

Update to the

PLAN OF WORK

Iowa State University

Iowa Agriculture and Home Economics Experiment Station

Cooperative Extension Service

Federal Fiscal Years

2000-2004

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I. Planned Programs:

1862 Extension

GOAL 1: An agricultural system that is highly competitive in the global economy.

Program 121. Value-Added Agriculture

Statement of Issue:

To provide leadership in producer-initiated, value-added agriculture activities. Iowa production agriculture is undergoing dramatic change due to revisions in government policies, shifting consumer demand, international economic unrest, structural reorganization and other factors. To respond to these changes, Iowa producers are seeking new products, markets, processes, quality systems or other opportunities to differentiate their products from traditional commodities.

Performance Goals:

- Increase the ability of Iowa producers to supply high value crops and livestock matched to end-users needs.
- Assist in the development and implementation of verifiably safe food products matched to the needs/demands of the marketplace.
- Assist in the creation of network of producers to own or supply goods and services to end users.
- Develop the capacity building in value added ag for staff and personnel who work with farmers and rural communities.
- Conduct feasibility/marketing and business plans for value-added ag businesses.
- Involve diverse audiences and youth in value-added ag activities.
- Create closer linkages among sustainable and value added groups

Output Indicators:

- 1 statewide conferences on value added agriculture.
- Readily accessible curriculum and information (e.g. web, video, directories, printed materials) on opportunities and markets for value added agriculture.
- Training of at least 10 staff and service providers in-depth on value added agriculture.
- 2-3 regional conferences on value added agriculture
- 5-6 hands-on workshops to teach skills necessary for development of value added ag.
- Hold youth awards for value-added agriculture.
- Inventory existing University resources in organic and sustainable agriculture to create linkages among efforts.

Outcome Indicators:

- 1,800 producers attending value added agricultural programs per year.
- 10 producer groups adopting practices of value added agriculture through retaining control of their product further in the processing chain, starting their own value added business or forming alliances, networks, associations, etc. from FY 2000-2004.
- 3 producer alliances that will ensure 100 percent trace-back verifiable food products or ingredients within FY 2000-2004.

- Development of at least 5 value added agricultural community groups in Iowa that have been trained in capacity building within FY 2000-2004.

Key Program Components:

- **Development of Entrepreneurial and Business Skills:** Development of entrepreneurial and business skills through conferences, workshops and other educational programming, as well as printed, web-based and video materials for individuals and organizations will be an integral part of the programming. Topics such as strategic planning, business start-ups, organizational development and support, feasibility, capitalization, market research and development, and potential technology transfer and application will be taught.
- **Staff Capacity Building:** Through the value added ag program, key agency personnel such as commodity and farm organization staff, Extension, USDA Rural Development and RC and D staff and others will be provided training in capacity building to assist the farmers and community entrepreneurs. A statewide program of developing this network will be established.
- **Development of Supply Networks and Food System Quality Programs:** Working with the Iowa Beef, Pork and Grain Industry Centers, the Value Added programming group will work with producers, alliances, processors, and organizations to develop quality assurance on-farm food safety systems and supply networks.

Internal and External Linkages:

The team will work with all agricultural commodity boards and general farm organizations, Iowa Crop Improvement Association, Iowa Departments of Agriculture, Economic Development and Natural Resources, USDA Rural Development, and Iowa Institute for Cooperatives. Within the university the Value Added Ag Team will work ISU Centers for Advanced Technology and Development, Crop Utilization, Manufacturing Technology, Industrial Research and Service Laboratory, Swine, Beef, Grain Quality Initiative and the Agricultural Marketing Resource Center.

Target Audiences:

Farmers and agribusiness professionals and others who have an interest in developing value added ag businesses are the primary target audience. Other individuals and organizations involved in community and economic development will be targeted to provide them the capacity building skills to work with community-based value added agricultural groups.

Project Duration:

The value added agricultural program will be intermediate to long term depending upon the need and resources available for the programming.

Allocated Resources:

Year	SYs	State and Federal funds
FY99	8	\$ 994,365
FY00	8	1,009,457
FY01	8	1,024,851
FY02	8	1,040,553

FY03	8	1,056,569
FY04	8	1,072,906

Plan For Resource Development:

Private foundations that have an interest in a sustainable agricultural systems and community rural development will be key partners. Groups that will be potential resources for funding include foundations such as Kellogg, Pew, Kauffman, Stanley, and Norwest. Additionally, quasi-public funding from commodity check-off groups such as the Iowa Corn, Soybean, Cattlemen and Pork Promotion Boards will be a key partners in development of value added quality agricultural systems.

State-based public funding includes partnerships with the Iowa Department of Economic Development, Agricultural and Land Stewardship and Natural Resources. Additionally, the Value Added Agricultural program will be working with Iowa State University to secure funding from the Iowa Legislature.

Federal USDA, FDA and other governmental agencies will be an integral part of funding the value added ag programming, particularly in the areas of safe food systems.