

Economics, Marketing, Policy and Community Development

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Economics, Marketing, Policy and Community Development

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
601	Economics of Agricultural Production and Farm Management			11%	
603	Market Economics			24%	
604	Marketing and Distribution Practices			17%	
605	Natural Resource and Environmental Economics			15%	
606	International Trade and Development			6%	
607	Consumer Economics			8%	
608	Community Resource Planning and Development			17%	
610	Domestic Policy Analysis			2%	
Total				100%	

V(C). Planned Program (Inputs)

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

Year: 2007	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	0.0	4.4	0.0
Actual	0.0	0.0	4.9	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	299363	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	0	780486	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**

Research new ways to increase profitability of the agricultural sector. Develop tools for modeling consequences of land-use change. Analyze rural labor markets. Create systems for managing Maine's commercial fisheries. Publish peer-reviewed journal articles and other publications concerning research. Present findings at professional meetings, at field days for growers or producers, and at other venues.

2. Brief description of the target audience

Scientists, economists, state and local policymakers, extension specialists, Maine farmers and food producers, seafood processors, and commercial fishermen

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	0	0	0	0
2007	0	0	0	0

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

Year **Target**

Plan: 0

2007: 0

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

	Extension	Research	Total
Plan			
2007	0	12	12

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

of peer-reviewed publications

Year	Target	Actual
2007	9	12

Output #2

Output Measure

of other types of publications

Year	Target	Actual
2007	8	19

Output #3

Output Measure

of papers presented at professional meetings

Year	Target	Actual
2007	24	50

Output #4

Output Measure

of research projects completed

Year	Target	Actual
2007	5	6

V(G). State Defined Outcomes

O No.	Outcome Name
1	# of people increasing their understanding of ongoing changes in the food system, annually
2	# of people increasing their understanding of factors affecting the profitability of Maine farming, annually
3	# of Maine specialty and value-added food producers increasing their knowledge of marketing alternatives, annually
4	# of Maine fruit and vegetable growers or seafood producers learning about sources of competitiveness and market challenges, annually
5	# of policies or programs adopted by state that promote local agricultural production
6	# of state-level committees, task forces, or commissions that integrate economic information into agricultural regulatory activities
7	% of land manager surveyed who will recognize or use land-use change data
8	% of land managers surveyed who will recognize or use forecasting tool to predict future land-use change
9	% of Maine cruise ship passengers who will visit www.freestaymaine.com Web site, annually
10	# of "freestayMaine" vouchers that are redeemed per year by cruise ship passengers who are returning to Maine for a land-based vacation
11	# of Maine growers involved in cooperative horse hay-marketing system
12	% of Maine food producers who regularly place products with Maine food retailers
13	% of Maine food producers who have developed new markets
14	# of Maine farms joining networks of local food producers and food-buying institutions
15	Maine farms and agritourism
16	Costs of secondhand smoke exposure on children

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

- Natural Disasters (drought,weather extremes,etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration,new cultural groupings,etc.)

Brief Explanation

{No Data Entered}

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

1. Evaluation Studies Planned

- During (during program)
- Time series (multiple points before and after program)
- Case Study
- Comparisons between program participants (individuals,group,organizations) and non-participants
- Comparison between locales where the program operates and sites without program intervention

Evaluation Results

{No Data Entered}

Key Items of Evaluation

{No Data Entered}