Consumers, Food Marketing, and Business Strategies

Consumers, Food Marketing, and Business Strategies

V(A). Planned Program (Summary)

1. Name of the Planned Program

Consumers, Food Marketing, and Business Strategies

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
503	Quality Maintenance in Storing and Marketing Food Products			33%	
602	Business Management, Finance, and Taxation			34%	
603	Market Economics			11%	
606	International Trade and Development			11%	
607	Consumer Economics			11%	
	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	1.0	0.0	5.0	0.0
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	18051	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	0	227722	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	18200	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

- Conduct Research Experiments.
- Conduct surveys, focus groups
- Conduct Workshops, meetings.
- Deliver Services.
- Develop Products, Curriculum, Resources.
- Provide Training.
- Provide Counseling.
- Assessments.
- Work with Media.
- Partnering.
- Facilitating.

2. Brief description of the target audience

Small- to medium-sized food processors
New enterprises
Government officials
consumers

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	120	100	0	0
2007	0	0	0	0

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

Patent Applications Submitted

Year	**Target**
Plan:	0
2007:	{No Data Entered}

Patents listed
{No Data Entered}

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

	Extension	**Research**	**Total**
Plan			
2007	{No Data Entered}	{No Data Entered}	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

SCHOLARLY excellence in referred articles, book chapters, and books; participation on professional boards and panels, as well as science panels.

Year	Target	Actual
2007	27	0

Output #2

Output Measure

PROVIDE ECONOMIC AND MARKETING MODELS AND ANALYSES THAT INFORM DECISION-MAKERS, INDUSTRY, AND PEERS - identify demand and firm strategies

Year	Target	Actual
2007	3	0

Output #3

Output Measure

PROVIDE TECHNOLOGY, MODELS AND ANALYSES THAT INFORM DECISION-MAKERS, INDUSTRY, AND PEERS REGARDING FOOD PRODUCES - research and extension activities integration between food scientists and business strategists

Year	Target	Actual
2007	1	0

V(G). State Defined Outcomes

O No.	Outcome Name
1	• Improved understanding of market conditions and knowledge to determine business choices. • Expanded knowledge base of factors important to distinguish different types of consumers and their food choices in the Portland metropolitan area. • The development of a process map for food business development and planning. • Training of nascent and existing food entrepreneurs in food business management.
2	• Expansion of information and basis for consumer food choice factors to regions beyond Portland metropolitan area. Provide a valid measure for comparing consumer populations and subpopulations food choice habits for use by northwest food processors and producers to help them establish target markets.
3	Assist new and existing businesses expand: Enable decision-making regarding choice of marketing practices by food marketers and producers, policy decisions by government officials that affect businesses in the food industry. Save explorers many thousands of dollars, as well as energy and emotional stress by helping them realize early that starting a food business isn't what they need to do. Assist approximately 3-5 companies start their food business through one-on-one counseling and market research. Help 3-5 companies turn their business around and start growing.
4	Improve competitiveness of Pacific Northwest food businesses. • Increased business activity and success in the Northwest food industries. • Sustainable competitive advantage for Northwest food industries that are able to accurately gage consumer demand for their products. Improve the food economy by developing new, stronger, and growing food businesses in the state. Help reduce the state's unemployment through the creation of jobs in these food companies.

Consumers, Food Marketing, and Business Strategies
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

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area

V(H). Planned Program (External Factors)

External factors which affected outcomes

Natural Disasters (drought,weather extremes,etc.)
Economy
Competing Public priorities
Populations changes (immigration,new cultural groupings,etc.)
Other (experiences of participants)

Brief Explanation

{No Data Entered}

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
Other (peer review process)

Evaluation Results

{No Data Entered}

Key Items of Evaluation

{No Data Entered}