

Economics and Management

Economics and Management

V(A). Planned Program (Summary)

1. Name of the Planned Program

Economics and Management

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
602	Business Management, Finance, and Taxation	25%		25%	
604	Marketing and Distribution Practices	25%		25%	
605	Natural Resource and Environmental Economics	10%		10%	
606	International Trade and Development	10%		10%	
608	Community Resource Planning and Development	10%		10%	
610	Domestic Policy Analysis	20%		20%	
	Total	100%		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	21.9	0.0	14.0	0.0
Actual	22.1	0.0	14.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c 295139	1890 Extension	Hatch 705182	Evans-Allen
	0		0
1862 Matching 295139	1890 Matching	1862 Matching	1890 Matching
	0	1023247	0
1862 All Other 1793768	1890 All Other	1862 All Other	1890 All Other
	0	2809347	0

V(D). Planned Program (Activity)**1. Brief description of the Activity**

Numerous activities, events, and experiences were conducted to address the needs of producers and other clientele in the area of economics and management. These included but were not limited to, workshops, one-on-one intervention, marketing clubs, cooperatives, popular press articles, extension publications, and other methods as needed. These educational approaches focused on the identified needs of those who participate in our programs.

Work of the AgriLife Research and AgriLife Extension was conducted jointly where research-based information was generated and then transferred to clientele. This work was conducted primarily on campus with dissemination efforts both on campus and at various research and extension centers across the state.

Collaborative efforts were also an important part of this area. Work with various commodity groups and other agencies were routinely conducted by both AgriLife Research and AgriLife Extension faculty. Examples of this work include the corn producers on policy work and the Farm Service Agency on price projections for the coming year.

2. Brief description of the target audience

The target audience for the economics and management program included all Texas producers. Specifically, commercially viable agricultural producers were targeted, but additional efforts were targeted to small scale operators, part-time producers, new/young landowners/producers, and commodity groups.

The target audiences were very diverse in knowledge, skills, attitudes, and aspirations to learn and adopt important strategies to be successful. Therefore, the methods used in this area varied depending on the audience being addressed.

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	26500	43000	0	0
2007	25549	140212	488	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	46	208	254

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

of group educational sessions conducted.

Year	Target	Actual
2007	1110	1473

Output #2

Output Measure

of research-related publications.

Year	Target	Actual
2007	130	208

Output #3

Output Measure

of research-related projects.

Year	Target	Actual
2007	45	44

V(G). State Defined Outcomes

O No.	Outcome Name
1	Percent of producers that report a savings in money or increased profit by best management practices adopted.
2	% of target audience that reports an increased knowledge of economics and management strategies.
3	Number of producers who conduct whole farm or ranch risk assessment evaluations.

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

Economy

Brief Explanation

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

1. Evaluation Studies Planned

Retrospective (post program)

Before-After (before and after program)

Evaluation Results

Key Items of Evaluation