visits to the online site in 2014 and visitors spent an average of 2 minutes and 31 seconds per visit. These visits represented over 200 countries or territories, all 50 states and the District of Columbia.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
903	Communication, Education, and Information Delivery

**Outcome #2**

**1. Outcome Measures**

Number of goat producers using the goat internet website.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2014	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

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#### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
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#### **Outcome #3**

##### **1. Outcome Measures**

Goat producers who improved their operations with information from the goat internet website.

##### **2. Associated Institution Types**

- 1890 Extension
- 1890 Research

##### **3a. Outcome Type:**

Change in Condition Outcome Measure

### 3b. Quantitative Outcome

Year	Actual
2014	14

### 3c. Qualitative Outcome or Impact Statement

#### Issue (Who cares and Why)

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### 4. Associated Knowledge Areas

KA Code	Knowledge Area
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903      Communication, Education, and Information Delivery

**V(H). Planned Program (External Factors)**

**External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)

**Brief Explanation**

External factors did not affect outcomes.

**V(I). Planned Program (Evaluation Studies)**

**Evaluation Results**

Eagerness of goat producers to register for and complete the goat producer certification module.

**Key Items of Evaluation**

Certified goat producers who improved their goat production practices.